First 5 Investments: A Lifetime of Benefits
Invest in Early Childhood

A solid body of research shows the cost-effectiveness of early childhood development in helping to prevent achievement gaps, boost school achievement, promote better health outcomes, improve our workforce, increase productivity and reduce the need for costly social spending.

– James Heckman, Nobel Laureate in Economics, on the Strong Start for America’s Children Act
A Word to the Community

As we look back on Fiscal Year 2012-13 at First 5 Marin, we are also marking a milestone. In November 1998, voters passed Proposition 10, the California Children and Families Act, and created the First 5 program statewide. We are so pleased to be celebrating our 15th anniversary. For the last 15 years, First 5 Marin has been managing the investment of Prop. 10 (tobacco tax) revenues for the benefit of the young children in Marin County: children’s health and well-being, school readiness, and community support for families.

In order to achieve our priority results and outcomes with a declining revenue source, our commission is investing in the following strategies:

- public education
- grassroots capacity building
- public policy advocacy, and
- partnerships for change

These strategies, and the priority outcomes they are intended to produce, are detailed in our new “Theory of Action” and “Implementation Framework” within our Strategic Plan. (For more detail, please review the Strategic Plan on our website at www.first5marin.org.)

As we look to the future, First 5 Marin will be strengthening our partnerships in the community, investing in changing the systems of care for children, and communicating in support of all young children in Marin. We look forward to working with community leaders, funders, advocates, educators, healthcare and service providers and all of our colleagues who serve and support the infants, toddlers and preschoolers of Marin.

Heather Ravani  Amy L. Reisch
Chair  Executive Director

Ending the education achievement gap... together.

27%

of 3 and 4 year olds in Marin County do not attend preschool... putting them behind their peers when they arrive at kindergarten, and making it difficult to catch up. This is where the education achievement begins. Preschool is where it ends. Working together, we can provide preschool for every child.
Making Ends Meet in Marin

The High Cost of Child Care
Working families need safe and affordable child care options so they can try to earn a living wage. Children need nurturing and enriching child care environments so they can learn and grow while away from their families. (The California Budget Project estimates a two-parent family with two kids in child care spends over 17% of their income on child care.)

Child care is expensive for working families
The the average annual cost for child care in a licensed facility...

Infant care is very expensive: about $1100 per month
The average annual cost for infant care in a licensed facility...

Raising a Family in Marin
The monthly costs of housing and utilities, food, child care, transportation, healthcare, taxes (plus a little for miscellaneous items) totals $8,278. These basic life expenses leave many families living in poverty; many more are classified as “working poor.” Poverty impacts a child’s health, education and well-being. We can’t address these issues that we care about with addressing poverty.

The cost of raising a family of four in Marin County with two working parents.

$99,342
Almost 19% of Marin infants are not breastfed in the hospital...
...although pediatricians recommend six months of exclusive breastfeeding for optimal health.

Almost 12% of our young children have never seen a dentist...
...despite annual check-ups being recommended for children beginning at age one.

More than 22% of our kindergarteners do not have all their required immunizations...
...at risk to their health, their family members and their classmates.

Over 30% of our children are overweight or obese by age five...
...putting them at risk for lifelong health issues like high cholesterol, high blood pressure, heart disease, stroke and type 2 diabetes.

Sources: CA Budget Project, Children Now and Kidsdata.org
Pickleweed Preschool
Experts agree: preschool makes a difference.

That’s why First 5 Marin funds an entire classroom of 20 children at Pickleweed Preschool in San Rafael. The curriculum prepares students for kindergarten, with a special focus on language acquisition and development. The Pickleweed experience is also designed to foster thoughtfulness, confidence, teamwork and independence. (These traits are part of a child’s “social-emotional” development, some of the “soft skills” that Nobel Laureate James Heckman found to be critically important in boosting success in school and long-term achievement.)

Pickleweed also provides a parallel experience for parents, supporting them in accessing information to support their child’s optimal growth and development. Parents are connected with important resources, including community mental health, family centers, school intervention services, the community center, library and Parent Services Project. First 5 Marin is pleased to support the great work being done at Pickleweed.

The FLAGship

The FLAGship is a mobile preschool, library and resource center, bringing literacy and learning activities as well as community health information to rural and other isolated families and daycare providers. The bus is on the road for nearly 30 hours each week and has nine regular stops throughout Marin County. Art projects, bilingual stories and songs are presented by cheerful staff who help the children practice their kindergarten skills.

90% of parents and caregivers duplicate hands-on activities at home, expanding the school readiness impact.

The FLAGship visits Toby’s playground in Point Reyes and three ranches in West Marin, Tomales Elementary School, the lagoon playground at the Civic Center, Pickleweed Park and Mi Puebla Market in San Rafael, the Manzanita Center in Marin City, and two locations in Novato. First 5 is a proud supporter of the FLAGship and its very important work throughout the county.
Summer Bridge & Kinder Academy

Summer Bridge (or Kinder Academy) is a highly successful five-week kindergarten prep program for children with little or no preschool experience. A standardized curriculum ensures consistent and high-quality instruction for all students, focusing on four key areas of child development: social-emotional, physical, cognitive and language. Summer Bridge is offered at no cost to parents, and provides an important introduction to the classroom environment.

In the summer of 2012, First 5 Marin supported 12 classrooms of Summer Bridge in five communities, serving 200 children.

Aprendiendo Juntos – Learning Together

Aprendiendo Juntos is a weekly playgroup in the Canal neighborhood of San Rafael, providing socialization, education and child development activities for young children without access to preschool. In addition, parents receive support services and are connected to community programs offering family assistance.

The playgroup offers age-appropriate activities for kids and coordinated parent programs directed by bilingual parent advisors. Partnerships with local government agencies, service providers and volunteers are leveraged to connect families to resources such as health, literacy, and nutrition.

In FY 2012-13, participation in Aprendiendos Juntos doubled, with approximately 80 children attending each week.
**Children’s Health Initiative**

First 5 Marin funds the countywide outreach, enrollment and utilization efforts for children’s healthcare. Support includes funding for positions in the County of Marin’s Department of Health and Human Services, and a one-stop enrollment structure for children and their families. In addition, First 5 Marin covers the healthcare insurance premiums for children 0 to 5 who do not qualify for existing publicly-funded programs.

*In FY 2012-13, a total of 15,069 families were enrolled or retained in healthcare:*

- Healthy Kids: 757 families
- Kaiser Child Health: 1,050 families
- Healthy Families: 2,826 families
- Medi-Cal: 10,436 families

**Early Childhood Mental Health**

In an effort to keep children in their child care settings and help them succeed in preparing for kindergarten, First 5 Marin supports Early Childhood Mental Health (ECMH) services. Through ECMH, consultation, training and support services are provided to child care providers and families to help children with social, emotional or behavioral concerns. In FY 2012-13:

- **98%** of children were retained in their child care programs.
- **95%** of child care directors and teachers reported consultation contributed to an improved willingness to care for a challenging child.
- **96%** of child care directors and teachers reported being able to communicate more effectively with parents.
- **100%** of families completing parent questionnaires reported increased knowledge of their child’s issues and behaviors.

*Also in FY 2012-13: 158 child care providers received training including “Managing Challenging Behaviors,” “Kindergarten Transition,” “Social Emotional Needs of Young Children,” “Being Present with a Child, Connecting and Enhancing Learning.”*
MarinKids

First 5 Marin launched the “Vision Committee” that has now become MarinKids – a significant policy advocate for children, tweens and teens in Marin County. With a robust website, a growing presence on Facebook, an active leadership committee, community events and the engagement of policy leaders in the county, MarinKids is building a community of care for all of our kids. MarinKids informs and mobilizes the action of individuals and organizations, policymakers and voters.

MarinKids’ priorities for Marin County:
• Eliminating the education achievement gap
• Eliminating childhood obesity
• Providing access to quality comprehensive healthcare
• Addressing the needs of children and families living in poverty
• Providing safe and affordable housing
• Placing children at the top of every public policy agenda

Join Us

Visit MarinKids online (and sign up for the newsletter): www.MarinKids.org

Join MarinKids on Facebook (to stay informed on news, research and initiatives for children): www.facebook.com/MarinKids

Facilitating the Children’s Investment Initiative Coalition

During the past year, MarinKids has been facilitating the Children’s Investment Initiative – a coalition of local advocates, community leaders and service providers dedicated to formalizing Marin’s commitment to children and youth. The Children’s Investment Initiative partners are working to promote local strategies to provide access to early childhood education opportunities (including preschool), comprehensive healthcare, as well as after school and summer learning and physical activity for all children.

Initiative Partners include: First 5 Marin, MarinKids, Marin Child Care Council, Marin Child Care Commission, Community Action Marin, Youth Leadership Institute, and the United Way.
First 5 Marin funded the following proposals for “capacity-building” grants in the community—designed to build and improve the system of care for infants, toddlers, preschoolers and their families. The selected projects promise to create sustainable change, fill unmet needs, support the under-served, and promote community capacity to educate, advocate for, and serve young children and families throughout Marin County.

**Asian Community Health Advocacy**

Five promatoras (community health workers) received 15 hours of training in leadership skills and community engagement, nutrition education, public speaking as well as health and safety issues for nail salon workers and the “green nail salon” campaign. (Most of the salon employees have young children or are pregnant; the chemicals are dangerous for the mothers as well as their children.)

*First 5 Marin contributed $10,000 toward this project.*

**Bolinas-Stinson Universal Preschool**

A parent/teacher/community task force worked with a preschool expert to produce a detailed plan for high-quality early childhood education for the Bolinas-Stinson School District that includes universal preschool. Activities include: connecting the Pre-K and K-8 communities, building the task force, developing community awareness, consultation with other school districts that have successfully incorporated preschool programs, and designing and developing best practices for successful preschool environments.

*First 5 Marin contributed $25,000 toward this project.*

**Breastfeeding-Friendly Physician’s Office Initiative**

The Marin Breastfeeding Coalition developed an informational toolkit and a training curriculum to certify local physicians’ offices “breastfeeding friendly.” Offices will be assisted in eliminating advertising/promotion of formula and in providing education materials and lactation support services to patients.

*First 5 Marin contributed $15,000 toward this project.*
Micro Family Gardens in the Canal Neighborhood

The Canal Welcome Center developed “micro family gardens” at several apartment buildings in the Canal where the need for open space and play space has been identified. Children learn to grow vegetables that their families can use in healthy recipes, developing the “farm-to-table” connection. This project will help promote the Canal Community Garden, interest in fresh produce and healthy eating. *First 5 Marin contributed $15,000 toward this project.*

Shoreline Dual Immersion Task Force

A community task force created a dual immersion master plan for Shoreline Unified School District, including a multi-year development plan, feasibility study and parent interest survey. Activities include parent information meetings, bilingual marketing materials, teacher/leadership training, curriculum and classroom supplies to promote culturally and linguistically mixed learning. *First 5 Marin contributed $20,000 toward this project.*

Venetia Valley PreK-K Family Leadership

The Venetia Valley Family Center developed a PreK-K family leadership project to recruit and support family leaders, targeting families with children 0 to 5, families without preschool access, and other under-represented parent groups. The goal is to create a sustainable, tiered pathway for continuous family leadership with parent-to-parent networking, home-school relationships, regular classroom participation, technical leadership training and coordination of family mentors to plan orientations and support systems for future families. *First 5 Marin contributed $25,000 toward this project.*

Young Moms Marin

A survey of 100 teen and young mothers (ages 13 to 25) was conducted to learn about their concerns and challenges with pregnancy and parenting. The findings were presented to county officials and service providers to improve personal support for the young mothers and better outcomes for their children. (The surveys and the presentations were conducted by young moms, who gained research and public speaking skills while communicating their needs and advocating for services.) *First 5 Marin contributed $15,000 toward this project.*
Marin Child Care Council

The Marin Child Care Council (MC3) is a tireless advocate for the availability, accessibility and affordability of child care. For parents, MC3 offers personalized assistance in selecting a child care provider through their referral service. For providers, MC3 offers training, professional development and resources. MC3 also oversees “Parent Voices,” a parent-led and parent-run grassroots organization that advocates for child care locally and in Sacramento. Volunteers from Parent Voices conducted an important local survey with 2000 respondents which indicated strong support for community investments in quality early childhood care and education (along with other programs and services) to improve the lives of children and families in Marin County. Learn more at www.mc3.org.

LIFT-Levántate

LIFT-Levántate is a non-profit organization created to promote youth and family wellness in low-income communities. They educate and motivate children and families to engage in healthy activities with a multi-lingual and multi-cultural approach. With a focus on physical activities, nutrition and positive life choices, LIFT activities are offered at no-cost to low-income children and families countywide. LIFT is making a difference in Marin with: farm-to-table education for families, a running group for teen girls, a basketball league for at-risk youth, walking groups, diabetes prevention, Re-Think Your Drink promotions, and free fitness activities including soccer, yoga and Zumba. Learn more at www.lift-levantate.org.
Marin County Board of Supervisors

In the last year, the Marin County Board of Supervisors expanded its commitment to the children and families in Marin, supporting community efforts to promote affordable child care for working families and quality preschool opportunities for all children. The Board officially added “education” to the “Four E’s of Sustainability”: economy, environment, equity and education; with this act, they set the vision and the commitment for Marin as a community that cares. The Board also declared 2013 as “The Year of the Child,” citing the critical importance of “placing children at the core of our plans, the heart of our purpose and at the top of every agenda.”

Marin County Office of Education

The Marin County Office of Education (MCOE) has embraced the effort to provide Marin’s early childhood educators professional development opportunities through a quality improvement project (funded by the Marin Community Foundation and First 5 California). In addition, recognizing that success in K-12 depends on quality early education, MCOE staffs the Pre-K to 3 initiative, bringing early care and K-12 professionals together to support a successful transition to kindergarten and beyond. Under the leadership of the Marin County Superintendent of Schools, Mary Jane Burke, MCOE has recognized the importance of starting early as we work together to eliminate the educational equity gap.
## Fiscal Year 2012-13
### Revenue and Expenditures

#### REVENUES

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<tr>
<th>Source</th>
<th>Amount</th>
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<tr>
<td>Child Signature Program</td>
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<tr>
<td>Investment Income</td>
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<tr>
<td>Other Income</td>
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<tr>
<td><strong>Total Revenue From All Sources</strong></td>
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#### EXPENDITURES

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<td>Partnership for Change</td>
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<td>Grassroot Capacity Building</td>
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<td>Public Education</td>
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<td>Public Policy Advocacy</td>
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<td>Evaluation</td>
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<td>General Administration</td>
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<td><strong>Total Expenditures</strong></td>
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*Audit Report available upon request

### Balance Sheet

#### June 30, 2013

#### ASSETS

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<tr>
<td>Deferred Outflows of Resources</td>
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<tr>
<td><strong>Total Assets and Deferred Outflows of Resources</strong></td>
<td><strong>$5,191,179</strong></td>
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#### LIABILITIES

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<th>Liability</th>
<th>Amount</th>
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<tbody>
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<td>Contracts Payable</td>
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<td>Contracts Payable - Related Party</td>
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<td>Deferred Revenue</td>
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<td><strong>Total Liabilities</strong></td>
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<td>Deferred Inflows of Resources</td>
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<tr>
<td><strong>Total Liabilities, Deferred Inflows of Resources and Fund Balance</strong></td>
<td><strong>$5,191,179</strong></td>
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#### FUND BALANCE

<table>
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<th>Fund</th>
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<td>Committed:</td>
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<td>Assigned:</td>
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<td>Local Initiatives and Program Sustainability</td>
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<td><strong>Total Fund Balance</strong></td>
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<tr>
<td><strong>Total Liabilities, Deferred Inflows of Resources and Fund Balance</strong></td>
<td><strong>$5,191,179</strong></td>
</tr>
</tbody>
</table>
There can be no keener revelation of a society’s soul than the way in which it treats its children.

– Nelson Mandela 1918-2013
Commissioners 2012-2013
Heather Ravani – Chair
Sister Joan Hanna, OP – Vice Chair
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