



 hand in hand

2024 ANNUAL REPORT

www.handinhandparenting.org



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Staying Connected with Hand in Hand

Letter from the Board Chair:

Dear Hand in Hand Community,

As we reflect on the past year, I am deeply inspired by the ways in which Hand in Hand as an organization and as a community has strengthened its role as a leader in building connected communities. In a time when the U.S. Surgeon General has called attention to the epidemic of loneliness and the mental health crisis among parents, Hand in Hand has remained steadfast in its mission to ensure that children and caregivers have the support and resources they need to build strong, connected relationships.

More than ever, families, educators, and professionals are recognizing the essential role of emotional connection in fostering resilience and well-being. Hand in Hand has responded by deepening its impact through strong community partnerships, expanding its influence in professional and academic settings, and ensuring that its work remains aligned with the most pressing public health needs of our time.

Building Strong Community Partnerships

Hand in Hand has strengthened relationships with early childhood programs, schools, and organizations serving diverse communities. By working closely with Head Start/Early Head Start programs and other early care and education communities we are ensuring that connection-based parenting support reaches families who need it most. These collaborations allow us to expand access to effective, research-backed tools that help caregivers navigate the challenges of caregiving with confidence and compassion.

Expanding Our Presence in Professional and Academic Circles

This year, Hand in Hand has deepened our engagement with professionals in early childhood education, mental health, and family support services. Through conference presentations, professional development programs, and collaborations with research institutions, Hand in Hand is increasingly recognized as a vital contributor to the fields of child development, trauma-informed care, and parenting education. By strengthening our relationships with institutions like Georgetown University and the Vermont State University System, we are ensuring that our approach is part of the broader conversation about evidence-based best practices for supporting families and educators.

Aligning with Public Health Needs

Hand in Hand's mission has never been more relevant. The growing recognition of the mental health challenges faced by parents and caregivers underscores the importance of the tools we offer. Our programs address stress, burnout, and social isolation—key concerns that public health leaders have identified as critical to child and family well-being. By equipping parents, educators, and professionals with strategies for emotional resilience and connection, we are not only supporting individual families but also contributing to a larger movement that prioritizes mental health and relational well-being as essential components of a healthy society.

Looking Ahead

As we move forward, Hand in Hand remains committed to deepening its partnerships, expanding its professional and academic reach, and continuing to align with public health initiatives that prioritize connection and emotional well-being. We are building an organization that not only provides essential support to families but also influences the broader landscape of parenting, education, and mental health.

On behalf of the Board of Directors, I extend my deepest gratitude to our staff, Instructors, partners, and supporters. Your dedication and belief in the power of connection are what make this work possible. Together, we are shaping a future in which every child grows up with the secure, loving relationships they need to thrive.

With appreciation and commitment,

John Heltzel
Board Chair
Hand in Hand Parenting



A handwritten signature in black ink, appearing to read "John Heltzel".

John Heltzel,
Board Chair, Hand in Hand Parenting

Letter from the Executive Director:

Dear Hand in Hand Community,

As this year comes to a close, I am deeply grateful as we reflect on our shared impact. The U.S. Surgeon General's advisories on the epidemic of loneliness and isolation and the mental health crisis among parents have reaffirmed what we have long known: connection is essential for well-being. At Hand in Hand, we are not just responding to this crisis—we are actively building the infrastructure of connection in all the places where children grow.

Our focus at Hand in Hand is to create a warm and welcoming learning community within which parents, caregivers, educators and professionals can experience and practice the skills and tools necessary to build the caring and responsive relationships children need to thrive. This year, we have seen that vision come to life in extraordinary ways.

Expanding Access and Deepening Impact

Through our Foundations Courses, Parent Club Community, and Instructor Certification Program, we have reached thousands of parents, educators, and mental health professionals. Thanks to the immense generosity of our friends and donors we have been able to make our programs more accessible, particularly to under-resourced communities. This year, we launched a wrap-around model of support in partnership with organizations like the National Child Research Center, Rutland County Head Start/Early Head Start, and the Lummi Nation Head Start community, ensuring that educators, caregivers, and professionals receive concurrent support to strengthen entire early childhood systems.

Learning Collaborative: Celebrating Neurodiversity

Another highlight of this year was our 4-week Instructor Learning Collaborative focused on Celebrating Neurodiversity. With over 100 instructors participating, including many neurodivergent Instructors leading panels and discussions, this initiative sparked critical conversations about how our caregiving tools can better support all families, school communities, and health and wellness providers. This effort has also catalyzed ongoing work to make Hand in Hand a neurodiversity affirming organization, informing our policies, practices, teaching materials, and Instructor training program.

Strengthening Our Professional Standing

Our leadership team has been actively engaged in professional early childhood and mental health conferences, presenting at Zero to Three, the Association for University Centers on Disability Conference, and Georgetown University's Thrive Center for Children, Families, and Communities. Additionally, we submitted our pilot study manuscript to the Infant Mental Health Journal, the peer-reviewed journal of the International Infant Mental Health Association. This submission is an important step in establishing our approach as an evidence-based best practice in early childhood education and mental health.



Letter from the Executive Director, continued:

Looking Ahead

As we step into the new year, we are especially excited about expanded opportunities for people to receive advanced training in Hand in Hand. The Instructor Certification Program, a transformative year-long program that deepens understanding of our approach and nurtures future leaders, will now be offered in two parts - a Training Intensive and a Leadership Practicum. The 9-month Training Intensive offers participants an opportunity to develop a deep understanding of Hand in Hand's theory and practice, equipping them with tools to strengthen relationships in their personal and professional lives. This program serves as a stand-alone experience for those seeking personal growth, while also providing the foundational training required for those who wish to pursue certification as a Hand in Hand Instructor. The 3-month Leadership Practicum builds on the Training Intensive, offering specialized support and mentorship to prepare participants to bring Hand in Hand's tools and philosophy to a broader audience as a Certified Instructor.

This program is central to our vision for the future—expanding our reach, equipping more individuals with the skills to support children, families and communities, and fostering a global network of Hand in Hand leaders. By investing in this initiative, we are ensuring that parents, educators, and professionals worldwide have access to the knowledge and support they need to create lasting change in their communities.

Every Listening Partnership, every parent supporting another parent, every teacher building a culture of connection in their classroom, every child who feels seen and heard, strengthens the fabric of our communities and builds a world where connection and care are the foundation of all we do. Thank you for being part of this journey.

With gratitude and hope,

Maya Coleman
Executive Director
Hand in Hand Parenting



Maya Coleman

Maya Coleman
Executive Director, Hand in Hand Parenting

Brief Overview

Our Mission/Approach:



Hand in Hand Parenting creates resilient networks of support for young children and the communities that support them by engaging parents, early educators, and healthcare professionals in a paradigm-shifting approach to social-emotional health. Founded as a nonprofit in 1989, Hand in Hand has:

- Provided over 50,000 hours of support to families and professionals.
- Trained 250+ Certified Instructors leading online and in-person workshops in 15 languages in over 30 countries worldwide.
- Served over 15,000 caregivers each year, improving the social emotional health and development of 30,000+ children.



Our suite of 5 trauma-responsive, connection-based caregiving and peer-support tools can be integrated into existing family and classroom routines, helping adults to:

- Build responsive relationships.
- Structure child-led quality time, set limits, and recover from big emotional moments.
- Facilitate emotional recovery, play, and co-regulation.
- Provide reinvigorating support for caregivers.

Our Participants:

Hand in Hand supports:

- Parents (including guardians and other caregivers)
- Early Care and Education Providers (daycare, Head Start/Early Head Start educators, early intervention providers, and administrators)
- Mental Health and Healthcare Professionals (therapists, social workers, home visitors, doulas, pediatricians, physical and occupational therapists, and speech-language pathologists), public health professionals, and community health and mental health providers.

Our Services

Foundations Courses for Parents, Educators, and Professionals

A 6 or 8-week course (with separate support tracks for each constituency) that teaches the 5 caregiving & peer-support tools, helping adults understand how emotions underlie behavior, facilitate positive interactions with children, and better support children during emotional moments. Participants engage in:

- Weekly 60-90 minute mentoring calls with 4-6 participants per class
- Individual mentoring, instructional videos, and written materials
- Workplace-specific instruction for educators and mental health and healthcare professionals

Parent Club Community

An online, app-based, mentored membership community forum that provides daily support for parents worldwide:

- Real-time support and feedback
- Guided Resources
- Tips for implementing tools
- Access to live courses
- Support Calls

Private Consultations

Parents and caregivers are thoughtfully matched with an experienced Hand in Hand consultant based on each family's specific needs for private 1-1 support. They receive practical tools, personalized support, and specific steps to take to bring warmth, laughter, and cooperation back into their home.

Instructor Certification

A year-long comprehensive program that trains and supports 20-40 participants from many backgrounds such as educators, parents, and mental health and healthcare professionals each year to work directly in their community teaching the Hand in Hand model. Certified Instructors then work with staff at schools, organizations, or parent communities to build a culture of emotional wellness and equity for children and families, while continuing to participate in our ongoing professional development offerings, such as:

- Communities of practice
- Workshops
- Monthly support calls
- Peer-Consultation

Hand in Hand also provides ongoing skill-building groups, communities of practice, workshops, free webinars, free support calls, and a free resource library for anyone interested.

By the Numbers 2024

Website accessed
from 218 countries
and territories

Over 10,000
Instagram followers
on the French page
and a 30% increase
in French Newsletter
recipients after the
release of Listen in
French.

250+ Certified
Instructors on 6
continents

Materials translated
into top 15 languages of
community members

60,000+ hours of
training and
support provided

Our Digital Reach



23,200

YouTube Views



94,743

Newsletter
Subscribers



422,142

Social Media
Followers



835,204

Unique Website
Visitors

Our Growing Resource Library

1,778 free articles published on our website with the average visitor spending a considerable amount of time engaging with materials.



Top 5 articles

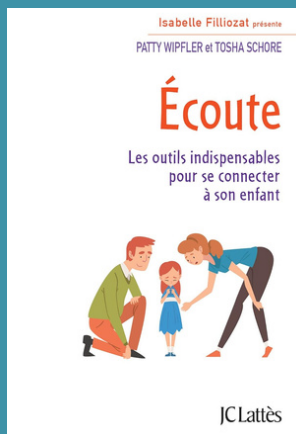
- [Toddler Hits You--Now What? Help for Parents When Little Ones Hit](#)
- [Why Is My Toddler Screaming And How Can I Stop It?](#)
- [Helping My 5-year-old Sleep on Her Own](#)
- [Toddler Keeps Running Away?](#)
- [How to Help a Clingy Child Play Independently](#)

“

I will be forever changed. My life with my children is amazing. We are constantly changing and growing. I love Hand and Hand Parenting. Everyone is so helpful, nonjudgmental, genuinely concerned for your family's happiness. I owe much of my children's life experience to Hand in Hand parenting. They have taught me to be the mom I am today. - Foundations Course participant with Kirsten Nottleson and Ravid Aisenman Abramssohn

Year in Review:

Community Connections and Celebrations



Listen was published in French and the French Community in the Hand in Hand Network was launched!

In 2024, Hand in Hand served over 16,000 parents, educators, professionals, and families through our programs and services

A sampling of the communities we've supported in 2024 through workshops, trainings, consultations, foundations courses, and support groups:

Rutland County
Head Start



Sunset Co-op Nursery School



From a participant in a skillbuilding group for parents of t/weens and

I have found the skill building group super helpful in learning ways to navigate the new challenges of the teen years so that I can stay connected with my kids and keep building a really strong, loving relationship with them.

Ravid and Kirsten create a wonderful safe space, with other wonderful parents, that allows me to feel supported in a way I never have before in my parenting. This helps me to feel stronger and more resourced so that I have good capacity for playfulness and fun and to be the kind of Mum I want to be more of the time. Thank you both I'm so grateful.

Michelle W

From a Foundations Course for Professionals Participant:

Going into this class I was very burned out. This was the exact type of content that I needed to boost my confidence/effectiveness in working with children and families and renewed my passion for the work that I do. I'm sure it would do the same for others!

Year in Review:

Parent Club and Network Online Communities

Our accessible private online community continues to be an active community space where parents & caregivers seek and receive support and mentorship.



4598
Network
Members and
309 Parent Club
Community
Members



10,856
Network
Contributions

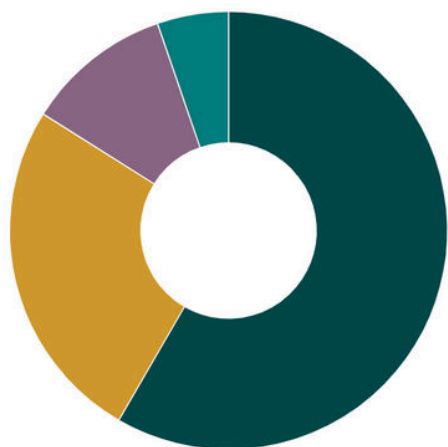


Average of
over 60% open
rate on our
weekly Parent
Club
Community
Email



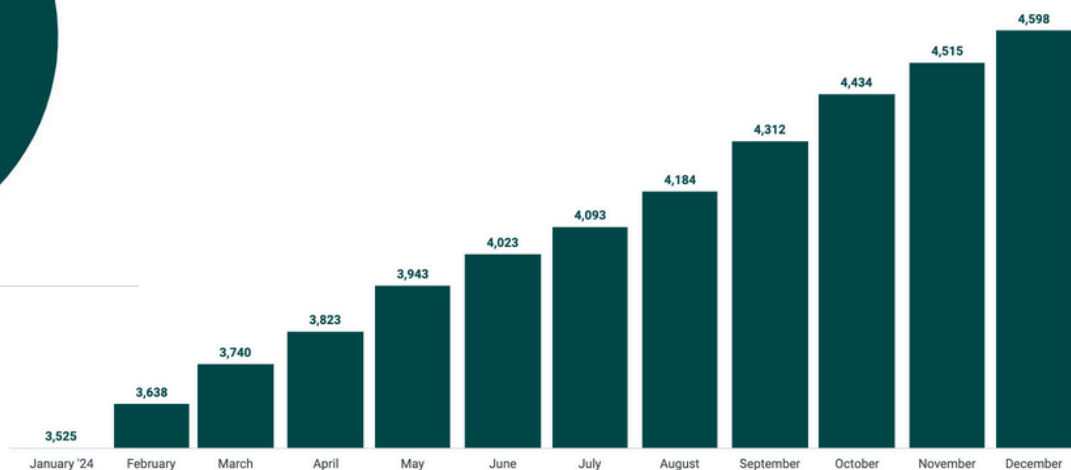
Over 70%
conversion
rate for free
trial
participants

Member Activity by Platform ⓘ



● Web | Desktop 58.37%
● iOS App 25.57%
● Android App 10.81%
● Web | Mobile 5.26%

Total Members ⓘ



Most Popular Events out of 144

1. Weekly Ask Me Anythings
2. Free Webinar: Changing Family Dynamics Starts with Me
3. Free Webinar - Stop Blowing Your Top!
4. Free Webinar: Aggression, Make it Stop!
5. What's With The Attitude - Free Ask Me Anything for Parents of Tweens and Teens

Busiest Spaces

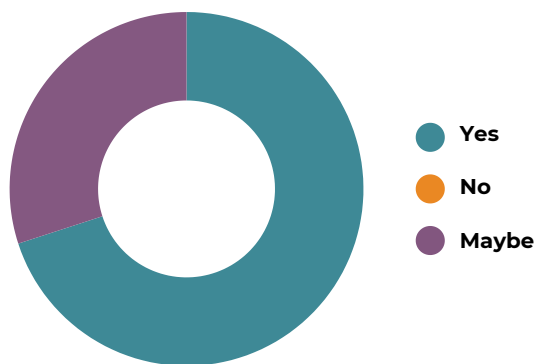
1. Parent Club Community
2. Foundations for Parents and Caregivers
3. 2024 Certification Classroom
4. Hand in Hand Basics Mini Course
5. Building a Listening Partnership Course

Foundations Course

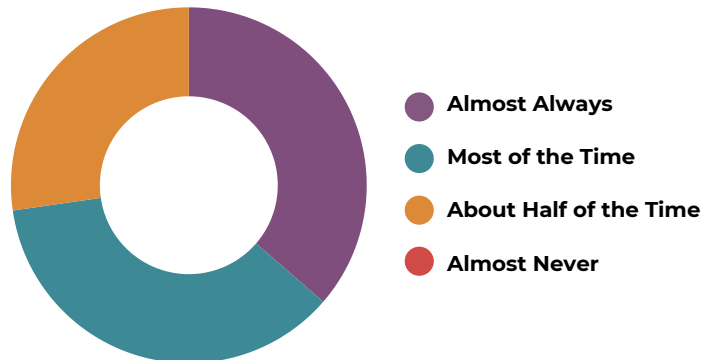
Outcomes 2024

After participating in a Foundations Course for Professionals or Educators, participants said:

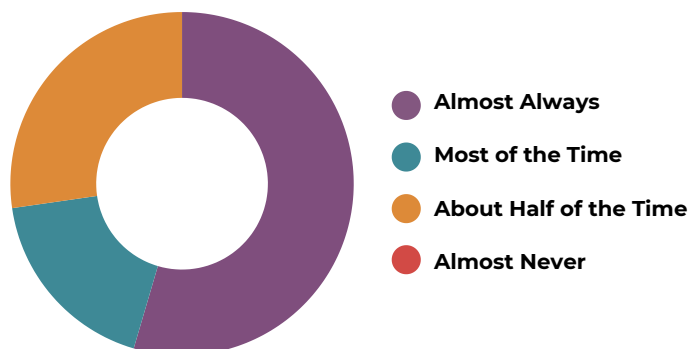
I would recommend a Hand in Hand Course to other professionals



I have a range of effective strategies to use when setting limits on children's behavior.



I feel confident in my ability to help children who are experiencing challenging situations.



Participants reported that as result of this training...

"I feel better equipped to coach adults and children; I am thankful to still have access to the materials, as I feel like I need to go through the materials again."

"It opened up my thought processes, it was reassuring to me that some of my methods were actually good, it helped me to make connections better between the root causes and how to deal with the behaviours that stem from them, to also understand how my own history and current circumstances affect my ability to cope and the importance of understanding new healthy ways of communicating and interacting, while also knowing that there are ways to get and offer support as caregivers."

"I feel more confident in communicating effective strategies with parents for them to better support children. "

"Positive impact, it was helpful to hear the instructor's and other student's real-life examples (mistakes, progress, change of perspective or approach...)"



Year in Review: Social Media Community



Most liked
and shared Facebook and
Instagram post in 2024

10 Signs Your Child Is Seeking More Connection

1. Whining
2. Clingyness
3. Weepiness
4. Pushing Limits
5. Nagging
6. Tantrums
7. Antagonising siblings
8. Inability to share
9. Being rigid
10. Separation issues

 hand in hand

Despite popular belief

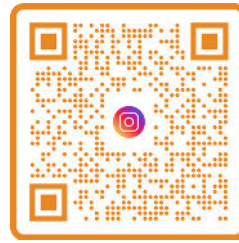
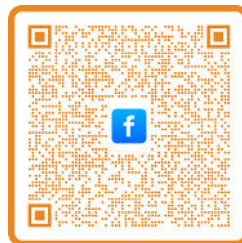
these signals are
CONNECTION-seeking
NOT attention-seeking.
They are also no reflection
on you and your ability to
show up for your child.

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Children can come off-track

for myriad reasons.
Many outside of our control
and that's okay... that's real
life (and being human)!

 hand in hand



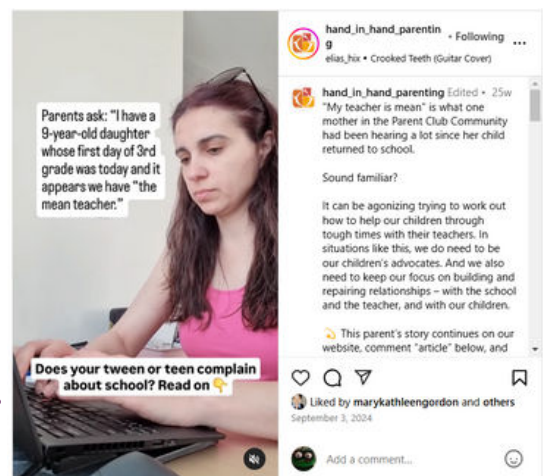
click to view
the whole
slide series

Most liked and shared:

Highest reach:



click to view



Year in Review: Educators and Professionals

Participants in our Foundations Courses for Professionals and Educators in 2024

56

Professionals

10

States

8

Countries

“

It opened up my thought processes, it was reassuring to me that some of my methods were actually good, it helped me to make connections better between the root causes and how to deal with the behaviours that stem from them, to also understand how my own history and current circumstances affect my ability to cope and the importance of understanding new healthy ways of communicating and interacting, while also knowing that there are ways to get and offer support as caregivers.

”

Hand in Hand Making Connections with Colleagues

Research Poster Presentation at the 2024 Zero to Three Conference with Pam Oatis and Shelley Macy



Shelley shared, “What was clear to me at the conference is that the early childhood field has come to understand that the emotional, physical, and behavioral health of the people working with young children deserves, needs, and requires support.

What Hand in Hand has to offer with our focus on and our expertise in teaching people how to use Listening Partnerships and our four adult-to-child listening tools has the potential to be a tremendous resource throughout the field. Staffing our poster was a joy because people resonated with what they could see and read and what we have to offer.”

Pam shared, “The Zero to Three Conference left us hopeful about the thousands of people in the US and beyond providing policies and programs for young ones and their families. We are part of a large movement dedicated to improving resources for children, families, and those of us who serve them.”

A sampling of the communities we’ve supported in 2024 through workshops, trainings, consultations, foundations courses, and support groups:

- Foster Care Staff in Indiana, USA
- Occupational Therapy Clinic Families, Boston MA
- Refugee Community, Germany
- Afghan Refugee Community, UK
- Educators learning about social- emotional learning, across US
- Staff at Lummi Nation K-12 School, Bellingham, WA
- Marriage and Family Therapists, CA, USA
- Young Adult/Teen Parents, Austin, TX
- Training program for 30 teachers in a school district with primarily disadvantaged families, Mumbai, India
- Parents living in war zones in the Middle East
- Parents of Tweens and Teens across the US

Year in Review: Our Instructor Community

Our 250+ Certified instructors are the beating heart of Hand in Hand, providing workshops, courses, and support groups to parents, educators, and professionals worldwide



over 60,000
connection
hours with
families,
professionals,
and other
instructors



over 6000 hours of professional
development
completed



Our Instructor and
Candidate Dad
community grew by
two with the addition
of two dads in our
Certification program



First Pair of
Siblings
Certified as
Instructors



Our 2024-2025
Certification Program
Cohort includes
20 participants from
9 different countries



A warm welcome to our
newest Instructors!

- Kris Kohlman from Germany
- Ailee Dembo and Rosada Martin from the US
- Alison Macklin from Canada



View the Interactive Map
of our International
Community of Active
Instructors!



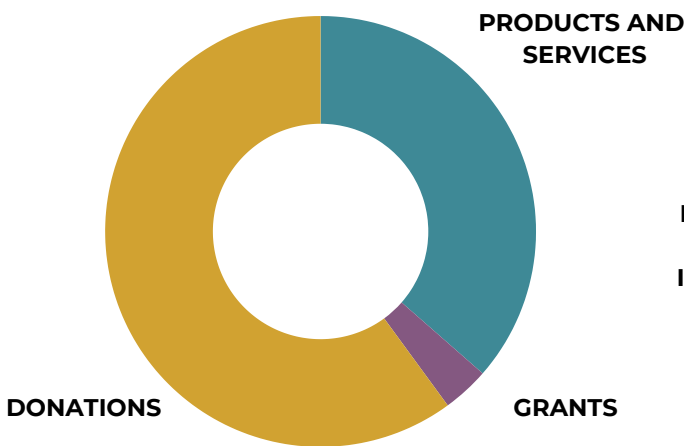
Hand in Hand Certification
Program Insights with Certified
Instructor Belynda Smith

Financials

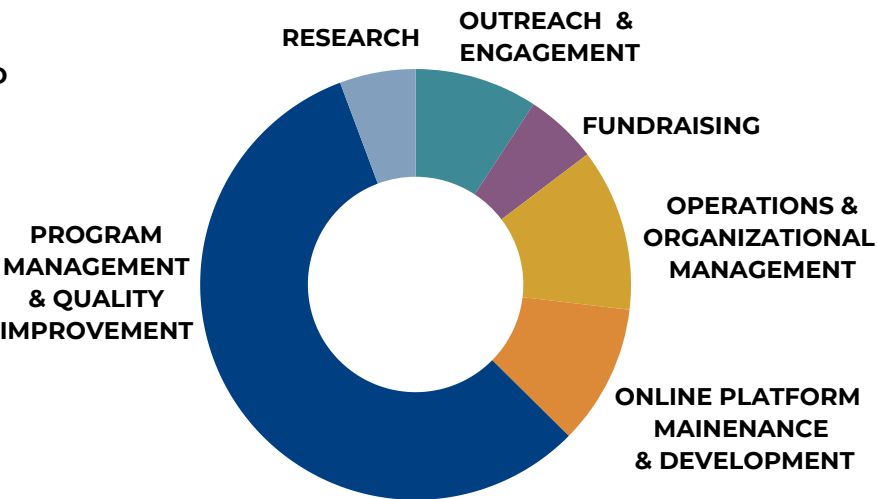
In 2024, Hand in Hand had a total revenue of \$793,352 with \$220,839 (28%) coming from earned income on our products, classes and services. We received generous support from donors and foundations, totaling \$572,512 (72% of revenue), underscoring the invaluable partnerships that enable us to fulfill our mission. Total expenses for 2023 were \$776,906, with \$374,696 of this allocated to employee salaries and related expenses, \$288,921 allocated to contracted services, and the remaining \$113,289 allocated to general operating expenses.

With 86% of our expenses dedicated to staff and contractors engaged in program delivery and outreach efforts, our organization maintains a steadfast commitment to fiscal responsibility and direct support of our communities. We employed 6 US-based staff members and 25 contractors located in 8 countries. This year's financial performance, bolstered by strategic investments in our technology infrastructure and tech support for our fully distributed international organization, positions Hand in Hand Parenting for continued growth and impact in the years ahead.

Revenue



Expenses



Inspired by Hand in Hand

“Over the past 34 years working with Hand in Hand, the journey has been immensely rewarding and transformative. The stories and experiences shared by the families in my San Mateo County community and Australia have been a continuous wellspring of inspiration. Witnessing their children thrive and lead healthy, joyful, and productive lives within their homes and communities has been truly remarkable, and so hopeful breaking generational cycles of violence. Over the many years, I've witnessed the transformative power of Hand in Hand Leaders. Families, through your knowledge and leadership, are cultivating relationships that are wholesome, playful, and filled with joy and hope. The impact of Hand in Hand is truly generational - I continue to benefit. Several weeks ago, I had a serious injury that required surgery. I am grateful for my HiH listening partnerships that are helping and supporting me through my recovery. Healing comes in many ways, Hand in Hand does it well!

Supporting Hand in Hand is not just a financial commitment, it's an endorsement of an organization that embodies goodness, wholesomeness, and integrity. Hand in Hand continues to change hearts, improve health, and instill hope in individuals, one at a time. It is a privilege to be part of this mission that changes lives.”

- A Long-time Instructor, Educator, and Supporter of Hand in Hand

Stay Connected with Us in 2025

Thank you to all of our donors, funders, volunteers, and all of our friends who have sustained this work and helped us grow in 2024.

Learn with Us

Join our global network of parents and caregivers in nurturing and protecting every parent & caregiver's and every child's innate instinct to love, connect, and heal from hard things.

Donate

Your support changes families by giving parents and other caregivers the tools to reach children and build resilient, joyful, and connected communities.

Connect on Social

Follow us on Instagram, like us on Facebook, connect with us on LinkedIn where we have tips, tools, live support webinars, and access to Certified Instructors.



Sign Up

Sign Up for Hand in Hand's newsletter to get real-time updates about new articles, courses, event listings, and organizational updates.



handinhandparenting.org

Platinum
Transparency
2024

Candid.