



**GGMG** | GOLDEN GATE  
MOTHERS GROUP®



# 2010 Annual Report

*Celebrating 15 Years Supporting San Francisco Mothers*



# our mission

The distinctive mission of the Golden Gate Mothers Group (GGMG) is to “nurture ourselves, our children, our partners and our community; create an environment of support, information sharing and connection; learn, teach, create, have fun and provide balance in the lives of our growing families.”

This mission statement guides the actions of the more than 80 volunteer moms who run the GGMG and who drive the organization forward. As mothers, we learn how to balance our lives despite the many challenges of motherhood. As volunteers, we attempt to give back to and to appreciate the community in which we live. This report summarizes the efforts our volunteers made in 2010 to help and support San Francisco moms, their families, and their communities.

# contents

- |                        |                             |
|------------------------|-----------------------------|
| 3 Board of Directors   | 8 Where does Your Money Go? |
| 4 Looking Back to 2010 | 9 Investing in the Future   |
| 5 Our History          | 10 Volunteers               |
| 6 Our Values           | 11 Our Partners             |



# board of directors

**CHAIR, KATHY YU** Kathy has been a GGMG volunteer for one and a half years. Prior to becoming a stay-at-home mom, Kathy was the Strategic Alliances and Mergers and Acquisitions



Director for Microsoft's mobile business. Kathy has two daughters: Darcy is two-years-old and Dorian is seven months old.

**VICE CHAIR, JENNIFER GETTE** Jennifer works full-time as a Pharmaceutical Sales Executive and has been a GGMG volunteer for two years. Jennifer served as a writer and as an editor on



the GGMG Newsletter Committee prior to joining the Board. Jennifer has two kids: Adam is four-and-a-half years old and Jamison is two-and-a-half years old.

**SECRETARY, STEFANIE BUCHALTER** Before becoming a stay-at-home mom, Stefanie was a Merchandise Manager at Baby Gap. She has been a GGMG volunteer for two years and has one son:



Benjamin is three-and-a-half years old. Stefanie would like to give a shout-out to her GGMG playgroup, which is still active!

**TREASURER, RACHEL BLATT** Rachel has been a GGMG volunteer for one year. Prior to becoming a stay-at-home mom, Rachel was a Vice President of Marketing for a high-end wine



company. Rachel has one son, Miles, who is two-years-old.

Board of Directors as of April 18, 2011



**PARTNERSHIPS, IRIS CHOI** This is Iris' first year as a GGMG volunteer. Prior to becoming a stay-at-home mom, Iris was a Vice President in investment banking. She has one son, Tyler, who is 20 months old.



**EDITORIAL, RYAN SILVERS** Ryan has been a GGMG volunteer for two years. She has worked as Calendar Editor, Managing Editor, Editor-in-Chief and now Board member. Prior to becoming a stay-at-home mom, Ryan was a publisher, editor and writer at several different magazines throughout California. Ryan has one son, Isaac, who will be three-years-old in May.



**TECHNOLOGY, SUMMER RECCHI** Prior to becoming a stay-at-home mom, Summer was a Performance Development Manager for a software company. She has been a GGMG volunteer for two years. Summer has two kids: Hazel is three-years-old and Sam is almost a year old.



**PR/MARKETING, SUMI DAS** Sumi is a journalist and producer with more than 15 years of media experience. She has been a correspondent for CNN, MSNBC and TechTV and currently works for CBS. Sumi has two kids: Aasha is three-and-a-half years old and Sabine is 15 months old.



**MEMBERSHIP** Currently vacant.

## Looking Back to 2010

The GGMG volunteer base consists of more than 80 volunteers serving on 14 different committees. Many of the committee initiatives in 2010 were based on member feedback received from a survey conducted in Q1 of 2010. Here's a look at some of the major accomplishments and changes in 2010.

**COMMUNITY SUPPORT** The Community Support Committee issued charity grants to the following organizations in 2010: Neighborhood Parks Council, La Casa de las Madres, San Francisco Court Appointed Special Advocate Program and The Friends of the Public Library on behalf of Stefanie Buchalter (The Women Making a Difference Grant Award). Over the holidays, the Community Support team participated in three charity drives. They raised \$1,400 for the Homeless Prenatal Program (HPP) Thanksgiving Dinner Drive, collected three boxes of toys for the San Francisco Child Abuse Prevention Center toy store, and donated 650 pajama sets for the HPP Pajama Drive. Additionally, Community Support expanded its Helping Hand program by giving a grocery store gift card to members who cooked and delivered meals to new moms.

**GRAPHIC DESIGNER** The GGMG Graphic Designer supports all the outgoing works of the other committees, including media kits, press releases, emails and letterhead. In 2010, our designer also worked with new partners to create fantastic advertisement for placement in the GGMG Magazine.

**JUST FOR MOMS** Just for Moms events are a great excuse for GGMG members to ask for some "me" time. They plan an average of six events each month ranging from a sit-down meal at a nice, but affordable restaurant, to intimacy workshops. Just for Moms event listings can be found in the GGMG Magazine and online at [www.gmg.org/events.html](http://www.gmg.org/events.html)

**KIDS ACTIVITIES** The Kids Activities Committee negotiates with popular and up-and-coming kid venues to allow GGMG members to sample a variety of kids' classes and activities at a discount. They plan an average of 15 activities per month with these primary goals in mind: GGMG-exclusive events, a variety of listings each and every week and programming for each age group from newborns to preschool-aged children. Kids Activities event listings can be found in the GGMG Magazine which is published 10 times per year, and online at [www.gmg.org/events.html](http://www.gmg.org/events.html)

**MEMBERS DISCOUNTS** The Members Discounts team added 67 new vendors to the program and featured four seasonal promotions, providing select vendors an opportunity to offer substantial, exclusive discounts for a limited time. In total, more than 350 stores, websites and professionals offer GGMG Members discounts on an amazing selection of products and services that can be found on the GGMG website at [www.gmg.org/discount.html](http://www.gmg.org/discount.html).

**MEMBERSHIP** The GGMG Membership Committee processes approximately 175 new membership applications each month. In 2010, total GGMG members grew from approximately 3600 members in January to 4100 members in December. In short, GGMG grew by almost 15% in just one year. We also completed our largest membership survey ever with nearly one-third of our members responding. These survey results have been an integral part of our organizational planning for 2011 and beyond.

**NEWSLETTER** After moving to full color in November 2009, the Newsletter Committee increased the size of the newsletter by adding 40 pages of content to each issue. This brought the opportunity to add the "Ask the Expert" and "Daditude" columns. Newsletter contests continue to be extremely popular with GGMG members, soliciting many entries each month for the featured giveaway (some totaling \$1,500 in freebies for the lucky winner).

**PARTNERSHIPS (Business Development and Operations)** The Partnership team is focused on establishing win-win partnerships with appropriate businesses that can offer our members products and services of significant value. The first of these partnerships—Peekadoodle—was announced in November 2010. All GGMG members receive one month of free membership at Peekadoodle, including one month of classes at no charge.

**PLAYGROUPS** Playgroups continue to be a key reason members join the GGMG. In 2009, the in-person formation events were discontinued in favor of virtual formation. It became evident that this new approach was

unintentionally excluding many members, so the Playgroups Committee reinstated the monthly in-person playgroup formation events in November. Approximately 70 new moms attended the November and December events, forming a total of seven new playgroups at each event!

**PROGRAMS** The year 2010 brought significant changes to the Programs Committee, starting with the name. Now titled Educational Series, the team brought back the larger events, including the Preschool and Kindergarten Nights that had been discontinued in 2009. The team also partnered with Sports Basement and Parents Place to co-promote educational events such as infant/child CPR and parenting classes at their locations.

**RECRUITING** The Recruiting Committee focused on improving efficiencies for prioritizing internal volunteer openings and vetting interested candidates. They launched an internal website that is a one-stop shop for GGMG recruiting. These improved processes helped to cut volunteer openings by 50 percent. New GGMG volunteers can find many new hire training resources on the website. As volunteers get on board and are trained more quickly, the net result is more streamlined experiences and programs for members.

**SOCIAL EVENTS** In 2010, the Social Events Committee increased the number of attendees to our most popular events: the annual Easter Egg Hunt, the Halloween Party and the Summer Fair. These events continue to be extremely popular and the Social Events Committee is always looking for ways to drive more GGMG member attendance. The committee also partnered with various new vendors for onsite activities and giveaways at our social events.

**WEBMASTER** With the addition of 700 members in the last year, GGMG's forums have experienced a substantial increase in traffic. To continue to ensure a positive experience for members, the Webmaster team developed several member-driven changes like new forum guidelines and forum moderation policies to help maintain a safe and open online community for all GGMG members.

# our history



*GGMG founders in 2011. Pictured here: Chris Grassi, Deirdre Hockett, Jane Thornton, Jennifer Kiss, Kerri Zaldastani, Lauren Bearden and Wynn Burkett; Not pictured: Betsy Blumenthal, Christine Kennedy, Faith Anaya, Page Victor and Phoebe Lang*

The GGMG was founded in 1996 by 12 San-Francisco moms. It was the first official mother's group in San Francisco (the closest one in existence was in Marin) with an initial meeting on April 18, 1996.

Spearheaded by Wynn Burkett, the formation of the GGMG was based on the work of facilitator Katie Hopke, author of *Mothers Club: Nurturing the Nurturers* (1989). The GGMG was started, as founders tell, "in a city with no Internet, no smart phones, no kid drop-off, no organic formula, and no cute pregnancy clothes" to stave off the isolation of new-motherhood.

After an initial meeting with Hopke, the founders worked together to focus the group's mission and to form the steering committee. The steering committee continued to meet throughout May and June of 1996 to create programs and to develop the organization's structure. The values, guiding principles, by-laws and processes that the GGMG uses today evolved from those first meetings.

The founding members formed the following organizational structures right

from the very beginning: Membership, Newsletter, Programs (now called Educational Series), Social (Just For Moms and Kids Activities) and Playgroups. They also created the positions of Chair, Secretary and Treasurer. They further decided that each committee would be led by a pair of organizers—the first GGMG volunteers.

On June 27, 1996, the first general meeting of the GGMG was held at St. James Church. A surprising 50 moms, all of whom had heard about the meeting via word of mouth, attended.

Without use of the Internet, the group grew by word of mouth alone. Moms met other moms on the playground—in most cases, the only place for new moms to find each other. Rosters were simply paper lists and meetings were at members' houses, often involving a bunch of toddlers crawling around.

By the second year, Community Outreach was added. Community Outreach organized diaper and equipment drives for needy mothers and for Talkline, a support center for abused women. Community Outreach

volunteers also created programs, such as the first Preschool Information Night, and social events, including a Halloween party and an Easter Egg Hunt, which quickly became yearly events.

Additionally, Community Outreach committee members formed partnerships with Parent's Place, the Bay Area Discovery Museum and the SF Junior Symphony. In the late 1990s, these were some of the only child-oriented programs in the Bay Area. They also launched playgroups organized by age and by geography. As the most "asked-for" programs, playgroups filled up quickly.

As the GGMG grew in size, other stipulations to volunteering were added. Volunteers were asked to commit to two years of service with the intention that their second year would involve training a first year volunteer. In many cases, the closest friendships were formed between co-chairs of committees and volunteers who worked together on events or delivering meals. Since they worked as a team, they often covered for each other when personal situations arose and watched each other's children, leading to

# our history

close personal ties and life-long bonds.

With changes in technology, specifically the pervasive use of the Internet and of email in 2000, the GGMG grew by leaps and bounds. The GGMG instantly became more accessible to the community when it went online in 2001. In 2002, membership jumped from 271 to 455 members. In 2005, the GGMG moved their website to ClubExpress, an Internet-based interface for groups and associations, and again quickly doubled its membership. With technology came additional committees: WebMaster, Membership, Recruitment and Operations.

Two thousand and six was considered a “boom” year for the GGMG. In March, for the 10-year anniversary of the GGMG, all 1,600 members were asked to complete a general survey. Of the GGMG moms that answered, 84 percent were between 31 and 40 years of age, 72 percent had one child, 26 percent had two children (no one admitted to having four or more) and 51 percent worked part- or full-time. The first GGMG Halloween party with 40 kids in costumes at Michelangelo playground had become 625 people at the Easter Egg Hunt at the San Francisco Zoo some 10 years later. At the time, many members felt the organization had reached its peak. They were wrong.

After a fairly constant but slow rise in membership during the first five years, GGMG membership has “boomed” since 2005.

Within the last five years, as membership has increased, so has the scope of the GGMG’s endeavors. Social Committee split into two committees: Just For Moms Activities and Kids Activities. The Board also added Sub-groups to explore the increasingly diverse interests of the GGMG membership. Helping Hand’s homemade meals continue to support new moms who need a little extra help. Holiday clothing, diaper and food drives continue to benefit San Francisco’s homeless prenatal programs and child abuse centers.

Growth of interests and activities among GGMG moms has coincided with (and one could argue influenced) a distinct change in San Francisco. More families that start and stay in San Francisco mean increases in family-friendly services: indoor facilities for children, restaurants and family-related museums, additional schools and programs. Although much work is still to be done, city-run facilities such as the local YMCA and San Francisco Parks and Recreation, and the city’s public amenities have improved.

In 2009, the Board decided to move the organization’s ever-growing user base to BigTent, an Internet platform that has improved communication and enabled forums, messaging, calendars, the internal Fog Blog, and a place for general files. The smooth transition to this service was followed by an impressive leap for the now full-color, 40-page newsletter as well. It

became a full-color, 40-page magazine. The Board also reorganized playgroups and made monthly in-person playgroup formations a top priority.

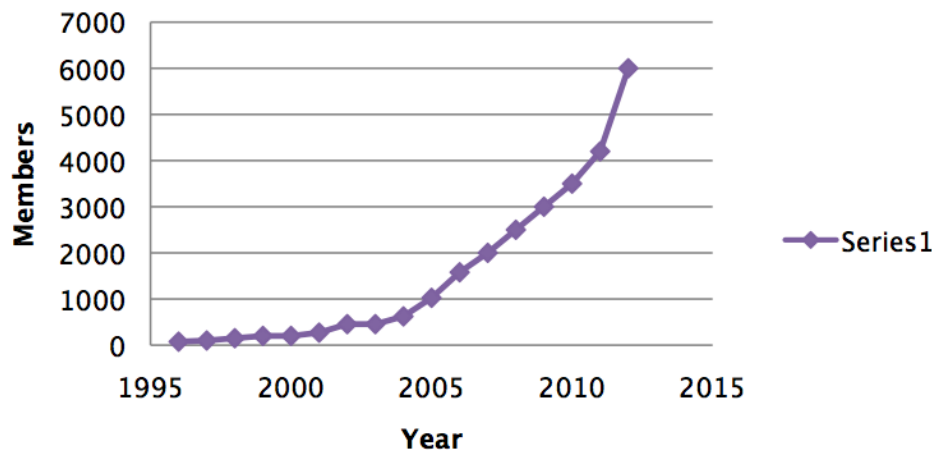
At the start of 2010, the Board conducted a survey and found that GGMG membership, although much larger, was still similar in makeup. 73 percent were between 30 and 39 years of age, 62 percent had only one child, 34 percent had two children (two members had four children) and 63 percent of members work part- or full-time. This was a particularly important year for the organization as a whole. With more than 80 volunteers joining and leaving the group, it became imperative to streamline and document guidelines. The year 2010 quickly became the year of processes and procedures with each committee working to detail and record their operations.

Two thousand and eleven began as a year of alliances. With a Board decision to create clear added value for members, volunteers worked to create partnerships with three key family-friendly businesses in the Bay Area: the Jewish Community Center (JCC) of San Francisco, Peekadoodle Kids Club and Recess Urban Recreation.

With a projected membership of 6,000 members by the end of 2011 (making the GGMG the largest mothers’ group in the nation), structure continues to be of the upmost importance. Focus has been placed on business development and on PR and marketing as the GGMG becomes a public force in the Bay Area. Development has become necessary, however, both the GGMG Board and committee members, still made up entirely of volunteers, work hard to stay true to the original intent of the founders: to create a compassionate, respectful and supportive community for moms in San Francisco.

*Ryan Silvers, Editor-in-Chief,  
GGMG Magazine  
(additional reporting by Laure Latham)  
April 18, 2011*

## GGMG Membership 1996–2011



*After a fairly constant but slow rise in membership during the first five years, GGMG membership has “boomed” since 2005.*

# our values

The experiences of motherhood encompass everything from doubt, happiness and frustration to sadness. The GGMG strives to help ease some of these feelings by offering programs, an online support community, in-person playgroups and partnerships with local businesses that benefit its members.

“GGMG supported me when I was a new mom and three years later, I am still reaping the benefits! As a volunteer, I find it invaluable for introducing me to not just a community of talented women, but other moms just like me! Surrounded by my precious boys at home and mostly men at work, I look forward to getting away for ‘Mommy Time’ meetings a couple of times a month. And more times than I can count, the GGMG has been so useful for referrals. Whenever I am in need of child care, cleaners, doctors or advice, I know I can count on GGMG moms to come to my rescue.” *Sarah Peterman*

“As the mom of a fourteen month old, GGMG has been invaluable in helping me keep my sanity as I transitioned into life as a SAHM. What would I have done without

the support, laughter and entertainment of the moms in my playgroup? It is so amazing to watch my son and his playmates grow up together. I also love how I can access such a wealth of experiences and words of wisdom through the forums, especially to all my random midnight questions. It is fabulous how GGMG continues to strive to provide diverse and additional benefits for its community.” *Angela P. Cheung*

“GGMG has been invaluable to my family during the first year of my son’s life as it connected me to a playgroup of incredible women—all very thoughtful, kind and fun. Building a relationship with my playgroup has provided me with support, new parenting ideas—everything from food ideas (you mean babies eat more than just bananas and bread?) to finding the best sippy cup (Zoli) to kids’ activities (Academy of Science and Discovery Museum) and friendship.” *Leiann Laiks*

“With a team of 15 (volunteers), outside contributors, fast-paced edits, photo shoots, subscriber lists, printer deadlines, and occasional very long nights, the GGMG newsletter takes no less work than the major

magazines I worked on in my pre-mommy years. The primary difference is the people and the point. I get to work with other moms like me—we laugh over a glass of wine, tell baby horror stories and wonder if they would make good articles. But whatever happens—a sick kid, a missed deadline—we support one another. It’s not about getting ahead, it’s about producing something we’re proud of, something that a bleary-eyed mom like us might benefit from—one piece of information that might make their day, week, or year, just a bit easier. We do this as a team.” *Ryan Silvers*

“As a recent transplant to San Francisco, GGMG has helped me feel grounded through the forums and volunteer opportunities. Even as a working mom, I carve out a lot of time for the GGMG Magazine because it fuels my creative and collaborative spirit. I love sifting through resources for bay area moms, writing interesting articles and most of all, working side by side with other amazingly talented moms. When my son is sick, my co-volunteers bring over dinner. GGMG helps make San Francisco feel like it’s my home.” *Tara Robinson*



## Where does your money go?

In 2010, the GGMG had revenue of \$369,426 and expenses of \$295,660. The majority of revenue comes from membership dues with 18% derived from the newsletter and activity fees. Because of the GGMG's status as a 501c7, the organization has IRS tax limitations of incoming revenue from sources other than membership dues such as revenue from the newsletter. Activity fees are offset by BigTent transaction fees and by vendor payments for events.

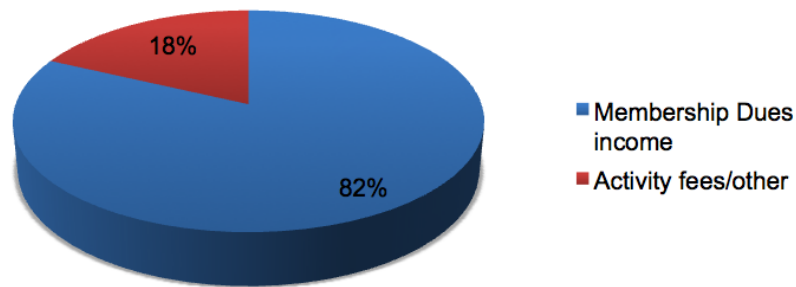
The majority of GGMG expenses come from the cost of printing the newsletter. Operations, including insurance, legal, accounting, taxes, transaction fees, volunteer logistics and consulting services accounted for 27 percent. In 2010, this included the cost of Compass Point, a non-profit consulting services company that the Board hired to develop processes to streamline operations and to meet the needs of a growing membership.

Twenty-nine percent goes directly back to members through benefits including: three annual social events (Easter Egg Hunt, Halloween Party and Summer Fair); partnerships including Peekadoodle, the JCCSF and Recess Urban Recreation; educational seminars,

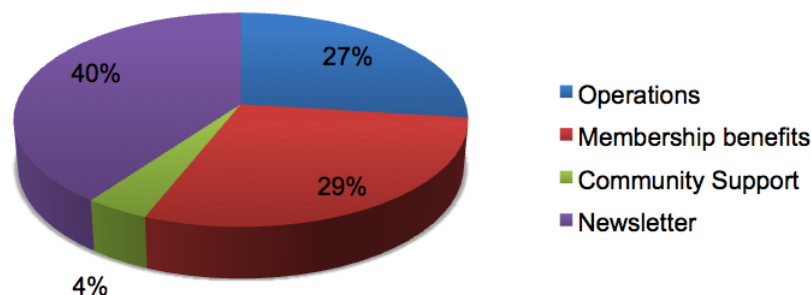
including Preschool and Kindergarten Nights and those at Parents Place; Just for Moms and Kids Activity events; new member coffees; playgroup formation events; and member discounts.

Lastly, Community Support took up four percent of the budget with \$10,000 given out in grant awards to four organizations in 2010.

### GGMG Income



### GGMG 2010 Expenses





# the future

## Investing in the Future Statement

In 2010, the GGMG took a pivotal step and worked with a consultant to take a close look at our internal organization, our strategy and our processes. We discussed hiring full-time or part-time dedicated administrative help, changing our non-profit status from 501c7 to 501c3 and taking a detailed look at all the various committees that help run the GGMG. In the end, many of these items, such as hiring administrative help and changing our non-profit status, cost too much and we don't want to increase our operational expenses if it isn't completely necessary.

The areas we decided to focus on are volunteer committees and new partnerships, which add immediate impact to our members. This isn't easy since our organization is run entirely by unpaid volunteers who give generously of their time while juggling family, jobs and relationships. But, we felt as a growing organization that we need to ensure we are offering the right programs and doing it as efficiently as possible.

In 2011, we will focus on documenting these internal changes so that future GGMG management teams will not have to reinvent the wheel. For example, our Business Development Committee solicits businesses to contribute, discount and partner with the GGMG. If a playgroup needs a venue to have their formation event, they communicate

with our Business Development Committee and get a list of businesses offering discounted or free meeting space. The committee has a strategy and a tracking process to document communications with these businesses, so multiple people aren't making multiple inquiries. This process is clearly documented for future committee members.

In 2011, the GGMG Board will also revisit the value the other 14 committees bring to GGMG membership.

The preservation of GGMG as a community and continuing to have this resource for mothers is what drives our future decisions for GGMG.



Photograph courtesy Natasha Maresca Photography

# VOLUNTEERS

## Thank you to all of the GGMG volunteers who make all of this possible:

**Business Development** Rio Dluzak (Chair); Jenny Loffer, Jin Sun Park

**Community Support** Heather Carroll-Fisher (Chair); Laura Quigley; Lisa Shaskan; Juli Roh; Stephanie Lai; Rica Thomas Antoniotti; Jenny Raj; Lauren Schiller; Leiann Laiks

**Educational Services** Belen Aguayo-Jimenez (Chair); Ming Ming Liu; Angela Cheung

**Graphic Design** Amy Bradac (Chair)

**Just for Moms** Regina Aguilar (Chair); Michelle Tom (Chair); Shelly Wu

**Kids Activities** Jocelyn Herndon (Chair); Brooke Kerpelman; Emily del Real; Sharon Gee; Audrey Lee

**Members Discounts** Shana Combatalade (Chair); Michele Barnowski; Jami Miskie

**Membership** Sheryl Nicol (Chair), Mimi Jiggins

**Newsletter** Ryan Silvers (Chair); Tara Robinson (Chair); Rachel Lopez Metzger; Kristen Aitken; Kate Steilen; Sally Salay; Amber Schulenberg; Inga Lim; Hayley Durack; Kate Nicholson; Natasha Maresca; Erika Kelly; Kimiko Sera-Tacorda; Laure Latham; Linda King-Byrnes; Rhiana Maidenberg; Amy St. Clair DiLaura; Fe Brown

**Operations** Julie Suppelsa (Chair)

**Playgroups** Dana Pingatore (Chair); Jen Belenson (Chair); Thena DiNapoli; Jennie D'Apice; Katherine Piersanti; Wendy Karam; Laura Rodriguez-Lawyer; Shelley Daza; Erin Ferrare; Sunjin Heerin

**PR** Sumi Das (Chair); Amy Lymberg; Natalie Foglietta Flynn

**Recruiting** Isis Nair (Chair); Jennifer Yen

**Social Events** Aimee Dellinger (Chair); Katie Soldo; Sara Knodell; Brooke Holton Sheahan; Michelle Melanphy

**Web Team** Liz Liu (Chair); Sarah Peterman (Chair); Michelle Luna; Wendy Lai; Marley Quirante; Anya Bosina; Sabina Knotter-Finney; Shana Combatalade

*Special thanks for help with the GGMG 2010 Annual Report go to Sally Salay (edits); Rachel Lopez Metzger (design); Natasha Maresca Photography and Hayley Durack/Polka Dot Photography.*

# our partners

The GGMG thanks the many businesses that have contributed to our community during the past year. Over 50 merchants have donated their time, products, facilities, expertise and services to GGMG social events, newsletter contests, volunteer recognition events, member raffles and GGMG programs.

It is with the assistance of partners such as Parents Place, with which GGMG co-sponsored the 2010 Preschool Preview Night; Sports Basement, which offered CPR training for parents and caregivers; and Peekadoodle, which offered free trial memberships to GGMG members, that we can create value for our members and their families. We look forward to continuing our relationships with these businesses and to establishing relationships with new ones to expand the value we offer to GGMG families.

We extend our heartfelt gratitude to the following businesses:

#### **7 x 7 Magazine**

Fashion, lifestyle, food, culture, and entertainment in SF. [www.7x7.com](http://www.7x7.com)

#### **Aldea Baby (Aldea Ninos)**

Locally crafted, eco-friendly baby products. [www.aldeababy.com](http://www.aldeababy.com)

#### **Bay Area Magic Makers**

Family entertainment: from balloon twisting to fortune-telling. [www.bayareamagicmakers.com](http://www.bayareamagicmakers.com)

#### **California Home and Design Magazine**

Inspiration and information for homeowners and designers. [www.californiahomedesign.com](http://www.californiahomedesign.com)

#### **CariFree**

Helping fight tooth decay in kids and adults. [www.carifree.com](http://www.carifree.com)

#### **The Chocolate Addict**

Decorating videos and supplies for the home chef. [www.thechocolateaddict.com](http://www.thechocolateaddict.com)

#### **The Cinderella Company**

Children's entertainment of the highest quality. [www.TheCinderellaCompany.com](http://www.TheCinderellaCompany.com)

#### **Debbie Does Dinner**

Catering to your every whim. [www.debbiedoesdinner.com](http://www.debbiedoesdinner.com)

#### **Dune Road Designs**

Home accessories for the beach and water lover. [www.DuneRoadDesigns.com](http://www.DuneRoadDesigns.com)

#### **Fleurt**

Floral, event and design services. [www.fleurtstyle.com](http://www.fleurtstyle.com)

#### **Heart Your Body**

Personal training in your home. [www.heartyourbody.com](http://www.heartyourbody.com)

#### **Heliotrope SF**

Natural, fresh and personalized skin care. [www.HeliotropeSF.com](http://www.HeliotropeSF.com)

#### **Itzy Ritzy**

Hip baby, toddler and adult products. [www.itzyritzy.com](http://www.itzyritzy.com)

#### **Jewish Community Center of San Francisco**

Providing education, social, and health programs since 1877. [www.jccsf.org](http://www.jccsf.org)

#### **Jeri Dansky**

Home and office organization, and estate planning. [www.jeridansky.com](http://www.jeridansky.com)

#### **Kikkerland Design, Inc**

Where creativity runs rampant. [www.kikkerland.com](http://www.kikkerland.com)

#### **Kitsel**

Cool baby and toddler clothing. [www.kitsel.com](http://www.kitsel.com)

#### **Kookle**

A place where all cultural gifts meet. [www.kooklegifts.com](http://www.kooklegifts.com)

#### **Made by Oots!**

Eco-friendly lunch boxes and dish sets. [www.madebyoots.com](http://www.madebyoots.com)

#### **Medjool Restaurant**

Mediterranean tapas and wine. [www.medjoolsf.com](http://www.medjoolsf.com)

#### **Mojo Chiropractics**

Adjustments to illuminate your life and spirit. [www.moremojostudios.com](http://www.moremojostudios.com)

#### **My Busy Kit**

Activity kits for kids on the go. [www.mybusykit.com](http://www.mybusykit.com)

#### **My Gym Children's Fitness Center**

Fitness to help children develop physically, cognitively and emotionally. [www.my-gym.com](http://www.my-gym.com)

#### **Non Pareil Event Planning & Design**

From weddings to birthdays. [www.nonpareilevents.com](http://www.nonpareilevents.com)

#### **Old River Road Cookie Cutter Company**

Heirloom quality, copper cookie cutters. 530.342.1517

#### **Orange Photography**

Specializing in weddings, corporate events, and head shots. [www.orangephotography.com](http://www.orangephotography.com)

#### **Paragraph Boutique**

Indie designs for men, women, and babies. 415.753.0700

#### **Parents Place**

Support and social networks for parents and their children. [www.parentsplaceonline.org](http://www.parentsplaceonline.org)

#### **Peekadoodle Kids Club**

Indoor play and educational enrichment. [www.peekadoodlekidsclub.com](http://www.peekadoodlekidsclub.com)

#### **Peet's Coffee**

Fresh-roasted coffees and hand-selected teas. [www.peets.com](http://www.peets.com)

#### **ProFlowers**

Fresh-from-the-field flowers since 1998. [www.Proflowers.com](http://www.Proflowers.com)

#### **Recess Urban Recreation**

Space to play for kids ages 0 to 5. [www.recessurbanrecreation.com](http://www.recessurbanrecreation.com)

#### **RevelSpa**

Manicures, pedicures, facials, waxing and massage. [www.revelspa.com](http://www.revelspa.com)

#### **Sarka Trager Photography**

Family photographs to be cherished for generations. [www.sarkatragerstudios.com](http://www.sarkatragerstudios.com)

#### **SF Music Together**

Extraordinary music classes for children and babies. [www.sfmusictogether.com](http://www.sfmusictogether.com)

#### **Soccer Tots**

A fun introduction to the international sport. [www.soccertots.net](http://www.soccertots.net)

#### **Spanish Time Learning Center**

Enrichment classes for children. [www.321spanishtime.com](http://www.321spanishtime.com)

#### **Sports Basement**

Selling the best brands at basement prices. [www.sportsbasement.com](http://www.sportsbasement.com)

#### **SuperKimagery Photography**

Child and family photography. [www.superkimagery.com](http://www.superkimagery.com)

#### **Sweet Lauren Cakes**

Cakes and cakepops for any celebration. [www.sweetlaurencakes.com](http://www.sweetlaurencakes.com)

#### **Sweet Melissa's Personal Chef**

Perfectly designed menus for your party. [www.sweetmelissachef.com](http://www.sweetmelissachef.com)

#### **That Takes The Cake**

Hand-frosted memories. [www.that-takes-the-cake.com](http://www.that-takes-the-cake.com)

#### **Town & Country Resources**

Providing top-quality childcare and household staff. [www.tandcr.com](http://www.tandcr.com)

#### **Tracey Stone, Certified Massage Therapist**

415.728.1728  
[live.love.sway@gmail.com](mailto:live.love.sway@gmail.com)

#### **Tutu Ballet School**

Classes, parties and camp for toddlers and children. [www.tutuschool.com/](http://www.tutuschool.com/)

#### **Zindagi Salon**

Harmony and elegance in hair design. [www.zindagisalon.com](http://www.zindagisalon.com)

#### **Zobha**

Yoga and fitness apparel. [www.zobha.com](http://www.zobha.com)

# thank you!