



Partners in Parenting

2016

FUNDER REPORT

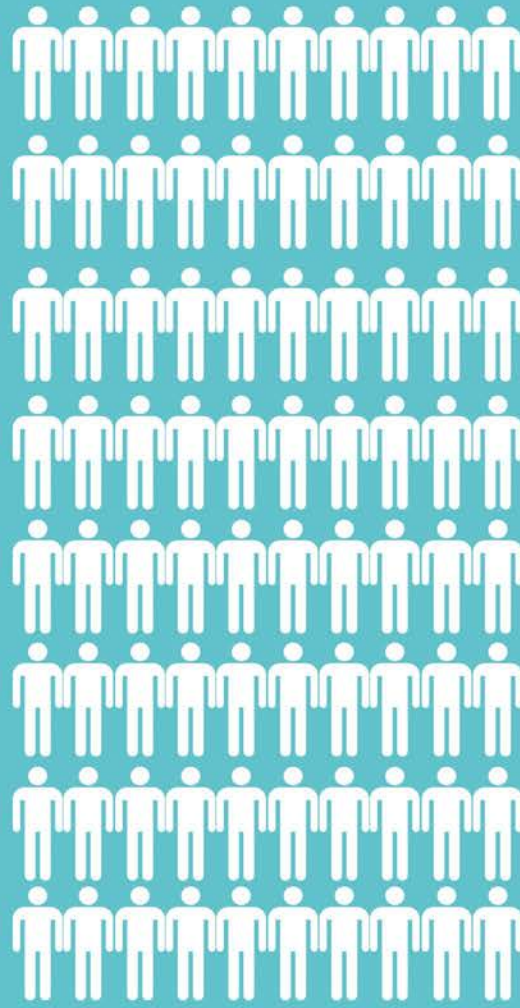


A blue-tinted photograph of a smiling woman holding a baby, with another baby in the background. The text is overlaid on the left side of the image.

**Partners in Parenting
eases the transition
to parenthood by
creating community-
based parent groups
that strengthen and
empower families.**



AT A GLANCE



**80 PARENTS
SERVED**

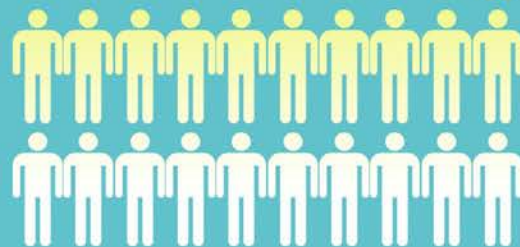


**9 VILLAGES
OF SUPPORT
CREATED**



**4 COMMUNITY
PARTNERSHIPS
FORMED**

**10 NEW GROUP
LEADERS
TRAINED**



**OVER \$30,000 IN
IN-KIND DONATIONS
RECEIVED**



**250 VOLUNTEER
HOURS FROM
GROUP LEADERS**

Not long ago, parents were surrounded by a village that helped them care for their new baby. Today, many new parents live far from their relatives and are isolated from their peers.

Founded in 2014, Partners in Parenting (PIP)'s mission is to ease the transition to parenthood by creating community-based parent groups that strengthen and empower families.

WE BELIEVE

Every new parent deserves support;

**Healthy families raise healthy children;
and**

**Thriving families are the foundation of
strong communities.**

PARTNERS IN PARENTING: A COMMUNITY OF CONNECTED PARENTS

PIP achieves its mission by organizing and facilitating neighborhood-based parent support groups led by trained volunteer facilitators. PIP's parent support groups create a community where new parents share their experiences, reduce feelings of isolation, gain confidence in their parenting skills, and learn important information about cognitive development in children. These supports are based on the Strengthening Families Framework, which is a research-informed approach from the Center for the Study of Social Policy to increase family strengths, enhance child development and reduce the likelihood of child abuse and neglect.¹

PIP is proud to be part of the PEPS Network, an extension of the highly successful programs at the Program for Early Parent Support (PEPS) in Seattle. For over 30 years, PEPS has been well-known for creating parent support groups that now help over 3,000 new parents yearly in the Seattle area to gain confidence and competence in their parenting skills. As a member of the PEPS Network, PIP receives program materials and valuable information that allows PIP to effectively provide similar services in the Austin community.

¹For more information on Strengthening Families™:
www.strengtheningfamilies.net

During 2016, PIP laid a solid foundation from which to grow.

▶▶▶ HIRED PIP'S FIRST EXECUTIVE DIRECTOR



In January of this year, the PIP Board of Directors was thrilled to announce the hire of Rachel Ladov. Rachel is a master's level social worker with over 15 years of experience creating and implementing programs for youth and families at Texas nonprofit organizations. Shifting the management of PIP from volunteers to an Executive Director has professionalized our work and created the necessary internal systems and external relationships to increase our reach. We now feel confident in our ability to expand and provide high-quality parent groups in 2017 and beyond.

"We were able to learn from the other parents and PIP, normalize the scary parts of newborn-hood, laugh at the crazy times (in hindsight), and build bonds with each other." - Hayley P.

▶▶▶ FACILITATED 9 GROUPS FOR 42 FAMILIES

In 2016, PIP will serve 80 parents in 42 families through our newborn (0-4 months) and baby groups (4-10 months). These are new moms and dads growing into their new role as parents. Each group met for 8-12 weeks, and during weekly meetings, parents shared their "highs and lows," bonded over the shared experiences of parenthood, and learned important information about child development.

In post-group surveys, 100 percent of respondents said that through their PIP group they received social support, emotional support, child development information, and practical information useful for new parents. Ninety-two percent of respondents would highly recommend PIP to other new parents. We continually hear from alumni how important their PIP group is to them. Many of them still turn to their PIP group members for support, connection and information months and years after the formal facilitation of their group ended.

“Our sessions made me feel more “normal” amidst the chaos of early parenthood. Our facilitator was excellent - kind, caring and able to offer very sound advice about how to not lose sight of caring for yourself too.” - Kristen W.

RECRUITED AND TRAINED VOLUNTEER LEADERS

Parent-to-parent learning is at the heart of our mission and that means volunteer group leaders are crucial to our organization.

In 2016, PIP group leaders volunteered over 250 hours preparing for and leading groups. PIP currently has seventeen trained volunteer group leaders and five recently recruited volunteers signed up to train and lead groups starting in 2017. All of our volunteers are parents themselves. PIP is also proud to have group leaders who work professionally as post-partum doulas and are specially trained to support families during the newborn period.

CREATED A COMMUNITY PARTNERSHIP PROGRAM

PIP focused on developing partnerships as a priority initiative of its 2016 strategic plan. We identified and connected with community partners where we could provide onsite newborn groups to their existing clients. We looked for prominent, respected organizations that could lend credibility to our organization while increasing enrollment numbers. In 2016 we signed formal partnership agreements with:

OBGYN North - the first hospital-based midwifery practice in Austin that has grown to one of the largest obstetrics practices in the city.

Austin Born - a well-respected doula-run business that serves families throughout pregnancy and the first year of life.

Townlake YMCA - a wellness and community center with many youth and family programs.

Jewish Community Center of Austin - a community center serving all in Austin with an onsite childcare facility and robust early childhood community-based programs.

Our first Community Partner PIPsqueaks Group started at OBGYN North in November, 2016, and has been well-received by all its group members.

UTILIZED TECHNOLOGY TO IMPROVE OUTREACH

PIP is very proud of our new public face at our re-designed website www.pipaustin.org. Since our new website launch in August, 2016, we have had 300-500 visitors to our site each month. Our website is designed to help participants find information about us easily and seamlessly connect to a group. The new website has better integration with our registration technology. In addition, this year PIP developed a “welcome series” of emails to registrants to improve our retention rates from the time parents sign up until their group starts.

PIP has a Google Ad Words grant worth a value of up to \$10,000 per month in donated online advertising space. A PIP Alumni who works at Google and has extensive experience with Google Ad Words recently volunteered to manage our account to more effectively leverage the grant for outreach. We also promote PIP through our Facebook page which currently has over 500 likes and regularly includes articles and information useful for new parents.

My husband and I were in a Newborn PIPsqueaks Group and it was AWESOME. It was really helpful to have other parents to talk to who were all going through the same things. We LOVED our facilitator and we have all stayed in touch. I recommend PIP to all new parents! - Dorothy M.

ENGAGED ALUMNI NETWORK

Alumni provide some of our strongest marketing through their word of mouth referrals. They are also our best pool for volunteer group leaders and we expect alumni contributions to grow annually.

Our 2nd annual Alumni Picnic in the Park this spring was an enormous success with 48 registrants. In October we had a meet-up for families and in December, one of our alumni will present a workshop to alumni with toddlers about effective parenting strategies. We plan to regularly host informative, fun alumni events in 2017 to re-engage with alumni as volunteers, donors and champions of PIP's outreach efforts.

2017

LOOKING
FORWARD



INCREASING PARENTS SERVED

This year, our total number of families served was lower than expected, and we are only recently seeing the fruits of our strategic partnerships and an increase in families registering for groups this fall. Through regular evaluation of our outreach efforts, we are discerning the most effective ways to recruit families for our programs. Our mentors at PEPS in Seattle regularly advise us that the key to recruiting more families is to build a strong word-of-mouth referral system. Over time and with a targeted communication plan, we are seeing our relationships with alumni, volunteers, and professionals in the community deepen and continue to grow.

We are now more heavily targeting our outreach to the doula and obstetrics communities, our two largest professional referral sources and the professionals with whom we see the most impact from collaborations. We are working on scheduling meetings with Executive Team members at the major hospitals. Our recent outreach includes a well-attended networking brunch attended by 22 perinatal providers and lunchtime presentations to large OB/GYN medical practices.



IMPACTING UNDERSERVED POPULATIONS


In 2017 we plan to identify at least one partner (e.g. Any Baby Can, United Way) with whom to pursue joint funding that would include a paid facilitator position to run a group for underserved families (e.g. low-income, parents of infants with disabilities, Neonatal Intensive Care Unit parents). Recently PEPS in Seattle has expanded their efforts to more broadly serve all residents of Seattle, including more families in low-income neighborhoods. We are excited to learn from them about best practices to expand our program model to reach underserved populations.

EXPANDING FUNDRAISING EFFORTS AND STRATEGIES

In January of 2016 we applied to participate in *I Live Here I Give Here's* Amplify Austin fundraising campaign. We raised almost \$4,000 in a 24-hour period and the experience taught us a lot about how to use the Amplify Austin Campaign as an effective fundraiser for 2017. We have set a goal of \$7,000 for the 2017 campaign and are in conversations with a donor about a matching gift designed to encourage donations during the Amplify Austin Campaign.

In the upcoming year, a focus of PIP's strategic plan is to identify and secure funding that will enable us to continue to grow and thrive. Our vision is that, by 2020, PIPsqueaks Groups will serve Austin neighborhoods and surrounding communities in Hays and Williamson County with a new group starting in neighborhoods every other month. This will allow over 500 parents to begin their parenting journey in a community that helps them become a healthy, confident parent and their child's best first teacher.



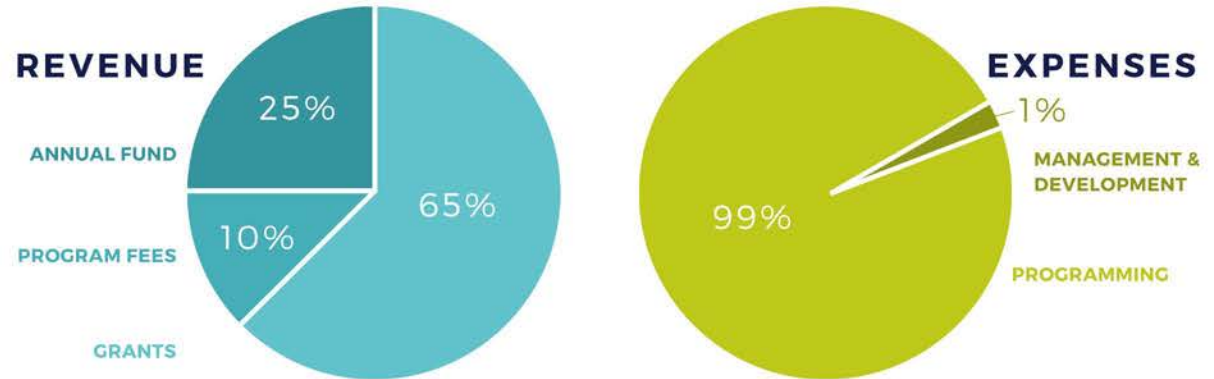
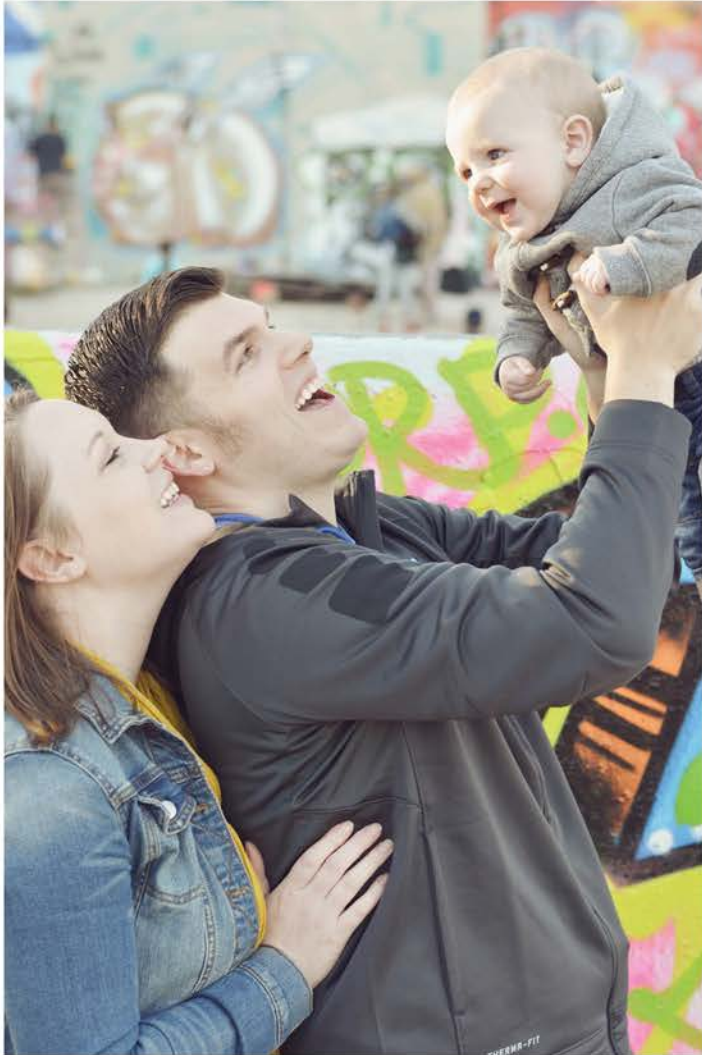
A group of babies lying on a patterned blanket, with a hand holding a smartphone in the foreground. The babies are wearing various outfits, including a white onesie with a logo and a patterned onesie. The image is in black and white with a blue tint.

THIS YEAR we hired an Executive Director, expanded our outreach efforts, recruited and trained new volunteers, developed strategic community partnerships, and reached out to alumni for their engagement and support. After a year of learning, building upon a strong foundation, and more deeply cultivating relationships, PIP is gearing up for an exciting year in 2017. In the coming year our focus will be on recruitment and increasing our fundraising efforts to accommodate sustained growth in the future. We are excited to have new board members joining our team who are energized and excited about helping move PIP to the next level.

THANK YOU FOR YOUR CONTINUED SUPPORT IN MAKING SURE ALL NEW PARENTS IN AUSTIN HAVE THE SUPPORT THEY NEED TO THRIVE.

PIP 2016 Cash Budget

YTD a/o 11/30/2016



SUMMARY

	2016 Est.	2016 YTD	% Est.
REVENUE	\$43,500	\$38,598	89%
EXPENSES	\$41,930	\$36,032	86%
NET INCOME*	\$1,570	\$2,566	163%

REVENUE

	2016 Est.	2016 YTD	% Est.
PROGRAM FEES	\$9,000	\$4,141	46%
ANNUAL FUND	\$9,500	\$9,457	100%
GRANTS	\$25,000	\$25,000	100%

EXPENSES

	2016 Est.	2016 YTD	% Est.
PROGRAMMING	\$41,330	\$35,618	86%
MANAGEMENT & DEVELOPMENT	\$600	\$414	69%

“It was wonderful to have a safe, sympathetic group of other women to share the incredible joys and very real struggles of parenthood with. This whole parenting thing is hard work, and it's nice to know you're in good, sleepless company.”
- Rebecca N.

*Current available cash balance: \$23,337

PIP 2016 Cash Budget

YTD a/o 11/30/2016 (detailed)

Summary	2016 Est.	2016 YTD	% of Est.
Revenue	\$43,500	\$38,598	89%
Expenses	\$41,930	\$36,032	86%
Net Income	\$1,570	\$2,566	163%
Revenue	2016 Est.	2016 YTD	% of Est.
Program Fees	\$9,000	\$4,141	46%
Annual Fund	\$9,500	\$9,457	100%
Grants	\$25,000	\$25,000	100%
Expenses	2016 Est.	2016 YTD	% of Est.
Programming	\$41,330	\$35,618	86%
Printed Materials	\$2,500	\$1,706	68%
Online Advertising	\$200	\$113	57%
PIPnic (alumni event)	\$1,000	\$904	90%
Other Events	\$800	\$165	21%
Space Rental	\$300	\$0	0%
Misc.	\$500	\$165	33%
Food/Drink	\$500	\$944	189%
Technology	\$1,299	\$1,253	96%
Domain Fees	\$22	\$158	725%
Hosting Fees	\$89	\$126	141%
Registration System	\$1,188	\$969	82%
Postage	\$100	\$19	19%
General Office Supplies	\$500	\$376	75%
Volunteers	\$1,800	\$206	11%
Recognition	\$500	\$64	13%
Reimbursement	\$300	\$142	47%
Space Rental	\$1,000	\$0	0%
Staff Salaries	\$25,000	\$19,656	79%
Benefits/Payroll Taxes (est)	\$2,000	\$7,120	356%
Insurance Premiums	\$1,500	\$1,292	86%



Expenses (continued)	2016 Est.	2016 YTD	% of Est.
Programming (continued)			
Accounting/Banking	\$1,320	\$567	43%
Financial Summary Preparation	\$0	\$0	0%
Processing Fees/POS Fees	\$800	\$567	71%
Accountant/Bookkeeper	\$520	\$0	0%
Staff Development	\$135	\$175	130%
PEPS Seattle Visit	\$1,000	\$0	0%
Parent Materials	\$216	\$187	86%
Facilitator Materials	\$360	\$195	54%
Criminal Background Checks	\$100	\$124	124%
Incidentals	\$500	\$116	23%
PEPS Network Fee	\$500	\$500	100%
Development	\$600	\$414	69%
Annual Event	\$0	\$0	0%
Amplify Austin	\$150	\$278	185%
Donor Cultivation	\$300	\$47	16%
Printed Materials	\$200	\$0	0%
Food/Drink	\$50	\$0	0%
Gifts	\$50	\$47	95%
Board Recognition	\$150	\$41	27%



Partners in Parenting

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