

2017 Annual Report

MOMS Supporting Moms



Support

- Provided informational meetings for over 57 expectant moms
- Initiated 4 new playgroups for multiples born in 2017 and provided support to 53 moms at the New MOMS meetings
- Reopened the Mentor Program with 17 mentors and 15 mentees
- Launched the Membership Assistance Fund
- Provided financial hardship waivers to 9 MOMS members
- Donated over 1,000 diapers to the WeeCycle Diaper Drive
- Successfully registered national trademark-Mothers of Multiples
- Established the Kids Closet by MOMS, a 24-hour clothing boutique, to help foster families in Arapahoe County

Safety

- Hosted 10 Car Seat Safety Events at which a total of 124 car seats were checked by certified Child Passenger Safety Technicians
- Gave away 20 car seats to families in need
- Educated 60 parents on child seat safety
- Trained 15 sales associates at various retail outlets
- Paid for 5 MOMS members to be Certified Child Passenger Safety Technicians
- Educated 51 participants at Parenting Safe Children workshops hosted by MOMS
- Coordinated and hosted numerous seminars including Global Youth Initiative, Empowering Families, Wellness Workshop, and Tax Information Session



Sale

The bi-annual Kids Consignment Sale by MOMS, a 36-hour pop-up shop run entirely by 120+ volunteers and attended by nearly 1,800 shoppers annually is MOMS number one fundraiser. Rated one of the top 10 consignment sales in the country, the Kids Consignment Sale by MOMS grossed over \$120,000 and offered 57,807 items from over 200 consignors in 2017.

Partnerships

- Continued partnership with the Fetal Health Foundation
- MOMS Car Seat Safety Event and content was featured on a Fox 31 Problem Solver segment and Fox 31 Colorado's Best
- Began a relationship with 9News/Colorado & Company with a segment focusing on car seat safety and the Kids Consignment Sale by MOMS
- Continued partnership with Macaroni Kids
- Awarded a free PSA billboard highlighting car seat safety from Lamar Advertising
- Utilized a \$5,000 grant from the Colorado Department of Transportation (CDOT) to support the Car Seat Safety Event and initiatives
- Partnered with new and existing businesses such as King Soopers, Safeway, Kendra Scott, Dairy Queen, Arc, Amazon, and Safe Ride 4 Kids that raised over \$2,600 in funds for MOMS



Social

MOMS organized a variety of social events in 2017 including the annual Summer Picnic, Spring Event, Fall Festival, and Holiday Brunch, with attendance of over 700 adults and children. MOMS also hosted events including the annual Membership Dinner, Holiday Cookie and Wine Exchange, regional social gatherings, book club, craft nights, active MOMS meetings, all MOMS play dates, and MOMS night out.

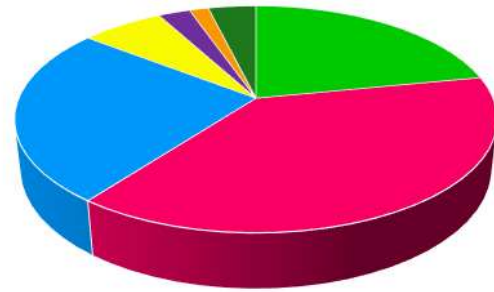


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2017 Financials

	2017	2016
Revenue		
Member Dues	\$12,695	\$12,610
Donations	\$3,074	\$524
Non-Sale Fundraising	\$2,850	\$1,895
Grants	\$4,950	-
Sale Revenue	\$126,673	\$141,687
Member Event Revenue	\$17,430	\$16,001
Other Revenue	\$263	\$614
Total revenue	\$167,935	\$173,331
Expenses		
Club Expense	\$9,404	\$9,200
Sale Expense	\$120,069	\$135,789
Member Event Expense	\$31,656	\$16,337
Community Outreach	\$4,931	\$105
Fundraising	\$531	\$2,247
Other Expense	\$842	\$1,791
Total expense	\$167,434	\$165,471
Net	\$502	\$7,861

2017 Membership Geography



- Denver
- South Metro
- East Metro
- West Metro
- North Metro
- Mountain Range
- Other

2017 Kids Age Ranges by Membership



2017 Board Members

- | | |
|------------------|--------------------|
| Kelly Bossley | Rachel Pryor-Lease |
| Margaret Brawley | Sara Turner McCann |
| Carol Chavez | Kristin Overton |
| Shauna Exstrom | Sarah Ruderman |
| Meghan Fleming | Molly Smith |
| Angie Hager | Barby Torgerson |
| Tiphannie Hannan | Colby Weber |
| Katie Johnson | Liz Williams |
| Gina Korkolis | |

The mission of Mothers of Multiples Society (MOMS) is to support families who are raising twins, triplets, and quadruplets through education, forums, resources, networking, playgroups, expectant and NICU support, social events, and community outreach.