



# PALS

2017  
Annual Report

“PALS really is **home** for me.”

- PALS Volunteer

# From the Executive Director

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**The summer of 2017** closed with a powerful moment for us as an organization - the celebration of our 50th Camp PALS ever. I'm not sure if we could have ever imagined what the 50th week of Camp PALS would look like back in 2004. We celebrated this milestone on the opposite side of the country, with 150 Campers and Counselors at Santa Clara University in San Francisco.

And yet, it looked remarkably similar to that first week at Cabrini College so many years ago. Powerful friendships that had formed from a week of unbelievably fun memories.

Unfiltered joy that can only exist in a genuine, supportive environment. And the passionate belief of the young people present that this world of Camp PALS can change everything else for the better.

Closing out our summer this year with more Campers and Volunteers than ever before, I was frequently asked, "What's next? Are we there yet? Have we done what we set out to do?" The truth is PALS has achieved more in the past 14 years than I could have ever imagined. But

there is great work to be done. There are Campers to engage, Volunteers to transform, leaders to develop, communities to build, and a world of inclusion to create.

As our momentum grows we need our PALS Family more than ever before. We need recruiters who can go out and invite new Campers and Volunteers to come and take a chance on us. We need storytellers who can share about a week unlike anything they've ever experienced. We need fundraisers who can help us reach our goals around financial aid and community

expansion. We need bridge-builders who can connect us to new University hosts, programming options, and donors who believe in our mission. We need visionaries who can see the impact that PALS has made and help us see the future with clear objectives and big expectations.

We need you. And we are so grateful that you have become part of our community. 50 Camps is just the beginning. I hope you join us for the ride.



*Jenni Newbury Ross*

**Jenni Newbury Ross**  
Co-Founder & Executive Director



# 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.



# 2017 Statistics



**“I love being me at Camp PALS.”**  
- PALS Camper





## 2017 Statistics

**423** Campers

**554** Volunteers

**11** Camps

## 2017 Statistics

# 4.84 (of 5)

Overall Programming  
Satisfaction Score

# 100%

of Campers & Volunteers Would  
Recommend PALS to a Friend

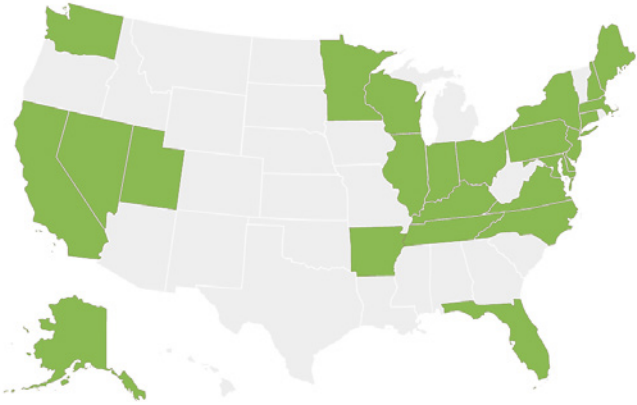
# 230

PALS Adventures  
Participants

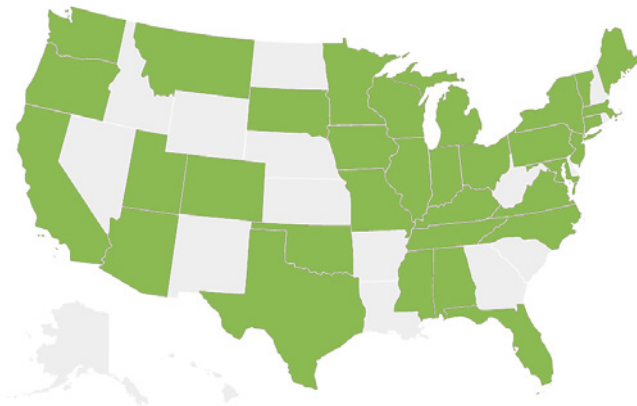


# 2017 Statistics

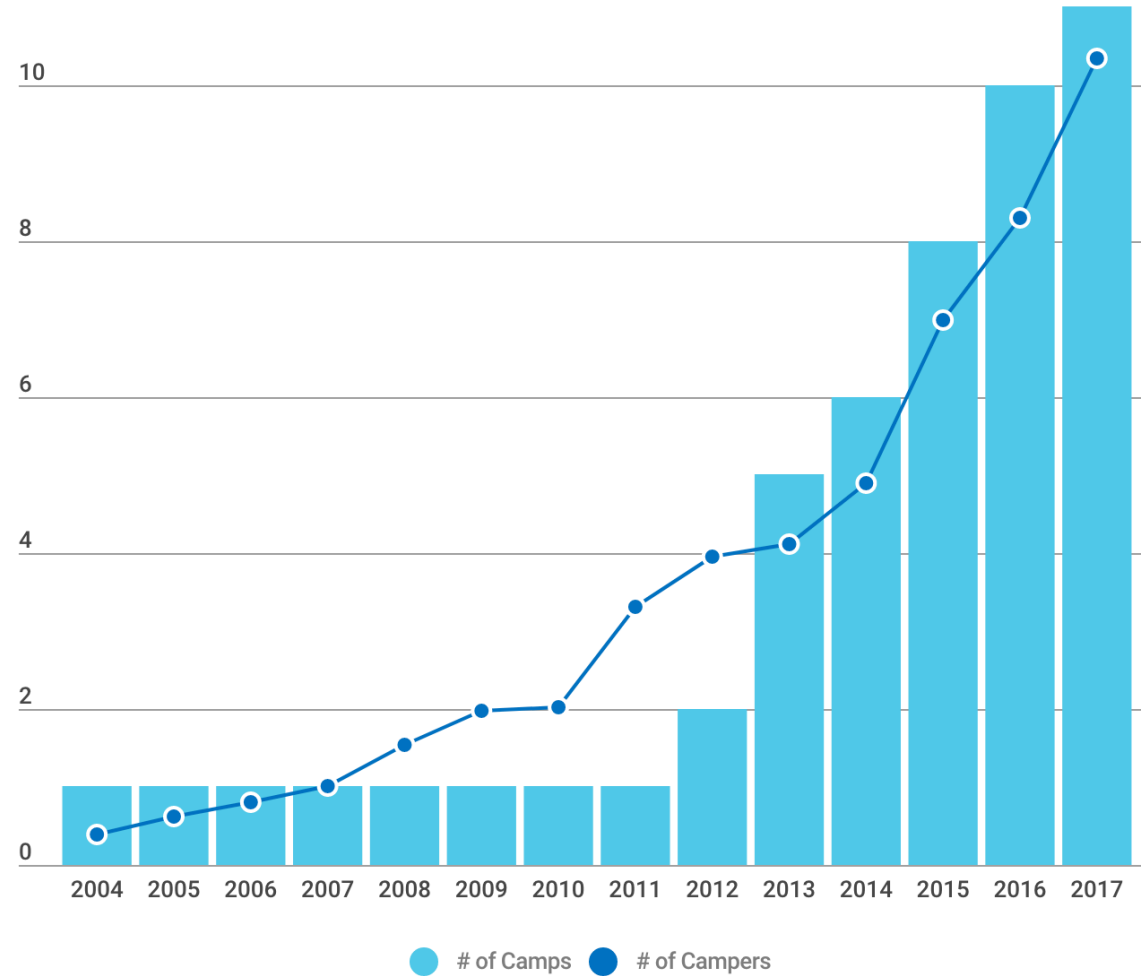
## Locations for 2017 Campers



## Locations for 2017 Volunteers



## Total Number of Camps & Campers Each Year





# 2017 Statistics

## Camper Data

**93.2%**  
Camper Retention

**25%**  
Increase in Camper Enrollment

**93**  
First-Year Campers Enrolled

## Volunteer Growth

**80%**  
of Volunteers Cited Friends & Family as Lead Source

**41%**  
Increase in Applications Overall

**295**  
First-Year Volunteer Applicants

## Giving Statistics

**816**  
Unique Donors

**\$117,000**  
Fundraised in Annual Campaign

**100%**  
Camper Financial Aid Need Met





People Reached  
via Social Media

**+17%**

Increase in  
Facebook Followers

**+10%**

Increase in  
Twitter Followers

**+27%**

Increase in  
Instagram Followers





# 2017 Programming

**“The grace, compassion, and love that goes into this program is evident in every single facet of the camp, and it’s truly something that is impossible from which to not come away forever changed.” - PALS Volunteer**





# 50 Camps and Counting.

2004	2005	2006	2007	2008	2009	2010
Camp PALS Philadelphia	Camp PALS Philadelphia	Camp PALS Philadelphia	Camp PALS Philadelphia	Camp PALS Philadelphia	Camp PALS Philadelphia	Camp PALS Philadelphia
2011	2012	2013	2014	2015	2016	2017
Camp PALS Philadelphia	Camp PALS Philadelphia Camp PALS West	Camp PALS Philadelphia Camp PALS San Francisco Camp PALS Princeton Camp PALS Georgetown Camp PALS Chicago	Camp PALS Philadelphia Camp PALS San Francisco Camp PALS Chicago Camp PALS Georgetown Camp PALS Princeton Camp PALS Dallas	Camp PALS San Francisco Camp PALS Philadelphia Camp PALS Chicago Camp PALS Georgetown Camp PALS Princeton Camp PALS Columbus Camp PALS Poconos Camp PALS Maine in memory of Myrna	Camp PALS San Francisco Camp PALS Philadelphia Camp PALS Chicago Camp PALS Georgetown Camp PALS Columbus Camp PALS Poconos Camp PALS Cleveland Camp PALS New Jersey Camp PALS New York, inspired by Hope & family	Camp PALS Philadelphia Session 1 Camp PALS Philadelphia Session 2 Camp PALS San Francisco Camp PALS Chicago Camp PALS Georgetown Camp PALS Columbus Camp PALS Poconos Camp PALS Cleveland Camp PALS Maine in memory of Myrna Camp PALS New York inspired by Hope & family Camp PALS New Jersey in memory of David Frieri



# 2017 Camps & Programming Highlights

**Camp  
PALS**  
Chicago



- SHEDD Aquarium
- Fitz's Spare Keys Bowling Alley
- Navy Pier



**Camp  
PALS**  
Cleveland



- Greater Cleveland Aquarium
- Nautica Queen Cruise Ship
- Paul Mitchell Beauty School



**Camp  
PALS**  
Columbus



- Columbus Zoo and Zoombezi Bay Waterpark
- Aveda Institute Beauty School
- Columbus PedalWagon



**Camp  
PALS**  
Georgetown



- The Washington Nationals
- Sandy Point State Park



**PALS**  
Maine  
In memory of Myrna



- SailMaine
- Camp Tall Pines
- Portland Lobster Company



# 2017 Camps & Programming Highlights

**PALS**  
New Jersey  
In memory of David Frieri



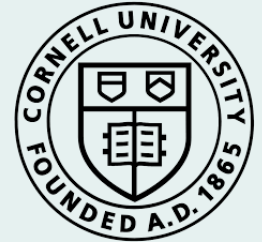
- Mayor's Office of Ocean City
- Statue Cruises
- Six Flags Great Adventure



**PALS**  
New York  
Inspired by Hope & Family



- Ithaca Yacht Club
- Robert H. Treman State Park
- Cayuga Ridge Wine Trail



**Camp PALS**  
Philadelphia



- Franklin Institute
- Ocean City Boardwalk
- Spirit of Philadelphia Cruises



**Camp PALS**  
Poconos



- Montage Mountain Waterpark
- Scranton/Wilkes/Barre Railriders
- Promised Land State Park



**Camp PALS**  
San Francisco



- California Academy of Sciences
- San Francisco Giants
- Santa Cruz Boardwalk





# Inclusive CPS

In 2017, we piloted an Inclusive CPS Program, inviting previous Campers to apply for a CPS (Camp PALS Support) volunteer role during a week of Camp PALS. We selected six individuals to participate at two Camp locations (Camp PALS Poconos and Camp PALS Philadelphia). We look forward to continuing to expand this initiative as we grow our inclusive leadership opportunities.



## PALS Ambassadors

This year, we officially launched our Ambassador Program, inviting PALS volunteers to recruit, fundraise and spread awareness about PALS in their high schools, college communities and workplaces. In this first year, we engaged 20 Ambassadors across 7 states and on 16 campuses. Together they raised over \$8,000 and brought in 40 new PALS volunteers.







# 2017 Financials

**“Camp PALS really is the best week of the year, if only I could capture the love, excitement, support and acceptance - put it in a bottle and share with the world. If only.” - PALS Volunteer**



# Expenses

	<b>Total</b>	<b>Program Service</b>	<b>General &amp; Management</b>	<b>Fundraising</b>
<b>Camp &amp; Adventures</b>	<b>628,950</b>	<b>607,932</b>	<b>21,018</b>	<b>-</b>
Apparel	30,034	30,034	-	-
Food	138,254	138,254	-	-
Housing	270,422	270,442	-	-
Program Expenses	56,429	56,429	-	-
Supplies	25,029	21,342	3,687	-
Transportation	108,782	91,451	17,331	-
<b>Employee Compensation</b>	<b>233,866</b>	<b>155,949</b>	<b>48,536</b>	<b>29,381</b>
<b>Payroll Taxes</b>	<b>23,563</b>	<b>16,258</b>	<b>4,241</b>	<b>3,064</b>
<b>Fees for Services</b>	<b>17,554</b>	<b>17,554</b>	<b>-</b>	<b>-</b>
<b>Office Expenses</b>	<b>12,263</b>	<b>3,173</b>	<b>9,090</b>	<b>-</b>
<b>Professional Fees</b>	<b>11,923</b>	<b>-</b>	<b>11,923</b>	<b>-</b>
<b>Other*</b>	<b>8,570</b>	<b>7,163</b>	<b>1,407</b>	<b>-</b>
<b>Total</b>	<b>936,689</b>	<b>808,029</b>	<b>96,215</b>	<b>32,445</b>

\*Includes insurance, information technology, and conferences.

## Top Donors

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<b>Snider Foundation</b>	<b>\$30,000</b>
<b>Georgetown University</b>	<b>\$30,000</b>
<b>Selz Foundation</b>	<b>\$30,000</b>
<b>Total Executive Board Contribution</b>	<b>\$26,200</b>
<b>The Wawa Foundation</b>	<b>\$25,000</b>
<b>“In Memory of David Frieri” Gift</b>	<b>\$25,000</b>
<b>Manuel Gordon Foundation</b>	<b>\$15,000</b>

## Top Value In-Kind Gifts

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<b>Elmhurst College</b>   Discount on Housing & Food (Chicago)
<b>Santa Clara University</b>   Discount on Housing (San Francisco)
<b>Cabrini University</b>   Discount on Housing (Philadelphia)
<b>John Carroll University</b>   Discount on Housing (Cleveland)
<b>University of New England</b>   Discount on Housing (Maine)
<b>Great Wolf Lodge in Scotrun, PA</b>   Discount on Housing & Services



## Revenue

<b>Tuition Received*</b>	<b>\$567,168</b>
<b>Funds Raised</b>	<b>\$397,877</b>
<b>Dividends &amp; Capital Gains</b>	<b>\$6,379</b>
<b>Other**</b>	<b>\$2,041</b>
<b>Total</b>	<b>\$973,465</b>

\*Includes calculations for financial aid provided. In 2017, PALS met 100% of all financial aid requests, providing over \$95,000 to approximately 110 families. PALS also works alongside families who identify outside sources that will provide tuition assistance.

\*\*Includes apparel sales & miscellaneous income.

## Change in Net Assets

<b>Revenue</b>	<b>\$973,465</b>
<b>Expenses</b>	<b>\$936,689</b>
<b>Net Gain</b>	<b>+ \$36,776</b>

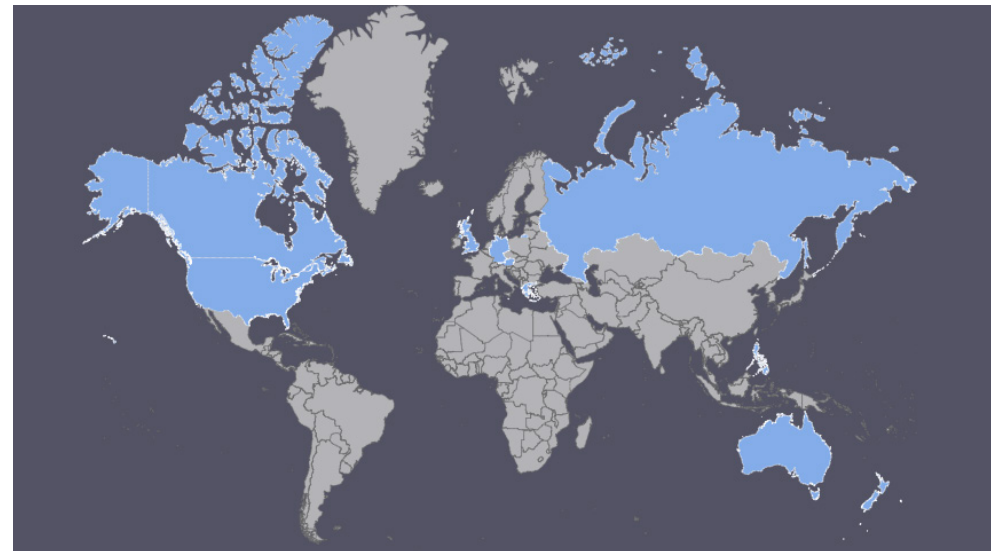
Our 2016-2017 fiscal year financial statements were audited by an independent firm. They issued an unmodified opinion. Additional documentation can be provided upon request.



# **PALS** Congratulations Project

**575** Letters Sent

## Worldwide Impact



**48 U.S. States and 12 Countries Reached**



# Looking Ahead



**“I want people to know**  
that there is hope that this world  
could be different. That we could live in  
a world that loves openly and deeply and  
fiercely. That we could be a people who is  
capable of loving all people despite all  
differences. I know that it is  
possible – because for a week,  
**it was my reality.”**

- PALS Volunteer