



# API's 2014 Year in Review

API promotes the conditions that are vital for the optimal development of children. These are at the core of API's educational mission and are encompassed in API's *Eight Principles of Parenting*.

Spreading compassion a family at a time with hope, support, and information—Learn more about API's work supporting parents and increasing understanding about the power of trust, affection, empathy, and joy in our children's lives. Your donation to sustain and expand this important mission means a world of difference! API is a top-rated nonprofit and we invite you to see the difference your gifts make:

## Our mission

is to educate and support all parents in raising secure, joyful, and empathic children in order to strengthen families and create a more compassionate world.

### 1 Expanding access to help for parents and professionals

Welcomed 15 newly accredited leaders and 9 new groups to the more than 170 dedicated leader whose meetings each month are free of charge for all parents and caregivers.

### 2 Advancing understanding of Attachment Parenting research

Published the first compendium of attachment research in the *The Journal of Attachment Parenting*, edited by Kathleen Kendall Tackett and Art Yuen.

### 3 Honoring service by supporting service

Instituted the Reedy Hickey Leader Scholarship Fund to enable leadership financial assistance for leader applicants and leaders.

### 4 Supporting all parents with valued programs

Valued API programs continued to grow and serve parents and professionals, including the API Reads book club, API Warmline, print and digital *The Attached Family* magazines, the updated new website, APTly Said blog, Parent Compass enews, AP Advocates program, API Links enews, API Neighborhood Forum, and the Professionals program.

### 5 Attachment Parenting as a support organization launched 20 years ago

Observed API's 20th anniversary since its founding by Barbara Nicholson and Lysa Parker in 1994, and the founding of the very first API support groups. Early parenting research and the last 20 years of attachment parenting influencers were recognized in a comprehensive presentation created by API and narrated by Richard Bowlby, son of John Bowlby.

### 6 Together Cherishing Parents for Flourishing Children

Hosted the *Pathways in Child Flourishing* conference in partnership with the University of Notre Dame featuring many of the pioneers in Attachment Parenting and a chance to gather together.

### 7 Attachment Parenting parents, Bill and Martha Sears, honored

Presented the 2014 *Attached at the Heart Award for Contributions in Parenting* to Dr. William and Martha Sears.

### 8 Publications that inspire and educate

Published a double issue of *The Attached Family* magazine on breastfeeding addressing the challenges and breastfeeding advocacy. Inaugurated the new issued-based *AttachedFamily.com* emagazine with the special *Parenting Creatively* issue.

### 9 Elevated the discussion on the Principles

Continued media partnerships that help elevate the discussion on API Principles and the evidence that supports them. On release, the article "Philosophies from 20 Years of Attachment Parenting" reached half a million people.

### 10 Attached at the Heart Parenting Education Training in more cities

Hosted four new *Attached at the Heart Parenting Education* training programs and added the new position of Parent Educator Liaison.

### 11 Resources for and recognition of the heart of API: local community volunteer Leaders

Instituted a Nonviolent Communication study group for API Leaders, soon to be joined by a positive discipline booster training. In addition to ongoing learning opportunities through API Teleseminars and more, API provided new Leader mentoring and recognized Leader service milestones.

### 12 Leading API into the future

Welcomed new API Board Members, Darcia Narvaez, Patti Hope Lewis, Margaret Feierabend, and Karen Walant; welcomed Resource Advisory Committee Members Greg Popcak and Lisa Reagan; and welcomed several new talented volunteers onto the API staff.

### 13 Connecting online to find community and help at any hour

Regularly reached nearly 100,000 in the API Facebook community, where opportunities for connection and regular information are offered. In addition to Twitter, LinkedIn, and Pinterest, API has added Instagram to help reach new parents with trusted information.

### 14 A top-rated nonprofit

Recognized as a 2014 Great Nonprofits Top-Rated Nonprofit for its highly reviewed top ratings.

### 15 An oasis amid parent support deserts

Undertook and published research on parent support deserts to help identify areas of need and strategically address establishing new support groups.

### 16 The evidence for Attachment Parenting

Initiated new research projects with Southern Methodist University on Attachment Parenting and positive discipline, the University of Michigan on parenting education, Salem State University on toddler co-sleeping, and the University of North Texas on co-sleeping.

### 17 Combining forces for even more good

Engaged in partnerships, such as providing regular articles to *Mothering.com*, *Moby Wrap*, and *MomsCharlotte*; cosponsored the *Parenting with Presence* summit with Susan Stiffelman; presented on empathy at *MommyCon*, on positive discipline and Attachment Parenting life at the *La Leche League of North Carolina* conference, and much more.

### 18 Creativity and passion fuel advocacy

Developed and carried out campaigns on the topics of World Breastfeeding Week; on "Cherishing parents, Flourishing Children" for AP Month 2014; on the long-term impact of attachment parenting and anecdotes of today's adults who had been raised in homes practicing Attachment Parenting; and continued work on the topic of co-sleeping.

### 19 Questions, answers, and compassion

Responded to thousands of calls, emails, warmline, social media messages, and forum posts for assistance on parenting, birth, feeding, sleep, babywearing, discipline, caregivers, family relationships, custody, separation, crying, support, and more topics.

### 20 API Principles of Parenting in color

Introduced a beautiful new image to help illustrate the API Principles of Parenting, now used in a number of API educational resources.

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