



July 28, 2016

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| SUBJECT FINANCIAL UPDATE | <input type="checkbox"/> Action <input checked="" type="checkbox"/> Information |
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SUMMARY OF THE ISSUE

This item is to present an update of the Commission's financial plan and other items of financial interest.

RECOMMENDATION

This is an information-only item. First 5 California (F5CA) staff is not requesting action at this time.

BACKGROUND OF KEY ISSUES

Staff provides a financial update of First 5 Commission funds at each quarterly meeting.

REVENUE UPDATE

The following table represents the actual tax revenues transferred from the California Children and Families Trust Fund (Fund) to F5CA state accounts beginning with Fiscal Year (FY) 2010–11 through FY 2014–15, and projected revenue for FY 2015–16 through FY 2020–21, with the percentage decline from each fiscal year to the next.

Table 1
Actual and Projected First 5 California Revenue Through FY 2020–21

| | Fiscal Year | Tax Revenue Amount | % Decline |
|-------------|-------------|--------------------|-----------|
| Actuals | 2010/11 | \$94,050,327 | 1.86% |
| | 2011/12 | \$93,381,688 | 0.71% |
| | 2012/13 | \$90,100,191 | 3.51% |
| | 2013/14 | \$86,103,907 | 4.44% |
| | 2014/15 | \$86,027,892 | 0.09% |
| Projections | 2015/16 | \$85,939,400 | 0.10% |
| | 2016/17 | \$84,071,600 | 2.17% |
| | 2017/18 | \$81,369,600 | 3.21% |
| | 2018/19 | \$78,819,600 | 3.13% |
| | 2019/20 | \$76,463,600 | 2.99% |
| | 2020/21 | \$74,103,600 | 3.09% |

Historically, the Department of Finance (DOF) projections have demonstrated tobacco tax revenue is declining. The rate of decline is caused by both intended and unintended factors, which include federal legislation, state initiatives, F5CA’s parent education and outreach efforts, and comprehensive smoking cessation programs to reduce tobacco use. The condition of the State’s economy and the growing popularity of e-cigarettes also have an impact on the tobacco tax revenue although the State does not yet have enough data to isolate and quantify the later factor.

According to the most recent revenue projections provided by DOF, and supported by actual revenue transfers, the decline in revenue has slowed in FY 2014–15 and FY 2015–16. However, beginning in FY 2016–17, ongoing revenue projections are anticipated to decline at an average of 2.9 percent annually. The figures provided by DOF do not reflect the impact of SBX2 7. The F5CA Fiscal Services Office worked with DOF to determine an estimated loss of up to \$9.8 million to the First 5 fund in FY 2016–17. BOE has produced an alternative estimate of a \$23.6 million loss in the imminent fiscal year. Neither of these estimates were included in this year’s revenue update, as they varied greatly. Instead, F5CA will analyze the monthly revenues in the first quarter of FY 2016–17. Once actual data is available, updated revenue projections will be presented to the counties and the Commission.

FINANCIAL PLAN

F5CA tracks actual and projected revenues and expenditures by fiscal year for the following six Proposition 10 accounts for use by the State Commission: Mass Media Communications, Education, Child Care, Research and Development, Administration, and Unallocated. This information is captured in Attachment A, which includes actual and projected revenue and expenditures by account for the prior year, current fiscal year, and five budget years.

FISCAL MAPPING TO THE STRATEGIC PLAN

F5CA's Strategic Plan, adopted by the Commission in January 2014, is the driving force behind program and operational expenditures incurred by F5CA. Generally, activities of the Commission, unless statutorily mandated, fall under at least one of the Strategic Priority Areas identified in the Strategic Plan. Attachment B maps expenditures identified in the Financial Plan to specific goals identified in the Strategic Plan.

ATTACHMENTS

- A. First 5 California Financial Plan FY 2014–15 through FY 2020–21
- B. First 5 California Fiscal Mapping to the Strategic Plan

| | 2014-15 | 2015-16 | 2016-17 | 2017-18 | 2018-19 | 2019-20 | 2020-21 |
|--|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|
| Mass Media Communications (0631) | | | | | | | |
| Beginning Balance | \$20,498,024 | \$23,791,552 | \$15,322,082 | \$9,632,125 | \$17,604,355 | \$21,701,048 | \$25,103,231 |
| Projected Expenditures and Obligations | 23,176,558 | 34,822,665 | 31,457,402 | 16,967,547 | 20,102,000 | 20,102,000 | 20,102,000 |
| Projected Revenue | 25,808,368 | 25,781,820 | 25,221,480 | 24,410,880 | 23,645,880 | 22,939,080 | 22,231,080 |
| Projected Interest | 64,229 | 71,375 | 45,966 | 28,896 | 52,813 | 65,103 | 75,310 |
| Federal Reimbursement for Kit | 597,490 | 500,000 | 500,000 | 500,000 | 500,000 | 500,000 | 500,000 |
| Year-end Balance | \$23,791,553 | \$15,322,082 | \$9,632,126 | \$17,604,354 | \$21,701,048 | \$25,103,231 | \$27,807,621 |
| Education (0634) | | | | | | | |
| Beginning Balance | \$42,464,873 | \$48,308,827 | \$43,164,414 | \$42,906,064 | \$41,223,839 | \$38,648,317 | \$35,726,068 |
| Projected Expenditures and Obligations | 15,954,615 | 26,774,196 | 21,405,000 | 22,152,000 | 22,402,000 | 22,152,000 | 402,000 |
| Projected Revenue | 21,670,238 | 21,484,850 | 21,017,900 | 20,342,400 | 19,704,900 | 19,115,900 | 18,525,900 |
| Projected Interest | 128,331 | 144,933 | 128,750 | 127,375 | 121,578 | 113,851 | 104,335 |
| Year-end Balance | \$48,308,827 | \$43,164,414 | \$42,906,064 | \$41,223,839 | \$38,648,317 | \$35,726,068 | \$53,954,303 |
| Child Care (0636) | | | | | | | |
| Beginning Balance | \$29,802,815 | \$31,866,153 | \$23,727,302 | \$25,404,798 | \$22,685,027 | \$19,574,596 | \$16,101,434 |
| Projected Expenditures and Obligations | 10,927,845 | 21,125,934 | 11,005,000 | 15,002,000 | 15,002,000 | 15,002,000 | 2,000 |
| Projected Revenue | 12,904,184 | 12,890,910 | 12,610,740 | 12,205,440 | 11,822,940 | 11,469,540 | 11,115,540 |
| Projected Interest | 87,000 | 96,173 | 71,756 | 76,789 | 68,629 | 59,298 | 48,878 |
| Year-end Balance | \$31,866,154 | \$23,727,302 | \$25,404,798 | \$22,685,027 | \$19,574,596 | \$16,101,434 | \$27,263,852 |
| Research and Development (0637) | | | | | | | |
| Beginning Balance | \$25,901,464 | \$33,505,781 | \$38,124,116 | \$32,420,233 | \$26,858,938 | \$20,898,459 | \$14,566,699 |
| Projected Expenditures and Obligations | 5,376,867 | 8,373,097 | 18,429,000 | 17,864,000 | 17,864,000 | 17,864,000 | 864,000 |
| Projected Revenue | 12,904,184 | 12,890,910 | 12,610,740 | 12,205,440 | 11,822,940 | 11,469,540 | 11,115,540 |
| Projected Interest | 77,000 | 100,522 | 114,377 | 97,265 | 80,581 | 62,700 | 43,705 |
| Year-end Balance | \$33,505,781 | \$38,124,116 | \$32,420,233 | \$26,858,938 | \$20,898,459 | \$14,566,699 | \$24,861,944 |
| Unallocated (0639) | | | | | | | |
| Beginning Balance | \$14,362,059 | \$13,722,466 | \$15,242,346 | \$16,636,807 | \$18,871,054 | \$20,858,619 | \$22,618,374 |
| Projected Expenditures and Obligations | 9,288,382 | 7,115,236 | 7,058,436 | 5,952,000 | 5,952,000 | 5,952,000 | 5,952,000 |
| Projected Revenue | 8,602,789 | 8,593,940 | 8,407,160 | 8,136,960 | 7,881,960 | 7,646,360 | 7,410,360 |
| Projected Interest | 46,000 | 41,176 | 45,736 | 49,287 | 57,605 | 65,395 | 72,740 |
| Year-end Balance | \$13,722,466 | \$15,242,346 | \$16,636,806 | \$18,871,054 | \$20,858,619 | \$22,618,374 | \$24,149,474 |
| Program Accounts 0631, 0634, 0636, 0637, and 0639 Totals: | | | | | | | |
| Total Cigarette and Tobacco Tax Revenue | \$81,889,763 | \$81,642,430 | \$79,868,020 | \$77,301,120 | \$74,878,620 | \$72,640,420 | \$70,398,420 |
| Total Resources Per Year | \$215,919,048 | \$233,791,388 | \$216,354,865 | \$205,180,759 | \$203,003,039 | \$195,187,806 | \$185,359,194 |
| Total Expenditures Per Year | \$64,724,267 | \$98,211,128 | \$89,354,838 | \$77,937,547 | \$81,322,000 | \$81,072,000 | \$27,322,000 |
| Total Over/Under | \$151,194,781 | \$135,580,260 | \$127,000,027 | \$127,243,212 | \$121,681,039 | \$114,115,806 | \$158,037,194 |

| | 2014-15 | 2015-16 | 2016-17 | 2017-18 | 2018-19 | 2019-20 | 2020-21 |
|---|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|
| Administration (0638) | | | | | | | |
| Beginning Balance | \$21,330,919 | \$19,292,131 | \$17,384,792 | \$14,921,413 | \$11,877,595 | \$8,495,433 | \$4,776,577 |
| Projected Expenditures and Obligations | 6,632,183 | 6,924,897 | 6,963,572 | 7,159,306 | 7,361,842 | 7,571,454 | 7,788,427 |
| Projected Revenue | 4,542,395 | 4,958,970 | 4,446,580 | 4,068,480 | 3,940,980 | 3,823,180 | 3,705,180 |
| Projected Interest | 51,000 | 58,588 | 53,613 | 47,008 | 38,700 | 29,418 | 19,170 |
| Year-end Balance | \$19,292,131 | \$17,384,792 | \$14,921,413 | \$11,877,595 | \$8,495,433 | \$4,776,577 | \$712,500 |
| ALL FIRST 5 CALIFORNIA FUNDS | | | | | | | |
| Total Cigarette and Tobacco Tax Revenue | \$86,432,158 | \$86,601,400 | \$84,314,600 | \$81,369,600 | \$78,819,600 | \$76,463,600 | \$74,103,600 |
| Total Resources Per Year | \$241,843,362 | \$258,101,077 | \$238,239,850 | \$224,217,660 | \$218,860,314 | \$207,535,837 | \$193,860,121 |
| Total Expenditures Per Year | \$71,356,450 | \$105,136,025 | \$96,318,410 | \$85,096,853 | \$88,683,842 | \$88,643,454 | \$35,110,427 |
| Total Over/Under | \$170,486,912 | \$152,965,052 | \$141,921,440 | \$139,120,807 | \$130,176,472 | \$118,892,383 | \$158,749,694 |
| Total 15% Reserve | \$12,964,823.73 | \$12,990,210 | \$12,647,190 | \$12,205,440 | \$11,822,940 | \$11,469,540 | \$11,115,540 |
| Net After Reserve | \$157,522,088 | \$139,974,842 | \$129,274,250 | \$126,915,367 | \$118,353,532 | \$107,422,843 | \$147,634,154 |

| Line Items by Fund | Strategic Plan | 2014-15 | 2015-16 | 2016-17 | 2017-18 | 2018-19 | 2019-20 | 2020-21 |
|---|--------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|
| 1 Mass Media Communications (0631) | | | | | | | | |
| Beginning Balance | | \$20,498,024 | \$23,791,552 | \$15,322,082 | \$9,632,125 | \$17,604,355 | \$21,701,048 | \$25,103,231 |
| Parent Signature Program - Education and Outreach | 3.1 | 10,560,509 | 29,699,468 | 26,352,902 | 11,865,547 | 15,000,000 | 15,000,000 | 15,000,000 |
| Parent Signature Program - 1-800 Number | 3.1 | 84,795 | 100,000 | 100,000 | 100,000 | 100,000 | 100,000 | 100,000 |
| Parent Signature Program - Kit for New Parents | 3.1 | 5,116,109 | 5,018,542 | 5,000,000 | 5,000,000 | 5,000,000 | 5,000,000 | 5,000,000 |
| Child Signature Program | 1.1, 1.2, 2.1, 2.2 | 7,809,448 | 0 | 0 | 0 | 0 | 0 | 0 |
| Miscellaneous | 3.1 | 1,855 | 2,655 | 2,500 | 0 | 0 | 0 | 0 |
| ProRata | | 2,763 | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 |
| Total Expenditures | | 23,575,480 | 34,822,665 | 31,457,402 | 16,967,547 | 20,102,000 | 20,102,000 | 20,102,000 |
| Prior Year Adjustments | | (398,921) | 0 | 0 | 0 | 0 | 0 | 0 |
| Adjusted Expenditures | | 23,176,558 | 34,822,665 | 31,457,402 | 16,967,547 | 20,102,000 | 20,102,000 | 20,102,000 |
| Projected Revenue | | 25,808,368 | 25,781,820 | 25,221,480 | 24,410,880 | 23,645,880 | 22,939,080 | 22,231,080 |
| Adjustment to Balance | | | | | | | | |
| Projected Interest | | 64,229 | 71,375 | 45,966 | 28,896 | 52,813 | 65,103 | 75,310 |
| Federal Reimbursement for Kit | | 597,490 | 500,000 | 500,000 | 500,000 | 500,000 | 500,000 | 500,000 |
| Other Revenue | | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Transfer to Unallocated | | | | | | | | |
| Total Revenues | | 26,470,086 | 26,353,195 | 25,767,446 | 24,939,776 | 24,198,693 | 23,504,183 | 22,806,390 |
| Year-end Balance | | \$23,791,552 | \$15,322,082 | \$9,632,125 | \$17,604,355 | \$21,701,048 | \$25,103,231 | \$27,807,621 |
| 15% Reserve | | 3,871,255 | 3,867,273 | 3,783,222 | 3,661,632 | 3,546,882 | 3,440,862 | 3,334,662 |
| Net Year-end Balance | | \$19,920,297 | \$11,454,809 | \$5,848,903 | \$13,942,723 | \$18,154,166 | \$21,662,369 | \$24,472,959 |
| 2 Education (0634) | | | | | | | | |
| Beginning Balance | | \$42,464,873 | \$48,308,827 | \$43,164,414 | \$42,906,064 | \$41,223,839 | \$38,648,317 | \$35,726,068 |
| Statewide Summit | 2.1, 2.2, 3.1 | 221,155 | 0 | 250,000 | 0 | 250,000 | 0 | 250,000 |
| Co-Sponsorship Funding | | 44,220 | 170,000 | 150,000 | 150,000 | 150,000 | 150,000 | 150,000 |
| Educare | 1.2, 2.1 | 0 | 2,700,000 | 3,000,000 | 0 | 0 | 0 | 0 |
| Teacher Signature Program - CARES Plus | 1.2, 2.1, 2.2 | 128,949 | 1,296,400 | 0 | 0 | 0 | 0 | 0 |
| Child Signature Program | 1.1, 1.2, 2.1, 2.2 | 15,577,670 | 0 | 0 | 0 | 0 | 0 | 0 |
| Child Signature Program 1 and 3 Extension | 1.1, 1.2, 2.1, 2.2 | 0 | 10,600,000 | 0 | 0 | 0 | 0 | 0 |
| First 5 IMPACT | 1.1, 1.2, 1.3 | 0 | 12,000,000 | 16,000,000 | 20,000,000 | 20,000,000 | 20,000,000 | 0 |
| Proposed Pilot Programs | 2.1, 2.2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| QRIS Training and Technical Assistance | 1.2, 1.3 | 0 | 0 | 2,000,000 | 2,000,000 | 2,000,000 | 2,000,000 | 0 |
| Miscellaneous | 2.1, 2.2 | 3,138 | 0 | 0 | 0 | 0 | 0 | 0 |
| ProRata | | 1,199 | 5,796 | 3,000 | 0 | 0 | 0 | 0 |
| ProRata | | 2,763 | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 |
| Total Expenditures | | 15,979,094 | 26,774,196 | 21,405,000 | 22,152,000 | 22,402,000 | 22,152,000 | 402,000 |
| Prior Year Adjustments | | (24,479) | 0 | 0 | 0 | 0 | 0 | 0 |
| Adjusted Expenditures | | 15,954,615 | 26,774,196 | 21,405,000 | 22,152,000 | 22,402,000 | 22,152,000 | 402,000 |
| Projected Revenue | | 21,506,973 | 21,484,850 | 21,017,900 | 20,342,400 | 19,704,900 | 19,115,900 | 18,525,900 |
| Miscellaneous revenue-Child Summit | | 163,265 | | | | | | |
| Projected Interest | | 128,331 | 144,933 | 128,750 | 127,375 | 121,578 | 113,851 | 104,335 |
| Total Revenue | | 21,798,569 | 21,629,783 | 21,146,650 | 20,469,775 | 19,826,478 | 19,229,751 | 18,630,235 |
| Year-end Balance | | \$48,308,827 | \$43,164,414 | \$42,906,064 | \$41,223,839 | \$38,648,317 | \$35,726,068 | \$53,954,303 |
| 15% Reserve | | 3,226,046 | 3,222,728 | 3,152,685 | 3,051,360 | 2,955,735 | 2,867,385 | 2,778,885 |
| Net Year-end Balance | | \$45,082,781 | \$39,941,686 | \$39,753,379 | \$38,172,479 | \$35,692,582 | \$32,858,683 | \$51,175,418 |

| Line Items by Fund | Strategic Plan | 2014-15 | 2015-16 | 2016-17 | 2017-18 | 2018-19 | 2019-20 | 2020-21 |
|--|---------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| 3 Child Care (0636) | | | | | | | | |
| Beginning Balance | | \$29,802,815 | \$31,866,153 | \$23,727,302 | \$25,404,798 | \$22,685,027 | \$19,574,596 | \$16,101,434 |
| Child Signature Program | 1.1, 1.2, 2.1, 2.2 | 3,904,724 | 0 | 0 | 0 | 0 | 0 | 0 |
| Child Signature Program 1 and 3 Extension | 1.1, 1.2, 2.1, 2.2 | 0 | 1,500,000 | 0 | 0 | 0 | 0 | 0 |
| Teacher Signature Program - CARES Plus | 1.2, 2.1, 2.2 | 6,991,696 | 14,623,934 | 0 | 0 | 0 | 0 | 0 |
| First 5 IMPACT | 1.1, 1.2, 1.3 2.1, 2.2 | 0 | 5,000,000 | 11,000,000 | 15,000,000 | 15,000,000 | 15,000,000 | 0 |
| Miscellaneous | | 0 | 0 | 3,000 | 0 | 0 | 0 | 0 |
| ProRata | | 2,763 | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 |
| Total Expenditures | | 10,899,184 | 21,125,934 | 11,005,000 | 15,002,000 | 15,002,000 | 15,002,000 | 2,000 |
| Prior Year Adjustments | | 28,662 | 0 | 0 | 0 | 0 | 0 | 0 |
| Adjusted Expenditures | | 10,927,845 | 21,125,934 | 11,005,000 | 15,002,000 | 15,002,000 | 15,002,000 | 2,000 |
| Projected Revenue | | 12,904,184 | 12,890,910 | 12,610,740 | 12,205,440 | 11,822,940 | 11,469,540 | 11,115,540 |
| Adjustment to Balance | | | | | | | | |
| Projected Interest | | 87,000 | 96,173 | 71,756 | 76,789 | 68,629 | 59,298 | 48,878 |
| Other Revenue | | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Transfer to Unallocated | | | | | | | | |
| Total Revenue | | 12,991,184 | 12,987,083 | 12,682,496 | 12,282,229 | 11,891,569 | 11,528,838 | 11,164,418 |
| Year-end Balance | | \$31,866,153 | \$23,727,302 | \$25,404,798 | \$22,685,027 | \$19,574,596 | \$16,101,434 | \$27,263,852 |
| 15% Reserve | | 1,935,628 | 1,933,637 | 1,891,611 | 1,830,816 | 1,773,441 | 1,720,431 | 1,667,331 |
| Net Year-end Balance | | \$29,930,525 | \$21,793,665 | \$23,513,187 | \$20,854,211 | \$17,801,155 | \$14,381,003 | \$25,596,521 |
| 4 Research and Development (0637) | | | | | | | | |
| Beginning Balance | | \$25,901,464 | \$33,505,781 | \$38,124,116 | \$32,420,233 | \$26,858,938 | \$20,898,459 | \$14,566,699 |
| Annual Report | | 11,754 | 12,000 | 12,000 | 12,000 | 12,000 | 12,000 | 12,000 |
| General Research Software | | 0 | 8,216 | 0 | 0 | 0 | 0 | 0 |
| CARES Plus Program Data Collection and Storage | 1.2, 2.1, 2.2 | 315,151 | 0 | 0 | 0 | 0 | 0 | 0 |
| California Health Interview Survey | 1.1, 1.2 | 750,000 | 850,000 | 850,000 | 850,000 | 850,000 | 850,000 | 850,000 |
| Child Signature Program | 1.1, 1.2, 2.1, 2.2 | 3,908,247 | 0 | 0 | 0 | 0 | 0 | 0 |
| Child Signature Program 1 and 3 Extension | 1.1, 1.2, 2.1, 2.2 | 0 | 1,500,000 | 0 | 0 | 0 | 0 | 0 |
| Quality Improvement Study-CSU Northridge | 2.2 | 12,885 | 194,365 | 0 | 0 | 0 | 0 | 0 |
| Proposed Pilots | 1.2, 1.3 | 370,000 | 754,834 | 8,565,000 | 8,000,000 | 8,000,000 | 8,000,000 | 0 |
| First 5 IMPACT | 1.1, 1.2, 1.3 2.1, 2.2 | 0 | 5,000,000 | 9,000,000 | 9,000,000 | 9,000,000 | 9,000,000 | 0 |
| Miscellaneous Expenditures | | 0 | 51,683 | 0 | 0 | 0 | 0 | 0 |
| ProRata | | 2,763 | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 |
| Total Expenditures | | 5,370,800 | 8,373,097 | 18,429,000 | 17,864,000 | 17,864,000 | 17,864,000 | 864,000 |
| Prior Year Adjustments | | 6,067 | 0 | 0 | 0 | 0 | 0 | 0 |
| Adjusted Expenditures | | 5,376,867 | 8,373,097 | 18,429,000 | 17,864,000 | 17,864,000 | 17,864,000 | 864,000 |
| Projected Revenue | | 12,904,184 | 12,890,910 | 12,610,740 | 12,205,440 | 11,822,940 | 11,469,540 | 11,115,540 |
| Adjustment to Balance | | | | | | | | |
| Projected Interest | | 77,000 | 100,522 | 114,377 | 97,265 | 80,581 | 62,700 | 43,705 |
| Other Revenue | | | | | | | | |
| Transfer to Unallocated | | | | | | | | |
| Total Revenue | | 12,981,184 | 12,991,432 | 12,725,117 | 12,302,705 | 11,903,521 | 11,532,240 | 11,159,245 |
| Year-end Balance | | \$33,505,781 | \$38,124,116 | \$32,420,233 | \$26,858,938 | \$20,898,459 | \$14,566,699 | \$24,861,944 |
| 15% Reserve | | 1,935,628 | 1,933,637 | 1,891,611 | 1,830,816 | 1,773,441 | 1,720,431 | 1,667,331 |
| Net Year-end Balance | | \$31,570,153 | \$36,190,479 | \$30,528,622 | \$25,028,122 | \$19,125,018 | \$12,846,268 | \$23,194,613 |

| Line Items by Fund | Strategic Plan | 2014-15 | 2015-16 | 2016-17 | 2017-18 | 2018-19 | 2019-20 | 2020-21 |
|--|--------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|
| 5 Unallocated (0639) | | | | | | | | |
| Beginning Balance | | \$14,362,059 | \$13,722,466 | \$15,242,346 | \$16,636,807 | \$18,871,054 | \$20,858,619 | \$22,618,374 |
| Small Population County Funding Augmentation | 2.2 | \$4,017,979 | 4,393,327 | 4,388,694 | 4,300,000 | 4,300,000 | 4,300,000 | 4,300,000 |
| California Smoker's Helpline | 2.2, 3.1 | \$1,304,984 | 1,400,000 | 1,400,000 | 1,400,000 | 1,400,000 | 1,400,000 | 1,400,000 |
| Strategic Planning Consultant Amendment | | \$52,009 | 70,000 | 17,741 | 0 | 0 | 0 | 0 |
| Child Signature Program | 1.1, 1.2, 2.1, 2.2 | \$3,904,724 | 0 | 0 | 0 | 0 | 0 | 0 |
| Help Me Grow | 1.1, 2.1 | \$0 | 149,909 | 0 | 0 | 0 | 0 | 0 |
| Trusted Messenger | 3.1 | \$0 | 1,000,000 | 1,000,000 | 0 | 0 | 0 | 0 |
| Stakeholder Meeting Facilitation | 1.2 | \$0 | 100,000 | 250,000 | 250,000 | 250,000 | 250,000 | 250,000 |
| ProRata | | \$2,763 | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 |
| Total Expenditures | | \$9,282,459 | 7,115,236 | 7,058,436 | 5,952,000 | 5,952,000 | 5,952,000 | 5,952,000 |
| Prior Year Adjustments | | \$5,923 | 0 | 0 | 0 | 0 | 0 | 0 |
| Adjusted Expenditures | | \$9,288,382 | 7,115,236 | 7,058,436 | 5,952,000 | 5,952,000 | 5,952,000 | 5,952,000 |
| Projected Revenue | | \$8,602,789 | 8,593,940 | 8,407,160 | 8,136,960 | 7,881,960 | 7,646,360 | 7,410,360 |
| Projected Interest | | \$46,000 | 41,176 | 45,736 | 49,287 | 57,605 | 65,395 | 72,740 |
| Total Revenue | | \$8,648,789 | 8,635,116 | 8,452,896 | 8,186,247 | 7,939,565 | 7,711,755 | 7,483,100 |
| Year-end Balance | | \$13,722,466 | \$15,242,346 | \$16,636,807 | \$18,871,054 | \$20,858,619 | \$22,618,374 | \$24,149,474 |
| 15% Reserve | | \$1,290,418 | 1,289,091 | 1,261,074 | 1,220,544 | 1,182,294 | 1,146,954 | 1,111,554 |
| Net Year-end Balance | | \$12,432,048 | \$13,953,255 | \$15,375,733 | \$17,650,510 | \$19,676,325 | \$21,471,420 | \$23,037,920 |

| Program Accounts 0631, 0634, 0636, 0637, 0639 Totals: | | | | | | | | |
|--|--|------------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|
| Total Cigarette and Tobacco Tax Revenue | | \$81,726,497.42 | \$81,642,430 | \$79,868,020 | \$77,301,120 | \$74,878,620 | \$72,640,420 | \$70,398,420 |
| Total Resources Per Year | | \$215,919,046 | \$233,791,388 | \$216,354,865 | \$205,180,759 | \$203,003,038 | \$195,187,805 | \$185,359,193 |
| Total Expenditures Per Year | | \$64,724,267 | \$98,211,128 | \$89,354,838 | \$77,937,547 | \$81,322,000 | \$81,072,000 | \$27,322,000 |
| Total Over/Under | | \$151,194,779 | \$135,580,260 | \$127,000,027 | \$127,243,212 | \$121,681,038 | \$114,115,805 | \$158,037,193 |
| Total 15% Reserve | | \$12,258,975 | \$12,246,365 | \$11,980,203 | \$11,595,168 | \$11,231,793 | \$10,896,063 | \$10,559,763 |
| Net After Reserve | | \$138,935,805 | \$123,333,896 | \$115,019,824 | \$115,648,044 | \$110,449,245 | \$103,219,742 | \$147,477,430 |

| 6 Administration (0638) | | | | | | | | |
|---|----------|---------------------|---------------------|---------------------|---------------------|---------------------|--------------------|--------------------|
| Beginning Balance | | \$21,330,919 | \$19,292,131 | \$17,384,792 | \$14,921,413 | \$11,877,595 | \$8,495,433 | \$4,776,577 |
| Administrative Expense | 4.1, 4.2 | 6,320,788 | 6,429,383 | 6,467,572 | 6,663,306 | 6,865,842 | 7,075,454 | 7,292,427 |
| SCO Admin Charges | | 3,241 | 3,000 | 3,000 | 3,000 | 3,000 | 3,000 | 3,000 |
| FISCAL Charges | | 4,000 | 8,000 | 8,000 | 8,000 | 8,000 | 8,000 | 8,000 |
| ProRata | | 244,293 | 484,514 | 485,000 | 485,000 | 485,000 | 485,000 | 485,000 |
| Total Budgeted Expenditures | | \$6,572,322 | \$6,924,897 | \$6,963,572 | \$7,159,306 | \$7,361,842 | \$7,571,454 | \$7,788,427 |
| Prior Year Adjustments | | \$59,861 | 0 | 0 | 0 | 0 | 0 | 0 |
| Adjusted Fund Balance Expenditures | | \$6,632,183 | 6,924,897 | 6,963,572 | 7,159,306 | 7,361,842 | 7,571,454 | 7,788,427 |
| Projected Revenue | | 4,301,395 | 4,296,970 | 4,203,580 | 4,068,480 | 3,940,980 | 3,823,180 | 3,705,180 |
| CDE Travel Reimbursement | | 241,000 | 662,000 | 243,000 | 0 | 0 | 0 | 0 |
| Projected Interest | | 51,000 | 58,588 | 53,613 | 47,008 | 38,700 | 29,418 | 19,170 |
| Other Revenue | | | | | | | | |
| Total Revenue | | \$4,593,395 | \$5,017,558 | \$4,500,193 | \$4,115,488 | \$3,979,680 | \$3,852,598 | \$3,724,350 |
| Year-end Balance | | \$19,292,131 | \$17,384,792 | \$14,921,413 | \$11,877,595 | \$8,495,433 | \$4,776,577 | \$712,500 |
| 15% Reserve | | \$645,209 | \$644,546 | \$630,537 | \$610,272 | \$591,147 | \$573,477 | \$555,777 |
| Net Year-end Balance | | \$18,646,922 | \$16,740,246 | \$14,290,876 | \$11,267,323 | \$7,904,286 | \$4,203,100 | \$156,723 |

| ALL FIRST 5 CALIFORNIA FUNDS | | | | | | | | |
|--|--|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|
| Total Cigarette and Tobacco Tax Revenue | | \$86,027,892 | \$85,939,400 | \$84,071,600 | \$81,369,600 | \$78,819,600 | \$76,463,600 | \$74,103,600 |
| Total Resources Per Year | | \$220,512,441 | \$238,808,946 | \$220,855,058 | \$209,296,247 | \$206,982,718 | \$199,040,403 | \$189,083,543 |
| Total Expenditures Per Year | | \$71,356,450 | \$105,136,025 | \$96,318,410 | \$85,096,853 | \$88,683,842 | \$88,643,454 | \$35,110,427 |
| Total Over/Under | | \$149,155,991 | \$133,672,921 | \$124,536,648 | \$124,199,394 | \$118,298,876 | \$110,396,949 | \$153,973,116 |
| Total 15% Reserve | | \$12,904,184 | \$12,890,910 | \$12,610,740 | \$12,205,440 | \$11,822,940 | \$11,469,540 | \$11,115,540 |
| Net After Reserve | | \$136,251,807 | \$120,782,011 | \$111,925,908 | \$111,993,954 | \$106,475,936 | \$98,927,409 | \$142,857,576 |

| Expenditures by Program* | Amount | Term | Funding Source (F5CA Account) | Expenditures Incurred through 2014-15 | Proposed Expenditures | Total Expenditures |
|---|---------------|------------------------------|-------------------------------|---------------------------------------|-----------------------|----------------------|
| EXISTING/APPROVED: | | | | | | |
| Child Signature Program | \$135,000,000 | July 1, 2012 - June 30, 2015 | Mass Media Communications | 19,850,619 | 0 | 19,850,619 |
| | | | Education | 39,660,012 | 0 | 39,660,012 |
| | | | Child Care | 9,925,309 | 0 | 9,925,309 |
| | | | Research and Development | 9,934,254 | 0 | 9,934,254 |
| | | | Unallocated | 9,925,309 | 0 | 9,925,309 |
| | | | Total | \$89,295,503 | \$0 | \$89,295,503 |
| Teacher Signature Program - CARES Plus | \$42,000,000 | July 1, 2013 - June 30, 2016 | Education | 145,571 | 1,354,429 | 1,500,000 |
| | | | Child Care | 14,711,807 | 10,058,744 | 24,770,551 |
| | | | Research and Development | 884,511 | 780,000 | 1,664,511 |
| | | | Total | \$15,741,889 | \$12,193,173 | \$27,935,062 |
| Child Signature Program 1 and 3 Extension | \$13,600,000 | July 1, 2015 - June 30, 2016 | Education | 0 | 10,600,000 | 10,600,000 |
| | | | Child Care | 0 | 1,500,000 | 1,500,000 |
| | | | Research and Development | 0 | 1,500,000 | 1,500,000 |
| | | | Total | \$0 | \$13,600,000 | \$13,600,000 |
| First 5 IMPACT | \$190,000,000 | July 1, 2015 - June 30, 2020 | Education | 0 | 88,000,000 | 88,000,000 |
| | | | Child Care | 0 | 61,000,000 | 61,000,000 |
| | | | Research and Development | 0 | 41,000,000 | 41,000,000 |
| | | | Total | \$0 | \$190,000,000 | \$190,000,000 |
| PROPOSED: | | | | | | |
| Dual Language Learner Pilot | \$20,000,000 | July 1, 2016 - June 30, 2020 | Education | 0 | 4,000,000 | 4,000,000 |
| | | | Research and Development | 0 | 16,000,000 | 16,000,000 |
| | | | Total | \$0 | \$20,000,000 | \$20,000,000 |
| Family Engagement Pilots | \$16,000,000 | July 1, 2016 - June 30, 2020 | Education | 0 | 4,000,000 | 4,000,000 |
| | | | Research and Development | 0 | 12,000,000 | 12,000,000 |
| | | | Total | \$0 | \$16,000,000 | \$16,000,000 |

* Only programs with multiple funding sources identified.

| Goal Name | Goal # | Program by Fund | Total | 2013-14 | 2014-15 | 2015-16 | 2016-17 | 2017-18 | 2018-19 | 2019-20 | |
|--|-----------|---|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Strategic Plan Area 1: Children and Families | | | | | | | | | | | |
| Child Health Children prenatal through age 5 and their families access the full spectrum of health and behavioral health services needed to enhance their well-being. | 1.1 | Child Signature Program | | | | | | | | | |
| | | (Aggregate investment reflected in Goals 1.1, 1.2, 2.1, and 2.2) | | | | | | | | | |
| | | Mass Media Communications | \$ 15,054,232 | \$ 7,244,784 | \$ 7,809,448 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - |
| | | Education | \$ 30,067,239 | \$ 14,489,569 | \$ 15,577,670 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - |
| | | Child Care | \$ 7,527,116 | \$ 3,622,392 | \$ 3,904,724 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - |
| | | Research and Development | \$ 7,533,901 | \$ 3,625,654 | \$ 3,908,247 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - |
| | | Unallocated | \$ 7,527,116 | \$ 3,622,392 | \$ 3,904,724 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - |
| | | Child Signature Program 1 and 3 Extension | | | | | | | | | |
| | | (Aggregate investment reflected in Goals 1.1, 1.2, 2.1, and 2.2) | | | | | | | | | |
| | | Education | \$ 10,600,000 | \$ - | \$ - | \$ 10,600,000 | \$ - | \$ - | \$ - | \$ - | \$ - |
| | | Child Care | \$ 1,500,000 | \$ - | \$ - | \$ 1,500,000 | \$ - | \$ - | \$ - | \$ - | \$ - |
| | | Research and Development | \$ 1,500,000 | \$ - | \$ - | \$ 1,500,000 | \$ - | \$ - | \$ - | \$ - | \$ - |
| | | First 5 IMPACT | | | | | | | | | |
| | | (Aggregate investment reflected in Goals 1.1, 1.2, 1.3, 2.1, and 2.2) | | | | | | | | | |
| | | Education | \$ 88,000,000 | \$ - | \$ - | \$ 12,000,000 | \$ 16,000,000 | \$ 20,000,000 | \$ 20,000,000 | \$ 20,000,000 | \$ 20,000,000 |
| | | Child Care | \$ 61,000,000 | \$ - | \$ - | \$ 5,000,000 | \$ 11,000,000 | \$ 15,000,000 | \$ 15,000,000 | \$ 15,000,000 | \$ 15,000,000 |
| | | Research and Development | \$ 41,000,000 | \$ - | \$ - | \$ 5,000,000 | \$ 9,000,000 | \$ 9,000,000 | \$ 9,000,000 | \$ 9,000,000 | \$ 9,000,000 |
| | | California Health Interview Survey | | | | | | | | | |
| | | (Aggregate investment reflected in Goals 1.1 and 1.2) | | | | | | | | | |
| | | Research and Development | \$ 5,750,000 | \$ 750,000 | \$ 750,000 | \$ 850,000 | \$ 850,000 | \$ 850,000 | \$ 850,000 | \$ 850,000 | \$ 850,000 |
| | | Help Me Grow | | | | | | | | | |
| | | (Aggregate investment reflected in Goals 1.1 and 2.1) | | | | | | | | | |
| | | Research and Development | \$ 19,834 | \$ - | \$ - | \$ 19,834 | \$ - | \$ - | \$ - | \$ - | \$ - |
| | | Unallocated | \$ 149,909 | \$ - | \$ - | \$ 149,909 | \$ - | \$ - | \$ - | \$ - | \$ - |
| | | Help Group 2014 Summit (Co-sponsorship) | | | | | | | | | |
| | | Education | \$ 19,221 | \$ - | \$ 9,221 | \$ 10,000 | \$ - | \$ - | \$ - | \$ - | \$ - |
| | | Help Me Grow National Forum (Co-sponsorship) | | | | | | | | | |
| | | (Aggregate investment reflected in Goals 1.1 and 2.1) | | | | | | | | | |
| Education | \$ 10,000 | \$ - | \$ 10,000 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | | |
| 8th Biennial Childhood Obesity Conference (Co-sponsorship) | | | | | | | | | | | |
| (Aggregate investment reflected in Goals 1.1 and 2.2) | | | | | | | | | | | |
| Mass Media Communications | \$ - | \$ - | \$ - | \$ 5,000 | \$ - | \$ - | \$ - | \$ - | \$ - | | |
| Administration | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | | |
| Parents Anonymous (Co-sponsorship) | | | | | | | | | | | |
| (Aggregate investment reflected in Goals 1.1 and 1.3) | | | | | | | | | | | |
| Education | \$ 31,000 | \$ 21,000 | \$ 10,000 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | | |
| 2016 California Home Visiting Summit | | | | | | | | | | | |
| Education | \$ 10,000 | \$ - | \$ - | \$ 10,000 | \$ - | \$ - | \$ - | \$ - | \$ - | | |
| California STEM Symposium | | | | | | | | | | | |
| Education | \$ 10,000 | \$ - | \$ - | \$ 10,000 | \$ - | \$ - | \$ - | \$ - | \$ - | | |
| Early Learning Children birth through age 5 benefit from high quality early education, early intervention, family engagement, and support that prepares all children to reach their optimal potential in school and life. | 1.2 | Child Signature Program | | | | | | | | | |
| | | (Aggregate investment reflected in Goals 1.1, 1.2, 2.1, and 2.2) | | | | | | | | | |
| | | Mass Media Communications | \$ 15,054,232 | \$ 7,244,784 | \$ 7,809,448 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - |
| | | Education | \$ 30,067,239 | \$ 14,489,569 | \$ 15,577,670 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - |
| | | Child Care | \$ 7,527,116 | \$ 3,622,392 | \$ 3,904,724 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - |
| | | Research and Development | \$ 7,533,901 | \$ 3,625,654 | \$ 3,908,247 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - |
| | | Unallocated | \$ 7,527,116 | \$ 3,622,392 | \$ 3,904,724 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - |
| | | Child Signature Program 1 and 3 Extension | | | | | | | | | |
| | | (Aggregate investment reflected in Goals 1.1, 1.2, 2.1, and 2.2) | | | | | | | | | |
| | | Education | \$ 10,600,000 | \$ - | \$ - | \$ 10,600,000 | \$ - | \$ - | \$ - | \$ - | \$ - |
| | | Child Care | \$ 1,500,000 | \$ - | \$ - | \$ 1,500,000 | \$ - | \$ - | \$ - | \$ - | \$ - |
| | | Research and Development | \$ 1,500,000 | \$ - | \$ - | \$ 1,500,000 | \$ - | \$ - | \$ - | \$ - | \$ - |
| | | CARES Plus | | | | | | | | | |
| | | (Aggregate investment reflected in Goals 1.2, 2.1, and 2.2) | | | | | | | | | |
| | | Education | \$ 1,500,000 | \$ 16,622 | \$ 128,949 | \$ 1,354,429 | \$ - | \$ - | \$ - | \$ - | \$ - |
| | | Child Care | \$ 24,770,551 | \$ 7,737,335 | \$ 6,974,472 | \$ 10,058,744 | \$ - | \$ - | \$ - | \$ - | \$ - |
| | | Research and Development | \$ 1,664,511 | \$ 569,360 | \$ 315,151 | \$ 780,000 | \$ - | \$ - | \$ - | \$ - | \$ - |
| | | First 5 IMPACT | | | | | | | | | |
| | | (Aggregate investment reflected in Goals 1.1, 1.2, 1.3, 2.1, and 2.2) | | | | | | | | | |
| | | Education | \$ 88,000,000 | \$ - | \$ - | \$ 12,000,000 | \$ 16,000,000 | \$ 20,000,000 | \$ 20,000,000 | \$ 20,000,000 | \$ 20,000,000 |
| | | Child Care | \$ 61,000,000 | \$ - | \$ - | \$ 5,000,000 | \$ 11,000,000 | \$ 15,000,000 | \$ 15,000,000 | \$ 15,000,000 | \$ 15,000,000 |
| | | Research and Development | \$ 41,000,000 | \$ - | \$ - | \$ 5,000,000 | \$ 9,000,000 | \$ 9,000,000 | \$ 9,000,000 | \$ 9,000,000 | \$ 9,000,000 |
| | | California Health Interview Survey | | | | | | | | | |
| | | (Aggregate investment reflected in Goals 1.1 and 1.2) | | | | | | | | | |
| | | Research and Development | \$ 5,750,000 | \$ 750,000 | \$ 750,000 | \$ 850,000 | \$ 850,000 | \$ 850,000 | \$ 850,000 | \$ 850,000 | \$ 850,000 |

Note: Specified program investments are aggregate, therefore total investments are not additive.

| Goal Name | Goal # | Program by Fund | Total | 2013-14 | 2014-15 | 2015-16 | 2016-17 | 2017-18 | 2018-19 | 2019-20 |
|---|--------------|--|---------------|-----------|------------|---------------|---------------|---------------|---------------|---------------|
| Strategic Plan Area 1: Children and Families | | | | | | | | | | |
| Early Learning Children birth through age 5 benefit from high quality early education, early intervention, family engagement, and support that prepares all children to reach their optimal potential in school and life. | 1.2 | Transitional Kindergarten Study | | | | | | | | |
| | | Research and Development | \$1,670,000 | \$ - | \$ 370,000 | \$ 735,000 | \$ 565,000 | \$ - | \$ - | \$ - |
| | | Educare (Aggregate investment reflected in Goals 1.2 and 2.1) | | | | | | | | |
| | | Education | \$ 5,700,000 | \$ - | \$ - | \$ 2,700,000 | \$ 3,000,000 | \$ - | \$ - | \$ - |
| | | Environmental Rating Scales Training | | | | | | | | |
| | | Child Care | \$ 137,840 | \$ - | \$ 137,840 | \$ - | \$ - | \$ - | \$ - | \$ - |
| | | Stakeholder Meeting Facilitation | | | | | | | | |
| | | Unallocated | \$ 1,100,000 | \$ - | \$ - | \$ 100,000 | \$ 250,000 | \$ 250,000 | \$ 250,000 | \$ 250,000 |
| | | Grant/Program Development Consultant | | | | | | | | |
| | | Unallocated | \$ 235,414 | \$ 95,664 | \$ 52,009 | \$ 70,000 | \$ 17,741 | \$ - | \$ - | \$ - |
| | | Dual Language Learner Pilot Program (Proposed) | | | | | | | | |
| | | Education | \$ 4,000,000 | \$ - | \$ - | \$ - | \$ 1,000,000 | \$ 1,000,000 | \$ 1,000,000 | \$ 1,000,000 |
| | | Research and Development | \$ 20,000,000 | \$ - | \$ - | \$ - | \$ 5,000,000 | \$ 5,000,000 | \$ 5,000,000 | \$ 5,000,000 |
| Early Edge Transitional Kindergarten Conference (Co-sponsorship) (Aggregate investment reflected in Goals 1.2 and 2.2) | | | | | | | | | | |
| Education | \$ 13,499,99 | \$ 3,500.00 | \$ 9,999.99 | \$ - | \$ - | \$ - | \$ - | \$ - | | |
| Family and Community Support & Partnership Families and communities are engaged, supported, and strengthened through culturally effective resources and opportunities that assist them in nurturing, caring, and providing for their children's success and well-being. | 1.3 | First 5 IMPACT (Aggregate investment reflected in Goals 1.1, 1.2, 1.3, 2.1, and 2.2) | | | | | | | | |
| | | Education | \$ 88,000,000 | \$ - | \$ - | \$ 12,000,000 | \$ 16,000,000 | \$ 20,000,000 | \$ 20,000,000 | \$ 20,000,000 |
| | | Child Care | \$ 61,000,000 | \$ - | \$ - | \$ 5,000,000 | \$ 11,000,000 | \$ 15,000,000 | \$ 15,000,000 | \$ 15,000,000 |
| | | Research and Development | \$ 41,000,000 | \$ - | \$ - | \$ 5,000,000 | \$ 9,000,000 | \$ 9,000,000 | \$ 9,000,000 | \$ 9,000,000 |
| | | Family Engagement Pilot Programs (Proposed) | | | | | | | | |
| | | Education | \$ 4,000,000 | \$ - | \$ - | \$ - | \$ 1,000,000 | \$ 1,000,000 | \$ 1,000,000 | \$ 1,000,000 |
| | | Research and Development | \$ 12,000,000 | \$ - | \$ - | \$ - | \$ 3,000,000 | \$ 3,000,000 | \$ 3,000,000 | \$ 3,000,000 |
| | | Parents Anonymous (Co-sponsorship) (Aggregate investment reflected in Goals 1.1 and 1.3) | | | | | | | | |
| | | Education | \$ 31,000 | \$ 21,000 | \$ 10,000 | \$ - | \$ - | \$ - | \$ - | \$ - |

Note: Specified program investments are aggregate, therefore total investments are not additive.

| Goal Name | Goal # | Program by Fund | Total | 2013-14 | 2014-15 | 2015-16 | 2016-17 | 2017-18 | 2018-19 | 2019-20 | |
|--|---------------|--|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|------|
| Strategic Plan Area 2: System and Network | | | | | | | | | | | |
| Leadership as a Convener and Partner Work with First 5 county commissions, state agencies, and other stakeholders to convene, align, collaborate on, support, and strengthen statewide efforts and initiatives to facilitate the creation of a seamless system of integrated and comprehensive programs and services to improve the status and outcomes for children prenatal through age 5 and their families. | 2.1 | Child Signature Program (Aggregate investment reflected in Goals 1.1, 1.2, 2.1, and 2.2) | | | | | | | | | |
| | | Mass Media Communications | \$ 15,054,232 | \$ 7,244,784 | \$ 7,809,448 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - |
| | | Education | \$ 30,067,239 | \$ 14,489,569 | \$ 15,577,670 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - |
| | | Child Care | \$ 7,527,116 | \$ 3,622,392 | \$ 3,904,724 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - |
| | | Research and Development | \$ 7,533,901 | \$ 3,625,654 | \$ 3,908,247 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - |
| | | Unallocated | \$ 7,527,116 | \$ 3,622,392 | \$ 3,904,724 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - |
| | | Child Signature Program 1 and 3 Extension (Aggregate investment reflected in Goals 1.1, 1.2, 2.1, and 2.2) | | | | | | | | | |
| | | Education | \$ 10,600,000 | \$ - | \$ - | \$ 10,600,000 | \$ - | \$ - | \$ - | \$ - | \$ - |
| | | Child Care | \$ 1,500,000 | \$ - | \$ - | \$ 1,500,000 | \$ - | \$ - | \$ - | \$ - | \$ - |
| | | Research and Development | \$ 1,500,000 | \$ - | \$ - | \$ 1,500,000 | \$ - | \$ - | \$ - | \$ - | \$ - |
| | | CARES Plus (Aggregate investment reflected in Goals 1.2, 2.1, and 2.2) | | | | | | | | | |
| | | Education | \$ 1,500,000 | \$ 16,622 | \$ 128,949 | \$ 1,354,429 | \$ - | \$ - | \$ - | \$ - | \$ - |
| Child Care | \$ 24,770,551 | \$ 7,737,335 | \$ 6,974,472 | \$ 10,058,744 | \$ - | \$ - | \$ - | \$ - | \$ - | | |
| Research and Development | \$ 1,664,511 | \$ 569,360 | \$ 315,151 | \$ 780,000 | \$ - | \$ - | \$ - | \$ - | \$ - | | |
| Leadership as a Convener and Partner Work with First 5 county commissions, state agencies, and other stakeholders to convene, align, collaborate on, support, and strengthen statewide efforts and initiatives to facilitate the creation of a seamless system of integrated and comprehensive programs and services to improve the status and outcomes for children prenatal through age 5 and their families. | 2.1 | First 5 IMPACT (Aggregate investment reflected in Goals 1.1, 1.2, 1.3, 2.1, and 2.2) | | | | | | | | | |
| | | Education | \$ 88,000,000 | \$ - | \$ - | \$ 12,000,000 | \$ 16,000,000 | \$ 20,000,000 | \$ 20,000,000 | \$ 20,000,000 | |
| | | Child Care | \$ 61,000,000 | \$ - | \$ - | \$ 5,000,000 | \$ 11,000,000 | \$ 15,000,000 | \$ 15,000,000 | \$ 15,000,000 | |
| | | Research and Development | \$ 41,000,000 | \$ - | \$ - | \$ 5,000,000 | \$ 9,000,000 | \$ 9,000,000 | \$ 9,000,000 | \$ 9,000,000 | |
| | | Educare (Aggregate investment reflected in Goals 1.2 and 2.1) | | | | | | | | | |
| | | Education | \$ 5,700,000 | \$ - | \$ - | \$ 2,700,000 | \$ 3,000,000 | \$ - | \$ - | \$ - | |
| | | Statewide Summit (Aggregate investment reflected in Goals 2.1, 2.2, and 3.1) | | | | | | | | | |
| | | Education | \$ 721,155 | \$ - | \$ 221,155 | \$ - | \$ 250,000 | \$ - | \$ 250,000 | \$ - | |
| | | Help Me Grow (Aggregate investment reflected in Goals 1.1 and 2.1) | | | | | | | | | |
| | | Research and Development | \$ 19,834 | \$ - | \$ - | \$ 19,834 | \$ - | \$ - | \$ - | \$ - | |
| | | Unallocated | \$ 149,909 | \$ - | \$ - | \$ 149,909 | \$ - | \$ - | \$ - | \$ - | |
| | | QRIS Training and Technical Assistance (Aggregate investment reflected in Goals 2.1 and 2.2) | | | | | | | | | |
| Education | \$ 15,769 | \$ - | \$ 15,769 | \$ - | \$ - | \$ - | \$ - | \$ - | | | |
| Help Me Grow National Forum (Co-sponsorship) (Aggregate investment reflected in Goals 1.1 and 2.1) | | | | | | | | | | | |
| Education | \$ 10,000 | \$ - | \$ 10,000 | \$ - | \$ - | \$ - | \$ - | \$ - | | | |
| Resource Exchange and Stewardship Strategically fund and co-fund, align resources, facilitate the exchange of information and best practices, and seek new opportunities to maximize positive impact for children prenatal through age 5 and their families. | 2.2 | Child Signature Program (Aggregate investment reflected in Goals 1.1, 1.2, 2.1, and 2.2) | | | | | | | | | |
| | | Mass Media Communications | \$ 15,054,232 | \$ 7,244,784 | \$ 7,809,448 | \$ - | \$ - | \$ - | \$ - | \$ - | |
| | | Education | \$ 30,067,239 | \$ 14,489,569 | \$ 15,577,670 | \$ - | \$ - | \$ - | \$ - | \$ - | |
| | | Child Care | \$ 7,527,116 | \$ 3,622,392 | \$ 3,904,724 | \$ - | \$ - | \$ - | \$ - | \$ - | |
| | | Research and Development | \$ 7,533,901 | \$ 3,625,654 | \$ 3,908,247 | \$ - | \$ - | \$ - | \$ - | \$ - | |
| | | Unallocated | \$ 7,527,116 | \$ 3,622,392 | \$ 3,904,724 | \$ - | \$ - | \$ - | \$ - | \$ - | |
| | | Child Signature Program 1 and 3 Extension (Aggregate investment reflected in Goals 1.1, 1.2, 2.1, and 2.2) | | | | | | | | | |
| | | Education | \$ 10,600,000 | \$ - | \$ - | \$ 10,600,000 | \$ - | \$ - | \$ - | \$ - | |
| | | Child Care | \$ 1,500,000 | \$ - | \$ - | \$ 1,500,000 | \$ - | \$ - | \$ - | \$ - | |
| | | Research and Development | \$ 1,500,000 | \$ - | \$ - | \$ 1,500,000 | \$ - | \$ - | \$ - | \$ - | |
| | | CARES Plus (Aggregate investment reflected in Goals 1.2, 2.1, and 2.2) | | | | | | | | | |
| | | Education | \$ 1,500,000 | \$ 16,622 | \$ 128,949 | \$ 1,354,429 | \$ - | \$ - | \$ - | \$ - | |
| | | Child Care | \$ 24,770,551 | \$ 7,737,335 | \$ 6,974,472 | \$ 10,058,744 | \$ - | \$ - | \$ - | \$ - | |
| | | Research and Development | \$ 1,664,511 | \$ 569,360 | \$ 315,151 | \$ 780,000 | \$ - | \$ - | \$ - | \$ - | |
| | | First 5 IMPACT (Aggregate investment reflected in Goals 1.1, 1.2, 1.3, 2.1, and 2.2) | | | | | | | | | |
| | | Education | \$ 88,000,000 | \$ - | \$ - | \$ 12,000,000 | \$ 16,000,000 | \$ 20,000,000 | \$ 20,000,000 | \$ 20,000,000 | |
| | | Child Care | \$ 61,000,000 | \$ - | \$ - | \$ 5,000,000 | \$ 11,000,000 | \$ 15,000,000 | \$ 15,000,000 | \$ 15,000,000 | |
| | | Research and Development | \$ 41,000,000 | \$ - | \$ - | \$ 5,000,000 | \$ 9,000,000 | \$ 9,000,000 | \$ 9,000,000 | \$ 9,000,000 | |
| | | Statewide Summit (Aggregate investment reflected in Goals 2.1, 2.2, and 3.1) | | | | | | | | | |
| | | Education | \$ 721,155 | \$ - | \$ 221,155 | \$ - | \$ 250,000 | \$ - | \$ 250,000 | \$ - | |
| | | QRIS Training and Technical Assistance (Aggregate investment reflected in Goals 2.1 and 2.2) | | | | | | | | | |
| | | Education | \$ 15,769 | \$ - | \$ 15,769 | \$ - | \$ - | \$ - | \$ - | \$ - | |
| | | Quality Improvement Study-CSU Northridge | | | | | | | | | |
| | | Research and Development | \$ 62,675 | \$ - | \$ 12,885 | \$ 49,790 | \$ - | \$ - | \$ - | \$ - | |
| Small Population County Funding Augmentation | | | | | | | | | | | |
| Unallocated | \$ 26,969,396 | \$ 2,894,688 | \$ 4,017,979 | \$ 4,393,327 | \$ 4,599,534 | \$ 3,761,461 | \$ 3,690,777 | \$ 3,611,630 | | | |
| California Smoker's Helpline (Aggregate investment reflected in Goals 2.2 and 3.1) | | | | | | | | | | | |
| Unallocated | \$ 9,294,606 | \$ 989,622 | \$ 1,304,984 | \$ 1,400,000 | \$ 1,400,000 | \$ 1,400,000 | \$ 1,400,000 | \$ 1,400,000 | | | |
| Early Edge Transitional Kindergarten Conference (Co-sponsorship) (Aggregate investment reflected in Goals 1.2 and 2.2) | | | | | | | | | | | |
| Education | \$ 13,500 | \$ 3,500 | \$ 10,000 | \$ - | \$ - | \$ - | \$ - | \$ - | | | |

Note: Specified program investments are aggregate, therefore total investments are not additive.

| Goal Name | Goal # | Program by Fund | Total | 2013-14 | 2014-15 | 2015-16 | 2016-17 | 2017-18 | 2018-19 | 2019-20 |
|--|--------|--|-----------|---------|----------|----------|---------|---------|---------|---------|
| Strategic Plan Area 2: System and Network | | | | | | | | | | |
| Resource Exchange and Stewardship Strategically fund and co-fund, align resources, facilitate the exchange of information and best practices, and seek new opportunities to maximize positive impact for children prenatal through age 5 and their families. | 2.2 | 8th Biennial Childhood Obesity Conference (Co-sponsorship) (Aggregate investment reflected in Goals 1.1 and 2.2) | | | | | | | | |
| | | Education | \$ 10,000 | \$ - | \$ 5,000 | \$ 5,000 | \$ - | \$ - | \$ - | \$ - |

| Goal Name | Goal # | Program by Fund | Total | 2013-14 | 2014-15 | 2015-16 | 2016-17 | 2017-18 | 2018-19 | 2019-20 | |
|---|------------|---|----------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|--|
| Strategic Plan Area 3: Public Will and Investment | | | | | | | | | | | |
| Communications Build public will in investing in early childhood by communicating the potential for positive outcomes for children and families, and the importance of prevention and early intervention. | 3.1 | Parent Signature Program - Education and Outreach | | | | | | | | | |
| | | Mass Media Communications | \$ 126,476,337 | \$ 17,997,911 | \$ 10,560,509 | \$ 29,699,468 | \$ 26,352,902 | \$ 11,865,547 | \$ 15,000,000 | \$ 15,000,000 | |
| | | Parent Signature Program - Kit for New Parents | | | | | | | | | |
| | | Mass Media Communications | \$ 31,731,518 | \$ 1,615,409 | \$ 5,116,109 | \$ 5,000,000 | \$ 5,000,000 | \$ 5,000,000 | \$ 5,000,000 | \$ 5,000,000 | |
| | | Parent Signature Program - 1-800 Number (Kit Call Center) | | | | | | | | | |
| | | Mass Media Communications | \$ 684,795 | \$ 100,000 | \$ 84,795 | \$ 100,000 | \$ 100,000 | \$ 100,000 | \$ 100,000 | \$ 100,000 | |
| | | Parent Signature Program - Media Storage (included in Miscellaneous Item) | | | | | | | | | |
| | | Mass Media Communications | \$ 7,020 | \$ - | \$ 1,855 | \$ 2,665 | \$ 2,500 | \$ - | \$ - | \$ - | |
| | | California Smoker's Helpline (Aggregate investment reflected in Goals 2.2 and 3.1) | | | | | | | | | |
| | | Unallocated | \$ 9,294,606 | \$ 989,622 | \$ 1,304,984 | \$ 1,400,000 | \$ 1,400,000 | \$ 1,400,000 | \$ 1,400,000 | \$ 1,400,000 | |
| Statewide Summit (Aggregate investment reflected in Goals 2.1, 2.2, and 3.1) | | | | | | | | | | | |
| Education | \$ 721,155 | \$ - | \$ 221,155 | \$ - | \$ 250,000 | \$ - | \$ 250,000 | \$ - | | | |
| Advancement Project 2015 Water Cooler Conference (Co-sponsorship) (Aggregate investment reflected in Goals 3.1 and 3.2) | | | | | | | | | | | |
| Education | \$ 20,000 | \$ - | \$ 10,000 | \$ 10,000 | \$ - | \$ - | \$ - | \$ - | | | |
| Legislative Engagement and Leadership Advocate for and influence policy change, both directly and in partnership with First 5 county commissions and other allies, from the local to federal levels that increase investments to improve conditions for children prenatal through age 5 and their families. | 3.2 | Advancement Project 2015 Water Cooler Conference (Co-sponsorship) (Aggregate investment reflected in Goals 3.1 and 3.2) | | | | | | | | | |
| | | Education | \$ 20,000 | \$ - | \$ 10,000 | \$ 10,000 | \$ - | \$ - | \$ - | \$ - | |

| Goal Name | Goal # | Program by Fund | Total | 2013-14 | 2014-15 | 2015-16 | 2016-17 | 2017-18 | 2018-19 | 2019-20 |
|--|--------|---|-----------|-----------|----------|-----------|-----------|-----------|-----------|-----------|
| Strategic Plan Area 4: Institutional Development | | | | | | | | | | |
| Internal Structure and Systems | 4.1 | Create and implement an integrated and transparent approach to internal planning, communication, and decision making. | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - |
| Team Development and Engagement Deepen management and staff awareness, understanding, knowledge, capacity, and involvement within and across organizational areas. | 4.2 | Professional Development and Training | | | | | | | | |
| | | Administration | \$ 95,807 | \$ 13,077 | \$ 5,230 | \$ 15,500 | \$ 15,500 | \$ 15,500 | \$ 15,500 | \$ 15,500 |

Note: Specified program investments are aggregate, therefore total investments are not additive.