



PEP ANNUAL REPORT

Parent Encouragement Program

JULY 2023 - JUNE 2024

*"Raising children is sacred work.
It should matter to all of us. And
the health and well-being of those
who are caring for our children
should matter to us as well."*

Vivek H. Murthy

Surgeon General of the United States,
*"Parents Under Pressure: The U.S.
Surgeon General's Advisory on the
Mental Health & Well-Being of Parents"*



A Letter from PEP's Leadership

Dear Friends,

For 42 years, PEP has held a simple yet profound belief: there is no role more important in society than that of a parent or caregiver. Today, as we face mental health crises affecting both children and parents, there is growing public recognition of just how true this is. U.S. Surgeon General Vivek Murthy's recent advisory on parental mental health underscores this point, stating, *"Raising children is sacred work. It should matter to all of us. And the health and well-being of those who are caring for our children should matter to us as well."*

We view the Surgeon General's message as an urgent call to action—and it makes the work we do at PEP more vital than ever.

PEP's parenting programs provide a space where parents and caregivers can come together, gain tools, share experiences, and support one another. Our evaluations show that our programs not only help parents raise more capable and resilient children, but they also significantly reduce parental stress.

In this report, you'll read about how PEP is reaching more parents than ever before, particularly those with fewer resources and/or who face economic, social, and cultural marginalization. In partnership with schools, businesses, nonprofits, and government agencies, we are expanding our reach—delivering PEP programs to a growing and diverse community of parents across Maryland, regionally, and even globally.

There's still much to be done and we need your help! From everyday conversations with friends and family to advocating for funding, let's make parenting support a priority. Together, we can make parenting classes as common and accessible as childbirth classes, helping parents connect and grow so that they – and their children – can thrive.

Warm regards,



Kelly Van Orden

Board President



Kathy Hedge

Executive Director

Major Grant Expands PEP in Maryland Schools

In March 2024, **PEP received \$1.59 million in grant funding** from the Maryland Community Health Resources Commission and the Maryland Consortium on Coordinated Community Supports Services to expand the award-winning PEP Family Resiliency Program (PEP-FRP) to parents and caregivers whose children attend public school in Montgomery County, Howard County, Frederick County, and Dorchester County.

The PEP-FRP is expected to reach nearly 2,500 Maryland families by the end of the 2024/25 school year.

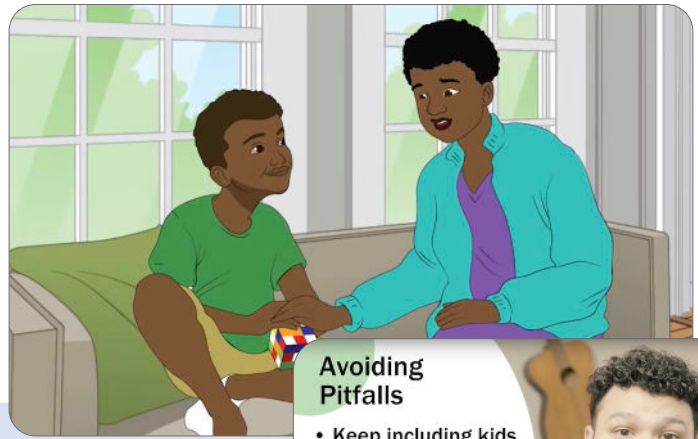
► PEP-FRP cohort of Latina parents at Sargent Shriver Elementary School, Montgomery County, MD.

Offered in **English, Spanish, and Amharic**, the PEP-FRP is an evidence-informed, culturally competent parenting education and support program that provides parents and caregivers with a safe, supportive space where they gain new tools, approaches, and strategies to help strengthen their children's mental wellness and emotional resilience. The program is for primary caregivers with children ages 2 to 18, and particularly for those living in under-resourced communities, including new immigrant and historically marginalized groups.

The PEP-FRP combines video instruction and animated role plays with



live discussion groups facilitated by PEP-trained facilitators (shown here). The instruction, role plays, and live discussions are culturally competent and participant centered.



Avoiding Pitfalls

- Keep including kids in decision-making
- Stick with it
- Effort is what matters



PEP-FRP evaluation affirms improvement for families

For the second consecutive year, NORC at the University of Chicago conducted an outside evaluation of the PEP-FRP. The FY24 results reaffirmed those from the previous year, indicating that participants who engage in the PEP-FRP experience significant improvements, including benefits to themselves, their children, and their relationships with their children.” Read NORC’s article about the study and its findings here.

				
FY24 PEP-FRP Results “Program effect sizes were consistently large”				
Outcome scales/measures	Avg. Participant Rating on 4-Point Scale		% Change	Effect Size
	(A) Before PEP	(B) After 7 weeks	(A) to (B)	(A) to (B)
Parent-Child Relationship	2.66	3.63	36.2% *	Large
Parent-Child Communications	2.84	3.64	27.8% *	Large
Parent Report on Child's Behavior	2.74	3.46	26.3% *	Large
Parent Self-Sufficiency	2.77	3.69	33.1% *	Large
Parent Knowledge/Confidence in Supporting Child with Schoolwork	3.12	3.78	21.3% *	Large
Parent Self-Efficacy	2.86	3.68	28.7% *	Large
Positive & Negative Parenting	2.74	3.68	34.3% *	Large
Parental Adjustment	2.72	3.66	34.6% *	Large

*Statistically significant

From NORC Final Report, July 31, 2024

“The PEP-FRP stands as a vital addition to MCPS's extensive array of mental health and parenting resources, further enhancing our holistic support system for families.”

ELBA GARCIA, MCPS Senior Community Advisor

Strong Partnerships for Greater Impact

PEP expanded and strengthened its relationships with workplace and organizational partners in FY24, including USAID, Github, Port Discovery Children's Museum, Linkages to Learning, Identity, Boys & Girls Clubs of Maryland, Rainbow Families, the Greater Washington Community Foundation's Brilliant Futures program, the Washington School of Chinese Language and Culture, and Moving Dorchester Forward.

"This program is so good. It's so helpful making my life as a parent easier, which means less stress I carry over to work."

GITHUB PARENT

U.S. Agency for International Development (USAID)

In FY24, PEP entered its 5th year of working in partnership with USAID, enrolling over 1,000 USAID parents in the PEP programs, including master classes, live webinars, and "Ask PEP" office hours. Participants joined from over 27 countries including El Salvador, Nigeria, Thailand, Ethiopia, Kosovo, Colombia, South Africa, Madagascar, Peru, Democratic Republic of Congo, Malawi, Germany, Pakistan, Haiti, Bangladesh, and more!

"Nice to be in a group with other parents going through similar challenges and getting helpful ideas to address them. Thank you for organizing this."

USAID PARENT



Brilliant Futures

PEP was invited by the Greater Washington Community Foundation to serve as one of its community-based partners on its new initiative, Brilliant Futures. Brilliant Futures is a children's savings pilot program that will provide two cohorts of kindergarten students at two schools (one in Montgomery County, one in Prince George's County) with up to \$1,000 in savings each year from kindergarten through 12th grade. PEP will help enroll Montgomery County families in the program, provide families with parenting education services and link them to other sources of assistance to ensure that the pilot program is managed equitably and effectively. Learn more about the program [here](#).

Moving Dorchester Forward

Moving Dorchester Forward (MDF), the nonprofit local management board for Dorchester County, Maryland, partners with PEP and Dorchester County Public Schools to bring the PEP-FRP to Dorchester County. Among other activities, MDF hosts graduation celebrations for Dorchester County participants who complete the PEP-FRP.



Dorchester County parents and caregivers who completed the PEP-FRP in Winter 2024.



◀ A young girl makes a fruit kebob on her own as her mom watches and offers encouragement, with guidance from a nearby PEP parent educator (not shown), during a Parent at Play session.

Parents at Play, with Port Discovery Children's Museum

PEP continued its second year of partnering with Port Discovery to offer the jointly developed program, Parents at Play.

Parents at Play is a program for parents and caregivers of young children to learn positive parenting strategies and how to incorporate play into daily routines. PEP offers the program in English and Spanish and as a "Dads at Play" program.

24/7

Providing Guidance on Critical Issues

In FY24, PEP continued its **Critical Topics in Parenting** live webinar series, addressing some of the most pressing challenges facing families today. The entire series of live recordings is available free of charge, 24/7 in PEP's extensive online video library.



- ▲ Author Joy Thomas Moore discusses her Seven Pillars of Presence – ways to be present with your children, be a positive influence, and form meaningful bonds with them.



- ▲ Talking with your children & teens about substance use. Presented in English and Spanish, in partnership with Montgomery County Latino Health Initiative and Montgomery County Council of Parent-Teacher Associations.

PEP Presents at Advancing School Mental Health Conference



PEP was selected to be part of the 2023 Annual Conference on Advancing School Mental Health held in New Orleans last December. Since 1996, the National Center for School Mental Health has hosted the conference to bring together thousands of local, state, national, and international experts to advance knowledge and skills related to school mental health practice, research, training, and policy. Kathy Hedge, Executive Director of PEP led a panel discussion that included Dr. Dominique Foulkes, Medical Director and

Chairman of Pediatrics, The Shaw Family Pediatric Emergency Center, Suburban Hospital, Johns Hopkins Medicine; Gabriela Cordero, Manager, Latino Programs at PEP; and Annie Scheiner, MS, JD, BA, Licensed Clinical Marriage, and Family Therapist.

- ▲ In the photo of the panel discussion, pictured above, Dr. Foulkes highlights the importance of the PEP-FRP as a preventative measure for all parents, particularly as it relates to children's mental health.

24/7 PEP Online Resources

In FY24, thousands of parents and caregivers received immediate support to address their parenting challenges through PEP's online master classes, monthly live webinars, podcasts, blog posts, and our extensive on-demand video library with **75+ offerings, available 24/7.**

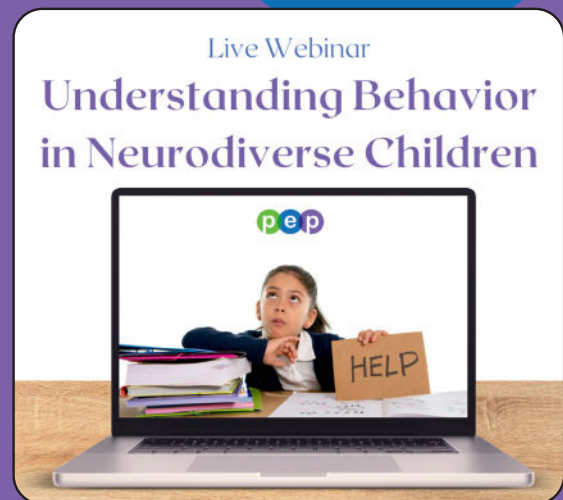
New webinars developed in FY24 and now available on-demand include: *Parenting with a Partner: Strengthen Your Relationship & Navigate Conflict Together*, and *Family Meetings: Solving Problems as a Team*.

"Much appreciated session for parents of neurodiverse kids!"

"Absolutely wonderful. So thankful!"

**2024
most-watched
PEP video,**

*Understanding Behavior
in Neurodiverse
Children*



PEP's monthly column in Washington



Parent Magazine, **Parenting Insights With PEP**, won a Gold Award from the Parenting Media Association 2024 Design and Editorial Awards program in the Recurring Column category for Overall Writing. This competition recognizes editorial, design, and general excellence in local and regional parenting publications.



"The easy tone of this column invites readers into some deep subjects about parenting, such as how to make the best use of social media for sharing family updates that won't harm your family or children, or how to add some resolutions that will help keep parents sane in the new year. This advice column isn't preachy but is so relatable, it's like having a conversation with a close friend."



"Love is intuitive. Parenting is not."

Motorists on the I-95 Baltimore/Washington corridor were reminded of PEP's enduring mantra during the busy Dec-Jan 2024 travel season.

PEP's Unique Advantage: Our Peer-Led Model

It is not always easy to take advice about parenting. One of the key reasons PEP programs work is our peer-based model. For more than four decades, PEP programs have been led by fellow parents who are relatable and non-judgmental, and who create a safe space where parents feel comfortable sharing and learning with and from each other.

Many thanks to our PEP Education Team Staff Members

Sully Ackondjo- Nydon	Eileen Chang	Cesar Dubois	Leonardo Jaramillo Carranza	Dawit Mekonnen	Xiomara Soza Salgado
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the Heart of PEP



the Heart of PEP

Donors and Sponsors

PEP's mission is advancing thanks to the 250 donors and supporters who provide critical financial support to PEP, and who enable PEP to offer more of its programs free of charge to reach more parents living in under-resourced communities. Many thanks to all of our FY24 donors and sponsors who make PEP's work possible!

Thank you!

PEP Annual Campaign and Special Program Donors

\$500,000 and Up

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on Coordinated Community Supports
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\$50,000 - \$499,999

State of Maryland, Department of
Human Services

\$20,000 - \$49,000

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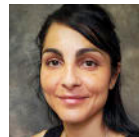
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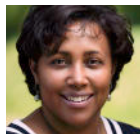
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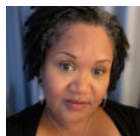
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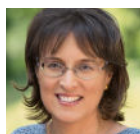
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Kathy Hedge
Executive Director

PEP Statement of Activities

July 1, 2023 to June 30, 2024 (Pre-Audit)

	Without Donor Restrictions	With Donor Restrictions	Total
REVENUE AND SUPPORT			
Workplace Programs	\$ 159,954	-	159,954
Organizational Programs	64,748	-	64,748
Open Enrollment Public Programs	36,879	-	36,879
Contributions and Grants	907,155		
Net Assets Released from Donor Restrictions	102,258	(102,258)	0
TOTAL REVENUE AND SUPPORT	<u>1,270,994</u>	<u>(102,258)</u>	<u>1,168,736</u>
EXPENSES			
Salaries and Benefits	837,159	-	837,159
Contractors and Professional Fees	131,469	-	131,469
Program Facilitation	172,498	-	172,498
Program Delivery Expenses	92,937	-	92,937
IT Expenses	40,672	-	40,672
Other Expenses	100,391	-	100,391
TOTAL EXPENSES	<u>1,375,126</u>	<u>-</u>	<u>1,375,126</u>
CHANGE IN NET ASSETS	<u>(104,132)</u>	<u>(102,258)</u>	<u>(206,390)</u>
NET ASSETS (EQUITY) AT BEGINNING OF YEAR	<u>540,199</u>	<u>183,962</u>	<u>724,161</u>
NET ASSETS (EQUITY) AT END OF YEAR	<u>\$ 436,067</u>	<u>\$ 81,704</u>	<u>\$ 517,771</u>

PEP Statement of Financial Position

as of June 30, 2024 (Pre-Audit)

ASSETS

Cash	\$ 803,384
Accounts Receivable	103,690
Prepaid Expenses	11,649
Total Current Assets	<u>918,723</u>
Fixed Assets	<u>16,669</u>
TOTAL ASSETS	<u>\$ 935,392</u>

LIABILITIES

Accounts Payable	\$ 41,911
Credit Cards	12,201
Payroll Liabilities	60,901
Accrued Expenses	31,907
Unearned Grant Revenue	270,701
Total Current Assets	<u>417,621</u>

TOTAL LIABILITIES **417,621**

NET ASSETS **517,771**

TOTAL LIABILITIES AND NET ASSETS **\$ 935,392**

FY24 PEP by the Numbers



89

Partner and
Workplace
Programs

78

Free PEP Videos,
Podcasts and
Blog Posts

46

Workshops for
Parents in High
Poverty Areas

49

Online 4-Week
PEP Classes
and Webinars

77

PEP Videos
On Demand

71

Free PEP Family
Resiliency Program
Cohorts and
Workshops

FY24 Unique PEP Program Participants

5,188



Parent Encouragement Program

10100 Connecticut Avenue
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