This year we embarked on a strategic planning process to chart our goals through 2015 – a plan that highlighted mechanisms to help students Get In, Get Through, and Get Out and find meaningful employment.

We are excited to share with you the ways that the CNM Foundation is funding the future for CNM’s students within our 2010 Annual Report. We extend a heartfelt thank you for your support of CNM and your belief in the many students whose futures you are helping fund.

The CNM Foundation is committed to the principle that no student should be denied the opportunity for an education or vocational training due solely to a lack of financial resources.

*CNM Foundation Mission*
The Changing Lives, Building Community Fund provides the CNM Foundation the capacity to support the College and the educational dreams of 30,000 students in central New Mexico.

Because of this corporate recognition program, the Foundation is able to avoid charging administrative costs to individual donations and grant requests.

The Changing Lives, Building Community Fund directly supports the Foundation’s mission to provide the extra assistance necessary for the citizens of CNM’s service area to obtain the quality educational opportunities they deserve. We are grateful to the following partners who generously support the Changing Lives, Building Community Fund:

**EXCELLENCE LEVEL PARTNERS**

- Bank of America
- Anonymous
- Sandia National Laboratories
- Lockheed Martin

**INNOVATE LEVEL PARTNERS**

- Grainger
- New Mexico Educators Federal Credit Union
- PNM

**SERVICE LEVEL PARTNERS**

- Presbyterian
- REDW, LLC
- The Rogoff Firm
- Modrall Sperling

---

The new Student Resource Center at CNM’s Main Campus was designed to meet Leadership in Energy and Environmental Design Silver certification and has become a new hub of student support.
Dear CNM Foundation Supporters,

First, I want to express my tremendous appreciation for the CNM Foundation and all of the admirable donors and Foundation Board members who enrich our community by choosing to support the success of CNM students. Your amazing support of our students goes such a long way in improving the quality of life in our community.

Over the past year, the CNM Foundation and its supporters have been instrumental in helping advance the mission of our college during a unique period in CNM's history. The college has been significantly challenged by three straight years of state-mandated budget cuts, while at the same time striving to meet the needs of our record enrollment growth. Despite the difficult economic times, the CNM Foundation has continued to generate support for the critical role CNM plays in the recovery of our economy and in the lives of our 30,000 students.

In late 2010, the CNM Foundation and all of its supporters rallied to support CNM in a campaign to pass the $70 million CNM Local Bond issue in a critical election for the college. The bond passed in early 2011 with 65 percent of voters in favor, proving once again that our community believes strongly in the importance of supporting CNM. The $70 million bond will be used for a variety of renovation projects that will improve learning environments in classrooms, improve the college’s energy efficiency and provide some much-needed facility upgrades to CNM’s aging infrastructure.

In the past year, the CNM Foundation also strengthened its partnerships with prominent national foundations, providing CNM the opportunity to tackle several of the most critical issues facing higher education funding: student graduation and retention rates. The strategic support from national foundations will help CNM continue to focus on increasing the success rates of our students.

Of course, the great reputations and leadership qualities of our CNM Foundation Board members contributed significantly to the success of the CNM Foundation over the past year, and in turn, to the success of our college.

To our Foundation Board members, our CNM Foundation staff and everyone who generously donates to the CNM Foundation, thank you so much for your support of our college and the importance of making higher education accessible to everybody in our community. Thanks for everything you do to help advance CNM’s Vision of “Changing Lives, Building Community.”

Sincerely,

Dr. Katharine W. Winograd

Dr. Katharine W. Winograd
CNM President
Dear Friends of the CNM Foundation,

Last summer, a national initiative was introduced to once again make our country a leader in college graduates by the year 2020. The main focus was to make college affordable by strengthening our community colleges. In a July 12, 2010, Op-ed in the Washington Post, President Obama announced the beginning of this education-focused domestic policy initiative rollout stating that “in an economy where jobs requiring at least an associate’s degree are projected to grow twice as fast as jobs requiring no college experience, it’s never been more essential to continue education and training after high school.” To this end, the CNM Foundation began the year with some simple questions, “How should the CNM Foundation be supporting the College in the coming years? How do we build capacity to support students and continue to elevate CNM as a leader in workforce and economic development given the opportunities for support?” These questions led to a strategic planning process that mapped the direction and desired outcomes for the CNM Foundation’s next five years. The planning process was guided by our current foundation board members and incorporated voices from the past twenty years who have had significant impact on the success of the CNM Foundation. Through this process, we reaffirmed our commitment to the Foundation’s mission and to the College’s strategic directions.

The resulting plan charts the course for the CNM Foundation’s efforts from 2010 to 2015 based on five strategic fundraising goals:

- Increase the CNM Foundation Endowment
- Assure Adequate Organizational Resources to Meet All Foundation Goals
- Fully Fund the Rust Opportunity Scholarship
- Establish a Success Award in Every CNM School
- Develop an Incentive-Based Scholarship Program that Awards Academic Persistence

There are many additional fundraising initiatives that the staff at the Foundation support, but these focused five goals represent the key ways the Board of Directors collectively committed to support students and help ensure they are successful in their academic and workforce goals. The Foundation has raised approximately $2 million in grants this year from the Kellogg, Kresge and Annie E. Casey Foundations to fund the College’s scale-up of a successful program previously piloted at CNM. ‘CNM Connect’ gleaned lessons learned from the Center for Working Families offering academic and social support services to every student through an Achievement Coach in an effort to retain and graduate more students. The Foundation staff, under Executive Director Lisa McCulloch’s strong leadership, is to be commended for their work this year that both strengthened our fundraising reach as well as enhanced alignment with expanding student needs.

What an exciting time to be a part of CNM! We are grateful to all who have supported our students through contributions – we are Changing Lives and Building Community by Funding Futures as you will learn about in the ensuing articles. You are our heroes and the reason for our success.

Sincerely,

JJ Parsons
CNM Foundation President
2009-2010
Board of Directors
as of June 2010

Officers

President
JJ Parsons, Vice President, Quality and Business Development, Presbyterian Healthcare Services

Vice President
Diane Harrison Ogawa, Executive Director, PNM Resources Foundation

Treasurer
Kathy Ulibarri, Vice President, Planning, Budget and Institutional Research, CNM

Secretary
Lisa McCulloch, Executive Director, CNM Foundation

Directors

Carl Alongi, REDW
Steven Anaya, Realtors Association of New Mexico
Tom Briones, Wallin & Briones Law Firm, LLC
Craig Buchanan, First Community Bank
Ross W. Busby, Bank of the West
Loral Butler, New Mexico Bank and Trust
Tony Cahill, Pepsi
Luisa Casso, Coca-Cola Enterprises
Roger Cook, Retired, Intel Corporation
Dale Dekker, Dekker/Perich/Sabatini Ltd.
Edward Dobbs, Premier Distributing
Claire Dudley, Child & Youth Policy Advisor to Lieutenant Governor Diane D. Denish
Ed Garcia, Garcia Automotive Group
David Gieves, Chavez Grieves Consulting Engineers Inc.
John Lewinger, Grubb & Ellis Co.
Senator Linda López, López Consulting
Natasha Martell, Intel
Natasha O’Keefe Mata, Wells Fargo
Sherman McCorkle, Technology Ventures Corporation
Janice Micali, Retired CNM Administrator
Stuart Paisano, Paisano & Associates, LLC
Peter Parnegg, Coldwell Banker Legacy
Don Power, Jaynes Corporation
Carol Radosevich, PNM
Michael Ragsdale, U.S. New Mexico Federal Credit Union
Sharla Reinhart, New Mexico Educators Federal Credit Union
Nancy Salem, New Mexico Business Weekly
Joseph Varro Jr., DSRM National Bank
Glenn Wertheim, Charter Bank
Margarita Wilder, KLUZ-TV-UHF Univision
Susan Wilson, New Mexico Mutual
Kathie Winograd, CNM
The CNM Foundation and the College have created a safety net of student supports to expand student access, retention, and graduation. In that final push toward completing their education, students are often faced with financial barriers tied to obtaining the industry certifications and equipment they need to enter the workforce. In response, the CNM Foundation created the Student Success Awards Fund.

The costs to obtain supplies, equipment, and industry standard licenses/certification can be substantial, and can delay or even prevent students from entering the field in which they’re trained. These include job-necessary testing, certifications and licensing, tools and equipment, technology supplies, professional wardrobes and industry clothing or uniforms, and more.

Financial burdens vary from student to student and degree to certificate, so Student Success Fund awards are based on financial need coupled with the presence of job-related obstacles to successfully transition into a career. These types of obstacles can feel like enormous barriers to students who are struggling to make ends meet, creating a paradoxical situation, as the student needs the new job in order to afford the industry requirements to get the job.

Investing time, money, and energy in one’s education only to fall short within sight of the goal is a tragic outcome. It is a waste of resources, for both the student and society as a whole, especially poignant in light of the current economic climate. One-time assistance can mean the difference between continuing to struggle with low-wages, unemployment, or under-employment and a lucrative position in the workforce.

PNM is hailed as the first donor to establish a Success Award for CNM students through the PNM Renewable Technology Award Endowment. This funding is available to award students in the School of Applied Technologies who are graduating from programs that incorporate green practices. This award provides incentives to help CNM students graduate with the tools they need to begin their careers. Students must demonstrate excellence in their coursework and have plans to use their education to contribute to a more environmentally responsible community and economy.

The Student Success Fund offers two powerful benefits:

1) It encourages students to graduate – knowing that there are supports to help them transition into the workforce;
2) It rewards success, further equipping students who have made the most of the opportunity CNM affords them.

The Student Success Fund is an incentive for students to complete a certificate or degree, knowing they will have the education, the qualifications, and the “tools of the trade” to compete and succeed in the job market. The CNM Foundation will continue to seek funding opportunities to establish a Student Success Fund in each School at CNM.

“PNM is proud to offer the first Success Award at CNM. We hope that other industries and companies will consider creating their own. I continue to be inspired by the quality of student CNM produces and this Success Fund demonstrates PNM’s support of students who aspire to work in renewable energy fields.”

Diane Harrison Ogawa, PNM Resources Foundation Executive Director
CNM Foundation Endowments

Associated General Contractors Scholarship Endowment in honor of Mr. Robert J. Stamm

Alfred A. Abbott Scholarship Endowment

Carl and Linda Alongi Scholarship Endowment

Dick and Linda Barr Scholarship Endowment

Noel D. and Frances C. Behne Scholarship Endowment

Bosomworth Workforce Scholarship Endowment

Jon Bentley Memorial Endowment

Fred C. and Priscilla M. Bottom Scholarship Endowment

CNM Minority Scholarship

Albuquerque Chapter of Construction Specifications Institute Scholarship Endowment

CVI Photonics Endowed Scholarship

Wilhelmina Neat Coe/Peace Foundation, Inc. Memorial Scholarship Endowment

Culinary Arts Scholarship Endowment

DSRM National Bank Scholarship Endowment

Garcia Automotive Group Scholarship Endowment

Phillip Gonzales Scholarship Endowment

Fred Hawker Scholarship Endowment

Jim R. Higdon Scholarship Endowment

W. D. Hollingworth Memorial Scholarship Endowment

Lovelace Scholarship Endowment

George J. Maloof Memorial Scholarship

Ted F. Martinez Scholarship Endowment

Cathy and Sherman McCorkle Workforce Training Center Endowment

Janice E. Micali Scholarship Endowment

The Modrall Sperling Law Firm Business Occupations Scholarship Endowment

Frances R. Moore Endowment

New Mexico Student Loan Guarantee Corporation Scholarship Endowment

New Mexico Facility Managers Network Scholarship

NM Land Title Association – Chili Currier Scholarship Endowment

Mark Pardo Salon Endowed Scholarship in honor of A.J. “Pardo” Gonzales

William R. Park and Charles Saiz Endowment

Aaron Parker-Lockwood Scholarship Endowment

PNM Renewable Technology Success Award Endowment

Political Science Travel Scholarship Endowment

Eloy Reyes Title V Memorial Scholarship for La Comunidad Scholarship Endowment

Rodey Law Firm Scholarship Endowment

Rust Opportunity Assistance Fund Endowment

Amey P. Sanchez Scholarship Endowment

Phil C. Sanchez Memorial Scholarship Endowment

Sandia Foundation Scholarship Endowment

TRW Space and Defense Scholarship Endowment

VK Memorial Scholarship Endowment

Adelina Gonzales-Vigil Scholarship Endowment

Ann and Peter Ziegler Scholarship Endowment

Ann and Peter Ziegler Scholarship Endowment

Phi Theta Kappa Scholarship Endowment

James P. Toler Scholarship Endowment

“I would like to take the time to thank the Ann & Peter Ziegler Scholarship Endowment for helping a hard working student stay in school.”

Meaghan, recipient of the Ann and Peter Ziegler Scholarship Endowment
Although CNM receives federal and state financial assistance, these funds do not meet the vast needs of the students, especially during these precarious economic times. To address this, the CNM Foundation will work to grow the overall endowment by 2015. This focus will make more financial assistance available annually to impact students and the college and ensure the longevity and sustainability of the Foundation’s assets.

Financial assistance for our students is a necessity—a full 60% are “first-generation” college students. Many are considered at high-risk for leaving school prior to earning a degree or certificate. They may lack the informational resources and contextual awareness other students get at home, such as understanding college terminology and navigation skills. Some are unaware of financial aid and scholarship assistance and think that college is out of their reach. For these students, visions of the future simply do not include the possibility of college. Yet they are hard workers; nearly 75% of CNM’s students are employed and their average age is 28. They often have families to support and lives that are delicately balanced between work, school, childcare, and family obligations. Financial assistance is the key to unlocking an education that leads to economic stability. Funding their futures now means they can fund their own futures later: adults with associate degrees earn 29% more than those with a high school diploma and adults with a four-year degree earn 83% more than high school graduates.

Endowments provide the purest form of investment in the future and it is one of the greatest gifts you can give to develop a pipeline of funding in perpetuity, as only interest generated annually is used to support the College, with the principal held intact. The CNM Foundation believes that increasing the endowment is an attainable goal – one which will fund the futures of many who pass through CNM – an institution with a long standing history in our community and will play a vital role in our community’s economic future.

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The CNM Foundation’s goal of funding futures is intertwined with the College’s goal to help students Get In, Get Through, and Get Out and find meaningful employment. The College has worked doggedly for years to make college access (“Get In”) less intimidating, and the CNM Foundation works to retain those students and encourage them toward their futures.

One way we are helping students “Get Through” is in the creation of the Milestone Fund. This is an exciting performance-based scholarship that provides incentive for students’ academic performance and persistence in school. The fund uses a tiered approach that ties a student’s scholarship amount to his or her GPA level. Scholarship funds can be used for any foreseen or unforeseen need that will help keep the student in school and on track.

This Milestone Fund was conceptualized during 2010 and will be formally launched in 2011 in connection with the College’s CNM Connect resource. CNM Connect is a comprehensive resource to help students overcome circumstances that often force them to drop out of school, like financial difficulties, family issues, or work interruptions. CNM Connect helps students access existing resources like public benefits, childcare, or transportation. CNM Connect is based on the successful “Centers for Working Families” model that CNM has utilized for years, providing wrap-around academic and social supports to ensure students stay in school and graduate. CNM Connect is vital to encouraging students toward their futures and to providing the community with skilled workers.

To help students Get Through, this new initiative will address one of the biggest barriers to a college education for low-income students—cost. By increasing the financial support available and creating an incentive to complete coursework, students will make more timely progress toward their degrees and a successful future.

“I’ve been told I’m an overachiever, dedicated, disciplined, and responsible. I would imagine those descriptions are all true, but I would also say I’m hungry-hungry for knowledge that only a classroom can provide.”

Andrea, recipient of the Eloy Reyes Title V Memorial Scholarship for La Communidad Scholarship Endowment
The CNM Foundation was nationally recognized by *Inside Higher Ed* for its emergency scholarship program, the Rust Opportunity Assistance Fund. The fund has proven to be a valuable and effective resource for student retention by providing emergency assistance to CNM students facing an unforeseen financial obstacle that may force them to drop out of school.

Although CNM tuition is affordable, a large majority of CNM’s students are unable to handle the costs of going to school when an emergency strikes or the cost of living expenses rise. Too often, students are compelled to make a choice between staying on track for a life-changing degree/certificate or completely giving up on their education.

The CNM Foundation is focusing on fully funding the Rust Opportunity Assistance Fund: to continue the disbursement of non-traditional scholarship funding that removes barriers of unforeseen obstacles and helps retain students. Rust Opportunity Assistance Fund recipients are linked with CNM Achievement Coaches that provide bundled support services in academic and career coaching, income and work supports, as well as financial asset building so that common and immediate issues can be resolved. Studies show that 85% of students who received this type of support and financial assistance stayed in school and on track.

The historical successes, demonstrated student need, and promise of positive impact all illustrate the need to continue funding the Rust Opportunity Assistance Fund well into the future. The CNM Foundation’s strategic plan charges us to raise an additional $300,000 for disbursement as well as $250,000 for a Rust Opportunity Assistance Endowment match to ensure this type of funding in perpetuity. Individuals, corporations or organizations can make contributions to the Rust Opportunity Assistance Endowment and be able to fund the futures of students who, without assistance, may not continue their education.

“I really do appreciate the help the Rust Opportunity Assistance Fund has given me. This will help me finish my classes and be certified in HVAC. I really needed this help and you were there.”

Chris, recipient of the Rust Opportunity Assistance Fund

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Reaching for the Future

The Rust Opportunity Assistance Fund

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SUPPORT

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“I really do appreciate the help the Rust Opportunity Assistance Fund has given me. This will help me finish my classes and be certified in HVAC. I really needed this help and you were there.”

Chris, recipient of the Rust Opportunity Assistance Fund
In 2009, the CNM Foundation raised matching funds for an initial gift from the Frank Gorham, Jr. and Marie Gorham Charitable Foundation that allowed the College to implement educational opportunities related to two pieces of legislation that were passed in 2008. This curriculum represented a strong step toward creating a bridge to higher education and providing life skills for high school students in New Mexico. To ensure that students and schools experienced no barriers in fulfilling these requirements and to use the legislation as an opportunity to encourage young people towards higher education, CNM created the web-based distance learning financial literacy course, Making Money Work. This course, which now enrolls nearly 400 high school students each term, allows CNM to offer dual credit to any student statewide and to act as a centralized provider to fulfill the new graduation requirements.

Making Money Work sets students on a path of higher earning power and helps to break inter-generational cycles of poverty. This type of innovative education is beneficial for the long-term, as students who participate in dual credit programs have higher matriculation and retention rates. The program also helps students realize that higher education is within their reach. The CNM Foundation is grateful to New Mexico’s top investors in financial education.

**VISIONARY SUPPORTERS**

"I didn’t think I could go to college, but now I know I can do it."
## Statements of Revenues, Expenses, and Changes in Net Assets

**Fiscal Year 2009-2010 and Fiscal Year 2008-2009**

<table>
<thead>
<tr>
<th>Statements of Revenues, Expenses, and Changes in Net Assets</th>
<th>Assets</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Operating revenues:</strong></td>
<td>FY 09-10</td>
</tr>
<tr>
<td>Gifts and pledges</td>
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<td>Grant revenue</td>
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<td><strong>Total operating revenues</strong></td>
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<td><strong>Operating expenses:</strong></td>
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<tr>
<td>Contributions to CNM:</td>
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<tr>
<td>Scholarships</td>
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<td>Program support</td>
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<td>Equipment and supplies</td>
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<td>Fund raising</td>
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<td>General and administrative</td>
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<td>Salary support</td>
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<td>Uncollectible pledges</td>
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<tr>
<td><strong>Total operating expenses</strong></td>
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<td>Operating income (loss)</td>
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<td><strong>Nonoperating revenues (expenses):</strong></td>
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<td>Investment income</td>
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<td>Investment management fees</td>
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<td><strong>Total nonoperating revenues</strong></td>
<td><strong>378,345</strong></td>
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<tr>
<td><strong>Contributions to permanent endowments:</strong></td>
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<tr>
<td>Gifts and pledges</td>
<td>128,064</td>
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<tr>
<td>Change in net assets</td>
<td>543,362</td>
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<tr>
<td>Net assets, beginning of year</td>
<td>3,835,536</td>
</tr>
<tr>
<td><strong>Net assets, end of year</strong></td>
<td><strong>4,378,898</strong></td>
</tr>
</tbody>
</table>

## Statements of Net Assets

<table>
<thead>
<tr>
<th>Statements of Net Assets</th>
<th>FY 09-10</th>
<th>FY 08-09</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current assets:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
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<tr>
<td>- unrestrictsed</td>
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<tr>
<td>Cash and cash equivalents</td>
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<tr>
<td>- restricted</td>
<td>208,791</td>
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<td>Grants receivable-restricted</td>
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<tr>
<td>Pledges receivable-unrestricted, net</td>
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<td>4,074</td>
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<td>Pledges receivable-restricted, net</td>
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<tr>
<td>Other receivable-unrestricted</td>
<td>15,828</td>
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<tr>
<td>Other receivable-restricted</td>
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<td><strong>Total current assets</strong></td>
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<td><strong>Noncurrent assets:</strong></td>
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<td></td>
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<tr>
<td>Cash and cash equivalents</td>
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<td></td>
</tr>
<tr>
<td>- restricted</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Investments-restricted</td>
<td>3,544,679</td>
<td>3,221,665</td>
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<tr>
<td>Pledges receivable-restricted, net</td>
<td>6,830</td>
<td>2,430</td>
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<tr>
<td>Total noncurrent assets</td>
<td>4,216,312</td>
<td>3,511,936</td>
</tr>
<tr>
<td><strong>Total assets</strong></td>
<td><strong>4,526,662</strong></td>
<td><strong>3,922,951</strong></td>
</tr>
<tr>
<td><strong>Liabilities and Net Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounts Payable</td>
<td>15,359</td>
<td>2,443</td>
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<tr>
<td>Due to CNM</td>
<td>38,890</td>
<td>84,972</td>
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<tr>
<td>Deferred revenue</td>
<td>93,515</td>
<td></td>
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<tr>
<td><strong>Total liabilities</strong></td>
<td><strong>147,764</strong></td>
<td><strong>87,415</strong></td>
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<tr>
<td><strong>Net assets:</strong></td>
<td></td>
<td></td>
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<tr>
<td>Unrestricted</td>
<td>(260,218)</td>
<td>(539,298)</td>
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<tr>
<td>Restricted, expendable</td>
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<td>2,032,013</td>
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<tr>
<td>Restricted, unexpendable</td>
<td>2,491,486</td>
<td>2,342,821</td>
</tr>
<tr>
<td><strong>Total net assets</strong></td>
<td><strong>4,378,898</strong></td>
<td><strong>3,835,536</strong></td>
</tr>
<tr>
<td><strong>Total liabilities and net assets</strong></td>
<td><strong>4,526,662</strong></td>
<td><strong>3,922,951</strong></td>
</tr>
</tbody>
</table>
**Fiscal Year Giving 2009-2010**

**Distinguished Founders:** $100,000 +
- Community Action New Mexico
- Frank Gorham, Jr. and Marie Gorham Charitable Foundation
- NM Educators Federal Credit Union
- PNM
- W.K. Kellogg Foundation

**Founders:** $25,000 +
- Atb Associates Inc.
- Anonymous
- Sandra National Labs/ Lockheed Martin
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** In memory

The 2010 Distinguished Alumni Award Recipient was William Platero, who received his associate's degree in Legal Assistant Studies from then, TVI, in 1996. Today, William is a district court judge for the Navajo Nation Courts and is pictured with friends and colleagues at the 2010 CNM Foundation Donor Appreciation Dinner where he was presented with the award.
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