



**THE PARENTS' CLUB**  
of Palo Alto & Menlo Park

# 2017 annual report

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# {letter from the board}

## 2017 was a big year for PAMP!

The Parents' Club of Palo Alto and Menlo Park (PAMP) is pleased to present its 2017 Annual Report. In 2017, PAMP continued to identify and provide meaningful ways to serve its mission of:

**Enriching the lives of families with young children, by providing resources, support and community in Palo Alto, Menlo Park and the surrounding areas.**

2017 was significant because we focused on two areas: 1) building an online community through a more convenient technology platform and 2) creating more small events where parents can connect offline.

### Building online community

After the big push to our new membership platform in 2016, it quickly became apparent that the technology was inconvenient for our members and causing a rapid decline in the value of our forums. Our all volunteer board spent countless hours evaluating alternatives and settled on one that most of our members were already using: Facebook. Since launching in September, we have seen a dramatic increase in online engagement for members. In the past year, there have been over 1500 posts and we continue to see growth in online engagement. In the past month (July 2018), we saw an 85% increase in the number of members commenting on our posts--suggesting that we still haven't hit the full potential our online group.

In addition to moving the Club's forums to Facebook, we also updated our website and branding. The new site is simpler, more user-friendly, and much more attractive. The website will enable us to stop our subscription to our old membership platform, eventually saving the club money.

Last year, the outgoing presidents cited building online community as their biggest goal. We have made terrific progress in this area and, as a result, our members are getting more value from the club.

### Building real life community

As in years past, our club held three signature events--Family Day, Rummage Sale, and Preschool Fair. We were enormously blessed to have two new contractors to help organize these events after a recent complete turnover in our contractors. In addition to these three key events, we re-invigorated our small events, which were entirely organized by our volunteers. We have held over 20 small volunteer-lead events already in 2018. We have added monthly park playdates and mom's night out events, in addition to more farm days and other small events. Given the raise in other parenting Facebook groups, we believe that our key differentiator in the future will be the ability to connect parents offline as well as online.

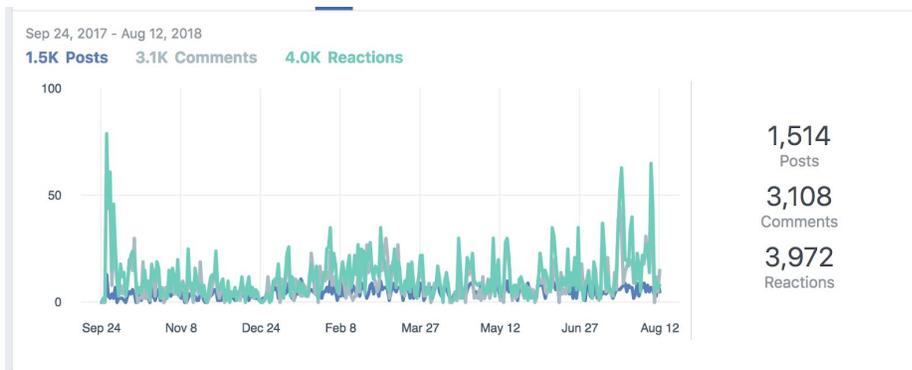
### Looking ahead and continuing to grow

We have seen a tremendous increase in member engagement in our club through our Facebook group and our events, but the club continues to face challenges. The online sponsorship model that used to be the key source of income for the club is no longer viable--Facebook and Google offer local small businesses competitive ways to reach their audiences. We do continue to see strong interest in sponsorships for our events, which does help offset some of the costs. In the year ahead, we will continue to experiment with new engagement models for our membership and exploring new ways to offset the costs of the club.

### Looking to join or have suggestions?

Not a member? Join today and the amazing PAMP experience can be yours to enjoy. We welcome your input – do you have ideas you'd like to share with the PAMP leadership? Forward them along, send email to [board@pampclub.org](mailto:board@pampclub.org).

As always, PAMP is a volunteer run organization and we are deeply grateful to the volunteers to have helped organize events and post community listings. Thank you!



Sep 24, 2017 - Aug 12, 2018

### 852 Members



We have had over 1500 posts on our new Facebook page and most of our members are active every month.

## {about us}

PAMP is a 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 one of 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, by providing resources, support and community in Palo Alto, Menlo Park and the surrounding areas.

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.

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

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



## **{board of directors}**

Sarah Mitchell, Co-president

Mary Kate Stimmler, Co-President

Emily Chu, Treasurer

Molly Abraham, Secretary

Rebecca Cafiero, Events Chair

Lisa Liu, Legal Chair

Melissa McAlpine, Marketing Chair

Shanna Gazley, Membership Chair

Nicole Pollack, Member at Large

## **{additional contacts}**

Becky Genauer, Operations, [opsmanager@pampclub.org](mailto:opsmanager@pampclub.org)

Kristin Mulderig, Marketing & Communications, [marcom@pampclub.org](mailto:marcom@pampclub.org)

Rita Patel, Events, [events@pampclub.org](mailto:events@pampclub.org)

# {year in review}

## **SMALL EVENTS**

Palo Alto Jr Museum and Zoo Play Date

Holiday Party

## **MEDIUM EVENTS**

Jump into Summer

Jump into Spring

Farm Day at Pastorino Farms

Hidden Villa Tours

Computer History Museum event on Tech in Parenting

Winter Activity Day

Movie Night

Mother's Day Picnic

## **LARGE EVENTS**

Rummage Sale

Family Day

Preschool Fair



# {financials}

Although PAMP revamped our online platform in 2016 to solve many communication needs as a central online platform, we did not see an improvement in membership sign up in 2017 as we had hoped. Overall revenue decreased by \$56K from \$190,274 to \$134,420 and overall expense decreased by \$39,667 from \$193,554 to \$153,887. The decrease in overall revenue was primarily due to declining membership revenue of 35% and declining revenue from large events of 60%, offset in part by an increase in sponsorship and advertising revenue of 54%. As a result, we ended 2017 with a net loss of \$19,467 compared to a net loss of \$3,280 in 2016.

We recognized that our revamped online platform was not as easy for members to access and communicate via mobile device, and have since expanded into Facebook forum. We also did a facelift of our website in mid 2018 and are in the process of rebuilding our membership base and bringing new strategies to attract and retain members as well as packaging attractive advertising incentives for our sponsors. We look forward to our ongoing investment in our community.

The financial results depicted here are derived from the 2017 Federal Income Tax return and our 990 form, as prepared by our accountant.

Beginning Asset Balance (1/1/2017)	\$416,753
2017 Revenue	\$134,420
2017 Expense	\$153,887
2017 Net Profit/Loss	(\$19,467)
Ending Asset Balance (12/31/2017)	\$397,286

<b>2017 Revenue</b>			
	Membership	41%	\$55,610
	Sponsorship & Advertising	37%	\$49,830
	Large Events	19%	\$25,046
	Medium Events	2%	\$2,618
	Small Events	1%	\$1,316
	<b>Total 2017 Revenue</b>	<b>100%</b>	<b>\$134,420</b>
<b>2017 Expense</b>			
	General Administrative	24%	36,955
	Member Development	8%	13,078
	Large Events	15%	23,375
	Medium Events	5%	7,234
	Small Events	16%	23,951
	Systems	7%	10,498
	Communications	14%	21,226
	Sponsorship	10%	15,178
	Miscellaneous	2%	2,392
	<b>Total 2017 Expense</b>	<b>100%</b>	<b>153,887</b>

# {sponsors}

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

Alto International School

Alkalign Studios

Bay Meadows

Blossom Birth

Casa dei Bambini School

CuriOdyssey

EarthBaby

El Camino Hospital

Forever Smiles Pediatric Dentist

Friendly Pony Parties

GrowFit

Growing Smiles Pediatric Dentistry

Harker School

ISTP

Jefunira Camp

Kumon North America Inc.

La Petite Baleen

Lighthouse

Little Medical School

Messy Play Kits

Mission Match for Moms

Montessori School of Los Altos

Music Together

My Petite Box

Oshman Family Jewish Community Center

Pandia Health

Parents Place

Party with 630

Pediatric Dentistry of Palo Alto

Peninsula School

Private College 529 Plan

Roovillage

Snipits

Soccer Shots

St Raymonds School

Stanford Children's Health

Starfish Therapies

Stratford School

Super Soccer Stars

Sweetgreen

Town & Country

Up Academy

Urbansitter

Village Doctor

Wund3rkid

Yew Chung International School of Silicon Valley

Trinity School