

# **CELEBRATING 20 YEARS OF ADVANCING HEALTH EQUITY IN NEW MEXICO**

**2021 ANNUAL REPORT**



The Heart & Soul of Health in New Mexico



[conalma.org](http://conalma.org)

# **CELEBRATING 20 YEARS OF ADVANCING HEALTH EQUITY IN NEW MEXICO**

## **2021 ANNUAL REPORT**

- 3** From the Executive Director and Board President
- 4** Our History
- 6** 2021 Hero of Health
- 8** Milestones and Select Initiatives (2001-2021)
- 10** Community Advisory Committee Reflections
- 12** Con Alma Health Foundation 2021 Grantees
- 14** 2021 Financials
- 16** Our People



The Heart & Soul of Health in New Mexico



*“As we celebrated our 20th year anniversary, our philanthropic reach expanded as we continued to leverage local and national resources to advance health equity statewide.”*

–Denise E. Herrera, PhD, MCHES  
Executive Director, Con Alma Health Foundation

# FROM THE EXECUTIVE DIRECTOR & BOARD PRESIDENT

It is with humility and gratitude that we share some of the accomplishments of Con Alma Health Foundation and our partners. As we celebrated our 20th year anniversary, our philanthropic reach expanded as we continued to leverage local and national resources to advance health equity statewide.

A few 2021 highlights include:

- We selected 6 Heroes of Health who have demonstrated exceptional leadership and helped their communities thrive and successfully navigate challenging times in recent years.
- Con Alma was one of thirteen foundations in the U.S. invited to participate in the Local and Regional Foundations Initiative Learning Intensive supported by Robert Wood Johnson Foundation, with the aim to advance racial equity through our philanthropic practices.
- We awarded more than \$1 million in grants to support communities in New Mexico disproportionately affected by the pandemic.
- With support from the W.K. Kellogg Foundation, we awarded 27 grants to promote the equitable allocation, distribution, delivery, and access to Covid-19 vaccines and another 16 grants focused on the community rebuild and healing efforts.

We proudly partnered with local funders on the Native American Recovery Fund Zone Grant—which aims to support Native led organizations to address Covid-19 recovery efforts in New Mexico’s Native American communities in the following areas: family economic security, local health systems, opportunity youth, and water resilience.

We look to the future with optimism—as we develop a new strategic plan, renew our promise to advance health equity for all New Mexicans, and be part of the long-term solutions and systemic change strategies necessary for communities to thrive. We extend our sincere gratitude to our Board of Trustees, Community Advisory Committee, staff, and our funding and community partners. Your unwavering dedication to champion public health and community well-being is inspiring.



A handwritten signature in black ink that reads "Denise E. Herrera".

**Denise E. Herrera,**  
PhD, MCHES  
Executive Director,  
Con Alma Health  
Foundation



A handwritten signature in black ink that reads "Trish Ruiz".

**Trish Ruiz**  
President, Board of  
Trustees



nvoices.org

children



to a  
BETTER  
future!

#Road Ahead

BREAKOUT  
PRESENTER



# OUR HISTORY

In 2001, policy makers and health-consumer advocates collaborated to establish Con Alma Health Foundation as the best way to invest more than \$20 million from the sale of Blue Cross Blue Shield of New Mexico. State law required that its assets be set aside for a nonprofit dedicated to health in New Mexico.

A year later the nonprofit Banner Health Systems sold Los Alamos Medical Center to a for-profit corporation, creating a fund from some of the proceeds to serve the healthcare needs of people living in Los Alamos, Rio Arriba, and northern Santa Fe counties. We partner with the Hospital Auxiliary of the Los Alamos Medical Center as the Northern New Mexico Health Grants Group (NNMHGG) to award annual grants from the fund.



For 20 years, we have followed our collaborative roots—investing more than \$17 million in nonprofits improving health in New Mexico and bringing people together to work toward health equity.

# 2021 HERO OF HEALTH

## Melissa McCue

Every year we recognize an individual who has made extraordinary contributions to the health of their communities. Fellow New Mexicans nominate heroes who work across the state in a variety of ways including healthcare providers, volunteers, policy makers, and advocacy.

**Melissa McCue, Executive Director of Mandy's Farm**, was selected as the 2021 Hero of Health. Mandy's Farm located in Albuquerque serves 170 individuals with developmental disabilities each month.

Melissa believes that bringing awareness to the value of direct support professionals is essential. Once the Covid-19 crisis began, McCue ensured coverage of staff's healthcare premiums for several months and provided retention wages for furloughed employees and temporary pay raises for essential employees working in the homes of adults who have disabilities. In addition, she advocated for higher wages with funders, community members, and the Board of Directors, resulting in permanent wage increases for staff.

"We must continue to work for a living and thriving wage, an equitable career pathway and recognition of the work of our valued direct support professionals in our New Mexican communities," McCue said. "They provide an essential lifeline to the health and safety and meaningful community engagement to individuals with disabilities."

Con Alma donated \$1,000 to Mandy's Farm on McCue's behalf.



## In honor of Con Alma's 20th Anniversary in 2021, we honored five additional leaders:

Tina Cordova of Albuquerque, Pastor John Graydanus of Shiprock, Guadalupe Lugo of Vado, Shelley Mann-Lev of Albuquerque, and Duane Chili Yazzie of Shiprock. Con Alma made a contribution to the nonprofit of their choosing.

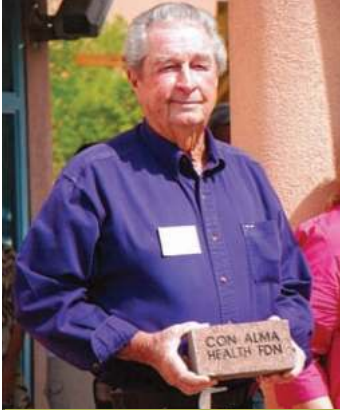




*“We must continue to work for a living and thriving wage, an equitable career pathway and recognition of the work of our valued direct support professionals in our New Mexican communities”*

–Melissa McCue

# MILESTONES & SELECT INITIATIVES (2001-2021)



2001

Con Alma Health Foundation founded as a private foundation focused solely on improving health in New Mexico



2007

Project DIVERSITY launched, a two-year nursing pipeline initiative to increase the number of ethnically diverse nurses in New Mexico



2013

Published "Native American Health Care Reform Guide: Implications of Health Care Reform for Native Americans in NM" to recognize the opportunities to strengthen Indian health systems

Northern New Mexico Health Grants Group (NNMHGG) established as a second grant-giving entity

2003



Published "Health Equity in New Mexico: A Roadmap for Grantmaking and Beyond," to guide our grantmaking and initiatives

2012





2016

Published "Achieving Equity in Health for Children and Families in NM," a guide for policymakers in New Mexico implementing the Affordable Care Act



2019

In collaboration with 10 local foundations, advocated for an accurate Census 2020 count to ensure that our diverse populations were counted fairly and accurately - preserving federal funds for healthcare, education, and infrastructure



2021

Awarded \$600,000 to ensure equitable distribution of Covid-19 vaccines and address the disproportionate impact the pandemic has had on certain populations in New Mexico

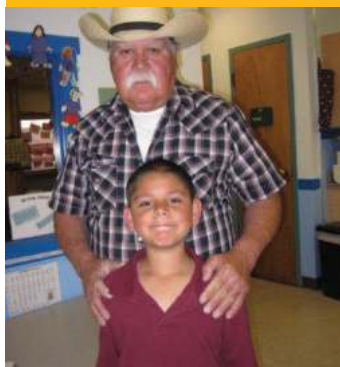
Completed Healthy People Healthy Places initiative, promoting health through equitable built environment and food access policy

2015



Released "Grandparents Raising Grandchildren in New Mexico: Understanding the Trend and Stemming the Tide," a report with recommendations for curbing growth and supporting grandparents

2018



Awarded \$1.6 million to New Mexico nonprofits serving populations critically affected by Covid-19

2020





# COMMUNITY ADVISORY COMMITTEE REFLECTIONS



With almost four decades of combined service to Con Alma Health Foundation (CAHF), Jim Coates and Susie Trujillo shared reflections as Community Advisory Committee (CAC) members

As a founding Con Alma Health Foundation (CAHF) trustee once said, “the CAC is the conscience of Con Alma.” The mission of the CAC is to: provide advice and recommendations to the Board of Trustees concerning the performance of the Foundation in meeting its Charitable Purpose and Mission, and identify and understand the health needs of all New Mexicans.

The CAC has included outspoken members of the Grant Making Committee, which includes CAC and Board members, advocating policies and protocols to assure equity in diversity and regional funding. To bring recognition of Con Alma to more New Mexican communities and the health needs of those communities into clearer focus, the CAC regularly requested broader coverage of CAHF staff and activities throughout the state, outside the typical Santa Fe/Albuquerque locus. And the CAC has been instrumental in conducting site visits as a way to build relationships and better understand the Foundation’s community partners.

The value of the CAC lies in its members’ knowledge of our communities and awareness of the network of health-related non-profits and providers. Their recognition of the vast inequities within communities and among individuals and their zeal to effect necessary changes are CAC members’ most important attributes.

From geographic, cultural, and political differences, with individual demographic, racial, ethnic, gender, age, urban, or rural backgrounds, each CAC member brings a lifetime of experiences to the table. Members gather not for contentious debate, but as knowledgeable voices of their diverse communities, all to help move the Foundation forward to meet its primary goal of improving the health of all New Mexicans.

Though we've long hoped it could, we realize *Con Alma* is a long way from moving any of the needles that address the state's overwhelming health needs. There are not enough resources to quickly end the root causes of the health inequities of our state. We can't buy our residents out of poverty or educate and train ourselves and our neighbors enough to finally eradicate prejudice and racism. We can't convene enough meetings to advocate for policies that will eliminate the inequalities currently inherent within the social determinants of health.

What we do believe though? The CAC is committed to continue to listen, understand, respect, and work together as one; to effectively utilize the strength of our communal power and accumulated resources; to strive together to fulfill the vision of the Foundation's founders.

**Jim Coates and Susie Trujillo**



**Jim Coates,**  
CAC Glenwood



**Susie Trujillo,**  
CAC Silver City



# CON ALMA HEALTH FOUNDATION 2021 GRANTEES

## 2021 GENERAL OPERATING AND PROJECT GRANTS

*Supporting health systems strategies to address the needs of our diverse communities (13 grants, totaling \$242,500)*

[Cavern City Child Advocacy Center](#)  
(\$20,000)

[Child Counseling Center and Play Therapy Institute of New Mexico](#) (\$15,000)

[Doña Ana Communities United](#) (\$20,000)

[Health Security for New Mexicans Campaign](#) (\$20,000)

[La Plaza De Encuentro Gathering Place](#)  
(\$20,000)

[La Semilla Food Center](#) (\$20,000)

[NACA Inspired Schools Network](#) (\$20,000)

[New Mexico Black Leadership Council](#)  
(\$20,000)

[Pegasus Legal Services for Children](#)  
(\$20,000)

[Southwest Women's Law Center](#) (\$20,000)

[Think New Mexico](#) (\$7,500)

[Tribal Adaptive Organization](#) (\$20,000)

[United Voices for Newcomer Rights](#)  
(\$20,000)

## 2021 TECHNICAL ASSISTANCE GRANTS

*Strengthening the capacity of New Mexico's nonprofit sector (6 grants, totaling \$115,000)*

[100% Otero](#) (\$20,000)

[CASA of Lea County](#) (\$20,000)

[Health Equity Alliance for LGBTQ New Mexicans](#) (\$15,000)

[Mandy's Farm](#) (\$20,000)

[New Mexico Kids Matter Inc.](#) (\$20,000)

[Zuni Youth Enrichment Project](#) (\$20,000)

## 2021 NORTHERN NEW MEXICO HEALTH GRANTS GROUP GRANTS

*Promoting the health and wellness of the people of Los Alamos, Rio Arriba, and northern Santa Fe counties through a partnership between the Con Alma Health Foundation and the Hospital Auxiliary for Los Alamos Medical Center (14 grants, totaling \$150,000)*

[Big Brothers Big Sisters Mountain Region](#)  
(\$10,000)

[Boys & Girls Clubs of Santa Fe/Del Norte](#)  
(\$10,000)

[Child Counseling Center and Play Therapy Institute of New Mexico](#) (\$15,000)

[Family Strengths Network](#) (\$8,000)

[Family YMCA](#) (\$7,500)

[Inside Out](#) (\$12,000)

[Las Cumbres Community Services](#) (\$12,000)

[Los Alamos Family Council](#) (\$12,000)

[Los Alamos Juvenile Justice Advisory Board](#)  
(\$7,500)

[Mesa to Mesa](#) (\$12,000)

[National Latino Behavioral Health Association](#) (\$10,000)

[New Mexico State University Foundation](#)  
(\$10,000)

[Santa Fe Recovery Center](#) (\$12,000)

[University of New Mexico Institute for Social Research](#) (\$12,000)

## VACCINE ROLLOUT (WKKF)

*Promoting the equitable allocation, distribution, delivery, and access to Covid-19 vaccines. (27 grants, totaling \$600,000)*

[Battered Family Services](#) (\$25,000)

[Boys & Girls Clubs of Santa Fe/Del Norte](#)  
(\$25,000)



**Cavern City Child Advocacy Center**  
(\$25,000)

**Centro Savila** (\$25,000)

**Chainbreaker Collective** (\$25,000)

**El Calvario United Methodist Church**  
(\$25,000)

**Friendship Club** (\$10,000)

**Health Action New Mexico** (\$25,000)

**Health Equity Alliance for LGBTQ New  
Mexicans** (\$25,000)

**Igbo Union of New Mexico, Inc** (\$25,000)

**Justice Access Support and Solutions for  
Health dba Casa de Salud** (\$25,000)

**La Familia Medical Center** (\$25,000)

**Mora Valley Community Health Services,  
Inc.** (\$25,000)

**New Mexico Alliance of Health Councils**  
(\$10,000)

**New Mexico Association of Grantmakers**  
(\$25,000)

**New Mexico Black Leadership Council**  
(\$25,000)

**New Mexico Immigrant Law Center**  
(\$25,000)

**New Mexico Public Health Association**  
(\$25,000)

**New Mexico Social Justice Equity Institute**  
(\$25,000)

**New Mexico State University Foundation**  
(\$25,000)

**NMCAN** (\$10,000)

**St. Luke's Health Care Clinic dba Amador  
Health Center** (\$25,000)

**Success Institute of America** (\$10,000)

**Taos Immigrant Allies** (\$10,000)

**The Human Body Shop** (\$25,000)

**University of New Mexico College of  
Education & Human Sciences** (\$25,000)

**Young Men's Christian Association  
of El Paso** (\$25,000)

#### **COMMUNITY REBUILD (WKKF)**

*Promoting the ongoing healing and  
community rebuild related to Covid-19. (16  
grants, totaling \$1,204,100)*

**Chainbreaker Collective** (\$50,000)

**Española Public Schools** (\$100,000)

**Generation Justice** (\$98,800)

**Health Action New Mexico** (\$100,000)

**National Indian Youth Leadership  
Development Project Inc** (\$50,000)

**New Mexico Black Leadership Council**  
(\$100,000)

**New Mexico Center on Law and Poverty**  
(\$75,000)

**New Mexico Immigrant Law Center**  
(\$100,000)

**NMCAN** (\$20,000)

**Rio Grande Alcoholism Treatment Program**  
(\$50,000)

**Somos Un Pueblo Unido** (\$100,000)

**Taos County Economic Development  
Corporation** (\$65,200)

**The Counseling Center** (\$100,000)

**Truchas Services Center Inc.** (\$10,000)

**United South Broadway Corporation**  
(\$87,000)

**United Way of Eastern New Mexico Inc.**  
(\$98,100)

# 2021 FINANCIALS

## Con Alma Health Foundation, Inc.

### Statement of Financial Position December 31, 2021

With Summarized Comparative Totals as of December 31, 2020

ASSETS	2021	2020
Current assets		
Cash and cash equivalents	\$ 1,814,942	\$ 1,546,435
Accrued federal excise tax	-	1,710
Investments, at fair value	2,057,117	1,500,000
Prepaid expenses	7,467	7,183
<b>Total current assets</b>	<b><u>3,879,526</u></b>	<b><u>3,055,328</u></b>
Noncurrent assets		
Investments, at fair value	28,784,664	24,969,325
Property and equipment, net	619,073	644,193
<b>Total noncurrent assets</b>	<b><u>29,403,737</u></b>	<b><u>25,613,518</u></b>
<b>Total assets</b>	<b>\$ <u>33,283,263</u></b>	<b>\$ <u>28,668,846</u></b>

LIABILITIES & NET ASSETS	2021	2020
Current liabilities		
Accounts payable	\$ 62,215	\$ 60,631
Grants payable	870,800	249,000
Accrued liabilities	53,132	66,434
Accrued federal excise tax	12,921	-
<b>Total liabilities</b>	<b><u>999,068</u></b>	<b><u>376,065</u></b>
Net assets		
Without donor restrictions	480,354	530,353
With donor restrictions	31,803,841	27,762,428
<b>Total net assets</b>	<b><u>32,284,195</u></b>	<b><u>28,292,781</u></b>
<b>Total liabilities &amp; net assets</b>	<b>\$ <u>33,283,263</u></b>	<b>\$ <u>28,668,846</u></b>

### Grants From Inception—NNMHGG

December 31, 2021

Net Asset Value	\$5,359,043
Banner Health Contributions	\$3,500,000
Cumulative Grants	\$3,034,949

# Con Alma Health Foundation, Inc.

## Statement of Activities For the Year Ended December 31, 2021

With Summarized Comparative Totals for the Year Ended December 31, 2020

	Without Donor Restrictions	With Donor Restrictions	2021 Total	2020 Total
<b>Revenues and support</b>				
Grants	\$ -	\$ 2,596,000	\$ 2,596,000	\$ 1,760,000
Contributions	-	170,000	170,000	10,000
Investment income, net	-	4,554,065	4,554,065	2,116,532
Other income	-	-	-	46
Net assets released from restrictions: Investment return appropriated and released for current operations from donor-restricted endowment and WKKF initiative match	3,278,652	(3,278,652)	-	-
<b>Total revenues and support</b>	<b><u>3,278,652</u></b>	<b><u>4,041,413</u></b>	<b><u>7,320,065</u></b>	<b><u>3,886,578</u></b>
<b>Expenses</b>				
Foundation healthcare programs	2,703,275	-	2,703,275	2,511,279
NNMHGG healthcare programs	215,110	-	215,110	212,518
General and administrative	320,186	-	320,186	280,373
Fundraising	12,726	-	12,726	11,801
NNMHGG general and administrative	57,553	-	57,553	50,412
<b>Total expenses</b>	<b><u>33,08,850</u></b>	<b><u>-</u></b>	<b><u>3,308,850</u></b>	<b><u>3,066,383</u></b>
Change in net assets before provision for excise taxes	(30,198)	4,041,413	4,011,215	820,195
Excise taxes	(19,801)	-	(19,801)	(6,850)
Change in net assets	(49,999)	4,041,413	3,991,414	813,345
Net assets, beginning of the year	530,353	27,762,428	28,292,781	27,479,436
<b>Net assets, end of the year</b>	<b><u>\$ 480,354</u></b>	<b><u>\$ 31,803,841</u></b>	<b><u>\$ 32,284,195</u></b>	<b><u>\$ 28,292,781</u></b>

### Grants From Inception (Excluding NNMHGG)

December 31, 2021

Endowment Net Asset Value	\$25,880,015
Blue Cross Contribution	\$20,000,000
Cumulative Grants	\$13,924,304



# OUR PEOPLE

## Board of Trustees

### President

Trish Ruiz, Hobbs

### Vice-President

Nathan Padilla, Roswell

### Treasurer

Barry Herskowitz, Santa Fe

### Secretary

Renee Goldtooth-Halwood,  
Navajo Nation

Robert Apodaca, Corrales

Robin Brule, Albuquerque

Rainey Enjady, Mescalero  
Apache Nation

Lori Martinez, Las Cruces

Nathan Padilla, Roswell

Regis Pecos, Cochiti Pueblo

Alisha Prada, MD,  
Albuquerque

Fred Sandoval, Cochiti

Lorrina Segovia, Roswell

Terri Tewart, Santa Fe

Gary Williams, Albuquerque

### Committee Members at Large

Steve Gaber

Rick Tyner

Deborah Walker

### Outgoing 2021 BOT Members

Barrett Brewer, Gila

Robert Phillips, Roswell

Carlos Romero, Albuquerque

## Community Advisory Committee

### Chair

Donna House, Alcalde &  
Navajo Nation

### Secretary

Wanda Ross Padilla, Santa Fe

Beverly Allen, Carlsbad

Joaquin Arguello de Jesus,  
Taos

Leigh Caswell, Albuquerque

Jim Coates, Glenwood

Yolanda Cruz, Las Vegas

Melanie Goodman, Mesilla

Sonlatsa Jim-Martin, Gallup

Robert Nelson, Albuquerque

Twila Rutter, Clovis

Susie Trujillo, Silver City

Helen Tso, Farmington

### 2021 Outgoing CAC Members

Patricia Collins, Hobbs

Wanda Ross Padilla, Santa Fe

# Northern New Mexico Health Grants Group 2021

## Chair

Joe Gutierrez

Nelsy Dominguez

Sue Friar

Shelley Morris

## Outgoing 2021 NNMHGG Members

Wendy Schamaun

Teri Nixon

## Staff

### Executive Director

Denise Herrera

### Program Director

Nelsy Dominguez

### Associate Director

Amy Donafrio

### Communications Consultant

Deborah Busemeyer

### Information Manager

Cecile LaBore

### Associate Program Officer

Dennis McCutcheon

### CPA

Candace Hintenach

A heartfelt thank you to Dolores E. Roybal, Executive Director, for her 15 years of leadership. We congratulate her on her retirement in 2021.



## Memberships

Council on Foundations

Funders for LGBTQ Issues

Grantmakers in Aging

Grantmakers in Health

Groundworks New Mexico

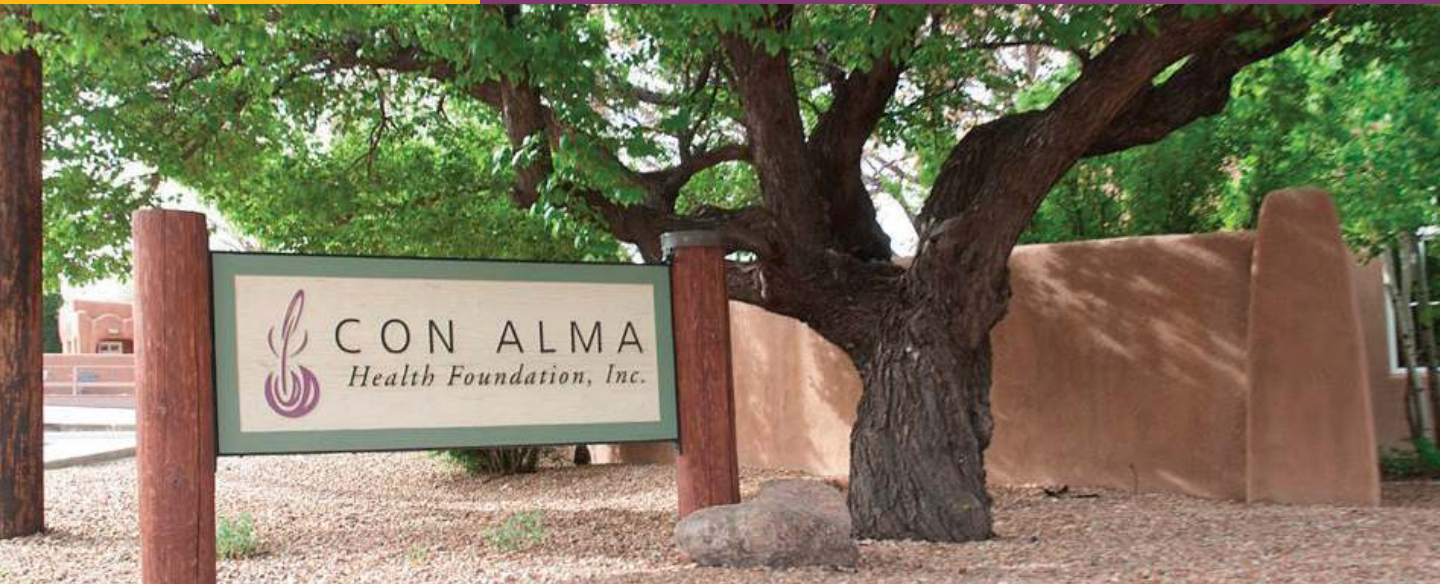
Hispanics in Philanthropy

National Rural Health

Neighborhood Funders Group

New Mexico Asset Funders Network

U.S.-Mexico Border Philanthropy



**The Heart & Soul of Health in New Mexico**

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Con Alma Health Foundation is a tax-exempt private foundation under Section 501(c)3 of the Internal Revenue Code.