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Annual Report 2022

Overview

What a year 2022 was for True Kids 1! Following on from a year of seismic change in 2021, our 2022 saw compelling change as well. Where to begin? Our staff compliment grew to five full-time professionals. Our programs in area schools mushroomed. Our after-school programs grew to the point that TK1 began offering programs *every single day*... We hosted our first *Future Dialogue – The Future of our Water* – in December, our Board of Directors continued to grow, our partners, supporters, and grant profile more than tripled... and we blossomed in our amazing Headquarters space behind the Revolt Gallery, just north of Taos Plaza.

Financial Overview 2022 vs 2020 and 2021

REVENUE** (CASH BASIS)				EXPENDITURES** (CASH BASIS)			
	2022	2020	2021		2022	2020	2021
Direct Public Support	\$150,801	\$168,955	\$94,068	Fundraising	\$24,976	\$69,900	\$20,559
Grants and Contract	\$323,934	\$ 440,334	\$40,366	G&A	\$140,171	\$197,353	\$207,138
Program Income	\$11,337	\$2,040	\$4,809	General Programs	\$340,858	\$84,158	\$74,762
Fee-for-Service	\$99,713	\$2,000	\$1,621	Total Expenditures	\$506,005	\$351,411	\$302,459
Interest and Investment Income	\$1,387	\$124	\$202	TRUE KIDS 1 FINANCIAL POSITION			
Total Revenue	\$587,172	\$613,454	\$139,243	Net Revenue	\$95,917	\$262,043	(\$163,216)
In-Kind Donations	\$14,750	\$0	\$2,000				
TOTAL REVENUE & SUPPORT	\$601,922	\$612,833	\$141,243				

Some notes about this financial overview:

- This is compiled via the cash-basis method, not accrual, so that we accurately reflect cash that we received over the entire fiscal year. Using accrual accounting, we reported an income of \$522,000 to the state of NM (as various pledges made in 2021 came through in 2022; thus the discrepancy).

- In 2020 our revenue was boosted by a significant state allocation (\$280k). In 2021, our post-pandemic revenue reflected a leadership transition and a sea-change in programs, along with a different associated financing strategy – which really only took root in January 2022.
- Our 2022 expenditures reflect our increased full- and part-time staff complement.

In-School Programs

Our in-classroom instruction gave us crucial face time with students, integrating media creation with class subjects already in place. In 2022, we taught classes all across Taos County, from Peñasco to Questa, from fourth to twelfth grade. In January, we began in earnest at Taos High School through support from GEAR UP NM, supporting us to teach classes on civics and media, on public service announcements, on video and climate change innovations, and so much more.

After-School Programs

Being in classrooms allowed us to identify students who might prosper in our after-school programs – and better understanding which kinds of after-school programs most resonated with a post-pandemic set of kids. All programs took place at the brand-new TK1 Headquarters just behind Revolt, with Pete’s Digital Media Arts Lab occupying the Taos HIVE every Tuesday just after school. Our Youth Council in particular took great strides in the summer of 2022, creating a governance document and laying out the kinds of activities it might wish to pursue over the 2022-23 school year. This led directly to TK1’s first *Future Dialogue*, described below.

The Future of our Water

Our very first *Future Dialogue* featured ten short student videos and one TK1-produced expert video, with each imagining what our water here in Taos Valley might look like in 15 years and what we might need to do, right now, to prepare for that future. There were videos about beavers in the watershed, regenerative agriculture, cloud seeding and more... to the right, a picture from all of us on stage at the event’s conclusion following the debut of these films on the big screen. [All videos can be seen through this link](#). With integral support from the LOR Foundation, the New Mexico Humanities Program, and *The Taos News*.



Summer 2022 Programs

In the summer, we offered three different two-week camps, primarily for middle-schoolers. These included:

- Taos Makers with guest instructor Marc Smith – shooting short videos on local artisans. [Here’s a link to what they produced](#).
- Planet Taos with Pete Monro – shooting short films on wildlife all around NM, including a shoot at Wild Rivers where the van broke down! [Here’s a link to a final film](#) and an associated [behind-the-scenes reel](#).

- School of Wheatpaste with Heather Sparrow – photography, activism, and covering giant walls with amazing shots.

Staff

In 2022, we became a full-time staff of five, including **Sandy Campbell** (Executive Director, hired in July 2021), **Pete Monro** (Director of Media, hired in August 2021), **Dani Cervantes** (Productions Program Officer, hired in May 2022), **Welcome Lindsey** (TK1 Administrator, hired in May 2022), and **Heather Sparrow** (Director of Photography, hired in August 2022).



Board of Directors

Three new members joined in 2022, bringing our Board of Directors to eight:

- **Larry Mapes**, President. Valverde Energy
- **Mary Mylet**, Vice President. NM Workforce Solutions
- **Elisha Allen**, Treasurer. Director, Online Strategies and Academic Technologies. UNM Albuquerque
- **Louis Moya**, Secretary. Director of Grants and Institutional Advancement, UNM-Taos Branch Campus
- **Marth Beckett**, Board Member at Large. Office of the Chief Information Officer, UNM Albuquerque.
- **Inez Russell Gomez**, Board Member at Large. Editorial Page Editor, *Santa Fe New Mexican*.
- **Dr. Bonavita MacCallum**, Board Member at Large. Student and Family Engagement Coordinator, Peñasco Independent School District.
- **Chris Baker**, Board Member at Large. Publisher, *The Taos News*.

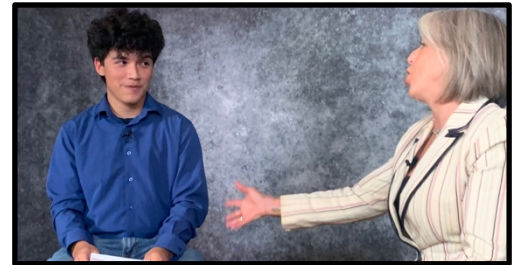
Key Media Created in 2022

A major moment for TK1 occurred in February when a team of students (led by Isabella O'Donnell-Silferberg and Lilith Safford) conducted a debate among the four candidates vying to be Mayor of Taos. We livestreamed the event, with hundreds of digital attendees, and many remarking it was one of the best political debates they'd ever seen. [Here's a link.](#)



With the formation of **TK1 Productions**, we started taking students into the field for film shoots. This proved to be a highly effective training tool with students regularly getting behind the camera and seeing the production process firsthand: camera setup, staging, lighting, audio. Specific TK1 Production highlights include *Rolling Altars: Riding Low in Northern New Mexico*, the *CTE Gateway Project* and *Taos Valley Acequia Association*. As there are endless stories to tell in Taos, TK1 Productions uses a simple and accessible documentary format to give students an opportunity not only to explore the various cultural subjects in the area, but to gain technical and creative experience as well.

In September of 2022, we had a special treat at HQ when the Governor of New Mexico stopped by for an interview! Three Youth Council students had the chance to sit in the interviewer's chair with her, with Carlos Miller pictured to the right.



We also did [an awesome video](#) on the careers available in fighting wildland forest fires. Below is an interview with an individual at the command center in Peñasco for the Hermit's Peak – Calf Canyon fire response.



Gear Lending Library

A key development in 2022 was creating our vaunted Gear Lending Library, where we can loan out high-powered MacBook Pros, hard drives, 4K cameras and more so that students might take media projects home with them. The catalyst for this came through funding support from the New Mexico Broadband Coalition and the Kit Carson Electric Foundation, as pictured below.



Youth MediaFest

In May of 2022, we convened our first major event, The **Youth MediaFest** at the TCA. The event brought together students and community members to watch the winning submissions in seven different youth-media categories, including video (narrative and non-fiction), digital animation and illustration, audio, and photography and photo essays. Students created most of these outputs during TK1-led instruction at area schools.

The event saw the premiere of TK1's fascinating, long-form look at lowriders in *Rolling Altars: Riding Low in New Mexico*, and our [*Taos High School: Reflections from the Emotional Intelligence Retreat*](#) short featuring interviews with over 75 Taos High School freshmen, all answering the same three questions probing their social and emotional learning.

Co-hosting the Youth MediaFest were two Taos High School seniors, Isabella O'Donnell-Silfverberg and Lilith Safford (pictured below with Pascual Maestas, Mayor of the Town of Taos and Sandy Campbell, TK1's Executive Director). Sponsors included Adobe, The Taos News, Taos Ski Valley, Revolt Gallery, and Remy's Good Day Fund.



Here's to an amazing 2023!!!

- True Kids 1