



2025 At a Glance

In 2025, PEPS connected and supported nearly 7,000 parents through our programs, partnerships, and events.



"[My] PAT Group gave me not only confidence, but also great comfort while we navigate [through the] 'parenting teens' era with other fellow parents."

— PEPS Parents of Adolescents & Teens (PAT) Group Participant



3,885 parents participated in **338** PEPS Groups



I am a better parent because I have a community of support. I have people to talk through problems with and to listen to my experiences. I don't feel alone in this experience.

— PEPS Newborn Group Participant



1,872 parents served through partner organizations



378 parents of adolescents served through groups, events, and workshops.



254 parents served through Affinity Groups and events

"Parents served" numbers are determined using registration data for PEPS Groups and events.

2025 PEPS PROGRAMS

Connecting the Expecting

For expectant parents

Newborn

For parents with babies 2-20 weeks old

Second Time Around

For parents with babies 2-20 weeks old and one or more older children

Baby Peppers

For parents with babies 5-12 months old

Parents of Adolescents & Teens (PAT)

For parents with children 10-19 years old

Affinity Groups

For families who share identities that intersect with their role as parents or caregivers:

- International PAT Families*
- LGBTQIA+ Parents
- Military Families*
- Single Parents
- Working Moms

*Pilot program



Experience the impact of PEPS firsthand — [join a PEPS Group.](#)

Stronger Parents, Stronger Community

After participating in a PEPS Group...



95% of respondents felt **better equipped** to support their child's development



I felt an unbelievable sense of meaning and purpose after leading this group. Bringing people together and being a component in building community is a great honor!

— PEPS Group Leader



93% of respondents felt **more aware** of resources available for parents



97% of respondents felt **less isolated** as a parent



Being part of this group has reminded me that I'm not alone in the juggling act of work and motherhood. Hearing others share similar challenges and emotions helped me feel understood and less isolated.

— PEPS Working Moms Affinity Group Participant



96% of respondents felt **more confident** in their parenting abilities

Volunteers fuel PEPS, dedicating 12,000+ hours to support parents in 2025.

9 Board Members lent their passion and expertise to help guide PEPS

59 Table Captains and volunteers made our Benefit Luncheon a success

226 Group Leaders dedicated over **10,000 hours** to facilitate PEPS Groups

32 community members shared their time and skills as **Advisors & Ambassadors**

57+ Guest Speakers educated parents



Get involved in 2026! Volunteer as a **PEPS Group Leader**, join our **Board or Advisors and Ambassadors Network**, share your expertise as a **Guest Speaker**, or **host a table at our Benefit Luncheon**.

A Message From Our Executive Director

Dear PEPS Community,

As we look back on 2025, I'm deeply grateful for what we've built together and energized by where we're headed next.

In 2025, PEPS connected and supported nearly **7,000 parents** through our programs, partnerships, and events. A few highlights from the year included:

- Launching PEPS in Tacoma ([page 5](#))
- Collaborating with Seattle Public Schools to support parents of adolescents and teens ([page 7](#))
- Piloting programs for military and international families ([page 5](#))
- Offering more accessible ways for parents to find connection and support through community gatherings and workshops ([page 7](#))

Along the way, we responded to what parents told us they need. We integrated more mindfulness and well-being practices into our programs ([page 11](#)). We advocated for policies that support families across Washington State, including amplifying one PEPS parent's story that helped change state law for breastfeeding parents ([page 8](#)).

Just as important as *what* we did in 2025 is *how* we did it.

Throughout the year, we listened closely to parents navigating isolation and stress, to Group Leaders and partners adapting to changing needs, and to our staff and community members who bring deep care and wisdom to this work. What we heard reinforced what we've seen over the last decade. Parents need connection and support in every season of raising a child, and they need it in ways that are accessible, local, and responsive to real life.

That learning shaped a major body of work this year — our new Strategic Direction ([page 9](#)). Everything we're doing moving forward is grounded in what we've learned together. 2025 was a year of building momentum, testing new approaches, and strengthening our ability to support more parents and children with care and intention.

None of this happens without you.

Your support fuels the programs, partnerships, and people that make community possible for parents. It strengthens the circle of care around families at a time when many feel stretched thin. It brings us closer to a future where no parent is alone.

Thank you for being part of PEPS — past, present, and future.

With gratitude,



Dana Guy, she/her
PEPS Executive Director



Dana with her son Owen at the 2025 PEPS Benefit Luncheon.

2025 PEPS STAFF

Patricia Andre-Edgar
Communications and Marketing Director

Swarnima Aswinkumar
Innovation and Expansion Manager

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Operations Coordinator

Jennie Capron*
Leader Training and Support Manager

Anushree Dasgupta
Leader Recruiter

Elizabeth Dawson
Program Support Specialist

Magill Dickerson-Lange
Donor Relations Manager

Kayla Eddy
Development Manager

Dana Guy
Executive Director

Polly Jirkovsky
Partnership Manager

Gloria Martinez
Bilingual Program for Parents of Adolescents and Teens (PAT) Outreach Manager

Marion Mohrlok
Development Director

Cari Morales
Operations Director

Avani Nadkarni*
Communications and Marketing Manager

Beth Peery
Impact and Evaluation Specialist

Allannah Raas-Bergquist
Operations Manager

Melanie Roper
Program Director

Elaine Walsh
Operations Coordinator/
Leader Training and Support Manager

*Part-year

Expanding Reach: New Zip Codes & New Communities



PEPS Partnership Manager and Program Director standing in front of the Children's Museum at JBLM.

PEPS IN PIERCE COUNTY

In 2025, PEPS launched in Tacoma, hosting three groups across the city. Families in Pierce County have long asked for PEPS, and our 2024 landscape analysis confirmed what we were hearing: while the area has many family-serving organizations, ongoing peer-led support for parents remains scarce.

As rising housing costs lead families to search for more affordable places to put down roots, the need for PEPS has grown. Expanding into Pierce County has been a longtime goal, and we're proud that this launch was built on listening, learning, and building relationships before the first group ever met. Through our Advisors and Ambassadors Network, volunteers like Annie Garrett made that possible:



My family moved to Tacoma after 15 years in Seattle, and it's been a dream come true to help PEPS launch here in Pierce County! I've been continually impressed with how intentional the PEPS team has been in connecting with the diverse range of local leaders and organizations, taking a collaborative, community-based approach. With the new strategic plan, I see PEPS making smart moves to meet more families where they are.

— Annie Garrett, PEPS Board Member and Ambassador



Do you live, work, or have connections in Pierce County?

Become a PEPS Ambassador to help expand our reach in Tacoma!

AFFINITY GROUP PILOTS

Military Families: As part of our Pierce County expansion, PEPS identified support needs specifically for military families. We partnered with Greentrike, a Pierce County-based organization, to pilot a Military Families Affinity Group at the Children's Museum at Joint Base Lewis-McChord (JBLM).

After a successful pilot funded by the East Seattle Foundation, the Military Families Affinity Group will continue into 2026 as a monthly drop-in model geared toward families with babies, toddlers, and young children.



The [military family] community is such a small but diverse community. It is so helpful to talk to people who just get it.

— Military Families Affinity Group Participant



International Families Affinity Group at Neighborhood House.

International Families: In response to community feedback, PEPS piloted an International Families Affinity Group for parents of adolescents and teens in 2025. This program was informed by a survey of over 70 parents and focus groups with parents, teenagers, and community leaders. In collaboration with University of Washington's Public Health program and local consultants, we developed a specialized curriculum tailored to the needs of parents raising children in a different culture than their own.

Parents connected across cultures, learning how to navigate the U.S. school system while supporting their children. After the program, parents said they learned strategies to build stronger relationships with their children, felt more connected, and were more knowledgeable about adolescent development.



I realized we are not alone — many parents from different countries face the same struggles.

— International Families PAT Affinity Group Participant

Expanding Reach: PEPS Partnerships Around Puget Sound

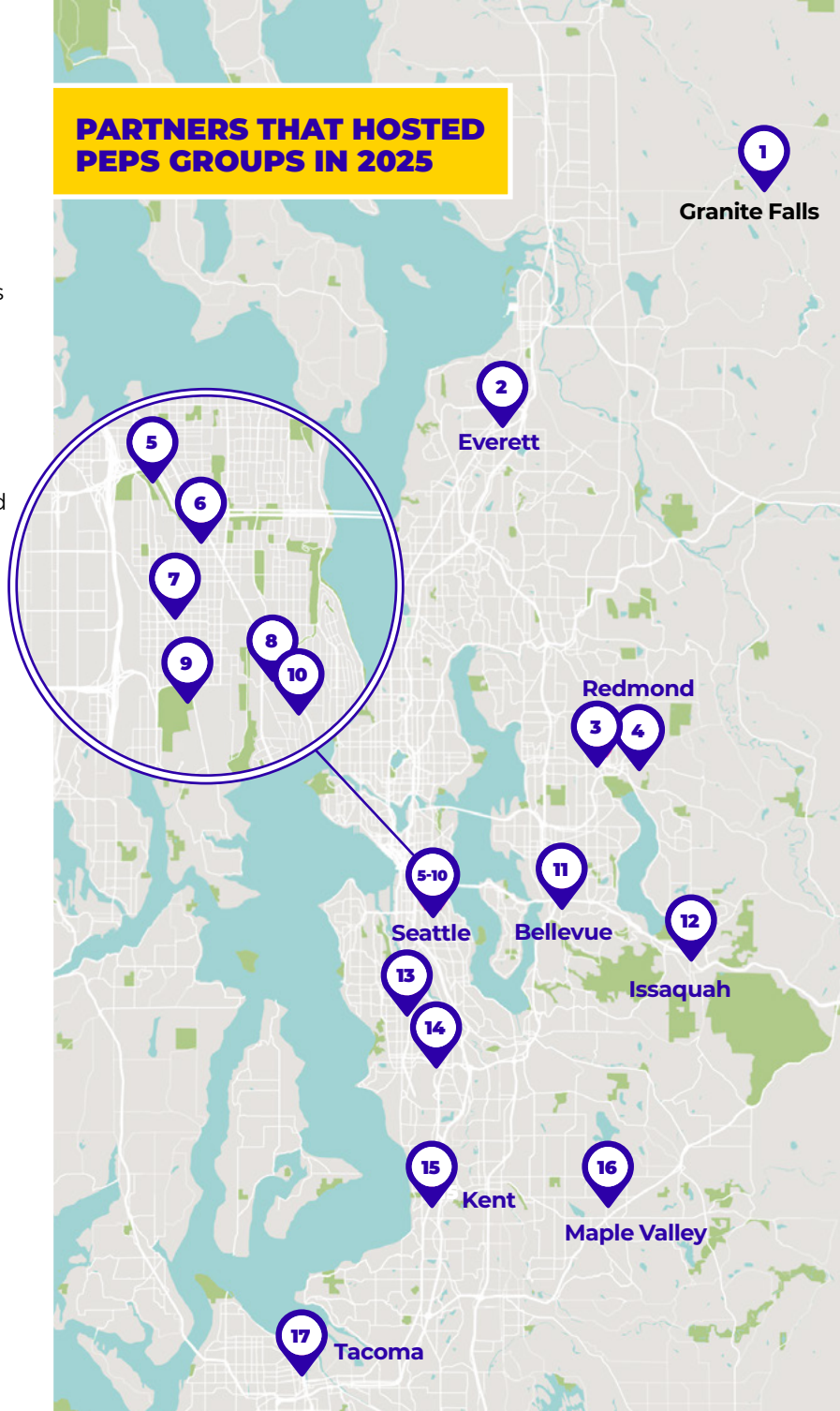
Every parent deserves support. We believe PEPS works best when adapted in partnership with organizations rooted in and reflective of the strengths of their communities. In 2025, we expanded our reach by partnering with organizations in Pierce, King, and Snohomish Counties. Together, we tailored PEPS programs and curriculum to reflect local needs and ensure families can access peer support in formats and languages that work for them.

1. Sno-Isle Library Granite Falls ◇
2. ChildStrive ◇△
3. NAMI Eastside △
4. Sistema Escolar USA △
5. Neighborhood House △
6. Hamlin Robinson School △
7. Open Arms Perinatal Services ◇
8. Mercy Housing ◇△
9. Denise Louie Education Center ◇
10. Launch △
11. NISO ◇
12. The Circle △
13. Seattle Families of Multiples ◇
14. Northwest Center ◇
15. Mercy Housing ◇△
16. Greater Maple Valley Community Center ◇
17. Greentrike ◇

◇ = Newborn Groups

△ = Parents of Adolescents and Teens Groups

PARTNERS THAT HOSTED PEPS GROUPS IN 2025



BEYOND PUGET SOUND: THE PEPS NETWORK

Through the [PEPS Network](#), organizations across the U.S. can license and implement our curriculum, bringing parent peer support to more communities.

- Healthy Mothers Healthy Babies Coalition of Hawai'i (Honolulu, HI)
- Martha's Table (Washington, D.C.)
- Methow Valley Midwifery (Methow Valley, WA)
- Partners in Parenting (Austin, TX)
- Triangle Area Parenting Support (Triangle Area, NC)



Want to provide parent peer support through your organization? **Find out how to become a Network Partner.**

Beyond Traditional PEPS Groups: Connecting Parents in New Ways

SUPPORTING PARENTS OF ADOLESCENTS & TEENS

Since launching our Parents of Adolescents and Teens (PAT) Program in 2022, PEPS has continued to expand our program offerings to meet busy parents where they are and offer targeted support when parents need it most.



[The PAT Program] was not only education—it was community connection. People did not have the information before, so the curriculum was very relevant.

— Romy Romero,
NAMI Eastside Bilingual Program Coordinator

In addition to our 4- and 9-week PAT Groups and free educational community events in partnership with PNW ParentEd and ForeFront, we launched a PAT workshop series in 2025. These 1.5-hour virtual workshops covered topics from teen substance abuse to adolescent stress management. Parents and caregivers learned with and from one another through small group discussions, practical tools, expert insights, and actionable strategies to support their teens.

We also collaborated with the following partners to offer workshops to their communities:

- Bellevue LifeSpring
- FamilyWorks
- Girl Scouts of Western Washington
- Issaquah PTSA
- King County Library System (Newport Way, North Bend, and Bothell locations)
- Lake Washington PTSA
- Neighborhood House
- Seattle Public Schools
- Summit Sierra School



Parents have small group discussions at a PAT Workshop about teens and technology use.

MORE WAYS TO COME TOGETHER

We know social connection is a powerful antidote to the stress and overwhelm parents are feeling right now. We also know parents are busy! That's why we're thinking creatively about how to bring families together.

In 2025, we hosted more events to help families learn, connect, and build community. By co-hosting events with partners, expanding offerings for parents whose children fall outside of our PEPS Group age ranges, and creating more opportunities for families with shared affinities to meet, we made connection easier for parents in our community.



Working moms share experiences and tips at our Working Moms Networking Event in June.

2025 PEPS EVENTS AND GATHERINGS

- Educational events on creating a will, saving for your child's education, and more
- LGBTQIA+ family picnic
- Single parents playdate
- Working moms networking event
- Grandparent gatherings
- Parent networking events
- YMCA Women's Wellness Weekend



Want to know the latest happenings at PEPS? [Sign up for our newsletter.](#)

1,000+ parents joined us for PEPS events and gatherings in 2025.

PEPS Advocacy: From Support to Systems Change

During the 2025 legislative session, PEPS collaborated with advocacy partners to advance policies that support family stability. We mobilized our community to engage with state legislators on issues that matter most to parents and caregivers.

We shared insights from our [Working Parents survey](#) with advocacy partners to help shape policy proposals related to Paid Family and Medical Leave improvements and protections for working parents.

ADVOCACY IN 2025

Our engagement in statewide advocacy work continues to grow each year. We look forward to expanding our impact so parents receive support not only within their PEPS Groups, but across the systems that shape their daily lives.

Nearly **300 community members** stayed informed, engaged, and activated through our advocacy email list.

The PEPS community sent **200+ letters to legislators** in support of family-friendly policies.

Three PEPS advocacy priorities passed, improving Washington's Paid Family and Medical Leave program, strengthening protections for pregnant and postpartum people, and protecting families from excessive rent increases.

ELLIE'S STORY: ADVOCATING FOR BREASTFEEDING PARENTS WITH PEPS

Ellie Klein was six months postpartum, exclusively breastfeeding, and had only been back at work for three weeks when she received a jury duty summons.

She did everything right. Ellie contacted the court ahead of time to request a lactation room, packed her pump, and showed up ready to serve.

What she encountered was a court system woefully unprepared to accommodate a breastfeeding parent. The "lactation room" was a dirty room without space to set up her pump parts. The rigid jury duty schedule made it challenging for Ellie to access private and consistent pumping breaks.

The experience reflected a profound lack of awareness, support, and basic respect for breastfeeding jurors. **Exhausted and defeated, Ellie reached out to her PEPS Group.** They listened, validated her experience, and encouraged her to share her story with PEPS staff.

When Ellie reached out, we listened — and took action. In collaboration with our advocacy partners, PEPS incorporated the issue of jury duty for breastfeeding parents into policy efforts already underway for the 2025 legislative session.



Ellie Klein testifying on behalf of PEPS for SB 5217.

One year later, Ellie testified in Olympia, helping pass SB 5217: a new law guaranteeing safe, clean spaces and paid breaks for breastfeeding parents in the workplace, and also excusing them from jury duty.

[Ellie's story](#) shows what's possible when parents don't have to face challenges alone. With support from PEPS and the broader community, her negative experience transformed into change for thousands of families across Washington State.



Do you want to advocate for more equitable policies for children and families? **[Sign up for PEPS advocacy emails](#)** to receive timely updates and action alerts.

What's Next for PEPS: Our New Strategic Direction

In 2025, PEPS completed a strategic planning process to define our priorities for 2026–2028.

Parenting has always been hard. But the conditions that once held families up have quietly eroded. Social media has replaced front-porch conversations. Economic pressure steals time and flexibility. Extended families live further apart. We knew it was time to take stock of what our community needs and how PEPS can best show up in the years ahead.

Our strategic planning process was staff-led from the start. The people closest to the work had the most to contribute, and that was true at every step.

Every team member participated, and our Board, Advisors, Ambassadors, Group Leaders, partners, and donors all brought their voices to the table.

Doing this work together in a year when the future felt uncertain turned out to be its own kind of gift. It helped us look beyond the current moment and focus on the world we want to see for families: one where connection and community aren't hard to find, but instead are woven into everyday life.

For 40 years, PEPS has proven what's possible when parents are connected. **Our vision for the next decade: connection shows up where families already go, in neighborhoods, schools, and workplaces, until one day, no parent is alone.** Our new strategic plan charts the path there. Over the next three years, four priorities will guide us toward that vision.

2026-2028 STRATEGIC PRIORITIES AND GOALS

Support the people who power connection

We will invest in the training, tools, and experiences of leaders, partners, and alumni who build connection.

- Leaders
- Partners
- Alumni



Make community possible for more parents

We will expand and adapt our programming to serve more families locally and nationally.

- Pierce County
- Affiliate Network
- Gatherings & Events



Build a movement for connected, supported parents

We will shift the narrative so that connection and support are seen as essential to parenting and family well-being.

- Research
- Messaging
- Advocacy



Grow intentionally, sustainably, and in community

We will strengthen our foundation to support long-term, values aligned growth.

- Funding
- Systems
- Staff



In this plan I really see the fingerprints of so many people, including my own.

— Polly Jirkovsky, PEPS Partnership Manager



Learn more about our new strategic direction and how you can be part of the future of PEPS.

Community Support: The Foundation of Our Work

At PEPS, we've always believed that connection changes everything. For over 40 years, we've centered a simple but powerful truth: parents need other parents.

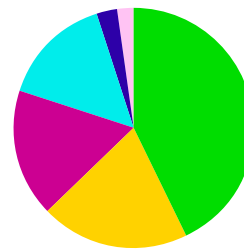
In 2025, as parental stress and isolation reached crisis levels — with 48% of parents reporting overwhelming stress most days — that truth became more urgent than ever.

We can't do this work alone. Our community of supporters, from donors to volunteers, partners, and advocates, is the foundation that makes every connection possible. Your investment this year didn't just fund programs. It created lifelines for hundreds of families. It trained Group Leaders. It brought parent support to underserved communities. It laid the groundwork for our bold 2026-2028 strategic direction.

You made it possible for parents to find each other when they needed it most.

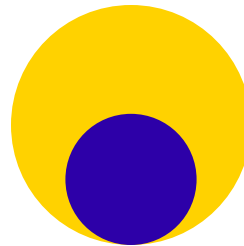
We are deeply grateful to our giving community for making our work possible. Thank you to our [2025 donors, funders, and sponsors](#) — those who gave for the first time and those who continued investing in PEPS. Thank you to the friends who hosted tables and joined us at our Benefit Luncheon, and to the funders and sponsors who believe in our mission. Thank you to our [2025 volunteers](#). Your time, energy, and heart allow us to nurture community for thousands of families each year.

Together, we're building the support system every parent deserves, strengthening families and communities for generations to come.



Revenue \$2,929,709

- 43% Individual Gifts
- 20% Program Fees
- 17% In-Kind
- 15% Grants
- 3% Corporate Giving
- 2% Investment Earnings



Expenses \$2,851,352

- 77% Programs*
- 23% Core Mission Support (Fundraising/Administrative)

Net assets as of December 31, 2025: \$1,358,811

Note: Pre-audited 2025 financials. Numbers subject to change.

*Program expenses include: new program development, curriculum development and support, Group Leader recruitment, training and support, program evaluations, partnership development and support, community engagement, group registrations and systems, customer service, and parenting resources.

DID YOU KNOW?

Program fees cover only 20% of PEPS operating costs. We receive no government funding, which means **every program, trained leader, and family served depends on supporters like you.**

43% of our funding comes from individual donors who understand that connection isn't extra — it's essential.



Turn isolation
into community.
[Give now.](#)

THERE ARE MANY WAYS TO SUPPORT PEPS

- Give cash, stock, cryptocurrency, or make a gift from your donor-advised fund.
- Make a Qualified Charitable Distribution (QCD) from your IRA.
- Include PEPS in your will.
- Host a table at our annual Benefit Luncheon.
- Create and share a fundraising page.
- Give the gift of your time as a volunteer.

Questions about supporting PEPS? Reach out to development@peps.org.

The PEPS Team: A Culture of Care

The care and intentionality we bring to parents in PEPS Groups begins with fostering a culture of care in our workplace. When staff feel truly supported, especially during vulnerable moments, they are better able to show up with creativity, innovation, and a deep commitment to our mission.



PEPS staff sorting clothes at WestSide Baby for our annual all-staff volunteer day.

At PEPS, a culture of care isn't just a policy on paper — it's a daily practice. We offer generous paid time off, including paid sabbaticals after seven years of service, so staff can rest and return to work recharged. We operate with trust and flexibility, recognizing that life outside of work may require unique accommodations. We invest in our team through training, quarterly team-building activities, and growth opportunities such as participation in strategic planning.

WELL-BEING WORKSHOP SERIES

In 2025, with the support of the Maritz Family Foundation, PEPS staff and Group Leaders participated in a series of well-being workshops to bring more holistic support to the parents we serve. Practices like mindfulness, self-compassion, and emotion regulation are now being woven into PEPS programming and leader training.



Want to bring this culture of care to your workplace? [Learn more](#) about PEPS Workplace Community Building and Support for Parents.



PEPS staff at the 2025 Benefit Luncheon.

A CULTURE OF CARE IN PRACTICE

When PEPS Development Director Marion Mohrlök returned to her home country of Germany to care for her aging parents, the [culture of care](#) at PEPS made it possible for her to support her family while continuing her work.



My supervisor trusted that I would maintain my commitment to our work and our community, even while navigating a deeply personal situation. I trusted that the organization would support me in finding creative solutions rather than forcing me to choose between my family and my livelihood.

— Marion Mohrlök, PEPS Development Director

The culture of care that supported Marion is grounded in trust, which is reinforced by:

- **Consistent care over time:** When staff face health challenges, family crises, or personal transitions, PEPS consistently finds ways to accommodate individual needs while advancing our shared mission.
- **Flexible policies that create space for life:** Remote work options, flexible schedules, and creative use of leave time provide the structure needed to support staff well-being.
- **Recognition that life happens:** Everyone will face moments when personal needs must take priority. An intentional culture of care acknowledges and prepares for this, rather than treating each situation as an unexpected disruption.
- **Strong, adaptable teams:** Cross-training and trust-building ensure continuity and support when a staff member needs to step away.



PEPS staff at the 2025 Benefit Luncheon

Our Mission: PEPS connects parents to strengthen families and build community.

Our Vision: One day, no parent will be alone. Families have the support they need and parents and children are connected, resilient, and thriving.

Our Values:

- **Equity:** We strive for better access and outcomes for every family, centering those most impacted by disparities.
- **Innovation:** We are bold, curious, and creative in seeking new ways to deepen impact.
- **Inclusion:** We welcome all parents, honoring their experiences, identities, and voices through a culture of belonging and acceptance.
- **Community:** We believe that human connection is at the heart of meaningful parent support. Through shared experience, parents know they are not alone.
- **Authenticity:** We show up and speak up with humility, vulnerability, and strength. We create space for parents to do the same.

2025 PEPS BOARD OF DIRECTORS

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