



AGENDA ITEM: 14
DATE OF MEETING: July 23, 2015
ACTION: _____
INFORMATION: X

FINANCIAL UPDATE

SUMMARY

First 5 California (F5CA) staff will provide an update on current fiscal year revenue and F5CA's Financial Plan for Fiscal Years (FY) 2013–14 through 2019–20.

FUNDING OVERVIEW

In accordance with Health and Safety Code (HSC) Section 130105, the California Children and Families Trust Fund (Fund) was created in the State Treasury and receives tobacco tax revenue collected pursuant to Section 30131.2 of the Revenue and Taxation Code.

As displayed in Attachment A, the Board of Equalization (BOE) collects Proposition 10 revenue and administers the Fund. BOE first determines adjustment amounts prior to the transfer of funds to the designated State Commission accounts and County Fund. These adjustments include the annual backfill to the Proposition 99 and Breast Cancer Funds (backfill), as well as the monthly BOE operational costs for tax collection and enforcement programs.

After these adjustments, BOE transfers the amounts to be allocated to the State and county commissions pursuant to the percentages outlined in HSC Section 130105. Eighty percent of revenue is allocated to the County Fund and disbursed by F5CA on a monthly basis to each county commission. F5CA calculates the disbursements based on the percentage of the number of births recorded in the relevant county in proportion to the total number of births recorded in California. The remaining twenty percent is allocated and transferred to the following six Proposition 10 accounts for use by the State Commission: Mass Media Communications, Education, Child Care, Research and Development, Administration, and Unallocated.

F5CA's Fiscal Services Office (FSO) disburses funds from the six State Commission accounts consistent with F5CA's Strategic Plan, directives of the State Commission, and the Bylaws for the California Children and Families Commission. FSO also maintains financial records of disbursements.

In accordance with HSC Section 130150, F5CA must, on an annual basis, conduct an audit of the Fund and related State Commission accounts and prepare a report

summarizing expenditures and program areas funded by F5CA and county commissions during the previous year. Audit and annual report information is available on F5CA's website. The audit for FY 2014–15 will be available in December 2015 or January 2016.

REVENUE UPDATE

The F5CA Financial Plan FYs 2013–14 through 2019–20 (Attachment B) includes actual revenue received for FY 2013–14, revenue projections for FYs 2014–15 and 2015–16 based on the Governor's Budget, and staff projections for FYs 2016–17 through 2019–20.

Annually, the Department of Finance provides F5CA staff with five-year revenue projections for a portion of the cigarette and tobacco tax revenue, which is then used to calculate revenue projections for F5CA and First 5 county commissions. The declining trend of this revenue has been in excess of 3.5 percent for the last few years. Based on historical trends, staff decided to go with a more conservative revenue decrease of 3.5 percent starting with FY 2016–17. Table 1 displays revenue projections, anticipated adjustments to the Fund, and allocations to the various accounts.

**TABLE 1
First 5 California Projected Revenue by Account**

	ACTUAL	GOVERNOR'S BUDGET FY 2015-16			PROJECTED		
	FY 2013-14	FY 2014-15	FY 2015-16	FY 2016-17	FY 2017-18	FY 2018-19	FY 2019-20
TOTAL REVENUE (1)	\$460,634,451	\$437,366,000	\$425,555,000	\$410,660,575	\$396,287,455	\$382,417,394	\$369,032,785
OTHER COSTS AND BACKFILL							
Prior Year Adjustments	\$0	\$0	\$0	\$0	\$0	\$0	0
Administration (2)	(\$16,588,489)	(\$17,810,000)	(\$17,939,000)	(\$17,939,000)	(\$17,939,000)	(\$17,939,000)	(\$17,939,000)
0623 SMIF (3)	\$73,574	\$70,000	\$70,000	\$70,000	\$70,000	\$70,000	\$70,000
Backfill (4)	(\$13,600,000)	(\$14,700,000)	(\$14,700,000)	(\$14,700,000)	(\$14,700,000)	(\$14,700,000)	(\$14,700,000)
Other	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL OTHER COSTS	(\$30,114,915)	(\$32,440,000)	(\$32,569,000)	(\$32,569,000)	(\$32,569,000)	(\$32,569,000)	(\$32,569,000)
AVAILABLE TO TRANSFER	\$430,519,536	\$404,926,000	\$392,986,000	\$378,091,575	\$363,718,455	\$349,848,394	\$336,463,785
FUNDS TRANSFERRED TO:							
County Commissions	\$344,415,629	\$323,940,800	\$314,388,800	\$302,473,260	\$290,974,764	\$279,878,715	\$269,171,028
First 5 California	\$86,103,907	\$80,985,200	\$78,597,200	\$75,618,315	\$72,743,691	\$69,969,679	\$67,292,757
30% Mass Media - 0631	\$25,831,172	\$24,295,560	\$23,579,160	\$22,685,495	\$21,823,107	\$20,990,904	\$20,187,827
25% Education - 0634	\$21,525,977	\$20,246,300	\$19,649,300	\$18,904,579	\$18,185,923	\$17,492,420	\$16,823,189
15% Child Care - 0636	\$12,915,586	\$12,147,780	\$11,789,580	\$11,342,747	\$10,911,554	\$10,495,452	\$10,093,914
15% Research and Development - 0637	\$12,915,586	\$12,147,780	\$11,789,580	\$11,342,747	\$10,911,554	\$10,495,452	\$10,093,914
5% Administration - 0638	\$4,305,195	\$4,049,260	\$3,929,860	\$3,780,916	\$3,637,185	\$3,498,484	\$3,364,638
10% Unallocated - 0639	\$8,610,391	\$8,098,520	\$7,859,720	\$7,561,832	\$7,274,369	\$6,996,968	\$6,729,276
100% Total:	\$430,519,536	\$404,926,000	\$392,986,000	\$378,091,575	\$363,718,455	\$349,848,394	\$336,463,785

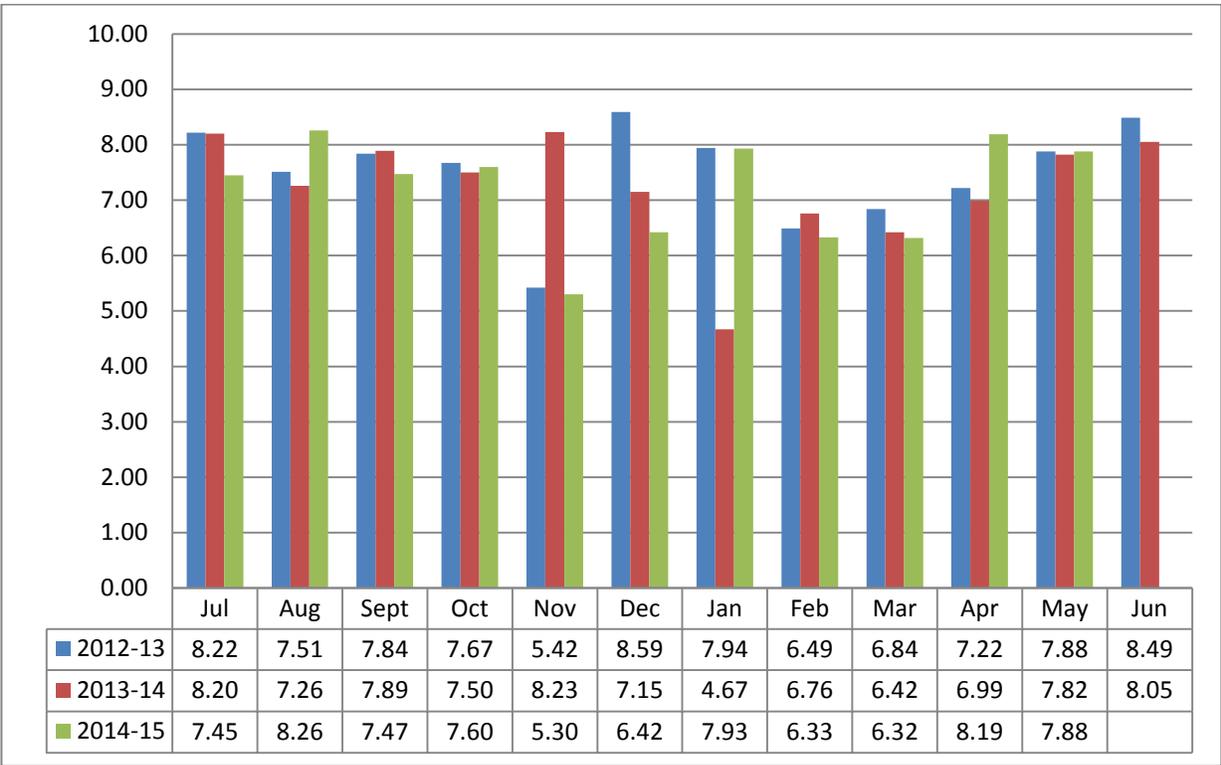
(1) Total revenue as forecasted by DOF for FYs 2014-15 through 2015-16, and a 3.5% decline thereafter.
(2) Administration costs per FY 2015-16 Governor's Budget, carried through 2019-20.
(3) SMIF costs projected based on amount received in prior year.
(4) Backfill - BOE memo dated October 21, 2014. Used same amount for outgoing years.

Based on FY 2014–15 revenue projections, the estimated portion of Proposition 10 revenue for State Commission operations is \$80,985,200 after BOE adjustments for administration costs and backfill. The total tax revenue transferred to State Commission accounts from July 2014 to May 2015 was approximately \$79.1 million; however, \$7 million of this revenue was earned during FY 2013–14.

Chart 1 provides a comparison of actual revenue deposited in F5CA’s state accounts by month for FYs 2012–13 and 2013–14 in entirety, as well as July through May of FY 2014–15. The significant variance displayed during the months of November and January of FY 2013–14 is due to the delayed approval of the backfill determination.

Staff will present actual reconciled year-end financial data to the State Commission at the October 2015 Commission Meeting.

CHART 1
Three-Year Revenue Comparison
(In millions)



FINANCIAL PLAN

F5CA tracks actual and projected revenues and expenditures by fiscal year for the six Proposition 10 accounts used by the State Commission. This information is displayed in

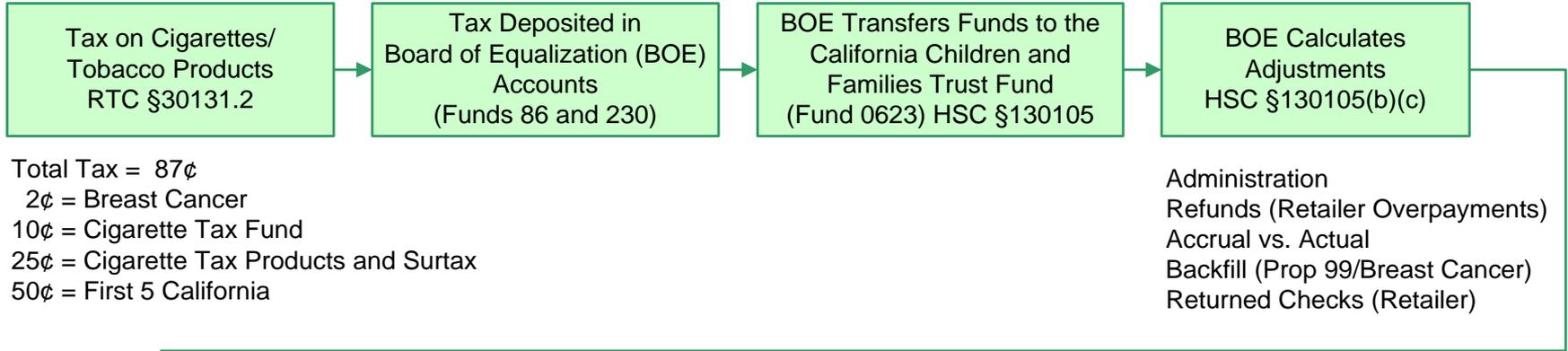
Attachment B, which includes actual and projected revenue and expenditures by account for the prior year, current fiscal year, and five budget years.

FISCAL MAPPING TO THE STRATEGIC PLAN

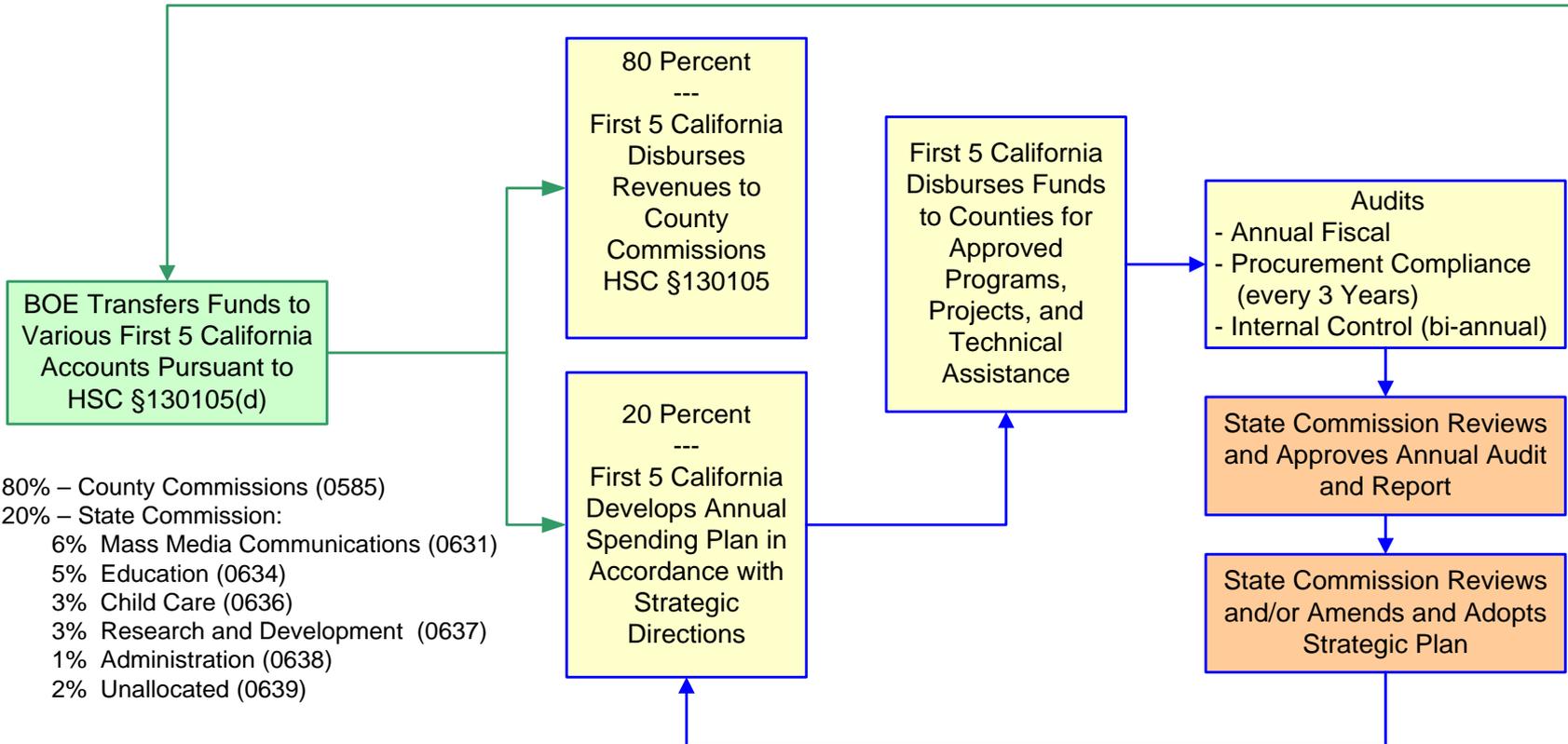
F5CA's Strategic Plan, adopted by the Commission in January 2014, is the driving force behind program and operational expenditures incurred by F5CA. Generally, activities of the Commission, unless statutorily mandated, fall under at least one of the Strategic Priority Areas identified in the Strategic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

ATTACHMENTS

- A. First 5 California Funding Structure
- B. First 5 California Financial Plan FYs 2013–14 through 2019–20
- C. First 5 California Fiscal Mapping to the Strategic Plan



Total Tax = 87¢
 2¢ = Breast Cancer
 10¢ = Cigarette Tax Fund
 25¢ = Cigarette Tax Products and Surtax
 50¢ = First 5 California



80% – County Commissions (0585)
 20% – State Commission:
 6% Mass Media Communications (0631)
 5% Education (0634)
 3% Child Care (0636)
 3% Research and Development (0637)
 1% Administration (0638)
 2% Unallocated (0639)

**First 5 California
Financial Plan
FYs 2013-14 through 2019-20**

Account/Project	ACTUAL FY 13-14	FY 14-15	FY 15-16	FY 16-17	FY 17-18	FY 18-19	FY 19-20
Mass Media Communications (0631)							
Beginning Balance	\$20,220,080	\$20,498,024	\$20,792,242	\$17,369,737	\$12,993,299	\$7,743,844	\$9,155,979
Projected Expenditures and Obligations	26,475,939	24,562,835	27,564,042	27,614,042	27,611,542	20,102,000	20,102,000
Projected Revenue	25,831,172	24,295,560	23,579,160	22,685,495	21,823,107	20,990,904	20,187,827
Projected Interest	61,309	61,494	62,377	52,109	38,980	23,232	27,468
Federal Reimbursement for Kit	661,401	500,000	500,000	500,000	500,000	500,000	500,000
Other Revenue	200,000	0	0	0	0	0	0
Year-end Balance	\$20,498,024	\$20,792,242	\$17,369,737	\$12,993,299	\$7,743,844	\$9,155,979	\$9,769,274
Education (0634)							
Beginning Balance	\$33,949,000	\$42,464,873	\$45,764,674	\$38,708,532	\$36,377,247	\$32,520,312	\$27,758,304
Projected Expenditures and Obligations	13,109,080	17,073,894	26,842,747	21,352,000	22,152,000	22,352,000	22,152,000
Projected Revenue	21,525,977	20,246,300	19,649,300	18,904,579	18,185,923	17,492,420	16,823,189
Projected Interest	98,976	127,395	137,305	116,136	109,143	97,572	83,286
Year-end Balance	\$42,464,873	\$45,764,674	\$38,708,532	\$36,377,247	\$32,520,312	\$27,758,304	\$22,512,779
Child Care (0636)							
Beginning Balance	\$27,787,536	\$29,785,590	\$27,226,822	\$22,537,338	\$22,945,698	\$18,924,090	\$14,474,315
Projected Expenditures and Obligations	10,992,666	14,795,905	16,560,744	11,002,000	15,002,000	15,002,000	15,002,000
Projected Revenue	12,915,586	12,147,780	11,789,580	11,342,747	10,911,554	10,495,452	10,093,914
Projected Interest	75,134	89,357	81,680	67,612	68,837	56,772	43,423
Year-end Balance	\$29,785,590	\$27,226,822	\$22,537,338	\$22,945,698	\$18,924,090	\$14,474,315	\$9,609,653
Research and Development (0637)							
Beginning Balance	\$17,371,913	\$25,901,464	\$31,670,769	\$34,601,738	\$29,809,290	\$24,946,272	\$19,652,562
Projected Expenditures and Obligations	4,439,228	6,456,179	8,953,624	16,239,000	15,864,000	15,864,000	15,864,000
Projected Revenue	12,915,586	12,147,780	11,789,580	11,342,747	10,911,554	10,495,452	10,093,914
Projected Interest	53,193	77,704	95,012	103,805	89,428	74,839	58,958
Year-end Balance	\$25,901,464	\$31,670,769	\$34,601,738	\$29,809,290	\$24,946,272	\$19,652,562	\$13,941,433
Unallocated (0639)							
Beginning Balance	\$13,341,338	\$14,362,059	\$12,537,569	\$14,334,915	\$15,688,217	\$17,596,190	\$19,303,170
Projected Expenditures and Obligations	7,650,087	9,966,096	6,099,986	6,251,534	5,413,461	5,342,777	5,263,630
Projected Revenue	8,610,391	8,098,520	7,859,720	7,561,832	7,274,369	6,996,968	6,729,276
Projected Interest	60,417	43,086	37,613	43,005	47,065	52,789	57,910
Year-end Balance	\$14,362,059	\$12,537,569	\$14,334,915	\$15,688,217	\$17,596,190	\$19,303,170	\$20,826,725
Program Accounts 0631, 0634, 0636, 0637, and 0639 Totals:							
Total Cigarette and Tobacco Tax Revenue	\$81,798,712	\$76,935,940	\$74,667,340	\$71,837,399	\$69,106,506	\$66,471,195	\$63,928,119
Total Resources Per Year	\$195,679,009	\$210,846,985	\$213,573,402	\$200,272,328	\$187,773,711	\$169,007,107	\$155,043,494
Total Expenditures Per Year	\$62,666,999	\$72,854,910	\$86,021,143	\$82,458,576	\$86,043,003	\$78,662,777	\$78,383,630
Total Over/Under	\$133,012,010	\$137,992,075	\$127,552,260	\$117,813,752	\$101,730,708	\$90,344,330	\$76,659,864
Administration (0638)							
Beginning Balance	\$22,839,381	\$21,440,563	\$19,334,872	\$16,839,766	\$13,908,536	\$10,520,142	\$6,662,522
Projected Expenditures and Obligations	5,756,762	6,219,273	6,482,970	6,762,665	7,067,304	7,387,665	7,724,583
Projected Revenue	4,305,195	4,049,260	3,929,860	3,780,916	3,637,185	3,498,484	3,364,638
Projected Interest	52,749	64,322	58,005	50,519	41,726	31,560	19,988
Year-end Balance	\$21,440,563	\$19,334,872	\$16,839,766	\$13,908,536	\$10,520,142	\$6,662,522	\$2,322,564
ALL FIRST 5 CALIFORNIA FUNDS							
Total Cigarette and Tobacco Tax Revenue	\$86,103,907	\$80,985,200	\$78,597,200	\$75,618,315	\$72,743,691	\$69,969,679	\$67,292,757
Total Resources Per Year	\$222,876,334	\$236,401,131	\$236,896,139	\$220,943,529	\$205,361,158	\$183,057,293	\$165,090,641
Total Expenditures Per Year	\$68,423,761	\$79,074,183	\$92,504,113	\$89,221,241	\$93,110,307	\$86,050,442	\$86,108,213
Total Over/Under	\$154,452,573	\$157,326,947	\$144,392,026	\$131,722,288	\$112,250,850	\$97,006,852	\$78,982,428
Total 15% Reserve	\$12,915,586	\$12,147,780	\$11,789,580	\$11,342,747	\$10,911,554	\$10,495,452	\$10,093,914
Net After Reserve	\$141,536,987	\$145,179,167	\$132,602,446	\$120,379,541	\$101,339,297	\$86,511,400	\$68,888,514

**First 5 California
Financial Plan
FYs 2013-14 through 2019-20**

	Account/Project	Strategic Plan Goal	FY 2013-14	FY 2014-15	FY 2015-16	FY 2016-17	FY 2017-18	FY 2018-19	FY 2019-20
1	Mass Media Communications (0631)								
	Beginning Balance		\$20,220,080	\$20,498,024	\$20,792,242	\$17,369,737	\$12,993,299	\$7,743,844	\$9,155,979
A	Parent Signature Program - Education and Outreach	3.1	17,997,911	10,572,157	0	0	0	0	0
B	Parent Signature Program - Education and Outreach	3.1	0	450,000	22,459,542	22,509,542	22,509,542	15,000,000	15,000,000
C	Parent Signature Program - 1-800 Number	3.1	100,000	100,000	100,000	100,000	100,000	100,000	100,000
D	Parent Signature Program - <i>Kit for New Parents</i>	3.1	1,615,409	0	0	0	0	0	0
E	Parent Signature Program - <i>Kit for New Parents</i>	3.1	0	5,000,000	5,000,000	5,000,000	5,000,000	5,000,000	5,000,000
F	Child Signature Program	1.1, 1.2, 2.1, 2.2	7,244,784	8,428,678	0	0	0	0	0
G	Miscellaneous	3.1	200	10,000	2,500	2,500	0	0	0
H	SCO/PRORATA/ADJUSTMENTS		2,305	2,000	2,000	2,000	2,000	2,000	2,000
	Total Budgeted Expenditures		26,304,619	24,562,835	27,564,042	27,614,042	27,611,542	20,102,000	20,102,000
	Prior Year Adjustments		171,320	0	0	0	0	0	0
	Adjusted Fund Balance Expenditures		26,475,939	24,562,835	27,564,042	27,614,042	27,611,542	20,102,000	20,102,000
	Subtotal		(\$6,255,859)	(\$4,064,812)	(\$6,771,800)	(\$10,244,305)	(\$14,618,243)	(\$12,358,156)	(\$10,946,021)
	Projected Revenue		25,831,172	24,295,560	23,579,160	22,685,495	21,823,107	20,990,904	20,187,827
	Projected Interest		61,309	61,494	62,377	52,109	38,980	23,232	27,468
	Federal Reimbursement for Kit		661,401	500,000	500,000	500,000	500,000	500,000	500,000
	Other Revenue		200,000	0	0	0	0	0	0
	Year-end Balance		\$20,498,024	\$20,792,242	\$17,369,737	\$12,993,299	\$7,743,844	\$9,155,979	\$9,769,274
	15% Reserve		3,874,676	3,644,334	3,536,874	3,402,824	3,273,466	3,148,636	3,028,174
	Net Year-end Balance		\$16,623,348	\$17,147,908	\$13,832,863	\$9,590,475	\$4,470,378	\$6,007,344	\$6,741,100
2	Education (0634)								
	Beginning Balance		\$33,949,000	\$42,464,873	\$45,764,674	\$38,708,532	\$36,377,247	\$32,520,312	\$27,758,304
A	Statewide Summit	2.1, 2.2, 3.1	0	41,210	0	200,000	0	200,000	0
B	Co-Sponsorship Funding		44,500	60,000	150,000	150,000	150,000	150,000	150,000
C	Educare	1.2, 2.1	0	0	2,700,000	3,000,000	0	0	0
D	Teacher Signature Program - CARES Plus	1.2, 2.1, 2.2	16,621	92,632	1,390,747	0	0	0	0
E	Child Signature Program	1.1, 1.2, 2.1, 2.2	14,489,569	16,857,357	0	0	0	0	0
F	Child Signature Program 1 and 3 Extension	1.1, 1.2, 2.1, 2.2	0	0	10,600,000	0	0	0	0
G	First 5 IMPACT	1.1, 1.2, 1.3 2.1, 2.2	0	0	12,000,000	16,000,000	20,000,000	20,000,000	20,000,000
H	Proposed Pilot Programs	1.2, 1.3	0	0	0	2,000,000	2,000,000	2,000,000	2,000,000
I	QRIS Training and Technical Assistance	2.1, 2.2	0	15,769	0	0	0	0	0
J	Miscellaneous		0	4,927	0	0	0	0	0
K	SCO/PRORATA/ADJUSTMENTS		2,305	2,000	2,000	2,000	2,000	2,000	2,000
	Total Budgeted Expenditures		13,095,239	17,073,894	26,842,747	21,352,000	22,152,000	22,352,000	22,152,000
	Prior Year Adjustments		13,841	0	0	0	0	0	0
	Adjusted Fund Balance Expenditures		13,109,080	17,073,894	26,842,747	21,352,000	22,152,000	22,352,000	22,152,000
	Subtotal		\$20,839,920	\$25,390,979	\$18,921,927	\$17,356,532	\$14,225,247	\$10,168,312	\$5,606,304
	Projected Revenue		21,525,977	20,246,300	19,649,300	18,904,579	18,185,923	17,492,420	16,823,189
	Projected Interest		98,976	127,395	137,305	116,136	109,143	97,572	83,286
	Year-end Balance		\$42,464,873	\$45,764,674	\$38,708,532	\$36,377,247	\$32,520,312	\$27,758,304	\$22,512,779
	15% Reserve		3,228,897	3,036,945	2,947,395	2,835,687	2,727,888	2,623,863	2,523,478
	Net Year-end Balance		\$39,235,976	\$42,727,729	\$35,761,137	\$33,541,560	\$29,792,424	\$25,134,441	\$19,989,300
	Purple: Amount pending Commission approval.								
	Royal Blue: Amount projected based on sustained level of effort.								
	Green: Subtotal amounts.								

**First 5 California
Financial Plan
FYs 2013-14 through 2019-20**

	Account/Project	Strategic Plan Goal	FY 2013-14	FY 2014-15	FY 2015-16	FY 2016-17	FY 2017-18	FY 2018-19	FY 2019-20
3	Child Care (0636)								
	Beginning Balance		\$27,787,536	\$29,785,590	\$27,226,822	\$22,537,338	\$22,945,698	\$18,924,090	\$14,474,315
A	Child Signature Program	1.1, 1.2, 2.1, 2.2	3,622,392	4,214,339	0	0	0	0	0
B	Child Signature Program 1 and 3 Extension	1.1, 1.2, 2.1, 2.2	0	0	1,500,000	0	0	0	0
C	Teacher Signature Program - CARES Plus	1.2, 2.1, 2.2	7,737,335	10,435,377	10,058,744	0	0	0	0
D	RTT-ELC Environmental Rating Scales Training	1.2	0	144,189	0	0	0	0	0
E	First 5 IMPACT	1.1, 1.2, 1.3 2.1, 2.2	0	0	5,000,000	11,000,000	15,000,000	15,000,000	15,000,000
F	SCO/PRORATA/ADJUSTMENTS		2,305	2,000	2,000	2,000	2,000	2,000	2,000
	Total Budgeted Expenditures		10,742,486	14,795,905	16,560,744	11,002,000	15,002,000	15,002,000	15,002,000
	Prior Year Adjustments		250,180	0	0	0	0	0	0
	Adjusted Fund Balance Expenditures		10,992,666	14,795,905	16,560,744	11,002,000	15,002,000	15,002,000	15,002,000
	Subtotal		\$16,794,870	\$14,989,685	\$10,666,078	\$11,535,338	\$7,943,698	\$3,922,090	(\$527,685)
	Projected Revenue		12,915,586	12,147,780	11,789,580	11,342,747	10,911,554	10,495,452	10,093,914
	Projected Interest		75,134	89,357	81,680	67,612	68,837	56,772	43,423
	Year-end Balance		\$29,785,590	\$27,226,822	\$22,537,338	\$22,945,698	\$18,924,090	\$14,474,315	\$9,609,653
	15% Reserve		1,937,338	1,822,167	1,768,437	1,701,412	1,636,733	1,574,318	1,514,087
	Net Year-end Balance		\$27,848,252	\$25,404,655	\$20,768,901	\$21,244,286	\$17,287,357	\$12,899,997	\$8,095,566
4	Research and Development (0637)								
	Beginning Balance		\$17,371,913	\$25,901,464	\$31,670,769	\$34,601,738	\$29,809,290	\$24,946,272	\$19,652,562
A	Annual Report		79,189	11,381	12,000	12,000	12,000	12,000	12,000
B	CARES Plus Program Data Collection and Storage	1.2, 2.1, 2.2	569,360	780,000	780,000	0	0	0	0
C	California Health Interview Survey	1.1, 1.2	750,000	750,000	850,000	850,000	850,000	850,000	850,000
D	Child Signature Program	1.1, 1.2, 2.1, 2.2	3,625,654	4,218,132	0	0	0	0	0
E	Child Signature Program 1 and 3 Extension	1.1, 1.2, 2.1, 2.2	0	0	1,500,000	0	0	0	0
F	Transitional Kindergarten Study	1.2	0	555,000	740,000	375,000	0	0	0
G	Help Me Grow	1.1, 2.1	0	39,666	19,834	0	0	0	0
H	Quality Improvement Study-CSU Northridge	2.2	0	100,000	49,790	0	0	0	0
I	Proposed Pilots	1.2, 1.3	0	0	0	6,000,000	6,000,000	6,000,000	6,000,000
J	First 5 IMPACT	1.1, 1.2, 1.3 2.1, 2.2	0	0	5,000,000	9,000,000	9,000,000	9,000,000	9,000,000
K	SCO/PRORATA/ADJUSTMENTS		2,305	2,000	2,000	2,000	2,000	2,000	2,000
	Total Budgeted Expenditures		4,138,973	6,456,179	8,953,624	16,239,000	15,864,000	15,864,000	15,864,000
	Prior Year Adjustments		300,254	0	0	0	0	0	0
	Adjusted Fund Balance Expenditures		4,439,228	6,456,179	8,953,624	16,239,000	15,864,000	15,864,000	15,864,000
	Subtotal		\$12,932,686	\$19,445,285	\$22,717,145	\$18,362,738	\$13,945,290	\$9,082,272	\$3,788,562
	Projected Revenue		12,915,586	12,147,780	11,789,580	11,342,747	10,911,554	10,495,452	10,093,914
	Projected Interest		53,193	77,704	95,012	103,805	89,428	74,839	58,958
	Year-end Balance		\$25,901,464	\$31,670,769	\$34,601,738	\$29,809,290	\$24,946,272	\$19,652,562	\$13,941,433
	15% Reserve		1,937,338	1,822,167	1,768,437	1,701,412	1,636,733	1,574,318	1,514,087
	Net Year-end Balance		\$23,964,126	\$29,848,602	\$32,833,301	\$28,107,878	\$23,309,538	\$18,078,244	\$12,427,346
	Purple: Amount pending Commission approval.								
	Royal Blue: Amount projected based on sustained level of effort.								
	Green: Subtotal amounts								

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	Account/Project	Strategic Plan Goal	FY 2013-14	FY 2014-15	FY 2015-16	FY 2016-17	FY 2017-18	FY 2018-19	FY 2019-20
5	Unallocated (0639)								
	Beginning Balance		\$13,341,338	\$14,362,059	\$12,537,569	\$14,334,915	\$15,688,217	\$17,596,190	\$19,303,170
A	Small Population County Funding Augmentation	2.2	2,894,688	4,264,757	4,393,327	4,599,534	3,761,461	3,690,777	3,611,630
B	California Smoker's Helpline	2.2, 3.1	989,622	1,400,000	1,400,000	1,400,000	1,400,000	1,400,000	1,400,000
C	Grant/Program Development Consultant	1.2	95,664	85,000	54,750	0	0	0	0
D	Child Signature Program	1.1, 1.2, 2.1, 2.2	3,622,392	4,214,339	0	0	0	0	0
E	Help Me Grow	1.1, 2.1	0	0	149,909	0	0	0	0
F	Stakeholder Meeting Facilitation	1.2	0	0	100,000	250,000	250,000	250,000	250,000
G	SCO/PRORATA/ADJUSTMENTS		2,305	2,000	2,000	2,000	2,000	2,000	2,000
	Total Budgeted Expenditures		7,649,513	9,966,096	6,099,986	6,251,534	5,413,461	5,342,777	5,263,630
	Prior Year Adjustments		574	0	0	0	0	0	0
	Adjusted Fund Balance Expenditures		7,650,087	9,966,096	6,099,986	6,251,534	5,413,461	5,342,777	5,263,630
	Subtotal		\$5,691,251	\$4,395,962	\$6,437,583	\$8,083,381	\$10,274,756	\$12,253,413	\$14,039,540
	Projected Revenue		8,610,391	8,098,520	7,859,720	7,561,832	7,274,369	6,996,968	6,729,276
	Projected Interest		60,417	43,086	37,613	43,005	47,065	52,789	57,910
	Year-end Balance		\$14,362,059	\$12,537,569	\$14,334,915	\$15,688,217	\$17,596,190	\$19,303,170	\$20,826,725
	15% Reserve		1,291,559	1,214,778	1,178,958	1,134,275	1,091,155	1,049,545	1,009,391
	Net Year-end Balance		\$13,070,500	\$11,322,791	\$13,155,957	\$14,553,943	\$16,505,035	\$18,253,625	\$19,817,334
	Program Accounts 0631, 0634, 0636, 0637, 0639 Totals:								
	Total Cigarette and Tobacco Tax Revenue		\$81,798,712	\$76,935,940	\$74,667,340	\$71,837,399	\$69,106,506	\$66,471,195	\$63,928,119
	Total Resources Per Year		\$195,679,009	\$210,846,985	\$213,573,402	\$200,272,328	\$187,773,711	\$169,007,107	\$155,043,494
	Total Expenditures Per Year		\$62,667,000	\$72,854,910	\$86,021,143	\$82,458,576	\$86,043,003	\$78,662,777	\$78,383,630
	Total Over/Under		\$133,012,009	\$137,992,075	\$127,552,260	\$117,813,752	\$101,730,708	\$90,344,330	\$76,659,864
	Total 15% Reserve		\$12,269,807	\$11,540,391	\$11,200,101	\$10,775,610	\$10,365,976	\$9,970,679	\$9,589,218
	Net After Reserve		\$120,742,203	\$126,451,684	\$116,352,159	\$107,038,142	\$91,364,732	\$80,373,651	\$67,070,646
6	Administration (0638)								
	Beginning Balance		\$22,839,381	\$21,440,563	\$19,334,872	\$16,839,766	\$13,908,536	\$10,520,142	\$6,662,522
A	Administrative Expense	4.1, 4.2	5,560,223	5,967,980	5,987,456	6,266,665	6,571,304	6,891,665	7,228,583
B	SCO/PRORATA/ADJUSTMENTS		218,214	251,293	495,514	496,000	496,000	496,000	496,000
	Total Budgeted Expenditures		5,778,437	6,219,273	6,482,970	6,762,665	7,067,304	7,387,665	7,724,583
	Prior Year Adjustments		(21,676)	0	0	0	0	0	0
	Adjusted Fund Balance Expenditures		5,756,762	6,219,273	6,482,970	6,762,665	7,067,304	7,387,665	7,724,583
	Subtotal		\$17,082,619	\$15,221,290	\$12,851,902	\$10,077,101	\$6,841,232	\$3,132,478	(\$1,062,061)
	Projected Revenue		4,305,195	4,049,260	3,929,860	3,780,916	3,637,185	3,498,484	3,364,638
	Projected Interest		52,749	64,322	58,005	50,519	41,726	31,560	19,988
	Year-end Balance		\$21,440,563	\$19,334,872	\$16,839,766	\$13,908,536	\$10,520,142	\$6,662,522	\$2,322,564
	15% Reserve		645,779	607,389	589,479	567,137	545,578	524,773	504,696
	Net Year-end Balance		\$20,794,784	\$18,727,483	\$16,250,287	\$13,341,399	\$9,974,564	\$6,137,749	\$1,817,868
	ALL FIRST 5 CALIFORNIA FUNDS								
	Total Cigarette and Tobacco Tax Revenue		\$86,103,907	\$80,985,200	\$78,597,200	\$75,618,315	\$72,743,691	\$69,969,679	\$67,292,757
	Total Resources Per Year		\$222,876,334	\$236,401,131	\$236,896,139	\$220,943,529	\$205,361,158	\$183,057,293	\$165,090,641
	Total Expenditures Per Year		\$68,423,761	\$79,074,183	\$92,504,113	\$89,221,241	\$93,110,307	\$86,050,442	\$86,108,213
	Total Over/Under		\$154,452,573	\$157,326,947	\$144,392,026	\$131,722,288	\$112,250,850	\$97,006,852	\$78,982,428
	Total 15% Reserve		\$12,915,586	\$12,147,780	\$11,789,580	\$11,342,747	\$10,911,554	\$10,495,452	\$10,093,914
	Net After Reserve		\$141,536,987	\$145,179,167	\$132,602,446	\$120,379,541	\$101,339,297	\$86,511,400	\$68,888,514
	Purple: Amount pending Commission approval.								
	Royal Blue: Amount projected based on sustained level of effort.								
	Green: Subtotal amounts.								

**First 5 California
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Expenditures by Program*	Authorized Amount	Term	Funding Source (F5CA Account)	Expenditures Incurred	Proposed Expenditures	Total Expenditures
EXISTING/APPROVED:						
Child Signature Program	\$135,000,000	July 1, 2012 - June 30, 2015	Mass Media Communications	12,042,707	8,428,678	20,471,385
			Education	24,085,414	16,857,357	40,942,771
			Child Care	6,021,353	4,214,339	10,235,693
			Research and Development	6,026,775	4,218,132	10,244,908
			Unallocated	6,021,353	4,214,339	10,235,693
			Total	\$54,197,603	\$37,932,846	\$92,130,449
Teacher Signature Program - CARES Plus	\$42,000,000	July 1, 2013 - June 30, 2016	Education	16,621	1,483,379	1,500,000
			Child Care	7,737,335	20,494,121	28,231,456
			Research and Development	569,360	1,560,000	2,129,360
			Total	\$8,323,317	\$23,537,500	\$31,860,817
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	\$8,000,000	July 1, 2016 - June 30, 2020	Education	0	2,000,000	2,000,000
			Research and Development	0	6,000,000	6,000,000
			Total	\$0	\$8,000,000	\$8,000,000
Family Engagement Pilots	\$24,000,000	July 1, 2016 - June 30, 2020	Education	0	6,000,000	6,000,000
			Research and Development	0	18,000,000	18,000,000
			Total	\$0	\$24,000,000	\$24,000,000
* Only programs with multiple funding sources identified.						

Strategic Plan Area 1: Children and Families		FY 2013-14	FY 2014-15	FY 2015-16	FY 2016-17	FY 2017-18	FY 2018-19	FY 2019-20
Goal 1.1 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.							
	Child Signature Program (Aggregate investment reflected in Goals 1.1, 1.2, 2.1, and 2.2)							
	Mass Media Communications	\$15,673,462	\$15,673,462	\$0	\$0	\$0	\$0	\$0
	Education	\$31,346,926	\$14,489,569	\$16,857,357	\$0	\$0	\$0	\$0
	Child Care	\$7,836,731	\$3,622,392	\$4,214,339	\$0	\$0	\$0	\$0
	Research and Development	\$7,843,786	\$3,625,654	\$4,218,132	\$0	\$0	\$0	\$0
	Unallocated	\$7,836,731	\$3,622,392	\$4,214,339	\$0	\$0	\$0	\$0
	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	\$0	\$10,600,000	\$0	\$0	\$0	\$0
	Child Care	\$1,500,000	\$0	\$1,500,000	\$0	\$0	\$0	\$0
	Research and Development	\$1,500,000	\$0	\$1,500,000	\$0	\$0	\$0	\$0
	First 5 IMPACT (Aggregate investment reflected in Goals 1.1, 1.2, 1.3, 2.1, and 2.2)							
	Education	\$88,000,000	\$0	\$12,000,000	\$16,000,000	\$20,000,000	\$20,000,000	\$20,000,000
	Child Care	\$61,000,000	\$0	\$5,000,000	\$11,000,000	\$15,000,000	\$15,000,000	\$15,000,000
	Research and Development	\$41,000,000	\$0	\$5,000,000	\$9,000,000	\$9,000,000	\$9,000,000	\$9,000,000
	California Health Interview Survey (Split between 1.1 and 1.2)							
	Research and Development	\$2,875,000	\$375,000	\$375,000	\$425,000	\$425,000	\$425,000	\$425,000
	Help Me Grow (Aggregate investment reflected in Goals 1.1 and 2.1)							
	Research and Development	\$59,500	\$0	\$39,666	\$19,834	\$0	\$0	\$0
	Unallocated	\$149,909	\$0	\$149,909	\$0	\$0	\$0	\$0
	Help Group 2014 Summit (Co-sponsorship)							
	Education	\$20,000	\$10,000	\$10,000	\$0	\$0	\$0	\$0
	Help Me Grow National Forum (Co-sponsorship) (Aggregate investment reflected in Goals 1.1 and 2.1)							
	Education	\$10,000	\$0	\$10,000	\$0	\$0	\$0	\$0
	8th Biennial Childhood Obesity Conference (Co-sponsorship) (Aggregate investment reflected in Goals 1.1 and 2.2)							
	Education	\$10,000	\$0	\$5,000	\$5,000	\$0	\$0	\$0
	Parents Anonymous (Co-sponsorship) (Aggregate investment reflected in Goals 1.1 and 1.3)							
	Education	\$31,000	\$21,000	\$10,000	\$0	\$0	\$0	\$0
Goal 1.2 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.							
	Child Signature Program (Aggregate investment reflected in Goals 1.1, 1.2, 2.1, and 2.2)							
	Mass Media Communications	\$15,673,462	\$15,673,462	\$0	\$0	\$0	\$0	\$0
	Education	\$31,346,926	\$14,489,569	\$16,857,357	\$0	\$0	\$0	\$0
	Child Care	\$7,836,731	\$3,622,392	\$4,214,339	\$0	\$0	\$0	\$0
	Research and Development	\$7,843,786	\$3,625,654	\$4,218,132	\$0	\$0	\$0	\$0
	Unallocated	\$7,836,731	\$3,622,392	\$4,214,339	\$0	\$0	\$0	\$0
	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	\$0	\$10,600,000	\$0	\$0	\$0	\$0
	Child Care	\$1,500,000	\$0	\$1,500,000	\$0	\$0	\$0	\$0
	Research and Development	\$1,500,000	\$0	\$1,500,000	\$0	\$0	\$0	\$0
	CARES Plus (Aggregate investment reflected in Goals 1.2, 2.1, and 2.2)							
	Education	\$1,500,000	\$16,621	\$92,632	\$1,390,747	\$0	\$0	\$0
	Child Care	\$28,231,456	\$7,737,335	\$10,435,377	\$10,058,744	\$0	\$0	\$0
	Research and Development	\$2,129,360	\$569,360	\$780,000	\$780,000	\$0	\$0	\$0
	First 5 IMPACT (Aggregate investment reflected in Goals 1.1, 1.2, 1.3, 2.1, and 2.2)							
	Education	\$88,000,000	\$0	\$12,000,000	\$16,000,000	\$20,000,000	\$20,000,000	\$20,000,000
	Child Care	\$61,000,000	\$0	\$5,000,000	\$11,000,000	\$15,000,000	\$15,000,000	\$15,000,000
	Research and Development	\$41,000,000	\$0	\$5,000,000	\$9,000,000	\$9,000,000	\$9,000,000	\$9,000,000
	California Health Interview Survey (Split between 1.1 and 1.2)							
	Research and Development	\$2,875,000	\$375,000	\$375,000	\$425,000	\$425,000	\$425,000	\$425,000

		FY 2013-14	FY 2014-15	FY 2015-16	FY 2016-17	FY 2017-18	FY 2018-19	FY 2019-20
Goal 1.2 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.							
	Transitional Kindergarten Study							
	Research and Development \$1,670,000	\$0	\$555,000	\$740,000	\$375,000	\$0	\$0	\$0
	Educare (Aggregate investment reflected in Goals 1.2 and 2.1)							
	Education \$5,700,000	\$0	\$0	\$2,700,000	\$3,000,000	\$0	\$0	\$0
	Environmental Rating Scales Training							
	Child Care \$144,189	\$0	\$144,189	\$0	\$0	\$0	\$0	\$0
	Stakeholder Meeting Facilitation							
	Unallocated \$1,100,000	\$0	\$0	\$100,000	\$250,000	\$250,000	\$250,000	\$250,000
	Grant/Program Development Consultant							
Unallocated \$235,414	\$95,664	\$85,000	\$54,750	\$0	\$0	\$0	\$0	
Dual Language Learner Pilot Program								
Education \$2,000,000	\$0	\$0	\$0	\$500,000	\$500,000	\$500,000	\$500,000	
Research and Development \$6,000,000	\$0	\$0	\$0	\$1,500,000	\$1,500,000	\$1,500,000	\$1,500,000	
Early Edge Transitional Kindergarten Conference (Co-sponsorship) (Aggregate investment reflected in Goals 1.2 and 2.2)								
Education \$13,500	\$3,500	\$10,000	\$0	\$0	\$0	\$0	\$0	
Goal 1.3 Family and Community Support and 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.							
	First 5 IMPACT (Aggregate investment reflected in Goals 1.1, 1.2, 1.3, 2.1, and 2.2)							
	Education \$88,000,000	\$0	\$0	\$12,000,000	\$16,000,000	\$20,000,000	\$20,000,000	\$20,000,000
	Child Care \$61,000,000	\$0	\$0	\$5,000,000	\$11,000,000	\$15,000,000	\$15,000,000	\$15,000,000
	Research and Development \$41,000,000	\$0	\$0	\$5,000,000	\$9,000,000	\$9,000,000	\$9,000,000	\$9,000,000
	Family Engagement Pilot Programs							
	Education \$6,000,000	\$0	\$0	\$0	\$1,500,000	\$1,500,000	\$1,500,000	\$1,500,000
	Research and Development \$18,000,000	\$0	\$0	\$0	\$4,500,000	\$4,500,000	\$4,500,000	\$4,500,000
	Parents Anonymous (Co-sponsorship) (Aggregate investment reflected in Goals 1.1 and 1.3)							
	Education \$31,000	\$21,000	\$10,000	\$0	\$0	\$0	\$0	\$0
Strategic Plan Area 2: System and Network								
Goal 2.1 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.							
	Child Signature Program (Aggregate investment reflected in Goals 1.1, 1.2, 2.1, and 2.2)							
	Mass Media Communications \$15,673,462	\$7,244,784	\$8,428,678	\$0	\$0	\$0	\$0	\$0
	Education \$31,346,926	\$14,489,569	\$16,857,357	\$0	\$0	\$0	\$0	\$0
	Child Care \$7,836,731	\$3,622,392	\$4,214,339	\$0	\$0	\$0	\$0	\$0
	Research and Development \$7,843,786	\$3,625,654	\$4,218,132	\$0	\$0	\$0	\$0	\$0
	Unallocated \$7,836,731	\$3,622,392	\$4,214,339	\$0	\$0	\$0	\$0	\$0
	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	\$0	\$0	\$10,600,000	\$0	\$0	\$0	\$0
	Child Care \$1,500,000	\$0	\$0	\$1,500,000	\$0	\$0	\$0	\$0
	Research and Development \$1,500,000	\$0	\$0	\$1,500,000	\$0	\$0	\$0	\$0
	CARES Plus (Aggregate investment reflected in Goals 1.2, 2.1, and 2.2)							
	Education \$1,500,000	\$16,621	\$92,632	\$1,390,747	\$0	\$0	\$0	\$0
	Child Care \$28,231,456	\$7,737,335	\$10,435,377	\$10,058,744	\$0	\$0	\$0	\$0
Research and Development \$2,129,360	\$569,360	\$780,000	\$780,000	\$0	\$0	\$0	\$0	

		FY 2013-14	FY 2014-15	FY 2015-16	FY 2016-17	FY 2017-18	FY 2018-19	FY 2019-20
Goal 2.1 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.							
	First 5 IMPACT (Aggregate investment reflected in Goals 1.1, 1.2, 1.3, 2.1, and 2.2)							
	Education	\$88,000,000	\$0	\$12,000,000	\$16,000,000	\$20,000,000	\$20,000,000	\$20,000,000
	Child Care	\$61,000,000	\$0	\$5,000,000	\$11,000,000	\$15,000,000	\$15,000,000	\$15,000,000
	Research and Development	\$41,000,000	\$0	\$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	\$0	\$2,700,000	\$3,000,000	\$0	\$0	\$0
	Statewide Summit (Aggregate investment reflected in Goals 2.1, 2.2, and 3.1)							
	Education	\$441,210	\$0	\$41,210	\$0	\$200,000	\$0	\$200,000
	Help Me Grow (Aggregate investment reflected in Goals 1.1 and 2.1)							
	Research and Development	\$59,500	\$0	\$39,666	\$19,834	\$0	\$0	\$0
	Unallocated	\$149,909	\$0	\$0	\$149,909	\$0	\$0	\$0
	QRIS Training and Technical Assistance (Aggregate investment reflected in Goals 2.1 and 2.2)							
	Education	\$15,769	\$0	\$15,769	\$0	\$0	\$0	\$0
	Help Me Grow National Forum (Co-sponsorship) (Aggregate investment reflected in Goals 1.1 and 2.1)							
	Education	\$10,000	\$0	\$10,000	\$0	\$0	\$0	\$0
Goal 2.2 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.							
	Child Signature Program (Aggregate investment reflected in Goals 1.1, 1.2, 2.1, and 2.2)							
	Mass Media Communications	\$15,673,462	\$7,244,784	\$8,428,678	\$0	\$0	\$0	\$0
	Education	\$31,346,926	\$14,489,569	\$16,857,357	\$0	\$0	\$0	\$0
	Child Care	\$7,836,731	\$3,622,392	\$4,214,339	\$0	\$0	\$0	\$0
	Research and Development	\$7,843,786	\$3,625,654	\$4,218,132	\$0	\$0	\$0	\$0
	Unallocated	\$7,836,731	\$3,622,392	\$4,214,339	\$0	\$0	\$0	\$0
	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	\$0	\$10,600,000	\$0	\$0	\$0	\$0
	Child Care	\$1,500,000	\$0	\$1,500,000	\$0	\$0	\$0	\$0
	Research and Development	\$1,500,000	\$0	\$1,500,000	\$0	\$0	\$0	\$0
	CARES Plus (Aggregate investment reflected in Goals 1.2, 2.1, and 2.2)							
	Education	\$1,500,000	\$16,621	\$92,632	\$1,390,747	\$0	\$0	\$0
	Child Care	\$28,231,456	\$7,737,335	\$10,435,377	\$10,058,744	\$0	\$0	\$0
	Research and Development	\$2,129,360	\$569,360	\$780,000	\$780,000	\$0	\$0	\$0
	First 5 IMPACT (Aggregate investment reflected in Goals 1.1, 1.2, 1.3, 2.1, and 2.2)							
	Education	\$88,000,000	\$0	\$12,000,000	\$16,000,000	\$20,000,000	\$20,000,000	\$20,000,000
	Child Care	\$61,000,000	\$0	\$5,000,000	\$11,000,000	\$15,000,000	\$15,000,000	\$15,000,000
	Research and Development	\$41,000,000	\$0	\$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	\$441,210	\$0	\$41,210	\$0	\$200,000	\$0	\$200,000
	QRIS Training and Technical Assistance (Aggregate investment reflected in Goals 2.1 and 2.2)							
	Education	\$15,769	\$0	\$15,769	\$0	\$0	\$0	\$0
	Quality Improvement Study-CSU Northridge							
	Research and Development	\$149,790	\$0	\$100,000	\$49,790	\$0	\$0	\$0
	Small Population County Funding Augmentation							
	Unallocated	\$27,216,174	\$2,894,688	\$4,264,757	\$4,393,327	\$4,599,534	\$3,761,461	\$3,690,777
	California Smoker's Helpline (Aggregate investment reflected in Goals 2.2 and 3.1)							
	Unallocated	\$9,389,622	\$989,622	\$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	\$0	\$0	\$0	\$0

**First 5 California
Fiscal Mapping to the Strategic Plan**

		FY 2013-14	FY 2014-15	FY 2015-16	FY 2016-17	FY 2017-18	FY 2018-19	FY 2019-20
Goal 2.2 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.							
	8th Biennial Childhood Obesity Conference (Co-sponsorship) (Aggregate investment reflected in Goals 1.1 and 2.2) Education \$10,000	\$0	\$5,000	\$5,000	\$0	\$0	\$0	\$0
Strategic Plan Area 3: Public Will and Investment								
Goal 3.1 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.							
	Parent Signature Program - Education and Outreach Mass Media Communications \$126,498,694	\$17,997,911	\$11,022,157	\$22,459,542	\$22,509,542	\$22,509,542	\$15,000,000	\$15,000,000
	Parent Signature Program - Kit for New Parents Mass Media Communications \$31,615,409	\$1,615,409	\$5,000,000	\$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 \$700,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000
	Parent Signature Program - Media Storage (included in Miscellaneous item) Mass Media Communications \$15,000	\$0	\$10,000	\$2,500	\$2,500	\$0	\$0	\$0
	California Smoker's Helpline (Aggregate investment reflected in Goals 2.2 and 3.1) Unallocated \$9,389,622	\$989,622	\$1,400,000	\$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 \$441,210	\$0	\$41,210	\$0	\$200,000	\$0	\$200,000	\$0
	Advancement Project 2015 Water Cooler Conference (Co-sponsorship) (Aggregate investment reflected in Goals 3.1 and 3.2) Education \$10,000	\$0	\$10,000	\$0	\$0	\$0	\$0	\$0
	Goal 3.2 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.	\$0	\$0	\$0	\$0	\$0	\$0
Advancement Project 2015 Water Cooler Conference (Co-sponsorship) (Aggregate investment reflected in Goals 3.1 and 3.2) Education \$10,000		\$0	\$10,000	\$0	\$0	\$0	\$0	\$0
Strategic Plan Area 4: Institutional Development								
Goal 4.1 Internal Structure and Systems:	Create and implement an integrated and transparent approach to internal planning, communication, and decision making.	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Goal 4.2 Team Development and Engagement:	Deepen management and staff awareness, understanding, knowledge, capacity, and involvement within and across organizational areas.							
	Professional Development and Training Administration \$313,077	\$13,077	\$50,000	\$50,000	\$50,000	\$50,000	\$50,000	\$50,000

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