



# BUILDING A HOME FOR EQUALITY

A Capital Campaign for  
Santa Fe's LGBTQ+ Center

## **EXECUTIVE DIRECTOR'S MESSAGE**

**The Human Rights Alliance will create a stronger, more vibrant, and more equitable Santa Fe. To that end, we are beginning a capital campaign to build a 'safe space' for the LGBTQ+ community as well as for all marginalized and underrepresented groups in the Santa Fe city, county, and the entire Santa Fe Community: The PRIDE Center, formerly the Center for Progress and Justice. We are thrilled to be able to continue the excellent work this organization started more than 30 years ago. This Campaign is designed to be a unique community effort with an opportunity for all to participate with us in this process, no matter who or how you identify.**

**Kevin Bowen**

# OUR MISSION

The mission of the Human Rights Alliance (HRA) is to educate, engage, encourage, and celebrate LGBTQ+ inclusion, pride, and acceptance for all people.

HRA seeks to build coalitions with groups that will work for all New Mexicans' civil rights and develop outreach programming to support the community.





## OUR OUTREACH INITIATIVES AND PROGRAMS

### **ANNUAL PRIDE SANTA FE CELEBRATION**

Events programming throughout the month of June

### **COMMUNITY CONVERSATIONS**

Semi-monthly community event with changing programming and topical discussions

### **DRAG BINGO**

An all ages 'FUN' monthly fundraiser

### **PRIDE AFTER 5**

A monthly safe/inclusive social gathering

### **EQUAL GROUNDS**

A monthly breakfast for LGBTQ+ business owners and allies

### **THE HUMAN RIGHTS ALLIANCE ENDOWED EDUCATIONAL SCHOLARSHIP AT THE SANTA FE COMMUNITY COLLEGE**



# THE PRIDE CENTER



## COMMUNITY NEEDS

Currently, the greater Santa Fe area does not have an exclusive, inclusive, safe space for the LGBTQ+ community. HRA conducted a survey two years ago asking the community about its interest in having such a space. 52% of those surveyed stated they would regularly utilize an LGBTQ+ center if one were available, and another 31% said they would likely use a center if available.

# THE PRIDE CENTER



## OUR VISION

A LGBTQIA+ Community Center to service the greater Santa Fe metro area and eventually northern NM



## OVERVIEW

The center will be a unique safe space that supports the LGBTQ+ community and other marginalized communities.



## LOCATION

The physical premises are located at 1420 Cerrillos Rd in Santa Fe, NM. Currently, the premises operate as the Center for Progress and Justice and include the Santa Fe Indigounus Center, the Santa Fe Area Democratic Party, and two union offices.



# CAMPAIGN OVERVIEW

HRA would like to purchase the Center for Progress and Justice at 1420 Cerrillos Rd. Santa Fe, NM 87507 outright. Currently, the building is in a suspended state with no management, promotion, or development. Seven of the eleven rental spaces are leased. The total income generated monthly is \$4414.00. More details on rental income and monthly expenses are available upon request. This building has:

- ▶▶ ADA-accessible bathrooms and three other bathrooms, two of which include shower facilities.
- ▶▶ A secondary smaller event space adjacent to the kitchen
- ▶▶ A washer and dryer
- ▶▶ 7 office suites that are leased
- ▶▶ A main event space/gallery for event use and other community events
- ▶▶ A small kitchen for use during special events
- ▶▶ A board style meeting area
- ▶▶ An outdoor space, and a storage garage.

# CAMPAIGN OVERVIEW

## PHASE 1: - FIRST 6 MONTHS

- ▶ Setting up an HRA office space and utilizing the back storage garage for our PRIDE festival items and various decorations.
- ▶ Utilizing the large spaces to stage PRIDE on the Plaza.
- ▶ Moving the HRA event Community Conversations into the community room and expanding events to include another monthly support group.
- ▶ Creating a resource table and bulletin board for the community that will be available when the building is open.
- ▶ Utilizing the space for HIV, Hep C testing, and working with Southwest Care Center and Christus St. Vincent Hospital on scheduling community health services.



# CAMPAIGN OVERVIEW

## PHASE 2: - 6 MONTHS - 1 YEAR

- ▶ Moving our monthly event, Drag Bingo, into the auditorium. Setting up a food truck outside for food and securing a picnic license for spirits.
- ▶ Setting up a coffee shop area that will serve coffee, non-alcoholic beverages, snacks, and light bites and be open 4 days weekly in the mid-common area. Capacity 45 – 50.
- ▶ Establishing regular trainings for the community on: DEI, Being an Ally, Trans 101, and Building a Diverse Workforce.
- ▶ Hiring a part-time person to assist with staffing the center.

# THE PLAN

- ▶▶ The current asking price for the building and lot is \$940,000.00
- ▶▶ HRA would like to purchase the building in a two-year plan: \$500,000.00 down payment, with the remaining balance carried in a note to be paid off within two years.
- ▶▶ Year 1 - HRA needs to raise a total of \$1.5 million, initially \$750,000.00. \$500,000.00 will go towards the building purchase, and \$250,000.00 will assist in building updates/repairs and operating costs.
- ▶▶ Year 2 \$750,000.00 - to complete payment of the building purchase and building renovations and provide operating capital until additional funding sources are procured.
- ▶▶ Ongoing, HRA staff will actively solicit donations, grant funding, and local municipality funding to guarantee the center's success.

# HOW CAN YOU HELP?

Creating a center will take a village. There are many ways for the community to be involved from pledging money to volunteering your time.



# TOTAL CAMPAIGN GOAL: 1.75 MILLION

## Campaign Support Opportunities:

**Naming Sponsor – \$1 million**

**Visionary – \$100,000.00 – 3 available**

**Principal – \$50,000.00 – 4 available**

**Founders Circle – \$25,000.00 – 10 available**

**Patron – \$10,000.00**

**Supporter – \$5,000.00**

Sustaining patrons: Agreement to donate a set giving amount monthly for three years. Gift range \$10.00 - \$100.00+

Active Volunteers to staff the center during operating hours – 5 – 20 hours weekly



# HRA STAFF AND BOARD

**KEVIN A. BOWEN**  
**EXECUTIVE DIRECTOR**

**TIM STRUCK**  
**PRESIDENT**

**REV. C DUSTY PRUITT**  
**VICE PRESIDENT**

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**MARCELLE CADY**  
**ADMINISTRATOR**

**MICHAEL A. PHILIPSON**  
**BOARD MEMBER**

**RUDY MONTOYA**  
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**JESSE SUTTERLIN**  
**SOCIAL MEDIA,  
PROMOTIONS,  
COMMUNICATIONS**

**OONA BENDER**  
**BOARD MEMBER**

**SARA PECORA**  
**BOARD ADVISOR**

**HEATHER HOFFMAN**  
**BOARD ADVISOR**

**TIM PRESLEY**  
**BOARD ADVISOR**

[Our Team Info](#)

**PAMM MEYERS**  
**BOARD ADVISOR**



**FOR MORE SPECIFIC INFORMATION, A TOUR  
OF THE SPACE, TO DONATE, PLEDGE, OR GET  
INVOLVED PLEASE CONTACT:**

Kevin A. Bowen  
Executive Director  
[kevinb@hrasantafe.org](mailto:kevinb@hrasantafe.org)  
cell – 305 335 9864