

The logo for PALS, featuring the word "PALS" in a bold, white, sans-serif font. A small, curved green line is positioned below the letter "A". The logo is centered at the top of the page against a blue background with a pattern of white handprints.

PALS

The title "2016 Annual Report" is written in a large, bold, white, sans-serif font, centered on the page. The background is a low-angle shot of several people's hands reaching up towards the camera, set against a backdrop of green trees and a clear blue sky. The hands are of various skin tones and are positioned in a way that suggests a group hug or a gesture of unity.

2016 Annual Report

**“ To be honest with you, I did not find
Camp PALS, Camp PALS found me... I was
meant to be at Camp PALS. ”**

**—
PALS Camper**

Executive Director Letter



In 2004, PALS began with a small group of young people, eager to test out a new idea, full of wide-eyed wonder about how PALS might help make a change in their community.

As we close out 2016, PALS looks a lot different. The young people are there — Directors that spend months planning and designing the perfect week of Camp or weekend Adventure. The campers are there — but instead of our small group of sixteen at Cabrini, we see 340 campers across 10 campuses in 8 states. The big ideas are there — staff who now devote their time year-round to grow our community, further our reach, and strengthen our impact. PALS is still very much our place, but the sense of wonder has grown into the humbling reality that almost 2,000 people have shared a week at Camp PALS in the past 13 years.

And our reach expands beyond those who spend a whole week with us. Every year we build more partnerships — the administration at Georgetown University. The staff at Google in Mountain View. The bike rental place on 12th street in Ocean City. The Franklin Institute in Philadelphia. As an organization our relationships run deep, and the ripples in each community reach further every year.

This year has been special for my husband and I as we welcomed our first baby. I watched this summer as our newborn met hundreds of campers, counselors, and parents. I am filled with joy at the thought that she will grow up in the PALS community, knowing this place of genuine acceptance from the earliest moments. But it is a reminder that there is work to be done.

It is my hope that she will grow up in a world that is inclusive and welcoming to all. And it is the legacy of that small group of young people in 2004 that makes me believe we can make it happen.

Thank you for being a part of our work.

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 pair 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 begins with Camp PALS, our week- long summer sleep-away camps held on college campuses across the country. The experiences continue with PALS Adventures, weekend getaways 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 continues to expand, 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 enact 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 thirteen 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.

Our mission



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

Our programs

Camp PALS Columbus

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Camp PALS Philadelphia

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Camp PALS Cleveland

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Camp PALS New Jersey

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Camp PALS Poconos

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Camp PALS Columbus



We kicked off our summer for the second year in a row at The Ohio State University. Camp PALS Columbus brought together 17 campers and 21 volunteers for a week that included a trip to Zoombezi Bay, a visit to the Gateway Film Center, and an epic day of outdoor adventures at Hocking Hills. We explored downtown Columbus and introduced the OSU community to traditional PALS events like outdoor dance parties and karaoke styled after *The Voice*.

Camp PALS Philadelphia

Camp PALS Philadelphia enjoyed its 13th year at Cabrini University with 41 campers and 64 volunteers. At Ocean City, New Jersey, we cruised the boardwalk on surries, bathed in the sun, and cooled off in the ocean. Additionally, our annual trip to the Franklin Institute was enhanced by a visit to their Pixar exhibit and a special screening of *Finding Dory*.





Camp PALS Cleveland

John Carroll University was the host for the first year of Camp PALS Cleveland. With 21 campers and 28 volunteers, we took Cleveland by storm and explored all the city has to offer including Mitchell's Ice Cream and the Great Lakes Science Center. We were thrilled by our trip to Cedar Point and rounded out the week with some beach time and our traditional semi-formal dance and Olympics!

Camp PALS New Jersey

This year Camp PALS New Jersey was held at a new location: The College of New Jersey in Ewing. Together 41 campers and 60 volunteers explored New Hope, PA through an interactive scavenger hunt, took on the thrills at Six Flags Great Adventure, and went splashing in the waves at Ocean City. An on-campus highlight was our annual Casino Night event during which 20 volunteers, travelling from as far as Boston, hosted an evening full of games of chance, sparkling cider in champagne flutes, and a trophy for our winning team with the most chips at the end of the night.





PALS

Maine

In memory of Myrna



Our New England camp carried on Myrna's free spirit for the second year at Camp PALS Maine. The beautiful University of New England again hosted our group of 17 campers and 21 volunteers. We started off the week with ice breakers while ice skating, explored the outdoors during a day at Camp Tall Pines, and finished the week with a lobster meal and sunset cruise off the coast of Portland.

Camp PALS Poconos

We returned to the University of Scranton for our second year of Camp PALS Poconos. The action-packed week featured a trip to Montage Mountain waterpark and the return of paint night. We attended the Scranton/Wilkes-Barre Railriders baseball game where we threw out the first pitch and sang during the seventh inning stretch. Our 41 campers and 56 volunteers had fun in the sun at Promised Land State Park followed by sitting under the stars at Circle Drive-In with our friends from Parents of Down Syndrome of Northeast Pennsylvania.





Camp PALS Chicago

This year 40 campers and 60 volunteers returned to Elmhurst College for another spectacular year of Camp PALS Chicago. We started the week by spending some quality time with exotic species at the Lincoln Park Zoo and paying a visit to the famous Bean. We headed to the Northerly Island outside the Adler Planetarium and ended the week with an epic dance party.



PALS

New York

Inspired by Hope & Family

This year marked the inauguration of Camp PALS New York, inspired by Hope & Family. Our week was held at Iona College in New Rochelle. We started out with a trip to the iconic Coney Island during which 39 campers and 57 counselors soaked up the true essence of the region while riding rides and strolling the boardwalk. The pinnacle of the week, however, was seeing the Rockettes, visiting the Museum of Natural History, and exploring Times Square during our excursion to Manhattan.





Camp PALS

Georgetown

We returned for our fourth summer at Georgetown University, thanks to the wonderful generosity of the President's Office. Our 41 campers and 61 volunteers explored the region by taking kayaks out on the Potomac River and soaking up the sun at Sandy Point Beach State Park. This year, we toured the American History Museum and cheered on the Washington Nationals for an evening baseball game in field-level seats.

Camp PALS

San Francisco

Camp PALS San Francisco returned for its 4th year at Santa Clara University with 40 campers and 51 volunteers. The group visited the California Academy of Sciences and got to take in the gorgeous views of the Golden Gate Bridge at Crissy Fields. We returned to Google headquarters where we learned about innovation before heading to Shoreline Lake to soak up the sun on paddle boats. Families from the Down Syndrome Connection of the Bay Area helped us close out the week by joining us at the Olympics!





PALS Adventures

Our PALS Adventures program has continued to expand. This year we hosted nine Adventures across the country, engaging a total of 205 campers and counselors. We started in September at Gage Farm, where we brought campers to a farm in Pennsylvania for horseback riding, archery, fishing, and a hayride to a local restaurant. In October we set out to spend a weekend in State College where we tailgated and enjoyed a Penn State football game. For Halloween we headed to Indianapolis, enjoying a costume party and a Pacers Game. In November, we returned to Great Wolf Lodge for a weekend of waterpark fun and a Thanksgiving feast. As we headed towards the holiday season, we took a trip

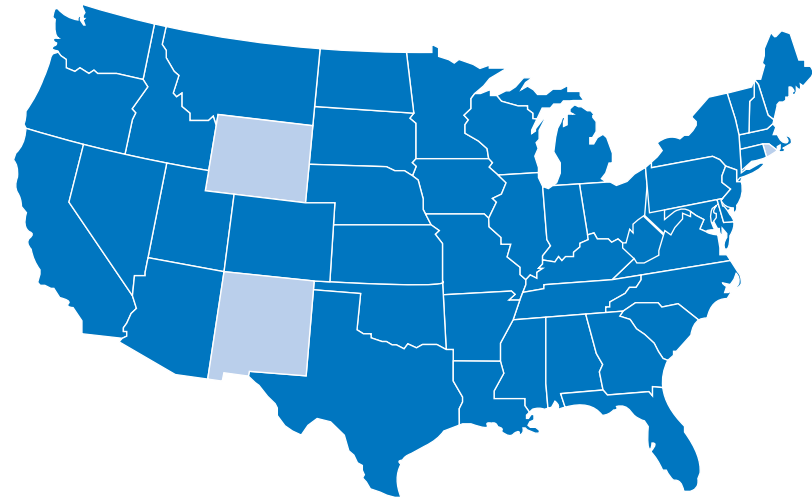
to the Big Apple, enjoying all that New York City has to offer in December, including the Rockettes! We celebrated New Year's Eve at a Poconos resort enjoying the waterpark, bowling, and a formal dance to ring in the New Year. We returned for our third trip to Wisconsin Dells in February, hitting the slopes for snow tubing and the water slides indoors. In the spring we returned to Captain's Quarters for our Chesapeake Bay Adventure, enjoying the gorgeous accommodations and kayaking on the bay. We ended our season with Hersheypark in May, enjoying the local campgrounds, theme park, and tour of the chocolate factory.

The Congratulations Project



The Congratulations Project continues to grow as we seek to provide encouragement and hope to new and expecting parents of babies with Down syndrome. Since 2012 we have collected hundreds of letters every year from our campers sharing about their lives, their accomplishments, and their own future goals. To date we have sent letters to over 400 families in 45 states and 8 countries. This year we released two videos highlighting the words and friendship of a camper and counselor in an effort to further promote The Congratulations Project. The videos received over 20,000 views and were shared on The Mighty as well as other social media outlets including The Meredith Vieira show. We also began a partnership with Johnson & Johnson Family of Consumer Companies to continue to grow our outreach. Our goal is that every time a family receives a letter, they are given a glimmer of hope, a chance to see the possibilities, and an opportunity to dream about the future of their child.

Since 2013, Congratulations letters have been sent to the following states (in dark blue):



Reporting by the numbers

Our growth

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Our expenses

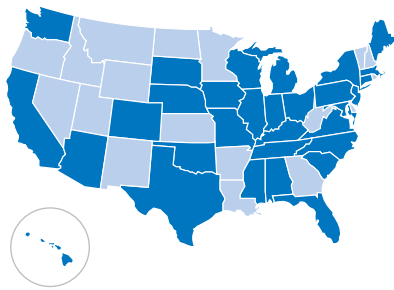
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Our revenue

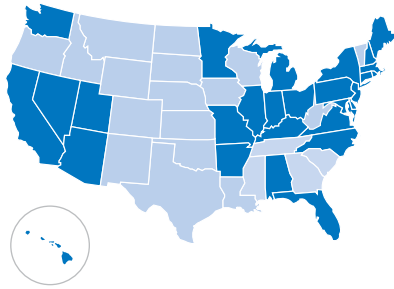
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Our growth

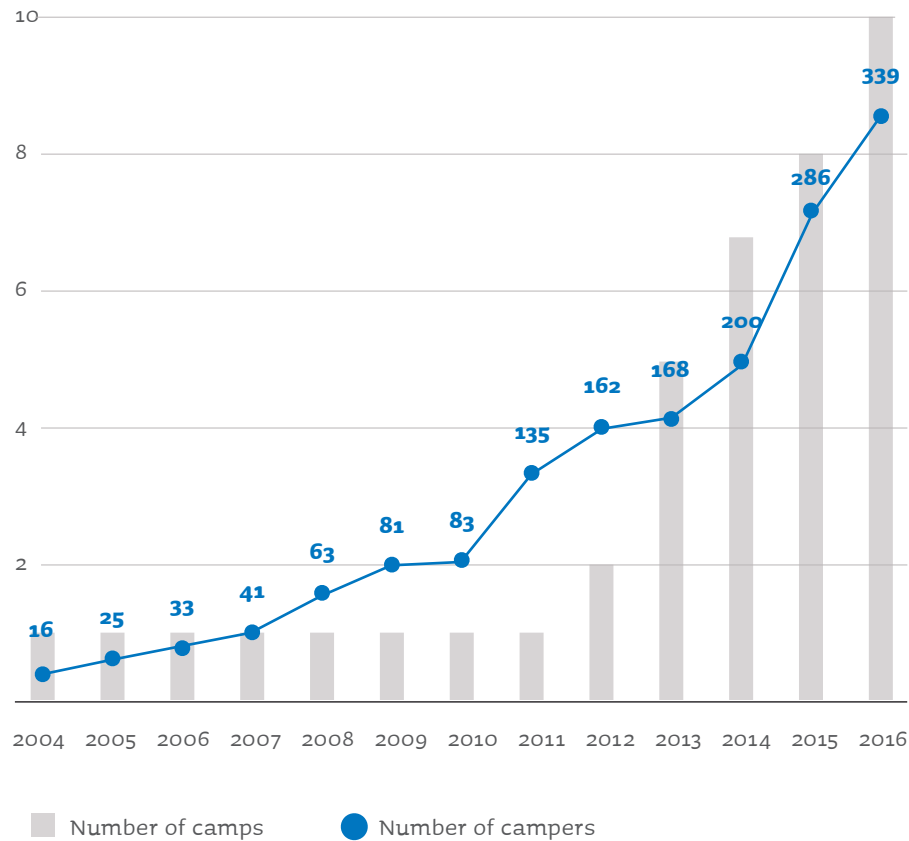
Locations for 2016 campers



Locations for 2016 counselors



Total number of camps and campers each year



2016 Camp PALS numbers

Campers	Directors
339	26
Counselors	Medical
373*	18
Media	
14	

*Represents unique counselors.
52 volunteers attended multiple programs in 2016.

Received 299 applications on January 1 (88% of all spots)
93% of all campers from 2015 applied in 2016

Our expenses

	Program service	General & management	Fundraising	Total
Camp & Adventures	\$478,066	-	-	\$478,066
Apparel	\$26,432	-	-	\$26,432
Food	\$139,347	-	-	\$139,347
Housing	\$226,516	-	-	\$226,516
Program expenses	\$30,038	-	-	\$30,038
Supplies	\$14,418	-	-	\$14,418
Transportation	\$41,315	-	-	\$41,315
Other Director & Employee Travel	\$28,846	-	-	\$28,846
Housing	\$7,641	-	-	\$7,641
Transportation	\$21,205	-	-	\$21,205
Employee compensation	\$160,404	\$41,844	\$30,221	\$232,469
Payroll taxes	\$12,025	\$3,137	\$2,266	\$17,428
Insurance	\$6,399	\$1,129	-	\$7,528
Office expenses	\$2,325	\$12,176	-	\$14,501
Other*	\$13,240	\$5,500	-	\$18,740
Total expenses	\$701,305	\$63,786	\$32,487	\$797,578

Other* includes Conferences, Fees for services, IT, Professional fees, and Shipping

PALS fiscal year runs from September 1, 2015 - August 31, 2016. The details above are presented under the modified cash basis of accounting, and thus do not include outstanding invoices and tuition for the 2016 summer.

Our supporters

Top donors for 2015-2016¹

Georgetown University	\$30,000
Wawa, Inc	\$25,000
“Inspired By Hope & Family” Memorial Gift	\$25,000
Samsung Hope For Children Gala	\$25,000
Snider Foundation	\$25,000
Moxie Foundation	\$20,000
Selz Foundation	\$17,000
Manuel Gordon Foundation	\$15,000

Top value in-kind gifts of 2015-16²

Elmhurst College Discount on housing & meals (Chicago)
University of New England Discount on housing & facilities (Maine)
John Carroll University Discount on housing & facilities (Cleveland)
University of Scranton Discount on housing & facilities (Poconos)
The College of New Jersey Discount on housing & facilities (New Jersey)
Philadelphia Franklin Institute Brodsky Gift of admission, food & buses (Philadelphia)
Mark & Marisa Goldstein Beach Trip (Philadelphia, New Jersey)
California Academy of Sciences Donated admission (San Francisco)

1. The PALS community continues to fundraise annually through an online giving campaign. This past year they raised approximately \$50,000 (not including matching gifts).

2. We estimate that approximately \$132,000 of value was contributed from in-kind gifts to this year's budget.

Our revenue

Organization revenue

Tuition Received¹	\$430,887
Funds Raised	\$299,135
Investment	\$531
Sales & Cashback	\$2,260
Total revenue	\$732,813

Final budget for 2015-16 fiscal year⁴

Change in net assets

Revenue	\$732,813
Expenses	\$797,578
Change in net assets — cash basis	-\$64,765
Cash basis to accrual basis adjustment	\$76,902
Change in net assets — accrual basis	\$12,137

1. "Tuition Received" includes calculations for financial aid provided. In 2016, PALS met 100% of all financial aid requests, providing over \$75,000 to approximately 110 families. PALS also works alongside families who identify outside sources that will provide tuition assistance.

2. Our financial statements are presented under the modified cash basis of accounting. With this method, revenue is recorded when received and expenses are recorded when paid. The modified cash basis does not present a complete picture of the financial results for the fiscal year as it does not account for payments due to PALS and not yet received or expenses owed by PALS and not yet paid after the fiscal year closes. The cash to accrual adjustment includes these items and gives a complete picture of the 2015-2016 fiscal year.

Our 2015-2016 fiscal year financial statements were audited by an independent firm. They issued an unmodified opinion. Additional documentation can be provided upon request.

Join us

Our sponsors

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Our future

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Our sponsors

As we grow to new locations and work to ensure the PALS experience 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 or checks can be made out to PALS Programs and mailed to:

PALS Programs
4965 Grundy Way
Doylestown, PA 18902

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 support 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.

Together, we will build a world where friends count more than chromosomes.

A photograph of two young women standing outdoors, smiling for a photo. They are both wearing light blue t-shirts with "PALS" printed on them and blue flower leis. The woman on the left is wearing a blue baseball cap and large aviator sunglasses. The woman on the right is wearing a white straw hat with a black band. The background is slightly blurred, showing greenery and a building.

“ Her Camp PALS experience has given us as a family more hope and promise that there is and will be opportunities for the future for her that we never thought she would have. For that is truly the priceless gift. ”

PALS Parent