

FOR IMMEDIATE RELEASE

INTRODUCING LA FONDA FOUNDATION: A VISIONARY INITIATIVE IMPROVING LIVES AND CREATING SYSTEMIC CHANGE

*Foundation Aims to Create Upward Economic Mobility by Providing a
Model for Employees in the New Mexico Hospitality Industry*

Santa Fe, New Mexico - August 7, 2023 - La Fonda Foundation, a transformative philanthropic organization backed by the historic La Fonda on the Plaza, and its owners, was launched in Santa Fe New Mexico. This newly established organization aims to improve the lives of Santa Fe families and, in time, those across New Mexico, while creating upward mobility for generations to come.

La Fonda is a major employer in Northern New Mexico with over 300 employees and over 100 years of experience in the hospitality industry. With a long-standing and reputable tradition of service to the community and its visitors, La Fonda Foundation has a unique perspective on how to effect positive change for employees in the hospitality industry, one of the largest industries in the state.

La Fonda stands on the firm belief that by prioritizing employees and their families - who form the backbone of the Santa Fe community - pathways to financial stability can be created and barriers to success eliminated. To understand the most critical needs of industry employees and families, the Foundation will initially focus on a select group of La Fonda team members with tailored services and programs unique to their individual needs. In the future, La Fonda Foundation plans to expand efforts to reach the broader New Mexico hospitality industry.

La Fonda Foundation Key Outcomes:

1. Empower Employees and Families:

The La Fonda Foundation places paramount importance on empowering employees and their families with the tools and support they need to excel in their educational, professional, and personal lives. Through educational initiatives, skill development programs, and access to necessary services for success, the Foundation will provide a springboard for individuals to seize new opportunities and upward economic mobility and unlock untapped potential.

2. Drive Systemic Change:

Recognizing that true progress requires a collective effort, the La Fonda Foundation is committed to driving lasting change within our community. By forging collaborations with existing philanthropic

organizations, community leaders, and local businesses, the Foundation will work to address deep-rooted challenges such as economic disparity, education challenges, and social issues brought about by a lack of upward economic mobility. This wrap-around approach aims to build a lasting transformation for Santa Fe families and their children.

3. Create Complementary Services:

The La Fonda Foundation will introduce complementary services to support and amplify its impact. These services will include mentorship programs and career development initiatives to connect employees to needed services designed to foster a holistic ecosystem of growth and opportunity.

To celebrate its inauguration, the La Fonda Foundation will host a “Cocktail and Conversation” event to convene community leaders, philanthropists, and stakeholders as the Foundation communicates its vision and core values and explores avenues for collective action. The event will take place on Monday, August 7, 2023 at 4:30pm in La Terraza at La Fonda on the Plaza.

"Our goal is to create a positive ripple effect that extends far beyond individual lives, and we are fortunate to have Ms. Bernal lead the charge," stated Jenny Kimball a board advisor of the Foundation. "By of our employees and their families and working together with other like-minded organizations, we can drive meaningful change and uplift the entire community."

“As a native New Mexican with family roots dating back 5 generations, Ms. Leticia Bernal is an ideal leader for this initiative given her experience in running several successful businesses in Northern New Mexico, being the Regional Director of Big Brothers Big Sisters in Los Alamos and Rio Arriba Counties, and most recently Director of United Way in the Santa Fe area. She keenly understands the context of the local community and how to affect change“ stated John F. Rizzo, board advisor of the Foundation,

As the La Fonda Foundation embarks on this ambitious journey, it invites individuals, businesses, and organizations to join forces in shaping a brighter and more rewarding future for all. The Foundation welcomes community feedback and participation in this exciting, new, hospitality-focused initiative that will create sustainable and scalable opportunities for industry employees.

For more information about La Fonda Foundation and how to get involved, please visit: <https://www.lafondasantafe.com/la-fonda-foundation/announcing-the-la-fonda-foundation>

Press Contact:

Leticia Bernal
Executive Director
La Fonda Foundation

Lbernal@lafondasantafe.com