



Parenting Now

ANNUAL REPORT
FOR 2023



DIRECTOR'S STATEMENT

Greetings!

I hope this letter finds you well. As we close out our 45th year at Parenting Now, we are looking back, proudly, on the services we provided to families and children in our community this year. As you will see in this report, the breadth and depth of our services have clearly made an impact. Parenting education, such as we provide, directly reduces the risk of child abuse and increases positive parenting experiences by providing support and vital information to parents of young children.

Our dedicated staff, volunteers, and donors make this all possible. I am so grateful for your contributions of time, talent, and treasure. Because of you, hundreds of families and children received life-changing education, support, and connection from Parenting Now over the course of the past year.

As you review this report, I hope you experience the same sense of fulfillment that I do. There is something so hopeful about serving families and children - and knowing that the impact you make is generational. The skills and relationships parents take with them from their time at Parenting Now will influence their parenting and, in turn, create environments for their children that allow them to flourish throughout their lifetimes.

Thank you for taking the time to look back on this incredible year - and for joining me in looking forward to another year of strengthening families and community.

In gratitude,



THEYA JOSLIN, MPA

Executive Director

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FINANCIAL OVERVIEW

Fundraising: The deep and heartening relationship with our donors has been the backbone of our organization, ensuring that we are able to stay strong and continue our mission each year.

United Way: A partner in many ways over the years, United Way has helped fund programs, including Make Parenting A Pleasure and Triple P (Positive Parenting Program).

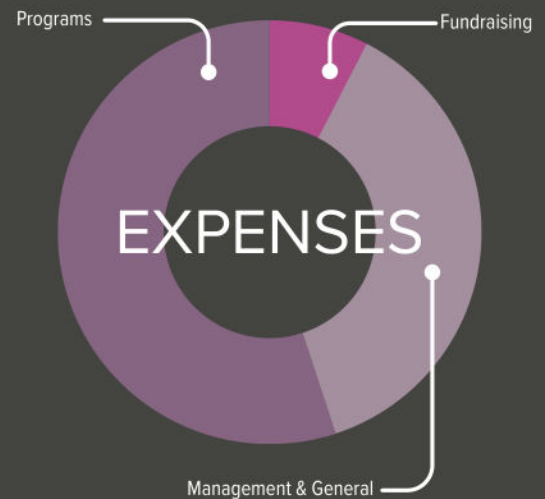
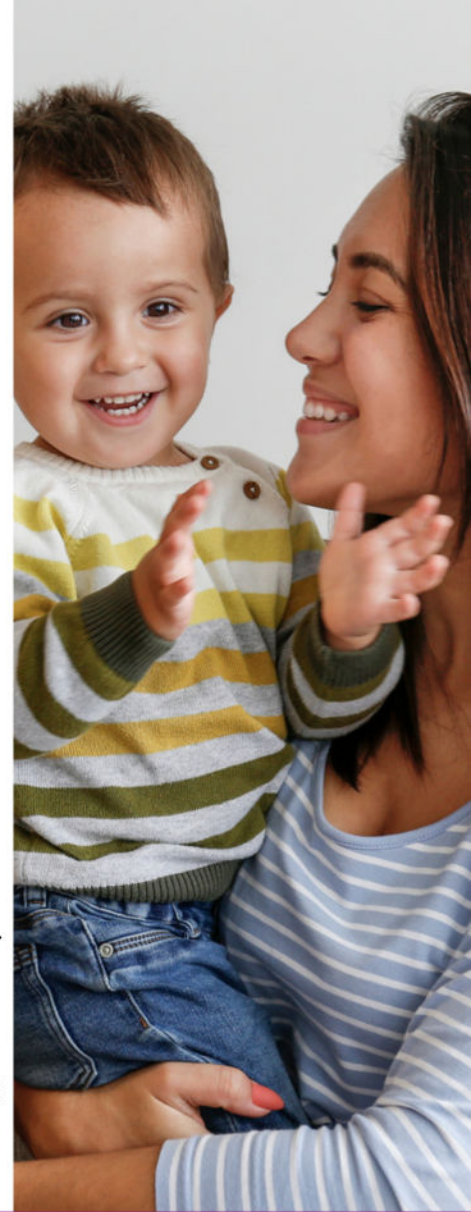
Government: Through our 30-year partnership with Lane County, we have provided Healthy Families home visiting services, helping parents give their babies the best start.

Business and Organizations: The Active 20-30 Club has funded our Resources for Families Poster, as well as many critical capital projects for nearly 45 years. Our partnership with the Oregon Parenting Education Collaborative has enabled us to support the field of Parenting Education by giving us an opportunity to train parenting educators throughout the state of Oregon.

Foundations: Most of our services, including Make Parenting A Pleasure and Parenting: The First 3 Years would not be possible without the support of foundations. Foundations have also fully funded the development of our evidenced-based curriculum.

Curricula and Training: Our evidenced-based curricula have been used in over 47 states and 17 countries. Our training prepares parenting educators to support the families they serve. This extends our mission worldwide. The revenue from this also helps to support our mission right here in Lane county.

Parent Tuition: Parenting Now's The First 3 Years Program is tuition based and offers scholarships so that all can participate, regardless of financial barriers.



THANK YOU TO OUR FOUNDATIONS AND GRANT FUNDERS!



Eugene Active 20-30 Club - \$4,200
Coquille Tribal Community Fund, \$5,000
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WHAT'S HAPPENING

Change is part of an organization's life, just as it is in parenting. In the 2022-23 fiscal year, Parenting Now experienced several changes:

Lynne Grilley retired and we welcomed Theya Joslin as our new Executive Director. Theya brings us expertise in interpersonal violence prevention, child abuse prevention, early childhood systems, and nonprofit management.

"Parenting Now to me means meeting with other mamas and connecting. Being a single mom is hard and being able to connect with other moms is great for my emotional/mental health! Thank you so much!"

- Parenting Now Parent



WE CELEBRATE DIVERSITY!

Diversity, equity, and inclusion (DEI) is important to us. In an effort to incorporate a DEI framework in the programming that we offer, ensuring that all children are raised by nurturing, skilled parents, we began offering a new parenting group for LGBTQ+ parents. We received so many positive responses from our program participants, and we're looking forward to serving more parents of diverse populations. We are dedicated to promoting the fair treatment and full participation of all individuals, particularly groups who have historically been underrepresented or subject to discrimination on the basis of identity or disability.

"I loved meeting more families in the community and how relaxed it was. No pressure."

- LGBTQ+ Parenting Now Group Parent



IMPACT

Services provided in FY 2022-23

FIRST 3 YEARS

For families with children birth through 3 years old

Incredible INFANTS



Wonderful ONES



Terrific TWOS



Thrilling THREES



TOTALING
352

PARENTS & CHILDREN



I moved here back in 2019 and I didn't have any friends. It wasn't until I came to Baby Connection that I actually started making REAL friends.

- Parenting Now Parent 2023

VOLUNTEER
HOURS

2,167

The estimated fair value of this time is \$68,911 based on an hourly rate of \$31.80



BABY CONNECTION



457

Visits from families

A weekly drop-in program for families with newborns that provides professional support for lactation and a community of parents that enjoy the safe, judgment-free space to connect and learn about their babies.

MAKE PARENTING A PLEASURE®



264

Parents & Children

Make Parenting A Pleasure is for families experiencing high stress. This includes the Program for Young Parents (parents aged 25 and under); and Crecer for parents of children aged birth to 8 years old, offered in Spanish.

HEALTHY FAMILIES



360

Home Visits to Parents & Children

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

LGBTQ+ PARENT GROUP

"I loved the ability to connect with other LGBTQ+ parents, especially with a new baby on the way. Parenting now was the main reason I was able to build community with other parents."

- Parenting Now Parent

TRIPLE P: POSITIVE PARENTING PROGRAM

46

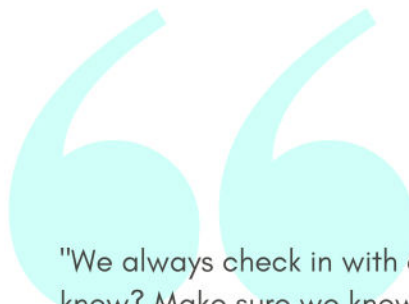
TRIPLE P DISCUSSION GROUP
INDIVIDUALS SERVED
Parents & Children

119

TRIPLE P ONLINE
INDIVIDUALS SERVED
Parents & Children



Triple P equips parents and caregivers with the skills and confidence they need to handle parenting challenges and build strong relationships with their kids.



"We always check in with each other first, you know? Make sure we know how we feel or what we need. We're always talking because it's kind of hard to raise a baby if we're not telling each other what we're doing. We've been friends since middle school and started dating in high school so we have been talking to one another for a long time." – Camille

MARK & CAMILLE - CHECKING IN & ASKING FOR HELP

Mark's father grew up in Mexico and moved to the U.S. when he was a young man. He met Mark's mother, who had moved here from the Philippines to live with her grandmother. Both of Mark's parents are first generation citizens of the U.S.

"Neither of my parents are from first world countries so they grew up without a whole lot."

Mark's parents didn't have a lot of resources for him and his sister while growing up and relied a lot on their own resiliency to figure things out for themselves.

"They didn't really have any family that they could go to for anything. Not for anything like diapers, no parenting advice, and no resources like Parenting Now. My dad, especially, was like, 'Oh, I can do it all by myself' which you know, you can, but you're putting a lot on yourself."

"I've learned how to ask for help. I tell other parents that they can ask for help, too."

Parenting Now offers tuition-based scholarships for families experiencing low income so that they can participate in parenting groups without any barriers. Our parenting groups are game changers for parents like Mark and Camille, who can connect with other parents and get the help that they need as young parents.

"For me, there's a whole life of parenting, there's literally like a million things that we don't know. There's a whole section of a store we never would have gone to if we never had a kid. Or the hospital, there's so much knowledge that they gave us within the four days that we were there. If we never had a kid, there's a whole life that we would be missing out on."

TO LEARN MORE ABOUT OUR PARENTING GROUPS
AND FOR MORE RESOURCES ON PARENTING

SCAN
ME! >>





Parenting Now

45 years of serving children and families!

History Timeline



1978

Birth To Three was founded by three women, Minalee Saks, Andi Fischhoff, and Sue Kelly and was formally incorporated in March of 1978 after their involvement in Mary Rothbart's research study on child temperament from the University of Oregon. With start-up funding from a federal child abuse prevention demonstration grant, Birth to Three was born.

The Infant Program for parents with newborns was created. Early recruitment was conducted using mapping based on vital statistics printed in the local newspaper. Staff would contact new parents to determine interest in joining a group.

1983

Make Parenting A Pleasure, a parenting education program for highly stressed parents, was created by listening to what parents said they needed most. The Birth To Three Toddler Program, later to become Wonderful ONEs and Terrific TWOs was created. The Birth To Three Teen Parent Program for parents between the ages of 12-21 was launched.

1992

The federal Office of Juvenile Justice and Delinquency Prevention (OJJDP) cited Birth to Three as one of the top 25 parenting programs in the U.S.

1997

The federal Office of Juvenile Justice and Delinquency Prevention (OJJDP) selected us as a model family strengthening program.



1999

Holt International Children's Services collaborates with us to train their staff and import our parenting education model into Romania, forming the basis for highly successful national child abandonment prevention efforts.

2000

Make Parenting a Pleasure was selected by the Oregon Office of Drug and Alcohol Prevention for statewide use.

2006

Haga de la Paternidad un Placer, a culturally adapted Spanish language curriculum based on Make Parenting a Pleasure, is created.



2007

Invited by Holt International to train Ukrainian social workers and psychologists from Kiev, Uman and Odessa to use Make Parenting A Pleasure.

2008

Presented at the first Oregon Parenting Education and Support Conference with four nationally renowned keynote speakers and 29 workshops. Over 360 parent education professionals from Oregon and five other states attended.

2010

Completed a 5 year project with Oregon Community Foundation funding to provide Parenting Now! curricula and training to 36 sites in Oregon, including a new Booster Training for more experienced parenting educators.

2011

Provided training and consultations in Pune, India to representatives from India, Ethiopia, Uganda, Thailand, Philippines, and Vietnam.

2012

Name changed to Parenting Now!, reflecting a broader vision for serving parents and children.

2020

Parenting Now! changes name to Parenting Now and rebrands.



2023

Today, Parenting Now is one of the premier parenting organizations in the country, a model for others to replicate – and most of all, a way to create an extended family and sense of community through the common bond of parenthood. The success of our many programs has made an impact on families nationally and internationally.

Night of Hope

AUCTION & GALA

We hosted our annual Night of Hope Auction & Gala on Friday, March 3rd at Venue 252 in Eugene. We honored Noreen J. Dunnells, President and CEO of United Way of Lane County, with the 2023 Minalee Saks Champion of Children Award. Over 200 supporters celebrated in style with a Hollywood Lights themed evening that included a Champion of Children walk of fame, photo booth, a silent auction, a wonderful wall of wine, and so much more. Our Night of Hope Auction & Gala is our largest fundraising event of the year. We are so grateful to all of the guests who attended and honored our current and past Champions of Children and donated towards this amazing night. A special thank you to our Champion, Silver, Gold, and Title sponsors who made this event possible through their generous contributions.



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