



impact report

2024 ANNUAL REVIEW



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**As of May 2025*



our mission



Through targeted, compassionate, and effective early intervention services, We Care helps young children and their families reach their full potential, regardless of their abilities or circumstances.

This mission drives everything we do. Every day, our dedicated staff works tirelessly to bring life-changing services to the children and families who need them most. We focus on reaching them early to create the most significant impact. We remain deeply committed to turning our mission into reality—one child, one family, one life-changing moment at a time.

None of this would be possible without you.

Your support gives a family the strength to break free from cycles of trauma. Your support helps a child walk into kindergarten ready to learn and grow. Your support offers children the chance to live a healthy and happy life, even when the odds seem impossible. The stories in this report are not just about the children and families we serve. They are about you and the lives you change by caring, by giving, and by believing in the work we do.

We couldn't be more grateful.



a message of gratitude



Dear We Care Family,

As I reflect on this past year, one word continues to come up: **gratitude**.

Thanks to your unwavering support, we've reached more children and families than ever before.

Children and families struggling with mental health challenges, developmental delays, and overwhelming adversity were met with compassion, competence, and hope. Every new milestone—whether it was a first word spoken, a smile after weeks of fear, or a parent feeling better equipped—was made possible because you believed in our mission.

This year wasn't without its challenges. Our community continues to feel the ripple effects of economic uncertainty, shifts in access to public health, and entrenched poverty. But through it all, your support allowed us to remain a steady, trusted resource for families in crisis.

There will be challenges to come, as well. But we are undeterred. We've seen the power of early intervention, the resilience of families, and the change that happens when a community comes together for its most vulnerable.

Your generosity is what fuels and creates that impact.

To each of you, thank you. You help make so much good possible. We are honored to do this work with you as our partner and I hope you find this report as encouraging as we do!

Best,

A handwritten signature in blue ink, appearing to read 'Pete Caldwell'.

Pete Caldwell
Executive Director



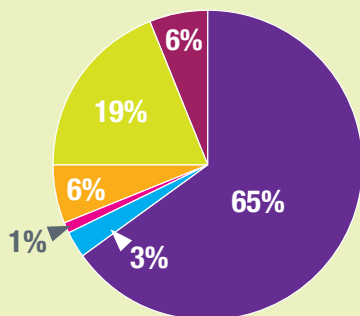


2023-2024

Financial Report

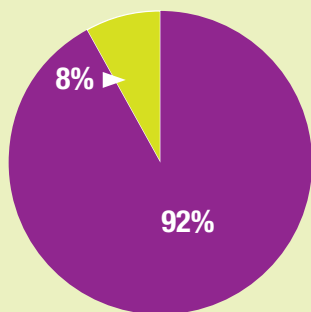
Below is a review of our financials for our Fiscal Year 2023-24

REVENUE



- CONTRA COSTA COUNTY HEALTH SERVICES
- CONTRA COSTA COUNTY FIRST 5
- REGIONAL CENTER OF THE EAST BAY
- PRESCHOOL
- INDIVIDUAL & CORPORATE SUPPORT
- GRANTS & FOUNDATION SUPPORT

EXPENSES



- PROGRAMS
- ADMINISTRATIVE & FUNDRAISING

highlights 2024

For over six decades, volunteers have enriched the heart of our mission.

Their diverse involvement has been crucial, from classroom assistance to spearheading projects and community engagement. These compassionate individuals dedicate their time and talents to helping us guide children and their families toward a brighter future. On behalf of We Care and the families we serve, thank you for your boundless generosity.

OUR PROGRAMS
AND EVENTS
ENGAGED
MORE THAN
1,700
CHILDREN
AND FAMILIES



I've seen firsthand the impact We Care has and that is the reason I have supported them for so long.

—Janice Flowers

developmental services

In 2024, We Care's developmental services provided essential early intervention for children up to age five, helping them overcome significant delays in intellectual, physical, and emotional growth. Without early support, these challenges can limit a child's ability to thrive. This past year, by working closely with families, we helped parents strengthen their child's development—enhancing language, motor skills, and social interactions while fostering emotional well-being. These services not only prepared children for school success but also empowered parents to advocate for their child's needs. By addressing concerns early, we helped children build a stronger foundation for a brighter future.

Our commitment to early intervention was carried out through the programs outlined in the pages of this report, each designed to meet the unique needs of the children and families we serve.



Preschool Classrooms

Designed for children from low-income families and those with diagnosed behavioral or emotional needs due to mental health issues, our preschool classrooms offer a structured and nurturing environment to support early learning. With a curriculum that is developmentally, culturally, and linguistically responsive, we focus on pre-academic readiness, social-emotional development, and behavioral support to help children build the skills they need for kindergarten. For those with significant mental health needs, a behavioral specialist and mental health therapist provide additional guidance, ensuring each child receives the individualized support they need to thrive.

“As a parent, I can't
imagine a world
where it's okay that
any child is left
behind. Supporting
We Care is my way
of helping make
sure no one slips
through the cracks.”

—Christine Andres





“We Play” Developmental Playgroups

Our developmental playgroups provide early intervention for children with developmental challenges who do not qualify for government-funded services. Held at local First 5 Centers, these small-group sessions bring children and caregivers together in a warm, play-based environment where they can build language, motor, cognitive, and social-emotional skills. Led by early childhood specialists, the sessions equip parents with interactive strategies they can use at home to support their child’s progress. Recognizing that every family’s needs are different, we also supplement in-person groups with at-home lessons, allowing for greater flexibility and continued learning beyond the classroom.



Beyond Boundaries Toddler Program

Our Beyond Boundaries Toddler Program provides specialized early intervention for children 18 months to three years with autism or who are at risk for autism. Using the Early Start Denver Model (ESDM)—a play-based, evidence-based approach—we incorporate learning into everyday routines, helping toddlers develop language, motor, and social skills in a natural way. With a 1:2 teacher-to-child ratio, our staff creates a highly engaging, individualized learning environment tailored to each child’s needs. Parent education is also a key component, ensuring families have the tools and strategies to support their child’s growth at home. As the program continues to grow, we remain dedicated to reaching more children and families who need this critical support.

we care's impact

We Care's Impact in 2024:

Developmental Services Support Big Steps toward Independence

Rozzie began at We Care before her second birthday. Born at just 28 weeks, she faced developmental delays and needed extra support with communication and social interaction. Her mom, who had connected with We Care years ago, knew it was the right place to help Rozzie thrive.



Through 2024, Rozzie's growth was clear. With support from her teachers, she developed language, social skills, and confidence. She learned to express herself, build relationships, and actively participate in classroom routines. What began as quiet observation became joyful leadership.

At home, Rozzie's mom noticed big changes. Rozzie became more verbal, more engaged, and more connected to daily routines. Despite the challenges of not having a car, her mom made sure Rozzie rarely missed a day—because she saw just how much the program was helping.

By the time Rozzie turned three, she was ready for preschool and eager for the next step.

She came in cautious,” Rozzie’s teacher shared. “Now she’s the one inviting others in. Watching her grow has been a gift.”



mental health services

In 2024, We Care's mental health services provided critical support for children up to age five who have experienced trauma, abuse, or neglect—challenges that can shape their future. Our services helped these children heal while equipping parents with the tools to foster their child's emotional and behavioral growth. By working closely with families, we helped break cycles of trauma and create a strong foundation for long-term well-being. This past year, our work prevented school expulsions, helped children remain in loving foster homes, and supported healing from deep emotional wounds. By intervening early, we gave children the opportunity to build resilience and reach their full potential.

These life-changing services were delivered through the programs outlined in the pages of this report, each tailored to meet the individual needs of the children and families we serve.



Parent-Child Therapy

For children facing trauma, anxiety, depression, aggression, or other behavioral challenges, our parent-child therapy offers targeted interventions to strengthen family bonds and promote healing. Our clinicians work closely with families to address deep-rooted emotional concerns and help children develop healthier coping strategies. Sessions take place in the home, in-office, or via telehealth to best meet the family's situation, providing a safe and nurturing space where children feel comfortable expressing their emotions.



Wraparound Program

Families navigating complex challenges—such as abuse, homelessness, or substance use—often need a broad network of support. Our wraparound program provides a family-driven, team-based approach that offers advocacy, peer support, and coordinated care to address a child's needs holistically. Our facilitators work closely with families to develop customized plans that build on their strengths and create stability. By wrapping children with a strong support system, we help families establish a foundation for long-term healing and resilience.





Intensive Care Services

Our intensive care coordination services provide specialized mental health support and care coordination for young children with significant emotional and behavioral needs. This program primarily serves children in foster care or the reunification process, but it is also available to other children facing complex challenges. Our team works closely with families, caregivers, and service providers to develop individualized care plans that meet each child's needs. By offering structured, team-based support, we help ensure children receive the stability, therapeutic services, and advocacy they need to build resilience and long-term well-being.



Preschool Consultation Program

Our preschool consultation program provides vital early childhood mental health support to community preschools, focusing on preventing expulsions. Our mental health consultants collaborate with early care staff and families to strengthen their ability to recognize, prevent, and address behavioral and emotional challenges in young children. This program empowers preschool teachers with strategies that create a more supportive and inclusive classroom environment, ensuring children receive the guidance and resources they need during their most formative years. By reducing expulsion rates, we help protect children from the long-term consequences of being excluded from early learning environments.



PATH: Perinatal Mental Health Program

Expectant mothers experiencing depression, anxiety, or trauma can face significant challenges that impact both their well-being and their baby's development. Our perinatal mental health program provides assessments, therapeutic interventions, and referrals to help mothers navigate pregnancy and postpartum challenges. Inspired by leading maternal mental health initiatives, this program supports mother-baby bonding and fosters positive early relationships that are essential for a child's long-term emotional health. By addressing maternal mental health early, we create stronger foundations for both mother and child.



Early Connections

New caregivers often need guidance as they navigate early bonding, mental health, and parenting challenges. Early Connections offers personalized support to help parents and caregivers build strong, nurturing relationships with their infants. Through one-on-one consultations, group support, and educational resources, we empower families with the tools to foster healthy early development. Whether addressing sleep struggles, feeding challenges, or emotional attachment, Early Connections provides a trusted space for caregivers to seek guidance and build confidence.



Everyday Moments Program

Through a specially funded partnership with Early Childhood Mental Health Program, First 5 Contra Costa, C.O.P.E. Family Support Center, and Lynn Center, we continue to support families in building strong, nurturing relationships with their children. Everyday Moments provides a combination of community-based parent groups and individualized consultations, helping caregivers recognize and make the most of daily interactions to foster their child's emotional and developmental growth. By equipping families with practical strategies and a supportive network, this program helps parents create meaningful connections that lay the foundation for long-term well-being.



Behavioral Support Services

Understanding a child's behavior can feel overwhelming for many caregivers. Our behavioral support services provide families with practical tools and strategies to interpret and respond to their child's needs. By focusing on the root causes of behaviors rather than just the symptoms, we help caregivers develop skills that create positive, lasting change in their child's emotional and social development. Through individualized coaching and education, we equip families with the knowledge and confidence to support their child's growth in meaningful ways.

we care's impact



We Care's Impact in 2024:

Mental Health Services Creates Family Healing

When Jason and Lisa opened their home to young sisters, they quickly realized the girls had experienced deep trauma. They struggled with emotional outbursts, withdrawal, and a fear of trusting the world around them. Despite their best efforts, Jason and Lisa felt unprepared to meet the girls' complex needs—so in 2024, they turned to We Care.

Over the past year, We Care's family therapist worked closely with the entire family, helping Jason and Lisa create a safe, nurturing environment where the girls could begin to heal. Through interactive therapy, the sisters learned to express their emotions in healthier ways, and their parents gained the tools to support them through even the most difficult moments. With We Care's support, Jason and Lisa gave the girls more than just a home—they gave them the stability, love, and future they deserved.

“One of the girls was having a meltdown, crying for her birth mother. I panicked, then I thought, ‘We’ve got this.’ Because of our therapist’s guidance, we knew exactly what to do.” —Lisa



on the horizon

We Care is committed to continuously expanding our reach and strengthening the support we offer to young children and their families. This year, we are introducing two programs that will deepen our impact—one is a long-standing service we are bringing back, and the other is a new initiative designed to equip parents with the tools they need to foster healthy early development.

Our Home-Based Infant Development Services will once again provide early intervention in the home for infants and toddlers experiencing developmental delays. Through one-on-one visits with an early intervention specialist, families will receive personalized support in key areas such as communication, motor skills, problem-solving, and social-emotional growth. By working in a child's natural environment, we help parents gain confidence as their child's first and most important teacher.

We are also launching **Parents as Teachers**, a nationally recognized home-visiting program that equips parents with child development knowledge, parenting strategies, and connections to valuable community resources. By strengthening the parent-child relationship and offering individualized support, this program empowers caregivers with the tools they need to promote their child's learning and well-being from the very start.

Additionally, we are looking to build upon a recent state-sponsored funding opportunity, where We Care was selected from a highly competitive pool of agencies to receive specialized training in **Child-Parent Psychotherapy (CPP)**—an evidence-based, trauma-focused intervention designed for young children and their caregivers. As of late 2024, we began introducing CPP to families who need it most, and as we move forward, we will continue to expand its reach, integrating it more deeply into our services. Building upon existing supports, CPP is an intensive, research-backed therapy approach that allows us to provide early intervention in a way that best meets each family's specific needs—helping to foster healing, strengthen parent-child attachment, and improve long-term mental health outcomes.

We recognize that our world is constantly changing, and the families we serve continue to face new and overwhelming challenges. No matter what shifts around us—or how much we grow—our focus remains the same: to provide the best possible support to at-risk children and families in our community who need us most at a time when we can have the greatest impact.





message

from our
board of directors
Simi Gupta, Board Chair

As we reflect on our achievements in 2024, we recognize that the communities we serve continue to face evolving challenges. Yet, We Care's dedicated community remains unwavering. Our inspiring staff work tirelessly to change the lives of children every day. Our passionate volunteers give their time and energy, making a meaningful difference. And none of this would be possible without our incredible donors, whose generosity has strengthened We Care, allowing us to grow and stand the test of time.

Your support empowers us to dream bigger, extend our reach, and create a lasting impact. Together, we look ahead to 2025—a year of progress, resilience, and hope.

—Simi Gupta, *Board Chair*





2024 SUPPORTERS

We couldn't be more grateful for the heartfelt compassion and support of those who believe in the work we do with at-risk children and their families. Because of your partnership, we've been able to serve even more of our community's most vulnerable members and help them reach their full potential, regardless of their abilities or circumstances. We deeply appreciate the incredible philanthropy shown by the caring individuals and businesses in our community.

\$100,000 and Above

Steve and Debra Gonsalves
Impact Diablo Valley

\$30,000 to \$100,000

Comis Foundation
George and Vicki Gallegos
Jim and Laura Hulburd
Dan Martin
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\$5,000 to \$15,000

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\$250 to \$2,500

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Paul and Cathie Staley
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Keira Lynn Ufalusi
United Way of the Bay Area
Jennifer Watson
Karen Watson
Jane Weese
Bob and Dawn Wilkie
James and Dina Zapanta



Donations in Memory & in Honor

Matt, Dorine, Angela, Matthew, Jessica and grandchildren in memory of [Debra Gonsalves](#)

Joe and Jean Alamillo in memory of [Debra Gonsalves](#)

Tom Branagh in memory of [Debra Gonsalves](#)

Tom and Debi Branich in memory of [Debra Gonsalves](#)

Pete Caldwell in memory of [Debra Gonsalves](#)

Katy Daley in memory of [Debra Gonsalves](#)

Daniel and Cynthia Dwyer in memory of [Debra Gonsalves](#)

Dirk and Marilyn Fitzgerald in memory of [Debra Gonsalves](#)

Bradley Franc in memory of [Debra Gonsalves](#)

Karen Harless in memory of [Debra Gonsalves](#)

Donald and Leslie Howell in memory of [Debra Gonsalves](#)

Ron Hunt in memory of [Debra Gonsalves](#)

Tom Kennon in memory of [Debra Gonsalves](#)

Robert Mena in memory of [Debra Gonsalves](#)

Michael Menefee in memory of [Debra Gonsalves](#)

Montane Building Group, Inc. in memory of [Debra Gonsalves](#)

Sandra Neal in memory of [Debra Gonsalves](#)

Jennifer Nenni in memory of [Debra Gonsalves](#)

Mabel Neys in memory of [Debra Gonsalves](#)

Alice Ponti, Kevin Ponti and Melissa Hannon in memory of [Debra Gonsalves](#)

Ron and Nancy Salmon in memory of [Debra Gonsalves](#)

Barry Serafino in memory of [Debra Gonsalves](#)

Jim Taylor in memory of [Debra Gonsalves](#)

Dee Turrin in memory of [Debra Gonsalves](#)

Dora Veronica in memory of [Debra Gonsalves](#)

Jennifer Watson in memory of [Debra Gonsalves](#)

Karen Watson in memory of [Debra Gonsalves](#)

Chris, Noreen, Greg, Christine, Eric, Lauren, Bryan, Rachel and Meghan in honor of [James and Laura Hulburd and Family](#)

Alfred Accurso, Jr. in memory of [Al, Coralla and Marisa Accurso](#)

Barbara Bentley in memory of [Rex Johnson](#)

Chris Bryson in honor of [Simi Gupta](#)

Janet Bruno in memory of [Rick Jones](#)

Robin and Steven Cavagnolo in honor of [Paula Tippery](#)

Mary Corley and Jeff Bonds in honor of [Pete Caldwell](#)

Tracy Duberman in honor of [Bob Sachs and his Advisory Role with TLD Group](#)

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Ann Hunter in memory of [Robert Hollingshead](#)

Lisa Mason in honor of [Laura Hulburd](#)

Cheryl Mills in memory of [Alex](#)

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Rosemarie Gallagher Special Needs Trust in memory of [Rose Gallagher](#)

Eric Ruiter in memory of [Dia and Suzanne Ruiter](#)

Stephen Schendel in memory of [Wanda Mae Schendel](#)

Cheryl Shaffer in memory and honor of [Joanne Hawkins](#)

Marion Stern in memory of [Rose Gallagher](#)

Jane and Denny Weese, Mary Abroe, and Jay and

Pam Munsell in memory of [Robert Hollingshead](#)

Scott Zimmermann in honor of [Barbara Bentley](#)

In-Kind Donations

The 2024 We Care Gala wouldn't have been the same without the incredible in-kind donations from generous businesses and individuals in our community. From exciting getaways to the City for Warriors games to intimate, chef-curated dinners at home, our amazing donors made every moment of our silent, dessert, and live auctions truly special.

Abbott's Passage Winery
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American Conservatory Theater

Audium Theater SF

Balletto Vineyards

Betsy Beros

Buena Vista Winery

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Pete Caldwell

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Ridge Wine

River Fox Train

Ruby Hill Country Club

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Silver Oak Cellars

Sip & Script

SIPS – The Bottle Emporium

Sloat Garden Centers

Sonoma Ballooning

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The Dinner Detective

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