



IMPACT  
REPORT  
**2021**

**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

### Hello friends, supporters, and community members.

On behalf of our Board of Directors and dedicated staff, we are excited to share our sixth Annual Impact Report with you.

As we near the end of our first year as Growing Up New Mexico: The Early Childhood Partnership, we want to give you a robust and fulsome accounting of the current early childhood landscape. Contained within these pages are more than just facts and figures. Reading through, you will see how our story, the stories of our children and families, and the story of early childhood in New Mexico are woven together.

The past twelve months have been a time of learning, growth, and change, especially as we continue to navigate the effects of COVID-19 on our families and programs. Becoming Growing Up NM has shifted how we see ourselves, as well as how the broader community sees us. Many of you are familiar with our high-quality early childhood and family support programs, but you may not be as familiar with our work in statewide policy and community engagement. Under our new name, we have fully integrated these two umbrellas of work, recognizing that each continually informs the other.

Right now, we are working smart on big structural change that tackles the challenges facing early childhood including quality of care, access for families, and pay equity for child care providers. We are also continuing to provide support and resources that nurture secure relationships between children and the adults in their lives. Most importantly, we are focused on closing the opportunity gap by listening to the voices in our community – policy makers and parents who share their aspirations and trust us to put them into action.

We are raising New Mexico's children, together.



**Katherine Freeman**  
President & CEO



**Barb Rand**  
Board Chair



### BOARD OFFICERS

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

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Katherine Freeman  
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Susie Harburg  
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Carol Johnson  
Nancy King  
Kelly Pope  
Stacy Quinn  
Trudy Swint

# RAISING NEW MEXICO'S CHILDREN, TOGETHER

SUPPORTING FAMILIES THROUGH THE EARLIEST YEARS.



## BRIDGES TO OPPORTUNITY

"As a daughter of immigrant parents, I saw how much my mom struggled to navigate our systems, especially as a Spanish-speaker without guidance. **Bridges to Opportunity** is a huge blessing to our community and connected us to a lot of different resources in Spanish. Now, we're working on our goal of getting out of debt!"

Alicia, Rio Arriba County



## GREAT START FAMILY SUPPORT & GROWING UP NM HOME VISITING

"Simran was the first person I talked to in the first month of being a mom, and I needed her! She gave me the confidence and help I needed with breastfeeding. Thankfully, I didn't have post-partum depression, and I truly believe Simran and **Great Start** and **Home Visiting** played a big part in that. It really helped me to hear I was doing great, and to find what worked for us."

Nicole, Santa Fe County



## EARLY LEARNING CENTER AT KAUNE

"Our family is so grateful for the preschool that the **Early Learning Center at Kaune** has offered through the COVID-19 pandemic. The care, attention, and heart that Jen and her staff bring every day to each one of our children is wonderful. They have focused on nurturing learning for our son. Kaune has given us the gift of peace of mind, and the ability to continue full-time work and school. 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."

Gil, Santa Fe County



## FAMILY, FRIENDS & NEIGHBORS

"**Family, Friends & Neighbors** has been a source of ideas, advice, information, and support. I take care of my younger brother and goddaughter, and have loved the child development classes, workshops and trainings, CPR certification, and scholarships at the Santa Fe Community College. The kids look forward to **Dolly Parton's Imagination Library** every month, getting new books in the mail. It is great for them to spend time reading their favorite books, and they always glue their little stars and write down the name of the book they read."

Vanessa, Santa Fe County

## OUR WORK: MEASURABLE IMPACT

### Growing Up NM Home Visiting

Provides support for parents with young children, prenatally through age five. Weekly visits offer tools, guidance, and resources that promote confident, healthy, and happy families.

#### Measurable Impact

- **5,654** visits to **410** families
- **100%** of moms received prenatal care
- **699** referrals to outside agencies

### Family, Friends & Neighbors

Supports home-based child care providers by increasing knowledge of child development and early learning, thereby resulting in increased social, emotional, and academic outcomes for children being cared for in home-based settings.

#### Measurable Impact

- **42** caregivers enrolled
- **100** children received care
- Launched online book club and **Es Hoy y Ahora** provider wellness program

### Bridges to Opportunity

Launched early 2021, provides navigation to address immediate needs like emergency aid, food, transportation, housing insecurity, and child care, as well as coaching to aid in setting and reaching self-identified goals.

#### Measurable Impact

- **44** families served
- **77** children served
- **109** referrals to outside agencies

### Great Start Family Support

Provides three home visits over the first month of a new baby's life. Trained professionals support parents with feeding, infant development, postpartum recovery, as well as provide connections to community resources.

#### Measurable Impact

- **501** visits
- **219** families completed the program
- **71%** breastfeeding at last visit

### Early Learning Programs at Kaune

NAEYC accredited PreK and child care programming for three- and four-year-old children and their families. Draws on innovation and research to prepare students for success in kindergarten and far beyond.

#### Measurable Impact

- **110** families enrolled for center-based early education, developing language, literacy, and social-emotional skills
- Children, on average, made a little over **one year's growth in literacy**, and almost a **year-and-a-half growth in mathematics**.

### Dolly Parton's Imagination Library

Promotes early literacy and increased reading frequency among young children, families, and care takers. Books are delivered every month to enrolled children until age five.

#### Measurable Impact

- **26,373** books were sent to children in Santa Fe County
- **439** families received additional Spanish language books

## 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.

### 16 FAMILY LEADERS

paid a professional wage to elevate authentic family voice in the early childhood system

### 625 HOME BASED CAREGIVERS ENGAGED

through surveys, interviews, and focus groups to support a network of quality child care providers that are culturally responsive

### 1 GOVERNOR + 5 CABINET SECRETARIES

unveil the New Mexico Early Childhood Strategic Plan in January 2021

### 23 PUEBLOS, TRIBES, AND NATIONS ENGAGED

in the development of New Mexico's Early Childhood Needs Assessment and Strategic Plan

### 2 BIPARTISAN LEGISLATORS

chair the Early Childhood Legislative Learning Group to deepen knowledge and support for early childhood issues in the New Mexico Legislature

### 80+ PARTNERS IN THE PRENATAL - 3 COALITION

including state agencies, parent advocates, policy think tanks, businesses, and early childhood professionals throughout the state of New Mexico

### 200,000+ E-NEWSLETTERS READ

across our audience of 13,416 recipients of policy updates and calls to action

# OUR WORK: TRUSTED TO TAKE ACTION

## Innovative Creators + Coalition Builders

**Our work centers on brokering smart, actionable initiatives and legislation while building trust and promoting equity through broad stakeholder engagement.**

We leverage private and philanthropic dollars to inform, complement, and improve public administration and alignment of statewide early childhood programs.



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

*"Growing Up New Mexico was crucial in passing Senate Bill 22 to create the Early Childhood Education and Care Department. The team worked with a diverse coalition through the twists and turns of the Legislative Session including advocates, businesses, tribal voices, rural communities, professionals, and concerned individuals. In the end, we had huge bi-partisan support and have aligned early childhood systems in our great state."*

**Senator Michael Padilla**

We actively engage families, early childhood professionals, child care providers, researchers, government officials, and members of the community who are committed to improving the lives of the youngest New Mexicans.

By listening to diverse stakeholders, we foster collaboration and advocate to remove barriers, increase access, and build on the strengths of New Mexico's unique communities.

## Investing In The Highest Return For Society

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

Research shows that a child's cognitive, social, and emotional development during the first years of life is essential to future learning. Since 85% of brain development occurs by age five, positive early experiences and family stability are critical to future outcomes like academic success, employment, physical health, and mental well-being.

**We are demonstrating the powerful link between children and families who thrive and the prosperity of their communities,** by delivering a combination of research, high-quality programming, and smart public policy.

## Empowering Families to Succeed

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

Guiding principles drive our work, including the belief that **all children and families are capable and deserving of success.**

We use a Multi-Generational Approach to create opportunities for, and address the unique needs of, children and caregivers to move the entire family unit toward educational success, economic security, health, and well-being.



*"Our home visitor has become a part of our daily life as we learn to be better parents. She taught me how to advocate for myself during postpartum medical challenges, and she was a huge help working through breastfeeding during complications."*

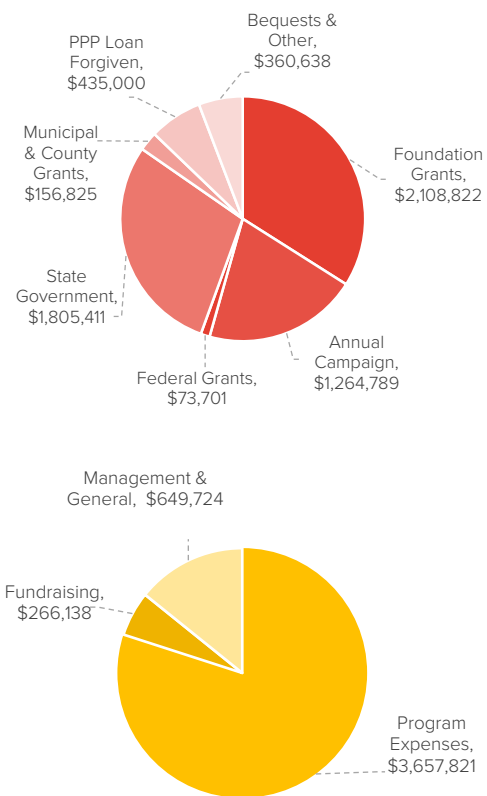
**Janelle, Rio Arriba County**



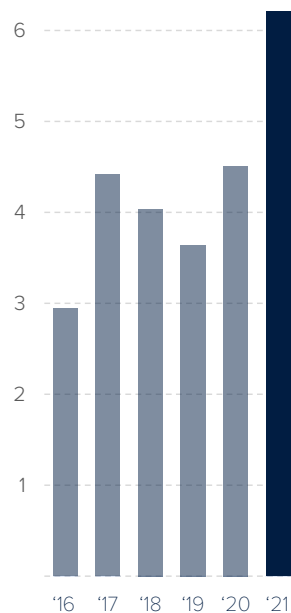
Meeting families where they are, and knowing they are their own best advocates is at the core of our programs. Our home visiting, early learning, family coaching, and home-based child care supports are client driven, and target strengths and assets instead of weaknesses and barriers.

**Every dollar spent on high quality, birth-to-five programs for under-served children delivers a 13% per annual return on investment.**

# FY 2021 FINANCIAL REPORT



## 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 (now at over \$425M per year), private funding for innovative solutions can catalyze a high-functioning, well-aligned early childhood system.

*"Enterprise Bank & Trust is proud to partner with Growing Up New Mexico because we believe strongly in your focus on early childhood development. We are united in our desire to advance this community, and your mission helps ensure a strong future for the children and families in this region. It's a wonderful partnership!"*

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

# OUR DONORS

A heartfelt thank you to our 2021 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.

- |                                     |                              |
|-------------------------------------|------------------------------|
| Anonymous                           | Oppenheimer Charitable Fund  |
| The Azalea Fund                     | Tom & Gwen Paine Fund        |
| Jean & John Berndt                  | Special Relativity Fund      |
| Marlene & John Bingaman             | Stacy & Dr. Patrick Quinn†   |
| Gwynne & Joe Brooks                 | Barb & Len Rand              |
| Cabin Fund                          | Paula Sass-Donnelly          |
| MaryLou & Jack Davis                | Suzanne Schmidt & Dan Jones  |
| Diane & Herb Denish                 | Sara Schreiber               |
| Maria & Buddy Espinosa              | Barbara & Louis Sklar        |
| Katherine Freeman & Marilyn Gardner | Trudy Swint & Cindy Knox     |
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| Deborah Leliaert & Paula Woolworth  |                              |
| Dee Ann McIntyre                    |                              |
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| Nickoloff Family Foundation         |                              |
| Mary & Ted Nixon                    |                              |
| Kathryn O'Keefe†                    |                              |

Reflects individual giving of \$5,000 or more between 7/1/2020 and 6/30/21, and/or known planned giving. Please accept our apologies for any errors or omissions.

† Deceased

## IN MEMORIAM

Dr. Patrick Gleason Quinn, MD of Santa Fe, New Mexico passed away peacefully in his sleep on November 19, 2020. His true love and talent was taking care of patients at Northern New Mexico Gastroenterology Associates in Santa Fe since 1997.



Dr. Quinn had a very generous heart, and the causes he embraced were many. Patrick and his wife, Stacy, have been longtime supporters of our work at Growing Up NM. He loved his family and lived life to the fullest. He met challenges with grace, and his usual sense of humor!

If you are so moved, you may make a donation in his memory to Growing Up NM, please do so online at [growingupnm.org/donate](http://growingupnm.org/donate). To all who knew him, he derived great meaning and purpose from friends and family in his life and we are so sad to say, Doc is no longer with us.

# OUR PARTNERS

## Strategic Partners

Early Childhood Education and Care Department  
Santa Fe County  
City of Santa Fe  
Kids Kitchen  
CHRISTUS St. Vincent Regional Medical Center  
Anchorum St. Vincent  
Thornburg Foundaiton  
Prtizker Children's Initiative  
W.K. Kellogg Foundation  
Alliance for Early Success

## Corporate Partners

INVESTING \$10,000 OR MORE

N3B Santa Fe  
Toyota of Santa Fe  
Albertsons  
Los Alamos National Laboratory  
Big Fish

## Philanthropic Partners

The Delle Foundation  
Brindle Foundation  
Daniels Fund  
Santa Fe Community Foundation  
Carl C. Anderson Sr. for Marie Jo  
Anderson Charitable Foundation  
The Frost Foundation  
LANL Foundation



# 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

**Jessica Apodaca**, Home Visiting and Family, Friends & Neighbors Program Director

**Lakersha Martinez**, Home Visiting and Bridges to Opportunity Program Director

**Jennifer Salinas**, Director of Early Learning at Kaune

**Rebecca Baran-Rees**, Director of Policy Research & Communications

**Pattie Ravenheart**, Controller

**Anthony R. Legits**, Human Resources Director



## KIDS KITCHEN

A CREATIVE PARTNERSHIP TO INCREASE HEALTHY FOOD ACCESS

Kids Kitchen, a collaboration between Growing Up New Mexico and The Food Depot, provides healthy meals and introduces a variety of creative, nutritious food choices to children and families.

**229,221**  
healthy meals served



## A YEAR IN REVIEW

2021 was one of the most dynamic years in our organizational history. We changed our name and maintained operations through a global health and economic pandemic. Throughout the year, we prioritized getting resources to families and adapting our programs to be as effective as possible in changing conditions.

We are incredibly proud of how the staff, Board, and community surrounding Growing Up New Mexico adapted and made incredible progress during this unpredictable time. A few of our accomplishments include: offering our home visiting program either in-person or online in order to meet the needs of families; expanding outdoor learning and maintaining safe, high-quality care; launching the innovative Bridges to Opportunity program; completing the state's 3-year New Mexico Early Childhood Strategic Plan; and growing our presence in national early childhood conversations and philanthropic circles.

Of course, COVID-19 dramatically reshaped the early childhood landscape. Families struggling prior to the crisis were disproportionately affected by the pandemic. Supporting these families has become more urgent while finding professionals to work in the community has become more difficult. But the importance of child care and family support is better understood and more widely held than ever before, and Growing Up New Mexico is committed to unlocking every opportunity as we emerge and recover from the pandemic.

## LOOKING AHEAD

As we move into 2022, Growing Up New Mexico will continue to center the voices of early childhood stakeholders and to engage our diverse community to build a stronger early childhood system.

We will build upon our progress to continue to innovate and test creative, real-world solutions. This will include supporting home-based caregivers as central to transforming child care, connecting families to these caregivers and other resources consistent with our multi-generational approach, and identifying administrative and policy improvements which will remove barriers and increase access to high-quality programs throughout New Mexico communities.

Expanding partnerships will also be a priority in the coming year. We will continue to push for collaboration and complementary efforts with other organizations. This includes working to incorporate behavioral and mental health resources at the Early Learning Center at Kaune through an Infant Mental Health Consultation Model, based on the needs of our families and educators. It also includes building a coalition of support for actionable solutions to increase the pay, benefits, and support for early childhood professionals.

Our goals and ideas are big, and it will take every resource we can weave together to make the most progress and the greatest impact. We are ready to pursue the incredible opportunities ahead. We look forward to updating you next year.

*"Family, Friends & Neighbors and the support we received always helped us out of the difficult situation we were facing. It helped us navigate, learn, and reinforce the skills we needed to move forward together."*

**Marisela, Santa Fe County**





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