



Stroller Hikes 2010 Annual Report

Stroller Hikes was first created in 2006 by a mom eager to get outside with her baby to exercise and explore nature, but not so eager to do it alone. Since 2008, Stroller Hikes has been a 501-c-3 educational nonprofit public charity.

The primary objectives of Stroller Hikes are:

- To provide education for the general public through an informative website about hiking, running, biking, swimming, and other outdoor activities for families with children in strollers.
- To promote healthy choices for families, with an emphasis on building an appreciation for nature, health, and fitness.
- To directly engage in and to provide opportunities for others to engage in hiking and other outdoor events for families with children in strollers.

Board Members and Staff:

- Debbie Frazier – President, Webmaster, Writer, Curriculum Developer
- Amy Bankhead – co-Secretary/Treasurer, Event Leader
- Lisa Silberman Kafka – co-Secretary/Treasurer, Event Leader
- Maya Eberhard – Board Member
- Melissa Jankowski – Board Member, Event Leader
- Amy Lim – Board Member, Event Leader
- Kristen McGuire-Husky – Board Member
- Julianne Rice – Board Member
- Pippa Gawley – Event Leader
- Megan Hawkins – Event Leader
- Jennifer Koop Wagner – Event Leader
- Loren Romley – Event Leader
- Jennifer Snedeker – Event Leader
- Akshat Keshan – Intern for Website Development and Database Development
- Bhaven Toprani – Intern for Website and Database Development
- Belinda Zeng – Intern for Website Development and Marketing

More Hikes, Treks, and Camping!

2010 saw 459 volunteer hours with 201 Stroller Hikes-run events and dozens of more events advertised, thanks to other family-friendly organization partners like Bike Buddies, Bay Ridge Trail Council, and Santa Clara County Parks and Recreation.

Jennifer Snedeker continued to offer one family-friendly moonlit hike per month, events that saw as many as 95 people, and motivated Santa Clara County to mandate reservations for these events. Several Stroller Hikes members and staff continued supporting the county's Healthy Trails Program, providing over 50 hours of Healthy Trails hikes for the general public.



Debbie Frazier offered three months of running along the recent Mountain View and Cupertino extensions of Stevens Creek Trail in the summer, where kids were encouraged to join in jogging with games of Red Light, Green Light. Lisa continued to inspire toddlers to enjoy exercise as well as explore nature during her long-running hikes to Deer Hollow Farm at Rancho San Antonio in Cupertino/Los Altos Hills, where tricycles and climbing on logs were welcome.

Amy Bankhead continued offering Stroller Hikes, which inspired leadership from Megan Hawkins and Jennifer Koop Wagner. All three offered very well attended faster-paced Stroller Hikes this year, akin to Loren and Amy Lim's hikes offered earlier in the year and Melissa's fast-paced hikes offered later in the year. Amy modified her offerings to allow for a picnic lunch at the halfway point of her hikes, beginning in the Fall.



Toddler Treks continued, becoming biweekly for Pippa Gawley and Debbie Frazier's families. Treks at new locations has driven Stroller Hikes to post several new locations at StrollerHikes.com, including McClellan Ranch and Blackberry Farm in Cupertino, Pearson-Arastradero Preserve in Palo Alto, Larry Lane in Portola Valley, Hakone Gardens in Saratoga, and Uvas Canyon in Morgan Hill.

Stroller Hikes had its fourth annual camping trip at the Letona Ranch in Soquel, the site for the second year in a row. The Letonas cleared more land for camping, allowing the group to grow in size this year; 13 Stroller Hikes families attended for daytime and nighttime activities including play by the creek, nature art projects, stargazing, and ranch walks. 11 families stayed the night, some for both nights of the Labor Day Weekend. At the tail end of the trip, adults spoke of renovating an old tree house. Kids were so excited with the project that they inspired parents to start right then, so several people began hauling timber and hammering nails before the trip was through. Good times were had by all!

Allied World and Whole Foods Grant First Aid Kits, Education Tools, and Interns Bonuses

2010 was a banner year for Stroller Hikes fundraising. Stroller Hikes continues to receive a bulk of its funding from community financial and in-kind donations, but two large funding sources helped Stroller Hikes support three special projects: providing First Aid Kits to each hike leader, providing Education Tools including bug boxes, sample collection bags, and magnification glasses at events, and providing financial bonuses to our otherwise unpaid summer interns. Interns helped plan, research, design, and implement several of the technological changes at StrollerHikes.com each year, including a scripted slideshow, interactive calendar, new hike postings, linked maps, and newsletter generation and dissemination.



Stroller Hikes was granted \$1000 from Allied World Assurance, an international company providing insurance and other services. We were delighted to be one of many community organizations that Allied World recognizes. Stroller Hikes was able to receive such recognition thanks to Sandy Hamamoto of their San Jose office, who saw first-hand the impact of Stroller Hikes on families, at 2009's Stroller Hikes Annual Camping Trip. Thank you Allied World, and thank you Sandy!

Stroller Hikes became one of the privileged businesses in Whole Foods of Los Altos' Nickels for Nonprofits campaign, where shoppers could donate the nickel discount they received for bringing in their own shopping bags, to a nonprofit of choice. Stroller Hikes received the equivalent of 15,232 nickels. Thank you for thinking of us, community!



Stroller Hikes Gains Visibility with T-Shirts, Expanded Partnerships, Events, and Publicity

Stroller Hikes moms and kids put their hearts into art, when they met for several screenprinting parties to put out dozens of T-Shirts, onesies, and backpacks. The logo, designed in 2009 by Stroller Hikes interns Meghana Ginjalli and Crystal Yan, got modified slightly by Brian Chow then burned into a screen. Debbie Frazier championed the efforts to print the garments by hand, with plenty of Stroller Hikers helping. Stroller Hike leaders have enjoyed increased visibility during hikes, and their tots have enjoyed wearing and showing off the Stroller Hikes logo.



Community outreach beyond Stroller Hikes weekly events included events with several of our partners:

- Whole Baby Day at Whole Foods of Los Altos
- Mother's Tent at Earth Day Festival at Full Circle Farms
- Healthy Trails Second Edition Launch at Harvey Bear Ranch with Santa Clara County Parks and Recreation
- Santa Clara County Parks and Recreation's Festival in the Park
- Internships provided to three high school students from Monta Vista High School (one returning from 2009)
- Family Hike at The Ridge Trail Cruz with Bay Area Ridge Trail Council
- Family Fun Day (formerly Blossom Family Picnic) with Blossom Birth and Hand in Hand Parenting at All Saints' Church in Palo Alto
- Baby Boot Camp Free Demo Day as a partnership with Baby Boot Camp of the San Francisco Bay Area

Family Fun Day: Learn, Laugh, Love!

FREE Admission
Saturday
October 2, 2010
11 am to 3 pm

Downtown Community Center at All Saints' Church
555 Waverley Street (just off University Avenue), Palo Alto

FREE fun for families especially for babies and parents-to-be!

Live Music by Andy Z and Rockin Moms
Michal the Milkman Ice Cream
Raffle and Silent Auction
Stroller Hikes Obstacle Course
Carnival Games, Crafts, Baby Ball Pit
Hand in Hand Family Pillow "Fight"
Over 20 local pregnancy and new parent community providers
Workshops including infant massage

Sponsored by:

Peninsula Pediatric Dentistry
Brian C. Quo, DDS, MS
Specialist in Pediatric Dentistry

Whole Child Wellness
Holistic pediatrics for your child's body, mind, & spirit

Whole Foods Market
All Saints

Sports Basement
www.sportsbasement.com
Moms Are Talking!

eBroker
Actual Real Estate Brokerage
Dan Morse

Organized by Blossom Birth, Hand in Hand, and Stroller Hikes,
local nonprofits celebrating families and parenting.

Blossom Birth
For pregnancy, birth, and babies

strollerhikes
get outside with baby!

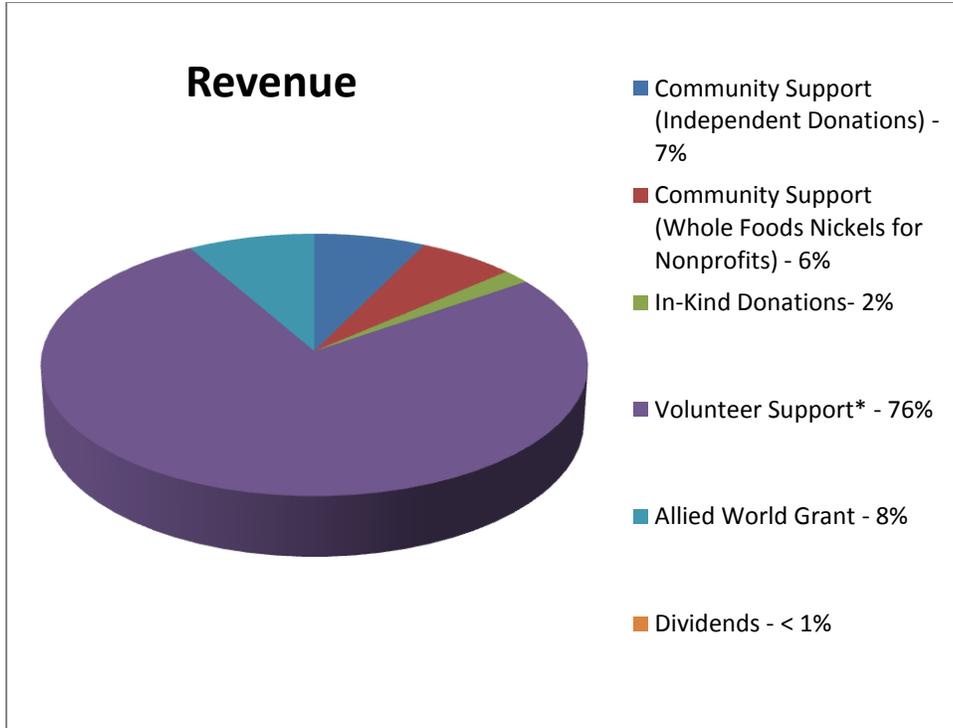
hand in hand
NURTURING THE PARENT-CHILD CONNECTION

Proceeds support Blossom's services for new and expectant families.
For more information or to buy raffle tickets, call 650-321-2326 or
e-mail blossom@blossombirth.org.

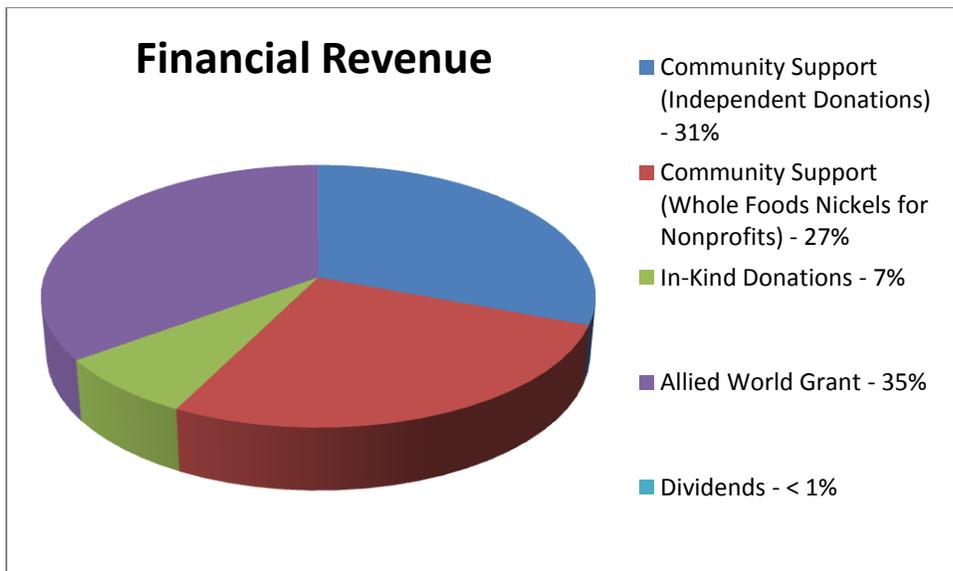
Stroller Hikes events are now published at far more than StrollerHikes.com. Bay Area Parent website and print materials, Bay Area Ridge Trail Council website, Palo Alto Menlo Park Mother's Group website, Santa Clara County Play Here website and print materials, and California Parent Online Magazine all print Stroller Hikes events every month. Bay Area Parent has printed several of Stroller Hikes' photos in color. Silicon Valley Community Newspapers published a four-page article about Stroller Hikes including black and white and color photos in July, which appeared online and in Cupertino and Sunnyvale papers.

Santa Clara County has posted fliers for Stroller Hikes at over a dozen of their open spaces, where Stroller Hikes occur.

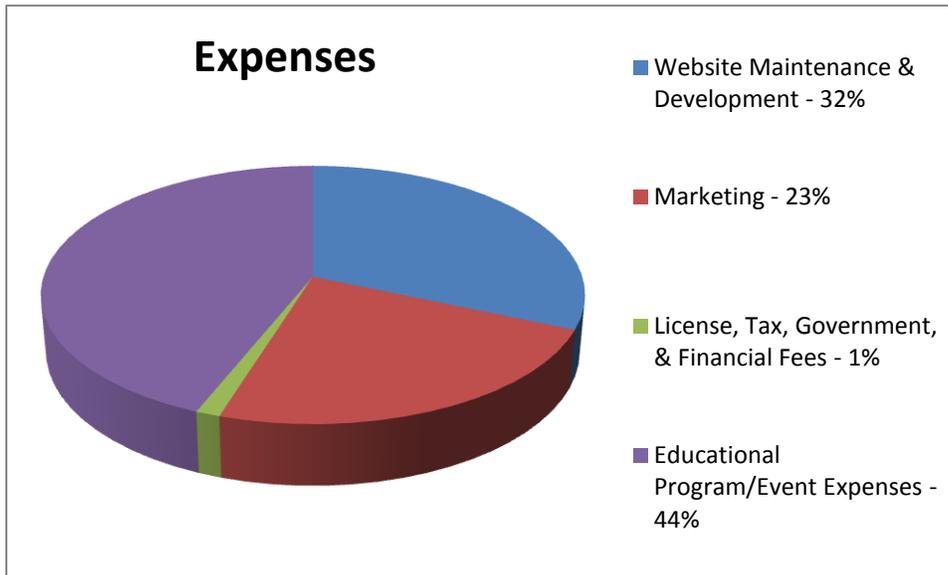
Financial Overview



Revenue	Value (\$)
Community Support (Independent Donations) - 7%	877.60
Community Support (Whole Foods Nickels for Nonprofits) - 6%	761.60
In-Kind Donations- 2%	214.00
Volunteer Support* - 76%	9180.00
Allied World Grant - 8%	1000.00
Dividends - < 1%	0.62
TOTAL	12033.82
* Calculated based on a \$8/hr minimum hourly wage	



Financial Revenue	Value (\$)
Community Support (Independent Donations) - 31%	877.60
Community Support (Whole Foods Nickels for Nonprofits) - 27%	761.60
In-Kind Donations - 7%	214.00
Allied World Grant - 35%	1000.00
Dividends - < 1%	0.62
TOTAL	2853.82



Expenses	Value (\$)
Website Maintenance & Development - 32%	561.28
Marketing - 23%	416.06
License, Tax, Government, & Financial Fees - 1%	22.63
Educational Program/Event Expenses - 44%	781.70
TOTAL	1781.67

Stroller Hikes thanks all donors and volunteers in 2010. Stroller Hikes' success as an organization relies on volunteer support through in-kind work and financial and product donations. Thanks for making 2010 a fantastic year for Stroller Hikes!



Donors of the Year: Anonymous

This year's donor of the year requested to remain anonymous. In fact, we had several anonymous donors this year, particularly notable for a recession year. These donors of the year, much like our other donors, are new parents looking to achieve a fine balance between providing safe, engaging activities for their daughter, while providing the wild, natural world to her in a stimulating, genuine manner. They have enjoyed several Stroller Hikes events and look forward to more, particularly as a way to get exercise, meet others, and experience natural places!

Volunteer of the Year: Amy Bankhead

Amy has been coming out for Stroller Hikes for about four years, and was one of its first volunteer staff members. Amy receives recognition this year for 101.5 hours of service, as well as for inspiring several other Stroller Hikers to volunteer. Stroller Hikes is a volunteer-based organization with no paid staff; we are grateful for people like Amy who uphold Stroller Hikes' mission and instill value of it in others. Thank you Amy!

