



MONARCH EFFECT FOUNDATION



Annual Report 2024

Creating Infinite Opportunities for
Los Cabos Students



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President's Message

Dear friends and partners,

It is with great pride that I present our first annual report, highlighting the impactful work of the Monarch Effect Foundation. Our mission is to support talented, highly motivated students from Los Cabos who, due to various circumstances, lack the resources to pursue a high-quality education, either in Mexico or abroad.

This year marked the first of our journey of building our community through education and mentoring, offering financial support, guidance, and resources to empower young individuals with exceptional potential to realize their educational dreams and transform their lives.

The unwavering support of our donors, partners, and volunteers has been instrumental in making this vision a reality. Together, we have opened new doors and created life-changing opportunities for many students.

Through this report, we aim to share the progress, challenges, and achievements of this year. We are confident that, with your continued support, we can further our mission, support more of our local students and build a better future for Los Cobos youth which ultimately develops a more equitable, inclusive, and vibrant community for all of us.

Thank you for being a part of our journey.

Sincerely,

Eric Parizek,
President, Monarch Effect Foundation/Friends of Monarch Effect Foundation





Our Mission, Vision and Values



Our Mission:

To create a future where every motivated and talented high school student in Los Cabos has the opportunity to achieve their full potential and thrive academically..

Our Vision:

We envision a world where geographic and financial limitations are no longer barriers to educational and cultural growth, where Los Cabos students can explore and embrace global opportunities.

Our Values:

Commitment, courage, resiliency, community spirit, leadership, teamwork, loyalty, support, gratitude, strength, humility, consistency, and a hands-on approach to learning and exploring.



Our Mission is Important - Cabo is an Educational Desert

Students in Los Cabos face a tough reality after high school. Being motivated and successful graduates, they must leave home for university, and **without student loans in Mexico, banks or charities to assist, many families simply can't afford it.**

Sacrifices are made, and choices can be heartbreaking when there's more than one student at home.

We bridge the gap. We help cover expenses beyond tuition, provide mentorship programs, and build a support community, ensuring they not only get to university but thrive while there and when returning home.





2024 Impact Statement

Our **first** year as a foundation made a substantial impact to the lives of Los Cabos students through financial support and mentoring programs.

7

Students received financial support who may otherwise not be attending school.

21

Students attended the Foundation's mentoring programs.

- Monarch Circle of Impact - 7 university level students in peer to peer coaching.
- College Prep - 14 students in grades 11/12 preparing for the next level.

42

Weekly workshops presented by volunteers and students this year, providing an array of self and skills development opportunities.



The Year in Review

- Supporting **7 high-achieving students** from Los Cabos in school both locally and internationally.
- Formed **2 distinct mentoring programs** with 21 students participating weekly.
- Submitted our **501c3** US tax exemption application to the IRS. Pending confirmation.
- Established a **Sustainability Fund**, committing students and parents to give back upon graduation, ensuring a lasting legacy for our foundation.
- Designed and launched a **bilingual website and newsletter** with all the relevant information about our programs and students.
- Hosted **3 Fundraisers** and **1 “Friendraiser”** event to introduce our mission and vision to the local community.
- Launched the **Monarch’s Mug** social media campaign highlighting student journeys and engaging donors with interactive content
- Host a weekly booth at **Palmilla Market** to meet new friends in the community.
- Launched **Life Lessons Lab** where students share lessons learned through their projects.
- Celebrated our **first student graduation**.





2024 Programs - Success in the numbers!



MONARCH EFFECT
FOUNDATION

Students applied and interviewed: 52
 Accepted/sponsored: 7
 Master Program: 2
 Undergraduate: 5
 Europe: 3
 United States: 2
 Mexico: 2



MONARCH CIRCLE OF IMPACT

Students participating: 7
 Cities connecting: 7
 Number of time zones: 6
 Number of Sunday sessions: 33
 Number of semesters: 2



COLLEGE PREP
MENTORING

Schools invited: 5
 Students active: 14
 Number of Wednesday sessions: 9
 Number of semesters: 1





2024 Programs: Guiding Success Through Mentoring



The Circle of Impact is a peer-to-peer initiative for our university students, designed and guided by Mariano. Students meet every Sunday to focus on self-discovery, personal growth, leadership skills, accountability, and navigating the challenges of university life away from home.

We have 7 students involved in MCI mentoring and they've attended 33 sessions in 2024.



The College Prep Mentoring program prepares students with tools for going to university and leaving home. We cover topics such as, goal setting, financial literacy, practicing "atomic habits", basic life skills such as laundry, shopping and cooking, as well as study skills, problem-solving, negotiating, and embracing discomfort.

14 students from 4 local schools have participated in 9 workshops during the fall school semester, 3 times a month.



2024 Programs: Sustainability Program

We've introduced a sustainability program where all graduating students commit to financially supporting the foundation as partial repayment for the assistance they've received.

Every student has "skin in the game" and a vested interest in the Foundation's success.

Parents and students sign an agreement committing to volunteer during their studies and, upon graduation, to give back through monthly donations.





2024 Programs: Hands-on Experiences for our Students



-BRINGING THE COMMUNITY TOGETHER FOR EDUCATION-

THE HIGH COST OF LIVING IN
AN EDUCATIONAL DESERT

AN EDUCATIONAL DESERT
THE HIGH COST OF LIVING IN

The Challenge: in Los Cabos, inspired, motivated and talented students from middle-class families cannot get financial support to help them achieve higher education. Charities with educational support only apply to the very poor. There are no student loans and very limited government assistance programs. The best schools are on the mainland which means students need to leave home which increases the costs substantially. The "privilege" of middle-class means the financial burden falls directly on the family with many sacrificing opportunities for used to leave home which increases the costs substantially. The "privilege" of middle-class government assistance programs. The best schools are on the mainland which means student educational support only apply to the very poor. There are no student loans and very limited families cannot get financial support to help them achieve higher education. Charities with

Our students are highly motivated and focus on fields like business, marketing, medicine, communications and astrophysics.

Our students are eager to share their stories, participate in fundraising and the creation of social media content.

80% of what you see on our website, Instagram, and our presentations is student-generated. We don't use a marketing agency; our funds are invested in the students.

This hands-on experience gives the students valuable skills and a strong addition to their resumes.

Our content is authentic. It comes from the heart and from the students.

www.monarcheffect.org



2024 Programs: Bilingual Newsletters

The newly launched bilingual newsletter keeps our supporters updated on the progress of our students.

Featuring student-generated content, it highlights what's top of mind for them, their experiences, thoughts, and feelings as they navigate each semester. Every student shares their journey through a monthly blog.

A special shoutout to Dani, the student who organizes the team, curates the content, and publishes the newsletter every two months!

www.monarcheffect.org/newsletter





2024 Programs: Monarch's Mug around the world



The rare white Monarch Yeti started out in Los Cabos and travels the world with our students and sponsors, promoting education, and inspiring opportunities for learning and exploration.

Monarch's Mug is a fun way to engage with students and supporters on social media, drawing attention and attracting sponsors.

Follow Monarch's Mug on Instagram and help us gain important sponsorship!

[@monarchs_mug](https://www.instagram.com/monarchs_mug)





The Student Ambassadors



Our students are talented, motivated, and high-achieving.

But talent alone isn't enough—they need opportunity.

Opportunity comes from teachers, coaches, schools, mentors and businesses. **And opportunity creates HOPE.**

These students are hungry for a chance to succeed. They're motivated, determined, and ready to put in the work. With the right support, every single one of them can achieve incredible success.

Hope and opportunity are the keys to unlocking their potential.

Student financial support ranges from \$12,000 to \$30,000 USD per year.

All of our students receive some form of scholarship from a school or organization, but these funds rarely cover the full cost of tuition, let alone living expenses.

Donors' contributions help bridge the gap, ensuring these students can stay in school and focus on their education.





Ambassadors Studying Around the World

Our first three students have completed a full year of school abroad with the Foundation and the mentoring program.

- **Mariano** is taking his Operations Management Master's in Lisbon, Portugal.
- **Dani** is in her second year of Communications in Anahuac, Mexico with a partial tuition scholarship.
- **Nico** is in his second year of Business Administration in London with a full tuition scholarship.

In September 2024, we added two new students.

- **Kendra** is in pre-med at UCLA with a partial tuition scholarship.
- **Maria** is taking her Masters in Astrophysics at the Observatoire in Paris with a full tuition scholarship.

January of 2025, we accepted two additional students as they prepare to begin their studies:

- **Samy** will commence at ASU in Phoenix, US.
- **Andrey** will begin ITES in Guadalajara, Mexico.

September 2025 promises to be an interesting semester with **8 students already in application** for support from the foundation.





Our Ambassadors



Mariano – Nova SBE, Carcavelos, Portugal.

“Graduated from Riga Technical University, Latvia June 2024, Bachelor’s Degree of Social Science in Management. Started my Master’s Degree September of 2024 on Management with an area of expertise in Operations Management in which I have successfully completed my 1st semester, and have just two more to go.

Through my experiences, I’ve learned to be resilient, proactive, and to make thoughtful decisions. I’ve discovered a world of possibilities and the importance of working towards long-term goals rather than settling for instant gratification.

I am an integral part of the foundation, a mentor and role model to the other students, and an influencer with my peers as they explore and determine their path. Beginning my last year as a student and looking forward for what is next in the professional world!”



Nicolás – Hult International Business School, London, United Kingdom

“I am now in my second year at Hult, studying Business Administration with a focus on Management and Psychology.

Living so far from home has helped me to learn resilience and to chart my own course. I am experimenting with the environment of politics through Model United Nations, and serving as a junior consultant to small startups by students in my university.

This experience of living in London, has given me the tools and confidence to constantly pushed my own boundaries, allowing me to learn and grow exponentially.

I have been appointed Program Director of the Monarch Circle of Impact program for 2025 and I look forward to making myself an invaluable asset to the Monarch Effect Foundation, playing my part in helping it grow so that its mission can change the lives of more young men and women from Cabo.”



Our Ambassadors



Daniela – Anahuac, Querétaro, México. Pursuing a four-year degree in Communications since Jan, 2024.

“I have embraced every opportunity to grow and make a meaningful impact through my school. As a passionate communicator, I thrive on sharing stories, connecting with others, and using my skills to inspire change.

Having completed my first year, I’ve taken over the foundation’s newsletter, a role that brings me immense joy and fulfillment. Throughout this year, I participated in three volunteer programs at Anáhuac, where I helped children in need. These experiences deeply resonated with me and reinforced my commitment to making a difference.

Additionally, I led a challenging mock community project for a class, which was recognized as the best one, a recognition that fueled my motivation to continue pushing boundaries. I am eager to learn more and savor every moment of what this new year holds, excited to see where this journey in communications will take me.”



María José – University PSL - Paris Observatory, France

“I am studying for a Master’s Degree in Astrophysics with a specialization in Data Science and Artificial Intelligence at the Observatoire de Paris.

I graduated with a bachelor’s degree in physics from Universidad de las Américas Puebla supporting my school through a music scholarship. My passion, however, lies in astrophysics research, fueled by a deep fascination with our universe and its evolution.”



Our Ambassadors



Kendra – UCLA, Los Angeles, USA
studying Neuroscience pre-med with the
aspiration of becoming a neurosurgeon.

“I have a vision to open a neurology clinic that integrates mental, spiritual, and physical health for all patients, regardless of socioeconomic status. My goal is to make a meaningful impact on the community.”

“I just finished my first semester at UCLA where the challenges taught me to be more resilient, disciplined and confident. This second semester I start a minor in psychology knowing i need to work hard to reach my dreams!

I am incredibly grateful to the Monarch Effect Foundation not only for their support with my living expenses but also for their guidance in my personal and academic life.”



Ambassadors January, 2025



Samara – ASU, Arizona, USA studying Marketing Digital and Integrated Communications.

I've started my first semester of university in Tempe and am beyond excited to dive into this new chapter of my life. I've always been fascinated by how brands connect with people, which led me to study Digital Marketing and Communications to gain a deeper understanding of the ever-changing world of digital media and its power to drive change.

Though I am just starting my journey at ASU, I've already had the chance to contribute to relevant projects, where I helped develop social media strategies and content for local businesses. These experiences have not only fueled my passion for storytelling and creativity but have also sparked a desire to make a meaningful impact through effective marketing.

I'm truly grateful for the support of the Monarch Effect Foundation, which is helping me make the most of my time at ASU. I can't wait to see how this year will shape my future.



Andrey – ITESM, Campus Guadalajara, México

I am beginning my first semester studying International Business and experiencing the challenge of living on my own for the first time. This fresh start marks an exciting chapter in my life, one filled with opportunities for personal and academic growth. My focus is on becoming a more disciplined, resilient, and proactive individual, making the most of this exciting journey.

Joining the Monarch Effect Foundation has already been a source of inspiration and motivation. As a new member, I feel empowered to push beyond my limits and strive toward becoming the best version of myself. And in this new challenge I'm planning on cultivating long term goals and embracing challenges with optimism and determination.

This next phase of my life is about learning from every experience, and building a foundation for a meaningful and impactful future. I look forward to contributing to the Monarch Effect Foundation and to growing alongside its incredible members.



Financial Report - Entity Structure

The **Monarch Effect Foundation** is a Mexican registered nonprofit dedicated to providing educational opportunities and mentorship to high-achieving students in Los Cabos. It focuses on scholarships, mentorship programs, and student development to drive long-term community impact.

Friends of the Monarch Effect Foundation is a U.S.-based 501(c)(3) nonprofit entity that facilitates tax-deductible donations from American donors. It serves as a crucial funding partner, ensuring financial support for the foundation's initiatives while providing donors with tax benefits. We've successfully submitted our application for 501(c)(3) tax-exempt status in the U.S. and are now awaiting confirmation from the IRS.

Together, these two entities work in tandem to expand educational access, strengthen community engagement, and secure sustainable funding for student success. As we move into the next phase of growth, we are committed to deepening our roots in the Mexican philanthropic community, fostering new partnerships, and ensuring sustainable educational support for our students. We are grateful for the donors, businesses, and organizations that have supported us in this journey, and we look forward to expanding our impact in the years to come.

All donations to the **US Friends of Monarch Effect Foundation Inc** will be issued a tax receipt with the good-faith expectation of being tax deductible and the nonprofit being exempt. USA EIN 99-3542890.



All donations to the **Mexican Monarch Effect Foundation AC** will be issued a Mexican tax deductible receipt MEF2306142B1.



Financial Report - Structure Changes in 2024

Monarch Effect Foundation remains financially strong, ensuring continued support for Mexican students in Los Cabos through educational funding.

- The dual-entity structure provides several key advantages, including greater efficiency in cross-border educational funding, ensuring smooth scholarship disbursements while maintaining compliance with local regulations.
- It also simplifies donor fund collection, allowing U.S. donors to contribute in USD while benefiting from tax-deductible donations.
- Additionally, it offers significant savings in currency exchange, as funds can be strategically converted and distributed at favorable exchange rates, maximizing the foundation's financial resources.

The following financial statements represent the **combined financial position** of both entities, with all amounts converted to **USD using an exchange rate of 20.69**, the spot rate as of **December 31, 2024**.





2024 Financial Report: Statement of Financial Position

Monarch Effect Foundation
Combined Statement of Financial Position
As of December 31, 2024

	Total
ASSETS	
Cash and cash equivalents	\$ 146,985.20
TOTAL ASSETS	\$ 146,985.20
LIABILITIES AND NET ASSETS	
Liabilities	
Loan Payable	26,505.03
Tax Payable	166.17
Total Liabilities	\$ 26,671.19
Net Assets	\$ 120,314.01
TOTAL LIABILITIES AND NET ASSETS	\$ 146,985.20

Assets Overview

As of December 31, 2024, the foundation holds total assets of **\$146,985.20 USD**, primarily composed of cash and cash equivalents. Funds are held across multiple bank accounts, with USD being the largest component at **\$127,069.74**, followed by Mexican Pesos at **\$90,171.65 MXN**. Additionally, a **term deposit of \$300,000 MXN** provides financial stability and potential future interest earnings.

Liabilities Overview

Total liabilities amount to **\$26,671.19**, comprising **\$26,505.03 in personal loans** and **\$166.17 in taxes payable**. These obligations represent a manageable portion of the foundation's financial structure. The foundation maintains a healthy liquidity ratio, with current assets significantly exceeding current liabilities.

Financial Strength and Sustainability

The foundation's strong financial position allows it to continue its mission **without immediate financial constraints**, ensuring long-term sustainability and growth.

Looking forward, the foundation remains committed to responsible financial management, strategic fund allocation, and increasing its outreach to **support more students in their pursuit of higher education**.

The financial statements represent the **combined financial position** of both entities, with all amounts converted to **USD using an exchange rate of 20.69**, the spot rate as of **December 31, 2024**.





Financial Report: Statement of Activities

Monarch Effect Foundation Combined Statement of Activity FY 2024

REVENUES AND SUPPORT

Grants and contributions revenue	251,998.64
Other Revenue	-
	<u>251,998.64</u>

TOTAL REVENUES AND SUPPORT **251,998.64**

EXPENDITURES

Management and General	19,802.27
Program Expenses	98,673.76
Fundraising Expenses	5,100.00

Total Expenditures **123,576.03**

Change in Net Assets **128,422.61**

Net Assets at the Beginning of the Year **(8,108.60)**

Net Assets at the End of the Year **120,314.01**

Revenues and Support

In FY 2024, the Monarch Effect Foundation generated a total revenue of **\$251,998.64**, demonstrating the continued generosity of donors and supporters who believe in the power of education.

Expenditures

Total expenditures for the fiscal year amounted to **\$123,576.03**, reflecting the foundation's dedication to financial responsibility and mission-driven spending. A significant portion—**\$98,673.76**—was allocated to program expenses, directly funding student scholarships, mentorship programs, and educational initiatives. Management and general expenses were **\$19,802.27**, ensuring the foundation's operations remained efficient and effective. Additionally, **\$5,100.00** was dedicated to fundraising efforts, helping to sustain and expand donor engagement for future growth.

Change in Net Assets and Financial Growth

The foundation experienced a **positive change in net assets of \$128,422.61**, marking a significant improvement in financial health. At the beginning of FY 2024, net assets stood at **(\$8,108.60)**, reflecting prior financial constraints. By the end of the year, the foundation had grown its net assets to **\$120,314.01**, providing a strong foundation for continued student support and operational sustainability.

The financial statements represent the combined financial position of both entities, with all amounts converted to USD using an exchange rate of 20.69, the spot rate as of December 31, 2024.





Financial Report: Expense Breakdown

Expense Breakdown Overview

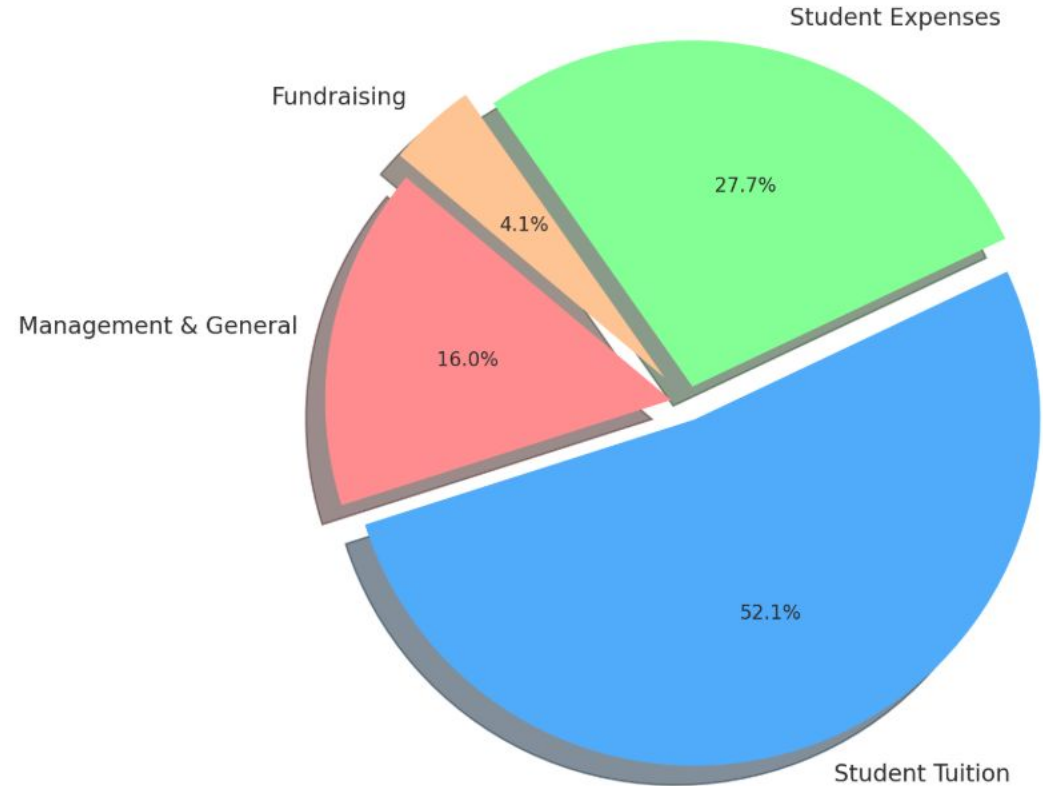
The Monarch Effect Foundation prioritizes responsible financial stewardship to maximize impact. In FY 2024, total expenditures were **\$123,576.03**, with the majority supporting student education.

Student Tuition & Expenses: 79.8% The large share, **\$95,684.75**, covered student tuition (**\$64,396.02**) and related expenses (**\$31,288.7** for living costs, books, supplies, and travel).

Management & General: 16.0% Operational costs totaled **\$19,802.27**, including **\$15,822.00** Administration, **\$3,450.00** for accounting, and **\$530.27** for banking fees.

Fundraising: 4.1% The foundation invested **\$5,100.00** in fundraising to support donor engagement and future financial stability.

This strategic allocation ensures educational advancement, operational efficiency, and sustainability, reinforcing the foundation's mission.





Key Donors

In this annual report, we **proudly honor the key donors** whose generosity fuels our mission every day. Your steadfast support not only sustains our programs but also transforms lives—turning **aspirations into achievements**. With deep gratitude, we celebrate your commitment to making a lasting impact. **Thank you for being the cornerstone of our success and for inspiring hope in our community.**

Martin Waldbaum
Harry Richard and Judy
Steve Beauchamp
Dave Pfeil
Jeronimo Portilla
Denise Islas Diaz
Melissa Swanson
Richard Loomis
Carol Clark
Russell & Diane Hirsch
Phil and Jan Coulson
Betsy Printz
Michael Lohner

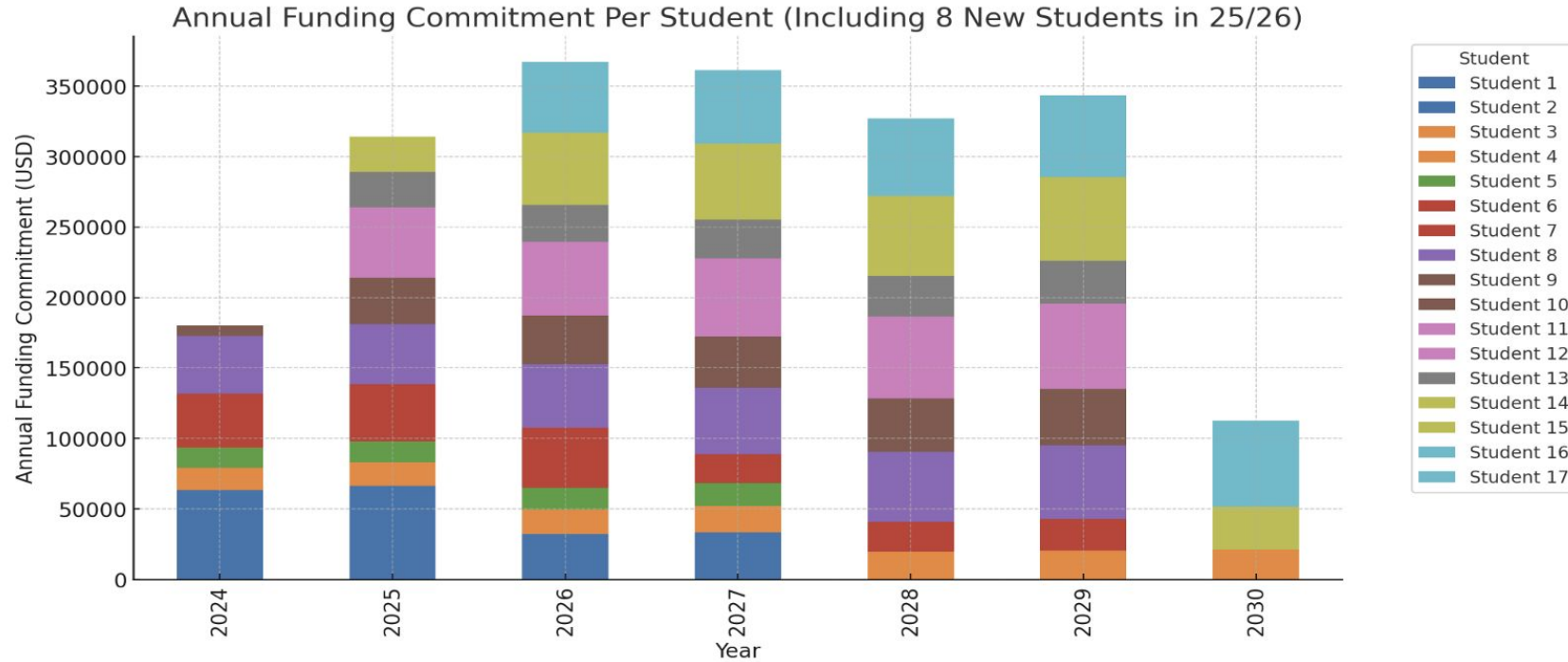
Charles and Ashleigh Goyer
Deirdre and Ronnie Baker
Gary and Joanne Harpell
Robert and Diane Parizek
William and Fran Hecht
Dan and Alina Jezerniac
Joe and Peggy Dughman
Audrey Altunian
Gail and Jim Norman
Jennifer Coulson
James Rosenberg
Gianmarco Vela

Richard Depolo
Fred Fernandez & Irma Rodriguez
Veronica and Tim Morgan
Elena Patterson
Douglas Brehm
David Bossung
N23 Design & Construction
John Anderson
Sayler-Hawkins Foundation
Michelle Greicha





The Challenge of Funding 4 Year Programs



Without the Monarch Effect Foundation, students have no alternative—our program is the *only* avenue for them to secure sponsorships and, by virtue of those funds, access a university education.

In 2025 at least **eight students** graduating from our College Prep Mentoring Program will begin university in September. The question is: will funding be available? These students have spent the past year preparing for this next step, demonstrating their academic excellence, leadership, and commitment to furthering their education.

The following year, **another group of students** will complete our College Prep Mentoring Program and will require support for their own university journey. This black hole in funding availability is not going to disappear. Without sustainable financial support, these talented and motivated students will be left without a path forward.





2025 Goals

Intern Program:	Partnering with local businesses to provide students with real-world work experience and mentorship opportunities.
Expanding Community Connections:	Expanding partnerships in Los Cabos and across Mexico with individuals and businesses who share our vision for education-driven progress.
Higher Education Access:	Developing resources and university connections to guide students through the complex application and scholarship process.
Leverage Our 501(c)(3) Status:	Our U.S. tax-exempt status enables us to connect with additional funding programs and expand outreach to U.S. donors.
Support More Students:	With 8 students applying for September through word of mouth alone, the need for this program continues to grow, demonstrating its impact and the financial gap that exists for Los Cabos students. The Foundation's ability to help depends entirely on funding so we don't leave any deserving student behind.
Long-Term Committed Support:	Our funding commitment goes beyond a single year. Our funding ensures students are supported throughout their entire education, empowering them to achieve lasting success. Committed donors ensure our students have assurances they can complete their programs.





Final Thoughts

As we reflect on the achievements of the past year, we remain **inspired by the collective efforts that have brought our mission to life**. With our mentoring programs we are committed to fostering an environment where every student can meet their future challenges, and with every contribution, we create a pathway of opportunity for those motivated and driven to reach for dreams.

Thank you for being the cornerstone of our success. Your support is more than a donation—it is a declaration of hope, a commitment to change, an investment in tomorrow's youth and a promise for Cabo's future.

We invite you to continue this journey with us as we **transform lives and build a legacy** of infinite opportunities for Los Cabos' most high achieving students. **Help us to not leave any deserving student behind.**

Thank You



"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has."

Margaret Mead



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