



1256 La Posta Rd * Taos, NM 87571 * www.truekids1.org * 575-425-0222

August 15, 2024

Annual Report 2023 True Kids 1 Taos, NM

1. Overview and Introduction

On the heels of a hugely successful 2022, where we solidified various programs from a new base just behind the Revolt Gallery in downtown Taos, our programs and organization continued to flourish in 2023. There are numerous highlights from the year to share – but by far the biggest development was the opening of our new Headquarters space in August of 2023. Now a five-minute walk from Taos High School, TK1 now has significant and dedicated space for all our programs. *In the ribbon-cutting picture, from left to right: Elisha Allen, Larry Mapes (TK1 Board of Directors); TK1 Youth Council President Carlos Miller; TK1 Executive Director Sandy Campbell; and TK1 Program Student Lead, Mia Barela.*



Alongside the opening of our new HQ, TK1 also added in what we consider a new “wing” in our programs, with a heightened focus on STEM. First as a consultant and then hired as our very first Director of Technology and STEM, **Bill Hood** (pictured to the right) has made an immediate and significant impact in our programmatic directions. To that end, in 2023, TK1 modified our identity to being all about *youth media and technology* – pushing past our initial tagline of “youth media for the digital age”. We believe this expanded focus allows us to serve our mission and this community in more comprehensive and outstanding ways.



2. Financial Overview

The table below provides a cash-basis overview of 2023. Note that we report to the NM Department of Justice on an accrual basis, which for 2023 reflected revenue of \$504,000.00.

REVENUE (CASH BASIS)				EXPENDITURES (CASH BASIS)			
	2023	2022	2021		2023	2022	2021
Direct Public Support	\$197,876	\$150,801	\$94,068	Fundraising	\$4,068	\$24,976	\$20,559
Grants and Contracts	\$267,633	\$323,934	\$40,366	G&A	\$115,696	\$140,171	\$207,138
Program Income	\$54,084	\$11,337	\$4,809	General Programs	\$478,896	\$340,858	\$74,762
Fee-for-Service	\$9,409	\$99,713	\$1,621	Total Expenditures	\$598,660	\$506,005	\$302,459
Interest and Investment Income	\$2,034	\$1,387	\$202				
Total Revenue	\$531,036	\$587,172	\$139,243				
In-Kind Donations	\$9,600	\$14,750	\$2,000	TRUE KIDS 1 FINANCIAL POSITION			
TOTAL REVENUE & SUPPORT	\$540,636	\$601,922	\$141,243	Net Revenue	(\$68,890)	\$262,043	(\$163,216)

Despite the cash-basis reflection of a loss of \$68,890, our actual holdings as of December 31, 2023 were in the black. Additionally, we ended 2023 with the November 2023 announcement of a three-year \$700,000 award from the NM Google Kids Initiative and the December 2023 announcement of a two-year \$147,000 award from the NEH.

3. Staffing Overview

But for two exceptions, our staff in 2023 remained the same. Sandy Campbell remained as TK1's Executive Director. Pete Monro continued in his capacity as TK1's Director of Media. Daniela Cervantes continued as our Productions Program Officer.

In the summer of 2023, TK1 bid farewell to our Director of Photography, Heather Sparrow after more than a year of stellar service to the organization. We then welcomed Bill Hood as our first Director of Technology and STEM – and yes we do know that the T in STEM stands for Technology, but felt it appropriate to really highlight the “technology” aspect of STEM by repeating that in his title. While science, engineering, and mathematics are core subjects and needs in this community, our entry-point to STEM is truly via technology.

We had dozens of student interns in paid positions working for us over the year, with a special nod here to:

- Carlos Miller, the President of our Youth Council, and also the Town of Taos Youth Council Member. Contributor to grant writing, regular participant in TK1 meetings with area stakeholders.
- Kalila Ko, Student Lead Video Projects.

- Mia Barela, Student Program Lead. Contributor to *Kids, Screens & Phones*, grant writing, and more.
- Tiffany Kauffman, Student Lead, Photo Lab.
- Anabelle Caldwell and Sienna Sategna, Founding Members of the TK1 Youth Council (pictured with Carlos Miller to the right at December 2023's *Future of our Forests Future Dialogue*.)
- Amber Bigbee, Student Lead 3D Print Lab
- Augie Abeyta, Student Lead Sports Photography



While these students are not “staff” per se, they are an indispensable part of our team – particularly in helping us launch our *Kids, Screens & Phones* program and taking forward our *Future Dialogues*. Our empowered teens can speak in an entirely different and more potent way to younger children about screen balance, and we’re enormously grateful to our students for leading that charge (among many others!).

In the summer of 2023, we had 18 students enroll in the Department of Workforce Solutions’ pre-apprenticeship program. This allowed each of them (and there would eventually be over 30 students on this program at TK1) to earn an hourly wage while learning, producing client-ready outputs, and taking forward many of our entrepreneurial programs.

Note as well that in 2023 we also began the conceptual work at understanding what a “true kid” is – i.e. the ideal profile of a student graduating our programs. What competencies does a true kid have? What skills and pathways open up for them following their time with us? In 2024 we will launch a longitudinal evaluation of TK1 alumni from 2017 onwards to understand how TK1 has (and has not) prepared them for college or the workforce, then internalizing that data to continually improve and adjust TK1 programs.

4. TK1 Board of Directors

We had two changes to our Board in 2023. Louis Moya resigned as a Board Member at Large. Vernon Luján joined as a Board Member at Large. As of December 2023, we were:

- Larry Mapes, President. Valverde Energy
- Mary Mylet, Vice President. NM Workforce Solutions
- Elisha Allen, Treasurer. Director, Online Strategies and Academic Technologies. UNM Albuquerque
- 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.
- Vernon Luján. Deputy Chief Operations Officer, Taos Pueblo.

5. Major 2023 Moments

Alongside the opening of our new HQ and the development and launch of our evolving STEM programs, 2023 was chock full of important moments.

Two *Future Dialogues* – *The Future of our Food* (FOOF) and *The Future of our Forests* (FOOF2) – took place in 2023. These were enormously successful events led by our Youth Council, with photographs in the TCA lobby created by students in our Photo Lab.



Each had attendance of around 260 people at the TCA. All videos are now on our YouTube channel.

In February 2023, we held our first-ever Parent Dialogue called *Raising Digital Children*. Convened at the Taos Public Library, this led directly to future parent events at area schools (Anansi, Ranchos, Enos Garcia, Arroyos) – experiences that, taken together, led to the birth in the summer of 2023 of our *Kids, Screens & Phones* (KSP) program. This launched in earnest in August 2023 at Anansi Charter School, with four classes for each grade level, consultations with teachers on screen issues, a small research project probing individual and family relationships with screens, and then a parent dialogue night in December 2023 (led by a student on our Youth Council). This led directly to TK1 securing the biggest grant in its history in November 2023 from the NM Google Kids Initiative, with a primary focus on internet safety.

In December 2023, we completed a new Strategic Plan. While it would not be formally approved by the TK1 Board of Directors until January 2024, it nonetheless was a major effort and achievement for the year, highlighted by our new mission statement: *We inspire young learners and the community around them to create, communicate, and safely navigate the digital world.*

As in years previous, in 2023 we shot significant fee-for-service video for clients around the county. Highlights included:

- Video for the Taos Winter Sports Team, which saw TK1 youth all over the mountain taking shots of young skiers.
- The Taos Nonprofit Festival, shot during the summer of 2023.
- An energy project at San Ildefonso Pueblo for a major federal grant application

- Video for Taos County and its emerging recycling program
- Video for the Regional Education Collaboratives
- Employment videos for Taos Ski Valley.

We also embarked on a long-form documentary process, funded by the Keeler Foundation. This **Teen Mental Health documentary** conducted 20 interviews, featuring students from Taos High School, Vista Grande High School, various teachers and mental health experts. A particular highlight of this project is the emergence of a strong student editor, who was able to do much of the initial editing for the interviews.

We also taught classes in various schools, with particular attention to Taos High School. The AVID class at Taos High School had students create short videos for the Climate Innovation Challenge. This program proved a great way to connect with students in the classroom and engage them in media sourcing and basic video editing skills.

In collaboration with the Spanish department at Taos High School, students created a family recipe book written in Spanish with the aid of their families and friends. The final product was a booklet with all the recipes and photos of them cooking with their relatives. We also created a Spanish-language newscast. For Civics class, students from Taos High School created a series of short videos of public service announcements, and podcasts about their opinions on several important topics.

Our 2023 Summer Camps were another highlight, with a particular nod to a two-week camp held in collaboration with the Harwood Museum. Students were trained in the technical and creative sides of movie making, then venturing into the town to practice documenting other museums such as the Ernest L. Blumenschein House, Kit Carson Museum and the Couse-Sharp Historic Site. Student groups created collaborative projects, featuring live action as well as integrated animations.

Our after-school program Queerious also took root and, especially once we opened our HQ, came into full bloom with LGTBQIA+ students filming talk shows, podcasts, and interviews exploring identity.

In short, 2023 was another banner year, setting the table for 2024 to be yet another important step in our ongoing evolution to dynamically serve the youth in this community with core media-and-technology tools and approaches.