

2025 ANNUAL REPORT

THRIVE BY FIVE TAMPA BAY



An impact initiative of Community
Foundation Tampa Bay

EVERY CHILD WILL ENTER KINDERGARTEN READY TO THRIVE IN SCHOOL AND IN LIFE.



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THRIVE BY FIVE BACKGROUND

Thrive by Five Tampa Bay is a cross-sector network of 60+ organizations dedicated to promoting the equitable development and lifelong success of children ages 0-5. Our vision is that every child in Hillsborough County and Pinellas County enters kindergarten prepared to thrive in school and in life, and that their families are supported.

We bring together non-profits, businesses, caregivers, civic officials, and community members to amplify and accelerate access to services and resources for families. Our focus is on the “whole child” ideology, encompassing their intellectual, physical, social, and emotional well-being and making sure that families are supported and connected to resources.

DID YOU KNOW?

- Approximately only one out of two Tampa Bay young children are deemed “kindergarten ready”.
- A baby’s brain can make over 1 million connections every second during the first years of life.
- Over 90% of our lifetime’s brain development occurs from birth to the start of kindergarten.

VALUES & GOALS

Vision - Every child in Pinellas and Hillsborough County enters kindergarten prepared to thrive in school and in life.

Mission - Mobilize all parts of our community to create equitable opportunities for young children to thrive.

Impact Goal - Work collaboratively to achieve 65% kindergarten readiness for Tampa Bay children by 2030.

Core Values - We celebrate and honor childhood, guided by these beliefs:

Integrity - We build meaningful relationships by committing to transparency and honesty.

Interconnectedness - We are equally important in this work and stronger because we are connected and share information and resources.

Equity - We believe alignment of opportunities and resources allows us to meet the unique needs of each child and family.

Community Engagement - We do work with the community, not for the community.

Innovation - We grow and change with the needs of the community by challenging traditional ways of thinking and doing.



CHALLENGES EARLY LEARNING DATA

- By age four, children from low-income homes hear significantly fewer words, with the Hart & Risley study suggesting **a gap of 30 million fewer words** compared to children in wealthier homes.
- The per-pupil funding allocation to Pre-K programs is **roughly half the national average**.
- The average annual wage of preschool teachers in the Tampa Bay region is approximately \$34,000.
- In 2024, **45% of Tampa Bay children were deemed "kindergarten ready"**, while research shows that VPK completers are significantly more ready than non-VPK completers.
- Approximately half of Tampa Bay's 3- and 4-year-old children are enrolled in school, compared to 60% in South Florida and 48% in the US.
- **Low-income families in Florida now spend 20% or more of their household income on childcare.** The average annual cost of childcare in the Suncoast region is more than the average annual cost of a University of South Florida student.
- Childcare is the primary reason parents of young children report leaving their jobs. Childcare related employee turnover and absenteeism costs Florida employers \$3.47 billion per year and **an estimated annual \$5.38 billion loss for Florida's economy**.

Sources include: United Way Suncoast, Tampa Bay Partnership's State of the Region 2025, The Children's Movement of Florida, Florida Chamber of Commerce Foundation.

COMPREHENSIVE SOLUTIONS

As one of four collective impact networks at **Community Foundation Tampa Bay**, Thrive by Five Tampa Bay brings together leaders and early learning professionals across a multitude of sectors, addressing challenges and focusing on early learning systems change work. This includes increasing kindergarten readiness and supporting families with young children.

The work of Thrive by Five is driven forward by four work groups: **Business Engagement, Child & Family Success, Communications, and Systems Alignment & Strategy**, guided by the Vision and Leadership Councils.

The Thrive by Five Network includes **62 actively engaged Tampa Bay organizations across Hillsborough and Pinellas Counties** with over 150 members who are part of this crucial work.

In 2025, the Thrive by Five Connects platform was updated with tailored resources, connecting families to local providers. Thrive by Five released both a Pinellas and Hillsborough Early Literacy Resource Guide for families to access free literacy resources, which now include adult literacy and English Language Learners' resources. Additionally, in 2025, the Family Friendly Tampa Bay initiative reached **14 new business** who have joined in the effort to make all of Tampa Bay "Family Friendly".

STRATEGIC WORK GROUPS



Business Engagement

Promote and advance family-friendly workplace policies that support child development and employee productivity; engage the business community in early learning partnerships and corporate volunteerism.



Communications

Increase awareness of Thrive by Five resources and initiatives to expand community access and engagement; grow social media presence and reach across partners, businesses, and organizations.

Child & Family Success

Ensure families can access partner resources through TB5 Connects to support children's development; develop literacy tools and resources for caregivers of young children; strengthen provider partnerships and share resources and opportunities.



Systems Alignment & Strategy

Determine and monitor community-wide early childhood metrics and analyze TB5 Connects and work group data; develop strategies to achieve kindergarten readiness goals.

BUSINESS ENGAGEMENT

2025 RESULTS

Objective #1: Increase awareness and reach of the Family Friendly Tampa Bay initiative

14

of new Family Friendly Business awardees

148k+

of employees impacted

27

of renewal awardees

4

of renewal awardees increasing by 1 or more awardee level

64

Total # of Family Friendly Businesses

Objective #2: Develop partnerships between businesses with targeted early learning centers



FAMILY FRIENDLY TAMPA BAY

FAMILY FRIENDLY BUSINESS NETWORKING EVENTS

FAMILY
FRIENDLY
TAMPA BAY

The Family Friendly Business Award® is a way to differentiate your company and showcase it as a place where employees are supported. Family Friendly Workplaces attract and retain employees by creating a workplace that cares about their needs and the needs of their families. Policies that promote work-life balance increase employee productivity and loyalty and have a positive impact on entire communities. The adoption of Family Friendly policies creates value for employees, employers, and the local economy by increasing completion of postsecondary education; raising labor force participation; increasing workforce productivity; and helping businesses attract and retain talent. Family Friendly Workplaces build human capital across generations, to help ensure a prosperous and sustainable Tampa Bay.

Learn more at www.familyfriendlytampabay.org.



March 26th,
Voodoo Brewing Company
Childcare Tax Credit

July 23rd, Yeoman's
Parental Paid Leave



2025 FAMILY FRIENDLY BUSINESS AWARDS



OCTOBER 29: THE CUBAN CLUB

FAMILY FRIENDLY BUSINESS OF THE YEAR
FINALISTS



POWER DESIGN: 2025 FAMILY FRIENDLY BUSINESS OF THE YEAR



SUNCOAST CREDIT UNION



HILLSBOROUGH EDUCATION
FOUNDATION

FAMILY FRIENDLY BUSINESS AWARDEES

PLATINUM DISTINGUISHED LEADER

NEW AWARDEES

Kisinger Campo Associates
City of Pinellas Park
Suncoast Credit Union
Real Ceilings, LLC
Power Design
Hillsborough County

GOLD COMMITTED LEADER

NEW AWARDEES

DCE Productions
Big Sea
The Florida Holocaust Museum
Amplify Clearwater
Hillsborough County Public Schools
Habitat for Humanity Tampa Bay Gulfside
Tampa General Hospital
Glazer Children's Museum

SILVER RISING LEADER

RENEWALS

Life Guard Imaging
Nonprofit Leadership Center of Tampa Bay

PLATINUM RENEWALS

United Way Suncoast
Pinellas County Schools
Families for Strong Public Schools
Children's Board of Hillsborough County
Hillsborough Education Foundation
The Children's Movement of Florida
Weber CPA
Community Foundation Tampa Bay
Healthy Start Coalition of Pinellas, Inc.
Champions for Children, Inc.
City of St. Petersburg
Vinik Sports Group

GOLD RENEWALS

Avocat Group
Hoyer Law Group, PLLC
Early Learning Coalition of Hillsborough County
AIC Architecture
CLA
Early Learning Coalition of Pinellas County
Family Healthcare Foundation
Ronald McDonald House Charities of Tampa Bay
Healthy Start Coalition of Hillsborough County
Synovus
Pinellas Education Foundation
Florida Department of Health of Pinellas County
St. Petersburg Area Chamber of Commerce

FAMILY FRIENDLY BUSINESSES

Family Friendly Tampa Bay is here and committed to increasing the number of businesses that provide Family Friendly policies to their employees. Through the inclusive lens of Family Friendly Workplace policies, employers not only support the workforce of today, but lay the groundwork for the workforce of tomorrow by caring about their workers and their families, while increasing employee productivity and retention rates.

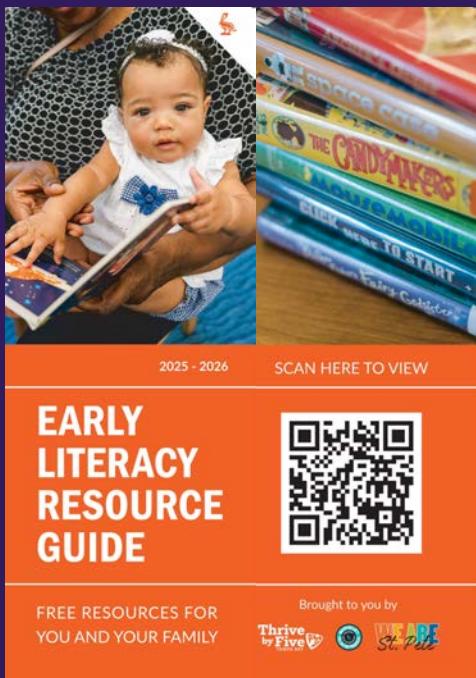


TB5 RESOURCES



[The Early Literacy Resources bilingual guide for Hillsborough County](#) provides information and quick links to free options for online literacy activities, literacy programming, resources for parents, digital books, physical books, and local library events.

[The City of St. Petersburg's Early Literacy Guide for Pinellas County](#) includes easy-to-use resources to connect families to local early childhood programs and literacy resources.



[TB5 Connects](#) is a screening tool that connects families to our partners' resources and supports families' access to services in Tampa Bay.



CHILD & FAMILY SUCCESS

2025 RESULTS

Objective #1:

Expand utilization of Thrive by Five Connects by caregivers and providers across both Hillsborough and Pinellas County

317

Caregivers that accessed TB5 Connects Profile Page

74

Active programs in TB5 Connects

2,079

of referrals

37

Active agencies in TB5 Connects

Objective #2:

Distribution and usage of Early Literacy Resource Guide

2,500

of physical distributions to TB5 Partner Organizations

2,074

of QR codes scanned

25k +

of digital distributions to partner organizations and community members

1,844

of visitors to Early Literacy Resource Guide website

COLLECTIVE IMPACT IN ACTION: LITERACY PROJECT LAUNCH



December 2025 Healthy Starts & Thriving Futures Breakfast Kickoff

Distribution of Early Literacy Guides, TB5
Connects Flyers, Reading Tips, &
Bilingual Books for families!

Your Children Can Thrive by Five!

Play, Play, Play!
Your child's brain reaches 90% of its adult size by kindergarten!
Play helps your child learn and grow! Play every day with toys, make music with everyday house objects, draw, color, and read with your little one to further develop their brain and spend quality time together.

Books Build Brains
Your baby's brain makes over one million new connections every second!
Read together- even before birth- to build those connections. Create a reading routine with your child and use the *Early Literacy Guide* for free reading resources.

Talk and Engage
Children who hear lots of words between 1 and 2 years old develop stronger language and thinking skills.
Turn everyday activities- like reading, cooking, or exploring outside- into learning moments. Add songs, stories, and activities from different languages and cultures to boost creativity.

20 Minutes a Day
Your child's brain grows four times in size by kindergarten!
Talk, sing, and read with your toddler every day to help their brain grow strong. Share stories, songs, and conversations to build their vocabulary and love of learning.

Ready for Kindergarten!
Less than half of Florida's children start kindergarten ready, but you can help!
Enroll your child in Voluntary Pre-Kindergarten (VPK), read daily, and make sure your child attends preschool regularly. Children who attend Pre-K through 1st grade consistently are 4x more likely to read on grade level by 3rd grade.

¡Los niños pueden brillar de los cinco años!

juega, juega!
Tu hijo alcanza el tamaño adulto para ir a kindergarten.
Ayuda a tu hijo a aprender jugando todos los días. Hagan música con el hogar, dibujen, jueguen juntos para seguir dando su cerebro y su tiempo de calidad.

Libros
¡Cultiven la Mente!
Tu bebé crea un millón de nuevas conexiones por segundo!
- incluso antes del nacimiento - para fortalecer esas conexiones. Crea una rutina de hijo y utiliza la *Guía de Crecimiento Temprano* para los gratuitos de lectura.

¡Listos para Kindergarten!
La mitad de los niños en Florida comienzan kindergarten preparados, ¡pero tú puedes ayudar!
Tu hijo en el Programa Voluntario de Pre-Kindergarten (VPK, si es en inglés), lean diariamente y asegúrate de que asista al preescolar regularmente. Los niños que asisten consistentemente a kindergarten tienen 4 veces más probabilidades de leer al nivel esperado para el 3er grado.

Thrive by Five
PNC Healthy Start

Reading Tool Ring:
Generalizable questions to ask your child as you read together

Read & Engage
Talk about these questions with your child as you read together.

Lee y Participa
Habla sobre estas preguntas con tu hijo/a mientras leen juntos.

PNC

Thrive by Five
PNC Healthy Start

Big & Little
Dragonfly
Will You Be Sunshine
First Words

Funded by
PNC
FOUNDATION

COMMUNICATIONS

2025 RESULTS

Objective #1:

Increase the # of followers on social media platforms

3%

Facebook

172%

Instagram

7%

LinkedIn

Objective #2:

Increase # of visitors to TB5 website

4,380

Total # of new visitors



Objective #3:

Increase # of visitors to the Family Friendly Tampa Bay website



2,115

Total # of new visitors



SYSTEMS ALIGNMENT & STRATEGY

2025 RESULTS

Objective #1: Assess and analyze TB5 Connects data

**Objective #2: Analyze and monitor early learning
community-wide metrics**

**Objective #3: Develop strategies to achieve TB5
Impact Goal of 65% kindergarten readiness by 2030**

TB5 OVERARCHING OBJECTIVES & OUTPUT

62

TB5 Member
Organizations

150+

TB5 Member
Representatives

40

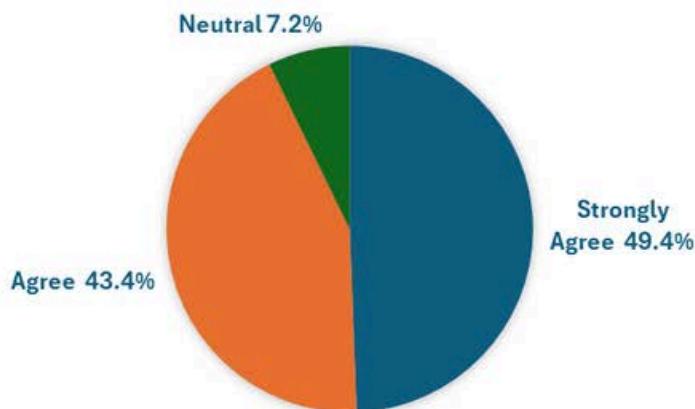
Leadership
Council & Work
Group Meetings



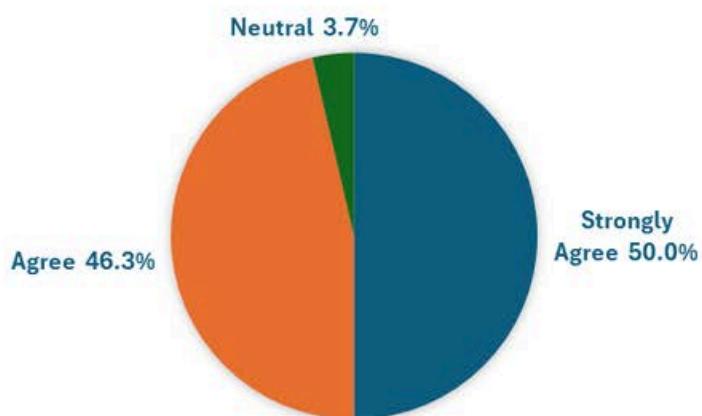
TB5 IMPACT

PARTNERSHIP SURVEY

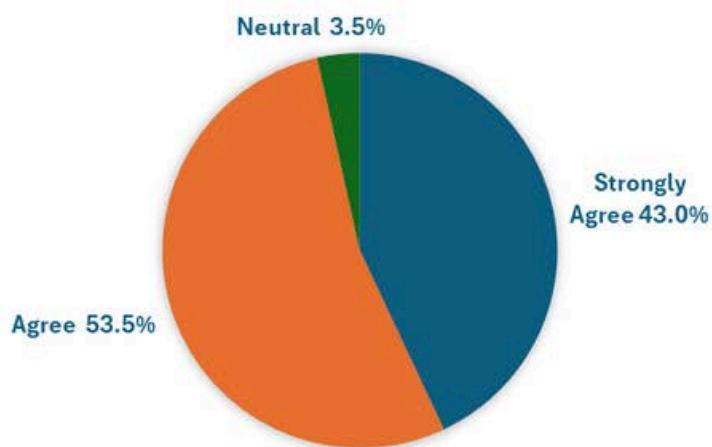
I WOULD RECOMMEND JOINING THIS NETWORK TO OTHERS WHO DO SIMILAR WORK.



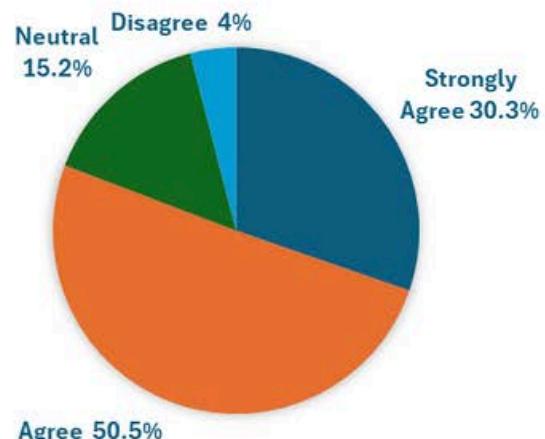
THE NETWORK HAS A CLEAR VISION, COMMON VALUES, AND SHARED OBJECTIVES.



I SEE VALUE IN BEING A PART OF THE NETWORK.



I CAN REACH OUT TO NETWORK PARTNERS TO ASK FOR RESOURCES OR SUPPORT FOR MY ORGANIZATION.



62 respondents; 40% response rate

TB5 IN THE NEWS



Foundation for a
Healthy St. Petersburg

[**10 YEARS OF IMPACT SPOTLIGHT: TB5 TAMPA BAY**](#)

LEADERSHIP COUNCIL

Amanda Moore-Krummerich — Florida Department of Health Pinellas County
Anna Corman — Hillsborough Education Foundation
Audrey Harrell — Thrive by Five Tampa Bay Volunteer
Dr. Bilan Joseph — Foundation for a Healthy St. Petersburg
Christie Bruner — St. Petersburg Area Chamber of Commerce
Croley Todd Baird — Pinellas County Schools
Dr. Doug Holt — Florida Department of Health Hillsborough County
Dustin Becker — PNC Financial Services
Eliseo Santana — Thrive by Five Tampa Bay Volunteer
Dr. Emily Cimino — Hillsborough County Public Schools
Dr. Emily Shaffer-Hudkins — University of South Florida
Dr. Fred Hicks — Early Learning Coalition of Hillsborough County
Harry W. Fogle — Johns Hopkins All Children's Hospital
Dr. James McHale — University of South Florida – Family Study Center
Jason Soos — Synovus
Jeni Torello — Amplify Clearwater
Jennifer Mekler — Pinellas County Schools
Dr. Jesse Coraggio — Community Foundation Tampa Bay
JL Bielon — Champions for Children
Joan Freese — WEDU PBS
Kathleen Beckman — Thrive by Five Tampa Bay Volunteer
Kim Jowell — Pinellas Education Foundation
Lindsay Carson — Early Learning Coalition of Pinellas County
Dr. Lisa Lopez — University of South Florida
Marlene Spalten — Community Foundation Tampa Bay
Marisa Mowat — Healthy Start Coalition of Hillsborough County
Mary Jo Plews — Healthy Start Coalition of Pinellas, Inc.
Nicole Brown — United Way Suncoast
Rebecca Bacon — The Children's Board of Hillsborough County
Ric Banchiella — The Children's Movement of Florida
Dr. Sheron Brown — City of St. Petersburg
Tyheshia Scott — Lutheran Services Florida
Walter Jennings — Helios Education Foundation
Wonetha Hall — Early Learning Coalition of Pinellas County

PARTNER ORGANIZATIONS

Alianza Center
Amplify Clearwater
Barbara S. Ponce Public Library
Bay Area Early Steps
Brave Health
CareerSource Tampa Bay
Champions for Children Tampa Bay
Children's Board of Hillsborough County
Children's Home Network
City of Pinellas Park
City of St. Petersburg
Community Foundation Tampa Bay
Conn Foundation
Cultured Books
Directions for Living
Early Childhood Council Tampa Bay
Early Learning Coalition of Hillsborough County
Early Learning Coalition of Pinellas County
Evara Health
Florida Department of Health – Hillsborough County
Florida Department of Health – Pinellas County
Florida Guardian Ad Litem Office
Fostering Hearts Florida
Foundation for a Healthy St. Petersburg
Glazer Children's Museum
Great Exploration's Children Museum
Healthy Start Coalition of Hillsborough County
Healthy Start Coalition of Pinellas County
Helios Education Foundation
Hillsborough Community College
Hillsborough County Public Schools
Hillsborough Education Foundation
Juvenile Welfare Board of Pinellas County
King's Kids
Learning Empowered
Lions World Vision Institute
LPL Financial
Lutheran Services Florida
Our Children Have Rights
Personal Enrichment Through Mental Health Services (PEMHS)
Pinellas County Housing Authority
Pinellas County Schools
Pinellas Education Foundation
PNC Financial Services
R'Club
Ronald McDonald House Charities Tampa Bay
Rooted in Play
Sanderlin Family Center
South Shore Bilingual Therapy
Sparks Creative Stories
St. Pete Libraries
St. Petersburg Area Chamber of Commerce
Synovus
Tampa-Hillsborough County Public Library
The Children's Movement of Florida
The Early Childhood Council of Hillsborough County, Inc.
United Way Suncoast
University of South Florida
University of South Florida Family Study Center
Unlimited Pediatric Therapy
Waterford
WEDU PBS
West Central Early Steps

Thank You to Our 2025 Funders & Sponsors



• Annual Holiday Celebration



Thank you to all of our Thrive by Five partners who work each and every day to create stronger communities, and to support our families and little ones! A special thank you to our incredible work group co-chairs who continue to drive the work of TB5 forward towards kindergarten readiness for all Tampa Bay children!



Looking Forward to 2026

Engage With Us!

Thank you for supporting and being a part of Thrive by Five Tampa Bay. Together we can transform early childhood systems and support families in Pinellas and Hillsborough Counties through purposeful and strategic collaboration, realignment and resourcefulness to ensure the success of our youngest neighbors.

Please visit <https://tb5tb.org/> to learn more and join us!

Contact:

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www.tb5tb.org

