



For more than 20 years, First 5 Orange County has been a leader in identifying and addressing critical needs of Orange County's youngest children. Created by the passage of the California Children and Families First Act in 1998 (Proposition 10), First 5 Orange County has made a lasting positive impact through its investments of approximately \$778 million to fund programs and operations that improve the well-being of young children and families in Orange County.

Following months of rigorous assessment and community engagement with key stakeholders and community leaders, businesses and foundations in the region, First 5 Orange County approved a new strategic plan. This overview reflects the new strategic direction for First 5 Orange County to serve as a catalyst, capacity builder and strategic investor to strengthen and promote child development systems.

Importance of Early Childhood

The importance of early childhood investments cannot be overstated. A child's early years are the foundation for his or her future development, providing a strong base for lifelong health and learning, including cognitive and social development.

Mission

We optimize the health and development of young children by promoting the importance of early childhood, encouraging innovation, and investing in systems of care.

Vision

All children reach their full potential.



Our Goals and Selected Headline Objectives

Outcomes we want to achieve and the domains we will measure to hold ourselves accountable.

Resilient Families

Cultivate parenting skills, promote economic stability, and enhance access to services

- Maternal mental health
- Family support services
- Family homelessness

Quality Early Learning

Ensure children have access to quality early learning experiences and environments

- Kindergarten readiness
- Early care and education quality
- Early care and education access

Comprehensive Health and Development

Promote the overall physical, social, emotional, and intellectual health of young children

- Early identification
- Overweight and obesity
- Dental care



Our Strategic Directions

Strategies that guide how we will work toward achieving our goals and headline objectives.

Committed Leadership

Build community leadership knowledge and action related to early childhood by developing an internal and external leadership voice.

Engaged Neighborhoods

Use Early Development Index (EDI) results to increase awareness and engage neighborhoods in improving outcomes for their young children.

Connected Systems

Facilitate connected, high-functioning early childhood systems.

Aligned Investments

Invest First 5 Orange County resources for greatest impact using data-informed, mission-driven decision making.

Sustained Funding

Work to increase access to new or repurposed sources of funding to sustain or grow early childhood services.