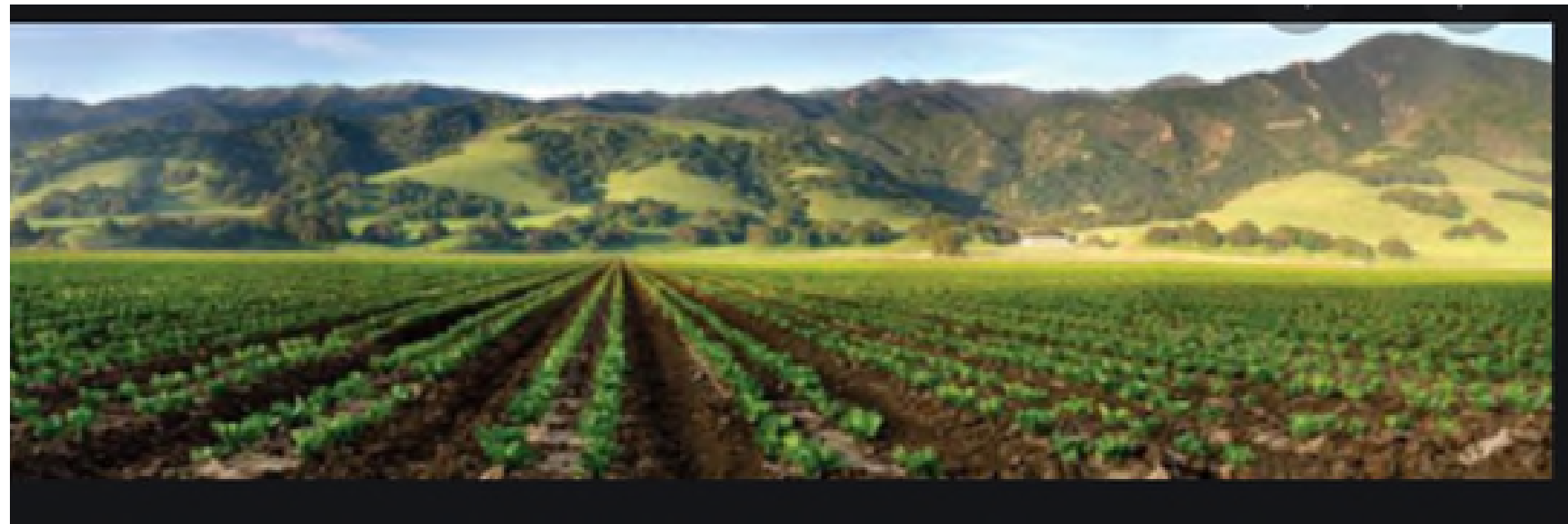




Together We Raise Monterey County!

Presentation to Budget Committee
March 31, 2021



Historically Our Families Have Been Disenfranchised

Demographic Snapshot

- 39,000 children under the age of 5.
- Highest child poverty rate in the state, at 31 percent.
- 36% of Monterey County's children live in overcrowded housing, one of the highest rates in California.



Independent Public Agency

Vision

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



Direct Services, Supports, Capacity
Building for over 600,000 children,
caregivers and providers since 1999

FY19/20

Children

89%

Latinx

75%

Insured by Medi-cal

67%

On their way to Bilingual
by speaking Spanish

Caregivers

75%

Latinx



FY19/20

25,856

Children, parents, caregivers,
providers, and educators supported

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



Changing the Narrative

Valued

Respected

Resilient

Leaders



Changing the Narrative

Importance of Early Childhood Development



90% of Brain growth happens in first 3 years



Every \$1 invested yields \$7 to \$13 in benefits

Mental Health and Relationships Matter

Changing the Narrative

Developmental
screening

Advocacy

Family, Friends and
Neighbor Play Groups

Counseling

Technical Assistance to
child care

Care Coordination

Parent- Child Play
Groups

Home Visiting

Parenting Development

Mental Health
Capacity Building

Bright Beginnings

Kit for New Parents

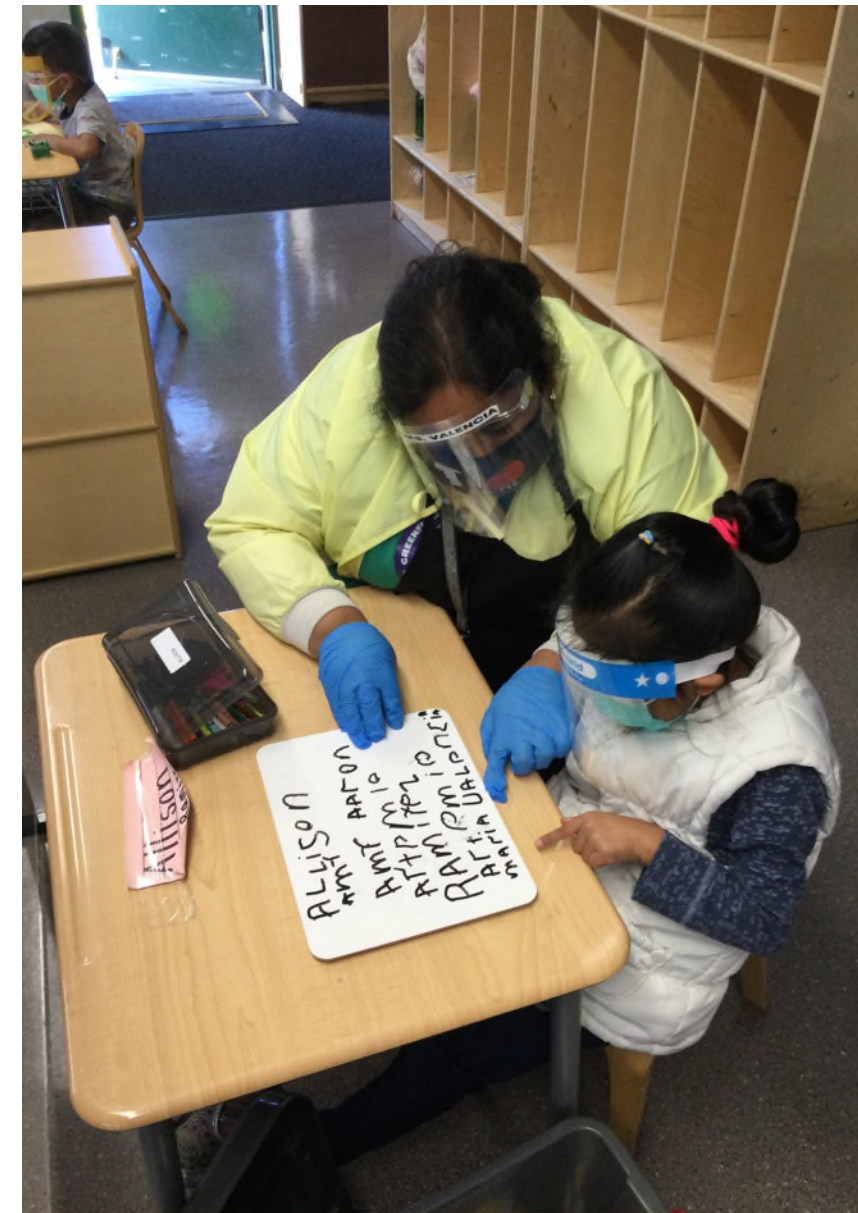
Meeting the Moment



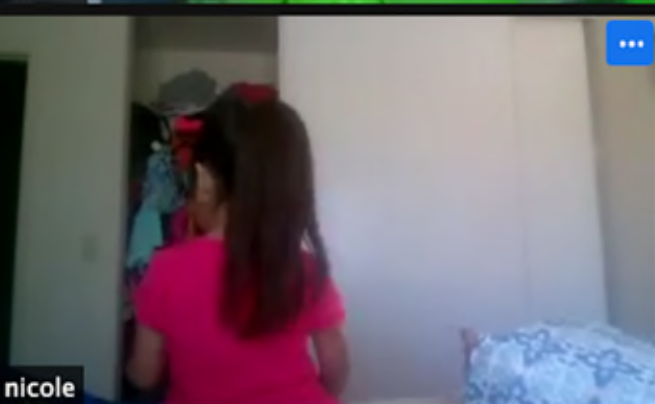
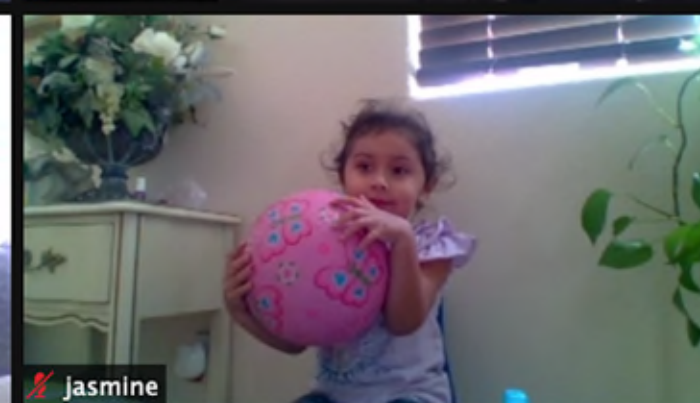
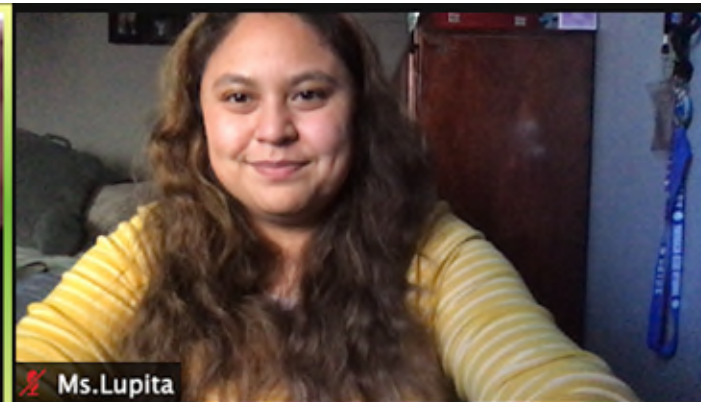
- 446,918 Diapers
- 490,200 Wipes
- 3,557 Books
- 500 cans of Formula

Pandemic & Wildfire Response Immediate Needs





Meeting the Moment



Meeting the Moment



Meeting the Moment

Glue Holding the ECD Connections Together

Central Coast Early Childhood
Advocacy Network

Community Action Partnership of San Luis Obispo
Continuing Development, Inc.

Hartnell Foundation and Hartnell
College Child Development Center

Early Development Services

Greenfield Union School District

Monterey Peninsula College

Mexican American Opportunity Foundation

Salinas City Elementary School District

MY Museum

Alisal Union School District

MCOE Quality Matters

North Monterey County Unified School District

Door to Hope

Centro Binacional para el Desarrollo Indígena Oaxaqueño

Monterey County Probation Department: Child Advocate Program (CAP)

GoKids, Inc.

Bright Beginnings

City of Salinas – Salinas Public Library

Pajaro Valley Prevention and Student Assistance

Pajaro Valley Unified School District

Positive Discipline Community Resources

Whole Family Whole Child Supports

Investments
that last a
lifetime



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

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



Cutting Edge Work; Declining Funding Source

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**





Thank you

Francine Rodd, Executive Director

First5Monterey.org

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