



2019–2020

Community Annual Report  
Board of Supervisors Presentation  
February 9, 2021



# 2019–2020 / Community Annual Report

## 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.

## Vision

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



# TOGETHER

# We Raise Monterey

# TOGETHER We Raise Monterey



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

## F5MC Funded Services Cut



# TOGETHER We Raise Monterey

A decline of \$2.5 million from Prop 10 dollars means **2 out of 5 people** already accessing services, could lose access to early childhood programming. F5MC would go from providing services to **over 25,000 community members** to **15,000**.



F5MC Community Members Accessing Services

Current: **25,000+**

After Cut: **15,000**



# TOGETHER We Raise Monterey

Additional funding is needed to:

- Maintain essential community programs;
- Develop and improve policies for families; and
- Continue to prepare children for lifelong learning and healthy relationships.

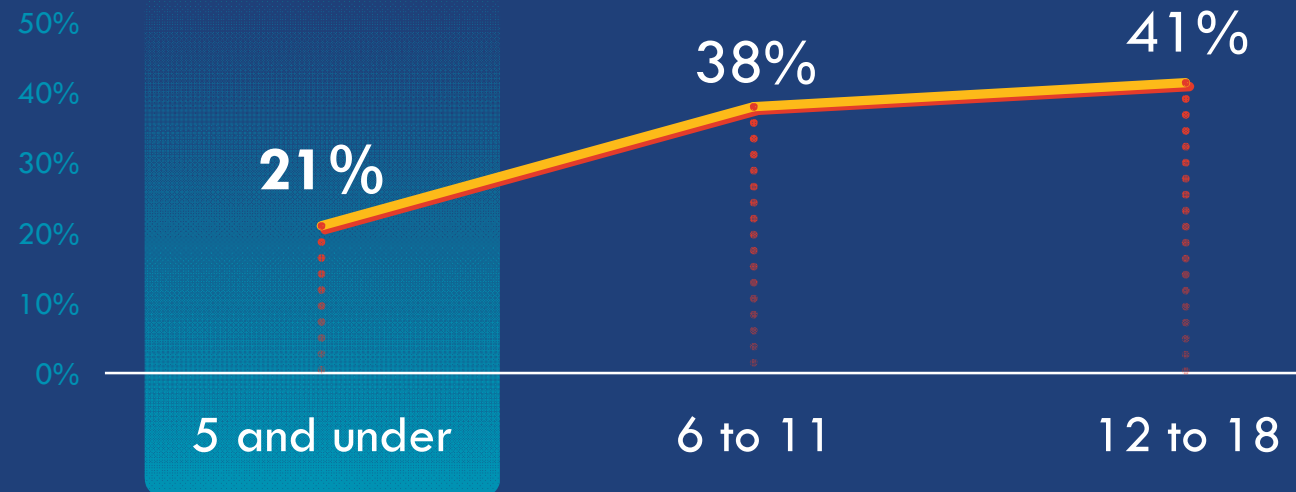
F5MC Funded  
Services Cut



# TOGETHER We Raise Monterey

**90%** of brain development occurs before the **age of 5**

Although early childhood is a critical time to lay the foundation for lifelong skills, behaviors and health outcomes, **only 21% of public spending on children is spent on children 5 and under.**

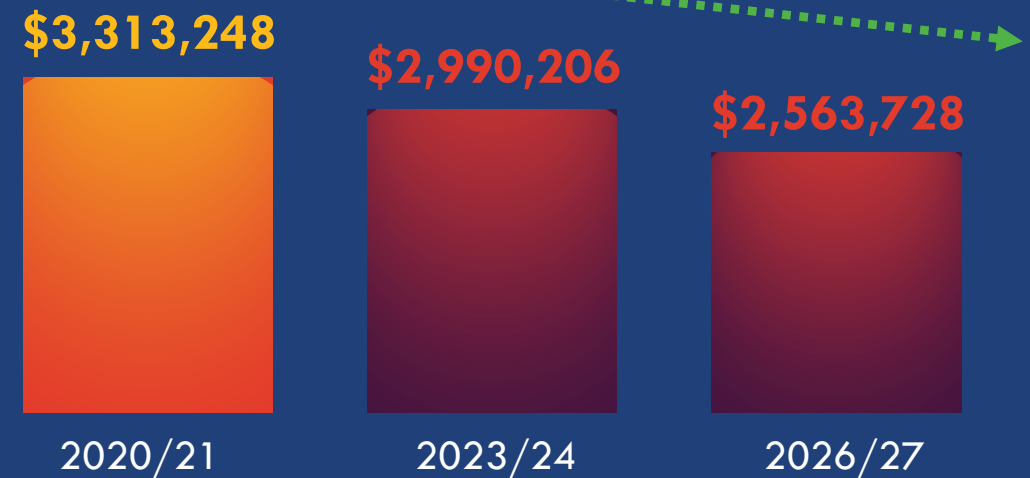


Sources: U.S. Census and Urban Institute

# TOGETHER We Raise Monterey

**MORE THAN EVER,**  
our children and  
families need us to  
invest in their todays  
and their tomorrows.

Forecasted Prop 10 Funding Decline\*



\* 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.





2019–2020

# Highlights



# 2019–2020 Highlights

- At First 5 Monterey County, we recognize that we are ‘better together’ and work in close collaboration with community partners to meet the immediate and long-term needs of families.
- Centering Race, Equity, Diversity and Inclusion. Turning REDIness on its head
- Our strength is coordinating and connecting organizations and systems.

Better  
TOGETHER

# 2019–2020 Highlights

- **ALL** accomplishments were in collaboration with others as we know that is the only way long-term change can be sustained.

TOGETHER  
We Raise  
Monterey County

# 2019–2020 Highlights

- Funders include: Sunlight Giving, The Claire Giannini Fund, Monterey Peninsula Foundation, Monterey County Health Department, Monterey County Department of Social Services, Community Foundation of Monterey County, California Children & Families Foundation, Central California Alliance for Health, Child Abuse Prevention Council, and First 5 California IMPACT (for the Quality Rating Improvement System).

TOGETHER  
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Monterey County

# Pandemic & Wildfire Response Immediate Needs



- 446,918 Diapers
- 490,200 Wipes
- 3,557 Books
- 500 cans of Formula

First 5 Monterey County and partners stepped up to ensure that essentials for children—including diapers, wipes, and formula—were available to families that most needed them.



# Early Childhood Collaboratives



First 5 Monterey County funds early childhood collaboratives that provide a variety of services by partnering with community organizations across the county.

# Early Childhood Collaboratives

The Collaboratives are a way to help young children by offering services that support the whole family.

Collaboratives services offered:

- Child developmental screening
- Parent-child playgroups
- Parenting classes
- Mental health counseling
- Home visiting



For my family it has helped us immensely, ... [we] now use different tools—if I didn't have this program, my son would perhaps be in a gang. I feel this has saved my kids and me. I want to cry just thinking about it. I have 4 kids: 18, 8, 6, 3 and I have taken these classes for years and never miss a class, I work in agriculture and even if it is during a break or after a long day. It is my fuel.”

A local parent on the impact of a First 5 funded Early Childhood Collaborative



# Census Work: Focusing on 0–5

First 5 Monterey County was the leader in the design and implementation of Census 2020 strategies for the 0–5 population.



# Census Work: Focusing on 0–5

It is estimated that more than 8,000 people within Monterey County were reached through First 5 funded direct outreach for the Census.

- Children ages 0-5 are the most undercounted age range in the Census.
- Counting children ensures better community planning for school size, health facilities, and provides better information on child well-being.
- Through partnerships, F5MC helped design videos, a fotonovela, and outreach materials for print, radio, and social media.

# Central Coast Early Childhood Advocacy Network



Advocates across Monterey, Santa Cruz, and San Benito Counties came together to share ideas, learn about advocacy strategies, and listen to each other's stories through a variety of events over the year. This included the first annual Parent Power Summit.

<https://www.ccecan.org/>

# Central Coast Early Childhood Advocacy Network



Through a series of workshops, advocates were well prepared to meet with state legislators and voice the needs of children and families.

# Central Coast Early Childhood Advocacy Network

Advocacy letters were sent to legislators on how to support children, families, and the early care workforce during the COVID-19 pandemic.



- 55 Parent Power Summit Participants
- 4 virtual legislative visits
  - 22 meeting Participants
  - 8 Parent Leaders shared their stories

# Mental Health Training



First 5 continues to expand one of our most celebrated trainings—the Infant-Family and Early Childhood Mental Health (IFECMH) series.

# Mental Health Training

This mental health series provides specialized training for professionals working with young children and their families and serves diverse professionals from many disciplines across Monterey County including: mental health, health care, early care and education, and the justice system.



- **195 English Session Participants**
- **59 Spanish Session Participants**



I worked with a family who had two children diagnosed with autism. Through my [mental health] training, I developed a positive relationship with the family... and [I] collaborated with them to provide a supportive and inclusive environment for all the children in my classroom. I was able to collaborate with community agencies and learn how to individualize activities so that its supports children with autism. The IFECMH trainings keep me grounded and make me feel supported and energized.”

**A participant in First 5 funded mental health training**





Online training continued under COVID-19 with one participant saying, “[t]his training is a lifeline for me. I don’t know what I would do without this support.”



# Awards & Presentations



The work of First 5 Monterey County and our partners was recognized at the national, state, and local levels.



# Awards & Presentations



Some of our collaborative work that was recognized includes:

- Implementing home visiting programs to prevent violence
- Co-creation and implementation of a pop-up children's museum
- Including early childhood in local government policies



2019-2020

# Investments



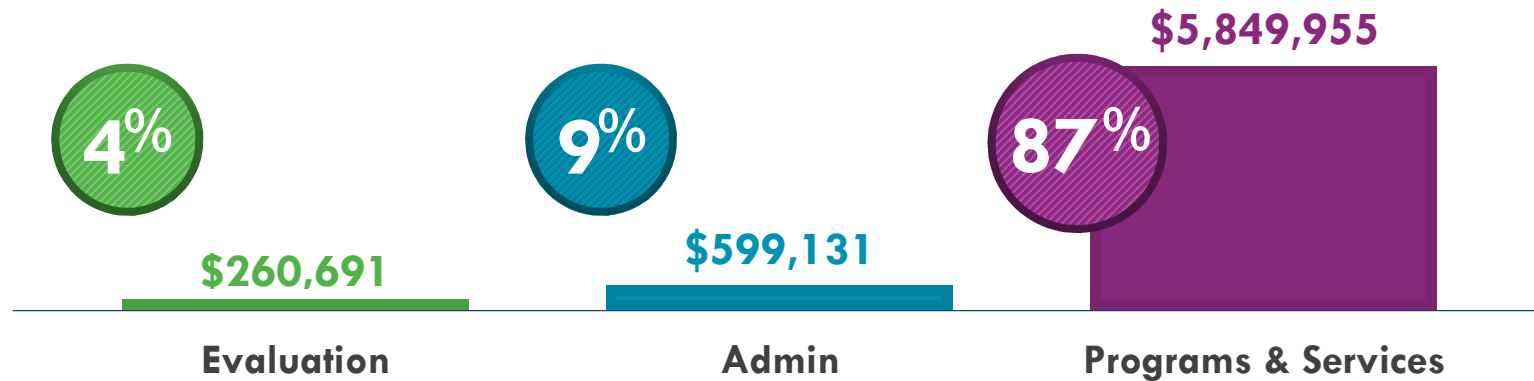
# 25,856

Children, parents, caregivers,  
providers, and educators supported

+ an additional estimate  
of approximately 8,000  
Monterey County residents  
reached for the Census

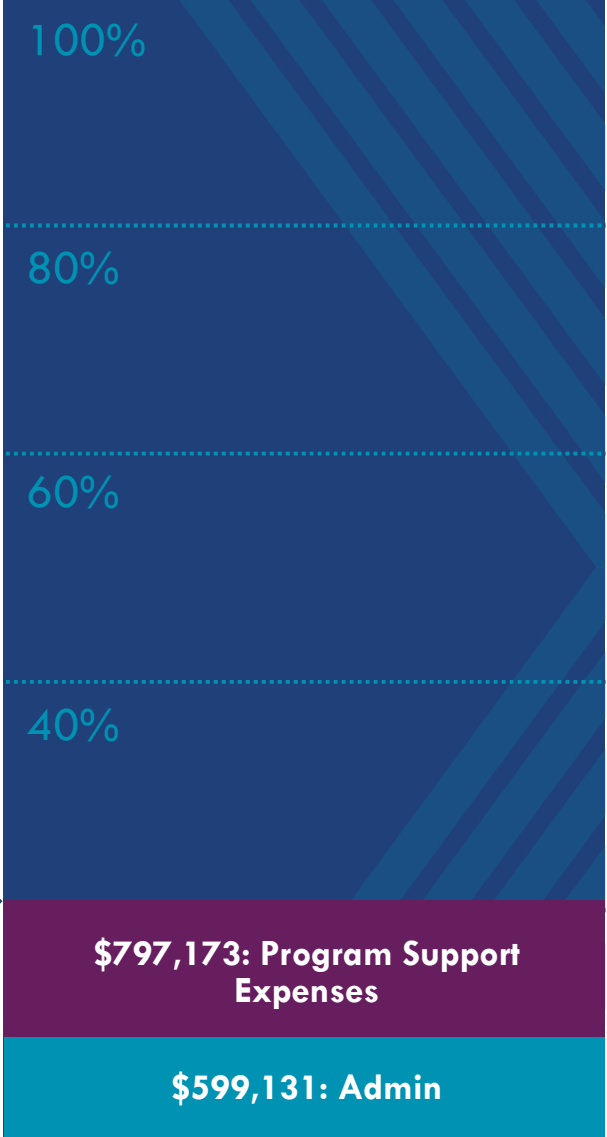


**\$6.71** million invested



Expenditures for Fiscal Year 2019/2020: **\$6,709,777**

\$1,396,304



# Core Roles Investments = \$5.3 million

First 5 Monterey County invests within each of our **Core Roles** and community organizations to achieve our vision.

## \$496,195: Make Connections

- > Bright Beginnings

## \$418,965: Champion Early Childhood

- > Central Coast Early Childhood Advocacy Network
- > Advocacy Training and Assistance for Community Partners
- > Census 2020 Outreach
- > COVID-19 Outreach and Community Support
- > Monterey County Community Event Sponsorships, Shelter in Play Boxes, MY Museum Wheelie Mobilee, and books

\$2,311,464

2019–2020

100%

80%

60%

40%

\$496,195: Make Connections

\$418,965: Champion Early Childhood

\$797,173: Program Support Expenses

\$599,131: Admin

## \$1,190,976: Build Capacity

- > Funded Partner & Community Capacity Building Trainings & Seminars
- > Infant-Family Early Childhood Mental Health Training Series
  - > WestEd
- > CARES
  - > Hartnell College
  - > Monterey Peninsula College
- > Kit for New Parents
- > Quality Matters
  - > Monterey County Office of Education
- > Technical Assistance to Child Care Centers
  - > Community Action Partnership of San Luis Obispo
  - > Continuing Development, Inc.
  - > Hartnell College Child Development Center
  - > Early Development Services
  - > Greenfield Union School District
  - > Mexican American Opportunity Foundation
  - > Salinas City Elementary School District

\$3,502,440

100%

80%

60%

\$1,190,976:  
Build Capacity

\$496,195: Make Connections

\$418,965: Champion Early Childhood

\$797,173: Program Support  
Expenses

\$599,131: Admin



Total Investments = \$6.71 million

\$6,709,777

2019–2020

\$260,691: Evaluate Impact

## \$2,946,646: Fund the Work

Early Childhood Collaboratives managed by:

- > Alisal Union School District
- > Door to Hope in collaboration with Centro Binational and Monterey County Probation Department
- > GoKids, Inc. in collaboration with City of Salinas—Salinas Public Library
- > North Monterey County Unified School District
- > Pajaro Valley Prevention and Student Assistance in collaboration with Pajaro Valley Unified School District and Positive Discipline Community Resources

\$2,946,646:  
Fund the Work

\$1,190,976:  
Build Capacity

\$496,195: Make Connections

\$418,965: Champion Early Childhood

\$797,173: Program Support  
Expenses

\$599,131: Admin

## \$260,691: Evaluate Impact

- > Tracking progress and supporting strategic decision-making

TOGETHER

WE Raise Monterey

# TOGETHER WE Raise Monterey

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.

# TOGETHER WE Raise Monterey



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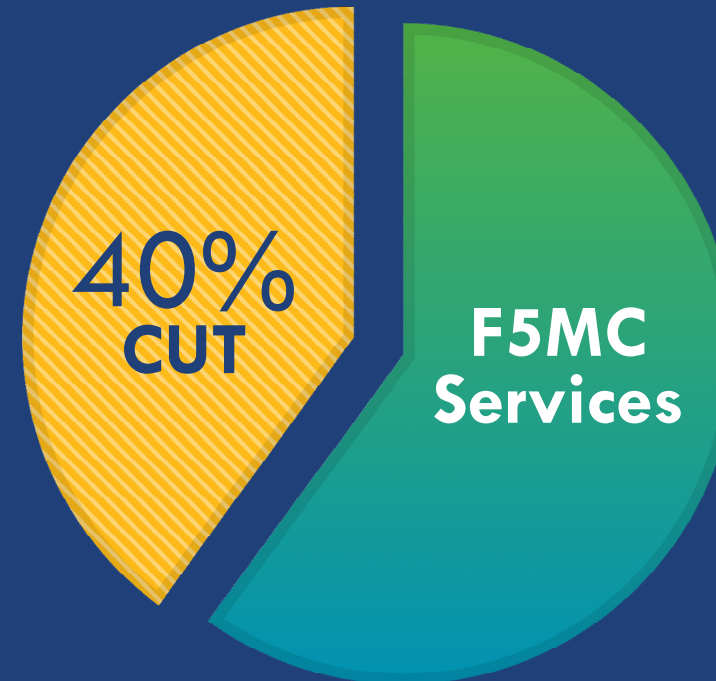
# TOGETHER WE Raise Monterey



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F5MC Funded  
Services Cut



# TOGETHER WE Raise Monterey

The potential to expand quality early childhood programs has always been limited by the lack of funding. The simple truth is that while the needs of our youngest generation continue grow, First 5 funding is declining.\*

\* 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.

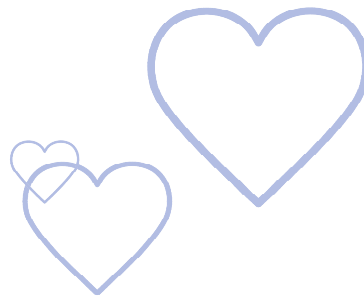


# Early Childhood Equity Stewardship Fund



- To donate, visit:
- Let's put our money where our hearts are!

Community Foundation  
for Monterey County



- First 5 Monterey County started the Early Childhood Equity Stewardship Fund at the Community Foundation for Monterey County.
- The Fund seeks to ensure that children of all races and socio-economic status reach their full potential, so that ALL children can thrive.



# Thank you

Francine Rodd, Executive Director

[First5Monterey.org](http://First5Monterey.org)

831-444-8549

