

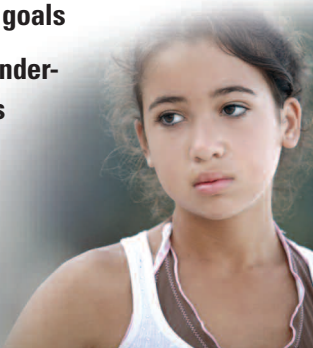
VISION AND MISSION

Because Every Family Matters and Every Child Deserves a Happy, Healthy Future.

Our mission is to support healthy births and children's successful development by partnering with parents, strengthening families and helping to build strong communities.

VALUES

-  **Nurture beginnings for healthy futures**
-  **Teach skills for supporting healthy births**
-  **Respect the uniqueness of family systems and cultures**
-  **Build on family strengths**
-  **Support the entire family system**
-  **Engage communities in supporting family needs**
-  **Help families clarify goals**
-  **Educate parents to understand their children's development**
-  **Develop skills for self-sufficiency**



BRIGHTER



BEGINNINGS

Every Family Matters

Brighter Beginnings reaches out to vulnerable, low-income families, providing home-based support and center-based services to promote healthy births and the development of babies and young children. Each year the non-profit organization serves more than 2,200 families in Alameda and Contra Costa Counties. Funded historically by government grants, Brighter Beginnings has recently expanded its appeals for private donations to add essential services for families in critical need. A professional management staff with decades of experience in non-profit family support groups supervises 50 paid staff members at three East Bay locations in Oakland, Richmond and Antioch.

Toll Free (877) 427-7134

www.brighter-beginnings.org

OAKLAND/ADMIN OFFICE

2648 International Boulevard
Oakland, CA 94601

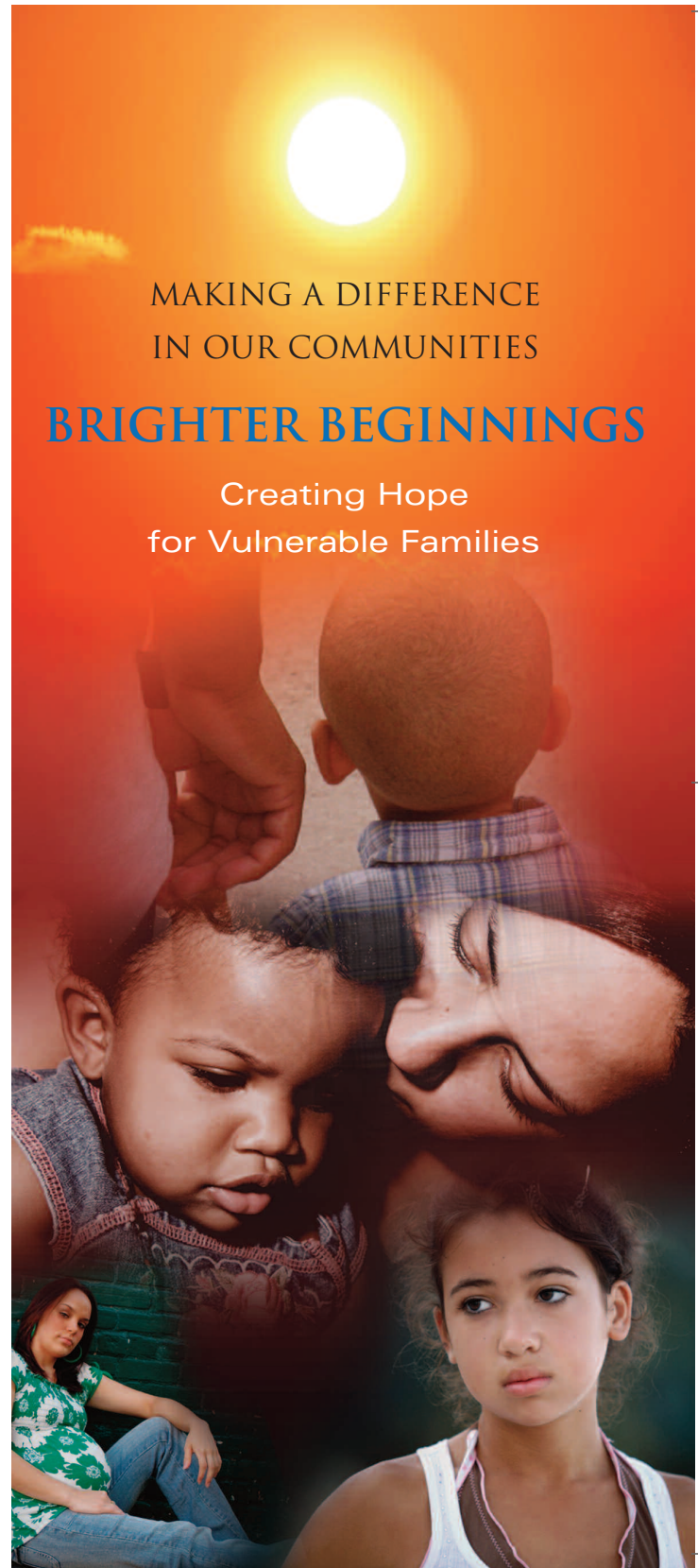
RICHMOND OFFICE

2727 Macdonald Avenue
Richmond, CA 94804

ANTIOCH OFFICE

512 West Fifth Street
Antioch, CA 94509

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MAKING A DIFFERENCE
IN OUR COMMUNITIES

BRIGHTER BEGINNINGS

Creating Hope
for Vulnerable Families

EVERY FAMILY MATTERS

Brighter Beginnings' families cope with difficult issues in many parts of their lives. Lack of education limits their ability to support themselves. Homelessness creates chaotic living situations and uncertainty. Teenage parents face new responsibilities and roles with limited skills – for life and parenting. Drug and alcohol abuse may add even more complications. Violence in their communities adds layers of fear and stress.

The fact is that poverty dramatically impacts every aspect of the lives of Brighter Beginnings' clients.

UNIQUE APPROACH

- **We work to understand the communities we are serving and the challenges of the residents.**
- **We discover and define each family's challenges through an in-home family case management approach.**
- **We connect to the clients through our Family Advocates who are trained to provide meaningful support.**
- **We care for the entire family and partner with them to care in positive ways for their young children.**
- **We identify the resources and programs to develop the skills to put families on the road to self-sufficiency.**

MAKING A DIFFERENCE

We go beyond promoting healthy births and healthy development. With appropriate support, becoming a parent can be turned into a pivotal life moment.

We promote education. At Brighter Beginnings we realize high school graduation rates of our teens that are double that of other teen moms. We see many clients go on to college.

We connect to health care. We make sure our moms and babies are using available health care resources. More than half of our moms were uninsured until we started working with them.

We emphasize choices. As teen clients grow in the understanding of the responsibilities of parenting, they are choosing not to have a second teen pregnancy.

We teach child development. Our young parents are learning about their child's development. They are learning how to observe, play and read to their babies.

WHAT WE DO

- **Antioch First 5 Center and Alameda County Parenting Partnership** – Promotes healthy development through parenting skills, child development and parent-child play activities..
- **Black Infant Health** – Outreach and home-based support for African-American pregnant women and mothers to improve infant health.
- **Bright Futures** – Family counseling and skills for building healthy relationships with children and partners, infant-mother bonding, parenting, problem-solving, and dealing with anger and stress.
- **Brothers and Sistas** – Culturally-based educational peer support groups teaching sex education, HIV/AIDS prevention, and substance abuse prevention.
- **Moms Mentoring Moms** – One-on-one mentoring program matching former teen moms who have completed college with teen moms continuing in higher education.
- **PAPAS** – Parenting skills for fathers facing barriers to responsible fatherhood.
- **Raising a Reader** – Early literacy skills and healthy parent-child bonding.
- **Role of Men** – Educational peer support for fathers of women enrolled in Black Infant Health.
- **Teen Family Support** – Home visits and case management for pregnant and parenting teens.

BECOME A DONOR

Brighter Beginnings' donors provide a crucial component in filling in the gaps left by unpredictable government grants. Please consider joining our donor community to ensure that *Every Family* and *Every Child* has a chance to succeed.

Our families are among the most vulnerable in their communities. Brighter Beginnings' programs fill the gaps that are critical as they build happy, healthy lives for themselves and their children. Your donation allows us to insure that our programs stay consistent and be effective. Every dollar you donate is applied to one of the following areas:

- **Program Resources** – Taking care of the critical needs of our clients that arise on a regular basis.
- **Program Expansion** – Expanding our existing programs to meet the needs of more families.
- **Center Activities** – Funding our emerging center-based programs focused on developing parenting skills and enhancing child development.
- **New Programs** – Establishing programs that are essential to building better lives for our clients.

Become a Cash Donor

For additional information or to make a donation, go to www.brighter-beginnings.org or contact: Jody Parsons, Development Director, at 510-903-7533 or jparsons@brighter-beginnings.org.

Donate From Our Wish List

Our most current wish list is always on our web site at www.brighter-beginnings.org.

Join Friends of Brighter Beginnings

This group serves as an auxiliary for fund raising activities, Adopt-A-Family needs, coordination of in-kind resources and donations, and connecting to community service organizations. For additional information, email friends@brighter-beginnings.org.

Participate in Adopt-A-Family

Individuals and organizations adopt families during the Holiday Season to provide gifts and holiday cheer. For additional information, email adopt-a-family@brighter-beginnings.org