



2024–2025

Community Annual Report



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About First 5 Sonoma County

Mission

The mission of First 5 Sonoma County is to maximize the healthy development of all Sonoma County children from the prenatal stage through age five through support, education, and advocacy.

WHAT FIRST 5 SONOMA COUNTY BELIEVES

- Parents & caregivers are a child's first and most important teachers.
- The best investment of resources is in proven & community-informed approaches to early prevention and intervention.
- Some children & families need more support to address structural gaps in opportunity due to racial & economic inequities.
- The first two years provide the greatest opportunity to maximize the critical & long lasting impact on a child's developing brain.
- The entire community benefits from optimal child development.

Vision

Children in Sonoma County, from the prenatal stage to age five, will develop to their fullest potential.



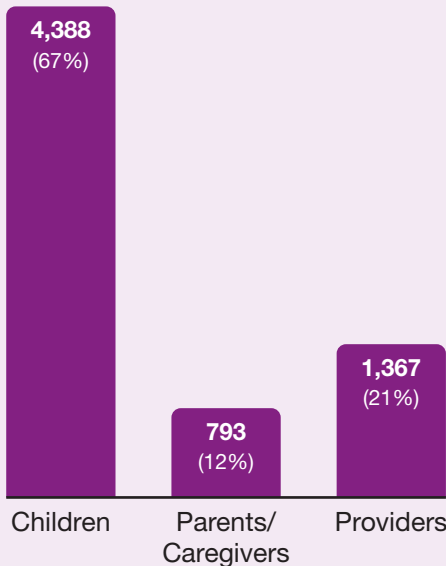


Investing in The Community

Individuals Served

In fiscal year 2024-2025, First 5 Sonoma served **6,548 total individuals** throughout the county.

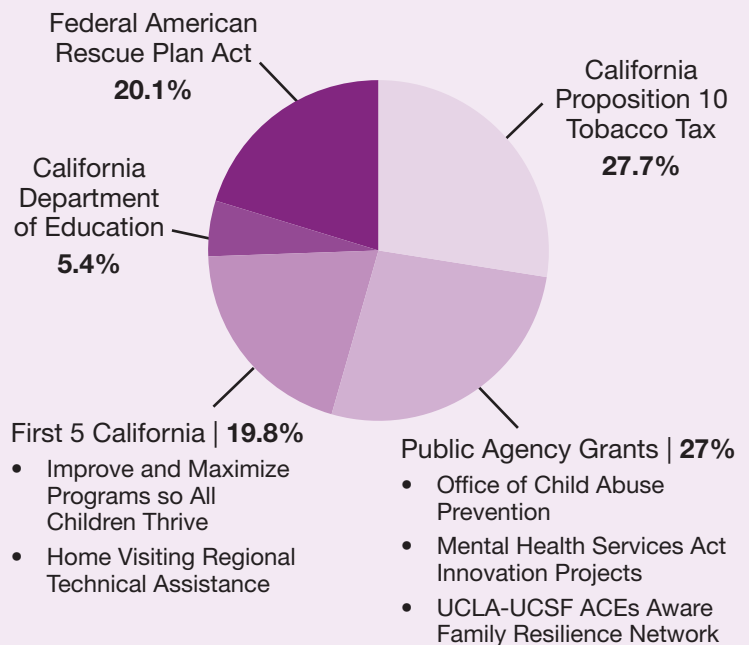
POPULATIONS SERVED BY FIRST 5 SONOMA COUNTY



Revenue Overview

All of First 5 Sonoma County's \$8.6 million revenue in FY 24-25 came from public funding sources, including Proposition 10 Tobacco Tax, and grants to support children and families.

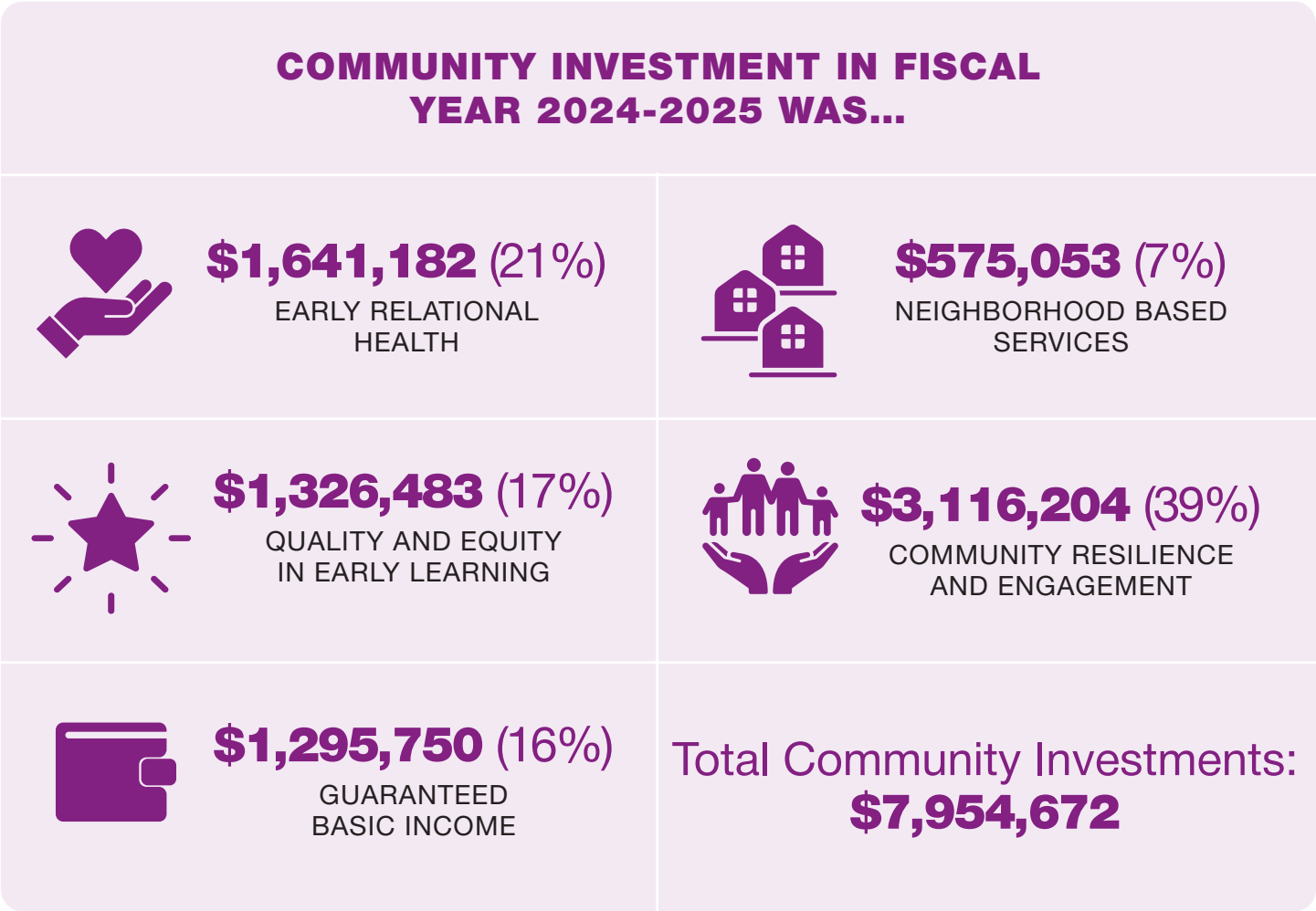
FUNDING SOURCE BREAKDOWN



Community Investments

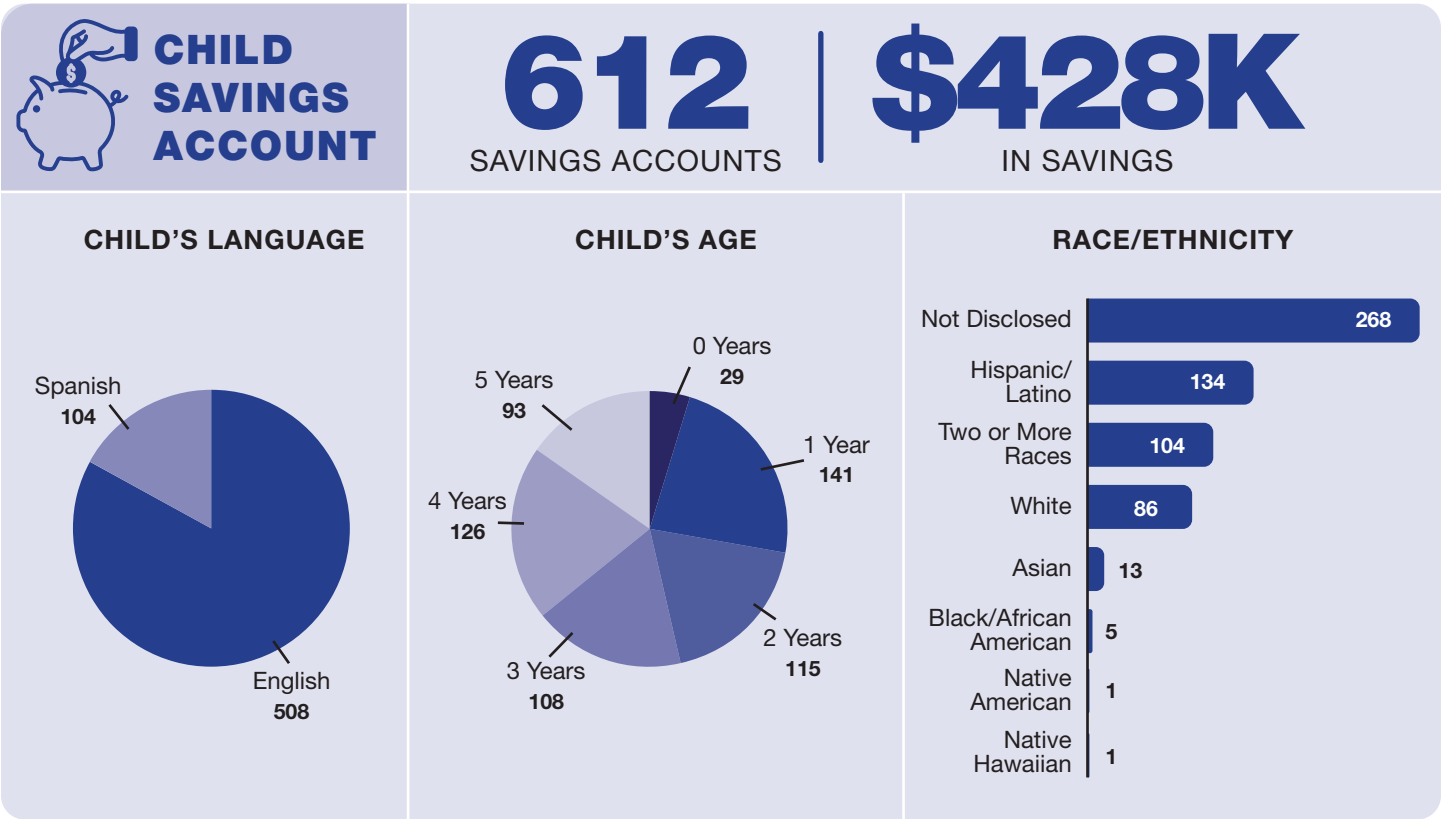
Community investments directly support programs to meet the needs of Sonoma County families with children ages 0-5 and those who care for them. These focused on early relational health, neighborhood based services, quality and equity in early learning, and community resilience and engagement.

Investments in the community during Fiscal Year 24-25 were allocated by the First 5 Sonoma County Commission in alignment with the 2021-2026 First 5 Sonoma County Strategic Plan. The Strategic Plan, as per California statute, is developed with broad community and stakeholder input and directs funding to a range of services, programs, and systems change efforts that promote the optimal development of children, birth to five years old. Funding allocations were prioritized in four areas: Early Relational Health, Neighborhood-Based Services, Quality and Equity in Early Learning, and Community Resiliency & Engagement.



FIRST 5 SONOMA COUNTY DISTRIBUTIONS

First 5 Sonoma County helped families get a strong start by creating 612 Child Savings Accounts and distributing 49,742 books to children. See below for a breakdown of the children and families served across Sonoma County.





Community Investment Highlights

The following is a selection of community investment highlights from fiscal year 2024-2025 and is not an exhaustive list of all First 5 Sonoma County's initiatives.

Goal Area 1: Early Relational Health

NEW MOM CIRCLES

First 5 Sonoma County created the New Mom Circles from an emergent community need for culturally and linguistically appropriate support for Spanish-speaking parents who may be struggling with symptoms of perinatal mood or anxiety disorder.

PROGRAM HIGHLIGHTS

- Many participants reported successfully applying strategies learned from facilitators to manage parenting stress, with the majority strongly agreeing that the program improved their ability to cope with challenges.
- Pre and post survey results showed a slight reduction in depression scores following participation in the support circles, suggesting improved emotional well-being.
- Participant feedback consistently highlighted the value of connection, opportunities for self-care, and the sense of shared understanding and support among mothers.

"I finally found people who understand the daily challenges we face. Sometimes we feel like giving up—but they [new mom circle facilitators] helped us keep going. Thank you for everything."

—NEW MOM CIRCLE PARTICIPANT



ACORNS TO OAK TREES

Acorns to Oak Trees is a home visiting program affiliated with Healthy Families America that provides culturally responsive, evidence-based support to Native American families. The program uses a strengths-based, holistic approach that recognizes the unique challenges faced by Native American communities and supports cultural identity, family well-being, and long-term community resilience. Home visits are provided by trained professionals and typically begin during pregnancy or soon after birth, continuing until the child turns five.

PROGRAM HIGHLIGHTS

- Provided culturally specific home visiting services to 7 Native American families, addressing gaps in traditional home visiting models.
- Delivered individualized, strengths-based support focused on child and parent health while honoring cultural practices and community values.
- Demonstrated the importance and feasibility of culturally grounded home visiting tailored to Native American families.

TRIPLE P (POSITIVE PARENTING PROGRAM) PROVIDER TRAINING

First 5 Sonoma County partners with the Sonoma County Department of Human Services to offer Triple P and Effective Black Parenting (description below), leveraging federal Title IV-E funding to expand access to prevention services that support safe, stable families.

Triple P is a comprehensive, evidence-based parenting and family support system designed to strengthen families by promoting positive relationships, teaching parents and caregivers simple strategies to prevent and manage parenting challenges. It also increases access to parenting information and support. The provider training equips professionals to deliver the Triple P system to families they serve.

PROGRAM HIGHLIGHTS

- A total of 37 providers were trained to deliver the Positive Parenting Program.
- 32 practitioners achieved accreditation, an overall rate of about 86%, enabling them to deliver evidence-based parenting support to families in Sonoma County.
- After accreditation, providers reported sustained improvements in confidence, preparedness, and skill in conducting parent consultations about child behavior.



EFFECTIVE BLACK PARENTING PROGRAM PROVIDER TRAINING

Effective Black Parenting Program (EBPP) is a group-based parent skills training program designed to serve Black/African American families. EBPP promotes family pride and cohesion and helps families address the effects of racism. Family serving providers learn how to support parents in setting goals for their children, understanding child development, and building positive family structures through clear expectations, positive reinforcement, and constructive discipline strategies. The training also prepares providers to integrate culturally specific approaches, such as affirming cultural heritage, supporting families in coping with racism, and fostering meaningful parent-child communication, while equipping parents with practical tools they can practice at home.

PROGRAM HIGHLIGHTS

- 27 providers completed the EBPP training. Overall satisfaction with the workshop was very high, with an average rating of 4.9 out of 5 among respondents.
- Participants reported that the content and skills presented in the workshop were highly valuable and relevant to their work.
- Respondents described the workshop format as engaging and interactive, frequently highlighting the facilitator's ability to encourage discussion and participation.

“[Workshop content was] very valuable. Every child welfare worker should have this training.”

—WORKSHOP PARTICIPANT



SONOMA HEALS (HEALTH EQUITY FOR BLACK/AFRICAN AMERICAN LIVES)

Sonoma HEALS is a pilot initiative dedicated to advancing Black/African American maternal and infant health through culturally responsive doula support. The program centers Black/African American lived experience, strengthens community-based workforce capacity, and addresses structural racism in healthcare by equipping both families and systems with the tools needed to support healthy pregnancies, births, and postpartum experiences.

The HEALS pilot is more than a training program; it is a year-long journey grounded in collaboration, empowerment, and community support. Its goal is not only to train doulas and facilitators, but also to equip them with the skills and resources to launch their own doula businesses and enroll as Medi-Cal providers, expanding access to essential maternal and child health services across the community.

PROGRAM HIGHLIGHTS

- 10 Black community members completed a 16-hour doula training, strengthening the local network of culturally responsive birth support.
- Mentoring sessions, field trips, and educational presentations supported sustained engagement and peer learning.
- The “Race 4 Equity: The Black Maternal and Infant Health Crisis” Health Equity Training engaged 37 health professionals in a free, community-based session focused on the role of racism in healthcare and strategies to improve outcomes for Black mothers and infants.



ROAD TO RESILIENCE PROGRAM

Sonoma County Road to Resilience (SCR2R) provides home visiting case management and resource navigation for pregnant and parenting individuals with current or past substance use, as well as their infants and families. The program uses the Healthy Families America (HFA) evidence-based home visiting model with enhanced supports and is delivered in partnership with leading county providers.

The Road to Resilience program, funded by the Office of Child Abuse Prevention (OCAP) in the California Department of Social Services (CDSS), is designed to support pregnant individuals and caregivers with substance use histories. It aims to prevent substance-exposed infants, reduce relapse, and strengthen family partnerships through in-home case management, screening, and community resources.

Child Parent Institute serves as the primary HFA provider. Santa Rosa Community Health offers integrated perinatal, substance use disorder, and mental health care and refers patients to HFA services. Fox Home Health provides nurse home visiting. Additional referral partners include Sonoma County Family, Youth, and Children Division and substance use treatment providers Buckelew, Drug Abuse Alternatives Center, and Women's Recovery Services.

PROGRAM HIGHLIGHTS:

- Established a multi-agency, cross-sector partnership to support pregnant and parenting families with complex needs.
- Completed program start-up and infrastructure development during FY 2024–25, with client enrollment beginning at the end of the fiscal year.

HOME VISITING TECHNICAL ASSISTANCE

First 5 Sonoma County served as the lead for a regional home visiting technical assistance initiative focused on the sustainability of home visiting programs through increased engagement with a common managed care plan. This effort was supported by First 5 California through Proposition 10 funding and was one of several regional initiatives across the state. This program came at a critical time when Medi-Cal reforms highlighted the importance of early relational health and regular developmental screenings for infants and maternal mental health.

PROGRAM HIGHLIGHTS:

- Engaged local First 5 Commissions in 20 counties served by the same managed care plan, Partnership Healthcare Plan, as a collaborative network to collectively identify goals and priorities for the technical assistance.
- First 5 County Commissions and their county partners build knowledge, capacity, and staff skills to partner with or potentially contract with Partnership Healthcare Plan.
- First 5 leadership and staff gained greater understanding of managed care processes, priorities, metrics, relationship with CA Department of Health Care Services and cultivated relationships with key individuals at Partnership Healthcare Plan.
- The effort helped to inform Partnership about the unique and critical role of local First 5 Commissions and established a foundation of partnership to better serve families and children served by both entities.

Goal Area 2: Neighborhood Based Services

CORAZÓN HEALDSBURG: CASA DEL CORAZÓN

Founded in 2011 as Scopa Has A Dream, Corazón Healdsburg supports vulnerable individuals and families through the Casa del Corazón Family Resource Center by providing bilingual, family-centered coaching that connects families to essential services and supports long-term self-sufficiency.

PROGRAM HIGHLIGHTS:

- 21 families completed the Prenatal Workshop Series which provides practical knowledge about childbirth, child development, and parenting.
- \$29k in Direct Housing Assistance was distributed to families with children ages 0-5 who were facing emergency housing situations.
- 25 families enrolled in the Imagination Library program.
- 16 families attended a Literacy and Recreation Event at Giorgi Park.



SONOMA COMMUNITY ACTION NETWORK (SONOMA CAN): WHOLE FAMILY UPWARD MOBILITY INITIATIVE

The Whole Family Upward Mobility initiative works to reduce generational poverty by supporting both children and adults so families can thrive in school and beyond. Sonoma CAN strengthens a two-generation approach at the Via Esperanza Family Resource Center, providing coordinated support in early childhood education, financial education and assistance, family literacy and school success, adult education, community referrals, and overall family stability and resiliency. By addressing the needs of the whole family, the initiative promotes long-lasting, intergenerational impact.

PROGRAM HIGHLIGHTS:

- 165 families graduated from the Pasitos program, which equips parents of children ages 3–4 with tools to prepare their children for kindergarten and long-term academic success.
- Cafecito y Corazón maintained strong participation as a culturally grounded parent group focused on resource sharing, cultural activities, and peer support.
- Launched Muévete, a new group promoting physical activity, well-being, and community connection, led by a Cafecito y Corazón participant—highlighting leadership development and peer-driven engagement.



LA LUZ CENTER: ESTRELLITAS PROGRAM

Estrellitas is a two-generation Early Childhood Education Hub designed to improve kindergarten readiness while strengthening long-term parental involvement in children's education. The program serves families with children ages 0–3, with a vision of ensuring all Sonoma Valley children are preschool-ready and that families in at-risk communities are supported through effective parent education and family support programs.

Current offerings include AVANCE, Pasitos, Abriendo Puertas, Triple P (Positive Parenting), Parent Café, and parent leadership opportunities. AVANCE, Pasitos, and Abriendo Puertas are culturally responsive, parent-child education programs that support parents as their children's first and most important teachers, while promoting early learning, school readiness, and family well-being through interactive workshops, shared learning activities, and leadership development opportunities.

PROGRAM HIGHLIGHTS:

- 39 adults and 47 children graduated from AVANCE, 10 children graduated from Pasitos, and 13 children were promoted from Primeros Pasitos.
- Families received case management support to complete 4Cs child care applications, enroll in ESL classes at La Luz Center, and prepare to enter the workforce.
- Launched outreach for Cuentitos y Colores, a bilingual book-lending program for families with children ages 0–5 and family, friend, and neighbor caregivers, promoting early literacy and joyful learning at home.



PROGRAM PARTICIPANT STORY:

One of our Pasitos participants and an AVANCE graduate connected with the Sonoma Valley Library after being introduced to it as a resource. During a Pasitos field trip to the library, her daughter joined the 1,000 Books Before Kindergarten program and in a short time has already reached the 300-book milestone. The mother shared that, thanks to AVANCE and Pasitos, she has learned valuable tools that reinforce the importance of reading, bonding, and connecting her child with community resources like the library.

Goal Area 3: Quality and Equity in Early Learning

COMMUNITY CHILD CARE COUNCIL OF SONOMA COUNTY (4CS): QUALITY COUNTS EARLY LEARNING COACHING AND PROFESSIONAL DEVELOPMENT PROJECT

The 4Cs Quality Counts Early Learning Coaching and Professional Development Project is a countywide quality improvement, recognition, and support initiative for early care and education providers in Sonoma County. Using a targeted universalism approach, Quality Counts prioritizes access for Family Child Care Home (FCCH) providers by offering Spanish-language trainings and flexible scheduling. Sessions are held after 6 PM on weekdays and Saturday mornings, with many offered via Zoom, reducing barriers for providers balancing work and caregiving responsibilities.

PROGRAM HIGHLIGHTS

- Hosted nine Director Seminar sessions reaching 99 center directors to learn about social emotional regulation and promoting positive behavior, science in the classroom, parent communication, and effective strategies for sustaining their work.
- 27 FCCHs and FFNs (Family, Friend, and Neighbor care providers) were recruited.
- 21 Licensed home-based and center sites serving infants and toddlers were recruited.
- 5 Family Child Care Peer Learning Community meetings, facilitated by Family Child Care business owners, engaged 28 participants in professional development focused on business administration.
- 4C's developed a strategic outreach campaign to engage FFN caregivers across Sonoma County to raise awareness of available resources, increase community connections, and provide professional development opportunities.

“This is a topic that is rarely covered in training, and I am glad to have this opportunity, especially in Spanish.”

–PROFESSIONAL DEVELOPMENT
PARTICIPANT

“Excellent self-care training. They are helping me relax and manage my emotions better.”

–PROFESSIONAL DEVELOPMENT
PARTICIPANT

“I really liked this training on Universal Design for Learning; I learned many tools that I will implement in my work, and they will help me a lot!”

–PROFESSIONAL DEVELOPMENT PARTICIPANT

EARLY LEARNING INSTITUTE (ELI): CONSULTATION PROJECT

Since 2001, the Early Learning Institute (ELI) Consultation Project has partnered with Sonoma County's child care and preschool community to provide free and confidential consultation to providers serving children from birth through age five. The multidisciplinary consultation team—including mental health clinicians, early childhood education specialists, early interventionists, occupational therapists, and parent educators—works collaboratively with providers and families to address behavioral, developmental, mental health, and family concerns. While consultation often focuses on the needs of an individual child, the project builds provider capacity to support all children and strengthen family-provider relationships.

PROGRAM HIGHLIGHTS

- Opened 85 consultation cases, supporting early care and education providers, children, and families across Sonoma County.
- Enrolled 125 providers in professional development focused on the Teaching Pyramid, a framework that promotes social-emotional development, prevents challenging behaviors, and supports positive behavior.
- Strengthened provider skills through collaborative goal-setting, action planning, and strategies that extend beyond individual cases. Providers consistently reported that the Consultation Project was highly valued and an important source of support in their work.



ALIANZA DE PROVEEDORAS DE CUIDADO DE NIÑOS FAMILIAR

The Alianza de Proveedoras de Cuidado de Niños Familiar (Alianza) is a comprehensive network program designed to empower and support newly licensed home-based or family child care providers. This two-year, cohort-based program focuses on strengthening business administration practices through training, networking, mentoring, technology, and incentives to promote the availability of quality care for children and families.

The program specifically supports Spanish-speaking providers who have been licensed within the previous two years. By providing these supports, Alianza helps providers build a sustainable and thriving child care business. Participants work closely with a designated mentor to set and achieve goals that enhance their business sustainability.

PROGRAM HIGHLIGHTS:

- 18 mentees and 7 mentors participated in the program, supporting Spanish-speaking family child care providers who obtained their licenses within the last two years.
- Participants engaged in two professional development training series focused on business operations, including manual accounting and small business administration topics.
- Financial incentives supported providers' business development, including \$6,592 in business technology supports and \$5,500 in completion incentives for Cohort 3, as well as \$2,900 in wellness incentives and \$4,000 in education incentives for Cohort 2.

CITY OF SANTA ROSA CHILDCARE SUPPORT PROGRAM: ARPA-FUNDED FACILITY GRANTS

First 5 Sonoma County administered the City of Santa Rosa's Childcare Support Program Facility Fund to provide small facilities grants to child care providers in Santa Rosa.

PROGRAM HIGHLIGHTS:

- 19 child care facility projects were funded, supporting improvements across family child care homes and center-based programs in Santa Rosa.
- 14 projects were successfully completed, with site visits conducted to verify construction, documentation, and compliance before projects were officially closed.
- The majority of completed projects focused on minor renovations and repairs to preserve existing child care facilities, helping providers maintain safe and operational child care spaces.
- A few completed projects increased licensing capacity, enabling providers to serve additional children and expand local child care availability.



ADDITIONAL PROFESSIONAL DEVELOPMENT FOR EARLY CARE AND EDUCATION PROFESSIONALS

Early care and education providers were also supported through ongoing professional development offered by several community partners. Topics included: Caring for Care Providers, Early Learning Inclusive Practices, Communication Development in Early Childhood, Adverse Childhood Experiences in children 0-5, and developmental screening for children 0-5. Partners that supported these professional development efforts included: Botanical Bus, Humanidad Therapy Services, Support for Families of Children with Disabilities.

Goal Area 4: Community Resilience and Engagement

PATHWAY TO INCOME EQUITY

The Pathway to Income Equity initiative was a guaranteed basic income pilot program designed to support low-income families with young children. A total of 305 families received monthly payments of \$500 for 24 months, from January 2023 through January 2025.

The program leveraged a blend of funding from Sonoma County, the Cities of Petaluma and Santa Rosa through American Rescue Plan Act (ARPA) resources, alongside Proposition 10 and private philanthropic funding. This unprecedented partnership reflects a systems-level approach to building local capacity and aligning resources across local, state, and federal funding streams. The evaluation, conducted by Social Policy Research Associates, utilized surveys, interviews, and photovoice methods to examine the program's effects on families' financial stability, health and well-being, sense of agency, and parenting experiences.

PROGRAM HIGHLIGHTS:

- Families primarily used the funds to meet their basic needs, including food, rent, utilities, and transportation.
- Caregivers reported decreased stress and anxiety, along with improvements in both physical and emotional well-being.
- Although employment rates increased slightly, families emphasized that the greatest value of the payments was the sense of stability and flexibility they provided. This stability allowed caregivers to spend more quality time with their children and engage in enriching activities, including classes and outdoor experiences.

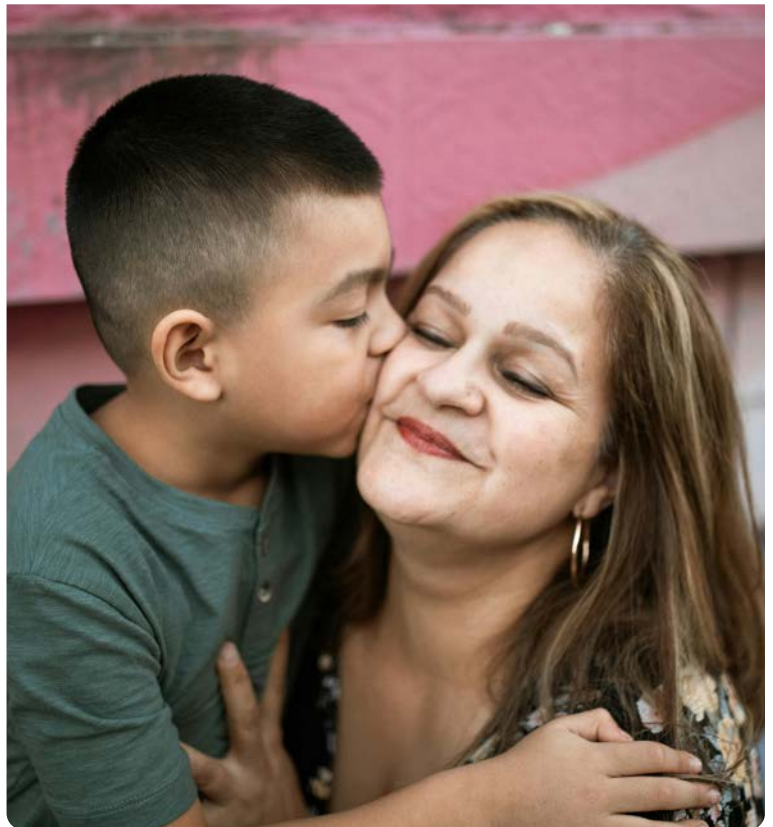


GENERATION HOUSING

Generation Housing serves as a strong, independent, cross-sector voice advancing housing security through increased housing supply and diversity. The organization works to build political and community will for housing that is affordable for all families by educating elected and appointed officials about the connection between housing and quality of life, and by mobilizing community support for inclusive housing solutions that benefit families with young children. Generation Housing's intersectional advocacy approach is organized around three core strategies: Advise and Advocate, Convene, and Educate and Engage. Together, these strategies support evidence-based housing policy development, strengthen partnerships across sectors, and advance a pro-housing narrative that builds public will and positions Generation Housing as a trusted authority on housing issues.

PROGRAM HIGHLIGHTS:

- Successfully supported impact fee reform in unincorporated Sonoma County, passed by the Board of Supervisors in January, with backing from over 70 partner organizations and 60 public comments, helping incentivize the development of new affordable housing.
- Convened 25 elected officials, appointed leaders, and city staff for a Housing 101 educational session covering housing policy, planning tools, development processes, and the intersections of housing with transportation, climate action, economic development, and homelessness.
- Continued to build a broad coalition of community partners to amplify pro-housing messages and strengthen regional alignment around housing solutions.



"I attended my very first Sonoma County Board meeting as a proud new member of Generation Housing to support the cause! It was a thrill to stand up and speak my truth regarding my concerns on the issue of Affordable Housing in Sonoma County, yet I felt bold and brave and would do it again!"

- MEMBER FROM GENERATION HOUSING

SANTA ROSA METRO CHAMBER EMPLOYER INITIATIVE

The Santa Rosa Metro Chamber advances access to quality early care and education by pairing policy advocacy with business partnerships that increase child care investments across Sonoma County. Their WorkLife initiative works to sustain a strong local workforce by promoting family-friendly workplace policies and expanding employer engagement in child care solutions. The Chamber also engages elected officials and community leaders to advance policy solutions that strengthen the early care and education sector and support the development of new child care slots. In parallel, the Chamber convenes employers to demonstrate the business case for investing in early education and care, including workplace policies, child care subsidies, and onsite or near-site child care options.

PROGRAM HIGHLIGHTS:

- Launched the WorkLife Initiative, a pilot award program that recognizes employers that foster workplaces where employees can thrive personally and professionally through family-friendly policies.
- Strengthened cross-sector collaboration among employers, policymakers, and community leaders to advance shared child care solutions.

COMMUNITY-BASED SUPPORT FOR IMMIGRANT FAMILY PREPAREDNESS

In response to shifting federal immigration policies and growing concerns among impacted families on the community organizations that serve them, First 5 Sonoma County significantly strengthened the capacity of community-based organizations to provide concrete support to immigrant families at risk of detention or deportation. Building shared knowledge and strengthening trusted community networks established a solid foundation for ongoing response.

PROGRAM HIGHLIGHTS:

- Invited and provided a substantial stipend to 27 community-based organizations to participate in an 8-session Training of Trainers series presented by On The Move focused on expanding support to immigrant families through Know Your Rights resources and Family Preparedness Planning tools and practices.
- Participating organizations also learned effective strategies to sustain well-being and self-care in challenging times.
- The sessions supported deepening connections across organizations, strengthening pathways for referrals to immigration legal services and integration with local rapid response networks.
- This investment catalyzed countywide collaborative efforts to ensure that families with young children have access to timely information, culturally responsive support, and critical resources during times of uncertainty.



Conclusion: From Investment to Impact

First 5 Sonoma County investments are intentionally designed along a continuum of support grounded in commitment to diversity, equity, belonging, and anti-racism (DEBAR). This continuum prioritizes families and communities who have been historically excluded from opportunity, addressing immediate needs while also investing in longer-term systems change.

In fiscal year 2024-25, First 5 Sonoma County made meaningful investments across this continuum, from parent education and direct services to guaranteed basic income, provider capacity building, and childcare facilities improvements. Together, these efforts reflect a comprehensive approach to strengthening systems and expanding opportunities for Sonoma County's youngest children and their families.

This progress creates a strong foundation for what comes next. Beginning July 1, 2026, First 5 Sonoma County will launch implementation of the 2026–2031 Strategic Plan, including Sonoma County Measure I, a countywide quarter-cent sales tax that will advance both child health and early care and education. These investments will expand access to essential health supports, strengthen the early care and education system, and better align services to meet the needs of children and families across the county.

First 5 Sonoma County is grateful to the partners whose dedication makes this work possible. As the organization moves into this next chapter, First 5 Sonoma County remains committed to learning, adapting, and working in partnership to ensure that every child in Sonoma County has the opportunity to thrive.

FIRST 5 SONOMA COUNTY

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