

Echo Parenting & Education

Annual Report 2013





Letter from the Co-Executive Directors:

Louise Godbold (left) and Diana Ayala (right) at Echo Parenting & Education's 2013 Pumpkins for Peace event.

Stepping into shoes as large as Ruth Beaglehole's was always going to be a tough proposition. We took on the role of Interim Directors when Ruth stepped down as Executive Director last year, and were fortunate to have the luxury of Ruth's continuing presence (Ruth continues to speak and teach on our behalf) as well as an engaged Board who valiantly supported us through this time of transition.

This intervening year has given us a lot of time to think about the direction we would like to take the agency. Echo, more than most nonprofits, is a collaborative body, and our thinking has been informed by the insights of staff, Board, our allies in the community and of course, Ruth, whose shoulders we stand on in this work.

We also bring our own unique perspectives: Diana is inculcated in the philosophy of nonviolence, having first encountered Ruth as a teenager. She raised her children using the nonviolent parenting approach and has become a true guardian of its values and principles, something that is reflected in the way she has carried out the administrative duties of the agency since its inception. Louise's perspective is informed by years of nonprofit consulting – first as an evaluator, then as a strategic planning consultant. She has worked for a foundation, for government, for UC Berkeley, with service providers and policy advocacy groups... the whole spectrum! Before she moved from Europe to the US, she also worked in investment banking and for a management consultancy firm. It was only when she joined Echo nearly four years ago, that she felt she finally found home.

So what is the vision resulting from these combined perspectives? We recognize that the world is a different place from when Ruth founded Echo in 1999. Then she was laughed at for her seemingly 'soft and fuzzy' approach to parenting – now the laughter has faded in the light of all the scientific

discoveries about neurobiology, attachment, child development and trauma that support her approach. These days, there are more and more parenting programs that, if not entirely the same, are incorporating this science and coming up with something that looks very similar to nonviolent parenting.

Echo is a small organization in comparison to some other nonprofits. We can never compete with the behemoths, nor do we want to become a big parenting machine that measures success by numbers of people served. Our competitive advantage is that we refuse to be competitive. We want to collaborate with the other folk out there who are doing good work.

We believe we can take Echo beyond services to become thought leaders and change agents. We are small enough and nimble enough to quickly embrace the emerging trends and cutting-edge science, and to shape current thinking in social science and the resulting funding strategies, rather than be shaped by them. At the heart of all this, is our conviction that we hold the key to creating a world where children have the right to physical and emotional safety. It doesn't lie in being trauma-informed, in knowing about attachment or socio-emotional skills – it doesn't even lie in a commitment not to spank children (although that's a very good place to start) – it lies in all those things, plus a basic respect for the dignity of any human being, young or old, and the understanding that all behavior is a person's best attempts to meet basic human needs. That's nonviolence and that's the paradigm shift we want to see take root in the systems, institutions and families that make up our society so that our children will inherit a more compassionate and peaceful world.

Diana Ayala & Louise Godbold



Echo Parenting & Education saw great changes in 2013.

On April 1 2013, our founder, Ruth Beaglehole, retired from the day-to-day administration of the agency. Diana Ayala (Director of Finance and Operations) and Louise Godbold (Grant Development) took the helm as Interim Executive Directors and in January 2014, after an extensive search by the Board, they were confirmed as permanent Co-Executive Directors. It is always a challenging transition to go from being a funder-led agency to next-generation leadership, but we discovered in this, as in nonviolent child raising, relationships are key. We have worked hard to remain connected, whether to our founder, Board, staff, community partners or program participants (our “nonviolent community”), and to have compassion for the difficulties people experience around change.

We have expanded our management structure by inviting core staff to be part of a ‘leadership team’ where we discuss decisions impacting the agency, and have established a bi-monthly all-staff meeting, so that our childcare workers and parent educator contractors can feel connected and invested. These efforts were intended to flatten the hierarchy a little, so that staff feels empowered and not just victims of change. Also during the year of transition, the Board and Co-Interim Directors came together to conduct strategic planning. We now have a vision, a plan and a team spirit that unites us, as well as a structure for the ongoing collective consideration of the opportunities and challenges facing the agency.

Our Mission and Activities

Based on the conviction that the physical and emotional punishment of children is harmful and perpetuates the cycle of violence, Echo Parenting & Education was formed to support and facilitate child-raising rooted in connection and empathy. We teach parents as well as professionals an approach that integrates current research in child and brain development with the philosophy and practice of nonviolence.

When our founder, Ruth Beaglehole, first began this work in 1999, science had not yet caught up and she was considered a radical. Now our agency regularly serves over 7,000 people per year – almost 5,000 of them parents – and professionals from every field, including foster care parents, social workers, domestic violence shelter workers, teachers, and mental health professionals. To meet the demand for professional training, we have expanded our annual Changing the Paradigm conference to a two-day event.

Our flagship program is the community parenting program, which comprises a 10-session parenting class series offered year-round, in addition to individual special topic classes. We host four community events each year to help build the growing community of nonviolent parents. The fees for our services are on a sliding scale and no one is ever turned away for inability to pay. Most of our programs and events are offered in Spanish and English, and many of the community programs are supported by an exemplary childcare program with its own curriculum that parallels the information received by the parents. Over a third (35%) of families come to us through referrals from court and the Department of Children and Family Services. Without our program, they would have no other recourse for linguistically, financially and geographically accessible parenting services. Located in Echo Park, our classes attract parents from low-income neighborhoods in and around downtown Los Angeles, although parents come to us seeking services from every corner of Los Angeles County.





October 2013 saw the launch of the Trauma Informed Nonviolent Standards Of Care (TINSOC). The standards were developed by a collaborative of 10 domestic violence service agencies led by Echo to serve as guidelines to any agency wanting to implement trauma-informed care and nonviolent child raising. The launch was held at The Museum of Tolerance and attracted over 50 service professionals. At a ceremony attended by the Mayor, District Attorney and six City Council members, our Director of Intimate Partner Violence was honored by the Los Angeles City Domestic Violence Taskforce for her work in bringing the collaborative together.

Program Highlights

Another highlight of our programming for professionals was the 2013 Changing the Paradigm conference featuring Dr. Vincent Felitti, co-principal investigator of the internationally recognized Adverse Childhood Experiences Study (ACES) and Gabriella Grant, Director, California Center of Excellence for Trauma Informed Care. The two-day conference attracted over 200 professionals, including domestic violence shelter staff, legal professionals, educators, and mental health professionals who serve families who have experienced violence. The evaluation indicated that participants were 'very satisfied' with the content of the workshops and were unanimous in recommending the conference to other professionals.



Parenting programming remains our core activity, with classes continuing year-round at our community location. In December, we invited Australian author Robin Grille ("Parenting for a Peaceful World") to speak at four separate events as part of his US book tour. As part of building our nonviolent community, we also hosted several community events: In June, we hosted a fundraising gala to celebrate Ruth's history with the organization, and then in September, we hosted a 'Peace Day Picnic' at a local park, to provide an opportunity to celebrate our founder for the families we serve. In October, we held 'Pumpkins for Peace', providing pumpkins for children to carve and culminating with families marching around the neighborhood holding up their jack-o-lanterns shouting, "Pumpkins for Peace!"



Planning for the Future

The opportunities for our agency are myriad. We have streamlined our protocols, created structure, and rallied our staff and supporters (as was evident during the Changing the Paradigm conference). Although some Board members who had a personal loyalty to our founder have left, we see this as an opportunity to recruit a fundraising board – something we have never had before. As we closed 2013, we made plans to move out of our founder's house and into office space. It feels like the agency has truly entered a new era.

Looking forward, we are excited by the relationships we are forming with funders that go beyond reactive grant making. For example, we are in discussion with the California Endowment about the education and trauma initiative that they would like to roll out in 2015. We have been asked to be 'thought leaders' because of our expertise in developmental trauma as it relates to parenting and education. Involvement in this initiative is a chance to leverage our work by training the trainers of a Statewide initiative and affect the lives of millions of school children. We will also continue to strengthen our relationship with the John Gogian Family Foundation, which now sees Echo as informing their funding strategies through projects such as the Trauma Informed Nonviolent Standards of Care. This systems change work also provides an opportunity to go beyond just the provision of services and to institutionalize the trauma-informed, nonviolent approach to child raising.

Our team has never been stronger, and we are setting our sights high.



Echo Parenting & Education board members and staff at the Trauma Informed Nonviolent Standards of Care (TINSOC) Launch on October 30, 2013 held at the Museum of Tolerance in Los Angeles.



2013-14 Parent Educator Training Program Graduates

Partner with Us!

Since we believe our training to be so essential, we are generous with scholarships and often provide free trainings to other social service agencies. Even with a sliding scale, many parents can't afford to pay for classes, and some of them desperately need to complete the series to be reunited with their children. Our vision is to create a world where children live in physical and emotional safety. We would love to have you partner with us either as a donor or a volunteer as we build strong families and healthy, happy children... in this generation and in generations to come.

Echo Parenting & Education Programming

ECHO PROGRAMMING

Saturday Class Series (Eng & Span)
 Saturday Support Group
 Child Care Program
 Weekend Intensives
 Women's Retreat
 Father's Retreat
 Master Classes & Lectures

ECHO PRIVATE

Individual Coaching
 Private Home Classes

ECHO COMMUNITY EVENTS

Festival of Childhood
 Peace Picnic
 Pumpkins for Peace
 Family Dance Party

TRAINER'S INSTITUTE

Parent Educator Certification
 Program & Practicum
 Family Mental Health
 Classroom Management

TRAUMA-INFORMED, NONVIOLENT PROGRAMMING

TINVCR* Community Class Series
 TINVCR in Shelters
 TINVCR for Professionals
 "Changing the Paradigm"
 Annual Conference
 TINSOC (Trauma Informed
 Nonviolent Standards Of Care)

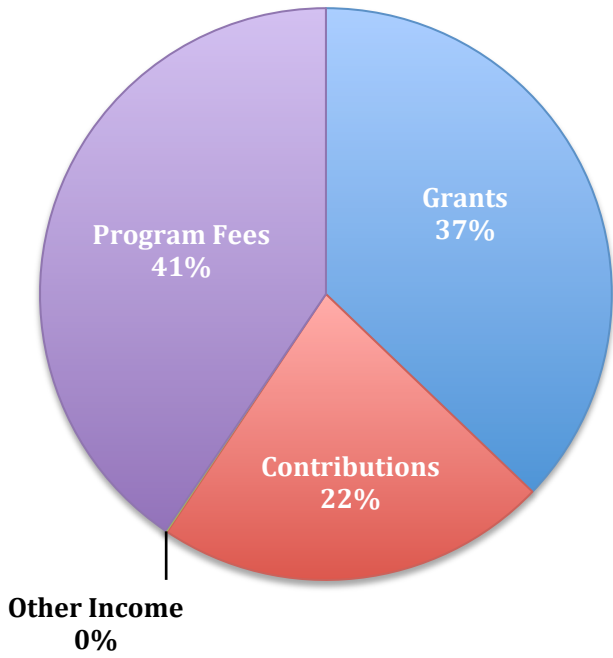
CONTRACTS

LA Fathers (CHLA) – Multi-yr.
 Parenting Class Series
 Parenting Workshops
 Professional Trainings
 - Educators
 - Family Mental Health
 - Other (legal, medical)
 One-Time Presentations

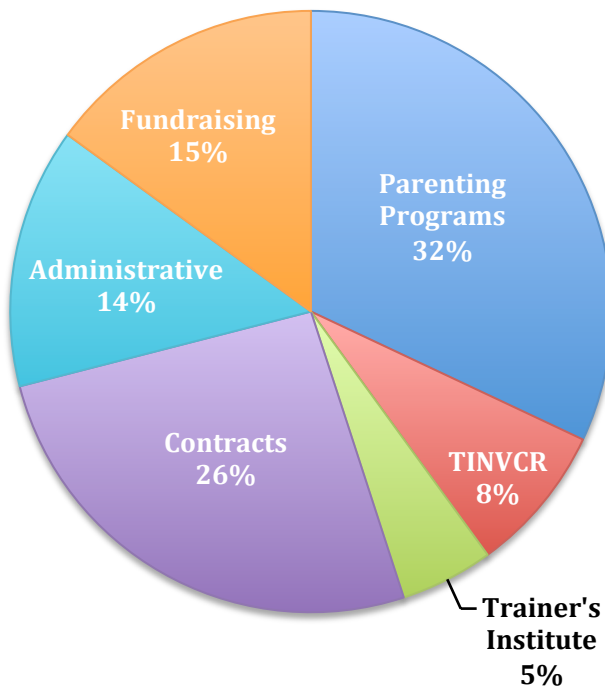
**TINVCR: Trauma-Informed, Nonviolent Child Raising*

Financials

Revenues



Expenses



Revenues, Gain, & Other Support	2012-2013
Fees	\$424,301.00
Grants	\$389,000.00
Donations	\$179,755.00
Special Events	\$52,581.00
Other Income	\$1,182.00
Total Revenue	\$1,046,819.00

Expenses	
Program Services	\$604,519.00
Support Services	
General & Administrative	\$121,352.00
Fundraising	\$124,847.00
Total Expenses	\$850,718.00

Surplus \$196,100.00

Financial Position

Assets	\$428,993.00
Liabilities	\$20,743.00
Net Assets	\$408,249.00

Expenses for programs includes, but is not limited to: staff, supplies, facility rentals, personnel costs, telecommunications, and outreach.

2013 Board of Directors

Ruth Beaglehole
Laurie Eddleston
Ginny Glass
Jennifer Johnston-Jones
Linda Keston
Kit Kollenberg
Laura Krug
Solina Kwan

Francine Lipsman-Tansey
Todd Mandel
Deena Margolis
Carol Melville
Megan Oesterrich
Kenneth Robins
Corinne Taylor-Cynginser



Echo Parenting & Education

PO Box 26938
Los Angeles, CA 90026

www.echoparenting.org

213.484.6676 | fax 213.484.6646