

Small Hands,  
**Big Results**



# Operating Budget 2011-2012

Karen E. Scott,  
Executive Director



BUDGET CATEGORY/ DESCRIPTION	FY 2009-2010 ACTUALS	FY 2010-2011 APPROVED BUDGET	FY 2010-2011 ESTIMATED ACTUAL	FY 2011-2012 PROPOSED BUDGET
I. Beginning Fund Balance	\$ 99,721,457	\$ 96,553,344	\$ 99,490,566	\$ 93,939,930
II. Revenue				
Annual Disbursement	\$ 23,746,144	\$ 23,739,659	\$ 22,507,046	\$ 21,556,017
School Readiness	\$ 1,562,013	\$ 2,123,271	\$ 2,054,521	-
Interest	\$ 1,065,669	\$ 1,281,854	\$ 1,089,976	\$ 939,399
Other revenues	\$ 292,454	\$ 250,000	\$ 107,260	\$ 16,000
<b>Total Revenue</b>	<b>\$ 26,666,280</b>	<b>\$ 27,394,784</b>	<b>\$ 25,758,803</b>	<b>\$ 22,511,416</b>
III. Expenses				
Program strategies	\$ 20,698,884	\$ 36,000,000	\$ 24,563,919	\$ 32,000,000
School Readiness	\$ 2,344,844	\$ 3,000,000	\$ 3,000,000	
<i>Subtotal for Direct Services</i>	<i>\$ 23,043,728</i>	<i>\$ 39,000,000</i>	<i>\$ 27,563,919</i>	<i>\$ 32,000,000</i>
AB99	-	-	-	\$ 49,818,468
Program Services Support	\$ 548,322	\$ 688,200	\$ 495,985	\$ 580,500
Community Engagement Support	\$ 310,767	\$ 498,200	\$ 243,986	\$ 276,000
Operations	\$ 2,938,354	\$ 3,272,209	\$ 3,005,549	\$ 3,074,660
<b>Total Expenses</b>	<b>\$ 26,841,171</b>	<b>\$ 43,458,609</b>	<b>\$ 31,309,439</b>	<b>\$ 85,749,628</b>
Excess of Revenues over (under) Expenses	\$ (174,891)	\$ (16,063,825)	\$ (5,550,636)	\$ (63,238,212)
IV. Ending Fund Balance	\$ 99,546,566	\$ 80,489,519	\$ 93,939,930	\$ 30,701,718

General Fund -	\$62,572,668
Sustainability Fund -	\$31,833,952
Technical Assistance-	\$1,753
School Readiness -	\$3,237,138

Revenue Budget \$22,511,416

Proposition 10 Apportionments \$21,556,017

The Board of Equalization collects the tobacco tax revenue and 20% of these monies collected are allocated to the State Commission. Of 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 \$939,399

Income is based on the assumption of 2.5% annual yield of the projected fund balance. An estimate of approximately \$1.3 million interest and investment income will be earned in this fiscal year 2010-2011.

Other Revenues \$16,000

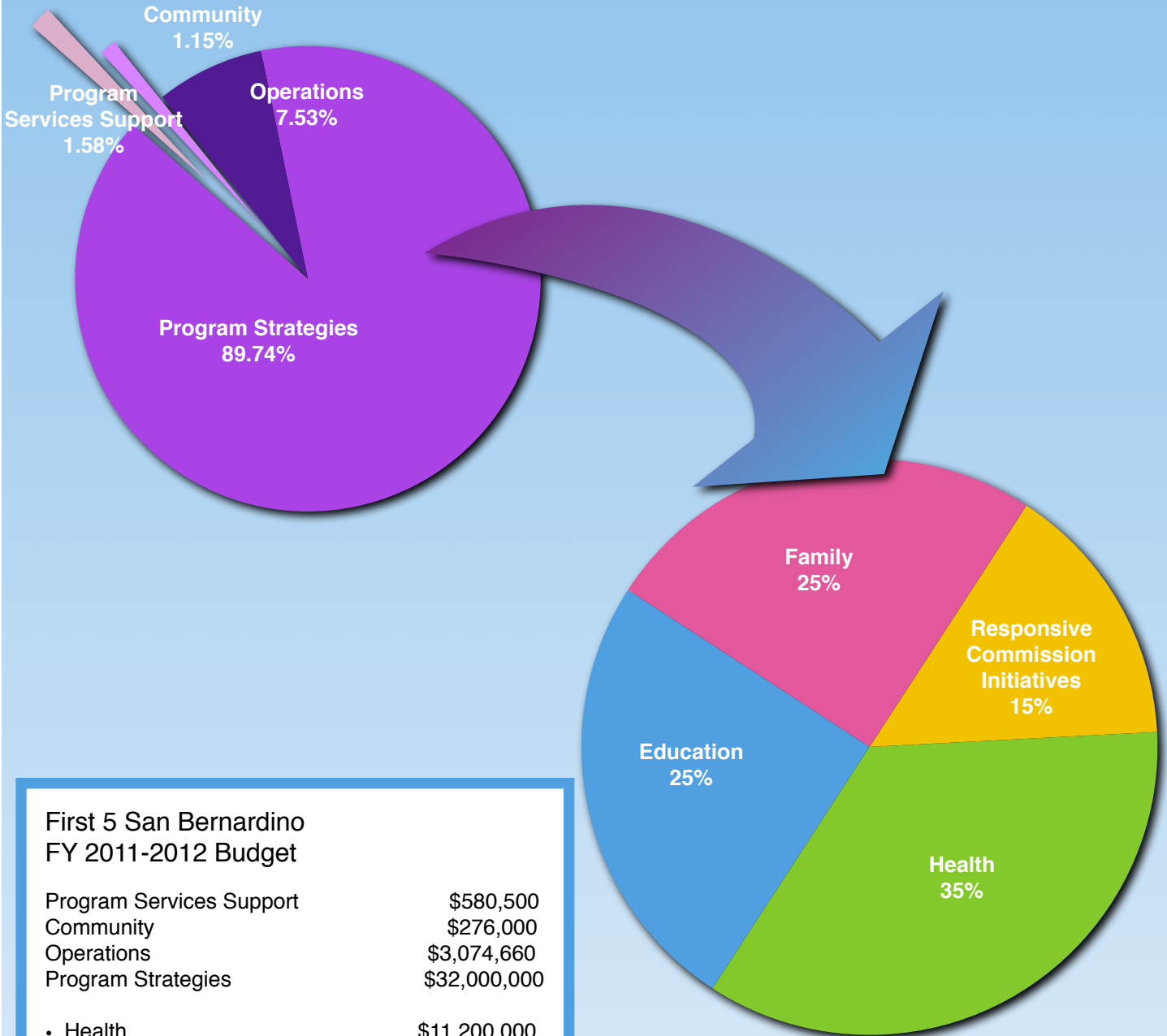
Includes the interest earned on Proposition 10 funds at the State level before the funds are distributed to all 58 counties. The interest is accumulated in the State Commission Surplus Money Investment Fund (SMIF).

Health Care Access is a First 5 California contribution toward Healthy Kids insurance premium costs.



## How We Invest

First 5 San Bernardino invests in programs based on the percentages listed below, for each of the Program Strategy identified in the Strategic Plan. The Commission will allow the dollar allocation amount in the Family program strategy to remain higher than the allocation of 25% for FY 2011/12 (see page 11) allowing the Commission time to determine priorities to make the necessary changes in FY 2012/13. An adjustment to reduce the dollar allocation of 15% in the Commission’s Responsive Initiative strategy to account for the adjustment in Family (see page 11)



First 5 San Bernardino FY 2011-2012 Budget	
Program Services Support	\$580,500
Community	\$276,000
Operations	\$3,074,660
Program Strategies	\$32,000,000
• Health	\$11,200,000
• Education	\$8,000,000
• Family	\$8,700,000
• Commission’s Responsive Initiative	\$4,100,000

## Health

\$11,200,000

Funds for direct service contracts awarded to agencies providing services under the following strategies:

- Early Screenings and intervention
- Health Care Access
- Oral Health
- Primary Care Services
- Health and Safety Education

## Education

\$8,000,000

Funds for direct service contracts awarded to agencies providing services under the following strategies:

- Early Education Programs
- Access to Quality Child Care
- Quality Provider Programs

## Family

\$8,700,000

Funds for direct service contracts awarded to agencies providing services under the following strategies:

- Resource Center & Case Management
- Parenting Education

## Commission's Responsive Initiatives

\$4,100,000

- Systems
- Community Investments

Funds for community driven projects that address emerging needs for children prenatal through five years of age providing services under the following:

- Filling in the gaps to provide those services
- Building the capacity of existing programs to be proactively responsive.
- Solicited and unsolicited projects
- Innovative projects

Funds for direct service contracts awarded to agencies providing services under the following strategies

- System Integration, Information, Advocacy and Access Strategy
- Community Education Strategy
- Technical Assistance Strategy
- Community Outreach



Ongoing Evaluation Services

\$500,000

Costs for trainers/speakers needed to support First 5 partner agencies and their programs

This may include travel and speakers' fees for training on best or promising practices, programs, or utilization of standardized assessment instruments such as Motherhead, Parents as Teachers, the Life Skills Progression, etc.

Other Professional Services

\$60,000

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

Printing

\$4,000

Costs associated with the printing of the annual report, strategic plan, brochures, posters, displays, and any other program and evaluation related materials.

Meetings/ Trainings/ Events

\$16,500

Conference and meeting equipment, room rental, special event location rental, audio/visual equipment, transportation, and event equipment and/or furniture. Refreshments (including drinks, food/snacks) provided for partner agency related events, meetings, and trainings.

Materials such as binders, dividers, paper, pens, labels, folders, etc. necessary for partner agency related events, meetings, and trainings. Equipment such as laptops, projectors, and other equipment necessary for partner agency related events, meetings, and trainings

## Community Outreach and Educational Materials

\$40,000

- First 5 marketing items to support community education and community engagement activities
- Outreach activities include Leading Ladies, Operation Phoenix, Faith-Based Partnerships, Health and Safety Fairs and a variety sponsored events
- Child health and safety items support program strategies
- Printed marketing and educational materials include, but are not limited to brochures, calendars, bookmarks, books, fact sheets and media kits
- Event signage, logo tablecloths, EZ-Up, banners and conference displays

## Media Services and Activities

\$208,000

Communications technology, creation of public service announcements, graphic design, facilitation/training services, video taping services, photography, website management, paid media spots, printing costs, print advertising, and translation services

## Community Outreach Activities

\$5,000

Campaign specific outreach through a mobile van. Utilizing the current First 5 van and adding educational and hands on upgrades.

## Meetings/ Trainings/ Workshops

\$23,000

- Costs associated with hosting meetings, workshops and trainings (include but not limited to food, travel/transportation for attendees, childcare for attendees, meeting supplies)
- Conference and meeting equipment, room rental, special event location rental audio/visual equipment, transportation, and event support equipment and/or furniture (including, but not limited to tables and chairs, EZ-Ups, tablecloths, helium tank, electrical outlets, generators, outdoor event equipment and supplies)



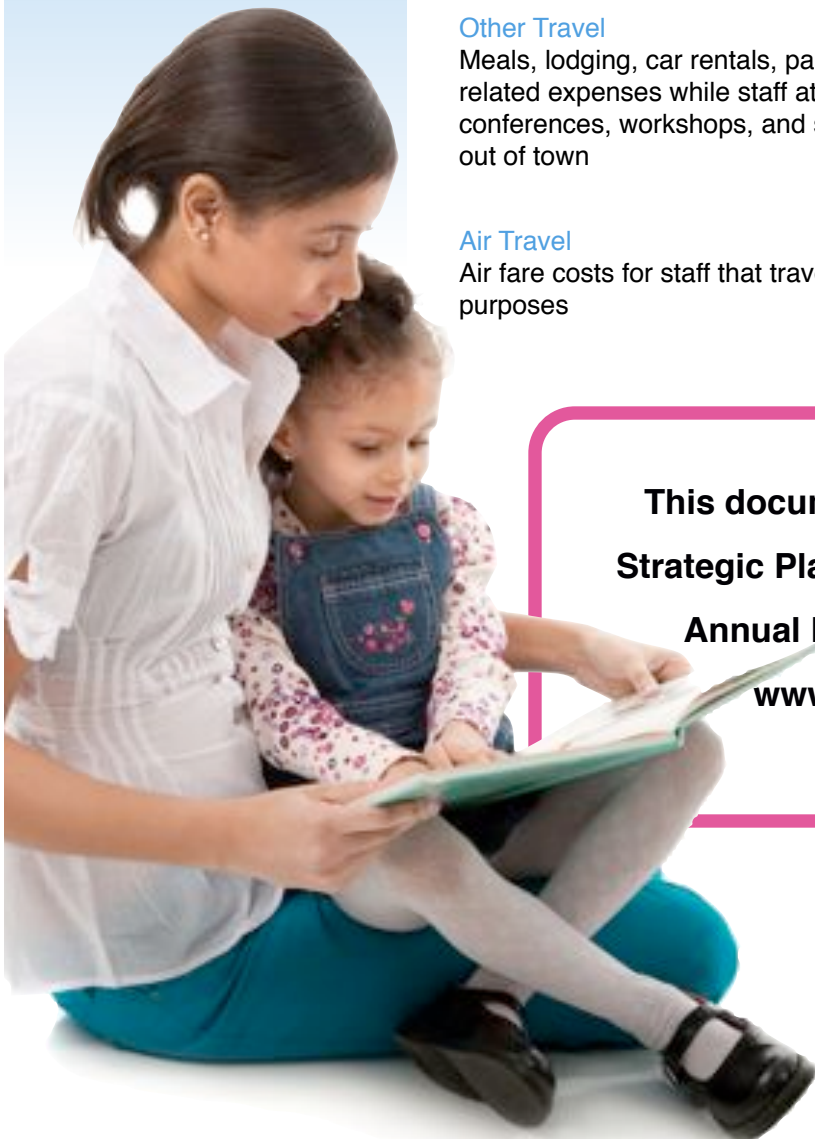
<p><b>Salaries and Benefits</b></p> <p>Payroll is based on 30 employees. Benefits are calculated at 40%-60% of salaries depending on position/classification</p>	<p>\$2,333,760</p>
<p><b>Memberships</b></p> <p>This includes a \$25,000 annual membership fee to First 5 California Association. It also includes other membership of First 5</p>	<p>\$35,000</p>
<p><b>Electronic Equipment Maintenance</b></p> <p>Service fee for maintenance of electronic equipment</p>	<p>\$3,000</p>
<p><b>Inventoriable Equipment</b></p> <p>Cost includes office furniture, telephone and computer equipment for First 5 staff</p>	<p>\$19,000</p>
<p><b>Non- Inventoriable Equipment</b></p> <p>Costs of all tools or equipment under \$500</p>	<p>\$2,000</p>
<p><b>Special Department Expense</b></p> <p>Costs associated in hosting various events, meetings, trainings and workshops</p>	<p>\$7,000</p>
<p><b>Tuition Reimbursements</b></p> <p>Funds budgeted for \$400 educational allowance in the MOU and other staff trainings and workshops</p>	<p>\$3,000</p>
<p><b>Utilities</b></p> <p>Telephone charges, lease on telephone system and cellular phones charges for management and First 5 staff who travel outside the office</p>	<p>\$25,000</p>
<p><b>Service/Supplies Reimbursement</b></p> <p>Costs associated with various services provided by Human Services Systems</p>	<p>\$500</p>
<p><b>Other Insurance</b></p> <p>Costs for Liability, Property and Crime insurance for First 5. It also covers deductibles for insurance claims, as needed</p>	<p>\$15,000</p>
<p><b>General Office Supplies</b></p> <p>Office supplies ordered from various vendors which include but are not limited to copy papers, toners, cartridges, file folders, binders, pens, pencils and other miscellaneous items</p>	<p>\$25,000</p>



<b>Postage</b>	<b>\$6,000</b>
Mailing costs like FedEx, UPS, and postal fees to mail letters, packages, and other mailing items	
<b>Courier and Printing</b>	<b>\$18,000</b>
Printing services through the County like business cards, flyers, letterheads, board resolutions, Urfa's and other miscellaneous items	
<b>Temporary Help</b>	<b>\$20,000</b>
Temporary staffing is anticipated for this fiscal year to help First 5 in various tasks in the office	
<b>Subscriptions</b>	<b>\$200</b>
This includes subscriptions to the local newspapers, magazines and publications for the office	
<b>Printing (Outside)</b>	<b>\$0</b>
Printing services through various vendors outside the county which include printing of First 5 logo signs, posters banners, post cards employee name tags and other items	
<b>Advertising</b>	<b>\$1,000</b>
Advertising to radio and local newspapers for First 5 various promotions and events, release of RFA's and job announcements	
<b>Professional and Special Services (HSS)</b>	<b>\$3,000</b>
Costs for services provided by Human Resources	
<b>Auditing</b>	<b>\$20,900</b>
Service fee for the annual audit conducted by an independent auditing firm.	
<b>Data Processing</b>	<b>\$73,800</b>
Data processing, computer and direct labor services provided by Information Services Department	
<b>County Services (County Counsel)</b>	<b>\$154,600</b>
Services provided to First 5 by all county agencies and departments	
<b>Other Professional &amp; Special Services</b>	<b>\$55,000</b>
Professional services provided by consultants to help disseminate information of any RFA's to the community	



<p><b>General Maintenance- Equipment</b>                  Costs for the maintenance of copiers, telephone system and CCTV Integrated System</p>	<p>\$2,000</p>
<p><b>Rent &amp; Lease (Equipment)</b>                  Lease of copier equipment</p>	<p>\$12,000</p>
<p><b>Rent &amp; Lease (Building)</b>                  Office lease for First 5 located at 330 North D Street, 5th Floor, San Bernardino. It also includes building rental for First 5 events, and meetings outside First 5 office</p>	<p>\$212,900</p>
<p><b>Motor Pool</b></p>	<p>\$3,000</p>
<p><b>Mileage Reimbursement (Employee)</b>                  Mileage reimbursement at IRS allowable rate to First 5 staff for the use of privately owned vehicle to conduct First 5 business</p>	<p>\$6,000</p>
<p><b>Other Travel</b>                  Meals, lodging, car rentals, parking, toll fees and other travel related expenses while staff attends various meetings, conferences, workshops, and staff development which are held out of town</p>	<p>\$15,000</p>
<p><b>Air Travel</b>                  Air fare costs for staff that travels out of town for First 5 business purposes</p>	<p>\$3,000</p>



**This document, the First 5 San Bernardino Strategic Plan, and the First 5 San Bernardino Annual Report are always available at [www.first5sanbernardino.org](http://www.first5sanbernardino.org).**

5 Year Projections- General	FY 2011/12	FY 2012/13	FY 2013/14	FY 2014/15	FY 2015/16
Beginning Fund Balance	\$ 93,939,930	\$ 30,701,718	\$ 23,667,151	\$ 15,575,888	\$ 6,618,044
Revenue*					
Annual Disbursement	\$ 21,556,017	\$ 20,525,458	\$ 19,544,016	\$ 18,762,255	\$ 17,824,143
Other Revenues	\$ 16,000	\$ 16,000	\$ 16,000	\$ 16,000	\$ 16,000
<b>Subtotal Revenue</b>	<b>\$ 21,572,017</b>	<b>\$ 20,541,458</b>	<b>\$ 19,560,016</b>	<b>\$ 18,778,255</b>	<b>\$ 17,840,143</b>
Interest Earnings	\$ 939,399	\$ 409,724	\$ 334,472	\$ 249,650	\$ 155,381
<b>Total Revenue</b>	<b>\$ 22,511,416</b>	<b>\$ 20,951,182</b>	<b>\$ 19,894,488</b>	<b>\$ 19,027,905</b>	<b>\$ 17,995,524</b>
Expenses					
Program Strategies (Focus Area)					
Health	\$ 11,200,000	\$ 8,750,000	\$ 8,750,000	\$ 8,750,000	\$ 5,250,000
Education	\$ 8,000,000	\$ 6,250,000	\$ 6,250,000	\$ 6,250,000	\$ 3,750,000
Family	\$ 8,700,000	\$ 6,250,000	\$ 6,250,000	\$ 6,250,000	\$ 3,750,000
Commission's Responsive	\$ 4,100,000	\$ 3,750,000	\$ 3,750,000	\$ 3,750,000	\$ 2,250,000
<i>Subtotal for Direct Services</i>	<i>\$ 32,000,000</i>	<i>\$ 25,000,000</i>	<i>\$ 25,000,000</i>	<i>\$ 25,000,000</i>	<i>\$ 15,000,000</i>
AB 99	\$ 49,818,468	\$ 0	\$ 0	\$ 0	\$ 0
Program Services Support	\$ 580,500	\$ 450,000	\$ 450,000	\$ 450,000	\$ 270,000
Community Engagement Support	\$ 276,000	\$ 225,000	\$ 225,000	\$ 225,000	\$ 135,000
Operations	\$ 3,074,660	\$ 2,310,750	\$ 2,310,750	\$ 2,310,750	\$ 1,386,450
<b>Subtotal Expenses</b>	<b>\$ 85,749,628</b>	<b>\$ 27,985,750</b>	<b>\$ 27,985,750</b>	<b>\$ 27,985,750</b>	<b>\$ 16,791,450</b>
Total Expenses	\$ 85,749,628	\$ 27,985,750	\$ 27,985,750	\$ 27,985,750	\$ 16,791,450
<b>Ending Fund Balance</b>	<b>\$ 30,701,718</b>	<b>\$ 23,667,151</b>	<b>\$ 15,575,888</b>	<b>\$ 6,618,044</b>	<b>\$ 7,822,118</b>

**\* Notes:**

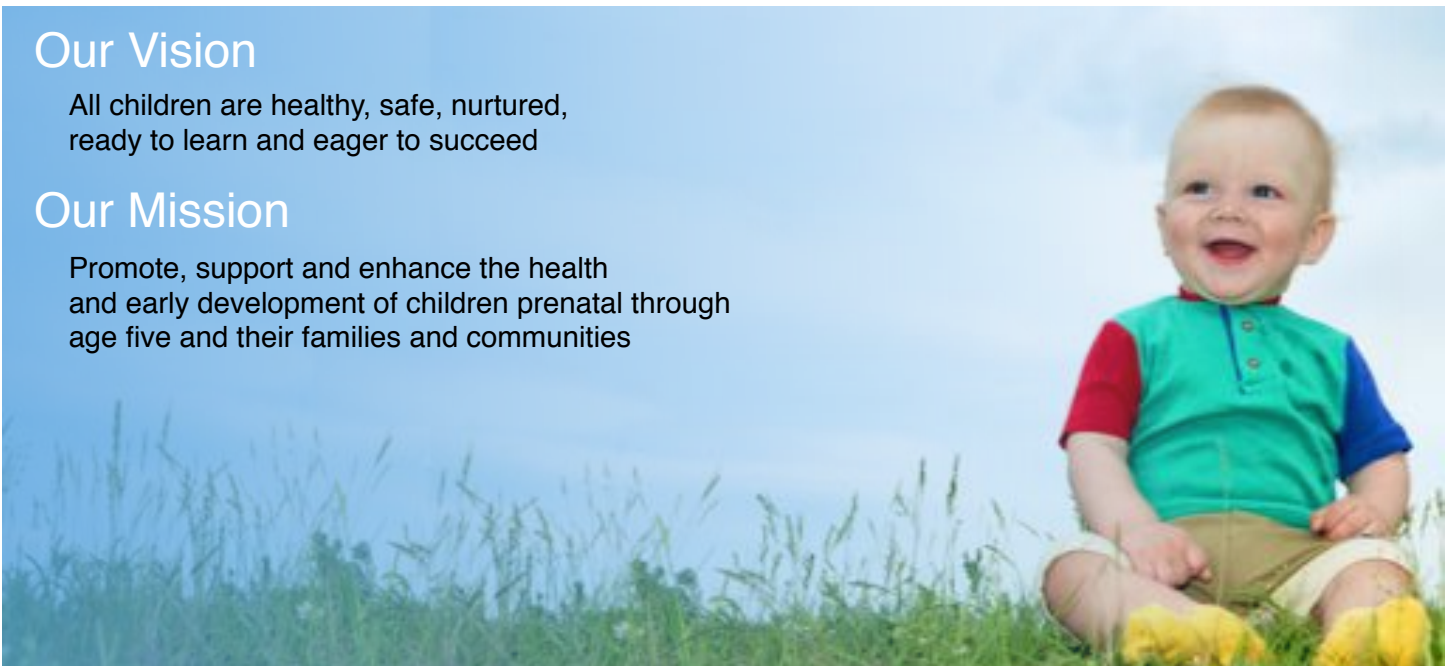
1. FY 2011/12 is the 2nd year of 3 year contracts that were determined based on a \$39m plan and the current percentage allocated in strategic plan.
2. FY 2011/12 First 5 San Bernardino has to adjust the planned \$39m to \$32m due to the State of California's approval to take approx. \$50m from the fund balance
3. Focus area percentages are allocated on the current strategic plan
4. The Commission will allow the dollar allocation amount in the Family focus area to remain higher than the allocation of 25% for FY 2011/12 (see note #1) allowing the Commission time to determine priorities to make the necessary changes in FY 2012/13
5. An adjustment to reduce the dollar allocation of 15% in the Commission Responsive Funding focus area to account for the adjustment in Family (see note #4)

## Our Vision

All children are healthy, safe, nurtured,  
ready to learn and eager to succeed

## Our Mission

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



## The First 5 San Bernardino Commission

**Linda Haugan, Chair**  
Assistant County Administrator  
-Human Services System

**Maxwell Ohikhuare, M.D.,  
Vice Chair**  
San Bernardino County  
Public Health Officer

**Guillermo Valenzuela, M.D.**  
Arrowhead Regional Medical  
Center- Chair, Department of  
Women's Health

**Mark A. Daniels, LCSW**  
Licensed Clinical Social Worker  
California Dept. of Corrections

**Leslie Egge**  
Director of Quality Assurance  
Lanterman Developmental  
Center

**Josie Gonzales**  
San Bernardino County  
Fifth District Supervisor

**Nancy Ruth White**  
Retired Teacher



**FIRST 5**  
**SAN BERNARDINO**

330 N. D Street, Suite 500  
San Bernardino, CA 92415  
(909) 386-7706

[www.first5sanbernardino.org](http://www.first5sanbernardino.org)