

GIRLS INC. OF SANTA FE



70 years



OF IMPACT

A LIFETIME OF STRENGTH



2025 ANNUAL REPORT

FROM THE DESK OF KIM BROWN

Dear Friends,

As we close out our 70th year at Girls Inc. of Santa Fe, I've been reflecting on the path we've walked together: how far we've come and the future we're building. This year wasn't just a celebration of our history, it was a testament to our intention. Over seven decades, we've grown and evolved with care, keeping the needs of our young people at the center. And this year, we committed to an even bolder vision. With the purchase of a 4-acre property in the heart of Santa Fe, we are setting the foundation for a future where more youth can access safe spaces, transformative experiences, and strong mentorship.

We've also stayed grounded in our mission—serving 1,278 young people in school and after school, in the classroom and in the community. From marching together in Pride to lifting youth voices at Girls Inc. Day at the Roundhouse, from dancing under the sun at the Stronger Together Fest on the Plaza to reconnecting generations at our Homecoming Reunion, we showed up. We made joy. We made change.

And we didn't do it alone. Your belief in our work sustains us. **You've given the time, resources, and encouragement. That has meant everything. Thank you.**

Looking ahead, we anticipate reductions in key funding sources, but we won't pull back. The needs are still here. The work is still urgent. And we know—because we've seen it for 70 years—that when this community shows up for its youth, incredible things happen.

So, we'll keep showing up. We'll keep growing with intentionality, transparency, and heart.

With deep gratitude,



Kim Brown
Chief Executive Officer
Girls Inc. of Santa Fe



70 YEARS STRONG



1955 – Founded as the Girls Club of Santa Fe, offering after-school programs and a safe space for girls in the community.

1990 – Became an affiliate of the national Girls Incorporated network, aligning with a research-based, girl-centered mission.

2025 – Secured a 4-acre property which will be home to a future new center to meet growing demand.

**girls
inc.**
of Santa Fe



LOOKING TO THE FUTURE

In 2025, Girls Inc. of Santa Fe purchased a 4-acre property that will allow us to continue to grow for our next 70 years. Through our comprehensive campaign, Building for Our Future, we are moving forward with a phased plan to create a new center for learning, leadership, and connection—while continuing to nurture our Hillside Ave. location as a place of growth and belonging.

Each stage of development will expand opportunities for youth and families, ensuring our mission remains accessible, sustainable, and deeply rooted in the community we serve. Together, we are building a bold future for Santa Fe's next generation of leaders.





MISSION MOMENTS

At Girls Inc. of Santa Fe, our mission has always been to inspire young people to be strong, smart, and bold—that is, healthy, educated, and independent. Today, that means meeting them where they are and showing up where we're needed most. From classrooms to community spaces, we've created moments of belonging, sparked curiosity, and helped 1,278 youth this year believe in their voices and their power.

This annual report offers a glimpse into a year filled with growth and heart—new partnerships, bold initiatives, and countless stories of resilience and joy. As you turn the pages, you'll see what it looks like when a community stands behind its youth and believes in their limitless potential.

MISSION HIGHLIGHTS

In the past year, we:

- Launched **"She Votes"** in collaboration with the New Mexico Secretary of State, giving young people firsthand experience in civic engagement and helping them understand the power of their voices in shaping their communities.
- Created **"Informed Together,"** a hands-on workshop designed for parents and guardians to build confidence in talking with their children about healthy sexuality—because trusted adults play a vital role in helping youth grow up informed, supported, and strong.
- Debuted **"Because We Said So,"** our youth-led podcast that explores identity, advocacy, and what it means to grow up bold in today's world. Through storytelling and conversation, young voices are leading the way and redefining what it means to be heard.
- Participated in **Girls Inc. Day at the Roundhouse**, where our youth met with legislators, shared their perspectives, and reminded state leaders that the next generation is already shaping the future.



MISSION HIGHLIGHTS (CONT.)

- Hosted the first-ever **Stronger Together Fest on the Santa Fe Plaza**, bringing together local nonprofits, partners, and families for a day of connection, creativity, and community.
- Reconnected with alumnae at our **70th Anniversary Homecoming Reunion**, honoring seven decades of impact and celebrating the generations of strong, smart, and bold leaders who continue to inspire the next.
- Received **city, county, and state proclamations honoring our 70th anniversary**, with Girls Inc. teens proudly delivering impact presentations and accepting the awards on behalf of the organization.
- Celebrated **20 years** of leadership from CEO Kim Brown and **25 years** of dedication from Chief Programs Officer Madonna Hernández, recognizing their unwavering commitment to Santa Fe's youth and the values that guide this organization.
- Purchased a **new 4-acre property**, laying the groundwork for the next chapter of Girls Inc. of Santa Fe—a space designed to grow with the needs of our community and to serve future generations.
- Partnered with **NOLS** for another transformative outdoor leadership experience, sending 2 local teens on a Wyoming wilderness expedition that built confidence, courage, and self-reliance.
- Marched proudly in **Santa Fe Pride** alongside youth participants, staff, and families—celebrating belonging, visibility, and community with joy and purpose.



SHOWING UP WITH PRIDE

We showed up and showed out at Pride this year—marching, hosting a table, and celebrating alongside our young people. Decked out in Girls Inc. shirts, they brought joy, energy, and bold voices to the parade route and the Plaza. Our presence was felt, our values were seen, and together we made Pride a moment of visibility, community, and power.

FRIENDSHIP IS POWER: FRIENDLY PEERSUASION

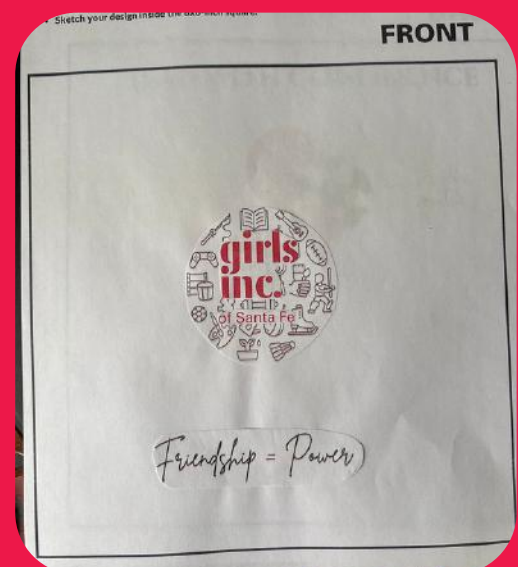
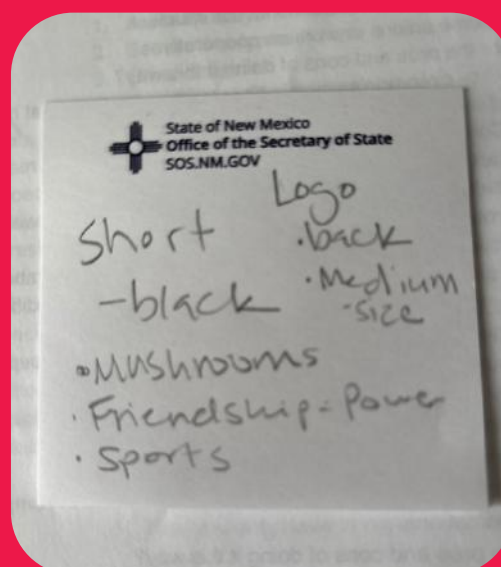
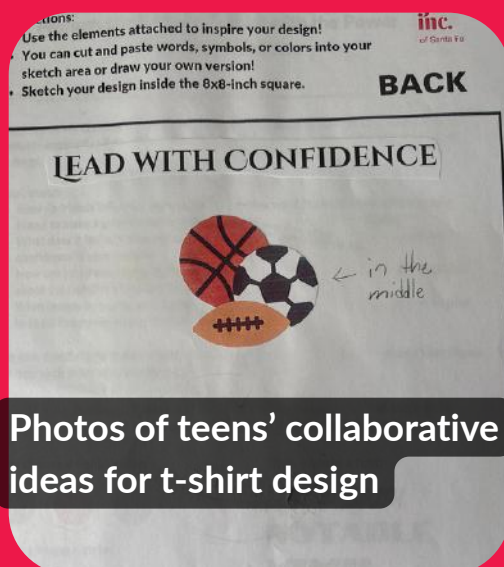
At Girls Inc. of Santa Fe, our Friendly PEERsuasion® program helps youth understand that real influence doesn't come from pressure—it comes from friendship, trust, and leading by example.

This year, a federal grant enabled us to bring a year-round program focused on substance abuse prevention into local schools, where teens explored leadership through activities including a creative T-shirt design project. What began as art became a lesson in collaboration and healthy decision-making. They tested different ways to choose a final design—voting, consensus, even rotating leadership—and discovered that leadership is as much about listening as it is about guiding.

Their final shirt reads “Friendship is Power,” surrounded by symbols of the activities that keep them strong—soccer, art, music, and nature. Every time they wear it, they carry a message: connection over conformity, support over pressure.

Because when friendship is power, youth don't just resist pressure—they shape the future they deserve.

Every participant who completed the program walked away with new tools for healthy living—understanding nutrition, body image, exercise, communication, relationships, and substance use—and, just as importantly, a circle of friends who will keep them strong.

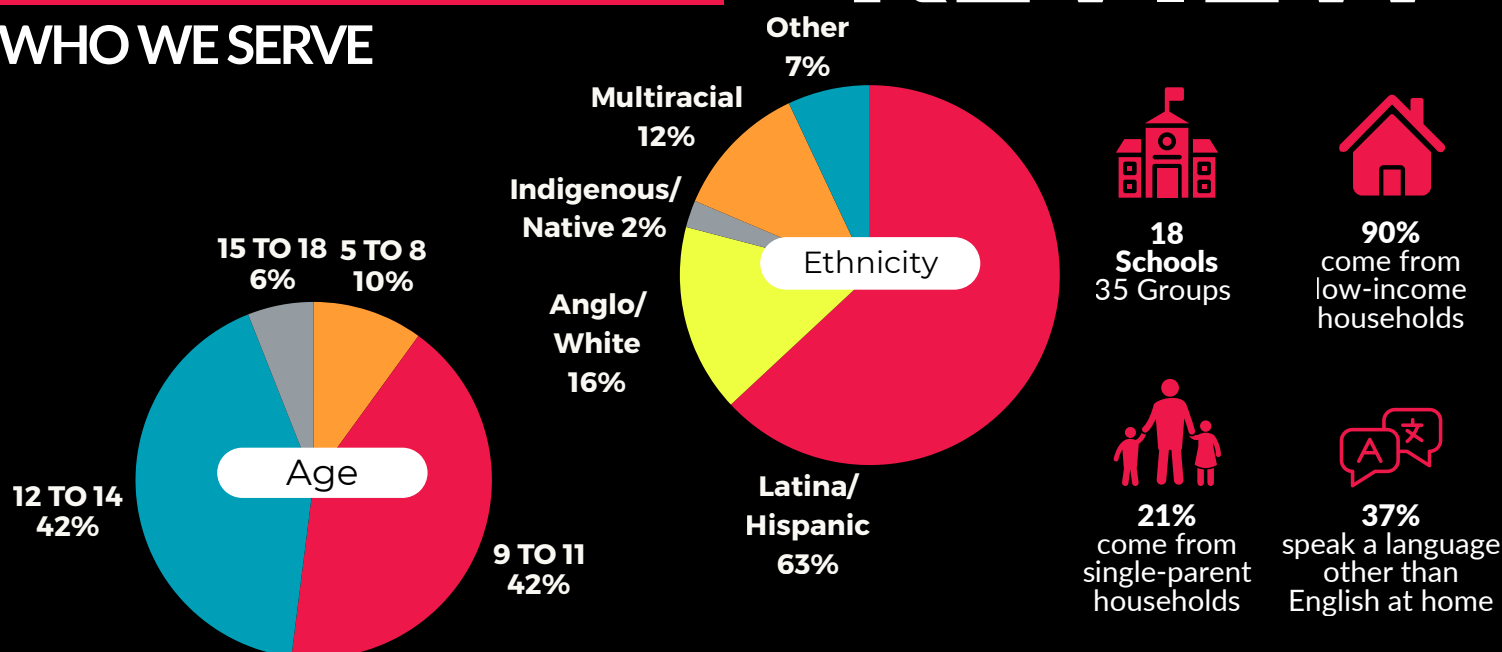


1,278

YOUTH SERVED

YEAR IN REVIEW

WHO WE SERVE



SCHOOL PARTNERS

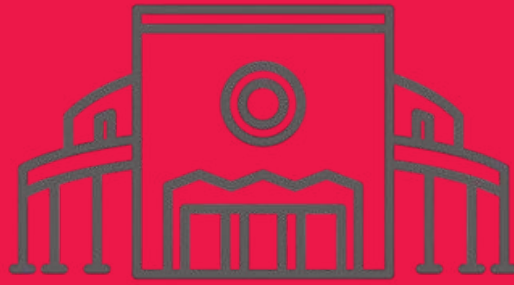
Amy Biehl Elementary
Aspen Community School
Atalaya Elementary School
Capital High School
Cesar Chavez Elementary
Chaparral Elementary
El Camino Real Academy
Gonzales Community School
Kearny Elementary

Milagro Middle School
Nava Elementary
New Mexico School for the Arts
Nina Otero Community School
Ortiz Middle School
Ramirez Thomas Elementary
Salazar Elementary
Santa Fe ECO School
Thrive Community School

OUR IMPACT



ADVOCACY IN ACTION: GIRLS INC. DAY AT THE ROUNDHOUSE



Girls Inc. Day at the Roundhouse brought our young people right into the heart of state government. They met leaders, learned about the legislative process, and lifted their voices on issues that matter to them—proving that advocacy starts early and every voice can shape the future.



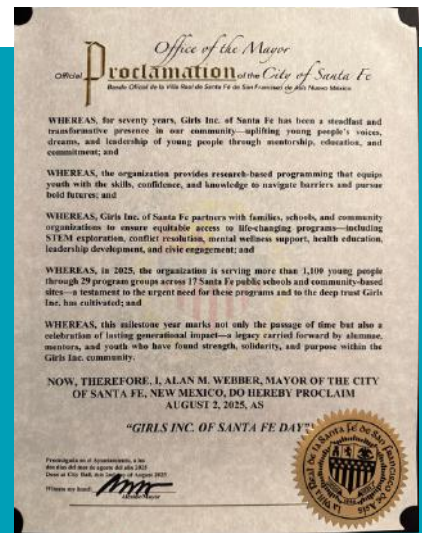
HONORED FOR 70 YEARS OF IMPACT BY CITY, COUNTY, & STATE



This year, Girls Inc. of Santa Fe was deeply honored to be recognized by the Santa Fe County Commission, the City of Santa Fe, the New Mexico State Legislature, and the State House of Representatives—all of whom issued proclamations celebrating our 70 years of impact.

Our teens proudly represented Girls Inc. by delivering impact presentations and accepting each proclamation on behalf of the organization. Standing before elected officials, they spoke about the challenges and hopes of their generation with honesty, courage, and grace.

Each proclamation not only honored seven decades of building strong, smart, and bold leaders—it also served as a testament to our reputation and the trust our community places in us to uplift the next generation of leaders.



IN 2025 WE CELEBRATED BY...



COMING HOME TO HILLSIDE—
welcoming alumnae and friends back to where
it all began.



Proving to her sisters she **WAS** Girl
of the Year!



GROWING TOGETHER AT IN FULL BLOOM—
honoring growth, resilience, and bold futures.

GATHERING AT STRONGER TOGETHER FEST— bringing art, music, and community to the Plaza.



Joe Hayes in his penultimate performance

Nohe y Sus Santos
invites the girls to take
the stage!



Mayor Webber
delivering a City
Proclamation



LIFTING UP OVER 150 HONOREES THROUGH *INSPIRATIONS*— publishing a book of tributes that shine.



Inspirations

Celebrating Strong, Smart, and Bold
New Mexican Women and Girls

2025



Over 150 inspirational women and girls in New Mexico

CELEBRATING

25 YEARS OF LEADERSHIP
20 YEARS OF HEART

2025

70 Years Strong. **20/25** Years Bold.

In a year that celebrates seven decades of impact, we are especially honored to recognize two extraordinary leaders whose combined 45 years of service have shaped the very core of Girls Inc. of Santa Fe.



Kim Brown, our CEO, marks **20** years of visionary leadership—two decades of steady guidance through growth, challenge, and transformation. Her people-first approach has strengthened our foundation and ensured that every young person who walks through our doors is met with respect, opportunity, and the encouragement to lead boldly.



Madonna Hernandez, our Chief Program Officer, celebrates **25** years of unwavering dedication to youth. Her wisdom, empathy, and commitment have guided generations of participants, helping them find their voices and see their own potential reflected back through care and community.

Together, Kim and Madonna embody the essence of Girls Inc.—strength in purpose, boldness in leadership, and a shared belief that when we invest in young people, we build a stronger, smarter, and bolder future for all.

This year, as we celebrate 70 Years Strong, we celebrate **20/25** Years Bold—a tribute to two leaders whose legacy continues to inspire the next generation.



THEY MET US WHERE WE WERE

NICOLE ALBRIGHT - PARENT TESTIMONY

Girls Inc. has provided a nurturing environment and meets participants & families where they are. They have provided unwavering support for my family.

My daughter started in 2018 in kindergarten. I could never have imagined how integral they'd become in our lives. In January 2019 I was diagnosed with breast cancer. The stability they created for Clara, and the encouragement they gave me, became something I could look forward to. It made the challenge of walking up the hill a test of my health journey. They came to me on the days when I couldn't make the ascent. I've witnessed this same compassion time and time again with many families. Solutions are found with heart.

Clara has grown up at Hillside. Her experiences have shaped her identity. Strong, smart & bold are the foundation. The next chapter is the Teen Leadership Council. Girls Inc. has fostered my daughter's strengths and helped to create her voice and self-reflections. She will now continue to give this gift to our community.

TO THE NEXT 70 YEARS TOGETHER

Seventy years hold countless stories of courage and growth—but the real story is what we're still building together.

For generations, we've stood beside Santa Fe youth as they've spoken up, taken risks, and led with heart. Through it all, one constant remains: you. Every program, scholarship, and "I can do this" moment exists because you believe young people deserve opportunity, safety, and the space to dream big.

This report reflects your generosity in action—fueling programs that meet youth where they are, from classrooms to after-school spaces. In the spirit of stewardship, our 2025 Donor Honor Roll is now digital, allowing more of every gift to directly support the youth we serve.

From all of us at Girls Inc. of Santa Fe, thank you for helping carry this mission forward. Together, we're not just honoring seventy years of impact—we're ensuring the next seventy are even stronger, smarter, and bolder.

To view our list of donors for September 1, 2024 – August 31, 2025, please scan the code or visit: girlsincofsantafe.org/2025-gratitude



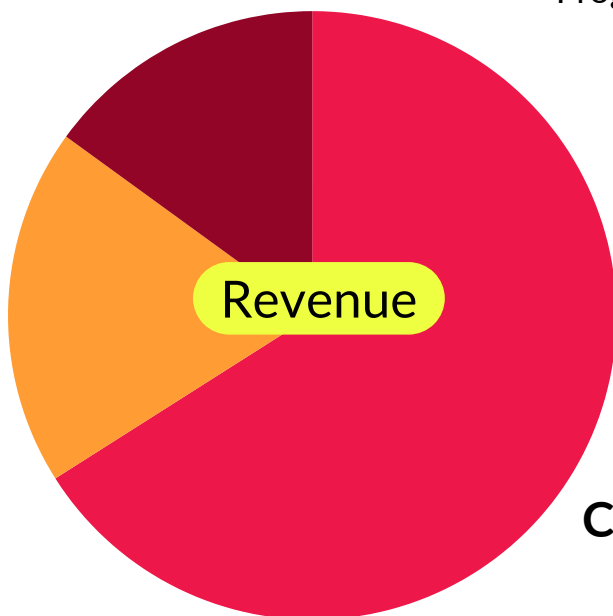
REVENUE

\$2,652,859

Contributions	66%
Grants	19%
Program and Earned Income	15%

Program and Earned Income
15%

Grants
19%



✓ **FACT**



Our Community members make up most of this pie!

Contributions
66%

People, like you!



EXPENSES

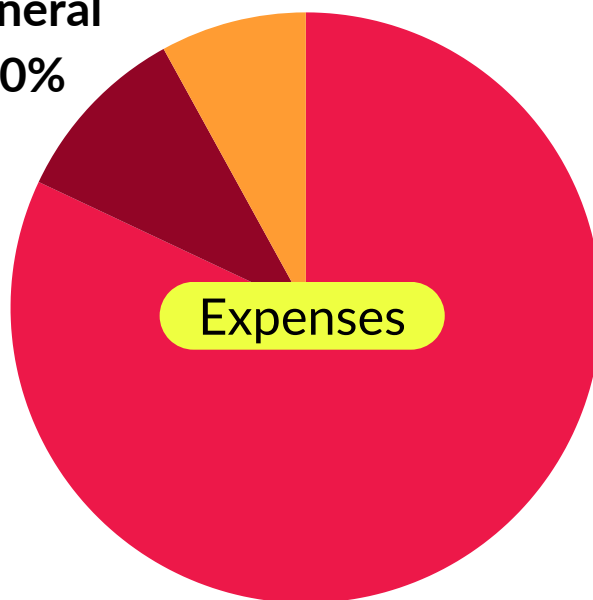
\$2,650,021

Program Services	82%
Management & General	10%
Fundraising	8%

Fundraising
8%
Management & General
10%

DID YOU KNOW?

Philanthropic support is essential to our ability to serve girls and youth. 82% of every dollar donated goes directly to programs. Because of you, we are able to provide our community-based programs free of charge. Families are never turned away due to ability to pay; 98% receive financial aid to participate.



Program Services
82%

OUR TEAM



STAFF

* Moved on to other opportunities

Kim Brown, Chief Executive Officer
 Carolyn Chambers, Chief Finance & HR Officer
 Madonna Hernandez, Chief Program Officer
 Adrienne Murray, Chief Storyteller
 Araseli Varela, Chief Connector
 Virginia "Ginger" Williams, Chief Philanthropy Officer
 Keeley Aspaas, Data Coordinator & Program Facilitator
 Rebecca Calhoun, Senior Program Manager
 Jolene Duran, Creative Systems & Outreach Manager
 Hannah English, Program Facilitator
 Maggie Feil, Program Manager
 Liza Frolkis, Director of Individual Giving
 Raquel Garcia, Operations Manager*
 Sara Gmitter, Program Coordinator
 Kinsey Head, Program Support
 Devlyn Iturralde, Program Facilitator
 Katherine Killeen, Program Facilitator
 Janel Lato, Donor Data & Philanthropy Associate
 Janet Leung, Director of Finance
 Bethany Morse, Development Manager
 Alexandra Hesbrook-Ramier, Donor Relations Manager*
 Jericha Romero, Program Facilitator
 Leandra Romero, Content Innovation Manager
 Hazel Simmons, Program Facilitator
 Rhynda "Storm" Stephens, Corporate & Community Relations Manager
 Ellen Walkley, Grant Manager

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* Term Ended

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GIRLS INC. OF SANTA FE



YOU ARE THE GLUE
That keeps us together.

Like. Follow. Share.

THANK YOU

WEBSITE :
girlsincofsantafe.org

PHONE NUMBER :
505-982-2042

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