



Spring 2009

Dear Friend,

The Parent Coaching Institute (PCI) enthusiastically announces its official designation as a 501(c)(3) public charity. This recent announcement by the IRS means that now our important work of **training and certifying Parent Coaches and offering Parent Coaching Services** can expand in profound ways. And we are eager to move forward with many projects to help alleviate family suffering. We don't have a minute to waste in pursuit of the PCI Vision:

To transform the world by revitalizing parenting.™

I invite you to join us in working to fulfill this vision.

The PCI's innovative and effective coaching model has made us national leaders in family support. From the *Wall Street Journal* in 2003, to *Better Homes and Gardens* in 2004, to the *New York Times* in 2005, to the *Today Show* in 2006, and to *Newsweek* and *Ebony Magazine* in 2008—**there is no other family support organization in this nation that has received such a broad range of interest and acclaim than the Parent Coaching Institute.**

Why? Three main reasons.

1. We are serious about empowering mothers and fathers to parent well and we at the PCI get the job done.

After all, it's parents that positively change society. When parents meet children's developmental needs with ease and joy—children grow up to be wise, caring, and empowered adults, capable of effectively addressing the increasingly complex problems of our times. PCI Certified Parent Coaches® are especially trained and equipped to not only provide necessary resources and encouragement to parents, but also to catalyze a deep change process within the parents themselves. The PCI Coaching Model is based on positive change process strategies that have worked very well in the business world. The PCI is the first and only organization to bring this leading-edge information to families. After a PCI coaching series—mothers and fathers are transformed. Our research of the past seven years demonstrates this.

2. We are in the middle of a screen technology/media revolution that is fundamentally changing the very fiber of our daily lives and we at the PCI know how to help parents navigate it so their kids aren't damaged by it.

PCI Certified Parent Coaches® are specially trained to help moms and dads deal proactively with these critical issues—from DVDs for babies to teen sexting and everything in between, PCI Certified Parent Coaches® have devoted a significant portion of their training to learning how to compassionately support parents without judgment while providing accurate information about all media-related issues. Since only 6% of American parents know important information from experts like the American Academy of Pediatrics regarding media-related issues, the PCI's service to parents is vital—and unique. *There is no other family support organization in the world that has such a focused objective.*

3. Children don't wait; they keep on growing. We at the PCI know how to help parents apply crucial brain research to their daily decisions with kids—at all stages of development.

If children's cognitive, emotional, and social needs are not met during one stage of their lives, these needs spill over to the next stage of their development, adding more needs to be met. Eventually all the unmet needs add up and create complex problems—for the children, the parents and for society as well. There is an extreme urgency to provide PCI Parent Coaching as a family support framework because positive changes begin immediately at the start of the PCI Parent Coaching process. PCI Certified Parent Coaches® empower parents to meet their children's needs, putting kids back on track toward a successful adulthood.

As the first step in our expansion, the PCI is seeking 1,000 people to donate \$1,000 yearly to our efforts. Are you such a person?

*If so, I would like to speak with you personally to let you know how your money will be used and how the PCI would recognize your yearly gift in a special way. If you cannot donate this amount at this time, would you pass on my letter to a friend who might be able to do so? Would you consider giving the PCI a gift that works for you? **Any heart-felt donation is very much appreciated and will be used to good purposes.** (Your contribution, according to our letter from the IRS "is tax deductible under section 170 of the IRS Tax Code.")*

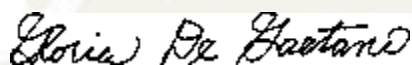
Even though we are a charitable organization, we do not seek charity from you—but rather we seek a dynamic relationship. With your generosity and support of the PCI Vision together we co-create new forms that truly empower, enrich and encircle parents with a caring support system—something that most parents have not experienced before and our society has not adequately developed—so far.

Please visit our Web site: www.thepci.org. There is a wealth of information there, including a history of the PCI and a Research Summary of three of our parent coaching projects.

I would like to send you an information packet, including a newly published book, *Parent Success Stories*, which provides inspiring stories from a sampling of the thousands of parents we have helped so far. Please give me a call at 425.401.1519 or e-mail me at gloria@thepci.org.

As you know, the suffering is great. The time is now to do what we can about it. I look forward to speaking with you soon. It would be an honor to share with you why I started the Parent Coaching Institute and why I'm convinced it can change the world.

With Much Gratitude and In Much Hope,



Gloria DeGaetano

Gloria DeGaetano, Founder and CEO
Parent Coaching Institute