

girl scouts
of new mexico trails



2021 ANNUAL REPORT

Reporting on the activities of Girl Scouts of New Mexico Trails
October 1, 2020 - September 30, 2021



Fellow Girl Scouts and Friends of Girl Scouts of New Mexico Trails,

While 2020 challenged us in ways we could have never imagined, 2021 has provided us with ample opportunities for growth. Not the traditional type of growth that comes from sizeable increases in membership, volunteerism, and finances, but the type of growth that comes from remembering who we are and what we are capable of.

We grew through our service to others as Girl Scouts across New Mexico remained steadfast in their determination to make the world a better place. From Take Action Projects to High Awards, girls found their own purpose by doing more for others.

These selfless acts not only contributed to healthier and more vibrant communities, but they were also behind the recognition our Council received as “2021 Nonprofit of the Year” by *Albuquerque Business First*.

We grew through our connection to the outdoors as Rancho del Chaparral and Camp Elliott Barker welcomed Girl Scouts back to summer camp for the first time since 2019. Girls were given a safe and supportive environment to test their limits and push past their fears, proving to themselves that they can accomplish more than they know.

And likely the biggest growth opportunity of all came through the reminder that we are better together. Girls told us that being connected to their troops and leaders kept them going when everything around them was in disarray. The importance of maintaining regular engagement with other girls and supportive adults has never been more apparent, and the significance of the role that Girl Scouts plays in promoting positive mental health and well-being cannot be overstated.

Looking ahead to 2022 I am filled with optimism. I know that no matter what we’re confronted with, we will come out stronger and more resilient. Our work to *build girls of courage, confidence, and character, who make the world a better place* is far from done, and with your help we’ll continue to grow in ways that meaningfully impact the trajectory of every girl in our state.

Yours in Girl Scouting

Rebecca Latham

Rebecca Latham
CEO & Lifetime Member

BOARD OF DIRECTORS

OFFICERS

Rebecca Latham
Chief Executive Officer
Girl Scouts of New Mexico Trails

Karen Bergren
Board Chair

Mart Fournier-Revo
Vice-Chair

Molly Emkes
Secretary

MEMBERS AT LARGE

Amanda Lujan
Anne Layne
Duane Trythall
Gil Berry
Linda Deck
Martha Benn
Mary Homan
Nancy Martira
Patricia Komko
Shunnae Love
Chloe White
Sheree Anderson

BOARD DEMOGRAPHICS

Gender Identity

80% Female
20% Male

Ethnicity

87% Non-Hispanic or Latino
13% Hispanic or Latino

Racial Identity

93% White
7% Black/African American

In Memoriam of John David Trujillo

We at Girl Scouts of New Mexico Trails were saddened to learn of the passing of John Trujillo, who served on our Board of Directors from 2016 to 2021, and volunteered with the GSNMT Fund Development Committee. John's legacy lives on through the impact he made for girls in New Mexico.

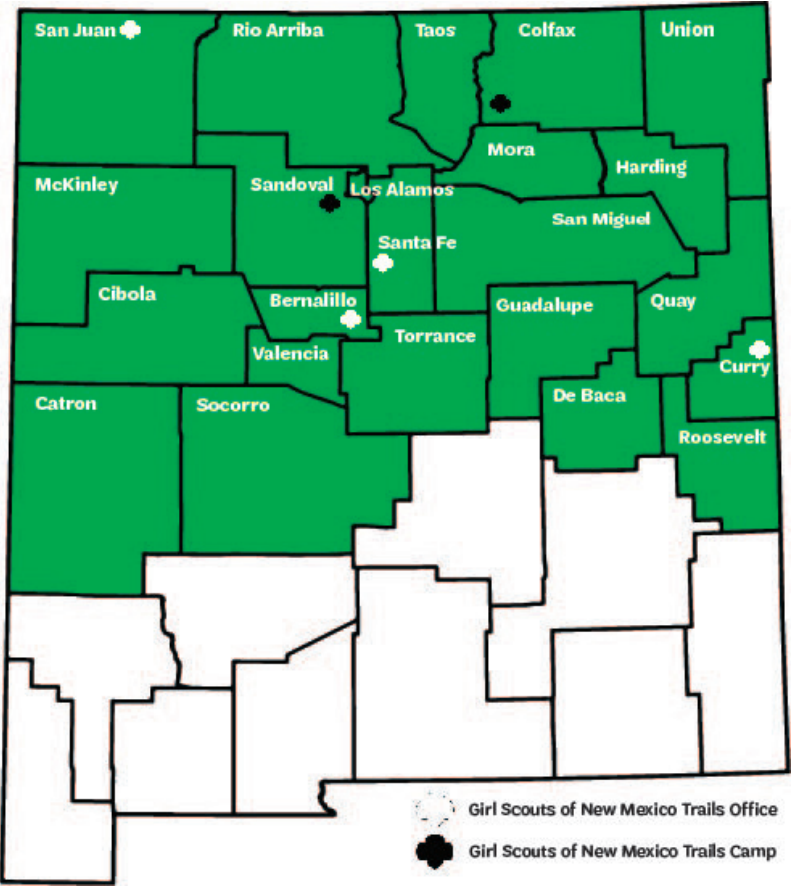


BOARD GIVING

100%

PARTICIPATION IN FISCAL YEAR 2021

WHO WE ARE



TOTAL MEMBERSHIP 3,880

2,366 GIRL MEMBERS

1,514 ADULT MEMBERS

White

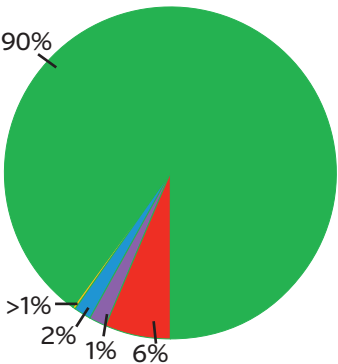
American Indian/Alaskan Native

Black/African American

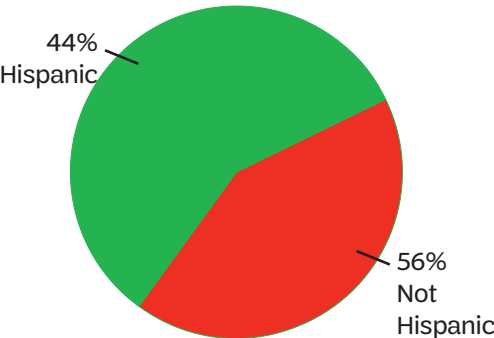
Asian

Hawaiian/Pacific Islander

Race*



Ethnicity*



*Graph data contains totals based on those who choose to share their demographic information.

447 girls
19%



Daisy (K-1)

595 girls
25%



Brownie (2-3)

584 girls
25%



Junior (4-5)

515 girls
22%



Cadette (6-8)

120 girls
5%



Senior (9-10)

105 girls
4%



Ambassador (11-12)

1,514



Adult Members



Our Mission

Girl Scouts builds girls of courage, confidence, and character, who make the world a better place.

Girl Scout Promise

On my honor, I will try:
To serve God and my country,
To help people at all times,
And to live by the Girl Scout Law.

Girl Scout Law

I will do my best to be honest and fair, friendly and helpful, considerate and caring, courageous and strong, and responsible for what I say and do, and to respect myself and others, respect authority, use resources wisely, make the world a better place, and be a sister to every Girl Scout.

WHAT GIRL SCOUTS DO

Anything they set their minds to.

She's doing more than navigating a rocky trail; she's learning to problem solve and take a closer look at the world around her. She's not just selling a box of Thin Mints; she's gaining the confidence to pitch the first investor in her small business.

And the giggles she shares with her fellow troop members? She's building a support squad that will boost her mood and have her soaring above peer pressure or tough times in school.

Everything Girl Scouts do builds their curiosity, kindness, and can-do spirit. And as they earn badges, help their community, and deepen their friendships, they'll also have a blast along the way. It's what Girl Scouting is all about.

2800

GIRLS AND ADULTS
PARTICIPATED IN GIRL
SCOUT VIRUTAL AND
IN-PERSON EVENTS



"Girl Scouts has really supported me this year by giving me a place where I felt safe to talk to my friends so I don't feel as lonely. Girl Scouts has also made me think about other issues in my community that I want to help solve."

– Girl Scout Cadette

SUMMIT ON BELONGING

The Summit on Belonging was such an inspiring day! Girls from across northern and central New Mexico gathered on Sunday, July 25, 2021 for the inaugural Summit on Belonging. Girls gained tools to advocate for themselves and others, learned about how language and communication are necessary for relationship building, and how to be an ally to their peers as they prepared to return to in-person school and events.

Thank you to our generous sponsors: Nusenda Credit Union, New Mexico Gas Company, Blue Cross Blue Shield, and New Mexico United.

The 2nd Annual Summit on Belonging will take place on Sunday, July 31, 2022.



50

GIRLS ATTENDED
SUMMIT ON
BELONGING



"The Summit on Belonging taught me that acceptance is the first step towards making the world a better place and that when we support one another, we become role models for each other."

~Cadette Girl Scout



She still talks about camp and it has been a month since she went. She made new friends, and her confidence level from when I dropped her off to when I picked her up was a stark change - for the better! She said she wants to do several sessions next year!

~Girl Scout Parent

GIRL SCOUT CAMPS

Girl Scouts are forces of nature. And they were meant for outdoor adventures.

Whether they're swimming in a lake for the first time at summer resident camp or discovering the wildlife in their own backyards during summer day camp, every outdoor adventure grows a Girl Scout's "I've got this" attitude. And once they unlock that confidence, they'll aim as high as the stars they see outside their cabin window.

With two Girl Scout campgrounds in Northern New Mexico, and council-powered winter outdoor programs, there are lots of options for Girl Scouts to choose their own adventure year-round.

148

GIRLS
ATTENDED
GIRL SCOUT
DAY CAMP



215

GIRLS
ATTENDED
GIRL SCOUT
RESIDENT
CAMP



"Earning my Gold Award has taught me that I am worthy of people's time and energy and I have what it takes to inspire motivation on a global level."

~Jenna, Gold Award
Girl Scout

HIGHEST AWARDS

Girl Scouts don't just change the world for the better, they change it for good.

The skills and experiences she gains along the way set her up for special recognition through the Gold, Silver, and Bronze Awards. The Girl Scout Gold Award is the highest achievement in Girl Scouting, is a top-tier credential for girls as they enter their post-high school lives, enabling them to distinguish themselves in the college admissions process, earn college scholarships, and enter the military one rank higher. All three awards give girls the chance to do big things while supporting issues they care about.

Girl Scouts of New Mexico Trails had the honor of awarding 199 Girl Scouts during the 2020-2021 Membership Year.

142

GIRLS EARNED
THEIR BRONZE
AWARD LOGGING
IN OVER 2,800
SERVICE HOURS

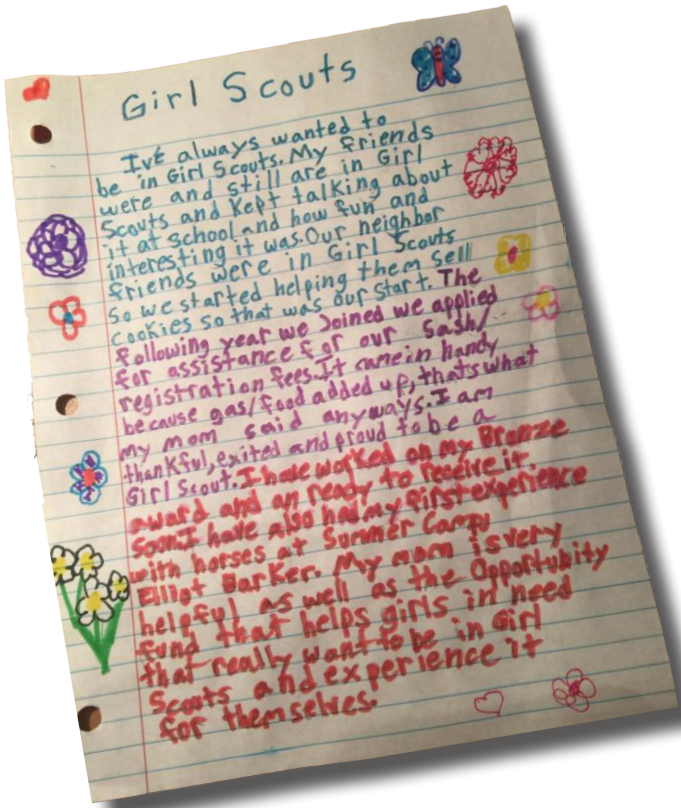
49

GIRLS EARNED
THEIR SILVER
AWARD LOGGING
IN OVER 2,400
SERVICE HOURS

8

GIRLS EARNED
THEIR GOLD AWARD
LOGGING IN OVER
600 SERVICE
HOURS

OPPORTUNITY FUND



The Opportunity Fund is a reflection of our commitment to continue to better serve our members, providing girls in New Mexico the opportunity to become one of our future community leaders and the women they want to be.



Supported by the Cookie Program, individual donors, volunteer match, corporate gifts and fundraising efforts, this fund provides financial assistance and opportunities for girl members, adult volunteers, Troops, and Service Units, to make sure more girls in all communities across our council have the opportunity to benefit from Girl Scouting.

\$5,012

PARTIALLY OR FULLY FUNDED CAMPERSHIPS FOR 21 GIRLS TO ATTEND SUMMER CAMP

\$13,701

DEDICATED TO GIRL SCOUT MEMBERSHIPS, PROGRAM FEES, AND SUPPLIES

GSNMT FINANCIAL STATEMENT

Fiscal Year: October 1, 2020-September 30, 2021

Assets	
Current Assets	\$ 559,337
Investments	\$ 1,929,089
Property & Equipment	\$ 1,994,192
Deposits	\$ 31,051
Other Long Term Assets	\$ 128,319
Total Assets	\$ 4,641,988
Liabilities	
	\$ 577,753
Net Assets	\$ 4,064,235
Total Liabilities and Net Assets	\$ 4,641,988



Total 2021 Income: \$3,131,094*

Product Sales	\$ 1,838,250
Contributions	\$ 277,137
Programs & Camps	\$ 22,546
Equipment Sales	\$ 44,510
Property	\$ 18,073
Investments	\$ 403,588
Miscellaneous	\$ 326,990

Total 2021 Expenses: \$2,315,261

Program Services	\$ 1,756,960
Management & General	\$ 371,486
Fund Development	\$ 186,815
Capital Expenses	\$ -
Master Development	\$ 3,442

*This amount includes \$551,900 of the following non-cash items: Replenishment of Investments and PPP Loan Forgiveness.

Girl Scouts of New Mexico Trails' financial statements are audited annually. Audited financial statements are available upon request.

Ways to Give

Since 1912 the Girl Scout organization has been teaching girls the skills necessary to confidently navigate spaces traditionally reserved for men and boys, changing the landscape of leadership wherever they go. Forget fitting into glass slippers, it's all about smashing glass ceilings and our unique leadership development programming delivered in a single-gender environment delivers new experiences through supported risk-taking. Visit [NMGirlScouts.org/Donate](https://nmgirlscouts.org/Donate) for details.

- Monthly & Annual Giving
 - Opportunity Fund
 - Camperships
 - Facebook Fundraisers
 - In-Kind Donations
 - Employer matching-gift programs
- Amazon Smile: Register Girl Scouts of New Mexico Trails to be your charity of choice
 - Smith's Rewards: Support Girl Scouts of New Mexico Trails every time you shop at Smith's
 - Memorial gifts and honorariums
 - Corporate Giving

PRODUCT PROGRAM

348
GIRLS PARTICIPATED
IN THE 2020 MAGNUT
PROGRAM

15,242
MAGNUT PRODUCTS
SOLD

461
PRODUCTS WERE
DONATED THROUGH
THE CARE TO SHARE
PROGRAM

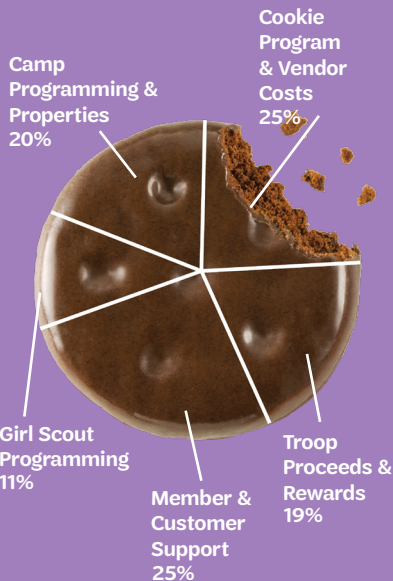
\$22,495
WENT BACK TO GIRLS
AS TROOP PROCEEDS

HOW THE COOKIE CRUMBLES

Here's how girls and the community benefit from every package of cookies sold during the Cookie Sale Program.



Top Cookie Entrepreneur
Jaycee A. from Troop 10598 in Springer sold 4,625 boxes



Top MagNut Entrepreneur
Jayda L. from Troop 11680 in Albuquerque sold 229 items

1,280
GIRLS PARTICIPATED
IN THE 2021 COOKIE
PROGRAM

16,897
BOXES OF COOKIES
WERE DONATED
THROUGH THE
HOMETOWN HEROES
PROGRAM

581,172
BOXES OF COOKIES
SOLD

\$435,879
WENT BACK TO GIRLS
AS TROOP PROCEEDS

A special thank you for your support

You make a positive impact in the lives of girls in New Mexico, and you break down barriers to participation by funding membership and program fees, camp and STEM activities, and so much more. *(If we omitted or misspelled your name, please accept our apologies and notify us at customercare@nmgirlscouts.org so we can make the corrections.)*

Golden Eagle Trail (\$100 - \$499)

Allison Hardwick
Amanda Lujan
Anita Griego
Anna Engvall
Anne Layne
Annette LeFebre
Barbara Koenig & Michael Maccini
Brad Yablonsky
Brian & Kim Chambers
Caline Cone
Chloe White
Chris & Dara Montoya
Dierdre Herzer
Donna Seifert
Dr. Alia Lubers
Dr. Janet Samorodin-McIlwain
Elaine Marino
Esther & Ralph Milnes
Georgia R. & John Lyle
Gina Kholwadwala
Glenn Hastings
James & Janet Hall
Jan Erickson
Jennifer Anderson
Jesse D. Dompheh
Jessica Wright
Jill Geltmaker
Joanna Fair
John & Carol Cochran
Joseph Lawrence
Karen Bond
Katrina Montoya
Kimberly Haulenbeek
Kristin & Ross Ulibarri
Kristin Underwood
Laura & Jan Wouters
Lisa Christiansen
Margaret Simms
Marian & Eric Wrage
Marilyn & John Asbridge
Marion Isidoro
Marjorie &
Thomas Peterson
Marla Wood
Martha Twiggs
Meagan Bayless Cleary
Megan & Daniel Harberts
Melissa Bruney
Mike Doyle
Mike Jones
Mr. & Mrs. Russell Elliott
Mr. Kevin Daly
Mrs. Jennifer Anderson
Mrs. Marianne Defouw Hamilton
Ms Susan Dunne

Nan Colalillo
Nancy Sauer
Patricia Graff
Richard Kruse
Robert Berget
Roger E. Waterman
Ron & Jean Ball
Ryan Berry
Sandra Martin
Sarah Kassam
Sarah Maestas Barnes
Scott & Jean Floersheim
Shawn Jacob
Sheree Anderson
Shunnae Love
Tami Merkel-Hernandez
Tanya Venegas
Traci Kipnes
Wendy Wiele
Zora Dash

La Luz Trail (\$500 - \$999)

Anne Nokes
Bill Wiley
Carole Jaramillo
Christine Morgan
Christy & Steven Tafoya
David &
Marguerite Lambert
Donald & M. Lois Drury
Dr. Roberta Lynn Krueger &
Mr. Ed Parsons
Gale Zander-Barlow
James A. Wood
Janice Paster
Katherine Page
Lisa Snider
Michael Hightower
Molly Emkes
Molly Garza & Shaun Berry
Nancy Scheer
Patty Komko
Paula D. Casey
Rebecca Latham
Rick Siegel
Ronald Glaser
Sandy Gold
Steven & Annette Hatch
Susan Gardenhire
Tim Nichols

Aspen Trails (\$1,000 - \$1,999)

Elaine & Paul Cottey
Jane Wells
Jerome Lippett
Karl G Berry
Laurie & Robert Walker
Lucinda Johnson
Marny & Joel Schantz
Martha Benn
Nancy Martira

Jemez Mountain Trail (\$2,000 - \$4,999)

Donna Hofmann
Duane Trythall
Eda Weddington
Jaclyn Libowitz
Joan Tafoya
John Trujillo
Linda Deck
Linda Smoker
Mary & Jim Homan
Rebecca & Weldon Teague

Wheeler Peak Trail (\$5,000 - \$9,999)

Kenneth & Karen Bergren
Marti Fournier-Revo &
Terrence Revo

Bandelier Trail (\$10,000 - 14,999)

Jacqueline Moody
Karen Asbridge
Mary Y.P. Hockaday

Corporate & Foundation Supporters

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Albuquerque City Councilor
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Albuquerque City Councilor
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Commissioner Quezada
(District 2)
Bernalillo Couty
Commissioner Benson
(District 4)
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P.A.
Presbyterian Health
Services
Quail Ridge Taos
REDW
Rio Grande Credit Union
Rook Advisors
San Bar Construction
Sandia Office Supply
Siarza Social Digital
Southwest Labs
The Retreat Healthcare
WaFd Bank
Wiemann Wealth
Strategies

Because of you girls learn, grow, discover,
and soar to new heights. Thank you for
championing the next generation's dreams!