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Annual Report 2024
True Kids 1
EIN: 27-1939161

1. Overview and Introduction

True Kids 1 (TK1), a youth media-and-technology nonprofit in Taos, had an exciting year of growth in 2024. Our programs grew in reach and maturity. Our staff complement doubled to eight. Our lead students took more and more responsibility in shaping their projects – and in contributing to our own while also leading near-peer mentoring activities with younger students. Our finances took on an entirely different dimension and in 2024 reached a level we’ve never reached before.

Perhaps most importantly in 2024 was the evolution of our programs inside our new Headquarters space. Originally opened in August 2023, it took us a few months to really hit our stride here. Now just a five-minute walk from Taos High School, we have after-school programs at our space every single day – and new space for our excellent Summer Camps.

Over 2024, features of our HQ grew to include:

- A professional production studio (pictured at right), with various backgrounds and hung lighting for video production (primarily interviews), a podcast station, and a music recording and mixing station.
- A 3D Printing station, with three different 3D printers and several students taking a leadership role in producing
- A computer recycling station, where we received old computers and parts from the public and then gave our STEM students the opportunity to either fix the computers or take the parts to build their own, Linux-powered boxes.



We ran after-school programs every day of the week, welcoming at least 50 unique young learners to our facility every week. As we’ve done since opening the facility, we provide a range of food items for students after school, in our always-stocked kitchen, from yogurt and granola to tamales to sandwiches and fizzy drinks. Our after-school programs also served as a conduit for students to join our emerging gig economy and our fee-for-service business. **Over 2024, we provided stipends to 62 students, for a total of \$67,000.00.** We believe this to be a major service to area youth.

We also worked directly in classrooms, reaching 774 Taos County students with our programs in computer science, digital health, Spanish & Media, and through our evolving

Substance Abuse program area, which captures the substance-abuse stories of older Taoseños in short-form video to take to classrooms and inform wider discussions about substances.

Importantly, in 2024 through a grant from the state of NM, we were able to furnish our **Gear Lending Library** with significant amounts of technology. Now with close to 20 MacBook Pros or Airs available for student use, with 10 full-frame 4k cameras and lenses galore, with two drones – and so much more – we can give students the tools they need to take their media-and-technology projects forward.

2. Financial Report

In 2024, TK1 reached record highs in both revenue and expenditures, ending the year with a financial surplus after several years of arriving at December’s end in the red. Below is a snapshot of our finances for the year, alongside comparisons with previous years.

Revenue				Expenditures			
	2024	2023	2022		2024	2023	2022
Donations	\$48,120	\$172,576	\$128,108	Fundraising	\$3,159	\$4,068	\$2,576
Grants	\$560,562	\$172,182	\$129,300	G&A	\$115,045	\$115,499	\$64,667
Program Income/Earned Revenue	\$338,364	\$159,344	\$237,761	General Programs	\$759,572	\$488,028	\$453,617
Interest/Investment Income	\$1,098	\$768	\$1,387				
Total Revenue	\$948,144	\$504,870	\$496,556	Total Expenditures	\$877,776	\$607,595	\$520,860
In-Kind Donations	\$3,395	\$0	\$14,750	Year-End Financial Position			
Total Revenue & Support	\$951,539	\$504,870	\$511,306	Net Revenue	\$73,763	-\$102,725	-\$9,554

3. Staffing Overview

Since mid-2021, the leadership of TK1 has remained the same. Sandy Campbell remains TK1’s Executive Director, and Pete Monroe leads all video and photography aspects of TK1 as our Director of Media. Dani Cervantes serves as our Productions Program Officer, as brilliant now in the role as when we hired her in May, 2022. Bill Hood, who joined TK1 in the summer of 2023, continued in 2024 as our Director of Technology and STEM.

Over 2024, we brought on four new staff to greatly expand our programs and our capacity. **Kiki Siebenaler** (at right) joined in January as our new Program Officer for *Kids, Screens & Phones* – our innovative digital-health program taught at schools across the county. As with all staff, she also contributes significantly to our fee-for-service business model.



Joining in August was **Madison Davis** (at right), TK1's *Youth Media Specialist*. We often call her the "original true kid" as she participated in TK1's nascent programs as a middle- and high-school student. She leads all social media for TK1, including content creation and account management of our 21k+ follower Instagram account.



Joining at the end of September was **Miquela Polanco** (at right), TK1's Administrator. She attends to all back-end issues, including financial management, information control, and basic project management, working closely with Sandy. We're incredibly fortunate to have her outstanding skills on board.



In the fall we also welcomed **Sierra Lindsey-Biscello** (at right) to our team as our part-time (20/hours a week) *Youth Video Specialist*. A recent graduate of UNM-Taos' Digital Media Arts Program, Sierra plays an essential role in our video productions, including cataloging our extensive B-Roll Database.



We also had, for extended periods of time, young learners who had graduated high school working on various projects for us, including Bakhane Chandler (who led our nascent music program), Tiffany Kauffman, and Amber Bigbee.

4. TK1 Board of Directors

The year 2024 brought no changes in our Board of Directors. They are listed below:

- **Larry Mapes.** President & Co-Treasurer. *Owner, Valverde Energy and Bond Plumbing.*
- **Mary Mylet.** Vice President & Co-Treasurer. *Economic Development Representative, New Mexico Department of Workforce Solutions.*
- **Elisha Allen.** Director, *Online Strategies & Academic Technologies at UNM (Albuquerque).*
- **Marth Beckett.** *UNM Office of the CIO; Program Specialist Strategic Initiatives and Community Programs.*
- **Inez Russell Gomez.** *Editorial Page Editor, Santa Fe New Mexican.*
- **Dr. Bonavita McCallum.** *Policy and Impact Projects Manager at Los Alamos National Laboratories Foundation.*
- **Chris Baker.** *Publisher, The Taos News.*
- **Venon Lujan.** *Chairman, Taos Pueblo Board of Education.*
- **Kathleen Knoth.** *Retired, Former Head Librarian at UNM-Taos.*

5. Program Update

Our focus on three distinct program areas went unchanged in 2024, but we added much more depth and skill to each. These include:

- **Media Production for Media Literacy.** We believe putting cameras in students' hands and helping them tell their stories is crucial for their growing media literacy. It goes without saying that today's teen finds their individuality often through their phones... and the more we can educate them about the media universe through the outright creation and dissemination of media, the better. With students predominantly participating in this program after school, leading students (like Kalila Ko at right) then played major roles in TK1 Productions, our fee-for-service video unit.
- **Kids, Screens & Phones.** This program area received a major boost with the arrival of staff members Kiki and Madison. Over 2024, they developed and refined a 16-unit curriculum and numerous lesson plans, the raw material for leading classroom discussions across the county. On average, the program reached 45 students per week in classrooms, and over the year served 350 parents (at parent nights and other unique events) to help them understand and act upon best practice in digital health.
- **Technology & STEM.** Both in-school and after school, this program helped Taos students gain core proficiencies in hardware (building, dissecting, repairing computers) and software like Unity and Blender – useful in particular to run our 3D Printers. Students also built a programmable drone, and helped run our aviation program at Taos HS, where in September 2024 we began building an actual airplane.



We also offered five weeks of summer camps in June and July of 2024, serving 69 kids aged 10-14. Camps ran Monday-Friday, 9am-4pm. Topics included:

- Photo and 3D-Printing Bootcamp
- Planet Taos - Action Photography and Video
- The Magic of Animation
- The One-Week Film Festival
- Coding Robots and Drones

6. Major 2024 Moments

We had three evenings of our video work presented at the Taos Center for the Arts. In May 2024, we gathered for *The Future of our Community*, the fourth and final *Future Dialogue* presented by the TK1 Youth Council. In September 2024, we aired our long-form documentary *Headspace: Teen Mental Health in Taos*, bringing a number of therapists and social workers to the screening to make active connections with participating youth. And lastly, in December 2024 we staged *Pieces of Taos: A Youth Media Extravaganza*, awarding prizes to young filmmakers for their work in documenting the beloved people, places, and things of Taos.



The President of TK1's Youth Council, Angelina Burns, also kept working on her video about safety at the Gorge Bridge, first presented during *The Future of our Community*. She kept adding new dimensions and voices to it so that it could eventually influence state policy, ideally within the Governor's office.

Twelve TK1 staff and students visited the Roundhouse in January 2024 to see the legislature in action; many of those students then powered seven episodes of the *TK1 Newscast* (pictured at right), which was widely shared in classrooms at Taos High. Our NEH-funded Oral History project also took full flight, interviewing 30 elders for their stories and reflections on how technology and climate change had shaped their lives here in Taos.



In closing, 2024 was an outstanding year for TK1, with growth across the organization. It is our ambition and hope to serve more and more students, more and more classrooms, and more and more community partners over the year to come.