



PEP ANNUAL REPORT

JULY 2022 - JUNE 2023

“(The PEP-FRP class) has been one of the most gratifying experiences – the respect in the group and the confidence that motivated us to be able to talk about all the situations we experience. **Something that I took from the (class) is about the idea of resiliency. It motivated us to stay patient and strong in the face of difficulties.** Looking ahead, staying positive, and finding the most appropriate solutions for the good of our families.”

PEP-FRP Parent



PEP-FRP class
in Dorchester
County, MD.

A Letter from PEP's Leadership

Dear Friends,

In 2022/23, PEP celebrated its 40th anniversary. We honored PEP's founder Linda Jessup and those who worked with her to create an organization focused on providing parents and caregivers with support and skills to better guide their children. Over the years, more than 65,000 parents and their children have benefited from what many say are "life-changing" results from PEP programs.

Today, as we build on the legacy of PEP's founders to help a new generation of families, we are being called on to address the increasing levels of stress, sadness and hopelessness that are overwhelming our youth, particularly Black, Hispanic, multiracial, female, and LGBTQ+ youth. To address youth mental wellness in a culturally competent and scalable way, PEP launched the PEP Family Resiliency Program. Last year hundreds of families in under-resourced communities took part in the program, and in July 2023, our evaluation partner NORC at the University of Chicago presented us with the results: participants reported that the program resulted in significant improvements in parent-child relationships, parent-child communications and positive child and parent behaviors. **PEP is strengthening the foundational relationship upon which a child's mental and emotional health depends.**

This past year, we also continued to build partnerships that allow us to reach families where they are: in the workplace, in their schools, and from various cultural contexts and backgrounds. With our partners, we are introducing PEP in a way that respects and honors the differences that all parents bring to the table and that also appreciates what we have in common—a deep love for our children and a desire to find the best ways to support them.

This work is possible only because of the steadfast support of the PEP community: parent educators and facilitators, donors, partners, staff, and board members. Working together we have accomplished so much in our first 40 years, and we look forward to all that we can accomplish together in the 40 years to come.



Warm regards,

Pascale Brady

Board President

Kathy Hedge

Executive Director

Pascale Brady (left) and
Kathy Hedge (right)
with PEP Founder Linda
Jessup (center)

Evidence of Positive Change

The Impact of PEP'S Award-Winning Family Resiliency Program

In FY23, with a grant of \$250,000 from the State of Maryland, along with grants from Suburban Hospital and the Mead Family Foundation, PEP expanded its Family Resiliency Program (PEP-FRP) in Montgomery County and other Maryland counties. The PEP-FRP is a multi-week, culturally competent parenting education and support program, offered in English, Spanish and Amharic, led by facilitators from the communities of the families they serve. The support-group style program focuses on improving the child/parent relationship and the home environment, which research shows is a key factor in supporting a child's mental, social, and emotional wellness. The program includes PEP's positive parenting approaches with select content on mental health issues provided by our partner, Suburban Hospital/Johns Hopkins Medicine.

55%

Percent of positive change in Parent-Child Relationships after taking PEP- FRP.



PEP-FRP
class in Spanish for Latino
parents in Montgomery
County, MD.

"The truth is, **these (PEP-FRP) classes were like therapy for me** and they helped me a lot. I am very grateful because I learned to use strategies to have a good relationship with my daughter. I feel that it is bearing fruit. Thank you."

PEP-FRP Parent

Research-Validated Results

From NORC Final Report, Parent Encouragement Program Evaluation: Family Resiliency Program, July 26, 2023

	Outcome Measure	Percentage Positive Change After PEP-FRP	NORC Classification of Effect Size
1	Parent-Child Relationship	55.0% *	Large
2	Parent Confidence and Knowledge in Involvement with Child's Schoolwork	24.3% *	Medium
3	Parent Report on Child Behavior	24.0% *	Medium
4	Parent-Child Communications	38.2% *	Large
5	Parental Self-Sufficiency (e.g. skill level)	45.3% *	Large
6	Parental Self-Efficacy (e.g. confidence)	37.1% *	Large
7	Positive & Negative Parenting	41.8% *	Large
8	Parental Adjustment	43.4% *	Large

*Statistically significant

The PEP-FRP impact was “nearly universally Large,” per NORC evaluation.

Over the last year, nearly 450 parents and caregivers completed the program and participated in evaluations developed and implemented by our research partner NORC of the University of Chicago. The evaluation results are in: among the 8 outcome scales (see chart above), the program impact was nearly universally “Large”. For example, participants reported that their relationship with their children improved by an average of 55%, that their communications with their children improved by 38%, and that their use of positive parenting techniques (and discontinued use of negative parenting techniques) changed by 41.8%.



Click on arrow to hear live feedback on the PEP-FRP program.

The Power of Partnerships

PEP continued to build and strengthen its relationships with workplace and organizational partners in FY23, including the U.S. Agency for International Development, GitHub, Port Discovery Children's Museum, Montgomery Housing Partnership funded by the Children's Opportunity Fund, Linkages to Learning, Identity, Boys and Girls Clubs of Maryland, Rainbow Families, Washington School of Chinese Language and Culture, and Montgomery County Public Schools.

U.S. Agency for International Development (USAID)

PEP expanded its workplace partnership with USAID again in FY23, enrolling over 850 USAID parents in PEP programs, including master classes, live webinars, and our "Ask PEP" office hours. Participants joined from over 20 countries including Zimbabwe, Madagascar, South Africa, India, Jamaica, Cambodia, and Peru.

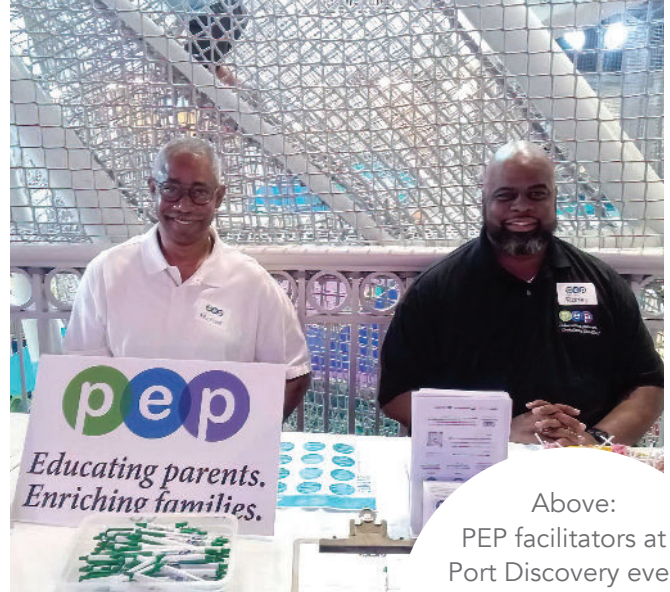
"As a busy single mother, I would not have been able to make the time to get to PEP classes in person, even before the pandemic, so having access to the virtual classes and the webinars has been really helpful."

USAID PARENT



Port Discovery Children's Museum

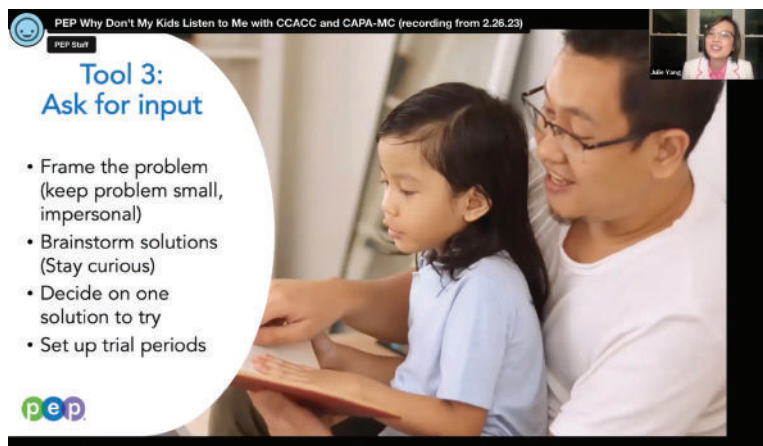
In FY23, PEP and Port Discovery Children's Museum expanded their joint "Parents at Play" program, serving approximately 80 families in English and Spanish. Through the program, parents and their young children attend sessions and learn encouragement techniques as they engage in various play activities. PEP and Port Discovery were invited to present the program at the Association of Children's Museum annual conference in April 2023.



Above:
PEP facilitators at a Port Discovery event.
Below: Participants in a "Parents at Play" class held at Port Discovery.



Chinese Culture and Community Service Center (CCACC) and the Chinese American Parents Association of Montgomery County (CAPA-MC)



To expand PEP to more Asian families, PEP partnered with CCACC and CAPA-MC to hold an "Introduction to PEP" webinar, hosted by Montgomery County School Board Member Julie Yang and attracting 175 registrants. The program launched a partnership that is continuing in 2023/24 with a PEP Family Resiliency Program cohort targeted to Asian families.

Rainbow Families

Rainbow Families, an organization serving the LGBTQ+ community in the DC area, held its 20th anniversary conference in Bethesda where PEP presented two workshops "When to Set Limits & When to Let Go" and "Bullying & Friendship"

PEP Offers Hope During Difficult Times

24/7

In FY23, PEP continued its **Critical Topics in Parenting** live webinar series, addressing some of the most pressing challenges facing families today. The program is free-of-charge to the general public, and, the entire series of live recordings are available 24/7 in PEP's extensive online video library.

The FY23 Critical Topics in Parenting series served over 1,000 participants with these topics:

- ***Talking with Kids about Social Media and Mental Health*** with Dr. Devorah Heitner, author of *Screenwise: Helping Kids Thrive (and Survive) in Their Digital World*, and *Growing Up in Public*.
- ***10 Tips to Help Stressed & Anxious Children When You Can't Find Therapy*** with Emory Luce Baldwin, a Clinical Marriage and Family Therapist, licensed in MD and NY, and a PEP certified parent educator.
- ***Helping Your Kids Feel Hopeful*** with Monica Wainbarg, Program Manager, Community Mental Health Program at Identity, Rockville, MD and Dr. Alyssa Fritz, Pediatric Psychologist, Johns Hopkins All Children's Hospital, St. Petersburg, FL.

"The webinar gave me great ideas with handling the power struggles I'm having with my teens. Thank you! Your webinars are filled with information I can use and apply immediately."

USAID PARENT



In PEP's "Helping Your Kids Feel Hopeful" webinar, mental health experts from Johns Hopkins and Identity shared their expertise on supporting young people and their families to find a sense of hope and purpose during stressful times.

Support is Available Year-Round

24/7

Hundreds of parents benefit from PEP's online and on-demand programs each month, including PEP master classes, webinars and library of **70+** on-demand videos.

Check out the **promo video** for our award-winning Behavior class that launched in FY23!

Watch our promo video!

What Your Child's Behavior Means - and How to Respond Effectively

- Short, understandable lessons
- Tools to use right away



pep



**2023
most-watched
PEP video,**
Communicating
with Teens & Tweens
available in our
on-demand video
library.

Many Thanks to Our Program Sponsors:



What Makes PEP Work?

Its Peer-Led Model

It's not always easy to take advice about parenting. One of the key reasons PEP programs work is our peer-based model. PEP classes are led by fellow parents who are relatable and non-judgmental. PEP parent educators come to PEP classes with humility, sharing their own experiences, challenges and lessons learned with humor, enthusiasm, and empathy.

In FY23, PEP added over a dozen of new parent educators and facilitators of color to our team, as we work to become a more diverse, equitable and inclusive organization.

Many thanks to our PEP Parent Educators and Facilitators

Sully T. Ackondjo-Ndyon
Estela Aguilera
Laura Aguilera
Rosa Argentina Campos
Nesi Ayele
Jacqueline Beach
Pascale Brady
Odetta Brown
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Jamilah Sultan Newton
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Tenishia Tillery
Paige Trevor
Jairo Valle
Natalia Yavich



the Heart of PEP

PEP Receives Numerous Awards in 2023



In 2023, PEP received **one Bronze** and **two Silver** Awards in the 44th Annual Telly Awards, which honors excellence in video and television across all screens. It was a record-breaking year with nearly **13,000**

entries from across the globe and top video and television content producers such as Disney, National Geographic Society, Netflix, PBS Digital Studios, and more. PEP's online master class 'What Your Child's Behavior Means and How to Respond Effectively' won a Silver Telly in the non-broadcast, general education & training as well as a Bronze in the non-broadcast, general non-profit category. PEP's Family Resiliency Program won Silver in the same category.

"The caliber of the work this season coming from creators such as PEP truly has reflected the theme of breaking out and standing out,"

SABRINA DRIDJE.
Telly's Executive Director



Congratulations to PEP writers of the PEP Ages & Stages monthly column in Washington Parent

Magazine for winning a Silver Award from the Parenting Media Association 2023 Design and Editorial Awards Program in the Child Development & Parenting Issues category. The Sample PEP article submitted - Teaching Young Children About Race and Racism - was particularly noted by the judges, who said: "The idea of discussing race and racism with children can stir up a lot of differing viewpoints. But here the author(s) deliver the why and how to begin to help youngsters as they start to notice differences in their peers and the way adults respond."

The Washington Post



"PEP has some important lessons for parents, and nothing less than a child's life and well-being are at stake."

COURTLAND MILLOY

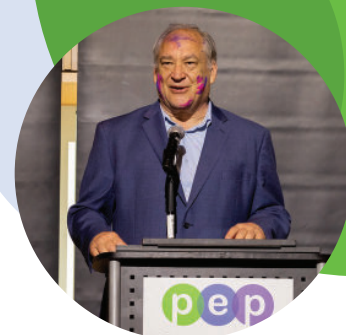
PEP received some great coverage in the Washington Post.

Courtland Milloy, a long-time Washington Post columnist, urged Post readers, "To get children to think for themselves, listen more, lecture less."

Celebrating 40 Years!



On Sunday, April 16, friends old and new came together to celebrate PEP's 40th Anniversary at the Silver Spring Civic Center in Montgomery County. PEP's Founder, Linda Jessup, was honored and special commemorations were presented by the State of Maryland, Montgomery County and US Senate, with Montgomery County declaring April 16 to be "Parent Encouragement Program Day!"



County Executive Marc Elrich (who had just come from the Indian celebration of Holi, where his face was painted in the holiday's tradition).

Guests included current and former PEP educators, board members, donors, partners and government officials, including Montgomery County Executive Mark Elrich, County Councilmember Dawn Luedtke, State Delegate Jared Solomon, Children's Opportunity Alliance President Kevin Beverly, Beth Shuman and Michelle Whittaker, Chiefs of Staff County Councilmembers Alborno and Jawando, respectively, and Elba Garcia, Special Assistant to the MCPS Superintendent of Schools.

Watch highlights of the event here



State Delegate Jared Solomon (left) presented a Citation from the Maryland General Assembly to PEP, commemorating PEP's 40th Anniversary.



County Executive, Marc Elrich, Beth Shuman, Chief of Staff for Councilmember Gabe Alborno, Councilmember Dawn Luedtke, PEP Board President Pascale Brady, PEP Founder Linda Jessup, PEP Executive Director Kathy Hedge, and Michelle Whittaker, Chief of Staff for Councilmember Will Jawando.



Kevin Beverly (left) presented a U.S. Senate Citation to PEP, sponsored by Senator Chris Van Hollen, commemorating PEP's 40th Anniversary.



Donors and Sponsors

We know that PEP's work is possible only because of the financial support of our donors and sponsors, many of whom have also taken PEP classes, promoted PEP programs, facilitated PEP classes, and served as a PEP program volunteer. As we look forward to an exciting future, we honor the hundreds of donors and sponsors who make PEP's work possible.

Thank you!

"I am very grateful to (PEP and its parent educators) and for the invitation to participate in the (PEP) workshops. Thank you for everything I learned, your time, your charisma to teach the classes. You are a blessing to the families. All your teachings are based on love. Your way of teaching motivates us to move forward to improve for our children and improve as people."

PARENT FROM MHP-PEP CLASS

PEP Annual Campaign and Special Program Donors

\$100,000 and Up

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up to \$99

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PEP Statement of Activities and Change in Net Assets

July 1, 2022 through June 30, 2023

PEP Statement of Activities and Change in Net Assets

July 1, 2022 through June 30, 2023

	Without Donor Restrictions	With Donor Restrictions	Total
REVENUE AND SUPPORT			
Workplace and Organizational Clients	\$ 274,452	-	\$ 274,452
Online Public Programs	57,829	-	57,829
Contributions:			
General Support and Gift Campaigns	548,162	30,625	578,787
Grants	319,008	100,000	419,008
Contributed Equipment	20,420	-	-
Net Assets Released from Donor Restrictions	72,576	(72,576)	0
TOTAL REVENUE AND SUPPORT	\$ 1,292,447	\$ 58,049	\$ 1,350,496
EXPENSES			
Program Services:			
Workplace Programs	\$ 113,520	-	\$ 113,520
Organizational Clients	215,207	-	215,207
Family Resiliency Program	530,254	-	530,254
Online Public Programs	88,325	-	88,325
Total Program Services	947,306	-	\$ 947,306
Supporting Services:			
Fundraising	132,994	-	132,994
Management and General	59,531	-	59,531
Total Supporting Services:	192,525	-	192,525
TOTAL EXPENSES	\$ 1,139,831	-	\$ 1,139,831
CHANGE IN NET ASSETS	\$ 152,616	\$ 58,049	\$ 210,665
NET ASSETS (EQUITY) AT BEGINNING OF YEAR	387,583	125,913	513,496
NET ASSETS (EQUITY) AT END OF YEAR	\$ 540,199	\$ 183,962	\$ 724,161

PEP by the Numbers

28

Free PEP Webinars,
Podcasts and
Resources

77

School and
Workplace PEP
Programs

73

On Demand
PEP Videos

50

Online 4-Week
PEP Classes
and Webinars

46

Workshops for
Parents in High
Poverty Areas



2023 Unique PEP Program Participants

99,750