

Together We Raise Monterey County!



2022-2023

Community Annual Report



Our Vision:

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

F5MC Guiding Principles:

Equity Focused

System Innovators

Relationship Based

Reflective

Good Stewards

Early childhood development is the foundation upon which a child's future is built. These formative

years, from birth to age five, are a time of rapid growth and development that lays the foundation for a successful and fulfilling life. By age five, a child's brain has grown to 90% of adult size. Research shows that high-quality early childhood education provides up to a 14% return on investment. Investing in early childhood development is a strategic investment for families today and for the future. By providing children with a strong start in life, we pave the way for a thriving society. It's a responsibility we all share, and the benefits are immeasurable.



Together We Raise Monterey County!



Since 1999, First 5 Monterey County (F5MC) has supported children, families, early childhood educators and care providers. Thanks to F5MC and partners, children have had more access to services supporting their healthy development. Parents and caregivers have developed confidence and additional tools to support their families. The early childhood workforce has learned skills to provide quality education for young children.

F5MC has been dedicated to supporting children prenatal to age five and their families in three impact areas:



Impact 1

Children receive services that contribute to their overall **health and safety**



Impact 2

Children have high-quality early childhood experiences, **child care and education**



Impact 3

Children are at the center of **policies and legislation**

“ We heard first hand from families that they felt seen, respected and supported in reaching their goals. We were able to take our experiences in collaborating with our First 5 Monterey County partners and applied the same principles to our collaborations with outside agencies. Our strong connections with community agencies has facilitated our ability to assure families successfully connect to the services they need.

— Door to Hope
First 5 Funded partner



First 5 Monterey County is providing for children 0-5 and their families by responding to the **needs of today and the future**. Here are just a few highlights of our efforts:

20,038 children, parents, caregivers, providers and educators supported during FY 2022-2023



Children receive services that contribute to their overall health and safety

3,636

children and parents received personalized **connections to services**, such as speech therapy, mental health therapy, etc.



954

children were **screened to improve children's health** and prevent learning delays



2,681

home visits supported the positive development of pregnant parents and young children ages 0-2



Children have high-quality early childhood experiences, child care and education

7,000+

children and parents affected by flooding **received emergency supplies** including diapers, clothes, cribs, and other supplies



730

trainings for early childhood educators, child care providers and social service partners to ensure high quality service delivery to an estimated 6,000 children



3,000+

kits for new parents distributed to parents

604

Hartnell and MPC **students supported** to complete their early childhood education degree to address the teacher shortage



When we see parents are stabilized, empowered and they can advocate for themselves at clinics and Individual Education Programs (IEPs) and able to see families validate their children's feelings and slow down to their needs—we are able to see parents really engage and be present with their kids, following their leads. When parents are able to self-regulate, they are able to co-regulate with their children.

— **Maria Ramirez**, GoKids, Inc.

F5MC At-A-Glance



Children are at the center of policies and legislation

500+ advocates supported through workshops, information sharing, and meetings with legislators



100+ advocates for state and federal legislative visits



4 policy areas advocated for by F5MC were enacted into legislation, including funding for paid sick days, child care fee rate reform, and higher wages for the child care workforce



200+ attendees participated in a community event with Nobel laureate Economist Professor James Heckman: Dollars and Sense—Investing in Early Childhood

≈150 parents trained on advocacy skills

First 5 Monterey County Financials

\$6,069,265 Programs and Services

\$725,599 Administration

\$567,774 Evaluation

\$7,362,638 Invested



First 5 Monterey County, also known as the Monterey County Children and Families Commission, was established with the passage of Proposition 10 in 1998. Proposition 10 is a statewide initiative that provides a dedicated source of funding for programs serving children from the prenatal stage through age 5 and their families. This voter approved proposition adds a 50-cent per pack tax to all tobacco products. Funds are collected statewide and distributed to each county based upon annual birth rates. First 5 Monterey County was established in 1999 and is the independent public agency responsible for administering Proposition 10 funds in Monterey County and is governed by a board of Commissioners.