



**For two decades,
First 5 Monterey County**

has partnered with community agencies to support efforts in providing quality services for families with children ages prenatal through five. We have also worked to increase early childhood funding and inspire policies and practices that help meet the needs of young children and their families. This collective effort leads to our vision that *all children reach their unique potential in a family and community that values, respects, and invests in early childhood.*



20 years as a champion for young children and their families.

20 Year Timeline

Voters Pass Children and Families First Act, Proposition 10, creating First 5.

First local source of funding focused solely on families with young children.



Early Learning Opportunities 2007-2015 Strategic Plan and Funding Cycle

Over 1,000 community voices helped shape the Strategic Plan. Modeled authentic community engagement processes for Monterey County.



Child Care Work Force Development Initiative Launched

Programs to improve child care quality include Technical Assistance to Child Care Centers and playgroups for Family, Friend, and Neighbor child care providers.



Early Childhood Mental Health Training Series Expands

Specialized training for professionals focused on the well-being of infants, young children, and their families continues to grow.



First 5 Monterey County Turns 20

Investments total \$120 million touching the lives of 526,445 young children, parents, educators, and providers.

1998

2006

2010

2015

2018

2003

Funding Focuses on Areas of Greatest Need

Grants fund child abuse prevention, special needs, and trauma-informed intervention programs in zip codes with the highest needs.



2009

Great Recession Creates Community Needs

Invested over \$500,000 to meet increased demands for children's health insurance, shelter, food, and clothing.



2012

Early Childhood Development Builds Momentum

Wonder of Learning exhibit and Nobel Laureate Dr. James Heckman events help bring early childhood to the forefront. Bright Beginnings is launched to coordinate early childhood grassroots efforts.



2017

Funding Helps Families Access Coordinated Services

New strategic funding encourages stronger cross-organization collaboration.



Billie's Story

In the early 2000s, Billie had one hope: to be reunited with her five children. Battling a drug addiction, she turned to Door to Hope for help. What she found was more than just a recovery program—she found inspiration and support for her whole family.

After seven months in recovery, Billie was reunited with her children. “I was desperate. I was wanting to rebuild a relationship with my children,” remembers Billie. Through MCSTART, a First 5 Monterey County funded program at Door to Hope, she was connected to a team of providers that helped her begin to nurture strong parent-child bonds with her children and understand their unique needs. Services included therapy, home visits, and doctor appointments.

“You don’t get a book on how to raise children. But Door to Hope and MCSTART were really that book for me. I was able to get support for my children mentally and emotionally. They gave me a bunch of tools. I finally figured out the needs of my little kids.”

Today, Billie’s children are in high school and young adults. She reflects, “Each one of them is of course different, so I’ve learned throughout the years that when one kid is going through something, they need more of you.” Two of her children have gone on to serve in the armed forces and her youngest is an honor roll student. Her connection to Door to Hope is still strong and has come full circle. Billie has now worked for the agency for over 10 years helping families like hers find the support services they need after completing their recovery programs.



**Billie's family in 2008
and her boys today.**

Vision

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

Guiding Principles

We are...

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

Mission

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.



Core Roles



Champion Early Childhood

Raising awareness and advocating for child-friendly policies and practices.



Make Connections

Mobilizing people and resources.



Build Capacity

Developing common understanding and effective services.



Fund the Work

Investing in quality, coordinated services.



Evaluate Impact

Tracking progress and supporting strategic decision-making.

Strategic Priorities

1

Diversify and increase funding for early childhood development.

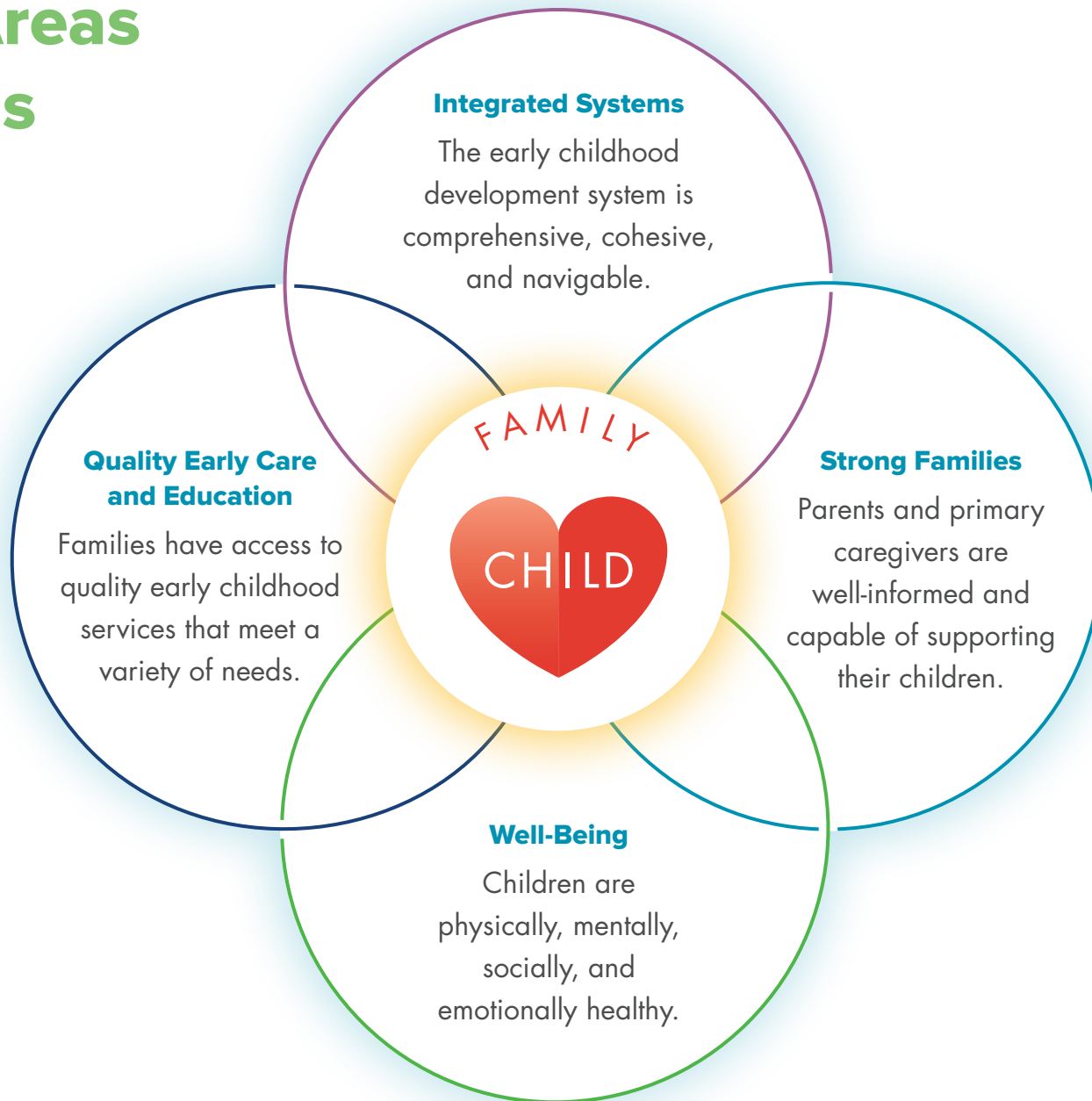
2

Enhance access to resources, programs, and services through coordination, collaboration, and integration.

3

Inform, inspire, and facilitate the adoption of practices and policies that support early childhood development.

Impact Areas and Goals



Investments

21,456

Children, parents, caregivers, providers,
and educators supported

\$5.89 million

Invested

Expenditures for Fiscal Year 2017/2018

Programs & Services	\$4,840,199
Administration	\$591,201
Evaluation	\$460,617



Core Roles Investments

First 5 Monterey County's investments within each of our Core Roles and the community organizations we fund to help achieve our vision.

Champion Early Childhood

\$200,953

Central Coast Early Childhood Advocacy Network

First 5 Monterey County Community Event Sponsorships, MY Museum Wheelie Mobilee, and book donations

Make Connections

\$346,380

Bright Beginnings

Technical assistance

Leveraging local, state, and federal funds



Build Capacity

\$1,340,260

CARES

- Hartnell College
- Monterey Peninsula College

Kit for New Parents

Infant-Family Early Childhood Mental Health Training Series

- WestEd

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
- Mexican American Opportunity Foundation

Fund the Work

\$2,166,674

Early Childhood Collaboratives managed by:

- Alisal Union School District
- Door to Hope in collaboration with ACTION Council of Monterey County, Centro Binational, and Monterey County Probation Department

- GoKids, Inc. in collaboration with Centro Binational, City of Salinas – Salinas Public Library, Natividad Medical Center, and Kinship Center
- 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

Evaluate Impact

\$460,617

Tracking progress and supporting strategic decision-making

Early Childhood Collaboratives

In 2016, we asked families about raising young children in Monterey County. Many local parents and caregivers asked for ways to understand the unique needs of their child and family. They were also looking for support in accessing parenting information and services. Hearing these needs, First 5 Monterey County funded the Early Childhood Collaboratives.

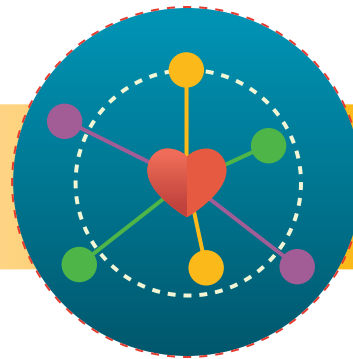


Any family with children

from the prenatal stage through age 5 living in Monterey County can connect with local Early Childhood Collaboratives.

Collaboratives welcome families and a care coordinator helps them navigate services.

This includes developmental screening as well as parenting help and information. When needed, families can also receive referrals for other community services and resources.



Collaborative services for families may include:

- Connections to Local Resources
- Parent-Child Playgroups
- Parenting Classes
- Care Coordination
- Home Visiting
- Parent Dialogue Groups
- Counseling
- Referrals to Additional Services

Jessica's Story

Like many moms, Jessica wants the best for her family. After her daughters Mary Jane and Melanie were born, Jessica suffered from depression. Raised by a single mom, and a single mom herself, Jessica wondered if her girls would be better off without her.

Jessica bravely took the steps to look for resources in the community and connected to the First 5 Monterey County funded Early Childhood Collaborative New Possibilities through GoKids, Inc. She participated in parenting groups, playgroups, developmental screening, and therapy. New Possibilities also connected her to other local services. Through it all, one person was there for her—Alejandra, a care coordinator for New Possibilities. Alejandra helps families navigate and find the right services. Jessica remembers, “There are certain people that make you feel important and she was one of those people who listened to me. She was there after hours, even on Saturdays. That showed me that I am important.”

Now Jessica is able to spend more quality time talking and playing with her girls, taking them to the park, gardening, and going on daily walks. She feels that she has a better understanding of who her children are and how to support them.

“All of these socializations have helped me out a lot. This wasn’t just good for them, this was good for me. Now I have a voice for myself, I am able to speak for what they need.”

Mary Jane started Kindergarten this year. Jessica speaks with pride about her development and readiness for school after participating in First 5 funded services. “I felt proud that my daughter was independent and understood what was going on. She was ready to go,” she beams. “I’m really grateful that these programs actually exist. There are families, especially single moms, that need these. If you need the help, go ask for the help.”

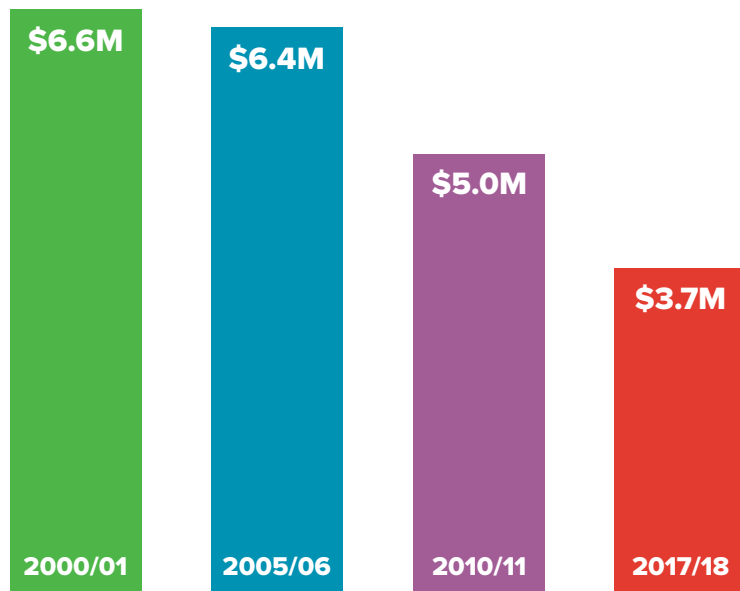


**Jessica with her daughters
and care coordinator for
New Possibilities, Alejandra**

Let's Raise Monterey County Together!

While First 5 funding is declining, needs for support and services continue to increase.

Since fiscal year 2000/01, Proposition 10 revenues—the tobacco tax that funds First 5—have decreased by nearly 43%.



First 5 Monterey County Proposition 10 Revenues

Financial data based on First 5 Monterey County Audited Financials. The good news is that smoking has decreased. The challenging news is that the decline in revenue has impacted our ability to support children and families with First 5 funded services.

Lack of funding is the biggest barrier to achieving our vision.

Early childhood and prevention services have never been adequately funded. Support during the early years can change the trajectory of a lifetime while boosting our local communities. Affordable housing, employment, child care, and workforce development directly impact children's lives. It takes partnerships and local investments to find solutions.

Let's put our money where our hearts are.

Prioritize funding for early childhood, so all of Monterey County's children can thrive.



