

A close-up photograph of a young boy with brown hair wearing large, bright green plastic magnifying glasses. He is looking intently at a small, clear plastic bag held by a woman. The woman, with dark hair pulled back, is leaning over him, smiling slightly as she shows him the object. The background is a plain, light-colored wall.

# COMMUNITY ANNUAL REPORT

Childhood doesn't last forever, but the experience lasts a lifetime.

A circular graphic with a blue outer ring and a green inner ring. The years "2014" and "2015" are stacked vertically in the center, separated by a horizontal line. The text is white and in a bold, sans-serif font.

**2014**  
**2015**

## HOW WE INVESTED IN PROGRAMS AND SERVICES



41%

Parenting  
Programs



35%

Child Care Quality  
Programs



24%

Mental Health & Child  
Well Being Programs

Our investments in local programs are based in the understanding that **family and relationships** are central to the healthy development of young children ages 0 to 5. Our funding to community based agencies supports a spectrum of programs that encourage positive interactions to foster young children's growth in **social, emotional, physical, language, and thinking skills**. First 5 Monterey County is the organization responsible for distributing Proposition 10 funds in Monterey County.

Sources: 2014/2015 Client Level Data Report and 2014/2015 Audited Financials

# \$7.1M

INVESTED

# 40,558

YOUNG CHILDREN, PARENTS, CAREGIVERS,  
AND EDUCATORS SUPPORTED

Expenditures for Fiscal Year 2014-2015

Total Expenditures	\$7,059,827
Programs and Services	\$5,946,373
Evaluation	\$438,874
Administration	\$674,580

# WE INVESTED IN THE FOLLOWING COMMUNITY ORGANIZATIONS PROVIDING SERVICES TO FAMILIES WITH CHILDREN AGES 0 TO 5.

## PARENTING

### Playgroups

Alisal Union School District  
City of Salinas — Salinas Public Library  
King City Union School District  
Kinship Center — A Member of the Seneca Family of Agencies  
Monterey Peninsula Unified School District  
North Monterey County Unified School District  
Pajaro Valley Unified School District  
Soledad Adult School

### Parenting Classes

Alisal Union School District  
Binational Center for the Development of Oaxacan Indigenous Communities  
Kinship Center— A Member of the Seneca Family of Agencies  
Mexican American Opportunity Foundation  
Monterey County Office of Education  
Monterey Peninsula Unified School District  
North Monterey County Unified School District  
Pajaro Valley Unified School District

### Home Visiting

Action Council of Monterey County  
Easter Seals Central California  
King City Union School District  
Monterey County Health Department, Public Health  
North Monterey County Unified School District

## CHILD CARE QUALITY

### Caring for Children in the Home / Apoyando a Los Niños en su Casa

GoKids

### CARES

Hartnell College and Hartnell College Foundation  
Monterey Peninsula College (MPC) and MPC Foundation

### Technical Assistance to Centers and Child Signature Program

Child Development Incorporated  
Chualar Union School District  
Community Action Partnerships of San Luis Obispo  
Gonzales Unified School District  
Greenfield Unified School District  
Mexican American Opportunity Foundation  
North Monterey County Unified School District

## MENTAL HEALTH & CHILD WELL BEING

### Counseling

Door to Hope  
Kinship Center — A Member of the Seneca Family of Agencies  
Monterey County Health Department, Behavioral Health  
Monterey County Probation Department  
Pajaro Valley Prevention and Student Assistance, Inc.

### Special Needs Initiative, New Possibilities/ Nuevas Posibilidades

GoKids and Collaborative Partners

## COMMISSIONERS

### Esther Rubio (Chair)

Educational Services Projects Coordinator/Administrator, Educational Services Division, Monterey County Office of Education

### Simón Salinas (Vice-Chair)

District 3 Supervisor, Monterey County Board of Supervisors

### Josefina Silva (Secretary)

Preschool Coordinator, Greenfield Union School District

### Ray Bullick

Director of Health, Monterey County Health Department

### Julie Drezner Starting 10/2014

Board Member, Literacy Campaign Monterey County

### Elliott Robinson

Director, Monterey County Department of Social Services

### Chris Shannon

Executive Director, Door to Hope

### Jan Phillips-Paulsen Through 9/2014

Early Childhood Educator (Retired), Community Member

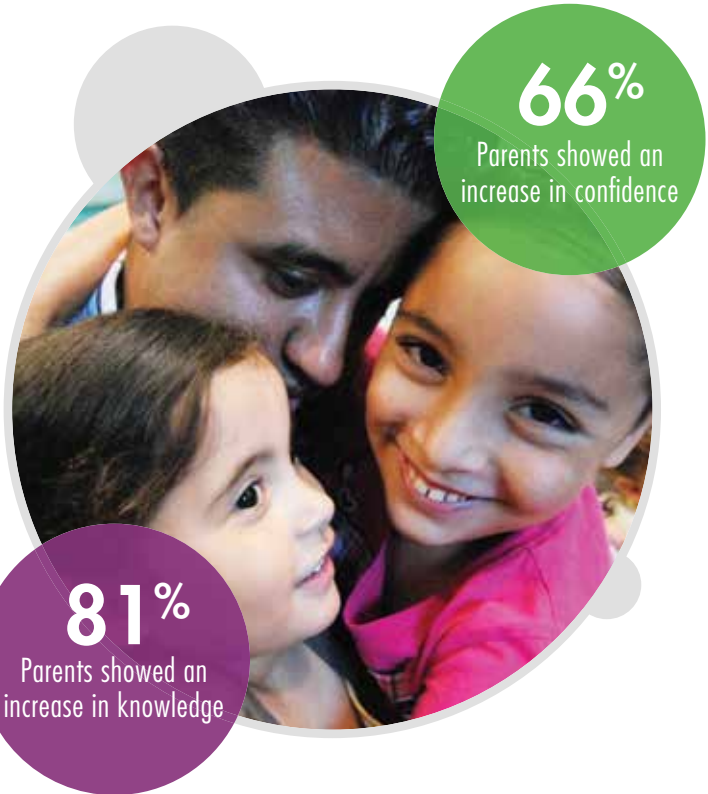


# SUPPORTING PARENTS

as their Child's First and Most Important Teacher

A parent's knowledge, confidence, and abilities in supporting their child's development help lay the foundation for a child's success in school and life. Parents participating in First 5 Monterey County programs who received parenting, mental health, and child well being services saw large improvements in parenting skills.

"Before, we thought that to show love to our children, we needed to purchase everything; juices, candies, junk food, or anything else. But we learned we were spending too much money on things that were hurting their health. Thanks to Abriendo Puertas, we have been able to reduce all this. We have also learned that even though our children are small, we need to sing or read to them in our own language. This is what we are planting in our family."  
— PARENT



66%

Parents showed an increase in confidence

81%

Parents showed an increase in knowledge

## IMPROVING CHILD CARE QUALITY

Quality child care settings create an environment where children can thrive with educators who understand how to nurture healthy development. Quality child care has positive and lasting impacts on children.

Through Technical Assistance to Centers and the Child Signature Program (CSP), selected classrooms worked with an on-site consultant trained in early childhood education who helped to bridge theory and best practice information to the day-to-day requirements and activities of a child care center. CSP's impact included:

- High levels of teacher satisfaction with trainings and seminars.
- Improved teachers' understanding of children's interests and needs, shifting from teacher-directed to child-initiated work.

"CSP has improved interactions teachers have [with children] and the activities are based on child needs and interests. I walked in and children were measuring an insect and a child started asking questions about why it had so many legs, prompting other children [to] observe that other animals had this many legs. . . Teachers were able to take the child's interest and use it to [promote] math, measuring, and drawing, and it kept the conversation going."

— CENTER ADMINISTRATOR, CSP PARTICIPANT

Positive day to day interactions with their parents like reading, talking, and playing help children develop the skills they need to succeed. After participating in First 5 Monterey County programs, parents more frequently engaged in these activities with their children.



70%

Parents showed an increase in literacy activities like reading, singing, and counting games.



64%

Parents showed an increase in daily activities like playing, talking, and preparing a meal together.

