



2021 Annual Report

Stronger Together

**girls
inc.**

of Santa Fe

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.

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.

girls
inc



Kim Brown
CEO

IT'S ABOUT Strength

Reflecting on the last year of our lives, for Girls Inc. and as a global society, it's clear that the continued pandemic has put stress on us all. So, with this in mind, I want to tell you a story of a brighter future, of the resilience of our youth, and the power of community.

We wrapped up a second school year of virtual programs with girls who seemed more drained and distant toward the end than the excited and engaged youth that stayed online through programs 15 months earlier. With the advent and distribution of adult vaccines, we threw our doors open for summer camp, starting June 1, 2021 for our first in-person programming in over a year. The hugs and reunions, the laughter, and the sounds of childhood summer joy were a salve to us all.

We performed hands-on experiments together and though we stayed close to the center, limiting excursions and field trips that required close contact in vans, we brought fun to Hillside. Thursdays were water days and we invested in slip and slides, water toys, and small pools. We had generous donors who helped us put down artificial grass that the girls loved rolling on and on which they enjoyed many outdoor picnics.



The start of the school year and a new COVID variant, the departure of some of our beloved seasonal summer staff, and the inability to staff up to pre-pandemic levels has meant that we have not yet been able to build back to the numbers we saw before the pandemic. Yet, we have seen an increased demand for our programs and from our schools and our over-burdened educators and parents. We have always known that our work is important, but it has become clearer than ever that our programs are vital. Our facilitators see the difference the program makes in our girls, we see a future where the Girls Inc. experience is available to every girl in Santa Fe who would want to attend.

We continue to show up for our girls amidst the uncertainty and instability of our world and we are so grateful that you are too. The following pages show you how, when we all work together, we can serve girls with impact, change their lives, and affect the greater world through the inspiring programming delivered to current and future leaders.

I am so proud of our team, Board, volunteers and community at large for their continued commitment to New Mexico girls. It really does take a village to make the magic of the Girls Inc. experience happen. And when it does, we see dimmed eyes – glow with belief in tomorrow, and hearts that have been broken – heal with the power of belonging and community.

The world is heavy. We have all asked ourselves - How can we help? Where do we go from here? And I can tell you that investing in our youth is more critical than ever. Our youth give me hope for our collective futures. They will lead us and make this world an even brighter place.

I believe in them and I know you do too.

Thank you for believing in the organization, in girls, and our brighter futures.
We are stronger together.

Thank you for being in her corner,

Kim Brown





Impact

In 2021, we served 801 girls! While we still work to increase our numbers to pre-covid levels we are well on our way. Since September 2021 we have served over 400 girls weekly, bringing them a consistent program they can count on. We are thrilled at the impact we have been able to make

on the lives of girls and their families. At Girls Inc., we believe girls are innately Strong, Smart, and Bold. With continued support and guidance, they can achieve anything!



97% of Girls Inc. girls in New Mexico believe girls can be leaders.

430 girls received emergency support

At the start of COVID, we stayed committed to making sure our girls and families had access to services and essential items!

- Provided food and other household supplies to girls and families.
- Conducted touchpoints and outreach to girls and families through social media, text messages, phone calls, and emails.
- Distributed menstrual products to girls and families.
- Connected girls and families to mental health services and other community resources.
- Supplied girls and families with technology and connectivity.

100% of Girls Inc. girls in New Mexico do their best even when things get tough.



We provided 15,000 healthy snacks for our girls during programs throughout the year.



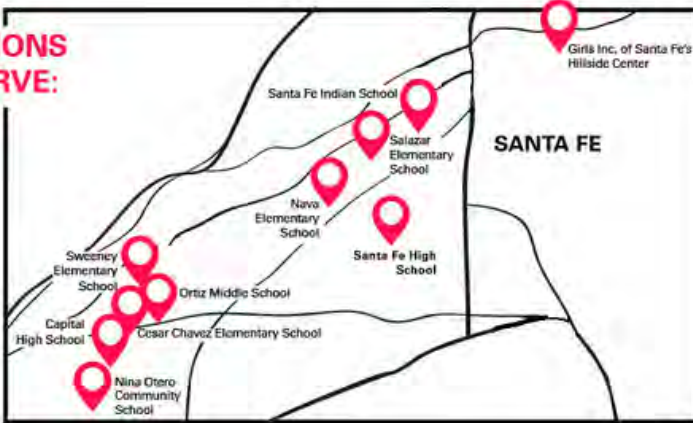
100% of Girls Inc. girls believe they have a great future ahead of themselves.



Who We Serve



LOCATIONS WE SERVE:



We are currently running 23 school-based programs in 9 schools and programs at our Hillside center.

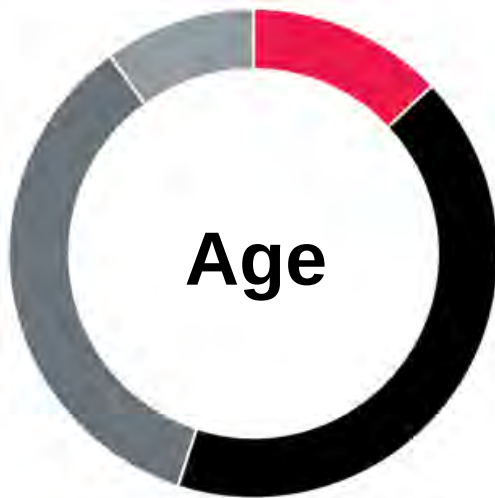


86% come from low-income households.

41% speak a language other than English at home.



21% come from single-parent households.



- 5 to 8 - 13%
- 9 to 11 - 42%
- 12 to 14 - 35%
- 15 to 18 - 10%

- Hispanic, Latina, or Latin American - 69%
- Non-Hispanic White - 13%
- Indigenous/Native American - 11%
- Multiracial - 6%
- Asian American or Pacific Islander - .9%
- Middle Eastern or North African - .1%



THE SIX Essential Elements



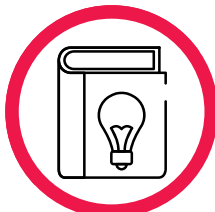
Mentoring
Relationships



Intentional
Programming



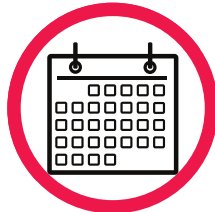
Pro-girl, Girls-only
Environment



Research-based
Curricula



Interactive
Activities



Sustained
Exposure



The six essential elements are what make Girls Inc. programming so successful in equipping girls with the tools they need for their futures. These programs are specially designed to be compensatory and strengths-based.

Some of the programs at Girls Inc. are:

- **OPSmart** - Science, math, and relevant technology activities that encourage curiosity and hands-on experiments.
- **Economic Literacy** - Builds a working knowledge of money, saving, and running a business.
- **Mind+Body** - Focuses on building self-esteem, stress management, and health and nutrition.
- **Project Bold** - Centers on advocacy work, anti-violence, antiracism, and community safety.
- **enCourage** - Establishes a noncompetitive, exploratory environment and puts girls' needs first, giving them a supportive base from which they can test their limits.

IT'S ABOUT Care

Madonna Hernandez
Director of Programs



Who would have known that on March 13th, 2020 we would be closing our doors for 15 months? I certainly didn't. The initial plan had been to be gone for 2 weeks. I suppose you could say that we were given some great big sour lemons and we decided to make some lemonade. During those 15 months, we were busier than ever. We continued to see girls:

- In their homes and schools through virtual programs
- Spring break and an in-person summer camp
- Movie and game nights
- Parent support time

It was mind-blowing how we were able to continue to connect with our girls and their families, and I couldn't be more proud of my team. **We are starting to see the fruits of our labors. Staff is reporting that their girls are asking for help, building new friendships, making plans for the future, and talking about the injustices in the world and how they can be a solution.**

While we did witness a decline in our girls' mental wellbeing from the lack of physical connection and stimulation outside of a screen, coupled with the stress of the pandemic, we have focused on trauma informed care and prioritized solutions for stress relief.

Our amazing program team came together and developed activities around:

- Self-regulation
- Communicating needs
- Confidence
- Building friendships

We know that there is a long road ahead and that in order for us to be relevant to what our girls are experiencing we need to continue to be as dynamic and flexible as possible. **They are the answer to what is not right in the world.** All they need is love, support, and time.

I want to share with you all the amazing things our girls and organization have accomplished this year!

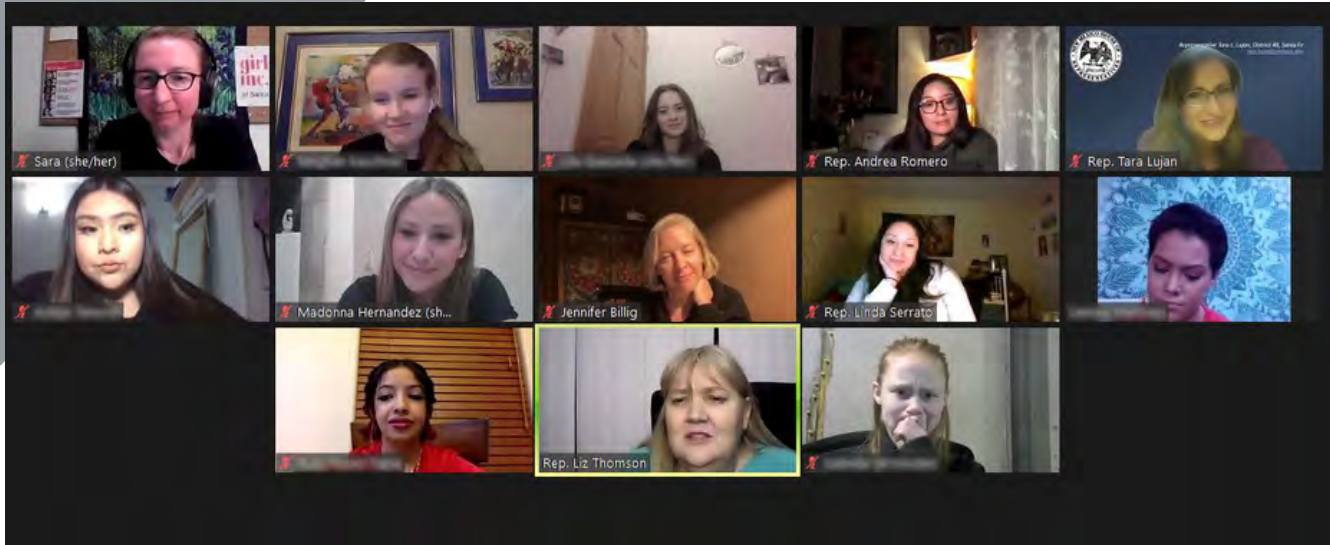
Read on for the highlights and enjoy our recap!



With gratitude and awe,

Madonna Hernandez

Affirmative Consent



During the 2021 Legislative Session, our Teen Leadership Council advocated for the Affirmative Consent Bill. The girls led a virtual panel discussing the importance of this bill and testified to how essential it is to have consent education taught in schools.



Celebrating 66 Years!

Since 1955, Girls Inc. of Santa Fe has believed in the inherent strengths of girls. In 2020, we celebrated 66 years (in honor of New Mexico's history with Route 66) of serving girls in our community. Our celebration included a vintage car cruise past summer camp and at-home parties where attendees watched a live stream looking back and looking forward. **Here's to 66 more years and beyond!**



Girl Achievements

We are so proud of Meghan Kaschner, our Girl of the Year! After 13 years of Girls Inc. programming she earned the Girls Inc. Lucile Miller Wright Scholarship of \$25,000. She's studying Marine Biology at UCSD where **she is a woman in STEM!**



Ruby Reyes-Tapia earned a NOLS scholarship through our Girls Inc. partnership and embarked on a backpacking expedition in the Pacific Northwest. **Her experience with our enCourage program gave her the skills to tackle challenges such as a 12-mile hike that took 12 hours to complete and working as a team with her fellow hikers.**

Upon her return, she shared with us that "This adventure taught me plenty about myself. I can make strong connections with people in a short amount of time and I'm okay with being out of my comfort zone."

College Shower



In July we honored the hard work of five amazing high school graduates from our teen program with a college shower. Ashlyn Tenorio, Jericha Romero, Indira Tho-Biaz Wilder, Jade Rael, and Meghan Kaschner all worked hard to achieve this important milestone.

Summer Camp



Eight weeks of summer camp flew by and represented a joyous return to our Hillside center. We encountered new challenges with girls relearning how to be in community with one another again. Activities like hunting for four-leaf clovers in the park, Water Fun Thursdays, or making smoothies with food from our garden gave the girls a chance to just play!



Getting back to working with the girls face-to-face, having fun, and making a difference not only was a benefit to the girls but to the staff as well!

School Year

We are currently serving 62 girls in our center-based afterschool program and have 23 groups running within the Santa Fe school district, **serving over 400 girls per week!** We are prepared to meet the needs of the individual girls as well as the group as a whole. Getting to be with the girls each week is a real treat!



IT'S ABOUT Connection

Ann Livingston
Board Chair



As I reflect upon the past year on the Board of Girls Inc. Santa Fe, we have many moments to be proud of. Throughout the pandemic ups and downs of 2021, GISF served over 800 girls—both in-person and online. Under the courageous leadership of CEO Kim Brown, our staff had to “pivot” on well-made plans time after time to accommodate COVID-driven shifts. Creativity and fortitude were called for to address the trauma and instability experienced by the girls of Santa Fe. Our incredible staff delivered! We are so proud of each of them. Also, based on the efforts of our affiliate, Director of Programs Madonna Hernandez worked with Girls Inc. National to develop programming to identify and respond to trauma and toxic stress. The Board of Directors is tremendously proud of the critical work undertaken by the staff this past year.

Fundraising during COVID, with social distancing and masking requirements, also called for extra creativity! We welcomed Ginger Williams as our Chief Philanthropy Officer in 2021, who, together with the fabulous Fund Development Committee, introduced new experiences for the organization. Galentine’s, a celebration of friendship on Valentine’s Day, inspired donors to connect with loved ones. GISF’s 66th Birthday here in Santa Fe was celebrated in a community-wide car rally last June. The parade of cars that drove through Santa Fe, passing our Hillside facility on a sunny Friday afternoon included gussied-up Board member vehicles, classic cars, New Mexico low-riders and a contest with several categories of cars on which the girls voted. The Hillside girls voted for their favorites. Rallying around the Route 66 theme, board members and others hosted outdoor parties in their homes. **The result was festive, fun and financially successful, thanks to our ever-growing community of donors!**



TURN THE PAGE TO READ MORE!





Celebrations continued with honoring our college-bound graduates at a summer going away shower and our Girl of the Year with a Holiday Tree Lighting, events sponsored and hosted by Four Seasons Resort Rancho Encantado. **The events brought friends and family of Girls Inc. of Santa Fe together in the community.** The beyond-expected community-wide response to our Annual Winter Appeal demonstrated an outstanding expression of support for the ongoing work of Girls Inc. of Santa Fe.

Our donors' confidence in Girls Inc. of Santa Fe is extraordinary and together we continue to create a future community of Strong, Smart, and Bold young women.

Sincerely,

Ann Livingston



Our Supporters

Individual Giving FY21 (September 1, 2020 to August 31, 2021)

Every gift is important and appreciated. Thank you to all those who donated during the FY21 (September 1, 2020 to August 31, 2021.) Due to space limitations, our acknowledgments list gifts totaling \$250.00 or more.



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

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Lauren Snyder Art
Anonymous (1)



*Deceased

Those who have joined the Red Cape Society have made a bequest or designated Girls Inc of Santa Fe as a beneficiary for one or more of their accounts. We are so grateful for their support.

Legacy gifts are powerful, direct, transformative gifts that create impact that last well beyond your lifetime.

“

We like to think of a legacy gift as building on the future. Girls Inc. will provide a solid future for girls through its strong leadership, consistent community involvement and adherence to its mission. An investment in the lives of young girls is guaranteed to produce women with confidence, purpose and grace.

-Connie Burke and Bill Leeman”

If you have made such plans and would like to let us know, please contact Virginia Williams at wwilliams@girlsincofsantafe.org

Every effort has been made to be error-free and represent our donors correctly. Please contact KatherineElizabeth Armstrong (kearmstrong@girlsincofsantafe.org) if you feel an error has been made.

Financials



- Contributions and Grants - 66%
- Government Funds - 30%
- Program and Earned Income - 5%

Total revenue:
\$1,495,233



- Program Services - 82%
- Management and General - 11%
- Fundraising - 7%

Total expenses:
\$1,308,630

Philanthropic support is essential to our ability to serve girls. 82 percent 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
Madonna Hernandez, Director of Programs
Ginger Williams, Chief Philanthropy Officer
Daniela Anderson-Fernandez, Program Facilitator
KatherineElizabeth Armstrong, Donor Relations 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
Melissa Costello, Program Facilitator+
Jolene Duran, Administrative Coordinator+
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*
Rhynda "Storm" Stephens, Business Relations Manager+
Araseli Varela, Executive Assistant
Daniel Varela, Building Cleaning and Maintenance
Ellen Walkley, Grant Manager

Our Board

Ann Livingston, Board Chair
Dona Bolding, Vice Chair
Polly White, Treasurer
Connie Burke, Secretary
Elizabeth Heller Allen
Sascha Guinn Anderson
Alina Catanach+
Jess Clark
Frania D'Alessio
Laura Hudman
Demi Malnar-Frye
Ellen Marshall+
Diane Ramsey
Reba June Serafin
Adrienne Murray+
Erica Ortiz-Berke+
Linda DeWolf
Sarah Nolan+

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 or board members joined GISF in 2021.



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Santa Fe, NM
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www.girlsincofsantafe.org



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