



2013 Annual Report

“ *I feel my best and most alive when
I am at Camp PALS.* ”

PALS Staff

Executive Director Letter



In 2004, a few teenagers set out to create a camp for young adults with Down syndrome. We envisioned a place of welcome and acceptance, a place where friendships formed, inside jokes were made, and young people could learn a little bit more about themselves, and about others.

Now, ten summers later, our vision is quite similar - it just got a whole lot bigger. This year we learned that the passion and joy within PALS is strong not only in Philadelphia, but in San Francisco, and Chicago...and Georgetown...and Princeton. The vision of a few teenagers has become the mission of hundreds of young adults around the country - creating new PALS camps, adventures and experiences every day.

This year, we reached out to new age groups - welcoming individuals between the ages of 12-25. We supported new leaders - hiring an Executive Director, and building five teams of directors to run each camp around the country. We expanded to new seasons - offering Adventures run by passionate volunteers in local communities throughout the year. And we challenged our community with new goals - setting a fundraising target of \$100,000 and building partnerships with local advocacy groups, the Universities that host us and even national corporations.

Together, we took chances, we built relationships, and we found that little piece of summer fun in every moment. I am excited to share the details of our 10th summer and the greatest expansion we've seen as an organization.

After a decade of work, we are still inspired by the belief that everyone deserves a place they can call their own. And if you take a look, we think this can be your place too.

A handwritten signature in cursive script that reads "Jenni Newbury Ross".

Jenni Newbury Ross

Executive Director & Co-founder
PALS Programs

This is our place...



Welcome to PALS.

When Camp PALS was founded in 2004 the vision was clear—changing perspectives through relationships built on shared experiences. We paired up individuals with Down syndrome one-on-one with their peers to experience camp: to grow in independence, to tackle new experiences, and to build friendships along the way.

The programming is simple—we go on trips, we try out new activities in small groups, we compete in the PALS Olympics, and we host the best dance parties you’ve ever seen.

And while the programming is simple, the rest of it is magic. Over the years we’ve built a commitment to this place—to this world where the boundaries of judgment, the fear of exclusion and the stress of fitting into some predesigned mold are gone.

Our model stays the same. We believe in **one-to-one pairings** that create strong bonds and lifelong friendships. We focus on **peer-to-peer relationships**, trusting in young volunteer leaders to develop age-appropriate programming and to be eager to affect social change. We value **residential experiences** - recognizing that real impact comes from immersive experiences, and real change comes in the moments you least expect it.

We hold specific **values** of who we are. We are **welcoming** and **supportive**. We are a family that is **passionate** and **genuine**, and always has **fun**.

PALS has shaped the lives of hundreds of individuals over the past ten years. Half of us have Down syndrome, but all of us know the value of friendship, the thrill of being on a team, and the best place to experience summer. Together, we challenge each other to be a little better, and to see the world a little differently, with each passing year.

We hope you’ll join us.



Our mission

To create immersive experiences where individuals with Down syndrome and their peers have fun, grow as individuals, and build transformative friendships.

“I chose PALS because I want my son to be safe, positive, and in a fun environment with campers like him and with staff and counselors that want to be with him, who are passionate and accepting of who he is, while nurturing his sense of self and encouraging his independence.”

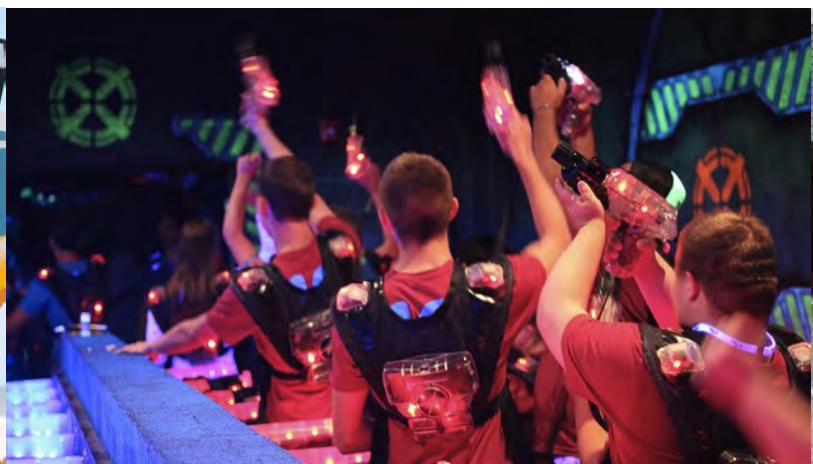
– PALS parent

Our programs

Camp
PALS
Princeton



We began our summer at Camp PALS Princeton, where campers between the ages of 18-25 stepped onto the idyllic campus of Princeton University. Supported by the Pace Center for Civic Engagement and sponsored in-part by Princeton Dining Services, our 23 campers and 33 volunteers spent the week exploring the historic town, climbing rock walls, playing laser tag, and of course, hitting the beach!



Our programs



We then headed to Camp PALS Philadelphia, where we celebrated our 10th summer at our flagship program at Cabrini College. With 60 campers between the ages of 12-18, our 79 volunteers were very busy! We gambled at Dave & Busters, took our troops on our annual Ocean City beach trip, and even invited some PALS alumni to our semi-formal dance!



Our programs

Camp
PALS
Georgetown



Thanks to a very generous gift from the President's Office at Georgetown University, our group of 43 campers between the ages of 16-25 made their debut in the nation's capital! With a trip to the Nationals Game with the local Down Syndrome Network of Montgomery County, a visit to the mall, a chance to see the Smithsonians, and a dip in the Chesapeake Bay, we could barely fit it all in! The best part for our campers and 60 counselors? Catching our breath as we watched the National Fireworks on the Fourth of July!



Our programs

Camp
PALS
San Francisco



Camp PALS San Francisco took us to the West Coast where 21 campers (ages 16-25) and 30 volunteers took in the California sun and the breathtaking campus at Santa Clara University. The experience was packed with activities - from a cruise across the Bay, a tour at a local organic farm, and a beach trip to Santa Cruz. But nothing tops our day at Google Headquarters!



Our programs



Our final program of the summer took us to the Windy City! Our 21 campers (ages 14-21) and our 29 volunteers found a new home at Elmhurst College. We held karaoke in the student center and our PALS Olympics on the center green. We experienced Chicago in every way: a trip to the zoo downtown, swimming in Lake Michigan, and even a sunset tour on privately-owned yachts.

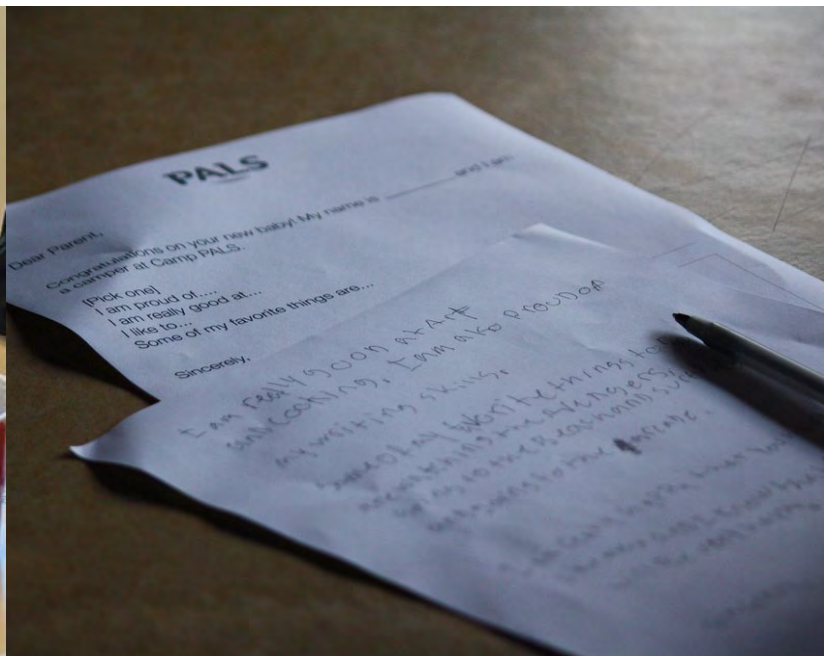


... and beyond

This past year we also saw great growth in our two new initiatives - PALS Adventures and The Congratulations Project.

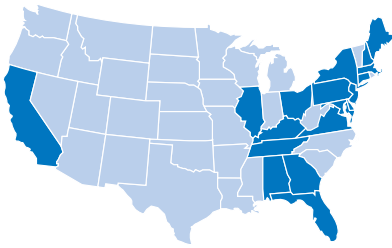
PALS Adventures are designed as activity-based reunion opportunities for our campers and counselors. Last year, we hosted five adventures in four different states. These adventures included bowling trips, an improv theatre studio and even a dance party! As we look towards the future we plan to strengthen these opportunities and pursue overnight weekend Adventures as well.

The Congratulations Project is an initiative where our campers write letters to new parents of babies with Down syndrome. These letters have been shared with individuals across the country at local advocacy groups and in hospitals. Our most recent partnership is with the Trisomy 21 Program at the Children's Hospital of Philadelphia where our letters are distributed and paired with donated bouquets from 1-800-Flowers.

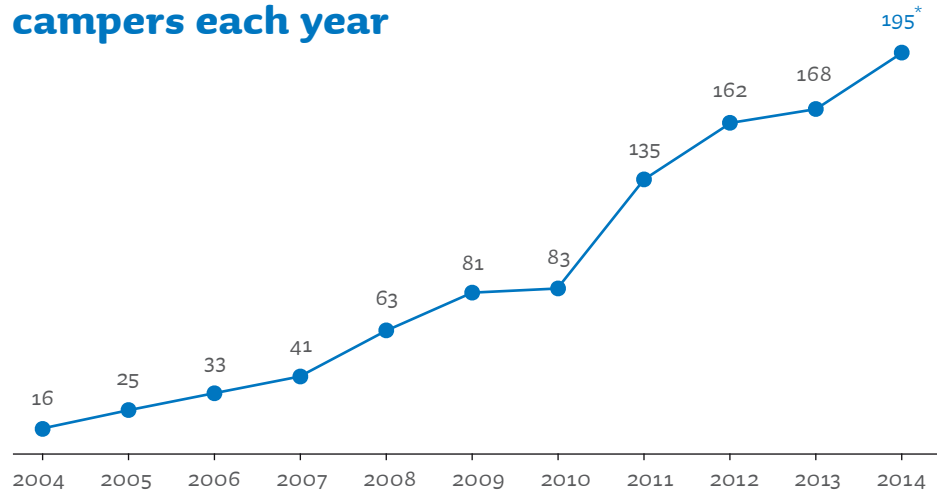


Our growth

Locations for 2013 campers

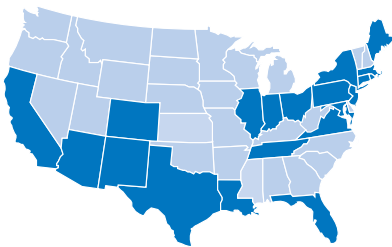


Total number of campers each year



*Estimated number for 2014

Locations for 2013 volunteers



Number of volunteers for 2013

Directors	Campers	Counselors	Medical	Media
13	168	161	16	7

What we've been up to this year

- 4** new camp locations
- 8** days until all east coast camps went to waitlist
- 32** volunteers doing multiple Camp PALS this summer
- 43** campers experiencing PALS for the first time
- 110** camper applications in the first day
- 50,120** hours volunteered this summer at PALS

Our expenses

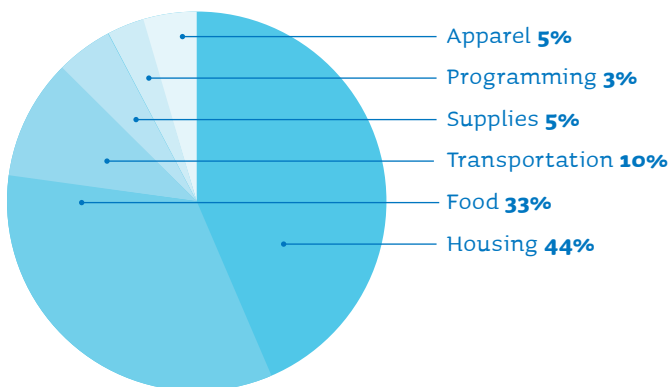
Direct program expenses*

Housing	\$90,868.69
Food	\$69,719.46
Transportation	\$21,684.56
Supplies	\$9,955.20
Apparel	\$9,780.50
Programming	\$6,684.24
Direct programming cost total	\$208,692.65

Organization expenses*

2013 Direct programming costs	\$208,692.65
Employee compensation	\$42,494.02
Taxes & licenses	\$20,911.04
2012 Programming	\$13,714.57
Insurance	\$6,689.00
Leader trainings & travel	\$5,936.87
Office expenses	\$3,403.64
Camp admin costs	\$1,565.96
Accounting	\$35.00
Total expenses	\$303,442.75

Average breakdown of programming costs in 2013



*PALS Fiscal Year runs from September 1, 2012 - August 31, 2013.

Our revenue

Organization revenue¹

Tuition received	\$172,209.14
Funds raised	\$152,340.70
Other²	\$5,888.92
Total revenue	\$330,438.76

“Tuition Received” includes calculations for financial aid provided. In 2013 PALS offered reduced tuition to all of our campers. About 4% of families chose to pay the actual cost of camp. PALS met 100% of financial need, providing additional financial aid for 20% of our campers (approximately \$19,500) and coordinating with the additional 24% of families who received aid from outside organizations.

Top donors for 2012-13

Google Matching Gifts	\$23,405.00
Georgetown University	\$22,000.00
Wawa, Inc.	\$10,000.00
Athletes Helping Athletes, Inc.	\$5,000.00
Heller Family	\$5,000.00

Over the past 10 years, the majority of our fundraising has been done by our volunteer counselors. Together, they raised over \$92,000 (including matching gifts) in the 2012-2013 campaign.

Mark & Marisa Goldstein

Beach trip (Princeton, Philadelphia)

Google, Inc.

Day trip to Google Headquarters (San Francisco)

Cruising Sail Fleet of Chicago Yacht Club

Private sailing tour (Chicago)

Princeton Dining Services

Discount on all meals (Princeton)

Final budget for 2012-13 fiscal year¹

Revenue	\$330,438.76
Expenses	\$303,442.75
Income	\$26,996.01

¹PALS Fiscal Year runs from September 1, 2012 - August 31, 2013.

²Other includes: Investment income, apparel sales, credit card cashback.

Our sponsors

As we grow to new locations and continue to build a staff that can ensure the PALS magic exists all year-round, we need your help. We're looking for companies, individuals and organizations to match the enthusiasm and passion that our counselors, campers and families have for PALS programs. Donations can be made at palsprograms.org/donate or checks can be made out to PALS Programs and mailed to:

12 Dow Drive, Hillsborough, NJ 08844.

PALS is a 501(c)(3) registered in Pennsylvania. All donations are tax-deductible.

\$500	Contribution to support PALS: This donation supports PALS' mission and growth and will be recognized online.
\$1,400	Contribution to support a camper: This donation will pay the 2014 tuition of a camper to attend Camp PALS. The gift can be recognized online, or by the camper sponsored.
\$5,000	Trip or Event Sponsor: This donation covers a select trip or event at a Camp PALS program. The donor can work with the directors to choose the trip or event. This gift can be recognized online as well as in a video made to commemorate the trip or event experience.
\$10,000	Financial Aid Sponsor: This donation can cover the full financial aid fund of a specific program or region, allowing all campers the ability to attend. This gift can be recognized online as well as in the financial aid announcement shared with each recipient.
\$25,000	Camp PALS Program Sponsor: This sizable donation can cover the initial start-ups costs of a new camp program, bringing PALS to a brand new community. We could also use these funds to help us build the infrastructure to continue to support our growing family, ensuring the existence and quality of PALS for years to come. This gift can be recognized in multiple formats, including camp materials, advertisements, aid announcements, and more.

Other needs: As an organization, we are always willing to pursue new partnerships in addition to sponsorship opportunities. We are looking for new, young, talented volunteers, and we are eager to work with organizations that are connected into high schools or universities. We are also always open to new programming relationships or other Value In Kind opportunities to reduce our expenses (e.g. an apparel sponsor, a meal donated by a local vendor, etc.)



Our future

As we enter our second decade, we are committed to growing as a family. We will provide weeklong experiences that changes the lives of each and every participant. We will grow them to new areas of the country and build them for expanding age groups. We will find new ways for our campers and counselors to strengthen their relationships in the months we're not together. And we will build a community that advocates for each other, that believes in the power of friendship, and that has enough passion to change the world.

Because everyone deserves a place they can call their own.



Our board

Executive board

Antoine Yver

Brandon Glyck

Jason Toff

Jessica Trief

Meredith Vieira

Samantha Cousins

Soeren Palumbo

Tim Shriver

Executive director

Jenni Newbury Ross