



**GGMG** | GOLDEN GATE  
MOTHERS GROUP®

# 2014 ANNUAL REPORT

*Celebrating 19 Years Supporting San Francisco Mothers*



# mission



The distinctive mission of 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 our lives and in the lives of our growing families.”

This mission statement guides the actions of the more than 175 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 2014 to help and support San Francisco moms, their families and their communities.

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*Cover photo: Lindsay Lovier*



# board of directors

## CHAIR, SARAH SOTO



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 6, and Gabriel, age 4.

## 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 3.5, and Sloan, 15 months.

## TREASURER, JESSICA SALCEDO



Jessica has been a GGMG volunteer for over 4 years and served as Parent Education (formerly known as Ed Series) Co-Chair before joining the board. Prior to becoming a stay-at-home mom, Jessica worked in product management at a

leading tech company in the bay area. Jessica can also be found volunteering at her son's school. Jessica has one son, Pablo.

## COMMUNITY OUTREACH / SECRETARY, SARA WILSON



Sara became a GGMG volunteer in 2011. She worked with the Social Events Committee and served as co-chair for Community Support before joining the board. Sara is an accountant

who has worked in public accounting and the public utility sector. She currently works as an independent consultant providing financial accounting services. Sara lives with her family in the Lake District and has two boys, Ben, age 4, and Nolan, age 2.

## 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 5, and Toby, age 4.

## 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 4, 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 copy editor 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, 4, and Anna, 2.

## 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 sons, Phin, 4, and Jax, 9 months.

## 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 3 children: Eliza, Juliette and Augustus.



# looking back...

## PLAYGROUPS

The Toddler Neighborhood Playgroups saw some growth this year, offering more mommy-only monthly activities in addition to their regular playdate meetups. They started off the year with seven neighborhood groups and ended the year with ten. Many neighborhood ambassadors co-hosted themed play date events, which were a big hit, engaging GGMG members. Mommy-only wine nights were very popular in September particularly, perhaps coinciding with the warm weather. The committee has done an awesome job of providing regular opportunities for GGMG moms with toddlers to meet with or without their kids. Much of the recruiting and training of ambassadors was done by one lead chair, Celeste Marie Splan. She is passing the leadership torch to Kate Bartenwerfer and Katherine Gerber for 2015.

## MAGAZINE

The GGMG Magazine continues to stand out as a professional publication tailored to address the needs of our membership. In the past year, we worked to affirm the difficulties of living in San Francisco and why we do in our Money & Budget, Nature for City Kids, and Staying in SF issues, as well as address issues that affect families everywhere in our Love & Sex, Sleep, Food, and Big Feelings issues. Over 25 women—writers, copy editors, photographers, designers, advertising managers, and editors—come together each month to plan, create, and produce the magazine.



The Community Support Committee's mission is to change a member's life for the better and create a sense of community amongst our members through our three programs: Member Support, Drives, and Events. We are happy to report that 2014 was another banner year for our committee and based on the volume of support provided and donations received, we are meeting our core mission. The Member Support program supported our members in need by delivering over 200 meals, organizing nearly 20 meal calendars, and providing childcare vouchers. This amazing team of volunteers also reached out to nearly 700 members to offer support and access to GGMG's extensive list of resources. In addition to this extensive list of accomplishments, the dedicated team of Member Support volunteers rolled out three new support groups: Single Moms, Mood Disorders (including PPD, depression, and anxiety) and Infertility, complete with free childcare during the sessions. The Events program hosted several educational evenings for our members including CPR classes and an Earthquake Preparedness class. This group also enthusiastically hosted three events to tie into donation drives, including a Halloween reading party to support Project Night Night, a BBQ to support the Firefighters Toy Program, and a Winter Wonderland party to support the Homeless Prenatal Program (HPP). The philanthropically passionate ladies on the Drives program held six drives generating 247 toys for the SF Firefighters Toy Program, 50,000 wipes and 80,000 diapers for HPP, 107 pairs of shoes for My New Red Shoes, 170 books, 110 stuffed animals and 65 blankets for Project Night Night, over \$8,500 for SF Casa, and over \$16,000 for HPP. All drives had an increase in donations from 2013.

## PARENT EDUCATION

Parent Education (formerly Educational Series) had a great year in 2014. While continuing to offer the popular Preschool and Kindergarten events, we hosted two successful events with Dr. Laura Markham from Aha Parenting. We continued to address popular forum topics such as safety-oriented programming with Stranger Danger/Bully Workshop with KidPower as well as How to Make your Worrier a Warrior with Dr. Dan Peters of the Summit Center. In the meantime, we continued our monthly parenting and educational events through our partners: Recess, Carmel Blue, and Early Childhood Matters. We always welcome feedback and suggestions on topics and speakers and look forward to an exciting slate of programs to come. In 2015, we also hope to expand our programming to offer members greater access to our events.

# to 2014

## SOCIAL MEDIA

In June of 2014, Social Media launched GGMG's Facebook page to connect with even more individuals. Throughout the year, posts were made on a variety of topics that might be of interest ranging from articles on parenting to things to do in San Francisco to current events. Social Media also uses the Facebook page to spotlight activities, drives, and share pictures of GGMG events as well as "tag" and "like" businesses we partner with. By the end of 2014, our page had received more than 1500 likes from people located all over the world and plans were set in place to launch an Instagram page in 2015.

## RECRUITING

Recruiting had an amazing year, onboarding 102 new volunteers in 2014, bringing the grand total to over 175 volunteers! Our Roster Guru, Kaitlin Kertsman, did a wonderful job keeping the roster correct and up-to-date with each new volunteer that came on board, as well as those who left throughout the year. The Recruiting Committee is continuing to build a presence at events, attending 20 in 2014, to spread the word about open positions and recruit new volunteers. The team grew to six members to help delegate the workflow from [volunteer@gmg.org](mailto:volunteer@gmg.org) inquiries, re-launch the referral program, and post open positions to the forum. Lastly, the referral program was re-launched, gifting five \$20 Whole Foods gift cards to volunteers who made referrals.

## MEMBERSHIP

Membership remained stable during 2014 and was 4,393 in November 2014. The Membership committee processed an average of 221 new membership applications per month. Membership continues to have an active presence at the playgroup formation events, which has enabled us to distribute approximately 400 new member packets over the course of the year. We think the packets are a helpful tool for new members navigating GGMG membership and being a parent in San Francisco, more generally. Membership also has had great success with our Member Mixers, hosting four mixers this year with great attendance. The mixers provided an opportunity for moms to have a night out, meet other moms, and have an in-person avenue to give feedback or ask questions of GGMG volunteers.

## PARTNERSHIPS

The Partnerships team strives to identify and partner with organizations that provide exceptional resources for GGMG members. In 2014, GGMG had partnership agreements in place with Peekadoodle Kids Club, the Jewish Community Center of San Francisco (JCCSF), Recess Urban Recreation, Wondersitter, and UrbanSitter. Our partners also supported the operations of GGMG committees, providing generous assistance to members in need, volunteering at social events, and providing food and beverage sponsorship for meetings. Going into 2015, all of our partner programs will be integrated under the Partnerships team umbrella. We plan to strengthen existing partnerships as well as create new major partnerships to provide exceptional perks for GGMG members. In addition, we will be revamping existing programs based on feedback from members and external partners. Look for new announcements regarding one-time benefits, ongoing discounts and more membership perks through 2015!

## SOCIAL EVENTS

The Social Events Committee held three large events for GGMG members and their families in 2014, including Spring into Summer on May 17 at the SF Botanical Garden, Summer at the Creativity Museum on August 3, and our annual Halloween party on October 11. The Spring event included sandwiches and cookies for adults and special treats for the kids as well as a scavenger hunt, hula hooping, face painting, and other activities. For the Summer event GGMG members had the run of the Creativity Museum before the museum opened to the public. There were arts projects, dress-up, karaoke, and room for kids to run around.



## JUST FOR MOMS

In 2014 the Just for Moms Committee hosted over 30 events for GGMG members. These events allowed our members to take time to nurture themselves, build community with fellow mothers, and experience new things. Just For Moms planned a variety of events in order to cater to GGMG's diverse membership. Some highlights include a holiday tea, cycling classes, home tour, dinners at local restaurants, and cooking classes. In 2014 we showcased our partnership with UrbanSitter by offering onsite childcare at several events. This is a wonderful way to make our events more accessible for our members.

## ENTREPRENEURSHIP & CAREERS

In 2014 Entrepreneurship became Entrepreneurship & Careers to broaden our reach to GGMG membership. This has been a successful transition with a great mix of events for women thinking about career change, starting businesses, and looking to re-enter the workforce. Members have come together at our events to meet and network, get inspired, and take away lessons that can help them in their businesses and careers. The committee has also been actively seeking feedback from the members, and as a result, for 2014 we have focused on organizing more lunchtime events to cater to the schedules of working moms as well as our usual evening schedule of events.

## OPERATIONS

In 2014, the Operations Committee planned nine monthly volunteer meetings and two Volunteer Appreciation Dinners. We were responsible for sourcing the venue and catering and managing the RSVP process. The monthly meetings were held at the JCC, and 25-40 volunteers attended each one. Our May volunteer dinner was held at Tres, with 95 volunteers in attendance. We had record-breaking attendance at our event in November, which was held at the City Club, with 116 moms attending. The Operations Committee was also responsible for soliciting donations for raffle prizes and goody bag items for each of the dinner events. In May, we collected 50 raffle prizes; in December, we collected 44 prizes.

## WEB TEAM

The Web Team had a busy 2014 with moderating the forums daily and implementing new forum guidelines throughout the year. Some of the changes include: clarifying the “no political discussions” guidelines to prohibit recruiting members for political action, and new extensive “member privacy” guidelines. We added guidelines specific to advertising and self-promotion: “Owners or employees may not comment on a competitor’s business,” and “Promotional messages from outside (non-member) businesses are not permitted in the forums and may not be posted by a member on behalf of the business.” Responses to posts recommending a nanny require use of the Caregiver template (previously only new posts recommending nannies required the template). Responses to posts seeking day cares do not require the Caregiver template. Caregivers can no longer recommend themselves in response to posts seeking caregivers. Another significant change was splitting the Parenting Questions forum into two age-based forums called The Early Years and The Elementary Years. This change was brought about due to the modifications to the GGMG membership requirements, which were expanded to allow moms with older children.





# finances

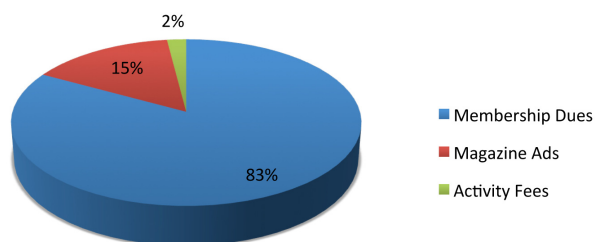
In 2014, GGMG had revenues of \$397,944 and operating expenses of \$360,117. The majority of the revenue, 83%, came from membership dues, with the remainder generated from magazine advertising and activity fees. As a 501(c)(7) nonprofit organization, magazine advertising revenue is limited. Activity fees are offset by BigTent transaction fees and by vendor payments for events.

The majority of the operating expenses for 2014 come from the cost of printing the magazine (38%). Operations including insurance, legal fees, accounting services, taxes, BigTent transaction fees, and volunteer logistics accounted for 29%. The remaining 33% went directly back to our members through benefits including annual social events (Spring and Fall events), partnerships (JCCSF, Peekadoodle KidsClub, Recess Urban Recreation, UrbanSitter), educational programs (preschool nights and parent education events), Community Support, Just For Moms, Kids Activities, Playgroups and Member Mixers. GGMG also incurred a one-time expense for its ongoing website design project.

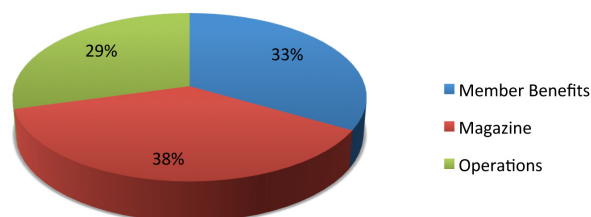
As GGMG looks forward to 2015, a slight increase in membership numbers is anticipated. In 2015, GGMG will strive to increase our member benefits through expanded partnership offerings. GGMG will also work on improving the website experience for our members. There will be a significant cost associated with that improvement, but GGMG feels this upgrade will make a significant impact to the GGMG community.



2014 INCOME



2014 EXPENSES



# member quotes

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



*"GGMG is a great collection of hardworking moms that have created an incredible community here in SF." - Kelly Cohen*

*"My favorite thing about GGMG has been tapping into the Single Mom Support Group. It has been refreshing to make new friends who are in the same situation." - Addie Bjornsen*

*"I love the support from other moms and most importantly the camaraderie from being a new mom!" - Janet L.*

*"I thought I was getting a lot out of GGMG as a member, but then I started volunteering and I now feel connected to a network of amazing moms who are giving back to GGMG and the local community." - Lani Schreiberstein*

*"Being a part of a group like GGMG has been an unexpected benefit of motherhood. I've met so many fun and amazing women and am constantly using the group as a resource for all things mommy in San Francisco." - Abby Winship Hoyos*



# *our future*

GGMG's leadership changed many aspects of the organization in 2014. These changes were designed both to expand our membership and to engage our existing members more deeply.

Our membership requirements expanded to allow moms to stay members of GGMG longer. Members who had previously “aged out” when their children reached 6 years of age are now allowed to remain members until their children are 12 years old. Also, members who move out of San Francisco are able to renew their memberships without having to prove they live within the city limits.

We also reconfigured and expanded many committees and added many new volunteers. For example, the new Social Media committee launched a Facebook site in 2014, which continued expanding in 2015. 2015 will see the launch of a new Member Engagement committee, which will work to make members feel more a part of our community. And the Partnerships committee continues to work to make being a member of GGMG more rewarding.

The Board has contracted with a company to pick up the development of the web site, and we are hoping for that to debut in 2016. Look for updates in future Board Musings in the monthly GGMG magazine.

2015 will be a great year for GGMG. We look forward to sharing this journey with all of our amazing members.



*Photo: Sonya Abrams*

# our supporters

GGMG thanks the many businesses that have contributed to its community during the past year. Our supporters 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: (GGMG Partners are indicated in orange)

## **Bare**

Snacks gone simple  
[baresnacks.com](http://baresnacks.com)

## **Bricks4Kidz**

We learn, we build, we play with LEGO® Bricks.  
[bricks4kidz.com/california-sanfrancisco-noevalley](http://bricks4kidz.com/california-sanfrancisco-noevalley)

## **Children's Creativity Museum**

The Children's Creativity Museum is a hands-on, multimedia arts and technology experience for kids of all ages located in San Francisco.  
[creativity.org](http://creativity.org)

## **Dapple**

BY MOMS. FOR MOMS.  
NATURAL. CLEAN. SAFE.  
[dapplebaby.com](http://dapplebaby.com)

## **DayOne Baby**

Your preferred source for Prenatal, New Parent, & Toddler education  
[dayonebaby.com](http://dayonebaby.com)

## **EarthBaby**

The Compostable Diaper Service  
[earth-baby.com](http://earth-baby.com)

## **Eatwell Farm's Ice Box**

Fresh picked organic soft serve & floats  
[iceboxsf.com](http://iceboxsf.com)

## **Farm Box SF**

The Farmer's Market to you Door™  
[farmboxsf.com](http://farmboxsf.com)

## **Fresh Baby Bites**

local. organic. yummy  
[freshbabybites.com](http://freshbabybites.com)

## **Good Eggs**

Our mission is to grow and sustain local food systems worldwide  
[goodeggs.com](http://goodeggs.com)

## **Healthy Child Healthy World**

Keep them safe  
[healthychild.org](http://healthychild.org)

## **Hi-Five Sports Zone**

Sports with a sense of humor  
[hifivesports.com](http://hifivesports.com)

## **Hint®**

drink water, not sugar®  
[drinkhint.com](http://drinkhint.com)

## **JAMaROO Kids**

Enrichment & Entertainment 4 Kids  
[jamarookids.com](http://jamarookids.com)

## **Jewish Community Center of SF**

Provides information about social, recreational, educational, cultural and fitness programs and facilities. Includes holiday and interfaith programming.  
[jccsf.org](http://jccsf.org)

## **Kind**

do the kind thing for your body, your tastebuds, & your world  
[kindsnacks.com](http://kindsnacks.com)

## **Little Artistas**

An Arts, Crafts, & Language Studio for Kids  
[littleartistas.com](http://littleartistas.com)

## **Natural Resources**

a pregnancy, childbirth and early parenting center  
[naturalresources-sf.com](http://naturalresources-sf.com)

## **NextKids**

NextKids challenges the status quo by creating a workspace for parents and a carespace for children  
[nextspace.us](http://nextspace.us)

## **Niall David Photography**

Portrait, Family, Children, Music, Editorial and Commercial Photographer

## **Parents Place**

For 35 years, Parents Place in San Francisco has been helping families thrive  
[parentsplaceonline.org](http://parentsplaceonline.org)

## **Peekadoodle Kidsclub**

Explore. Learn. Grow  
[peekadoodle.com](http://peekadoodle.com)

## **Pop Chips**

Popped like nature intended  
[popchips.com](http://popchips.com)

## **Pretzel Crisps®**

a guilt-free, pretzel cracker  
[pretzelcrisps.com](http://pretzelcrisps.com)

## **Purity Organic**

Always organic. Always delicious.  
[purityorganic.com](http://purityorganic.com)

## **Recess Urban Recreation**

A Community Hub For Families That Nurtures Both Parent And Child As They Grow, Learn And Play  
[recess-sf.com](http://recess-sf.com)

## **Sports Basement**

Best brands. Basement prices.  
[sportsbasement.com](http://sportsbasement.com)

## **UrbanSitter**

We take the guesswork out of finding babysitters.  
[urbansitter.com](http://urbansitter.com)

## **Zeel**

Massage On Demand®  
[zeel.com](http://zeel.com)

## Thank you!



# our volunteers

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

## **Partnerships**

Nisha Pillai  
Beth Worthy  
Aarti Gupta  
Ashley Tevatia  
Christine Roche  
Aisha Waliany

## **Operations**

Caitlin Mullinix  
Andrea Semancik  
Shawna Blair

## **Clubs/Just for Moms**

Flesche Hesch  
Amanda Hermann  
Michelle Tom  
Neelam Noorani  
Dena Mendelsohn  
Shelley Wu  
Phyllis Timoll

## **Community Support**

Vicky Keston  
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Kristin Leung  
Amy Bradac  
Briony Doyle  
Rachel Watson  
Paige Abramson Hirsch  
Corinna Lu  
Victoria Carradero  
Cecilia Poggi  
Lisa Rice  
Tiffany Shaw  
Faiza Shirazi

## **Parent Education (Ed Series)**

Katrina Dirksen  
Ming Ming Liu  
Shirley Ling  
Belen Jimenez-Aguayo  
Angela Cheung  
Jingjing Chen  
Samanata Naik Le

## **Kids Activities**

Laura Gibson  
Sanny Kataoka  
Rachel Euretig  
Anna Selfe  
Lisa Faulkner  
Caitlin Khurshid  
Kim Harris

## **Membership**

Cathy Tran  
Kasey Balin  
Kelly Cohen  
Anne Reilly  
Jennifer Belenson  
Bernadette Martz  
Laura Kim  
Viorica Ciobanu  
Iryna Filimonova  
Wendy Lai  
Jennifer Barrett  
Gaby Mishev  
Renee Power  
Heather Nichols  
Monica Harbell  
Lauren McDowell

## **Web Team**

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Heather Beckstead  
Erin McHugh Shaw  
Laura Martinez-Fonts  
Cate Rachford  
Nireeksha Reddy  
Irene Ko Li  
Laura Lifland

## **PR/Marketing**

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Abby Winship Hoyos  
Rutuja Khanzode  
Anna Gracia  
Dhyana Levey  
Chantal Lamers  
Jen Bennett  
Mariko Fritz-Krockow  
Mary H. Fong  
Cynthia Inaba

## **Social Events**

Justine Mojica Simpson  
Lani Schreiberstein  
Kim Nguyen - Ehrenreich  
Kristen Marsh  
Katya Kazakova  
Sarah Gamino  
Amy Schlegel

## **Magazine**

Kirsten Pflieger  
Sallie Hess  
Kate Kirschner  
Catherine Symon  
Jessica Franklin  
Lora Tomova  
JoJo Rhee Chevalier  
Debby Oh  
Molly Parnell  
Sonya Abrams  
Sandy Woo  
Emily DeGrassi  
Anna Gracia  
Auburn Daily  
Virginia Green  
Lindsay Lovier  
Natasha Babaian  
Allison Zulawski (Busch)  
Laure Latham  
Juli Fraga  
Gail Cornwall  
Shaheen Bilgrami  
Stef Tousignant  
Jessica Bernstein-Wax  
Carmen Dunham  
Tara Hardesty

## **Playgroups**

Diana Smiljanic  
Katie Kabler  
Sue Chan  
Kristen McGuire  
Cheyenne Robertson  
Erica Jennings  
Christine Roche  
Libby Horton  
Shuyi Zhang  
Kim Kovak

## **Entrepreneurship and Career**

Stacey Delo  
Lauren Belden  
Sejal Patel Daswani  
Tania Shah  
Sheetal Walsh  
Marija Djordjevic  
Jennifer Franklin  
Julie Houghton  
Kim Nguyen-Ehrenreich  
Yuliay Patsay

## **Neighborhood Meetups**

Kate Bartenwerfer  
Katie Gerber  
Christine Tantoco  
Megan Bushnell  
Olivia Adams  
Deepa Gandhi  
Sweta Shah  
Deb Chang  
Lola Bernabe  
Kelly Dwinells  
Molly Agarwal  
Anna Morozovsky  
Amy Kronberg  
Gail Cornwall  
Sara Hall  
Lori Spooner  
Jeni Yang  
Kelly Hansman  
Margaret Reynolds  
Eva Holman  
Amy Schlegel  
Sonia Mahlotra  
Terra Becks  
Emily Beitiks-Smith  
Kim Pikul  
Jessica Ronco  
Danila Rumold  
Amy Parke  
Allana Bejaraon

## **Recruiting**

Laura Kim  
Shirley Ling  
Jennifer Friedland  
Anna Skender  
Kaitlin Kertsman

## **Website Redesign**

Jessica Salcedo  
Ilona Banta  
Lynaire Roache  
Meg Dickey-Kurdziolek  
Janice Tam  
Erin McHugh Shaw  
Lani Schreiberstein  
Libby Horton  
Adrianna Grant  
Anat Shafran-Klein  
Jen Morrissey  
Sarah Soto