

Strategic Refresh 2027-2029



Executive Summary

First 5 Marin advances equitable systems change so that young children and their families can thrive. In partnership with families, community organizations, public agencies, and other leaders, we strengthen coordination across early childhood systems, elevate community voice, advance policy and advocacy, and invest in sustainable solutions that address systemic barriers.

The 2027 to 2029 Strategic Refresh builds on First 5 Marin's existing Strategic Plan, as well as our current mission, vision, and commitment to children and families prenatal through age 5. During this period of strategic focus, we will place greater emphasis on **birthing families and families with children ages 0 to 2**, addressing critical countywide gaps during the earliest years of child and family development.

Equity, community voice, collaboration, and long-term systems change inspire our work.

Vision

Every child in Marin County will thrive in supportive families and communities that nurture their greatest potential.

Mission

We work for and in support of children and families with the greatest need by strengthening systems, advocating at the regional and state levels, and providing services and supports.

Commitment to Equity

First 5 Marin is committed to serving children and families in Marin County through equitable and inclusive community engagement. Through our actions, we aim to combat the harm that historically racist practices have inflicted on communities of color in Marin County.

2027-2029 Goals & Objectives

1

Families are connected to services and resources to optimize their child's development.

OBJECTIVES

- Increase the number of families who successfully receive referrals, are connected to resources and supported in navigating systems to access the services they need.
- Birthing families and families with children 0-2 receive increased services and supports that are responsive to family and child needs.
- Support development of a culturally congruent/responsive/relevant community healthcare workforce.

2

Children have high quality early care and education experiences that promote early development.

OBJECTIVE

- Increase availability of quality affordable licensed infant and toddler care in a mixed delivery system.

3

Children are physically and mentally healthy.

OBJECTIVES

- Decrease amount of time it takes to access early intervention services.
- Increase Development and Behavioral Health Screenings in underserved areas and with underserved populations.

Learn more. Read the full Strategic Plan Refresh [here](#) and explore opportunities to partner and advocate. To connect directly, email Maria Niggle, First 5 Marin Executive Director, at maria@first5marin.org.