

# IMPACT REPORT 2024



**APRENDAMOS**  
Family of Services





## Dear Community,

At Aprendamos Family of Services, the connections we make with our strategic partners and our community are the driving force behind everything we do. As we reflect on 2024, we not only look back on our shared accomplishments but also celebrate the spirit of collaboration that defines us. The dedication, passion, and steadfast support you have offered our Aprendamos family have been essential in creating lasting change in the lives of children, families, and communities we serve.

The difference we make together goes beyond mere numbers; it speaks to the collective strength of a community dedicated to making a meaningful difference. We learned that when we work together, we can build brighter futures. I am excited for the continued impact we will create and the collaborations that will inspire and empower our community.

Thank you for your unwavering commitment to our mission, your collaborative spirit, and your belief in the transformative change we can bring about together!

In community,

*Abel Covarrubias*

**Abel Covarrubias, CEO**

## Our Leadership Team



**Celina Garcia,**  
Chief  
Operating  
Officer



**Maggie Provencio,**  
Chief Financial  
Officer



**Elke Wunderlich,**  
Chief Strategy  
Officer



**Grace Legaretta,**  
Director of Family  
Engagement



**Erin O'Donnell,**  
Director of  
Outreach &  
Marketing



**Cynthia Herrera,**  
Executive  
Administrative  
Assistant



**Ruby Sambrano,**  
Director, Cariño  
Home Visiting  
Program



**Ruby Sambrano,**  
Director,  
Conscious  
Fathering  
Program



**Celina Garcia,**  
Director, Early  
Intervention



**Celina Garcia**  
Director,  
Esperanza  
Children's Therapy



**Trisha Braecklein,**  
Director, Mariposa  
Autism  
Service Center



**Alejandra Covarrubias-Parra,**  
Director, Alegría Family  
Counseling

# OUR VALUES

## Families First

We commit to the well-being of the families we serve through compassionate care to achieve our clients' highest potential while maintaining the dedication and collaboration of the families we go home to.

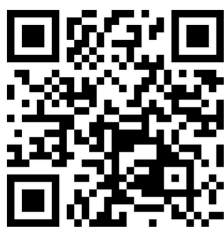
## Pursuit of Excellence

We strive for excellence in delivering high-quality services to families through continuous learning, collaboration, accountability, and evidence-based practices, while achieving personal and professional growth to support those we serve.

## Shaping the Future

We value individual differences and actively listen to others' needs, fostering strong relationships through support and encouragement. With trust and honesty, we deliver quality services, inspire positivity, and use our strengths to 'pay it forward' in service to others.

**To learn more about our  
value-driven organization**



**Scan Here**

## Integrity Always

Through professional standards and teamwork, we ensure accountability and transparency from all interactions and outcomes. We overcome barriers through bold conversations and interactions while remaining ethical and humble.

## Meaningful Difference

One child, one family, and one relationship at a time, we strive with each program collaboratively to make a meaningful difference by being mindful, intentional, and fully present in our services.





# IGNITING HOPE TO BUILD BRIGHTER FUTURES TOGETHER

In summer of 2024, our Aprendamos Senior Management Team, along with team members from various departments, gathered for an inspirational session with Ann Rhoades, PRES and founder of People Ink and former Chief People Officer of Southwest Airlines and Executive Vice President for JetBlue Airways. Ann provides inspiration and strategic direction for creating values-centric cultures for her clients, and we couldn't think of a better person to help us work through the process of developing a purpose statement for our Aprendamos organization.

A purpose statement, a clear and short sentence that explains why a company exists, helps to guide choices by showing the company's goals and how it wants to inspire and make a positive difference in the world. While Aprendamos was founded as an organization solely focused on serving children, our scope has changed over the last 19 years.

Now entire families, caregivers, and individuals benefit from services provided by our Cariño Home Visiting, Mariposa Autism Service Center, Conscious Fathering, and Alegría Family Counseling programs. Our philanthropic efforts have planted seeds to help put future generations on a path to success through scholarship programs, sponsorships, grants, and more. We also know that not one person or organization is responsible for meaningful change—lasting change happens when we work together. After many brainstorming sessions and workshopping ideas, we developed the statement that defines our purpose, guides our work, and inspires us daily: Igniting Hope to Build Brighter Futures Together.

We look forward to continued collaboration with our clients, families, community, and strategic partners to live and strengthen our purpose!

**“Creating lasting change.”**

# A TAIL OF HOPE & BRIGHT FUTURES

## Introducing Lumi The Learning Dog 🐾

A few years ago, an idea was born to create a mascot that could join children and families on their Aprendamos journey. While Aprendamos means “let’s learn” in Spanish, our team came up with the brilliant idea to create a Learning Dog mascot that could be part of building brighter futures. Thanks to the collaborative efforts of our staff and our community, the perfect name for our mascot was finally selected.

We would like to officially introduce you to Luminoso, nicknamed Lumi, the official mascot of the Aprendamos Family of Services! Lumi the Learning Dog became a valued member of our team in 2024. Luminoso, meaning bright, brilliant, and clear in Spanish, perfectly aligns with our purpose statement: Igniting Hope to Build Brighter Futures Together.

With Lumi by our side, we are excited to continue our mission of educating and empowering the children and families we serve throughout Southern New Mexico. Lumi will engage in community and company events, contribute to our social media presence, and make special appearances to help spread our message of learning, hope, and support.



# AN EARLY INTERVENTION SUCCESS STORY:

## Helping Adri Grow, Thrive, and Reach Her Full Potential



When Adrianna was born in 2022, she went through all of the basic screenings that newborns undergo. It was during these routine tests that her parents discovered she was born with bilateral hearing loss. “The hearing test set off a red flag to have her evaluated to see if there was anything else that might be going on with her,” said her mother, Leticia.

The team at MountainView Regional Medical Center referred her family to Aprendamos Family of Services for additional evaluations. “Originally, I thought that because of her hearing loss, we would just be working with a Speech Therapist,” said Leticia. “But after her initial evaluation, the team told me she was delayed in all aspects of her development.” Aside from bilateral hearing loss, Adrianna was also diagnosed with 8-P Inverted Duplication Deletion Syndrome, a rare chromosomal abnormality.

Adrianna, who goes by Adri, began receiving early intervention services through Aprendamos. She was soon surrounded by a team that included a Speech Therapist, Occupational Therapist, Physical Therapist, Nutritionist, Social Worker, and Family Service Coordinators. “We didn’t know what to expect because we had never been around anyone receiving early intervention services,” said Leticia. “I didn’t know this was a thing until Adri was born so I thought, well, if they can help Adri, then it’s a win in my book.”

Soon after, Adri began thriving. She met the milestones set for her and her parents watched her transform into an independent toddler who is now talking, crawling, and playing with books, toys, and dolls.

Adri's father, Eligio, shared, "With the assistance from Aprendamos, it's been nice to let Adri be herself and learn those skills we worked hard on. She is her own little human, throwing tantrums, and saying hi and bye." Leticia added, "Adri has become her own person – a sassy little girl who knows what she wants and is clear about what she doesn't like."

After three years, Adri will soon be graduating from early intervention and continuing on with outpatient services from Esperanza Children's Therapy. Leticia and Eligeo said, "We absolutely love everyone that has been a part of our team. They have proven so much to us and done so much for us, and they shared their concerns for our kid. We could see how much they wanted Adri to succeed."

When we asked them what advice they would give to parents considering early intervention programs for their children, they said, "Be strong advocates for yourself and your children and to find the right team for you because they are so important and will be intertwined into your whole life."

We look forward to welcoming Adri and her family into additional Aprendamos Family of Services programs and seeing Adri grow, thrive, and reach her full potential!

**"We absolutely love everyone that has been a part of our team."**





# WE PROUDLY SERVED



Home visiting services that promote prenatal, maternal, infant, and early childhood health, safety, and development.

## 673 Children Served

- 574 in Doña Ana County
- 57 in Otero County
- 42 in Sierra County



Counseling services for children, families, couples, and individuals.

## 4,490 Individuals Served

- New Mexico



Services for children ages birth to three affected by a developmental delay or disability.

## 1,612 Children Served

- Doña Ana County
- Sierra County



Hands-on classes that prepare new or expecting fathers to care for their children.

## 13 New/Expecting Fathers

- Southern New Mexico

# 258 EMPLOYEES



Speech-Language Therapy, Occupational Therapy, and Physical Therapy services for children ages three to eighteen.

## 696 Children Served

- 451 in Las Cruces Clinic
- 245 in Anthony Clinic



Our family of six specialized programs has collectively served **7,595** individuals in our community in 2024. Our integrated programs provide essential care for our community members.



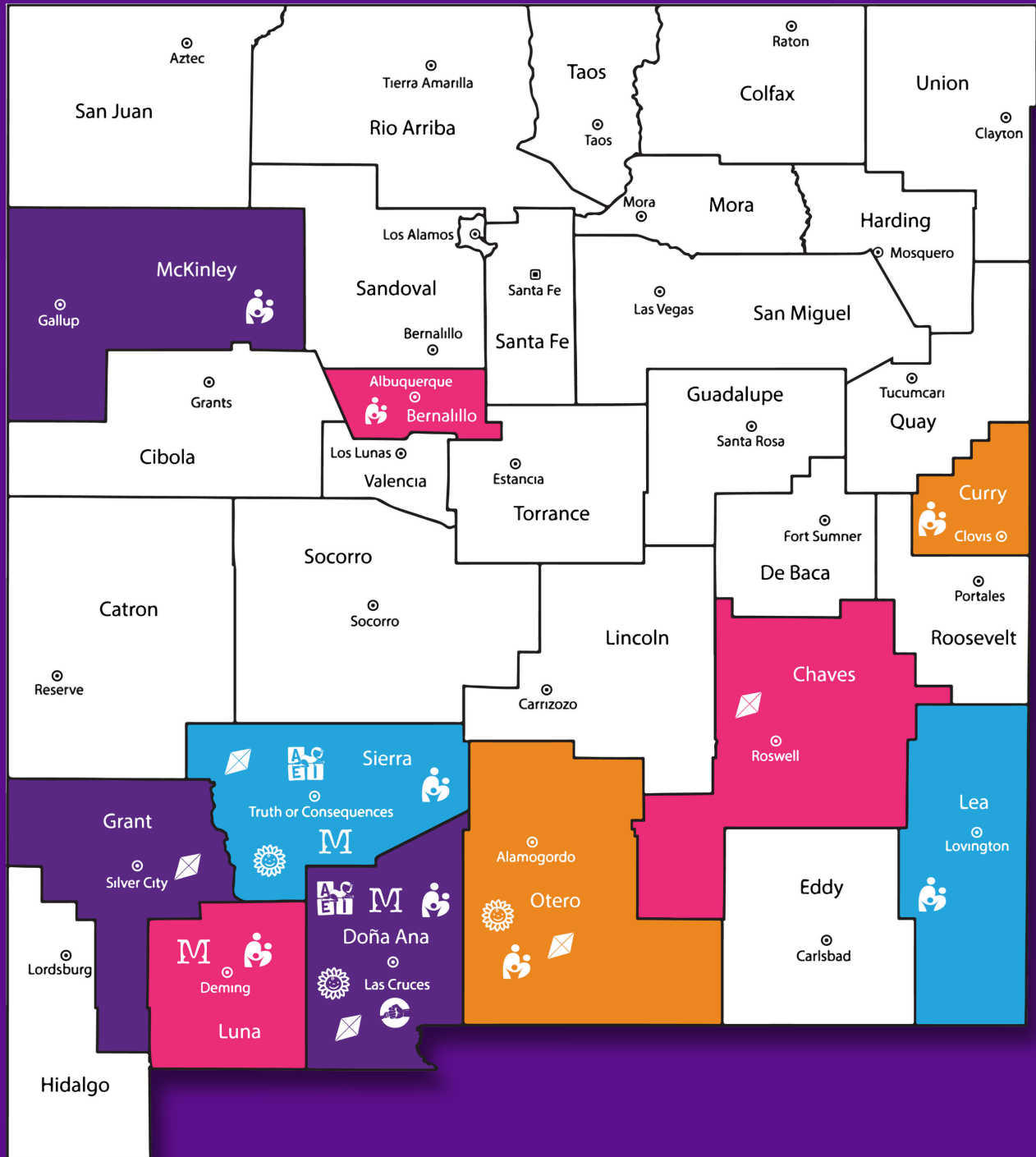
Services for children and young adults ages two to twenty-one diagnosed with autism utilizing Applied Behavior Analytic techniques.

## 111 Individuals Served

- 101 in Doña Ana County
- 4 in Luna County
- 4 in Sierra County
- 2 in Catron County

# 7,595 Total Individuals

# AREAS OF IMPACT



-  **Alegria Family Counseling**
-  **Conscious Fathering Program**
-  **Aprendamos Early Intervention**
-  **Esperanza Children's Therapy**
-  **Cariño Home Visiting Program**
-  **Mariposa Autism Service Center**



# THE COVARRUBIAS-APRENDAMOS FOUNDATION

In 2023, the Aprendamos Family of Services shareholders, along with the Covarrubias family, had the opportunity to create a foundation to help support the philanthropic activities of the Aprendamos organization and the Covarrubias family. The Covarrubias-Aprendamos Foundation was founded as a vehicle to help ensure children in our community have equitable access to opportunities to support their education, development, and success.

Rooted in legacy, the Covarrubias-Aprendamos Foundation is an extension of the philanthropic efforts started by the family's patriarch, Mr. Jose Covarrubias. Growing up, Abel Covarrubias, CEO for Aprendamos Family of Services, remembers his parents always looking for ways to give back to their friends, neighbors, and community.

With this legacy as a guide, the Foundation team spent 2024 finding ways to lead from the heart and invest in opportunities that will plant seeds for future generations. 38 nonprofit organizations, booster clubs, and students received \$36,000 in sponsorships, grant awards, and philanthropic support.

From helping students pay for athletic uniforms, sports tournament registrations, golf tournament hole sponsorships, and supporting student internships, we were able to partner with organizations dedicated to fostering the growth and potential of children in our communities.

We look forward to continued collaborations that will empower youth in our community to thrive and have equitable access to opportunities to support their education, development, and success!

**“Your generosity has not only given these children a chance to play baseball but has also opened doors to valuable life lessons and experiences that will stay with them forever.”**

**- Mario Lopez, Coach  
NM Howlers**



# MAKING A MEANINGFUL DIFFERENCE:

## Aprendamos Philanthropy in Action

One of our core values encourages us to find ways to make a meaningful difference, which is why philanthropy is an important part of the Aprendamos organization. In 2024, we invested over \$20,000 in scholarships and endowments, allowing the funds to grow and produce earnings that will impact our community in perpetuity. An additional \$109,000 supported nonprofit organizations doing important work in our community to solve hunger, provide safe, enriching spaces for toddlers, children, and teens, and help our community thrive.

A new initiative this year focused on teaching our next generation how to give back. Nuestra Juventud, a one-of-a-kind philanthropy program, was established to foster a spirit of philanthropy, leadership, and community engagement among youth in historically marginalized communities.

The 2024 fellowship, composed of 15 local middle and high school students, inspired our community with their desire to find ways to make an immediate difference in the community they call home.

From helping young mothers access resources and providing assistance for homeless and near-homeless children, to finding ways to help pets belonging to unhoused pet owners access veterinary care, they found creative solutions to make an impact.

At the culmination of the program, each youth fellow had the opportunity to award a microgrant to a nonprofit organization of their choice. To support their work, we invested over \$58,000 in the youth philanthropy program. Through Nuestra Juventud, we look forward to seeing the next generation of leaders make a positive impact in our community, address local social issues, and learn to become philanthropic champions.

We look forward to continued collaboration with our clients, families, community, and strategic partners to live and strengthen our purpose!



*Nuestra Juventud Logo*

# 2024 PHILANTHROPHIC INVESTMENTS

## Aprendamos Family of Services

ENDOWMENTS \$21,100

NUESTRA JUVENTUD \$58,871

SUPPORT FOR CHARITABLE ORGANIZATIONS \$109,970



**TOTAL: \$189,941**

## Covarrubias-Aprendamos Foundation

ORGANIZATIONS 38

**TOTAL: \$36,611**



# BUILDING BRIGHTER FUTURES

## For Ryan and Addylicia

When Ryan turned two, his mother, Andrea, noticed he would flap his hands frequently and was not responding to his name. She felt it was important to discuss this behavior known as stimming — short for self-stimulating behavior — with his doctor. During the appointment, the doctor asked Andrea what she thought might be causing this behavior. “Maybe Autism,” Andrea hesitantly responded.

Ryan was referred to a psychologist, and once an official diagnosis was established, he began receiving services from the Aprendamos Early Intervention team. His diagnosis happened during the COVID-19 pandemic, making all of his appointments via Zoom. “I tried to put my husband’s thoughts at peace. With remote services, my husband had questions, but ended up loving it and the friendly faces on our son’s team,” said Andrea.

Soon after, they were able to begin in-person visits. “Our Registered Behavior Technician at the time knocked on our door with a smile and that changed everything. She made our lives easier,” shared Andrea. Ryan struggled with sensory input that affected his mealtimes and nutrition, and also needed support for bedtime.

They learned how to help Ryan establish a bedtime routine and how to rock him to sleep. While their team set goals that seemed small, they made a big impact in their families lives.



Ryan graduated from our early intervention program and went on to continue services with Esperanza Children’s Therapy and Mariposa Autism Service Center. While Ryan remains nonverbal, Andrea and her family learned to use Augmentative and Alternative Communication (AAC) tools to communicate with Ryan. She said, “Thanks to our Speech-Language Pathologist, Ryan can now communicate with our whole family.”

Andrea also found counseling to be beneficial after Ryan’s diagnosis and has learned valuable tools through Alegría Family Counseling’s services. “One of the tools I learned was to ask my kids daily ‘What’s your Beauty and Beast of the day?’ Having a 5 year-old and a 8 year-old, sometimes they want to shut down, but they open up this way. We still ask this question every day.”



Andrea’s daughter, Addylicia, also benefits from Esperanza Children’s Therapy services. She experienced overstimulation and learned how to regulate her own behaviors by working with an Occupational Therapist. Additionally, it gave Addylicia a knowledge base to help her communicate with her brother. “My daughter can ask her brother, Ryan, what sensory input he needs. What 8 year old does that? It has opened up our communication,” said Andrea.

While the services have helped her children, as a parent, Andrea has also been impacted. “I didn’t think I’d care as much and form these bonds with people.”

“I’m thankful for the team at Aprendamos — they’re my family and all I have sometimes.” We look forward to a continued partnership with Andrea and her husband to help build brighter futures together for Ryan and Addylicia!

**“I’m thankful for the team at Aprendamos— they’re my family and all I have sometimes.”**



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