



2014 Annual Report

“ *The joy PALS brings will make a difference in the world.* ”

PALS Director



Executive Director Letter

For the past 11 years PALS Programs has worked to create relationships between young adults with Down syndrome and their peers. This past year, we brought the vision of PALS to more people and places than ever before.

We grew in numbers - a 19% increase in campers hosted at six camps across the country. We added staff - hiring a full-time Program Coordinator to support our infrastructure, improve our grassroots fundraising, and help connect our community.

We developed more programming - offering weekend Adventures that for the first time in our history provided overnight opportunities beyond the summer season. And we invested in new partnerships - relationships with local businesses, colleges, and national companies, focusing on the Down syndrome organizations that wanted to help us spread the words of The Congratulations Project.

Our impact is a result of the power of young people and the passion of our volunteers. We are motivated by the impressive welcome that greets hundreds of campers every summer, by the genuine friendships that form throughout the year, and by the support and joy we find in even the youngest members of the Down syndrome community.

We continue to believe that everyone deserves a place they can call their own. As we grow, PALS becomes that place for more individuals across the country. I am honored to have shared this past year with the hundreds of campers, counselors, volunteers and community members that make this place our home.

Together we will continue to grow, to take chances, and to learn from each other. Together we will build a world where friends count more than chromosomes.

Thanks for joining us.

Jenni Newbury Ross

Executive Director & Co-founder
PALS Programs



This is our place...

PALS Programs began 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 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 pre-designed mold are gone.

Our **programming** is built around **Camp PALS**, our week-long summer sleep away camps held on college campuses across the country. We’ve expanded our reach with **PALS Adventures**, weekend get-a-ways during our off-season at retreat centers, resorts, and rented homes. And we strengthen our community with **The Congratulations Project**, reaching out to congratulate and welcome new families of babies with Down syndrome through letters written by our campers.

While our programming has grown, **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 eleven 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’re happy you’re here.

Our mission

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



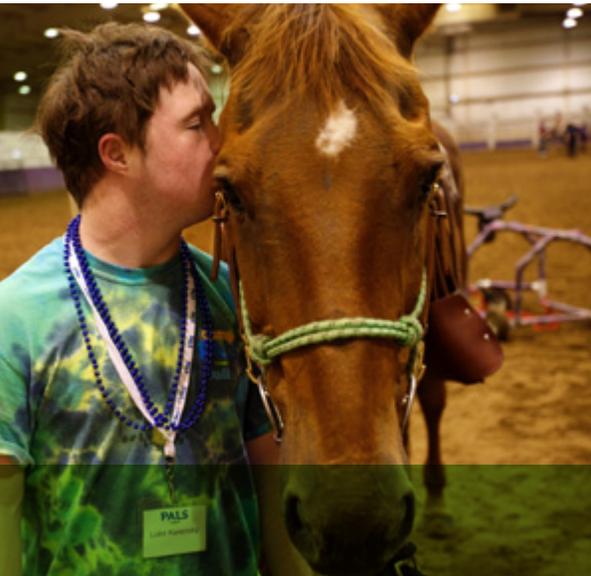
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Camp PALS Dallas

Our summer began in a brand new city for PALS. Camp PALS Dallas brought 18 campers and 26 volunteers to the University of Texas at Arlington. Together we went horse-back riding at a local therapeutic riding center, and even learned to lasso. We explored the Ripley's Believe It or Not Museum and took on new thrills at Six Flags Great Adventure.





We were thrilled to bring PALS back to the Windy City! Camp PALS Chicago brought together 21 campers and 28 volunteers on the beautiful campus of Elmhurst College. Our week was packed with trips to the zoo, a baseball game and even to the Chicago Bean! We took in the views from Lake Michigan as we sailed with the Chicago Yacht Club.

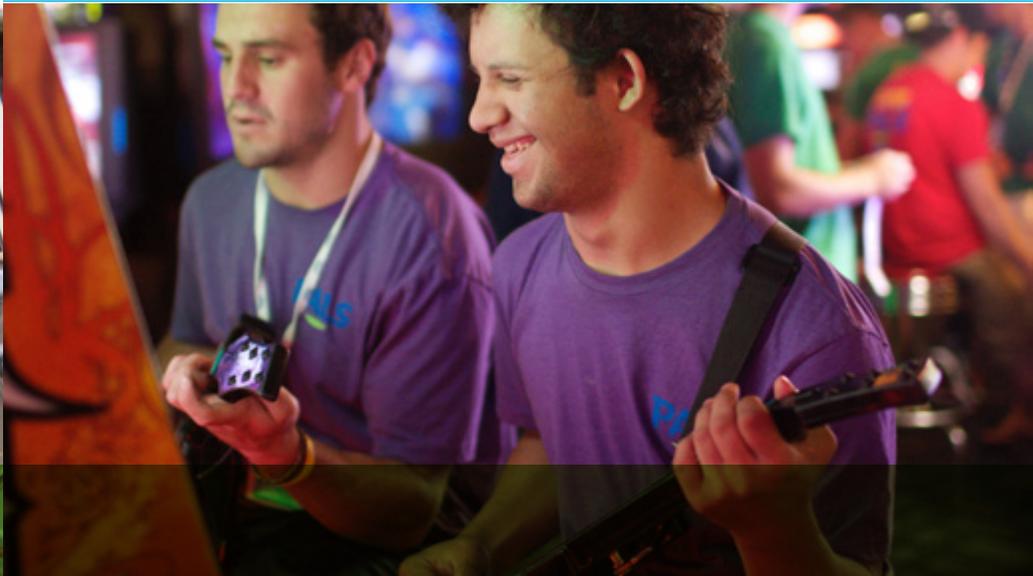
Camp PALS Chicago





Camp PALS Philadelphia

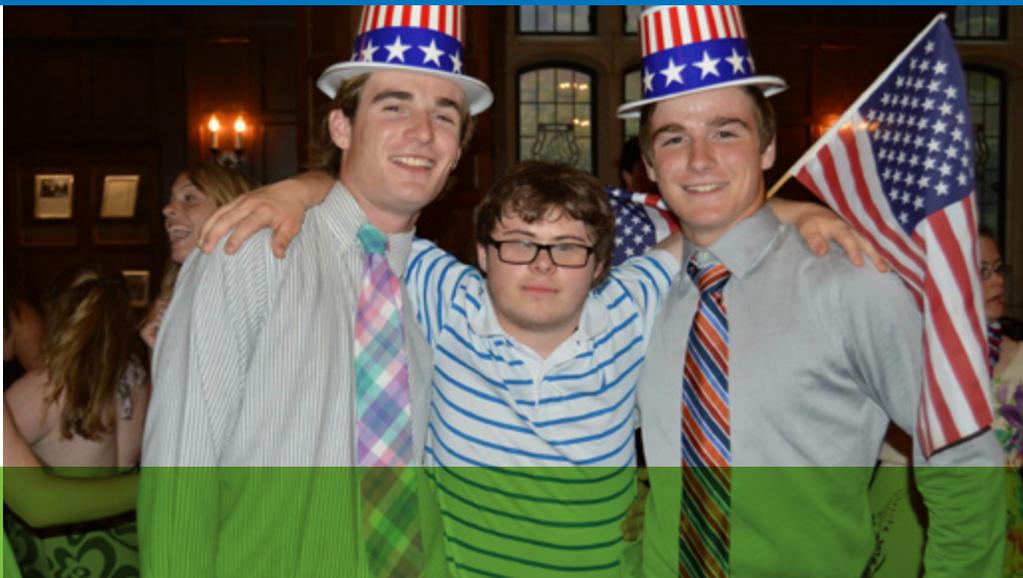
We returned for our 11th summer at Cabrini College this year! Together we competed in the annual Camp PALS Olympics, performed for an epic karaoke night and danced the night away at our “Frozen” semi-formal. With 63 campers and 88 volunteers, we took on the Jersey Shore, Dave & Busters, and even a brand new trip to Franklin Institute.

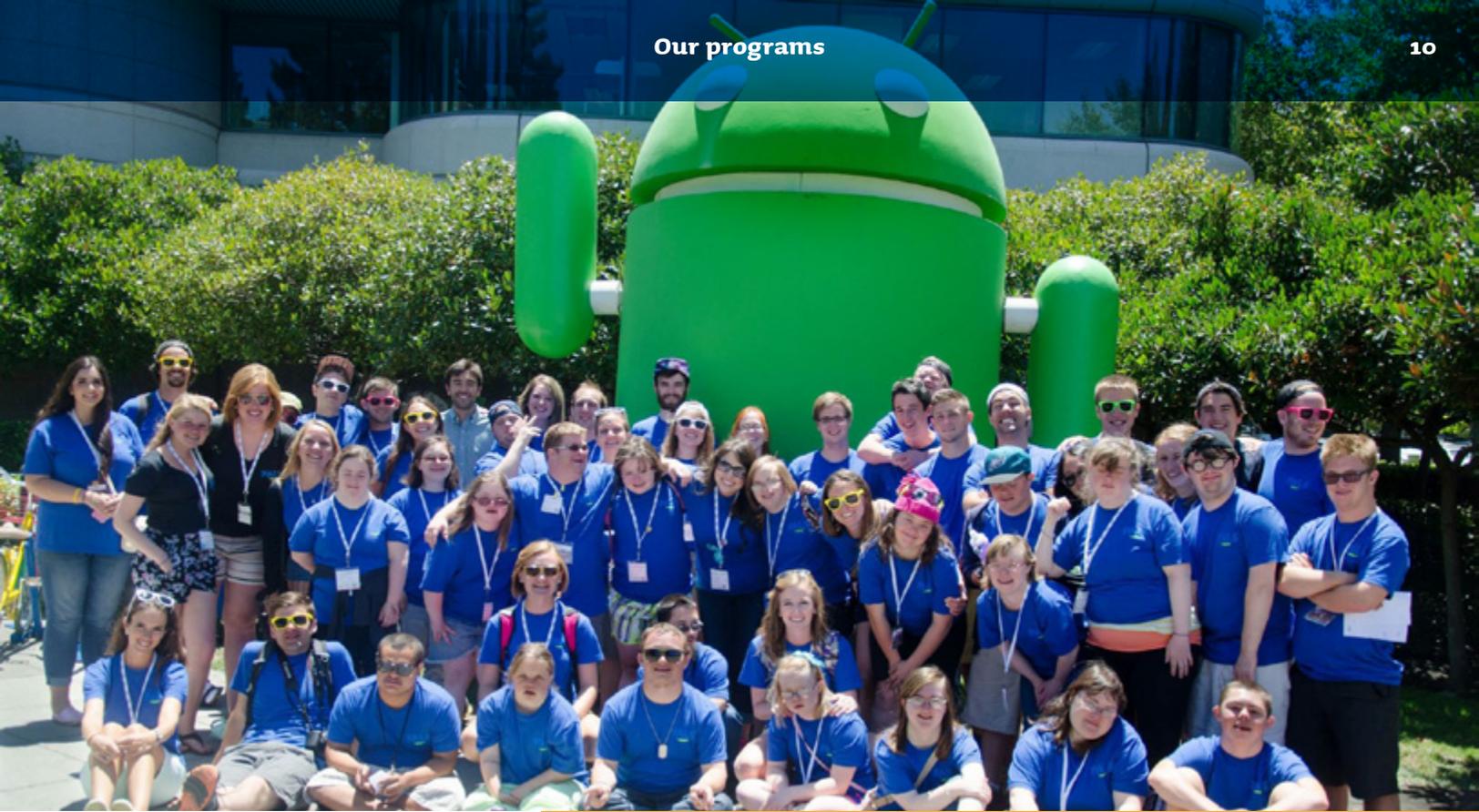




Camp PALS Georgetown returned to Washington, DC for the Fourth of July! We celebrated our independence with 41 campers and 53 volunteers at Georgetown University. This year we headed to the Air & Space Smithsonian Museum, a Washington Nationals Games, and to the Chesapeake Bay.

Camp PALS Georgetown

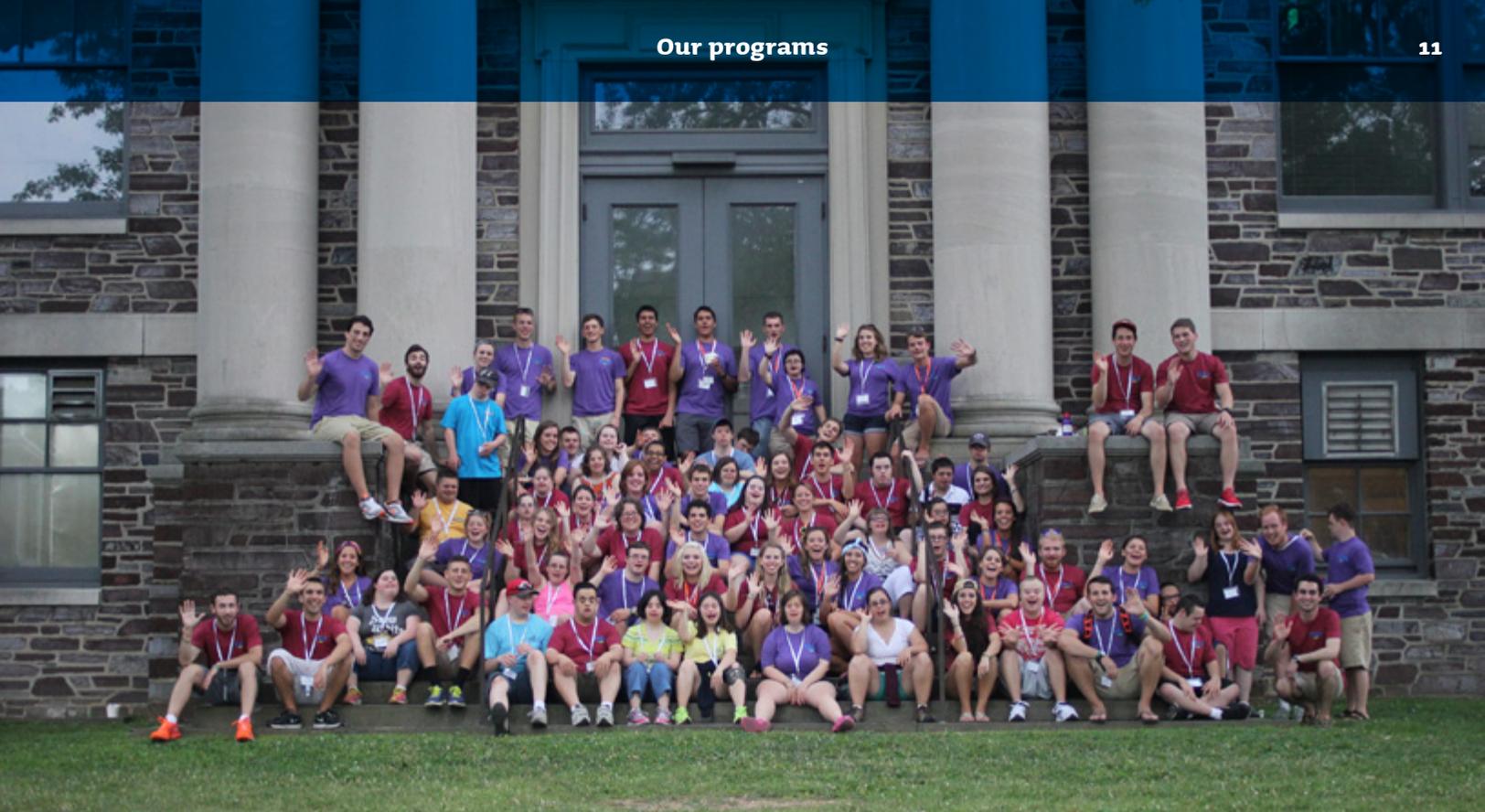




Camp PALS San Francisco

Camp PALS San Francisco took place marking our fourth year on the west coast. Our 23 campers and 32 volunteers spent the week on the beautiful campus of Santa Clara University. We took our first trip to Alcatraz, swam in the Pacific Ocean, and spent time with our tech partners at Google. We even joined a local retirement home for an epic karaoke performance!





We finished our summer this year with 33 campers and 42 volunteers at Princeton University. Our group at Camp PALS Princeton enjoyed a trip to Ocean City, a kayaking adventure and even dinner and a movie out on the town. We were excited to welcome guest hosts for Casino Night and some younger partners for the Camp PALS Olympics.

Camp PALS Princeton



PALS

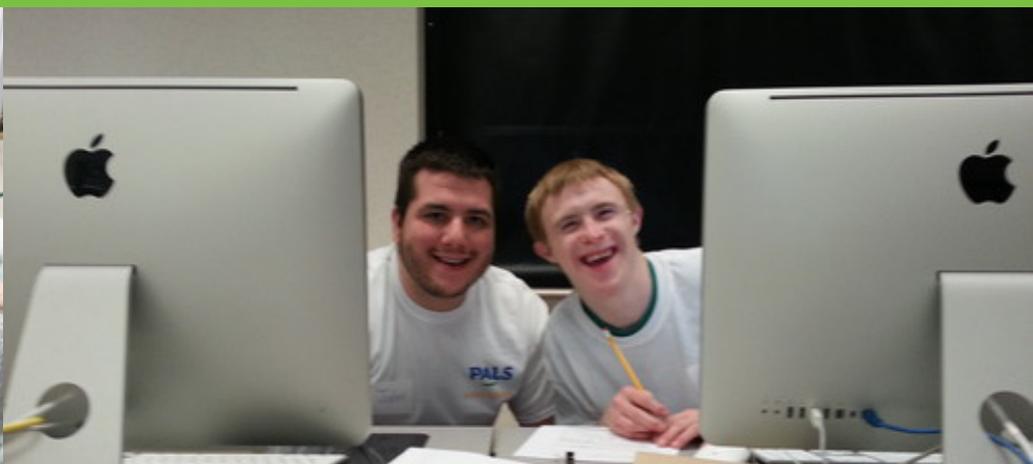
Adventures

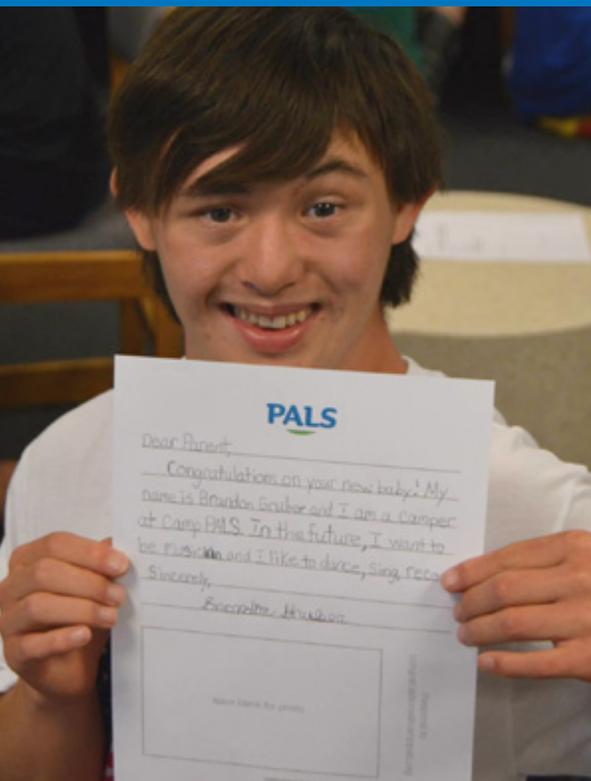


This year, we brought together over 140 campers and counselors at Adventures across the country. Our groups went bowling, tested out their improv skills and even went to a Young Chefs Academy in the Fall. In the spring groups gathered for two technology events around World Down Syndrome Day: the first hosted by Google in California and the second hosted by Archetype Consulting in New Jersey. Finally, we hosted our first overnight weekend Adventures - a snow-tubing trip in Wisconsin Dells and a weekend hang-out in the Chesapeake Bay!

“You guys are like a family to me. Someone with Down syndrome like me, I’m like one of you guys. And that’s amazing. All of us are there for each other.”

– PALS camper





The Congratulations Project

This year we collected letters from our campers at every single Camp PALS site. We continued to grow our distribution locations, seeking out not only hospitals across the country but also local Down syndrome associations and individual families. This year we delivered over 60 letters to families in Pennsylvania, New Jersey, Colorado, North Carolina, North Dakota, Ohio, Illinois and Texas. In the spring, we began pairing our letters with small gifts - bouquets donated from 1-800-Flowers, stuffed animals or blankets to share with the families. We also had the opportunity for some of our campers and their siblings to meet with parents at a reception in April at the Children's Hospital of Philadelphia.



"I've gone through so many emotions over the past few weeks: fear, worry, sadness, guilt, love, pride, happiness and joy. The letter I received today has touched my heart and brought me peace and hope. Thank you. This project is definitely touching lives."

– Parent recipient

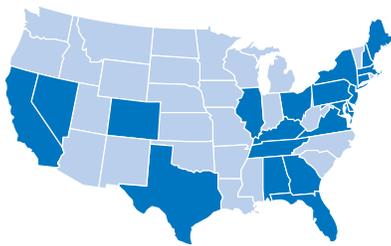


Reporting by the numbers

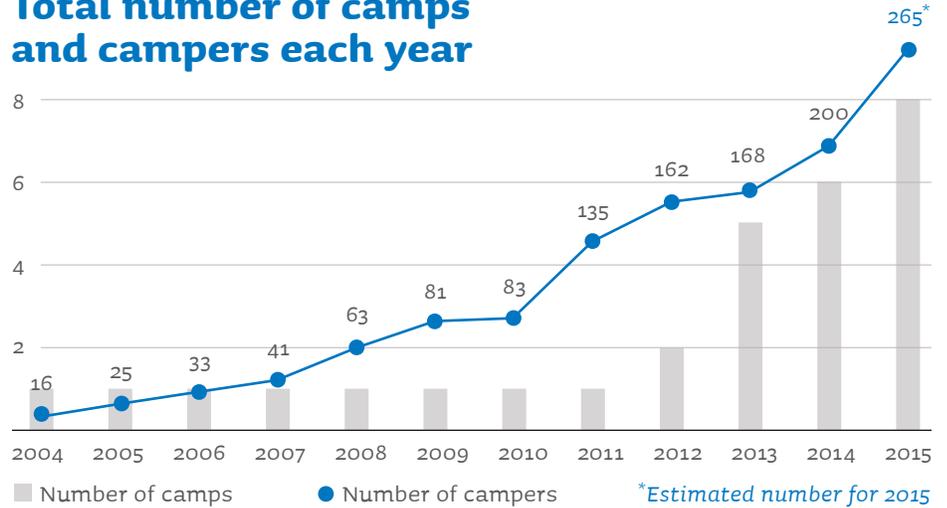
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Our revenue	17

Our growth

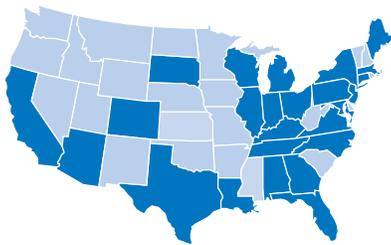
Locations for 2014 campers



Total number of camps and campers each year



Locations for 2014 volunteers



2014 Camp PALS numbers

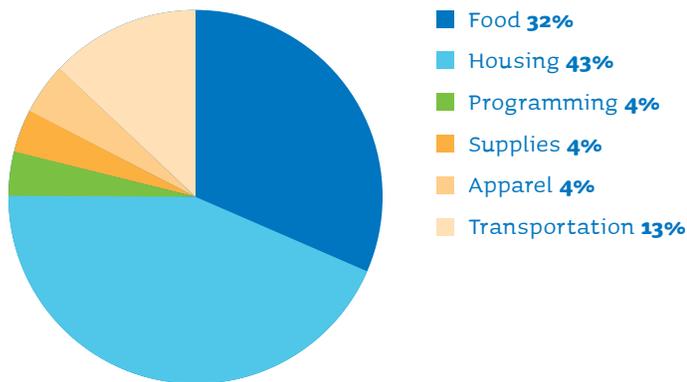
Campers	Directors	Counselors	Medical	Media
200*	19	215	15	9
19% new	58% new	44% new	33% new	22% new

(Volunteers also attended in 2014 from Canada and South Africa)

*158 applications (79%) received on January 1

Our expenses

Average breakdown of programming costs in 2014



Direct program expenses*

Housing	\$106,698.95
Food	\$75,459.276
Transportation	\$22,858.82
Supplies	\$8,530.59
Programming	\$7,480.19
Apparel	\$11,357.91
Direct programming cost total	\$232,385.73

Organization expenses*

2014 Camp PALS Expenses	\$232,385.73
Adventures Costs	\$10,022.42
Leader Trainings & Travel	\$12,481.68
10 Year Gala Expenses	\$8,341.80
Accounting	\$264.95
Insurance	\$7,877.00
Office Expenses	\$6,185.83
Employee Compensation	\$54,477.00
Taxes & Licenses	\$22,631.45
Total expenses	\$354,667.86

PALS Fiscal Year runs from September 1, 2013 - August 31, 2014

Our revenue

Organization revenue*

Tuition Received	\$243,891.69
Funds Raised	\$259,670.02
Investment	\$15,756.37
Sales (Apparel & Gala Tickets)	\$11,077.48
Total revenue	\$530,395.56

“Tuition Received” includes calculations for financial aid provided. In 2014, PALS met 100% of all financial aid requests, providing over \$47,000 to approximately 70 families. PALS also works alongside families who identify outside sources that will provide tuition assistance.

Top donors for 2013-2014

Howard Fund	\$39,152.00
Georgetown University	\$27,000.00
Google Matching Gifts	\$25,460.00
Selz Foundation	\$25,000.00
Wawa, Inc	\$15,000.00
Heisman Foundation	\$10,000.00
Annie’s Homegrown	\$10,000.00
Mark & Marisa Goldstein Beach trip (Princeton, Philadelphia)	
Elmhurst College Discount on housing & meals (Chicago)	
Google, Inc. Day trip to Google Headquarters (San Francisco)	
Chicago Yacht Club Private sailing tour (Chicago)	

Our volunteer counselors continue to fundraise annually to support the growth of PALS. This past year they raised approximately \$63,000 (not including matching gifts).

We estimate that approximately \$39,000 of value was contributed from in-kind gifts to this year’s budget.

Final budget for 2012-13 fiscal year*

Revenue	\$530,395.56
Expenses	\$354,667.86
Income	\$175,727.70

*PALS Fiscal Year runs from September 1, 2013 - August 31, 2014.

Join us

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Our sponsors

As we grow to new locations and work to ensure the PALS magic exists 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:

PALS Programs
12 Dow Drive
Hillsborough, NJ 08844.

PALS is a 501(c)(3) registered in Pennsylvania. All donations are tax-deductible. Our EIN is 35-2334489.



\$500

Contribution to support PALS:

This donation supports our mission and growth and will be recognized online.

\$1,400

Contribution to support a camper:

This donation will pay the tuition of a camper to attend Camp PALS. The gift can be recognized online, or by the camper sponsored.

\$5,000

Adventure Sponsor:

This donation can cover the cost of an Adventure during our off-season or a trip at one of our camps. The gift can be recognized online and media can be developed to commemorate the experience.

\$10,000

Financial Aid Sponsor:

This donation can cover up to 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-up costs of a new camp program, bringing PALS to a new community. This gift can also support the dedication of a camp with additional sponsorship details.

Other needs: As an organization, we are always willing to pursue new partnerships in addition to sponsorship opportunities. We are eager to work with organizations, Universities and any company with suggested programming relationships or other in-kind donations.

Our future

We seek to build a community of passionate people - of those who step out of their comfort zones, those who take time to reach out to others, and those who celebrate the joy in every moment. Our work is dedicated to the Down syndrome community, but our impact is not. We believe that this place, this family, can challenge others to see their world a little differently.

We promise to keep growing - to find new areas that need our passion and genuine energy, to age with those individuals who have grown up with us, and to give even the youngest members of our community a sense of hope and a feeling of welcome.

**Because everyone deserves a place
they can call their own.**