

2024 ANNUAL REPORT

October 1, 2023 - September 30, 2024



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A letter from

Melissa Bruney

Interim CEO/Chief Membership Officer



Hello, Girl Scout families and friends!

As we begin a new membership year, I wanted to take a moment to look back on our successes and achievements over the past year.

MY24 proved to be a successful year for New Mexico Trails on several fronts –

- 4% girl membership growth over MY23 to end our year with 3,197 girl members.
- 10% adult membership growth over MY23 to end our year with 2,307 adult volunteers and Lifetime Members.
- 191 active Girl Scout troops across our council jurisdiction.
- Engagement with our volunteers via training expos, outdoor skills opportunities, Troop Talk conversations, and health training in CPR, First Aide, and Youth Mental Health First Aide.
- Experiences for our girls with hands-on activities at Mad Science Trunk or Treat, Girl Scout Day at the Roundhouse, Entrepreneurial Craft Fair, Roar & Snore, and self-guided book clubs.
- Travel experiences for our older girls to the United Nations in New York City and Garden of the Gods in Colorado, as well as our Highest Awards Ceremony last December honoring our Bronze, Silver, and Gold Award Girl Scouts.
- Outdoor fun for over 750 girls and adults at camp – overnight, day camp, troop camp, family camp, and even alumnae camp – as well as programs throughout the year with monthly hikes and winter camp.
- Product program partnerships with nearly 500 girls participating in the Fall Product Program (MagNut) and nearly 1,960 girls participating in the Cookie Program.
- Ongoing communication tools for our volunteers and families, such as weekly Troop Essentials and monthly Girl Scout Gazette newsletters, Trails of Discovery program/training catalog, and social media highlights.
- Expanded hours for La Tienda during special Girl Scout seasons like bridging season or back-to-troop season, as well as pop-up Shops in regional areas.
- Relationship building and fundraising through our annual Camp Cocktail and Birdie Bash special events, as well as ‘friend-raising’ with new and long-time donors.

While nearly 30 team members are part of our staff, none of this work would have been possible without our volunteers and families! We recognize that through the commitment of our volunteers and your willingness to donate your time and talent to the Girl Scout Movement, our success is because of you – our members!

We are grateful for what has been accomplished, are optimistic about the future of New Mexico Trails and welcome a renewed energy and enthusiasm for 2025!

Melissa R. Bruney

Melissa Bruney
Interim CEO/Chief Membership Officer

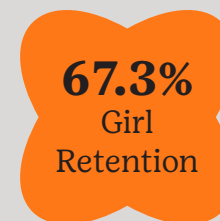
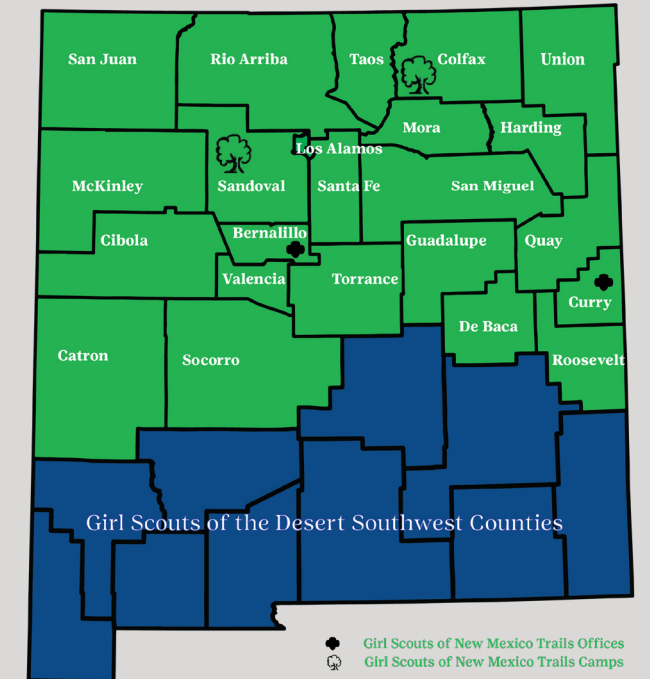


OUR MEMBERSHIP

In Membership Year 2024, Girl Scouts of New Mexico Trails (GSNMT) combined girl and adult membership reached over 5,000 with an overall retention rate of 66.7%.

Girl Scouts is the first and largest girl-led organization in the world, and for over a century has been preparing girls in grades K-12 for everyday leadership by providing experiences to explore new interests, face challenges, form new friendships, and make lasting community contributions.

Our programs encompass four pillars: Life Skills, STEM, Outdoors, and Entrepreneurship to deliver girl-led activities to girls across 23 counties in northern & central New Mexico.



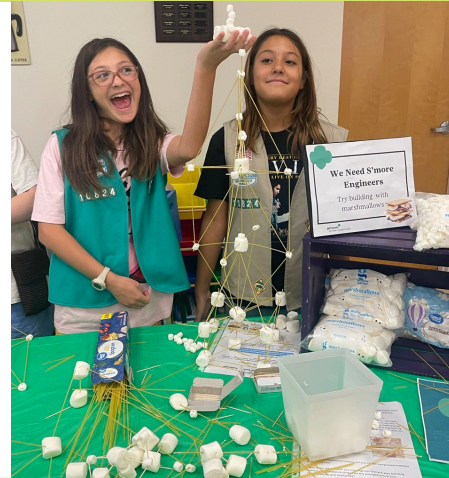
MAKING GIRL SCOUTS ACCESSIBLE FOR ALL GIRLS

Girl Scouts of New Mexico Trails is cultivating the leaders of tomorrow. We provide safe, inclusive spaces where Girl Scouts can explore their passions, build confidence, and develop the skills to make a difference.

Through Girl Scouts, youth who identify with the girl experience have access to opportunities to:

- Learn: Discover new skills, from STEM to outdoor adventure.
- Grow: Develop their leadership abilities and self-esteem.
- Lead: Make a positive impact on their communities.

We believe that every girl, regardless of her financial situation, deserves the chance to be a Girl Scout. Through financial assistance and innovative fundraising programs, we ensure that economic barriers don't stand in the way of a girl's dreams.



738 girls were provided financial assistance in the form of opportunity funds and campership	154 adults were provided financial assistance in the form of opportunity funds	\$87,959 in financial assistance was awarded to cover membership, uniforms, activities, and more!	\$16,967 in camperships provided 52 girls unforgettable camp experiences	\$400 in troop start-up funds provided 8 troops with a foundation to begin their GS journey
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GIRL SCOUTS HIGHEST AWARDS

GSUSA Gold Award Scholarship



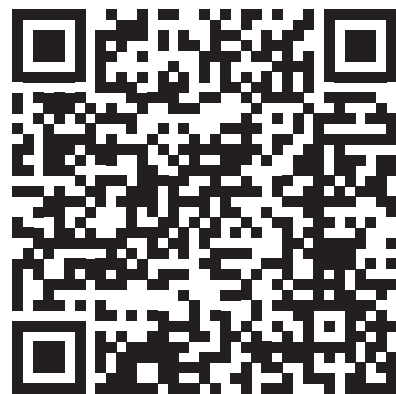
Congratulations to Girl Scout Gold Awardee Kaya Loy!

Kaya, a 12th grade Girl Scout, created a database of mental health resources for her high school's website. The project, titled "It's Okay to Get Help," provides students with easy access to national, state and local mental health resources.

Kaya was awarded \$5,000 for her post-secondary education.

2024 Gold Award Recipients

Emma Brundage
Naya Stamets
Jenna de la Rosa Galey



Learn more about Girl Scouts Highest Awards by scanning the QR Code above.

3
Gold Award Girl Scouts

28
Silver Award Girl Scouts

50
Bronze Award Girl Scouts

GIRL SCOUT PRODUCT PROGRAM

2024 Cookie Program

Top Cookie Entrepreneur Jasmyne R. Juliette, Shiprock



Girl Scout Participation
1,960

Boxes Sold
741,716

Hometown Heroes Boxes Donated
21,720

2023 MagNut Program

Top MagNut Entrepreneur Marleigh C. Troop 1054, Las Vegas



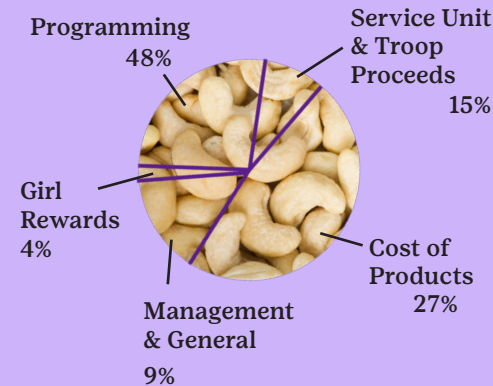
Girl Scout Participation
478

Items Sold
17,113

Hometown Heroes Donations
828

HOW THE NUT CRUNCHES

Here's how girls and the community benefit from every MagNut item sold during the Fall Product Program.



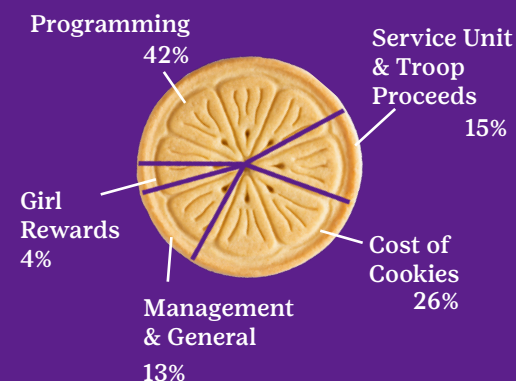
Cookie Boss Patch Program

Thank you to all the businesses and organizations that supported our 2024 Cookie Bosses. Through the Cookie Boss Patch Program, Girl Scouts built their skills in communication, organization, and responsibility as they learned about building cookie partnerships and closing a deal!

- | | | |
|-------------------------------------|-----------------------------------|--------------------------------------|
| • 3H Fitness and Wellness Clinic | • Duke City Games | • Murphy Builders Inc. |
| • 4 Daughters Land and Cattle Co. | • Dunn's Orthodontics | • New Mexico Oil and Gas Association |
| • ABQ Beauty | • Fairview Pharmacy | • Pam's Flowers |
| • Amy Garcia of Garcia Realty Group | • Flanagan Investment Real Estate | • Paradise Village |
| • APIC Solutions | • Giron Family Vision Gallery | • Prairie Hill Café |
| • Cafecito 505 | • Goodman Realty | • R-n-M |
| • Comcast | • Graphic Connection | • Ronald McDonald House |
| • Constellation Consulting, LLC | • Kiddie Kampus Too Daycare | • Sunny 505 |
| • COSMIAC | • King Capital | • Trussell's Transformations |
| • Dearholt AutoCare | • Maestas Development Group | • Visit Albuquerque |
| • Dekker Perich Sabatini | • Meow Wolf | |

HOW THE COOKIE CRUMBLES

Here's how girls and the community benefit from every package of cookies sold during the Cookie Program.



DONORS

Reflects gifts made October 1, 2023 - September 30, 2024

Thank you to our many generous supporters for your investment in New Mexico Girl Scouts.

Platinum (\$5,000 - \$9,999)

Karen Asbridge
Janet Haist
Jacqueline Moody
Rebecca Teague
Maribeth & Christopher Thornton

Gold (\$2,000 - \$4,999)

Elaine & Paul Cottey
Dr. David Hartson
Mary E Homan
Dr. Jacqueline Krohn
Jaclyn Libowitz
Marti Fournier-Revo

Silver (\$1,000 - \$1,999)

Roberta Batley
Ms. Martha Benn
Tracy Bredeson
Marian Cromley-Wrage
Sandy Gold
Mary Hockaday
Ms. Barbara Koenig
Wendy Marcus
Myra McKenzie
Nancy McKirchy
Ms. Christine A. Morgan
Shannon Nutt
Marny & Joel Schantz
Duane Trythall
Laurie & Robert Walker
Ms. Suzanne J. Winsor
Facebook Donors

Bronze (\$500 - \$999)

Ms. Karen R. Bond
Paula D. Casey
Reverand Jesse D. Dompfeh
Susan Gardenhire
Ronald Glaser
Lora Grainger
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Tammy Jaramillo
Patty Komko
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Nancy Martira
Julie Miller Rugg
Tammi Moe
Anne Nokes
Michael Nunez
Janice Paster
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Conrad & Mary Strohacker

Turquoise (\$100 - \$499)

April Adams
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Leslie Bird
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Megan & Daniel Harberts
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Koreen Kerfoot
Dawn Koerner
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Anne Layne
Nicole Loera
Robin Lyle
Georgia R. & John Lyle
Helen McComas
Esther & Ralph Milnes
David & Irma Montoya
Katrina Montoya
Molly Murphy
Callie O'Buckley
Wendy & Terry O'Brien
Mrs. Laura Painton Swiler
Margaret Parrott-Simpson
Stevan Pattillo
Marjorie & Thomas Peterson
Kate Pickle
Nancy N. Sauer
Kendar Scott
Donna J. Seifert
Andy Spittler
Sarah Stern
Nina & Gary Thayer
Beatrice Torres
Martha Twiggs

Alexa & John Tysseling
Kristin & Ross Ulibarri
Mary Underwood
Cristina Varela
Theresa & David Wallis
Phyllis Weiland
Katherine West
Samantha Whipple
Mackenzie Wieder
Mrs. Wendy K. Wiele
Eileen Wilson-Oyelaran
Jeanine Wood
Laura Wouters
United Way of Eastern New Mexico Donors

Corporate, Government & Foundation Supporters

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Albertsons Market United Supermarkets
Archibeque Law Firm
Arviso Construction
Bank of Albuquerque
Bergren Family Charitable Fund
Bernalillo County D1
Bernalillo County D4
BeYOUtifull Skin Med Spa
Boeing Company Gift Match
BPAC Program
Boeing Employees Community Fund
Branch Law Firm
Builders Trust of New Mexico
Burt & Company CPAs, LLC
Century Bank
Charities Aid Foundation of America
City of Albuquerque Family & Community Services
Coldwell Banker Legacy Comcast
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Del Norte LOV Foundation
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Merrion Oil & Gas
Metis Technology Solutions
Mohr Orthodontics
Mutual of America
NB3 Foundation
New Mexico Mutual
New Mexico Outdoor Recreation Division
Nusenda Credit Union
Patton Law, P.C
PayPal Giving Fund
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PNM
PNM Resources Foundation
Presbyterian Health Plan
Public Relations Society of America
Rook Advisors, LLC
Rotary del Norte Foundation Inc.
Sandia National Labs/Honeywell
Siarza
Success Smiles Orthodontics
Tafoya/Kosko Charitable Fund
Taos Community Foundation
The Schantz Co. BHHS Taos Real Estate
The Setter Group, LLC
The Vargas Law Firm LLC
Tipton Engineering, LLC
TKM, LLC
TLC Plumbing
Ultimate Ninja Gym
United Way of Eastern New Mexico
United Way of North Central New Mexico
Walter P. Stern & Elizabeth M. Stern Foundation
Waterstone Mortgage

Friendship Circle

The Friendship Circle is an easy way to make a lasting impact by supporting Girl Scout programs, properties, and projects via a monthly recurring gift.

Anonymous
Roberta Batley
Ms. Martha Benn
Richard & Edie Benson
Marian Cromley-Wrage
Linda Deck
Reverend Jesse D. Dompfeh
Molly Emkes
Molly Garza
Mary Homan
Callie Kent
Koreen Kerfoot
Rebecca Latham
Joseph Lawrence
Anne Layne
Nancy Martira
Nancy McKirchy
Esther & Ralph Milnes
Tammi Moe
Jacqueline Moody
Michael Nunez
Shannon Nutt
Margaret Parrott-Simpson
Ms. Joan Tafoya
Cristina Torres Archibeque

Juliette Gordon Low Society

The Juliette Gordon Low Society is a very special group of friends who share their legacy through an estate or planned gift.

Eva & Erik Andersen
Dianne Belk
Martha Benn
Kenneth & Karen Bergren
Linda Deck
Marti & Terrence Fournier-Revo
Molly Garza
Ralph L. & Beatrice R. Griffis
Mary Hockaday
Peggy Sanchez Mills
Christine A. Morgan
Margaret Simpson Parrott & Family
Shirley Reynolds
Rebecca Teague
Sandra L. Trissell
Nancy & Bryan Wiggins

Thank you for your support

You have made a positive impact in the lives of girls in New Mexico, and have broken down barriers to participation by funding membership and program fees, camp, STEM, & leadership activities, and so much more. (If we omitted or misspelled your name, please accept our apologies and notify us at customercare@nmgirlscouts.org so we can make the corrections.)

FINANCIAL STATEMENT

Based on preliminary, un-audited financials for the year ending September 30, 2024

Assets	
Current Assets	\$ 1,311,112
Investments	\$ 1,970,359
Property & Equipment	\$ 1,776,525
Other Long Term Assets	\$ 95,501
Total Assets	\$ 5,153,497
Liabilities	
Net Assets	\$ 4,762,140
Total Liabilities and Net Assets	\$ 5,153,497

2024 Income: \$3,321,089* **2024 Expenses: \$3,283,869**

Product Sales	\$ 2,492,327	Program: Girl Scout Leadership Experience	\$ 2,515,444
Grants & Contributions	\$ 351,268	Management & General	\$ 531,986
Programs & Camps	\$ 326,017	Fundraising	\$ 236,439
Retail Operations	\$ 57,822		
Property	\$ 14,135		
Gov't Fees & Contracts	\$ 40,000		
Miscellaneous	\$ 39,520		

Net operating income/loss: 37,220

**Girl Scouts of New Mexico Trails' financial statements are audited annually. Audited financial statements are available upon request.*

In Memorium



The following donors gave in memory of the individuals whose names are listed in italics.

In Memory of Gail Bryant
Cathy Gates
Sarah Stern
William Stern
Walter P. Stern & Elizabeth M. Stern Foundation

In Memory of Jackie Allen
Kate Pickle

In Memory of Mary Margaret Moore
Myra McKenzie



Invest in Girl Scouts. Change the World.

Every girl has a spark within her, ready to ignite. Girl Scouts provides the fuel to fan that flame. With your support, we can empower girls in New Mexico to dream big, explore their passions and set ambitious goals. We can help them learn, grow, develop essential life skills. By taking action, they can make a difference in their communities and the world. And by building confidence, they can believe in themselves and their ability to achieve. Let's work together to ignite the future, one girl at a time.

Volunteer, connect, or donate by visiting nmgirlscouts.org

Follow GSNMT
for Girl Scout resources
and news
[@nmgirlscouts](https://twitter.com/nmgirlscouts)



Our Mission

Girl Scouts builds girls of courage, confidence, and character, who make the world a better place.

The Girl Scout Promise

On my honor, I will try:
To serve God and
my country,
To help people at all times,
And to live by
the Girl Scout Law.

The Girl Scout Law

I will do my best to be
honest and fair,
friendly and helpful,
considerate and caring,
courageous and strong,
and responsible for what I
say and do, and to
respect myself and others,
respect authority,
use resources wisely,
make the world
a better place, and
be a sister to every
Girl Scout.