



Re'Optima Family Resource Center

2024 Impact Report

For July 2024 to December 2024

Connecting families to the
resources they need to thrive.



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Letter From Our Founder

Dear Friends and Community Members,

Reflecting on the past six months since Re'Optima Family Resource Center opened, I am filled with pride and gratitude for the transformative work we've achieved, despite facing significant challenges. Our family resource center was created with a singular, unwavering mission—to ensure that all families, regardless of their circumstances, have a safe and supportive space where they truly belong.

Opening this vital resource with extremely limited funding presented a significant challenge. Yet, the need for such a space was undeniable, and we were determined to make it a reality. Through unwavering dedication, partnerships with local organizations, and the incredible strength of our volunteers, we have managed to navigate these obstacles and begin making a meaningful difference in the lives of the families we serve.

Over the past six months, Re'Optima FRC has become more than just a facility—it has become a lifeline for families, particularly those from low-income and at-risk communities. This space was designed not just to provide resources, but to embody a sense of belonging for every family who walks through our doors. Every family, regardless of their background, should feel seen, heard, and supported. It is our firm belief that this space is one where each family member, from parents to children, has the opportunity to thrive!

In our center, families have access to a variety of resources aimed at addressing immediate needs, including access to food resources, childcare resources, and social service support. We also focus on providing the tools, education, and support necessary for families to build a path toward self-sufficiency. Through job training programs, financial literacy workshops, and educational resources, we empower families to take control of their futures and create long-term stability for themselves and their children.

The families we serve are the heart of our mission, and every day we witness the resilience, hope, and determination they bring with them. For many, our center offers a critical support system that helps them overcome barriers to



success, whether they are struggling with financial instability, housing insecurity, food insecurity, or other challenges. By creating this space, we are not only meeting immediate needs but also providing the foundation for lasting change within the community.

As we look ahead, I am excited for the continued growth of Re'Optima Family Resource Center and the continued impact we will have on our community. With your support, we will continue to expand our offerings, strengthen our partnerships, and ensure that no family has to navigate these challenges alone. Together, we are creating a future where all families can flourish and where our community can truly thrive.

Thank you for your unwavering support, and for believing in the importance of Re'Optima Family Resource Center that serves as a place where every family truly belongs.

Warmest Regards,

Deminika Spears

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Bridging the Gap Between Families and Community Resources



Families in San Francisco County continue to face significant challenges in accessing essential community resources and support systems. Despite the availability of various services, barriers such as limited awareness, accessibility issues, and systemic inequalities prevent many families from receiving the crucial support they need. These challenges not only hinder a family's ability to achieve optimal social, emotional, and physical well-being but also have a detrimental impact on the overall quality of children's environments.

Re'Optima is a non-profit organization dedicated to supporting families in need. Through our Family Resource Center, we provide a range of services to residents of San Francisco County. At Re'Optima, we prioritize the well-being of each family, ensuring they feel seen, heard, and valued. We work collaboratively with families to understand their unique circumstances and develop personalized service plans that address their specific needs. By providing direct access to resources that strengthen their social, emotional, and physical well-being, Re'Optima empowers families to thrive within their community.

Mission

To increase childhood outcomes by reducing the impact and incidence of family systemic oppression. Ensure all families are seen, heard, and valued as they seek resources and support.

Vision

All children and families receive the best possible start in life to be self-sufficient and thrive in their environments.

Who We Serve

Through the Re'Optima Family Resource Center, we provide valuable services such as regular workshops on financial awareness and planning to empower families to make informed decisions. We offer a dedicated space with internet access, enabling families to conduct service-based research, such as housing or employment searches. We also facilitate connections to other vital community resources, ensuring families have access to a wide range of support options. Recognizing the critical needs of young families, Re'Optima also provides free baby care packages containing essential items, including diapers, to alleviate some of the financial burdens and ensure the well-being of infants.

Expecting Mothers

Birth parent, as early as 12 week gestation.

Families

Individuals parenting young children, 0-5 years of age.

Professionals

Teachers and educators working with children and families 0-5 years of age, providing critical early learning interventions and strategies to holistically support the whole child.

Non-Birthing Parents

Supporting the other parent with resources and support to welcome their newest family addition.





“Our goal is to provide meaningful experiences for young children and make a difference in the lives of all children and families.”

Our Grand Opening Celebration

Despite receiving approval for an OEWD grant, securing suitable commercial space within budget proved challenging. After an extensive search, a location was secured and founder Deminika Spears personally funded the entire renovation, purchasing all necessary supplies and equipment. While facing the setback of being denied numerous operational and program grants, Re'Optima Family Resource Center persevered and successfully opened its doors in San Francisco on July 1, 2024.

To promote the Grand Opening, Re'Optima leveraged its network, inviting early childhood educators to participate and share information with their families. We took to social media to advertise the event, and personal invitations were extended to city leaders, including the Mayor London Breed and District Supervisor Aaron Peskins, who graciously attended. The Mayor's presence garnered unexpected media attention, with Channel 2 News live-streaming the event.

With the generous support of two dedicated volunteers, the Grand Opening was a resounding success, drawing 35 attendees. The Mayor's presence significantly contributed to the event's success, attracting community members and generating valuable support.



Baby Essential Program

Recognizing the critical needs of young families, the resource center provides weekly distributions of essential baby supplies, including a can of formula, two packages of wipes, and a package of approximately 40 diapers. This vital service is offered free of charge to families. Furthermore, the resource center allows families to 'shop' for other essential items, such as clothing and toys, which are made available through generous community donations. This program aims to alleviate some of the financial burdens faced by families and ensure that children have access to the necessities they need.

To date, the Baby Essential Program has served 25 families

Through this program we provide:

- * Baby Clothes
- * Blankets
- * Breast Pumps
- * Diaper Bags
- * Baby Carriers
- * Baby Toys
- * Play Pens
- * Bassinets
- * Humidifiers
- * Sound Machines
- * Bibs
- * Socks
- * Shoes
- * Postpartum Supplies.



Community Baby Shower Program

To best serve the community, we have structured this Community Baby Shower program as a quarterly event, contingent upon available funding.

This program is designed for pregnant mothers, from 24 weeks prenatal to 3 months postpartum. The event emulates a large-scale community baby shower, offering festive decorations, engaging games, refreshments for all ages, and a joyful atmosphere.

Based on available donations, families receive a selection of essential baby items, which may include swings, car seats, strollers, bouncy chairs, diapers, wipes, toys, carriers, bottle warmers, wipe warmers, baby gates, personal blenders, bottles, pacifiers, and other essential items. Every 15 minutes, a raffle is held for larger items.

This event is entirely free and open to the public.

The first Community Baby Shower was a resounding success, drawing 52 attendees, with 39 expectant mothers receiving valuable support and resources.



Cathy's Story

Cathy Williams, a single mother already raising a two-year-old, was facing significant financial strain as she prepared for the arrival of her second child. Overwhelmed by the burden of providing for her growing family, Cathy found the Community Baby Shower to be a lifeline. The event provided her with much-needed support and essential items, alleviating her stress and allowing her to confidently prepare for her baby's arrival.

"I am so grateful for you, Deminika! The two largest items I needed, I now have. Thank you! I was unsure how I was going to get these items."

— Cathy Williams

Nawel's Story

Overwhelmed by the challenges of homelessness and pregnancy while caring for her two-year-old son, Nawel Sifi found herself facing an uncertain future. However, attending Re'Optima's Community Baby Shower proved to be a turning point. Through Re'Optima's valuable connections, Nawel was introduced to another nonprofit that provided her family with crucial temporary housing, offering much-needed stability during this challenging time.

"Thank you for your time, your energy, and your creativity. You've just made my baby shower unforgettable. I was lonely and desperate. Your help gives me hope and desire to persevere for my baby. Love you!"

— Nawel Sifi



Devon's Story

As a first-time parent and a doctoral candidate, Devon Delaney had a lot on her plate. Preparing for a baby while managing academic life was daunting. However, attending Re'Optima's Community Baby Shower provided much-needed support. The event alleviated some of the stress associated with preparing for their first child, and Devon and her husband were incredibly grateful for the essential baby items they received. The experience provided them with peace of mind as they prepared to welcome their little one.

“My husband and I were so blown away by the event. We are so thankful for you and all of your hard work!”

— Devon Delaney

Volunteer Spotlight: Laura Saravia

Volunteers like Laura Saravia are critical to the functioning and wellbeing of our nonprofit, her dedication and support is essential to sustaining the programs and services that make a real difference within our community. At the Community Baby Shower, Laura witnessed firsthand the impact the organization has on families in need. Her interactions with mothers like Nawel, Devon, and Cathy inspired her to continue advocating for families and supporting nonprofits like Re'Optima.

“My experience volunteering at the Re'Optima annual baby shower was truly rewarding. Interacting with families in need highlighted the various challenges mothers face in meeting their children's needs. It became evident how essential it is to have more nonprofits like Re'Optima that provide vital support to these mothers. ”

**— Laura Saravia,
Re'Optima FRC Volunteer**



2024 Financial Overview

As a 501(c)(3) nonprofit, Re'Optima Family Resource Center does not sell good, or purchase goods. Re'Optima FRC does not have any assets.

Grants and Donations

OEWD Office Storefront Grant	\$25,000
SMILE Grant	\$8,600
SF Junior League	\$5,000
Zeffy Donations*	\$3,500

Total Grants and Donations	\$42,100
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*The Smile Sack Project was the most generous supporter on the Zeffy Platform, contributing a significant \$2,000. Their generosity extended further with the donation of 100 Smile Sacks for the Community Baby Shower, valued at \$1,026.14. In total, the Smile Sack Project's contributions amounted to \$3,026.14.

Program Costs

Community Baby Shower	\$9,048
Baby Essentials Program	\$15,000
Grand Opening Event	\$4,000

Total Program Costs	\$28,048
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Total Profits	\$-21,748
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To address funding shortfalls, Re'Optima's founder, Deminika Spears, leverages her professional expertise as a Financial Professional. Commissions earned from assisting families with their financial goals are reinvested directly into the organization. These funds are used to cover operational expenses, including rent for the San Francisco-based center, and to provide essential supplies for the Baby Essential Program. All hours dedicated to Re'Optima are volunteer, unpaid hours.



“We aim to bridge the gap between families and community resources by leveraging our collective expertise to create a supportive network.”

Our Community Partners



On behalf of Re'Optima Family Resource Center, we would like to extend our heartfelt gratitude to all of our community partners for their unwavering support throughout the past year. Your partnership and commitment have been instrumental in enabling us to expand our operations and reach more families in the San Francisco/Bay Area, and we are truly thankful for your contributions.

Thanks to your generous support—whether through financial assistance, volunteer time, or shared resources—we have been able to increase our capacity to serve the women, children, and families that rely on us. Together, we've helped provide essential resources to families, provided housing support, created access to the internet/computers, and we were instrumental in providing baby essential items for their new addition, empowering individuals to build sustainable futures.

Your dedication has made a real difference in the lives of many, and we are proud to have you as part of our extended family. As we reflect on the progress we've made, we also look forward to the exciting opportunities ahead to continue our work, deepen our impact, and strengthen our community.

We look forward to our ongoing collaboration and are excited about the possibilities that the future holds. Thank you once again for your continued belief in our mission and for being an integral part of our success!



Get Involved

In 2025, Re'Optima Family Resource Center aims to expand its vital programs, including developmental playgroups, family workshops, educator workshops, family support groups, the 'My Baby and Me' program, the Winter Toy Drive, and the Back to School Backpack Giveaway. We also plan to host four Community Baby Showers throughout the year.

Your support is crucial to the success of these initiatives and we've provided a few ways to get involved and contribute to our mission. We deeply appreciate your consideration and thank you for making a significant difference in the lives of the families we serve.

How You Can Help

Volunteering:

We welcome individuals who are passionate about supporting families in need. Volunteers can assist with various programs, events, and daily operations at the center.

To get started, please visit our website to learn more about our organization and contact our Executive Director, Dr. Spears at dspears@reoptimafrc.org. We will guide you through the process and match you with opportunities that align with your skills and interests.

Monetary Donations:

Financial contributions are crucial to the sustainability of our programs. Your generous support enables us to expand our reach and continue providing vital services to the community.

Donations can be made online via our secure donation platform at reoptimafrc.org/donate, or by mailing a check to 1536 Empire Street, Fairfield, CA. 94533.

Donating Baby Essential Items:

We gratefully accept new baby items such as diapers, clothing, formula, car seats, strollers, high chairs, gently used baby clothing, and toys. These donations help us directly assist families with young children.

To donate, please drop off items at our center during regular business hours, or contact us to arrange for a convenient pick-up. For a full list of items we need, please refer to our website, or reach out to us for more details.



Re'Optima
Family Resource Center

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