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## 2021 Annual Report

*Final version*

### Overview

In the summer of 2021, with vaccinations on the rise and New Mexicans feeling that the end of the COVID-19 pandemic might be near, True Kids 1 (TK1) itself felt the great pull of change. In July, TK1 hired a new Executive Director and bid a grateful and hearty farewell to all previous staff. As the landscape for an education nonprofit had changed significantly during the pandemic –much as it had for teachers, students, and schools – TK1 spent the remainder of 2021 in advanced planning and discussions with elected officials, local leaders, school superintendents and administrators, teachers, students, and TK1 alumni in an effort to best understand how and where TK1 could make its greatest impact moving forward. As such, 2021 was a transition year for TK1, laying the foundations for accelerated growth and impact in 2022.

### Programs in a New Era

With increased attention to shifting local context and needs, TK1 launched a set of new programs in the fall of 2021. Alongside new funding and direction, TK1 was able to hire and train many more student interns to push our mission forward. Program highlights from all of 2021 included:

- Support of and a TK1-inspired celebration of the documentary *Rumble: The Indians who Rocked the World*, including virtual interviews with key figures from the documentary, and unique educational engagement opportunities for teachers.
- Hosting the **Sen. Carlos R. Cisneros Fellowship**, a virtual exchange between students and state lawmakers.
- **Digital Day Camps** in the summer of 2021 (with generous funding from the LANL Foundation), featuring a mix of virtual and in-person programs in Filmmaking, Game Design, Social Media, Improv, and Comic Book Design.



*TK1's mission is to inspire K-12 students to create, communicate, and collaborate in the digital world*

- Opening the brand-new **TK1 Headquarters** in December 2021, with a dedicated space at part of Taos' busiest and most innovative art gallery, the Revolt Gallery. Ribbon Cutting above!
- Running brand-new **After-School Programs** for the Fall of 2021, including *Filmmaking in the Field*, *The Film Lab*, and the *Learning the Adobe Creative Cloud* (hosted at the UNM-Taos HIVE).
- Conceiving and running new **In-School Programs** for the Fall of 2021 on the arts of documentary filmmaking (at Moreno Valley HS in Angel Fire), photography (at Vista Grande HS), and photo essays (at Taos HS) as part of our Customized Classroom Initiative.
- Launching the new **Emerging Journalists Program**, which would in December 2021 fold into the **TK1 Democracy Project**.
- Conceiving and launching the new fee-for-service **TK1 Productions**, which is set to create essential on-the-job opportunities for local youth in media production and significant fee-for-service revenue.
- And most importantly, given the radically different post-COVID climate, completing **major planning** for all 2022 programs, including a major GEAR UP-supported program at Taos High School to be delivered in the first five months of 2022, the TK1 Youth MediaFest, TK1 Productions, and the TK1 Democracy Project.

### Staff and Board for 2021

In July 2021, TK1 hired **Sandy Campbell** to be our new Executive Director (*pictured at right*). Following five successful years running a nonprofit in Santa Fe, Sandy inherited a wealth of relationships and programs to build upon, alongside many new opportunities created by the federal, state, and local recovery efforts from COVID-19.



In August 2021, **Pete Monro** became TK1's first *Director of Media* (*pictured at right*). Formerly a consultant to TK1, Pete has now successfully brought his outstanding experience as a filmmaker and educator to TK1. Other individuals and Media Mentors, including Pamela Pereyra and Dr. Lee Francis IV, filled key consultancy roles in our ongoing development, for which TK1 is tremendously grateful.



New Board members (as of December 2021) included **Elisha Allen** (UNM Director of Online Strategies), **Louis Moya** (UNM-Taos Director of Development), and **Inez Russell Gomez** (Editorial Page Editor for the *Santa Fe New Mexican*).

Departing Board members included **Patrick Valdez**, formerly the Chancellor of UNM-Taos and Vice President of Program Strategy for 2U.

2021 Board members included **Larry Mapes**, **Mary Mylet**, **Marth Beckett**, and **Anthony Rademeyer**.

In 2021, TK1 bid adieu to co-founder and TK1’s first-ever Executive Director, **Rosey Hayett**, Director of Education **Jennifer Roderick**, Administrator **Elizabeth Coontz**, intern **Justis Daniels**, and **Doris Sandoval**. TK1 is so grateful for their many years of combined service. We could not have gotten to this point without their incredible contributions.

### Financial Position: FY2019-FY2021

Below is a snapshot of our revenue and expenditures over FYs 2019-2021. Note that TK1 follows a full organizational commitment for transparent finances, and note as well that, for FY2022, TK1 forecasts an approximate 400% growth over 2021 revenue figures.

REVENUE				EXPENDITURES			
	2019	2020	2021		2019	2020	2021
Direct Public Support	\$40,950	\$168,955	\$94,068	Fundraising	\$19,046	\$69,900	\$1,661
Grants, Contracts, NM State Allocation	\$157,500	\$440,334	\$40,366	G&A	\$71,194	\$118,999	\$280,860
Program + Misc. Income	\$5,547	\$4,164	\$4,809	General Programs	\$86,970	\$176,064	\$39,216
Total Revenue	\$203,997	\$613,454	\$139,243	Total Expenditures	\$177,210	\$364,963	\$320,087
In-Kind Donations	\$0	\$0	\$2,000	<b>TRUE KIDS 1 FINANCIAL POSITION</b>			
<b>TOTAL REVENUE &amp; SUPPORT</b>	<b>\$203,997</b>	<b>\$612,833</b>	<b>\$141,243</b>	Net Revenue	<b>\$26,787</b>	<b>\$247,870</b>	<b>(\$178,844)</b>

*Note that much of the 2020 revenue surplus was consumed in early 2021 due to expenditure commitments made in 2020.*

### Grants

We won several grants during 2021 for which we’re enormously grateful. These include:

- \$90,600 from the state of NM, awarded at the 2021 legislative assembly to support our general operations (though note that these funds were not received until 2022).
- \$21,866 from Cornerstones Community Partnerships to support the coverage of solar power issues among students working for TK1 Productions
- \$15,000 from the Robert T. Keeler Foundation for programs targeting elementary-school students.
- \$10,000 from the Santa Fe Community Foundation to support general operations.
- \$7,002 from the Mayer Morris Kaplan Foundation
- \$5,000 from the Los Alamos National Laboratories Foundation to support our Digital Day Camps
- \$3,500 from the Angel Fire Community Affiliate Fund of Taos Community Foundation to support programs at Moreno Valley HS.

Adobe sponsored the Rumble film event for \$5,000. TK1 is also tremendously grateful to all the individual donors who supported our mission over 2021.