

girl scouts of new mexico trails



2026 Annual Impact Report





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nmgirlscouts.org

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Dear Friends of Girl Scouts of New Mexico Trails,

To our dedicated volunteers and members, thank you! You make Girl Scouts possible in your community. You show up for girls. You give your time, share what you know, and encourage them to do more than they thought they could. Behind the accomplishments in this report are people like you who helped girls get there.

This year, we saw that commitment reflected in girls across our council. They ran cookie businesses, served their communities, earned awards, and discovered new interests. Our Product Program demonstrated their entrepreneurial spirit and the tremendous support of volunteers and families. We also celebrated more girls earning the Girl Scout Gold Award, our highest achievement, through projects addressing needs in their communities.

We made important strides in expanding and diversifying our programming, including virtual experiences that bring Girl Scouting to girls regardless of geography or proximity to traditional program locations. We worked with more Community Partners to help us create impactful programming. These efforts reflect an important shift in how we think about access. In a state as geographically vast and diverse as New Mexico, we must continue finding new ways to meet girls where they are, creating opportunities that fit their interests, their communities, and the realities of their families' lives.

Perhaps one of our most exciting developments was the launch of our Girl Advisory Group, creating another avenue for girls to help shape the experiences and opportunities we offer. After all, who better to help us imagine the future of Girl Scouting than the girls themselves?

That belief in girl leadership was especially evident at the National Council Session in Washington, D.C., where our girl representatives made us incredibly proud. Their thoughtful participation, confidence, and willingness to engage in conversations about the future of our Movement were inspiring. But what touched me most was witnessing the friendships they formed, the encouragement they gave one another, and the genuine joy they found in celebrating each other's voices and accomplishments. They reminded us that leadership is not simply about finding your own voice—it is also about helping others find theirs.

We also strengthened opportunities for membership engagement, hosting three delegate feedback sessions over the summer. Listening to those who represent our membership is essential as we navigate change and build a Council that is responsive, relevant, and connected to the communities we serve.

Our first Badge Bash brought community leaders, supporters, and friends together to try badge activities themselves. It was a joyful introduction to what girls experience in Girl Scouts and an opportunity to build support for bringing those experiences to more girls. It was a wonderful reminder that when people experience even a little of what Girl Scouting offers, they better understand the power of what their investment makes possible for girls.

Alongside these accomplishments, we also faced some of the most consequential decisions about our council's future.

The decision to sell a camp property was not made lightly. We recognize the deep emotional connections, memories, and traditions associated with our properties. Those experiences are part of our collective Girl Scout story and will always matter.

Honoring that history also means accepting responsibility for our future. Our obligation is to ensure that Girl Scouting remains financially and operationally sustainable, that outdoor experiences remain central to our mission, and that we can invest in accessible programming that reaches more girls across New Mexico.

That responsibility carries particular meaning as we celebrate 110 years of Girl Scouting in New Mexico. Just four years after Girl Scouts began, it took root here. Generations of volunteers, families, and supporters have carried it ever since. We now have the opportunity to build on their work and ensure that girls can benefit from Girl Scouts for generations to come.

Our Every Girl strategy will guide that work: strengthening support for current troops and volunteers while creating more ways for girls to participate. Through community partnerships, mobile programming, and more staff-led experiences, we can bring Girl Scouts closer to girls who have not yet had the opportunity to join us.

I am grateful to our board, staff, volunteers, families, partners, and supporters for the time, care, and resources you give to this council. Most of all, I am grateful to our girls. Their ideas, accomplishments, and willingness to try remind us why this work matters.

Thank you for all you make possible today, and for helping us extend that opportunity to the next generation of Girl Scouts.

In sisterhood, service, & Scouting,

Celia Tellez
Chief Executive Officer
Girl Scouts of New Mexico Trails



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.

October 2025 - September 2026 at a Glance

girl scouts of new mexico trails
2025-2026 Membership Year

Total Number of Girl Members
2,323

Total Number of Adult Members
2,109

18%	28%	25%	18%	6%	5%
Grades K-1	Grades 2-3	Grades 4-5	Grades 6-8	Grades 9-10	Grades 11-12

3	17	52
Gold Awards	Silver Awards	Bronze Awards

- 63% Girl Retention
- 641,956 Boxes of Cookies Sold
- 12,685 Fall Product Items Sold

Cookies for a Cause
13,421 Boxes Donated
1,607 Girls Participated

598 Boxes Donated
404 Girls Participated

County of Residence

51% - Bernalillo | 11% - Sandoval

8% - Santa Fe | 7% - Los Alamos

4% - McKinley, San Juan & Valencia

3% - Curry

2% - San Miguel & Taos

Less than 1% - Catron, Cibola, Colfax, De Baca, Guadalupe, Harding, Mora, Quay, Rio Arriba, Torrance & Union

Race/Ethnicity

38% White
50% Hispanic
6% American Indian
3% Black/African American
2% Asian
1% Choose Not to Share

Girl Scouts are bold, brave, and ready to make their mark!

Research shows that the longer girls are Girl Scouts, the more likely they are to find success and satisfaction in life. This is even more true for girls who earn our Highest Awards.

More than 70 of our girls showed that they are civic-minded leaders by achieving a Highest Award.

For these awards - the Girl Scout Gold, Silver, or Bronze Awards - girls identify community needs, think critically to solve problems, advocate for themselves and others, and feel empowered to make a difference.



SCAN ME

GSUSA Gold Award Scholarship

Gold Award Girl Scout Naomi Brundage earned a national scholarship from Girl Scouts of the USA for her project, Breaking Barriers: Empowering Diversity in Tennis. Her work expanded access to tennis for underserved youth and created lasting partnerships that will continue promoting inclusion and opportunity in New Mexico.



Creating Entrepreneurs

Girl Scout Entrepreneur Programs are important building blocks for Girl Scouts to follow their dreams. Along the way girls gain important skills like confidence and relationship building. Whether they use their sales to spend a night under the stars today or build a rocket to the moon tomorrow, there's no telling what barrier-breaking experience they'll unbox next!

Cookie Boss Patch Program

Thank you to all the businesses and organizations that supported our 2026 Cookie Bosses. Through the Cookie Boss Patch Program, Girl Scouts built their communication, organization, and responsibility skills as they learned to build cookie partnerships and close a deal!

- 3H Fitness & Wellness Clinic
- ABQ Beauty
- ABQ Orthodontics
- ABQ Rage Room
- Alliance Audio Visual
- APA Specialties
- BACA Broadcasting
- Custom Applications
- Duke City Games
- Garcia Realty Group
- Giron Family Vision Gallery
- Graphic Connection
- House of Chimney Cakes
- Indian Motorcycle of Albuquerque
- JC'S New York Pizza
- k2md
- KDC
- Kiddie Kampus Daykare
- Little Bear Coffee
- Little Moon
- MCT Industries
- Movement Mortgage
- New Mexico Marketplace
- Noel Concrete
- Pelletier Construction
- Prairie Hill Cafe
- Precision Service Electric
- R & M Well Services
- RC Painting
- Rios Law Firm
- RnM Water Solutions
- Rob Boyles
- Santa Fe Olive Oil & Balsamic Co.
- Servpro of Northwest and Southwest Albuquerque
- Sky King Images
- Southwest Glass
- Spartan Cyber Security
- Trussell's Transformations
- Vision City Brewery
- Visions of Love
- Visit Albuquerque
- Weil Construction

Scan the QR code to see the impact of Cookie Boss and discover how your partnership can help empower the next generation of entrepreneurs and leaders.

SCAN ME

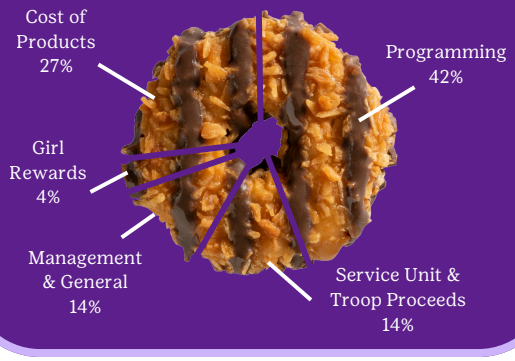
HOW THE NUT CRUNCHES

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 MagNut item sold during the Fall Product Program.



Cookie Boss Restaurant Showcase

The Cookie Boss Restaurant Showcase brought together local restaurants and Girl Scout entrepreneurs to celebrate creativity, community, and entrepreneurship. Restaurant partners featured special cookie-inspired menu items and supported participating Girl Scouts through booth sales and cookie purchases.

2026 Participating Restaurants:

Two Cranes Bistro **High Noon**
M'Tucci's **Teofilos**



Entrepreneur Craft Fair

Programs like our annual craft fair provide girls with vital hands-on entrepreneur skills—like developing a product and managing a booth—that perfectly complement the sales and financial literacy learned through the Girl Scout product programs. It's a powerful combination for building future leaders!

Fueling the Future

To the individuals, corporations, foundations, and government entities: Thank you.
We are profoundly thankful for your invaluable partnership and shared commitment to cultivating the next generation of leaders.

Reflects gifts made October 1, 2025 - September 30, 2026

Platinum ($5,000 - $9,999)
Karen Asbridge
Jaclyn Libowitz
Jacqueline Moody ♥
Rebecca Teague ♣
Celia Tellez

Gold ($2,000 - $4,999)
Anonymous
Marti Fournier-Revo ♣
Mary E. Homan ♥ ♣
Dr. Jacqueline Krohn
Kellie Mixon
Samantha Thomas

Silver ($1,000 - $1,999)
Gale Zander Barlow
Tracy Bredeson
Scott & Karen Doebling
Clara P. Hawkins
Carole Jaramillo
Tammy Jaramillo
Ms. Barbara Koenig
Julie Miller Rugg
Shannon Nutt ♥
Janice Paster
Guadalupe Charles Douglas Roybal
Marny & Joel Schantz
Shannon Stokes
Duane Trythall
Ms. Suzanne J. Winsor

Bronze ($500 - $999)
Anonymous
Marian Cromley-Wrage ♥
Reverend Jesse D. Dompreh ♥
Ronald Glaser
Sandy Gold
James & Janet Hall
Anne Nokes
Michael Nunez ♥
Marjorie & Thomas Peterson
Lisa Snider
Conrad & Mary Strohacker
Wendy Torri
Cristina Torres Archibeque ♥

Turquoise ($100 - $499)
April Adams
Jackie Addis
Anonymous
Anonymous
Geetha Bailey
Roberta Batley
Susan H. Bell
Robin Benac
Ms. Patricia G. Cordeiro
Elizabeth Cosentino ♥
Linda Deck ♥ ♣
Zora Dash
Kathleen Economy
Molly Emkes ♥
Mrs. Frances K. Ewing
Dan Foley
Marcia Fraser
Susan Gardenhire
Rachael Guerra Lorenzo
Mr. & Mrs. John W. Husler
Megan & Daniel Harberts
Ms. Kimberly Haulenbeek
Michael Hightower
Callie Kent ♥
Koreen Kerfoot ♥
Dr. Roberta Lynn Krueger
Rebecca Latham
Anne Layne ♥
Robin Lyle
Nancy Martira ♥
Nancy McKirchy ♥
Ralph Milnes ♥
David & Irma Montoya
Vicki Munday
Ms. Margaret Nitterauer
Richard & Laura Roberts
Elizabeth Ross
Donna J. Seifert
Andy Spitler
Martha & Leo Twiggs
Kristin & Ross Ulibarri
Cristina “Tina” Varela
Maxine Velasquez
Theresa & David Wallis
Phyllis Weiland
Tina Welker
Katherine West
Mrs. Wendy K. Wiele
Nancy & Bryan Wiggins ♣
Eileen Wilson-Oyelaran
Laura Wouters

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.

Christina Boomer
Rhea Earls
Molly Garza
Tammi Moe
Clarissa Yatsattie

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.

Anonymous
Anonymous
Anonymous
Anonymous
Anonymous
Anonymous
Erik & Eva Andersen
Dianne Belk & Lawrence Calder
Martha Benn
Karen & Ken Bergren
Molly Garza
Mary Hockaday
Peggy Sanchez Mills & Jim Mills
Christine Morgan
Margaret Parrott-Simpson & Family
Shirley & Merion Reynolds
Maribeth Thornton
Sandy Trissel

♥ MEMBER OF THE FRIENDSHIP CIRCLE ♣ MEMBER OF THE JULIETTE GORDON LOW SOCIETY

Corporations, Foundations, Government, Civic Groups and Charitable Funds

Anonymous
Bank of Albuquerque
Bank of America
Benevity Community Impact Fund
Bernalillo County Commissioner Walt Benson
Century Bank
Chevron
City of Albuquerque Councilor Brook Bassan
Coca Cola Swire
Constellation Consulting, LLC
Enterprise Mobility
Girl Scouts of the USA
Health Care Service Corporation
Hearst
Jerome Lippett Charitable Trust
Kendra Scott
Kroger
Lancaster Archery Foundation
McCune Charitable Foundation
Merrion Oil & Gas
New Mexico United
Nusenda
Percent Impact Foundation
PNM
Sandia National Labs
Target
Texas Roadhouse
Travelers

SCAN ME

Partner Spotlight: Nusenda

Investing Time, Talent & Treasure in New Mexico's Future Leaders



Since 2020, Nusenda Credit Union has been a dedicated partner to Girl Scouts of New Mexico Trails, investing time, talent, and treasure to support the next generation of New Mexico leaders. Through volunteerism, expertise, and financial contributions, Nusenda helps girls build courage, confidence, and character while preparing for their futures.

Time | Showing Up for Girls
Nusenda employees support Girl Scouts both as troop leaders and Cookie Cupboard volunteers. By mentoring girls and helping organize cookie orders during cookie season, they play a hands-on role in supporting leadership development and the world's largest girl-led entrepreneurial program.

Talent | Sharing Expertise
Nusenda's focus on financial literacy complements Girl Scouts' entrepreneurship and life-skills programming. By sharing their expertise, they help girls build financial confidence, set goals, and develop skills that support future success.

Treasure | Investing in Opportunity
Since 2020, Nusenda has contributed $61,000 to Girl Scouts of New Mexico Trails, supporting programs and events including the High Awards, Summit on Belonging, Gold Award sponsorship, Every Girl Initiative, The Sylvia Event, and Badge Bash. Their investment helps expand opportunities for girls and recognize outstanding achievements across New Mexico.

In Memorium

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

Barbara Hough Christjohn
Jackie Addis

Gretchen Brockfeld
Bethamy Spires Barringer

Rosalee Heffron
Jill & Jebb Rich
Mr. & Mrs. John W. Husler
Laurel K. Thompson
Laurie & Dan Meyer
Marjorie & Thomas Peterson
National Christian Foundation:
Mr. & Mrs. Larry Watkins
Richard & Laura Roberts
Schroeder-Wildman Revocable Trust
Sharon Wilson
Tina Welker

FINANCIAL STATEMENT

Based on preliminary, unaudited financials for the year ending September 30, 2026

Assets		
Current Assets	$	760,051
Investments	$	2,340,933
Property & Equipment	$	1,837,931
Other Long-Term Assets	$	111,504
Total Assets	$	5,050,419
Liabilities	$	272,392
Net Assets	$	4,778,027
Total Liabilities and Net Assets	$	5,050,419

2026 Income: $2,697,634*

Product Sales	$	2,162,359
Grants & Contributions	$	298,563
Programs & Camps	$	131,518
Retail Operations	$	97,258
Miscellaneous	$	7,936

2026 Expenses: $2,770,033*

Program: Girl Scout Leadership Experience	$	2,095,750
Management & General	$	406,326
Fundraising	$	267,957

Net operating income/loss: -$72,399

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

girl scouts of new mexico trails

BADGE BASH

A 21+ Camp-Inspired Adventure!

www.nmgirlscouts.org/badgebash













More than a fundraiser, Badge Bash showcased the power of Girl Scouts through creativity, leadership, and hands-on discovery. Thanks to the generosity of participants and supporters, more girls can access transformative experiences across New Mexico. We invite you to join us again in September 2027 as we continue investing in the next generation of leaders.

Every girl deserves a **COMMUNITY** that lifts her up.

Together, we can ensure every girl has access to the friendships, experiences, and opportunities that help her shine.

@nmgirlscouts