



“A growing body of scientific evidence shows that early influences—whether positive or negative—are critical to the development of children’s brains and their lifelong health.”

—Center on the Developing Child,
Harvard University

Investments That Last A Lifetime

First 5 Monterey County funds local programs benefiting young children and their families.

First 5 Monterey County (F5MC) was established in 1998 when California voters passed Proposition 10, The California Children and Families Act, that levied a 50-cent per pack tax on tobacco products. The money from this tax is used to fund local programs and services that promote early childhood development for children ages 0-5.

Since our inception, F5MC has invested more than \$64 million in providing services to children 0-5 and their families. During fiscal year 2009-2010, we provided approximately \$7.5 million to programs, services, and community events that addressed parent development, early care and education, and child health.

Why Ages Zero to Five?

Research shows that a child’s brain develops most significantly during the first five years. A child’s early experiences and relationships with parents and caregivers profoundly influence brain development and success in school and life.

Research shows community investments in programs reaching families with young children yield great financial and social benefits. With the current economic crisis, funding prevention and early intervention programs is a critical step to ensure the long-term success of our community. Recognizing this, F5MC invests in improving the lives of Monterey County’s youngest children and their families. It is the only local funding source dedicated to children ages 0-5.

The Community’s Plan

In 2005, we created a strategic plan* with an emphasis on Early Learning Opportunities. More than 1,000 community voices participated in identifying the guiding visions for our work from 2007 to 2015:

- *Community Vision I:* Parents feel competent, well-informed, and capable of supporting their child.
- *Community Vision II:* Families have quality, affordable early care and education of choice.
- *Community Vision III:* Children are mentally and physically healthy.

*To view the F5MC Strategic Plan for 2007-2015 please visit: www.First5Monterey.org

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.

SHAPING THE FUTURE



**Make the
First 5 years count**

In fiscal year 2009-2010, F5MC Funded Partners served over 30,000 young children, parents, and child care providers.

Children	5,308
Parents/Caregivers.	10,618
Service and Child Care Providers.	1,105
Community Event Attendees.	9,413
Families Receiving Kit for New Parents.	3,905
Total Served	30,349

WHAT OUR INVESTMENTS ACCOMPLISHED

Below are key findings from the F5MC evaluation activities during fiscal year 2009-2010. To learn more about our findings, please visit www.first5monterey.org and click on Evaluation.

- The social and economic disparity gaps in child and family outcomes appear to be closing after one year of participation in F5MC-funded programs.
- Children who participate in F5MC-funded programs are developing the social and emotional skills necessary for kindergarten readiness.
- Parents participating in F5MC-funded programs are reading more frequently to their children and engaging in home educational activities more often than when they began the programs.
- F5MC programs support families of young children by increasing access to services and strengthening the service system.
- F5MC programs are serving our target population including those that have low levels of education and are living in poverty.
- F5MC funds support over 100 full-time jobs each year in Monterey County.

FINANCIAL DATA FOR FISCAL YEAR 2009-2010

Expenditures

Programs and Services	80%	\$6,042,480
Administration	8%	\$608,938
Evaluation	12%	\$874,040

Total Expenditures \$7,525,458



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Improving Lives Through Program Services

During 2009-2010, F5MC funded programs continued to provide services that positively affected individual children and families. In accordance with the F5MC Strategic Plan for 2007-2015**, the population served aligned with our goal of assisting those most in need. Since 1999, F5MC has touched more than 250,000 lives.

MOST COMMONLY PROVIDED SERVICES

- Information, Referral, and Assistance
- High Intensity Consultations and Interventions
- Parent Education Classes
- Community Capacity Building
- Parent/Child Developmental Playgroups
- Parent/Child Health and Development Home Visits
- Infant-Toddler and Preschool Child Development Services
- Special Needs Screening or Assessment

**To view all of the F5MC planning and evaluation reports please visit: www.First5Monterey.org

FUNDED PROGRAMS

Community Visions (% of Population Served)	Fiscal Year 2009-2010 Funded Partners
I. Parenting Development (59%)	Alisal Healthy Start Family Resource Center; Family Connections; Castro Plaza Family Resource Center; Centro Binacional; Community Foundation of Monterey County-Literacy Campaign and Neighborhood Grants; Interactive Parenting Media-Nuestros Niños and Childhood Matters; King City Family Resource Center; Monterey County Office of Education-Dads in Action; Pajaro Family Resource Center; Radio Bilingüe; Salinas Adult School; Soledad Adult School; United Way 2-1-1 Monterey County
II. Early Care and Education (4%)	Comprehensive Approaches to Raising Educational Standards (CARES) Program; Hartnell Child Development Center Technical Assistance; Monterey Peninsula College Child Development Center Technical Assistance; Tanimura & Antle Technical Assistance
III. Child Health (37%)	Avance-Special Needs Project; Community Foundation of Monterey County-Nutrition Education; Community Oral Health Services; Door to Hope-MCSTART; Easter Seals Central California; Monterey County Health Department: Children's Behavioral Health Services; Monterey County Probation Department - Child Advocate Program

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***As of January 2011