

ABOUT FIRST 5

First 5 Monterey County (F5MC) was established in 1998, when California voters passed Proposition 10, the California Children and Families Act, levying a 50-cent tax per pack of tobacco product. Revenues are used to fund local programs to support early childhood development. Since 1999, *F5MC* has invested **more than \$81 million and has served more than 400,000 community members.**



OUR VISION

ALL CHILDREN REACH THEIR FULL POTENTIAL IN A FAMILY AND COMMUNITY THAT VALUES AND RESPECTS CHILDHOOD.



OUR MISSION

TO SERVE AS A CATALYST TO CREATE SUSTAINABLE CHANGE IN SYSTEMS, POLICIES, AND PRACTICES THAT ENRICH THE DEVELOPMENT OF CHILDREN IN THEIR FIRST 5 YEARS OF LIFE.

OUR COMMISSIONERS

JULY 2012
TO DEC. 2013

SIMÓN SALINAS

(Chair), Supervisor, Monterey County Board of Supervisors, District 3

ESTHER RUBIO

(Vice-Chair), Head Start Director, Monterey County Office of Education

ELLIOTT ROBINSON

(Secretary), Director, Monterey County Department of Social Services

RAY BULLICK

Director, Monterey County Health Department

JAN PHILLIPS-PAULSEN

Early Childhood Educator
Retired (Community Member)

CHRIS SHANNON

Executive Director, Door to Hope (Community Member)

JOSEFINA SILVA

Preschool Coordinator,
Greenfield Union School District
(Community Member)

FUNDED PARTNERS

INCLUDE (BUT ARE NOT LIMITED TO):

- Action Council of Monterey County: *Parents as Teachers*
- Alisal Union School District: Alisal Community Healthy Start Family Resource Center
- Binational Center for the Development of Oaxacan Indigenous Communities
- City of Salinas - Salinas Public Library: *Read, Grow & Play*
- Door to Hope: *MCSTART*
- Easter Seals Central California: *Strengthening Special Families*
- Go Kids, Inc. in partnership with Choices for Children: *Apoymando a Los Niños*, Go Kids, Inc., Kinship Center, Early Development Services and others: *Special Needs Initiative*
- King City Union School District: *King City Family Resource Center*
- Kinship Center: *Parenting Education Programs*, Mental Health Programs
- Mexican American Opportunity Foundation (MAOF): *Parenting Education*
- Monterey County Health Department: *Teen Parenting Program*, *Behavioral Health*, *Secure Families*
- Monterey County Office of Education: *Dads in Action*
- Monterey County Probation Department: *Child Advocate Program (CAP)*
- Monterey Peninsula Unified School District: *Cabrillo Family Resource Center*
- North Monterey County Unified School District: *Castro Plaza Family Resource Center*
- Pajaro Valley Unified School District: *Pajaro Healthy Start Family Resource Center*
- Soledad Adult School: *Parents as Teachers Born to Learn Program*

For more information about Transitional Kindergarten, Early Childhood Development, Technical Assistance and Child Signature Projects, **CONTACT FIRST 5 MONTEREY COUNTY (831) 444-8549 OR VISIT THE WEBSITE AT WWW.FIRST5MONTEREY.ORG**



2012-2013 ANNUAL REPORT TO THE COMMUNITY



“Early childhood education is an efficient and effective investment for economic and workforce development. The earlier the investment, the greater the return on investment.”

— **JAMES J. HECKMAN**

Nobel Laureate and Professor of Economics at
University of Chicago

WHO WE SUPPORTED

F5MC-funded programs support families that are most in need throughout Monterey County.

83%

EARN LESS THAN THE POVERTY LINE

65%

HAVE LESS THAN A HIGH SCHOOL EDUCATION

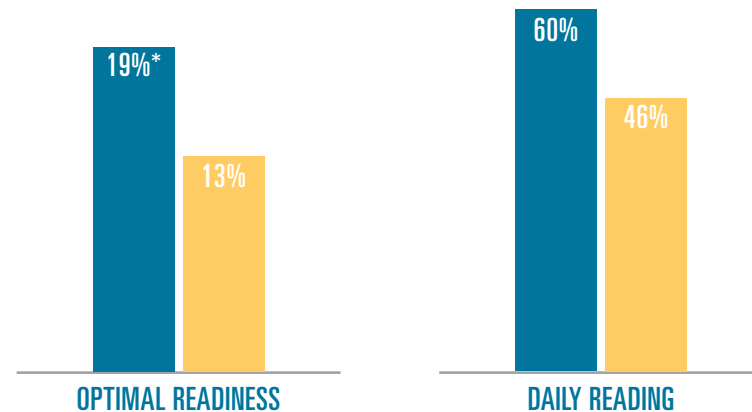
OUR IMPACT

Families involved in F5MC programs compared to their peers:

- F5MC Participants
- Comparison Group*

CHILDREN WITH OPTIMAL READINESS FOR KINDERGARTEN, PERCENTAGE OF TOTAL

FAMILIES WHO READ TO CHILDREN DAILY, PERCENTAGE OF TOTAL



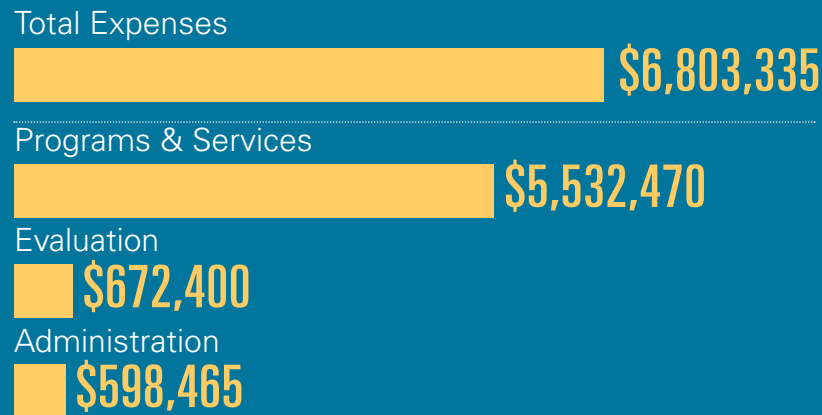
* The comparison group is a representative sample of children of the same socio-economic status and that attend low API schools.

OUR INVESTMENTS

In the 2012/'13 fiscal year, First 5 Monterey County...

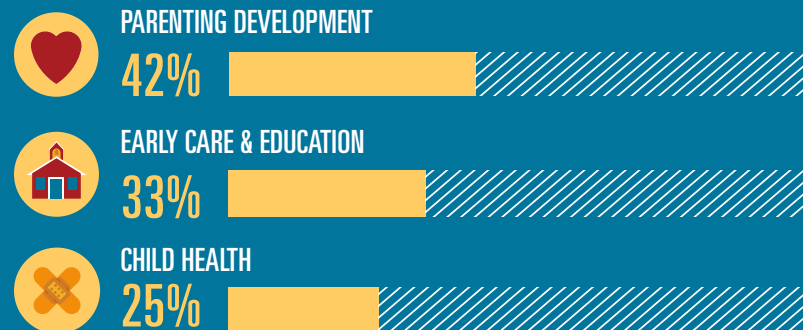


EXPENDITURES FOR FY 2012-2013



Source: Statement of Activities report from the June 30, 2013 Audited Financial Statements

HOW WE INVESTED



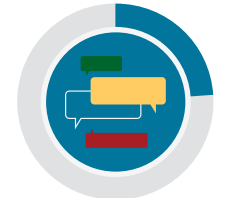
MONTEREY COUNTY FAMILIES

More than 7,000 babies are born in Monterey County each year. Many of them would benefit from more support for optimal development. Our children need opportunities to optimize their development.



62% OF WOMEN

who gave birth have a high school diploma or above



24% OF CHILDREN

are socially and emotionally ready for kindergarten



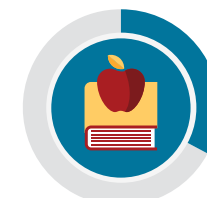
73% OF WOMEN

receive prenatal care in the first trimester



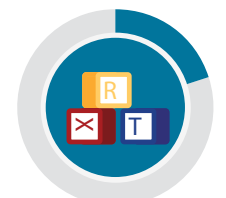
52% OF PARENTS

read or show picture books to their children daily



33% OF CHILDREN

are reading proficiently or above at third grade



20% OF PARENTS

in the workforce have access to licensed child care