A LETTER FROM OUR LEADERS

United Way of Central New Mexico (UWCNM) has been dedicated to serving people in our communities for 87 years by acting as a connector of people and resources. The year 2021 continued to present uncertainties and challenges for communities in central New Mexico.

As the pages of this year’s annual report will show, United Way of Central New Mexico continued to partner with donors, businesses, nonprofits, government and others to create better solutions to our community’s challenges. Our programs and contributed dollars ensure that individuals and families in central New Mexico have the opportunity to not just survive but to thrive.

This past year, UWCNM:
• Responded to community needs related to the COVID-19 pandemic, including new grant funding opportunities
• Expanded programs, including 211, by improving processes and adding staff to deepen our ability to respond
• Initiated additional opportunities for corporate partners by establishing a SharedPurpose approach that prizes engagement, collaboration and volunteerism
• Adopted new strategies to align our educational attainment and family stability efforts, that will improve outcomes for more who need assistance
• Developed new responses to meet emergent and long-existing community needs

United Way of Central Mexico tackles systemic problems challenging families and children in our five-county community through bold, long-term solutions. When we come together as a community, every individual and family in central New Mexico will have the support they need to determine their own well-being and success.

UNITED WE FIGHT, UNITED WE WIN.

RODNEY PRUNTY
President and CEO
United Way of Central New Mexico

DALE MAXWELL
Chair, 2022 Board of Directors
United Way of Central New Mexico
United Way of Central New Mexico has adopted a Strategic Plan to set a course enabling us to realize our intent to create equitable, supportive, and safe communities. The plan was developed to provide a road map that ensures central New Mexicans will be able to achieve potential through education, that they are healthy and safe, are financially stable and able to live life with dignity.

UWCNM will focus on the following three priority areas in the next three years:

- **SUSTAINABLE FUNDING**: Expanding sustainable giving opportunities by building more year-round engagement opportunities, increasing our engagement with small businesses, and pursuing conversations around our shared purpose.

- **MARKET GROWTH**: Growing to serve five counties, offering more support and access in Santa Fe County, increasing opportunities for place-based services, and conducting “community listening” opportunities.

- **OPERATIONAL ALIGNMENT**: Leveraging all functional areas to operate in coherent alignment with strategic and transformation priorities to include developing cross-functional work plans and other process improvement activities.

The Strategic Plan was developed by a cross-section of community members, UWCNM staff and Board, and other constituents. Individual and group interviews and working sessions were conducted over the course of several months to create the plan.

In order to effectively measure the plan’s success, multiple Key Performance Indicators (KPIs) were developed to provide metrics to measure how effectively the plan’s goals and objectives are being met.

In addition, a process and progress review cycle will be used to measure and improve the development, implementation, and impact of internal and external work streams. The cycle includes monthly, quarterly and annual activities that support the plan’s implementation and success. The Strategic Plan will be in effect through 2024.

The Mission, Vision and Values of UWCNM were updated to align with the plan’s goals and objectives and with the organization’s equity standards. The newly adopted statements and qualities are:

Our **mission** is to connect people to opportunities and services to equitably improve lives and strengthen communities.

Our **vision** is to create equitable communities that provide every individual and family in Central New Mexico with the support they need to determine their own well-being and success.

Our **values** are collaboration, inclusion, leadership, courage, integrity and adaptability.
WE’VE GROWN!

Santa Fe was welcomed as the fifth county into UWCNM’s service area in 2021.

A cross-sector committee called the Santa Fe Collaborative has helped guide our activities. In 2021, UWCNM implemented community conversations to help identify and fill gaps in services, support connections within the nonprofit community to create greater collaboration, and strengthen relationships with the business and philanthropic community. Our collaborative approach means we seek to understand by asking questions and listening. UWCNM’s Santa Fe Area Director has participated in numerous conversations and community gatherings since joining us in the fall of 2021.

211 expanded into Santa Fe County last fall, operating in partnership with CONNECT Santa Fe. The 211 helpline provides connections to local services and resources by providing free referrals to health and human services, government agencies, and community-based organizations. By dialing 211, callers in Santa Fe can get information and referrals to resources in their area or can be connected to a CONNECT Hub navigator for more in-depth support. CONNECT is a network of navigators at clinics, community organizations, and city and county programs that address needs including secure housing, utility assistance, reliable transportation, nutritious food, and safe physical and social environments.

UWCNM awarded 20 grants to human service agencies in Santa Fe County as part of our efforts to invest in stronger communities in 2022. The grants provide $20,000 in unrestricted funds to each selected organization to improve education, health and self-sufficiency outcomes through programs that address complex community issues including hunger, affordable housing, challenges associated with chronic disease, and much more.
Rising Together is the culmination of over 10 years of work by United Way of Central New Mexico. The initiative, focused on educational attainment, family stability, and community resilience, serves as connector, facilitator, and resource provider in bringing community members together to measurably improve outcomes for all.

**It's Making an Impact**

A few highlights from this year:

- Tax Help New Mexico, through a grant from Bank of America, launched a tax preparation/dual credit pilot program at Highland High School
- The 2022 Choose Your Own Future Challenge offered virtual opportunities for students to participate in career preparation and exploration activities
- The Valencia County Partnership for a Work Ready Community offered a series of events, workshops and presentations connecting employers to students and teachers
Rising Together

Current Goals:

60,000 additional degrees and certificates in central NM
20,000 additional resilient families in central NM

GOAL:
All children and families in central New Mexico launch a path to school success at birth

CURRENT WORK:
Central NM Early Childhood Connections
LENA Grow
Trauma Sensitive Training
Lunch & Learns

GOAL:
All students in central New Mexico develop grade-appropriate learning skills on time

CURRENT WORK:
Attendance Team Support
Statewide Attendance Discussion Group

GOAL:
Basic needs are met for all individuals in central New Mexico

CURRENT WORK:
211
Tax Help NM
Family Advocacy Center (FAC)
Laundry Love
Emergency Action Group

GOAL:
All students in central New Mexico develop a post-high school plan that leads to a career pathway in which they thrive

CURRENT WORK:
Valencia County Partnership
Choose Your Own
Future Challenge
Tax Help NM
Highland HS/CNM Dual Credit

GOAL:
All young adults and adults in central NM directly connect to a post-high school pathway upon graduation or completion of a high school equivalency program

CURRENT WORK:
Education Friendly Workplace
Barrier Removal (Bursar Hold, Finish Line Fund)
ECHO
FAC Coding Camp

Community Investments

Basic Needs, Community Impact, and Capacity-Building Grants • DEI United Fund • Tri-County Fund

The Family Advocacy Center received a generous donation from CORA to distribute personal care products to nonprofit partners.

The Education Friendly Workplace team interviewed various employers on what it means to be education friendly, and are using the data to begin creation of an Education Friendly Toolkit for employers.

The Central New Mexico Early Childhood Connections team is building on the work of the Early Childhood Accountability Partnership (ECAP) to support the inclusion of early childhood education in our work.

The Community Investments grant application process closed with 138 applications totaling $6.3 million in grant requests.

The Attendance Team Support Group offered 12 virtual presentations in support of school-based attendance teams at Albuquerque Public Schools and statewide.

211 has expanded its reach to include Santa Fe County in addition to current service in Bernalillo, Sandoval, Torrance, Valencia, Socorro, McKinley, Catron, and Cibola Counties.

Adults in Education is presenting a series of Higher Education Access & Success ECHO sessions to support adults transitioning to post-secondary education.
211

211 is an information and referral helpline that connects callers with human services in the five-county area served by United Way of Central New Mexico as well as Catron, Cibola, McKinley and Socorro counties. The 211 helpline and online public resource directory support New Mexicans in their search for help. On average, 211 provides more than 10,000 referrals per year, helping callers with needs ranging from housing assistance to mental health resources and everything in between.

In 2021, 211 continued to grow. Operating with a state-of-the-art database and call center software allowed 211 to grow and expand services. What began as a team of two expanded with the hiring of a Resource Database intern, a 211 Connect Coordinator in Santa Fe and a Bilingual Community Navigator in Albuquerque. Thanks to new advertising initiatives, namely radio ads and new billboards, this new team of five supported twice as many callers between Fall 2021 and Spring 2022. 211 callers are benefiting not only from our new Spanish/English Bilingual Community Navigator, but also a language line that makes our services available in 240 different languages through a 3-way call with an interpreter.

Our current goal is to keep the 211 momentum that’s been building over the past two years. 211 continues to focus on community outreach and advertising to spread the word of our services, seeks out professional development opportunities for our Community Navigators to ensure the best support is provided to callers, and is continuously finding new ways to support the New Mexico communities we serve. In addition, 211 is focusing on bringing the resources we’ve benefited from to a statewide level. We’ve began offering our resource database as a tool 211’s can utilize across New Mexico and have begun the process of expanding our telephone system statewide as well, creating a stronger network of services throughout our state.

TAX HELP NM

This year, Tax Help NM returned over $15 million in tax refunds and credits to New Mexicans, creating quite an impact on local residents and our economy. Tax Help NM offers free tax preparation services to New Mexico households with an annual income of $57,000 or less and for senior citizens.

With the easing of COVID-19 restrictions for the 2021 tax season, Tax Help NM returned to offering in-person tax preparation, processed tax returns through intake sites and a virtual tax preparation hub, while also providing support for taxpayers who opt to file their own returns using MyFreeTaxes.com.

This year Tax Help NM also started and graduated 51 women through the “Money Matters” financial coaching/literacy program. Tax Help NM also continues its experiential learning/job training program with local high schools. Additionally, Tax Help NM is working with the City of Albuquerque and “Bank on Burque” to educate Tax Help NM clients on how to open bank accounts and enroll in matching savings programs.

Looking forward, Tax Help NM plans to grow and support the “Money Matters” and “Bank on Burque” programs while continuing to provide tax preparation services throughout the state of New Mexico.
The Family Advocacy Center (FAC) celebrated its 14th Anniversary on October 23, 2021. The FAC has been a resource to the Albuquerque area since it opened its doors, supporting victims of sexual assault and survivors of interpersonal violence. More than 13,300 individuals were served during 2020–2021.

The FAC provides free and confidential services for victims of interpersonal violence. Before the FAC was formed by a partnership between nonprofits, government and businesses, people would have to visit several different agencies to receive the full range of support needed to begin the process of separating from a violent partner. Now, survivors can go to the FAC without ever needing to return to an unsafe environment. The FAC has trauma-trained nurses, legal aid counselors, and police officers available on site to assist individuals in all the ways they may need help.

During the COVID-19 pandemic, the challenge of family stressors and the potential for interpersonal violence were on the rise, so the FAC moved to a different service delivery model. Based on guidance from the city and state, FAC providers set up a system for survivors to schedule appointments. FAC service providers also offered to provide conference call appointments to assure survivors were able to access the support they needed during this extremely stressful and challenging time.

The challenge of bringing survivors to healing and self-sufficiency resulted in the concept of building viable employment skills for survivors. In partnership with CNM Ingenuity, the FAC was able to offer clients the opportunity to participate in computer coding classes free of charge. Participants developed marketable job skills and received support in obtaining internships and conducting job searches and were offered guidance for continuing their education. The first cohort of the Family Advocacy Center’s Computer Coding Camp for victims of domestic violence graduated in December 2020. The effort continues with a grant from Marathon Oil Company to support upcoming classes.

In 2021, the Family Advocacy Center focused on building basic needs capacity for clients and sourcing with key organizations to bring basic supplies for clients to begin healing and self-sufficiency. The FAC is grateful for the support of its many donors and volunteers.

Examples of Community Caring:

Sandia National Labs coordinated a luggage drive with their employees to collect over 120 pieces of new or slightly used luggage, so that the clients could collect supplies and food and travel with ease and comfort.

Enterprise Holdings conducted a peanut butter drive to support families that receive help from the Family Advocacy Center.

CORA, a menstrual and bladder care company, partnered with several U.S.–based United Ways with a goal to distribute 75% of donated products to BIPOC communities. UWCNM was chosen as a location to help support local agencies in need of personal care products.

On November 3, United Way staff unpackaged 13 pallets of products and distributed items to 15 agencies:

- Para Los Niños (PLN)
- East Central Ministries
- StreetSafe
- Haven House
- Catholic Charities New Mexico (CCASFNM)
- Interfaith Bible Center / Compassion Services Center
- Enlace Comunitario
- Vizionz-Sankofa
- Rape Crisis Center of Central New Mexico
- Transgender Resource Center of New Mexico
- McKinney Vento Program
- All Faiths
- Crossroads
- Valencia Shelter Services
- Family Advocacy Center

Learn more about the FAC at uwcnm.org/fac.
UWCNM collaborates with hundreds of community partners to focus and align around a set of shared strategies designed to improve family stability and educational attainment. These two initiatives represent a comprehensive approach to improving outcomes for children, youth, and families at scale. We have three grant categories that support our initiatives:

1) Rising Together Impact Grants focus on education/youth development and family stability.
2) Basic Needs Grants support emergent needs, such as food and emergency shelter.
3) Capacity Building Grants improve a nonprofit’s ability to fulfill its mission.

RISING TOGETHER IMPACT GRANTS:
The following three-year grants, totaling $876,586.70 each year, were awarded to nonprofits with programs that align with our Rising Together goals to support early childhood development, housing stability, safety & well-being, financial security, school readiness, high school graduation, post-high school education & attainment, and college and career exploration.

<table>
<thead>
<tr>
<th>Organization</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Albuquerque Speech, Language &amp; Hearing</td>
<td>$12,500.00</td>
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<tr>
<td>Best Buddies New Mexico</td>
<td>$50,000.00</td>
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<tr>
<td>Career Guidance Institute</td>
<td>$10,000.00</td>
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<tr>
<td>Casa Esperanza, Inc.</td>
<td>$35,000.00</td>
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<tr>
<td>Cuidando Los Niños</td>
<td>$40,000.00</td>
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<tr>
<td>Enlace Comunitario</td>
<td>$50,000.00</td>
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<tr>
<td>Girl Scouts of New Mexico Trails</td>
<td>$67,750.00</td>
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<tr>
<td>Indian Pueblo Cultural Center, Inc.</td>
<td>$52,735.00</td>
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<tr>
<td>La Vida Felicidad, Inc.</td>
<td>$30,927.70</td>
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<tr>
<td>New Day, Inc.</td>
<td>$75,000.00</td>
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<tr>
<td>New Mexico Immigrant Law Center</td>
<td>$39,500.00</td>
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<tr>
<td>New Mexico Legal Aid</td>
<td>$60,264.00</td>
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<tr>
<td>New Mexico Consumers for Affordable Prescriptions</td>
<td>$25,000.00</td>
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<tr>
<td>Oasis Albuquerque</td>
<td>$40,000.00</td>
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<tr>
<td>Rape Crisis Center of Central New Mexico</td>
<td>$109,910.00</td>
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<td>Rebuilding Together Sandoval County</td>
<td>$23,000.00</td>
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<td>The Children’s Hour</td>
<td>$20,000.00</td>
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<tr>
<td>The Savila Collaborative d.b.a. Centro Savila</td>
<td>$75,000.00</td>
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<tr>
<td>UNM Foundation Inc.-Comadre a Comadre</td>
<td>$35,000.00</td>
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<tr>
<td>Wings For LIFE International</td>
<td>$20,000.00</td>
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<tr>
<td>Women’s Economic Self-Sufficiency Team Corp (WESST)</td>
<td>$5,000.00</td>
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### Basic Needs Grants:

Basic Needs funding supports programs that provide short-term services to meet immediate and urgent needs of individuals and families in central New Mexico. This type of support is critical to supporting family stability so that children and families can thrive. These grants, totaling $542,960, support emergent needs such as food, utility and rental assistance, emergency shelter, and medical or dental care.

<table>
<thead>
<tr>
<th>Organization</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Assistance League® of Albuquerque</td>
<td>$15,000.00</td>
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<tr>
<td>Family Promise of Albuquerque</td>
<td>$50,000.00</td>
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<tr>
<td>H2 Academic Solutions Scholarship Fund</td>
<td>$7,500.00</td>
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<tr>
<td>Meals on Wheels of Albuquerque</td>
<td>$75,000.00</td>
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<tr>
<td>New Mexico Asian Family Center</td>
<td>$37,500.00</td>
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<td>Presbyterian Medical Services</td>
<td>$18,750.00</td>
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<td>Rio Grande Food Project</td>
<td>$15,750.00</td>
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<td>Roadrunner Food Bank, Inc.</td>
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<td>Ronald McDonald House Charities of New Mexico</td>
<td>$92,710.00</td>
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<tr>
<td>Seed2Need</td>
<td>$7,000.00</td>
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<tr>
<td>St. Felix Pantry</td>
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<tr>
<td>The Storehouse New Mexico</td>
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<tr>
<td>Tides Center</td>
<td>$15,000.00</td>
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<tr>
<td>Valencia Shelter for Victims of Domestic Violence</td>
<td>$54,750.00</td>
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### Capacity Building Grants:

Capacity Building grants provide support for agencies to develop the capacity and capabilities necessary to achieve deeper impact with the populations they serve. These activities improve the program’s or agency’s effectiveness, and help them to carry out their missions more successfully. The following capacity building grants, totaling $212,847.91, were distributed for work in the following areas: staff development and professional training, data systems, convening and/or collaboration support, and community organizing.

<table>
<thead>
<tr>
<th>Organization</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Children’s Grief Center of New Mexico</td>
<td>$12,470.00</td>
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<tr>
<td>Cuidando Los Niños</td>
<td>$15,000.00</td>
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<tr>
<td>East Mountain Food Pantry, Inc.</td>
<td>$8,000.00</td>
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<tr>
<td>Enlace Comunitario</td>
<td>$25,000.00</td>
</tr>
<tr>
<td>HopeWorks</td>
<td>$9,020.00</td>
</tr>
<tr>
<td>La Vida Felicidad, Inc.</td>
<td>$8,050.00</td>
</tr>
<tr>
<td>New Mexico Legal Aid</td>
<td>$24,408.00</td>
</tr>
<tr>
<td>NM Assoc for the Education of Young Children (NMAEYC)</td>
<td>$10,900.00</td>
</tr>
<tr>
<td>PB&amp;J Family Services</td>
<td>$25,000.00</td>
</tr>
<tr>
<td>Presbyterian Ear Institute</td>
<td>$25,000.00</td>
</tr>
<tr>
<td>Rocky Mountain Youth Corps</td>
<td>$25,000.00</td>
</tr>
<tr>
<td>The Children’s Hour</td>
<td>$25,000.00</td>
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</table>
United Way of Central New Mexico would not be successful without the trust and confidence of our donors and volunteers. We have established a comprehensive set of accountability guidelines reviewed regularly by the Finance Committee and Board of Directors. Our annual audit is available on our website: uwcnm.org.

$20.8 MILLION RAISED

**Revenue**

- **Individual Supporters**: $13,806,640
- **Corporate Gifts**: $1,355,110
- **Private Foundations and Federal Grants**: $5,348,123
- **Montezuma Ball**: $290,127
Rising Together Education Initiatives  $986,200
*(Formerly Mission: Graduate)*
Aligned community investments grants, capacity building grants, and administration of attendance and engagement, teacher support, college and career readiness, and adult transitions to college.

Rising Together Family Initiatives  $1,311,429
*(Formerly Mission: Families)*
Aligned community investments grants, capacity building grants, and administration of family stability strategy and development.

Basic Needs  $655,168
Grants for food, medical, and housing insecurity, including COVID-19 Recovery Fund.

Diversity, Equity, and Inclusion Programming  $1,671,047
Community investment grants, development and training related to D.E.I.

Designations to Other Organizations  $8,630,924

Administration  $3,802,309

Endowment and Cash Reserves  $1,750,000

Future United Way Programming *(through 2025)*  $1,992,923

*Revenue raised in 2021 provides funds for United Way of Central New Mexico’s fiscal year of July 2022 through June 2023; the last audited administrative rate was 11.86%.

*For our most recent financial audit (through June 30, 2021) and our 990 please view the Financial Accountability page on our website [uwcnm.org/who-we-are/financial-accountability](http://uwcnm.org/who-we-are/financial-accountability).*
COVID-19 RELIEF AND RECOVERY

In mid-March 2020, when the COVID-19 pandemic turned the world upside down, UWCNM quickly responded. Partnering with many other local nonprofits, and thanks to our amazing donors, we have raised over $1.5 million in emergency relief and recovery funds.

In 2020, we partnered with the Albuquerque Community Foundation to stand-up the Emergency Action Fund which provided short-term support to nonprofit organizations struggling with lost and unrecoverable revenue expenses due to COVID-19. A total of $705,000 in grants ranging from $5,000–$50,000 were awarded to 93 agencies.

We also helped promote the Pueblo Relief Fund and the American Indian Outreach Committee in association with Sandia National Laboratories raising over $250,000 which helped bring food, water, and other emergency supplies to some of the hardest-hit families across the 19 Pueblos in New Mexico, as well as help in the recovery efforts over the long term.

In addition, Billy and Rachel Gupton and Lynn and Craig Trojahn approached UWCNM with an idea to support both nonprofits and local restaurants, the Feeding Families Fund: United We Eat was born. This fund provided $223,000 to 13 agencies to feed families in their care serving approximately 16,340 meals over 16 weeks and engaged 41 local restaurants and food trucks.
In 2021, to ensure that nonprofits that were adversely affected by the COVID-19 pandemic remained able to conduct their work and those most vulnerable continued to receive relief, UWCNM has extended additional funding and support. Through our own COVID-19 recovery efforts, fourteen health and human service organizations benefited from over $255,000 for help with food distribution; health access; assisting survivors of interpersonal violence; providing shelter; and assistance for youth and young adults.

This year, UWCNM provided $106,000 in relief for communities still straining from the problems stemming from the pandemic, focusing on providing funds for those struggling with a housing burden. Relief was provided in the form of rental assistance, eviction assistance, utility assistance, mortgage assistance, homeless services, near homeless services.

Eight agencies received funding each month to help them address housing needs.

- African American Cultural Association
- Albuquerque Center for Hope and Recovery
- Amparo
- Endorphin Power Company
- Native Health Initiative
- New Mexico Caregivers Coalition
- New Mexico Community AIDS Partnership
- Vizionz-Sankofa
United Way of Central New Mexico and the Albuquerque Community Foundation established DEI United to support, promote and advance diversity, equity and inclusion in central New Mexico. We are focused on building a community in which all can participate in creating equitable social transformation.

With guidance from those with lived experience, DEI United plans to identify short- and long-term activities to foster change leading to more equitable, racially just and sustainable solutions. The initiative is driven by community input and includes training, educational support, and funding for socially just practices.

Basing our efforts in trust-building and transformational relationships with community members, we will learn from these relationships and from Community Conversations (a community-input model from the Harwood Institute) to work toward the outcomes below:

- Equitable grant-making through exploring Trust Based Philanthropy.
- Training for people in positions of leadership to build structures to combat racism and social inequality and establish action plans to develop more just and equitable practices.
- Creating leadership pathways for people of color to be future leaders in executive leadership roles in philanthropy.
- Adding our support to existing community-led platforms for public policy and advocacy for communities to address equity issues across economic, education, government, and nonprofit sectors.
- Fostering change in an equitable and sustainable way so that everyone has an opportunity to thrive and succeed.
DEI UNITED PRINCIPLES:

IMPORTANCE AND INTENT
We will be stronger and more effective in achieving our mission by engaging in DEI and anti-racism work. This process will be messy and imperfect, but we will engage with honesty and bravery. We will be open and transparent about our work, including our shortcomings and failures.

LEARNING AND DEVELOPING
We understand that we are continuously learning and take responsibility for dismantling white supremacy, biases, and blind spots on internal, interpersonal, institutional and structural levels.

CO-CREATION AND COLLABORATION
We will work to invite, collaborate, and co-create with the diverse and neglected communities that have been overlooked by our respective organizations in the past. We will also use the principles of co-creation and collaboration to guide our internal work as well as our partnership.

RISK-TAKING AND ROLE MODELING
We will work to dismantle systemic injustice in our respective organizations through learning, listening, training, understanding, and power sharing. We know that this ongoing work will require risk-taking and the ability to become comfortable with being uncomfortable, on all staff levels.

COMMUNITY AND ACTION
We understand that New Mexico has many vibrant and resilient communities who are working to undo the effects of racism. We will put the full weight of our organizations’ resources behind what is most needed and pressing in our communities.

DEI Inside UWCNM
Separate from DEI United, United Way of Central New Mexico has engaged in internal transformative work and learning around equity so that our internal DEI journey mirrors the work we do externally, through partnerships such as DEI United. Our internal efforts include training, regular shared learning experiences, and introspection around the following questions to center equity in internal decision-making and processes:

Who was at the table when the decision was made? Who was missing?
Whose voices were heard in making the decision? Was care taken to be inclusive and give agency? How was power shifted?
Was the interaction transactional (quid pro quo) or transformational (trust, relationship)? How did our decision or process address systemic inequities?
COMMUNITY ENGAGEMENT

We are celebrating one year of our Shared Purpose effort!

United Way of Central New Mexico helps companies cultivate and achieve their corporate social responsibility goals. Achieving a stronger, more vibrant, and prosperous community is our shared purpose. Companies are partnering with United Way through Shared Purpose, co-creating greater value through impact, community engagement, and reputation.

Through our Shared Purpose effort, we have been able to help facilitate and support over 50 meaningful volunteer opportunities between our corporate and community partners this past year.

We look forward to increased levels of engagement with our business community on a year-round basis. If your company is interested in working with UWCNM and other community partners, please contact Stephanie Santillanes at stephanie.santillanes@uwcnm.org or 505-245-1724.

CORPORATE SHARED PURPOSE PARTNERS:

- CH Mechanical
- CNM Foundation
- Comcast
- Fidelity
- KOAT 7 Hearst TV
- Legacy Development & Marketing
- Lovelace Health System
- M’tucci’s Italian
- Marathon Petroleum
- New Mexico Mutual
- New Nuevo
- PNM
- Positive Energy Solar
- REDW LLC
- RMCI, Inc
- Sandia National Laboratories
- UPS
- U.S. Eagle Federal Credit Union
- Wells Fargo
- Yelp ABQ

SharedPurpose
POWERED BY UNITED WAY
UWCNM’s partnership with NoVo Foundation continues to focus on new ways of working in community for sustainable solutions. Our partnership will accelerate UWCNM’s collective impact placed-based work.

Peter Buffett shared his personal philosophy for building resilient communities when he visited United Way of Central New Mexico in the fall of 2019. The conversation continued in 2020 and 2021, when UWCNM was invited, along with United Way of the Greater Triangle in Durham, N.C., to explore a Resilient Communities concept more deeply.

NoVo believes in building new systems, leveraging both individual and collective power, to build a sustainable community and foster creativity in our youth. The NoVo Foundation has committed to $2.25 million over three years to help fund and support our place-based work.

UWCNM remains committed to the journey toward building deeper relationships with partners that will continue to put community at the center of our work.
Mackenzie Scott recently donated $10 million to United Way of Central New Mexico as part of her 2020 giving of immediate support to people suffering the economic effects of the COVID-19 crisis.

While over 70% of the Mackenzie Scott Transformational Gift was allocated to sustain impact efforts through our grants and other programs, 10% — $1 million of the gift has been directed to establish the Rising to Meet the Future Endowment Campaign.

By consciously raising our UWCNM Endowment, we are building off the outstanding gift from Mackenzie Scott to insulate not only UWCNM, but our five-county community from the type of economic downturn we experienced through COVID-19.

By investing in our endowment, donors are providing sustainable income for UWCNM for many years to come. This type of reliable funding empowers us to plan for and invest in multi-year programs that will allow us to target systemic issues such as education and family stability in meaningful ways. The income from the endowment also ensures UWCNM’s presence and reliability in our community year after year.

We hope that other members of our community will be inspired by the trust that Mackenzie Scott’s gift has shown in UWCNM. The funds raised from the Rising to Meet the Future Endowment Campaign will continue far into the future the accelerated level of real, lasting change for families and children made possible by Mackenzie Scott’s generosity.

To learn more, please contact Madison Jones, JD, MBA, Director of Philanthropic Planning and Administration 505) 247-3671 Ext. 295 or Madison.Jones@UWCNM.org.
A STORY OF GIVING

When my wife Susan and I moved to New Mexico in 1986, we were quickly smitten by the essence of the state; its people, landscape, unique cuisine and comfortable multicultural mix. Over the years since, we have tried to do our part to help New Mexico become an even better place by supporting the community however we could by volunteering our time and money to organizations which we thought could do the most good. United Way of Central New Mexico has always been on the top of that list.

But our state continues to be challenged in many ways. Our student achievement scores are far below par, while poverty and single parent births are much too common. Each time I see a list of how badly New Mexico stands compared to other states on such things as national student test scores or graduation rates, it hurts. No one wants to be on the bottom of a good list.

That is why I think that our local United Way’s current strategy is so important. Its core focus on programs like Rising Together (formerly Mission: Graduate and Mission: Families) address the underlying causes of many of the problems in our community and they are already showing success.

These efforts, of course, cost money. MacKenzie Scott’s recent extraordinary gift will give a giant boost to United Way of Central New Mexico’s ability to attack our long running problems, but I believe that this is also a perfect time to insure that the results of her gift will be sustained long into the future.

To accomplish that, Susan and I have joined with a small group of long-time United Way supporters to kickstart a long range effort to significantly boost UWCNM’s endowment fund. A robust endowment will allow UWCNM to commit to multi-year programs for our community. We hope that many of you who might read this will join us.

We are looking for someone who would like to become a million dollar donor to United Way, with all its national recognition and honors. Susan and I wish to help someone reach that noble goal. If you agree to contribute $100,000 to UWCNM’s endowment fund each year for 5 years, we will match your contributions and you will get credit for the entire amount and become a million dollar donor immediately. Here is your chance to make an impact that will last even beyond your lifetime!

David & Susan Weymouth
Helen Wertheim was presented The Arthur Spiegel Lifetime Achievement Award during the 25th anniversary of the Tocqueville Society, in September, 2021. Helen is a truly deserving recipient of this award as she has championed United Way of Central New Mexico for more than 20 years!

Helen’s service has been vast. She served as a member of the campaign cabinet and went from an Account Executive to the UW Campaign Chair in 2007. She has personally given over a quarter of a million dollars to support those in need through the annual United Way campaign, having joined the Tocqueville Society in 1999.

Helen has always been steadfast in encouraging others to increase their philanthropy. In addition to her personal workplace campaign at Charter Insurance, she also served on the Tocqueville campaign committee in 2004 and 2005. She is a founding member of Women in Philanthropy (now Women United), including Council Chair in 2006 and the Women’s Endowment Campaign Chair in 2012 and 2013.

Helen served on the UWCNM Board of Directors from 2004-2009, and then again from 2011-2019, where she most recently served as the founding co-chair of the Mission: Families initiative.

Our sincere thanks to Helen for her commitment to UWCNM and our community!

The Arthur Spiegel Lifetime Achievement Award was established in 1997 to honor those outstanding individuals who have, over time, shown consistent, high level commitment to this community including, but not limited to involvement with United Way of Central New Mexico. The award was named for Arthur Spiegel because he best personified these traits in our community. Mr. Spiegel, who passed away in 1999, was the first recipient of the award in 1997. The Arthur Spiegel Lifetime Achievement Award is not intended as an annual recognition but is only awarded when an outstanding candidate is nominated.
UWCNM was honored to serve as the primary recipient of the Montezuma Ball for 2021. With our partners, Explora and Heritage Hotels and Resorts, we enjoyed an elegant in-person evening with more than 450 guests. LaEmi provided the audience with a stunning flamenco performance.

Rachel, London, and Billy Gupton and Lynn and Craig Trojahn were recognized as the 2021 Ball’s Royal Family. The Gupton and Trojahn Family have collectively donated more than $500,000 via the United Way of Central New Mexico since 2000. Additionally, in 2020, they founded the Feeding Families Fund which raised over $250,000, provided over 16,000 meals and supported 41 locally owned restaurants as part of UWCNM’s $1.4 million in emergency COVID-19 relief funding. The Feeding Families Fund was a model program that other United Ways in the state adopted during the pandemic.

The evening featured an exciting live auction led by Brian Colón. The event was a tremendous success for our community. Proceeds from the event were $290,127; of which, UWCNM received $203,089.

Montezuma Ball is over 100 years old. The first event was held in 1902 and was a tradition that continued until the last historic ball was held at the Alvarado Hotel in Albuquerque in 1968. In 2000, with the intention to give back to our rich cultural community, Jim Long and Heritage Hotels and Resorts restored this New Mexico tradition as part of the inauguration of its new Alvarado Ballroom at Hotel Albuquerque. In the years since, the Montezuma Ball has raised several million dollars for nonprofits across New Mexico.
Day of Caring is a five-county-wide volunteer event that connects the community with agencies across central and northern New Mexico. This event brings together volunteers and local businesses to provide short term, project-focused volunteer service with nonprofit and public organizations, while bringing awareness to several nonprofits. With your participation, we can help support their needs during our annual event.

Thank you to our corporate sponsors and agency partners that participated in last year’s Day of Caring!

CORPORATE SPONSORS:

![WaFd Bank](image1.png)  ![Parnell Law](image2.png)  ![Western Sky Community Care](image3.png)  ![Revel Entertainment](image4.png)

AGENCY PARTNERS:
Domestic Violence Resource Center
East Mountain Food Pantry
H2 Academic Solutions
Indigenous Farm Hub
New Mexico Museum of Natural History
R4 Creating
Rebuilding Together Sandoval County
Talking Talons Youth Leadership
The Storehouse New Mexico
Valencia Shelter Services
Wings for Life International

SAVE THE DATE

UWCNM’s
3rd Annual Day of Caring
Saturday,
September 17, 2022
9:00am–Noon
We would like to thank these generous companies for underwriting the majority of our administrative costs. These vital contributions are allocated to projects that demonstrate the greatest need.

**VISTA ($175,000-$274,000)**

- Presby Health Plan, Inc.

**PIÑON ($100,000-$174,000)**

- Lovelace Health System

**MESA ($50,000-$99,000)**

- Bank of Albuquerque

**VALLEY ($25,000-$49,000)**

- Albertsons Market
- Comcast
- Enterprise Holdings Foundation
- FRENCH Funerals-Cremations
- New Mexico Mutual
- Thornburg Foundation
- U.S. Eagle Federal Credit Union
- Wells Fargo

**BOSQUE ($10,000-$24,000)**

- Albuquerque Journal
- BNSF
- Bradbury Stamm Construction
- Brycon Construction
- Costco Wholesale Stores
- Crest Mechanical Systems, Inc.
- General Mills
- JB Henderson Construction
- Morgan Stanley
- Pulakos
- Sandia Peak Ski & Tram Co.
- Southwest Capital Bank
- TriCore Reference Laboratories
- UPS
- US Bank
- WaFd
- Western Sky Community Care

*As of August 2022*
RIO GRANDE ($7,500-$9,999)
Asian American Hotel Owners Association
Klinger Constructors, LLC
Meta Los Lunas Data Center
NuStar Energy
SUMCO Phoenix Corporation

CHAPARRAL ($5,000-$7,499)
AAA New Mexico
Affordable Solar Installation
Chalmers Ford
CSL Plasma
HB Construction
Kirtland Federal Credit Union
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nStone Corporation
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PARTNERS ($500-$4,999)
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AON Risk Services, Inc.
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Bohannan Huston
Border States Electric Supply

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Shamas Insurance & Financial Services, LLC.
SingleCare
SMPC Architects
Tri-State Generation and Transmission Assoc., Inc.
UBS
Valero Energy Corporation
Walmart Stores & Sam’s Clubs
WEST, Inc.
Guys Give (GG) works towards creating solutions in our community with regards to domestic and interpersonal violence. We meet regularly to exchange ideas that empower and help families. Members also work closely with organizations and agencies that support survivors of interpersonal violence.

Through volunteerism and discussion, Guys Give focuses on learning about and changing outcomes for those who are building a better life for themselves and their children.

**Guys Give Fund**
Provides funding for the coordination of services for those escaping interpersonal violence. This year, a grant was awarded to the following non-profit:

**$50,000.00 to the Barrett Foundation, Inc.**

**Membership**
Membership is open to anyone giving a combined household gift of $1,000 or more. However, we encourage anyone interested to attend our monthly social events and get involved! If you are interested in becoming a member or attending, contact Jeff Collins at 505-245-1751 or Jeff.Collins@uwcnm.org.
The Hispano Philanthropic Society (HPS) promotes Hispanic leadership in philanthropy through recognition, engagement, and development of Hispanic talent to advance cultural prosperity in our community. HPS supports UWCNM’s education and family stability initiatives (Rising Together) and Diversity, Equity, and Inclusion (DEI).

HPS’s initiatives are to promote recognition, develop leaders, and engage the community in order to empower the Hispanic community for generations to come. HPS currently has just under 400 members.

Over the years, our donors have helped fund nonprofit agencies that supports the area of education. We can all take pride in making people’s lives better through our community involvement and contribution. Thanks to YOU, we are increasing our reach to encompass family stability and DEI.

Grants
This year we supported the following organizations through program grants:

- **Jobs for America’s Graduates – NM, Inc. $43,300**
- **NewMexicoKidsCAN $15,000**

Membership
Members contribute to the United Way of Central New Mexico a combined household gift of $1,000 or more, or by joining in the Young Leaders Society with a $500 household gift and electing to be a member of HPS.

If you are a young Hispanic professional who would like to network with like-minded people or a seasoned Hispanic professional willing to mentor young leaders, please consider joining HPS. If you are interested in becoming a member, please contact Victoria Berroteran, Corporate Relations Officer and HPS Donor Group Manager at 505-247-3671 ext. 298 at [victoria.berroteran@uwcnm.org](mailto:victoria.berroteran@uwcnm.org).
Women United (WU) is dedicated to giving women a greater voice to affect change in their community. Through leadership, giving, and networking, WU combines funding and volunteering to magnify the impact of the United Way of Central New Mexico (UWCNM) in the lives of women in our community.

The Women United Fund helps create sustainable systemic change in our five-county community through awarding grants to agencies that empower women to become self-sufficient. More than $1 million has already been granted to deserving agencies through this fund.

This year the WU Fund supported the following organizations through program grants:

- Catholic Charities $20,000
- Crossroads for Women $25,000
- Saranam, LLC $75,000
- Susan’s Legacy $10,000
- TenderLove Community Center $45,000

In an effort to align WU with the diversity, equity, and inclusion values deeply rooted in UWCNM, we are moving to a give what you can model that will allow those giving to the WU Fund additional learning and giving opportunities and special recognition at Women United events. Most importantly, our combined donations magnify the impact in the lives of women in our community.

Women United Membership
Do you wish to affect change in your community through giving and leadership? Join us! Members contribute to United Way of Central New Mexico a combined household gift of $1,000 or more; or any amount specifically to the Women United Fund. If you are interested in becoming a member, contact Madison Jones at 505-247-3671 ext. 295 or Madison.Jones@uwcnm.org.
Young Leaders Society (YLS) encourages philanthropy and volunteerism among young leaders within our community. YLS is dedicated to empowering youth in our community to explore possibilities in college and career pathways, mentorship opportunities with high school students, and networking with central New Mexico’s next generation of leaders.

**Young Leaders Society Fund** makes annual grants to organizations that help youth meet their basic needs and encourage college and career readiness and exploration.

In 2022, the YLS Fund awarded a grant to the following organization:

**Native American Community Academy** $32,100

**Membership**
Join us today! Open to individuals 45 years and younger, giving $500 or more annually, or through at least 24 hours of volunteer service to any UWCNM Community Investment Funded nonprofit. As a YLS member, you can mentor students, serve on the YLS Fund Grant Panel Review Process, network with other emerging young leaders and much more. Joining YLS will give you the opportunity to serve and connect in meaningful ways to help support the success of and opportunities for local high school youth.

For more information contact Remington Ward, Corporate Relations Officer and YLS Donor Group Manager at 505-247-1727 or remington.ward@uwcnm.org.
We were happy to be able to host events again in person this year. Among them we celebrated the 25th anniversary of the Tocqueville Society, a Women United paint night and a reunion for the HPS council.

These events would not be possible without the above and beyond support from our Co-Branding Partners. We would like to thank these companies for their contribution to help strengthen our community by connecting our donors to the community’s collective challenges and solutions and giving us an opportunity to thank and united donors who give generously and are passionate about creating positive change in central New Mexico.
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MEMBER EMERITUS
Sherman McCorkle
Sandia Science & Technology Development Corp.

*as of August 2022
CHANGE DOESN’T HAPPEN ALONE.

Help us to get the word out. Please like, share how YOU plan to join the fight and transform your community with us.

Be sure to include #LiveUNITED #BetterTogether