Attachment Parenting International 2009 Report

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.

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.

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.
Attachment Parenting International
2009 Report, page 2

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, e/newsletters, 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 an 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;

Attach at the Heart becomes the core text for API’s Leader Accreditation and Parent Education program.

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
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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;

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.

- **AP Aware**: Help initiate a program to complement API’s grassroots network with a mass media awareness and social marketing campaign to 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 appreciate 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 *The Attached Family* and *The Journal of API* 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 *The Journal of API*.

- **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 all families.
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 “awareness,” 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
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.

2008 and 2009 Donors

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<td>Suzanne Kobzeff</td>
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<td>C J Bilka</td>
<td>Jill Flowers</td>
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<td>PJ &amp; Reedy Hickey</td>
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<td>Labarowski</td>
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<td>Danny &amp; Claudia Jendron</td>
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<td>Trip and Natalie Jendron</td>
<td>Sabine Schwarz</td>
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<td>Harvey Karp</td>
<td>Mark &amp; Jaime Shelton</td>
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<tr>
<td>Steve Fishell</td>
<td>Stephen Knight</td>
<td>Aimee Dahn Sheridan</td>
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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

**Board of Directors, Officers**
Janet Jendron, President
Judy Sanders, Secretary
Maria Blois
Lu Hanessian
Reedy Hickey
Gena Kirby
Stephen Knight
Barbara Nicholson
Lysa Parker
Art Yuen
Samantha Gray, Executive Director

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Richard Bowlby, Bt.
Barbara Clinton
Isabelle Fox
Jay Gordon
Jan Hunt
James McKenna
Alice Miller
Peggy O’Mara
Bruce Perry
Martha Sears
William Sears
Karen Walant
Michael Trout

**Research Group**
Mary Elizabeth Curtner-Smith
Kate Green
Wendy Middlemiss
Ann Murray
Barbara Nicholson
Lysa Parker
Lauren Porter
Regine Schon

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Beth Nielsen Carpenter
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 Kochitsky
Minda Lazarov
Dorothy Marcic
Christine Orrall
Linda Storm
Chris Wink

**Editorial Review Board**
Rita Brhel
Samantha Gray
Kate Green
Jan Hunt
Kathleen Kendall-Tackett
Gena Kirby
Wendy Middlemiss
Barbara Nicholson
Lysa Parker
Judy Sanders
Martha Sears
Pamela Stone

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 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 Barnes
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
Susan Anne Grant
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 Jersey
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

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

API The Woodlands, Texas
Nici Hinkel

API of Fredericksburg, Virginia
Robynn Schamel

API of Northern Virginia
Ivana Lombardo
Krystal & David McDonald
Jessica Monte

API of Seattle, Washington
Jennifer Pertuset

Snohomish County API, Washington
Marianne Ames
Bryn Rieckstins

Whidbey Island API, Washington
Lisa Serow

API of Fox Cities, Wisconsin
Susanne VetteMoseley

API of Rosario, Argentina
Alejandra Galvan

Saskatoon API, Saskatchewan, Canada
Natasha Wiig
Erica Bird

Gjovik Tilkyntningsomsorg API, Norway
Elin Enger Mollestad

API of Lisboa, Portugal
Natalia Fialho

Resource Leaders
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Kandace Wright
Karen Cohen
Megan Vignocchi
Melissa Morrill
Abbie
Giselle Baturay
Sherri Brodki
Hope Davis
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/groups.php.

API Staff

Executive Director
Samantha Gray

Executive Assistant
Wendy Owens

Development Director
Art Yuen

Membership Coordinator/API Reads
Stephanie Petters

Author Liaison
The Attached Family
Rita Brhel

Technology Coordinator/API Speaks Editor
Melissa Hincha Ownby

Publications Coordinator
Kendrah Nilsestuen

Education & Support Coordinator
Aimee Lou Dee

Communications Coordinator
Leader Applicant
Liaison
Lisa Feiertag
Forum Administrator
Dedra Keoshian
Volunteer Liaison
Rachel Losey
Advertising Manager
Kit Dulin
API Store Manager
Ashlee Gray
The Journal of API
Editor
Wendy Middlemiss
Meeting Resource Liaison
Kelly Bartlett
Leader Applicant
Liaison Assistant
Laura Chisholm
Leader Applicant
Liaison Assistant
Julie Hunter
Leader Applicant
Liaison Assistant
Robynn Schamel
Data Manager
Mandy Nicolosi
Member Liaison
Heidi May
Member Liaison Assistant
Alma Luz Ramos-Gilbert
Professional Liaison Assistant
Latoshia Blackburn
Teleseminar Manager
Emily Milikow
API Links Assistant Editor
Camille North
Book Review Committee Chair
Hope Davis
Outreach/Welcome Liaison
Joanna Liberty
Promotions Coordinator
Joanna Glass
Web Master
Jennifer Moquin
Social Networking Liaison
Sara Cope
Events Manager
Marianne Ames
AP Month Project Manager Assistant
Jeannette Freeman
Media Team
Alison Manche
Web Content
Courtney Sperlazza
Legal Review
Maryam Jadali Saghei
Reporting Assistant
Michelle Garwood
Phani Chaturedula
Copyeditors
Emily Roysdon
Adrienne Carmack
Danielle Buffardi
Tricia Woody
Wendy Mooney
Forum Moderators
Naomi Dwyer
Joanna Glass
Niki Henkel
Wendy Mooney
Heather Alderman
Anganae Brueland
Lisa Serow
Adrienne Carmack-Kleszynski
Angie Rasoer
Abbie Fairfax
Dawn Lewandowski
Wendy Mooney
Bloggers
Amber Strocel
Jasmine Nichol-Carlson
Carolyn Parsons
Martha Wood
Olivia Canning
Danielle Barnsley-Cervo
Jennifer McGruther
Giselle Baturay
Book Reviewers
Lindsey Steffenson
Jill Cozza
Graphic Designers
Michel Rasmussen
Adjua Ferguson
Elizabeth Cooper
Mary Matte
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 Gray
Debi Hood
Suzi Ambar-Worrell
Martha Rather
Nicki Carnahan
Camille McNutt
Eloise Chauvin
Jean Bellinger
Kara Carden
Karen Fletcher
David Baker
Nancy Loventhal
Rachel McRoberts
Tamara Crabtree
Joyce Jackson
Marina Portillo
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

- Contributions & Grants
- Program Service Revenue
- Volunteer contributions

#### Uses of Funds

- Program Services
- Program Services (Volunteer)
- Management & General (Volunteer)
- Management & General

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*Photography by Shantell Simon, Nashville, TN*