



Annual Report

Making an Impact in 2020

**girls
inc.**
of Santa Fe

Girls Inc.

Girls' Bill of Rights

Girls have the right to be themselves and resist gender stereotypes.

Girls have the right to express themselves with originality and enthusiasm.

Girls have the right to take risks, to strive freely, and to take pride in success.

Girls have the right to accept and appreciate their bodies.

Girls have the right to have confidence in themselves and be safe in the world.

Girls have the right to prepare for interesting work and economic independence.

Declaración de derechos de las niñas.

Las niñas tienen el derecho a ser ellas mismas y a contrarrestar estereotipos de género.

Las niñas tienen el derecho a expresarse con originalidad y entusiasmo.

Las niñas tienen el derecho a tomar riesgos, a libremente esforzarse, y a sentir orgullo de su éxito.

Las niñas tienen el derecho a aceptar y apreciar sus cuerpos.

Las niñas tienen el derecho a tener confianza en sí mismas y a sentirse seguras en el mundo.

Las niñas tienen el derecho a capacitarse para realizar trabajos interesantes e independencia económica.



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Letter from our CEO

I am so thankful!

At the beginning of 2020, or as it seems a lifetime ago, Girls Inc. of Santa Fe (GISF) was well on track to reach more girls throughout New Mexico. Our advocacy efforts were ramping up, group mentoring was underway, and we were planning for Spring Break Camp.

The Pandemic

While the hardships caused by the pandemic have been immense, our team quickly transformed our programming into a virtual model. We knew as we entered this unprecedented time that our primary goal was to maintain continuity for our girls and their families during so much uncertainty and tremendous loss. Our girls needed a safe space to be authentically themselves, to lean on peers and mentors as well as a space to have fun, laugh, be kids, and learn. Since those first uncertain weeks, they have boldly confronted challenges, learned resiliency skills, and had a group of girls to count on, apart but not alone.

In the spring of 2020, I am happy to say we saw a 75% retention rate of our girls when we transformed our programs to virtual. Summer Camp 2020 was brought to over 130 girls free of charge. Our donors really stepped up! We had 21 donors, including Falling Colors Technology and Thornburg Investment Management, turn their Gala Sponsorships into a match after the gala was postponed and then canceled. With the summer match, we raised an impressive \$150,490! Your generous support helped us maintain sound financial footing and gave girls the opportunity to continue to get the emotional and social support they need.

June arrived and GISF celebrated Brianna, Izzy and Leevee—three recent high school graduates in our first ever Virtual College Shower. The girls received over \$650 each in gift cards, college dorm supplies, monetary gifts, and new laptops.

Now

Times were challenging but we didn't stop. Through our virtual models, we reached girls that didn't have access to our in-person programming. Some of these girls directly sign-up with us and some of them are participating as part of their school day. Currently, our programming remains virtual, serving 300+ girls (31 groups) each week – all are still free of charge. Virtual will now stay a permanent fixture at the organization. During November/December of 2020, we dispersed \$24,924 of CARES Act funds to 18 families. When we ran out of funds, we connected 7 more families to other partners in the community. Also, the Teen Leadership Council tackled many advocacy efforts that included virtual forums and testifying in front of legislature via Zoom.

I am so thankful that our staff continues to innovate and build new ways of reaching even more girls in New Mexico. Thank YOU for the part you play in ensuring girls in New Mexico continue to grow up strong, smart and bold. This year's growth and resiliency would not have been possible without your generosity and dedication of our community.

While I'm sure none of us could imagine where we'd be now a year ago, none of us truly knows where the next 3, 6, or 12 months will take us. However, with you in our corner, I know we will continue to thrive.



Warmest Thanks,
Kim Brown

Circles of Comfort

We lived in the Learning Zone a lot this year, in both positive and challenging ways. It made us stronger and proved that we could step up and face anything as a team.

This activity is from our EnCourage program. Girls EnCourage establishes a noncompetitive, exploratory environment and puts girls' needs first, giving them a supportive base from which they can test their limits.

Comfort Zone

Where we feel most secure in what we do.

Learning Zone

Where we try new things, make mistakes, but still learn and grow.

Panic Zone

Where we no longer feel safe and cannot make thoughtful decisions.

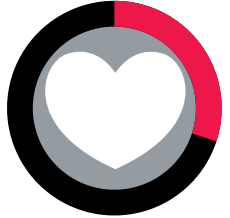
During the Circles of Comfort activity, girls learn about their own personal boundaries and how they can take healthy risks without being forced into unsafe situations. They also learn that everyone's circles are different, so it's important to respect each other's boundaries.



Who We Serve



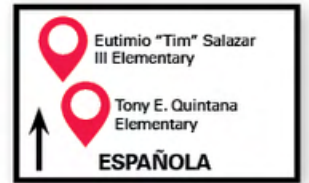
72% come from low-income households.



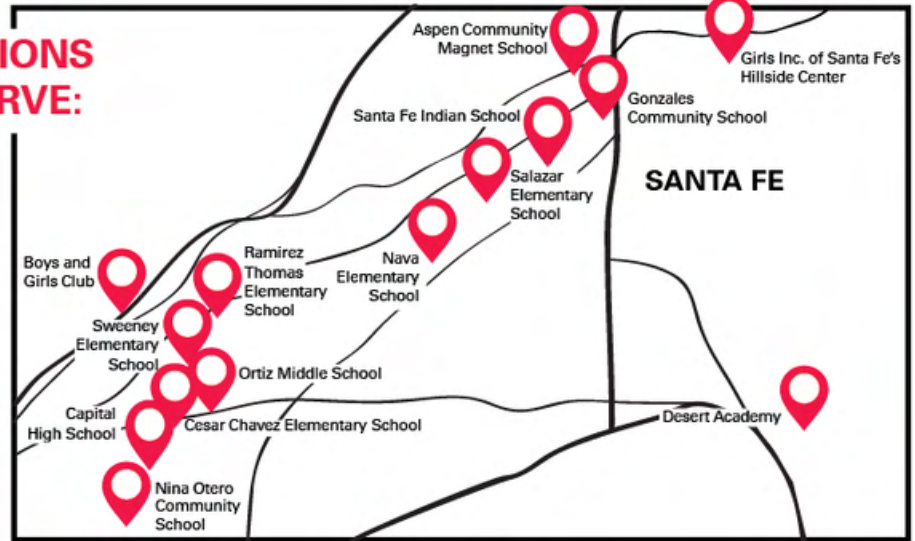
30% live in a single-parent household.



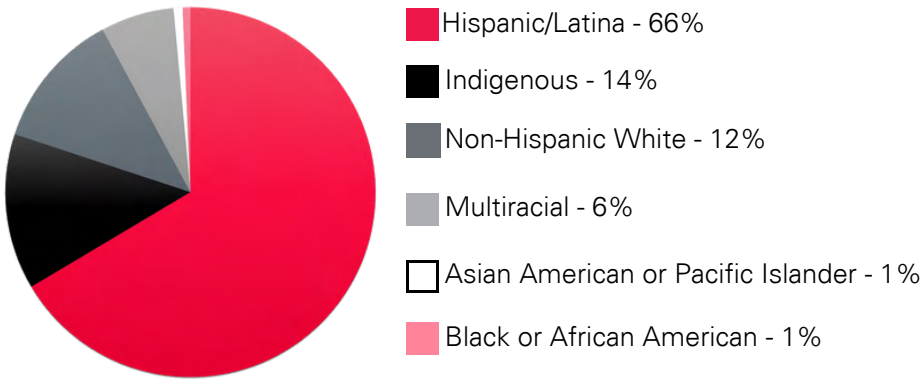
27% speak a language other than English at home.



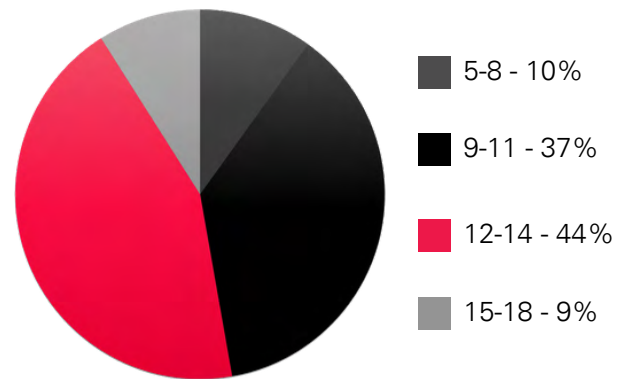
LOCATIONS WE SERVE:



Ethnicity



Ages



girls served across 16 locations in 2020, both in-person and online.

Equity and Inclusion

Girls Inc. of Santa Fe acknowledges the beautiful land on which we reside is still recognized as Oga Po'geh and is a part of the ancestral lands of the Northern and Southern Tewa. It is also included in the lands and stories of Taytsúgeh Oweengeh (Tesuque), the Nambe Pueblo, the Tewa and the Jicarilla Apache. Interwoven into the history, ancestry, and stories of this land are the Diné (Navajo), Cochiti, Taos, and Hopi. We acknowledge and honor the many native peoples/tribes across the state. We acknowledge the violence, colonization, and displacement that took place. While this acknowledgment does not rectify the pain, we hope to begin a relationship of healing and promise to work towards a more equitable world and community.

Girls Inc. of Santa Fe (GISF) encourages girls to actively explore the world around them; to find their own voices; and to strive to be healthy, educated, and independent young people. Our mission to inspire all girls to be strong, smart, and bold hinges on our vision for an equitable society of empowered girls and women. As stewards of the public good, GISF embraces and celebrates the common humanity and the inherent worth of all people. We believe our organization is better able to create positive social change through a focus on diversity, inclusivity, and equity.

In order to progress towards our vision for the world, we need leadership and programming that will advance our mission and the public good for girls and women. We believe a commitment to equity and inclusion will make this vision a reality.

Girls with different lived experiences are core to our programs. We celebrate the similarities and differences, embrace all backgrounds and abilities,

and are enriched by each other's lived experiences and perspectives. GISF is committed to equity and inclusion in principle and practice from the Board of Directors to the programming we implement with the girls.

As part of this commitment, the GISF Equity and Inclusion committee (consisting of staff and board members) meets regularly to review all aspects of the organization for equitable policies and practices. The committee critically examines how GISF can best create equitable and inclusive change internally and across the community. As a youth serving nonprofit, GISF plays a unique role in bridging divides and shifting attitudes. As a sector, we have the power to bring together communities and change longstanding systems and policies designed to benefit some groups while marginalizing, excluding, or harming others. Together, we can create a more just future for girls and women and ensure girls can grow up to be their best selves.

Letter from our Director of Programs

To all our friends and families-

2020 was the end of an amazing endeavor of growth that established Girls Inc. of Santa Fe as one of the leading local organizations for youth in Santa Fe. We started our strategic direction in 2016 when we were serving 350 girls with impact on an annual basis. Proud of this number, still wanting to grow, we started our bold goal: increasing our numbers up to 1,500 girls between 5 and 18 years or 10% of the population by 2021.

Expanding programming tripled our community partners. This included other non-profits, many of the Santa Fe Public Schools, and a focus on expanding our Indigenous programs.

We served more schools on the pueblos, at the Santa Fe Indian School, and established a relationship and groups with the Espanola Public Schools which serve a large indigenous population.

We've watched our girls grow up. A lot of these girls are freshman and sophomores in high school now and serve as leaders in their communities. They speak on panels, lead in advocacy, and testify in support of bills during the legislative session.

Had 2020 not shifted, we would have hit the 1,500 mark. However, we were still able to serve 75% of the girls that we would have served in-person. That is due to the creative adaptability of the program team. Staff really came together and developed new skill sets and sharpened their ability to pivot on a dime.

Also, I am extremely thankful for the strength and creativity of our CEO, Kim Brown, who was always able to focus on our staff and created an environment that allows people to grow and discover who they are and become leaders in the organization.

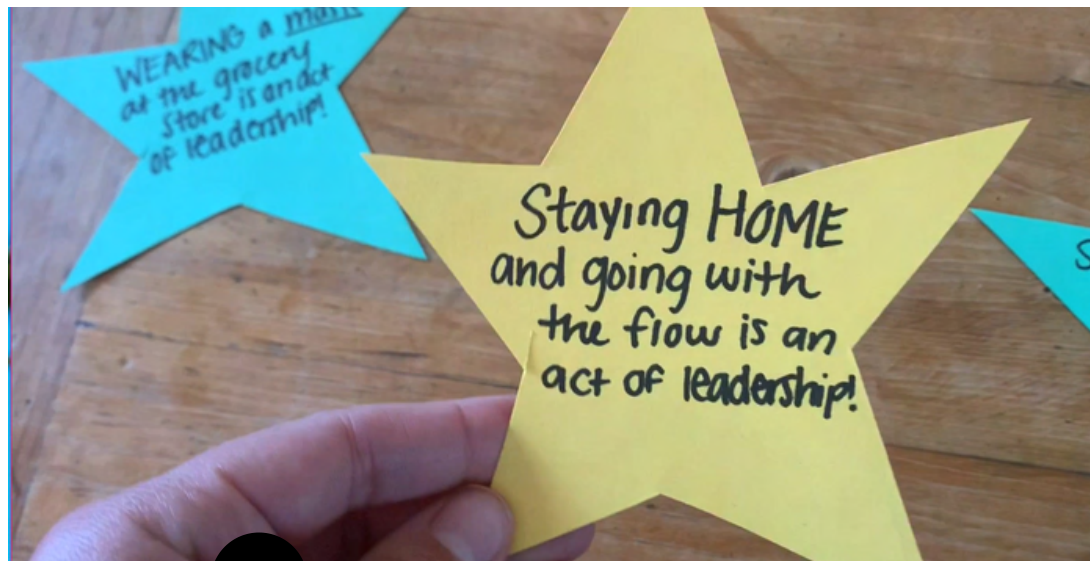


Looking forward, our girls are going to need us more than ever. We recognize that the ongoing trauma of the pandemic will continue to be present post-pandemic and we are prepared to support the girls. We also are working towards discovering new ways to educate others in the community on how to support all girls and youth in their everyday lives.

With Gratitude,

Madonna Hernandez

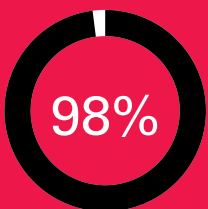
Mind+Body



Mind + Body is an initiative from Girls Inc. National that **supports the whole health of girls** by focusing on four content areas: physical activity, stress management, nutrition, and body image.

A cornerstone of the work we do, it is a toolkit of activities **that allow us to be flexible in responding to the specific needs of the girls we serve.** For example, school staff may request that we focus on activities related to body image, having noticed that this is of particular concern for the girls in their community. Girls Inc. coordinators can implement activities designed to build self-esteem. Girls themselves may identify topics of interest to them, like how to develop healthy relationships. Mind + Body activities can also be tailored to the various age groups. Older girls prefer activities in which they get to share their experiences with each other, while younger girls enjoy making things like Affirmation Stars and Leadership Crowns.

During the pivot to virtual programs, the stress management component took on even greater importance. **We focused on providing mindfulness tools that girls could use and share with their families.** Facilitators reminded girls to look for joys in the present that could be celebrated. We created videos demonstrating examples of self-care such as mindful eating, dancing, writing letters to connect with friends, and going on a nature walk in their own backyards. We continued this focus throughout the summer, dedicating a day each week to mindfulness activities.



of Girls Inc. of Santa Fe girls say adults at Girls Inc. listen to what they have to say!

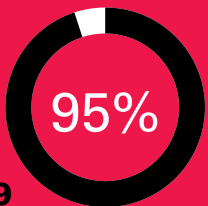
OpSMART



Using hands-on activities, Operation SMART ignites girls' curiosity about science, technology, engineering, and math (STEM) and develops their skills in asking questions and solving problems. **Women continue to be underrepresented in STEM fields and we are committed to changing that.** Whether in the schools, at our Hillside Center, or through virtual connections to girls at home, our staff facilitate engaging activities that introduce girls to STEM careers they may someday pursue, as well as women who are leaders in their fields to serve as role models.

Girls at our Hillside Center met educators from the Randall Davey Audubon Center, who brought microscopes for girls to explore nature's tiniest details. Another group met with LANL scientist Mikaela Blood, who was working on a component of the **Mars Perseverance rover mission.**

OpSMART activities remained a key part of our programming through the transition to a virtual environment. We had to get even more creative with how we facilitated and chose our supplies. While we were still doing in-person programs, girls could use our sets of LEGOs and Goldiblox to explore building and engineering concepts; at home, girls built bridges out of paper and structures out of spaghetti and marshmallows. Not wanting any girl to feel excluded by her family's lack of access to supplies for activities, **we assembled and distributed free totes** every other week during our summer programs, ensuring that girls could continue to build, explore, and experiment at home.



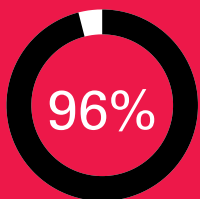
of Girls Inc. of Santa Fe girls say they get a chance to create and build things!

She Votes!



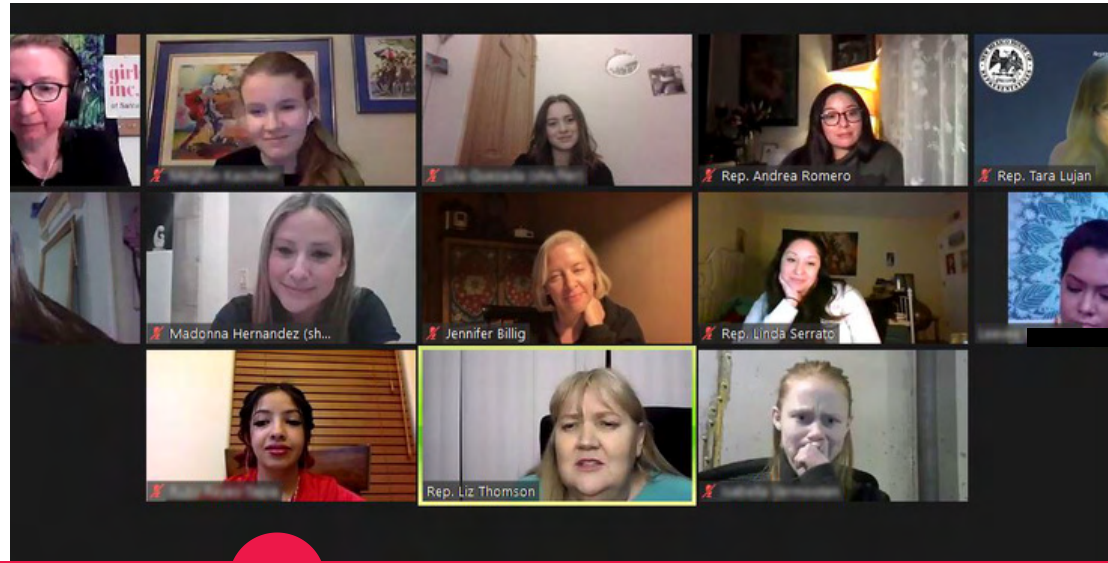
As we do in every national election year, in the fall of 2020 we facilitated Girls Inc.'s She Votes curriculum with girls in both our self-select and community based programs. The curriculum, which is regularly updated to reflect changes in women's representation in politics, has two main goals: to help girls **understand the importance of voting** and to encourage them to see a career as a government leader as a possibility for them. Girls participate in activities about the history of voting in our country and how different groups have had to fight to exercise their voting rights. They learn about **who represents them at all levels of government** and have conversations about whether their representatives actually represent their identities and experiences. Older girls gain critical thinking and media literacy skills as they study sample campaign ads and write their own campaign statements.

A mock election is the culmination of the She Votes curriculum, and this year we tried to match the experience of New Mexican voters by offering a mail-in ballot option in addition to 'in-person' voting via electronic ballot. Girls voted for President of the United States, US Senator, US Representative (3rd Congressional District), and for the theme of our upcoming Girls Inc. Week in May. Thanks to a generous donation, we had a bonus for girls who participated in our She Votes curriculum. Girls who answered a few questions about the importance of voting and of women's voices in government earned a Yara Shahidi 'We Vote Next' She-ro Barbie Doll.



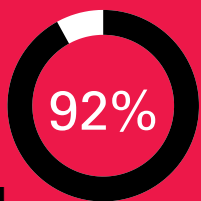
of Girls Inc. of Santa Fe girls say they learn to make a difference in the world!

Teen Leadership Council



In recent years, advocacy has become more of a priority in the work that we do both with the girls, and in the communities our girls inhabit. A crucial component of our advocacy work is that it be girl-led. We know that **girls are the experts on which issues affect them most** and that girls are capable leaders. With this in mind, and guided by the Taking Action toolkit, this year we created a new group, the Teen Leadership Council, or TLC. Made up of interested teens who have been part of our programs for several years, this group **develops projects to advocate** in many ways in the community. The group's inaugural project was the organization of a forum for candidates running for the open 3rd Congressional District called "Smart Girls, Bold Questions." The forum was scheduled for January 2020, so starting in November, the TLC researched, practiced public speaking, and planned. Once the candidates had been invited, the teens focused on which issues were most important to them and then formulated questions to address those issues. Free and open to the public, the event exemplified the meaning of girl-led. Over 450 people attended, including 100 girls from 2 schools, to watch the Teen Leadership Council ask questions that mattered to them to the 8 candidates who participated.

The TLC continued to meet virtually after the start of the pandemic. The big focus was advocating on teaching affirmative consent in schools. They led a virtual forum on HB 142, The Affirmative Consent Bill. They also virtually testified for and against other bills during the 2021 legislative session.



of Girls Inc. of Santa Fe girls say get the chance to be leaders.

Letter from our Board Chair

Dear Friends,

At Girls Inc. of Santa Fe, we build for the future. The start of the fiscal year saw the fruits of our labor; at last renovations on our Hillside building had begun - an essential and ambitious project. We were so excited to put that dream into action! Soon our event with actress Jeanine Mason brought in new, excited donors who helped to diversify our library and to build our supplies. Most importantly, with your help, we had nearly reached our bold goal of serving 1,500 girls in Santa Fe by reaching 1,236 girls right before the pandemic began. We were getting balloons ready to celebrate!

January came and our leadership kept a close eye on the potential of a pandemic while keeping staff, board, and donors informed. Our goal changed: provide programming to as many girls as possible and how to do so during a quarantine. We started the Risk and Recovery Committee, an ad hoc committee formed to assess a reasonable and fact-based way forward, while determining how to continue safely serving as many girls in Santa Fe as possible throughout this long and challenging Covid pandemic.

Your unwavering support was critical, for example, in helping to fund our virtual 2020 Summer Camp and provided girls with supplies to safely engage in so many impactful and fun activities. Our innovative staff purchased materials, prepared them in Girls Inc. tote bags, and gave them to families via a socially distanced drive-thru. And, all of the virtual groups for our girls were free for their families. Making sure families didn't have to choose between giving their daughters a safe and accessible community or paying for programming necessities was our top priority, and your generosity made that happen!

Change is often challenging and I'm proud that GISF met the pandemic challenge with a Strong sense of purpose, Smart planning and the Bold and unwavering vision of continuing to serve as many girls as possible, even while quarantined. As we move forward towards more in-person programming and events, I know each one of you will be moving with us. There are so many opportunities available to GISF to serve even more girls in our community, and I know we will make that happen with your generous donations! Thank You for supporting Girls Inc. of Santa Fe!



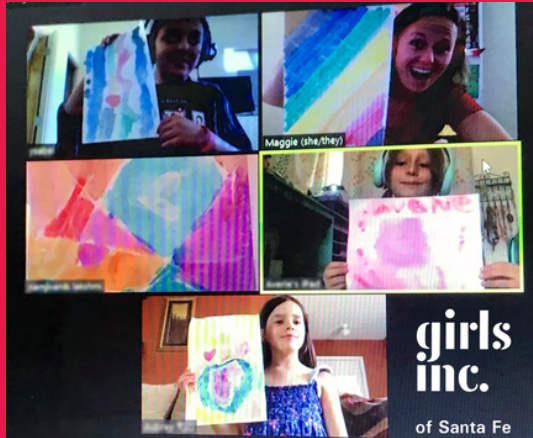
I look forward to seeing you,

Ann Livingston

Impact

We served 820 girls.

100% of those girls went on to the next grade or graduated!



482 girls received virtual programming with real-time interaction.

320 girls participated in She Votes!

820 girls participated in OpSMART.

820 girls participated in Mind+Body.

160 girls participated in Project Bold, our community safety and anti-violence program.

500 girls and their families received emergency support, including, but not limited to:

- **Access to technology.**
- **Access to food and hygiene products.**
- **Programming supplies and materials.**
- **Mental and emotional support.**
- **Funds to pay for rent, bills, and groceries.**
- **Connection to other community programs to provide support and assistance.**



Our building renovations included general safety improvements and upgrades to prevent the spread of Covid and other diseases.

- **Touchless light switches, sinks, and door entries.**
- **New water-resistant flooring.**
- **Fresh paint.**
- **Blinds on the windows.**
- **Updated bathrooms with waterproofing.**
- **New and improved storage.**



While volunteer participation was impacted by the pandemic and quarantine, we are so grateful to our volunteers waiting to come back to serve, the volunteers who participated in virtual programs, and to the community members still wanting to make a difference by becoming volunteers during this time. We can't wait to see you!

Our Supporters

Individual Giving FY20 (September 1, 2019 to August 31, 2020)

Every gift is important and appreciated. Thank you to all those who donated during the FY20 (September 1, 2019 to August 31, 2020.) Due to space limitations, our acknowledgments list gifts totaling \$250.00 or more.



Champions for Girls

A giving society of philanthropists making annual gifts totaling \$1,000 or more.

Vanguard (\$50,000+)

Baldrige Foundation
The Barbara J. Hall Revocable Trust
Liberty Ranch Infinite Possibilities
Anonymous (1)

Luminary (\$25,000 - \$49,999)

The Hayes Foundation
The Hutson-Wiley Echevarria Foundation
Estate of Robert Chase Hill
Nicole A. Hixon
Nance and Ramón López y Familia
Kay and Anthony Marks Family Foundation
Anonymous (2)

Advocate (\$10,000 - \$24,999)

Bolding Hamilton Charitable Fund
Caroline B. Burnett Foundation
Las Campanas Community Grants Fund,
Santa Fe Community Foundation
The Collett Family Foundation
Fonda Family Foundation, Inc.
The Frost Foundation
Ann and Mark Livingston
Jean A. McCray
Santa Fe County
City of Santa Fe Children and Youth
Commission
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Ally (\$5,000 - \$9,999)

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Yates
Ann Krochman Young
Anonymous (6)



Our Supporters

\$500 - \$999

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Jamison Barkley and Sydney Barkley
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Melanie Peters Thorne and Edwin
Thorne
Sheila Vaughn, Ph.D.
Nancy Volksen
Frances Diemoz and Alan Webber
Eula L. West
Anonymous (3)

\$250 - \$499

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Elizabeth Stefanics and Linda Siegle
Jennifer Steketee and James Ackard
Susan Summa
Lynn Tracey
Peter Vance
Christine Wagner
Glen Waltrip
Anonymous (3)

We want to thank The Santa Fe Community Foundation for their support from the following funds:

Liberty Ranch Infinite Possibilities Fund
Las Campanas Community Grants Fund
COVID-19 Response Fund
Margarita and Thomas J. Kintz Fund
Jordan and David Smith Fund
Rabinowe Family Fund



Our Supporters

Business Partners

(September 1, 2019 to August 31, 2020)

Empowered Partners (\$10,000+)

Avalon Trust Charitable Fund
Bank of America Foundation
Comcast Cable Communications, Inc.
Falling Colors Technology
Thornburg Foundation

Smart Partners (\$5,000-\$7,499)

American Association of University
Women
The Merck Foundation
Thornburg Investment Management

Strong Partners (\$2,500 -\$4,999)

Guadalupe Credit Union
Eileen Fisher
Enterprises International, Inc.
Los Alamos National Laboratory
Foundation
Wells Fargo Foundation

Educated Partners (\$1,000 - \$2,499)

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Tax Help Santa Fe
U.S. Bank Foundation

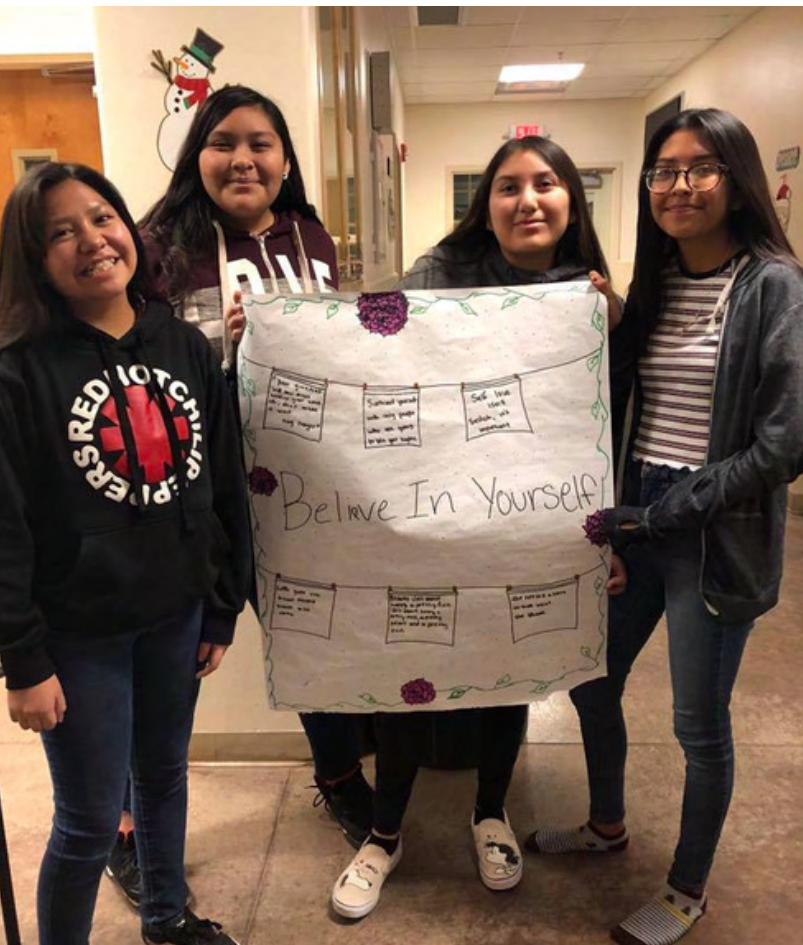
Healthy Partners (\$250 - \$999)

Abigail Davidson, LLC
The Beat Goes On
Blue Chip Insurance
Boldwork
Estate Pros, LLC
Fortina Solutions, LLC
InArt Santa Fe, LLC
Kitchen Dimensions
OpenEye Scientific Software
Santa Ana Skin Care Clinic
Savory Spice Shop
Teel's Face Lab
US Bank
Wear Your Grace

In-Kind Donations

Brian McPartlon Roofing
Gruet Winery Santa Fe
iDesign Remodeling
Image Ratio
InSight Foto
Phoenix Security
Ponzi Vineyards
Quay Sunglasses
Santa Fe Audio Visual

Every effort has been made to be error-free and represent our donors correctly. Please contact Alex Hesbrook Ramier (aramier@girlsincofsantafe.org) if you feel an error has been made.



Financials



Revenue
\$1,768,169

- Contributions and Grants: \$1,078,165 (61%)
- Bequests: \$397,083 (23%)
- Payroll Protection SBA Grant: \$219,000 (12%)
- Program & Earned Income: \$73,921 (4%)

Program Services: \$1,114,800 (80.9%)



Management and General: \$169,511 (12.3%)



Fundraising: \$94,332 (6.8%)



Expenses
\$1,378,643



Philanthropic support is essential to our ability to serve girls. 81 cents of every dollar donated goes directly to programs. Because of you, we are able to provide our community-based and virtual programs free of charge. When girls do attend in-person programming at our Hillside center, they pay tuition on a sliding scale. No girl is ever turned away due to her family's ability to pay. 98% receive some level of financial aid to be able to participate.



Our Staff

- Kim Brown, Chief Executive Officer**
- Carolyn Chambers, Chief Operations Officer**
- Melanie Corcoran, Director of Philanthropy***
- Ginger Williams, Chief Philanthropy Officer†**
- Madonna Hernandez, Director of Programs**
- Glory Auldon, Program Manager***
- Keeley Aspaas, Data Coordinator/Flexible Funds Navigator**
- Natalie Benally, Indigenous Programs Coordinator**
- Jennifer Billig, Advocacy Consultant**
- Rebecca Calhoun, Program Manager**
- Sandra Chavez, Offsite Coordinator**
- Gwen Clark, Program Facilitator***
- Maggie Feil, Offsite Coordinator**
- Olivia Garcia, Bookkeeper/Accountant**
- Julia Gay, Communications and Volunteer Coordinator**
- Sara Gmitter, Program Coordinator**
- Alex Hesbrook Ramier, Donor Relations Manager**
- Nina Katz, Program Facilitator**
- Tara Melton, Communications and Events Coordinator***
- Alanie Rael, Program Facilitator***
- Rhynda Stephens, Partnerships and Events Manager***
- Araseli Varela, Executive Assistant**
- Daniel Varela, Building Cleaning and Maintenance**

Our Board

- Ann Livingston, Board Chair**
- Dona Bolding, Vice Chair**
- Polly White, Treasurer**
- Connie Burke, Secretary**
- Joan Affleck**
- Elizabeth Heller Allen**
- Sascha Guinn Anderson**
- Jess Clark**
- Kimberly Corbitt**
- Frania D'Alessio**
- Mary Guzman**
- Laura Hudman**
- Demi Malnar-Frye**
- Kris Michaelis**
- Ellen Marshall**
- Tiia Kari-McLaughlin**
- Mark Mullholland**
- Diane Ramsey**
- Reba June Serafin**

Thank you to everyone who contributed to the success of Girls Inc. of Santa Fe!



* These staff members have moved on to other opportunities.

† These staff members joined in fiscal year 2021.

girls inc.

of Santa Fe

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Follow us:



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