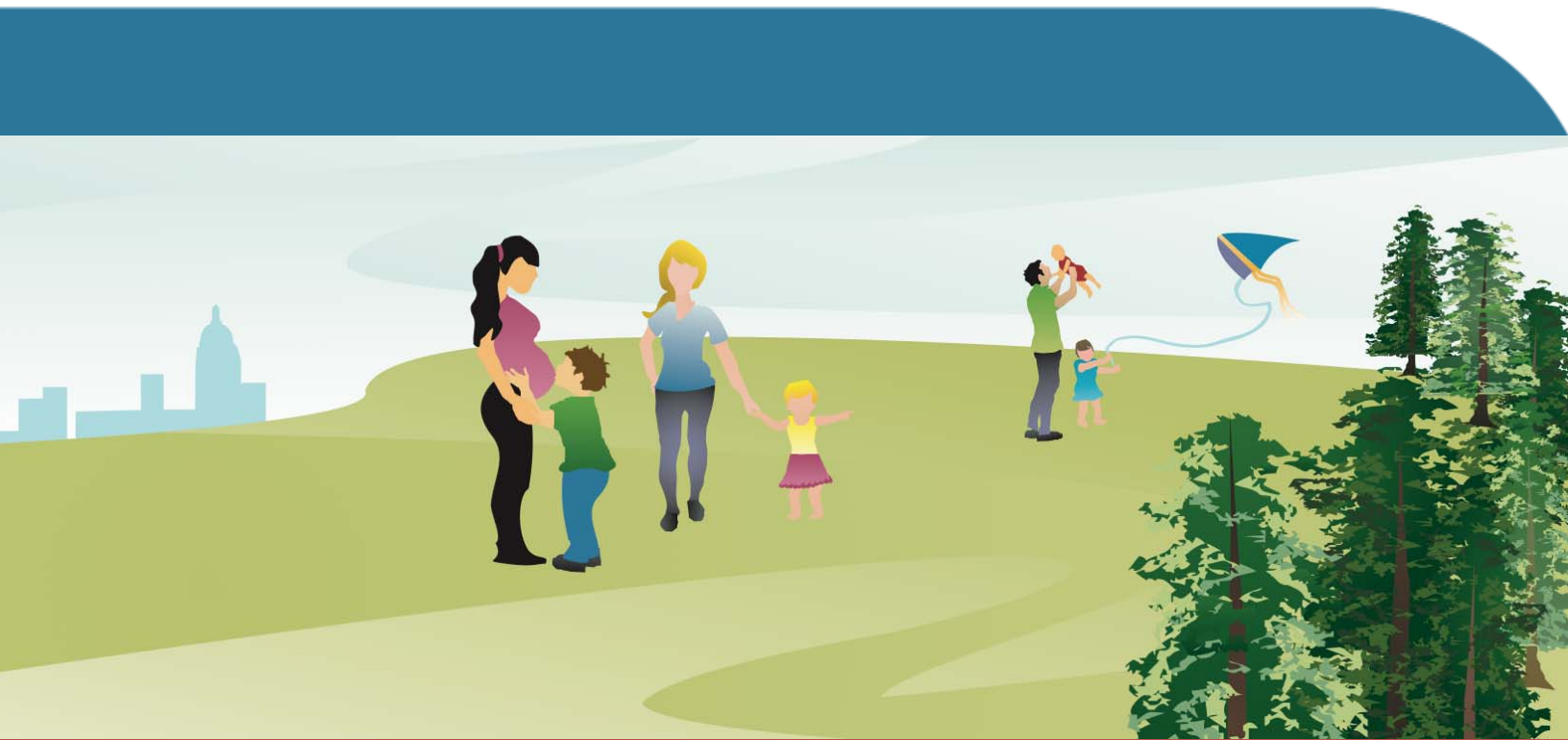


# PAMP

The Parents' Club  
OF PALO ALTO AND MENLO PARK

# 2013 *annual report*



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

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## 2013 was a year of growth

The Parents' Club of Palo Alto and Menlo Park (PAMP) is pleased to present its 2013 Annual Report.

2013 was a great year for PAMP! This year we focused on increasing benefits to our members through events, online content, discounts and community-building activities.

PAMP's board would like to share with our members some of the key successes of 2013:

### **Membership**

In 2013 PAMP experienced a 3% increase in new members. We are hoping to build on this trend and reach out to more parents who live on the Peninsula to build an even stronger community in 2014.

### **Events**

In 2013 PAMP offered activities and classes to 341 kids, which is a 60% increase over 2012. Our members enjoyed weekly classes in swimming, art, gymnastics, science and music. We also introduced a very popular soccer class and a sold-out Buckaroo Yoga class where kids exercise their bodies while connecting with horses!

At PAMP we continue to look for one-of-a-kind exclusive activities for our members to enjoy. Events like the

Menlo Park Firehouse Tour and Hidden Villa hike are wonderful opportunities to explore the great treasures of the Peninsula.

The very popular "Blanket Babies" meet-ups have gone up by 55%! Parents from all across the Peninsula get together on a weekly basis to meet others and share their experiences of early parenthood.

PAMP also hosts four large events each year:

Rummage Sale (Spring)  
Family Day (Summer)  
Moon Festival (Fall)  
Preschool Fair (Winter)

In 2013 we listened to your feedback from previous years and made sure our members had more space to interact with other people and enjoy the activities. We were pleased to see record attendance for a number of the events!

### **Online content**

PAMP's online presence made tremendous progress in 2013. At the end of the year we launched our new and improved online communication format. Instead of a separate monthly newsletter and a weekly news e-mail, our members can now enjoy all content under one weekly e-mail. It includes anything from articles written by experts and fellow parents to news, updates and information on all upcoming PAMP events. Our online forum continues to be a key resource for members to connect with other families, seek advice or just sell/buy used items.

Moon Festival



## ... continued

### **Volunteering**

Our volunteers are the heart of PAMP. Without them we couldn't have had such an incredible year. Volunteering for PAMP gives members an opportunity to further strengthen the bonds and connections with other members and our communities. We are proud to say that in 2013 we had less than 5% attrition compared to 75% only 3 years ago! We will continue to make volunteering for PAMP a truly rewarding experience.

### **Looking ahead...**

2013 was a year of growth. We increased the number of events and activities; offered more member benefits and discounts; our leadership team expanded and our volunteers are more dedicated than ever!

But our work is just starting. The results of our membership survey indicate that PAMP members want even more opportunities to connect and build relationships. In 2014, the PAMP board intends to focus its efforts on building better platforms for our members to connect as well as optimizing our programming and offerings to better meet our members' needs.

**Do you have suggestions for activities or events you'd like to see us offer? Any new businesses you think we should add to the discount program? Any other ideas you'd like to share with the PAMP leadership? Forward them along to: [suggestionbox@pampclub.org](mailto:suggestionbox@pampclub.org)**

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



Family Day



Family Day, Preschool Fair

## 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 strengthen your family.

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

# 2013 BOARD OF DIRECTORS

- Masumi Patel Chair
- Chanden Moya President
- Lori McCormick Secretary
- Jacque Kush Treasurer
- Tatyana Ventura VP Volunteer Relations
- Emiliano Martinez VP Legal
- Wendy Yang & Amy Meese Co-VP Large Events
- Shirley Chen VP Small Events
- Maya Herstein VP Communications
- Sabina Kroes VP Membership



Our volunteers never drop the ball!  
Join the team [volunteer@pampclub.org](mailto:volunteer@pampclub.org)



Hidden Villa  
Hike

# 2013 STAFF

- Amourence Lee Executive Director
- Kristen Podulka Membership Manager
- Willow Lune Newsletter Managing Editor
- Tai Clyde Small Events Manager
- Alison Lee Development Coordinator
- Kim Hix Bookkeeper

# HIGHLIGHTS

2013 IN REVIEW

## **SMALL EVENTS**

- 341 Kids Activities & Classes
  - 5 Family Dinner Playdate/New Member Socials
  - 10 Mom's Night Out Events
  - 153 Blanket Babies Meet-Ups

## **LARGE EVENTS**

- 3/10 Rummage Sale
- 6/1 Family Day
- 9/14 Children's Moon Festival
- 11/3 Preschool Fair

## **MEMBER BENEFITS**

- 112 Member Discounts Offered
- 81 Newsletter Articles Published Online
- 53 Subgroups
- 17 Playgroups

## **LEADERSHIP DEVELOPMENT**

- 63 Members of the Leadership Team
- 105 Volunteers Mobilized for Large Events
- 3 Volunteer Appreciation Events

Family Dinner  
Playdate  
(Meet & Eat)



MEMBER SURVEY

Why join PAMP?	% responses
Online Community	24%
Events & Activities	17%
Meet New Families	14%
Playgroups	13%
Member Discounts	10%
Subgroups	7%
New to the Area	7%
Other	4%
Currently Expecting	3%

"PAMP made things much easier for me by providing valuable advice, trusted recommendations, super support and enriching activities for my daughter that I never would have known about were it not for PAMP"

- PAMP member

"I am not overstating that PAMP is a lifeline"

- PAMP member



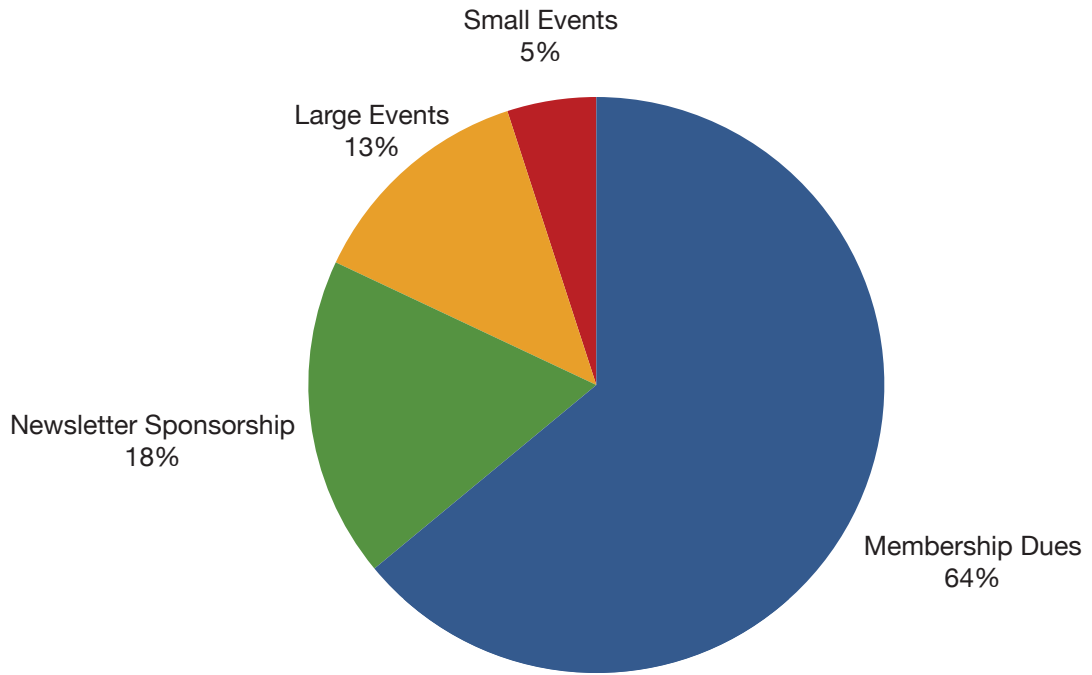
MEMBER DEMOGRAPHICS

Household Income	% responses
\$250k+	57%
\$100k+	36%
<\$100k	7%
Work Outside Home	% responses
Yes, Full-time	52%
Yes, Part-time	26%
No	22%
Education	% responses
Masters or JD	50%
4-year College	28%
Ph.D. or MD	17%
Post-Doctorate	3%
2-year College	2%
High School	1%
City	% responses
Palo Alto	29%
Menlo Park	22%
Mountain View	11%
Los Altos/Hills	10%
Redwood City	7%
Sunnyvale	3%
Atherton/Woodside	2%
Portola Vally/Stanford	2%
Other	14%

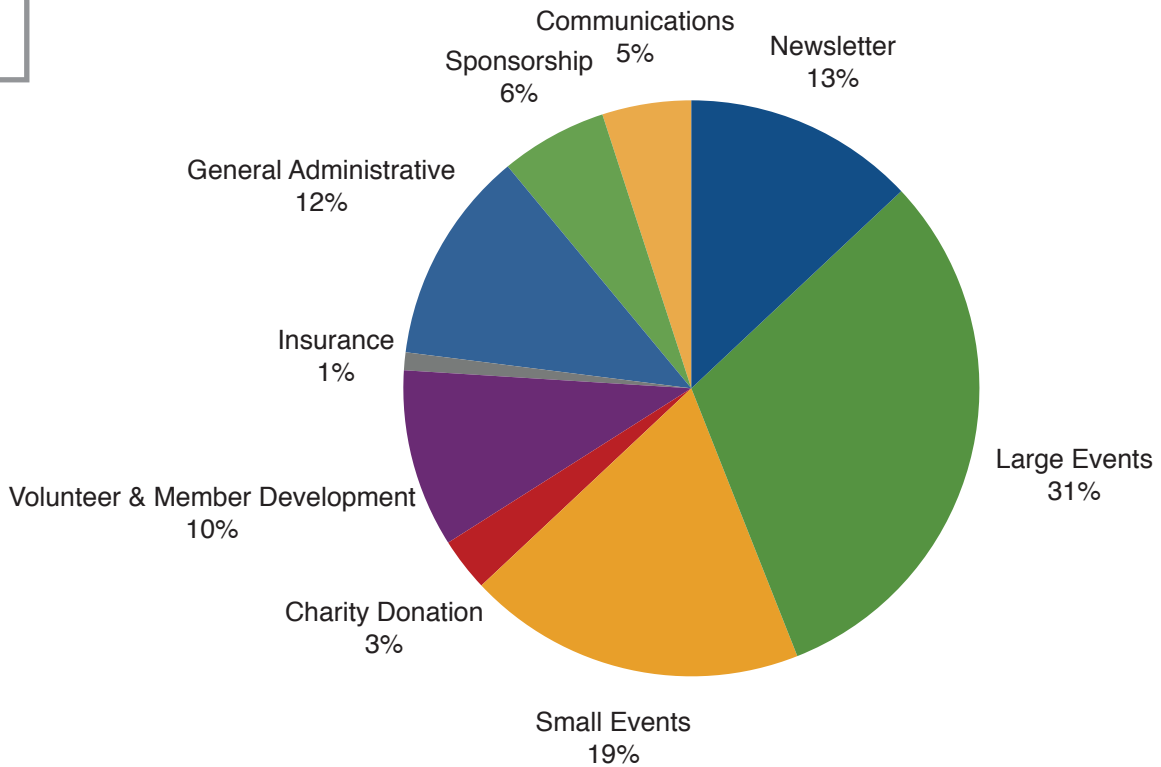
Speak a foreign Language	% responses
Yes	54%
No	46%
Age (primary member)	% responses
35-39	35%
30-34	26%
40-44	25%
45-49	8%
25-29	3%
50+	2%
Number of Children	% responses
1	45%
2	43%
3	10%
0	2%
4	1%
Age of Children	% responses
1	18%
6	16%
5	15%
2	14%
4	13%
3	12%
0	10%
6+	3%

Data based on responses to optional demographic questions.

INCOME: \$204,757



EXPENSES: \$159,420



## KEY SPONSORS

Thank you to each of the 57 sponsors that supported our mission through the Sponsorship Program.

The following generous sponsors contributed over \$1,000 in 2013:

SPONSORSHIP PROGRAM

Children's Health Council

Lucile Packard Children's Hospital

DayOne

Studio Kicks

UrbanSitter

Lucile Packard Foundation for Children's Health

International School of the Peninsula

Jefunira Camp

Daddy & Company

Harrell Remodeling - Design + Build

India Education Method

Honeycombers

German American International School

Sacred Heart Schools

Menlo Swim and Sport

The Harker School

*Excludes event sponsors and donors.*