



GGMG | GOLDEN GATE
MOTHERS GROUP®

2013 ANNUAL REPORT

Celebrating 18 Years Supporting San Francisco Mothers

our mission



The distinctive mission of Golden Gate Mothers Group (GGMG) is to “nurture ourselves, 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 130 volunteer moms who run 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 and to appreciate the community in which we live. This report summarizes the efforts our volunteers made in 2013 to help and support San Francisco moms, their families and their communities.

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board of directors

CHAIR, SARAH PETERMAN



Prior to her current role as Chair of the Board, Sarah served briefly as Vice Chair of the Board and previously as a volunteer on the Web Team for three years. She works full time for Williams-Sonoma’s Information Technology eCommerce department. Sarah lives in the Excelsior District with her two boys, Isaac, age 5, and Gabriel, age 3.

VICE CHAIR, ASHLEY KOCH



Ashley became a volunteer in 2012. Prior to her role on the Board and becoming a stay-at-home mom, Ashley was the director of merchandising for Tea Collection Children’s Clothing and Banana Republic. She can be found teaching barre classes at The Dailey Method. Ashley has two daughters; Zoey, age 2.5, and Sloan, who is a few months old.

TREASURER, SHERYL NICOL



Sheryl has been a GGMG volunteer for three years and served as the Membership Chair before joining the Board. Prior to becoming a stay-at-home mom, Sheryl had careers as both an attorney and a human resources executive. She has two kids: Olivia, age 6, and Jamie, age 5.

SECRETARY, ELANA KONSTANT



Elana is a former lawyer who now has her own career coaching/consulting practice, Konstant Change Coaching. Her clients are primarily for mothers who are returning to work after a break or women trying to find career/family balance. Elana joined GGMG before the birth of her son, Jacob, now age 3.5. As she just welcomed another son, Zev, 3 months, she is even more grateful for GGMG. Wanting to give back, she joined the Community Support Committee in 2011 and managed the Helping Hand program for nearly a year before joining the Board.

PARTNERSHIPS, NANCY YEN



Nancy is the founder and CEO of OmieLife, a children’s lunch box company with a mission to help kids eat healthier. Nancy brings nearly 20 years of general management experience and a love for negotiating to GGMG. As the partnership chair, Nancy is responsible for negotiating exclusive benefits for GGMG members with favorite kids venues and service providers. Nancy has two rambunctious boys who keep her on her toes: Brad, age 4, and Toby, age 2.

PR/MARKETING, DHYANA LEVEY



Prior to becoming a mom, Dhyana worked in the newspaper industry for more than 10 years, writing for such publications as the Cambodia Daily, San Francisco Daily Journal and McClatchy Newspapers. She’s now a freelancer and the East Bay Calendar editor for Bay Area Parent Magazine. Dhyana began volunteering for GGMG’s Public Relations Committee in early 2012 and joined the Board mid-2013. Her daughter, Audrey, age 3, is a wonderful girl who is a force to be reckoned with.

EDITORIAL, DALLAS STROMBERG



Dallas has volunteered with GGMG for almost three years, starting as a copyeditor for the magazine. Prior to becoming a stay-at-home mom, Dallas was an instructional designer who specialized in online learning. She has two daughters, Nova (3) and Anna (1).

TECHNOLOGY, JEN MORRISSEY



Jen has been a volunteer for GGMG since 2012. Prior to her new role on the Board, she served on both the Membership Committee and the Web Team simultaneously. Jen is a stay-at-home mom to her son, Phin, 3, and currently pregnant with baby number two.

MEMBERSHIP, LAUREL KELLAM



Laurel has been a GGMG volunteer since January of 2011. She served as the Membership chair before joining the Board. Professionally, she is a vice president of sales for a financial software company headquartered in San Francisco. She has two daughters: Eliza and Juliette.

looking back...

to 2013

KIDS ACTIVITIES

The Kids Activities committee negotiates with popular, up-and-coming family-friendly venues to allow GGMG members to sample a variety of kids' classes and activities at a discount. In 2013, the team welcomed two new volunteers and increased its class offerings to 30-35 activities per month. The most popular events of this year included: Neighborhood Park Playdates, Summer Berry Picking, A Trip to the Pumpkin Patch, Building Gingerbread Houses, special "Nutcracker" and "Velveteen Rabbit" shows, and the ever-popular Lunar New Year and Hanukkah events. The committee also offered for the first time tickets to the Marin Theater Company's Rapunzel, and promoted a few local mompreneurs when listing their classes.

SOCIAL EVENTS

The Social Events Committee continued to bring GGMG's members and their families together on a large scale for fun activities in 2013, including three member-wide events over the year that showcased various GGMG partnerships. Earlier in the year it hosted its spring and summer events, and in October offered the Halloween Jamboree with more than 2,100 members visiting Sharon Meadows in Golden Gate Park for a morning of fun. Members and their guests had the chance to decorate (and eat) cupcakes, play in the pumpkin patch complete with mini pumpkins, get their faces painted, jump around in the bounce houses and play dress up for the photo booth. Social Events is currently working on its "Spring into Summer: BYOB (blanket)" event for May at the Botanical Gardens and gearing up for its summer and Halloween events for 2014.



COMMUNITY SUPPORT

Community Support greatly expanded its efforts in 2013. The committee's Member Support program provided 250 meal deliveries, along with childcare, housecleaning and home organization services, counseling and other forms of assistance for members experiencing a difficult period. It reached out to about 300 mothers in a variety of situations, including members experiencing a medical crisis, newly single members, members managing post-partum, and other issues. Community Support Events produced six events in 2013 and also hosted CPR and safety programs. The committee organized six donation drives over the year including the Pajama Drive, which began in 2012 and collected 426 pajamas for the Homeless Prenatal Program (HPP), nearly three times its goal of 150 pairs. Two Diapers and Wipes Drives to benefit HPP amassed over 60,000 diapers and nearly 50,000 wipes, and a Camp Drive for CASA (Court Appointed Special Advocates) brought in over \$4,400, enough to send 11 children to camp. Finally, through the Holiday Funds Drive, GGMG members contributed \$15,000 to benefit HPP's clients. GGMG was honored by HPP at its annual luncheon in November to acknowledge and thank the group and its members for their generous contributions over the years.

MAGAZINE

The GGMG magazine continued to stand out as a professional publication tailored to address the needs of its membership. This past year, it improved how it highlights the work of GGMG's committees in the magazine: creating a double page spread of committee activity, bringing greater focus to GGMG's community drives and improving how it advertises events. Recent issues covered a variety of themes with insight and humor: Survival, Play, Taking Care, and Gratitude. As evidence of the high caliber of the staff, magazine volunteers have also published articles and photographs in or been involved in the design of online blogs and news media sites, and print newspapers, magazines and books, including Huffington Post, the Bold Italic, KQED POP, Darling Magazine, The Conversation, Pregnancy Magazine, Equals, SF Chronicle, Berlitz, Cape Cod Life Magazine, Savvy Source for Parenting, Daily Candy Kids, National Geographic - Education blog, Away.com, Bay Nature, Examiner.com, Red Tricycle, SFKids, Literary Mama, Bloomberg Wealth Manager, Wired.com, New York Post, POLITICO, Good Housekeeping, Red Herring, the Village Voice, CNN.com, and more.

PR & MARKETING

The Public Relations/Marketing/Communications Committee continued to develop in 2013 to properly represent its membership to the media and connect GGMG to its surrounding community. The committee added several new volunteers this year and worked with other committees on creating branded items to showcase the GGMG logo. It connected volunteers and current members with casting and promotional agencies, media outlets, potential members, vendors, and educators seeking to gain data from GGMG's large membership. One of the committee's most notable changes in 2013 was the addition of a Social Media Team. The committee assessed GGMG's need to connect with popular sites such as Facebook, Twitter, LinkedIn and Pinterest, and hired a new team of volunteers to begin creating an online social media presence. GGMG's new Facebook and LinkedIn pages are expected to launch shortly.

RECRUITING

This was a busy year for the Recruiting Committee, which in 2013 held a new volunteer recruitment fair and hosted two new volunteer brunches and a resume workshop for the professional development of GGMG's volunteers. Recruiting had a presence at all three of GGMG's big social events and also attended 20 smaller committee events to solicit new volunteers. In addition, the committee fielded approximately 200 inquiries from GGMG members expressing an interest in volunteering. Besides recruitment, the committee is tasked with maintaining the roster of GGMG's more than 150 volunteers and, with many comings and goings, is happy to announce that 80 new volunteers were onboarded in 2013!

WEB TEAM

GGMG Forums traffic remained consistent in 2013 with the forums averaging around 11,000 topics and comments each month. Topics ranged from sleep training and preschool application tips to home improvement and career advice. With a full slate of moderators, the Web Team worked hard to maintain a civil and supportive environment for members on the forums all year long. The team also added a second web editor and improved its ability to make quick website changes as needed. Last year's policy change to allow both positive and negative reviews remained in place as there were very few issues. As always, the team remains open to member feedback on the GGMG guidelines.

MEMBERSHIP

Membership remained stable during 2013, reaching 4,416 in December. The Membership Approvals team processed an average of 206 new/renewal membership applications per month during the year. Membership also started quarterly Member Mixers, with the first one in fall 2013 at Dixie. The event was a big success; members were able to connect and have an in-person forum to learn about the benefits of membership and ask any questions they might have about GGMG. Membership partnered with Playgroups to have a presence at Playgroup Formation events as another avenue for members to learn about membership benefits and have their questions answered. Member Information Packets, including information about GGMG and partners, were also handed out to both the Mixer and Playgroup events to help members maximize their GGMG membership.

PARTNERSHIPS

The Partnership team strives to identify and partner with organizations that provide exceptional resources for its members. In 2013, GGMG welcomed the addition of its newest partner, Urbansitter, and also renewed partnership agreements with Peekadoodle Kids Club, the Jewish Community Center of San Francisco (JCCSF), Recess Urban Recreation, and Wondersitter. The team worked with its partners to offer such benefits as free membership trials, free/discounted classes and child care credit. Partners also support the operations of GGMG committees, providing generous assistance to members in need, volunteering at social events, and providing food and beverage sponsorship for meetings. The Business Development and Members Discount committees also work with local vendors to bring special offers and discounts to GGMG members. Together, they arranged discounts for GGMG members with more than 300 organizations.



finances

PLAYGROUPS

In 2013, Playgroups continued to address the diverse needs of GGMG's members with New Mommy Groups and Neighborhood Toddler Playgroups. The Toddler Playgroups are held in neighborhood playgrounds and led by local ambassadors (GGMG volunteers) throughout the city. Attendance remained strong and more playgroups were added through outreach and the annual Toddler Playgroup Formation, held in May. Many of the Toddler Playgroups expanded scope through monthly mommy-only wine nights and book clubs. In November, Playgroups organized its second annual formation event geared specifically toward working moms looking to form baby and toddler playgroups. Throughout the year, Playgroups continued to help new mothers form long-lasting support groups in the Mommy Group Formation events held at Recess and Peekadoodle.

EDUCATIONAL SERIES

Educational Series had another great year in 2013. While continuing to offer the popular preschool and kindergarten events, it addressed popular forum topics such as "Returning to Workforce After Being a SAHM" and "Highly Sensitive Child with Renowned Author Elaine Aron." The team also initiated safety-oriented programming as well as more sessions on social and emotional discipline and development topics. It also continued monthly parenting and educational events with GGMG partners Parents Place, Recess, Carmel Blue, and Early Childhood Matters. Education Series always welcomes feedback and/or suggestions on topics and speakers and looks forward to an exciting slate of programs for 2014.

JUST FOR MOMS

The Just for Moms committee held 62 events in 2013 with over 500 registered GGMG attendees. These events are a fun reminder that it's essential for moms to take care of themselves so they can be their best for their little ones. Attending a JFM event is also a great way to connect and meet other moms. Whether the events are focused on important educational needs or pampering, they re-energize and support moms. In 2013, the team organized successful self-defense workshops, neighborhood dinners, spa and shopping events, cooking classes, exercise and craft activities. The team also showcased GGMG partners JCCSF and Wondersitter, as well as introduced new vendors and activities for events held exclusively for GGMG members.

ENTREPRENEURSHIP

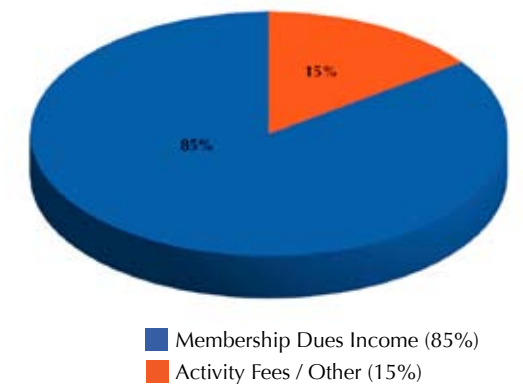
In the second year of the committee, Entrepreneurship expanded its mission to better serve GGMG members. It produced successful events over the year for entrepreneurial moms, including a very well-received event on how to start a business, as well as coaching events and networking events for like-minded moms. The highlight event of the year was Connect. Support. Empower which the committee produced in conjunction with other Bay Area groups (Founding Moms Exchange & SF Mom Entrepreneurs). This huge event had more than 120 attendees, five speakers, and even press coverage! The biggest news for the committee was the expansion of its mission to serve not only entrepreneurial moms, but all moms in their career journeys. After a successful transition, the volunteers of the founding entrepreneurship committee rolled off and new volunteers stepped in to guide the committee in this new direction for 2014.

In 2013, GGMG had revenues of \$409,889 and operating expenses of \$391,449. The majority of the revenue, 85% came from membership dues with the remainder generated from magazine advertising and activity fees. As a 501(c)(7) nonprofit organization, magazine advertising revenue is limited. Activity fees are offset by BigTent transaction fees and by vendor payments for events.

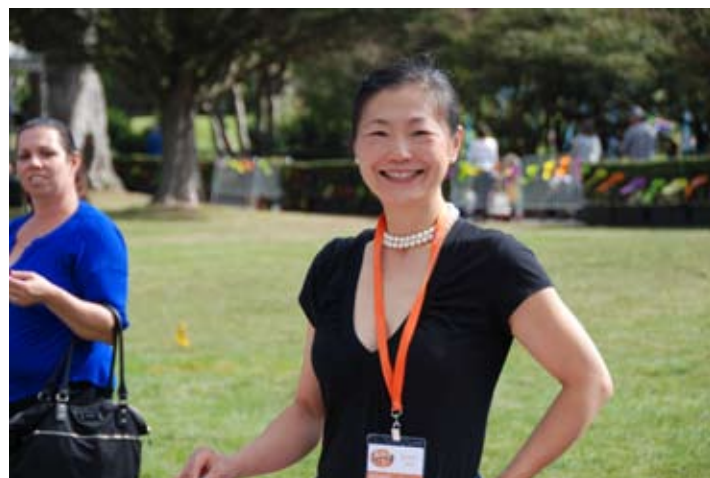
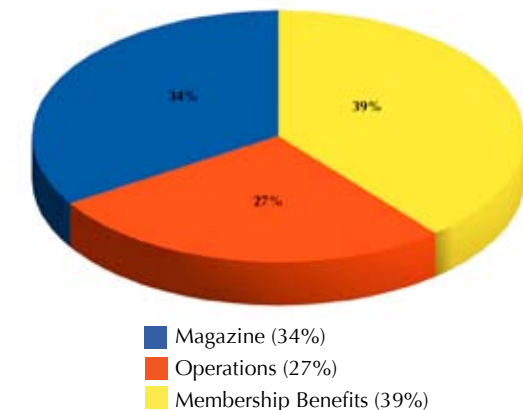
The majority of the operating expenses for 2013 come from the cost of printing the magazine (34%). Operations including insurance, legal fees, accounting services, taxes, BigTent transaction fees, and volunteer logistics accounted for 27%. The remaining 39% went directly back to our members through benefits including annual social events (Spring, Summer, Fall events), partnerships (JCCSF, Peekadoodle KidsClub, Recess Urban Recreation), educational programs (preschool nights and Parents Place events), Community Support, Just For Moms, Kids Activities, Playgroups and Members Discounts. GGMG also incurred a one-time expense for its ongoing website design project.

As GGMG looks forward to 2014, consistent strong membership numbers are anticipated. In 2013 GGMG achieved its ongoing goal of decreasing the percentage of operational costs below our target of 28% and decreased the overall percentage cost of the magazine, allowing us to increase the percentage of member benefits well beyond our target of 37%. We will strive to maintain a similar level of investment in member benefits in 2014.

2013 INCOME



2013 EXPENSES



member quotes

our future

In their own words, GGMG Members share what the organization means to them:



“I can’t even express how much of an impact the past five years with this group has made on me as a mom and as a person. You guys have helped me through such a variety of parenting moments, from the mundane (sleep!) to some that are particular to me and my daughter. You smart, opinionated, funny women have opened my eyes to so many possibilities with regard to parenting and kids. Even if I didn’t agree with you, I think just knowing about the variety of opinions and ways of doing things really helped me as a parent. And at least as importantly if not more so, you guys have made me laugh. A lot.” -- Felisa Fang

“My membership to GGMG was by far the best baby shower gift I received four years ago, when I was pregnant with my first child. When I gave birth to my twins 2.5 years later, GGMG was not only a wealth of information, but a helping hand. Both my twins spent a great deal of time in the NICU and after an emotional posting, the support team reached out to me to offer much more assistance. After many trying months, my son passed away and mothers across the city offered their churches for his service, food for the reception, gave flowers for the altar, offered to set up and tear down after the services and so much more. It is truly hard to put into words what an invaluable resource GGMG has been for my family. We are forever grateful for the kindness of its board and members. They brought an abundance of light into a very dark time.” -- Anne Shamiyeh

“I am so grateful that the GGMG organization exists! It has been a wonderful resource for events, classes and playgroups. I have also found it to be a great avenue for giving, such as through the diaper drive for homeless mothers and being able to make a meal for a new and overwhelmed momma! My only regret is that I didn’t join GGMG sooner! I joined when my first son was three years old. I will be sad once my second son is too old for us to continue being part of such a wonderful organization.” -- Sarah Fishman

“Over the last few years, this group has enabled me - without a doubt - to be a stronger and more confident mom. The list seems endless... from dealing with mastitis and milk blebs, to high risk pregnancy, to planning my scheduled C-sections, to ear infections, to trying to diagnose my younger daughter’s failure to thrive, and ongoing medical questions...In lieu of family support, GGMG has been the community that I have asked questions to and relied on for the many questions I’ve had. You moms have gotten me (and continue to get me) through some of my most challenging and darkest moments in parenting.” -- Maya V.

GGMG’s Playgroups Committee has undergone a huge transformation in recent years, with the introduction of Neighborhood Toddler playgroups to compliment the already popular New Mommy playgroups formations. Both of these subsets of the Playgroups Committee are regular guests at the New Member Coffee events organized by the Membership Committee. As a volunteer run organization, we are also excited that our Recruiting Committee has started the year with new momentum. We have expanded the team in order to support all committees in attracting the talented volunteers they need to continue to serve our members. With brand-new members on the Operations Team, we are thrilled to have original ideas that continue to show support for these volunteers through our monthly meetings and bi-annual appreciation events. Our volunteers are reaching across committees to create a refreshing synergy. In 2014 and beyond, we can look forward to more committees working together.

Some changes to look forward to include a broader range of events hosted by the Entrepreneurship Committee to include more career-focused themes and our Business Development Committee to focus on bringing more exclusive promotions and offers to GGMG members.

In 2014, the Board will have a keener eye on the progress of the new website. The work had started, but came to a halt due to unfortunate circumstances within the company hired to redo ggmg.org. We are planning to pick up again where they left off and will decide whether to move the project to a new company. Look for updates in future Board Musings in the monthly GGMG magazine.



our supporters

The GGMG thanks the many businesses that have contributed to its 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.

GGMG extends its heartfelt gratitude to the following businesses:

Aldea Ninos

Inspiration for every room.
aldeababy.com

Aldea Home

Aldea offers furniture, housewares, gifts and more. ...
aldeahome.com

Ambassador Toys

Since 1997, Ambassador Toys has been carrying a wide selection of toys, art supplies, and educational products
ambassador toys.com

Backblaze

Back up software the easiest way to protect those precious digital photos and everything else on your computer.
Backblaze.com

Bar Method Marina

The most targeted body-sculpting workout™
barmethod.com

Benefit Cosmetics

Benefit Cosmetics has your instant beauty fixes with an extra dose of humor!
benefitcosmetics.com

Chung Li Photography

Premier Wedding Photographer in San Francisco And Napa
chungli photography.com

Dapple Baby

Dapple is a pioneer in natural cleaners and healthy home products, specifically designed for households with babies.
dapplebaby.com

Drybar

No cuts. No color. Just blowouts.
Thedrybar.com

EarthBody Day Spa

Earthbody is an organic day spa based in San Francisco offering massage therapy and holistic skincare through sustainable principles.
earthbody.net

Fleurt Flower Shop

Gorgeous flower arrangements and home decorations.ww
fleurtstyle.com

Fraiche Yogurt

Fraiche is a homemade, organic fresh yogurt and frozen yogurt café.
fraicheyogurt.com

Fresh Photography

San Francisco based wedding, portrait and sports photographer.
freshphotoblog.com

Goody Foods

SF hand-made, delicious snack boxes that are free of preservatives, processing and wasteful packaging.
Goodyfoods.sf.com

Jewish Community Center of San Francisco

Provides information about social, recreational, educational, cultural and fitness programs and facilities. Includes holiday and interfaith programming.
jccsf.org

Joanna & Company

Saving time for busy people.
Joannaandcompany.com

Kickboard Scooters

Makers of a full line of quality scooters and kickboards
kickboardusa.com

LaserAway

Laser Hair Removal Experts
laseraway.net

Mandarin Oriental

Mandarin Oriental, San Francisco is a 5-star luxury hotel in San Francisco
mandarinoriental.com/sanfrancisco

Minted

Wedding invitations, birth announcements, limited edition art, holiday cards and more from indie designers.
minted.com

Munchery

Delicious, healthy meals made by local professional chefs delivered to your door.
Munchery.com

MyGym

With over 200 locations, My Gym offers kids birthday parties, classes for kids and camps for kids aged 3 mos. – 13 years.
mygym.com/sanfrancisco

Peek Kids

Great New Styles for Every Season.
peekkids.com

Peekadoodle Kidsclub

Explore.Learn.Grow
www.peekadoodle.com

Peter Rabbit Organics

Organic Fruit Snacks and Veggie Purees
peterrabbitorganics.com

Pilates Proworks

An amazing workout experience in the marina & financial districts.
Pilatesproworks.com

Plum Organics

Complete line of organic baby foods including fruit puree, toddler snacks
Plumorganics.com

Pretzel Crisps

Pretzel Crisps are a thin and crunchy pretzel cracker, perfect for pairing, find us in the deli.
pretzelcrisps.com

Recess

Come play with us!
www.recessurbanrecreation.com

Rinse

Rinse is creating a seamless dry cleaning laundry experience designed entirely around your needs
rinse.com

Rose's Cafe

A favorite in the Cow Hollow neighborhood, Rose's Café is a hangout for locals.
rosescafesf.com

Sacred Chocolate

SacredChocolate.com is the organic chocolate pioneer company founded by David Wolfe and Steve Adler in 2006.
sacredchocolate.com

Sprout

Sprout San Francisco is a natural and organic children's boutique
sproutsanfrancisco.com

Stillpoint Wellness Center

Naturopathic Medicine, Acupuncture, Massage and Skincare in San Francisco
stillpointsf.com

Stonestown Galleria

The Best Shopping, Dining and Entertainment in San Francisco, California.
stonestowngalleria.com

Thrive

Ready to boost body functioning and energy? Thrive is designed to give your body a break from digesting solid foods.
thrive-cleanse.com

Trader Joe's North Beach

Innovative, great-tasting foods
traderjoes.com

Tre Balm Day Spa

25 years of combined esthetic experience and staying ahead of skincare treatments and products
trebalm.com

UCan Products

Ucan Products is a sustainable consumer products company that designs, develops and markets the Untrash® brand of products for in-home waste separation.
ucanproducts.com

Urbansitter

Find and book sitters recommended by moms like you.
Urbansitter.com

Weldon owen publishing

Feeding your mind and fueling your passions – one page at a time.
Weldonowen.com

Wondersitter

Wonderful Sitters & Wonderful Service Wonderful Sitters ensure Wonderful Service
wondersitter.com

Yiftee.com

Send a thoughtful, local gift to anyone, anywhere from your smart phone.
Yiftee.com

YogaWorks

YogaWorks offers yoga classes and pilates classes
yogaworks.com

Thank you!



our volunteers

Thank you to ALL of the GGMG volunteers who make this great work possible:

COMMUNITY SUPPORT

Elana Konstant
Ashley Koch
Vicky Keston
Sarah Egdal
Sara Wilson
Rachel Watson
Amy Bradac
Briony Doyle
Elizabeth Jansson
Leah Pimentel
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