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True Kids 1 Annual Report 2025

1. Overview and Introduction

True Kids 1 (TK1) had another outstanding year of growth and service in 2025. While so much of what we do in serving our community's youth stayed the same, a great deal also changed. Where in 2024 we reached our highest-ever annual revenue, 2025 unfolded *very* differently, with the evolving federal funding landscape having an immediate impact on TK1's bottom line. With a loss of about \$135k, we nonetheless shifted gears and, for the 2025-26 school year came close to *tripling* the amount of unique students served on a weekly basis.

That's a good year.

2025 also saw the continued growth of TK1 into a Teen Center. With free food, lots of space to chill in, various stations for creative projects, and of course plenty of media-and-technology tools, we welcomed in scores of new students. We also acquired additional space, which we've turned into a formal Photography Studio to host our new photography business, *TK1 Studios*. This launched in August 2025 and to date has been a strong success, now shooting senior photos, portraits galore, and all kinds of sports photos.



We completed 2025 with six full-time staff and three part-time.

We offered dynamic out-of-school time (OST) programs throughout 2025, with TK1 officially open to area youth 49 weeks a year. Our OST programs during the school year now effectively start at 9am and run to 6pm Monday-Friday, and serve 80 unique youth a week. These programs also operate during school breaks (Fall Break, Thanksgiving, Spring Break, etc.). Our Summer Camps run for four weeks in June, serving 40 unique youth. All of TK1's programs feature at least one instructor, older teen near-peer mentors, free food, free transportation, and for those students who consistently participate in our programs and add direct value to them, paid workforce-training opportunities. At the end of 2025, we had 35 youth participating in our monthly stipend program, which pays them between \$15.62 and \$20 an hour. We spent over \$35k in 2025 for students in this program.

We also worked directly in classrooms with our *Kids, Screens & Phones* digital-health program. In 2025, this saw TK1 serve 18 partner schools and organizations in both Taos and Santa Fe County; almost 600 students reached, and a further 405 unique adults served, including parents, caregivers, educators, and home visitors.

Now with 20+ MacBook Pros or Airs available for student use, with 10 full-frame 4k cameras and lenses galore, with two dedicated social-media cameras that shoot in 9:16, and with various drones – and a licensed drone pilot on staff – we continue to give students the tools they need to take their media-and-technology projects forward. We also have several satellites we’re building for low-Earth orbit!

As always, we are extremely grateful to all the individual donors who supported our programing in 2025, and for the foundations and agencies directly supporting our work.

2. Financial Report

Below is an overview of our finances for FY25. Oour revenue has fluctuated over the past several years, with FY25 very close to our three-year revenue average of \$726,541.33.

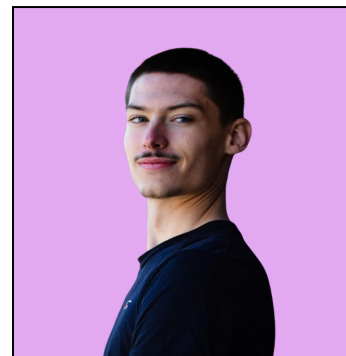
Revenue				Expenditures			
	2025	2024	2023		2025	2024	2023
Donations	\$169,533	\$48,120	\$172,576	Fundraising	\$3,000	\$3,159	\$4,068
Grants	\$353,839	\$560,562	\$172,182	G&A	\$112,093	\$115,045	\$115,499
Program Income/ Earned Revenue	\$197,260	\$338,364	\$159,344	General Programs	\$618,882	\$759,572	\$488,028
Interest and Investment Income	\$894	\$1,098	\$768	Total Expenditures	\$733,975	\$877,776	\$607,595
Total Revenue	\$721,525	\$948,144	\$504,870	Financial Position			
In-Kind Donations	\$1,690	\$3,395	\$0				
Total Revenue & Support	\$723,215	\$951,539	\$504,870	Net Revenue	-\$10,760	\$73,763	-\$102,725

3. Staffing Overview

Since July 2021, the leadership of TK1 has remained the same. **Sandy Campbell** remains TK1’s Executive Director. **Pete Monro** leads all video and photography aspects of TK1 as our Director of Media, as he’s done since August 2021. **Dani Cervantes** serves as our Productions Program Officer as she’s done since May 2022. **Kiki Siebenaler** serves as our *Kids, Screens & Phones* Program Officer (since January 2024), **Madison Davis** is our

full-time Youth Media Specialist (since August 2024), and **Miquela Polanco** is our outstanding Administrator and Grants Manager (since September 2024).

We also have three part-time positions, all filled by recent HS or college students. **Sierra Lindsey-Biscello** is our part-time Youth Video Specialist, and regularly works on our fee-for-service video shoots and campaigns (a UNM-Taos graduate). **Amber Bigbee** (a TK1 graduate!!) is a part-time OST instructor specializing in animation, eSports, livestreaming, and 3D Printing. **Jake Martinez** (pictured to the right) leads all operations of TK1 Studios. He graduated Taos HS in May 2025 and is another TK1 alumnus.



4. TK1 Board of Directors

The year 2025 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.** Founder + director of Imagine That New Mexico, a new consultant group focused on cross-sector partnerships and creative collaborations.
- **Inez Russell Gomez.** Editorial Page Editor, *Santa Fe New Mexican*.
- **Dr. Bonavita McCallum.** Policy and Impact Projects Manager at LANL Foundation.
- **Chris Baker.** Publisher, *The Taos News*.
- **Vernon Lujan.** Deputy Chief Operating Officer, Taos Pueblo.
- **Kathleen Knoth.** Retired, Former Head Librarian at UNM-Taos.

5. Launch of TK1 Studios

In August 2025, photography became the latest fee-for-service project offered by TK1 staff and students. With new space acquired for this immediately beside our HQ, we spent a few months fixing it up with paint, carpet, various lights and backdrops, comfortable seating, and more. While revenue for TK1 Studios was only \$3500 in FY25, we expect this to grow into a revenue stream of \$25k per year.

6. Program Update

Over 2025, TK1 offered three distinct types of programs.

6.1 Our OST programs, running all day, Monday-Friday. While most youth come here after school (3-6pm), some juniors and seniors come here

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during the day when they have off periods, meaning we often start serving students at 9am. Our OST programs are completely free, feature free food (20+ youth served/day), and provide stipends for qualified students and transportation as needed. Through two grants from the **Winter Family Fund**, we've created what we believe to be a true safe space for all local teens. Over 2025, we created and ran 15 different OST programs. Highlights included:

- **The TK1 Youth Council.** This grew to a cohort of 17 students in 2025, with various notable achievements: creating and convening the May 2025 event *Where we Gather* alongside the December 2025 event, the *Test of Time Media Contest*; and then planning for and hosting two Community Rallies to *Raise the Rails at the Gorge Bridge*, one in September 2025 and the second in December. This work was originally started by the Youth Council in 2023 and was a major contributor to the NM Department of Transportation committing \$8m to address the issue.
- **The Photo/Video Lab.** This is offered every day in one form or another, with some students creating media over an entire semester of TK1 participation. Students also created individual video, social media, and photography outputs for our fee-for-service arm (TK1 Productions, TK1 Studios) and for our major public events.
- **Animation.** New in 2025 for middle schoolers, this now meets every Monday from 3-6pm, with a group of 10-15 kids learning how to bring the digital into their drawing and animating.
- **The TK1 Space Program.** Also new for 2025, this saw five THS seniors working directly with local astrophysicists (and Dr. Mike Garcia, of NASA and the Smithsonian Institute) in building basic satellite technology.
- **Social Media Internships.** This saw a small cohort of youth learning how to use “social media for social change,” working directly with TK1 staff. In November 2025, our social media presence took on a brand-new dimension and amplified reach. We started then the creation of what are now our very own social-media stars!
- **TK1 Talks.** Offered twice a week, once as a podcasting session for our Queerious group of LGBTQIA+ youth, and once as a podcasting session for our Spanish-speaking youth.

Pictured at right: two THS seniors (Tirzah Ortega and Sophia Bates) in our Space Program. They're holding cricketsats, the first type of hands-on activities for students in building small satellites for orbit.

Note that we update and adjust our OST programs regularly in response to student needs and interests. We also served about 25 unique youth on CEO Fridays, when students from Taos HS are free to pursue internships and job-training experiences.



TK1's excellent short doc, [*The Future of our Forests*](#), aired on PBS on January 7, 2025. Seeing this 26' minute feature statewide, on TV and streaming on the PBS app, was a major programming milestone for TK1.

6.2 Our Kids, Screens & Phones (KSP) program, which is delivered in classes across the county. With three years of support from the state's DOJ and its successful lawsuit against Google for scraping data from school-issued Chromebooks for AI machine learning, this program continued to grow. Among its achievements included the creation of a Digital Sex Ed program, delivered in partnership with CAV's sex ed programs in area schools.

Through our regular KSP evaluative efforts, and its work over multiple years, we know that students are retaining content, changing their behavior, and even asking for more. Educators and home visitors are leaving our trainings with tools they did not previously have. We're successfully reaching parents and families at school events, adding in various digital-health ideas and activities.

The program grows every year. Schools that started with one session are now multi-year partners. And, it is expanding into rural communities like Questa and Peñasco that have never had programming like this.



In December 2025, the Brindle Foundation awarded TK1 a small grant to work with First Steps and other stakeholders in writing and publishing a print book for expecting or new parents. How should they navigate screens, from birth through the toddler years?

We also had a major KSP event during September's Paseo (pictured above), with our instructors leading over 150 middle school students through a set of digital-health games and activities.

6.3 Our Summer Camps, running the entire month of June. For 2025, these camps were:

- **Camp 1: One Week Film Camp.** *TK1 Instructor: Dani Cervantes.* June 2-6, 2025. Aspiring filmmakers spent a week bringing their creative ideas to life while learning hands-on filmmaking skills, script writing, camera operation, acting, editing, and more. The camp concluded with a showcase of their completed film.
- **Camp 2: Animation Station.** *TK1 Instructor: Kiki Siebenaler.* June 9-13, 2025. Campers learned the art of stop-motion animation, creating original short films using clay, toys, and natural materials. They also explored digital animation with apps like Flip-aClip, Procreate Dreams, and Adobe Animate, then celebrated with a final film screening.

- **Camp 3: Streamers Paradise.** *TK1 Instructor: Pete Monro.* June 16-20, 2025. This camp was for students who wanted to dive into what it took to start their own YouTube channel while learning about cameras, lighting, audio, livestream software and setting up their own YouTube Channel.
- **Camp 4: Coding Robots & Drones.** *TK1 Instructor: Bill Hood.* June 23-27, 2025. During this camp, students were introduced to the fundamentals of electronics, coding, and technology through fun, hands-on projects. Campers learned how hardware and software work together to power the technology they use everyday.

Each camp was capped at 8 kids per to ensure we can all drive in one vehicle (our 4WD Suburban) to spots around the county.

7. Major 2025 Moments

We had two formal end-of-semester events, two rallies at the Gorge Bridge, several major digital-health events, KSP at the Paseo, and various other moments when our staff, lead students, and the wider public connected ideas, media, and pressing social issues.

Where We Gather: May 2025. This end-of-semester video extravaganza in May, 2025 featured an incredible array of student video, and photographs documenting the places where Taos teens do (and do not!) gather. All of these can be found on our YouTube channel (<https://www.youtube.com/@true-kids-1>).



The **Best in Show** award was a tie between *Albertson's Parking Lot* (by Lucy Schreiber) and *DALEEE* (by Kalila Ko, pictured to right). A tie-break by the graduating seniors tipped the award to Kalila, who started studying film at UNM (ABQ) in August, 2025. Also pictured on far right is Angie Burns, former president of the TK1 Youth Council.



The TK1 Test of Time Media Contest: December 2025. Students from across the county entered video, photography, and animation pieces to illustrate what has stood the test of time here -- or what *should* stand the test of time. Our Youth Council explored sustainability issues, advancing ideas to solve local issues that could and should last, following the framework set out by the UN's Sustainable Development Goals.

SPONSORS: Taos United Indivisible, The Taos News, and The Keeler Foundation. This project was also supported in part by New Mexico Arts, a division of the Department of Cultural Affairs, and by the National Endowment for the Arts.

In January 2025, following the production of a longer-form documentary on the **Rio Grande Gorge Bridge**, we attended a meeting at the Governor's office, led by our Youth Council President, **Angie Burns** (as below).



In September 2025, following a spate of suicides at the Gorge Bridge, our Youth Council members decided to stage a “Raise the Rails” rally in late September highlighting the issue and then again in December. At this second rally, Sec. Ricky Serna of the NMDOT appeared to speak and commit the DOT to raising the rails. While there were many contributing factors to this decision, we see it as a big win for youth voice!

Below: former president of the TK1 Youth Council, Carlos Miller, addressing the crowd, and assembled media, at the December Rally for Accountability at the Gorge Bridge. Below that: former Sec. Ricky Serna of the NM DOT at the Rally for Accountability at the Gorge Bridge, also in December 2025.



In October 2025, we hosted with *The Taos News* a Mayoral Candidate Forum. Three students from our Youth Council asked questions of the four candidates, and then penned an article in the newspaper endorsing their preferred candidate for election. Below: all participating students, including those operating cameras and the stream, and two TK1 staff (Pete and Sandy).



Some of the outstanding media we produced in 2025:

- *Mind over Meals: Teen Diet in New Mexico.*
<https://www.youtube.com/watch?v=MLF3yK-6k7E>
- *Headspace: Teen Mental Health in Taos.* This was mostly completed in 2024, but we made some final tweaks to it in January 25: <https://youtu.be/BPIP6rON91Q>
- *Where we Gather: Albertsons Parking Lot.* Entirely shot and edited by students, this is one of the top pieces of recent years: <https://youtu.be/PKZpjZw3Dzk>
- *El Grupo Mezcal at Taos Plaza Live:* <https://youtu.be/sEPfGCTTWm0>
- *Community Rally for Accountability at the Gorge Bridge:*
<https://youtu.be/kT5Y4jkm dyk>
- *The Test of Time* playlist (all student media entered into our December contest):
<https://www.youtube.com/playlist?list=PLuTaLwkCjI4rBua73EgaJm9XWCKG3z6zw>

A definite 2025 highlight was the production of our short documentary, *Mind Over Meals*, supported by the New Mexico Documentary Incubator Grant. In early 2025, a small TK1 crew took field trips to Farmington, as well as Santa Fe and spoke with folks about what New Mexico youth are eating in schools and learning about nutrition. We spoke with experts at the NM Dept. of Health as well as students, faculty, and other nutrition professionals. The final film was screened in ABQ, Santa Fe, and in Taos alongside other professional short documentaries.