



# 2024 - 2025 Annual Report

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# LETTER FROM OUR EXECUTIVE DIRECTOR

**Dear Friends, Partners, and Supporters,**

Each year, as we prepare this annual report, I'm reminded of the extraordinary power of community and the vital role we all play in supporting the well-being of Napa County's youngest children and their families.

As Executive Director of First 5 Napa County, I'm proud to be part of a team that remains focused on equity, early investment, and community partnerships. Our mission is clear: to help every child in Napa County get the best possible start in life. We know that the earliest years, prenatal to age five, are a time of incredible growth, potential, and vulnerability. The systems we build today must reflect the urgency of this moment in a child's life.

**This year, in the face of continued social and political challenges impacting families across our region, First 5 Napa County remained focused on real, responsive solutions. Two new programs exemplify that commitment:**

## **Napa County Imagination Library**

By providing a free, high-quality book each month to every child from birth to age five, this program supports early literacy and fosters a lifelong love of learning starting in the home and built through the joy of reading together. We are proud to launch this program in partnership with the NCOE Foundation and many other community partners.

## **Safe Seats**

This new initiative helps ensure that every child can travel safely by providing families with car seats that meet the age and weight requirements for their child. It's a simple but powerful way to offer peace of mind to parents and caregivers. We are grateful to The Rachel and Eric Jones Foundation for making this program possible.

These programs join other longstanding offerings such as Belonging Through Books (formerly Rainbow Family League), Florecer, and StoryWalk as valuable components to our community engagement portfolio. All our work reflects a commitment to listening to families, addressing barriers to access, and investing in programs that create real impact.

Looking ahead, we remain deeply committed to collaboration. At a time when so many families are stretched thin and our social fabric is tested, we believe that community-led, inclusive solutions are the way forward. We will continue to advocate, innovate, and partner with others to ensure that our youngest children, and the families who care for them, receive the support they need and deserve.

Thank you for being part of this journey. Whether you are a parent, educator, policymaker, healthcare provider, or advocate, your role matters. We are grateful for your partnership and look forward to another year of meaningful work together.



**ASHLEY  
WALKER**

Executive Director  
First 5 Napa County

# ABOUT FIRST 5 NAPA

## VISION

Napa County is a strong and healthy community because families can set down roots, grow, and thrive.



## MISSION

First 5 Napa County convenes and mobilizes the community to use systems- and design-thinking to center and lift up our community's young children, their families, and the providers who serve them.

## VALUES

### Justice for all

All families and children deserve equal economic, political and educational opportunities. We work to dismantle unjust systems of care and rebuild better systems so that Black, Indigenous, Latine, and LGBTQ children and families can thrive.

### Anti-racism

We bravely and visibly oppose racism of all forms — interpersonal, structural, systemic — in Napa County.

### Empathy

Empathy is essential if we are to realize our interdependence and step into a different future together. We work to create spaces in Napa County that prioritize human connection, truth telling, and learning from each other.

### Creativity

We work to be innovative and unconventional while we lean into what is possible for our community.

### Collaboration

We build strong, collaborative, trusting relationships in Napa County across sectors, races, genders, sexual orientations, ages, and faiths. By working together, we can help young children, families, and the providers who serve them thrive.



# OUR STORY

In November 1998, California voters passed a statewide ballot initiative (Proposition 10) to tax tobacco products, with the revenue going to support a comprehensive, integrated system of early childhood development services. The following year, the Napa County Board of Supervisors established the Napa County Children and Families Commission (now First 5 Napa County) to distribute funding from California's Proposition 10 and provide resources to support a comprehensive system of services that ensures children ages prenatal to 5 in Napa County enter school healthy and ready to learn. Since its inception, First 5 Napa County has invested more than \$25 million on programs, advocacy, and initiatives that support children 0-5 years old, their families, and the providers who serve them.

## THE DECLINE OF PROP. 10 REVENUE:

### A Growing Challenge for First 5's Work

Over the past decade, **prop. 10 revenue has steadily declined**—and this trend is accelerating. As smoking rates have decreased (a public health success we applaud), so too has the revenue generated from tobacco taxes. Newer tobacco alternatives, like vaping products, are not taxed at the same levels, and state policy shifts have diverted some of the revenue to other priorities.



## FOR FIRST 5 NAPA COUNTY, THIS DECLINE HAS REAL CONSEQUENCES.



Each year, we rely on prop. 10 funds to support vital programs and services, such as developmental screenings, parent support, early literacy, mental health services, and safety initiatives. As these funds shrink, **our ability to invest in what works—and respond to new and growing needs—is compromised.**



**Now, more than ever, we need the support of our community.** Philanthropic investment, public-private partnerships, and community advocacy are all critical to ensure we don't lose ground, and that we can continue to build a strong foundation for our county's youngest residents.



Together, we can protect and grow the legacy of prop. 10 and ensure that all children in Napa County, regardless of their background or circumstances, have the opportunity to thrive.

# 2024-2025 IMPACT

## by the Numbers & Demographics

IN 24-25  
FIRST 5 NAPA SERVED



**676**  
INDIVIDUALS

This is a 10% increase when compared to FY 23-24.



**49**

Children birth to 35 months



**122**

Children age 3 to 6



**64**

Children over age 6



**235**

Total Children



**226**

Primary Caregivers



**32**

Community Members



**183**

Service Providers



**183**

free children's book were distributed to families in American Canyon and Napa at the summer Meet Me in the Streets event and at Cope Kids Day.



**80%**

of the providers supported by IMPACT grant coaching have implemented research-based practices in the work they do with children.

### PARTICIPANT LANGUAGES

**29%**

Spanish

**39%**

English

**1%**

Other

**32%**

Unknown

# 2024-2025 PROGRAM RECAP HIGHLIGHTS

## BELONGING THROUGH BOOKS

Formerly "Rainbow Family League"

First 5 Napa County is committed to strengthening our community, parents, and caregivers with a lens of equity, respect, and social inclusion so that ALL our children are happy, healthy, and grow up with a sense of belonging.

Belonging Through Books is a program that aims to help families have conversations about race, racism, gender, LGBTQ inclusion, and diversity in a developmentally appropriate way. The 2024-25 season is accomplished in partnership with Dr. Lori A Watson of Race Work and Napa Valley Unified School District.



96%

Parents and Caregivers reported that their **knowledge about race, diversity, inclusion and intersectionality increased** as a result of attending the workshops (96% of survey respondents).

92%

They also indicated an **increase in comfort and confidence** talking about race, diversity, inclusion and intersectionality with children (92% of survey respondents).

72%

Of the 47 participants who came to more than one presentation, 72% **reported having more conversations with children about race, diversity, inclusion and intersectionality** since attending our BTB workshop.

## FLORECER

Floreceer means "to bloom" in Spanish

Floreceer is a youth mentorship program first developed through First 5 Napa County's First 5 Napa Network (F5NN) in 2022 to diversify and support Napa County's early childhood workforce.



This program established a mentorship network for youth to connect with career professionals in a variety of early childhood specialties, allowing them to explore future career paths.

At the final meeting in April, students/mentees were asked about their future plans. Some highlights of their responses include:

68%

of the students reported that they found having hands-on experience with childcare providers helpful in shaping their career aspirations.

41%

planned to have a job in early childhood education



# 2024-2025 PROGRAM RECAP HIGHLIGHTS

## RAINBOW KITS

Rainbow Kits provide early childhood education settings with tools and support to create learning spaces that are welcoming to all children, families, and providers.



**10**  
students

In the 2024-25 year, First 5 Napa County provided the Safe Spaces training to ten students as part of the Child and Families Studies course at Napa Valley College.

**90%**  
of students

At the conclusion of the program, 90% of students **would like** to continue using the materials

## PARTICIPANT TESTIMONIALS

"I look forward to using the lesson plans. I think it may be difficult to come up with age-appropriate inclusive curriculum. This is a great tool."

"I am looking forward to using the books in the kit. I am excited because I didn't have books like this in my classes growing up."

## COMMUNITY OUTREACH & ENGAGEMENT

In addition to our longstanding programs, in 2024-25 First 5 Napa supported a few unique projects in the area of outreach and engagement that focused on bringing capacity and a system focus to leaders and organizations.

### DOULA TRAININGS IN SPANISH

First 5 Napa County staff partnered with community organizations to support efforts to train Spanish speaking individuals interested in becoming doulas. First 5 Napa Staff helped with outreach and registration for the first Doula cohort, and are currently exploring ways to support a second cohort in the future.

### FAMILY PREPAREDNESS TRAININGS

First 5 Napa County staff was able to work with the One Napa Valley Initiative to train staff at First 5 and other partner family resource centers. The training was intended for providers to share information with families about "Know Your Rights", "Family Preparedness Plans" and "Public Charge".

### LITERACY PROGRAMS OUTREACH

First 5 Napa County continued its support of the annual StoryWalk® in partnership with Napa County Regional Park and Open Space District, Napa Bookmine, The City of American Canyon, The American Canyon Community and Parks Foundation, Skyline Park, and Napa Printing. The StoryWalk® is an annual outdoor installation that places pages from a bilingual children's book throughout four regional parks around Napa County. This offering provides a free activity for families over the summer break that combines literacy and outdoor exploration.







# LOOKING AHEAD TO 2025-26

## NAPA COUNTY IMAGINATION LIBRARY

First 5 Napa County, Napa County Office of Education and NCOE Foundation are helping bring the excitement of reading into more homes of local Napa County families through Dolly Parton's Imagination Library program.

The free monthly Napa County Imagination Library book gifting program is available to all children under 5 years old residing in Napa County; families are encouraged to sign up online. The free books are high-quality, age appropriate, and available in English or bilingual English/Spanish.

Visit [napaimaginationlibrary.org](http://napaimaginationlibrary.org) to register. For questions, email [books@first5napa.org](mailto:books@first5napa.org).



READ THE ARTICLE IN THE NAPA VALLEY REGISTER ABOUT THE PROGRAM'S LAUNCH [HERE](#).







# LOOKING AHEAD TO 2025-26

## NAPA COUNTY SAFE SEATS PROGRAM

The Safe Seats program is made possible thanks to the Rachel and Eric Jones Foundation and is carried out through partnerships with local nonprofits, family resource centers, and public agencies. Safe Seat partners represent some of our region’s largest and most well-established providers of prenatal care and support services for children aged 0 – 5. Our goal is to ensure that all families in need of the free car seat resource are aware of the program and can easily access this valuable, free benefit.



The strength and vibrancy of a community is evident in how well we take care of our kids and those neighbors most vulnerable. We are proud to help launch this public health effort with the support of local partners on the ground who know the community’s needs best.

**ERIC JONES,**  
RACHEL AND ERIC JONES FOUNDATION

**AT THE END OF THE  
2025 CALENDAR YEAR,  
FIRST 5 NAPA COUNTY  
HAS DISTRIBUTED OVER**

A blue icon of a car seat.

**500  
CAR SEATS**

with momentum  
continuing into 2026!



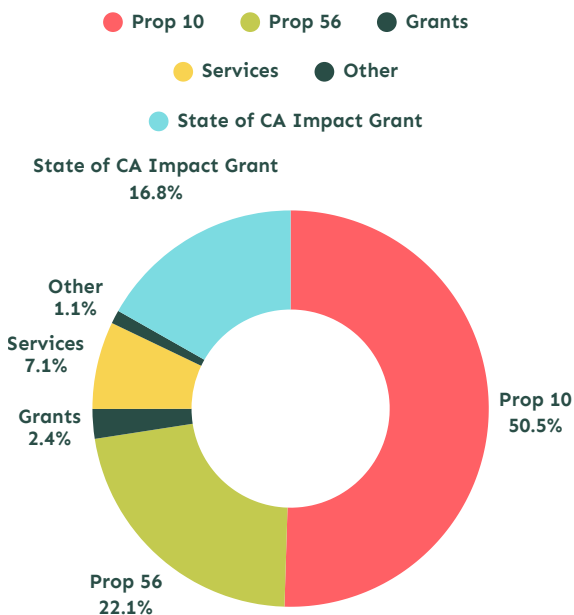
We are so grateful for First 5 and The Rachel and Eric Jones Foundation for helping us get car seats to farmworker families in our community. This partnership made such a big difference — by working together, we were able to remove barriers and make sure parents had what they needed to keep their little ones safe on the road. Thank you for your amazing support and for caring so deeply about the wellbeing of farmworkers in our community!

**JULIA PALOS**  
FARMWORKER ADVOCATE  
SILVERADO FARMING COMPANY

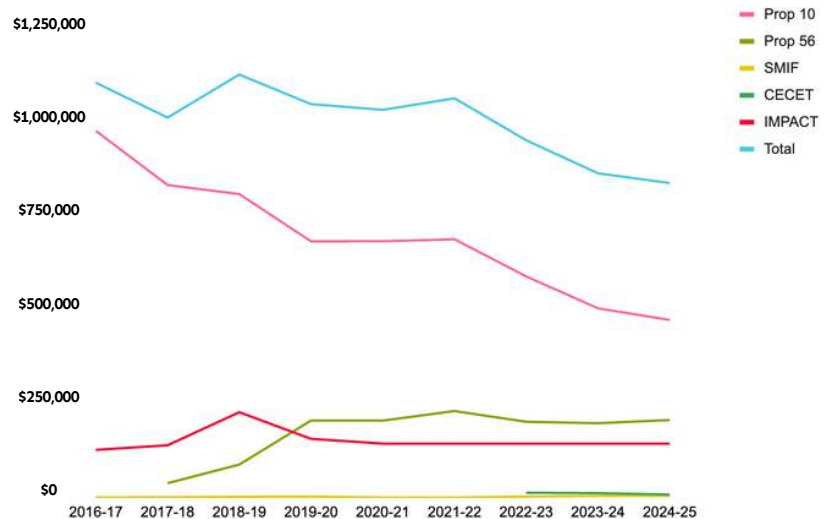


# FINANCIAL SNAPSHOT

## 24-25 % OF REVENUE SOURCES



## REVENUE SOURCES OVER TIME



Since its passage in 1998, Proposition 10 has been the cornerstone of funding for First 5 programs across California. By placing a tax on tobacco products, Prop. 10 created a dedicated revenue stream to support early childhood development—helping children prenatal through age five grow up healthy, safe, and ready to learn.

**However, the sustainability of this funding is under serious threat.**

First 5 Napa County is taking strategic steps to adapt to this challenge. We are strengthening partnerships to leverage other funding sources, prioritizing equity and impact in every investment we make, and advocating at the local and state levels for long-term, sustainable funding for early childhood.

But we cannot do this alone. Now, more than ever, we need the support of our community. Together, we can protect and grow the legacy of Prop. 10 and ensure that all children in Napa County, regardless of their background or circumstances, have the opportunity to thrive.

## OUR COMMISSION



## LETTER FROM THE CHAIR OF THE COMMISSION FIRST 5 NAPA COUNTY ANNUAL REPORT

### DEAR FRIENDS,

It is a privilege to serve as Chair of the First 5 Napa County Commission and to share with you the progress and promise of the past year.

At First 5 Napa County, we are driven by a deep and unwavering commitment: to ensure that every child in our community, prenatal through age five, has the best possible start in life. This mission continues to guide us, especially in times of social and political uncertainty, when families are navigating greater challenges than ever before.

Over the past year, we've strengthened our work by listening closely to the voices of families and providers, and by responding with programs and partnerships that address their real and pressing needs. We know that no single organization can do this work alone. Our success depends on collaboration with families, early childhood educators, healthcare providers, community-based organizations, and leaders across every sector. Together, we are building a Napa County where children are cherished, supported, and set on a path to thrive.

As we look to the year ahead, we do so with hope and determination. First 5 Napa County remains committed to advocacy, innovation, and deep community partnership.

In these uncertain times, we draw strength from our shared vision and the resilience of our youngest residents and their families.

On behalf of the Commission, thank you for standing with us in this vital work. Your support, insight, and dedication make all the difference.

### With Gratitude,

Juan Cisneros  
Chair of the Commission



**JUAN CISNEROS**  
Chair of the Commission





## THANK YOU TO OUR LOCAL SUPPORTERS

Bill Harper  
C-Line Express  
Community Projects  
Lewis Cellars  
Napa Valley Give!Guide  
The Rachel & Eric Jones Foundation

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 [instagram.com/first5napa/](https://instagram.com/first5napa/)

## WHERE TO FIND US

Website: [first5napa.org](https://first5napa.org)

## NEWSLETTER



## DONATE

