



THE PALAPA SOCIETY
LA SOCIEDAD DE LA PALAPA

Learn with Passion Live with Purpose

2021 Annual Report (FY 2020-2021)



OUR MISSION

THE PALAPA SOCIETY OF TODOS SANTOS, A.C.
EXISTS TO MAKE A POSITIVE DIFFERENCE IN PEOPLE'S LIVES.

THIS IS ACCOMPLISHED THROUGH
QUALITY EDUCATION AND COMMUNITY SUPPORT.

Our Past Year at a Glance

LETTER FROM THE BOARD OF DIRECTORS

The past two years have been marked by the COVID-19 pandemic. This created community challenges but also opportunities. When Hurricane Odile struck Todos Santos in 2014, the Palapa Society re-focused its efforts by raising funds. The funds then provided replacement of over 200 roofs and got students back to school. The same passion drove The Palapa Society this year - to safely and quickly help children return to school. We are proud how everyone persevered these past years.

Anchored in the shared values of the community, the Board of Directors took time to acknowledge how far The Palapa Society has come in 18 years and the milestones achieved. This extraordinary endeavor began with one woman's idea to start an educational scholarship fund, and we are proud to share that the Beca (scholarship) program for public high school and university continues to this day. However, we are not ones to rest on our laurels. We've identified what's working with our programs, what's not working, and what we need to do differently to meet the educational needs of our community. This year allowed us to focus on infrastructure, finding ways to strengthen our foundation as we work toward financial stability, and find opportunities for improvements and growth.

The Board of Directors reorganized, allowing committees to tackle day-to-day work and long-term planning more efficiently. New hires included a Grant Researcher and Writer, a Bookkeeper, and a Marketing Coordinator. The Coordinator translates all communications to Spanish and English, ensuring the whole community is kept up-to-date. We improved the way we work with our teams, establishing written processes and policies ensuring the health, safety, and educational opportunities on our Palapa Learning Center campus. We also found ways to cut administrative costs, with solutions that improved how we archive, share files, and how we communicate with each other.

We focused on establishing new relationships, a Teacher Exchange program, a student exchange program, as well as provide a path to a college education in the United States at the University of Indiana. We are also forging a new relationship with The Rotary Club, and the new leader of the Enseña por México teaching program to explore additional scholarship opportunities.

While The Palapa School campus was closed to in-person learning, the classes continued online, thanks to Palapa School Director Juan Diego González and the team of teachers, many of whom taught from their homes in mainland Mexico. Simultaneously, were able to complete the construction of The Palapa School second story thanks to the generosity of Palapa School Founders Cindy and David Higgins. The construction project provided much-needed jobs to workers in the community during the pandemic. Finally, a thank you to our community, who continued to support The Palapa Society and its programs during uncertain economic times. We couldn't keep doing this without you.

There is much to share about our progress this past year and our ambitions for the future. We look forward to continuing our partnership with you as we adapt and strive to provide the best educational opportunities for local children and their families.

Sincerely,



Erick Ochoa
President, Board of Directors
The Palapa Society



BOARD OF DIRECTORS



SCOTT BOSCH



PAM BUMANN



HAL BUTLER
TREASURER



LAUREL D'ANGELO
SECRETARY



ARDICE FARROW



CINDY HIGGINS



SHARON MORRIS
VICE PRESIDENT



DR. WILLIAM NATION



ERICK OCHOA
PRESIDENT



GABY TRUJILLO

FINANCE COMMITTEE

PAM BUMANN
HAL BUTLER - CHAIRPERSON
DAVID HIGGINS
SHARON MORRIS
DR. WILLIAM NATION

THE PALAPA SCHOOL COMMITTEE

HAL BUTLER
LAUREL D'ANGELO
TIM DOYLE
ARDICE FARROW - CHAIRPERSON
CINDY HIGGINS
SERENA SALTZMAN
JAYNA SCHWEITZER

FUND DEVELOPMENT AND MARKETING COMMITTEE

SCOTT BOSCH
JIMENA GARCIA - MARKETING ASSISTANT
MIGUEL GUERRERO
CINDY HIGGINS - CHAIRPERSON
JAMES MASASCHI
JAMIE SECHRIST - DIRECTOR OF FUND DEVELOPMENT AND MARKETING

GRANT COMMITTEE

ANNA CASTILLO
SHARON MORRIS - CHAIRPERSON
JAYNA SCHWEITZER
JAMIE SECHRIST

PALAPA SCHOOL DIRECTOR & STAFF

Director and Teacher
JUAN DIEGO GONZÁLEZ

Teaching Staff

CITLALLI BALBUENA SORIANO
Civics and Ethics, Social/Emotional Health, History and Geography

ANNA PILAR CASTILLO MERCADO
Spanish

MELISSA CHEN
Math, Physics, and Technology

SURISSADAY ESLAVA MÁRQUEZ
Physical Education and Sciences, Social Science

YURIXHI OCHOA OCHOA
Community development, Investigation methods, Ethics, and Social Science

FRANCISCO XAVIER QUIROZ GONZÁLEZ
Math and Physics

MÓNICA RODRÍGUEZ CORTÉS, M.A.
Student success and Parent support program

HÉCTOR OMAR VALLEJO CASTILLO
English

JESÚS ARMANDO VÁZQUEZ GARCÍA
Biology and Chemistry, Arts

VISION 2025 COMMITTEE

SCOTT BOSCH
PAM BUMANN
LAUREL D'ANGELO
CINDY HIGGINS
JAMES MASASCHI
SHARON MORRIS
JAMIE SECHRIST

PROGRAM DIRECTORS

DONNA SCHULTZ
Biblioteca Elena Poniatowska

JOY O'BRIEN
Biblioteca Infantil

JAYNA SCHWEITZER
Puente al Inglés

KATE LEWIS
Adult English

JILL MOLLENHAUER & DOUG WEST
Children's Afterschool Art Program

BOARD MEMBERS, DIRECTORS, STAFF & COMMITTEES

OUR IMPACT BY THE NUMBERS

THE PALAPA SCHOOL

100%
SEP Certified
and Compliant

20:1
Student to
Teacher ratio

All Students receive a
50% Scholarship

80%
of our students are on
subsidized tuition

\$2,400 US/yr
Palapa School Tuition

\$4,500 US/yr
Actual cost per Student

ADAPTED
to online learning
due to COVID

CREATED
support programs for
students to cope with distance
learning and their emotions

COMMUNITY AND CHILDREN'S PROGRAMS

Due to the pandemic we were unable to run regular community programs. This helped reduce the annual budget need for FY 2020-21. The adjustment was made in June 2021 to recognize our true annual expenses. See Financial Report for more information. We are pleased to announce that as of November of 2021 all our community programs resumed.



PUENTE AL INGLÉS

This after-school program runs from late October through June. The primary focus is to help students acquire and refine English skills beginning at an early age through their high school years. Volunteers work with over 100 students annually.



CHILDREN'S LIBRARY

The goal of the Children's Library (Biblioteca Infantil) is to support and encourage the life-long educational, cultural, and recreational pursuit of learning and reading for both Spanish and English-speaking youth.



CHILDREN'S AFTERSCHOOL ART PROGRAM

The focus of this program is to inspire creativity and imagination. Students experiment with different materials and explore new ways of creating. This leads to individual growth in critical thinking while creating confidence, a sense of fun, and adventure.



BECA SCHOLARSHIP PROGRAM

The Beca scholarship program provides financial assistance for tuitions to local public schools and universities. This vital help to our local community ensures all students have access to education. The program originated in 2003 with just three scholarships and has grown to 167 annual recipients. While The Palapa School has joined the scholarship recipient program, The Palapa Society continues to give scholarships to students attending public schools in the area.



BIBLIOTECA ELENA PONIATOWSKA

In November 2017, the library was formally dedicated in the name of award-winning, Mexican author, Elena Poniatowska. The world-renowned author is considered the "Grande Dame" of Mexican literature and personally attended the opening. Staffed by volunteers, the library is the largest, bilingual library in the state of Baja California Sur. It includes more than 9,000 books, magazines, and DVD's and serves the entire community. Membership was reduced from \$500mx to \$250mx annually, due to reduced hours during the Covid-19 pandemic.



ADULT ENGLISH

The Adult English classes follow a similar structure and curriculum as the Puente Program. It is geared to older students who have completed the Puente program and to adults and to adults in the community including business owners, workers, and many parents of children in the Puente program.

THE PALAPA SCHOOL

MISSION

The Palapa School Mission is to provide high-quality, comprehensive education with emphasis on the academic and life skills that prepare students for the challenges of a rapidly changing world.

VISION

The Palapa School Vision is to be a sustainable, accessible middle school and high school in which educational programs empower choice-filled lives and create positive, transformational change for the youth of Todos Santos.

Like most schools around the world, The Palapa School pivoted to distance learning in response to the COVID-19 pandemic. This was an extraordinary leap for teachers, many of whom taught from their homes. It was also a challenge for families in our rural location with limited access to technology and connections. Our generous community stepped in with donated tablets and smartphones so every Palapa student had access to at-home learning.



Distance Learning at The Palapa School



Director Juan Diego González provided extraordinary leadership by ensuring teachers received the training and support needed to successfully deliver online classes. Most importantly, their approach evolved to support and monitor students' mental and emotional health, as well as academic progress. Local outdoor field trips, hikes to Punta Lobos to study plants and practice photography, and meet-ups in the plaza at night to learn about astronomy helped ease the lack of interaction with peers and teachers. Parents also played a significant role in student success. Director González held monthly meetings with parents who could voice concerns and offer ideas for how to help their children navigate at-home learning.



The Palapa School Students at Punta Lobos

ESCUELA DE LA PALAPA

While the school campus was closed, construction of the second story to The Palapa School was completed, making more classroom space for the high school students. We look forward to the start of the 2021-22 school year where our original class of Palapa School students enter their final, senior year.



Beca Success Story: Petra Guadalupe Izaguirre Araujo

Hello, I am Petra Guadalupe Izaguirre Araujo. I was a beneficiary of La Palapa scholarships since I began my studies in High School in Todos Santos, B.C.S. At the end of high school, it was clear to me that I wanted to continue studying and become a teacher.



The truth is, it was not easy for me because we did not have the resources to cover all the expenses required to study in the city of La Paz. However, thanks to the fact that I was always clear about what I wanted, I focused on my studies and the La Palapa Society continued to support me with the scholarship in the four years of Higher Education.

In 2015, I graduated from the Escuela Normal Superior de B.C.S. with a Bachelor's Degree in Secondary Education with a Specialty in Civic and Ethics Training.



I am currently working as a teacher at Telesecundaria 66 in Cabo San Lucas. I continue preparing and working to achieve job stability. I have always thanked and will continue to thank La Sociedad de La Palapa for trusting me. Thanks to all the people who make it possible for many young people to fulfill their dreams. I hope the Scholarship program will continue for many more years.

THE PALAPA SOCIETY HONOR ROLL

Fiscal Year from July 1, 2020 to June 30, 2021.

DIAMOND (\$50,000 and up)

■ David & Cindy Higgins

RUBY (\$25,000-\$49,999)

■ Peter Buck
 ■ David & Nancy Lacey
 ■ Peter & Pam McIlroy
 The Stewart Family Foundation

EMERALD (\$10,000-\$24,999)

■ Jim & Patricia Cardillo
 Conely Family Foundation
 ▲ Sahm Foundation
 ■ Mimi Saltzman

PLATINUM (\$5,000-\$9,999)

■ Jim & Kristen Bender
 ◆ Scott & Gail Bosch
 ■ Jene Buckner
 ▲ Los Cabos Children's Fund
 ◆ Ryan Casey
 ● Dick & Margot Hampleman
 ■ Ted & Kim Higgins
 Anthony & Lee Irons
 Berry & Bambi Jones
 Chris & Tracy Lecroy
 ◆ Dennis & Nancy Naigle
 ■ Satterfield & Phillips Financial Group
 Cathryn Williams & Greg Broughton

LEGEND

- Monthly Donors
- ◆ Monthly & Annual Donors
- Annual Donors
- ▲ Grants

GOLD (\$1,000-\$4,999)

<ul style="list-style-type: none"> ■ Andrew & Ginny Ades AF Construction Thatcher Alexander James Ambrose & Linda Rasmussen ● Eleanor Andrews ● Rick & Suzanne Arnold Onagh Ash ■ Scot & Karen Barker ● Heather Bauer & Jerry Back Guillermo Bejarano & Pamela Guzmán ■ Cheryl H. Benware Mike Block & Maria Olaisen Kim Boyd ● Marjolein Brugman ◆ Paul & Pam Bumann ● Hal & Vickie Butler David Carpenter Terry & Susan Casey Rome Chelsei Ken & Susan Churchill Mike Cooke & Sarah Hansel Bayley Diamond & Brad Flora Grayson & Linda Drexel ● Bill & Chris Durboraw Barbara Frank & Ronni McCaffery Kristen & Rick Friedman ● Virginia Gollery ● Charley & Karen Haley ● Tom & Chris Hamer ◆ Ann Hazard ■ Courtney Higgins & Nate Dyke ■ Kearsley Higgins & Todd Vaziri ■ Marimar Higgins 	<ul style="list-style-type: none"> ■ Peter & Shirley Hill International Collections Chloe Johnson Al & Sally Jones ● Janna Kinkade ● Brian & Lynn Kuske Diana Long Roxane Mancini Lynn & Bill McIlroy ■ Jeff & Erica McIlroy David McLain ● Connie & Andy Mical ● Sharon Morris Annebet Muceus ◆ Cheryl V. Myers ● Dr. William & Cathy Nation Mark Neiman Rebecca & Phil Otto ◆ Deborah Parrish ■ El Pescadero Stupa Fund ■ David Puckett Sheri Rosewell Michael Rupe Jack & Leigh Russo ■ Jae & Jeff Sherwood ● Jim & Susan Smith Linda Sue, Scott & Terryl Tagg Mike & Jan Turner ■ John Tyler Julia & Dave Veenstra John Wallen ● Kathleen Warnert
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SILVER (\$500-\$999)

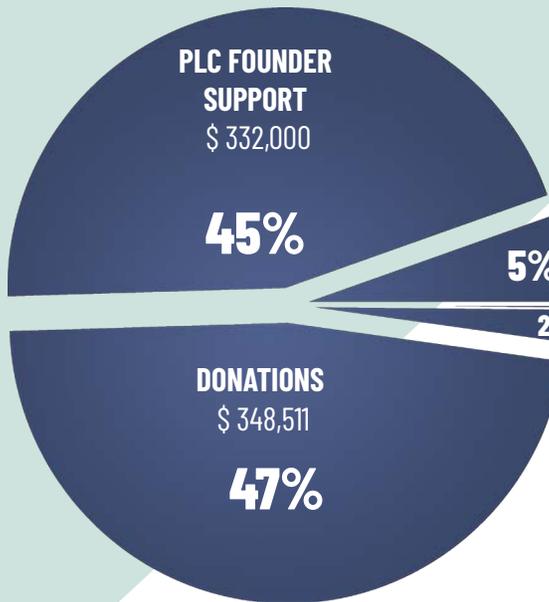
<ul style="list-style-type: none"> Patricia & Eric Adams The Benevity Community Impact Fund Gary B. & Marsha Blum Paul Bunn ■ Al & Susan Coe-Adams Roger & Claudia Coyle Benjamin Cudd ● Karin & Judd Cuenin Kathleen Dickinson Daniel Dwyer Jennifer Eastwood Kathleen Ecker John & Sharon Foster ■ First Fruits Todd & Lisa Glanzer ● Lisa Goodman Lynn Henderson Christie Hurta ● Marilyn Jacques ● AJ & Bonnie Johnston Judith's Reading Room Daria & Matt Knowles ● Marshall Laird 	<ul style="list-style-type: none"> Sarah & Evan McNeil Microsoft Alumni Network Burt & Susan Mittlestadt Jill & Robert Mollenhauer Dan & Lynn Moyle Sherri R. Neil Joy O'Brien Kim & Pierre Pellissier Ann & Tom Rader Jim & Dianne Robinson Gerald Ronayne & David Runtz ● Oscar Rosales & Tori Sepulveda Greg Schredder ● Nancy Simpson Jessica Spencer John Staley Colleen Suche Julie Swaggart Janelle Tillman Betsy H. Walters ● Lisa Welsch ● Robert Bruce (RB) Westbrook
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BRONZE (\$499 and under)

Terry R. Adcock	Jim Dierker	Don & Myra Kelley	Jan Reed
Shivam Agarwal	Greg & Carol Dobbs	Nan Kennedy	Paul & Connie Riccardi
Roberta Albert	Debbie Dodd	Rick & Tara Kessler	Nicolas Rice
Constance Albrecht	Anonymous Donor	Andrea Kingman	Mark & Peg Rinehart
Leah Anton	Anonymous Donor	Kathy Kirkwood	Tim Ringberg
Deborah Armstrong	Anonymous Donors	Dayna Klein	● Kristin Rust
Trudy Arriaga	Katherine Bertis Downs	Claudia Kopkowski	Paul Santucci
Association of California Schools	Karina Edwards	Lily Korte	Nicole Scarborough
Administrators - Region 13	Peter & Peggy Eggers	Roslyn Kozak	Susan Schaffrath
Sally Ayres	Melissa Einspinner	Jeffery Krida	Paula Schoonmaker
Carol Bailey	Barbara Elsner	Wendie Kruthers	Walt & Donna Schultz
Kathryn & George Barcos	Gary & Mary Emert	Pam Kukla	● Greg & Sydney Schweitzer
James Barcus	Kathleen Fallon	Evelyne Lamson	Jamie Sechrist
Carol Bartell	Greg & Susan Farrar	Craig Laskey	BJ Semmes
John Batson	Ardice Farrow	Lavenda Lee	Tony Sepulveda
Marcia Beachy	Jim & Karen Ferguson	Peter & Anne Lepine	Douglas Seymour
Robert & Erin Beck	Cynthia A. Fey	Bill Levine	Deborah Shaffer
Pamela Bell-Kurlowicz	John Fielder	Melody & Frank London	Christopher Sikich
Franck Benayoun	Katherine Friedrich	Fred & Martha Long	Ole Skjefte
Peter & Lisa Biagetti	Eric Frost-Barnes	Mateo Lorson	Tracy Smith
Pam Bixter	Jimena Garcia	Pam Marcus	Brit & Sarah Sparks
Don & Cindy Black	Emanuela Gardner	Marilyn Martin	Jim & Katie Staska
Andy Boretto	Martha Garza Laird	● James Masaschi	Bill & Denise Steffenhagen
David Brower	Lindy Gaskill	Richard Masino	Karen Stevens
Judith Buckley	● Jane Gehring	Marie Maxwell	Cory Stewart
David Butler	Chris Giralmo	John & Martha McCullough	Elizabeth & Rick Strand
Austin & Margaretta Caesar	Michael Gordon	Bobbi McElravey	Michael Strunk
Don & Kerry Campbell	Ariela Gross	Anne McEnany	Jaime & Roscoe Sutton
Kenneth R. Caplin	Alan Hale	Elizabeth McMartin	Ann & Rafe Sykes
Jeffery Carlson	Jane Hall	Carol & Jack McQuirk	Mike Tengdin & Kate Paul
● Regina Cerda	Marc Hankin	Johanna Meier	Brian Thacker
Tom Clark	Terry & Mike Hawes	David Paul Mena	Mary Thompson
● Liane Collins	Anne Hebebrand	Dave Merrill	Jerry & Bertha Tintor
Michael Cook	Laura Herrick	Gina Miller	William Tonks
Mario Cota	● Georgia Jane Hicks	● Chris Miller & Diana Pandell	Jim Toohey
Whitney Cranmer	Susan Higgins	Scott Moser & Sue White	Peggie Trundy
Michael & Marla Cunningham	Marlene & Randal Hoelt	Nick Moyer	● Tim & Grace Tuttle
Cathy & Mike Curry	Peter Holden	Peter Nack	Jill Valliere
Suzette Curtis	Chaz Holesworth	Heidi Nariman	● Angelica Velez Mendez
SaraGay Dammann	Roger & Barbara Holman	● Stephen & Sophia Nicholas	WaterStone
● Michael & Julie Dandurand	Deborah Horn	Patricia O'Connell	Alison & Jeff Wagner
Robert & Kathy Dannenhold	Jeffery & Sally Horn	Terra Omni	Laurie Waissman
Elizabeth Daskarolis	Max Horn	Tony & Janelle Palma	Rob & Maura Walker
● Bill David & Kathy Cate	Chip Houde	Anne Patterson	Bond Ward
Laurie Dawe	Jeff Hyde	Anna & Jerry Paulino	Dianna & Tom Weir Chapman
Christopher & Elizabeth Day	Robert Jacobi	Lou & Garth Pearson	Doug West
Dominic De Joseph	Steve Jacobi	Louena Pearson	Mary Alice Wester
Lisa Demoney & David Divjak	Stephen & Shelia Jagenteufl	Doug & Denise Pegors	Dr. Geoff & Gina Wickwire
Margaret Derring	Catherine Jameson	Rosaleen Power	Emily Wilson
Patricia Deuster	Blair Jenkins	Matthew Powers	Michael J. Wolf
Celia Devault	Antonio Jose	● Lee Purser	Christina Wong
Kimberley Diamond	LeAnn Kaattari	Katie Quackenbush	Jill Wyatt-Logan
Tommy Diamond	Marsha Karr	● Paty Raines	Robert & Karen Zigler
Meag Diamond			

Thank you to the many donors who gave gifts in honor / in memoriam.
We also thank those who donated in-kind gifts and supplies for our programs.
We deeply appreciate your generosity.

Financial Overview



Total Revenues:
\$736,060

EARNED INCOME

\$ 39,473

Tuition Payments for Palapa School and Palapa Community Programs, Library Memberships

(0.2%)

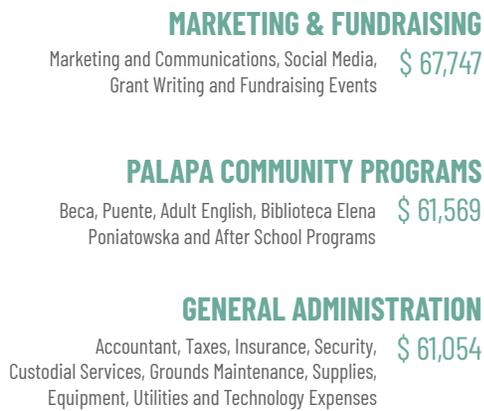
EVENTS

\$ 1,105

GRANTS

\$ 14,972

Total Expenses:
\$730,116



All amounts are in USD.

FY 2021 REVENUES	\$736,060
FY2021 EXPENSES	\$730,116
EXCESS (DEFICIENCY) FROM OPERATIONS	\$ 5,944 *

* FY2021 (18 Months ending on June 30, 2021) surplus of \$5,944 exhibits careful expense management and a growing donor base.

PARTNERS, GRANTS AND SPONSORS



International Community Foundation (ICF) provides The Palapa Society of Todos Santos, A.C. with a fund that makes it possible to provide U.S. tax deductions to our donors and grantors. Throughout the years of our partnership, they have been vital for the health and growth of our organization.

GRANTS



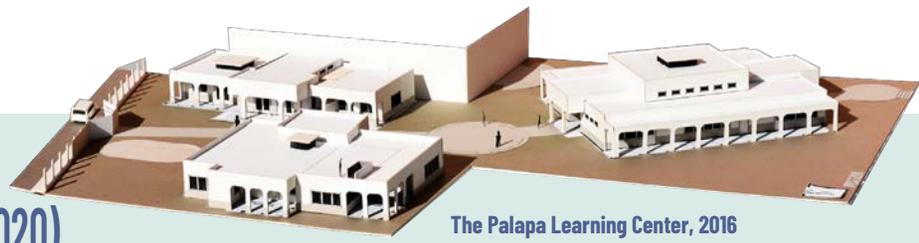
PARTNERSHIPS



SPONSORS



The Palapa Society's Five Year Vision Accomplishments (2015 - 2020)



The Palapa Learning Center, 2016

In 2015, The Palapa Society took on an additional challenge of founding The Palapa School with the goal of providing a new educational opportunity for middle and high school youth of Todos Santos. The entire team knew it would be a labor of love and dedication to fund, build, staff, and open the school. The team worked countless hours to ensure success and longevity for years to come. The Palapa Society would like to extend its gratitude to everyone who helped make this vision a reality.

It's humbling to see how much we have grown and evolved over the last 18 years. We look forward to stepping into the next five years with strength, dedication, and determination to ensure The Palapa Society's educational programs continue to grow and thrive.

GOALS ACHIEVED BY PROGRAM OR COMMITTEE

THE PALAPA SOCIETY BOARD OF DIRECTORS

- » Completed construction of The Palapa Learning Center (PLC) to include the new Palapa School for middle and high school students and a new location for the Biblioteca Elena Poniatowska and Puente buildings for community adult and children educational programs.
- » Successfully recruited new board members with the goal of attracting diversified expertise.
- » Restructured the Board by creating working committees to meet the growing needs of the organization.
- » Purchased the PLC campus property, hired architect and builder, and completed construction.
- » Implemented new technological infrastructures internally for better communication, project management, donor data, and archiving.
- » Hired new and part-time staff to include a Director of Operations, Director of Fund Development and Marketing, Marketing Assistant, and a Bookkeeper.



Elena Poniatowska, 2017



Puente al Inglés

THE PALAPA SOCIETY'S COMMUNITY PROGRAMS

- » Successfully held the grand opening of the Biblioteca Elena Poniatowska Community Library. Internationally renowned, award-winning author Elena Poniatowska was guest of honor and led several grand opening events.
- » Hosted U.S. Ambassador to Mexico Roberta S. Jacobson at the Palapa Learning Center in 2018; she praised The Palapa Society and its programs a symbol of a successful partnership between local Mexican residents and foreigners for positive change in the community.
- » Fostered a love of reading through the popular Children's Saturday Reading and Craft Hour.
- » Expanded the after-school Art Program to include a variety of techniques including painting, drawing, mixed media, and clay sculpture, giving local youth the ability to express themselves creatively and actively participate in the vibrant art community.
- » Increased enrollment exponentially for children and adults in the Puente al Inglés (Bridge to English) and Adult English programs.



2016



2018

THE PALAPA SCHOOL COMMITTEE

- » Hired and vetted Director, teachers, and staff.
- » Developed policies and guidelines for staff, parents, and students to create a positive learning environment that supports the mental and emotional needs for students' success.
- » Created innovative and progressive curriculum, including clubs for Leadership, Science, and more.



Catapult Workshop

THE PALAPA SCHOOL

- » Secured the Secretaria de Educacion Publica (SEP) certification for the Secundaria (middle) and Preparatoria (high school).
- » Built, expanded, and fully populated the middle and high school, supporting all grades as of 2021.
- » Pivoted The Palapa School to distance-learning in response to the Covid-19 pandemic, allowing students to continue learning with increased access to technology.



Palapa School Inaugural Day, 2017

GRANT COMMITTEE

- » Established grant committee to improve ability to research, apply for, and manage grant opportunities.
- » Awarded several grants for The Palapa School including ones from the Los Cabos Children's Foundation, Dibujando, SAMH art grant and more.

FINANCE COMMITTEE

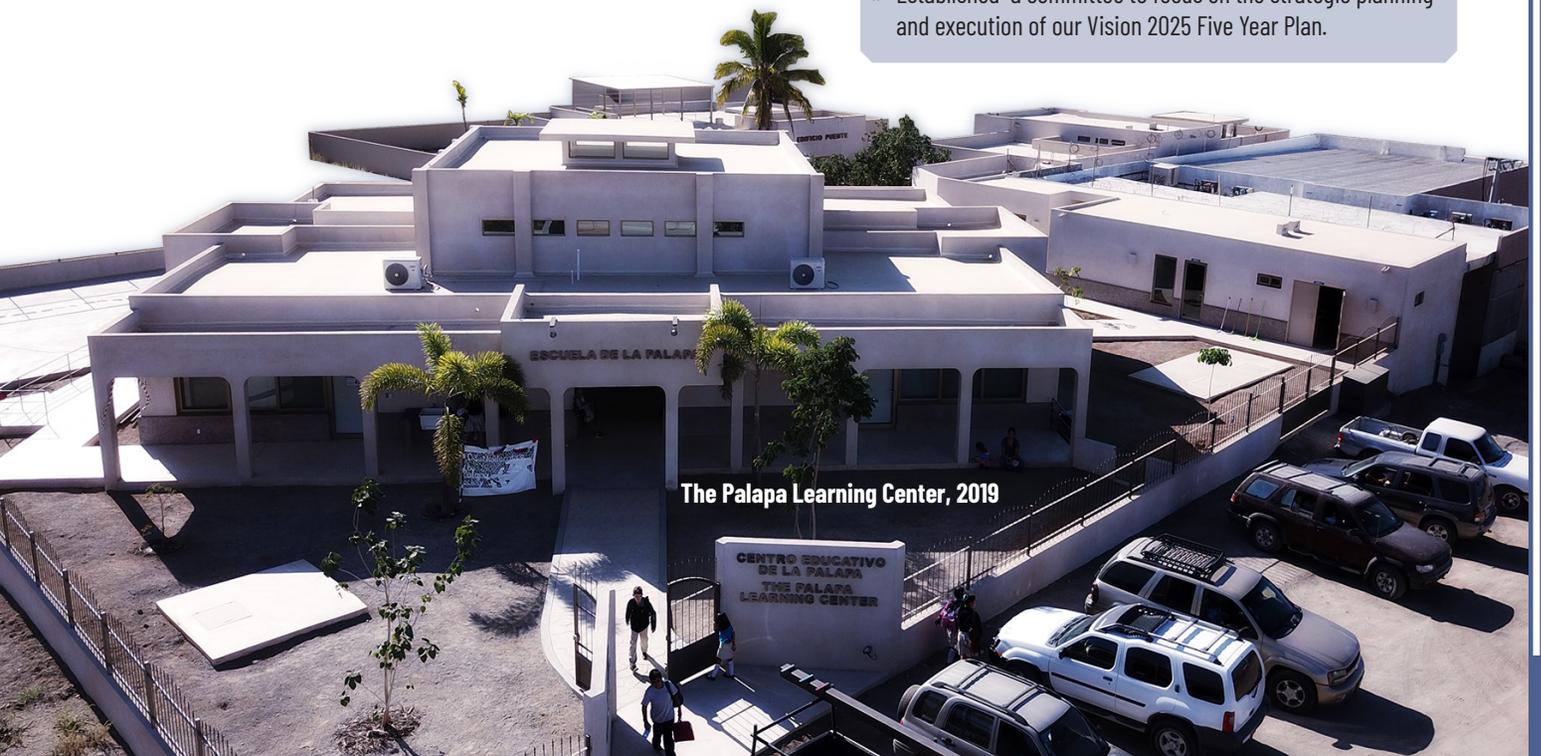
- » Strengthened our relationship with our 501 (c) (3) fiduciary organization, the International Community Foundation.
- » Partnered and assisted with other nonprofits in the community to fundraise for food and medical needs during the onset of the COVID-19 pandemic.
- » Successfully met the growing needs of The Palapa School, with an increase in annual budget from \$50k to \$500k USD.

FUND DEVELOPMENT & MARKETING COMMITTEE

- » Strengthened current donor relationships and acquired new donors by updating The Palapa Society's brand, tailoring communications, establishing more customized fundraising campaigns, and evolving annual events, resulting in 100% growth of our overall donor base.
- » Grew our monthly and annual recurring donors from \$5 - \$20K annually to just over \$200K.
- » Re-established The Palapa Society's brand to increase awareness through our marketing efforts.
- » Implemented new software to more effectively manage donor data and tailor communications with valued donors.

VISION 2025 COMMITTEE

- » Established a committee to focus on the strategic planning and execution of our Vision 2025 Five Year Plan.



The Palapa Learning Center, 2019

DONOR TESTIMONIALS



Education is very important to me. I realize that access to quality education isn't easy for many students in Mexico. For the last few years, it has been my pleasure to sponsor a student at The Palapa School by giving an easy monthly donation. It brings me great satisfaction to know I am contributing to a student's education and making a life-changing impact on his or her life. I thank the founders of this project, my friends Cindy and David Higgins, for having this unique vision and making it happen. I am honored to be part of such an amazing enterprise.



Margot Hampleman
CEO & President,
Decorative Materials International, Ltd.
Colorado



Ann Hazard
Writer
Todos Santos / California

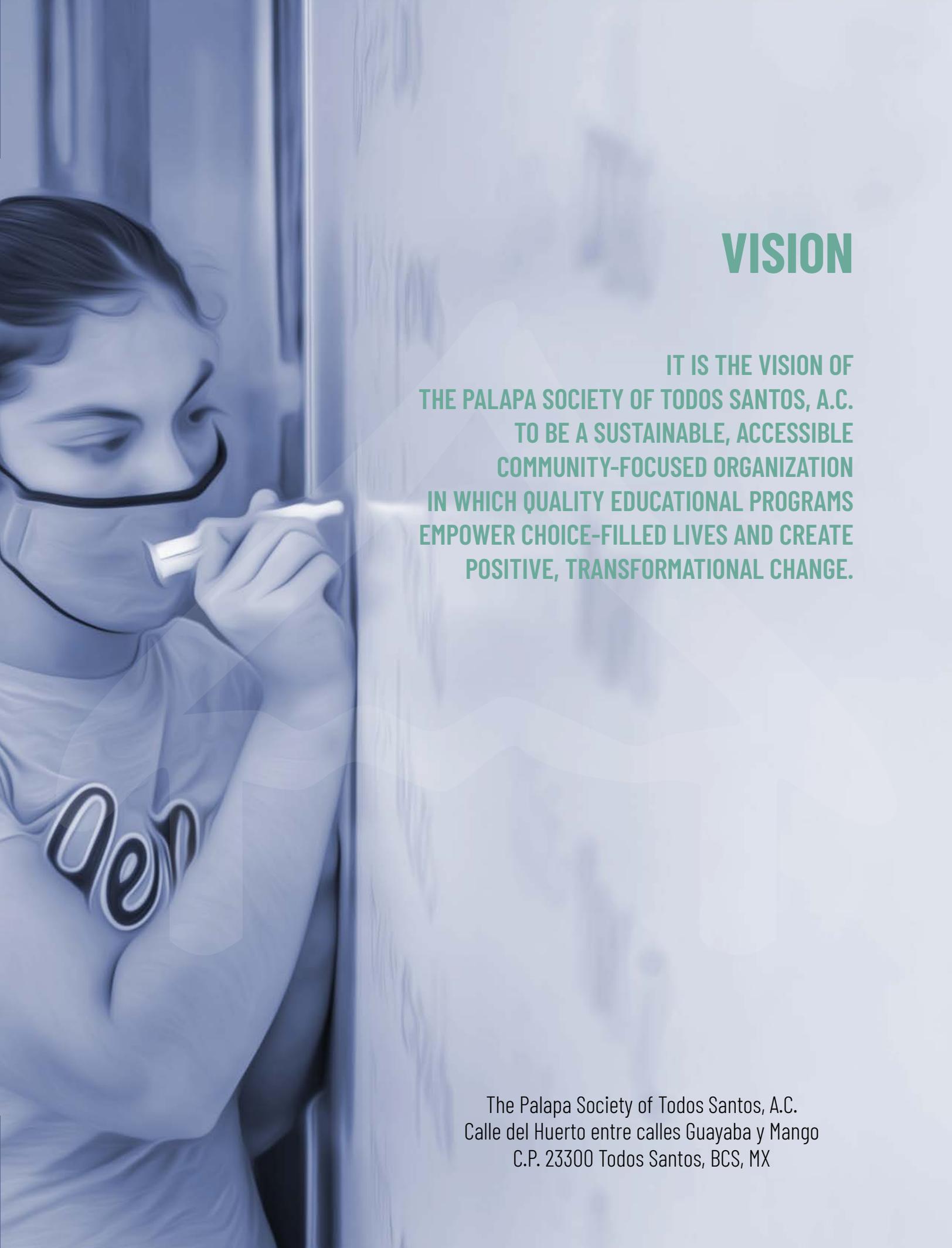


I have always believed in the importance of getting involved and giving back to the community in which I live. My first home in Baja California Sur was Buena Vista, on the East Cape, where I moved in 2003 and became a part of the Asociación de los Artes. When I made a permanent move to Todos Santos in 2014, I began looking for an organization with which to become involved. Tori Sepulveda introduced me to The Palapa Society in 2016, and I immediately knew this was where I wanted to direct my energy and resources. I have always been passionate about education, and the Palapa's mission resonated deeply with me. I've served as a member of the board of directors, and am now an Advisory Board member. It's all been incredibly rewarding. However, watching and participating in the creation of The Palapa School was the highlight of this journey. Now, sponsoring a student through the entire five-year process of her education at this school has been (and continues to be) incredibly rewarding.



Our Volunteers

The Palapa Society is fueled by the passion of over 60 volunteers. We depend upon and are grateful for each volunteer who generously gives their precious time and talent.



VISION

IT IS THE VISION OF
THE PALAPA SOCIETY OF TODOS SANTOS, A.C.
TO BE A SUSTAINABLE, ACCESSIBLE
COMMUNITY-FOCUSED ORGANIZATION
IN WHICH QUALITY EDUCATIONAL PROGRAMS
EMPOWER CHOICE-FILLED LIVES AND CREATE
POSITIVE, TRANSFORMATIONAL CHANGE.

The Palapa Society of Todos Santos, A.C.
Calle del Huerto entre calles Guayaba y Mango
C.P. 23300 Todos Santos, BCS, MX

WE ARE PALAPA



THE PALAPA SOCIETY
LA SOCIEDAD DE LA PALAPA

Email: info@palapasociety.org
Website: www.palapasociety.org

Facebook: www.facebook.com/palapasociety.org
Instagram: www.instagram.com/palapasocietyoftodossantos

Note: Some photos in this publication were taken before the COVID 19 pandemic.