



FIRST 5 SAN BERNARDINO

# Annual Budget

FISCAL YEAR 2025  
JULY 1, 2024 - JUNE 30, 2025



## **OUR MISSION**

Promote, support and enhance the health and early development of children prenatal through age 5 and their families and communities.



## First 5 San Bernardino Commission Members



*Chair*  
**Elliot Weinstein, M.D.**  
Pediatrician



*Vice Chair*  
**Diana Alexander**  
Assistant Executive Officer  
San Bernardino County Administrative Office



**Ted Alejandre**  
Superintendent  
San Bernardino County  
Superintendent of Schools



**Joe Baca, Jr.**  
Fifth District Supervisor  
San Bernardino County  
Board of Supervisors



**Gwendolyn Dowdy-Rodgers, Ed.D.**  
Community Development  
Specialist, Pacific Clinics  
San Bernardino County Board of  
Education Trustee, Area D



**Joshua Dugas**  
Director  
San Bernardino County  
Public Health Department



**Gary Ovitt**  
Retired Teacher and Principal  
Former Fourth District Supervisor  
San Bernardino County  
Board of Supervisors



## MESSAGE FROM THE EXECUTIVE DIRECTOR



First 5 San Bernardino (F5SB) is proud to present our FY 2024-2025 budget. The Commission's budget reflects our values and allows us to strategically support the guiding principle of being responsive in a changing environment.

The annual review of both our strategic plan and our local outcomes data measured against our stated goals and objectives and intended results helps inform development of the annual budget. The Commission will continue to identify priority areas and opportunities to advance our goals of improving the health and well-being of children ages 0 – 5 and their families.

The \$26 million budget for FY 2024-2025 will help ensure our families are served through broad-based support aligned with the Commission's Strategic Priority Areas of child health, quality early learning and family support. This budget allows F5SB to advance its systems role in serving family, community and providers. Funding is embedded to use multiple strategies such as capacity building and workforce support, promoting community knowledge, provision of resources and partnerships that work towards meeting the objectives of each of our priority areas.

I look forward to continuing to lead an organization that is focused on effective systems building and collaboration, funding development which includes blending, braiding and leveraging wherever possible, and incorporating parent and community voice into the development and implementation of solutions that result in equitable and measurable outcomes and maximize positive impact for children and families.

The F5SB Commission has an unwavering commitment to its mission to promote, support and enhance the health and early development of children prenatal through age 5 through a system that enables communities, organizations and families to ensure that all children in San Bernardino County are healthy, safe, nurtured, eager to learn and ready to succeed in school and in life.

A handwritten signature in blue ink that reads "Karen E. Scott". The signature is fluid and cursive.

**Karen E. Scott**

EXECUTIVE DIRECTOR, FIRST 5 SAN BERNARDINO



# First 5 San Bernardino Budget

BUDGET CATEGORY/ DESCRIPTION	FY 22/23 ACTUALS	FY 23/24 APPROVED BUDGET	FY 23/24 ESTIMATED ACTUALS	FY 24/25 PROPOSED BUDGET
<b>BEGINNING FUND BALANCE</b>	\$103,548,331	\$104,137,967	\$105,189,074	\$107,168,138
<b>REVENUE</b>				
ANNUAL DISBURSEMENT	\$17,308,378	\$16,039,849	\$15,877,381	\$14,930,697
INTEREST	\$1,970,796	\$400,000	\$3,875,120	\$2,583,573
IMPACT (QRIS) STATE	\$927,991	\$842,033	\$935,582	\$842,034
QUALITY COUNTS CA (QRIS)	\$679,635	\$699,962	\$699,962	\$739,163
HOME VISITING (CA)	\$74,437	\$142,929	\$100,000	\$142,929
CA DEPT. OF EDUCATION (PDG-R)	\$119,543			
OTHER REVENUES (SMIF, ETC)	\$839,035	\$10,000	\$459,043	\$10,000
<b>TOTAL REVENUE</b>	<b>\$21,919,815</b>	<b>\$18,134,773</b>	<b>\$21,947,088</b>	<b>\$19,248,396</b>
<b>EXPENSES</b>				
PROGRAM STRATEGIC PRIORITY AREA (SPA)	\$12,998,463	\$17,100,000	\$12,188,192	\$17,031,026
SYSTEMS, NETWORK BUILDING & COMMUNITY COLLABORATION		\$500,000	\$138,705	\$500,000
<b>SUBTOTAL FOR DIRECT SERVICES</b>	<b>\$12,998,463</b>	<b>\$17,600,000</b>	<b>\$12,326,897</b>	<b>\$17,531,026</b>
PROGRAM SERVICES SUPPORT	\$1,311,406	\$1,614,861	\$1,352,091	\$1,472,190
COMMUNITY ENGAGEMENT SERVICES SUPPORT	\$903,386	\$1,357,511	\$1,314,088	\$1,635,154
OPERATIONS	\$2,511,470	\$2,751,690	\$2,388,826	\$3,006,865
QRIS (IMPT)	\$2,554,347	\$2,604,516	\$2,586,122	\$2,679,197
<b>TOTAL EXPENSES</b>	<b>\$20,279,072</b>	<b>\$25,928,578</b>	<b>\$19,968,024</b>	<b>\$26,324,432</b>
<b>EXCESS OF REVENUES OVER (UNDER) EXPENSES</b>	<b>\$1,640,743</b>	<b>\$(7,793,805)</b>	<b>\$1,979,064</b>	<b>\$(7,076,036)</b>
<b>ENDING FUND BALANCE</b>	<b>\$105,189,074</b>	<b>\$96,344,162</b>	<b>\$107,168,138</b>	<b>\$100,092,102</b>



# Revenues

## REVENUE BUDGET

**\$19,248,396**

## ANNUAL DISBURSEMENT

**\$14,930,697**

The California Department of Tax and Fee Administration collects the tobacco tax revenue and 20% of these monies collected are allocated to the State Commission Surplus Money Investment Fund. With the remaining 80%, First 5 San Bernardino receives a portion of these monies equal to the percentage of the number of live births recorded within the County, in proportion to the entire number of live births recorded in the state of California.

## INTEREST AND INVESTMENT INCOME

**\$2,583,573**

This income is based on the assumption of 1/2% annual yield of the projected fund balance on deposit with the San Bernardino County Treasurer.

## QRIS IMPACT (FIRST 5 STATE)

**\$842,034**

This income is a grant from First 5 California for a Quality Rating Improvement System.

## QRIS INFANT TODDLER (STATE EDUCATION)

**\$739,163**

This income is a grant from the California Department of Education for a Quality Rating Improvement System for infant toddlers.

## HOME VISITING (FIRST 5 STATE)

**\$142,929**

First 5 funding promotes increased coordination and collaboration in the Home Visiting System.

## OTHER REVENUES

**\$10,000**

Includes the interest earned on Proposition 10 funds at the state level before the funds are distributed to all 58 counties. The interest is accumulated in the State Commission Surplus Money Investment Fund.



# Program Services Support & Evaluation

## PROGRAM SERVICES SUPPORT & EVALUATION

**\$18,503,216**

### SALARIES & BENEFITS EVALUATION

**\$460,013**

Payroll for four employees who are assigned to Evaluation. Benefits are calculated at 40%-60% of salaries.

### ONGOING EVALUATION SERVICES

**\$823,854**

Consulting and other professional services required to support First 5 partner agencies. Services may include assessment and evaluation training and/or services, expert consultation, software customization and web hosting.

### OTHER PROFESSIONAL SERVICES

**\$8,684**

Costs for trainers/speakers needed to support First 5 partner agencies and their programs. For example, this may include travel and speakers' fees for training on best or promising practices programs or utilization of standardized assessment instruments such as ASQSE, ASQ3, etc.

### DATA PROCESSING

**\$17,422**

Data processing, computer, direct labor and IT services provided by the County's Innovation and Technology department, financial and project tracking, maintenance of computer software and system development charges.

### ALLOCATED OFFICE EXPENSES

**\$117,814**

Department costs that are allocated to the various units using a cost allocation plan such as the lease, insurance, utilities, etc.

### PROGRAM SERVICES MISC. SUPPORT

**\$2,000**

Cost associated with partner agencies orientation meetings, proposal conferences, program meetings, training, workshops and advisory committee and sub-committee meetings.

### COMPUTER SOFTWARE

**\$14,303**

ITD charges for installation, updates and maintenance of computer software. Purchase of computer software for staff.

### CONFERENCES/TRAINING/SEMINAR FEES AND OTHER TRAVEL

**\$23,100**

Costs of staff attendance at conferences, training and seminars. It also includes meals, lodging, car rentals, parking, mass transit, taxi, bus fares, toll fees and other travel related expenses while staff attends various meetings, conferences, workshops, site reviews and staff development.

### AIR TRAVEL

**\$3,000**

Air fare costs for staff who travel out of town for First 5 business purposes.

### STAFF MILEAGE

**\$2,000**

Mileage reimbursement at IRS allowable rate to First 5 staff for the use of privately owned vehicles to conduct First 5 business.



# Community Engagement

<b>COMMUNITY ENGAGEMENT</b>	<b>\$1,635,154</b>
<b>SALARIES &amp; BENEFITS</b>	<b>\$371,177</b>
Payroll for three employees who are assigned to Community Engagement and Communications. Benefits are calculated at 40%-60% of salaries.	
<b>MEDIA SERVICES AND ACTIVITIES</b>	<b>\$967,084</b>
Strategic communications and counsel (includes research, admin and planning, brand marketing, campaigns & stakeholder communications, social media management, event planning, brand advertising, research, paid media/advertising, creative development, transadaption, videography and photography, animation/video, tech fees, small print jobs, additional creative or videography needs, standard agency markup for media buying/mileage/travel).	
<b>COMMUNITY OUTREACH AND EDUCATIONAL MATERIALS</b>	<b>\$95,000</b>
First 5 marketing items to support community education, community engagement activities, child health and safety support program strategies. It also includes printed marketing and educational materials like brochures, calendars, bookmarks, books, fact sheets and media kits, event signage, logo tablecloths, EZ-Up, banners and conference displays.	
<b>COMMUNITY OUTREACH ACTIVITIES / EVENTS</b>	<b>\$34,637</b>
Community outreach activities, health and safety fairs and a variety of sponsored events including use of the First 5 van. Also includes costs associated with hosting meetings, workshops, conferences and trainings which include refreshments, supplies, equipment rental and location room rental.	
<b>COMPUTER SOFTWARE</b>	<b>\$11,668</b>
ITD charges for installation, updates and maintenance of computer software. Purchase of computer software for staff.	
<b>ALLOCATED OFFICE EXPENSES</b>	<b>\$110,593</b>
Department costs that are allocated to the various units using a cost allocation plan such as the lease, insurance, utilities, etc.	
<b>DATA PROCESSING</b>	<b>\$15,895</b>
Data processing, computer, direct labor and IT services provided by the County's Innovation and Technology Department, financial and project tracking, maintenance of computer soft wares and system development charges.	
<b>VEHICLE SERVICES</b>	<b>\$16,000</b>
Maintenance and gas for First 5 van.	
<b>SUBSCRIPTIONS</b>	<b>\$2,000</b>
This includes subscriptions to the local newspapers, magazines and publications for the office.	
<b>MILEAGE REIMBURSEMENT</b>	<b>\$600</b>
Mileage reimbursement at IRS allowable rate to First 5 staff for the use of privately owned vehicles to conduct First 5 business.	
<b>CONFERENCES/TRAINING/SEMINAR FEES/OTHER TRAVEL</b>	<b>\$8,500</b>
Costs of staff attendance at conferences, training and seminars. It also includes meals, lodging, car rentals, parking, mass transit, taxi, bus fares, toll fees and other travel related expenses while staff attends various meetings, conferences, workshops, site reviews, and staff development which are held out of town.	
<b>AIR TRAVEL</b>	<b>\$2,000</b>
Air fare costs for staff who travel out of town for First 5 business purposes.	





# Systems, Network Building & Community Collaboration

SYSTEMS, NETWORK BUILDING & COMMUNITY COLLABORATIONS		\$500,000
SPECIAL DEPARTMENT EXPENSE		\$50,000
Costs associated in hosting various events, meetings, training and workshops.		
OTHER PROFESSIONAL SERVICES		\$280,000
Funding/co-sponsoring requests for community, network and collaborative initiatives, events and activities.		
RENTS & LEASES: EQUIPMENT		\$20,000
Equipment rental for events outside First 5 office.		
ADVERTISING		\$100,000
Costs associated in hosting various events, meetings, training and workshops.		
RENTS & LEASES BUILDING		\$50,000

# Strategic Priority Area Investments

STRATEGIC PRIORITY AREA INVESTMENTS (SPA)		\$17,031,026
CHILD HEALTH	COLLABORATION	
QUALITY EARLY LEARNING	COMMUNITY CAPACITY BUILDING	
FAMILY SUPPORT	WORKFORCE	



## Quality Rating & Improvement Support

### QUALITY RATING & IMPROVEMENT SUPPORT (QRIS)

**\$2,679,197**

#### SALARIES & BENEFITS

**\$165,729**

Payroll for one employee who is assigned to Quality Rating and Improvement Support. Benefits are calculated at 40%-60% of salaries.

#### ALLOCATED OFFICE EXPENSES

**\$33,540**

Department costs that are allocated to the various units using a cost allocation plan such as the lease, insurance, utilities, etc.

#### DATA PROCESSING

**\$10,854**

Data processing, computer, direct labor and IT services provided by the County's Innovation and Technology Department, financial and project tracking, maintenance of computer software and system development charges.

#### STAFF MILEAGE

**\$100**

Mileage reimbursement at IRS allowable rate to First 5 staff for the use of privately owned vehicles to conduct First 5 business.

#### CONTRACT SERVICES

**\$2,468,974**

Services that are awarded for various services to implement QRIS.



# Operations Budget

<b>OPERATIONS BUDGET</b>	<b>\$3,006,865</b>
<b>SALARIES/BENEFITS</b>	
<b>PAYROLL</b>	<b>\$2,313,793</b>
Payroll is based on 18 employees. Benefits are calculated at 40%-60% of salaries depending on position/classification.	
<b>SERVICES/SUPPLIES</b>	
<b>COMNET CHARGES</b>	<b>\$9,650</b>
Monthly charge for telephone and voicemail.	
<b>MEMBERSHIPS</b>	<b>\$44,231</b>
Annual membership fee to First 5 CA Association and other professional membership fees.	
<b>COMPUTER SOFTWARE</b>	<b>\$63,423</b>
Annual Microsoft software agreement and any other necessary software.	
<b>INVENTORIAL EQUIPMENT</b>	<b>\$19,000</b>
Cost includes office furniture and fixtures, telephone, computer equipment and other electronic equipment for First 5 staff. It also includes ITD charges for installation, updates and maintenance of computer software.	
<b>NON-INVENTORIAL EQUIPMENT</b>	<b>\$1,011</b>
Cost of tools and equipment.	
<b>SPECIAL DEPT EXPENSE</b>	<b>\$3,000</b>
Costs associated in hosting various events, meetings, training and workshops.	
<b>UTILITIES (TELEPHONE, NETWORK FOR SURFACE PROS, ELEC)</b>	<b>\$12,101</b>
Office telephone charges, network for iPads for management and First 5 staff who travel outside the office, electric bill for the server room.	
<b>INSURANCE</b>	<b>\$12,960</b>
Costs for Surety Bonds, Liability, Property and Crime insurance for First 5. It also covers deductibles for insurance claims as needed.	
<b>GENERAL OFFICE EXPENSE</b>	<b>\$7,000</b>
Costs of office supplies like copy papers, toners, folders, etc. and other general expenses. It also includes mailing charges outside the county services like FEDEX, UPS, etc.	
<b>PRESORT &amp; PACKAGING</b>	<b>\$3,235</b>
Mailing, packaging and surplus handling charges within the county services. (ISF only)	
<b>COURIER &amp; PRINTING (COUNTY PRINT SERVICES)</b>	<b>\$6,000</b>
Printing services through the County like business cards, flyers, letterheads, board resolution, reports and other miscellaneous items. (ISF only)	

## Operations Budget cont.

<b>TEMPORARY HELP</b>	<b>\$5,000</b>
Temporary staffing is anticipated for this fiscal year to help First 5 in various tasks in the office.	
<b>SUBSCRIPTIONS</b>	<b>\$2,000</b>
This includes subscriptions to the local newspapers, magazines and publications for the office.	
<b>PROFESSIONAL &amp; COUNTY COUNSEL</b>	<b>\$67,595</b>
Costs for services provided by Human Resources, County Counsel legal services and other professional services provided to First 5.	
<b>AUDITING</b>	<b>\$24,172</b>
Service fee for the annual audit conducted by an independent auditing firm.	
<b>DATA PROCESSING</b>	<b>\$86,302</b>
Data processing, computer, direct labor and IT services provided by the County's Innovation and Technology Department, financial and project tracking, maintenance of computer software and system development charges.	
<b>COUNTY SERVICES</b>	<b>\$12,313</b>
COWCAP and various services provided to First 5 by all county agencies and departments.	
<b>GENERAL MAINTENANCE - EQUIPMENT</b>	<b>\$1,500</b>
Costs for the maintenance of copiers, telephone system and other equipment.	
<b>RENTS &amp; LEASES - EQUIPMENT</b>	<b>\$8,897</b>
Lease of copier equipment and equipment rental for events outside First 5 office.	
<b>RENTS &amp; LEASES - BUILDING</b>	<b>\$257,682</b>
Office lease for First 5 located at 735 E. Carnegie Drive, San Bernardino. It also includes facility rental for First 5 events, meetings and workshops outside the First 5 office.	
<b>CONFERENCES/TRAINING/SEMINAR FEES AND OTHER TRAVEL</b>	<b>\$38,000</b>
Costs of staff attendance at conferences, training and seminars. It also includes meals, lodging, car rentals, parking, mass transit, taxi, bus fares, toll fees and other travel related expenses while staff attends various meetings, conferences, workshops, site reviews and staff development which are held out of town.	
<b>MILEAGE REIMB (EMPLOYEE)</b>	<b>\$2,500</b>
Mileage reimbursement at IRS allowable rate to First 5 staff for the use of privately owned vehicles to conduct First 5 business.	
<b>AIR TRAVEL</b>	<b>\$5,000</b>
Air fare costs for staff who travel out of town for First 5 business purposes.	
<b>MOTOR POOL</b>	<b>\$500</b>
Costs incurred associated with the van assigned to First 5 and car rental provided by Motor Pool. (ISF only)	

# Long Term Financial Plan

5-YEAR PROJECTIONS GENERAL FUND	FY 24/25	FY 25/26	FY 26/27	FY 27/28	FY 28/29
<b>BEGINNING FUND BALANCE</b>	\$107,168,138	\$100,092,102	\$91,213,889	\$82,175,475	\$72,280,129
<b>REVENUE</b>					
ANNUAL DISBURSEMENT	\$14,930,697	\$14,694,558	\$15,228,586	\$15,733,265	\$15,575,932
IMPACT GRANT (STATE)	\$842,034				
QUALITY COUNTS (STATE)	\$739,163	\$753,519	\$768,648		
HOME VISITING (STATE)	\$142,929	\$142,929			
OTHER REVENUES	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000
<i>SUBTOTAL REVENUE</i>	<i>16,664,823</i>	<i>15,601,006</i>	<i>16,007,234</i>	<i>15,743,265</i>	<i>15,585,932</i>
INTEREST EARNINGS	2,583,573	2,001,842	1,824,278	1,643,510	1,445,603
<b>TOTAL REVENUE</b>	<b>19,248,396</b>	<b>17,602,848</b>	<b>17,831,512</b>	<b>17,386,775</b>	<b>17,031,535</b>
<b>EXPENSES</b>					
PROGRAM STRATEGIC PRIORITY AREA (SPA) *	17,031,026	19,500,000	19,500,000	19,500,000	19,500,000
SYSTEMS, NETWORK BUILDING & COMMUNITY COLLABORATIONS	\$500,000	\$500,000	\$500,000	\$500,000	\$500,000
<i>SUBTOTAL FOR DIRECT SERVICES</i>	<i>\$17,531,026</i>	<i>\$20,000,000</i>	<i>\$20,000,000</i>	<i>\$20,000,000</i>	<i>\$20,000,000</i>
PROGRAM SERVICES SUPPORT	\$1,472,190	\$1,560,521	\$1,654,153	\$1,753,402	\$1,858,606
COMMUNITY ENGAGEMENT SUPPORT	\$1,635,154	\$1,733,263	\$1,837,259	\$1,947,495	\$2,064,344
OPERATIONS	\$3,006,865	\$3,187,277	\$3,378,514	\$3,581,224	\$3,796,098
QRIS	\$2,679,197				
<i>SUBTOTAL SUPPORTIVE EXPENSES</i>	<i>\$8,793,406</i>	<i>\$6,481,062</i>	<i>\$6,869,925</i>	<i>\$7,282,121</i>	<i>\$7,719,048</i>
<b>TOTAL EXPENSES</b>	<b>\$26,324,432</b>	<b>\$26,481,062</b>	<b>\$26,869,925</b>	<b>\$27,282,121</b>	<b>\$27,719,048</b>
<b>EXCESS OF REVENUES OVER (UNDER) EXPENSES</b>	<b>(\$7,076,036)</b>	<b>(\$8,878,214)</b>	<b>(\$9,038,413)</b>	<b>(\$9,895,346)</b>	<b>(\$10,687,513)</b>
<b>ENDING FUND BALANCE**</b>	<b>\$100,092,102</b>	<b>\$91,213,889</b>	<b>\$82,175,475</b>	<b>\$72,280,129</b>	<b>\$61,592,616</b>

## Notes:

\*\* Fund balance does not include the held one year funding of \$22M which was taken out of total in FY 2016-2017.

\*FY 2024-2025 the Program Strategic Priority Area is budgeted for \$20M.

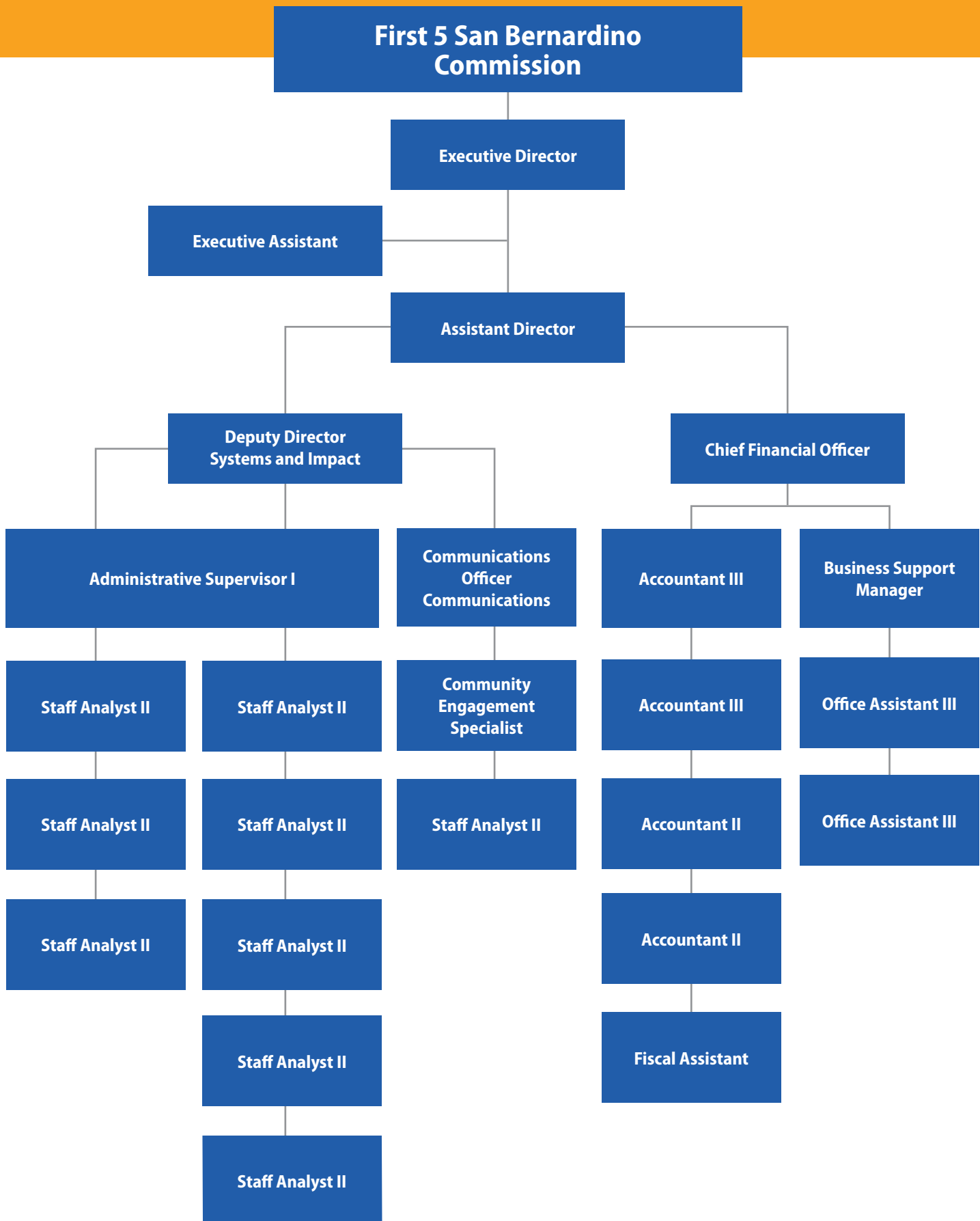
\$ 17,031,026	Contracted Services
500,000	Community Collaborations
2,468,974	QRIS
<u>\$20,000,000</u>	Total

Included in the five-year projection for expenses is an estimated annual increase of 6% for Operations and Support. The 5 year plan is reviewed and revised annually.





# Organizational Chart



# First 5 San Bernardino's Initiatives

F5SB organizes its investments around three Strategic Priority Areas (SPAs): child health, quality early learning and family support. Through partnerships with local service agencies, quality programs and direct services are available to young children and their families through system level efforts and supportive strategies.

The following organizations are currently receiving investments:

## Early Learning

- American Academy of Pediatrics-District IX-Chapter 2
- Cal State University San Bernardino – The Institute for Child Development and Family Relations
- Child Care Resource Center
- Footsteps 2 Brilliance
- San Bernardino County Library
- San Bernardino County Preschool Services (*includes Federal Head Start, Early Head Start & Early Head Start – Child Care Partnership, and state preschool programs throughout San Bernardino County*)
- San Bernardino County Superintendent of Schools

## Family Support

- Bear Valley Community Healthcare District-The Mom and Dad Project
- Child Care Resource Center
- Children's Fund
- Chino Valley Unified School District
- Hearts & Lives
- Moses House Ministries
- Walden Family Services

## Health

- Arrowhead Regional Medical Center
- Inland Empire Breastfeeding Coalition
- Loma Linda University Children's Hospital
- San Bernardino County Department of Behavioral Health
- The NAEBOR Clinic

## Systems

- Children's Fund
- El Sol Neighborhood Educational Centers
- Maternal Health Network of San Bernardino County
- San Bernardino County Children's Network

## First 5 San Bernardino

For more programs, resources and information for children ages 0-5 and their families, visit our website and follow us on social media.

**First5SanBernardino.org**

Ph. 909.386.7706

735 E. Carnegie Drive, Suite 150  
San Bernardino, CA 92408



## OUR NORTH STAR

First 5 San Bernardino's North Star is a system that enables communities, organizations and families to ensure that all children in San Bernardino County are healthy, safe, nurtured, eager to learn and ready to succeed.

First 5 San Bernardino envisions a system where stakeholders and services are integrated, coordinated and sustainable, and one that families experience as accessible, inclusive and equitable.



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**[First5SanBernardino.org](http://First5SanBernardino.org)**