FACES

Family & Child Empowerment Services

ANNUAL REPORT

24/25

We envision a future where all families have what they need to live, grow, and thrive in San Francisco.

Dear Friends of FACES,

Each year, our annual report presents an important opportunity to showcase our impact and reflect on what we have accomplished together. Since we passed our strategic plan in early 2023, we have embarked on an ambitious set of goals in order to create a high-quality and inclusive model of integrated whole-family support. In just the last year we completed a brand-new nature yard at our Bayview site, trained all teachers in social-emotional learning practices, tested a new Family Resource Center collaboration in Vis Valley, deepened our work on creating a more just and equitable workplace, and launched our new branding alongside a revamped website.

We also welcomed a new Senior Director of Child Development, Alysia Gonzales, and a new Senior Director of Development and Communications, Leah Spelman. Our team continues to grow alongside our dreams for a future where every family has the support they need to live, grow, and thrive in San Francisco.

In the year ahead, we are excited to begin renovations at our Masonic site, launch a new partnership with Safe & Sound's Family Resource Center (FRC), and expand integrated supports that strengthen family systems. We will also pilot innovative approaches to holistic family support through our Fatherhood Initiative and other programs, while continuing to deepen our workforce development partnerships with valued collaborators such as Mercy Housing. Please check our newsletters and follow us on social to learn more about our progress.

Our work is only possible because of the incredible community that surrounds us. As part of that community, we hope you take pride in the impact you help create, and that you are inspired to continue supporting our movement to build a community-based model of educational and economic justice—one that paves the way for a stronger, brighter future for San Francisco.

Best,

Jon Skolnick

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

Letter from the Board Chair

Whitney M. Young Jr., the civil rights leader for whom one of our legacy organizations was named, once said: “It is better to be prepared for an opportunity and not have one than to have an opportunity and not be prepared.”

Those words speak directly to the times we are in. Across the nation, questions abound about whether early childhood education will remain a political and budgetary priority. Families and communities feel the uncertainty. Yet at FACES, we have not rested on our laurels. We have continued to prepare—strengthening our staff, deepening our programs, and holding ourselves accountable to the mission entrusted to us.

I am proud of how that preparation has met opportunity this year. Whether it has been advocating for funding, expanding our two-generation model, or creating learning environments like the new Bayview nature-based playground, every chance to serve families has found us ready. And when opportunities have not yet come, we have still invested in readiness, trusting that the moment will arrive.

That readiness is powered by the extraordinary resilience of the families we serve. Parents and caregivers pour everything they have into their children’s futures, often against daunting odds. Their tenacity inspires us to match their determination with our own.

It is also fueled by our staff—people who bring decades of wisdom yet never stop growing, learning, and sharpening their skills. Their relentless pursuit of growth, not for themselves but in service to children and families, is what makes this organization remarkable.

As a board, our charge is to safeguard and strengthen this work. We ask hard questions, keep our eyes on our core mission, and build on the legacy of those who came before. And as we look ahead, I am grateful and hopeful—confident that every opportunity to support families will continue to find FACES prepared.

With gratitude and resolve,

Thomas Igeme

FACES

Welcome to FACES

At Family & Child Empowerment Services (FACES), our mission is to offer programs and services in which every child can reach their unique potential within a safe and joyful learning environment, and every family can access a network of support that promotes well-being, opportunity, and community.

Our four core program areas—early childhood development (ages 0–5), elementary-age enrichment (TK–6th grade), family support and wellness, and adult workforce development—are designed to uplift both children and the adults who care for them.

We envision a future where all families have what they need to live, grow, and thrive in San Francisco.

We pursue this vision by living out our core values:

Community:
We create safe and welcoming environments where people of diverse identities feel supported, valued, and a sense of belonging.

Heart:
We develop caring and compassionate relationships to ensure joy, hope, and love are at the center of all we do.

Justice:
We believe access to high-quality and inclusive educational and economic opportunity is critical to building a more equitable San Francisco.

Growth:
We learn from our community, our experience, and our data to design programs that are responsive, intentional, and impactful.

FACES builds on the combined legacies of Florence Crittenton Services and the Whitney Young Child Development Center, bringing over 70 years of experience supporting children and families in San Francisco. With deep roots and strong community partnerships, FACES is a trusted leader in delivering inclusive, holistic, and high-quality programs that ensure every family has what they need to live, grow, and thrive.

“To the FACES team, thank you for your commitment to families like mine. The impact of your work is reflected in our daily lives, and I feel very fortunate to have had your help.”

- Family Support client

Our Two Generation (2Gen) Impact

At the heart of FACES' work is a two-generation (2Gen) approach that recognizes the interconnectedness of family well-being. Our four core program areas—**early childhood development** (ages 0–5), **elementary-age enrichment** (TK–6th grade), **family support and wellness**, and **adult workforce development**—are designed to uplift both children and the adults who care for them. By supporting the whole family, we meet people where they are in the present—and help them move toward their dreams for the future.

91%
reported that their family's overall stability improved because their child is safe, nurtured, and supported at FACES.

70%
reported that enrollment in FACES has made it easier for them to pursue employment or education.

82%
reported that FACES programs, services, and/ or referrals have improved their family's well-being.

79%
stated that having FACES childcare helped them keep their jobs.

Child Development

This year, we made significant progress in strengthening our Early Childhood Education (ECE) program by focusing on three areas: collective learning, program quality, and environmental design.

Collective Learning: Guided by staff surveys and third-party assessments, we developed a comprehensive professional development plan for 2024–25. As part of this, 38 teachers attended the California Association for the Education of Young Children (CAEYC) conference in Santa Clara, gaining valuable opportunities for growth and peer learning.

Program Quality: We enhanced hiring and onboarding to attract passionate, skilled educators and launched adoption of a Reggio Emilia–inspired model across our three Child Development Centers. To support this shift, we partnered with the California International Reggio Center (CIRC), which provides ongoing workshops and training. Over the next year, 20–30 teachers will participate in CIRC's professional learning events.

CEO Jon Skolnick plays guitar to infants.

Preschoolers build their literacy skills during Dr. Seuss week.

Environmental Design: At Bayview, we broke ground on a new Nature Playground and trained staff with expert Sandy Osborne to enrich outdoor learning. At Masonic, we began an inclusive design process for a full building renovation, incorporating input from teachers, families, and site leaders. The project will also feature a new entrance mural, creating a welcoming space for children and families.

Together, these investments are helping us raise program quality, deepen teacher learning, and create inspiring spaces for children. They lay the foundation for meaningful growth across our two-generation model, ensuring that families and the broader community continue to thrive.

FACES' Early Childhood Education (ECE) Program continues to earn strong family support, as reflected in our Annual Survey.

LAST YEAR:

99% of parents/caregivers were satisfied with the overall quality of the program and reported that their children felt safe and happy.

92% of parents/caregivers felt more engaged in their child's education and development

82% reported gaining knowledge on how to support their child's learning

82% observed growth in their child's key developmental skills over the year.

FCCHEN

Top and Middle: Two FCCHEN homes.
Bottom: Children on a field trip with their FCCHEN class.

FACES' Family Child Care Home Education Network (FCCHEN) brings together nearly 40 licensed home-based providers across San Francisco. The FACES team supports providers in creating safe, nurturing spaces where children can thrive, while also supporting providers with training, resources, and events that bring the community together.

This year, we focused on three goals: strengthening provider relationships, enhancing professional knowledge, and ensuring family satisfaction. **Notably, 90% of families reported satisfaction with the services and support they received.**

"Knowing my son is in safe hands while at daycare has given me the peace of mind to concentrate at work, and it has made our time at home so much more enjoyable..."

- FCCHEN Parent

Children play in the backyard with their FCCHEN provider.

Strengthening Relationships

Providers built trust with FACES staff and families through ongoing coaching and professional development. This year's trainings emphasized inclusive learning, digital literacy, and effective teaching strategies. In our Annual Survey, 94% of FCCHEN providers reported trusting relationships with FACES staff.

Enhancing Knowledge

We shared weekly lesson plans aligned with state standards, introduced monthly Provider Tip Sheets on STEAM, health and safety, and intentional instruction, and conducted regular coaching and monitoring to support high-quality learning environments. This year, providers reported an eNPS employee satisfaction of 83, which is considered "world class."

Ensuring Family Satisfaction

Families were welcomed through orientations, newsletters, and monthly School-to-Home activities. Highlights included a Harvest Festival, year-end celebration, free museum tickets for 200 families, and summer learning packages that encouraged outdoor exploration.

Looking ahead, we are excited to launch a Parent Advisory Committee to expand family leadership opportunities and continue supporting providers and immigrant families with resources, coaching, and advocacy to ensure every child thrives.

BASECamp

This year, our Bayview After-School and Summer Enrichment (BASECamp) Program served 98 students ages TK-6th grade. We continued our vibrant partnerships with gardening, capoeira, art, and skateboarding specialists. In Ms. BB's gardening class, students explored new fruits and vegetables while helping our garden bloom with colorful flowers, fruits, and produce. Mr. Terry's capoeira classes combined movement with lessons on the cultural roots of the practice.

We also partnered with Hunter's Point Shipyard Trust for the Arts and artist Mr. Ahmad, who guided students in creating stop-motion claymation films, and welcomed Ms. Ericka, who brought new art experiences to our K–3rd graders. With SF Skate Club, students practiced patience, determination, and individuality while learning the art of skateboarding. We look forward to continuing these enriching collaborations and welcoming new ones in the future.

Additional highlights from the year include:

Monthly cultural events such as our Black History Month celebration, where each class performed for peers and families—showcasing talent, joy, and pride on stage.

Elemental Summer Program: field trips included bowling in the Presidio, the Exploratorium, Alcatraz Island, San Mateo CuriOdyssey, and the Santa Cruz Beach Boardwalk.

Family engagement and collaboration: families joined monthly events, and we improved parent communication through the Learning Genie app.

Cross-program collaboration: we also partnered with Bayview Preschool and the Workforce Team for our Spring Fling celebration, which featured an egg hunt for students and activity booths for parents from both programs.

BASECamp students at their End-of-Summer Celebration.

Students on a summer field trip.

Of students who responded to our Annual Survey:

71%
increased their experience of positive and supportive interactions with adults

64%
increased their awareness of choices that promote their physical health and well-being.

Workforce Development

"Your dedication, patience, and commitment made it possible for us to find suitable housing and for me to access job opportunities that give us more security and hope today. **Thanks to your guidance, I felt supported and accompanied every step of the way."**

The Workforce team during the Summer Carnival.

Participants in a workshop at the Visitacion Valley Center.

This was a meaningful year for the Workforce team, not only for the progress made by our clients, but also for the way our teams grew stronger, more collaborative, and more deeply rooted in our mission. Workforce served 373 clients through our Job Center and CityDrive, our flagship program providing free training to help participants earn Class B commercial driver's licenses. **Impressively, CityDrive had a 94% completion rate.**

Additional highlights:

Family Resource Center launch: In partnership with FACES' Family Support Program and Family Connections Centers, we expanded services and deepened collaboration across teams.

Stronger systems:
We partnered with the data and development teams to build a workforce logic model, upgrade data systems, and strengthen case management tools to better support families and community.

Expanded access: Through the new WOW (Wisdom, Opportunity, and Wellness) Grant, we broadened inclusive employment training and barrier-mitigation support for Spanish-speaking participants.

Community engagement: Events like the Summer Carnival welcomed 400+ community members and partner organizations, showing the power of collaboration in supporting whole families.

Among survey respondents:

88% increased their knowledge of resources relevant to their needs

85% felt more capable of overcoming obstacles while pursuing their goals

84% strengthened their job readiness skills

Family Support

A family participates in a community event.

Welcoming families during Bayview's back-to-school event.

This year, the Family Support team expanded programming across all sites with new parent-child interactive groups (Play with Purpose) and a parent skill-building group (Triple P), designed to strengthen parent engagement. We also extended services into Visitacion Valley through the new Family Resource Center, in partnership with Family Connections Centers. This expansion allowed us to better understand community needs and pilot an intensive case management model that supported families in achieving goals such as securing housing, job placement, and immigration advocacy. Of parents/caregivers who responded to our Annual Survey, 77% reported that they increased their awareness of internal and external resources and services relevant to family needs.

Additional highlights:

Strengthening 2Gen programming:

We piloted new parent-focused groups that engaged both children and adults, reinforcing our commitment to parent- and family-centered support.

Integrating Inclusion Services:

By bringing our inclusion work under Family Support, we've been able to strengthen the focus on mental health and well-being. This shift helps us build stronger systems inside FACES—creating welcoming, supportive, and truly inclusive environments where every child and family feels they belong.

Expanding mental health services:

At Bayview, therapy was provided to about 15% of families, with plans to expand services to Masonic and Hayes Valley.

Family Wellness Days:

Hosted at Haight Ashbury and Visitacion Valley, these events fostered family bonding and caregiver well-being through activities such as massages, art projects, and lip balm-making.

"The dedication, patience, and commitment our family received made it possible for us to find suitable housing and for me to access job opportunities that give us more security and hope today. **Thanks to your guidance, we felt supported and accompanied every step of the way."**

Family Support client,
translated from Spanish

FACES Voices

Leo Figueroa, *who is pictured on the far right, serves as FACES' Family Care Manager. He offered the following insights in response to our questions.*

When you were a child, what did you want to be when you grew up? As a child, I had a strong desire to become a doctor. Many members of my family are in the medical field, which inspired a deep interest in medicine from a young age. However, over time, I discovered that my true passion lies in serving others through education and social work. This realization guided me toward a career focused on helping people achieve their goals and improve their lives.

Who was someone who made a difference in your life when you were a child, apart from your parents? My ESL teacher had a significant impact on my life. She not only taught me essential language skills but also shared valuable life lessons. One piece of advice that stayed with me was her belief that people should always pursue what they are passionate about, as true fulfillment comes from doing what brings joy—not just financial gain. That message has guided many of my choices, and I've found it to be profoundly true.

What is one of your favorite FACES memories? One of my most memorable experiences at FACES was attending my first staff gathering. It was a wonderful opportunity to meet the entire team and learn more about the meaningful work everyone does to support families. I came away with a strong sense of appreciation for how each role contributes to our shared mission. It was clear to me that every individual at FACES plays a vital and valuable part in the organization's success.

Financials 2024-2025

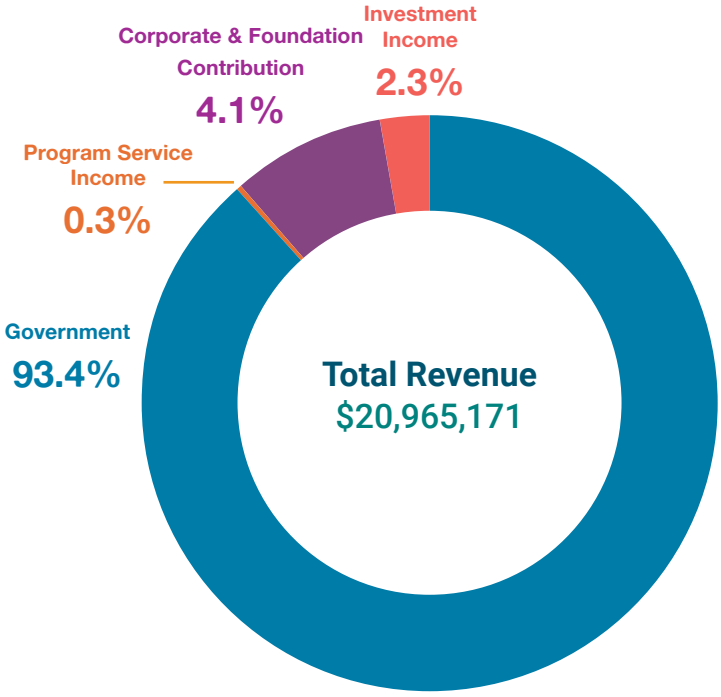
Total Revenue FY24-25: $20,965,171

Government
$19,575,218

Program Service Income
$60,502

Corporate & Foundation Contribution
$856,659

Investment Income
$472,792



Total Expense FY24-25: $20,437,432

Early Childcare/Preschool
$7,950,589

Family Support
$1,186,085

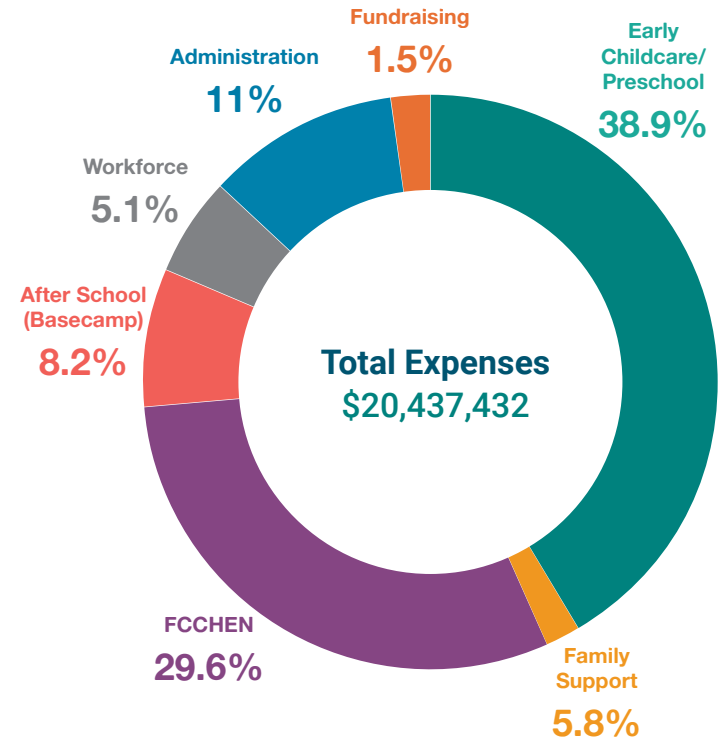
FCCHEN
$6,043,077

After School (Basecamp)
$1,670,777

Workforce
$1,039,251

Administration
$2,244,053

Fundraising
$303,600



Board of Directors 2024-2025

Thomas Igeme, Board Chair
Founder of TL Partners

Rui Bao, Vice Chair
Chief Business Official at Belmont Redwood Shores School District

Suna Mullins, Board Secretary
Realtor at North Point Real Estate

Rohit Agarwal, Board Treasurer
Co-Founder of Sora Finance

LiAnna Davis, Board Member
Chief Programs Officer, Wiki Education

Naeemah Charles, Board Member
Senior Director of the Center of Social Justice at GLIDE Foundation

Yvette Edwards, Board Member
Director at Themis Bar Review

Oscar Benitez, Board Member
Managing Director of Diversion & Reentry at Third Sector

Kavita Goburri, Board Member
Community Development & Finance Consultant

Deborah Mintz, Board Member
Senior Fellow at Third Sector Capital Partners

FACES Leadership Team

Jonathan Skolnick *- Chief Executive Officer*

Melissa Bryan *- Chief Operating Officer*

Laura Fernandez *- Director of People & Culture*

Prado Gomez *- Director of Operations & Facilities*

Alysia Gonzalez *- Senior Director of Child Development*

Roynika Hannah *- Workforce Director*

Ambreen Khawaja *- Director of Family Child Care Homes Education Networks*

Patricia Murillo *- Chief Program Officer*

Maggie Ni *- Finance Director*

Erika Pappas *- Director of Family Support and Wellness*

Idalia Ruvalcaba *- Enrollment Director*

Leah Spelman *- Senior Director of Development and Communications*

Seiko Velder *- Senior Director of Child Development Contracts and Compliance*

FACES
Family & Child Empowerment Services

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.

FOUNDATIONS/CORPORATE PARTNERS

Berenice Roth Spalding Foundation
City National Bank
Cocobreeze
Crankstart Foundation
Dodge & Cox
East Bay Community Foundation
George H. Sandy Foundation
Glide Foundation
Heffernan Foundation
Hellman Foundation
Ketron Financial LLC
Mimi and Peter Haas Fund
Morris Stulsaft Foundation
MWH Constructors & Webcor Builder
NCOA
PNC Foundation
Power Station Foundation
San Francisco Foundation
Stella S. Jones Foundation
Truist Foundation
UCSF
United Way California Capital Region
The Urban School of San Francisco

INDIVIDUAL DONORS

Angela Palermo
Arye Elfenbein
Davis and Feinberg Philanthropic Fund
Deborah Mintz
Dillon Russell
Eric Skolnick
Evan Moore
The Feinberg Family Fund
Genevieve Levin
George Brewster
Jonathan Skolnick
Jude Deckenbach
Judith Bryan
Julia Poelstra
Kaitlin Meek
Karen Wing
Kristie Turoff
Kurt Scheidt
Leann Mei Ai Yu
Mai Hart
Michele Scafani
Michelle Spiegel
Naeemah Charles
Nancy Colman
Oscar Benitez
Rachel and Chris Senio Family Fund
Rebecca Fink
Rita Lee
Roynika Hannah
Rui Bao
Seiko and Rodney Weaver
Suna Mullins
Susan Ang
Susan Caston
Susan Scarabelli
Susan Suryani Ang
Thomas Igeme
Thomas J. O'Connell
Yvette Edwards

Children take a trip to the Exploratorium during our BASECamp Summer Program.

DONATE!

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

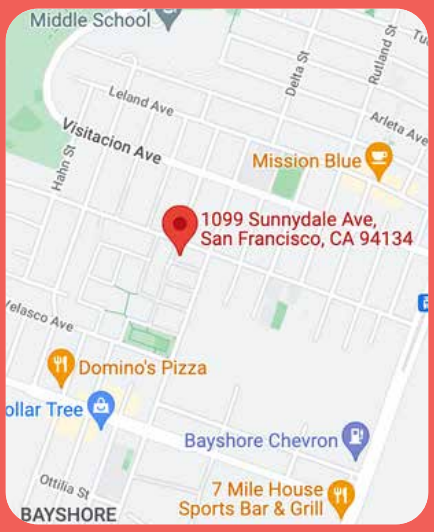
Masonic Child Development Center

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

Hayes Valley Child Development Center

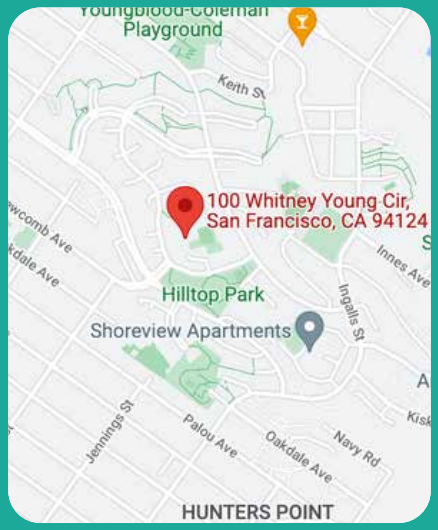
305 Buchanan St.
San Francisco, CA 94102
phone: (415) 552-1535

Visitacion Valley Job Center Workforce Development Services

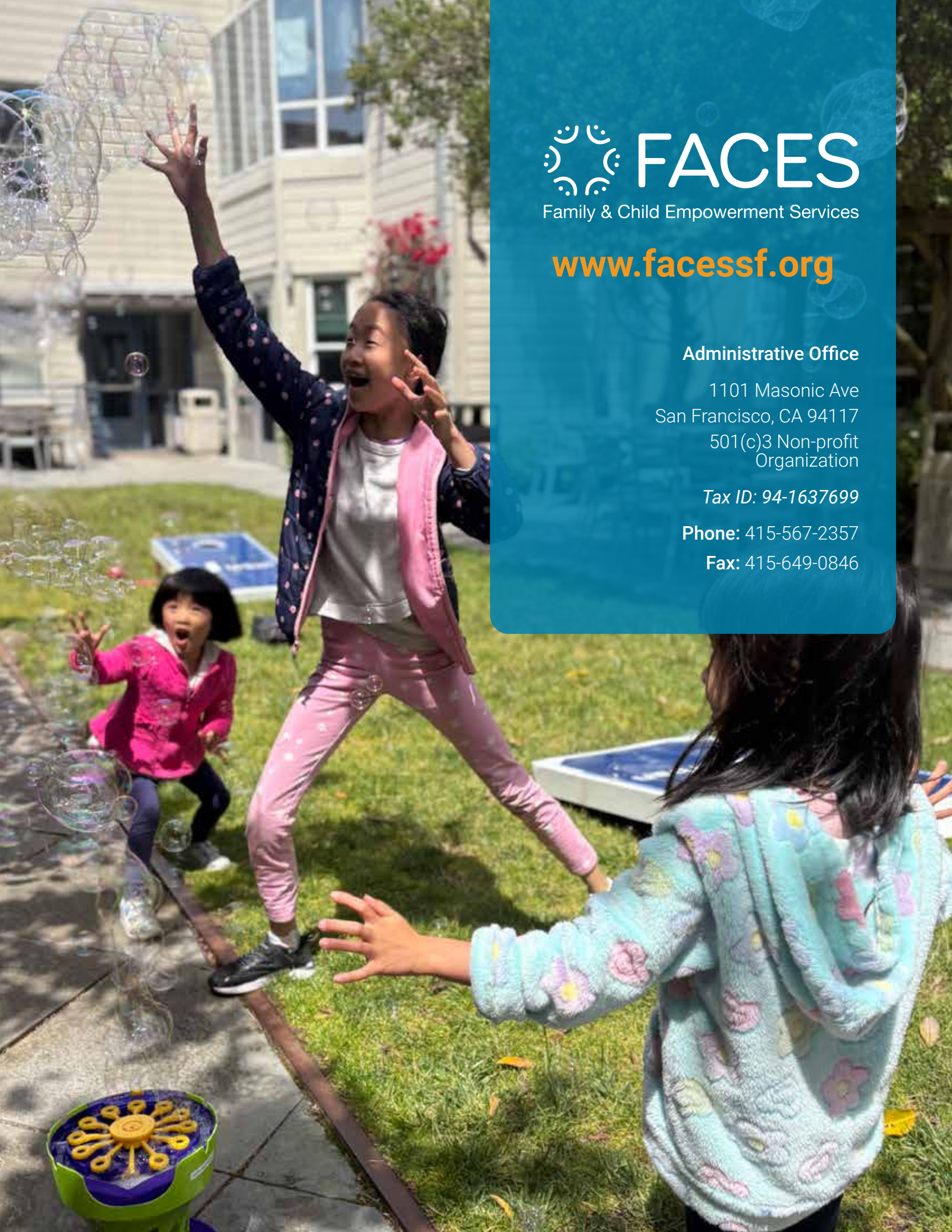


1099 Sunnydale Ave.
San Francisco, CA 94134
phone: (415) 239-8705
(415) 239-8700

Bayview Child Development Center Family Support Program After-School Program



100 Whitney Young Circle
San Francisco, CA 94124
phone: (415) 821-7550
fax: (415) 821-0442



FACES

Family & Child Empowerment Services

www.facessf.org

Administrative Office

1101 Masonic Ave
San Francisco, CA 94117
501(c)3 Non-profit Organization

Tax ID: 94-1637699

Phone: 415-567-2357

Fax: 415-649-0846