

Strategic Direction | 2026-2028



ONE DAY, NO PARENT WILL BE ALONE

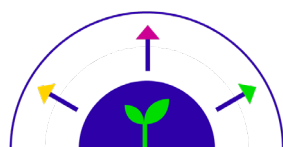
That's our vision, and the heart of this strategic direction

Parenting has always been hard. That's why PEPS was founded more than 40 years ago. But today, it comes with added layers of stress: social isolation, tech and social media, the high cost of living, and families living far from support. When parents are stressed, it directly impacts their kids.

GROWING WITH PURPOSE TO MEET FAMILIES WHERE THEY ARE

This strategic plan is grounded in what parents have told us they need most: connection, support, and community. It builds on the foundation we laid in our last plan, where equity, inclusion, and access were woven into how we show up, partner, and advocate. That work is no longer a separate thread; it's part of who we are.

In this next chapter, we're growing with purpose, expanding in ways that make community possible for more families. This plan is about reaching more parents, investing in community builders, and building momentum for policy and cultural change that put connection and support at the center of family and community well-being.



Our Strategic Priorities & Goals

1. Make community possible for more parents

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

- Establish PEPS in Pierce County, starting with Tacoma
- Refine and expand the PEPS Affiliate Network nationally
- Offer flexible ways for families to connect

2. Support the people who power connection

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

- Elevate the Leader experience through community, purpose & well-being
- Equip Partners for impact
- Build a thriving network of alumni, advocates, and leaders

3. 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.

- Build the PEPS research base
- Reach more parents through resonant messaging and outreach
- Mobilize parents to change policy and culture

4. Grow intentionally, sustainably and in community

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

- Strengthen and expand revenue to fund strategic growth
- Invest in our team and culture to grow with intention
- Enhance operational infrastructure to support growth