

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 \$92 million and has served approximately 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 2013 TO
SEPTEMBER 2014

SIMÓN SALINAS

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

RAY BULLICK

(Vice-Chair), Director, Monterey County Health Department

ELLIOTT ROBINSON

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

JAN PHILLIPS-PAULSEN

Early Childhood Educator
Retired (Community Member)

ESTHER RUBIO

Head Start Director, Monterey County Office of Education
(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: 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 Prevention and Student Assistance, Inc.
- 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**

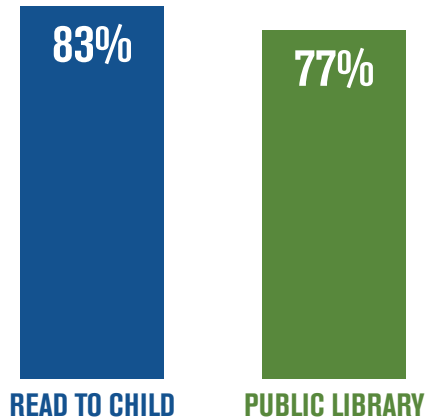


**2013-2014
ANNUAL REPORT
TO THE COMMUNITY**

R E A D T A L K P L A Y

OUR IMPACT

83% of F5MC families read to their children 3 or more times a week and 77% of our families visited the public library in the last 2 months.

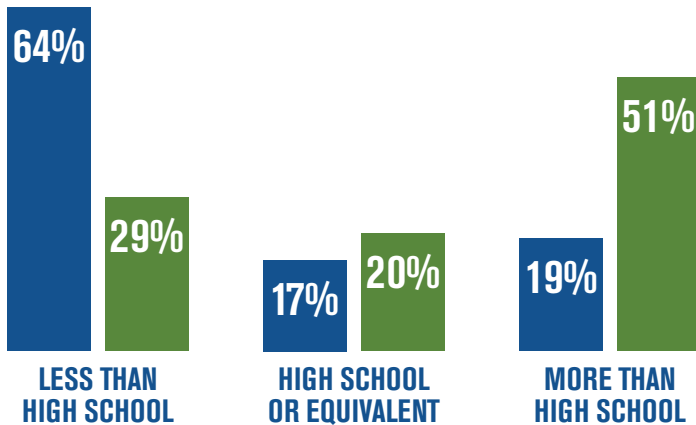


* These are families that received 5 or more services from F5MC.

WHO WE SUPPORTED

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

■ F5MC Parents FY 13-14
 ■ Monterey County Pop 25 yrs+ **



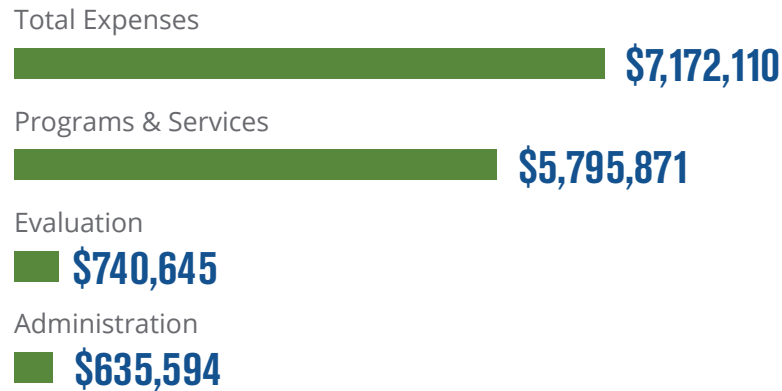
** Source: American Community Survey, 2009-2013

OUR INVESTMENTS

In the 2013-2014 fiscal year, First 5 Monterey County...

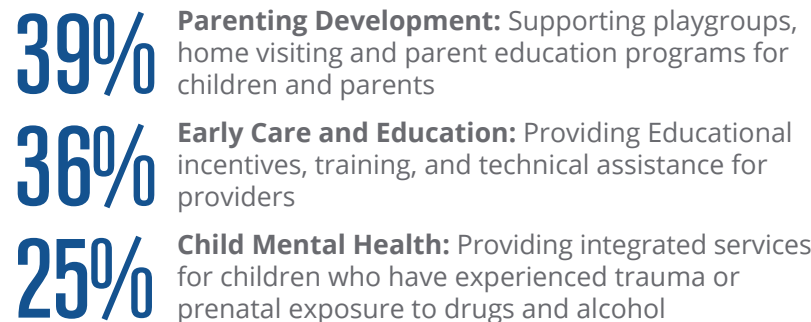


EXPENDITURES FOR FY 2013-2014



Source: Statement of Activities report from the June 30, 2014 Audited Financial Statements

HOW WE INVESTED



MONTEREY COUNTY FAMILIES

More than 6,500 babies are born in Monterey County each year. To support our children's optimal learning and development, more opportunities are needed to engage families in the educational growth of our youngest learners.



62% OF WOMEN

who gave birth had a high school diploma or above



24% OF CHILDREN

are socially and emotionally ready for kindergarten



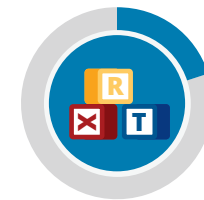
73% OF WOMEN

receive prenatal care in the first trimester



52% OF PARENTS

read or show picture books to their children daily



19% OF PARENTS

in the workforce have access to licensed child care