



Parenting **Now**

ANNUAL REPORT 2024-2025



DIRECTOR'S STATEMENT

Greetings, Friends!

I'm happy to present you with our 24-25 Impact Report.

In this report, you will find inspiring information illustrating what parenting now has accomplished, who we have served, and why we do the work we do.

At Parenting Now, every program we operate, every dollar we spend, and every decision we make is rooted in how to best support children and families in our community. Please take this opportunity to reflect with us on the heartening year we've had.

Thank you for partnering with us to ensure that all children are raised by nurturing, skilled parents.

In Gratitude,



THEYA JOSLIN, MPA

Executive Director

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2024-2025

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

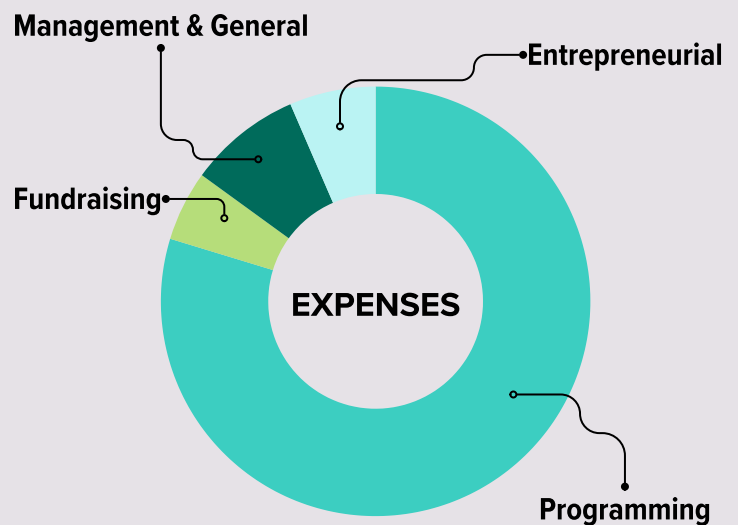
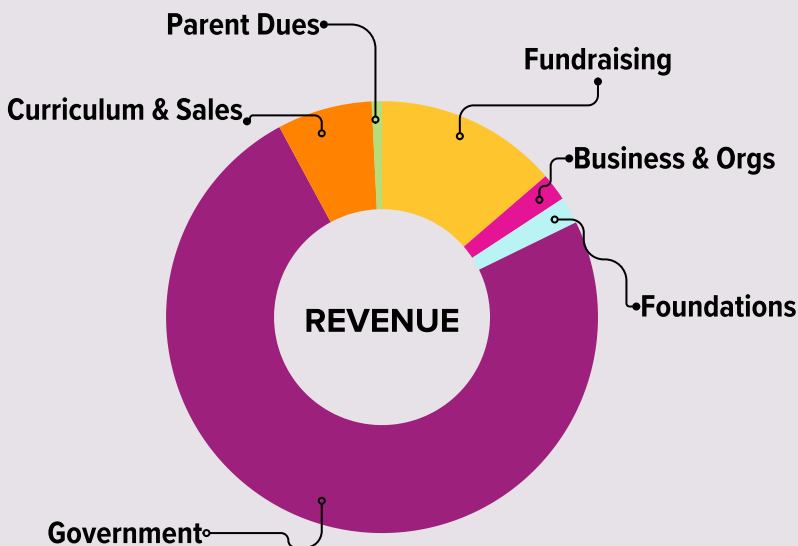
Triple P (Positive Parenting Program): Triple P equips parents with practical strategies to manage their children’s behavior and build strong relationships. This evidence-based program supports Parenting Now’s mission by generating revenue that helps us provide essential services and resources to families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

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 First 3 Years would not be possible without the support of foundations. Foundations have also fully funded the development of our evidence-based curricula.

Curricula and Training: Our evidence-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. This revenue 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.



A VILLAGE OF SUPPORT: ANGELICA'S STORY

How connection, care, and community help families thrive

When Angelica first walked through the doors of Parenting Now, she was overwhelmed navigating the challenges of motherhood without a support system. Today, she's a confident parent surrounded by a community that uplifts her. Her journey reflects the heart of our mission: empowering families, building resilience, and creating lasting connections.



"I feel like I'm a pretty good mom."
- Angelica

WHAT GREW STRONGER:

- CONFIDENCE IN HER PARENTING
- EMOTIONAL STRENGTH AND ADAPTABILITY
- A SENSE OF PRIDE AND PURPOSE

Angelica's resilience shines through. She seeks help, adapts with grace, and turns everyday chaos into meaningful moments.



WHAT ANGELICA FOUND:

- A TRUSTED RELATIONSHIP WITH DEANNA
- A SAFE SPACE FOR PARENTING SUPPORT
- LAUGHTER, CONNECTION, AND GLITTER MEMORIES



"I looked forward to our visits."
- Angelica



Angelica found connection in the chaos. With Deanna's support, home visits became a source of laughter, reflection, and trust.



Protective Factor: Social Connections

Angelica built a rich network of support, from her best friend to Grandma Sherry, creating a nurturing environment where her children feel safe and loved.

Protective Factor: Parental Resilience

With support from Parenting Now, Angelica unlocked the strength she already had, proving that parenting programs don't just offer tips, they build lifelong bonds

Parenting Now helps families like Angelica's grow stronger and more connected, one visit at a time.

IT TAKES A VILLAGE: ONE MOTHER'S JOURNEY THROUGH HEALTHY FAMILIES

How Angelica built a life of love, resilience, and community with a little help from glitter glue and a lot of heart.

When Angelica first heard about Healthy Families through her doula, she was juggling life with a newborn and a toddler. One more appointment felt like too much, but saying “yes” turned out to be one of the best decisions she made.

Healthy Families is offered through Parenting Now and gave her more than support; it gave her connection, compassion, and community. **“At first, it felt like a lot.”** Angelica says. **“But once I got to know Deanna, my home visitor, I started looking forward to it.”**

Angelica’s home is a lively mix of love and teamwork. Her best friend helps care for the kids, and Deanna became a trusted guide. “Deanna wears many hats,” Angelica laughs. “And she’s kind of the best.”

Angelica’s story is full of glitter - literally. A craft activity gone hilariously wrong turned into one of her favorite memories. “We spilled the glue all over, and Deanna sat in it,” she laughs.

That moment, framed with handprints and footprints, became a symbol of joy, flexibility, and the kind of parenting that embraces imperfection.



Angelica and her daughter



A glittery reminder of the day



Angelica's youngest, the glitter glue queen



THE HEART OF THE VILLAGE

Strength in the Everyday

Angelica doesn't always stop to reflect on her own strength, but those around her see it clearly. She's discovered resilience, multitasking, and a deep sense of calm in the chaos. **"I feel like I'm a pretty good mom,"** she says quietly. **And she is.**

From managing back-to-back sports practices while pregnant to navigating speech concerns with her children, Angelica shows up with courage and care. She's the kind of mom who spends the night in the ER with one child, gets another to a pediatrician appointment the next morning, and still makes time for her Healthy Families visit.

“*I feel like I'm a pretty good mom.*”



Angelica's journey is a living example of Parenting Now's mission: Provide the local and global community of parents and educators the tools and resources to create and sustain healthy, safe environments for children. The organization doesn't just offer services; it builds relationships that last. Whether it's through playgroups, parenting education, or home visits, families like Angelica's find a safe space to grow, learn, and thrive. Her advice to other parents?

"Stick with the program and follow it through. It's worth it."

She's seen her children flourish, and she's excited for what's next, even if she jokes that she had another baby just to keep seeing Deanna.

Angelica's story reminds us that parenting doesn't happen in isolation. It happens in community, in the messy, beautiful, unpredictable moments shared with people who care. And thanks to Parenting Now and Healthy Families, Angelica isn't just surviving, she's thriving.



BUILDING STRONG FAMILIES: HOW PARENTING NOW SUPPORTS THE FIVE PROTECTIVE FACTORS

Protective Factors are key strengths that help families stay strong and support their children's development, even through tough times. They include things like being emotionally resilient, having a support network, understanding child development, and knowing how to meet kids' needs while staying calm and connected as a parent.



Parental Resilience

We help parents manage stress and build confidence through supportive groups, practical tools, and a safe space to share challenges. Parents leave feeling stronger, more capable, and less alone.



Social Connections

Our programs foster friendships and support networks that reduce isolation and create lasting community. Parents find encouragement and connection with others who understand their journey.



Knowledge of Parenting & Child Development

We provide research-based insights into child behavior and development, helping caregivers respond with empathy and raise emotionally healthy kids.



Concrete Support in Times of Need

When families face hardship, we connect them to essential resources—like food, mental health services, and housing support—so they can focus on parenting with stability and hope.



Social & Emotional Competence of Children

Parents learn how to nurture empathy, communication, and emotional regulation in their children—building strong relationships and lifelong skills.

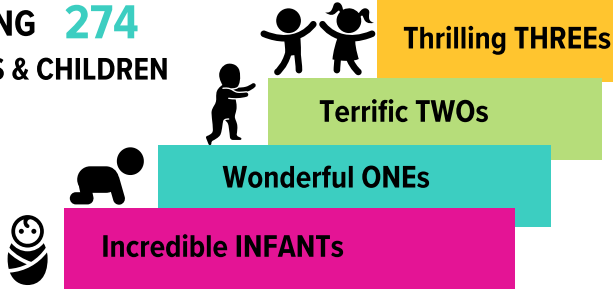
IMPACT

Services provided in FY 2024-25

FIRST 3 YEARS

For families with children birth through 3 years old

TOTALING **274**
PARENTS & CHILDREN



YOU'RE NOT ALONE. WE'RE HERE FOR YOU.

Whether you're navigating sleepless nights, toddler tantrums, or just trying to find your rhythm as a parent, we're here to support you.

Our programs are designed to meet you where you are, with compassion, tools, and community.



“Parenting Now helped me realize I’m not the only one who’s reheated coffee three times before finishing it. Turns out, support makes the chaos a lot more manageable.”
~ Parenting Now Group Parent

LOOKING FOR SUPPORT?

WE'RE HERE FOR YOU. SCAN HERE!



3,872

Parenting Now provided services to more than
PARENTS & CHILDREN

BABY CONNECTION



521

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®



103

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



2,386

Home visits to Parents & Children

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



78

Visits from families

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

LGBTQ+ PARENT GROUP

TRIPLE P®: POSITIVE PARENTING PROGRAM

301 TRIPLE P DISCUSSION GROUP INDIVIDUALS SERVED
Parents & Children

209 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.



NIGHT OF HOPE

AUCTION & GALA



CANDYLAND



The 2025 gala, "Night of Hope," was a remarkable success, raising **\$124,508**. The evening featured inspiring speeches, engaging activities, and enthusiastic participation from attendees and volunteers, all of whom helped support our mission in significant ways.

The gala embodied the spirit of hope and collaboration. It was a testament to what we can accomplish together, a night to remember, leaving us all inspired to dream bigger for the families and children we serve.

Special Thanks to the following Sponsors!



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



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

SCAN
ME! >>>

