



COMMUNITY  
FOUNDATION  
OF SOUTHERN NEW MEXICO

2020  
**IMPACT REPORT**  
*Looking toward new horizons*



# THIRTY-ONE YEARS OF *Impact.*



To say that 2020 was strange and unusual would be an understatement. As a team and Board of Directors, we have been in awe of the support, determination and care this community has shown each other during this difficult year. This was the 31st year of our foundational history and it has been one for the books. From office shutdown, to the creation of 5 COVID community response funds, to our first virtual Gala, to managing 80 attendees at our virtual Estate Planning Institute. Our team, volunteers, and board have learned a great deal! Special thanks to Abel Covarrubias, 2020 CFSNM Chairman, for leading us through a very unique and rewarding year.

As your trusted philanthropic source for southern New Mexico giving, we manage hundreds of endowments, including 42 nonprofit agency endowments. Even with the constant change of 2020, our team added more than 20 new funds. These ranged from COVID response to our first memorial scholarship for a community and African American educational advocate, Mr. Clarence Fielder. We were able to start funds in support of palliative care, low barrier housing and, one of our largest gifts to date, to support economic development in Dona Ana County.

We are particularly proud of the dedicated work of our team, committee members and volunteers, who worked tirelessly from home, in masks, and socially distanced to produce our annual Gala, Estate Planning Institute and multiple events for 100 Who Give – all virtually! From zoom calls to Facebook Live, we were committed to sharing our donor stories and their impact. Our special events raised over \$50,000 allowing us to make further grants to Catholic Charities, Dona Ana County Humane Society, El Refugio, Imagination Library of Grant County, La Casa, and our Nonprofit Emergency Fund.

Impacting student education is one of our organization's favorite spring activities. In 2020, more than 250 students applied for the 35 scholarships. This deserving group of young adults showcased the desire to make our community a better place. This year we were also able to assist 40 part-time Dona Ana Community College students with tablets as they shifted to 100% online coursework. Lastly, our Springboard! Scholarship impacted 10 women with a \$1,000 award. These women drew tears from our eyes as they shared their personal stories, plans for the future and how one day they hope to pay it forward.

In addition to our 5 COVID Response Funds, our annual 5 grant cycles to grant nonprofit organizations doing life-changing work throughout our region. More than \$1.8 million has been granted out to support scholarships, several donor advised funds, grants, and programs focusing on maternal and child health, the arts, hunger, and convening initiatives, each making a difference in southern New Mexico.

All of these accomplishments have been made possible thanks to you! Your support has assisted in making a huge impact. Thank you for being a catalyst for change, for investing in our community, and for making southern New Mexico a great place to live and a great place to give.

With Gratitude,

A handwritten signature in black ink that reads "Terra".

Terra V. Winter, PhD  
President & CEO

A handwritten signature in black ink that reads "Craig Buchanan".

Craig Buchanan  
CFSNM Board Chair

# 2020: OUR YEAR IN *Review.*

**\$350,172** Awarded in annual CFSNM grants

**\$670,364** Awarded in COVID response grants

**38** Nonprofits Supported

**2,982** Individuals Supported

**18** Restaurants Impacted

**2,000+** Meals Served

**\$215,189** Awarded in student scholarships

**55** Nonprofits supported with annual grant funds

**295** Students supported with scholarship funds

**23** New funds opened

**\$54,900** Earnings paid out to our 42 nonprofit partner endowments

**\$50,000** Amount raised through virtual CFSNM special events

**\$20,484,000** Total CFSNM assets

## 2021 CFSNM BOARD OF DIRECTORS

Chair: Craig Buchanan, Market President, U.S. Bank

Vice Chair: Celeste McGuire, Vice President & Risk Management Officer, Citizen's Bank

Treasurer: Preston Mitchell, President, The Hatch Chile Store

Secretary: Melissa Diaz, Engineering Manager, NASA White Sands Complex

Past Chair: Abel Covarrubias, CEO, Aprendamos Intervention Team

Dr. Dolores Gomez, Chief Medical Officer, Memorial Medical Center

Kelly Jameson, Media and Public Communication Manager, Doña Ana County

Sabrina Martin, CEO, Rehabilitation Hospital of Southern NM

Chris Mitchell, Mobile Lab Director and Producer, Electronic Caregiver

Kathryn Brack Morrow, Partner, Mann Morrow PLLC

Christopher Schaljo, Co-Owner, Salud! de Mesilla

Gary Bruner, Senior Director, El Paso Electric

Dr. Loui Reyes, Emeritus Faculty, New Mexico State University

Beryl Ramsey, Interim CEO, MountainView Regional Medical Center

# COVID-19 *Response.*

In March 2020, our region faced an economic downturn in response to the worldwide COVID-19 health pandemic and state-mandated restriction orders. During that time, hundreds of families and businesses across southern New Mexico felt the financial impact.

Thanks to generous assistance from our neighbors, friends and donors, your CFSNM stepped in to assist in communities across the state by housing four separate emergency response funds locally, and working with the New Mexico Coalition of Community Foundations to coordinate a statewide response fund in conjunction with the governor's office.

The Together Las Cruces emergency relief fund was created as a means to provide families in Doña Ana county with a financial hardship grant during times when they could not work or lost their job. Started as a concept by local business owners, the fund quickly grew to more than \$300,000 – and partnering with the City of Las Cruces, an additional \$150,000 was donated to support our community.

The Nonprofit Emergency Fund was established to assist other nonprofits in time of great need due to a community need, natural disaster, and/or response to overwhelming loss of operational revenues. To date, 29 nonprofit organizations have received grants to support their operations to meet the increased need in response to the health pandemic.

What began as an idea from a local entrepreneur and long-time Las Cruces resident has since turned into a sustained fund at the CFSNM: the Thank You Las Cruces Restaurants Fund was created to support local restaurants with a \$1,000 grant, to feed their communities with no cost.

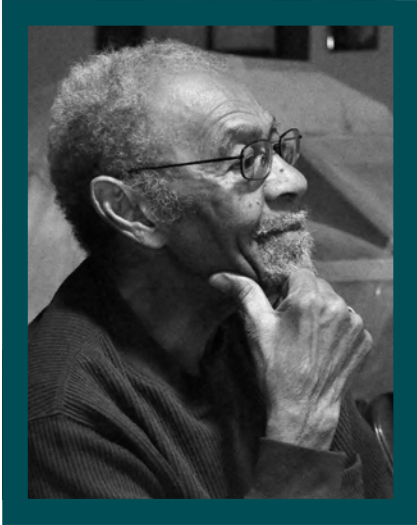
The Governor Richardson, Lopez, Olmos, Trejo COVID-19 Emergency Fund for the Southern Colonias of Doña Ana was established to provide support for the Community Action Agency of Southern New Mexico to support the Thriving Families Program and Community Action Agency clients in response to the health pandemic. Grant funds were used specifically to support federally designated Colonias in southern New Mexico, and to date, more than 250 families have been served.





# CHANGING *Lives.*

Clarence H. Fielder always believed that students should come first. His philosophy about education can be summarized in his own words, "Know thyself. Wisdom is received from our elders and



what we pass down from generation to generation. It is important for people to know their heritage. It's important for people to remember from whence they came."

Mr. Fielder was born in Las Cruces, New Mexico in 1928. He was a grandchild of early African American pioneers, Daniel and Ollie Hibler who built Phillips Chapel C.M.E. Church, which served as a segregated school from 1925 to 1934. Clarence was educated at the segregated schools for black children in Las Cruces. His schooling began at the first Booker T. Washington School when it was just two tar paper shacks on the north side of town. Later he graduated from the newly built Booker T. Washington, where all black children attended grades 1 to 12. Mr. Fielder received his bachelor's degree from New Mexico A&M College, now known as New Mexico State University.

He was a dedicated and much loved teacher. His career highlights include: Las Cruces Public Schools Board of Education; Board of Directors, Las Cruces Public Schools Foundation, President of the Doña Ana County Historical Society, State Teacher of the Year Award, Outstanding Educational Services Award, "Griot Award" from the African Museum and Cultural Center, and Governor appointed member of the Cultural Properties Review Committee. He was recognized twice by the New Mexico Office of Cultural Affairs for outstanding individual accomplishment in preserving the history of African Americans, and given the Distinguished Lifetime Achievement Award.

Over three generations of students benefited from his teachings. When Mr. Fielder passed away in 2015, Las Cruces Mayor Ken Miyagashima said, "Las Cruces has lost a kind and gentle man, a great educator and a great mentor. Clarence Fielder was an icon of our community."

In 2020, the Equity and Inclusion Scholarship was started and began collecting donations to fully endow a scholarship fund. The fund is designed to support African American students from historically underrepresented backgrounds. The scholarship will be granted starting in 2021 and will provide many opportunities to students in need.

In this day and age, equity and inclusion are vital for progress and success in our community. As Mr. Fielder believed, it is important to remember where you came from and to celebrate it. The Community Foundation of Southern New Mexico is proud and honored to house a scholarship that holds such a deep meaning.

*" It is important for people to know their heritage. It's important for people to remember from whence they came."*

# SUCCESSFUL *Giving.*

Giving Tuesday is a special day of the year where we celebrate generosity in our world and our communities. People show kindness and give back in many different ways. This year, the CFSNM established three different matching funds to support our community during the 2020 holiday season.

First, the #raceto4k matched dollars up to \$4,000 for eligible nonprofit organizations that hold a sustainability endowment within the foundation's organizational funds pool. Donations were given to several of the nonprofit endowments at \$4,000 which was matched by donor dollars with more than \$4,800.

The second match came in partnership with Flores, Tawney, & Acosta PC Injury Attorneys who set a \$10,000 match to support Casa de Peregrinos in providing holiday meals for families in need. "For the last 5 years, the people of southern New Mexico have allowed Flores, Tawney, & Acosta PC Injury Attorneys to represent them in some of the most serious and catastrophic injury cases in the region. Every year our firm tries to say thank you by giving back to the community that has put their trust in us. We know that 2020 has been an extremely tough year so we wanted to step up to help more families. Our firm donated \$10,000 to the Community Foundation of Southern New Mexico and Casa de Peregrinos to provide meals for families in need. We are grateful that on Giving Tuesday, members of our generous community joined our efforts and contributed an additional \$10,000. With these funds, we will be able to provide for more families than ever before." says James Tawney, Partner at Flores, Tawney & Acosta PC Injury Attorneys. The match was met and \$20,000 will go to support purchasing food and distributing to families in need.



An additional match was given by the Tawney Family in collaboration with the Devesthali Family Fund supported. This was a \$3,000 match for Jardin de los Niños. These funds support COVID-19 cleaning supplies and equipment to help the facility remain open to serve the community. With a \$6,000 donation this will allow the Jardin team to purchase a specialized machine and cleaning fluid to clean not only their facility but also Casa de Peregrinos, Mesilla Valley Community of Hope, El Caldito Soup Kitchen, and Amador Health Center.

In total the CFSNM's Giving Tuesday funds were able to raise over \$47,000 for our community's nonprofits, "The team and I are humbled by the generosity of this community. We are honored by each donation, phone call, social media like, and email. We could not have done this without each of you." says Terra V. Winter, President and CEO.

*"Every year our firm tries to say thank you by giving back to the community that has put their trust in us."*



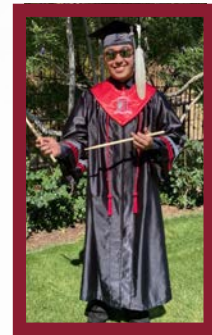
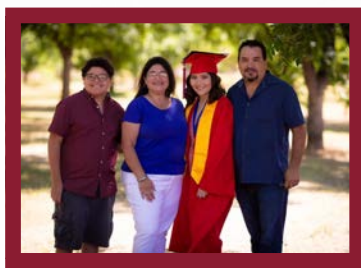
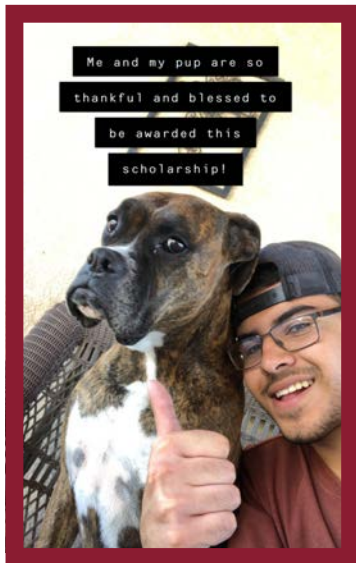
CFSNM Team pictured with Lorenzo Alba of Casa de Peregrinos and James Tawney of Flores, Tawney & Acosta PC Injury Attorneys at the Holiday Food Drive



# SERVING THE *Community.*

Providing opportunities for students to further their education is one of our most significant roles at the CFSNM. We currently house more than 30 scholarships, many of which were established by donors to honor someone's memory or to show gratitude for a friend or family member as a way to recognize and celebrate the lives of those who have made an impact in our community. From scholarships for specific academic programs, to those set up to help single parents with financial need, each donor's vision is reflected in the scholarship parameters.

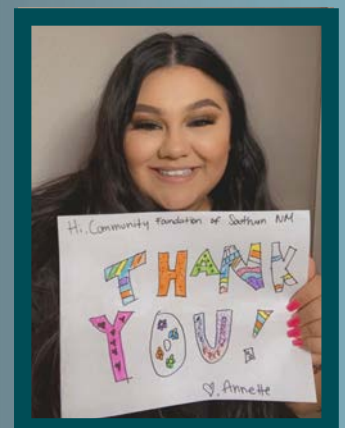
**In 2020, the CFSNM awarded more than \$215,000 in scholarships to 295 students. We are excited to continue serving southern New Mexico, helping students make strides in their educational goals.**



## Springboard! Scholarship Recipients

The Springboard! Scholarship was created in 2004 by women who believe that the power of education can enhance the quality of life for families in southern New Mexico. The fund is awarded to undergraduate female students from all over southern New Mexico who are pursuing higher education. In its first dozen years, SpringBoard! provided assistance to more than 100 women in Southern New Mexico.

"Hello my name is Annette Trejo and I am from Las Cruces, NM. I've been living here for almost 20 years and I love it. I want to sincerely thank you for giving me the chance and to prove that I was worth giving a shot. You guys have no idea how much this will help with my career and being able to achieve my goal in getting a bachelor's in Business. This scholarship will help to decrease the amount of loans I would have to take out or having to take extra long shifts at work. I'm going to be honest I cried to my parents because I was so happy. It seemed so surreal and I am very grateful and blessed."



# GROWING OUR *Impact.*

In November of 2016, a group of concerned citizens decided to address the problem of homelessness in Deming and Luna County, New Mexico. Now known as Deming Silver Linings, this organization strives to provide avenues of sufficiency and ways to serve the needs of the homeless in Luna County. In 2020, the organization was awarded funds through the Wellness Grant housed at the CFSNM. This funding has made all the difference for the organization and many people in need by allowing for the expansion of the food program and improvements in their facility.

Food insecurity has been a prominent issue in the underserved community of Luna County for many years. Since Deming Silver Linings was founded, the food program has played a major role in its mission. Currently, the organization serves hot meals 3 days a week, with plans to increase to 4 days in the near future. "Because of the funds we have been awarded, we have been able to provide a consistent and healthy resource for hot meals each week. We have been able to incorporate food donations as well as increase our purchasing power to bring more diversity to our food program. Because of these funds, our food program is currently self-sufficient from our operating budget, giving us more opportunity to assist our community while enhancing our facilities to expand our mission." says Lauren Verduzco, Program Director of Deming Silver Linings.



During these unprecedented times, organizations such as Deming Silver Linings have been forced to innovate their traditional efforts. This year the organization was able to provide 56 "to-go" style holiday meals with all of the traditional fixings. "We had not previously attempted to provide holiday meals as other community partners had taken initiative over the past 10 years, but due to Covid-19 restrictions, we chose to get creative and ensure special moments during the holidays could still be enjoyed safely." Meals were provided for those that would have otherwise not eaten that day. Unfortunately, these tough times have also brought unexpected budget increases. Funding from the Wellness Grant has served as a cushion for Deming Silver Linings, allowing them to continue their efforts without skipping a beat.

The CFSNM is proud to be a part of such positive change in our communities. Providing funding for nonprofit organizations is at the heart of what we do. Deming Silver Linings is just one of many organizations working to improve lives of those in southern New Mexico. Giving is a chain reaction that we look forward to continue participating in for many years to come.

Providing grant opportunities for local nonprofit organizations is just one of the many ways the CFSNM is growing and sustaining its impact in southern New Mexico. Each year we honor the work and accomplishments of our 42 nonprofit partners through funding dependent on our overall annual gala fundraising income. In 2019, CFSNM gave 2 gala grants. This year we were proud to be able to give out 4 grants to deserving organizations.

The four gala grantees were: El Refugio, Inc., Imagination Library of Grant County, Dona Ana Humane Society, and Mesilla Valley CASA. Each organization was required to submit an application listing how the grant will be used to benefit their mission and goals. These grantees' proposals stood out from the rest, as they truly captured the mission and impact of their institutions in various communities.

The Community Foundation of Southern New Mexico looks forward to awarding these grants each year after our annual gala, and hopes to continuously support our nonprofit partners and their important work in special ways such as our gala grants.





# GIVING *Hope.*

The All Together NM Fund was established by the Governor's office in partnership with the New Mexico Coalition of Community Foundations to address immediate needs in New Mexico to help ensure recovery from the COVID-19 pandemic. The fund addresses food and shelter, access to health services, and supports early childhood needs in communities across the state. As a community foundation, CFSNM helped to determine the most urgent needs to be addressed through the grants being given. The fund provides a phased response to the pandemic by firstly addressing the immediate needs, then addressing income insecurity among workers and businesses, and finally supporting recovery efforts. "The All Together NM Fund represents an unparalleled collaboration between the public and



philanthropic sectors in New Mexico and at a time where working together is an absolute must. By aligning our efforts and coordinating resources in a way that listens and responds to the needs of communities," says Gov. Michelle Lujan Grisham.

Through this fund, CFSNM was able to fund food banks and food pantries to ensure that rural and vulnerable communities have the resources that they need. Harvest Ministries of Roswell, the hub of food distribution in Chaves County, was an organization that received funding in a time of great need. "Your grant was an encouraging and timely donation. Almost all of our volunteers continue to come and serve every day putting themselves at risk, even though with personal protective equipment, to make sure that no one goes hungry

on our watch, but without the funds to continue, they would have nothing to do. Thanks to your donation, we will continue to be able to make sure that we can help everyone who comes to us in need." said Harvest Ministries Executive Director Mark Green. Another grantee of the fund was Bethel Community Storehouse in Moriarty, New Mexico. The funding was able to help cover the costs of PPE supplies for volunteers, which was an added cost due to the pandemic. Many organizations needed support in order to keep providing the goods and services to their communities. The CFSNM was proud to provide a backbone for those organizations.

*"Thanks to your donation, we will continue to be able to make sure that we can help everyone who comes to us in need."*

In December, a group of Las Cruces mothers banded together to ensure that homeless and near homeless migrant children within the Las Cruces Public Schools system received a gift of hope during the holiday season. Branding themselves as Moms for HOPE (Helping Others Pull through Exigencies), they set out on their mission to help the 378 migrant students with heavy needs within the school district.

In just 10 days, the fund was set up at the CFSNM and the real work began. The goal was to collect \$7,560 to provide a \$20 gift card for each student. Moms for HOPE and their mission quickly spread all over social media, bringing in many online donations. "Las Cruces is a caring community. We need to come together to help those who are most vulnerable in our city." says Katy Morrow, a member of the Moms for HOPE. The community surely pulled together, and more than \$8,000 was raised to help the children in need. Each of the 378 students was given a gift card that they could use toward the purchase of food, clothes, or toys.



# GREAT Partnerships.

At CFSNM, we value all of our partnerships, some of the most meaningful being the donor advised funds. Donor advised funds are a great way for individuals and families to get involved in philanthropy. Through the partnerships, donors can make specific recommendations for grants to nonprofit organizations. Funding that comes from these partnerships have long been some of the most impactful in many communities.

The Devasthali Family Foundation Fund was created in 2011 by Drs. Ammu and Rama Devesthali in support of arts, education, and child hunger in southern New Mexico. In the tumultuous year that 2020 was, this grant was able to fund 8 different organizations, each with specific projects. These ranged from summer programs for children to jazz and film festivals. Casa de Peregrinos was a grantee and received funding for their Children's Summer Program. This program provided a second monthly distribution of groceries to families when school was not in session. As children no longer had access to free meals, this program addressed the increased needs of families in the summer.

While many donors choose to leave a lasting legacy through their fund, some choose to remain anonymous, but make just as great of an impact. An anonymous fund was recently established at the CFSNM. Through this donor advised fund, domestic violence shelters and suicide prevention projects have been supported in Las Cruces, Lordsburg and Socorro. While there were many damaging effects of the pandemic, increased domestic violence and suicide rates were among the most heartbreaking. Funding provided by these grants provided organizations with the resources they need to address these issues by spreading awareness and helping those being affected.



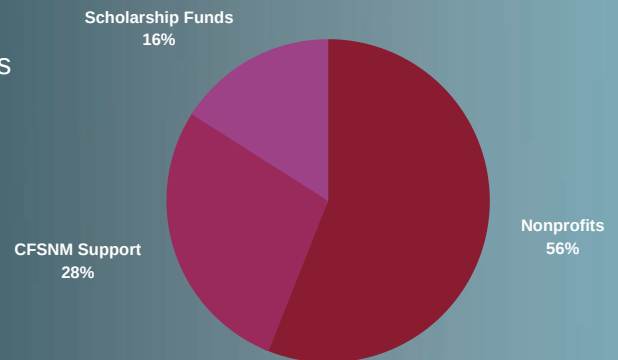
Ammu and Rama Devasthali pictured with grant recipients



COPE completed grant project

Making giving easy has always been an essential part of the CFSNM's mission. In November 2018 CFSNM partnered with the Las Cruces Administration and Human Resources team to establish a payroll giving program for all 1,200 city employees. This program provided the ability to give to an endowment or scholarship housed within the organization by setting up a payroll deduction through the employee service department. The deductions start as low as \$2.50, but can be increased to whatever the employee feels comfortable with, and are set up to be paid bi-weekly.

Strengthening our community through a small gift will sustain the future of these non-profits and scholarships for years to come. "We are honored to have the opportunity to work with City of Las Cruces administrators to find creative ways for employees to give back to our community and causes they are passionate about," said CFSNM board member Abel Covarrubias. "It is exciting to see city employees engaged with the program and exploring what issues mean the most to them." Since the beginning of the City of Las Cruces Payroll Giving Program, CLC employees have given more than \$3,500 to support local endowments and non-profit organizations.





# PREPARING FOR THE *Future.*

In 2020, the Community Foundation of Southern New Mexico celebrated our 31st year of impact in the region, but we know that the future will play a vital role in keeping southern New Mexico a great place to live.

**As part of our mission, we have set a goal to support 30 new endowments in the next 30 years.**

These funds could impact a variety of causes in our community - from child welfare and empowerment to student scholarships and employment sustainability for our future generations. We strive to invest in people - the hearts and minds that make up our community - because that is where real change can be made. To do this, the CFSNM acts as the cornerstone for a series of giving circles, allowing emerging philanthropists to collectively make an impact for the causes they're passionate about. In 2021, the CFSNM will host three giving circles: 100 Who Give Las Cruces, Hispanic Leaders in Philanthropy, and the Boomerang Philanthropists group. Boomerang Philanthropists are our neighbors and friends who grew up in southern New Mexico but moved away for school or work, yet they still have a passion to see this community thrive. Similarly, Hispanic Leaders in Philanthropy are dedicated to growing philanthropy by embracing the unique culture in our region. Finally, 100 Who Give Las Cruces is an outlet for anyone to have the means to give back to organizations that work to make southern New Mexico a great place to live.

## CFSNM Giving Circles



## Join us on our journey to serve, connect, support & sustain southern New Mexico.

One of the goals in our 5-year strategic plan is to strengthen and expand our identity and role in southern New Mexico. Establishing a permanent footprint will allow us to further support our region. With your support, we will continue to serve, connect and support southern New Mexico for years to come.

### *Give today*

Establish a fund or make an annual gift of \$250 or more to an endowed fund at the CFSNM

### *Give tomorrow*

Include the CFSNM in your estate or legacy plan

### *Share your story*

Share with us why you chose to give back to southern New Mexico



COMMUNITY  
FOUNDATION  
OF SOUTHERN NEW MEXICO

2600 El Paseo Rd  
Las Cruces, NM 88001  
575.521.4794  
**info@cfsnm.org**  
**www.cfsnm.org**



Excellence. Accountability. Impact.™

