



**BUILD THE  
FUTURE**

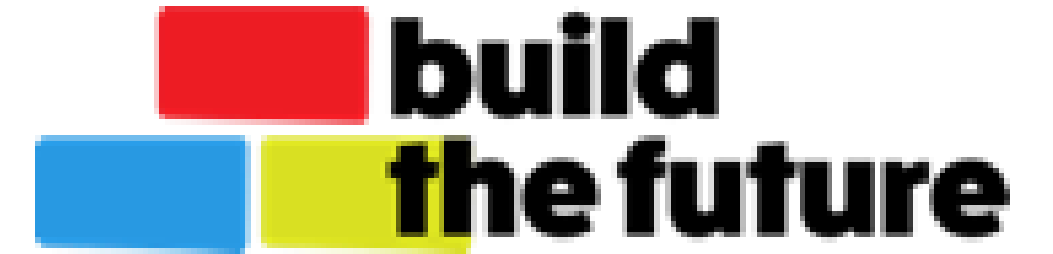
# THE PROBLEM



**\$122B**



# THE SOLUTION



## WHAT BUILD THE FUTURE AIMS TO ACCOMPLISH:

Build the Future's stated goal of growing our audience and raising awareness about how affordable, accessible, quality child care can improve both our communities and our economy has made great strides in 2023 and into 2024.

Our efforts have resulted in County residents and stakeholders lending their voices, successful social media engagement, petitions circulating in cities throughout the county, and fundraising milestones being met.



# IN THE COMMUNITY

 **build  
the future**

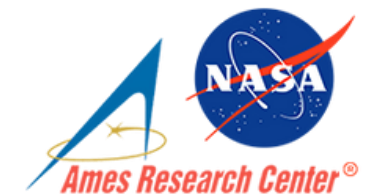


In the past year, Build the Future has participated in **26 outreach opportunities** throughout Santa Clara County.

From panel discussions, symposiums and policy breakfasts to film screenings, our presence at each of these events has been effective in building awareness and forging relationships in the community.

# OUR SUPPORTERS

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# 2/3 OF CITIES HAVE PASSED A RESOLUTION TO SUPPORT ACCESS TO AFFORDABLE CHILDCARE

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**PASSED**



**PENDING**



**FUTURE**

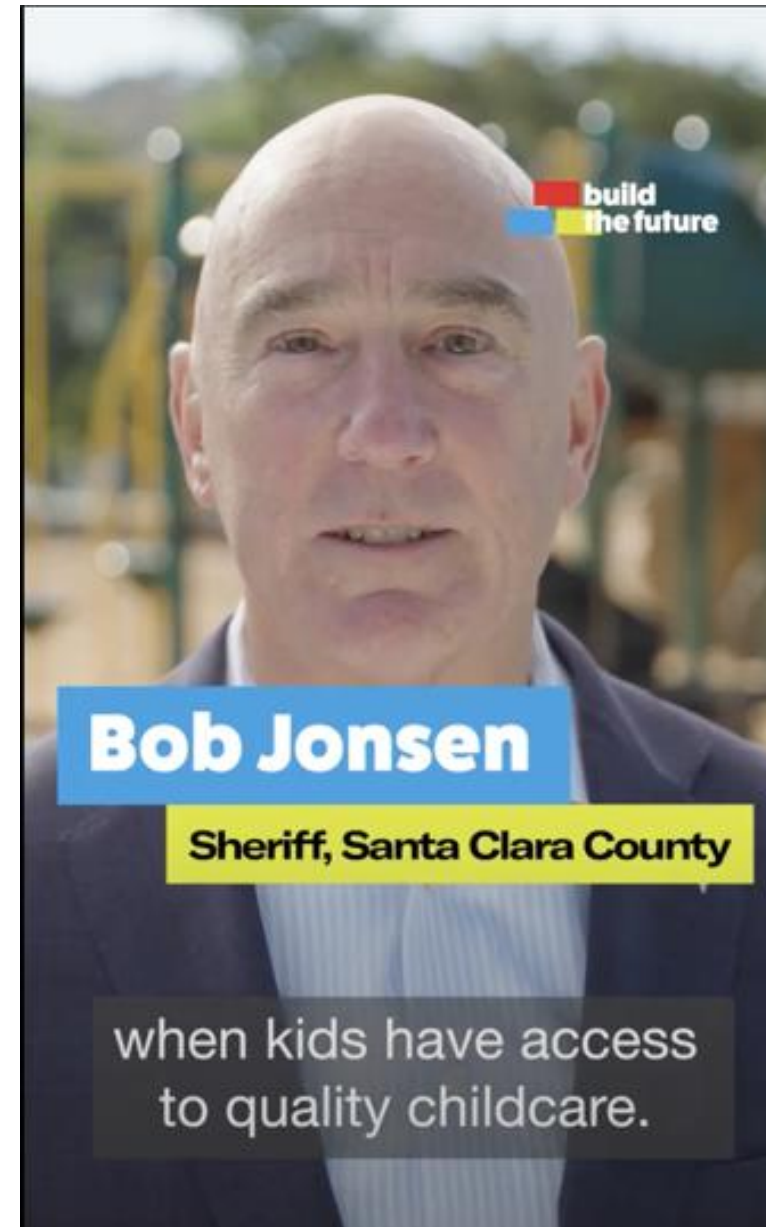
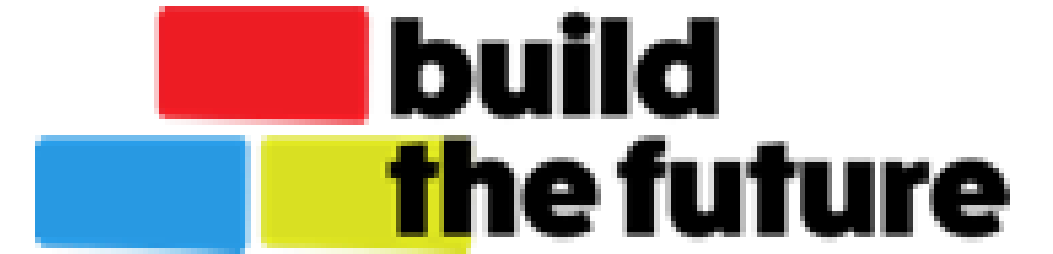


# FUNDS RAISED



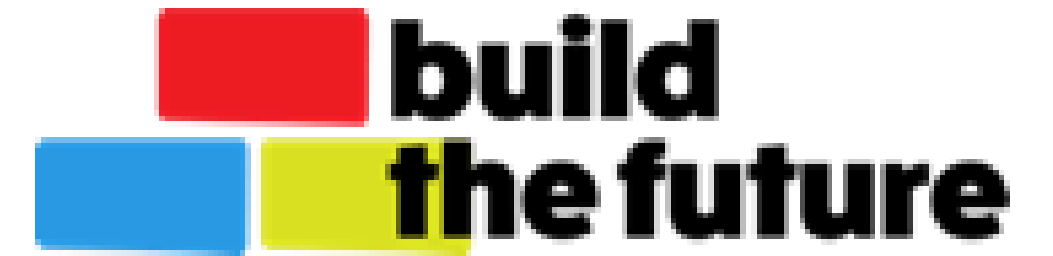
**\$576,318.50**

# AUTHENTIC STORYTELLING





# DIGITAL MEDIA IMPACT



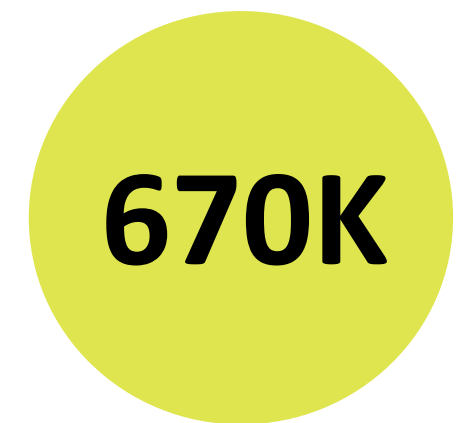
Our digital numbers paints a compelling picture of our social media performance in Santa Clara County.

From widespread visibility and audience engagement to compelling video content and meaningful interactions, each metric reflects the effectiveness of our marketing strategies in driving brand awareness, fostering engagement, and driving meaningful connections with our target audience.

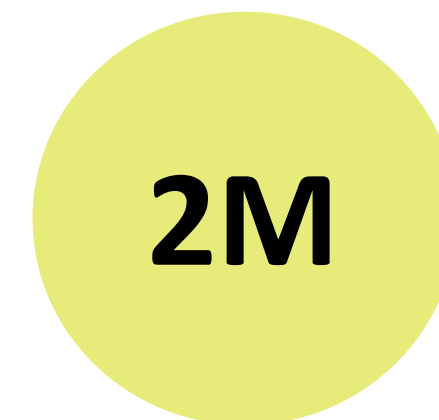
IMPRESSIONS



REACH



VIDEO PLAYS



# NEXT STEPS

As we move forward, Build the Future will continue to build on the momentum and awareness we created, engaging the business community, elected officials, and residents.

We will make the vision of childcare for all a reality in Santa Clara County.

**BUILD THE FUTURE  
SANTA CLARA COUNTY**



**@BUILDTHEFUTURE.SC**  
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# SANTA CLARA COUNTY DISTRICT 4

## Creation of Office of Family and Children Policy

- Childcare Expansion
- Youth Voice
- Annual Children's Budget
- County Employee Childcare Benefit

## Growing School-Based Wellness Centers

- \$13 Million in Grants to Support Creation, Expansion of Campus Wellness Centers to Support Student Mental Health Needs



DISTRICT 4 SUPERVISOR  
**SUSAN ELLENBERG**

# SANTA CLARA COUNTY DISTRICT 4

## Supporting Childcare Facilities and Workforce

- \$15 Million in Grants Made to Re-Open, Expand or Create New Childcare Facilities
- \$10 Million in Grants to Create Paid Apprenticeship Programs in Partnership with FIRST 5 Santa Clara County



DISTRICT 4 SUPERVISOR  
**SUSAN ELLENBERG**

# SANTA CLARA COUNTY DISTRICT 4

## Black Infant Health

- Perinatal Equity initiative
- Perinatal Equity Work Group, Distributing Information to the Community
- Roots Community Health Center Contracted to Provide Doula Services
- Partnership with Area Hospitals to Coordinate BIH Expansion in their Networks



DISTRICT 4 SUPERVISOR  
**SUSAN ELLENBERG**