

1–2–3... It was all meant to be!

HAVING A BABY IS A MOMENTOUS LIFE CHANGE. CAN YOU IMAGINE HAVING TWO MORE ON THE WAY? For Sadie Farmer, her family began just like that!

“I would probably be a little bit insane because twins and a three-year-old is no joke,” Sadie said. “Without the support of the whole baby and breastfeeding community, I’d probably be housebound and losing it,” she said.

When Sadie was breastfeeding her first son, Sloan, it was not easy. Without a successful breastfeeding relationship, taking care of her son became even harder. Sadie participated in *Parenting Now!*’s Language of Newborns workshop and then the Wonderful ONEs during the evenings and attended Baby Connection during the week. Through these meetups, Sadie not only developed positive and meaningful connections with other parents, but she also discovered more resources that would prove instrumental for her family.

Through Baby Connection, Sadie learned about Daisy Chain, which then introduced her to a crucial resource that allowed her to navigate her days and weeks as a new mom. And from there, Sadie heard about the Healthy Families program through *Parenting Now!*, which includes weekly home visits with a Family Support Specialist. From there, Sadie learned about Make Parenting A Pleasure groups through *Parenting Now!*, which focus on providing support to highly stressed families.

For Sadie, one program led to the next, all in the spirit of supporting her along her journey as a new mom. She formed a special bond with Debbie Jensen, the coordinator of Baby Connection.

“Debbie was a godsend, a guiding light in the turbulence that is a breastfeeding relationship, and I don’t think I would have had a successful one without her,” Sadie said.

Now, as a mother of three, Sadie looks forward to her groups with *Parenting Now!* and Daisy Chain every week. Talking and connecting with other parents on a weekly basis is like having a standing coffee date with your friends while also connecting over the stresses of parenting. There is never any judgement, and if she asks for it, they are there to give her sound advice.

“All of them have been amazingly helpful for me,” said Sadie, “I would highly recommend Baby Connection, *Parenting Now!* and all the resources that they’re able to refer and provide.”



Sadie with her twins, Slater and Sahalie (3½ months old) and her son, Sloan (3 years old)

“
I like the
judgment-free
space to talk and
work through
parenting issues
and celebrate
successes.”



Parenting Now!

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2017–2018
ANNUAL REPORT

IMPACT

7,275 PARENTS & CHILDREN

Services provided in FY 2017–18

FIRST THREE YEARS

For families with children birth thru 3 years old

INCREDIBLE INFANTS



67 families
201 parents & children

WONDERFUL ONES



31 families
63 parents & children

TERRIFIC TWOS



17 families
51 parents & children

THRILLING THREES



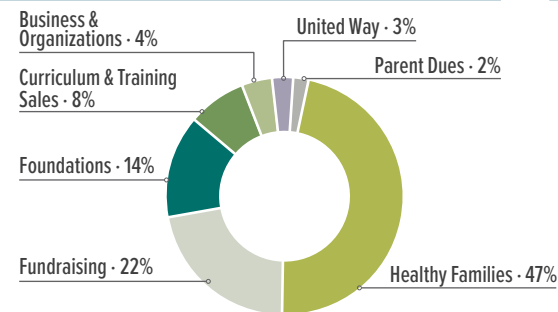
18 families
54 parents & children

TOTALING

133 families

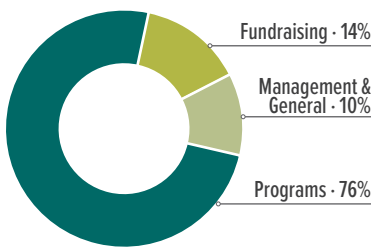
369 parents & children

REVENUE | FY 2017–18



Total Revenue: \$1,310,121

EXPENSES | FY 2017–18



Total Expenses: \$1,304,520

“I feel more relaxed and confident as a parent. I feel a better sense of community and feel more supported.”

PROGRAM FOR YOUNG PARENTS



10 families
40 parents & children served

For young people 12 to 21 years old who are pregnant or have young children

CRECER



17 families
68 parents and children served

For parents of young children birth to 8 years old, offered in Spanish

HEALTHY FAMILIES



HOME VISITS
150 families

SCREENING, RESOURCES & REFERRALS

1,500 new families

TOTALING

6,500 parents & children served

Healthy Families provides home visits, screenings, referrals, and follow-up calls.

MAKE PARENTING A PLEASURE®



42 families
168 parents & children served

For highly stressed parents of children birth to 8 years old, using our evidence-based curriculum

BABY CONNECTION



932 visits from families

A letter from Lynne

Dear Friends,

Thank you for making our 40th year of supporting families at *Parenting Now!* a success! Thanks to your support we have been able to provide services to 7,275 parents and children, 250 parents and children more than the prior fiscal year.

Year after year, we hear from our families how the work we do creates community, deepens relationships, strengthens families and saves lives. This year was no different and the increase in those served reflects this. Our traditional programs for the First Three Years and Make Parenting A Pleasure are still vital, often with wait-lists. We love seeing the moms, dads and babies coming together, almost every day of the week, at our offices and other meeting areas!

You'll see this year's annual report includes numbers from our Baby Connection program, the drop-in program for families with newborns. Coordinated by Debbie Jensen, Baby Connection is a lifeline for families who need support regarding lactation and feeding in those critical first months of life. *Parenting Now!* is thrilled to be in our 8th year of partnering with Baby Connection.

This year also saw the beginning of a collaboration with PeaceHealth and SafeKids of Western Oregon to provide car safety seat clinics and visits by

appointment. As more than 70% of all car seats are installed incorrectly, this is truly a program that saves lives. Kelsey Jennings, a SafeKids certified child passenger safety technician, leads a group of community volunteers to supplement the programs currently offered by Lane County safety professionals. Give Kelsey a call and schedule an appointment, whether you are a parent, grandparent or childcare provider. Services are provided for Spanish speakers as well.

There are so many reasons to celebrate our success and longevity! I look forward to celebrating these successes with you in the months and years to come.

On behalf of all of us at *Parenting Now!* — families, board, and staff — thank you again.

Warmly,

Lynne Swartz

Lynne Swartz
Executive Director



Thank you to our donors!

Parenting Now! gratefully received the following donations between July 1, 2017 – June 30, 2018.

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