

# BRIGHT FUTURES NEWS



VIRGINIA ROCCA BARTON CALKIDS OUTREACH



DULCE MADRIGAL  
CALKIDS CHAMPION AWARD RECIPIENT

## MC GIVES! CalKIDS MAKE AN IMPACT WITH END OF YEAR GIVING

Bright Futures is proud to share that Monterey County currently ranks second in the entire state for the percentage of CalKIDS accounts claimed. We are honored to be selected once again for Monterey County Gives!, and we remain deeply grateful to the donors who helped raise more than \$17,000 in last year's campaign.

Because of your generosity, Bright Futures expanded essential CalKIDS outreach across the county, including hiring paid interns who supported families with account activation. This work helped increase student claims from 15% in November 2024 to 29% today, resulting in more than \$10.8 million claimed for Monterey County students.

Consider making your year-end gift this year as the nonprofit campaign

runs until December 31, 2025.

Together, let's make a lasting difference this giving season. Please visit [www.mcgives.com/bright](http://www.mcgives.com/bright) and help us claim all 39,000 eligible accounts in Monterey County. We want 100% of our eligible children to claim their accounts!

Thank you for helping open doors of opportunity for thousands of young people.

## CALKIDS CHAMPION FULL-CIRCLE JOURNEY

Dulce Madrigal knows the impact of CalKIDS firsthand. As a student, she used her CalKIDS scholarship to help pay for books and tuition at UCLA. The support didn't stop with her. Her two sisters were also able to claim their CalKIDS scholarship when they entered college.

As a Bright Futures intern this past summer, Dulce helped promote the very initiative that supported her. "Helping other students learn about this opportunity felt like a

full-circle moment. I had the chance to be the bridge that connects others to something that made a difference in my own life," she shared.

Now recognized as a CalKIDS Champion Award recipient, Dulce reflects on what made the moment meaningful. "Community support is powerful. It reminds students they are not alone, and it helps make our dreams possible."

## MC GIVES!

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2025 December Newsletter

## COMMUNITY SCHOOLS SYMPOSIUM MONTEREY COUNTY

Thank you to all our community partners who joined us at the November 18th Community Schools Symposium. This collaborative effort couldn't have been made possible without team effort of the Monterey County Office of Education, and the seven Monterey County Community Schools districts and our Bright Futures team.

More than 200 participants attended, including district teams, community-based organizations, and local leaders all united around strengthening partnerships that support students and families. Throughout the event, Community Schools teams shared their goals, priorities, and emerging needs across school communities. Community agencies then had the opportunity to explore how their programs and services can align with these needs and partner directly with

districts to expand access to better support our students. We extend our heartfelt appreciation to all Community Schools districts, our partners at MCOE, and the many community agencies who showed up with such commitment and collaboration. Your engagement is helping build stronger, more connected school communities across Monterey County.



## CALIFORNIA CRADLE TO CAREER COALITION RETREAT

Over two days in Modesto, Cradle to Career Coalition partners came together to align on a shared 2026 policy agenda and strengthen long-term collaboration. Day 1 focused on grounding in StriveTogether's statewide context, outlining the key elements of the policy agenda, and analyzing the forces that will help or hinder implementation.

Day 2 centered on preparing for the upcoming legislative session, reflecting on last year's progress, and defining clear roles, commitments, and next steps. The retreat strengthened alignment across regions, built momentum, and set the foundation for a coordinated policy effort in 2026.



A huge thank you to Celina Castillo, Program Specialist from Hartnell College's Office of College Readiness, for leading an incredible tour for our group of 25 parent and student promotoras in training on November 25th.

These future Mi Vida Mi Futuro promotoras, part of our partnership with the Center for Community Advocacy (CCA), had the opportunity to explore Hartnell College, learn about its many programs, and ask thoughtful questions to deepen their college-readiness knowledge.

This visit was an important step in preparing our promotoras to support families and students across the community with accurate, empowering information about college and career pathways. We are grateful to Celina and the programs we visited for welcoming our group and helping equip our next cohort of leaders!

### CONTACT US

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