How do you measure success?

Our families tell you how we measure it
Our Mission
To support healthy births and successful development of children by partnering with parents and helping to build strong communities.

Our Core Value:
Brighter Beginnings believes that Every Family Matters and all children deserve having opportunities towards building happy and healthy futures.

Our Core Process: Strengthening Families
Family Strengthening is the framework we use for every aspect of our work. It is a deliberate process of giving parents the necessary opportunities, relationships, networks and support to raise healthy children, and thrive as a family unit. Most clients come to Brighter Beginnings in some sort of crisis, so we initially focus on assessing and meeting their immediate needs. Then, in short order, we move toward providing the guidance and education necessary to create and sustain a truly healthy family.

This science-based framework works to promote the five proven factors that make it possible for families to flourish.

- Parental resilience
- Social connections
- Knowledge of parenting and child development
- Children’s social and emotional development
- Concrete support in times of need
At Brighter Beginnings, we see success at every level. **Seeing** the strengths of the teen parent, or the developing child, or the African American pregnant mom, helps to affirm their ability to have purpose and hope for their future. Our strength based approach means that we firmly believe that parents do want the best for their child, and that they are their first and most important teachers. We are so encouraged by the stories of our families, and how they have used our support as a touchstone that enables them to grow and believe in their own dreams. The dreams for college, a good job, safe homes and neighborhoods, good schools where learning is abundant, and healthy children and families. We are driven by our Core Belief, which is that *Every Family Matters* which fuels our Mission to **Partner** with parents so that they can have healthy births, and that their children have the opportunities they deserve for health and happiness, and ultimately that all families have the “Village” they need to thrive.

From supporting a parenting teen in their graduation from high school, to providing 1000’s of diapers for our families who are struggling to make ends meet, our **Village** creates a myriad of opportunities for accomplishments both big and small. Over the past year, we have been reminded over and over that these opportunities were only made possible thanks to volunteers, supporters and community members like you. This report reflects a small portion of the dynamic efforts and stories which have created life changing outcomes for our families.

This year, Brighter Beginnings has received more community support – from foundations, corporations and individuals, than ever before and we could not be more humbled. Your support
has made it possible for Brighter Beginnings to **Dream** about how we can expand our services to better meet the needs of families in the stressed communities that we are committed to serving. With the generous gift from the **Dohmen Foundation**, we are proud to be part of a collaborative effort that will bring Free Medical Care to our Richmond Center, which will open in the Fall of 2012. With the partnership support of the **East Bay Community Foundation**, we have multiplied our Nurturing Parent groups at all sites, and with the generous gift from the **Borick Foundation**, we were able to expand our work with young men, both before and after they become fathers, with our *Foundations of Fatherhood* initiative. I am also thrilled that the wonderful three year commitment from **The California Wellness Foundation** has allowed us to develop a very innovative project that trains young teen moms to be providers of teen pregnancy prevention programs in local high schools. The **Jonas Foundation** is helping to expand this program to Oakland High Schools, and to launch our first ever Alumni Leadership Academy, which will develop teen parent speakers and leaders, making a difference in their own communities.

Thank you for being part of our *village* and fulfilling the promise that **Every Family Matters**.

Sincerely,

Barbara Bunn McCullough  
Executive Director
Teen Family Services is primarily a case management program which helps teens learn to care for themselves and their babies; learn child development and parenting strategies; access services; and offers support to graduate from high school and plan for employment. With donor support, Brighter Beginnings has developed multiple support and educational groups to help augment the importance of having strong social connections, and increasing the knowledge about child development and the importance of early bonding and attachment and how that enables their children to have a solid start in life.

“The most incredible thing that I have learned is I am not alone and I am my son’s first teacher. While helping him, I have become a better person. I wasn’t ready to be a parent, but my son has helped me to become an adult.”

Sarah, a single teen Mother

“I was scared to tell my parents. I was freaking out because I had no idea how to raise a child or how to hold it or take care of it when it became sick...I felt that the teen nurturing parenting classes really helped me prepare for my child. I had a much better idea of what to expect when she was born.”

Estefania, age 19, Mother of an 8 month-old girl
99% of the parents who needed connections to Medi-Cal and WIC received these services with the help of their case managers.

95% of children were screened for developmental issues.

86% reported that they read, tell stories or sing at least three times a week to their children one year of age and older.

94% of the Cal-SAFE* students in our Teen Parenting Programs learned about healthy foods and nutrition.

91% of the Cal-SAFE* students in our Teen Parenting Programs came out feeling more confident as a parent.

91% reported that they are learning how to identify, set, and reach their goals and are getting the information they need to help their child and themselves to stay healthy.

*Cal-SAFE are schools set up by School Districts that have childcare and other support services available on the school site.
The Black Infant Health (BIH) program is a group empowerment model, designed to encourage and support African American mothers to have a healthy pregnancy. BIH honors the unique history and traditions of people of African descent and provides information that is important to African American woman.

The BIH statewide evaluation reported that African American Moms in BIH are:

- changing health-related behaviors affecting themselves and their families. For example, “clients report making healthier food choices by including leafy greens, whole wheat, less sugar, and drinking more water. They are cooking at home instead of eating fast foods.”

- developing important skills that lead to reduced stress, such as practicing relaxation exercises and communicating more effectively.

- learning new ways of handling difficult situations; group sessions give participants the opportunity to share experiences and learn from each other.

“Through the Black Infant Health Program, assistance with housing, group and child care was a great help. Group allowed me to open up and share my story and helped me learn of other resources that are out there to help me. Assistance with food bags and baby items, such as diapers and baby clothes was very helpful, among other things. I really appreciate the programs at Brighter Beginnings. I wish that Black Infant Health Program could have an on-going group beyond the 10 weeks of prenatal and 10 weeks of post partum group.”

An African American Mother
“I appreciate you [my therapist] and Brighter Beginnings for helping me get the therapy and medication I needed to change my life. Thank you so much!”

Mother with a partner and a 16-year-old child

“Therapy helps me with playing or talking about how I feel sometimes, and having more ways of talking about how I am feeling.”

9-year old girl

Brighter Beginnings’ Mental Health Services are unique in that they incorporate a family-based model that invites the whole family to participate in the therapeutic process toward improving mental health functioning and decreasing symptoms of stress for young parents and their children. In further support of this model, Brighter Beginnings has been invited to participate in an Alameda County-wide Pilot Program called the Co-learning Collaborative. The program is unique because it allows for Brighter Beginnings staff and its client families to learn together (and from one another) about a topic of the group’s choice.
Early Head Start (EHS) Improves child development and the parent-child bond; increases parent education; and helps families move toward self-sufficiency.

“You have helped me to manage Angel’s tendency to act out and I have received a collaborative support system in terms of my child’s education. Angel has changed for the better in this last year in Early Head Start”

Mother of a 3 year-old

“I have been with EHS since I was six months pregnant. I can only imagine how different our lives would’ve been without the support of EHS and our Parent Child Educator (PCE). Things haven’t always been easy for my family and I; and while some days are better than others- it is that constant and individualized support that EHS offers, that has made a world of difference in our family.

It is the EHS program, and our PCE’s genuine care for our family’s well being, that has given me the tools, resources and emotional strength, to make those bad days, those stressful days, manageable.”

Mother of a 2 year-old
The Fatherhood program addresses barriers to responsible fatherhood affecting low-income adolescent and adult men; increases fatherhood involvement; improves parent-child relationships, communications and parenting skills.

From 2007 – 2011, Brighter Beginnings operated PAPAS (Promoting Advances in Paternal Accountability and Success) under the auspice of a Federal discretionary grant. We served hundreds of dads (540 in total) of all ages, many of whom were estranged from their families. Through this program many of the men reported spending significantly more time with their children and spent quality time in several specific activities, such as reading and playing. Attitudes about the importance of being involved with their children became more positive, and they gained knowledge about the importance of responding to children’s emotional states and emotional needs, and about early childhood development.

We are happy to announce that in partnership with Rubicon Programs and others, Brighter Beginnings will be able to again provide PAPAS groups to formerly incarcerated dads. Additionally, we will continue to develop our Foundations of Fatherhood work with young men, through our pregnancy prevention program as well as through individual counseling.
New Initiatives

BUILDING RESILIENCY, POSITIVE IDENTITY, AND SELF-ESTEEM

The goal of the Peer Educator Training and Presentations program is to provide the opportunity for participants in the Teen Pregnancy Prevention/Human Sexuality course to become Peer Educators to help others learn about pregnancy prevention while simultaneously reinforcing the lessons for themselves.

Kaiser Mount Diablo is providing funding for Brighter Beginnings to expand this program to Antioch High School this year.

132 students received comprehensive sex education through peer presentations or in-home safer sex interventions

Outcomes: Teen Families/Pregnancy Prevention:

- 100% of the 116 students who participated at Kipp King High School in San Lorenzo agreed that it was effective to have teen parents (from Brighter Beginnings’ Peer Educator Training and Presentations Program) present comprehensive sex education information to high school students

- 100% of the 23 participants surveyed who participated in the Cal-SAFE*/Brighter Beginnings Life Skills course strongly agreed that they learned about contraception and safer sex practices, like condoms, the pill, and how to prevent sexually transmitted diseases.

“I think if you’re already a leader, it focuses what you can bring out of yourself. Like if you pick people that you know have that leader quality…it’s helping them to understand that they have it too… [Some people] are quiet but have that leadership quality…Send them [to the training] and help them to understand that they have it too. So they’ll be able to speak up.”

One of ALA’s 1st students

“It was effective to have the teen parents present this for us. It shows us that teen pregnancy can happen and it can happen to anyone.”

Student at KIPP King High School

“It wasn’t too often that you know or meet someone who is pregnant. But now knowing their experiences make me reflect on what I need to do to protect myself.”

Student at KIPP King High School

“I think that’s how I was. I think that’s how we all were… ‘Cause I wish somebody would have come to me and told me, like, their personal experience ‘cause I know for a fact I wouldn’t have a baby. Like it would have got to me.”

Teen parent peer educator
CREATING NEW LEADERS TOWARD STRONGER COMMUNITIES

The goal of the Alumni Leadership Academy is to provide further education, guidance, and opportunities for graduates of Peer Education to become future trainers, and community advocates for sustaining healthy behaviors and lifestyles.

We are happy to announce that the Jonas Family Foundation is generously providing funding for this program. This brand new program just launched its first session in June 2012.

CONNECTING PEOPLE IN NEED WITH LIFESAVING HEALTHCARE SERVICES

We are proud to announce that The Dohmen Company Foundation is generously providing funding for the renovation of our Richmond Family Strengthening Center to accommodate the opening of the RotaCare Richmond Free Medical Clinic at Brighter Beginnings. In partnership with RotaCare Bay area, Brighter Beginnings will offer free medical care for relief of pain and suffering to uninsured adults and children with acute or chronic medical conditions that have the least access to medical care. This all-volunteer (non-emergency) medical care clinic will open in the fall of 2012 and is sponsored by the Rotary Clubs of Richmond, Albany, Berkeley, Hercules, San Pablo, El Cerrito, El Sobrante, and Alamo.
Our Family of Supporters

Brighter Beginnings is proud and honored to recognize donations received from Foundations, Corporations and Individuals between the period of July 1, 2011 and June 30, 2012.

Every Family Matters $10,000 and above

$250,000
Dohmen Company Foundation

$135,000
United Way/Spark Point Funders

$100,000
The California Wellness Foundation

$97,000
East Bay Community Foundation

$50,000
Louis L. Borick Foundation

$48,452
Kaiser Permanente

$25,000
Jonas Family Fund

$13,500
United Way

$10,000
ACC Medical Association Alliance
Bank of the West

Every Baby Matters $5,000–$9,999

LIATIS Foundation
Mariani & Jon Salmon
Share the Spirit/Contra Costa Times
Karel & Inge Svoboda

Every Parent Matters $1,000– $4,999

Janet & Sean Absher
Vickie Barclay
The Brickyard Berridge Fund
The Clorox Company Foundation
Community Bank of the Bay
Elizabeth & Travis Daugherty
Dr. Suzanne Dudeck & Gary Carter
Amanda Feinstein & Paul Leonard
Jill & Gene Gonzalez
Walter & Elise Haas Fund
Jim Hill
Maureen Kennedy & Konrad Alt
Veronica & Troy Dangerfield
Dutra-Cerro-Graden
John Glass
Ruth & Bruce Helsel
Kelly & Kent Hodgkinson
Joyce & Donn Hohengarten
John Muir Women’s Health Center
Man-li Kelly
Simon Marlow
Carol Penskar
Schwab Family Fund
Helena & Peter Singelstad
Torrey Pines Bank
United Healthcare

Every Donor Matters $500–$999

Ann & Tom Belcher
Helen Benjamin
Joseph Bernsten
Ernie Bloomfield
Helene Byrne
Veronica & Troy Dangerfield
Dutra-Cerro-Graden
John Glass
Ruth & Bruce Helsel
Kelly & Kent Hodgkinson
Joyce & Donn Hohengarten
John Muir Women’s Health Center
Man-li Kelly
Simon Marlow
Carol Penskar
Schwab Family Fund
Helena & Peter Singelstad
Torrey Pines Bank
United Healthcare

Every Gift Matters $1–$499

Anika & Andrew Alatorre
Drs. Lynne & Glenn Alper
Barbara Lee Anast
Carmen Ancinas-Gee
Phillip Azzopardi
Cassandra Benjamin
Andra & Steve Berkman
Cindy Bernhardt
Clean Solar
Cori Bertucio
Joanne & Witold Bik
We are so thankful for the growth in funding from private foundations, corporations and individuals. This community giving has allowed us to grow innovative strategies that align with our purpose of strengthening families in the hardest-hit areas of Alameda and Contra Costa. Thanks to our supporters, we are making a real difference, creating ripples that will effect two generations at a time.”

Jim Hill, Board President
Board of Directors

Jim Hill, President
President, Hill & Company Communications

Jill Gonzalez, Vice President
Senior Vice President / Card Services Division, Bank of the West

Amanda Feinstein, Secretary
Senior Program Officer, Walter and Elise Haas Fund

Mariani Salmon, Treasurer
Business Owner, Retired

Barbara Bunn McCullough, PhD
Ex-Officio, Executive Director

Board Members

Francine Jolton, MD, Immediate Past President
Pediatrician, Contra Costa County Regional Health Center

Anita Siegel, RN, MPH
Deputy Director, Alameda County Health Services, Public Health Department

Landis Graden
Chief Operating Officer, Dutra-Cerro-Graden

Sean Absher
Shareholder, Stradling Yocca Carlson & Rauth

Holly Brock-Cohn
HR Manager, City of Alameda

Executive and Development Staff

Barbara Bunn McCullough, PhD
Executive Director

Kim Wirtz, MBA
Development Manager

Alice Burton
Grants and Resource Developer

Grace Aroha
Executive & Communications Coordinator

Finance Staff

Lonnie S. Dillard, CPA
Chief Financial Officer

Yuan Fei Huang
Controller

Volker Kirchharz
Financial & Contract Analyst
YOU CAN HELP

Make a Gift
Annual fund gifts provide essential ongoing resources to support our daily operations and enable Brighter Beginnings to carry out its mission throughout the year. Annual gifts can be made in one lump sum by check or credit card. Or gifts can be made by contributing through convenient monthly deductions via credit card or direct debit from a designated financial account.

Stay Informed
Join our electronic e-mail list to keep abreast of Brighter Beginnings activities, events, success stories, and opportunities for participation with our extended community.

Spread the Word
Like us on Facebook and share our links and e-news with your family, friends, and colleagues.

Share your Expertise
We could not accomplish our work without the generous volunteers and interns who give their time and energy to support our community. We welcome people of all ages to get involved in helping to foster healthy families and healthy communities.

Designate BB in your workplace matching gifts program
Many companies and organizations will match their employees’ contributions, greatly increasing the impact of your gift to Brighter Beginnings. Please contact your human resources office to inquire about this option.

Special Gifts
Brighter Beginnings deeply appreciates gifts of appreciated stock, real estate, legacy gifts, and in-kind gifts.

For more details about any of these options, contact Grace Aroha at 510-903-7529, or via email at garoha@brighter-beginnings.org. Additional information can be found on our website at www.Brighter-Beginnings.org.
Who we served

For close to 30 years Brighter Beginnings has been serving families in some of the most resource-poor neighborhoods in Alameda and Contra Costa counties. Children born here experience the worst health, lowest educational levels and highest rates of poverty and violence. Without intervention, the cycle repeats itself when these children grow up and have children of their own.

From July 1, 2011 through June 31, 2012, we served over 2,332 parents and children, with a little over a third being teen parents. While the majority of young parents served are primarily females (72%), the number of young men we serve (28%) continues to grow, and the percentage of baby boys and girls are about even, so our influence in future generations is growing!

Parent Participants by Program

![Pie chart showing the distribution of parent participants by program]
OAKLAND FAMILY STRENGTHENING CENTER
2648 & 2595 International Boulevard
Oakland, CA 94601
Phone: 510-903-7500
Fax (2648) 510-437-8955
Fax (2595) 510-437-9795

RICHMOND FAMILY STRENGTHENING CENTER
2727 Macdonald Avenue
Richmond, CA 94804
Phone: 510-236-6990
Fax: 510-236-7346

BAY POINT TEEN FAMILY CENTER
AMBROSE COMMUNITY CENTER
3105 Willow Pass Road, Room 13
Bay Point, CA 94565
Phone: 925-303-4340
Fax: 925-709-3431

ANTIOCH FIRST 5 CENTER
512 West Fifth Street
Antioch, CA 94509
Phone: 925-757-5305
Fax: 925-978-1775