

A close-up photograph of two babies lying on a patterned rug, holding hands. The baby on the left is wearing a white long-sleeved shirt and brown pants. The baby on the right is wearing a blue and green patterned sweater. The rug has a geometric pattern in shades of green, blue, and beige.

*The most important thing I learned  
was **the power of a group.***

Connecting Families

Program for Early Parent Support · 2015 Year in Review





*Watching the precious babies grow  
each week was such a gratifying part  
of this experience.*

Dear PEPS Community,

As I reflect on the past year at PEPS, I am moved by the evidence we continue to see of the power of social connection and peer support during the early weeks and months of parenting. In its 32<sup>nd</sup> year, PEPS remains a critical resource for new and growing families in King and Snohomish counties and beyond, and our services continue to be validated by the latest science and research.

When parents build resilience, learn to understand their child's needs, and build connection with one another, they are better equipped to support the healthy development of their babies. This is only the beginning. Investing in families and providing them with support during this critical time leads to better health outcomes for babies throughout their entire lifespan. We at PEPS are motivated by the significant opportunity we are given to make a difference in families' lives, and we are compelled to reach even more families and communities in the coming years.

2015 was a year that brought change and growth. We lovingly said farewell to LB Kussick, who served as Executive Director of PEPS between 2009 and 2015. Under her leadership PEPS evolved into the strong, financially and programmatically stable organization it is today. In the search for LB's successor, we had the great fortune to find Jessica Lawmaster, a visionary leader with a deep passion for the PEPS mission. Through Jessica's thoughtful leadership, we will expand our reach and impact to support more families than ever before.

As you turn the pages of this report, we hope you are touched by our 2015 story. The power of PEPS lies in providing opportunity for connection during the vulnerable time of new parenthood. The beauty of PEPS is that we could not do this without the connections we have with all of you who continue to support our efforts to reach more families.

We hope you will stay connected, share your ideas, and continue to champion the work we do to build resilient families. We couldn't do it without you.

In gratitude,

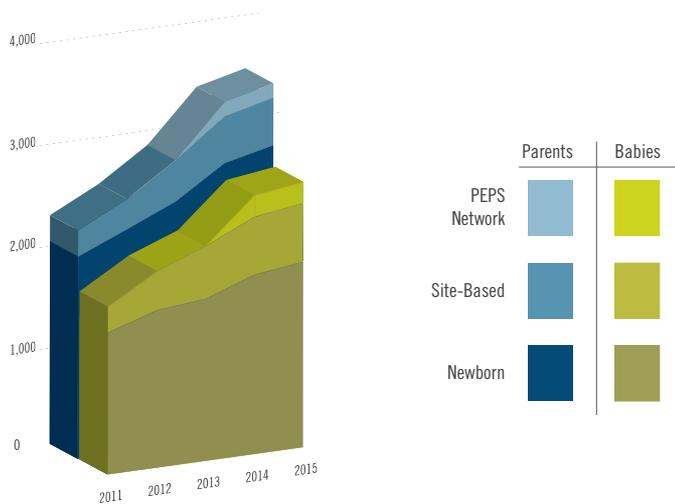
Laurie Alexander, PhD  
Board President

# Strength in Programming

3,276 parents participated in 280 groups, an increase of 4% over 2014. Parents met in 3,288 weekly meetings. On any given day in our community, there was an average of 9 active PEPS Groups meeting.

- ✓ 224 Newborn Groups
- ✓ 65% of Newborn Groups met in the evening, an increase of 5% over 2014
- ✓ 56 Baby Peppers, Little Peppers and Second Time Around Groups

## Supporting Parents & Babies 2011-2015



*I loved when one dad said, “Oh man, we’re not the only ones” when someone else was sharing their story.*



*At the first meeting she cried as she talked about the birth and the first 3 months and that **gave us all permission to be real.***

## Fostering Leadership

A Leader is a [peer](#), a friend leading the way.

- ✓ [106 new leaders](#) were trained and equipped to facilitate discussions, handle the schedule, introduce topics, offer ice-breakers to create commonality and talk about supporting the babies' development
- ✓ [110 returning leaders](#) brought their experience to new groups, giving back more because they love it

[Volunteers, including board members and many others, supported PEPS with 16,635 hours of their time.](#) Volunteer group leaders are an extraordinary part of our programming, and more importantly, they are passionate and dedicated to the new parents and babies in their groups. We couldn't do it without you!

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*“My daughter was three when I led my first PEPS group. It’s so gratifying to see that PEPS has become such a thriving organization from its small beginnings then. How wonderful that the PEPS community is still there for my thirty-three year old daughter and her baby boy now.” —PEPS Leader and Supporter*

# Program and Outreach Highlights

- ✓ Through the PEPS Parent Talk Lectures, 237 parents came together to learn about infant brain development, how to evaluate childcare options and more
- ✓ Three evening events for dads, including the popular panel, [Real Scoop on Being a New Dad](#), brought 128 dads together for fun and shared perspectives on fatherhood. PEPS served more than 1,000 new fathers in 2015
- ✓ [Grandparents need a village too](#). PEPS hosted 69 grandparents at social hours with facilitated discussions
- ✓ PEPS reaches parents with the [Highs & Lows blog](#), [monthly Tips & Tricks](#) and with our [newsletter](#) of original articles, local resources and events
- ✓ PEPS partners with local organizations like Fussy Baby, Parent Trust, Zero to Five, Seattle Children's Hospital, University of Washington I-LABS and many more so that we can refer parents and share resources



There are *no rose tinted glasses*  
in a PEPS group, *just real life.*



*I have transformed from a “scared out of her mind” mom to one that is confident, happy and overall well-rounded.*

## Financial Assistance

- ✓ \$14,590 in financial assistance given in 2015
- ✓ 175 families received financial assistance
- ✓ 62% of parents who requested financial assistance received a partial scholarship
- ✓ 38% received a full scholarship
- ✓ 88 parents also received subsidized program fees in south Snohomish County thanks to the generous support from Verdant Health Commission

PEPS encourages any parent who feels stretched by the program fee to ask for financial assistance. We continue to raise awareness of financial assistance to all parents, to make it easy and to ensure that cost is not a barrier to participation.

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*“I am equally ecstatic and appreciative of the generous scholarship. Thank you very much. It's a win-win situation for us as not only have we enjoyed our time with PEPS so far, but now we have one less weight (aka bill) lifted off our shoulders. Thanks again.” —a financial assistance recipient*

*My PEPS group will forever be  
a part of my story...*





At PEPS, it's okay to ask any and all *“is this normal??!!”* questions!

## Expanding Our Reach

PEPS created the PEPS Network to realize our vision of bringing parent peer support groups to more communities by partnering with organizations.



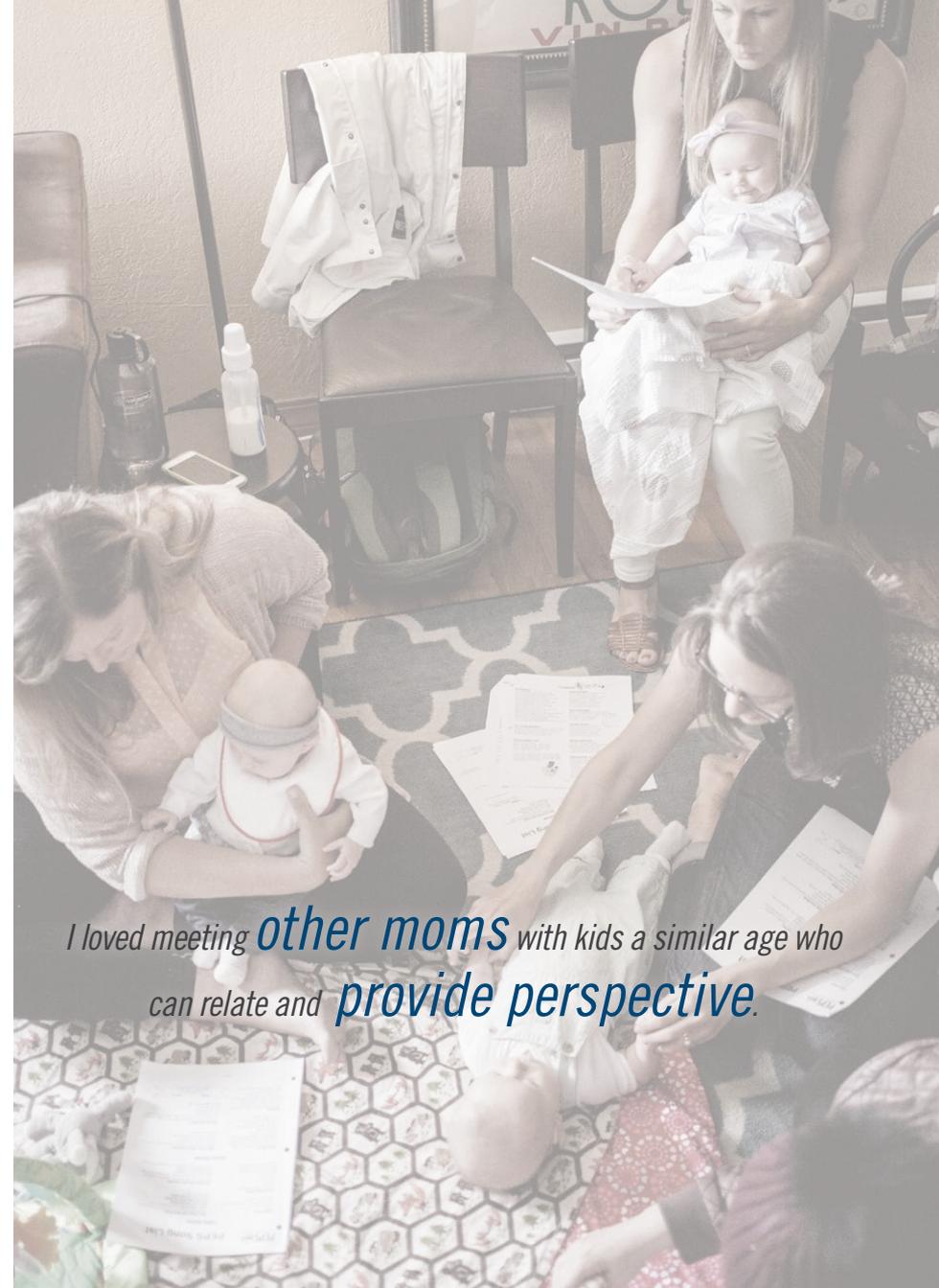
2015 PEPS Network members: Bonn Baby, Partners in Parenting, Seattle Families of Multiples, Room One, and YMCA Auburn.

# Growing Our Impact

**Thank you to our funders!** It takes a leap of faith for donors to fund outside of a nonprofit's core work. Twenty-nine incredibly generous supporters made that leap and **in 2015 contributed \$471,200, helping PEPS build capacity for the future.**

With this investment, PEPS replaced an outdated system that was confusing for parents and required significant manual work by PEPS staff. This new technology allows PEPS to plan for groups ahead of time, prep volunteer or paid leaders, anticipate future demand, fill groups to capacity, simplify access to financial assistance, generate interest around groups with low registration and **ultimately serve more parents.**

**We continue to improve our capacity** to serve more parents with this funding and, in addition to needed investments in our registration, we are making improvements to our volunteer training and more.



*I loved meeting **other moms** with kids a similar age who can relate and **provide perspective.***

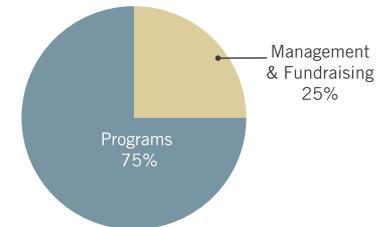
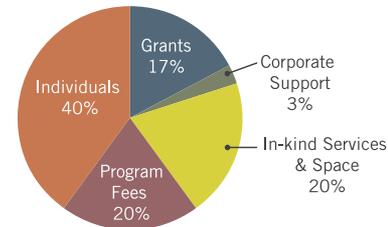
It's been *invaluable to understand the commonalities of our various parenting journeys.*

## Sustaining Support

Individual gifts, corporate contributions, employer-matching and foundation grants are a critical part of our sustainability and help us ensure that participation can be affordable, parents can request financial assistance and programming is continually improved.

2015 REVENUE: \$1,878,282\*

2015 EXPENSES: \$1,406,947\*



In 2015, PEPS embarked on a Growing Impact campaign to invest in infrastructure and capacity over the next three years. We raised a total of \$471,200 through this campaign, which is reflected in the revenue.

\*Estimated prior to year-end financial review. Reviewed financials will be available at [peps.org](http://peps.org) in late summer, 2016.

Thank you to the 1,000+ individuals, companies and community, private and family foundations who contributed to PEPS in 2015.

\*PEPS Sustainer Circle Members as of 12/31/2015 | ‡2015 PEPS Growing Impact Campaign Investors

## \$10,000+

### Act of Giving‡

Laurie Alexander & Erik Cullen\*‡

Anonymous (1)

### Apex Foundation‡

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Verdant Health Commission

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*"You must make this clear: it is critical for the future well-being of our society that as many parents as possible—and therefore as many children as possible—receive the kind of support that PEPS offers. This applies to every socio-economic and demographic level of our community. PEPS provides a low-cost, sensible, and sensitive service that pays back in spades. What we parents receive from PEPS, and therefore the benefits that our children reap, is invaluable." —PEPS Donor*



*At PEPS, it's okay to let it be your turn  
to cry during highs and lows that week.*



PROGRAM FOR EARLY PARENT SUPPORT™

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*With PEPS you are face to face  
with others going through  
the very same thing.*

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