

# ANNUAL REPORT

1 July 2025 – 30 June 2026

*Our program's first year addressing childhood bereavement in the state  
with the highest prevalence.*



Desert Blooms  
Grief Center

[desertbloomsgriefcenter.org](http://desertbloomsgriefcenter.org) / 575-288-2382

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### A Letter from Melissa Murphy, Founder & CEO

Founding and taking on the role of Executive Director of Desert Blooms Grief Center was more than just a career move for me. It stemmed from a deeply personal connection with childhood bereavement and understanding of the need for timely support. This, combined with the striking prevalence of childhood bereavement in New Mexico and the lack of support in Las Cruces, planted the seed of what is now Desert Blooms Grief Center.

Between April and June of 2026, two months after launching our peer grief support group program, we were supporting four committed families. While awareness of our mission grows, we're prepared to support more families and have. It reiterates both the existence of childhood bereavement in our community and the need for support.

I am so proud of the hard work that has gone into launching and growing this program here in Las Cruces. As we start another year, I know that the number of families supported will be higher by the end. This means that more families are getting the support they need and their loss is less likely to negatively impact their futures.

Desert Blooms Grief Center couldn't exist without the support of the community, however, nor can we thrive without it. So, on behalf of the entire team, a big "thank you" to all those who have supported us and continue to. It is so greatly appreciated and truly makes a difference.

Sincerely,

Melissa Murphy  
Founder & CEO

## Mission

To support children, teens and their families grieving the loss of a loved one.

## Vision

No child, teen nor their family shall have to navigate the experience of grief alone and risk it negatively impacting their futures.

## Core Values

Respect – For everyone who comes to us for support, their circumstances, and culture.

Compassion – For those experiencing the death of a loved one and the impact it's having on their lives.

Education – On grief, it's varying degree of impact on children, and the importance of timely support.

Support – To grieving children, teens and their families.

# The Problem

1 in 7 children will experience the death of a parent or sibling before the age of 18.

New Mexico is ranked #1 in the nation for childhood

Support targeting childhood bereavement in the form of peer group facilitation did not exist in our community prior to DBGC.

The most common causes of death in the state are accidents, suicide, homicide, and liver disease.

Frequently, participants in programs like ours are grieving a sudden, violent and/or traumatic death.



Resource: Childhood Bereavement Estimation Model (CBEM) 2026. Judi's House & New York Life Foundation

## Program Impact

Desert Blooms Grief Center was founded in March of 2025 and our bi-weekly peer grief support group program for children, teens and their parents/caregivers launched in April 2026.

Our peer grief support groups are arranged by age: 5-8, 9-11, 12-14 and 15-18 years old with an additional group for their parent or caregiver. Every group is led by a professionally trained and background-checked volunteer facilitator in a pre-determined activity and discussion.

**8** grieving individuals received grief support in our unique and age-appropriate groups between April – June 2026

### Ethnicity

|                 |   |                        |   |
|-----------------|---|------------------------|---|
| Hispanic/Latinx | 1 | Black/African American | 1 |
| White           | 5 | Multi-Racial           | 1 |

33%

2 littles  
Ages 5-8

33%

2 Middles  
Ages 9-11

33%

4 Adults

### Who Died for the Adult?

|                   |     |
|-------------------|-----|
| My Spouse/Partner | 50% |
| My Child          | 25% |
| Other             | 25% |

**8** trained and background-checked Bereavement Facilitators!

### Gender

|        |   |
|--------|---|
| Female | 4 |
| Male   | 4 |

### Service Area

Southern New Mexico

### Who Died for the Child?

|                |     |
|----------------|-----|
| My Mother      | 50% |
| My Father      | 25% |
| My Grandfather | 25% |

“Grief isn’t something that needs to be fixed. Sometimes, it just needs to be held.”

# **Our Compassionate Supporters – THANK YOU!**

Dr. Craig Pierce – Southwest Family Guidance Center & Institute

Dutch Bro's Co.

Jennifer Hayden

Lithia 4 Kids

Alex Liebman-Rapp

Walmart – Rinconada

Tutti Bambini

Susan West

Blackbaud

Veloz Homes

West Mesa Luxury Desert Homes

The Right Move Real Estate Group

Jade Richardson-Bock

Saenz & Smith Real Estate Co.

Sandra Espiritu

Hacienda De Mesilla

Citizen's Bank

Sims & Co. Real Estate Services

DH Lescombes Winery & Bistro

Mark Weems

DJ Mike G.

Marci Dickerson

The Chocolate Lady

Rio Grande Winery

Sky Zone

The Fancy Pony Beauty & Boutique

Ace Hardware of Mesilla Park

La Posta de Mesilla

Hillsboro Tradin' Post

Telshor 12

Red Hawk Golf Club

Spa-ology

MOOD Skin & Body

Matteo

Landmark Mercantile

Adriana Eloisa Photography

McCoy's Building Supply

Las Cruces Abstract & Title Co.

DESERT BLOOMS

# Grief Center

## Profit & Loss Report

July 2025 – June 2026 · Accrual Basis

TOTAL INCOME

**\$31,729**

TOTAL EXPENSES

**\$14,643**

NET INCOME

**\$17,228**

## Financial Snapshot

Year ended June 2026

Gross Profit

**\$31,729**

Total Income

Operating Expenses

**\$14,643**

46% of income

Net Operating Income

**\$17,086**

Strong surplus

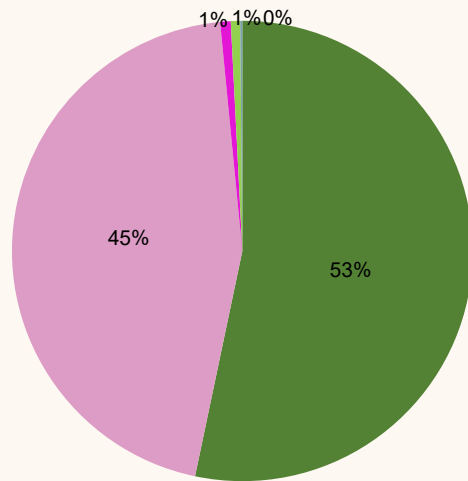
Net Income

**\$17,228**

After other income

## Income Breakdown

Where the \$31,729 in revenue came from



**Donations**  
\$17,679.09 · 53.3%

**Valentine Fundraiser**  
\$14,982.00 · 45.2%

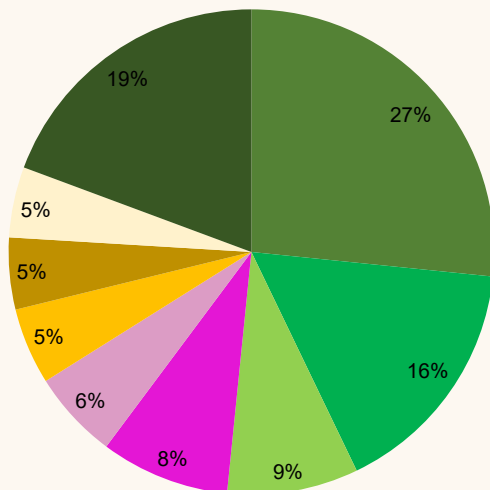
**Trivia Fundraiser**  
\$245.50 · 0.7%

**Services**  
\$216.00 · 0.7%

**Uncategorized**  
\$50.00 · 0.2%

## Expense Breakdown

How the \$14,643 in expenses was allocated



**Legal & Professional**  
\$3,897 (26.6%)

**Advertising & Marketing**  
\$2,379 (16.2%)

**Rent & Lease**  
\$1,280 (8.7%)

**Pre-employment Checks**  
\$1,258 (8.6%)

**Group Supplies**  
\$861 (5.9%)

**Valentine Fundraiser Exp.**  
\$748 (5.1%)

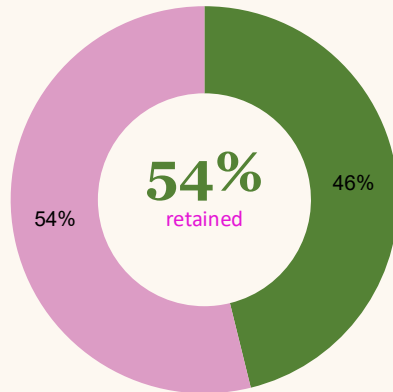
**Website Design**  
\$700 (4.8%)

**Printing**  
\$689 (4.7%)

**All Other**  
\$2,831 (19.3%)

## Income vs. Expenses

Overall financial picture at a glance



Total Income  
**\$31,728.59**

Total Expenses  
**\$14,642.85**

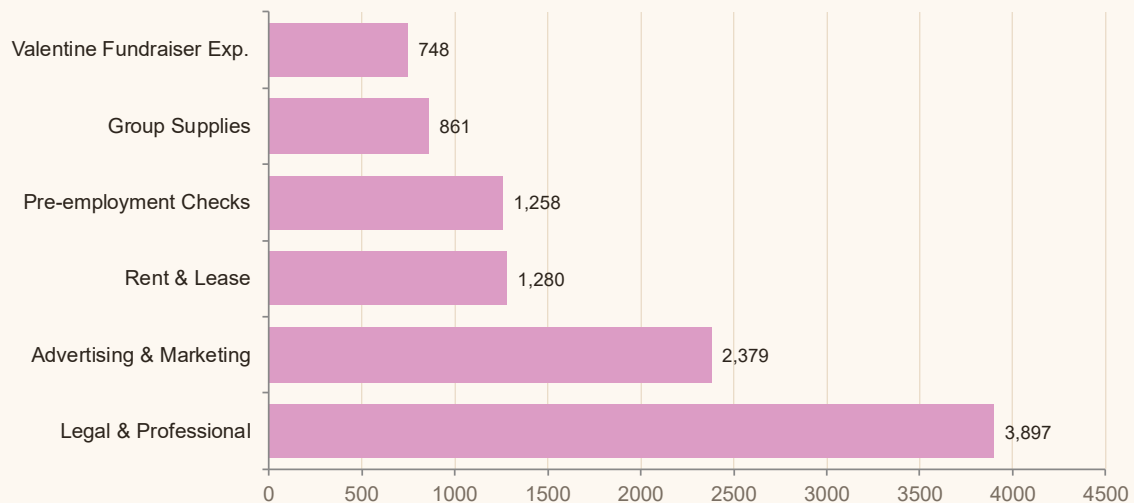
Net Operating Income  
**\$17,085.74**

Other Income (net)  
**\$142.31**

Final Net Income  
**\$17,228.05**

## Largest Expense Categories

Top drivers of the \$14,643 expense total



## Key Observations

### Strong Net Surplus

Net income of \$17,228 represents a healthy 54% of total income retained after expenses — a positive position for continued programming and growth.

### Revenue Concentration

Donations (\$17.7k) and the Valentine Fundraiser (\$15.0k) together account for ~94% of income. Diversifying revenue streams could reduce risk.

### Legal & Professional Costs

Legal & Professional Services (\$3,897) is the single largest expense category, driven primarily by attorney fees (\$3,264).

### Golf Tournament Note

The 2025 Golf Tournament shows a net of −\$1,444. Reviewing event costs and sponsorship structure may improve future results.

## Desert Blooms Grief Center

Profit & Loss Summary · July 2025 – June 2026

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**Net Income \$17,228.05**

Prepared from accrual-basis records · September 2026

# **The Heart of Our Program – Our Volunteers!**

## **Present & Past, THANK YOU.**

Tanya Barraza

Rio Lopez

Rebecca Martos

Kaelynn Edwards

Mary Morgan Casillas

Elise Lopez

Alex Wheeler

Desirae Lowe



### **And a special “thank you” to our volunteer Board of Directors:**

President, Susie Facio

Vice President, Vicki Lucero

Treasurer, LaDonna DeLaho

Secretary, Laura Maynez

Board Member At-Large, Billie Haynie

Board Member At-Large, Maria Garza

## **How to Support Desert Blooms Grief Center**

**Become a Volunteer Facilitator** – Visit our website to see when we will hold our next facilitator training and fill out the interest form. [desertbloomsgriefcenter.org/volunteer/](https://desertbloomsgriefcenter.org/volunteer/)

**Donate** – One-time or monthly, every cent counts towards our program and is greatly appreciated. Visit our website at [desertbloomsgriefcenter.org/donation/](https://desertbloomsgriefcenter.org/donation/)

**Sponsor** – Be a sponsor in support of our major annual fundraising events in order to help us put on the best event possible and to meet our fundraising goals.

**Participating in fundraising efforts** – Whether as a volunteer, participant, sponsor or donor, your support ensures that our mission continues to exist and thrive for the bereaved youth in our community. [desertbloomsgriefcenter.org/donation/](https://desertbloomsgriefcenter.org/donation/)

**SHARE** – Spread the word! Word of Mouth, Facebook, Instagram, Email, etc.

**Facebook:** <https://www.facebook.com/profile.php?id=61571798986300>

**Instagram:** <https://www.instagram.com/desertbloomsgriefcenter/>