

# PHILANTHROPIC PROSPECTUS

True Kids 1 (TK1) is a 501(c)3 nonprofit media education organization based in Taos, New Mexico. Our mission is to promote digital citizenship and open career paths for youth by providing media skills, tools and opportunities. We help students tell their stories, develop critical thinking and media skills, and positively engage with communities across New Mexico. Our vision is to transform education through media production for social change.

## TK1 Values Include

- Responsible and safe use of technology
- Student-led approaches
- Economic development
- Retention of New Mexico's youth workforce
- Equal opportunity
- Promotion of arts and culture
- Empathy
- Curiosity
- Rigor
- Professionalism
- Integrity



*Mentor Kim Peppinger with students at  
Velarde Elementary School*

## The TK1 Civic Media Education Model Includes

1. A pedagogical framework that provides professional development and classroom support to teachers to help them integrate collaborative civic media projects into the academic curricula.
2. Skills workshops led by media industry professionals that help students develop cognitive, interpersonal, creative and technical skills.
3. Opportunities for students to get field experience on media projects, working for real clients alongside professional mentors.

Real-world opportunities for students in media production and that help students to advocate for their communities as they gain workforce skills.

From humble beginnings in youth radio programming, TK1 has grown into a foundational provider of education in our region. Our robust Civic Media Education Model currently serves 100+ classrooms in three counties in Northern New Mexico - Taos, Colfax, and Rio Arriba.

## Program Growth, By Year (2018-2021)

- 2018-19: 400 students ages 5-18; 9 schools; 22 classrooms, 2 counties
- 2019-20: 600 students ages 5-18; 14 schools; 32 classrooms, 3 counties
- 2020-21: 2000 students ages 5-18; 17 schools; 108 classrooms, 3 counties