



Annual Report AR-1

Mendocino Revenue and Expenditure Summary

July 1, 2024 - June 30, 2025

Revenue Detail

Category	Amount
Tobacco Tax Funds	\$400,476
IMPACT Legacy	\$100,341
Small Population County Augmentation Funds	\$186,684
Home Visiting Coordination Funds	\$78,456
Other First 5 California Funds	\$0
Other First 5 California Funds Description	
Other Public Funds	\$0
Other Public Funds Description	
Donations	\$0
Revenue From Interest Earned	\$29,926
Grants	\$1,532,361
Grants Description Title IV-E funds to provide training for providers to support systems (557,471), FEC funds to build the Family Empowerment Center in Mendocino (322,324), Community Navigator Program to build support for rural areas of the community (188,744), CYBHI funding to build the Welcome Baby program (106,584).	
Other Funds	\$9,049
Other Funds Payments that cannot be classified as tax revenues, interest or grant funding and do not go toward credits for expenses. These revenues do not directly support our operations.	
Total Revenue	\$2,337,293

Improved Family Support

[illegible]

Improved Child Development

Service	Grantee	Program(s)	Children	Caregivers	Providers	SPCFA Funding	Amount
Quality Early Learning and Care Supports	County Office of Education/School District	Quality Counts California	810	76	12	Not Funded	\$127,688
Total							\$127,688

Improved Child Health

Service	Grantee	Program(s)	Children	Caregivers	Providers	Unique Families	SPCFA Funding	Amount
General Health Education and Promotion	First 5 County Commission	Nutrition/Breastfeeding	110	109	0	0	Not Funded	\$3,666
Oral Health Education and Treatment	CBO/Non-Profit	Other - Describe county commission local efforts	0	0	1	0	Not Funded	\$23,168
Reason for no population served: We support PDI through fundraising efforts and don't receive demographic data for their work with children in Mendocino County.								
Early Intervention	First 5 County Commission	Mild-to-Moderate Supports	108	108	0	0	Not Funded	\$25,780
Perinatal and Early Childhood Home Visiting	First 5 County Commission	Local Model	0	0	1	0	Not Funded	\$10,914
Reason for no population served: We work with the local hospital to provide a facilitator for birth classes to support parents in their journey into parenthood.								
Perinatal and Early Childhood Home Visiting	First 5 County Commission	Welcome Baby	0	0	0	0	Not Funded	\$229,141
Reason for no population served: These expenses were used to establish and build our WelcomeBaby program in Mendocino County which will contain data in 25-26.								
Total								\$292,669

Improved Systems Of Care

Service	Grantee	Program(s)	SPCFA Funding	Amount
Policy and Public Advocacy	First 5 County Commission	Resilient Families and Communities	Partially	\$118,973
Policy and Public Advocacy	First 5 County Commission	Early Learning	Not Funded	\$1,047
Policy and Public Advocacy	First 5 County Commission	Revenue Sustainability	Not Funded	\$6,703
Systems Building	First 5 County Commission	Early Identification and Intervention	Partially	\$105,069
Systems Building	First 5 County Commission	Health Systems	Not Funded	\$2,093
Systems Building	First 5 County Commission	Family Resiliency	Not Funded	\$608,232
Systems Building	First 5 County Commission	Family Resiliency	Fully	\$130,692
			Total	\$972,809

Expenditure Details

Category	Amount
Program Expenditures	\$2,016,278
Administrative Expenditures	\$244,390
Evaluation Expenditures	\$11,688
Total Expenditures	\$2,272,356
Excess (Deficiency) Of Revenues Over (Under) Expenses	\$64,937

Other Financing Details

Category	Amount
Sale(s) of Capital Assets	\$0
Other	\$0
Total Other Financing Sources	\$0

Net Change in Fund Balance

Category	Amount
Fund Balance - Beginning	\$1,626,130
Fund Balance - Ending	\$1,691,067
Net Change In Fund Balance	\$64,937

Fiscal Year Fund Balance

Category	Amount
Nonspendable	\$12,050
Restricted	\$111,044
Committed	\$1,567,973
Assigned	\$0
Unassigned	\$0
Total Fund Balance	\$1,691,067

Expenditure Note

Due to updated audit guidelines, our existing lease was accounted for and accrued throughout the program costs on page 12 of our audit. In order to more accurately report our actual expenses and our actual End of Year fund balance, the Office Lease of \$103,695 was removed from Other Financing Sources section of this report. It would either skew our actual expenditures or our end of year fund balance if it were included. Page 23 of our audit was used to report our program, admin and evaluation expenses as they are true expenses paid and do not include the allocation of the leases as required per audit guidelines. Removing this from the report, also ensure our end of year fund balance in this report, matched the amount reported in the audit.



Annual Report AR-2
Mendocino Demographic Worksheet
July 1, 2024 - June 30, 2025

Population Served

Category	Number
Children Less than 3 Years Old	1,787
Children from 3rd to 6th Birthday	2,249
Children – Ages Unknown (birth to 6th Birthday)	4,891
Primary Caregivers	8,318
Providers	132
Total Population Served	17,377

Primary Language Spoken in Home

Category	Number of Children	Number of Primary Caregivers
English	1,779	1,013
Spanish	175	724
Other - Specify with text box Bilingual	0	252
Unknown	6,973	6,329
Totals	8,927	8,318

Race and/or Ethnicity of Population Served

Category	Number of Children	Number of Primary Caregivers
Alaska Native/American Indian	145	91
Asian	4	6
Black/African-American	32	19
Hispanic/Latino	1,246	897
Other – Specify with text box Reported by families, no additional data gathered.	3	9
Two or more races	281	101
Unknown	6,015	6,021
White	1,201	1,174
Totals	8,927	8,318

Duplication Assessment

Category	Data
Degree of Duplication	50%
Confidence in Data	Somewhat confident
Additional Details (Optional)	The unknown reported is high due to Imagination Library, which demographic information is not tracked and we are unable to connect the high number of children receiving these books to families receiving other services throughout the county that are funded by First 5 Mendocino.



Annual Report AR-3

Mendocino County Evaluation Summary and Highlights

July 1, 2024 - June 30, 2025

County Evaluation Summary

Evaluation Activities Completed, Findings, and Policy Impact

Each year, FIRST 5 Mendocino (F5M) conducts evaluations through its annual reporting and budget planning processes to assess program effectiveness and community-wide service impacts. The findings from these evaluations are integral to our strategic decision-making, directly shaping future goals, funding priorities, and resource allocation across all four Result Areas. Evaluation Findings and Policy Impact by Result Area 1. Improved Child Development & Early Learning: Finding: F5M's early identification efforts achieved significant success, resulting in a 3.8% increase in Early Start referrals, indicating improved referral processes and access to early intervention services. Finding: The popularity and reach of key programs grew substantially, with a 27.6% increase in Triple P reach and the Imagination Library serving over 1,500 children. Impact: These positive outcomes validate the strategic investment in and expansion of these evidence-based programs. The data support continued and enhanced funding to meet the demonstrated demand. 2. Improved Child Health: Finding: Demand for breastfeeding support surged, with an 81.6% increase in calls to the BreastStart support line. Finding: The distribution of Kits for New Parents was halved due to systemic complications in the supply chain. Impact: The surge in BreastStart usage has prompted plans to bolster this critical service. Conversely, the distribution challenge for Kits for New Parents has indicated that alternative supports may need to be researched. 3. Family Functioning & Resilience: Finding: Overall, the number of children served across the county increased by 16.6%, demonstrating expanded access to F5M-funded services. Impact: This growth, achieved despite funding constraints, justifies the strategic focus on grant writing and contract procurements to sustain and expand family support. 4. Improved & Equitable Systems of Care: Finding: F5M effectively reached a broad cross-section of the population. Of the 6,103 children served, the ethnic composition (42% Hispanic, 42% White, 5% Native American, 10% Multiracial, 1% Black) directly correlates with county-wide population data. Finding: Reports indicate that more marginalized groups were receiving services through an improved system of care. Impact: This demographic data is a key evaluation metric for F5M. It demonstrates that our system-of-care approach and support for culturally competent providers (e.g., FRCs and parenting groups offering services in English and Spanish) is effectively ensuring equitable access across Mendocino County. Despite significant challenges from the decline in Prop 10 revenue, F5M's focused evaluations and adaptive strategy, supported by state-level advocacy and active grant-seeking, have resulted in a year of significant growth in service reach and positive impact for children and families. The findings directly inform our ongoing policy to fund and strengthen the network of Family Resource Centers, early learning programs, and parenting supports that form the backbone of this effective system.

County Highlights

County Highlight

In FY 2024-25, FIRST 5 Mendocino (F5M) demonstrated significant and expanding impact across all strategic result areas, effectively serving young children and strengthening the county's early childhood ecosystem. Despite fiscal setbacks and declining Prop 10 revenue, strategic advocacy and active grant writing enabled sustained growth. F5M's comprehensive reach is shown by its service to 8,927 children ages 0-5 and in providing over 1,000 professional development hours to increase the capacity of 117 agencies and 1,159 service providers. The Perinatal Coalition further strengthened the system of care by engaging 15 agencies and 121 participants. Our Raise & Shine Family Resource and Empowerment Center, a key program of F5M, saw a 3.8% increase in Early Start referrals and a 27.6% expansion in the reach of the Positive Parenting Program (Triple P). At the same time, the Imagination Library successfully served over 1,500 children. The BreastStart support line experienced an unprecedented 81.6% surge in calls, underscoring a critical community need. Overall, the number of children served increased by 16.6%. Our focused commitment to an integrated and equitable system of care ensured that services reached a broad cross-section of the county, with data showing increased access for marginalized groups. F5M continues to invest in a cohesive network of Family Resource Centers, early learning programs, and professional collaborations to ensure continued positive outcomes for every child in Mendocino County.

SPCFA Performance Report

Summarize SPCFA Specific Program Accomplishments

SPCFA Augmentation was instrumental in sustaining and expanding vital services for families throughout our rural Mendocino community. In a region where geographic isolation and limited resources are significant barriers, this funding served as a critical operational backbone. It directly enabled our office to remain staffed and accessible, ensuring we could act as a consistent and trusted point of contact for residents. This local presence is an essential step toward advancing integrated services and achieving our strategic priority of a seamless support network. A key achievement powered by SPCFA was the robust support of early literacy through the Imagination Library. This program delivers a free, age-appropriate book each month to every registered child from birth to age five, effectively building their personal libraries and fostering a love of reading before they even enter school. The impact has been significant: with SPCFA support, we provided books to nearly 1,600 children this year alone, directly preparing them for academic success and closing readiness gaps. Furthermore, SPCFA funds were crucial for family stabilization efforts. We provided essential needs like diapers and wipes to almost 1,700 Mendocino households. This support does more than meet a basic need; it is a powerful buffer against child abuse and toxic stress. Research confirms that alleviating the intense financial pressure of providing essentials reduces family stress, thereby promoting safer, more nurturing environments for healthy child development. In this way, SPCFA was not just a funding stream but a proactive investment in the well-being and future of our community's children and families.

How SPCFA Funding Was Used To Assist With Recovery From The Effects Of COVID-19

SPCFA Augmentation was pivotal in Mendocino County's recovery from the widespread effects of the COVID-19 pandemic, specifically by reinstating critical services and addressing the surge in essential needs. The funding allowed our office to re-establish a consistent, local presence, creating a stable access point for families emerging from the isolation and economic disruption of the pandemic. A cornerstone of this recovery was the reinstatement of the Imagination Library, a program that was unfortunately cancelled during the height of COVID-19. Its revival with SPCFA funds was a direct intervention to combat the "COVID slide" in early literacy. By getting free books back into the hands of nearly 1,600 children, we worked to close the readiness gap that widened while libraries and schools faced closures, ensuring our youngest learners were re-engaged and prepared for school. Furthermore, SPCFA directly addressed the profound economic fallout by providing essential needs like diapers and wipes to almost 1,700 Mendocino households. The pandemic exacerbated financial instability, increasing the risks of toxic stress and child maltreatment. This targeted support alleviated immense pressure on families, serving as a crucial stabilizing force during a vulnerable period of recovery. In these ways, SPCFA did not just restore services; it actively healed and strengthened our community's foundation in the wake of COVID-19.

How SPCFA Funded Projects Align With Other State And Locally Funded Efforts

The initiatives funded by the Small Population County Funding (SPCFA) Augmentation were strategically designed to align with and amplify broader state and local campaigns, most notably the First 5 California "Talk Read Sing" initiative. Our work provided the on-the-ground execution necessary to turn this statewide public awareness campaign into tangible action within Mendocino County. The core of this alignment was the reinstatement of the Imagination Library, which served nearly 1,600 children. This program directly operationalized the "Talk Read Sing" goals by placing books directly into the hands of families, giving parents the essential tools to act on the campaign's advice. Each free book delivered monthly served as a catalyst for the parent-child interactions that "Talk Read Sing" promotes, turning its key message into a daily practice and directly supporting early brain development in our community. Furthermore, our provision of essential needs to almost 1,700 households laid a stable foundation for families to engage in these critical activities. By alleviating the toxic stress of poverty, we enabled caregivers to devote more energy to nurturing interactions such as talking, reading, and singing with their children. This holistic approach—addressing both basic needs and early literacy—ensured that state-level messaging was supported by local, concrete resources, creating a comprehensive and practical recovery model for our families.

