



# 2025 Year In Review



## Dear Partnership for Community Action Family,

Stepping into the role of Executive Director as we kick off PCA's 35th anniversary year is both humbling and deeply inspiring. For more than three decades, families across New Mexico have shaped this organization into what it is today, a place where community wisdom leads, where generational opportunity is nurtured, and where families create the conditions for their own success.

2025 offered us a chance to honor that legacy while also charting a bold path forward. As we continued strengthening our programs, from early childhood leadership development to community wealth-building initiatives, we also invested in PCA's long-term foundation. We focused on building the systems, partnerships, and organizational capacity that will allow PCA to grow with intention and sustain our impact for the next generation. This work ensures we continue investing in people, organizing communities, and building the leadership that drives community-led solutions.

What moved me most this year were the moments of quiet leadership that showed the power of community in action: a young parent stepping into the New Mexico Roundhouse to advocate for Baby Bonds for the first time; an early childhood educator sharing her expertise to shape fair wage policies for the workforce; a childcare business securing a \$50,000 PCA microloan to remodel their center and expand care for local families; and sitting alongside incredible community partners to lift up policies like Baby Bonds and the Wage and Career Ladder

for early childhood educators. These everyday acts of courage and vision are the true markers of our progress—and a reminder that systemic change begins with the leadership from the community.

As we look ahead, PCA will continue to be rooted in the values that built this organization and energized by a vision for what comes next. We are strengthening our leadership pipelines, deepening our policy and advocacy efforts, and expanding ways to invest resources directly into families. Our commitment remains unwavering: to create the structures and opportunities that allow families to thrive on their own terms and to advance community-led solutions that build a more just New Mexico.

Thank you for walking with us—through transition, through growth, and through the ongoing work of building a more equitable future. Your belief in PCA makes this work possible. I am honored to serve this community and excited for what we will create together in the years ahead.

With gratitude and hope,

**Teresa Madrid**  
Executive Director





# Invest in People



## New PCA Team Members

People are the most important part of all of the work we do. This year, we were able to expand our team and welcome four individuals to keep building our community capacity!



**Evelyn Ramos**  
Community Program  
Specialist



**Reeve Mora**  
Community Program  
Coordinator



**Omar Torres**  
Communications  
Manager



**Alejandra  
Grijalva-Becerra**  
Deputy Director

## Economic Equity, Scaled for Greater Impact

### Microlending

Our relationship-based microlending program, supported by Nusenda Credit Union, scaled in 2025 to meet growing community needs.

In 2025, we provided:

- **19 loans**
- **Totaling \$319,236**

With a **98% repayment rate** since 2018, our relationship-based microlending model has demonstrated trust and accountability. In 2025, the program expanded to include tiered loans of up to \$50,000 based on borrower readiness and need — unlocking greater capital access for families and small businesses.



*"I am grateful for the microloan program. I would have never approached a bank, but PCA made it easy for me to apply. The microloan helped me turn my business idea into a reality!"*

—Carmen Duran



## New This Year: The Educators Enrichment Collaborative (EEC)

A dedicated community of licensed homebased early childhood educator-owners. Features the Together We Grow incentive program. The program shares essential skills in advocacy, personal care, and business tools. Designed to help early childcare ventures thrive.

### Impact Highlights

- **41 licensed home-based childcare providers** supported by PCA
- **Increased quality ratings**, with 5 providers advancing in the FOCUS Star levels
- **20 educators** with a new CPR certification
- **Expanded childcare capacity**, serving more children and families
- **12 sessions to build stronger small businesses**, through coaching, leadership development and business tools

This year, Margarita Muñoz's *Un Nuevo Caminar* childcare achieved a 5 star rating! We are lucky to be a part of Margarita's journey and are excited to share her passion for high quality childcare.



## Economic Empowerment Series

What began as borrower-focused financial coaching grew into a statewide Economic Empowerment Series, four workshops with over **115 participants**. Topics, chosen by community members, covered credit building, homeownership, and financial planning. Partnerships with Nusenda Credit Union, Homewise, and the New Mexico Asian Family Center expanded our resources and reach.

*"It was great to learn about how to raise my credit and about the two types of loans for first time home buyers."*

—Veronica Avalos

## Engaging Families to Raise Their Financial Capability

PCA is honored to work with **37 Albuquerque families** through a family-centered Direct Cash Transfer initiative grounded in dignity and trust, walking alongside parents as they build stability, navigate challenges, and invest in their children's well-being. By pairing consistent, relationship-based support with two-generation engagement, PCA connects caregivers to vital resources and amplifies their lived experience to shape policy, building pathways for families to thrive across generations.

## Together We Grow Incentive Program

Together We Grow is PCA's investment in educators with lived experience—providing financial incentives that support home-based childcare providers to strengthen their businesses, sustain high-quality care, and grow as leaders.

### Together We Grow Impact Highlights

- Financial incentives for licensed home-based educators advancing their childcare businesses
- Stronger educator stability, supporting quality care and long-term sustainability
- Skills built in advocacy, self-care, and business leadership
- Leadership rooted in lived experience, creating pathways to organize and advocate for systems change



# Developing Strong Leaders

## Empowering Leaders, Transforming Systems

### Two-Generation Family Engagement

As New Mexico's only certified Trainer of Facilitators for AP-OD, also known as Abriendo Puertas/Opening Doors, PCA equips community leaders to deliver culturally responsive two-generation family engagement.

This year:

- **44 facilitators** representing **18 organizations** and **early childhood coalitions** were trained
- **37 classes** implemented across the state
- **245 families** participated
- **573 children** impacted



*"There's a need for families, and specifically for fathers and men who are care-takers. This is a beneficial way to use cultural competency to really help and move forward in the community."*

—Kyle Manuelito, Newly Certified AP-OD Trainer, Gallup, New Mexico



**PCA invested \$188,000 directly to community partners** committed to implementing AP-OD, supporting facilitators who lead classes long after initial training.

This train-the-facilitator model builds sustainable community infrastructure, ensuring New Mexico families have the tools, confidence, and networks to advocate for their children's futures.



30 AP-OD facilitators from across New Mexico convened to celebrate family engagement and exchange lessons from their work with families statewide.

## Young Parent Advocate Program: Leadership Rooted in Experience

This initiative uplifts the voices of young parents (ages 15–24) across New Mexico through a two-generation approach, centering their experiences to shape more equitable policies for families.



- **20 young parent leaders** from Bernalillo, Rio Arriba, Luna, Valencia, and Doña Ana counties.
- The cohort includes 16 women and 4 men from diverse backgrounds, including married, co-parenting, and single parents.
- Directly impacts **19 children**.
- Hybrid engagement model: combining virtual leadership session with **3 in-person Care & Connect gatherings**.
- **75 hours** of leadership development, policy learning, and collective advocacy engagement.

In 2025, parents connected, formed subcommittees, and aligned personal goals with statewide advocacy for impactful participation in the 2025 Legislative Session.

*I'm grateful for the opportunity to share space and knowledge with other families going through similar experiences. Thank you PCA for creating these opportunities!*

—Veronica Ramirez

## Educadores RISE: Resources, Innovation, Support for Educators

Educadores RISE completed its second year with the graduation of a new cohort in November. The program offers professional development that supports home-based childcare providers in building sustainable businesses and providing high-quality early education.



- **14 graduates** completed over **40 hours** of training.
- **270 hours** of 1-on-1 coaching.
- Graduates earned **508 continuing education units (CEUs)** aligned with the Early Childhood Education and Care Department.
- **64%** increased knowledge of quality childcare practices.
- **86%** grew their understanding of child development and kindergarten readiness.
- **50%** gained business knowledge to run their childcare service.

## THE Accelerator: Growing Businesses, Improving Quality

In partnership with Growing Up New Mexico and WESST, THE (Training Home Educators) Accelerator supported **51 home-based childcare providers** across New Mexico with bilingual business training, mentorship, and coaching.

Participants reported back:

- **48%** increased their revenue.
- **89%** improved their quality of care.
- **41%** now care for more children.
- **90%** feel more confident as providers.
- **30%** hired paid staff.
- **41%** better connected to resources.

*"I feel like the Accelerator was so motivating... it made me feel excited to open up my home daycare!"*

—Laura, Las Cruces Provider



# We Organize Communities



Through programs, outreach, and organizing, PCA has reached over 4,000 community members.

## Garnering Community Voice

**RAPID Survey Project** – In 2025, we partnered in the RAPID-EC Survey Project based at Stanford Center on Early Childhood; an ongoing national effort elevating family and provider experiences. With them we conducted a RAPID Survey specific to Albuquerque, where 2815 parents and caregivers of young children shared their experiences across two surveys. This community-grounded data reflects the realities our local families are facing.

**Community Engagement Listening Sessions** – In 2025, PCA brought together over **200 community members** to discuss key initiatives, including Baby Bonds, the Wage and Career Ladder for early childhood educators, and Direct Cash Transfers. These coalition meetings fostered dialogue, informed our work, and strengthened community-driven solutions for economic equity and early childhood advocacy.

## Growing Our Community Action Campus

PCA continues to forge relationships and imagine what is possible in the community-centered space at the Social Enterprise Center. The Community Engagement room hosted 170 community based events, serving over 1700 community members. We recently renovated an additional community space in the casita—**La Sala**—set to launch in January 2026.

In 2025 we welcomed two art-based organizations to the SEC Community Action Campus: Risolana and Friends of the Orphan Signs.

**Risolana** empowers community by teaching the process and uses of the risograph. Risolana aims to cultivate an artmaking space as accessible as the risograph itself.

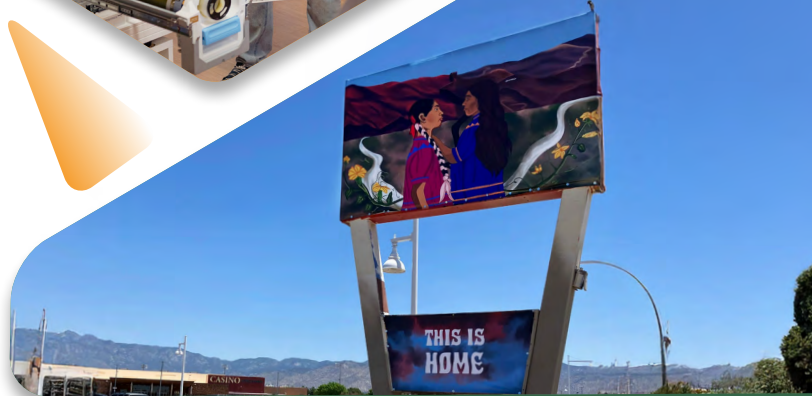


Photo courtesy of Friends of the Orphan Signs

**Friends of the Orphan Signs (FOS)** collaboratively and creatively revitalizes abandoned or unused road signs with artwork, focusing along historic Route 66 in Albuquerque.

## Growing a Statewide Network of Educators

We continued to build and strengthen **Educadores Para Los Niños del Futuro**, a trusted professional community for home-based childcare educators across New Mexico.

- Membership grew from **47 to 99 active members** in 2025
- **106 educators** participated in 16 network activities throughout the year
- Statewide impact with members in **Bernalillo, Sandoval, Doña Ana, Santa Fe, Valencia, and Otero counties**
- **25 educators** received 1-on-1 coaching

Monthly meetings covered topics from business licensing to emotional wellness, while focus groups elevated educator voices in statewide policy discussions.



## Building Collective Impact Through Coalitions

PCA collaborates across a powerful ecosystem to drive transformative change for families in New Mexico.

- **Together We Rise Coalition** – A PCA community-based coalition working with communities to address shared social, economic, and environmental challenges.
- **New Mexico BIPOC Community Voice Coalition** – Focuses on culturally respectful perinatal care and anti-racist early education for families from historically underinvested communities.
- **Kids First Coalition** – Secures dignified wages and benefits for early educators, prioritizing BIPOC and immigrant communities while advancing systemic reforms for workforce equity and childcare accessibility.
- **Child Care NEXT Coalition** – Advocates for equitable wage and career ladders, professional development, and transformative policies to stabilize the early childhood education workforce.





# We Advocate For Systemic Change



## Building a Future Where All New Mexicans Thrive

In the **2025 Legislative Session**, families and communities, said *¡Presente!* and advocated for House Bill 7, the Children's Future Fund Act, a transformative policy that would have built infrastructure to help close the wealth gap and create long-term economic opportunities for future generations. **Over 121 members of the PCA community visited the legislative session 9 times to provide testimony and meet with policy makers.** House Bill 7 passed the house floor but rolled in the Senate.

During the **2026 Legislative Session**, PCA will continue to engage the community on the following priorities as we advance our mission:

- **Baby Bonds: Building Generational Wealth** – Baby Bonds lay a financial foundation for New Mexico's youngest residents, turning initial investments into lifelong opportunities.
- **Early Childcare and Education Wage & Career Ladder** – We are advocating for robust, recurring funding to support dignified and equitable wages for early childhood educators.
- **Direct Cash Transfer** – Support for the expansion of programs that build financial security for New Mexico families.



Thank you for partnering with us to invest in people, strengthen communities, and advocate for a more equitable New Mexico.

# Thank You to Our Funders!

AP-OD, also known as  
Abriendo Puertas/Opening Doors

Cambiar Thrive

Care for All with Respect and Equity  
(CARE) Fund

Con Alma Health Foundation

Conrad Hilton Foundation

Energy Foundation

Congresswoman Melanie Stansbury

McCune Charitable Foundation

National Women's Law Center

New Mexico Foundation

New Mexico Department of Health

New Mexico Early Childhood Education  
& Care Department

PNM Foundation

Robert Wood Johnson Foundation

Santa Fe Community Foundation

Senator Martin Heinrich

United Parent Leaders Action Network

W.K. Kellogg Foundation

