



IMPACT
REPORT
2022

GROWING UP NEW MEXICO
THE **EARLY CHILDHOOD** PARTNERSHIP

Our Mission

To engage the whole community, bringing together people and resources to create increased opportunities for young children and the adults in their lives to achieve their dreams and aspirations.

A MESSAGE FROM THE CEO + BOARD CHAIR

Early childhood supporters, advocates, and stakeholders, we are thrilled to share our seventh Annual Impact Report with you.

Growing Up New Mexico brings family voice and lived experience to the forefront of program design, policy development, and organizational decision making. As you read through these pages you will see how our intention of centering families and young children is reflected in our day-to-day work, as well as in our long-term strategies, for growing and supporting a streamlined, culturally competent, and responsive early childhood system.

2022 brought its fair share of successes, big and small, to our door. Locally, the Early Learning Center at Kaune expanded beyond PreK and child care and now houses all of our programs in one centralized location and will soon be providing infant and toddler care for Santa Fe families. Additionally, Bridges to Opportunity incorporated child Individual Development Accounts into its programming, allowing families to establish and build financial security. At the state level, we convened our first Family Leadership Council and Business Accelerator for home-based child care providers, and in November voters approved Constitutional Amendment 1, making early childhood support a constitutional right in New Mexico.

For the past 20 years, our Board of Directors, Leadership Team, and Direct Service Staff have dedicated their work to advancing opportunities for young children and their families, doing whatever is necessary, and best, for the youngest members of society to thrive long into adulthood. This is Growing Up New Mexico's promise. In 2023, that promise will be placed into the capable hands of a new President & CEO, Kate Noble, and an expert team who will continue to do what they do best. As we transition into our next chapter, we are eager to see what the future holds!



Katherine Freeman
President & CEO



Brian Lewis
Board Chair



BOARD OFFICERS

Brian Lewis, Board Chair
Alicia Bertram, Chair-Elect
Lynda Gavioli, Secretary
Barb Rand, Treasurer

BOARD MEMBERS

Katherine Freeman
William E. Garcia
Bud Hamilton
Susie Harburg
Carol Johnson
Nancy King
Carl Luff
Dr. Michael Patterson
Kelly Pope
Stacy Quinn
Trudy Swint

RAISING NEW MEXICO'S CHILDREN,

SUPPORTING FAMILIES THROUGH THE EARLIEST YEARS.



BRIDGES TO OPPORTUNITY

“I got sick in January and I was trying to get organized for all the upcoming appointments. My Bridges coach helped me apply for rent assistance and renew our Medicaid application for the family. I appreciate everything my Bridges coach has done for me this past year. I couldn't have gotten through all these steps because it was overwhelming.”

Andrea, Santa Fe County



GREAT START FAMILY SUPPORT & GROWING UP NM HOME VISITING

“My home visitor's support was a gift through one of the most difficult experiences of my life. She helped me make the best decision for myself and my baby. She helped with so many questions and concerns. Without her help I would've been truly lost, and my suffering would've affected my daughter. I'm so grateful for the support.”

Samantha, Santa Fe County

TOGETHER



EARLY LEARNING CENTER AT KAUNE

“On a personal note, having spent nearly a year with you all now just brought to light once again all the unbelievable care, attention, and empathy you and your staff bring every day to each one of our children. It’s just extraordinary. In case I don’t say it enough: Thank you, thank you, for all you do for my son and for all the children in your care.”

Angela, Kaune Parent



HOME-BASED CHILD CARE

“We were both unemployed and I was babysitting making \$500 dollars a month, I got accepted into the Home-Based Child Care Business Accelerator, after a few sessions everything clicked in my head, I got licensed and my first paycheck was \$7,000.”

Sara, Doña Ana County

OUR WORK: BY THE NUMBERS

Great Start Family Support

Short-term home visiting to **establish** a strong foundation

Measurable Outcomes

- **811** visits to families with new infants
- **77%** of mothers breastfeeding at last visit
- **80%** of families transitioned to Growing Up NM Home Visiting

Growing Up NM Home Visiting

Long-term home visiting to **grow** healthy family relationships and support child development

Measurable Outcomes

- **3,562** weekly visits to **448** families, prenatally through age five
- **97%** of mothers received prenatal care
- **80%** of mothers screened for postpartum depression
- **85%** of children screened for developmental delays
- **92%** of children at risk for developmental delays were referred to early intervention services

Bridges to Opportunity

Multi-generational support for families with young children to **build** stable and thriving households

Measurable Outcomes

- Navigation and coaching to **118** families with a total of **193** children
- **270** referrals made to outside agencies
- **11** families housed
- **10** families secured child care
- **2** families opened Individual Development Accounts for their children



Early Learning Programs at Kaune

High-quality early education to **prepare** children for school

Measurable Outcomes

- PreK and child care services for **85** children*
- PreK Summer Jump Start programming for **20** four-year-olds and summer child care programming for **26** three-year-olds
- From fall to spring, our PreK students, on average, made **one year's growth** in Literacy and Scientific Conceptual Understanding

**Average of enrollment for SY21/22 and SY22/23*



Dolly Parton's Imagination Library

Book distribution to **promote** early literacy

Measurable Outcomes

- Mailed **27,508** English language books and **381** Spanish language books to **2,400** children in Santa Fe County
- **87%** of families read to their children at least once per day after enrollment, versus 63% prior to enrollment
- **86%** of children showed increased interest in books

OUR WORK: BY THE NUMBERS

HOME BASED CHILD CARE:

Our newest program, a state-wide strategy to **strengthen** home-based care.

Family, Friends & Neighbors

Support for home-based caregivers in Santa Fe County aimed at building provider resiliency and knowledge of early childhood development

Measurable Outcomes

- **36** providers served through home visits, events, and connection to resources
- **4** providers enrolled in higher education courses
- **40%** increase in attendance at public children's enrichment events over previous year
- **31** children referred to early intervention and behavioral health services
- All enrolled providers read at least 20 minutes per day to the children in their care

Regional Home-Based Care Networks

Expanding access to resources and support through monthly meetings, training opportunities, and individual coaching

Measurable Outcomes

- **99** providers joined a local network
- **5** local networks activated with bi-lingual, English, and Spanish facilitation
- **1** network, Proveedoras Unidas De Southern New Mexico, applied for and received a state grant as an emerging local coalition



"For years I have felt like the stepchild of child care because I did not have a center, now I feel like I am a Queen."

Anita, Licensed Home-Based Provider in Las Cruces, NM

Home-Based Child Care Accelerator

A partnership between Growing Up NM, WESST, and Partnership for Community Action to strengthen and grow home-based care businesses across the state

Measurable Outcomes

- **53** providers graduated; each was paid a total of \$1,000 in stipends
- **63%** of graduates reported their child care business had become stronger
- **45%** of graduates reported that their revenue had increased
- **40%** of graduates reported that they had expanded to care for more children

For full program descriptions, please visit our website, www.growingupnm.org



BROKERING POLICY SOLUTIONS

We are working on big structural change to improve the lives of kids and families throughout New Mexico. We listen to the voices in our communities – policy makers and parents who share their aspirations and trust us to put them into action. Below are key achievements that advanced New Mexico's system of supports for young children and their families.

- More than 70% of voters approved using a portion of New Mexico's Land Grant Permanent Fund for early childhood and K-12 education.
- An estimated 17,000 New Mexicans will benefit from expanded Medicaid coverage for a full 12 months postpartum.
- The City of Santa Fe allocated nearly \$1 million for an innovative workforce development program at the Santa Fe Community College.
- The Prenatal-to-3 Family Leadership Council, supported parent voice in early childhood policy-making and secured state funding.
- The Santa Fe Chamber of Commerce established a Child Care Task Force for coordinating community effort and legislative advocacy.
- 110 organizations and individuals engaged in the Prenatal-to-Three Coalition to champion early childhood policies and promote the importance of the earliest years.
- Many national conferences and conversations featured New Mexico in mobilizing smart policy and local initiatives to improve the lives of children and their families.

OUR WORK: **TRUSTED TO TAKE ACTION**

Innovative Creators + Coalition Builders

Through our state-level work, we build public awareness and political will for investments in early childhood education and care. We broker partnerships between key stakeholders, so that every New Mexico child and their family will have equitable access to quality early learning opportunities and the supports they need to thrive.



Our efforts are transforming the state's child care system.

Much of our statewide effort is focused on strengthening the quality, and increasing the supply, of home-based child care. Growing Up NM is working to improve state policy, and shift perceptions of home-based providers, in order to recognize and elevate this often overlooked, yet critical, workforce. By engaging directly with providers, predominantly women of color – many of whom are also immigrants – we are not only expanding child care options for families but improving economic opportunity for caregivers.

Because the shortage of high-quality child care also impacts local businesses and employers, we formed a local Child Care Task Force in partnership with the Santa Fe Chamber of Commerce. Last but not least, as a founding member of the Santa Fe Early Childhood Steering Committee, we focus on collaborative action centered around three main components: Supported & Empowered Families, Professional Workforce, and High-Quality Early Education & Care.

Investing In The Highest Return For Society

We're closing the achievement gap for children 0-5 during their biggest developmental years.

Investing in quality early childhood programs and systems has been proven to yield the highest return for society, with ROI estimates between 7 and 13%. To sustain long-term improvements in the early learning and care ecosystem, we leverage private dollars with public funding. Committed investment from our public and private partners over several years makes it possible to enact significant changes to our state's early childhood landscape.

In November 2022, New Mexico became the first state in the nation to make early childhood support a constitutional right, with the passage of a constitutional amendment. With a 'yes' vote from

more than 70% of voters, and after more than a decade of work to prioritize funding for early childhood, New Mexico is now leading the nation in its clear commitment to the youngest members of our communities.



With the creation of a new cabinet-level Early Childhood Education and Care Department, New Mexico has laid the foundation for a strong system of early care and education supports for families. With new and dedicated funding sources for young children, including the Early Childhood Trust Fund and the Land Grant Permanent Fund, New Mexico has an unprecedented opportunity to fulfill a decades-long promise.

Empowering Families to Succeed

We lead with creative family-centered and multi-generational programs.

Growing Up NM envisions a community where children and families are supported. We employ a Multi-Generation, or “whole family” approach, supporting children and caregivers through a series of high-quality early childhood programs designed to empower families to be their own goal setters, problem solvers, and advocates in order to thrive.

We also encourage the cultivation and development of self-identified family leaders from within their own communities. Through our grassroots Statewide Family Leadership Council, and soon to be Santa Fe Family Leadership Council, cohorts of parents and primary caregivers receive stipends while strengthening their leadership and advocacy skills through mutual learning in order to better amplify the diverse voices and perspectives needed to inform positive change.

“Really prior to this, I considered leaving New Mexico because I wasn’t sure how the educational system here would improve their lives and now I feel that I can be a part of the process.”

Amanda, Family Leader

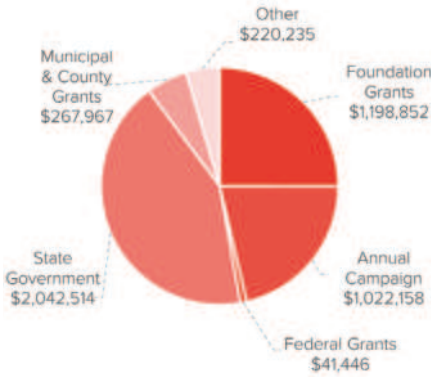


FAMILY LEADERSHIP COUNCIL BY THE NUMBERS

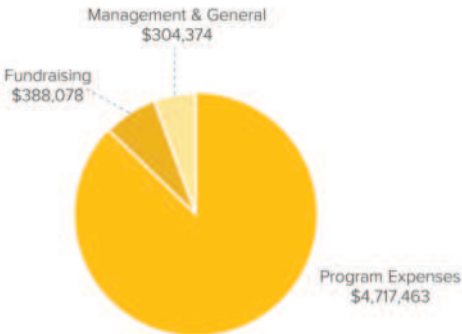
- 100 applicants
- 16 Family Leaders selected representing 13 communities
- 10 co-created bilingual workshops
- 650 hours of coaching, peer support and advocacy
- \$50/hour professional wages

FY 2022 FINANCIAL REPORT

INCOME

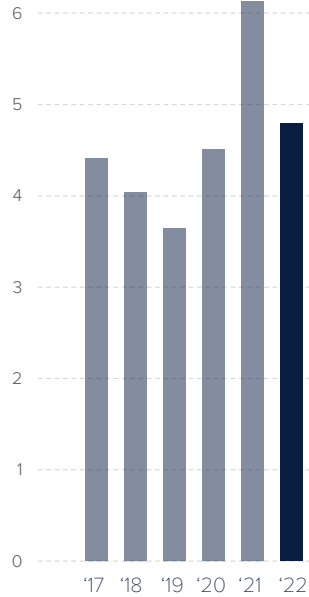


EXPENSES



TOTAL REVENUE 6 YEAR SNAPSHOT

(in millions)



LEVERAGING FUNDING FOR LONG-TERM IMPACT

At Growing Up New Mexico, we work to sustain long-term improvements in the early learning and care ecosystem. Leveraging private dollars with public funding enables vital opportunities to support innovation and build connections. With growing public investments in New Mexico, private funding for innovative solutions can catalyze a high-functioning, well-aligned early childhood system.

“Our long relationship with Growing Up New Mexico is because of who they are and what they do. We partner with organizations that are both impactful and sustainable.”

Dion Silva, Regional President - Santa Fe, NM at Enterprise Bank & Trust

GROWING UP NEW MEXICO

LEADERSHIP TEAM

Katherine Freeman, President & CEO

Marisol Baird, Chief of Staff

Abby Bordner, V.P. of Development

Maia Cortissoz, V.P. of Strategy & Grants Management

Kate Noble, V.P. for Policy & Stakeholder Engagement

Pattie Ravenheart, Controller

Anthony R. Legits, Human Resources Director

Rhonda Montoya, Director of Early Learning at Kaune

Lakersha Martinez, Home Visiting and Bridges to Opportunity Program Director

Rebecca Baran-Rees, Director of Policy Research & Communications

Brigid Quinn, Director of Philanthropy

Monica Archuleta, Bridges to Opportunity Program Manager

Kristi McBride, Home Visitor Program Manager



OUR DONORS

A heartfelt thank you to our Center of the Circle Donors! Support from these generous individuals allows us to provide a scaffolding of opportunities that sustain emotional and educational development over a lifetime.

The Azalea Fund
Jean & John Berndt
Marlene & John Bingaman
Gwynne & Joe Brooks
Cabin Fund
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Kimberly Corbitt
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Wellspring Family Foundation
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May & Charlie Wilson

Reflects individual giving of \$5,000 or more between 7/2021 and 12/2022, and/or known planned giving. Please accept our apologies for any errors or omissions. † Deceased

IN MEMORIAM

Thomas Johnson, May 18, 2022

Tom was active in the community as President of the Santa Fe Chapter of the NAACP, as an instructor at Santa Fe Community College, and as a volunteer firefighter. A true adventurer, Tom was also a member of the Buffalo Soldier Society, Back Country Horsemen, Harley Davidson Owners Group, New Mexico Search and Rescue, and the Santa Fe County Sheriff's Posse.

Herbert Marshall Denish, September 30, 2022

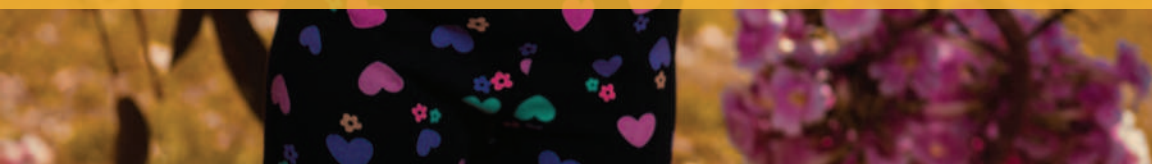
Throughout his career, Herb was committed to serving the City of Albuquerque and its many communities with kindness, compassion, and heart, eventually forming Herbert M. Denish and Associates in 1976, which stayed in operation until 2011. Herb was also an avid singer, lending his voice to First Baptist Church of Albuquerque, the Highland High School Choir, the Herb Denish Trio, the New Mexichords, the Duke City Sound, and the NM Peace Choir.

Tom, and his wife Carol, and Herb, and his wife Diane, have long been members of the Growing Up NM family. They will be greatly missed.



"We are grateful for the guidance our home visitor provides and overall interest in the wellbeing of our children. Home visiting has become a part of our daily life as we go through the do-s and don't-s of child raising. We appreciate the program, we thank the staff, and hope that many more families become involved in the blessing that is Growing Up NM home visiting."

Diego, Rio Arriba County



OUR PARTNERS

Strategic Partners

New Mexico Early Childhood Education and Care Department
Santa Fe County
City of Santa Fe
CHRISTUS St. Vincent Regional Medical Center
Anchorum St. Vincent
Thornburg Foundation
Pritzker Children's Initiative
W.K. KELLOGG Foundation
Alliance for Early Success
Southwest New Mexico Council of Governments

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INVESTING \$10,000 OR MORE

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United Supermarkets
Los Alamos National Laboratory
C.E. Mendez Foundation, Inc.
Santa Fe Association of Realtors

Philanthropic Partners

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Santa Fe Community Foundation
Carl C. Anderson Sr. & Marie Jo Anderson Charitable Foundation
The Frost Foundation
LANL Foundation



EMERGENCY SUPPORTS

RESPONDING TO THE HERMITS PEAK & CALF CANYON FIRE

The spring and summer of 2022 saw the largest recorded wildfire in New Mexico history. The Hermits Peak/Calf Canyon Fire forced evacuations from many rural communities in Mora County and neighboring San Miguel County, with several families seeking temporary refuge in Santa Fe County. Growing Up NM stepped up to help by donating diapers, formula, baby clothes, and blankets to home visiting programs serving the impacted regions. We also assisted families with hotel stays, temporary child care, and meals.



THE VISION CONTINUES

The Spring of 2023 brings a big change for Growing Up New Mexico. Our dedicated President & CEO of over 20 years, Katherine Freeman will be retiring in April. We are incredibly grateful for Katherine's steadfast leadership and determination to improve outcomes and expand opportunities for young children and their families. Katherine has had a legacy career marked by significant victories for New Mexico, including the Home Visiting Accountability Act and the Early Childhood Education and Care Department Act.

During her time as President & CEO, first as United Way of Santa Fe County and now as Growing Up NM, Katherine steered the organization, elevating our work in early childhood education, allowing us to become leaders in the state. She brought, and continues to bring, incomparable compassion, authenticity, and a fierce dedication to the well-being of children and the success of their families.

The Early Learning Center at Kaune is a labor of love for Katherine, and she has always envisioned Kaune as demonstration school highlighting the importance of high-quality early education and for care for children, 6 weeks – 5 years, as well as a true community space where young children and families thrive. We are well on our way. This past year we relocated all of our high-quality our programs to Kaune, uniting our team and providing innumerable opportunities for alignment and improved support for families. Boosting these efforts is the fact that beginning in early 2023, we will be providing infant and toddler care for Santa Fe families

However, an additional key piece before Katherine retires is bridging the gap between early learning and environmental education. In 2023, we are unveiling our commitment to the environment and sustainability as a crucial early childhood issue. To fully realize the vision for Kaune, we will transform the campus by:

- Converting the 36,000 square foot building to solar energy;
- Completing extensive landscaping including planting waterwise trees, planting native pollinators, and incorporating inviting pathways;
- Creating outdoor learning spaces for children which encourage investigation, appreciation, and stewardship of nature.

We are determined to see Katherine's vision through.

Stepping into her shoes is Kate Noble, our current VP for Policy & Stakeholder Engagement. Kate began working with Growing Up NM in 2018 and has demonstrated her capacity for leadership while spearheading Growing Up NM's statewide policy efforts and building strong community and governmental partnerships.

Under Kate's leadership, our programs will continue growing in response to family needs, and our statewide focus will concentrate on building out a fully funded, efficient, and responsive early education and care system. Other key areas of focus and action for next year include:

- Launching a second business accelerator for home-based (family) child care providers;
- Expanding support for home-based providers by establishing a shared services network, uniting resources and expertise in one centralized hub to support and strengthen providers in communities throughout New Mexico;
- Supporting the Statewide Family Leadership Council as it transitions into a self-sustaining council, designed to inform statewide policy and programs through authentic family input;
- Convening a Santa Fe Family Leadership Council to inform policy and programs unique to our home community.

We certainly have a busy year ahead of us, and we will miss Katherine, but we are confident the organization will be in good hands.



A WORD FROM KATE NOBLE

“The incredible commitment, savvy, and heart of the Growing Up New Mexico staff inspire me every day. I believe this team can accomplish anything. I see the evidence of this in our work today, as well as in our shared history reaching back over two decades, under Katherine’s extraordinary leadership.

We are moving forward at a time of remarkable promise and will continue to make progress for our young children and their families. Getting early childhood right will unlock some of the greatest potential in our society and in our communities. I feel so fortunate to have found this passion and this work. I am confident that together, we can truly change the world.”

Kate I Noble



GROWING UP
NEW MEXICO

THE **EARLY CHILDHOOD** PARTNERSHIP

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