



JWB Annual Report FY25

For 80 years, the Juvenile Welfare Board of Pinellas County (JWB) has been committed to making children a priority, advocating for their best interests and investing to improve their futures. As a countywide independent special taxing district, we responsibly direct our community's investments to give children the best opportunities to lead meaningful and purposeful lives. JWB is governed by an 11-member Board that guides our investments in high-quality programs, campaigns, and initiatives across six strategic result areas: Early Childhood Development, School Readiness, School Success, Prevention of Child Abuse and Neglect, Strengthening Community, and Organizational Capacity. Below are our goals and objectives for FY25 (October 1, 2024, through September 30, 2025), and the results:

JWB Children & Families Served

Goal/Objective: By September 30, 2025, a total of 62,000 children and family members will be served through FY25 by JWB-funded, high-quality programs operated by Pinellas County organizations. The total number of children and family members served will be measured by data submitted to JWB by funded agency programs.

FY25 Results: The total number of children and family members served was 83,622.

JWB Program Monitoring

Goal/Objective: JWB will conduct comprehensive program monitoring and issue reports for 95 percent of all FY24 programs it funds. This goal will be measured by determining if a minimum of 95 percent of JWB-funded programs have achieved evaluative monitoring by September 30, 2025.

FY25 Results: 95% of all FY24 programs were issued program monitoring reports.

Turbo Babies Early Childhood Public Awareness Campaign

Goal/Objective: For JWB's Turbo Babies Early Childhood Public Awareness Campaign, accomplish reach of 25 percent (N = 5,794) of all children, birth to age three, in Pinellas County by September 30, 2025. Reach will be measured by the number of Pit Crew bags and other campaign collaterals distributed to Pinellas County parents and caregivers.

FY25 Results: The total number of children, birth to age three, reached by the Turbo Babies Early Childhood Public Awareness Campaign was 12,496.

JWB Strategic Plan FY26 - FY30

Goal/Objective: Develop a new Five-Year Strategic Plan (FY26-FY30) to guide the work and investments of JWB and its partners by September 30, 2025. Determination of achievement will be measured by whether the new FY26-FY30 Strategic Plan is approved by the JWB Board by September 30, 2025.

FY25 Results: Development of the new Strategic Plan (FY26-FY30) was delayed one year due to two hurricanes occurring in FY25. JWB continued to implement the current Strategic Plan throughout the year. The updated objective is to produce a new two-year Strategic Plan (FY27-FY29) to guide JWB and its partners by September 30, 2026. Achievement will be measured by Board approval of the FY27-FY29 Strategic Plan by that date.