



*Mentor Aaron Lopez
with students at
McCurdy Charter
School in Espanola.*

PHILANTHROPIC PROSPECTUS



TRUE KIDS 1

Transforming education through media production for social change

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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

GOVERNANCE AND INFRASTRUCTURE

Staff



Rosey Hayett

(Executive Director)

Rosey has over 25 years experience working with youth in the Taos area as a teacher, mentor, and coach. Rosey founded True Kids 1 in 2017.



Jennifer Roderick

(Education Director)

Jen has over 20 years experience in educational leadership, curriculum design, program facilitation and professional development. She has extensive experience in blended learning, culturally responsive teaching, Waldorf teaching models,

including work as the Director of an Expeditionary Learning School in AZ.

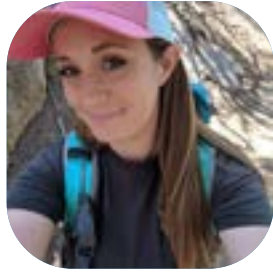


Justis Daniels

(Media Intern)

Justis is a True Kids 1 alum who is taking a semester off from Arizona State University to work with True Kids 1. Justis will work with students on our social media, radio and gaming programs. In 2017, he won

a NM Broadcasting Association award for his TK1 supported radio show issues related to teen suicide.



Elizabeth Coontz

(Administration)

Elizabeth is an experienced administrator with extensive nonprofit experience, including acting Executive Director of Not Forgotten Outreach.

Board of Directors



Anthony Rademeyer (Chair)

Retired Banker



Mary Mylet (Treasurer)

Area Manager NM [Department of Workforce Solutions](#), also on Northern Area Local Workforce Development Board



Larry Mapes (Secretary)

Owner [Valverde Energy](#), Chair of Taos County Chamber of Commerce Education Committee



Patrick Valdez

CEO [UNM-Taos](#), also on boards of Taos County Chamber of Commerce and NM Business Excellence



Marth Beckett

Community Programs & Strategic Projects, [UNM](#) Office of the CIO



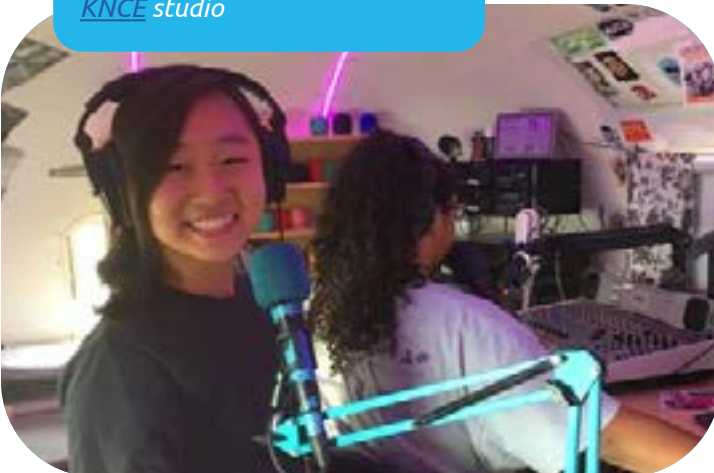


Student Videographer with TK1 film mentor Enrico Trujillo at Questa High School

Organizational Support

- **Rio Grande CPA**, Taos – Accountant
- **Melanie MacGillivray**, Santa Fe Law Group – Attorney
- **Philadelphia Indemnity Insurance Company** – Insurance
- **Dr. Lee Francis**, Native Realities – Evaluation

TK1 Students on the air at KNCE studio



“Through True Kids 1, I have hosted a local radio show for the past two years, shadowed a senator for a day, attended conferences on education and journalism, and so much more.

Maple Hawk
9th grade NM School for the Arts



BUDGET RATIONALE

Fiscal Year starting June 1, 2020

TK1 2020/21 School Initiative

Classrooms from Schools in Taos, Colfax & Rio Arriba Counties

ELEMENTARY	14	250 Students
MIDDLE	48	645 Students
HIGH SCHOOL	46	650 Students
TOTAL	108	1545 Students

True Kids 1 Pro Out of School Program

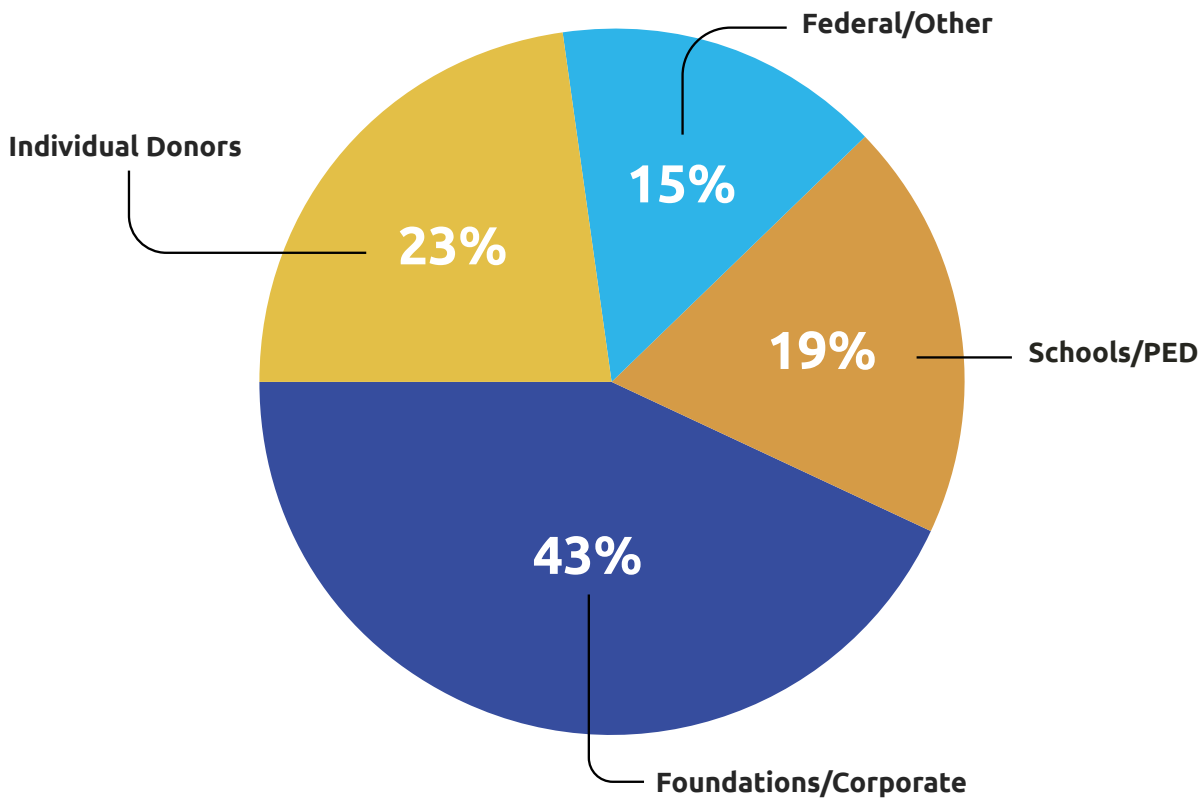
MIDDLE	200 Students
HIGH SCHOOL	255 Students
TOTAL	455 Students

2020/21 Program Goals

Teachers Trained	50
Classrooms Implementing Full Year Program School	108
Mentors Trained	50
Professional Skills Workshops	1,398
Student Radio Shows	160
Student Videos	300
Student Conducted Interviews	500
Student Podcasts/Apps/Websites	50
Student Social Media Posts	150
Student Served	2000



TK1 Projected Revenue FY2021 – Budget \$ 539,600



True Kids 1 2020/21 School Year Budget

108 Classrooms, 2000 Students, 2200 Adobe Licenses primarily in Taos, Rio Arriba & Colfax Counties

2019/20 Program Goals

Operations (A)	\$374,800.00
Equipment (B)	\$22,000.00
Fundraising (C)	\$41,500.00
Evaluation/Data Collection (D)	\$20,000.00
G&A (E)	\$81,300.00
Total	\$539,600.00



TK1 student videographers at [Moreno Valley High School](#) in [Angel Fire, NM](#) film [Music From Angel Fire](#) Festival concert

Projected Revenue

Schools/PED	\$149,000.00
Shelby Cullum Davis Charitable Trust	\$100,000.00
Mayer and Morris Kaplan Foundation	\$25,000.00
Jim Thompson Foundation	\$20,000.00
LANL Foundation	\$15,000.00
Other Grants/Donations	\$230,000.00
Total	\$539,600.00



TK1 student journalists cover the [Taos Pride Festival](#)

Total Budget: \$539,600

A. Operations (\$374,800)

1. **Teacher and Mentor Trainings** (\$27,000)

TK1 will facilitate three 3-day teacher trainings. Two of the trainings will be for teachers implementing the TK1 yearlong classroom [Civic Media Model](#); the other will be on Best Practices in Distance and Blended Learning for teachers in the [Peñasco School](#) District. The TK1 Civic Media Model sessions will be led by TK1's trainer corps, [Dr. Yonty Friesem](#) from the Media Education Lab at [Columbia College](#) and experts from Adobe. The Distance Blended Learning training will be facilitated by professionals from the UNM Department of Teaching and Learning.

The trainings will cost \$3,000 per day for the nine days. This cost includes:

- Planning – All facilitators will plan an experience for each training day, customized for the group of teachers they are training and for a virtual learning engagement.
- Trainer Fees for the nine days of training

2. **Ongoing Teacher Support** (\$18,000)

TK1 will provide two zoom support sessions for teachers each month during the school year. There will be separate sessions for elementary, middle and high school levels. The check-ins will be led by two TK1 trainers, specializing in education and media, respectively. These workshops will allow TK1 to advise and track the progress of each classroom project while informing our scheduling of the necessary professional skills workshops. As an added benefit, these virtual meetings will also allow teachers to learn about the projects, challenges and successes of their fellow teachers who are also implementing the model.

3. **Professional Skills Workshops** (\$159,800)

Classroom media projects are supported by skills workshops facilitated by industry professionals who are trained in the TK1 educational model. Examples of workshop topics include public speaking, script writing, storyboarding, sound & video editing, coding, and app design. In addition to classrooms workshops, TK1 will offer 400 out-of-school workshops, as part of our TK1 Pro program.

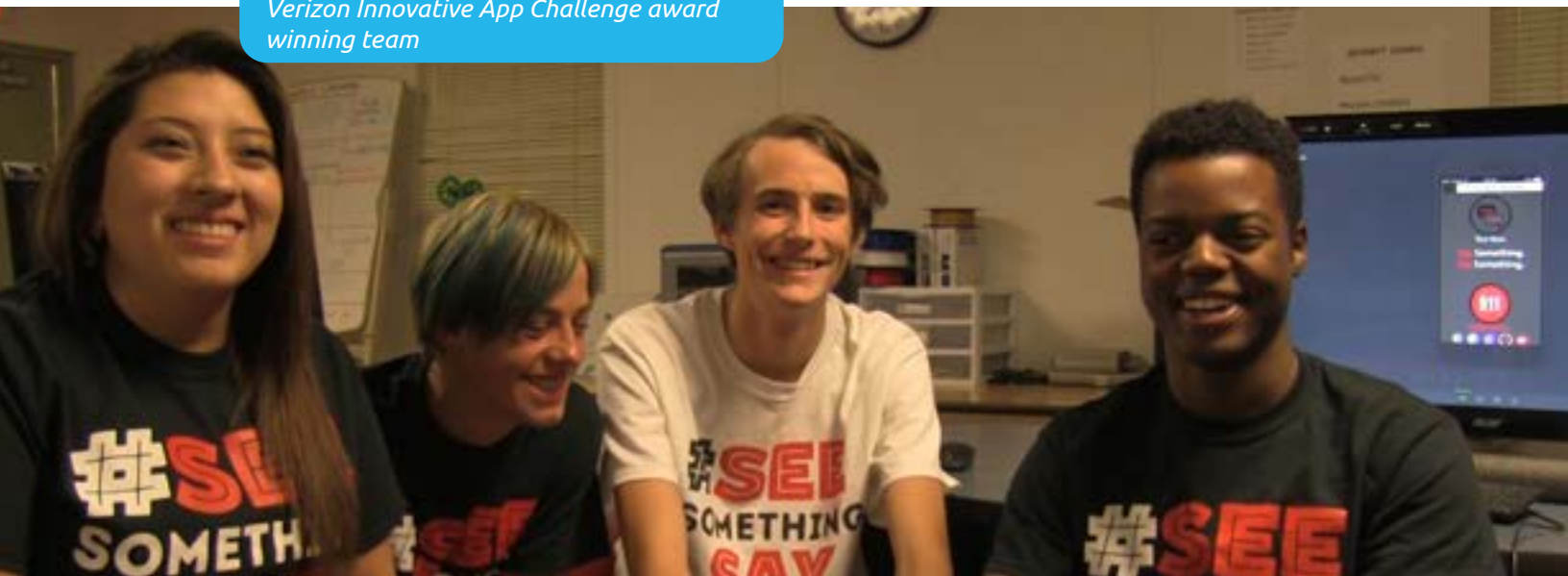
Elementary	5 workshops	14 classrooms	70 workshops	\$7,000.00
Middle School	12 workshops	48 classrooms	576 workshops	\$57,600.00
High School	12 workshops	46 classrooms	552 workshops	\$55,200.00
TK1 Pro (Out of School)			400 workshops	\$40,000.00
TOTAL		108 classrooms	1,598 workshops	\$159,800.00



TK1 students and mentor at our interview of author, poet and visual artist Eve Ewing

4. **Executive Director** (\$37,500)
50% of the Executive Director's time will be spent on True Kids 1 operations, overseeing staff, organizing camps, the classroom initiatives, teacher trainings, professional workshops, student productions, developing strategic partnerships and expansion of the True Kids 1 model.
5. **Education Director** (\$55,000)
The Education Director will directly oversee daily operations related to the TK1 Classroom and Pro models. This includes monthly teacher check-in sessions, professional skills workshops, out-of-school workshops (i.e. radio shows and contracted student productions), and student involvement in content creation for TK1 social media, website and newsletters. The Education Director will work closely with the ED on the development of the TK1 K12 badging system and the utilization of our Learning Management System. They will also work with Dr. Lee Francis on the ongoing evaluation of our model.
6. **Project Manager** (\$50,000)
This position will assist the Education Director with implementation of the TK1 education model in the 100+ classrooms and out-of-school programs.
7. **Administrative Assistant** (\$17,500)
50% of the Administrative Assistant's time will be dedicated to supporting TK1 operations.
8. **Junior Mentor Interns** (\$10,000)
Two college interns who are alumni of our program and worked as Junior Mentors at our Digital Day Camp will assist student engagement in our True Kids 1 Pro model. They will directly support mentors in workshops, monitor and contribute to message boards through our Learning Management System, and work with TK1 mentors and students on regular TK1 Pro projects including radio shows, social media, and other content production.

TK1 student app designers from National Verizon Innovative App Challenge award winning team



B. Equipment (\$22,000)

1. *IT Support for Adobe Licensing* (\$12,000)

TK1 is working with IT professionals to provide the 2200 Adobe Creative Cloud to the students, teachers and mentors that are participating in our model this year.

- **Privo** (\$5,500)
Privo is a company that specializes in FERPA and COPPA student privacy compliance. They are providing TK1 with more than a 50% discount for their services.
- **Elisha Allen** (\$1,500)
Elisha Allen is the Director, Core IT Services, UNM Academic Technologies, where he also oversaw that institution's conversion to an Adobe Creative Cloud campus. Elisha will consult with TK1 on the provisioning of our Adobe licenses.

2. *Canvas Learning Management System* (\$10,000)

TK1 will utilize the Canvas learning management system to support its classroom and out of school educational model.

3. *Media Production Equipment* (\$25,000 Purchased Last Year)

Last year, TK1 purchased a suite of equipment including video cameras, zoom recorders, microphones, tripods, boom poles, lighting etc. to support our student media productions. We worked with Espanola Valley High School to purchase \$50K worth of the same equipment models, creating a comprehensive integrated inventory that will serve our northern NM students, once it is safe to send teams out into the field.

4. *2200 Adobe Creative Cloud Licenses* (\$20,000 Purchased Last Year)

True Kids 1 is partnering with Adobe to provide over 2200 Creative Cloud Licenses for students, teachers and mentors in our media education pilot this year. The licenses will support students in our classroom and TK1 Pro models, and will be integrated into the Canvas LMS. TK1 is working with Adobe's Global Education Department to develop a K12 digital badging system that will align with Adobe's Professional Certifications.



TK1 student journalists and mentor
Troy Pfaf at the Journalism Under Fire
Conference in Santa Fe, NM

C. Fundraising (\$41,500)

1. **Grant Writer** (\$14,000)
ED will prepare grants in consultation with professional grant writer. The grant writer will compile a list of potential funding entities and created a development plan for the organization. A specific focus on COVID-19 related stimulus funding has been supported by a grant from the LOR Foundation.
2. **Executive Director** (\$22,500)
30% of Executive Director's time will be dedicated to development and fundraising.
3. **Travel** (\$5,000)
Costs associated with travel to meet with public and private sector donors, Foundations, sponsors, etc.

D. Evaluation (\$20,000)

Evaluation of our classroom and TK1 Pro models will be designed and implemented by Dr. Lee Francis of [Native Realites Inc.](#) This will include data collection with an emphasis on both quantitative and qualitative assessment, with particular focus on community impact.



TK1 students at the Apple We Make Movies workshop in Taos, NM



TK1 mentor Nathan Maestas with a student at [Espanola Valley High School](#)

“
True Kids 1 supports
projects that are meaningful
to our students, and allow
our students to connect to
our communities.

James Flores
Teacher Espanola Valley High School





Our very first radio show in 2016 at KNCE Taos studio

E. General and Administrative Costs (\$81,300)

1. **Executive Director** (\$15,000)
20% of Executive Director's time will be spent on overseeing administrative functions i.e. accounting, insurance, legal, as well as working with the Board of Directors.
2. **Administrative Assistant** (\$17,500)
50% of the Administrative Assistant's time will be spent on G&A activities.
3. **Insurance** (\$5,000)
TK1 will carry coverage for Board of Directors, General Liability, Accident and Transportation.
4. **Accounting** (\$20,000)
Estimate for contract with Rio Grande CPA, which will act as independent comptroller, bookkeeper and accountant.
5. **Travel** (\$5,000)
During the COVID-19 outbreak, we are virtually serving our students and teachers. When we resume regular operations, this allows us to support our schools in multiple counties in our rural, frontier state.
6. **Legal** (\$5,000)
Legal consulting, primarily around contracts and liability issues.
7. **Staff Professional Development** (\$10,000)
Trainings for Executive Director and support staff i.e. Media Education Lab Summer Institute, Executive Leadership, Board Development.

The demand for a digitally and culturally informed educational experience is on the rise in our schools. Communities are looking to the nonprofit sector and philanthropy to provide solutions that support effective learning in a challenging public education environment.

We invite you to join us in supporting and growing New Mexico's young workforce by supporting the expansion of True Kids 1s educational in Northern NM.



PARTNERS

EDUCATION



NON PROFIT



MEDIA



CORPORATE



TESTIMONIALS



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