



Every number that we proudly report to you represents a success story, a personal story, a real story.



COMMUNITY INVESTMENTS

December 2011

INTRODUCTION



In 1998, California voters made a bold move for the future of the state when they approved Proposition 10, which called for a \$.50 tax on tobacco products. With Prop 10 funds, First 5 California was established to promote healthy early development and school readiness for California children from the prenatal stage to age five.

Each California County has a First 5 Commission that receives funds annually from this tobacco tax to support children in our local communities. In the past year, First 5 San Mateo County managed \$9,088,156 that went straight into our community to the benefit of 27,448 children, parents, and service providers – *and ultimately each and every one of us.*

FIRST 5 SAN MATEO COUNTY INVESTMENTS

Quality Early Care Environments	\$1,541,375
Parent Education & Support	\$1,082,855
Intensive Services for High Risk Families	\$1,415,737
Special Needs Screening and Services	\$1,509,250
School Readiness Programs	\$1,126,570
Health Programs	\$771,307
Early Care & Education Workforce	\$1,294,734
Community Capacity Building	\$346,328

REAL SCIENCE

Research shows that a child's brain develops most dramatically during the first five years of life. During this critical early period, we have a precious window of opportunity to shape how our children's brains mature and to lay the foundation for the years that follow.

When children are stimulated, nurtured and provided stability, they arrive at school ready to learn and thrive. But children who are already behind in communication and behavior when they begin school are at a disadvantage that only widens over time. ***The answer? Intervention in the earliest years.***

Children are the future of society. Helping them reach their full potential is the most fundamentally sound investment we can possibly make, but that investment must begin early. When we invest in our community's children early, we all reap enormous dividends throughout their education, their careers, and their lives.

“FIRST 5 is the tangible articulation of our commitment to children...”

-Emmet D. Carson, Ph.D., President & CEO, Silicon Valley Community Foundation

REAL STRATEGIES

Our Mission: All children in San Mateo County will be emotionally, socially, and physically healthy; have a loving attachment to a parent or caregiver; and live in an environment that promotes learning.

We accomplish that mission by acting as a funder, a community partner and an agent for change benefiting young children and families. First 5 San Mateo County focuses on four areas that have, according to scientific findings, the best potential for positive impact toward that goal:

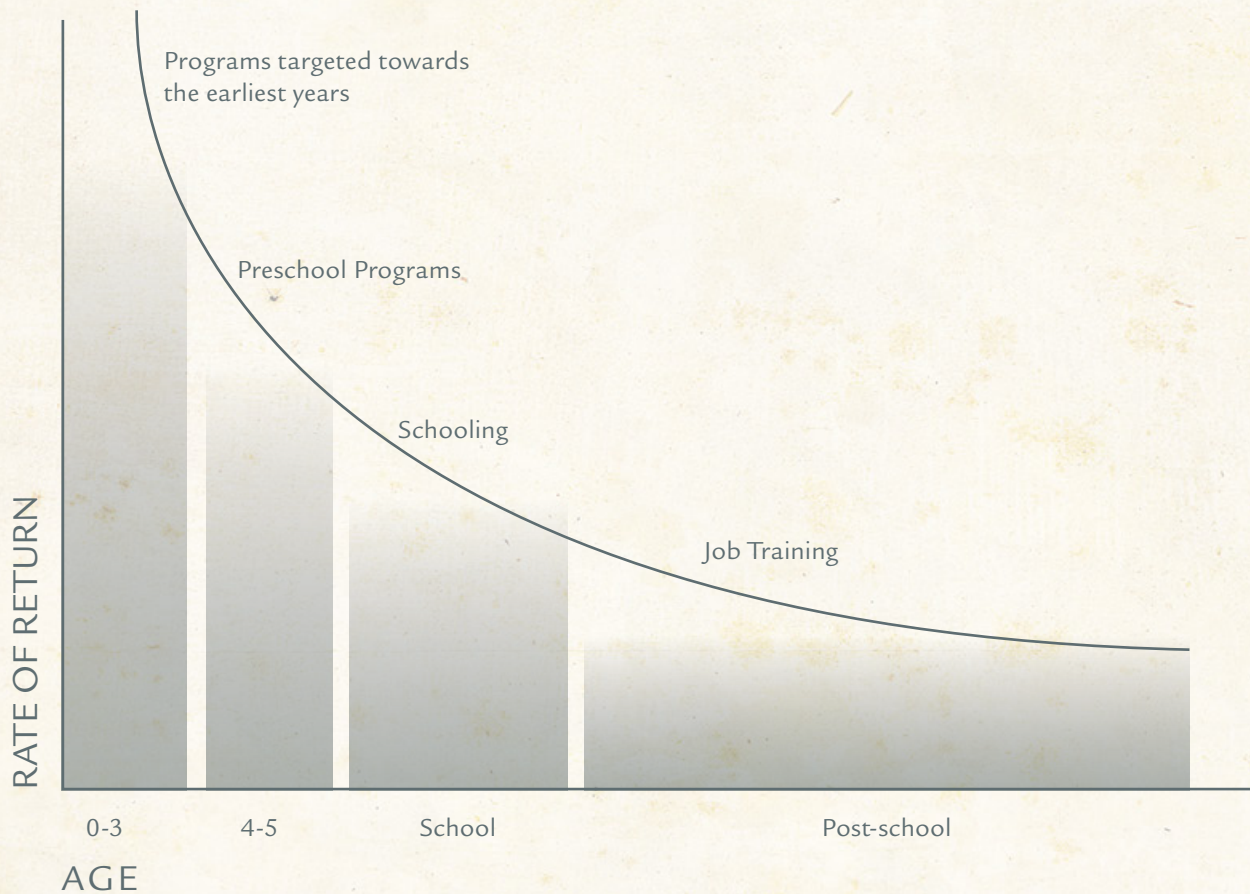
- Child health and development
- Family support and engagement
- Early learning
- Communication and systems change



“MORE THAN ANYTHING ELSE within the scope of human influence, the future of our families, communities, cultures, economies, and nations depends on our children’s learning. The world will become what our children learn it to be.”

- James J. Heckman, Ph.D., Professor of Economics, University of Chicago

Rate of Return on Investment in Human Capital



Source: Heckman (2008) *Return on Investment: Cost vs. Benefits*
www.childandfamilypolicy.duke.edu/pdfs/10yranniversary_Heckmanhandout

MEET ROBERTO



MEET ROBERTO LOZOYA, age six. He loves a challenge, he's a natural athlete, he has great rhythm, and his favorite food is sushi. When he arrives at his kindergarten classroom, he looks for his chair, sits down, and is ready to read. He is a loving brother and is making new friends; he's communicating clearly and he's ready to learn. But, it wasn't always this way.

A few years ago, Roberto's mother and father were worried for him. He wasn't advancing like other children his age. He was only using about ten words and had difficulty paying attention. It was heartbreaking to watch Roberto try to make new friends. His struggle to communicate with his peers was causing him to act out, and his behavior turned other kids away. Even his brother was trying to help guide him. It became obvious that Roberto needed intervention and his parents were desperate to find it. Struggling within a convoluted system, Roberto's parents knocked on door after door; never giving up hope that one day when they knocked, a door would open. After months of searching, they found help for Roberto through services and providers funded by First 5 San Mateo County.

CHILD HEALTH & DEVELOPMENT

REAL PEOPLE

Watch Me Grow, a special needs initiative established with funds from First 5 San Mateo County, supports parents who are worried about their child's development. Watch Me Grow staff screen children for potential problems, discuss concerns with parents, and work with the family to get any assessments that their child needs.

Roberto was referred to the Millbrae School District, where developmental assessments confirmed his difficulties with communication, problem solving, and social skills. His parents learned their son would need extensive therapy to help him catch up with his peers and get ready for kindergarten.

Carolina Balladares, a Watch Me Grow care coordinator, began working with Roberto and his family. As she helped build a network of skilled and caring service providers around the family, Roberto's parents began to feel less alone in their struggle to support their son's development.

When Roberto's father lost his job the family lost their health insurance, threatening Roberto's ongoing treatment. With Carolina's guidance, they applied for coverage through Medi-Cal. This ensured that Roberto received the medical and therapeutic attention he needed to reach his potential.



REAL RESULTS

Child Health and Development

Attention to health in the earliest years has lifelong effects. Research shows that children who are healthy, well fed and rested are more likely to develop the academic and social skills they need to succeed in school.

Sometimes, a child simply needs the security of medical insurance to stay on a healthy track... and sometimes a child needs more rigorous attention. The optimal time to identify developmental delays and special needs is in the first three years. Early identification can have a profound impact while the brain is changing so dramatically by reducing or even eliminating the need for ongoing specialized medical or educational services.

In 2011, First 5 San Mateo County made it possible for:

- 1,461 children to be screened for health concerns, developmental disabilities, and other special needs
- 698 children to receive health insurance through the Healthy Kids program
- 66% of children served through F5SMC funds had adequate well-child check-ups in the past year
- 322 children with identified special needs and their parents received services including care coordination, legal advocacy, parent-child therapy, and support for inclusion in child care and preschool

“WE KNOW THAT

if we detect children who are going a little off track early in their lives, then it's very easy to give them developmental and behavioral support to get them back on track.”

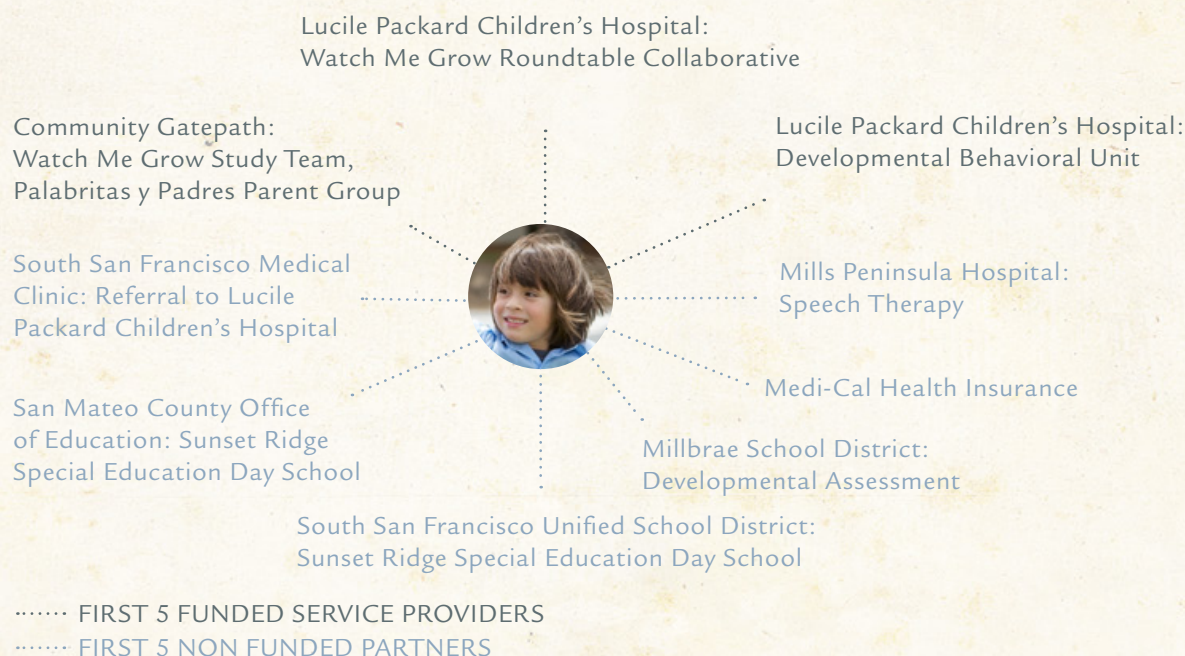
- Dr. Heidi Feldman, MD, Medical Director Development and Behavior Unit, Lucile Packard Children's Hospital at Stanford

COMMUNICATION & SYSTEMS CHANGE

REAL PEOPLE

Carolina brought Roberto's case to First 5 San Mateo County's Watch Me Grow Round Table Collaborative. Led by Dr. Heidi M. Feldman, Stanford University Professor of Pediatrics, and Anne DeBattista, Program Manager, the Round Table collaborates monthly with medical doctors, mental health clinicians, care givers, educators, legal advisors, and others to discuss specific children's cases. Roberto's case was referred to Dr. Brian Tang, Stanford's Lucile Packard Children's Hospital, for a complete medical and psychological evaluation to determine the causes of his behavioral difficulties. At the same time, Roberto was referred for speech and language therapy.

Over the course of two years, Carolina helped Roberto's parents work with multiple agencies, schools and organizations, and several doctors, therapists, and educators. Roberto received services not only from First 5 funded providers, but also from non funded agencies. It truly took a family of caregivers collaborating together to help Roberto and his family get the services they needed.



“FIRST 5 has been an important catalyst in bringing together the disparate agencies that serve young children with disabilities in San Mateo County. In this time of budget cuts this interagency cooperation is more important than ever.”

- Service Provider Quote, 2011 First 5 San Mateo County Systems Change Survey



REAL RESULTS

Communication and Systems Change

The Round Table is a powerful example of how First 5 San Mateo County is working creatively to change the way various agencies, institutions and service providers work together – because it’s not just about whether services are provided, it’s about how services are provided.

By emphasizing efficiency, service accessibility, mutually respectful interagency relationships, multiple service entry points, and programs welcoming to clients with diverse backgrounds, we are happy to report that:

- 898 high-risk families received comprehensive needs assessments and were given 1,983 referrals for services
- Providers reported a 30% improvement in their ability to fully include young children with special needs after receiving F5SMC training and consultation
- Parents who have received at least 6 months of F5SMC-funded intensive services are 50% more likely to report getting services their family needs than parents who have just enrolled

FAMILY SUPPORT & ENGAGEMENT

REAL PEOPLE

One of Roberto's challenges is Attention Deficit Hyperactivity Disorder (ADHD). While Roberto found help through therapy and medication, his parents realized that they needed help, too. How could they effectively communicate with Roberto? How could they support Roberto in relationships with other children? How could they understand his needs and guide his future?

Roberto's parents discovered how to work with Roberto's special needs through First 5 San Mateo County-funded parenting workshops and other support programs. Roberto's father was encouraged to learn that it's perfectly possible for children with ADHD to become successful, happy adults.

Roberto's future was looking brighter.



REAL RESULTS

Family Support & Engagement

Research proves that stable and supportive relationships with caring adults significantly contribute to a child's healthy brain development. High self-esteem, increased communication, and less occurrences of psychological and behavioral problems, are qualities all associated with warmth in a parent-child relationship. Positive home learning environments significantly contribute to a child's school achievement.

We empower families by educating parents and supporting high-risk families who experience poverty, domestic violence, substance abuse, or homelessness with intensive services. In the past year, funds distributed by First 5 San Mateo County ensured that:

- 2,409 parents participated in workshops or training series
- 6,850 First 5 San Mateo County Kits for New Parents were distributed
- 109 homeless children enrolled in therapeutic child care
- 1,375 families at risk received intensive home visiting services

“HEALTHY adult-child relationships are crucial to a child's early brain development. Providing families and caregivers with appropriate information, supportive services, and opportunities to network with others helps foster a nurturing community for young children.”

- First 5 Bay Area Policy Platform

EARLY LEARNING

“IN OVER 30 YEARS

of teaching, I’ve never seen anyone make such a dramatic change in such a short period of time.”

-Anne Gallagher, Roberto’s teacher

REAL PEOPLE

While Roberto was improving with medication and therapy, he also needed special education services to help him succeed in the classroom. Roberto’s first few months in kindergarten were challenging. It was difficult for him to focus his attention in class, he struggled with appropriate social skills to get along with other kids his age, and for his parents, it was painful to see Roberto shunned by his peers and sometimes even adults.

Still by the family’s side, Carolina coordinated meetings with Roberto’s parents, school representatives and doctors, until, together, they found a special education class offered by the South San Francisco Unified School District through the San Mateo County Office of Education.



REAL RESULTS

Early Learning

The brain develops early, and it develops through learning. More of San Mateo County's children need access to high quality early learning opportunities through preschool and kindergarten readiness programs. Only 44% of the demand for child care for children 0-5 can be met with the current supply of licensed care. Going to a good preschool is one of the best ways to ensure that a child is socially and academically prepared for kindergarten.

First 5 San Mateo County takes a four-pronged approach to early learning for the county's children:

4-PRONGED APPROACH

1. Program quality Improvement
2. Workforce development
3. Childcare and preschool facilities expansion
4. Kindergarten transition programs

In the past year, our early learning program investments ensured that more of the county's children were ready to learn:

- 615 children attended Kickoff to Kindergarten Summer Bridge Programs
- 3,924 Early Childhood Education providers received professional development support such as academic counseling, career counseling, stipends, classes and workshops on working with children who exhibit challenging behaviors and/or caring for infants and toddlers
- 187 preschool teachers serving 1,620 children received Early Childhood Mental Health consultation
- 3,425 preschoolers and their families participated in Virtual Pre-K (pre-kindergarten program)
- Since its inception, SmartKids created 1,802 new licensed child care spaces

“THE EVIDENCE IS CLEAR. Quality early education benefits all social and economic groups of children; universally available, quality early education would benefit everyone. And, it would be the most cost-effective economic investment.”

– The Economic Impacts of Child Care and Early Education, MIT conference

ROBERTO TODAY

REAL IMPACT

Roberto is now reading, telling stories, and appropriately expressing his emotions. His mother is grateful to see him happily playing with new friends. His brother no longer has to look out for Roberto; instead, they sing songs and play together. Roberto is in control of himself more, and stops long enough to sit on his father's lap, give his mother a hug and share the events of his day.

Roberto's special education class is helping him prepare for success in school and in life, thanks to the support of a community that cares.



JOIN US

First 5 San Mateo County investments ensure that children are born healthy, grow strong, receive more from their education, and become productive adults. Our investments in our children are investments that last a lifetime.

Roberto represents thousands of real children that First 5 San Mateo County serves each year. Not every child we serve has developmental delays and special needs, but every child we serve has a special impact on the future of our community.

We need your support! Join us in strengthening our County's children and families. Stand by First 5 initiatives. Tell your friends about what we're doing. Volunteer your time at one of the many tireless First 5 San Mateo County-funded service providers, or one of the local organizations that support young children and their families. The early years are the critical years.

To find out more about First 5 San Mateo County and how you can join in our efforts, call: 650-372-9500.

Together, we make a REAL IMPACT!

“MY SON IS FIVE YEARS OLD

and I feel like I am meeting him for the first time.”

- Alma, Roberto's mother

SPOTLIGHT ON EXCELLENCE

SPOTLIGHT ON EXCELLENCE: NELY MARTINEZ

Every day, Nely Martinez exemplifies the spirit of quality service in her role as Senior Administrative Assistant at Our Second Home Family Resource Center in Daly City. It is with great pleasure that we present Nely with the 2011 First 5 San Mateo County Spotlight on Excellence Award.

Nely Martinez has worked at Our Second Home for nine years. Originally from Chalatenango, El Salvador, Nely has lived in Daly City for twenty-three years, where she and her husband raised three children, all of who attended Daly City schools. Nely is a tremendous resource for the Daly City community and many rely on her to be knowledgeable, resourceful, and helpful as an essential part of Our Second Home.

In addition to being the friendly face that greets new and returning clients when they walk in the door, Nely provides all needed clerical, bookkeeping, translation, and database services for Our Second Home. She is truly essential, and she is an example of excellence to all of us.

First 5 San Mateo County is proud to recognize Nely Martinez and the daily contributions she makes for the betterment of our community. On behalf of the public, the First 5 staff and, most of all, the children: Thank you, Nely, for all that you do.



WE DEDICATE THIS REPORT to all First 5 San Mateo County grantees and provider partners.

Since its inception, First 5 San Mateo County has invested over \$104 million in local programs and has served over 47,200 children prenatally through age five, and 29,300 parents and primary caregivers. The programs and services are managed by people who compassionately serve the many needs of San Mateo County's children and families. Our grantees provide services that support First 5 San Mateo County's focus areas: child health and development, family support and engagement, early learning, and communication and systems change.

Granted funds have been used for everything from preschool services to speech therapy, from parenting classes to childcare facility renovations, and much, much more. Every dollar we invest in our grantees' work comes back to the community through healthy, contributing families. Providers we fund demonstrate the dedication that our community demands and deserves.

A special dedication goes to Carolina Balladares, Roberto Lozoya's care coordinator at Watch Me Grow (a First 5 San Mateo County-funded agency serving children ages 0-5 with, or at risk for, special needs). We would like to thank Carolina for helping Roberto and his family, and for assisting us in telling their story. Carolina is an unrelenting advocate for San Mateo County children and families. Professional, knowledgeable and tenacious, Carolina exemplifies our grantees and providers.

To Carolina and all First 5 San Mateo County providers who work tirelessly for the future of our community by supporting our children and families, we thank you for your dedication, integrity, and service.

“WE ARE HONORED

to support the work of the many amazing providers who serve the children and families of San Mateo County. Our entire community will feel the impact of their work for generations to come.”

- Debby Armstrong,
Executive Director,
First 5 San Mateo County



FISCAL INFORMATION

INVESTMENTS - SYSTEM OF CARE

In 2010-2011 First 5 San Mateo County invested \$9,088,156 in programs promoting:

Quality Early Care Environments	\$1,541,375
Parent Education & Support	\$1,082,855
Intensive Services for High Risk Families	\$1,415,737
Special Needs Screening and Services	\$1,509,250
School Readiness Programs	\$1,126,570
Health Programs	\$771,307
Early Care & Education Workforce	\$1,294,734
Community Capacity Building	\$346,328
Total Investments	\$9,088,156

FINANCIAL DATA FY10-11

Revenue

Interest	\$304,082
Tobacco Tax - Prop 10	\$6,629,891
Committed Fund Balance Reserves	\$2,143,683
Other Non-Prop 10 Funds	\$10,500
Total Revenue	\$9,088,156

FUNDING ALLOCATION - We constantly strive to reach families more effectively. Our funding allocations may change in future years as Proposition 10 funds decline, possible redirection of local Proposition 10 funds to the state budget, and a shift in the needs of our community. Many of the programs funded by First 5 San Mateo County include leveraged resources and provide volunteer and in-kind services.

FIRST 5 SAN MATEO COUNTY

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Maricela Watt
Finance & Administration Manager

Mey Winata
Fiscal Office Specialist

First 5 San Mateo County would like to thank W. Brown Creative Partners - WBCP, Alizarin Photography, Barbara Pavicic and Chonne Sherman for their contributions.



***“WE KNOW THAT** by the end of third grade, when most children are eight, they tend to be locked into achievement trajectories that determine their future academic success. It simply makes no sense to ignore five of those precious eight years.”*

- Building Knowledge for a Nation of Learners,
U.S. Department of Education



www.first5sanmateo.org