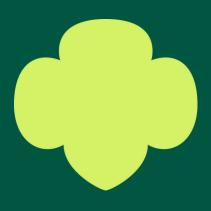


2025 Annual Report



Board of Directors

Marti Fournier-Revo Board Chair

Carole Jaramillo *Vice Chair*

Anne Layne Secretary

Kellie Mixon *Treasurer*

Bobbie Batley Dhavina Kholwadwala Julie Miller-Rugg

Maiya Mershon

Maxine Velasquez

Michael Nuñez

Nancy Martira

Tammy Jaramillo

Tracy Bredeson

Dear Friends of Girl Scouts of New Mexico Trails,

This past year has been one of transition, reflection, and renewed purpose for our council. While the path has not always been easy, it has also been a year filled with courage, resilience, and the unmistakable spirit of Girl Scouting that continues to guide us forward.

I stepped into the role of CEO midway through the year, joining an organization rich with history, passion, and potential. I quickly learned that the strength of Girl Scouts of New Mexico Trails lies in the people — our dedicated staff, volunteers, families, and the incredible girls who remind us every day what it means to lead with courage, confidence, and character.

We faced a year of significant change and realignment. Like many organizations, we navigated financial and operational challenges while working to rebuild and refocus our priorities for long-term sustainability. Our revenues are not keeping pace with expenses, evidenced by declining financial reserves to 8 months. We sustained another deficit budget without prior year's government relief (PPP and ERTC loans). Nevertheless, we made important progress — strengthening our internal systems, assessing our resources, and reaffirming our mission to serve every girl across New Mexico with excellence and equity.

Even amid transition, the heart of our mission continued to shine. Our girls took on community service projects that made a real difference. Troops across the state continued to explore, create, and lead. Our staff and volunteers launched new programs, reached more communities, and reimagined what Girl Scouts can look like in a changing world. We are proud that 42% of our girls participated in council-led programming this year, and that our calendar continues to fill with opportunities for leadership, learning, and adventure.

Looking ahead, we are committed to building on this momentum. Our priorities for the coming year include strengthening program access across all regions of New Mexico, ensuring the Mission and Financial sustainability of our Council , and deepening support for volunteers — the heart of our movement. Our strategy is driven by data, but our vision and goals are guided by heart — ensuring Girl Scouts of New Mexico Trails thrives for generations to come.

I am deeply grateful to our Board of Directors, staff, volunteers, and community partners for their dedication and compassion during this time of change. Most of all, I am inspired by our girls — their energy, their ideas, and their determination to make the world a better place.

Thank you for believing in the power of girls and in the mission of Girl Scouts. Together, we are charting a new course — one that honors our legacy, embraces innovation, and builds a bright, sustainable

future for the girls of New Mexico.

In sisterhood, service, & Scouting,
Celia Tellez
Chief Executive Officer
Girl Scouts of New Mexico Trails

5,105 Total Members

2,783 girls

2,322 adults













County of Residence

48% - Bernalillo | 11% - Sandoval

7% - Santa Fe | 6% - Los Alamos

4% - McKinley & Valencia

3% - Curry & San Juan

2% - San Miguel & Taos

1% - Colfax, Rio Arriba, Roosevelt Socorro, & Torrance

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

Race/Ethnicity

67% White

44% Hispanic

8% American Indian

3% Other

3% Black/African American

3% Multiple

2% Asian

14% Chose not to share

64.9%

Girl Member Retention

Financial Assistance

906 Girl Scout members received \$93,248 in financial assistance for membership dues, uniforms, and camp scholarships.

Mission Moments



A Starry Night... Where Dreams Grow

Hundreds of Girl Scouts were captivated as Sylvia Acevedo shared how the encouragement of a dedicated troop leader inspired her to pursue a science badge, ultimately leading her to become a rocket scientist for NASA. Her story was a powerful reminder that every Girl Scout's dream is within reach.



Girl Scout Day at the Roundhouse

Girl Scouts got an exclusive,
hands-on lesson in democracy,
visiting during the active
legislative session to learn directly
from local decision-makers about
how laws are made. They
explored the historic building, met
with state legislators, and
discovered the vital role they can
play in their communities.



Roar & Snore

Over 600 Girl Scouts explored the zoo after dark and engaged in hands-on activities. The night was packed with fun, featuring a lively dance party before everyone settled down to camp under the stars, drifting off to the natural sounds of the zoo's nocturnal residents.

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

More than 150 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.





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







GSUSA Gold Award Scholarship

Gold Award Girl Scout Ximena Serna created a comprehensive website, www.endhumantraffickinginnewmexico.com, that provides crucial information on human trafficking. Her project, titled "Beyond Borders" focuses on raising awareness & providing support to at-risk individuals, especially teenagers. Ximena was awarded \$5,000 for her post-secondary education.



Meet Gold Award Girl Scout Naomi Brundage



Breaking Barriers Empowering Diversity in Tennis

Naomi launched her Gold Award project to combat the sport's perception as inaccessible to students of color and those from low-income areas. In partnership with organizations like the USTA and Jack & Jill of America, she created a free one-day clinic honoring Arthur Ashe, coaching 21 students of color and teaching them about the sport's fundamentals and Ashe's legacy. Naomi's efforts will be sustained through the annual sponsorship of the clinic by Jack & Jill and the incorporation of tennis into other local youth programs.



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!

chocolate covered raises

11,326

Total MagNut Items Sold

345 Girl Scouts Participated 524 Care to Share Items Donated

658,049

Total Boxes of Cookies Sold

1,780 Girl Scouts Participated 18,289 Hometown Heroes Boxes Donated



How the nut crunches Here's how girls and the community benefit from every MagNut item sold during the Fall Product Program. Girl Rewards Programming 25% Management & General 7% Service Unit & Troop Proceeds 19%





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!

Cookie Boss Patch Program

Thank you to all the businesses and organizations that supported our 2025 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 & Wellness
4 Daughters Land and Cattle Co.
505 Hospitality
ABQ Beauty
Amaran Senior Living
Amy Garcia of Garcia Realty Group
BELFOR
Blackmans Championship Martial Arts
BTU Building Supply
Dairy Queen
Duke City Games
Dunn Orthodontics
Dynasty Med & Day Spa
Elite Care LLC
Goodman Realty

Graphic Connection
JC'S New York Pizza
k²md
Kiddie Kampus Daykare
M'tucci's Restaurants
MCT Industries
Prairie Hill Cafe
R & M Well Services
RC Painting
Servpro of Northwest and Southwest
Albuquerque
Trussell's Transformations
Vision City Brewery
Visions of Love
Visit Albuquerque

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, 2024 - September 30, 2025

Diamond (\$10,000+)

Marilyn & John Asbridge Jacqueline Moody

Platinum (\$5,000 - \$9,999)

Karen Asbridge Jaclyn Libowitz Kellie Mixon Rebecca Teague Celia Tellez

Gold (\$2,000 - \$4,999)

Roberta Batley Ms. Martha Benn 🔷 🤷

Karen & Kenneth Bergren Mary & Jim Homan 💙 🛑

Dr. Jacqueline Krohn

David Neal & Alice Redmond Neal

Marti Fournier-Revo & Terrence Revo

Duane Trythall Eda Weddington

Silver (\$1,000 - \$1,999)

Gale Zander Barlow Tracy Bredeson Janet & Tim Haist

Ms. Barbara Koenig & Michael Maccini

Carole Jaramillo Rebecca Latham 💙 Nancy McKirchy

Ms. Christine A. Morgan & Sandra Trissell 🔷

Julie Miller Rugg Marny & Joel Schantz Laurie & Robert Walker Ms. Suzanne J. Winsor

Marian Cromley-Wrage & Eric Wrage

Bronze (\$500 - \$999)

Cristina Torres Archibeque Reverand Jesse D. Dompreh

Rita Duran Susan Gardenhire James & Janet Hall

Ms. Kimberly Haulenbeek

Mary Hockaday

William "Bill" Huntsman

Tammy Jaramillo Deborah Knewitz Tammi Moe Anne Nokes Michael Nunez Shannon Nutt Lisa Snider Janice Paster Jonathan Pinke

Wendy Torri Leo & Martha Twiggs Campbell White

Turquoise (\$100 - \$499)

Geetha Bailev Susan H. Bell

Robin & Valentino Benac

Leslie Bird

Mrs. Melissa & James Bruney

Christi Boomer 💙 Lesley Cardwell

John & Beverly Cardwell Jill & C.M. Chrissinger

Joann Clink

Patricia Vincent-Collawn Ms. Patricia G. Cordeiro Elizabeth Cosentino

Zora Dash

Linda Deck 💙 🔷

Gwvn & Armando Del Toro

Kristen DeRosier

Ms. Karen Caruso Digasbarro

Kristi Dorr

Rhea Rogers Earls Kathleen Economy Molly Emkes Kathleen Enger Anna Engvall

Mrs. Frances K. Ewing

Tina Falling

Jennifer Euchner-Fellabaum

Lillian Fitzpatrick Henriette Folkner Mary Gannon Molly Garza Ronald Glaser

Mrs. Marianne De Fouw Hamilton Megan & Daniel Harberts

Ms. Roberta L. Himebrook

Diane Jacobs

AnnDenise Jaramillo

Callie Kent Koreen Kerfoot Patty Komko

Dr. Roberta Lynn Krueger & Mr. Ed Parsons

Joseph Lawrence Anne Layne 💙 Annette LeFebre

Rhonda Loos & Neal Piltch

Nancy Martira

Ms. Cornelia McCormick

Elizabeth Meek

Esther & Ralph Milnes David & Irma Montoya Katrina Montoya

Carrie Brewster-Moritomo Ms. Margaret Nitterauer

Stevan Pattillo Scott Schilling

Mary Lou & Jeffrey Schlenher

Donna J. Seifert

Margaret Simpson Kelsi Spellbring Andy Spitler

Mrs. Laura Painton Swiler

Nina & Gary Thayer

Betrice Torres

Kristin & Ross Ulibarri Christina "Tina" Varela Maxine Velasquez Theresa & David Wallis Mrs. Wendy K. Wiele Nancy & Bryan Wiggins

Marla Wood Laura Wouters Gretchen Yost

Friendship Circle 💙

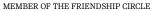
The Friendship Circle is an easy way to make a lasting impact by supporting Girl Scout programs, properties, and projects via a monthly recurring gift.

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 Peggy Sanchez Mills & Jim Mills Shirley & Merion Reynolds Maribeth Thornton







Corporations, Foundations, Government, Taos Community Foundation **Civic Groups and Charitable Funds**The Schantz Co. BHHS Taos R

ABB

Albertson Market United Supermarkets Albuquerque Moose Lodge No. 1517 Antosiak-Weddington Charitable Fund

Archibeque Law Firm

Bank of Albuquerque

Batley Riley Family Law

Bernalillo County Commission - District 4

Bergren Family Charitable Fund

Branch Law Firm

Builders Trust of New Mexico

Burt & Company CPAs, LLC

Calyx Dermatology

CAPTRUST

Chevron USA Inc.

Comcast

Constellation Consulting

Del Norte LOV Foundation

Dions Pizza

Easton Sports Development Foundation

Enterprise Mobility

ESPN Radio 101.7 The Team

Floersheim Family Fund

Get A Grip

GSUSA

HCSC Health Care Service Corporation

HUB International

Intel Foundation

Jermoe LIppett Charitable Trust

Klinger Constructors

Kroger

Laguna Development Corporation

Joe & Karen Leonard Charitable Fund

LHS Lovelace Health System

McCune Foundation

Merrion Family Foundation

Merrion Oil & Gas

Mutual of America

New Mexico Gas Company

New Mexico Oil & Gas Association (NMOGA)

New Mexico Mutual

Nusenda Credit Union

Patton Law. P.C.

PNM

PNM Resources Foundation

Public Relations Society of America - NM

Chapter

Resolution Graphics

Rocky Mountain Diamonds Marine Corps League

Auxiliary

Rook Advisors

Rotary del Norte Foundation Inc.

Sandia Dental Care

Sandia National Labs

Sandoval County Commission - District 5

Segra

Siarza

Swire Coca-Cola

Tafoya/Kosko Charitable Fund

Taos Community Foundation
The Schantz Co. BHHS Taos Real Estate
The Vargas Law Firm LLC
TKM, LLC

TLC Plumbing & Utility United Way of Eastern New Mexico

United Way of North Central New Mexico
Vanguard Charitable



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

Judy A. Geier Mary Gannon

Lanice Harkey
Roberta L. Himebrook

Karen Martinson Lesley Caldwell

Marilyn Milburn Asbridge Henriette Folkner Scott Schilling

Partner Spotlight Rook Advisors



"At Rook Advisors, we believe in building strong foundations — for businesses, communities, and the next generation of leaders.

Supporting the Girl Scouts of New Mexico Trails is an investment in courage, confidence, and character — the future of our community. We're proud to stand alongside an organization that empowers young women to lead with purpose and make a lasting impact."

Joel Long, Chief Executive Officer

FINANCIAL STATEMENT

Based on preliminary, unaudited financials for the year ending September 30, 2025

Assets	
Current Assets	\$ 900,732
Investments	\$ 2,170,998
Property & Equipment	\$ 2,009,680
Other Long-Term Assets	\$ 115,504
Total Assets	\$ 5,196,914
Liabilities	\$ 280,787
Net Assets	\$ 4,916,127
Total Liabilities and Net Assets	\$ 5,196,194

2025 Income: \$2,968,254*

2025 Expenses: \$3,021,915*

Product Sales	\$ 2,171,796	Program: Girl	\$
Grants & Contributions	\$ 270,877	Scout Leadership Experience	
Programs & Camps	\$ 368,690	•	
Retail Operations	\$ 68,079	Management &	\$
•	· ·	General	
Property	\$ 11,738	Fundraising	\$
Gov't Fees & Contracts	\$ 3,000		
Miscellaneous	\$ 74,074		

Net operating income/loss: -\$53,661

*Girl Scouts of New Mexico Trails' financial statements are audited annually.

Audited financial statements are available upon request.



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.



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