

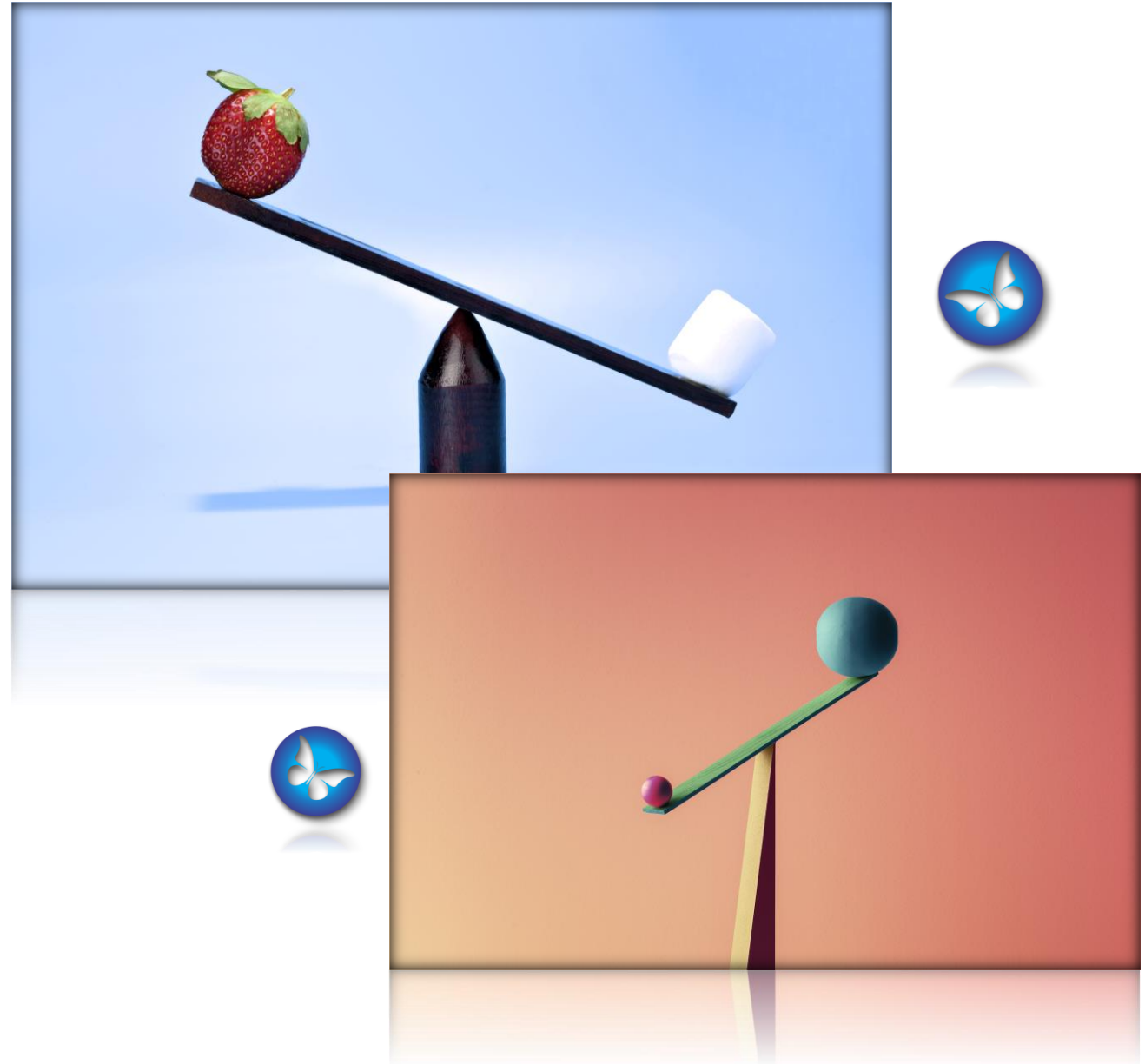


MONARCH EFFECT FOUNDATION

Corporate presentation 2025

A small change in where they start leads to
vastly different outcomes...

It's the monarch effect!





Contents



- 3 Our Mission and Challenges
- 4 Funding Model and Sustainability
- 5 Vision of an engaged community
- 6 Core Principles of the Foundation
- 7 Organizational Structure
- 8 Scholarship Recipients (Ambassadors)
- 10 Ambassador Candidates
- 11 6-year Projection
- 12 Investment / Use of Funds
- 14 Next Steps/Milestones
- 15 Thank You



Our Mission and challenges



The Monarch Effect Foundation is **building a better community through education**. We know education is the great equalizer.

We seek to create a future where every outstanding, inspired, motivated, and talented young Los Cabos student can unlock their full potential and have the opportunity and choice to attend university and have the community resources to support them.

There are no formal sources of funding such as student loans or government assistance for students in Mexico. Everything falls on the family. The Foundation helps to bridge the gap.

We aim to support these students to access an excellent university education and **build a strong, skilled class of professional young adults** with a long-term commitment to sustaining the foundation for the future.



Monarch Effect Foundation is a
registered non-profit formally in
Mexico: MEF2306142B1

In the US, Friends of Monarch Effect
Foundation 501c3 tax exempt
application is pending with the IRS.
EIN 99-3542890

EIN 00-3245800



Funding Model



Sustainability

Students and parents make a commitment to support the long-term sustainability of the Foundation with post-graduation financial contributions and return of service as mentors and ambassadors.

We support only **Los Cabos students** who are outstanding, motivated, focused, and **committed to building a better future.**

Our model is based on a collaborative, **three-way partnership:**

Family participation – families contribute within their financial capacity demonstrating support and shared responsibility.

Student contributions – each student works to achieve scholarships from the educational institute. All have some sort of alternate funding.

Foundation Support – Monarch Effect Foundation bridges the financial gap, providing the remaining resources to fund the student's education fully.



Vision of an Engaged Community



We select Los Cabos candidates based on profiles of outstanding students, and the value of education within the family.

We provide mentoring to prepare them for their university experience away from home.

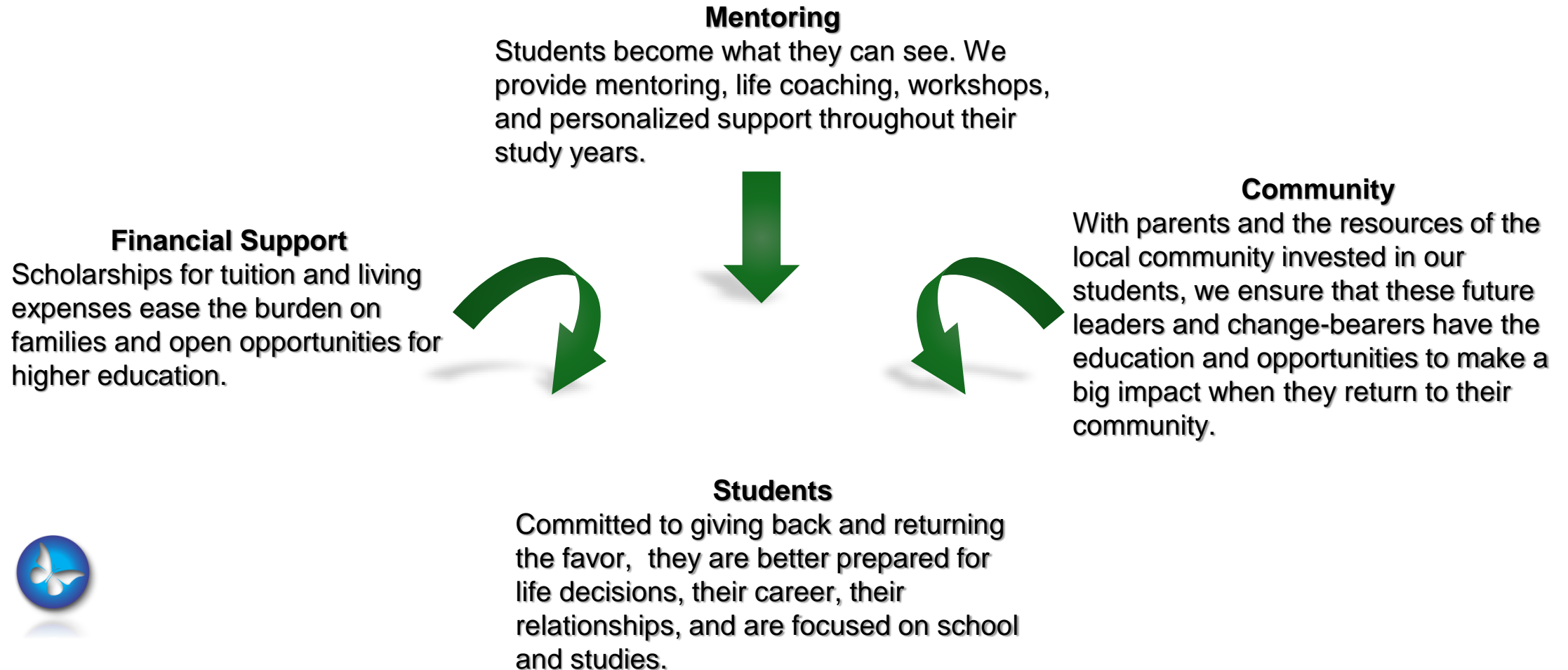
We engage students in internships, community projects, and mentoring roles during their breaks from university.

We involve parents in the Foundation, in their children's success, and in supporting our programs while accompanying them with parental support as their children leave home for school.





Core Principles of the Foundation





Organizational structure

Board Members: active volunteers committed in time and experience with the Foundation. Attendance at quarterly and annual meetings, as well as a minimum of four hours per month of advice and consulting depending on their area of expertise:

Eric Parizek - Founder and President

Lisa Heid - Founder and Secretary

Sarah Williams – Founder and Treasurer

Joaquín Tello de Meneses – Adviser

Active recruitment for additional members with backgrounds in education, public relations, finance, fundraising, local government, local private schools, entrepreneurship and marketing among other areas of interest.



The Operational Team

Alberto Fernandez – Founder and Executive Director

Elizabeth Islas – Founder & Vice President
Additional support staff will be added as funding is available.

The Volunteer Team

Ernesto Bermejo – Legal Counsel for Non-Profit Organizations

John C. Anderson – Marketing & Strategy

Scott Thomas – Business Coaching

Martin Waldbaum – Business Advisor

Scholarship Committee – is made up of four volunteer education professionals, independent of the foundation.

Various workshop leaders



Sponsorship Recipients (Ambassadors)



Mariano

Currently taking 2nd semester of his **Master's Degree in Project Operations** at the NOVA SBE, in Carcavelos, Portugal.

- Graduate of RIGA University, Latvia,
- Director of the Monarch Circle of Impact (MCI) peer-to-peer mentoring program.
- Our original student supported by the Foundation founders.
- Parents contribute through operation of the Foundation.



Nicolás

Obtained a 100% tuition scholarship at Hult International Business School, London.

- Currently in 4th semester of **Bachelor of Business degree**
- His parents contribute a fixed amount each month
- The Foundation contributes to his living expenses.
- Actively contributes and helps direct the Foundation's marketing and social media programs



Daniela

Received a scholarship of 35% tuition for Universidad Anahuac Querétaro;

- Suspend her attendance until she secured the remaining 65% with the Foundation.
- Her parents cover living and travel expenses.
- Currently in her 3rd semester for a **Bachelor's Degree in Communication**.
- Actively collaborates with the Foundation's marketing and social media programs.



Sponsorship Recipients (Ambassadors)



María José

10 years old. Enrolled in 5th grade at Picacho McGregor School in San Jose.

- The Foundation supports tuition and uniform expenses.
- Parents contribute a set amount each month.



Juan Pablo

12 years old. Enrolled in 7th grade at Picacho McGregor School in San Jose.

- The Foundation supports tuition and uniform expenses.
- Parents contribute a set amount each month.



María José

Studying **Master's Degree in Astrophysics** with a specialization in **Data Science and Artificial Intelligence** at PSL University - Paris Observatory.

- Received a scholarship from the Île-de-France Space Academy, for 100% tuition and part of the living expenses.
- Monarch Effect Foundation supports the remaining living expenses.



Kendra

Enrolled in the **Neurosciences Degree** at UCLA (University of California Los Angeles)

- Obtained a partial tuition scholarship
- Parents complete the remaining tuition and all other living expenses
- Monarch Effect Foundation covers only housing and food expenses.





Ambassador Candidates



Fernanda

Graduate of Picacho McGregor School 2024.

- Currently in planning and selecting her university, applying for admittance and scholarships specializing in a **Bachelor's Degree in Psychology.**



Tessa

Completing her grade 12 year at Picacho McGregor.

- Owns and operates a successful cookie business.
- Performs at a national level in powerlifting
- Scoping and preparing for university related to **Business Administration.**



Melissa

Completing her grade 12 year at Picacho McGregor.

- Plays lead violin in San Jose student orchestra
- Applying to the Arizona State University **Civil Engineering program**



Samara

Graduate of Picacho McGregor School 2022.

- Works as a marketing intern with the Monarch Effect Foundation.
- Accepted to Arizona State University **Strategic Communications & Advertising Program 2025**
- In progress of determining scholarship options.



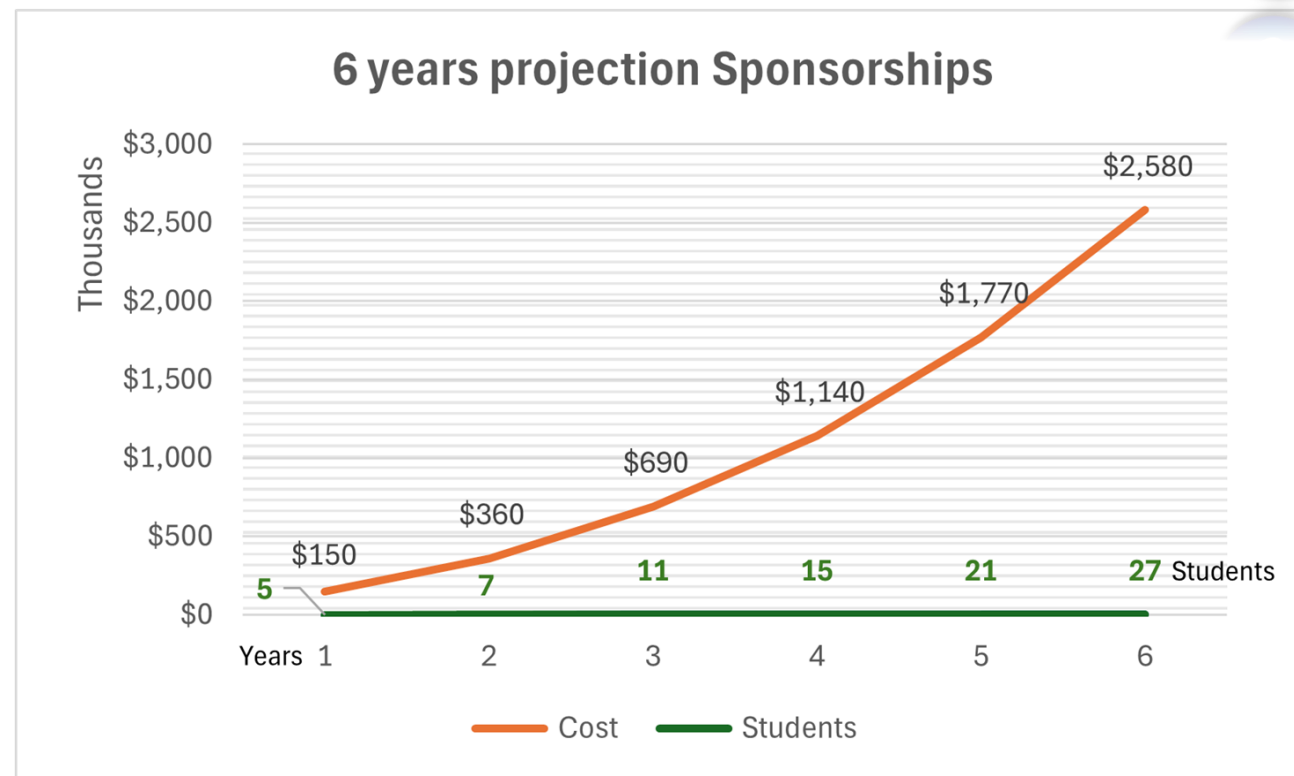


6 years projection

The **average sponsorship per year per student** for a university is **US\$30,000**.

Over 6 years, we are projecting US\$2.58 million in student aid supporting **27 students** with sponsorships and more than 80 in mentoring programs, increasing our number of students exponentially each year.

We are operating on a tight budget for administration, operation, and fundraising expenses, using our advisors and board members as volunteers with the goal that under **20% of the total funds raised go to support operations**.



Interesting facts

All students are partially funded through institutional scholarships and parent support.

The Foundation bridges the gap between these funds to ensure the student has adequate resources to attend university.



Investment / Use of Funds

Our investments are strategic and impactful, carefully mapped to empower our students and strengthen our community.

Every dollar is more than a contribution, **is a catalyst for change and growth.** That is how we put your generous contributions to work.



College Prep Mentoring Workshop Nov 2024



Scholarships

Direct support for tuition, books, and living expenses for students studying in Mexico and abroad.

Mentoring / internship program

We invest in professional mentoring opportunities and internships, workshops, and networking events to guide students on their educational journey, from high school to university.

Operations

We **budget under 20% of donations** as an essential investment in the operations to keep the Foundation running smoothly and effectively which includes payroll, annual audits, financial reviews, compliance with legal, tax and regulatory requirements, fundraising, marketing and general expenses



Next Steps/Major Milestones





Contact information

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MONARCH EFFECT
FOUNDATION

Thanks in advance for your support!

Help us create infinite opportunities for Los Cabos students through education.

<https://monarcheffect.org/donate>