



Families lead, kids succeed.

JULY 2022-JUNE 2023

PSP ANNUAL REPORT

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PARENT SERVICES PROJECT

Uplifting and engaging families to take leadership for the well-being of their children and communities since 1980

At Parent Services Project, our mission remains rooted in a fundamental belief that strong, involved families allow children to develop to their fullest potential, and act as the most powerful forces in creating a more equitable and socially just future.

Working in diverse communities and primarily with Latinx immigrants, PSP helps create the conditions and opportunities that foster positive change at the individual and community levels. Our efforts strengthen parenting in the home and also prepare parents for roles as school and community leaders. We provide opportunities for parents to build their capacity and guide their children towards confident, positive futures and to create more equitable conditions in their communities. Through our programs, parents serve as early literacy ambassadors, technology promotores, playgroup hosts, and school and district parent leaders. As a result, more children are developing an early love of books. Families are more involved in their children's education, gaining child development knowledge as well as advocacy skills as they partner with schools to support student success. Parent leaders are advancing solutions that improve child outcomes, support families and strengthen communities for all.

As we celebrate these successes, we know that there is still much more work to do, and our efforts evolve as we continue to adapt to meet the needs of the communities we serve. A significant gap in educational equity persists for children in low-income households and children of color. To reverse harmful trends, and to build a strong future for all of our children, we need an active, vocal and growing constituency of families partnered with local schools and organizations to develop solutions. None of this work is done in isolation. All successes are shared by our family leaders, our program partners, our staff and board, and our donors. Together, we can work to ensure that all families have the tools and support they need to raise healthy, successful children. Together, we are paving the way for a more prosperous future for all. When families lead, kids succeed!

Balandra Fregoso, LCSW

Executive Director, Parent Services Project

OUR TEAM

We are a very powerful group of Latinx women representing diversity in age, experience and expertise.

Leading an all Latina team is very special, and I am honored to work by their side. We have a cultural bond that connects us, a unique sisterhood that is built on support and trust.

~Balandra Fregoso



From left: Kerry Bacho, *Raising A Reader Manager*; Karen Mazariegos, *Impact Technology Coordinator*; Tammy Sanchez, *Impact Technology Coordinator*; Balandra Fregoso, *Executive Director*; Perla de los Santos, *Playgroup Coordinator*; Angelica Almanza, *Shoreline Connectivity Coordinator*



Families from *Aprendiendo Juntos* celebrating the holidays

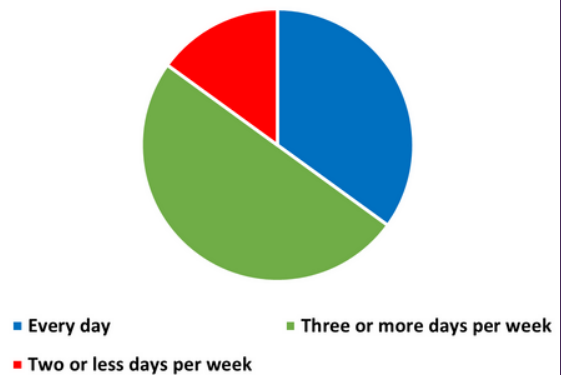
WHAT WE PROVIDE

Family engagement is vital to building a vibrant, inclusive and just community. PSP's programs simultaneously provide concrete supports while cultivating confident and skilled family and community leaders, who — working together — are active participants on behalf of their children and families. Over the past year we operated the following core programs:

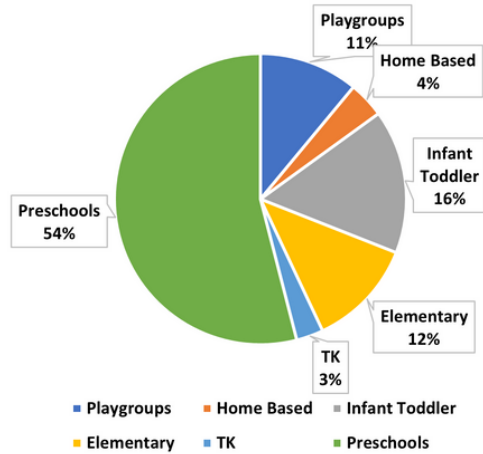
RAISING A READER

Raising A Reader is a take-home book bag program housed in early childhood programs, that helps parents set their children up for success by fostering social emotional learning, healthy family relationships and learning skills needed to thrive in school and beyond. Parents receive resources and training to build their skills in interactive reading techniques, support dual-language learners, and establish home reading routines. Evaluation of the RAR program this past year showed that 85% of RAR families have a regular routine for looking at books with their children. Studies show that reading regularly with your child helps to ensure a strong language foundation and fosters cognitive development as well as numerous other benefits. Our early literacy services are offered in 76 classrooms serving 1,900 children between the ages of 3-6 years old in Marin County and Sonoma. PSP also trained 24 leaders as Raising A Reader Ambassadors who lead story times with extension activities in their communities.

Number of days RAR participants read with their children



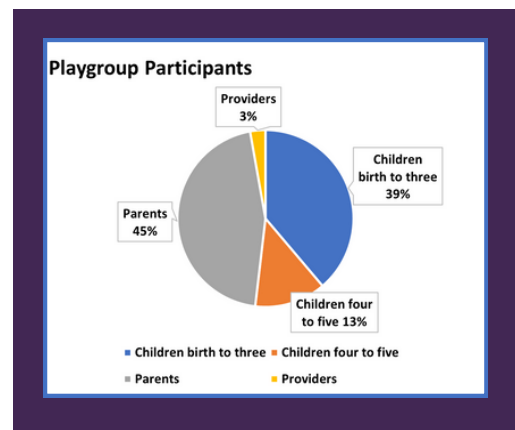
RAR Sites



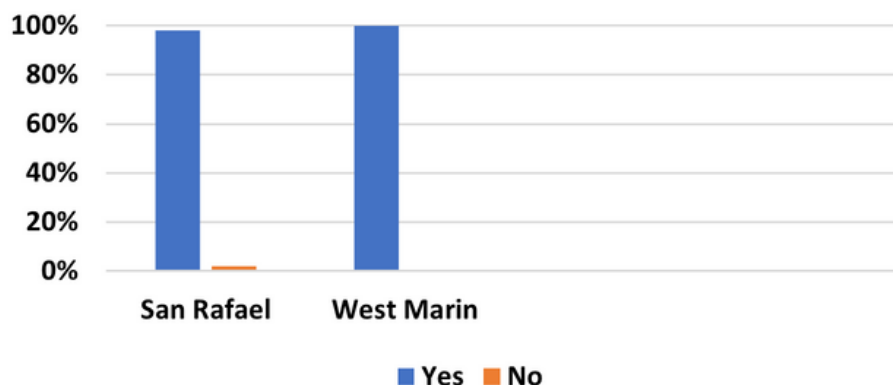
DEVELOPMENTAL PLAYGROUPS

Our developmental playgroups, *Aprendiendo Juntos* and *Baby Gym*, offer a two-generation family engagement strategy that provides fun and engaging child development services to young children between the ages of birth to five as well as support for their parents. Parenting can be difficult and these groups are designed to ensure that families are supported. Parents make social connections, learn about developmental milestones, bond and play with their children, and connect to resources. Like all of PSP's programs, the playgroups intentionally embed the five protective factors which have been shown to make positive outcomes more likely including: parental resilience, social connections, concrete support in time of need, knowledge of parenting and child development, and social and emotional competence of children.

PSP hosts a total of six playgroups per week in San Rafael, Point Reyes, Bolinas, and two per week in collaboration with the San Geronimo Valley Community Center. PSP welcomed 111 children and 105 parents/caregivers into our playgroup this past year.



Parents report that by attending playgroup, they have built knowledge and skills related to parenting and their child's development

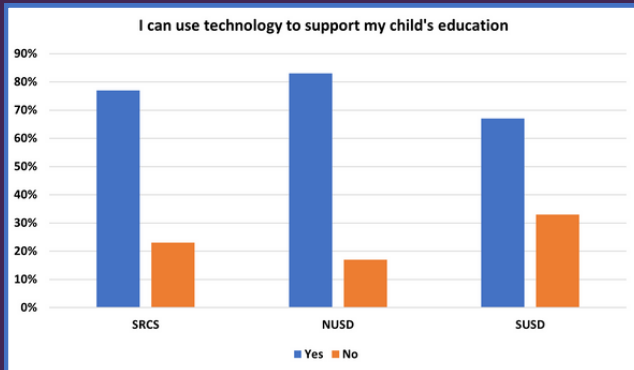
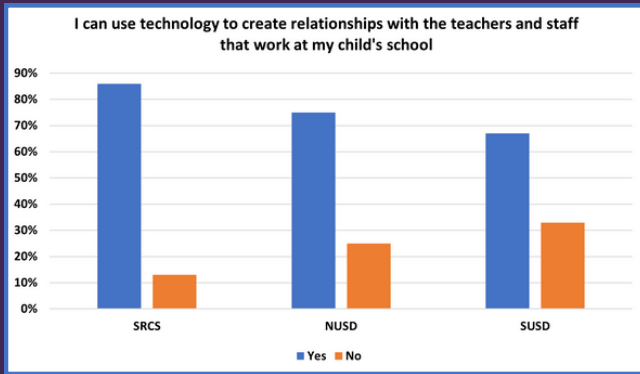


TECH-EQUITY

At Parent Services Project, we believe that access to high quality internet and the ability to use it is a human right. Without digital inclusion, people of color, Indigenous peoples, households with low incomes and people in rural areas will be left behind. Our in-person *Impact Technology* workshops are designed to strengthen each parent's digital literacy skills so that they can engage in their child's education in a meaningful way. Many parents report feeling shame and depression because of the need to monitor student learning on devices and apps with which they're unfamiliar. Our main goal is to demystify technology, by showing parents that they can begin to gain competency one step at a time. Additionally, *Impact Technology* trains parent leaders to facilitate small group and one-on-one sessions with fellow parents in the community, thus creating a cadre of parent leaders at the local level.



Parents improving their digital literacy skills in Novato



I liked learning how to navigate the computer because it helped me stay up to date with my children's information, grades and bus schedules this is why I decided to take the classes.

~ West Marin School parent

Survey data shows that after participating in our Impact Technology classes, the majority of parents report that they can use technology to support their children's education.

THE SHORELINE CONNECTIVITY PROJECT

The Shoreline Connectivity Project is bridging the digital divide in West Marin, specifically focusing on lower-income households. The digital divide became more pronounced during the COVID-19 pandemic, when schools switched to online education out of public health necessity. Within the Shoreline Unified School District, which serves families in the northern rural areas of Marin reaching up to Sonoma County, there were more than 40 families who urgently needed internet service in order to participate in online classes. With this time-sensitive need to provide a solution quickly to address new challenges brought on by the pandemic, Parent Services Project, Marin County Free Library, the Marin County Information Services and Technology (IST) Department, Shoreline Unified School District, Marin Community Foundation, West Marin Fund, and Pincus Family Fund came together to explore broadband service enhancements through Starlink Technology. Fifty families now have access to high quality, high-speed internet.

OUR FUNDERS

We count on the support of forward-thinking funding institutions and generous private donors. Our funders and donors share our belief that investments in family engagement and community leadership are critical to our children's future. We gratefully acknowledge all of the funders and donors who have supported PSP and the communities we have served this past year. Our major funders include:

- American Rescue Plan Act
- Bella Vista Foundation
- County of Marin
- First Five Marin
- Fullerton Family Foundation
- Marin Community Foundation
- McPherson Masneri Fund
- Parent Learning Opportunity Fund
- The West Marin Fund

SPECIAL THANKS
This report was made possible by a grant from the West Marin Fund.



Practicing fine motor skills and visual art at *Baby Gym*

BOARD OF DIRECTORS

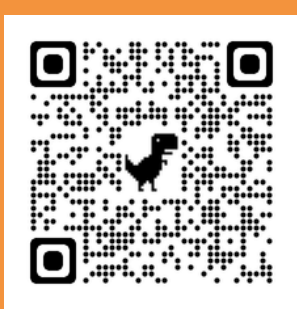
- Lucia Gonzalez
- Kate Joiner
- Alistair Matthew
- Karina Soares

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To find out more about PSP or to discuss a potential partnership, contact us or visit our website at parentservices.org



ONLINE CONTRIBUTIONS

<https://donatenow.networkforgood.org/parentservicesproject>



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I just donated to Parent Services Project, Inc.. Do the same!

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Learning through art at playgroup