



2020-2021

Community Annual Report

Together
We Raise
Monterey
County!





2020–2021

Community Annual Report

[Download our community annual report](#) as a PDF and interact using [Adobe Acrobat](#) ([download for free](#)).

Our Vision

All children reach their unique potential in a family and community that values, respects, and invests in early childhood.

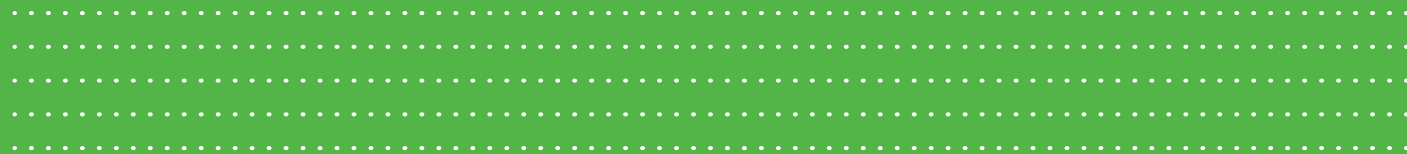
Our Mission

We enrich the lives of children, prenatal through age five, and their families by strengthening connections and advancing quality within a whole system of care and support.

Guiding Principles

Equity Focused • Systems Innovators • Relationship Based • Reflective • Good Stewards

Contents



Welcome

2020–2021 was a period of challenges and opportunities in ways that we have not seen before. Our county saw record numbers of COVID-19 cases, three wildfires burned, and we faced a racial awakening that shook many of us to our core. In the shadows cast by these events, organizations and individuals have struggled to make decisions that are best for our community. Decisions that affect our physical and mental health, economic security, education, and child care – all of which are essential for our well-being. However, through all these challenges there have also been opportunities for personal reflection, connection, growth, and the examination for how systems impact the everyday lives of each of us.

Though there have been many dark days over the course of these past couple of years, there have been many shining moments that we have come to appreciate. F5MC and community partners have come together to meet immediate needs and rallied to address cracks in systems designed to support those that have been made most vulnerable.

Our FY 2020–2021 Community Annual Report provides a snapshot of many of the ways First 5 Monterey County and our community came together:

- Co-sponsored nine vaccine clinics to ensure **2,145 child care essential workers** were able to receive vaccines and keep child care homes and centers healthy and safe;
- Funded and distributed **2,500 Shelter In PLAY Family Fun Boxes** in partnership with MYMuseum and other funders that went to wildfire evacuees and other families across the county;
- Provided Technical Assistance (TA) to **227 in-home and center-based early educators** via intensive virtual small group reflective meetings with a Mental Health Consultation team of 12 therapists;
- Hosted trainings to support more than **3,986 providers and educators in the early childhood workforce** that include mental health workshops, parenting education, and building strong relationships;
- Conducted parent advocacy sessions with close to **300 participants elevating parent experiences and voices** to impact legislation;
- Elevated local voices and experiences in meetings with state and federal elected officials during **five virtual bilingual legislative visits**;
- Participated in Toward a Racially Equitable Monterey County training to further educate ourselves and examine our organizational process to support resident-led community transformations;
- In total, more than **22,000 children families and providers were supported this year**;
- And so much more you can read through the annual report!



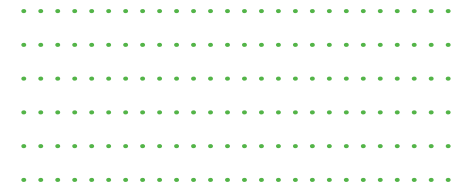
We are so grateful for the hard work and effort that went into this past year. Thank you to our Commissioners, F5MC staff, and to all of our partners for your resilience and tenacity through these difficult times.

**Together We Raise
Monterey County!**

Supervisor Chris Lopez
First 5 Commission Chair

Francine Rodd
First 5 Executive Director

Responding Together



COVID-19 and Wildfires Response

First 5 Monterey County works to meet both long- and short-term needs.

Supporting the Child Care Workforce

The pandemic has highlighted what many of us in the early childhood field have always known, child care is an essential service for our community. For our economy to thrive, we need child care to enable our workforce to return to work. For the long-term well-being of our children, we need quality child care. For there to be quality affordable child care, we need facilities/sites and well-trained educators. Despite the necessity of child care, there were many challenges that surfaced for early childhood educators, including lack of access to vaccines and additional operating costs for health and safety.

F5MC worked together with community partners, including the Monterey County Office of Education and Bright Beginnings Early Childhood Development Initiative, to help improve the system supporting child

care educators. Despite the prioritization of essential workers, child care educators continued to face many issues in accessing vaccination appointments. Often, appointments were only available while educators were watching children, so they could not access the slots. We partnered to host weekend and evening clinics across the county and ensured that various forms of ID were acceptable. In total, F5MC helped sponsor **nine clinics** for an estimated **2,145 child care educators** to receive vaccinations.

When child care centers had to develop and implement new protocols in order to continue care and education to children, F5MC's technical assistance program provided consultants and intensive virtual supports. These supports helped child care center staff prepare for the questions and challenges that children would have with distance learning and staying socially distanced at school.

“

We provided age-appropriate activities and materials on a weekly basis for children who could not attend the program in person. Parents completed a form with the activities done at home. For the children attending in person, our classrooms were set up with visuals for children to be aware of social distancing, and personal hygiene.”

– Mexican American Opportunities Fund Teacher



Partnerships for Child Care

The Monterey Peninsula Chamber of Commerce and Santa Cruz County Bank partnered to host the [1st Annual Education Forum](#) in October 2020 to discuss how the pandemic is changing the face of education, technology, child care, and workforce development. F5MC Executive Director Francine Rodd was invited to discuss the impact of the pandemic on the early childhood workforce, child care, and the community. Francine shared, “Sometimes the future feels hard to see and to say these are extraordinary days, feels like a huge understatement. I believe that partnerships and integration between business and education – including early childhood, will not only help us see through the darkness to the stars, but will also encourage us to innovate and shoot for the stars.”



Shelter In PLAY Boxes

Between sheltering in place and the wildfires in 2020, Monterey County families faced many challenges. First 5 Monterey County provided various opportunities for families to engage with each other at home. Play is the way that young children learn and form connections with loved ones. Though Monterey County families socially distanced themselves, they were still able to keep playing, learning, and bonding together.

[MY Museum](#) and [First 5 Monterey County](#) partnered to create bilingual Shelter In PLAY Family Fun Boxes for **2,500 Monterey County families**. Each bilingual English/Spanish Shelter In PLAY Family Fun Box included a variety of different activities. “Collaborating on the Shelter In PLAY Boxes felt like the ideal opportunity to encourage families to talk, read, sing, and play at home,” said Nina Alcaraz, F5MC Senior Policy, Advocacy, and Communications Manager. “Although families can feel stuck at home, with the Shelter In PLAY Family Fun Box they get to be creative and we get to continue to support ‘out of the box’ thinking.”

2,500

Bilingual Shelter In PLAY Boxes Provided to Monterey County Families

Responding Together

Support to Fire Evacuees

When three separate fires burned through Monterey County, many families were evacuated immediately, oftentimes having to leave everything they owned behind and find shelter with friends, family, or hotels. In response, F5MC made gift cards available to families to meet immediate needs like food, clothing, and diapers. Families received Shelter In PLAY Family Fun Boxes at locations around the county, including evacuation sites and All In Monterey.

Firefighters from the area and around the state put out the fires and F5MC was part of the community in expressing our gratitude.



Thank you firefighters for protecting our children and families!



Let's Help Get Resources to Them for the Next Decade:



Complete Your Census

www.my2020census.gov

English: (844) 330-2020 | Spanish: (844) 468-2020

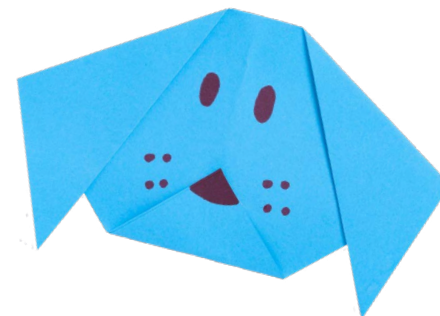


Keeping Creativity Going

Let's Make Origami Video Series:

During shelter-in-place, many families were looking for simple activities that required few materials or items they had at home. F5MC created a series of origami videos so families could make art together. Families could learn how to make an origami puppy, rabbit, and a shelter for these friends! People simply needed a square piece of paper – no scissors, glue, or tape.

This activity is great for exercising children's fine motor skills, teaching them to follow simple directions, and use their creativity. Families had fun with their imagination and language as they made stories about a puppy and rabbit.



Growing Together

Race, Equity, Diversity, and Inclusion (REDI) Work

First 5 Monterey County has always held equity as a guiding principle of our work and is committed to addressing racial inequities. Events over the past several years have made it painfully clear that there is still a lot of work for us all to do in rooting out the systemic inequities that persist in our society. Racism impacts the physical health, mental health, and overall well-being of **everyone**. Every child deserves a life of love and opportunity, and we remain committed to working and advocating for changes in structures that have prevented anyone from reaching their unique potential. Our children will not be 'ready' until our systems embody REDIness.

As a result, F5MC has examined internal systems and advocated for REDI approaches in external systems. For example, we have intentionally called out greater opportunities for diversity in our hiring practices, in approaches to working with community partners, and in efforts to close the digital divide. Staff participated in monthly REDI conversations through the Building Healthy Communities Towards a Racially Equitable Monterey County to continue to grow and integrate our knowledge into action.

In August 2020, Executive Director Francine Rodd was invited to speak at the Non-profit Alliance for Monterey County during their annual conference to discuss the future of Monterey County and nonprofits. Francine gave a stirring talk about struggles, resilience, and our interconnectedness as we all work towards the future success of our children, families, and communities.

“

I appreciated so much that Francine called out systemic racism, and her calm and confident direction for all of us in the nonprofit community to work toward real equity. Francine and First 5 Monterey County are a beacon of hope and commitment for our community. Thank you so much for your leadership.”

– Sue Parris, Project Coordinator, Nonprofit Alliance of Monterey County

Advocating Together

Early Childhood in Local, State, and National Policies

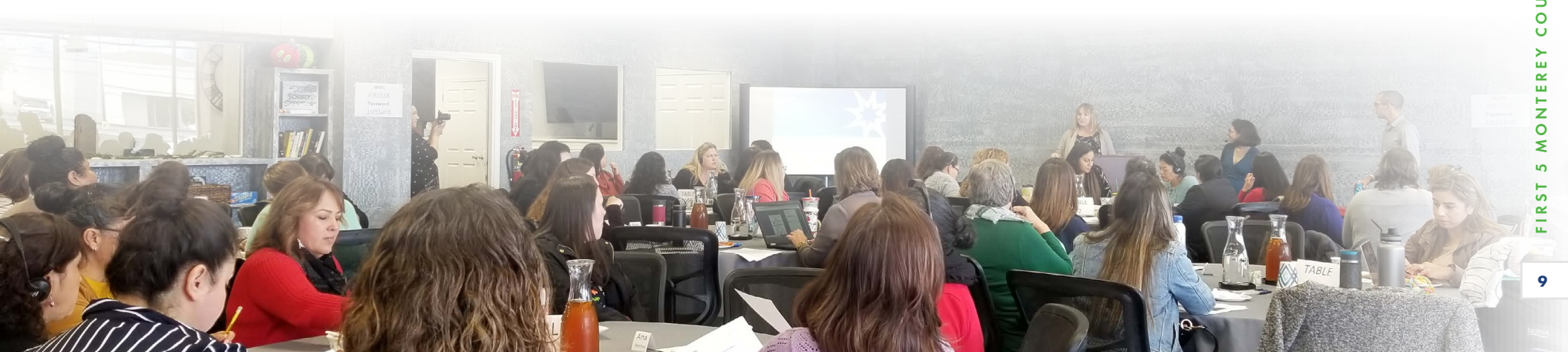
Central Coast Early Childhood Advocacy Network

In 2018, early childhood advocates from Monterey, Santa Cruz, and San Benito counties created the Central Coast Early Childhood Advocacy Network (CCECAN). First 5 Monterey County is a co-founder and serves as the fiscal sponsor of CCECAN.

The group formed to build a common vision for early childhood policy and maximize a variety of organizational strengths. CCECAN has over 200 members and continues to grow, providing events that are fully bilingual in English and Spanish.

Some notable accomplishments this year include:

- Hosting a Parent Power Summit with over 150 parent leaders from Santa Cruz, San Benito, and Monterey counties
- Hosting a special pilot policymaking workshop for a small cohort of parent leaders
- Conducting a virtual COVID Advocacy Briefing around emergency legislation that affects children and families
- Hosting five legislative visits with state representatives Assemblymember Robert Rivas, Assemblymember Mark Stone, Senator Ana Caballero, Senator John Laird, and federal Congressman Jimmy Panetta to discuss issues working families are facing during COVID-19, specifically around wildfires and child care
- Sending letters to state legislators advocating for school funding, paid leave, rent moratorium, and financial support for immigrant families



Advocating Together



“

I like to find spaces where we can connect with stories, that is where I realize that we all have challenges on the path of motherhood. I believe that these spaces connect us with a support network that strengthens us, for me that is the most gratifying.”

– Lizeth Santana, CCECAN Parent



Resilient Together

F5MC Collaboratives and Funded Services

1,557 Children

1,588 Caregivers

80 Early Childhood Providers

In 2016, F5MC held listening sessions to understand the needs of Monterey County families. Many families with young children were asking for services that better understood their unique needs and challenges. F5MC Early Childhood Collaboratives were developed in response to these asks and help connect families to adequate resources. They can also help families with referrals and assist with coordination of services. This past year, more than ever, families and children needed intensive supports to help them navigate through the various challenges they faced. F5MC Early Childhood Collaboratives were critical in helping families during 2020 and 2021.

Collaborative Services may include:

- Parent-child playgroups
- Family, Friends, and Neighbor (FFN) Educator-Child playgroups
- Parenting classes
- Care coordination
- Home visiting
- Parent dialogue groups
- Counseling
- Developmental screening
- Referrals to additional services



“

Through its Collaboratives, [First 5] is bringing people together that work in the same community with the same goals. Having different roles that we each contribute but then having a space where we come together to see how those different pieces come together, has really given a different dynamic and different spirit to our program where it's a lot more united and collaborative”.

- Claudia Gomez, Door To Hope

Resilient Together

Together We Respond

Given the events of the past year, parents had more concerns around affordable housing, job retention, along with accessing technology and the internet. F5MC Collaboratives worked diligently to help address concerns and connect families to a variety of services. Collaboratives continued to provide their regular services and broadened their response to include food vouchers, grocery gift cards, diapers, housing support resources, and advocate for employment protections, particularly for those within the agriculture industry.



“

The Collaborative team determined the need to set up systems of support for basic needs in the areas of housing retention, food access, renewal of Medi-Cal, CalFresh, referral for child care centers, and infant/child basic need supports such as diapers. To best support our families in need of food, our Collaborative established a food pantry that is stocked weekly.”

- Pajaro Saludable/Healthy Pajaro Collaborative

“

I'd like to thank you as teachers, the First 5, and Go Kids, Inc. programs for all the support that has been provided to us, especially during these very trying times. With your help, we are pulling through. Thank you for being a part of our lives and for providing guidance as we've had to face new challenges together with you. Thank you! Thank you! Thank you!”

- Family, Friend, and Neighbor (FFN) Educator

Together We Innovate

During shelter-in-place, many in-person services had to quickly adjust to meet new needs by providing virtual services. F5MC helped families connect to each other and services. In response to community needs, F5MC advocated for funding to close the digital divide and helped provide computers and technical support for parents. Activities that were normally done one-on-one, like home visiting, or in a group setting, like playgroups, moved to phone calls or online. Many of the F5MC Collaboratives provided hands-on learning kits to complement their virtual services.

Pajaro Valley Prevention and Student Assistance offered parent engagement phone calls and home visits once a week to support parents and children. They also provided hands-on activity packages with age-appropriate activities like sensory toys, puzzles, white boards, makers, playdough, and toys etc., for each family participating in playgroups. Alisal Union School District's remote learning packets had sanitizers, quarantine publications, craft supplies, and manipulatives to participate in virtual playgroups they conducted through Google Hangouts.

Centro Binacional para el Desarrollo Indígena Oaxaqueño often offered technical assistance to families and helped them to learn how to use virtual tools. Parents told them that technical coaching

supported their development of new skills and also allowed them to be more involved in their children's education. For those with access to technology and the internet, the virtual setting made services more accessible.

Together We Connect

Physical distancing requirements did not lessen our need for meaningful connections. Many families reported that they felt the importance of consistent and tailored support and guidance during these times and continued to stay connected with the F5MC Collaboratives.

F5MC Collaboratives not only strengthen their connections with families, but also with other organizations around the county. These connections led to stronger relationships and better service delivery for families and children.

“After each group session we heard that staying connected is important even if it is virtual. Families enjoy connecting with other families. It gives them the sense of community and not feeling alone. It is a safe space to connect, have fun, and learn from one another despite all that is happening in the community and in the world.”

- Maria Ramirez, Go Kids, Inc.



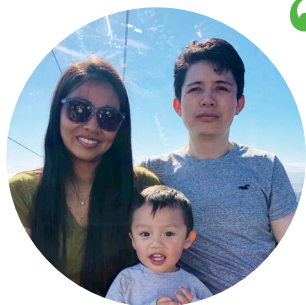
Resilient Together

Home Visiting

First 5 Monterey County's Home Visiting Program (HVP) is a voluntary service for CalWORKs families. The program operates in partnership with the Monterey County Department of Social Services and F5MC funded partners, Door to Hope, Go Kids, Inc., and North Monterey County Unified School District. HVP works with families to support the positive development of pregnant parents and those with young children under 2. Home visitors work with families to promote a healthy child-parent relationship by providing regular visits, coordinating referrals, offering additional parenting supports, and providing items like car seats, books, and educational toys.

Sol and her husband, Edgar, are raising their 4-year-old son, Arturo in Seaside. She was looking for local parenting resources when a friend connected her with the Home Visiting Program, [Parents As Teachers \(PAT\)](#), as part of the [Door to Hope](#) collaborative. Immediately upon connecting with the staff at Door to Hope, she felt safe, comfortable, and supported. Sol worked with the parent educators to build important parenting practices that helped her connect with her child and ignite the inner strength she already had within.

After gaining so much from her work with the organization, she became motivated to help others get access to the same services she did and is currently part of the PAT advisory board.



Each family is different, each child is different. Something that may work for my first child, will not work for my second child, that was quite important to learn."

- Sol, Home Visiting participant



Lilia Wanless, a [Parents as Teachers](#) Educator for [Door to Hope](#), was recognized as the 2020 National Parents as Teachers Parent Educator of the Year. Lilia has been working for 26 years to support families and their children in their homes, fostering positive parent-child interactions through play. As a Parent Educator, Lilia lifts up a family's strengths and helps them work through their own problem-solving skills. Although Lilia is used to helping families in the home, this year she shifted her approach to deliver quality education through video and phone chats.



PAT has been a blessing for me. I first received support when I was a parent. I was so happy and thrilled to find this program in the U.S. and afterwards I began by volunteering with the program. My favorite part of PAT is helping parents recognize that they are the first, most important teacher and they are the experts on their children. This is the greatest motivation and inspires me. I realize that this is my passion and even after 26 years, yes, I want to continue doing this."

- Lilia Wanless, Parents as Teachers Educator for Door to Hope

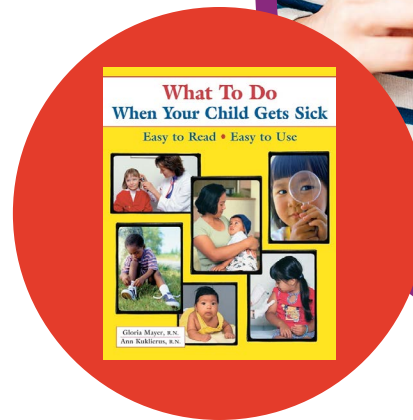
Kit for New Parents

Expecting a baby is a nervous and exciting time! From the womb, parents begin to learn about their child and form important bonds. To help support this relationship, First 5 California offers a free [Kit for New Parents \(Kit\)](#) and First 5 Monterey County adds locally selected items and organizes the distribution for every parent. The Kit recognizes parents as their child's first and most important teacher and includes information on nutrition, safety, quality child care, health, discipline, and early learning. The Kit contains information like the book *What to Do When Your Child Gets Sick*, parenting brochures, and DVDs.

Numerous hospitals, county agencies, and local organizations distribute the Kit in Monterey County to expecting and new parents. Some offer parents additional support to expand on its contents. Despite virtual trainings and distanced distribution, the Kit for New Parents had a banner year – distributing: **4,827 kits** to parents in the fiscal year 2020/2021.



4,827 KITS



Resilient Together

**COMIENZOS
BRILLANTES**
INICIATIVA PARA PROMOVER EL DESARROLLO INFANTIL

**BRIGHT
BEGINNINGS**
EARLY CHILDHOOD DEVELOPMENT INITIATIVE



Schedule your appointment at mcvaccinate.com



Bright Beginnings

First 5 Monterey County is proud to serve as the fiscal sponsor for [Bright Beginnings Early Childhood Development Initiative](#). Bright Beginnings is an initiative of the Monterey County Children's Council and brings together a variety of individuals and organizations working to ensure that all children have what they need to be ready for school and life. Some notable accomplishments that happened in partnership this year include:

- Participating in the COVID-19 Response and Recovery for Child Care and Wellbeing Coalition;
- Mobilizing personal protective equipment and supplies for early care and education providers;
- Supporting coordination of vaccine clinics for early educators and families in Salinas and Greenfield, and through school districts;
- Providing Family, Friend, and Neighbor child caregivers with COVID-related resources, mental health support, and technical assistance;
- Through Central Coast Early Childhood Advocacy Network, coaching parent leaders, like the Mamas de Salinas Abogan, to advocate in policy making and public speaking at local and state government meetings;
- Providing VIDA Community Health Workers with mental health support; and
- Advocating for \$1.5 million from the Monterey County American Rescue Plan allocation to go towards supporting children, families, and the child care workforce

Building Together

Building the Capacity of our Workforce



CARES

[CARES \(Comprehensive Approaches to Raising Educational Standards\)](#) is an investment in building a skilled and stable early education workforce. F5MC partners with local colleges in Monterey to ensure students who are on the Early Childhood Education educational pathway have access to counselors and resources that will help them reach academic and professional success.

Nahid is a student at Monterey Peninsula College (MPC) pursuing a career in Early Childhood Education Development (ECED). Nahid strongly believes that an experienced and well-educated teacher can support and teach children more effectively. He wants to be a part of students' success. Nahid is dedicated to making the most of his educational experience and a friend recommended that he connect with the CARES counselor, Amber Kerchner, to support his educational pathway. Amber worked with him one-on-one to select

classes that he found interesting and that met his program requirements, helped him get the textbooks he needed, and shared information about obtaining ECED permits. The CARES program recognizes the skill set students currently have, while providing them with the expert guidance and resources to continue their success.

Nahid reflects, "CARES program is a very supportive program for students. CARES counselors can help students by providing them information about the classes and other opportunities in the ECED field, assist them in selecting classes that are required for their majors, and also advise students with every aspect of their academics. I believe if students are in touch with CARES counselors and receive guidance and support, it would be very helpful for their academic careers." Educators are the pillars of our early childhood systems and by connecting aspiring teachers, like Nahid, with advisors and resources, we create a better future for all children.

Quality Matters

367 Quality Matters supported educators worked with **2,793** children

Children thrive when programs support their development, well-being, and curiosity. [Quality Matters Monterey County](#) is a program funded in part by F5MC and is being implemented by the Monterey County Office of Education. It was developed to improve child care programs and preschools. Quality Matters works with early childhood educators to ensure the best practices are in place by focusing on capacity building for educators.

410 students are supported through CARES

Building Together



227 supported educators
in child care centers and professional development seminars

Technical Assistance (TA)

First 5 Monterey County's Technical Assistance (TA) program provides professional development seminars and consultation to child care center programs in Monterey County. Consultants and early childhood educators co-develop goals and strategies to enhance child care quality in center-based programs including best practices, staff communication, and program protocols.

This year, F5MC worked with the following child care centers:

- **Greenfield Union School District**
Oak, Mary Chapa, and Vista Verde Preschool Programs
- **Mexican American Opportunity Foundation**
Salinas Child Care Center
- **Salinas City Elementary School District**
Boronda Meadows Preschool

Shannan Watkins is the Executive Director at [Early Development Services \(EDS\)](#). EDS participated in F5MC's first TA program to child care centers to support implementation of high-quality programming and organizational practices. Shannan's involvement in TA evolved over time to meet the changing needs of her organization. The willingness of Shannan and her team to open their doors to consultants, combined with the ability of the consultants to meet the program where they were at, resulted in the development of protocols that connected the staff across EDS's multiple centers that ultimately led to better care for the children. Shannan shares how the TA program supported her team in a way that made them feel accepted and seen, "...having somebody outside of the company to gently guide us, to look at the things that we weren't [looking at] before, was incredibly helpful. And I do believe that we're stronger, better, and more authentic in what we do."

Throughout her team's involvement in the program, Shannan leaned into vulnerability and trust, and was able to not only better support her staff, but also the families that they serve.

Because of Shannan and the EDS staff's hard work, now all of the EDS centers are accredited by the National Association for the Education of Young Children (NAEYC), a prestigious and nationally recognized indicator of high-quality early learning programs.



Learning Together

When it comes to early childhood development, quality makes a difference. F5MC offers professional development opportunities that enhance the skills and knowledge of the early childhood workforce. F5MC trainings create connections, collaborations, and shared resources among a variety of different disciplines and systems.

Circle of Security

Giving children the opportunity to explore while providing a safe and loving space for them is critical for healthy development. F5MC supported 37 service providers who are currently working in Monterey County with children ages 0–5 and their families in receiving the [Circle of Security Parenting](#) (COSP) Training. The training focuses on cultivating

positive relationships between children and their parents.

Hope Griffin-Ortiz, a Supervisor at Monterey County Children’s Behavioral Health Early Childhood Services Team, has been involved with COSP training for multiple years. She finds that its theories, values, and techniques reach beyond the training itself.

“The interventions that you do with young children and families continue to be impacted by the learning

from the Circle of Security, continue to be the lens that we help our most vulnerable families learn and grow in relationship to their children, so I think it’s so powerful,” she shared. Hope has even seen her staff, who are parents of young ones themselves, apply this training in their personal lives and build stronger bonds with their families. She anticipates that the training will continue to grow over the years and will build a stronger network of care for all.

“COSP is helping me see that I can make mistakes and still be a good father. It takes pressure off my shoulders.”

– Cesar, Circle of Security parent



Circle of Security
INTERNATIONAL
Early Intervention Program for Parents & Children

Learning Together

Abriendo Puertas

[Abriendo Puertas](#) is a parent education program that supports Latinx parents of children 0–5. Parents are guided in school readiness, family well-being, and becoming advocates for their children. In 2021, F5MC sponsored Monterey County parent educators, who are already certified as Abriendo Puertas facilitators, to participate in a training series on updated curriculum. A program participant shared how their perspective shifted on working with families, “It reinforced the importance of setting up the environment and virtual experience to reflect the cultural and individual experience of the group’s participants.” Additionally, the training builds a network of parent educators, all 11 participants reported feeling connected to others who could support them in teaching Abriendo Puertas after participating in the program. When providers collectively feel more confident in their ability to effectively share and teach information, children and parents thrive.



Abriendo Puertas
Opening Doors

Mental Health Training: Infant Family and Early Childhood Mental Health

The Infant Family and Early Childhood Mental Health (IFECMH) training offers knowledge about the unique needs of infants and young children, along with skill-building and practical expertise to professionals that work with children and families throughout Monterey County. This past year was the first time the entire training took place virtually and 128 early childhood professionals participated in six sessions over the course of seven months. Participants build knowledge and practical expertise about social, emotional, and developmental needs of infants and young children. Learning about strength-based and healing-centered engagement practices helps participants to fully engage with families in their current work settings. **The program always has a high success in achieving this goal as 98% of respondents reported that participation in the program resulted in an increase in knowledge of how to work with children and their families.**

When he started the program, Gelacio Gonzales was working with an early intervention program in Monterey County and while he loved supporting others, he was on the edge of burnout. When he learned he could participate in IFECMH, he hopped on the opportunity to get involved. Gelacio developed both professionally and personally through the training by combining theory and practice, and learning how to listen carefully to families and their needs. Additionally, he was introduced to tools to better support himself and families, and his overall passion for his work was reignited. Gelacio reflects on the ways the lessons from the training continue to show up in his everyday work, “It’s allowed me to gain so many useful skills, particularly around reflection and mindful self-regulation of really being able to step in and out of the work that I do – in a way that is sustainable for myself and the families.” IFECMH uplifts the mental health of the community by helping dedicated professionals gain the skills to work with families in a way that supports both parties in an effective way.





“

This year has been challenging and stressful for all of us, but the effects on families with young children has really brought on more stress and isolation. The trainings have given me the opportunity to learn how to be more reflective and compassionate towards the families I work with. I have reached out to the families I work with just to check in and see how they are doing. I let them know that I am here to support them in any way I can.”

- IFECMH participant



Facilitating Attuned Interactions

Facilitating Attuned Interactions (FAN) is a national model for family engagement. The training is based on the concept that when parents and children feel heard and understood, they will be able to build more meaningful relationships. Staff who are trained in the FAN model focus on addressing parents' urgent concerns and support parents with what they need most at the moment. Attendees of the training learn how to engage with parents effectively and collaboratively create goals that are based on a family's strengths. The training was offered in both English and Spanish to **42 participants**.

42
participants were
offered training in both
English and Spanish

F5MC Financials

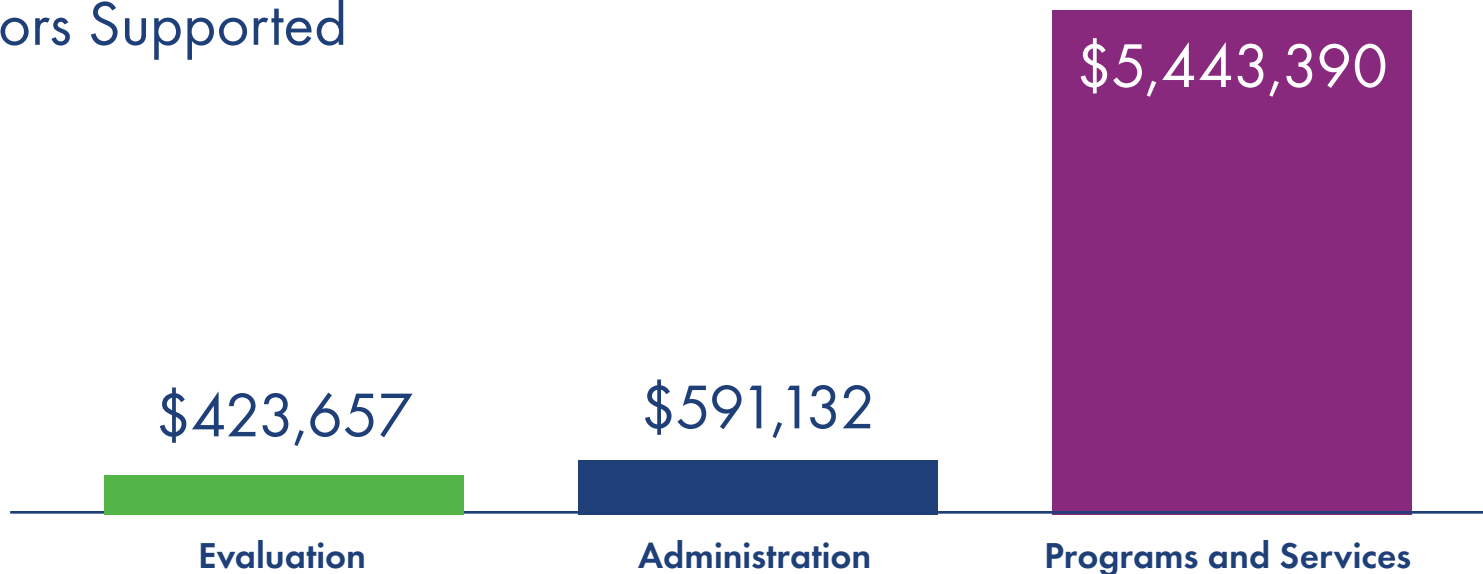
22,270

Children, Parents,
Caregivers, Providers &
Educators Supported

\$6.46

Million Invested

Expenditures
for Fiscal Year
2020-2021:
\$6,458,179



“

The biggest change we saw in our report numbers is the increase we had in screenings this year. This can be attributed to several factors. Our playgroup staff were able to focus more on screening all of their children this year, which allowed them to connect with all families individually and in turn, found more children needing F5MC Collaborative support. More screenings meant more children were found to need additional support and thus more of our playgroup families were introduced to other services.”

- MCSTART Collaborative Member

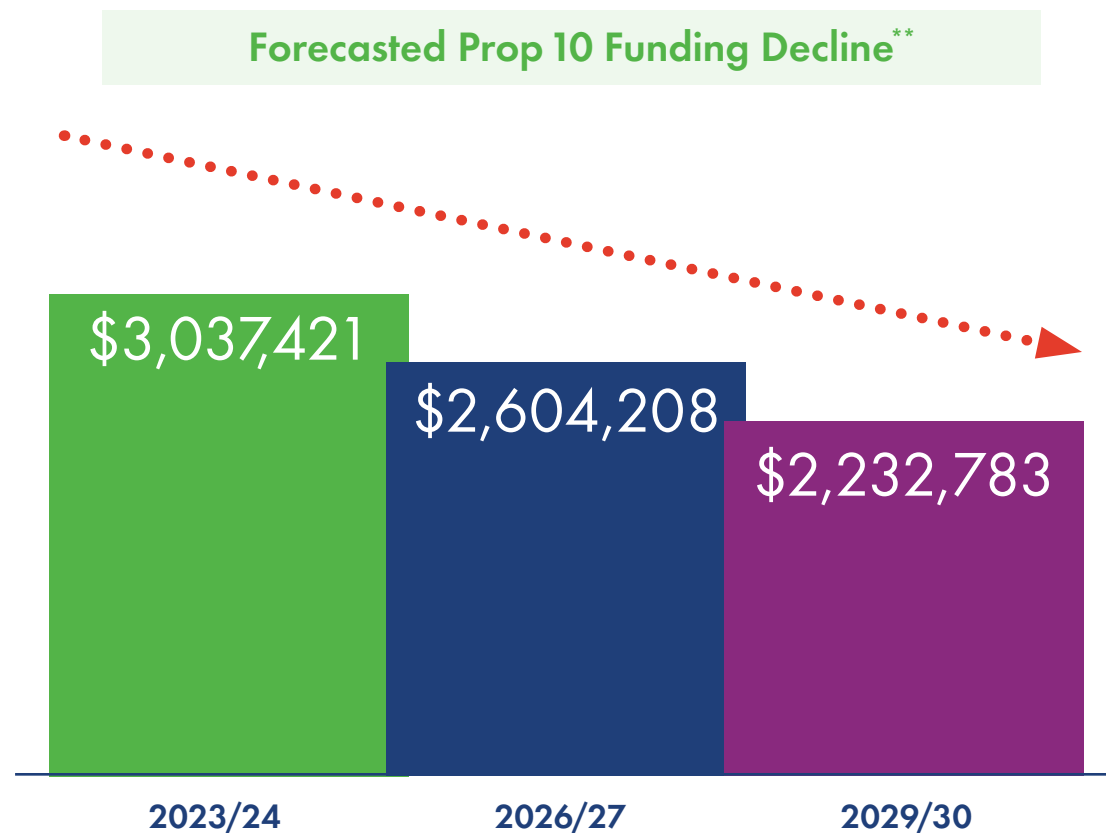


Together **WE** Raise Monterey County!

Early Childhood Equity Stewardship Fund

In 1998 the voters passed Proposition 10, a statewide initiative that provides a dedicated source of funding for programs serving children 0–5 and their families. The voter approved proposition added a 50-cent per pack of tax to all tobacco products. Funds are collected statewide and distributed to each county based on annual birth rates. First 5 Monterey County was established as an independent public agency responsible for allocated the Prop 10 funds in Monterey County.

Less and less people are using tobacco products and while we celebrate this public health victory, we also recognize that this win leads to our unfortunate reality of declining funds.

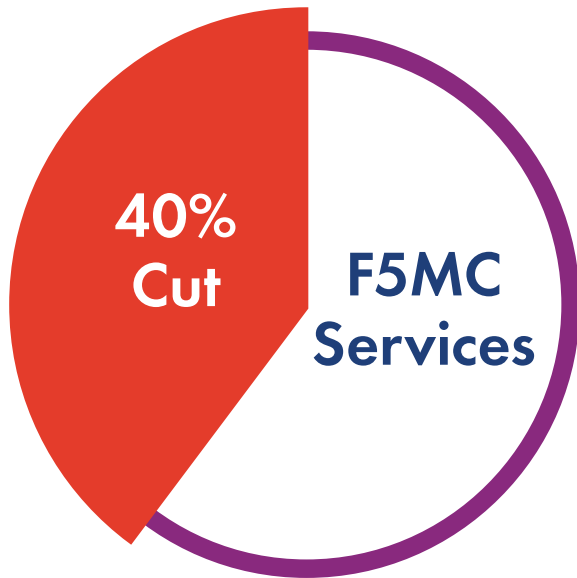


** Proposition 10 funding is from a tax on tobacco products. Therefore, First 5 funding is impacted due to the fortunate decline of smoking rates, which leads to our unfortunate reality of declining funds.



Due to declining tax revenues, F5MC will need to cut \$2.5 million in expenditures — starting in 2023 — that equates to a 40% cut in services.

Knowing that the majority of early childhood funding is declining, F5MC has been working tirelessly to diversify funding sources including seeking federal, state, and local opportunities.



One local opportunity includes the establishment of the Early Childhood Equity Stewardship Fund at the Community Foundation for Monterey County. The Early Childhood Fund seeks to ensure that children of all races and socio-economic status reach their full potential, so that **all** children can thrive. F5MC began The Early Childhood Fund as a way for community donors to be able to focus on young children and their families. The Early Childhood Fund supports essential community programs — including mental health resources and child care, developing and improving systems and policies for families, and continuing to prepare children for lifelong learning and healthy interactions.

The simple truth is that the needs of our youngest generation continue to grow. The potential to

expand quality early childhood programs has always been limited by the lack of funding.

Now more than ever, we need to make early childhood a priority. Investments in early childhood reach generations — helping children and families now and bolstering our communities down the road with children ready to learn, higher graduation rates, and a strong workforce. Giving to The Early Childhood Fund invests in our youngest children — for their todays and their tomorrows.

To donate, visit:

www.cfmco.org/EarlyChildhoodEquity

Let's put our money where our hearts are!



2020-2021

Community Annual Report

Thank you



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