

Attachment Parenting International

2009

Annual Report



Attachment Parenting International 12/31/2009



It's been a big year for Attachment Parenting International and we're glad you've been alongside us!

Your involvement, contributions, and encouragement have helped advance API's mission and reach this 15th year of working to change the course of parenting—family by family.

We want you to know what your continued involvement of API has meant for families.

EDUCATION-SUPPORT-ADVOCACY-RESEARCH

API 2009 accomplishments to date

API's new offerings and partnerships

Ways to partner with API in 2010

API Supporters

Attachment Parenting International (API) is a nonprofit organization whose mission is to educate and support all parents in raising secure, joyful, and empathic children in order to strengthen families and create a more compassionate world.



Lysa Parker and Barbara Nicholson, pictured with their API awards for Contributions in Parenting, pause while signing *Attached at the Heart* at API's 15th Anniversary Event.

API began in 1994 and was founded by Barbara Nicholson and Lysa Parker, and is under the guidance of a Board of Directors, Advisory Board, and Resource Advisory Council.

Through education, support, outreach and research, API's principal goal is to heighten global awareness of the profound significance of secure attachment - not only to invest in our children's bright futures, but to reduce and ultimately prevent emotional and physical mistreatment of children, addiction, crime, behavioral disorders, mental illness, and other outcomes of early unhealthy attachment.

API promotes parenting practices that create strong, healthy emotional bonds between children and their parents. It

accomplishes this on a grassroots level through its 60 Support Groups, 100 accredited active Leaders, approximately 1,000 members, more than 7,000 subscribers and a number of partnerships.



A staff of more than 60, most who are volunteers, helps API serve as a clearinghouse and community of practice for AP education, research, and information dissemination. It publishes a quarterly magazine, a journal, a forum, blog, enewsletters, educational materials and other related publications.

API relies upon individual donations, memberships, grants, fundraising and retail programs to fulfill its mission of intentional parenting and secure attachment through education, support, outreach and special programs.

I think API is critical for helping us raise a generation of children who have empathy. I think that's seriously lacking in today's world, and I think Attachment Parenting can make a difference. If we are to have a generation of good citizens, they need to have empathy for their fellow humans and need to understand that there are peaceful and positive ways to resolve problems. Zahra S.,

API 2009 Parent Survey

To date in 2009, API has:

Reached more families, accrediting more API Leaders, and adding new API Support Groups, welcoming many more families to this network of support;



- Celebrated the release of *Attached at the Heart* by Barbara Nicholson and Lysa Parker;
- Welcomed long-time advocate for parents and attachment parenting, and API Board member, **Janet Jendron**, as API's new Board president;
- Paused to reflect on 15
 years as an organization, through
 API's 15th Anniversary Think
 Tank Event, by celebrating with a
 illustration of its mission in a
 weekend: assembling the wisdom

and evidence gathered by experts, parents and professionals for a time of learning and enjoyment;

- Added current research, books, multi-media, and resources on critical topics to our extensive educational collection;
- Increased our services and **support of our API Leaders** who give of themselves to support other families in the midst of pursuing their own parenting journeys;

API celebrated many new offerings and **partnerships** in 2009:

- New definitive book on Attachment Parenting: *Attached at the Heart*
- New Board member and Editorial Review Board Member, Judy Sanders
- New RAC member, Linda Storm, Executive Director of Infant Massage USA
- New print and online magazine, *The* Attached Family geared to support families and introduce attachment parenting to new families
- New *Parenting This Week* and *Parent Compass* communications
- New looks to the API website (with accessibility audit), API Links, and the API Speaks blog, reaching millions of families around the globe
- New presence on Facebook, Linked In, and Twitter
- New benefits to family and professional memberships
- New items in the API Store
- New staff and updated programs for the Book Review Committee, Welcome Baby Outreach, Advertising with new opportunities, and Educational Materials Development
- New relationships with Infant
 Massage USA and Search Institute
- New guests on API Live teleseminars, API Reads, and the API Forum
- New areas on the API Forum to chat and connect, with Spanish-language support
- New reading guidelines for Leader applicants, with Spanish-language support
- New volunteer program
- Added new donors and partners, new advertising clients
- New **API Marketplace** exchange established
- New record-keeping and tracking program to help improve services, tell API's story and demonstrate the impact of attachment parenting



nurturing children for a compassionate world

Attachment Parenting International 2009 Report, page 3

Parents enjoy the 15th Anniversary Think Tank Event at Belmont University Troutt Theater, August 29 and 30, 2009. New API Board President, Janet Jendron, stands behind their parenting choices, as a long-time advocate of attachment parenting.



- Successfully demonstrated to contributors how API is one of the most cost-effective children's charities working on behalf families and society;
- Adjusted **technology tools** to help staff work efficiently and keep the **focus on their families**, as well as increase the ease and satisfaction of families who use API's resources;
- Collectively raised awareness about attachment parenting in many ways, including through its grassroots network, a second annual AP Month, presence at more than a dozen conferences, and presence on a number of radio programs, including Public News Service and Clear Channel; and
- Kept costs low and creativity high, continuing to be ambitious and realistic to **maintain sustainable progress**.

As for so many nonprofit organizations, it's been a challenging year. For API, your support has meant we didn't just survive, but continued to grow to serve greater numbers of families.

Thank you for your belief in giving the best to children by supporting parents.

- Raised awareness through API's Infant Sleep Safety Campaign by creating materials and working with partners and media to disseminate this vital information;
- Continued to meet the growing needs of our community by **increasing our staff** (many who generously volunteer their time) with families who practice AP themselves;
- Advocated for greater understanding among professionals and the media about the vital role of attachment parenting in families and for society;

EDUCATION-SUPPORT-ADVOCACY-RESEARCH

The Attached Family

After 15 years of *The Journal of API*, API's quarterly publication got a new look and new name—*The Attached Family*. With a color cover and approachable name, API hopes its magazine will be the choice of pediatricians' offices, hospitals, clinics, and birthing centers, and the choice of parents as an alternative to readily available non-AP materials. To provide more great information without increasing costs or prices, extra magazine pages went electronic at *The Attached Family* online. *Parenting This Week* goes out to tip off members when new articles are posted.

Two extra issues in celebration of the 15th Anniversary were also published in 2009! What happened to *The Journal of API*? It comes out in 2010 with its own new look and targeted toward the professionals serving parents, though distributed to all members. Those hungry for something more on AP will enjoy the new members' publication, *Parent Compass: Guiding the way for parents through compassion*.



I think API plays a large role at the community level and beyond. It is so important, this issue of attachment. I am a full time working mom. Breastfeeding, babywearing and co-sleeping have completely helped my husband and myself in our attachment to our daughter. My daughter is also attached to her caregiver, and using API principles has made all the difference for us. Tara L., API 2009 Parent Survey.

Partner with API in 2010

At API, there is so much in store, and we hear your requests! Going forward, these are some of API's plans to educate, support, research and advocate, as the resources are put in place. Consider partnering with API in 2010 to initiate or further these important programs.

Parent Education Curriculum: Partner to help cover expenses associated with piloting API's Parent Education Program. Help API meet the demand for this important program. Support Group Patron: Support API as it provides support to parents of growing children through Support Groups, including administrative, mentor support, and Group operations resources and educational materials.	distributed even more materia resource for media reporting of sleep was created. API responde media inquiries, and ensured AI were well versed on sleep safety continue to work to saturat community with this impo information and draw attention t
AP Aware: Help initiate a program to complement API's grassroots network with a mass media awareness and social marketing campaign to	safe sleep, emotionally and ph
inform and restore the confidence parents can have about raising healthy children. Complement this with advocacy to create communities—professional, media, corporate and others—who understand and appreciat attachment parenting. Bring attachment parenting to new audiences—students, activists, educators, future parents.	
Infant Safe Sleep Campaign: Support parents with important educational information about infant sleep safety and help API let all parents know about ensuring safe sleep, physically and emotionally.	
Journal Grant Program: Help disseminate <i>The Attached Family</i> and <i>The Journal of API</i> in environments where there is no alternative information to prevailing parenting practices.	
Professionals and Parents Conference : Work with API in planning for a 2011 gathering to further our collective efforts to change the practice of parenting and provide training and education. Support API's AP Community of Practice and publication of the new <i>The Journal of API</i> .	
Divorce and Custody Education Program: Support API's education program to bring the API Principles to the judicial system. Contribute to the development of toolkits for attorneys and judges. Provide resources to families and advocates.	
Attach at the Heart: Make a donation to place Attached at the Heart with agencies that have requested it.	
The Parenting Survey and Research: Underwrite and contribute skills to The Parenting Survey by API in 2010. Join with us as we learn more about our community, its needs, and connect with the resources to serve <i>all</i> families.	

EDUCATION-SUPPORT-ADVOCACY-RESEARCH

API's Infant Sleep Safety Campaign

Partners: AskDrSears.com, Dr. James McKenna, La Leche League International. Amby Baby, and Arm's Reach Co-Sleeper

With confusion elevated about what is a safe environment for infant sleep, API launched its Infant Sleep Safety Campaign. After collaborating with partners and experts on this important issue and raising funds, API distributed more than 10,000 Infant Sleep Safety Brochures in 2009.

More than 150 health departments, birth centers, and hospitals received information and brochures for distribution. cators and API Leaders ls, and a on infant d to many PI Leaders . API will e the rtant o ensuring ysically.



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Attachment Parenting International 2009 Report, page 5

- ☐ Operational Costs: Help cover those necessary expenses associated with technology, consulting expenses, publication and printing, insurance, training, accounting, state fees, travel costs associated with conference presentations, and more.
- ☐ Retail and Subscription Programs: Invest in outreach made fun and simple. Provide funds and/or talent to create "awearness," engender curiosity about AP, and help families connect with the community practicing AP. Open new outlets for attachment parenting publications.



- **Demonstration Projects:** Support the creation of materials to be used in distressed communities, low literacy, transient, and other special circumstances communities and help establish Support Groups.
- ☐ **API Education Programs:** Underwrite the costs to produce and disseminate an API Live teleseminar, the API Speaks blog, the API Forum, *The Attached Family*, the API Website, API Principle brochures, and more.
- □ Support Group Planting and non-traditional strategies to reach parents: Provide funding to help API establish Support Groups in new areas and equip existing Support Groups with more resources. Aid API in establishing non-traditional strategies to support working parents and make materials accessible to fathers.
- □ Attachment Parenting International Coalition: Participate in the Attachment Parenting International Coalition of attachment parenting organizations and universities as a proponent of one or more of API's Principles of Parenting, bringing advances in parenting and more resources to professionals and parents. Use new languages and countries to expand API into communities like Turkey, China, Hungary and others, and ally with AP groups to increase our impact as a coalition, as well as consult and work internationally.

API is a very important and valuable source for new parents as well as experienced parents. It's important that new parents get information and have a source that they can utilize when there is so much "mainstream" parenting information out there that is, many times, completely wrong. API is the most important organization because it promotes the respect, love and proper treating of children. It's extremely important for children's well being and future.

Reija E., API 2009 Parent Survey

EDUCATION-SUPPORT-ADVOCACY-RESEARCH

API Think Tank Event—Making an Impact Now: Creating a Sustainable Legacy for Children

On August 29 and 30, in celebration of its 15th Anniversary, API convened some of the foremost minds on API's Principles of Parenting: William and Martha Sears, James McKenna, Mary Ann Cahill, Isabelle Fox, Ina May Gaskin, and Barbara Nicholson and Lysa Parker, hosted in a panel discussion by Lu Hanessian. The event was attended by parents, professionals, and long-time supporters of attachment parenting and API.

A weekend of gathering, thinking, conversation, music, and fun was made possible thanks to: Belmont University, The Changing Times, Jan Hunt and The Natural Child Project, Roger Day and the Mosquito Burrito Brothers, Gary and Luke Nicholson, Beth Nielsen and Ernest Chapman, Vince and Jenny Gill, Bob Dipiero and The Floating Stones, 3rd & Lindsley Bar and Grill, The Copper Kettle, Journey to Bliss, Shantell Simon, Nashville Parent, Andrew Rozario, Taylor Smith, Kid's Consignment, Belmont Heights Baptist Church, and many appreciated volunteers.



API Supporters

API received valuable support during the year from major gifts, recurring donations, grants, sponsorships, memberships, sale of donated products, and in-kind support. API appreciates those who have made contributions during 2009. In addition, special partnerships API would like to recognize include the Cornerstone Circle of early and longstanding API supporters, the Cole-Belin Foundation, Public News Service, Community Foundation Fund/PJ and Reedy Hickey, AskDrSears and Martha and Dr. William Sears, Belmont University, LEAN Kids, Mothering Magazine, Infant Massage USA, Search Institute, WYSH, Gordon Neufeld, Scott Noelle, Naomi Aldort, Kathleen Kendall-Tackett, Ina May Gaskin, Isabelle Fox, Lamaze,

The Natural Family, Sleepy Wrap, and the many 15th Anniversary volunteers.

API educates. Attachment Parenting is almost unheard-of and those who are unfamiliar with it often assume it's simply an indulgent way of parenting. API is leading the charge in defining what it means to be AP, making conscious parenting choices, and, very simply, being the best parent possible to our children.

Attachmentparenting.org is an invaluable resource for me. I use it regularly when a parenting problem arises and I need fresh ideas. I link others to it whenever I have the chance to discuss (online or in person) the principles of attachment parenting. Andrea S., API 2009 Parent Survey.

Cornerstone Circle PJ and Reedy Hickey Barbara and Gary Nicholson Lysa and Jim Parker William and Martha Sears Elliot Barker John Lowery Alison Krauss Rod Kochtitzky & Jane Hardy

2008 and 2009 Donors

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Grace Shickler



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Attachment Parenting International 2009 Report

For more information on API's activities, a full list of programming from 2009, and contact information visit AttachmentParenting.org

API Governance

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Samantha Grav. Executive Director

Lysa Parker

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Raffi Cavoukian Barbara Clinton Bill Corbett Carlotta Crawford Mary Elizabeth Curtner-Smith Kathy Diaz Jill Flowers Ann Fundis Wendy Goldstein Don Henry Molly Henry Jan Jacobsen Kathleen Kendall-Tackett Rod Kochtitsky Minda Lazarov **Dorothy Marcic** Christine Orrall Linda Storm Chris Wink



Representatives from API's Board, Advisory Board, Resource Advisory Council, Research Group, Leaders, and Staff gather at the 15th Anniversary Event at Belmont University, August 29, 2009



API Leaders/Support Groups

API of Huntsville/Madison, Alabama

Brandy Lighthall Lysa Parker

API of North West Phoenix

Jacqueline d'Amato

API Circle of Santa Monica/West Susan Anne Grant

LA, California Mary King

API of Fresno, California

Janell

API of Orange County,

California Angela Adams

API of Roseville, California

Deanna Spangler

API of Silicon Valley, California

Marina Peregrino

Mother's Circle API of Northern Colorado

Barb Lattin

API of Parker, Colorado

Alice Burson Kendrah Nilsestuen

API of Brandon, FL Lori Forsythe

Hollywood API, Florida

Katherine Williams

API of Jacksonville, Florida

Connor Barnas Katryne L. Bull Deb Lacovara

API of North Fulton, Georgia

Stephanie Petters Cason Zarro

Lake County API, IL

Rachael Spencer

API of Peoria, Illinois

Julie Harvey

Schaumburg Area API, Illinois

Danielle Koprowski

API of Central Iowa

Laura Belin

Alissa Tschetter-Siedschlaw

API of Topeka, Kansas

Bonnie Maize

Amber Reinecke Wadley

API of Frederick, Maryland

Naomi Dwyer Julie Clark

API of Upper Montgomery

County, Maryland

Katarina Oberg

Pioneer Valley API,

Massachusetts

Gillian Daley

Twin Cities API (Minneapolis/St.

Paul) Minnesota

Karen & Staven Bruce

Clemma Muller

Jennifer Russell

API of St. Louis, Missouri

Joan Demeyer Amanda Hughes

Rebecca Boyer

API of Lincoln, Nebraska

Laura Chisholm

Rita Brhel

API of Merrimack Valley, New

Hampshire

Melanie Currier

Pamela Stone

API of Bergen County, New **Jersey**

Kristine Campbell

Susan Esserman &

Barton Schack

Carole Kivett Blane

Kimberly Quattrucci

Lisa Repasky Sandhusen

Skylands API, New Jersev

Kelly Coyle DiNorcia

API of New York City, New

York

Artimesia Yuen

Avril Dannenbaum

Lamelle Ryman

API of Suffolk County Long

Island, New York

Jamie Birdsong-Nieroda

API of Greenville, North

Carolina

Victoria Brown

API-Cincinnati, Ohio

Megan & Clay Seaman-

Kossmeyer

API of Stark County, Ohio

Dedra Keoshian

Traci

East Portland API, Oregon

Kelly Bartlett

Sara Pullum-Pinon

API of Norman, Oklahoma

Rachel Losey

Amy McGovern

API of Knoxville, Tennessee

Molly Morrill

Sylvia Pastor

API of Mt. Juliet, Tennessee

Kara Carden



API Leaders/Support Groups continued

Nashville API, Tennessee Kara Carden

Tri Cities Parenting API, Tennessee Samantha Gray

API of Central Austin, Texas

Marianne Baker Bolduc Monica Mueller Nancy Nance Rebecca Ray Danny Tissembaum

South Austin API, Texas Melissa Anderson-Cramer Sonya Feher

Dallas Area API, Texas Daniel & Tracy Dower

API of Houston – Central, Texas

Patricia Jones

API of San Antonio, Texas

Rebecca Abraham Mary Bridges Stephanie Broglie Wendi Marie Landrum Casey Matzke Nguyen Tamara Verschoyle

API of Southeast Texas

Jeannette Freeman

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API of Seattle, Washington

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Snohomish County API,

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Bryn Riekstins

Whidbey Island API, Washington

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API of Fox Cities, Wisconsin

Susanne VetteMoseley

API of Rosario, Argentina

Alejandra Galvan

Saskatoon API, Saskatchewan,

Canada Natasha Wiig Erica Bird

Gjovik Tilknytningsomsorg API,

Norway

Elin Enger Mollestad

API of Lisboa, Portugal

Natalia Fialho

Resource Leaders

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Abbie

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Jeff and Lisa Feiertag

Kristi Gabriel Sara Harrington

Melissa Hincha Ownby

Joanna Glass Jen Krug

Dawn Lewandowski Margret Lewis Karen MacLean Kim McCulloch Brandi McNally Wendy Mooney Allrega Ritchie Amy Scott Arika Torok

This list is continually updated. For the most current listing of API Support Groups, please visit http://attachmentparenting.org/grou

ps/groups.php.

API Staff

Executive Director

Samantha Gray

Executive Assistant

Wendy Owens

Development Director

Art Yuen

Membership

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Technology Coordinator/ API Speaks Editor

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Publications Coordinator/ The Attached Family

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Communications Coordinator

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Dreg Martin

Additional 15th **Anniversary Event**

Volunteers Art Yuen, Chair Merrie King Christy Farr Nancy Crow

Jamie Posey Micky Jones

Laura Crookston Deleot

Lisa Calfee

Rebecca Bran and daughter

Renee Besecker Dan Grav Debi Hood

Suzi Ambar-Worrell

Martha Rather Nicki Carnahan Camille McNutt

Eloise Chauvin Jeane Bellinger Kara Carden

Karen Fletcher David Baker Nancy Loventhal

Rachel McRoberts Tamara Crabtree

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Donna Hicks Karen Fletcher David Baker

Rachel McRoberts Judith Wasserman

Kathy Hauer Marie Preptit

Kirstin Blum Susan Fischer Stroller Strides

Gymboree

Music City Music Together Music With Mommie



Financial Report

Statement of Activities

For the years ended December 2007 & 2008

For API's financial statement when available for 2009, visit Guidestar.org.

Sources of Support Uses of Funds ■ Program Services ■ Contributions & ■ Program Services Grants (Volunteer) ■ Program Service ■ Management & Revenue General (Volunteer) ■ Volunteer ■ Management & contributions General Revenue and other support 2007 2008 Contributions and Grants 87,636 87,852 Contributions (Volunteer and In-Kind) 259,683 295,838 Program Service Revenue 47,341 31,711 Total Revenue 394,660 415,401 Expenses **Program Services** 128,240 98,907 Program Services (Volunteer) 206,553 241,108 Management and General 1,612 Management and General (Volunteer) 53,130 54,730 **Fundraising** 966 4,608 **Total Expenses** 388,889 400,965 Revenue less expenses 5,771 14,436 **Fund Balances Total Assets** 31,707 49,301 **Total Liabilities** Fund Balances 31,707 49,301

Attachment Parenting International P.O. Box 4615 Alpharetta, GA 30023 800-850-8320 AttachmentParenting.org

Photography by Shantell Simon, Nashville, TN