

2012 *annual report*



"Enriching the lives of families with young children, both within our club and our community since 1991"

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2012 was a terrific year!

The Parents' Club of Palo Alto and Menlo Park (PAMP) is pleased to present its 2012 Annual Report.

PAMP had a terrific 2012. During the year, we focused heavily on improving the PAMP member experience by building stronger connections among our PAMP members and with our local community partners. We believe our efforts were successful, and the public agreed! Based on a popular vote, PAMP won the 2012 Red Tricycle Totally Awesome Award for Great Groups for Moms & Dads.

We are very proud of this accomplishment and believe our efforts in the areas described below contributed to this recognition we received from our members and community.

Small Events

In 2012, we vastly increased our small event program offerings, giving our members more opportunities to connect, more geographic options, and a greater ability to find activities that fit their schedules.

- We doubled the number of Blanket Babies meetings, expanded the meetings to multiple cities, found more

PAMP strives to build connections with our larger community to help members tap into the wealth of family resources available in the Bay Area.

Melina Patterson, President 2012

locations suitable for inclement weather conditions, and even included siblings in some of the gatherings. Blanket Babies is one of our most critical programs as it gives very new parents the opportunity to meet face to face with other parents of pre-crawlers, share the joys and unexpected challenges of parenthood, and form life long bonds. As a parents' club, it is wonderful to be able to offer this type of experience to our members.

- We also doubled the total number of PAMP activities geared towards older children such as music classes, science classes through the Palo Alto Junior Museum and Zoo, art classes, and movement classes.
- Overall, we increased the total number of small events PAMP offered from 143 in 2011 to 295 in 2012. Best of all, the activities were either free or offered at a substantial discount to PAMP members.

Large Events

PAMP hosts four large events each year and in 2012, they were each stronger than ever. Our members snagged great deals and earned extra money at PAMP's Rummage Sale in April. PAMP members came out in great numbers in July to enjoy the PAMP members-only annual picnic, Family Day. In September, PAMP celebrated the diversity of our community by enjoying crafts, music, dance, and moon cakes at the Seventh Annual Children's Moon Festival - an event that the City of Palo Alto has recognized with an official proclamation.

Family Day (July)



... continued

Finally, November saw the return of the PAMP Preschool Fair which was welcomed by our members and the public with record-breaking attendance.

Community Connection Building

PAMP strives to build connections with our larger community to help members tap into the wealth of family resources available in the Bay Area.

- PAMP provided the recreation and library departments of the cities of Menlo Park and Palo Alto honorary PAMP memberships. These groups are now better able to provide information about their program offerings to PAMP members.
- We worked with the Palo Alto Junior Museum and Zoo to offer kid-friendly science classes.
- We partnered with the Palo Alto Library to sponsor a parenting workshop series with Parents Place; these were provided free to the public.
- We formed a partnership with the City of Menlo Park that allows us to host activities at the Arrillaga Family Recreation Center, and in 2013, PAMP's Family Day picnic will move to Burgess Park.
- We formed a partnership with Parents Place to offer a weekly sibling-friendly indoor meeting place, free of charge and year-round.
- PAMP also donated a new train table to the Palo Alto Children's Library and is engaged in talks with several of our core cities to donate additional items. In conjunction with several PAMP members, we donated to the American Red Cross Hurricane Sandy relief effort.

Resource for Information

PAMP continues to be an essential source of information for parents in our community. Our members-only forums provide members with valuable advice and information. On the forums, members find answers to pressing questions like "why isn't my three year old sleeping through the night anymore?" Members also find great recommendations for local businesses and service providers such as obstetricians, pediatricians, dry cleaners, and gardeners, or the ideal spot for brunch.

Our online newsletter supplements PAMP's forums as a terrific information resource. The PAMP online newsletter features timely articles written by experts and parents on topics ranging from reducing stress to children's health to surviving meal time. The benefits of the newsletter extend even beyond our members as the online format allows PAMP to reach parents and potential members around the globe.



Family Day (July)

... continued

People from every state in the United States have visited our online newsletter. Our online newsletter generates approximately 15,000 page views per month, of which 53% are first-time visitors.

Member Value

Our organization operates through a fee-based membership and we place a great emphasis on helping our members realize the value of their membership. The personal connections and information PAMP provides to its members are priceless, but our members realize real economic value as well.

Local businesses have long offered PAMP members significant discounts. However, in 2012, we intensified our efforts to enlist additional businesses – and businesses that our members really wanted – to our discount program. Overall, we increased the number of discount providers from 65 in 2011 to 105 in 2012.

In addition, we continued to build on our sponsorship program throughout 2012. Through the income generated from our sponsors, PAMP has been able to reduce or eliminate fees for many of our events and activities, saving members thousands of dollars. The sponsorship program has also paved the way for numerous partnerships and linkages that have enhanced programming and services to our members.

We have been overwhelmed by its success - our most coveted Premium sponsorship spots were completely sold out in 2012. We are thrilled to continue working closely with our sponsors in 2013!

Volunteer

None of the amazing advancements PAMP has made throughout the years would be possible without the efforts of hundreds of dedicated volunteers. In 2012, we strived to make volunteering for PAMP meaningful, fulfilling and rewarding. For example, we hosted quarterly volunteer appreciation events to allow our

Learn about our volunteer opportunities online or write to us at volunteer@pampclub.org and tell us about yourself - we may not even know we need you until you apply!

many volunteers an opportunity to relax and have fun together.

Volunteering for PAMP gives members an opportunity to further strengthen the bonds and connections with other members and our communities. PAMP is a flexible organization that is continuously fine-tuning our positions to meet the needs of our members, volunteers, and events/activities. As a result, our volunteer needs are constantly changing and we always have volunteer positions available that allow volunteers to dedicate as much or as little time as suits their current situations.

Plan for the Future

PAMP seeks to provide our members with the types of resources that they want and that offer them the greatest value and connections. We value our members' opinions and suggestions - we are eager to continue improving.

In 2012, we made it easier for our members to provide feedback by creating a new email: suggestionbox@pampclub.org. Do you have suggestions for businesses you'd like to see added to the discount program? Have suggestions for activities you'd like to see us offer through small events? Any other ideas you'd like to share with the PAMP leadership? Forward them along.

Conclusion

Through the numerous resources PAMP offers, PAMP strives to create a member experience unlike any other parenting organization, an experience that facilitates the creation of bonds with each other and with our larger community. We hope that you, our members, take advantage all that PAMP has to offer. Not a member? Join today and the amazing PAMP experience can too be yours to enjoy.



7th Annual Children's Moon Festival (September) & Rummage Sale (April)

PAMP is all about making connections, sharing ideas and tapping into resources.

PAMP is a diverse group of parents who have come together to form a volunteer-led, non-profit organization to offer community, resources, knowledge, and support on common interests.

PAMP is the **largest parent organization** on the Peninsula. Founded in 1991 by a small group of mothers, today our membership extends up and down the Peninsula, San Francisco Bay Area, and South Bay.

Our **mission** is to enrich the lives of families with young children, both within our club and our community. PAMP is all about making connections for yourself and your children, by exchanging ideas and information in an open dialogue among a trusted community of peers, and tapping into resources that will with strengthen your family.

Ultimately PAMP's goal is to build a happier, healthier and more bonded community of parents in the Bay Area.

2012 BOARD OF DIRECTORS

- Sandy Liu Chair/VP At Large
- Melina Patterson President
- Masumi Patel Secretary
- Jensen Chow Barna Treasurer
- Tatyana Ventura VP Volunteer Relations
- Emiliano Martinez VP Legal
- Ginny Haynie VP Online Community
- Bethani Jackson & Nicky Jackson VP Large Events
- Chanden Moya VP Small Events
- Rosanna Jackson VP Communications
- Grace Chen VP At Large



Volunteering is hard work, but someone needs to do it!

Join the team volunteer@pampclub.org



Recycling
Tour
(September)

2012 STAFF

- Amourence Lee Executive Director
- Kristen Podulka Membership Manager
- Marijane Leonard Newsletter Managing Editor
- Tai Clyde Small Events Manager
- Alison Lee Development Coordinator
- Kim Hix Book Keeper

HIGHLIGHTS

2012 IN REVIEW

AWARD

PAMP won the 2012 Red Tricycle Totally Awesome Award for *Great Groups for Moms & Dads*

SMALL EVENTS

211 Kids Activities & Classes
15 Family Meet & Eat/New Member Socials
11 Mom's Night Out Events
58 Blanket Babies Meet-Ups

LARGE EVENTS

4/14 Rummage Sale
7/29 Family Day
9/16 Children's Moon Festival
11/3 Preschool Fair

MEMBER BENEFITS

104 Member Discounts Offered
68 Newsletter Articles Published Online
32 Subgroups
17 Playgroups

LEADERSHIP DEVELOPMENT

55 Members of the Leadership Team
116 Volunteers mobilized for Large Events
3 Volunteer Appreciation Events

COMMUNITY OUTREACH

Donated PlanToys train table to the Palo Alto Children's Library
Sponsored free Parenting Education Series
Developed new partnerships with City of Palo Alto and City of Menlo Park

MEMBER SURVEY

Why join PAMP?	% responses
Online Community	27%
Events & Activities	17%
Meet New Families	13%
Playgroups	12%
Member Discounts	10%
Subgroups	7%
New to the Area	6%
Other	5%
Currently Expecting	3%

PAMP is THE place to get insider info on everything parenting-related in the Bay Area!

- Shannon, Los Altos

Great advice and support from other parents. It takes a village, and PAMP is my village!

- Laura, Sunnyvale

PAMP is a must-have resource for local parents!

- Aimee, Portola Valley

Through PAMP I found a nanny, a playgroup, and great used toys.

- Gal, Palo Alto

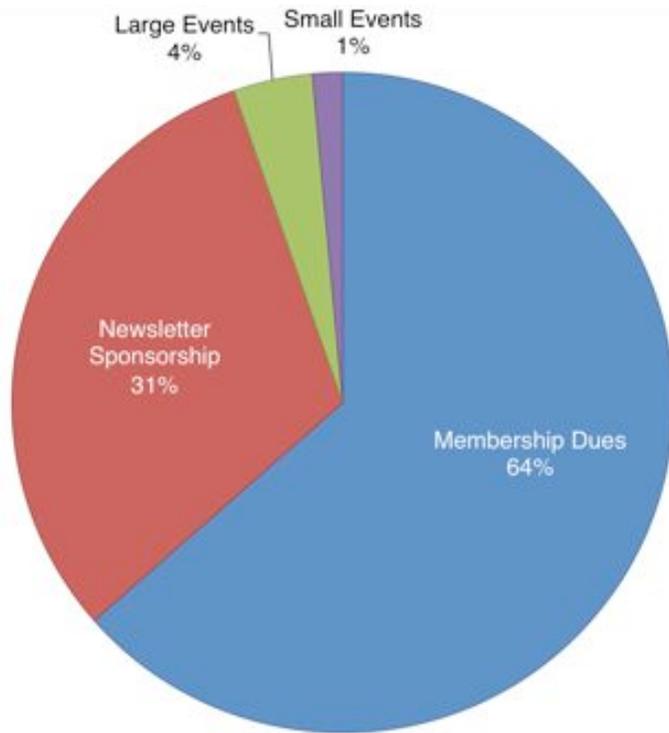
MEMBER DEMOGRAPHICS

Household Income	% responses
\$250k+	53%
\$100k+	39%
<\$100k	7%
Work Outside Home	% responses
Yes, Full-time	49%
No	26%
Yes, Part-time	25%
Education	% responses
Masters or JD	51%
4-year College	29%
Ph.D. or MD	14%
Post-Doctorate	4%
2-year College	1%
High School	1%
City	% responses
Palo Alto	30%
Menlo Park	23%
Los Altos/Hills	12%
Mountain View	10%
Redwood City	5%
Portola Vally/Stanford	4%
Atherton/Woodside	3%
Sunnyvale	3%
Other	3%

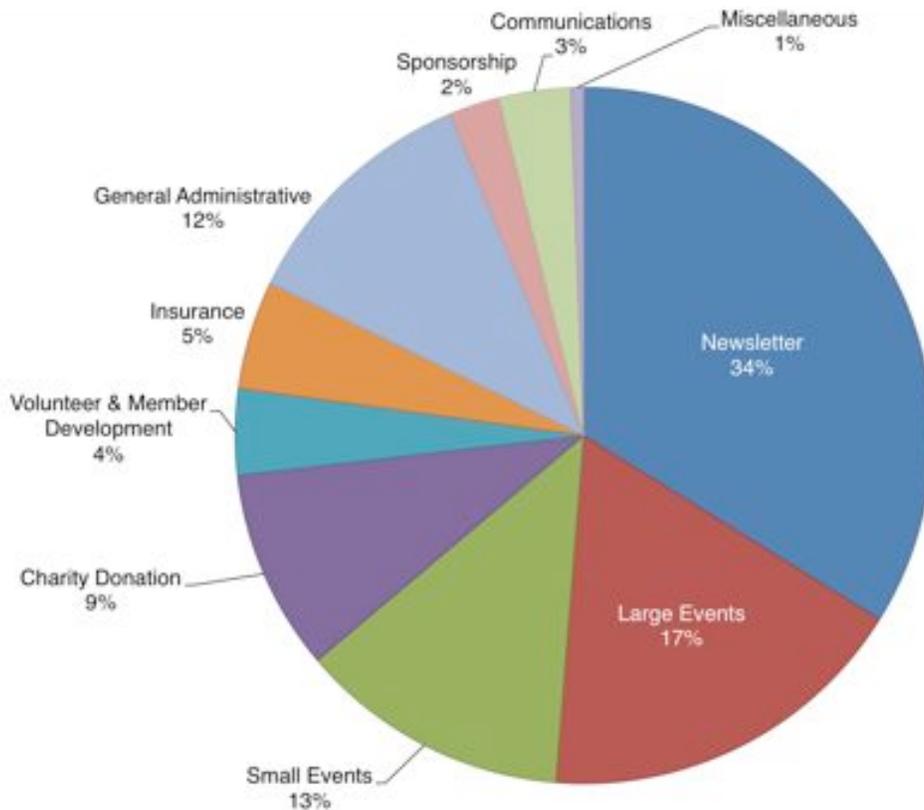
Speak a foreign Language	% responses
Yes	54%
No	46%
Age (primary member)	% responses
35-39	37%
30-34	25%
40-44	24%
45-49	8%
25-29	3%
50+	2%
Number of Children	% responses
2	43%
1	42%
3	11%
0	2%
4	1%
Age of Children	% responses
1	17%
6	16%
5	15%
2	14%
4	13%
3	12%
0	10%
6+	3%

Data based on responses to optional demographic questions.

INCOME: \$238,792



EXPENSES: \$158,330



BUDGET

KEY SPONSORS

Thank you to each of the 55 sponsors that supported our mission through the Sponsorship Program.

The following generous sponsors contributed over \$1,000 in 2012:

SPONSORSHIP PROGRAM

Children's Health Council

Lucile Packard Children's Hospital

DayOne

Palo Alto Medical Foundation

UrbanSitter

Lucile Packard Foundation for Children's Health

International School of the Peninsula

Jefunira Camp

Palo Alto Community Child Care

Little Man School House

Opus 1 Music Studio

Calvey Heating & Air

German American International School

Sacred Heart Schools

Stanford Park Nannies

Equilibrium Family Medicine

The Dailey Method

** Ordered by highest contribution level.
Excludes event sponsors and donors.*