FACES

Family & Child Empowerment Services

2024 IMPACT REPORT

Dear Friends of FACES,

Reflecting on the past year, I remember the proverb, "If you want to go fast, go alone. If you want to go far, go together." Our strategic plan's name, "Growing Together," captures our belief that "going together" in collaboration with our staff and community partners is critical to achieving our goal of becoming a high-quality and inclusive model of whole-family support.

As you'll see in this report, over the last year, we celebrated as a team, learned as a team, and broadened our partnerships. In particular, we strengthened our relationship with our Family Childcare Home Education Network (FCCHEN) providers. We entered new partnerships with the City and community-based organizations (CBOs) to provide holistic services through a Family Resource Center in Visitacion Valley. We also continued to find innovative ways to address community needs, whether through changes made as a result of our community needs assessment, adding much more inclusion support for children with special needs, or setting up an emergency response fund to help families access temporary housing, buy food, and get on Muni.

Internally, we continued to strengthen the organization through comprehensive Justice, Equity, Diversity, and Inclusion (JEDI) efforts, capacity building for staff towards data-informed program quality efforts, and new systems to better respond to staff, children, and family needs. We also continued to build a learning culture by designing better methods to evaluate our programmatic impact.

None of this would be possible without the support of our community. We rely on every single person on our team, every single member of our Board, and each of our generous donors to help us better serve our families and children. Although we have a long way to go, working together, we are doing our part to make this a city where every family can thrive.

Best,

Jon Skolnick

Jon Skolnick, Ed.L.D.
Chief Executive Officer

Leon Mwotia served as Board Chair during FY24, guiding us through a transformative period marked by significant enhancements to our services, the successful implementation of our strategic plan, and a brand refresh, among other achievements. His support during the transition to our new Board Chair, Thomas Igeme, was invaluable. In September, Leon stepped down from the Board, and we express our deep gratitude for his unwavering commitment and exceptional leadership over the past five and a half years. His contributions during this time have set a strong foundation for our future.

Dear FACES Community,

The theme of this past year has been transition. This note is my last as Board Chair and as a member of the Board, bringing to an end five and a half years of service to this incredible community.

In that period, FACES underwent a CEO change, adjusted to a global pandemic, initiated a strategic reset, and implemented a brand refresh. Resilience is embedded in this organization's DNA. The communities we serve are better for it, and our impact reverberates well beyond San Francisco county lines. FACES has become a model of how a community organization can provide whole family care, from early childhood education programs to Visitacion Valley Job Center retraining initiatives.

As FACES emerges from a period of transition into one of stable growth, I am deeply grateful to the incredible front-line staff, leadership, and volunteer board members for all the dedication and effort they have invested in getting us here.

Now, on to the next horizon!
Aluta continua!

Leon Mwotia

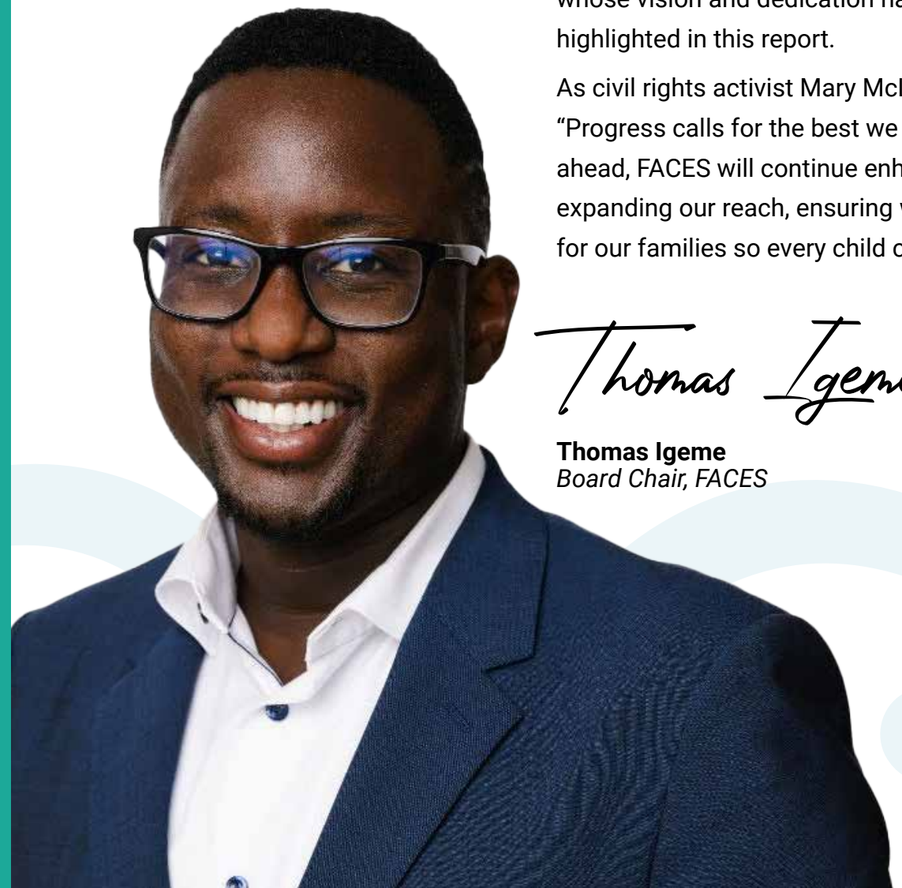
Outgoing Board Chair,
Leon Mwotia

FACES

New Board Chair Thomas Igeme

As I step into the role of Chair, I extend my deepest gratitude to Leon for his outstanding leadership. This year's success, while impressive, reflects years of growth and transformation. Under Leon's guidance, we navigated COVID, launched new services, transitioned CEOs, and executed a solid multi-year strategy. I'm also deeply proud and grateful for our CEO, Jon, and the entire FACES team, whose vision and dedication have driven the achievements highlighted in this report.

As civil rights activist Mary McLeod Bethune said, "Progress calls for the best we have to give." Looking ahead, FACES will continue enhancing program quality and expanding our reach, ensuring we remain the best option for our families so every child can thrive.



Thomas Igeme

Thomas Igeme
Board Chair, FACES

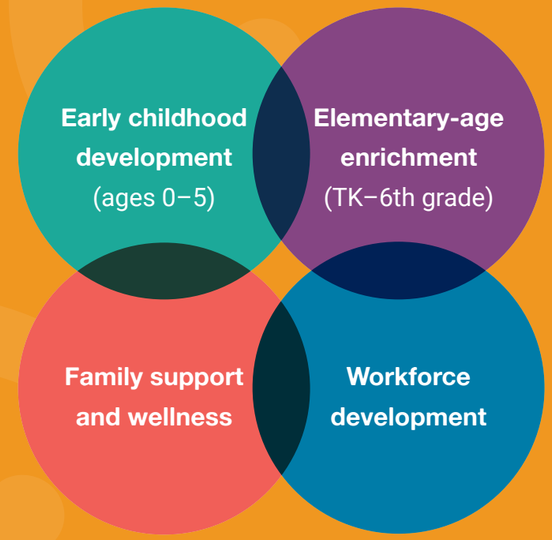
ABOUT US

Housing and childcare make up more than half of a San Francisco family's budget. The cost of childcare for one child in San Francisco is $2,100 a month. At FACES, we envision a future where all families have what they need to live, grow, and thrive in San Francisco. To achieve this, our mission is to create a community where every child can reach their unique potential within a safe and joyful learning environment, and every family will access a network of support that promotes well-being, opportunity, and community.

Our Approach

Drawing on decades of experience and informed by research about the range of wraparound supports that strengthen families and young children, FACES advances this mission through our whole-family, whole-child model.

This model encompasses four interconnected program areas:

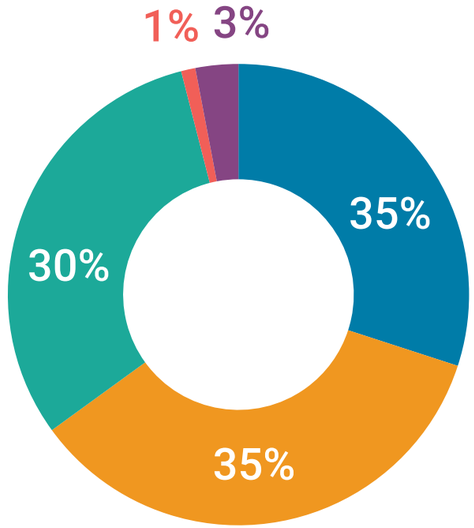


FACES is uniquely positioned to deepen impact and engagement with the families we serve through our integrated program offerings in workforce readiness, family support and wellness, and child development.

FACES provides early childhood education and afterschool programs through its three centers in Bayview, Hayes Valleys, and Haight Ashbury, as well as its network of nearly 40 home- based providers. Workforce Development is available at FACES' Visitación Valley Job Center. This integrated network enables FACES to maintain a wide footprint throughout San Francisco, and to reach children and families in their communities.

OUR PROGRAMS

In FY 23-24, FACES served 575 children through our early childhood development and elementary-age enrichment programs.



Demographics of children served

30% African-American

35% Hispanic/Latino

31% Asian

1% American Indian /Alaskan Native

3% White

99%
Low income

1%
Fee pay

58%
English Language Learners

Child Development: Ages 0 to 5

The 2023-24 school year was an incredible journey of learning and growth for our community! Our Child Development Program shone brightly, collaborating across departments to establish a new inclusion program. Across our sites, we've worked diligently to build our classroom environments by investing in trauma-informed strategies within the curriculum and physical spaces within each classroom to support children's Social-Emotional Learning (SEL).

At our Bayview site, our dedicated staff for 0-5-year-olds dove deeper into outdoor education, gearing up for the exciting new nature-based playgrounds that will open in the 2024-25 school year. We look forward to creating natural spaces for our children, promoting health and wellness, and inspiring a love of learning. Children develop creativity and cultivate their imagination, and they learn to understand and practice healthy risk-taking and community-building in these environments. Additionally, we will transform our spaces into fun, engaging areas where children can experiment academically, promote a sense of belonging, and nurture strong growth mindsets grounded in social and emotional wellness.

On the other side of town, we strengthened the partnership between the Hayes Valley and Masonic sites. Due to a winter flood at Hayes Valley, we seamlessly relocated our infants and toddlers to the Masonic site, ensuring their comfort and safety.

Our Hayes and Masonic sites have also benefited from Nature-Based Learning and have utilized the rich park system San Francisco offers to promote outdoor education for children.

We welcomed Mei Chan, a new site Supervisor at our Masonic Site. Chan brings over 30 years of early childhood learning experience to the program. Through her efforts to engage families, we've seen a significant boost in enrollment at that site—our highest since the pandemic!

Paintings created by our BASECamp students, honoring and celebrating the spirit of Juneteenth.

Capoeira class during summer camp.

BASECamp: TK to 6th Grade

Our Bayview Afterschool and Summer Enrichment Camp (BASECamp) team welcomed a new supervisor, Nate Ford, who spearheaded the successful transformation of our classrooms into vibrant indoor-outdoor spaces. We also fostered family engagement through exciting new events like Asian-Pacific Heritage Day, additional field trips with family attendance encouraged, and our "meal-in-a-bag" project to enhance food security for our school community.

Curriculum Enhancements

In FY24, BASECamp saw growth in opportunities to improve services for children from the communities we serve in San Francisco and services for children with special needs. With the guidance of **FACES' Inclusion and Family Support Specialists**, our staff have differentiated curriculum and program activities to ensure each child can successfully navigate the program.

This year we examined the program design and framework to further define our objectives and the outcomes we aim to achieve. Implementing this framework ensures that we offer the best program possible to meet the needs of all BASECamp students.

BASECamp Specialists

We are grateful to partner with many program specialists to bring extracurricular enrichment activities to our program's children. These activities included Gardening & Nutrition with **Ms. BB**, art with local artists from **Shipyard Trust for the Arts**, beats with **DJ KG**, dance and theater brought in by **Handful Players**, Capoeira with **Mr. Terry**, skateboarding with **SF Skate Club**, and soccer with **Street Soccer USA**. These programs offered our BASECamp children activities that further enriched their physical activity, strengthened their knowledge of how to nourish their bodies, and gave them the tools to express themselves through the arts.

Family Events

At BASECamp, we strive to support each child's development through our programming and staff and by engaging the children's families. We invite parents to join us in celebrating different heritage months and to attend STEAM fairs, end-of-the-year events, and other celebrations. We use these opportunities to connect with families and discuss any specific needs concerning their child or the support they need as parents.

The FCCHEN team members conduct routine check-ins with our providers to ensure seamless support and collaboration.

Family Childcare Home Education Network (FCCHEN)

Through its holistic, community-focused network of nearly 40 homes, FCCHEN is enhancing early childhood education, empowering families, and building lasting connections in the community by providing quality childcare, as well as school-to-home connection activities and monthly tips for parents.

Family-Provider Events

Our FCCHEN team hosts events such as an **End-of-the-School-Year Celebration** where families and providers can meet, build connections, and strengthen the sense of community within the network.

FCCHEN has extended its impact through various community outreach events, including celebrations of cultural festivals like the Moon Festival and Chinese New Year, as well as a Health Fair to build connections and introduce the vision and mission of FACES SF.

Program Improvements

The FCCHEN program has made significant strides in providing children with quality care and education, Family Childcare (FCC) providers with resources and training, and families with resources and multiple opportunities for engagement in their child's education.

OUR ANNUAL PROVIDER SURVEY RESULTS REFLECT THAT:

100% of providers agreed that the FCCHEN team promotes learning environments aligned with Department of Early Childhood (DEC) standards and state regulations.

94% of FCC providers agreed that the FCCHEN team offers community outreach events where they feel adequately represented.

97% of providers felt that the FCCHEN team effectively advocates for the interests and needs of San Francisco's broader family childcare provider community.

100% of providers agreed that the FCCHEN team promotes equitable and inclusive childcare learning environments aligned with Department of Early Childhood (DEC) standards and state regulations.

This year, 256 parents and caregivers responded to a survey regarding FACES' programs.

100% of parents/caregivers were satisfied with the overall quality of the program.

100% of parents/caregivers felt their children were safe and happy in the program.

93% of parents/caregivers received information regarding their child's development and growth.

75% of parents/caregivers reported that they felt more engaged in both their child's education and developmental growth.

The Positive Ripple Effects of Putting Children First

Childcare costs for San Francisco families increased 81% from 2014 to 2021, and are the most expensive in the state. When families have accessible, safe childcare, they have the time they need to focus on work and further education. When children are well cared for, whole families can rise.

Parents and caregivers who completed a survey this past year reported the following:

86% of parents/caregivers stated that having FACES childcare helped them keep their jobs.

87% of parents/caregivers reported that enrollment in FACES has made it easier for them to pursue employment or education.

79% of parents/caregivers reported that FACES programs, services, and/or referrals have improved their family's well-being.

84% of parents/caregivers reported that their family's overall stability improved because their child is safe, nurtured, and supported at FACES.

Workforce Development

We served 587 people through job readiness and workforce training. Throughout FY23-24, our Visitacion Valley Job Center focused on enhancing client support and services through various initiatives.

These included hosting hiring events, reconnecting with valued employers, and strengthening partnerships with community-based organizations (CBOs). A significant emphasis was placed on community outreach and engagement while laying the groundwork for strategic planning in FY25. Our goal is to ensure ongoing growth and effectiveness in meeting the diverse needs of our community and families.

1 Job Readiness Program

We have launched various innovative programs and services—notably, our Job Readiness Program—to address our constituents' unique challenges. This initiative has equipped over 400 individuals with essential skills training and career guidance, empowering them to secure meaningful employment and achieve long-term economic stability. Our focus on comprehensive support services—including resume building, interview preparation, and job placement assistance—ensures that each participant receives personalized attention, helping them navigate barriers to employment and realize their full potential.

2 Strategic Partnerships

In addition to individual support, our strategic partnerships with employers have created more than 200 job opportunities, reinforcing our commitment to regional economic growth. Our dedicated team has worked tirelessly to connect clients with these opportunities, emphasizing the importance of tailored guidance throughout the job search process. By fostering these connections, we aim to stimulate economic development while addressing the immediate needs of our community members who are seeking stable employment.

3 City Drive Program

One of our standout initiatives is the City Drive program, launched in response to the 2018 closure of Ford's Chariot commuter shuttle service. This program, launched by Mayor London Breed, offers laid-off workers free Class B driver's license training, providing a crucial pathway into employment with SFMTA Muni. Over the past four years, with support from FACES, more than 265 residents have successfully obtained their Commercial Class B Permit, alleviating the driver shortage while enhancing transportation services for San Francisco. This program addresses immediate job needs and promotes economic mobility and stability within the community.

Family Support & Wellness Program

Parenting Skill Development

Our Family Support & Wellness Program offers parenting skill development in small groups and individual parenting skills development. Based on annual family feedback and needs assessments, the program identifies priority topics and needs for workshops and other services. The workshops and parenting skills development groups offer caregivers opportunities to learn and practice skills in supportive environments.

Program Upgrades and Accomplishments

This year, we made some notable upgrades to improve assessment of developmental progress and inclusion outcomes, as well as evaluate the overall impact of our program. They include

- **Revised Metrics:** We refined our measurement tools to better capture the effectiveness of our inclusion strategies, including updating our assessment tools for evaluating developmental progress and inclusion outcomes.
- **Enhanced Data Collection:** We improved our data collection methods to provide a more comprehensive picture of program impact, including adopting new formats for tracking progress and outcomes.
- **Expanded Reach:** We increased our service capacity, allowing us to reach more children and families. This included adding new program sites and building partnerships with local community organizations.
- **Expanded Programming:** We added a dedicated paraprofessional to one of our sites, which increased our capacity to provide individualized support and tailored interventions for children. Additionally, we offered two specialized workshops focused on equipping caregivers with strategies to respond to challenging behaviors.

FACES Voices

Erika Flores, *Enrollment and Engagement Counselor*

What makes FACES unique is the family-like environment. I can't describe it, but it's just like you walk in, and you automatically feel like you're part of the family. From the beginning, I felt very well taken care of. I just think that what sets us apart is the impact and the way we interact with families.

My journey with FACES started in 2017. My Mom told me about FACES and about Ms. Idalia [FACES' Enrollment Director] and how she had a great experience. I enrolled my daughter when she was 3 months old, and she started with one of our home providers. Then, in 2021, I joined as a preschool teacher and moved to enrollment.

My daughter loves FACES. She still talks to this day about her teachers, Ms. Kerry and Ms. Wynter. Even now, being on the BASECamp side [FACES' afterschool program], she just loves it. Every summer, she comes home and she says, "Mommy, I had a really good day." All the staff are super warm. Honestly, she has nothing but positive interactions with staff and friends here.

Here, it actually feels like, "Okay, we welcome you, we'll work with you to accommodate what you need." I love that about here. I put all my trust in FACES. I feel like I'm in good hands here, and I feel like my children are in good hands at FACES as well.

Financials 2023-2024

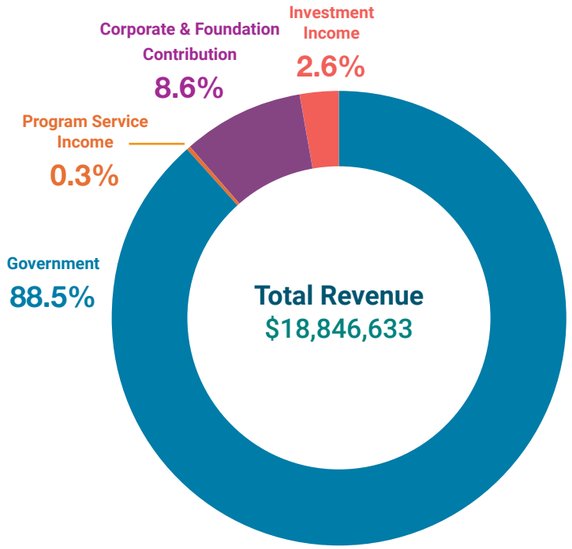
Total Revenue FY23-24:
$18,846,633

Government
$16,677,456

Program Service Income
$67,924

Corporate & Foundation Contribution
$1,617,924

Investment Income
$483,329



Total Expense FY23-24:
$17,516,269

Early Childcare/Preschool
$7,265,350

Family Support
$356,740

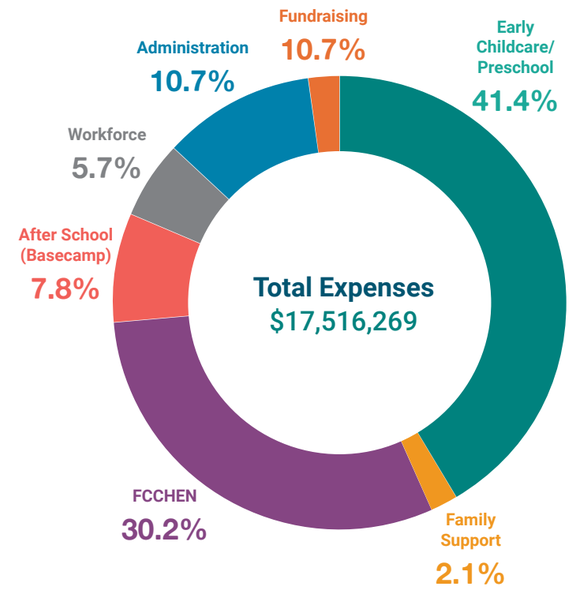
FCCHEN
$5,301,024

After School (Basecamp)
$1,361,793

Workforce
$1,006,095

Administration
$1,858,339

Fundraising
$366,928



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Our CEO, Jon, playing the guitar at our FCCHEN end-of-the-year celebration

Our Supporters

Thank You! Your continued support enables us to create meaningful change throughout San Francisco. Together, we're making strides to reach even greater heights. We're thankful to have you alongside us on this journey, and we're excited to work together to build a brighter future for children and families.

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Susan Caston
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Our BASECamp students on a field trip to Dolores Park

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www.facessf.org

US MAIL

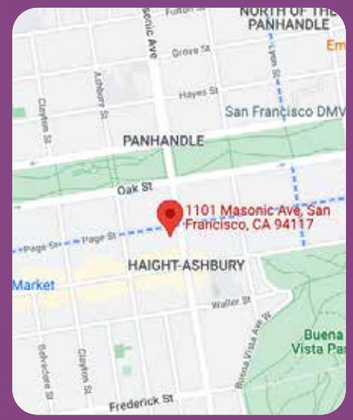
1101 Masonic Ave,
San Francisco, CA 94117

Join Us

We're so grateful to you, our incredible volunteers and donors. Your support makes our work possible! We invite you to join us in making a meaningful impact for children and families of San Francisco. Whether you volunteer, donate, become a corporate sponsor, or participate in our advocacy efforts, there are countless ways to get involved. Every contribution you make helps create positive change and enrich the lives of our community's youth and families. Together, we can make a difference!

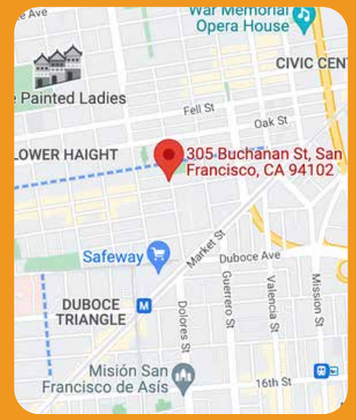
FACES Locations

Masonic Child Development Center



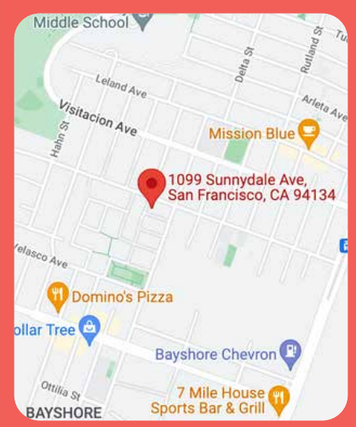
1101 Masonic Ave
San Francisco, CA 94117
phone: (415) 355-0210
fax: (415) 649-8046

Hayes Valley Child Development Center



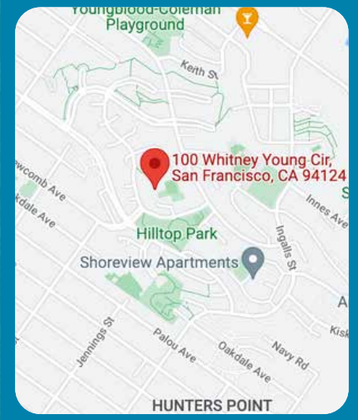
305 Buchanan St.
San Francisco, CA 94102
phone: (415) 552-1535

Visitacion Valley Job Center Workforce Development Services



1099 Sunnydale Ave.
San Francisco, CA 94134
phone: (415) 239-8705
(415) 239-8700

Bayview Child Development Center Family Support Program After-School Program



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FACES

Family & Child Empowerment Services

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