The First 5 Marin Vision

“Together with families, communities and other partners, the First 5 Marin Children and Families Commission will create a Marin where the health and welfare of all of our children influences core decisions at every level of our political and public institutions, and in every community.

There will be understanding across and among communities about the varied opportunities and needs of children. As a community, Marin will act upon the knowledge that what we do to increase the potential of less advantaged children improves the potential for all children. Families will have the knowledge and tools to advocate for their children.

As a result of our efforts, all children will have access to affordable health care, opportunities that promote success in school, and they will live in families and communities that provide for their optimal health, safety and well-being.”

– First 5 Marin: 2012-2017 Strategic Plan
A Note to the Community

In 2008, First 5 Marin convened the “Vision Committee for Marin’s Kids,” a broad and representative group of leaders from the public, non-profit, policy and business communities, charged with developing and advocating for a countywide vision for Marin’s children. The result of their work was “MarinKids,” a non-profit advocating for the health and well-being of children of all ages in Marin County.

MarinKids helps document the health needs of our children, youth and teens as well as the opportunity gaps in education through the biennial “Data & Action Guide.” (See www.marinkids.org and follow them on Facebook.)

MarinKids’ community work led to the “Marin Strong Start” movement – a grassroots coalition working to ensure a dedicated funding stream to support strong starts and successful futures for all of Marin’s children. The result was Measure A – a proposal on the November 8, 2016 ballot which would have enacted a ¼ cent sales tax to:

- Ensure all children have access to quality preschool education
- Expand after-school and summer learning programs for reading, writing and math achievement
- Provide affordable, quality child care for infants, toddlers and young children, and
- Expand access to comprehensive health care services such as vision, dental, behavioral and mental health services.

Measure A achieved a very strong majority vote (63.62%), but not the 2/3 vote required for passage. We are confident, however, that the movement to provide a dedicated funding source for children in Marin is not over – and First 5 Marin will remain involved with the process.

As the First 5 Marin Children and Families Commission begins working on our Strategic Plan revision for 2017-2022, we do so in a “post-Measure A environment,” with unmet needs for children throughout the county, and with great uncertainty at the local, state and national levels. We look forward to working with community partners as we continue to support the children and families of Marin County in 2017 and beyond.

Sister Joan Hanna, OP    Amy L. Reisch
Commission Chair    Executive Director
Making Ends Meet in Marin

In a county where the median home price is $1.1 million, we know the cost of making ends meet is exorbitant. For many people in Marin, home ownership is not a possibility... and never will be. But rental prices in Marin can be equally challenging for low-income residents and many working families; salaries that would be substantial in other counties are not nearly enough to allow a family to be self-sufficient in Marin.

The Cost of Self-Sufficiency in Marin

What does it take for a family of four (two working parents, an infant and a preschooler) to make ends meet in Marin? Let’s look at the “Self-Sufficiency Standard,” which measures how much income a family would need to earn to adequately meet their basic needs – without public or private assistance...

Wages Needed for Self-Sufficiency:

- **$24.20** Hourly, per adult
- **$8,519** Monthly
- **$102,223** Annually

Major Monthly Expenses Include:

- Child Care: $2,477
- Housing: $2,044
- Food: $848
- Transport: $432

Percentage of Marin households with children who are living below the “self-sufficiency standard.”

The Price of Poverty in Marin

Poverty can have serious impacts on a child’s health and well-being, including cognitive development, social-emotional development and physical health. The effects of poverty can be long-term, including poor scholastic achievement, lower graduation rates, employment difficulties and poor health outcomes.

What Does Poverty Look Like in Marin?

In 2016, the Federal Poverty Level for a family of four was $24,300; meanwhile, the annual fair market rent for a two bedroom unit with utilities was $27,468 ($2,289 per month). The lack of affordable housing in Marin is central to “income adequacy” and the ability to make ends meet – not just for those living in poverty but for a significant segment of our working families.

$124,186 Median income for Marin families with children, 2010-14.

$27,468 Annual fair market rent for 2-bedroom unit (based on $2289/month).

$24,300 Federal Poverty Level for a family of four, 2016.

10.2% of Marin children 0 to 17 living at or below the Federal Poverty Level, 2010-14.

21.6% of Marin children living with families of four earning $47,700 (199% of FPL), 2014.

26% of public school students in Marin qualified for free meals (family income below $31,005) or reduced-price meals (family income below $44,123), 2015.

164 kindergarteners identified as “homeless” during the school year, 2014. (primary residence was a shelter, hotel/motel, shared housing, economic hardship or no shelter.)

“It is a spiritually impoverished nation that permits infants and children to be the poorest Americans.”

– Marian Wright Edelman, President and Founder of The Children’s Defense Fund

HEALTH & WELLNESS

Children’s Health in Marin – By the Numbers

The Healthiest County Should be Healthy for All

Marin County is consistently ranked as the healthiest county in California. Unfortunately, not all children in Marin have access to healthful environments or enjoy good health. We can make a difference – not only through expanded services, but also through health education and public policy advocacy to help ensure that all children have improved health outcomes.

21.7% of Marin County children ages 2-11 haven’t seen a dentist in the last 12 months and 7% have never seen a dentist – even though untreated cavities and gum disease can adversely impact overall health and wellness, nutrition, sleep and education.

88.5% of Marin kindergarteners had all the vaccinations required for school in 2016; those without vaccinations put themselves, school staff, classmates and their families at risk of infection and illness.

An estimated 31% of children ages 2-17 drink one or more sugary beverages per day.

Only 88.5% of newborns were breast-fed exclusively in the hospital, as recommended by the American Academy of Pediatrics and, for medical and other reasons, 98.5% were fed some breast milk along with formula.

The inequity of obesity and overweight:

52.1% of African American 5th graders in Marin and 50.9% of Latinos had an unhealthy weight in 2015 compared to 27% of Asian students and 22.1% of Caucasians – putting them at higher risk of heart disease, stroke, asthma, high blood pressure and Type 2 diabetes, joint and bone problems, sleep apnea and social-emotional challenges.
First 5 Marin: Investing in Optimal Health for Children

During FY 2015-16, First 5 Marin made the following investments in children’s health in Marin:

**Early Childhood Mental Health Project**

*$53,051* – First 5 Marin has been funding “Early Childhood Mental Health” consultation since 2006 – a project managed by Jewish Family and Children Services. This project serves children identified with social, emotional or behavioral concerns in child care settings. By working with the child, consulting with and training staff, and supporting the family, this project has consistently been 100% successful in retaining all children in their chosen child care situations. Having a reliable child care situation not only gives the family peace of mind and helps them to be reliable employees, it also benefits the child by teaching skills that are important for success in kindergarten and beyond: physical and emotional self-control, getting along with others, listening, empathy, taking turns and sharing. Visit www.jfcs.org.

**Mobile Dental Clinic**

*$50,000* – In West Marin, remote and rural families constantly struggle with transportation to dental and other healthcare services. First 5 Marin has been presented with the opportunity to become a partner in the purchase of a customized van, and approved a contribution of $50,000. The van now serves as a dental clinic at Coastal Health Alliance, with two dental chairs in operation; it will soon be traveling to schools throughout West Marin, meeting a critical healthcare need for children and families. Visit www.coastalhealth.net.

**Health Insurance Access**

*$153,849* – Since 2006, First 5 Marin has funded healthcare outreach work through Marin County Health and Human Services. Outreach efforts are bilingual and community-based, and aimed at helping families apply for the programs for which they qualify – Medi-Cal, Kaiser, Marin Community Clinics – and at accessing services and using their benefits for annual check-ups, preventive care and specialty care.
Education

School Readiness in Marin – by the Numbers

The first five years are such an important time for a child’s physical growth and social/emotional and cognitive development. High quality early childhood education plays a key role in child development and in school readiness; unfortunately, many families cannot afford high quality child care or preschool. First 5 Marin has been investing in school readiness from the very beginning, by supporting preschool, child care, early literacy programs and developmental playgroups.

50.9% of Marin children ages 0 to 5 had parents who reported reading to them every day (2013-14); 11.2% reported reading 3-6 days per week; but 37.8% reported reading 1-2 days per week, or not at all. (Source: Kidsdata.org)

Overall, only 65% of Marin children attended preschool in 2014. Preschool is now recognized as an important way for a child to become “ready for school” – not only with cognitive gains, but also with social-emotional development. (Source: MarinKids.org)

Just 35% of Latino children attended preschool in 2014, while 84% of Caucasian children attended. (Source: MarinKids.org)

Only 45% of Marin children with parents in the workforce have licensed child care available to them. High-quality child care is an important part of early childhood education--providing consistent, developmentally sound and emotionally-supportive care which contributes to school readiness, academic achievement and social-emotional development. (Source: Kidsdata.org)
### First 5 Marin: Investing in Early Childhood Education

During FY 2015-16, First 5 Marin invested over $375,000 in Ready for School programs:

<table>
<thead>
<tr>
<th>Program</th>
<th>Amount</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FLAGship (Marin County Free Library)</strong></td>
<td><strong>$52,288</strong></td>
<td>Providing preschool activities and health information to isolated communities.</td>
</tr>
<tr>
<td><strong>Novato School Readiness</strong></td>
<td><strong>$28,455</strong></td>
<td>“Kinder Academy” and a developmental playgroup, funded since 2005.</td>
</tr>
<tr>
<td><strong>San Geronimo School Readiness</strong></td>
<td><strong>$23,467</strong></td>
<td>First 5 Marin supports two developmental playgroups each week at the San Geronimo Valley Community Center.</td>
</tr>
<tr>
<td><strong>Pickleweed Preschool</strong></td>
<td><strong>$90,896</strong></td>
<td>A class for 20 students in the Canal neighborhood of San Rafael, funded since 2004.</td>
</tr>
<tr>
<td><strong>Aprendiendo Juntos (Parent Services Project)</strong></td>
<td><strong>$47,250</strong></td>
<td>Aprendiendo Juntos (&quot;Learning Together&quot;) provides free, drop-in bilingual playgroups for approximately 70 families, who are connected to community resources and offered a five-week parenting program.</td>
</tr>
<tr>
<td><strong>Marin City/Sausalito School Readiness</strong></td>
<td><strong>$9,167</strong></td>
<td>Developmental playgroup and Summer Bridge, funded since 2005.</td>
</tr>
<tr>
<td><strong>Early Learning System Database (Marin County Office of Education)</strong></td>
<td><strong>$17,500</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Child Signature Program (Marin County Office of Education)</strong></td>
<td><strong>$53,000</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Child Care Slots (Marin Child Care Council)</strong></td>
<td><strong>$50,000</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Family Care Quality Improvement (Marin Child Care Council)</strong></td>
<td><strong>$4,638</strong></td>
<td>The majority of the $75,000 allocation will be paid in FY 2016-17.</td>
</tr>
</tbody>
</table>

*The majority of the $75,000 allocation will be paid in FY 2016-17.*
Community Convenings and Capacity Building

During FY 2015-16, First 5 Marin continued offering monthly presentations and workshops for our community partners through the “Marin Communications Forum.” The Forum has grown from two dozen people attending an office meeting in 2013 to standing room only in a hotel ballroom in 2016. More importantly, our monthly forums have become regular community meetings about subjects of broad, immediate interest; and the convenings offer one-of-a-kind gatherings for elected officials, school and government staff, non-profits, advocates and local service providers and interested residents.

The Marin Communications Forum also maintains an active Facebook presence – sharing news, research, articles and data. Visit: www.facebook.com/MarinCommunicationsForum.

Topics for 2015-16 Included:

- News Releases & Getting Published, Dental Services for Children in Marin, HHS Services for Children and Families, Marin County Free Library, Breastfeeding, Immunizations, Mental Health Services for Children and Families, Immigration, Using Video for Outreach & Advocacy, Marin Voice (op-eds and commentary), Telling Your Story With Data, Legislative Update from Senator Mike McGuire.
Feedback From Our Attendees

“Very informative, very powerful. Also fun!”

“I learned so much. I’ll make sure we spread the word about what programs and services are available. Great meeting, speakers and topic.” (Hunger in Marin)

“It’s great to see all these professionals together in one room to address these important issues.”

“I am excited to take what I learned back to my team for our outreach and advocacy efforts.”

“I will use this info (Kidsdata.org) to inform my non-profit donors about the shocking levels of poverty and homelessness in Marin.”

Topics for 2017 Will Include:

Latinos in Marin, Healthy Beverages, MarinKids – Data & Action Guide, Emergency Communications, Adverse Childhood Experiences (ACES), Tobacco and Marijuana, Pediatric Care, Power of Positive Parenting, PTA Advocacy Toolkit
Supporting Community Advocacy

As part of our Theory of Action, First 5 Marin envisions a wide range of public education and public policy strategies and activities to promote changes that will improve the lives of children and families in Marin. In addition to our own outreach and advocacy, First 5 Marin supports other organizations working to educate the public and policymakers and promote key policy changes critical to children’s health, school readiness and community support for families.

Parent Voices Marin

$25,000 – In FY 2015-16, First 5 Marin invested $25,000 in Parent Voices Marin. Parent Voices is a statewide grassroots organization, led by parents, advocating for high-quality child care affordable and accessible to all families. A key component of Parent Voices is their “Leadership Experience Program,” which teaches community organizing and develops leadership skills.

Parent Voices of Marin is very active in the county as well as in Sacramento, addressing the Marin County Board of Supervisors and traveling to the State Capitol to speak with Marin’s representatives, Assemblyman Marc Levine and State Senator Mike McGuire. In May 2016, Parent Voices Marin took a total of 55 parents, grandparents, aunts, uncles, children and child care providers to Sacramento for “Stand for Children Day” at the State Capitol – to discuss the child care waiting list, the state median income, continuity of care and provider reimbursement rates.

They are well-known for showing in their signature blue shirts... and for speaking up!
MarinKids: Advocating for Children and Youth

MarinKids

$187,559 – In 2008, First 5 Marin convened a broad-based committee to define a community vision for all children, youth and teens in Marin County. Out of that process, “MarinKids” was formed to advocate for the optimal education and well-being of every child in every community. Since that time, MarinKids has been extremely active, productive and effective in educating the public, informing policymakers, and advocating for a countywide commitment to children. First 5 Marin has funded MarinKids since 2011; during FY 2015-16, First 5 Marin invested $187,559 in MarinKids. During that time, MarinKids produced two fact-filled “Data and Action Guides” and has participated in many public outreach events. The Guides may be found on the website at: www.MarinKids.org. Data points, policy proposals and calls to action are also posted daily on Facebook at: www.facebook.com/MarinKids.

Marin Strong Start

For the past four years, MarinKids was focused on building community commitment for a “Children’s Investment Initiative,” which became known as “Marin Strong Start.” MarinKids’ role included: facilitating monthly meetings; conducting outreach with policymakers and community members; developing videos; maintaining a website and Facebook page; and developing brochures in English and Spanish.
### Fiscal Year 2015-16

#### Program Revenues and Expenses*

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PROGRAM REVENUES</strong></td>
<td></td>
</tr>
<tr>
<td>Tax Revenue</td>
<td>$1,596,815</td>
</tr>
<tr>
<td><strong>Total Revenues</strong></td>
<td>$1,596,815</td>
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<tr>
<td><strong>PROGRAM EXPENSES</strong></td>
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</tr>
<tr>
<td>Partnership for Change</td>
<td>$735,597</td>
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<tr>
<td>Grassroots Capacity Building</td>
<td>36,097</td>
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<tr>
<td>Public Education</td>
<td>127,252</td>
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<tr>
<td>Public Policy Advocacy</td>
<td>382,506</td>
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<tr>
<td>Evaluation</td>
<td>113,735</td>
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<tr>
<td>General Administration</td>
<td>62,323</td>
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<tr>
<td><strong>Total Expenditures</strong></td>
<td>$1,457,510</td>
</tr>
</tbody>
</table>

### Balance Sheet

**June 30, 2016***

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ASSETS</strong></td>
<td></td>
</tr>
<tr>
<td>Cash and Investments</td>
<td>$5,329,225</td>
</tr>
<tr>
<td>Accounts Receivable</td>
<td>286,552</td>
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<tr>
<td>Interest Receivable</td>
<td>37,554</td>
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<tr>
<td>Prepaid Expense</td>
<td>4,099</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td>$5,657,430</td>
</tr>
<tr>
<td><strong>LIABILITIES</strong></td>
<td></td>
</tr>
<tr>
<td>Accounts Payable &amp; Other Accrued Expenses</td>
<td>$12,979</td>
</tr>
<tr>
<td>Contracts Payable</td>
<td>131,118</td>
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<tr>
<td>Contracts Payable - Related Parties</td>
<td>41,658</td>
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<tr>
<td><strong>Total Liabilities</strong></td>
<td>$185,755</td>
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<tr>
<td><strong>FUND BALANCE</strong></td>
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</tr>
<tr>
<td>Nonspendable</td>
<td>4,099</td>
</tr>
<tr>
<td>Committed:</td>
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</tr>
<tr>
<td>Program Contracts Allocations</td>
<td>1,491,239</td>
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<tr>
<td>Stabilization Fund</td>
<td>750,000</td>
</tr>
<tr>
<td>Assigned:</td>
<td></td>
</tr>
<tr>
<td>Local Initiatives and Program Sustainability</td>
<td>3,226,337</td>
</tr>
<tr>
<td><strong>Total Fund Balance</strong></td>
<td>$5,471,675</td>
</tr>
<tr>
<td><strong>Total Liabilities, Deferred Inflows of Resources &amp; Fund Balance</strong></td>
<td>$5,657,430</td>
</tr>
</tbody>
</table>

*See related notes from the audit, available on our website at: [www.first5marin.org](http://www.first5marin.org).
Planning for a Future with Equity

First 5 Marin is embarking on a revision of our strategic plan in 2017. Beginning with our mission and vision, the Commission will review our priority results for all children in Marin:

1. Children have optimal health and well-being
2. Children are ready for school
3. Families have access to information and support
4. Public policies support all children.

The Commission will also review our investments in strategies that promote the change we seek – through public education, grassroots capacity building, public policy advocacy and partnerships for change – and consider as well other means to achieve optimal outcomes for every child in every community.

This year, the Commission has made a commitment to formally name “equity” as the guiding principle for its planning process and as a frame for its work for its next Strategic Plan, which will cover the years 2017-2022.

Some of the questions we will be exploring are:

What does “equity” mean and how might that affect the Commission’s activities?

How can we:

• Honor social, ethnic and economic diversity in Marin?
• Ensure the physical and emotional safety of all our children and families?
• Promote access, opportunity, inclusion and empowerment in every community?
• Reduce barriers, discrimination and bias – locally and nationally?
• Support fair treatment, advancement and social justice for all children and their families?

First 5 Marin believes in a Marin that will provide every child with access to comprehensive healthcare, opportunities for high-quality education and success in school, and family and community support that prioritizes well-being. We invite you to join us as we work to make that belief a reality.
Commissioners 2015-2016
Sister Joan Hanna, OP – Chair
Lisa Leavitt, MD – Vice Chair
David Bonfilio
Amy Eisenmann
Gabrielle Philippe-Auguste
Heather Ravani
Supervisor Katie Rice
Juan Rodriguez
Kristen Seatavakin

Staff 2014-2015
Amy Reisch, MSW
Executive Director
Marjorie Delgadillo
Program Assistant
Michelle Fadelli
Manager of Public Policy and Communications

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