



2017 ANNUAL REPORT

Celebrating 21 Years Supporting San Francisco Mothers

GGMG | GOLDEN GATE
MOTHERS GROUP®

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 over 180 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 2017 to help and support San Francisco moms, their families, and their communities.

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Cover photo: Anna Psalmond Photography



board of directors



CATHY TRAN
CHAIR

Cathy is mom to Charlie and James. She has been volunteering with GGMG since 2012 and enjoys helping and supporting the wonderful GGMG community. Her first position was on the Membership Committee, later becoming chair, then Director of Member Engagement, and finally Vice-Chair. She lives in the Parkside with her husband Pete and her two little troublemakers.



SASHA FAHIMI
VICE CHAIR

Sasha began volunteering with GGMG in 2015, serving as chair of the Neighborhood Meetups Committee before joining the Board. She is a Senior Associate Attorney at the family law firm of Sucherman Insalaco, LLP, in San Francisco. Sasha lives in the Outer Richmond with her husband, their daughter Mila, and their rescue pup, Norman Joe Biden Fahimi.



KRISTEN MARSH
SECRETARY

Kristen has been a volunteer since 2011 and joined the Board in July 2017. She works as an attorney for a company in Oakland. Kristen lives in the Outer Richmond with her husband, Andy, and their two children, Josh and Katie.



KRISTEN MCGUIRE
TREASURER

Kristen has been volunteering with GGMG since 2015. She first served on the Playgroups Committee and took on the co-chair role. She lives and works in the Mission in public health finance and administration. She can be found at one of the many Mission playgrounds with her son Finn, age 5.



CORINNA LU
DIRECTOR OF COMMUNITY SUPPORT

Corinna joined GGMG in 2012 and began volunteering in 2013, first as a copy editor on the Magazine Committee and then as a volunteer with Drives on the Community Support Committee. She later became co-chair of Drives. She finds GGMG to be an invaluable resource and is happy to help it thrive. She lives in Hayes Valley with her husband and two children, Zoe and Ari.



ADDIE BJORNSEN
DIRECTOR OF EXTERNAL COMMUNICATIONS

Addie has been a GGMG member since 2010 and volunteering since 2014. Prior to her current role as Director of External Communications, Addie served as co-chair for the Social Media Committee. She works full-time as a Medical Research Analyst and is a single mother to her 6-year-old son Oliver. They live in Nob Hill with their two cats, Niles and Gracie.



VIRGINIA GREEN
DIRECTOR OF INTERNAL COMMUNICATIONS

Virginia joined the board after volunteering for the Magazine Committee, first as a copy editor and then as Senior Editor, as well as serving as co-chair of the Member Engagement Committee. A Midwest native, she and her husband moved to San Francisco in 2012 and live north of the Panhandle with their two daughters, Eloise and Margaret. She can't imagine how she would have survived motherhood so far without GGMG!



EMILY JENKS
DIRECTOR OF KIDS EVENTS

Emily has lived in San Francisco on and off for over 10 years. She lives in the Inner Sunset with her two boys, her husband, and her dog. She started to volunteer for GGMG as a co-chair for Kids Activities in 2016 and enjoys planning fun events for our members with kids of all ages. She is looking forward to working with her committees in 2018 to bring on more events!



KAREN BREIN
DIRECTOR OF MEMBER ENGAGEMENT

Karen has been a member of GGMG for three years and began volunteering in the fall of 2015. She cannot imagine how she would have survived motherhood without the support and knowledge of GGMG! She is a full-time stay at home mom who does a little non-profit consulting on the side. In her "free" time, Karen enjoys indoor cycling, watching bad TV, and traveling. Karen lives in the Inner Richmond with her husband and two kids. On the weekends, you can find her family gallivanting through Golden Gate Park and drinking lots of coffee.



LAURA KIM
DIRECTOR OF OPERATIONS

Laura started volunteering in 2014 for the Recruiting and Membership committees. She joined the board in October 2015 and oversees the Operations and Recruiting committees. When she is not immersed in all things GGMG, Laura can be found hanging out with her son, Teddy, her husband, and their French bulldog at any playground, park, or outdoor cafe that welcomes both dogs and children.



REBECCA ANDERSEN
DIRECTOR OF PARENT EVENTS

Rebecca is an educator, career coach, and talent connector. Her passion is partnering with individuals and teams to make mindful decisions in their career and organizational strategy. Rebecca currently is working at UC Berkeley as a career director for technology graduate students and is busy navigating life with a LEGO-building 5-year-old and running-everywhere 2-year-old.



SHIKHA GOYAL
DIRECTOR OF PARTNERSHIPS

Shikha joined GGMG shortly after she moved to San Francisco from Toronto, Canada. She brings more than 10 years of experience in relationship management, finance, and business development to her role as Director of Partnerships. Her role involves negotiating exclusive discounts and partnerships with favorite kids venues and service providers for GGMG members, as well as managing current partner relationships with several other GGMG committees. Shikha lives in the Outer Richmond with her husband, Jean-Francois, and son, Nirvaan.



SARAH SOTO
DIRECTOR OF TECHNOLOGY

Prior to her current role, Sarah served as Chair and Vice Chair of the Board. She became a GGMG member in 2008 and started volunteering in 2009, when she joined the Web Team. She leads an eCommerce production support team at Williams-Sonoma. Sarah lives in the Excelsior District with her two boys, Isaac and Gabriel.

looking back...

COMMUNITY OUTREACH

In 2017, Community Outreach held seven donation and funds drives, partnering with International Rescue Committee, San Francisco Court Appointed Special Advocate Program, Raphael House, SFSmiles, Safe & Sound, and the Homeless Prenatal Program (HPP). The most successful drives raised over 12,000 diapers and \$10,000 for HPP.

The Community Outreach team and others volunteered in the community by sorting food donations at the SF-Marin Food Bank, sorting clothing donations at SFSmiles, cooking and serving dinner to families at the Safe & Sound Resource Center, and picking up garbage on Ocean beach. Also, two CPR classes were held for GGMG members and their caregivers.

DIVERSITY & INCLUSION

This was the Diversity & Inclusion (D&I) Committee's first full year as part of GGMG. In that year, we deepened our presence both internally within GGMG and externally in the San Francisco community.

Internally, D&I volunteers closely watched and participated in the online discussion forums to help preserve the safety and respectfulness of that space. We shared dozens of resources with members about Bay Area events and support groups pertaining to racial and social justice, and to myriad challenges faced by parents who identify with one or more minority communities. We also organized a customized bias training for leaders within GGMG to promote a culture of awareness and openness to differences.

Externally, the D&I committee organized new events, including an Author Series and an educational discussion titled "How To Talk To Kids About Race." Additionally, the team built new partnerships with organizations such as the SF Children's Council, the Jewish Contemporary Museum, and the SF Child Abuse Prevention Center.

CAREERS & ENTREPRENEURSHIP

The Careers & Entrepreneurs Committee hosted 12 events this year, including some new events like a Shop + Talk with Cuyana's CEO and GGMG member Karla Gallardo, a tech panel discussion, and a negotiation workshop. One of our most popular events was the headshot event. We also revamped the working mom's lunches, which now meet twice per month in various spots in the Financial District to talk about all things mom and work! This year, we conducted a survey and learned a lot about what our moms are looking for. We have discussed how we can incorporate their feedback into our programming. Look for more online events, panels, interview tips and skills, mentoring sessions, mixers and social events, and a possible job fair in 2018.

JUST FOR MOMS

Just For Moms continued the theme of fun, community building events in 2017. We repeated many of our most popular events, including a makeup and hairstyling headshots event, an annual mommy makeover party at Ambiance, manicure/pedicure parties, and massages. We also hosted new activities, such as a Screenagers private screening, Bad Moms II movie premiere, and a meditation and kombucha event. Our motto continues to be: Put your oxygen mask on first so you can take care of your family.

KIDS ACTIVITIES

Kids Activities kicked off the year with a successful Valentine's Day arts and crafts playgroup. We also partnered with local businesses like the Rabbit Hole, La Petite Baleen, Culinary Artistas, and the Tutu School to provide discounts to their events and classes. We took part in big events like the Junior League's Touch-a-Truck event and the JCCSF's Circus Bella. For Easter, we had a fun egg hunt and crafting event. Mother's Day and Father's Day playgroups where kids could make gifts for their parents were also a success. We hope to continue to put on many fun events for members in 2018!



on 2017

MAGAZINE

The GGMG Magazine Committee made great strides in 2017, sending out record-breaking numbers of magazines to members and local businesses and exploring a wide variety of topics including fertility challenges, postpartum depression, picky eating, and navigating other cultures with children. In order to deepen bonds within the community, the magazine also launched a new feature profiling local members and continued to promote diversity in its articles and photographs throughout the publication. The Committee also launched its eagerly anticipated blog, City Blocks, which continues to grow and serve as a powerful recruiting tool and source of information for and interaction within the GGMG community.

MEMBER SUPPORT

Member Support's goal is to be "The Village" for our members. In 2017, Member Support helped our moms with challenges ranging from illnesses, PPD, and death, as well as provided support for those affected by the wildfires and the tumultuous start of the year with the executive orders against immigration. We reached out to 823 members, offered 402 meals, and gave 17 membership scholarships to moms in need.

MEMBERSHIP ENGAGEMENT

The Membership Engagement team had another successful year engaging with GGMG's new and existing members. With the new website, we took the opportunity to work on streamlining the new member e-newsletter and will debut the new look in 2018. The newsletter reaches hundreds of new members and has proven effective in engaging them on GGMG benefits and partnerships, events, volunteer opportunities, and much more. The team also connected moms throughout the city by planning several events for both active and prospective members, including member mixers, playgroup formation events, and prenatal yoga classes.

MEMBERSHIP APPROVALS

Membership has increased on average an average from 4,292 members in 2016 to 4,489 members in 2017. The Membership Committee processed an average of 256 new membership applications per month and an average of 116 renewals per month.



NEIGHBORHOOD MEETUPS

This year, we reorganized Neighborhood Meetups by consolidating several of the smaller and less active areas and renaming them 1-7 instead of the potentially exclusionary names (SF is very rich in micro 'hoods). This let us consolidate our volunteers as well. We've explored some of the group features of the new website and experimented with various types of events like our Friendsgiving event in Neighborhood 5 at Imagination Playhouse (\$5 at the door, over 40 attendees) while still offering some of our classic weekday playground meetups, new mom meetups for coffee and pastries, and wine nights. In 2018, we look forward to having seven active and vibrant neighborhood groups with a variety of planned monthly meetups.

OPERATIONS

This year, the Operations Committee focused on hosting our nine monthly meetings more cost-efficiently and with more convenience for volunteers at the JCCSF. We found several great caterers to offer more variety for dinner at the meetings. We were also able to honor spectacular volunteers of the month and one volunteer of the year, and we were able to raffle off gift cards from our GGMG partner, UrbanSitter, at each meeting. In 2018, we are planning to switch to only six meetings for the year to make it more convenient for our volunteers. Operations also planned two events to show our appreciation for GGMG's fabulous volunteers: one in May at Dosa and one in November at Le Colonial. Generous donors and GGMG community partners made both the May and November dinners great successes, providing gifts for amazing raffle prizes and stuffed goody bags for all attendees of at both events. We look forward to continuing the great momentum of the Ops team in 2018.

PARENT EDUCATION

Parent Education had a great year. While continuing to offer the popular preschool and kindergarten events, we also added a middle school application process event to address the needs of our members with older children. In response to popular demand, we initiated webinars around topics of interest, including best practices in summer camp sign up tips. We always welcome feedback and suggestions on topics and speakers and look forward to another year of exciting and useful programs.

PARTNERSHIPS

The Partnerships Committee identifies and collaborates with organizations that provide exceptional resources for GGMG members. In 2017, GGMG had partnership agreements in place with the Jewish Community Center of San Francisco (JCCSF), Peekadoodle Kids Club, Recess Urban Recreation, and Urban-Sitter. In addition to providing benefits to GGMG members, 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 2018, we plan to strengthen existing partnerships as well as create new major partnerships to provide exceptional perks for GGMG members.

We also streamlined our existing Neighbors and Friends programs to better serve our existing and new members, with a strong focus on rewarding our long-time returning members. We continue to field and vet inquiries from businesses across San Francisco and have seen strong adoption of these programs from vendors this year. Thank you for all for your support and we look forward to another exciting year!



SOCIAL EVENTS

This was a great year for the Social Events Committee. We planned two awesome all-member events, Spring Fling in May and the Fall Festival in October. Spring Fling was held once again at the Bay Area Discovery Museum. On this spectacular day in May, members and their little ones enjoyed entertainment by Enzo, healthy treats from Good Eggs, Rainbow Snacks, Beech-Nut, and Bitsy's as well as face painting, a bounce house, crafts, and full access to the museum. Our largest event, the Fall Festival, followed in October, once again at Sharon Meadow in Golden Gate Park. The weather was perfect as members and their families enjoyed a pumpkin patch, bounce houses, a photo booth, kids entertainment, sports activities, a health and wellness stage for the adults, nursing lounge, and delicious treats. It was a sunny, beautiful, fun-filled day!

PR/MARKETING/SOCIAL MEDIA

In 2017, GGMG launched our new website. This new website provides our committee with additional ways to get the word out about GGMG, including a new blog and easy access to previous editions of our magazine. Since it is now our own website and we are no longer using another company's platform, we can customize it as needed to fit our various PR and marketing needs.

WEB TEAM

The big news for the Web Team in 2017 was the transition of GGMG from BigTent to a brand new, customized website. It could not have happened without help from other GGMG members and volunteers. The Web Team really appreciates the support and patience from GGMG members during the big transition!



finances

In 2017, GGMG had revenues of \$288,694 and regular operating expenses of \$280,710. The majority of the revenue came from membership dues (83 percent). Eleven percent was generated from magazine advertising and the remaining six percent from sponsored events, where sponsorships are used to offset the cost of events for members.

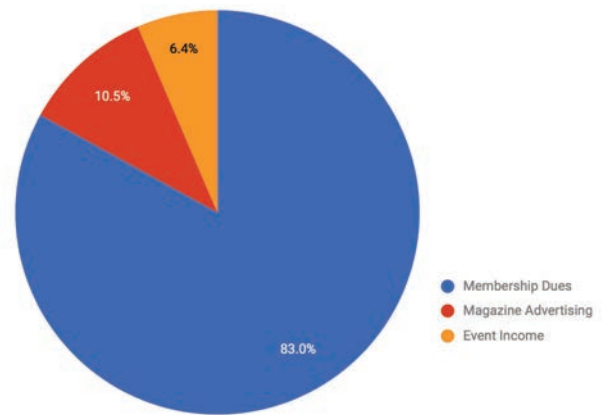
In 2017, Administrative expenses (17 percent) and Operations/Recruiting expenses (7 percent) comprised a combined 24 percent of our expenses. Of the remaining expenses, 27 percent came from the cost of printing the magazine and 49 percent went directly to GGMG members through benefits, events, and member support. Such benefits include GGMG partnerships (JCCSF, Peekadoodle Kidsclub, Recess Urban Recreation, and UrbanSitter), the website, social events, kids activities, educational programs, neighborhood meetups and playgroups, adult events (Just for Mom events, Careers & Entrepreneurship events, and Diversity & Inclusion events), and community support. The build-out of GGMG's new website continued in 2017, expenses for which came from our financial reserves.



We believe that the new website brings an increase in membership and member engagement with GGMG, and thus merits the significant draw on our reserves in 2016 and 2017. The 2018 and 2019 budgets will be tightened to rebuild GGMG's financial reserves.

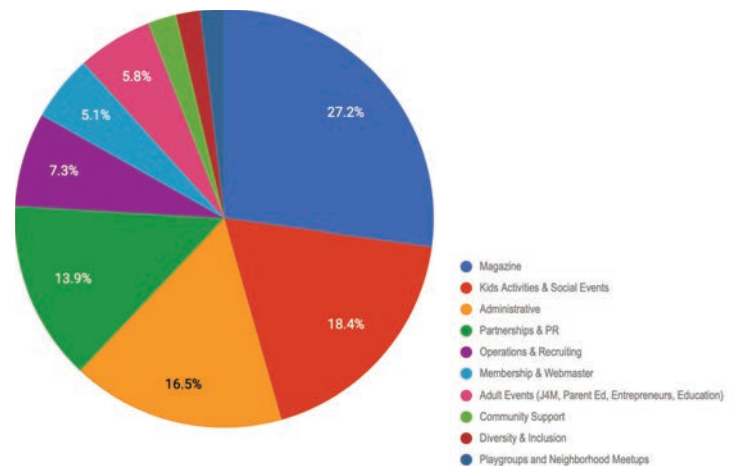
Revenue 2017

2017 GGMG Revenues (\$288,694)



Operating Expenses 2017

2017 GGMG EXPENSES (\$280,710)



**In 2017, GGMG continued its website update, which increased total expenses by \$78,658.*

member quotes

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

“GGMG is a safe haven for mothers to air any type of laundry; we help each other celebrate the good, overcome the bad. Motherhood is hard and it’s something we have to learn as we go. How great is it that we can learn from and support each other along the way?”

“I love GGMG because it’s a great resource for raising kids in this city—from advice, discussions, events (and discounts!) and gear, to navigating schools, real estate, and the stages of parenting. It definitely feels like that ‘village’ to another mom whose family is far away. Thank you, GGMG!”

“I’m so grateful for all the support I get from the GGMG community. With everything from the best slow cooker recipes to preschool advice to support when I’m going through tough times in my marriage—GGMG moms are always there for me!”

“I love that GGMG is all about community—it has helped me find my own community and give back to the larger community in the Bay Area.”

“I love GGMG because there is always something fun on the calendar to participate in, whether it’s a playdate, a mommy wine night, or an educational talk.”

“I love all the events throughout the year! They are always fun events with perks like goodie bags and art supplies—I can’t believe it’s included in the membership!”

“I love GGMG for introducing me to 10 amazing moms at a play-group formation event after I had my son. We met weekly during those first hard months and I was so grateful to have a place where I could go for support.”

“I love GGMG because I get to meet other dedicated, interesting, and fun moms, who I can reach out to for support!”

“I love the discounts from GGMG partners that more than pay for the membership fee. As a first-time mom, I love the GGMG magazine for the insightful articles where I can learn about things that I didn’t even know I needed to know. And I love GGMG as a resource for finding childcare that has been recommended by another mom.”

our future

This year was filled with incredible growth and change within our organization. Foremost is the new website, *ggmg.org*, which finally rolled out in late spring. The GGMG Board was thrilled to be able to deliver on this exciting new site and move away from BigTent.com, after years of member feedback. We appreciated our members' patience as we worked through unexpected bumps at the outset of the launch. Our website transition team did an amazing job fielding member questions and issues, and we cannot thank them enough for their tireless efforts as we got the site up and running. The site is intuitive, user-friendly, and completely GGMG-owned and run.

We held many incredible events for families this year, including Preschool Preview Night in September, where hundreds of attendees met and talked with dozens of local preschools and kindergartens. In October, we danced, bounced, ate, sang, picked pumpkins, took photos, and laughed our way through the Fall Festival at Sharon Meadow.

Notably, our new Diversity & Inclusion Committee was extremely active as they rounded out their first year, and, among other things, they launched their author series, with a reading and signing of the book *A is for Activist* by children's book author Innosanto Nagara. The Diversity & Inclusion team also participated in community outreach events in Japantown and SoMa in their efforts to make GGMG more visible and available in locations where GGMG events are less frequent. On the training and education front, they spearheaded the efforts to train our volunteers regarding diversity and inclusion issues, and they have already scheduled Part 2 of the "How to Talk to Kids About Race" series, which will take place in March 2018.

Thank you all for being part of this community and making it exceptional. We are excited for what 2018 will bring!

The GGMG Board of Directors



our supporters

GGMG thanks the many businesses that have sponsored GGMG events, offered exclusive perks to all of our members, and otherwise contributed to our community during the past year. GGMG extends its heartfelt gratitude to the following Partners and Friends of GGMG:

GGMG Partners:

Gymboree Play & Music <i>gymboreeclasses.com</i>	Carmel Blue Baby Boutique and Education Center <i>carmelblue.com</i>	Healthy Building Science <i>healthybuildingscience.com</i>	Marissa HB Photography <i>marissahb.com</i>	Sarah Sloboda Photography <i>sarahsloboda.com</i>
Jewish Community Center of SF <i>jccsf.org</i>	Caviar <i>trycaviar.com</i>	Healthy Choice Carpet Cleaners <i>healthychoicetf.com</i>	Mom's the Word: bump & beyond <i>momstheword.com</i>	SF Music Together <i>sfmusictogether.com</i>
Peekadoodle Kidsclub <i>peekadoodle.com</i>	CDC Limo's <i>Cdclimos.com</i>	healtop wellness <i>healtop.com</i>	Mont + Merk organization and design <i>montandmerk.com</i>	Sound Speech and Hearing Clinic <i>soundshc.com</i>
Recess Urban Recreation <i>recess-sf.com</i>	ClearlyNext <i>clearlynext.com</i>	Hoppi Box <i>hoppibox.com</i>	My Therapy <i>stephaniefletcher.com</i>	Stellashare <i>stellashare.com</i>
UrbanSitter <i>urbansitter.com</i>	Constance Chu Photography <i>constancechu.com</i>	Hygeia Breast Pumps <i>hygeiahealth.com</i>	Native Natural Deodorant <i>nativecos.com</i>	Super Soccer Stars <i>la.supersoccerstars.com/bayarea</i>

Friends of GGMG:

Barsotti & Purcell, LLP <i>barsottipurcell.com</i>	Culinary Artistas <i>culinaryartistas.com</i>	Kerner Chiropractic <i>kernerchiropractic.com</i>	Nest Maternity <i>nest-maternity.com</i>	The Candy Store <i>Thecandystoresf.com</i>
Bay Area Sitters <i>bayareasitters.com</i>	Deirdre Markham <i>deirdre-markham.com</i>	Kinspace <i>kinspacefamily.com</i>	Not Just Baby Sitters Inc. <i>notjustbabysitters.com</i>	The Joyful Mommy Personal Coaching <i>thejoyfulmommy.com</i>
Bay Super Nannies <i>BaySuperNannies.com</i>	Eversnap Photography <i>EversnapPRO.com</i>	Knit Health <i>knithelath.com</i>	Parties On Point San Francisco <i>partiesonpointsf.com</i>	Tiny Treasures Nanny Agency <i>tinytreasuresnyc.com</i>
British American Household Staffing <i>bahs.com</i>	Fiddleheads <i>seedsofawareness.org</i>	Lavish Life <i>lavishlife.com</i>	Petventures Book <i>petventuresbook.com</i>	Tutu School - Bay Street <i>tutuschool.com/sanfrancisco</i>
Captured Moon Photography <i>CapturedMoonPhotography.com</i>	ForeverGREEN Living Christmas Tree Farm <i>forevergreenchristmastree.com</i>	Luke's Local <i>lukeslocal.com</i>	Pictli <i>pictli.com</i>	Zaccho's Center for Dance and Aerial Arts <i>zaccho.org</i>
	GetzWell Pediatrics <i>getzwell.com</i>	Marcy Maloy Photography <i>marcymaloy.com</i>	PLAE <i>goplae.com</i>	



Thank you!

our volunteers

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

Community Support

Vicky Keston
Lani Schreiberstein
Beth (Elizabeth) Jansson
Stephanie Glier
Gitanjali Rawat
Rachel Watson
Victoria Carradero
Cecilia Poggi
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Ayuko Nimura Picot
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Entrepreneurship & Careers

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Nicky Lipset
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Alyssa Lauren Stone

Diversity & Inclusion

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Kyra Jablonsky
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Cat Bui
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Just For Moms

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Anna Selfe
Lily Brotherton

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Sandy Woo
Emily DeGrassi
Anna Gracia
Sarah Brandstetter
Arwen Griffith
Neha Mandal Masson
Aviva Roller
Anna Psalmund
Petra Cross
Jennifer Butterfoss
Catherine Symon
Laure Latham
Shaheen Bilgrami
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Stephanie Auwerter
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Amy Odessky
Sharon Castro
TC Heiner

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Christina Booth
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Erica Jennings
Kimberle Shen
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Sue Chan
Sarah Franklin
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Uma Chingunde

Neighborhood Meetups

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Maya Rao
Sonja Augustin
Courtney Mortimer
Celeste Bersch
Christine Gregori
Jeewon Serrato
Fennel Doyle

Imogen Griffiths
Henriette Ako-Asare
Becca Vershbow
Karen Brein
Shelley Wu
Stacey Masionan
Diana Chuang
Beatrice Pang
Jessica Stoecker
Catherine Tran
Kelly Dwinells
Anna Morozovsky
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Krupa Antani
Marina Krueger
Jacqueline Pallas
Lauren McDowell
Danielle Janssen
D. Kwanua Robinson
Rachel Fenton
Shehrose Rehmani
Nita Nehru
Traci Ho Kim
Malin Dang
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Dy Nguyen
Dru Garza
Jessica Ronco
Kate Bartenwerfer
Jessica Di Martino
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Elina Simonetou
Lupe Amador
Olivia Adams
Miho Yamaoka
Amy Parke
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Preeya Jayakar
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Parent Education

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Angela Cheung
Grace Huang
Christi Zerbst

Grace Huang
Wynne Kwee

Partnerships

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Lauren Salvo
Denelle Lum
Lisa Kant
Hyunjung Shin
Katya Kazakova Mizrahi

Playgroup Formation Events

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Wendi Karam
Kristen McGuire
Erica Jennings
Shuyi Zhang
Yanina Markova

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Angie Keehn
Anna Gracia
Cristina Serafyn
Mary H. Fong
Cynthia Inaba

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Shannon Levy

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Kelly Kang
Denelle Lum
Frances Wo
Annabelle Bayhan

Web Team

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Erin McHugh Shaw
Patricia Ortiz
Nireeksha Reddy
Irene Ko Li
Sarah Franklin
Jill Santandreu
Uma Chingunde

Website Redesign

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