



**CEO
NOTE**

Dear Supporters,

Even in the East Bay Area - one of the world's richest and most educated urban areas - there exist persistent hot spots of multigenerational poverty. While these communities have many strengths, they also suffer from consistently high rates of child abuse and unhealthy births. Without intervention, the opportunity gap between these children and their counterparts up the hill will continue to expand.

Brighter Beginnings forms partnerships with residents and providers who live in and serve under-resourced communities in Alameda and Contra Costa Counties. Through our integrated and collaborative model of providing medical, behavioral, intensive family support (home visiting, care coordination, child development, and group therapy), and with financial/asset-building assistance, we help families to stabilize and find their road to self-sufficiency.

Brighter Beginning's mission is to support healthy births and the successful development of children by partnering with parents and helping to build strong communities. Our goal is to work with families to build solid foundations for children

that continue throughout their lives. This is accomplished by addressing the social networks, economic stability, health inequities, and neighborhood environments that keep families in poverty. Through our four key program areas: Family Healthcare, Early Childhood Education, Teen Family Support, and Community Strengthening, Brighter Beginnings works with families to provide culturally component and comprehensive case management and medical services to low-income and at-risk populations.

This past year, we added direct healthcare interventions to our suite of services to enable us to be even more effective in our goal of optimizing children's health outcomes. Looking forward in 2014, we plan to open a Community Clinic in Antioch and Richmond. None of our work would be possible without the support of our donors, community partners, board, and talented & committed staff. Thank you for all that you do to support and advance our work in providing opportunities to thrive for some of the most vulnerable East Bay families.



WHERE WE WORK

RICHMOND

Richmond Macdonald Center
2727 Macdonald Avenue
Richmond, CA 94804

ANTIOCH

First 5 Center - Antioch
512 West Fifth Street
Antioch, CA 94509

OAKLAND

San Antonio Center
2595 International Blvd.
Oakland, CA 94601

Gateway Center
2648 International Blvd.
Oakland, CA 94601

Dr. Barbara Bunn McCullough, CEO



BOARD OF DIRECTORS

- | | |
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| Bonnie Zell,
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2014 EXPENSES

82%

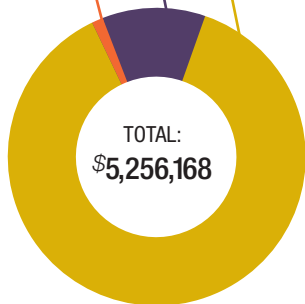
PROGRAMS:
\$4,341,925

13%

MANAGEMENT &
ADMINISTRATION:
\$735,457

5%

FUNDRAISING:
\$178,786



2014 REVENUE

83%

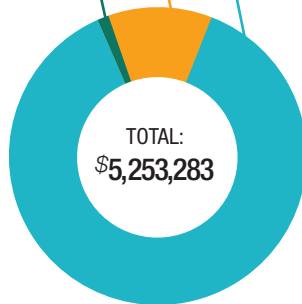
GOVERNMENT
GRANTS:
\$4,357,189

14%

DONATIONS:
\$761,728

3%

OTHER:
\$134,366



END OF YEAR
NET ASSETS:

\$1,474,659

PROGRAM OVERVIEW + IMPACT

CLIENTS SERVED BY PROGRAM AREA

■ EARLY CHILDHOOD DEVELOPMENT	
Early Head Start	120
Hello Baby	220
First 5 Center	509
Black Infant Health	107
■ TEEN FAMILY SUPPORT	
Teen Family Services	995
■ FAMILY HEALTHCARE	
Mental Health	194
Family Health Clinic	929
■ COMMUNITY STRENGTHENING	
Family Economic Empowerment	504
Re-entry Services	76
Male Involvement	85
Community Engagement	996

TOTAL CLIENTS SERVED: 4,735



AWARDS

"Nonprofit
of the Year"

Richmond Chamber
of Commerce

SUPPORTERS

\$100,000 AND ABOVE

East Bay Community Foundation

\$75,000-\$99,999

Davidson Family & The Borick Foundation

\$50,000-\$74,999

Kaiser Foundation Hospitals

\$20,000-\$49,999

Bank of the West Kaiser Permanente Mt. Diablo Jewish Communal Fund

\$10,000-\$19,999

Chamberlin Family Foundation Kaiser Permanente East Bay

\$5,000-\$9,999

David Niver & The Permanente Medical Group John Glass Local Initiatives Support Corporation Richmond Community Foundation San Pablo Community Foundation United Way Bay Area Volunteer Center of the East Bay

\$2,500-\$4,999

Amanda Feinstein & Paul Leonard

Barbara & Stuart McCullough

Bill & Jill Wallace Jill & Gene Gonzalez

Keller Canyon Mitigation Fund Marcus & Millichap

Susan Hurl & Republic Services

Stephen & Frances Butler with Pension Dynamics

\$1,000-\$2,499

Albert Nahman Plumbing & Heating

Andrea Bailey Andrew Stoloff & Leslie Cray

Ann Chihak Poff & Curt Poff

Bonnie & Manuel Zell Chevron Humankind

Erwin Reeves Genentech

Geneva Moss Hill & Co.

Communications Holly Brock-Cohn & Gary Cohn

Jacqueline Richter Julian McLain

Katherine Dadachanji Kenneth Ross

Kim Wirtz Lisa Duncan

Mariani & Jon Salmon Mechanics Bank

Melody Thompson & The

Alamo Women's Club

Morgan's Masonry Patricia & Bruce Westphal

Phil Rettger & Diane Bell-Rettger

San Pablo Rotary Club Sean & Janet Absher

Stephen & Frances Butler Terri & Hamid Khonsari

Tony Cordero & NRG Pittsburg Generating Station

Urban Strategies Council Vickie Barclay

Victoria & Vincent Pilotti Walter & Elise Haas Fund

Y&H Soda Foundation

\$500-\$999

Adam Hodess & UA Local 159

Allen & Jennifer Lescurie Ashley Paulus & Ford

Diane & Chris Salmon Fiona & Simon Marlow

Francine Jolton & David Stone

Garner Financial George Guevara

Jody Parsons & Richard Wong

Kathleen & Richard Bowles

Kelly & Kent Hodgkinson Kena Jones

Kristin Leimkuhler & Jeffrey Wilk

Levi Strauss & Co. Linda & Bill Davidson

Lonnie Dillard Margot & Mario Corona

Lisa & Walid Massarweh

Los Medanos College Foundation

Orinda Shell Autocare Pension Dynamics

Rhonda Ramirez Robert & Angelica Davies

Schwab Family Fund Scott & Leslie Winokur

Susan & Dave Leonard Suzanne Dudeck & Gary Carter

Thomas & Pamela McCauley

\$250-\$499

Barbara Lee Carol Pillow

Cassandra Benjamin Craig & Ellen Whittom

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Diana & Denis Mahar Diane & Chris Salmon

Fiona & Simon Marlow Francine Jolton & David Stone

Garner Financial George Guevara

Jody Parsons & Richard Wong

Kathleen & Richard Bowles

Kelly & Kent Hodgkinson Kena Jones

Kristin Leimkuhler & Jeffrey Wilk

Levi Strauss & Co. Linda & Bill Davidson

Lonnie Dillard Margot & Mario Corona

Mary & Mario Palafox

Michael Sabarese Nejat & Jennifer Yolanas

Noreen & Jonathan Schimmel

Sharrone Taylor Steve Tool & Cal-Neva

Supply Sue & Paul Costa Thomas Seclow & Ann

Argabright Tom & Ann Belcher

Travis Credit Union Underwater Resources

VISA

\$100-\$249

Amy & Lawrence Bruhmuller

Andrew & Anika Alatorre Anne Cooper

Barbara Anast Bay Marine Boatworks

Bina & Sandeep Shrimali Bruce Bedig

Catherine & Steve Pardieck

Cheryl & Richard Brown Clifton & Kyle Chang

Dana & Sam Greason Danna Fabella

Don Meyers Elizabeth & Conrad

Corbett Emma Haft Gloria Martin

Gretchen Cunningham Jan & Daniel Wallace

Jim & Aurora Junpe John & Lynn Middlebrook

Julia White

Karen & Ken Winfrey

Kevin Hennessy Lawrence Gremillion, Jr.

Margaret Dean Michelle Bushong

Mignon & Ralph Jolton Richard Jacobsohn & Marsha King

Rita Casey Sandra Wasson & Robert

Stewart Suzanne & Lawrence

Margerum

\$100 and under

Alan Briskin Alice & Joseph Hoppe

Alison DeJung Barbara & Thomas Keefer

Barbara Herendeen Bethany & Carlos

Villafuerte Billie Jean Salmon

Bob & Cindy Latham Bonnie & Lee Jameson

Candice Luarca Carla & Brian Harris

Carmen Fraser Carole Merchant

Carolyn & Mark Migliore Catherine & Tat Welcome

Celina de la Paz Cynthia Koenigsberg

Danielle Gonzalez David Pontecorvo

Denise Freedman Derek Vroom

Diane Dick Doug Barrows

Elaine & Dale Grothmann Gary & Lois Marcus

Greg Feere & Contra

Costa Building Trades Council

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Judith Ann Singleton Karl & Grace Pfeiffer

Karl & Grace Pfeiffer Kathie Campbell

Kim Coaxum & The Moore Foundation

Kimberly Shartsis Laura Howells

Lawrence & Karalee Keefer

Lisa Puntillo & Erik Babcock

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Lynne & Glenn Alper Margaret & Chris Gelini

Margaret Chavez Margaret Reid

Mariana & Robert Moore Mark & Lori Beecher

Maureen & Danny Bettis Michele Kearney

Michelle McDonagh Mildred McInnis

Mimi & James Ousman Mitch & Maureen Barker

MOMS Club Oakland Monica Pelucchi

Morgan Stanley - Walnut Creek

Nancy & Roy Slotts

Nancy Wenck Nicole Leventhal

Nikki Melon Pamela Vida

Pat Mullarkey Pate & Judy Thomson

Patricia & Carl Blakemore Paul & Sue Costa

Peggy Hinkle Phuong & John Simpson

Randall Gaines Richard Betts

Ruth Ann Binder & Matthew S. Rossiter

Sandi & Gary Cummings Sara Kate Levin

Seth Frohman & Raphael Silberman Hoch

Sharon & John Funk Sheila Tarbet & Vernon Muhr

Shihna & Shirley Tatum Stacy Baas

Stephanie G. Helberg Stephanie Meier

Steve Hurd Susan & Jim Cosenza

Teresa Gonzalez The Clorox Company

Foundation United Way CA

Capital Region Valarie Pagnini

Whitney Clifton Will Harte

William & Nancy Kami Yolanda Mendrek