
FIRST 5 SAN MATEO COUNTY PERFORMANCE PRESENTATION

Kitty Lopez, Executive Director

November 6, 2018

COUNTY OF **SAN MATEO**



Mission Statement:

First 5 San Mateo County
promotes positive outcomes for young children and
their families through strategic investments,
community leadership, and effective partnerships.

Vision:

Success for Every Child

Department Summary



In Fiscal Year 2017-18, First 5 San Mateo County:

Invested **\$7,417,547** in our community:

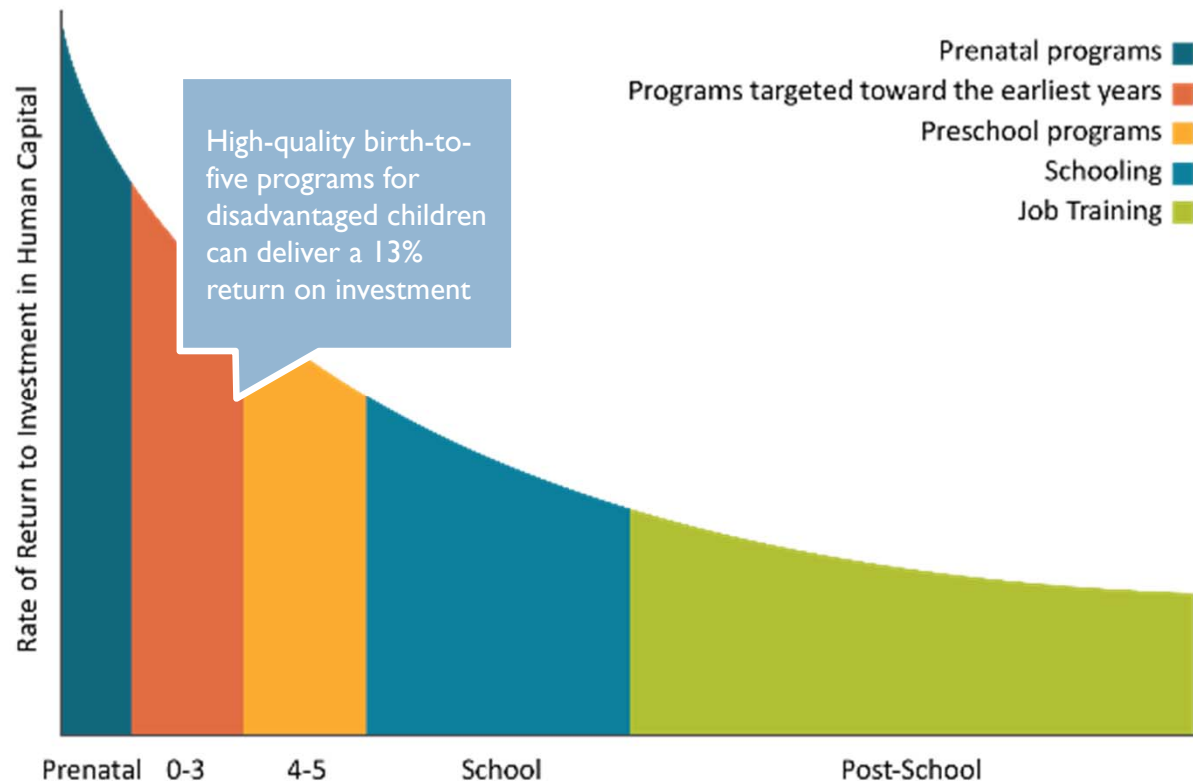
- \$2,267,054 to support family functioning and authentic family engagement
- \$1,416,936 to support child health and development
- \$2,612,398 to support high quality early learning environments and access to early learning opportunities
- \$1,121,159 towards policy, advocacy, and improved systems of care

Served **9,878** unduplicated children, parents, and service providers:

- 4,118 parents and primary caregivers
- 3,167 children ages 0-5
- 2,593 direct service providers

Distributed **2,832** Kits for New Parents in six different languages

Public Money Goes Furthest When We Invest in Our Youngest Kids



Source: James Heckman, Nobel Laureate in Economics

Over the last 20 years, we have seen...

With our partners, we are seeing results:



74%

of young kids are
read to everyday

89%

of mothers
receive prenatal
care in the first
trimester

82%

of kids 2-11
receive timely
preventive dental
care

6,000 + Children received development
screenings

Yet, the needs of San Mateo kids are still great:



17%

of kids live in low-income families

72%

of families need licensed child care but it is unavailable

9%

of kids 1-2 are reported for abuse or neglect

41%

of Medi-Cal kids 1-20 received an annual dental visit

27%

of kids 3-5 are not enrolled in preschool or kindergarten

45%

of third graders do not read at grade level

FY 2017-18 Highlights



- **New Website**
- **New Social Media Presence on multiple platforms**
- **Secured \$687,00 Additional Revenue for Various Programs and Initiatives**
- **Two community events celebrating 20 year anniversary of First 5 in San Mateo County**

FY 2017-18 Highlights



- **Increased community awareness and child care spaces for young children through Build-Up for SMC Children Initiative**
- **Ensured Family Engagement services/programs of SMC Big Lift Initiative continued due to the loss of Federal Social Innovation Fund dollars**

Expanded systems work with SMC Human Services Agency:

- Trauma Informed Initiative
- Child Support Department Trainings
- Participation on Community Collaborative for Children's Success (CCCS)

Increased Advocacy

- Submission of advocacy/support letters on state legislation;
- Providing input to State Assembly Blue Ribbon Commission on Early Childhood Education;
- Representation/Leadership on First 5 State Association Policy Committee

Help Me Grow Initiative –

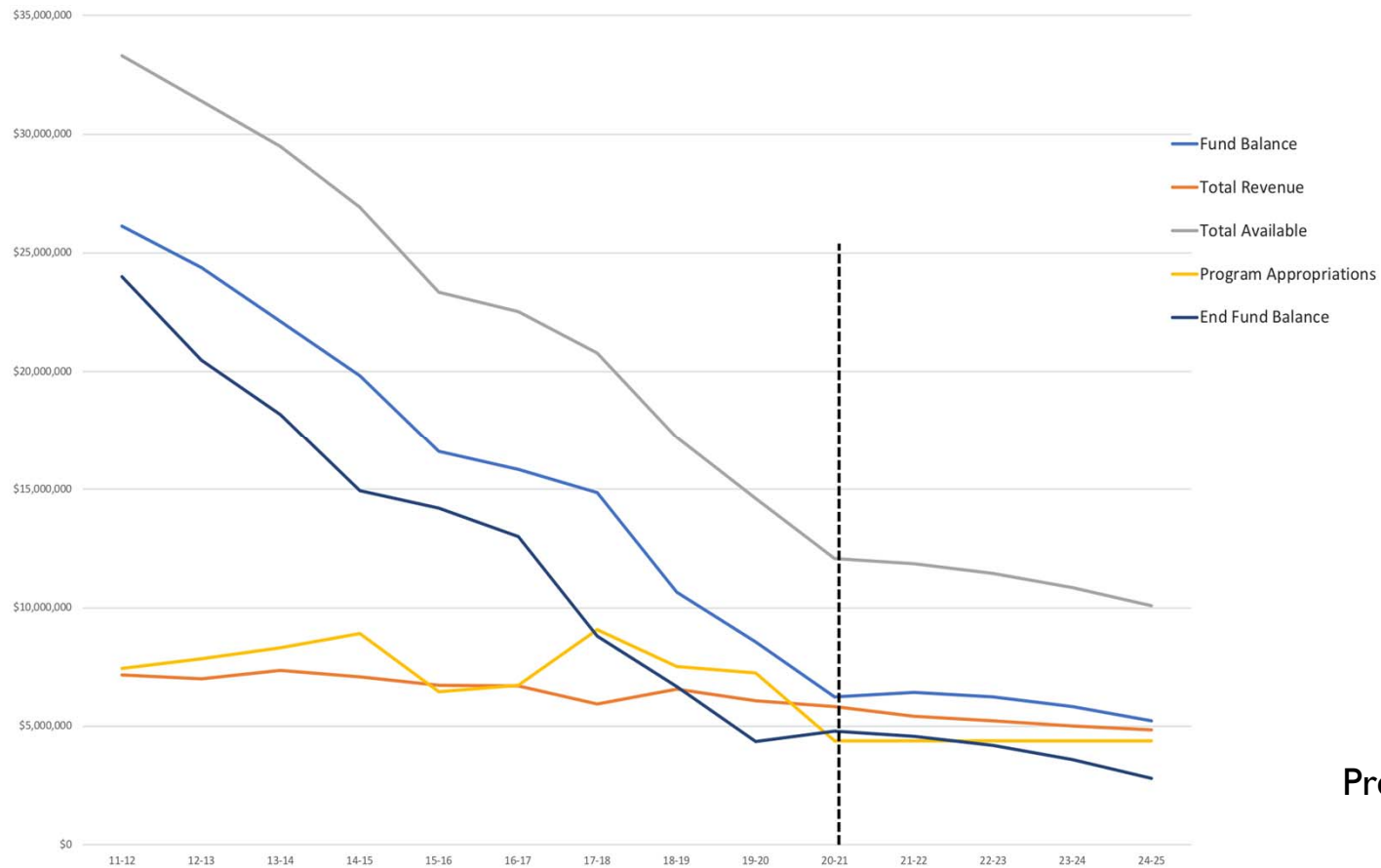
a comprehensive system that promotes universal early identification and linkage to intervention, and ensures all children reach their greatest potential.

New Strategic Plan Developed, 2020 - 2025

- **July 30, 2018:** Vision, Mission, Desired Outcomes, Commission Roles, Plan Focus Area Framework, Financials Over Time, Ad-hoc Committee, Public Forum, Partnership Breakfast
- **August 27, 2018:** Strategies for Investment
- **October 22, 2018:** 2020-2025 Strategic Plan Adoption

**How can First 5 San Mateo
County maximize impact in the
community at a time of
declining financial resources?**

Financials Over Time



Prepared May 2018

- **As part of 2020 – 2025 Strategic Plan; F5SMC will focus on 3 primary roles:**
 1. **Strategic Financial Investor**
 2. **Community Partner** in aligned efforts
 3. **Systems Leader** to advocate for prioritization of young children and their families in the county
- **Drafting Strategic Implementation Plan Implementation Plan as part of Strategic Plan, 2020 - 2025**
- **Network Analysis of Collaborative Efforts**
- **Client Data Collection**



***“Children are the living
messages we send to a
time we will not see”***

-John F. Kennedy,
35th President of the US