



PALS

2018 Annual Report





**If a difference
can be made
in the world,
it's exemplified
at PALS.**

- PALS Volunteer Leader

From the Executive Director

15 Years.

This year, we celebrated our 15th Anniversary as an organization with 15 week-long programs - 14 summer camps, and 1 week-long winter experience, PALS Holiday. Over the past 15 years we've built friendships, strengthened partnerships, and transformed attitudes.

Together, we've championed a belief in the power of inclusion and acceptance. We've built a genuine community that recognizes the value in every individual, and celebrates the joy in every moment.

We have grown so much, and our impact extends far beyond a single place or a single week. This summer, 1200 individuals stepped onto a PALS campus somewhere in the country. Four new cities experienced PALS for the first time. We built partnerships that invested over \$350,000 in our programming. And we took our PALS fun to the depths of Winter, celebrating camper arrival during the polar vortex.

With every passing year, we look to grow our impact, expand our reach, and share our passion. One way we've continued this is by sending a message of Congratulations and welcome to new families of babies with Down syndrome around the world. This year we released a book that captured those words and their authors in the purest form. It is our hope that The Congratulations Project book will be seen in a hospital waiting room, handed out in a genetic counselor's office, and given to a family when they need it the most.

We also launched our first ever Leadership Summit, inviting almost 100 of our volunteer leaders at every level in the organization to come together for training, planning, and inspiration. At the end of the weekend, we asked each of our leaders to share, "Why PALS?". It's a question I ask myself and our staff team often, as we seek to continually ground ourselves in our mission and work. One of our leaders responded:

"To help create and be a part of a world that is more than it was when I became a part of it. More inclusive, more compassionate, more joyful, and more extraordinary."

With every milestone, we celebrate the ability for PALS to do more - more programs, more opportunities, more people. As we look towards the next 15 years, I hope we can be more too - to be the place that changes the world.



Jenni Newbury Ross
Co-Founder & Executive Director

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.

This

is

our

place.

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.



I have gained
so much confidence
traveling by myself to Camp PALS,
and I made a lot of friends!
- PALS Camper

2018

growth



2018

growth

513

Campers

680

Volunteers

14

Camps

2018

programming

97.6%

Overall Programming
Satisfaction Score

98.4%

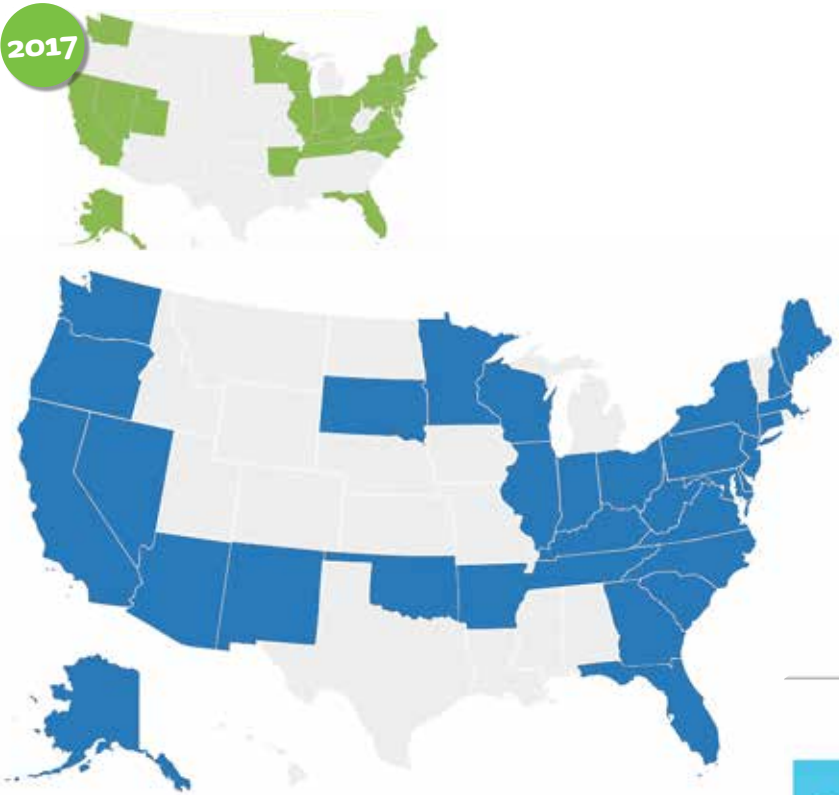
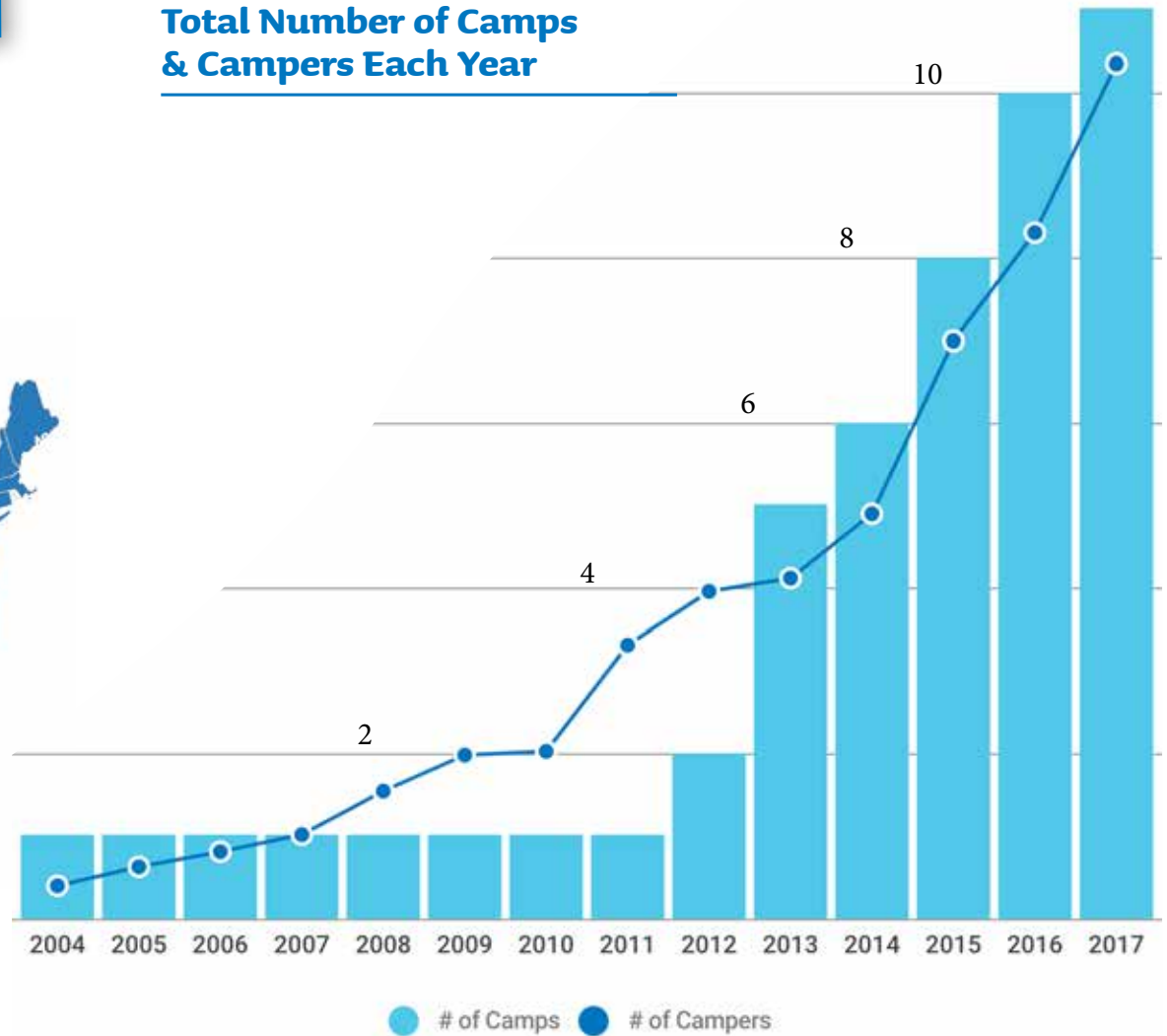
net promoter score



2018

campers

Total Number of Camps & Campers Each Year



121

first-time campers

90%

camper retention from 2017 season

21%

enrollment increase from 2017 season

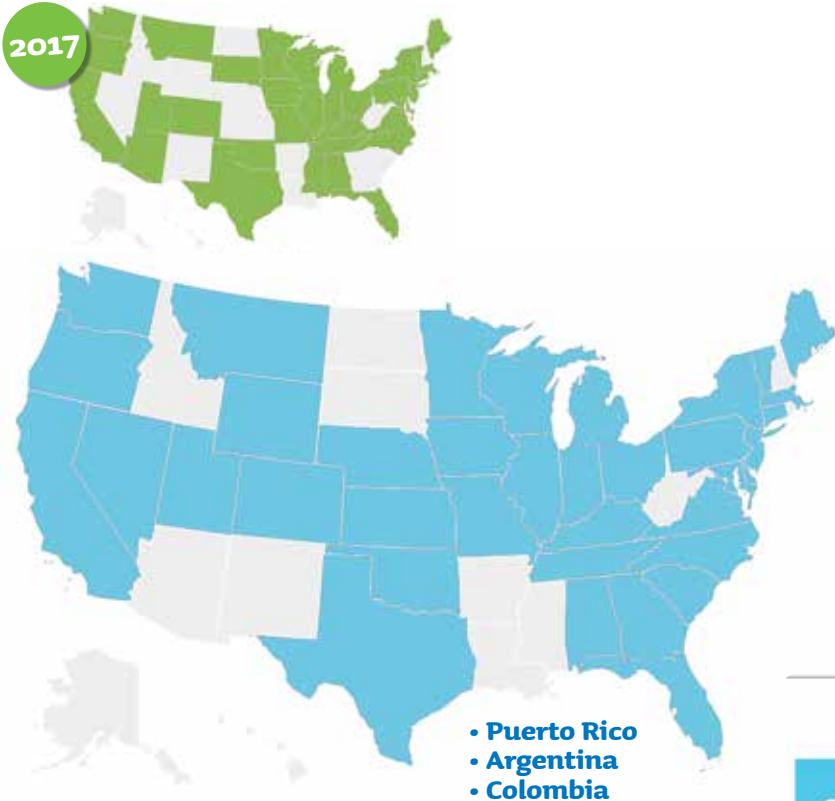
23%

application increase from 2017 season

2018

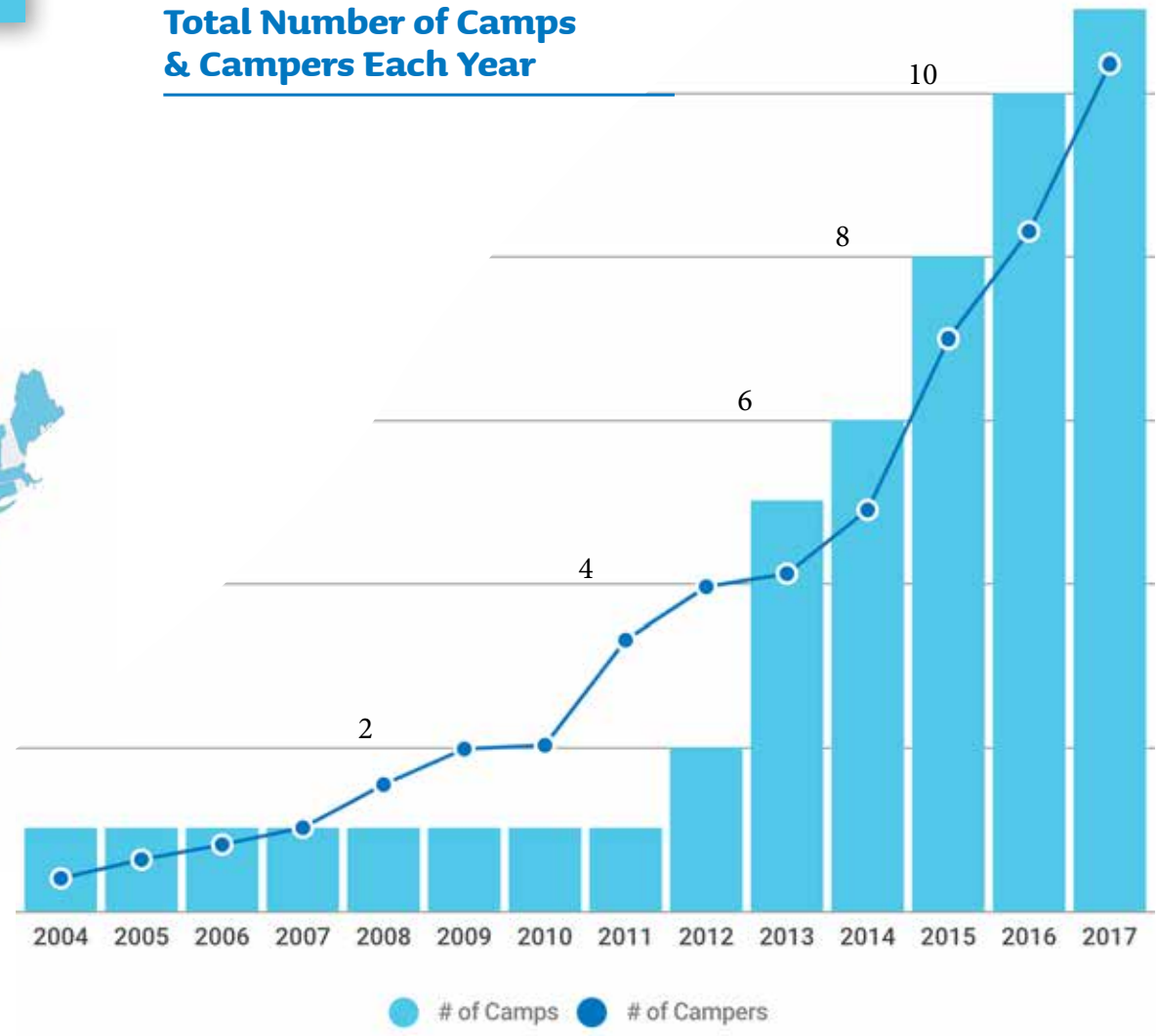
volunteers

2017



2018 Volunteer Locations

Total Number of Camps & Campers Each Year



346
first-time
volunteers

59%
volunteer retention
from 2017 season

27%
enrollment increase from
2017 season

36%
application increase from
2017 season

2018

volunteer leadership

PALS Ambassadors

As we continue to expand to new programs, more and more volunteers are stepping forward to help promote PALS through our Ambassador Program. During the 2017-18 season, our PALS Ambassadors fundraised over \$42,000 and recruited 65 new male counselors to join the PALS Family.



Leadership Summit

In January, we expanded our leadership training and development to include all volunteer leaders. For one weekend, nearly 100 individuals representing every level of leadership came together to receive skills training, build camaraderie, and participate in the dialogue of the past, present, and future of PALS.

The image shows two young people, likely campers or counselors, on a boat. They are wearing yellow t-shirts with the PALS logo and blue bucket hats that also feature the PALS logo and "New York City". They are both smiling and waving their hands. In the background, the Statue of Liberty is visible on a small island in the water, under a blue sky with scattered white clouds. The boat's railing is visible in the foreground.

2018

programming

To see my daughter make new friends with other campers and counselors and to see her blossom meant the world to her and to me. Thank you for making her feel not only special but like an everyday typical person... the way everyone should feel.

- PALS Parent



15 years

2004	2005	2006	2007	2008	2009	2010	2011
Camp PALS Philadelphia	Camp PALS Philadelphia	Camp PALS Philadelphia	Camp PALS Philadelphia	Camp PALS Philadelphia	Camp PALS Philadelphia	Camp PALS Philadelphia	Camp PALS Philadelphia
2012	2013	2014	2015	2016	2017	2018	
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 Philadelphia Camp PALS San Francisco Camp PALS Chicago Camp PALS Georgetown Camp PALS Princeton Camp PALS Columbus Camp PALS Poconos Camp PALS Maine <i>in memory of Myrna</i>	Camp PALS Philadelphia Camp PALS San Francisco Camp PALS Chicago Camp PALS Georgetown Camp PALS Columbus Camp PALS Poconos <i>in memory of Myrna</i> Camp PALS Cleveland Camp PALS New Jersey Camp PALS New York, <i>inspired by Hope & family</i>	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 Maine <i>in memory of Myrna</i> Camp PALS Cleveland Camp PALS New Jersey <i>in memory of David Frieri</i> Camp PALS New York <i>inspired by Hope & family</i>	Camp PALS Philadelphia Session 1 & Camp PALS Phila. Session 2 <i>the Julian & Tina Krinsky Program</i> Camp PALS San Francisco Camp PALS Chicago Camp PALS Georgetown Camp PALS Columbus Camp PALS Poconos Camp PALS Cleveland Camp PALS Maine <i>in memory of Myrna</i> Camp PALS New Jersey <i>in memory of David Frieri</i> Camp PALS New York <i>inspired by Hope & family</i> Camp PALS Richmond Camp PALS New York City	

2018 Camps & Programming Highlights

PALS
Baltimore



- National Aquarium
- Power Plant Live
- Top of the World Trade Center
- US Lacrosse



PALS
Boston



- Courageous Sailing
- Brockton Fair
- Boston Museum of Science



PALS
Chicago



- Chicago White Sox
- Chicago Yacht Club
- Field Museum
- Navy Pier



PALS
Cleveland



- Nautica Queen Cruise Ship
- Kalahari Resort
- Cleveland Indians



PALS
Georgetown



- The Smithsonian National Zoo
- Sandy Point State Park



2018 Camps & Programming Highlights

PALS
Maine
In memory of Myrna



- SailMaine
- Camp Tall Pines
- Portland Lobster Company



PALS
New Jersey
In memory of David Friari



- Mayor's Office of Ocean City
- Casino Night by Tom Orecchio and friends
- Six Flags Great Adventure



PALS
New York City



- Madam Tussand's Wax Museum
- Yacht Mariner III
- Coney Island



PALS
New York
Inspired by Hope & Family



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



PALS
Philadelphia
The Julian & Tina Krinsky Program



- Mayor's Office of Ocean City
- Franklin Institute
- Spirit of Philadelphia Cruises
- Claymobile
- Dorney Park
- The Funplex



2018 Camps & Programming Highlights

PALS
Poconos



- Montage Mountain Waterpark
- Promised Land State Park

THE UNIVERSITY OF
SCRANTON
A JESUIT UNIVERSITY

PALS
Richmond



- Flying Squirrels Baseball
- Science Museum of Virginia
- Byrd Theatre



PALS
San Francisco



- California Academy of Sciences
- Six Flags Discovery Kingdom



PALS holiday

Last December, we brought together 40 campers and 60 volunteers to Washington, DC for our first week-long winter program, PALS Holiday. The goal was simple: to create an experience during the off-season every bit as immersive as the ones we create in the summer. We're excited to expand PALS Holiday to more locations and meet the high demand of our campers and volunteers.



the

congratulations

project

639
letters sent

598
books
distributed



Worldwide Impact

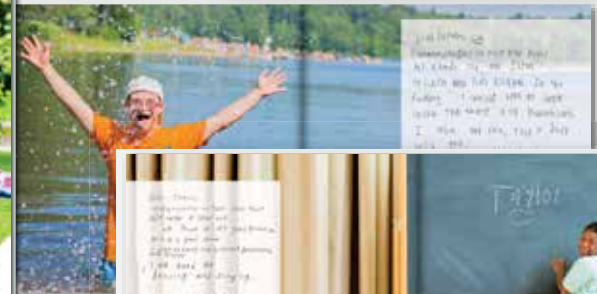


48 U.S. States and 12
Countries Reached

the congratulations project

book

In honor of World Down Syndrome Day and our 5th anniversary of The Congratulations Project, we published a book featuring over 30 handwritten letters from our campers. Following a foreword written by Meredith Vieira, our authors share about their lives in an effort to inspire others and provide hope for families receiving a diagnosis. It is our goal that this book is shared around the world and used to change the narrative around the Down syndrome diagnosis while encouraging its readers to dream big, to remain hopeful, and to recognize and embrace their inherent value.



2018

financials

PALS always helps me to return to myself and refocus. it reminds me of what is truly important and of who I truly am. It makes me stronger every time.

I really feel that it has saved my life a thousand times over.

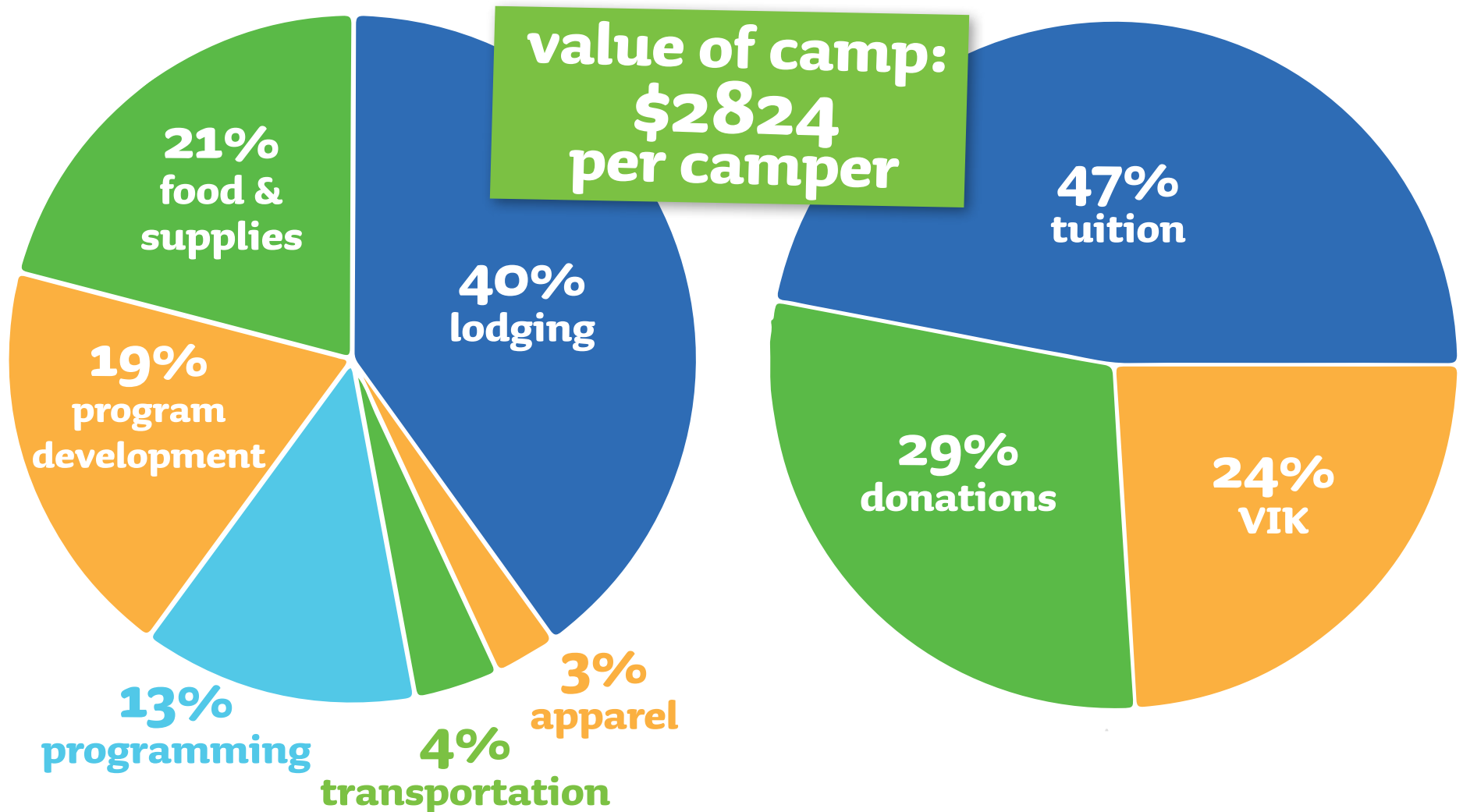
- PALS Volunteer

- PALS Volunteer

camp value breakdown

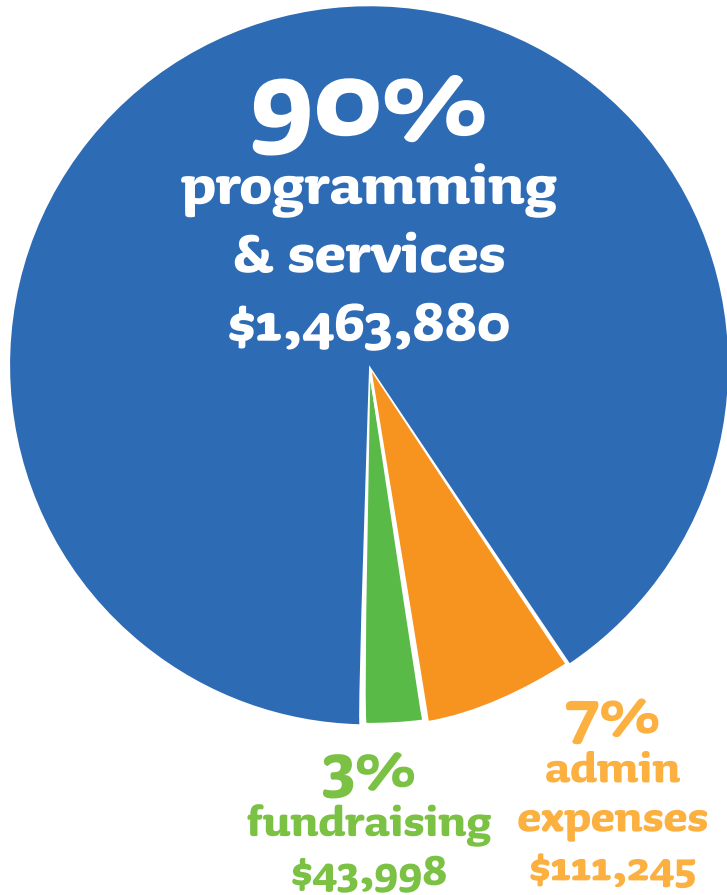
expenses

income sources



financial breakdown

expenses



revenue

Tuition	729,243
Contributions (In-Kind)	367,520
Donations	516,509
Other	28,053
Total Revenues, Gains & Other Support:	1,641,325



thank you

2018 major donors!

\$10,000+

**Georgetown University • The Snider Foundation
The WaWa Foundation Inc. • Julian & Tina Krinsky
Selz Foundation • Manuel Gordon Foundation
Mr. James White & Mrs. Patricia O'Brien
Cleveland Foundation**

\$5000+

**Special Smiles • Louis N Cassett Foundation • Beth Foraker
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\$2500+

**Alon Talotta Hall • Jared & Cindy Culotta • DSNMC INC
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\$1000+

**Disney Worldwide Services, Inc • Jessica Trief • Marissa Swyer • Alex Meltzer • Sonya Li
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Sarena Snider • Starbucks Coffee Company • Teresa & Bob Lancaster • Timothy Shriver • William Hawes**

thank you 2018 value-in-kind donors!

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Cabrini University • University of New England

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Santa Clara University • Chicago White Sox • The College of New Jersey

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California Academy of Science • Spirit of Philadelphia

Virginia Commonwealth University • National Aquarium • Spirit of Chicago • The FunPlex

Dorney Park • Kalahari Resorts • Montage Mountain • US Lacrosse • Nautica Queen

Ithaca Yacht Club • Field Museum • Courageous Sailing • Jersey Mike's • Betty's Bomb Ass Burgers

Navy Pier • Fitz's Spare Keys • Franklin Institute • The Chicago Yacht Club Foundation

The Room Upstairs • Brockton Fair • Progressive Field • Exit Row Band • Sean Tobin Music

Twin Rivers Tubing • Museum of Science, Boston • Great Lakes Science Center • Camp Tall Pines





looking

ahead

True inclusion is possible and nowhere in the world does it better than PALS! This is a transformative place that has helped shape me into the person that I am today and I would not be at the place in life that I am without PALS.

- PALS Volunteer