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**Attachment Parenting International
2012 API Accomplishments and 2013 Plans**

“Parenting Topic” of the Year

Attachment Parenting International (API) observed its 18th anniversary in 2012 because of dedicated leaders, volunteers, staff, and generous donors. The anniversary was no small accomplishment given the fate of many nonprofits, and businesses, in recent years. API’s appeal last year was critical to API’s ability to serve this year and your contributions making that happen demonstrated the importance of API’s work. Here’s the difference we made together in 2012:

Community of Support Growing in Impact

19,000 members; 12,000+ supported in person; 66 parent groups--9 new; 132 API Leaders--15 new; ~1000 free support meetings, playgroups and events; 1000s of telephone support hours; 103 leader applicants--49 new; 70 cities worldwide; ~26,000 hours responding to parent and professional questions; 58 new advocates; 40 professional associates; 700+ hours accrediting leaders; 2000+ hours supporting and resourcing leaders

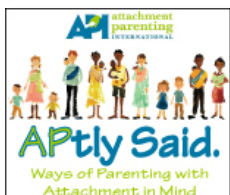
API support groups provided the backbone of API support and a long-standing passion for parents. API launched a new free API membership program, the cost barrier removed,



extending the availability of important parenting information to many more families and agencies, reducing administrative costs, and leveraging the tremendous volunteer effort behind creating quality materials. API’s community reached beyond its formal membership, to numbers of families in API’s local support group networks. API launched a new AP Advocate program to sustain API’s efforts through a network of families advancing the movement of compassionate parenting.

Educational, Awareness, and Advocacy to Foster Change

4 magazines published; 50 newsletters; 1 new Aptly Said blog; 1 new Journal of Attachment Parenting; 2 pilots of the parent education program; 30+ news interviews and articles conducted; 50+ citations in publications and interviews; 100s of articles/content written and published; 30,000 social media connections--10,000+ new; 1000s of social media posts and reposts



AP Awareness

API carried out major education campaigns to advocate what AP is about, and why support AP, anticipating misinformation by articles and books released this year directly attacking attachment parenting, as well as books that supported attachment parenting and drew increased attention.

2012: Attachment Parenting is featured in TIME magazine—propelled by one of its most viewed covers. The “Are You Mom Enough?” challenge many will remember from 2012, whether they are familiar with AP or not. Whatever the viewpoint on AP or TIME’s treatment of it, there have been two noteworthy communities of response:

- Parents who are working to improve their parenting, to learn more about secure attachment means and how to foster it.
- A community of parents, professionals too, many who are clinging to long-held unhealthy traditions, strongly defending those beliefs and attacking attachment parenting.

API reaches both communities.

It is your support that has helped API reach both those needing support and education.



Not anticipated, API was front and center, addressing TIME magazine's challenge to being "Mom Enough" over weeks of interviews, articles and in an *Attached Family* magazine issue. After the website crashed as a result of the increased attention and was upgraded to accommodate the activity, there were more than 1.4 million visits by parents, media, and professionals to learn about AP. For a full summary of API's interviews, from CNN and NPR to the BBC and the Plain Dealer, see API's 72-page *Attached Family* magazine issue.

AP Education

API's *Attached Family* magazine issue also contains handouts and tools equipping parents in their discernment of studies and articles in research and the media. API published its first online print-on-demand issue, "Caring for Our Children," significantly increasing information on the topic of consistent and loving care. API public news articles on increasing breastfeeding rates, spanking and mental health, attachment parenting, and childhood obesity reached more than one million listeners and readers.



Advocating Support

The AP Month 2012 campaign, "Relax, Relate, Rejuvenate: Renewed with Parenting Support," culminated in the greatest reach yet of this five-year event, elevating the importance of ongoing parenting support. API also continued advocacy campaigns throughout the year related to support for the importance of play, parents' choice in infant sleeping arrangements, along with safety promotion, positive discipline and opposition to spanking, and the unexpected benefits of attachment parenting.

Increasing Knowledge

API evaluated requests for research initiatives, including a study aiming at helping medical professionals understand the AP culture by the University of Arkansas Little-Rock. API participated in summits on the character of American families by the University of Virginia and human development by Notre Dame.

API encouraged parents to reject the pervasive notion that parental sleep can only happen, or best happens, when we purposely and repeatedly ignore and dismiss the distress calls of our babies and children at night. Read more about API's response to the recently published *Pediatrics* study on "behavioral infant sleep intervention" that garnered headlines that sleep training is safe.



API collaborated in an Illinois PBS attachment parenting documentary, and provided research and information for a number of television and radio programs, as well as parenting books.

Attached at the Heart, the definitive resource on API's eight Principles of Parenting jumped 350% in Amazon rank and sold out at the publisher.

Outreach and Collaboration Extend API's Reach

1 million web visitors--75% new; 200,000 page views monthly; 12+ conferences; 6 new alliances/collaborations; 5th annual AP Month celebration; 1 new social media-Pinterest; 7 invitations to reality shows received--0 accepted;

API participated in and presented at conferences by La Leche League, the Bellies to Babies Foundation event, the Society for Prevention Research Annual Meeting, Impact of Trauma & Neglect on the Developing Child, 9th Annual Young Child Expo & Conference 2012, Maternal and Child Health Advocacy Training, Notre Dame symposium on human development, Lamaze International 2012 Innovative Learning Forum, 12th annual Nurturing Parenting Conference, and The Character of American Families summit. API is planning a conference event for October 2014.

API engaged in partnerships to further the message of support with Mothering.com, Ask Dr Sears, Lamaze International, Attachment Parenting Canada, Pathways Connect, Infant Massage USA, Holistic Moms Network, Families for Conscious Living, Family and Home Network, and many more.

API helps parents incorporate attachment parenting with information, encouragement, and support. API engages in the long, hard work of fostering much-needed empathy for and knowledge regarding the welfare of children. For many years, with your support, API has been supporting steady transition of attachment parenting into mainstream culture, as parents experience the benefits of parenting compassionately and become more confident in trusting their instincts.

The response of negativity toward attachment parenting--even a news magazine's significant misunderstanding of attachment parenting--show that it is a major undertaking to scale up efforts to educate, as well as create a welcome environment for parents who are responsive to their children's needs.

You have helped API address the negativity, to continue the change and focus on opportunities to educate the media and support parents.

See what your work has done this year--you helped API keep going when we came to you for support.

Staff and Leadership Committed to Families

70 volunteers--18 new; >95% retention; 7 Board members; 15 Advisory Board members; 18 Resource Advisory Council members; >1000 hours responding to inquiries; >500 hours volunteer training; 0 office; 1 storage unit; >6 time zones; 2 awards

API welcomed new volunteers for volunteer management, technology, communications, publications, the API Live teleseminar program, grants, leader support assistance, professional support, and advertising. More than 132 volunteer leaders, group member volunteers, and 70 staff volunteers around the world continue to provide services. API is adding volunteer positions in the areas of finance, accounting, communications, multimedia, business, graphic design, as well as partnership, board and council members.



API Co-founder, Barbara Nicholson (pictured with Co-founder Lysa Parker), was honored as a 2012 Celebration of Women Mentoring Women Honoree by the Maternal Infant Health Outreach Worker (MIHOW) Program at the Center for Health Services, Vanderbilt University Medical Center.

Advisory Board Member Ina May Gaskin received the API "Attached at the Heart" Contributions in Parenting Award and recognized honorees Ricki Lake and Abby Epstein for their work on the *Business of Being Born*.

API Advisory Board member Dr. William Sears was recognized for 20 years of service in the *Attached Family* and by TIME magazine.

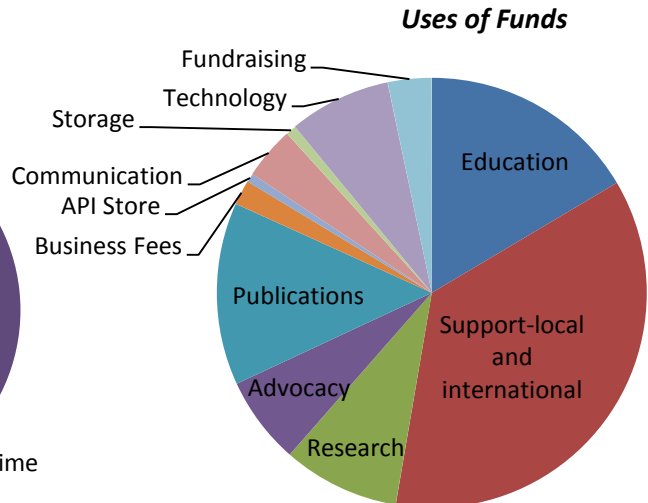
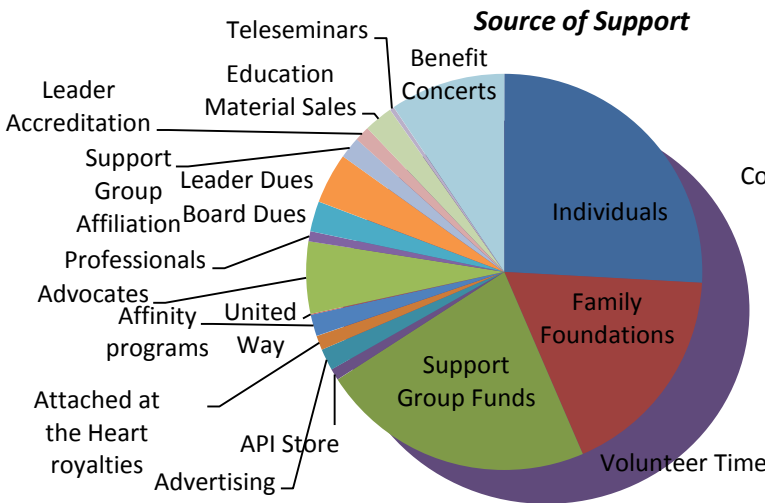


Annual Giving Vital to Sustaining Impact

GuideStar Valued Partner; GreatNonprofits 2012 Top-Rated Nonprofit; \$89,000 budget met for 2012; \$50,000 to raise for 2013; 100% increase in web activity--100% increase in web hosting costs; \$10,000 Sing for Healthy Birth concert; \$3,000 AP Month Auction; 0 government grants



API's campaign for 2012 financial support rallied to provide a large portion of the funding needed for the annual budget and keep the doors open. More new donors became involved with API, some new monthly pledges were made, and long-time donors increased their contributions. Other donors were unable to maintain further financial support. To manage the budget, API made adjustments by delaying and pausing programs; hosting an online benefit auction; carrying out two major benefit concerts; reducing printing costs; and continuing with revenue programs.



API carried out its work on less than \$100K annually yet providing the services and impact typical of nonprofits with million dollar budgets. With no major single sustainer, every \$5 individual donation made the difference. Meeting API's 2013 budget relies heavily on the appeal campaign. API faced and continues to face challenges common to many nonprofit prevention field organizations, ones that are working to avoid crisis, working on issues that do not feel urgent until there is a problem, and without any brick and mortar central location to visit—all approaches that save and extend funds to have the greatest impact and reach. Additionally, increased attention to API by TIME magazine has drawn new interest and families seeking support, however, giving levels have not matched the growing need.



To help address sustainability, API applied and was awarded and completed a grant for Social Venture Consulting services by the University of Maryland exploring retail income approaches, with activities to be launched in 2013. API was also awarded a grant to evaluate API information technology systems, finding API use of free services to be state of the art.

Real Impact of Your Support

Numbers give only a particular insight to API's activity, but the full dimension of API's impact is that API's work has touched families deeply. API responded daily to parent inquiries for resources and information and it expanded and improved its approach to equipping API Leaders and support groups. What matters is API serving these families and effecting a cultural shift where:



- Parents discover their instincts to parent compassionately and value responding sensitively and with consistent and loving care for their children;
- Mothers not ostracized for breastfeeding their child as long as they mutually desire;
- Fathers not discounted for their equal commitment to Attachment Parenting;
- Myths of AP regarding permissiveness, dependence, working outside the home, literal attachment, AP as a checklist, and so on, not dominate and impede parents from reclaiming their instincts;
- Families find and benefit from healthy, balanced parenting support in their communities and not backlash; and
- Quality, evidenced-based parenting resources are available for families.

Plans to uniquely continue to fill a vital role for parents, children, and community

2012 has been a year of preparation and creation for 2013 program launches. In store for next year are the launch of a new website; a new forum; a new AP resource database; leader mentoring program; the API Warmline for parent support; the AP retail program; reintroduction of API Speaks blog; a new edition of *Attached at the Heart*; and the new parent education program. API is planning a 2014 conference; celebrating the creativity in parenting for AP Month; developing new partnerships; expanding the API Board; launching the API's new membership management system; campaigns on marriage and caring adults in our children's lives; and continuing efforts to secure API's financial future.



API's financial future remains a very significant concern, as the organization continues in need of contributions by individuals and foundations.

To many, it seems that API does not need contributions, as API has a reputation of being a significant institution and contributor in the area of parenting. API does have reach and a voice, however, it does not have the broad financial base it needs to carry out and implement programs unless it meets its budget year-to-year through individual giving. API does not receive grant application funds or government funding.

To carry out these needed program services and sustain those existing, and share the responsibility, it is imperative that we all support this mission with our time and a financial contribution at some level.

We believe that how we raise our children has far reaching and lasting impact and we want to support parents as they build a foundation for trust, empathy, affection, and joy. Join us and help make a difference.

Every bit of support makes the lives of our children and our community better - Our combined support adds up...

Attachment Parenting International
 P.O. Box 4615
 Alpharetta, GA 20023
 800-850-8320

Financials: Visit Guidestar.org

www.attachmentparenting.org