



## Funding Stream Fact Sheet: First 5

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**First 5:** First 5 Commissions in each county are charged with investing the revenues from the 50-cent per pack tobacco tax known as Proposition 10. First 5s at the county level receive 80% of the total revenues, with the remaining 20% allocated to First 5 California. All funds must be expended according to a locally-approved Strategic Plan. Commissions are governed by locally-appointed Commissioners, including Boards of Supervisor members, county department representatives, and local experts.

**Funding Levels:** Total revenues have declined more than 30% since 2000. In 2014, the tax generated \$440 million for all commissions. Local allocations are based on the county birth rate. Projected revenues are expected to be approximately \$300 million by the end of the decade. As a result, Commissions are focused on leveraging their investments with other federal, state and local resources.

**First 5 Funding Areas:** First 5 county commissions develop plans for investments in the four key results areas: child health, child development, family functioning, and systems change. Last year, revenues were allocated. The following provides an overview of funding in the 2014 fiscal year:

**First 5 Served:**

- 60% Preschoolers
- 40% Infants and Toddlers
- 64% Latinos
- 14% White
- 11% Multi-Racial/Other
- 6% Asian
- 5% African-American

**First 5 Investments:**

- 36% Early Childhood Education (Preschool, Quality Rating and Improvement, Infant and Toddler Care)
- 31% Child Health (Home Visiting, Oral Health, Developmental Screening, Health Access)
- 22% Family Strengthening (Parent Education, Homeless Services)
- 10% Systems Interventions (Technical Assistance and Training, Policy)

**Family Support Programmatic Areas Supported by First 5 Investments:**

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|---------------------------------------|-------------------------------|
| • Case management                     | • Play groups                 |
| • Information and Referral            | • Basic needs                 |
| • Car seat safety and education       | • Home visiting               |
| • Parent education                    | • Health insurance enrollment |
| • School readiness and early literacy | • Operational expenses        |

### Considerations for FRCs/FSOs wanting to use First 5 Funds:

Benefits	Potential Challenges
<ul style="list-style-type: none"><li>• Funds may be allocated for multiple years (varies by county and service approach)</li><li>• Local funds are expended to both nonprofit organizations as well as public agencies</li><li>• The Family Functioning Result Area is an area FRCs are well-positioned to provide services</li><li>• Funding decisions/priorities are based on local needs</li></ul>	<ul style="list-style-type: none"><li>• First 5 is focused on early childhood and results must benefit children</li><li>• Funds may not be used to supplant or replace existing funds, so may not be used to sustain existing programs that are losing funds</li><li>• First 5 accountability requires excellent data management and evaluation</li><li>• Funding priorities may be set for upcoming years and not align with FRC's mission</li></ul>

**Local Funding:** Each of the [First 5 Commissions](#) is responsible for funding allocations and programs. The duties of each county commission include:

- Evaluating the current and projected needs of young children and their families;
- Developing a strategic plan that promotes a comprehensive and integrated system of early childhood development services that addresses community needs;
- Determining how to expend local monies; and
- Evaluating the effectiveness of programs and activities funded in accordance with the strategic plan.

**Stakeholder Participation:** All First 5 county commission meetings are open to the public. These meetings provide regular opportunities to learn about current priorities, funded programs, and future planning.

**Oversight and Accountability:** County commissions are locally governed by the appointed Commissions. Local ordinances outline the method for appointing Commissioners. Each Commission must submit an Annual Report to First 5 CA and conduct an annual audit.

#### How To Learn about First 5 Programs and Investments in my Area

- Read your county's First 5 Strategic Plan and recent annual reports to understand how the Commission is prioritizing local needs and services.
- Understand local distribution of funds.
- Learn when funding cycles occur – some funding strategies may be annual, while others are multi-year.
- Respond to Request for Proposals (RFPs) as they are issued.

#### Find Out More About the Use of this Funding Stream in Your County:

Review your county's Commission makeup, strategic plan, recent spending, and other data: [first5association.org/county-commissions](http://first5association.org/county-commissions)

Review First 5 CA Annual Reports: [ccfc.ca.gov/media2/media\\_publications.html#report](http://ccfc.ca.gov/media2/media_publications.html#report)