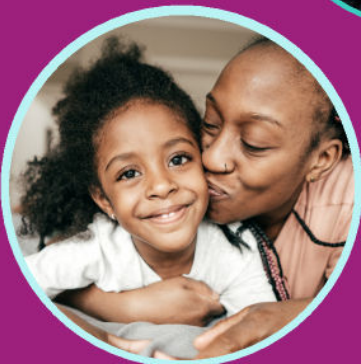




# Parenting Now

ANNUAL REPORT 2023-2024



# DIRECTOR'S STATEMENT

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Hi Friends!

I hope this message finds you thriving. Once again, we find ourselves reflecting on the meaningful services we've provided to families and children in our community over the past year. This report highlights the significant impact of our programs, demonstrating how our parenting education efforts are not just supportive, but transformative. By equipping parents with essential knowledge and resources, we actively reduce the risk of child abuse and foster positive parenting experiences.

None of this would be possible without our generous donors, and our incredible staff and volunteers. Your contributions have empowered hundreds of families to receive life-changing education, support, and connection through Parenting Now.

As you delve into this report, I hope you share with me in the profound sense of fulfillment that comes from serving our families. There's an undeniable hope in the work we do, knowing that the skills and relationships parents develop with us will have a lasting influence on their children, creating nurturing environments for generations to come.

Thank you for reflecting on this remarkable year with us, and for joining me in looking ahead to another year of strengthening families and building community.

In gratitude,



**THEYA JOSLIN, MPA**

Executive Director

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2022-2023

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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.

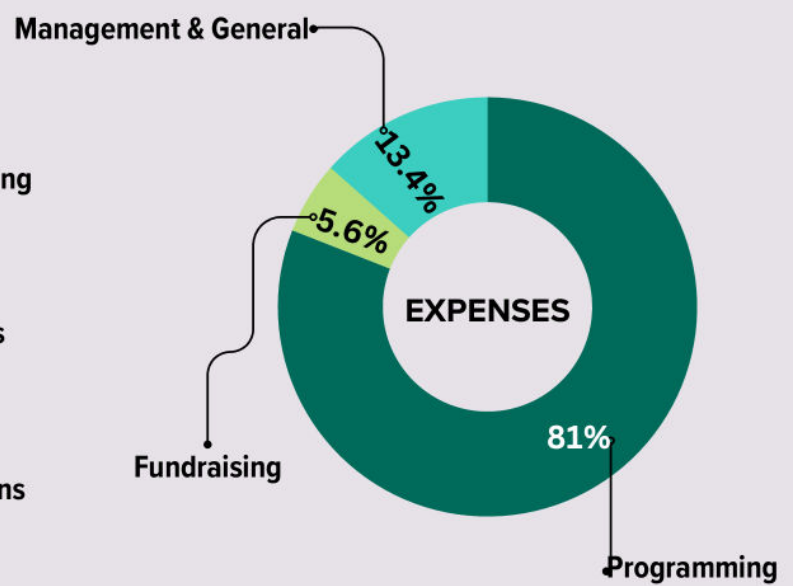
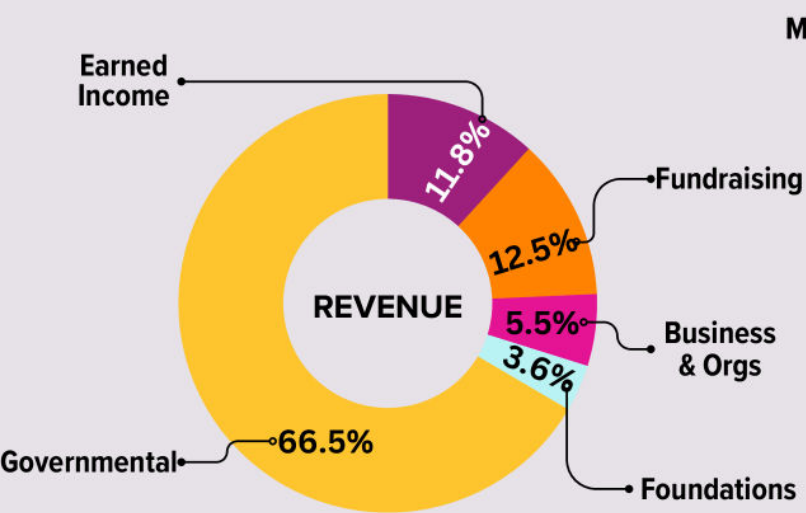
**Business and Organizations:** The Active 20-30 Club has funded our Resources for Families Poster, as well as many critical capital projects for nearly 45 years. Our partnership with the Oregon Parenting Education Collaborative has enabled us to support the field of Parenting Education by giving us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

**Foundations:** Most of our services, including Make Parenting A Pleasure and 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 First 3 Years Program is tuition-based and offers scholarships so that all can participate, regardless of financial barriers.

**Triple P (Positive Parenting Program):** Triple P equips parents with practical strategies to manage their children's behavior and build strong relationships. This evidence-based program supports Parenting Now's mission by generating revenue that helps us provide essential services and resources to families in Lane County and beyond.



# THANK YOU TO OUR FOUNDATIONS AND GRANT FUNDERS!



**United Way  
United Way of Lane County  
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Braemar Charitable Trust  
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Cow Creek Umpqua Indian Foundation  
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## WHAT'S HAPPENING

As we reflect on another remarkable year at Parenting Now, we are thrilled to share the impactful strides we've made in supporting families and children in our community. This year, we expanded our reach with new and innovative parenting programs, tailored to meet the diverse needs of our families. From interactive workshops to engaging group sessions, our offerings have empowered parents with the skills and confidence to nurture their children's growth.

"Parenting Now was the best thing that could have happened to me. It was the only support I had."

- Parenting Now Parent



## WE CELEBRATE DIVERSITY!

We believe in the power of diversity, equity, and inclusion (DEI). To ensure that every child is raised by nurturing and skilled parents, we are excited to offer a free parenting group specifically for LGBTQ+ parents. The positive feedback from our participants has been overwhelming, and we are eager to extend our support to even more parents from diverse backgrounds. We are committed to fostering an environment where everyone is treated fairly and can fully participate, especially those who have historically been underrepresented or faced discrimination based on their identity or disability. Together, we can create a community where all families thrive.

"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 2023-24

## FIRST 3 YEARS

For families with children birth through 3 years old

Incredible **INFANTS**



Wonderful **ONES**



Terrific **TWOS**



Thrilling **THREES**



# 279

**PARENTS & CHILDREN**



Parenting Now provided services to more than

# 3,610

## PARENTS & CHILDREN

### BABY CONNECTION



# 729

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®



# 131

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



# 2,172

Home visits to Parents & Children

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



# 48

Visits from families

A supportive group for LGBTQ+ parents at Parenting Now in Eugene, fostering community, sharing experiences, and providing resources.

### LGBTQ+ PARENT GROUP

“It is not an overstatement to say that the First Three Years program changed my life.”

- Parenting Now Parent

**VOLUNTEER HOURS**

# 1,009

The estimated fair value of this time is \$33,791 based on an hourly rate of \$33.49



## TRIPLE P: POSITIVE PARENTING PROGRAM

# 94

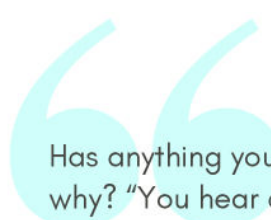
**TRIPLE P DISCUSSION GROUP INDIVIDUALS SERVED**  
Parents & Children

# 157

**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.



Has anything you've learned as a parent surprised you, and why? "You hear all the time, 'You're going to do this', or 'You're going to go through that.' It's just a whole new ballpark going through it. You think you're ready and you know everything, but you don't. Just hearing everybody's stories... Oh man, I'm going through that too! I'm not crazy."

## AVONLEA & EGWENE - FINDING COMMUNITY

Avonlea, a program participant and resident of Eugene, Oregon, shared her experiences as a new parent in a recent interview. Avonlea expressed her excitement about finally having a child after a long wait. She appreciated Eugene's friendly community and the resources available for parents. She mentioned during the interview that she and her daughter moved to Eugene just before the pandemic and she found solace in Baby Connection—a place where she made real friends.

### *What is something special about your family?*

"Honestly, I've been waiting so long to have a kid that it's just so exciting to finally be able to have one."

### *You moved right before the pandemic?! Oh my gosh, did you make friends during the pandemic?*

"No, and it wasn't until I came to Baby Connection that I actually started making real friends. Oh man, it was a lifesaver!"

### *What do you think are the most important qualities of a good parent?*

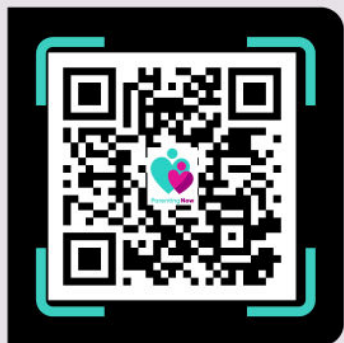
"You know, we're raising our future. I want what's best for her, and I want her to be better than I was. You know, we're raising our future and it's breaking that generational cycle."

Watch a short clip  
from Avonlea's  
Interview here



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

SCAN  
ME!





NIGHT OF HOPE  
*Masquerade*  
 AUCTION & GALA



We hosted our annual Night of Hope Auction & Gala on Friday, March 1st at Venue 252 in Eugene. We honored Holly Mar-Conte, Childcare Strategist, Onward Eugene, with the 2024 Minalee Saks Champion of Children Award.

Over 200 supporters celebrated in style with a Masquerade themed evening that included a live musician, signature cocktail, 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 sponsors who made this event possible through their generous contributions.

**SPECIAL THANKS TO THE FOLLOWING SPONSORS  
 OF OUR 2024 MASQUERADE  
 NIGHT OF HOPE GALA**



*King Estate*



# THANK YOU TO OUR GENEROUS DONORS

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Kim Meyers  
Drs. Jaylynn and Mike Milstein  
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## OUR MISSION

PROVIDE THE LOCAL AND GLOBAL COMMUNITY OF  
PARENTS AND EDUCATORS THE TOOLS AND RESOURCES  
TO CREATE AND SUSTAIN HEALTHY, SAFE  
ENVIRONMENTS FOR CHILDREN.

## OUR VISION

ALL CHILDREN ARE RAISED BY NURTURING,  
SKILLED PARENTS



[ParentingNow.org](http://ParentingNow.org)