



Re'Optima Family Resource Center

2025 Impact Report

Connecting families to the resources they need to thrive.

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Letter From Our Founder

Dear Friends and Community Members,

As we reflect on our second year of service at Re'Optima Family Resource Center, I am filled with deep gratitude and pride for how far we have come. What began as a vision to support families with dignity, care, and intention has continued to grow into a trusted space where children and caregivers can access the resources and community they deserve.

Over the past year, we have made meaningful strides in strengthening our impact. We expanded the hours of our Essential Needs Closet, creating greater access for families to receive critical supplies such as diapers, wipes, and other necessities. This expansion has allowed us to meet families where they are and respond more consistently to their needs.

We also successfully hosted three Community Baby Showers! The Community Baby Showers are powerful and joyful events where families were not only provided with essential baby items, but were also surrounded by love, support, and connection as they prepared to welcome new life. These gatherings continue to be a cornerstone of our work, reminding us of the importance of celebration and community care. We are beginning to build our reputation for having Community Baby Showers that truly "shower" families with love and support as they welcome their newest family edition.

Over the past twelve months, we have been intentional about streamlining our programs to ensure families can easily access services and supports. As a proud member of the Family Service Alliance (FSA) in San Francisco, we have strengthened our connections with other community-based organizations, allowing us to increase referrals and ensure families are linked to the broader network of support available to them. This collaboration has been instrumental in expanding our reach and deepening our impact.

As we move forward, our commitment remains clear: to serve families with compassion, to center equity in all that we do, and to continue building a responsive, community-



driven organization. We understand that access to resources is just one piece of the puzzle, true impact comes from fostering relationships, trust, and opportunities for families to thrive.

None of this work would be possible without the support of our partners, donors, and community members who believe in our mission. Thank you for standing with us, for investing in families, and for helping us create meaningful change.

With Gratitude and Purpose,

Deminika Spears

Deminika Spears, EdD
Executive Director

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.



The Essential Need Closet

The Essential Need Closet is a program at Re'Optima Family Resource Center, an in-person service, designed to provide families with free baby and postpartum essentials. Families can schedule an appointment to “shop” for the items they need, ensuring a personalized experience with the undivided support of our staff. This program not only supplies crucial resources such as diapers, clothing, and postpartum care items but also offers guidance and emotional support, empowering families to feel confident and supported during this important stage of parenthood. By combining access to essential items with individualized attention, the program helps families meet immediate needs while fostering connection, well-being, and community.

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.

In 2025, we had 38 individual family visits to our Essential Need Closet, and we gave away 570 items.



Community Baby Shower Program

The Community Baby Shower is a festive, in-person celebration at Re'Optima where expecting and new parents receive essential baby supplies, learn about local resources, and connect with other families. Staff across Re'Optima Family Resource Center, along with community partners/organizations, organize this joyful event to celebrate new life and promote family well-being. It meets the need for tangible support and community connection during the early parenting journey. The impact is to ensure families feel valued, equipped, and supported as they welcome their new babies into a caring community..

In 2025, we held 3 Community Baby Shower events and served 87 participants.





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

Expanding our Programs in 2026

In 2026, Re'Optima Family Resource Center is expanding its continuum of care to better support families through accessible, community-driven programming. This expansion introduces **Developmental Playgroups**, **Bridge to Preschool**, and our new **Prenatal Group** series. Together, these services reflect our ongoing commitment to empowering families through every milestone of early childhood.



Developmental Playgroups

Re'Optima's Developmental Playgroups are twice a month in-person sessions where infants, toddlers, preschoolers, and their caregivers engage in play-based learning designed to promote social, emotional, and cognitive development. Led by the playgroup facilitator, these groups provide age-appropriate activities, developmental screenings, and parent education. The playgroups address the need for early developmental support and social connection among families with young children. The goal is to strengthen caregiver-child bonds and ensure kindergarten readiness.

Bridge to Preschool

The Bridge to Preschool program offers a nurturing, transitional experience that helps children and families prepare for a successful start to preschool. Facilitated by the playgroup facilitator in-person, sessions include structured routines, circle time, and parent engagement activities that mirror a preschool environment. This program meets the need for school readiness, especially for families with limited access to early learning opportunities. The intended impact is to increase children's confidence, independence, and readiness for formal education while empowering parents as partners in learning.

Prenatal Group Series

Re'Optima's Prenatal Group Series brings together expectant parents for guided discussions and workshops focused on childbirth preparation, nutrition, emotional wellness, and early parenting. Facilitated by our Executive Director and the support of our Playgroup Facilitator, Case Manager, and Community Professionals in-person, these groups create a safe, supportive space to build community and access reliable resources. The program addresses the need for culturally responsive prenatal education and emotional support. The impact sought is to promote healthy pregnancies, reduce stress, and strengthen family resilience before and after birth.

Vivi's Story



Vivi Saldana's journey into motherhood began in August 2025 with the birth of her first child, a moment filled with love, but also uncertainty as she and her husband searched for guidance and support. Like many new parents, they weren't sure where to turn for resources, or community. That's when they found Re'Optima Family Resource Center.

After attending one of our community baby showers, Vivi was met with warmth, care, and the reassurance that she wasn't alone. Through Re'Optima FRC, she received essential baby items and meaningful support that helped ease the transition into parenthood. Vivi expressed deep gratitude for the experience, sharing how impactful it was to feel seen, supported, and welcomed during such an important time in her life.

As a first-time mom, I didn't know where to begin, but Re'Optima has truly been a blessing. Their workshops have helped me feel more confident and informed, and the baby essentials they've provided like diapers, wipes, formula, and more have been so beneficial to prepare. These resources have made a real difference for me and my family. One of the things I appreciate the most is how they bring the community together through community baby showers, events, and workshops. These resources like myself being a first time mom make me feel connected, feel celebrated, and helped. It's not easy to find support like this, especially in underserved areas, but Re'Optima has created a space where families feel seen, supported, and uplifted.

— Vivi

Lesly's Story



Lesly Meyer's journey into welcoming her newest baby came with both joy and unexpected challenges. While she is already a mother, it had been many years since her last pregnancy, her older sons are now teenagers, so this new chapter felt like starting all over again. With limited resources and a deep desire to provide for her baby, Lesly found herself searching for support during a time when she needed it most.

Through Re'Optima Family Resource Center, Lesly discovered a community that met her with compassion and consistency. She attended two of our community baby showers, where she received essential items and encouragement, and she continues to visit our essential needs closet for diapers, wipes, and formula. More than just resources, Lesly found ongoing support, proof that she doesn't have to navigate this journey alone. Re'Optima remains a steady presence for her and her growing family, walking alongside her well beyond the day her baby was born.

“Thank you very much for the opportunity today. God bless you and your family. I am very grateful to you for everything you have helped my family. Thank you for the opportunity, thank you for helping me.”

— Lesly Meyer

Re'Optima Operational and Programmatic Budget 2025

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

SF Junior League	\$5,000
Cross Cultural SF	\$8,000
Safe and Sound Essential Needs	\$3,800
Zeffy Donations	\$1,995
Individual Donors	\$61,271
Total Grants and Donations	\$80,066

Program Costs (annual)

Community Baby Shower	\$20,797
Baby Essentials Program	\$5,000
Winter Toy Fest	\$800
Total Program Costs	\$26,597

Operational Liabilities*

Total Costs	\$52,700
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*Rent /Utilities, Phone, SAM Insurance Coverage, Workman's Comp Insurance, General Liability Insurance, Website Hosting Fee

Total Profits	\$769
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“We aim to bridge the gap between families and community resources by leveraging our collective expertise to create a supportive network.”

Our Community Partners

We would like to extend a heartfelt acknowledgment to our community partners whose collaboration makes our work possible. Without the support of other community-based organizations, Re'Optima Family Resource Center would not be able to meet the growing needs and increasing demands of the families we serve.

This work cannot be done alone. It takes a village of dedicated partners, providers, and organizations who share a common commitment to strengthening families and building healthier communities. These partnerships allow us to expand our reach, enhance our services, and ensure that families receive the care and resources they need in a timely and meaningful way.

We are deeply grateful for the trust, collaboration, and shared vision that our partners bring to this work. Together, we are able to break down barriers, close gaps in services, and continue fulfilling our mission every day with compassion and impact.



Get Involved

In 2026, 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.





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