

2024 ANNUAL REPORT

October 1, 2023 - September 30, 2024



girl scouts 
of new mexico trails

GSNMT Board of Directors 2023-2024

OFFICERS

Marti Fournier-Revo
Board Chair

Patty Komko
Secretary
Leadership New Mexico

Kellie Mixon
Treasurer
New Mexico Mutual

MEMBERS AT LARGE

Anne Layne
McHard Accounting Consulting LLC

Bobbie Batley
Batley Family Law

Carole Jaramillo
City of Rio Rancho

Dhavina Kholwadwala
Student

Julie Miller-Rugg
New Mexico BioPark Society

Karen Bergren

Maxine Velasquez
Laguna Development Corporation

Michael Nuñez
New Mexico Medical Board

Nancy Martira
Prosperity Works

Tammi Moe
New Mexico Social Justice
& Equity Institute

Tammy Jaramillo
Burt & Company

Tracy Bredeson
Dion's Pizza

Wanda Lucero
Taos Municipal School
Board of Education

A letter from
Melissa Bruney
Interim CEO/Chief Membership Officer



Hello, Girl Scout families and friends!

As we begin a new membership year, I wanted to take a moment to look back on our successes and achievements over the past year.

- MY24 proved to be a successful year for New Mexico Trails on several fronts –
- 4% girl membership growth over MY23 to end our year with 3,197 girl members.
 - 10% adult membership growth over MY23 to end our year with 2,307 adult volunteers and Lifetime Members.
 - 191 active Girl Scout troops across our council jurisdiction.
 - Engagement with our volunteers via training expos, outdoor skills opportunities, Troop Talk conversations, and health training in CPR, First Aide, and Youth Mental Health First Aide.
 - Experiences for our girls with hands-on activities at Mad Science Trunk or Treat, Girl Scout Day at the Roundhouse, Entrepreneurial Craft Fair, Roar & Snore, and self-guided book clubs.
 - Travel experiences for our older girls to the United Nations in New York City and Garden of the Gods in Colorado, as well as our Highest Awards Ceremony last December honoring our Bronze, Silver, and Gold Award Girl Scouts.
 - Outdoor fun for over 750 girls and adults at camp – overnight, day camp, troop camp, family camp, and even alumnae camp – as well as programs throughout the year with monthly hikes and winter camp.
 - Product program partnerships with nearly 500 girls participating in the Fall Product Program (MagNut) and nearly 1,960 girls participating in the Cookie Program.
 - Ongoing communication tools for our volunteers and families, such as weekly Troop Essentials and monthly Girl Scout Gazette newsletters, Trails of Discovery program/training catalog, and social media highlights.
 - Expanded hours for La Tienda during special Girl Scout seasons like bridging season or back-to-troop season, as well as pop-up Shops in regional areas.
 - Relationship building and fundraising through our annual Camp Cocktail and Birdie Bash special events, as well as ‘friend-raising’ with new and long-time donors.

While nearly 30 team members are part of our staff, none of this work would have been possible without our volunteers and families! We recognize that through the commitment of our volunteers and your willingness to donate your time and talent to the Girl Scout Movement, our success is because of you – our members!

We are grateful for what has been accomplished, are optimistic about the future of New Mexico Trails and welcome a renewed energy and enthusiasm for 2025!

Melissa R. Bruney

Melissa Bruney
Interim CEO/Chief Membership Officer

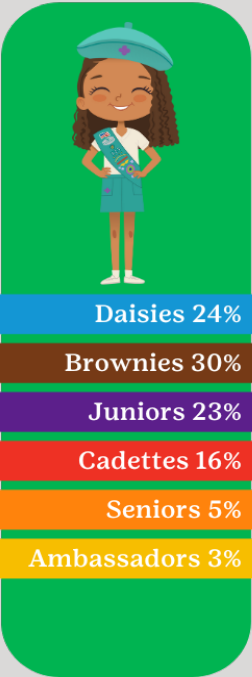
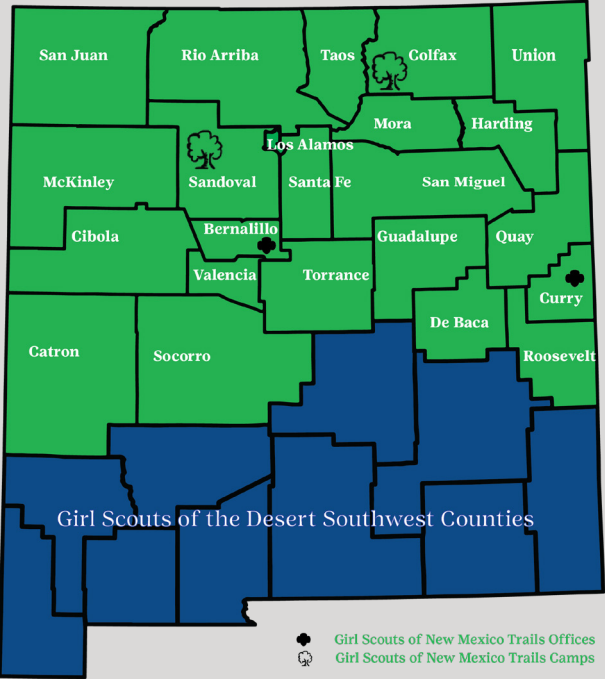


OUR MEMBERSHIP

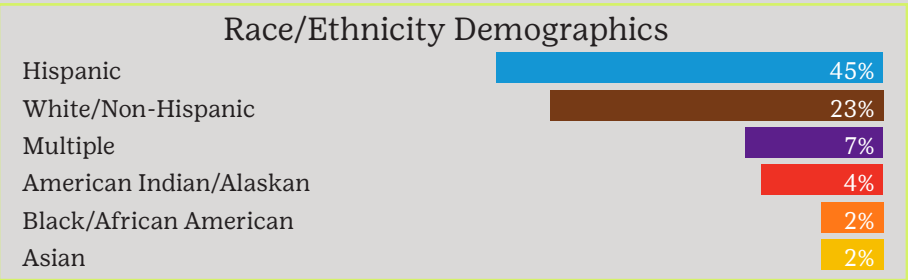
In Membership Year 2024, Girl Scouts of New Mexico Trails (GSNMT) combined girl and adult membership reached over 5,000 with an overall retention rate of 66.7%.

Girl Scouts is the first and largest girl-led organization in the world, and for over a century has been preparing girls in grades K-12 for everyday leadership by providing experiences to explore new interests, face challenges, form new friendships, and make lasting community contributions.

Our programs encompass four pillars: Life Skills, STEM, Outdoors, and Entrepreneurship to deliver girl-led activities to girls across 23 counties in northern & central New Mexico.



67.3%
Girl Retention



MAKING GIRL SCOUTS ACCESSIBLE FOR ALL GIRLS

Girl Scouts of New Mexico Trails is cultivating the leaders of tomorrow. We provide safe, inclusive spaces where Girl Scouts can explore their passions, build confidence, and develop the skills to make a difference.

Through Girl Scouts, youth who identify with the girl experience have access to opportunities to:

- Learn: Discover new skills, from STEM to outdoor adventure.
- Grow: Develop their leadership abilities and self-esteem.
- Lead: Make a positive impact on their communities.

We believe that every girl, regardless of her financial situation, deserves the chance to be a Girl Scout. Through financial assistance and innovative fundraising programs, we ensure that economic barriers don't stand in the way of a girl's dreams.



738 girls were provided financial assistance in the form of opportunity funds and campership	154 adults were provided financial assistance in the form of opportunity funds	\$87,959 in financial assistance was awarded to cover membership, uniforms, activities, and more!	\$16,967 in camperships provided 52 girls unforgettable camp experiences	\$400 in troop start- up funds provided 8 troops with a foundation to begin their GS journey
--	--	---	--	--

GIRL SCOUTS HIGHEST AWARDS

GSUSA Gold Award
Scholarship



Congratulations to Girl Scout
Gold Awardee Kaya Loy!

Kaya, a 12th grade Girl Scout, created a database of mental health resources for her high school's website. The project, titled "It's Okay to Get Help," provides students with easy access to national, state and local mental health resources.

Kaya was awarded \$5,000 for her post-secondary education.

2024 Gold Award
Recipients

Emma Brundage
Naya Stamets
Jenna de la Rosa Galey



Learn more about Girl Scouts Highest
Awards by scanning the QR Code
above.



3
Gold Award
Girl Scouts



13
Silver Award
Girl Scouts



36
Bronze Award
Girl Scouts

GIRL SCOUT PRODUCT PROGRAM

2024 Cookie Program

Top Cookie Entrepreneur Jasmyne R.
Juliette, Shiprock



Girl Scout Participation
1,960

Boxes Sold
741,716

Hometown Heroes
Boxes Donated
21,720



2023 MagNut Program

Top MagNut Entrepreneur Marleigh C.
Troop 1054, Las Vegas



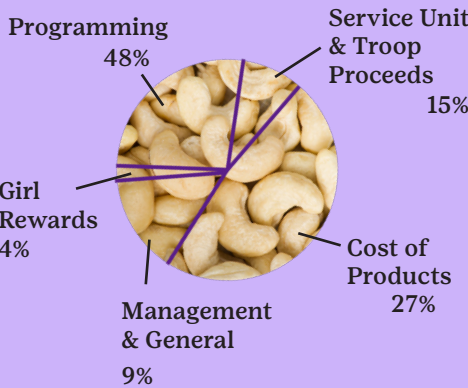
Girl Scout Participation
478

Items Sold
17,113

Hometown Heroes
Donations
828

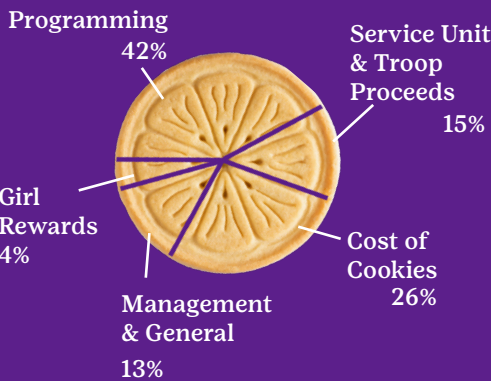
HOW THE NUT CRUNCHES

Here's how girls and the community benefit from every MagNut item sold during the Fall Product Program.



HOW THE COOKIE CRUMBLES

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



Cookie Boss Patch Program

Thank you to all the businesses and organizations that supported our 2024 Cookie Bosses. Through the Cookie Boss Patch Program, Girl Scouts built their skills in communication, organization, and responsibility as they learned about building cookie partnerships and closing a deal!

- | | | |
|-------------------------------------|-----------------------------------|--------------------------------------|
| • 3H Fitness and Wellness Clinic | • Duke City Games | • Murphy Builders Inc. |
| • 4 Daughters Land and Cattle Co. | • Dunn's Orthodontics | • New Mexico Oil and Gas Association |
| • ABQ Beauty | • Fairview Pharmacy | • Pam's Flowers |
| • Amy Garcia of Garcia Realty Group | • Flanagan Investment Real Estate | • Paradise Village |
| • APIC Solutions | • Giron Family Vision Gallery | • Prairie Hill Café |
| • Cafecito 505 | • Goodman Realty | • R-n-M |
| • Comcast | • Graphic Connection | • Ronald McDonald House |
| • Constellation Consulting, LLC | • Kiddie Kampus Too Daycare | • Sunny 505 |
| • COSMIAC | • King Capital | • Trussell's Transformations |
| • Dearholt AutoCare | • Maestas Development Group | • Visit Albuquerque |
| • Dekker Perich Sabatini | • Meow Wolf | |

DONORS

Reflects gifts made October 1, 2023 - September 30, 2024
Thank you to our many generous supporters for your investment in New Mexico Girl Scouts.

Platinum (\$5,000 - \$9,999)	Turquoise (\$100 - \$499)
Karen Asbridge	April Adams
Janet Haist	Carlton Allen
Jacqueline Moody	Geetha Bailey
Rebecca Teague	Susan H. Bell
Maribeth & Christopher Thornton	Robin Benac
	Richard & Edie Benson
	Kenneth & Karen Bergren
Gold (\$2,000 - \$4,999)	Holly Berry
Elaine & Paul Cottey	Leslie Bird
Dr. David Hartson	Carrie Brewster-Moritomo
Mary E Homan	Vickie Lynn Brown
Dr. Jacqueline Krohn	Cynthia Cadman
Jaclyn Libowitz	Mary Elizabeth & David Calhoon Stern
Marti Fournier-Revo	Joann Clink
	Ms. Patricia G. Cordeiro
Silver (\$1,000 - \$1,999)	Zora Dash
Roberta Batley	Linda Deck
Ms. Martha Benn	Kristen DeRosier
Tracy Bredeson	Helen Dundas
Marian Cromley-Wrage	Molly Emkes
Sandy Gold	Mrs. Fances K. Ewing
Mary Hockaday	Rosmarie & Paul Frederickson
Ms. Barbara Koenig	Molly Garza
Wendy Marcus	James & Janet Hall
Myra McKenzie	Megan & Daniel Harberts
Nancy McKirchy	Ms. Kimberly Haulenbeek
Ms. Christine A. Morgan	Bill Huntsman
Shannon Nutt	Koreen Kerfoot
Marny & Joel Schantz	Dawn Koerner
Duane Trythall	Dr. Roberta Lynn Krueger
Laurie & Robert Walker	Joseph Lawrence
Ms. Suzanne J. Winsor	Anne Layne
Facebook Donors	Nicole Loera
	Robin Lyle
Bronze (\$500 - \$999)	Georgia R. & John Lyle
Ms. Karen R. Bond	Helen McComas
Paula D. Casey	Esther & Ralph Milnes
Reverand Jesse D. Domp reh	David & Irma Montoya
Susan Gardenhire	Katrina Montoya
Ronald Glaser	Molly Murphy
Lora Grainger	Callie O’Buckley
Carole Jaramillo	Wendy & Terry O’Brien
Tammy Jaramillo	Mrs. Laura Painton Swiler
Patty Komko	Margaret Parrott-Simpson
Rebecca Latham	Stevan Pattillo
Nancy Martira	Marjorie & Thomas Peterson
Julie Miller Rugg	Kate Pickle
Tammi Moe	Nancy N. Sauer
Anne Nokes	Kendar Scott
Michael Nunez	Donna J. Seifert
Janice Paster	Andy Spitler
Lisa Snider	Sarah Stern
Conrad & Mary Strohacker	Nina & Gary Thayer
	Beatrice Torres
	Martha Twiggs

Alexa & John Tysseling	HUB International
Kristin & Ross Ulibarri	Intel
Mary Underwood	Jerome Lippett Charitable Trust
Cristina Varela	Jesse Domp reh State Farm Agency
Theresa & David Wallis	Kirtland Spouses Club
Phyllis Weiland	Kroger
Katherine West	Laguna Development Corp
Samantha Whipple	Law Offices of David M. Houliston
Mackenzie Wieder	Los Alamos National Labs
Mrs. Wendy K. Wiele	Merrion Family Foundation
Eileen Wilson-Oyelaran	Merrion Oil & Gas
Jeanine Wood	Metis Technology Solutions
Laura Wouters	Mohr Orthodontics
United Way of Eastern New Mexico Donors	Mutual of America
	NB3 Foundation
Corporate, Government & Foundation Supporters	New Mexico Mutual
ABB	New Mexico Outdoor Recreation Division
ABQ Pediatric Dentistry	Nusenda Credit Union
Albertsons Market United Supermarkets	Patton Law, P.C
Archibeque Law Firm	PayPal Giving Fund
Arviso Construction	Peltier, Gustafson & Miller, P.A.
Bank of Albuquerque	PNM
Bergren Family Charitable Fund	PNM Resources Foundation
Bernalillo County D1	Presbyterian Health Plan
Bernalillo County D4	Public Relations Society of America
BeYOUtifull Skin Med Spa	Rook Advisors, LLC
Boeing Company Gift Match	Rotary del Norte Foundation Inc.
BPAC Program	Sandia National Labs/Honeywell
Boeing Employees Community Fund	Siarza
Branch Law Firm	Success Smiles Orthodontics
Builders Trust of New Mexico	Tafoya/Kosko Charitable Fund
Burt & Company CPAs, LLC	Taos Community Foundation
Century Bank	The Schantz Co. BHHS Taos Real Estate
Charities Aid Foundation of America	The Setter Group, LLC
City of Albuquerque Family & Community Services	The Vargas Law Firm LLC
Coldwell Banker Legacy Comcast	Tipton Engineering, LLC
Coterra Energy Inc.	TKM, LLC
Cummins Inc.	TLC Plumbing
Del Norte LOV Foundation	Ultimate Ninja Gym
Dions Pizza	United Way of Eastern New Mexico
Enterprise Holdings Foundation	United Way of North Central New Mexico
ESPN Radio 101.7 The Team	Walter P. Stern & Elizabeth M. Stern Foundation
Eyemart Express	Waterstone Mortgage
First Citizens Bank & Trust	
Galles Chevrolet	
Get A Grip	
Hello Tiffany	
Holmans USA	

Friendship Circle
The Friendship Circle is an easy way to make a lasting impact by supporting Girl Scout programs, properties, and projects via a monthly recurring gift.

Anonymous
Roberta Batley
Ms. Martha Benn
Richard & Edie Benson
Marian Cromley-Wrage
Linda Deck
Reverend Jesse D. Domp reh
Molly Emkes
Molly Garza
Mary Homan
Callie Kent
Koreen Kerfoot
Rebecca Latham
Joseph Lawrence
Anne Layne
Nancy Martira
Nancy McKirchy
Esther & Ralph Milnes
Tammi Moe
Jacqueline Moody
Michael Nunez
Shannon Nutt
Margaret Parrott-Simpson
Ms. Joan Tafoya
Cristina Torres Archibeque

Juliette Gordon Low Society
The Juliette Gordon Low Society is a very special group of friends who share their legacy through an estate or planned gift.

Eva & Erik Andersen
Dianne Belk
Martha Benn
Kenneth & Karen Bergren
Linda Deck
Marti & Terrence Fournier-Revo
Molly Garza
Ralph L. & Beatrice R. Griffis
Mary Hockaday
Peggy Sanchez Mills
Christine A. Morgan
Margaret Simpson Parrott & Family
Shirley Reynolds
Rebecca Teague
Sandra L. Trissell
Nancy & Bryan Wiggins

Thank you for your support

You have made a positive impact in the lives of girls in New Mexico, and have broken down barriers to participation by funding membership and program fees, camp, STEM, & leadership 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.)

FINANCIAL STATEMENT

Based on preliminary, un-audited financials for the year ending September 30, 2024

Assets		
Current Assets	\$	1,311,112
Investments	\$	1,970,359
Property & Equipment	\$	1,776,525
Other Long Term Assets	\$	95,501
Total Assets	\$	5,153,497
Liabilities	\$	391,357
Net Assets	\$	4,762,140
Total Liabilities and Net Assets	\$	5,153,497

2024 Income: \$3,321,089***2024 Expenses: \$3,283,869**

Product Sales	\$	2,492,327	Program: Girl Scout Leadership Experience	\$	2,515,444
Grants & Contributions	\$	351,268	Management & General	\$	531,986
Programs & Camps	\$	326,017	Fundraising	\$	236,439
Retail Operations	\$	57,822			
Property	\$	14,135			
Gov’t Fees & Contracts	\$	40,000			
Miscellaneous	\$	39,520			

Net operating income/loss: 37,220

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

In Memorium

The following donors gave in memory of the individuals whose names are listed in italics.

In Memory of Gail Bryant
Cathy Gates
Sarah Stern
William Stern
Walter P. Stern & Elizabeth M. Stern Foundation

In Memory of Jackie Allen
Kate Pickle

In Memory of Mary Margaret Moore
Myra McKenzie



Invest in Girl Scouts. Change the World.

Every girl has a spark within her, ready to ignite. Girl Scouts provides the fuel to fan that flame. With your support, we can empower girls in New Mexico to dream big, explore their passions and set ambitious goals. We can help them learn, grow, develop essential life skills. By taking action, they can make a difference in their communities and the world. And by building confidence, they can believe in themselves and their ability to achieve. Let's work together to ignite the future, one girl at a time.

Volunteer, connect, or donate by visiting nmgirlscouts.org

Follow GSNMT
for Girl Scout resources
and news
[@nmgirlscouts](https://twitter.com/nmgirlscouts)



Our Mission

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

The 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.

The 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.