



Holistic Moms
Network

**LIVING HEALTHY,
LIVING GREEN**

2009 Annual Report

2009

HIGHLIGHTS

- **HMN Advisory Board**
- **Website Redesign and Launch**
- **Holistic Moms Goes Hollywood**
- **Sponsorship Program Development**
- **Member Profile**
- **Financial Statement**
- **Building Communities**



“I cannot thank you enough for supporting me and my journey in motherhood. I feel so abundant and rich with friends, some I have never met yet, some I only know via email, yet I know I have found my tribe, a place to call home, a place to come home to after a busy day of work then tending to my family. Knowing I have HMN keeps me whole, keeps me connected. It ignites my spirit and helps me learn all the little things slowly but surely, like helping my home become non toxic, changing my toothpaste, or just knowing there are SO MANY like-minded parents striving for fulfilling their children’s purpose in life. Thank you for all that you have done, do and will do.” **Alison, FL Member**



HMN Founder and Executive Director, Nancy Massotto with Son Michael

"I really am a big supporter of the Holistic Moms Network. Even with all the wonderful articles we publish at *Mothering*, parents still need community. It isn't easy to change and do things differently without a supportive community. That's why Holistic Moms Network is essential to natural parents and to the growth of natural parenting in this country."

Peggy O'Mara, Publisher, Mothering Magazine

Peggy O'Mara, HMN Advisory Board Member



Celebrating Parents

With each journey into parenthood come a thousands decisions: from how to birth our children to what to feed them; from how to nurture and empower them; to how to keep them healthy.

A new generation of moms are turning to the wisdom of earlier generations—seeking out natural, holistic remedies and parenting choices, with an eye on organic and modern influences. These holistic parents

are passionate about health and well-being and want to be connected—to their kids, to each other, and to the planet. The Holistic Moms Network brings the voices of these parents together in a national organization that builds local communities for support, connection, and awareness. Our Chapters help parents become empowered by being educated and supported, enabling them to make the best choices for themselves, for their children,

and for their families.

We respect the informed choices of our parents, and their right to make the choice that best suits their unique situations. The past six years have taught us the power of bringing parents together and the amazing changes we can all make for better health and a more sustainable lifestyle. We are proud to serve our mission and our members.

New Look for Holistic Moms

HMN was thrilled to launch our **new website** in June, with a fresh look, new features, and improved functionality for users. With more than 40,000 visitors each month, the new site helps parents to find local HMN communities across the US and helps them to connect with holistic living resources through articles and links offered by our esteemed

Advisory Board members.

The new site also raises awareness for our Sponsors, provides members with an easy way to subscribe to our HealthE Mama News e-newsletter, and to check out our monthly Green Mama Tips featuring practical ways to live healthier and greener each month. HMN merchandise items, including our featured

cookbooks, are also available through the site.

Throughout the site, HMN members and leaders are featured in photographs and links, and the site itself was designed by one of our Holistic Mom members, Cornelia Mazzan of Mazzan Design Group.

Advisory Board Launch

This spring HMN welcomed our new Advisory Board, an exciting group of professionals sharing their passion for holistic living and parenting and partnering with HMN to make a difference.

Advisory Board Members include:

Peggy O'Mara, *Publisher and Editor of Mothering Magazine*

Barbara Loe Fisher, *Co-Founder of the National Vaccine Information Center*

Chef Ann Cooper, *author, renegade lunch lady, and school food activist*

Lauren Feder, MD, *author and holistic pediatrician*

Jan Hunt, *parenting educator and author*

Wendy Priesnitz, *Natural Life Magazine publisher and author*

Elizabeth Pantley, *parenting educator and author*

Sherri Tenpenny, DO, *physician and author*

Celebrity Spokesmama: Mayim Bialik



Actress Mayim Bialik is proud to be a holistic mom. Best known for her lead role as Blossom Russo in the early 1990's NBC sitcom "Blossom" and for capturing hearts playing the young Bette Midler in

Mayim Bialik, Actress HMN Spokesmama

"Beaches", Mayim was named celebrity spokesperson for HMN in July.

Health-conscious and green mom to two small children, Mayim Bialik has been a member of the Holistic Moms Network for several years. "For those of us who parent against current trends, and for those of us who are parenting after educated, compassionate decisions,

to do so without support can be disheartening, discouraging, and often leads to straying from our instinct," explains Mayim. "HMN provides the support and education that we historically have gotten from close-knit communities."

HMN launched a national advertising campaign featuring Ms. Bialik and is working with her on a number of speaking engagements and opportunities to raise awareness for the organization.

"In HMN, I really found my people and it helped me gain confidence in my parenting choices."

Mayim Bialik, Actress and Holistic Mom

New Sponsor Support

HMN welcomed new Sponsors into our growing community in 2009, including partners **Boiron USA** and **Organic Spa Magazine**.

Our new partnership with **Boiron USA**, the world leader in homeopathic medicine, kicked off with a free educational webinar about homeopathy for colds and flu. Hundreds of HMN members joined

in to learn about homeopathy and its efficacy.

New partner **Organic Spa Magazine** shares a lifestyle and wellness philosophy with HMN and through our partnership, we are spreading word of our growing organization to their readers, while sharing

their many features and tools with HMN members.

NAP, Inc., the **National Center for Homeopathy**, and **E Magazine** also joined HMN as Sponsors in 2009. HMN continues to work with renewing Sponsors **Organic Valley**, **Mothering Magazine**,

2009 Natural Living Conference

Today's parents are increasingly interested in natural and organic options for themselves and their families, but in tough economic times parents wonder if going green is simply too expensive. Will green living take a backseat in an uncertain economy?

According to green lifestyle expert, TV host, and lifelong advocate for organic living **Sara Snow**, living

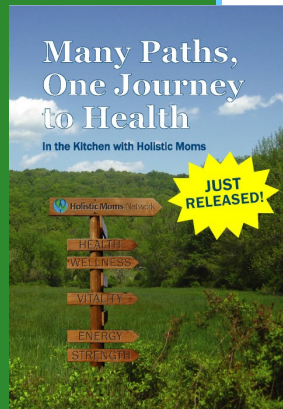
green doesn't have to cost more. In fact, switching to green and natural options can save. Ms. Snow presented simple ideas for green living in her Keynote Address at the 2009 Natural Living Conference, along with parenting expert and author Naomi Aldort, Ph.D..

The October event drew more than 300 people and also featured workshop sessions, a holistic ex-

hibit hall with more than 40 natural vendors, a silent auction fundraiser, and a musical opening ceremony. Many HMN Chapter Leaders were in attendance, taking information back to their local communities.



2009 Natural Living Conference DVD



HMN Releases a Second Healthy Cookbook

“At HMN, we are focused on building support communities for holistic parents and helping them to learn about a variety of wellness options. This new partnership with Wellness Possibilities takes our mission to the next level by bringing together practitioners and parents who share a passion for wellness and all things holistic.”

Nancy Massotto, Executive

Director

Many Paths Cookbook Release

In November, the Holistic Moms Network released ***Many Paths, One Journey to Health: In the Kitchen with Holistic Moms*** the second member-driven healthy cookbook. This simple yet powerful cookbook is as diverse as the organization’s membership, embracing dietary philosophies from raw food to macrobiotics, gluten free to ***traditional hunter-gatherer diets***. ***Many Paths*** contains more than

300 recipes submitted by the group’s members who embrace holistic health and green living, although the path they each choose to improve their health may differ considerably. The cookbook is divided into a number of categories: Farm to Table, Gluten Free/Egg In November, the Holistic Moms Network released ***Many Paths, One Journey to Health: In the Kitchen with Holistic Moms*** the second member-driven

healthy cookbook. ***Many Paths*** also features a special Remedies and Other Recipes section including “recipes” for natural bug repellent, non-toxic home cleaners, and detoxifying teas and baths.

The book kicked off with a huge reception from members and is likely to outpace sales of our first cookbook, ***Growing Healthy Families***, with more than 2,000 copies sold to date.

Wellness Possibilities Partnership

In December, the Holistic Moms Network announced a new partnership with Wellness Possibilities, a national online directory of trusted, holistic wellness practitioners and service providers. Beginning in January 2010, HMN members will be automatically enrolled in the Wellness Possibilities *Wellness Club* at no extra cost.

The Wellness Club provides Wellness Possibilities users with savings and discounts on a wide range of holistic services including yoga, hypnotherapy, chiropractic care, prenatal services, and much more.

With Wellness Club membership, HMN members will be able to use the Wellness Possibilities direc-

tory to quickly and easily find affordable ways to meet individual and family wellness goals.



HealthE Mama News

In January, HMN launched our new free newsletter, the ***HealthE Mama News***, designed to give healthy mamas news and information about living holistically.

Each month, we will be sharing great tips and

news of our growing community, including feature articles from our advisory board and sponsors, new Chapter announcements, and practical information that parents can use to live greener and healthier.

We will also be highlighting HMN Sponsors through our newsletter and providing opportunities for members to join us, sign up for more information, or connect through social networking. To date, more than 2,500 subscribers have signed up for our HealthE Mama News!

Member Profile: Meet Bryn



HMN Member
Bryn
Gillow, DC

Name: Bryn A. Gillow, DC

Chapter Affiliation: Poconos, PA chapter

Tell us about yourself (occupation, hobbies, children, passions, etc):

I am a very passionate Chiropractor of 9 years, a wife of 4 years to my amazing husband Joshua and mom to my fantastic little boy Jakob of almost 2 years! Being a mom, a wife and a Chiropractor certainly takes up most of my time, but I do enjoy hiking, horse back riding, ballroom dancing, volleyball, traveling and taking an insane amount of pictures of my family and friends.

What got you interested in holistic living?

Studying to be a chiropractor definitely started my love for all things natural and for the amazing power of the body to heal itself. I knew I wanted a home-birth long before I was pregnant and I had learned a lot about the dangers of vaccinations while in Chiropractic College. So that got the ball rolling with me looking for other like-minded people and more holistic information when I got pregnant.

What are your top three holistic passions?

Without a question my top three passions are 1) chiropractic (no surprise here, I guess!) – especially taking care of pregnant women, infants and children, 2) vaccinations – giving people the information they would never receive from their pediatrician! And 3) breast feeding – if mom and baby are at all able to do it, I believe it's one of the biggest gifts they can give to each other!

But the list could go on and on with my holistic passions: organic foods, natural toys, cloth diapering, attachment parenting, homeopathy, co-sleeping, baby wearing, - once I got started with it, I would not know how to do things any other way with my son.

What holistic lifestyle or practice could you not live without and why?

I think my previous answer already covered all of that.

What unholistic lifestyle or practice do you still participate in (or refuse to give up)?

Even though I don't want my son to watch TV or eat candy – as soon as he goes to bed, those rules do not count for my husband and me!

How has holistic moms affected your life?

I had been reading *Mothering Magazine* and saw the ads for HMN in there. I immediately went online and was so disappointed that there was no chapter in my area. But about a year later I saw a flyer that someone was starting a Pocono chapter! I was SO thrilled! I contacted Nina that night and joined at the first meeting. It is wonderful to have the resource of so many other like-minded parents in my area, to meet with them, to have my son play with their children and to take advantage of all the informational meetings. I also am so very grateful to the national yahoo HMN group! It is amazing to have all this information and support at my fingertips! Reading everyone's questions and answers is so wonderful because it opens my eyes to issues I never thought about and I enjoy being able to contribute here and there or posting my own questions.

Thank you for having this wonderful organization!

“It is wonderful to have the resource of so many other like-minded parents in my area, to meet with them, to have my son play with their children and to take advantage of all the informational meetings.”

Bryn Gillow, HMN Member



Revenues & Expenses

The ongoing work and projects of the Holistic Moms Network would not be possible without the thousands of members who support our organization and Chapters, our national and local Sponsors, and our gracious donors.

We are grateful for their passion, commitment, and support of HMN and thank them for helping to make our vision of growing holistic community into a reality.



HMN Mamas Connecting in Tennessee.

“The growth of HMN has been nothing short of astounding, especially given our modest budget and small staff. We are honored to be able to serve so many parents through our programs.”

Trustee, Kasey Errico

2009 Revenue

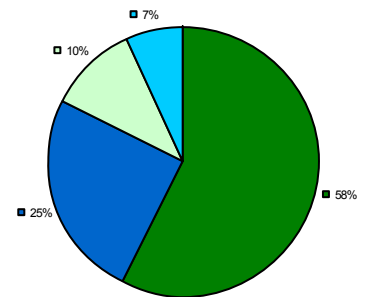
Revenue:

Membership Dues: \$106,462 (58%)

Contributions & Gifts: \$19,511 (10%)

Annual Conference: \$47,444 (25%)

Merchandise Sales: \$12,868 (7%)



2009 Expenses

Expenses:

Chapter Support: \$47,191 (26%)

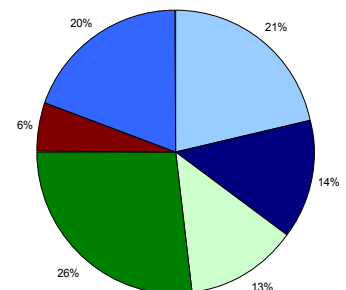
Management & Operations: \$37,651 (21%)

Professional Fees: \$24,074 (14%)

Publications: \$23,366 (13%)

Communications & Advertising: \$9,826 (6%)

Natural Living Conference: \$34,576 (20%)



DC Area HMN Mamas

Making a Difference



At HMN we have learned that successful parenting is greatly enhanced through support. Mom-to-mom support is valuable no matter what lifestyle path you have chosen, but perhaps even more so with those who are choosing an unconventional, holistic option for their families.

By offering parents in-person communities, online connections, and a wealth of resources and information, HMN makes a difference one family at a time.

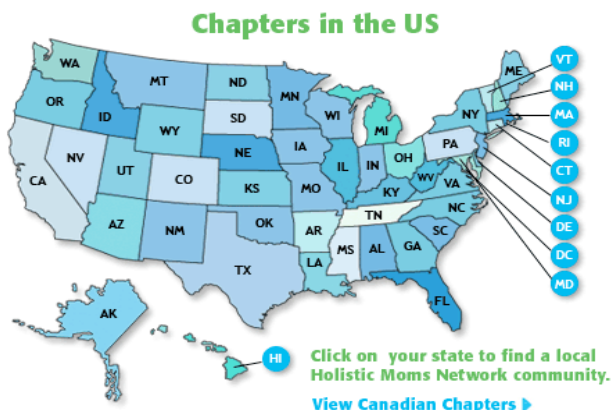
“HMN has brought insight, information and courage in my life. Several of this year’s chapter meetings were truly life-changing, introducing me to new perspectives and ways of thinking.”

Mariana, MA Member

Building Communities

In just six years of operation, the Holistic Moms Network has grown from one local moms group in New Jersey to a national organization with more than 120 Chapters across the United States.

Member and donor support, as well as partnerships with our Sponsors, drive our success and continued growth.



What Moms Are Saying

“I appreciate my chapter so much and the opportunity it has created to meet others interested in holistic living. The Online Connection is incredible in terms of gaining information on holistic topics that the national media ignores. I love the wisdom and advice of mothers all across the nation. I was just telling my husband about all of the changes our family has made in the past 6 months to reduce our exposure to toxins and keep ourselves healthy. Thank you HMN!” – *Tricia, MN Member*

“HMN is an inspiring influence for making these huge, slow changes in society and individually, and I’m honored to be a part of it (joined very recently). I feel like I’m finally discovering the “cutting edge” of health knowledge, and it’s nothing like what I’d envisioned. It’s really the opposite of what we are told, in a lot of ways. Thank you HMN!” – *Pam, IL Member*





Holistic Moms Network

The Holistic Moms Network is a national, membership-based and managed, non-profit organization with more than 100 chapters across the US and Canada. The organization is headquartered in Caldwell, New Jersey and launched its first chapter in 2002 in Essex County, NJ.

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Living Healthy, Living Green

The purpose of the Holistic Moms Network is to provide awareness, education, and support for holistic parenting and to offer a nurturing, open-minded and respectful community for parents to share these ideals. Members' interests include: natural health and wellness, nutrition and organic whole foods, integrative/alternative medicine, natural childbirth and breastfeeding, positive parenting, and non-toxic, eco-friendly living. Members can participate in educational meetings, local play-groups, and social events in local chapters across the North America.

