



DETERMINED TO CARE FOR OUR COMMUNITIES

 **PRESBYTERIAN**
Healthcare Services

INTRODUCTION

Presbyterian is a leader statewide as the Best Overall Healthcare Organization and in Albuquerque as the Most Trustworthy healthcare organization.¹

New Mexicans respect Presbyterian as a provider of quality, compassionate care; value our not-for-profit status and appreciate our legacy as a “homegrown” organization. Presbyterian Community Engagement reinforces these positive perceptions by strategically aligning sponsorships and partnerships to maximize community impact and strengthen our relationships with other organizations.

PRESBYTERIAN COMMUNITY ENGAGEMENT

OVERVIEW AND OBJECTIVES

The Presbyterian Community Engagement program launched in 2025 during a time of internal transition including new leadership and financial challenges, as well as external pressures punctuated by political uncertainty, rising demand for care and workforce shortages. Our community engagement program serves as a strategic counterbalance to those forces. It strengthens Presbyterian’s reputation through developing partnerships, reinforcing our values and demonstrating our community commitment.

Presbyterian Community Engagement provides grants and sponsorships to New Mexico organizations, prioritizing those that improve health in underserved populations, promote healthy living and reinforce our brand narrative. These investments extend Presbyterian’s reach beyond traditional marketing. They connect with diverse audiences (e.g., India Day, LGBTQIA+ Pride) and influential networks (e.g., Black Chamber of Commerce) to position us as a healthcare, business and community leader in New Mexico.



NEW STRUCTURE, PROCESS AND APPLICATION

In 2025, Presbyterian Community Engagement introduced processes to bring more structure and accountability to the community benefit budget, which has existed since 2015.

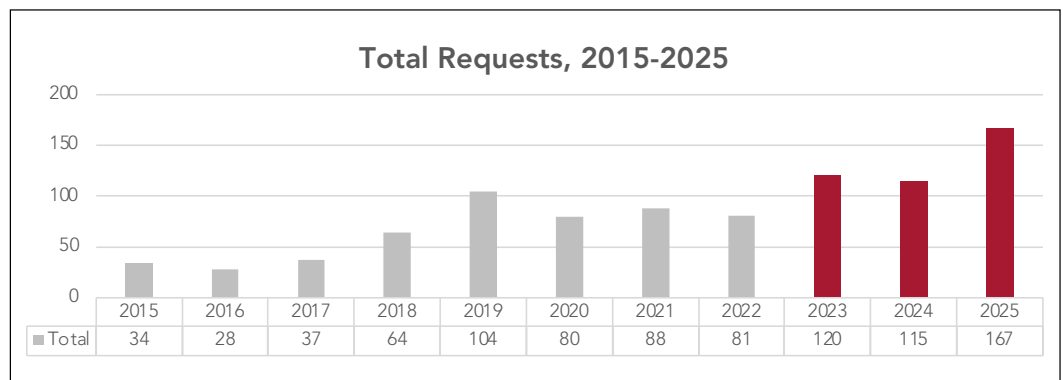
Changes made the funding process clearer and easier for external partners.² A new application and stronger reporting requirements improved fiscal accountability and alignment with organizational goals. Streamlining the process also strengthened coordination among internal outreach, educational, sales, clinical and administrative teams that use sponsorships to reach key audiences. A dedicated FTE from Strategic Communications and Engagement oversees reporting, deliverables, application approvals and internal team logistics.



Fiscal Stewardship

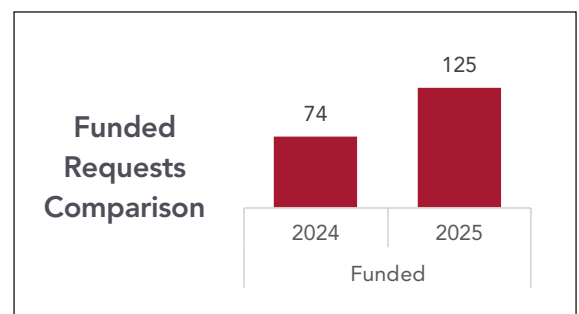
The 2025 unified application process allowed more informed funding decisions, increased stakeholder engagement and improved use of sponsorship benefits. The updated application introduced guidelines to create consistency in funding awards and amounts. It safeguards equity by limiting awards to \$2,000, which allows Presbyterian to provide funding to a greater number of community partners across New Mexico. Additionally, the guidelines include an incentive: organizations with Presbyterian employees in leadership roles may receive an extra \$500.

During 2020-2025, Presbyterian received a **144% increase in funding requests** as compared to 2015-2020.



Note: Gray bars indicate years with incomplete or limited data availability.

Because of our new, focused fiscal priorities, Presbyterian provided smaller monetary amounts to a greater number of community partners supporting New Mexicans.



² Updates included overhauling the Community Engagement website, creating a new funding application, creating a database of organizations funded and requests made using data available from the last 10 years, and dashboards to track applications, funding, invoice and deliverables.

Increased Collaboration

Process improvements included introducing a system for managing sponsorship benefits—such as event tickets, vendor tables and marketing materials—across Presbyterian teams. This reduced duplicative funding across units while increasing collaboration opportunities for employees and outreach teams. When appropriate, the Community Engagement Manager coordinated teams from multiple departments at events to better highlight Presbyterian’s breadth of services. Presbyterian sponsorships evolved from transactional to transformational by enabling teams to attend events, connect with communities and strengthen brand visibility.

“Participating in the Juneteenth event was not only a reminder of the significance of Juneteenth, but also a meaningful opportunity to connect with community members. They repeatedly expressed appreciation for Presbyterian’s visible support and presence and saw us not just as a healthcare provider, but as a partner.”

**—Mandie Gonzales,
Sales Account Executive,
Presbyterian Health Plan**

In 2025, Community Engagement collaborated with more than 28 internal teams, achieving active workforce participation at over 75% of applicable sponsored events.

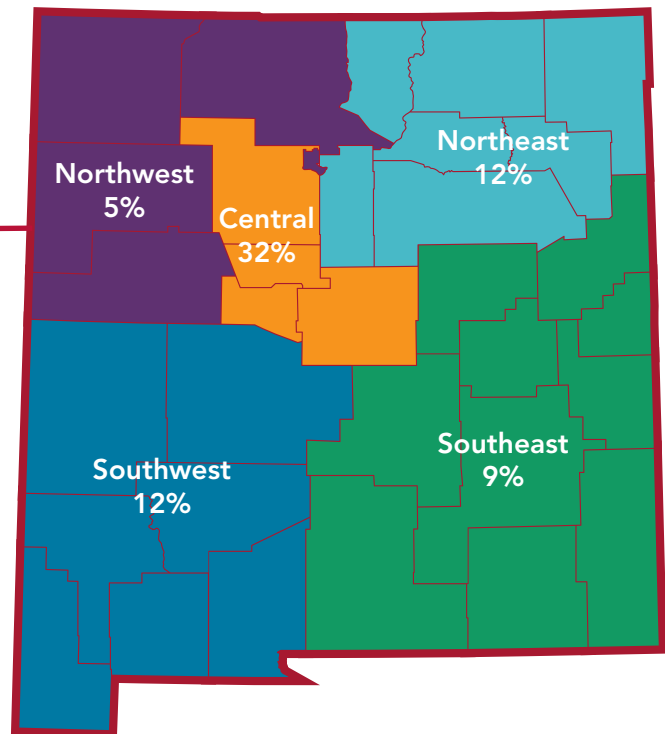
2025 COMMUNITY IMPACT

Organizations requesting support are required to demonstrate alignment with Presbyterian priorities outlined in the application guidelines.

Area of NM served by funded requests, 2025



**Statewide
35%**

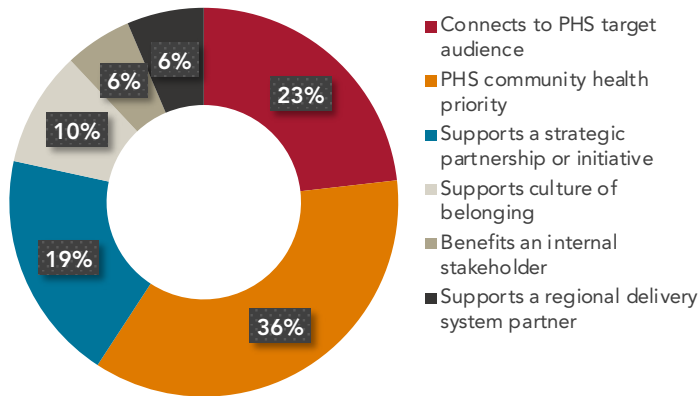


“We are continually inspired by organizations like yours that understand the importance of community support and choose to invest in making a positive impact. Your generosity reflects the values we share and strengthens the foundation upon which our work is built.”

—Village in the Village, a community grant recipient organization helping Corrales seniors remain independent and connected

2025 COMMUNITY IMPACT

Core consideration breakdown, 2025



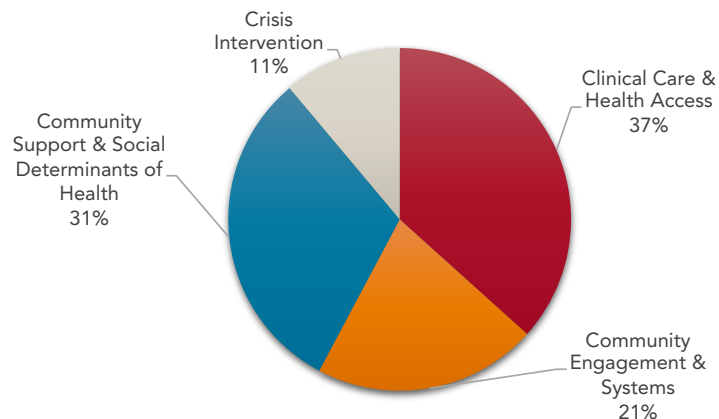
Visit phs.life/CEGallery2025 to learn about the community partners Presbyterian Community Engagement supported last year.



125 requests funded
\$343K donated
19+ benefit categories

Eligible organizations must be based in New Mexico and serve New Mexicans. Of those reporting, the largest segment (37%) focuses on **clinical care and health access**.

Focus Areas Funded, 2025



PRESBYTERIAN IS AN ACTIVE MEMBER OF:

- Greater Albuquerque Chamber of Commerce
- Economic Forum of Albuquerque
- New Mexico Alliance of Health Councils
- New Mexico Chamber of Commerce
- American Indian Chamber of Commerce
- ABQ Hispano Chamber of Commerce
- Black Chamber of New Mexico
- New Mexico Hospital Association
- Albuquerque Regional Economic Development
- United Way of North Central New Mexico
- New Mexico Coalition for Healthcare Value
- Museum of New Mexico Foundation

SUPPORTING REGIONAL COMMUNITIES

The 2025 Community Engagement improvements revealed opportunities to leverage new and existing partnerships to better serve New Mexico’s rural communities.



Partnership highlight: New Mexico United

Presbyterian leveraged our existing partnership with New Mexico United to host free soccer clinics in Santa Fe, Española, Socorro, Tucumcari, Clovis and Ruidoso. 325 children who may not otherwise have had access to soccer enjoyed a day of movement while learning about teamwork and mentorship. In addition, when possible, we partnered with the New Mexico Department of Health to provide free vaccines to children and adults at the clinics.

“My daughter, Aubryahna, who is 6 years old attended the soccer camp Presbyterian put on with United and had an absolute blast. These kinds of events don’t happen often for the youth of Socorro so she was extremely excited when she found out that the United soccer team would be coming down.”

—Bryahna M. Padilla, RN,
Socorro General Hospital



Partnership highlight: American Heart Association

As part of a yearlong partnership with the American Heart Association, Presbyterian helped build cardiac emergency readiness in regional communities. At Presbyterian Española Hospital, leaders presented a Hands-Only CPR kit to the Rio Arriba County 4-H, equipping the youth development program to train hundreds of rural New Mexicans in this lifesaving skill. This partnership will continue in 2026 with the delivery of additional kits to other rural areas that Presbyterian serves.



“Our goal is to improve the overall survival rate of out-of-hospital cardiac arrest. Giving this resource to a youth leadership program and letting them put it to work to teach and train other people is very exciting for our rural communities”

—Sheryl Wilkeson,
AHA Community Impact Director,
New Mexico

“This hospital is a lifeline for surrounding communities. But when we dispatch an ambulance to parts of Rio Arriba County, it takes a while to get there. If there is a person who has the knowledge and skills to keep someone alive until the paramedics arrive, it makes a critical difference.”

—Brenda Romero,
Hospital Chief Executive,
Presbyterian Española Hospital



LOOKING AHEAD

In 2026, Presbyterian Community Engagement will continue to elevate our impact. Ongoing refinements to our process and application will better serve community partners and empower internal teams. Building on this strong foundation, we will deepen our presence and influence—through conference speakerships, leadership on community boards and meaningful volunteer opportunities—to create lasting connections and drive positive change across New Mexico.



phs.org

 **PRESBYTERIAN**
Healthcare Services

Presbyterian Healthcare Services is determined to help our patients, members and communities achieve their best health.