



**UNITED WAY**

**North Central New Mexico**

**Goodwill**

**Industries of New Mexico**





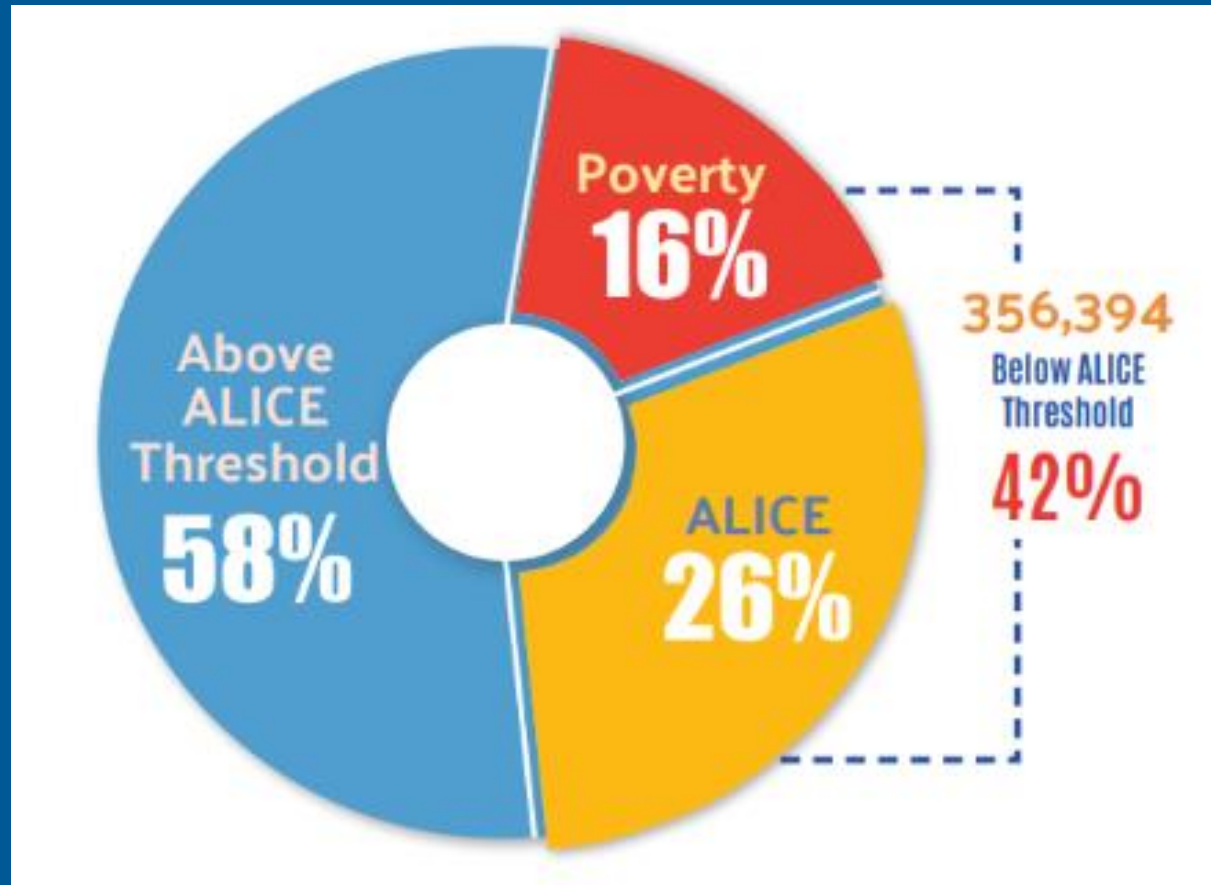
**UNITED WAY**

**North Central  
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## **United Way + OED: Building Financial Coaching in Santa Fe**

- **2024:** Partnership launched to explore expanding financial coaching in Santa Fe
- **2024–25:** Mapped the local financial services ecosystem and convened community partners to identify opportunities for collaboration
- **2025:** United Way developed a sustainable **volunteer financial coaching model** tailored to the community
- **2025–26:** Trained community volunteers and established a platform for coach training, client support, and financial education
- **2026:** Financial coaching pilot launched through United Way's nonprofit partner network
- **Today: 30 clients engaged with 6 active volunteer coaches**, with the model continuing to grow

# ALICE in New Mexico



## Direct Services: Meeting Today's Needs

While we work to create long-term change, we also help individuals and families navigate immediate challenges through information, resources, transportation, financial empowerment, and survivor support.

# 211

Powered by United Way  
North Central New Mexico

“One call can connect someone to housing, food, healthcare, transportation, and hope.”

—Kelli Gallardo,  
UWNCNM Director of 211 Helpline

## 24,269

calls answered  
across 11 counties  
in north central  
New Mexico  
during 2025

## 371% GROWTH

Increase in calls  
since 2022

## 23,488

Referrals Provided  
Connecting community  
members to critical  
resources and services

## RIDE UNITED

### Transportation Access

When transportation barriers are removed, people can access the care, opportunities, and support systems that help strengthen health, stability, and quality of life.

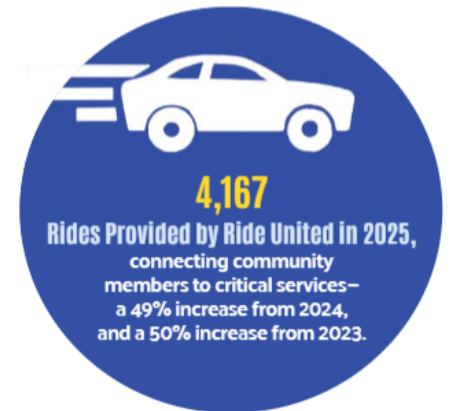
### Food & Healthcare Were the Top Needs

In 2025, the majority of rides supported access to:

39% Health & Medical Services  
34% Food Access

### Supporting Older Adults

30% of riders were seniors, helping older adults maintain independence while accessing medical care, food, and other essential resources



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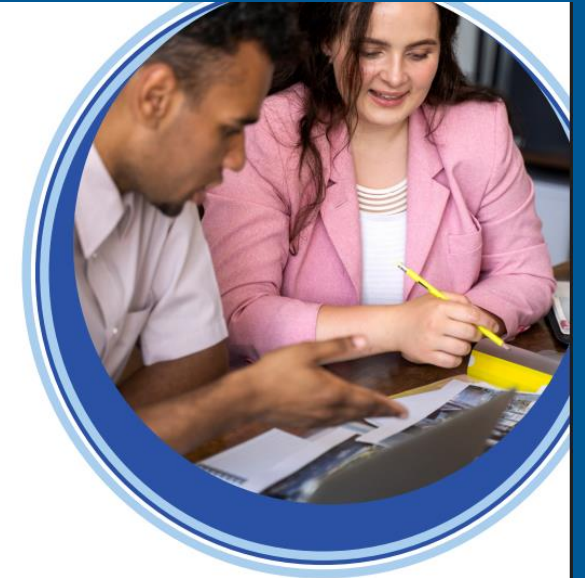


By helping families claim every dollar they have earned, Tax Help New Mexico strengthens financial stability and economic mobility.



**UNITED WAY**  
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## Free Financial Coaching in Santa Fe



Take control of your financial future – with FREE support.



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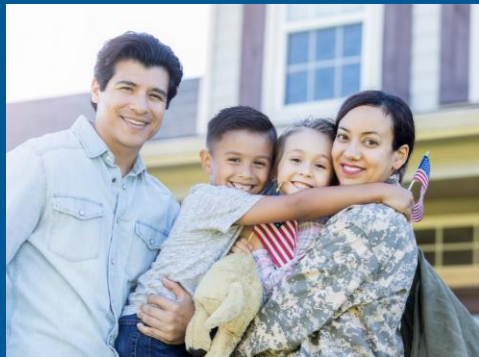


## Our Mission

To do *good* in our community by providing skills training, job placement and social services.

## Our Vision

Creating a place where every donation has a second chance and a community where everyone has an opportunity for their *good* to grow.



# Our Programs & Services

## Currently in Santa Fe:



### GoodJobs

We help people find long-term employment that meets their needs, abilities, and interests.



### Homeless Veterans' Reintegration

We help veterans who have lost (or who risk losing) their homes to get jobs and social services.



### Supportive Services for Veteran Families

We help stabilize housing for very low-income veterans and their families.



### Senior Community Service Employment

We offer work experience to help low-income seniors 55+ find employment in their community.



### Gateway To Work

We provide companies with pre-screened candidates at no cost. They decide who to hire!

## Looking to the Future:



### GoodSkills

We offer comprehensive job readiness training classes such as hiring essentials and computer skills.



### NextSteps Reentry Services

We help institution-referred persons gain skills and get jobs. Services begin pre-release and continue post-release.



# Community Partnerships: Building a Network of Support

- **Better Participant Outcomes:**
  - Collaboration across providers and disciplines
  - Shared expertise and resources
  - Whole person support
  - Increased Accessibility
  - Improved Service Efficiency

# The Opportunity Center



**GINM's Opportunity Center is a community resource one-stop shop.**

- **Multiple service providers/disciplines available in one easy to access location**
- **Enrollment in GINM's programs is not required**
- **Services provided are on a rotating schedule**

# A Community Resource Hub

| MONDAY                                                                                                                                        | TUESDAY                                                                                                                                                                                                            | WEDNESDAY                                                                                                                                                           | THURSDAY                                                                                                                                                                                            | FRIDAY                                                                                                                                                                               |
|-----------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <br>8:00AM - 10:00AM                                         | <br>9:00AM - 12:00PM<br>& 1:00PM - 4:00PM                                                                                        | <br>A Peaceful<br>Habitation<br>9:00AM - 12:00PM<br>4th Wednesdays               | <br>Jobs for<br>America's<br>Graduates<br>10:00AM - 1:30PM                                                       | <br>ABQ Center for<br>Hope & Recovery<br>9:00AM - 12:00PM<br>Last Friday of the month             |
| <br>Planned<br>Parenthood<br>12:00PM - 3:00PM<br>1st Mondays | <br>sunscription<br>Community Solar<br>10:00AM - 3:00PM                                                                           | <br>DAY ONE<br>Home Visiting Program<br>9:00AM - 12:00PM<br>1st & 2nd Wednesdays | <br>Albuquerque<br>HEALTHCARE<br>for the homeless<br>1:00PM - 4:00PM<br>2nd Thursdays                            | <br>CATHOLIC CHARITIES<br>HONORING HUMAN DIGNITY<br>9:00AM - 12:00PM<br>First Friday of the month |
| <b>YOUR<br/>ORGANIZATION<br/>COULD BE<br/>HERE!</b><br><br>Call Justin at 505.314.1816<br>for info                                            | <br>DVR<br>NEW MEXICO DIVISION OF<br>VOCATIONAL REHABILITATION<br>PUBLIC EDUCATION DEPARTMENT<br>1:00PM - 4:00PM<br>2nd Tuesdays | <br>HEADING<br>HOME<br>1:00PM - 4:00PM                                           | <br>BankOn<br>New Mexico<br>1:00PM - 3:00PM<br>2nd & 4th Thursdays                                               | <br>Birthright of<br>Albuquerque<br>9:30AM - 11:30AM<br>Last Friday of each month                 |
|                                                                                                                                               | <br>Oak St.<br>Health<br>1:00PM - 4:00PM<br>1st & 3rd Tuesdays                                                                   | <b>ALL ARE<br/>WELCOME!</b><br>No appointment<br>needed                                                                                                             | <br>nm new mexico<br>solutions<br>1:00PM - 4:00PM                                                                | <br>PNC<br>10:00AM - 12:00PM<br>2nd & 4th Fridays                                                 |
|                                                                                                                                               |                                                                                                                                                                                                                    |                                                                                                                                                                     | <br>ONE<br>ALBUQUE<br>youth &<br>family services<br>Early Learning Programs<br>1:00PM - 3:00PM<br>4th Thursdays | <br>PRESBYTERIAN<br>Turquoise Care<br>12:00PM - 3:00PM<br>2nd Friday of the month                 |
|                                                                                                                                               |                                                                                                                                                                                                                    |                                                                                                                                                                     |                                                                                                                                                                                                     | <br>NMHealth<br>1:00PM - 4:00PM<br>1st & 3rd Fridays                                             |
|  <b>NM Department of Veterans Services</b>                 |                                                                                                                                                                                                                    |                                                                                                                                                                     | Monday - Friday<br>8:00AM - 5:00PM                                                                                                                                                                  |                                                                                                                                                                                      |

# Thank you.

Questions?



**Get in touch.**

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

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 505.881.6401