



2020 Annual Report

March 2021

Message from the Chair

There's no doubt that 2020 was a challenging year for everyone. But our community displayed the kind of ingenuity, resilience and creativity that we have throughout history to survive tough times. We at PALCUS were no different. With the help of our new directors, input from members and support from the community, we transformed our programming to be 100% virtual, including our National Conference. By creating online campaigns geared specifically to help our community during the pandemic and partnering with multiple organizations such as the Portugal-US Chamber of Commerce, AICEP, the Embassy of Portugal, MAPS, IAC, POSSO and VALER, PALCUS continued the strong momentum that we have experienced in the past few years.

We continued to recruit new talent to our board, while showing gratitude and appreciation for those who moved on. And for the first time in the organization's history, we have an all-female Executive Committee. The new talent and energy on our Board has resulted in new ideas, a stronger network, more virtual events and driving more awareness of the role PALCUS plays as our community's only national organization.

Our success also could not have been possible without our donors, members and partners. We can't thank you enough for joining us in our efforts to advocate on behalf of our community. YOU have made all the difference! MUITO OBRIGADA!

After reading through this report, I hope one of the biggest feelings you will be left with is just how big of an impact PALCUS is having, and that your support, both financially and your time, is very well invested. And I hope it will also convey a sense of importance for why PALCUS is needed, why the community's support needs to continue, and most importantly, the amazing potential for what can and still needs to be done.



We are excited about the years ahead, and look forward to collaborating with more and more organizations, businesses and individuals to further the success of our national Portuguese community. Thank you for your time, and I personally look forward to working with all of you!

Sincerely,



Angela Costa Simoes
Chairwoman



PALCUS Mission & Vision

Our Mission

PALCUS is committed to serving the community through increasingly active government relations efforts, the promotion of a greater awareness of ethnic accomplishments and encouraging stronger ties between Portugal and the United States. In this role, we advance the community professionally, politically and culturally, while working to ensure that issues directly affecting our community are addressed through our network of government and community leaders.

Our Vision

In order to create singular national voice to advocate for the Portuguese-American and Luso-American communities-at-large, PALCUS was founded in 1991 as a 501(c)3 non-partisan, non-profit organization headquartered in Washington, D.C. with a mission of addressing domestic and international concerns of the Portuguese-American community. PALCUS strives to conduct an expanding program of research, educational and public affairs activities on salient issues of interest to the Portuguese-American community and the Luso-American relationship.

2020 Board of Directors

Executive Committee



Angela Costa Simoes
Chair
California
Lead - By-laws Committee
Lead – Advancement
Committee



Katherine Soares
Vice Chair
New York
Lead - Comms & Social
Media



Anabela Dacruz-Melo
Secretary
New Jersey
Lead - Legal Affairs
Committee



Paul do Forno
Treasurer
Ohio
Lead – Technology
Lead – Finance Committee



Fernando Rosa
Past Chair
Connecticut

2020 Board of Directors



Marie Fraley
Director
Rhode Island
National Census Director,
Make Portuguese Count™
Lead - Governance Committee



Daniel DaPonte
Director
Rhode Island
Lead - Gov Relations
Committee



Lisa de Medeiros Morris
Director
Massachusetts



Laurinda Clemente
Director
Virginia
Co-Lead – Gov Relations
Committee



Diniz Borges
Director
California
Co-Host,
PALITICUS
Podcast



John Bento
Director
California
Lead - Scholarship
Committee



Ilidio Pereira
Director
Florida
Lead - Membership
Committee



Gloria Sousa
Director
Florida



Cynthia Russo
Director
New Jersey



Manuel Geraldo
Director
Maryland



Jordan Thomas
Director
New Jersey
Lead – NextGen
Leadership Academy

2020 Committees

Finance Committee (Standing): Paul do Forno, Lead

Members: Fernando Rosa, Marie Fraley, Manuel Fernandes, José João Morais, Daniel DaPonte

Governance Committee (Standing): Marie Fraley, Lead

Members: Anabela Dacruz-Melo, Manuel Geraldo, John Bento

Advancement Committee (Standing): Angela Simoes, Lead

Members: Paul do Forno, Katherine Soares, Ilidio Pereira

Government Relations Committee (Ad Hoc): Dan da Ponte, Lead; Laurinda Clemente, Co-Lead

Members: Fernando Rosa, Marie Fraley, Daniel DaPonte, David Vieira, Manuel Santos, Diniz Borges, Jack DeOliveira, John Motta

Legal Affairs Committee: Anabela Dacruz-Melo, Lead

Scholarship Committee (Ad Hoc): John Bento, Lead

Members: Dr. Silvia Oliveira, Manuel Bettencourt, Stephanie Ganhao, Cynthia Russo

Technology and Marketing Committee (Ad Hoc): Paul do Forno, Lead

Members: Angela Simoes, Katherine Soares

Bylaws Committee (Ad Hoc): Angela Simoes, Lead

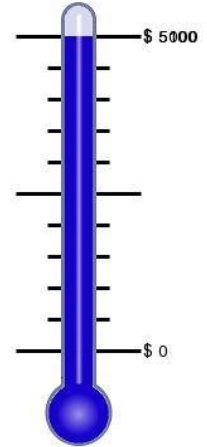
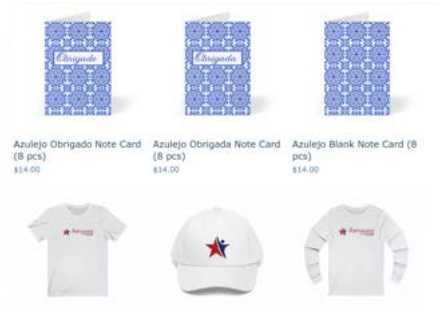
Members: Marie Fraley, John Bento, Anabela DaCruz-Melo

If any members are interested in participating in any of these committees, please contact us at palcus@palcus.org

Fundraising

PALCUS raises both restricted and unrestricted funds in multiple ways, which include:

- Grant submissions to the US Government, the Portuguese Government and various foundations
- Social media funding campaigns
- Launching a “shop” to sell apparel, notecards and books
- Launched the Business Marketing Program and Digital Partnership Program
- Local fundraising events in key communities where PALCUS has directors present
- Membership dues
- Fundraisers such as the custom ornament
- In-kind services donated by individuals and businesses
- Creating more ways for members of the community to give to PALCUS through Amazon Smile, the United Way planned giving, and mobile donations.



Fundraisers

Portuguese Activity Book

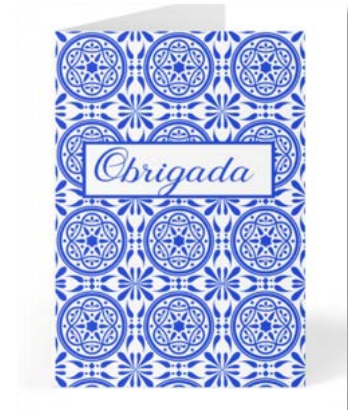
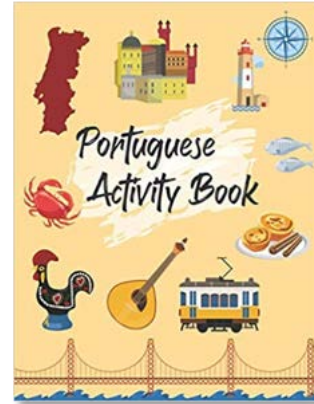
Portuguese Christmas Activity Book

Apparel

Greeting Cards

Business Marketing Program

Operations



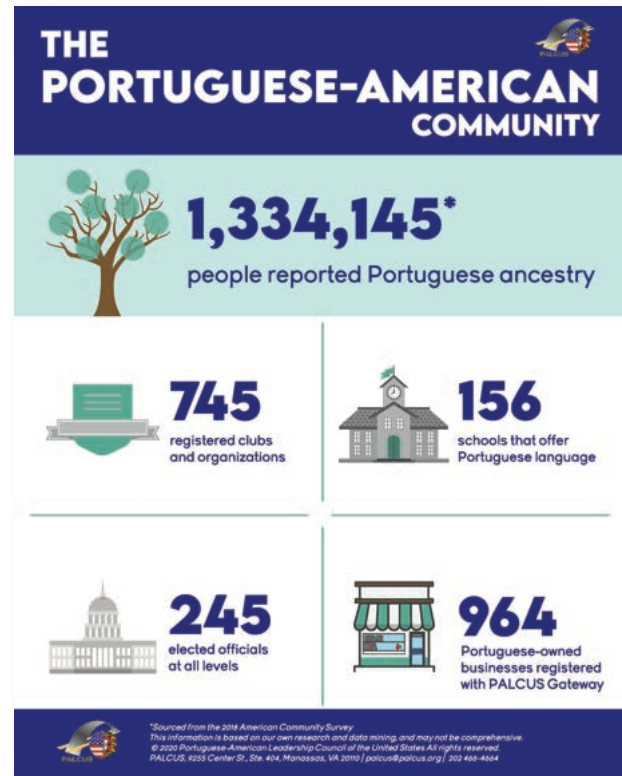
Fundraisers

Ornaments	Internships
Giving Tuesday GoFundMe	Scholarships
Was That You? book	Alexandre Antonio Simoes Memorial Scholarship



Only Source of National Data

- Clubs & Organizations
- Portuguese-Owned Businesses
- Portuguese-American Elected Officials
- Schools & Educational Opportunities
- National Survey - what matters to the community
- Voter Trends Amongst Portuguese Americans
- Who's Who Among Portuguese Americans



Membership Update

Benefactor Charter Members (\$5,000)	2
Special Charter membership (\$500-\$2,000)	0
Charter Individual Members (\$500)	42
Charter Institutional (\$500)	7
Associate Individual Members (\$100)	124
Associate Institutional Members(\$100)	11
General Members (\$50)	132
Young Portuguese-American Members (\$25)	90
TOTAL	408

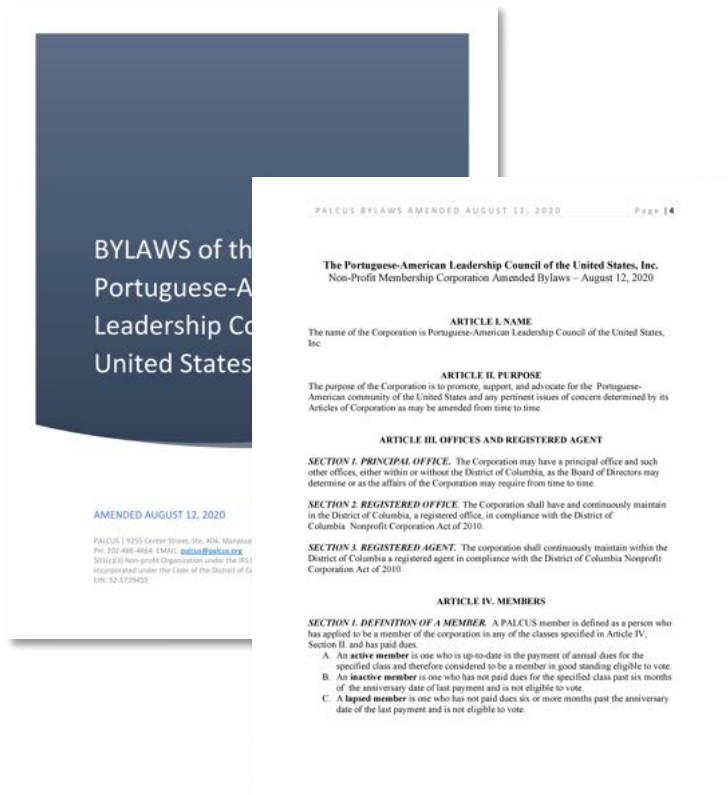
- **\$46,615** in Membership Revenue (fees deducted from PayPal and MemberPlanet)
- Membership has increased **58%**
- Improve member relations and engagement
- Make membership Meaningful with “Members Only” events and a Member Portal on new website
- We ask Members to recruit new members!

Revision of By-Laws

- The Bylaws Ad Hoc committee made recommendations and upon board approval completed revisions according to DC Code.

The revisions were informed by:

- Law: Code of the District of Columbia
<https://code.dccouncil.us/dc/council/code/titles/29/chapters/4/>
- PALCUS Articles of Incorporation
- Experts in the field of Non-Profit Management and Governance
- A number of non-profit bylaws templates



Digital Footprint



Facebook	Page Followers: 4,420 Group Members: 3,314 Jobs Page: 11,000 Student Info Page: 661
Twitter	Followers: 1,420
LinkedIn	Page Followers: 339 Group Members: 916
Instagram	Followers: 1,418
YouTube	Subscribers: 224 Total Views: 25,857
Podcast	Listens: 1,000
Newsletter	7,800 subscribers



Newsletters



Open Rate	18%
Click Rate	12%
Mobile Open Rate	36%
Desktop Open Rate	64%
Total Newsletters	134
Total Contacts	8,197

[View as Webpage](#)



Working Today for Our Community's Tomorrow

The Portuguese-American Leadership Council of the United States
Serving our Community for 29 Years!

LUSUS Newsletter

New Edition of LUSUS to Highlight Portuguese Culture

Part of PALCUS' mission is to promote the Portuguese culture and those who are helping to keep it alive. We welcome input from anyone on people or groups to feature, as well as additional categories to include.



FOLKLORE



Featured Folklore - Sons of Portugal Folklore Dance Group

Sons of Portugal Folklore Dance group's mission is: "We are dedicated to the education, stimulation, development, encouragement, cultivation, sponsorship and promotion of public interest, awareness, appreciation and understanding of the culture, traditions and language of Portugal."

[View as Webpage](#)



Working Today for Our Community's Tomorrow

The Portuguese-American Leadership Council of the United States
Serving our Community for 29 Years!

SPECIAL EDITION: Statement Regarding Attack on US Capitol

PALCUS condemns the acts of violence and domestic terrorism that transpired in and around our nation's capital and in particular, within the Capitol Building last week.

We mourn the loss of life that resulted from these despicable acts. We mourn the loss of US Capitol Police Officer Brian D. Sicknick, who perished because of his duties. While any loss of life due to violence is lamentable, it is especially tragic that Officer Sicknick perished while defending the seat of our government from "riots and violent protests."

Freedom of speech and the right to assemble are protected rights in the First Amendment. We do not and cannot condone incitement and violent acts that threaten the integrity of our democracy or the physical safety of those elected to represent us. While turmoil at the Capitol Building was a disgraceful attempt to interrupt the democratic process as provided in the Constitution of the United States.

Those who took part in inciting these acts are just as responsible as those who broke windows, assaulted law enforcement officials, scaled walls, set off fireworks, and broke down protective barriers. Every person responsible for the events of January 6 should be fully prosecuted.

We regret that the political climate in the United States has reached a boiling point resulting in these terrible acts.

The world watched in real time as the core of American democracy was threatened. As a nation, we watched in horror as people that do not in any way represent American values attempted to destroy what Americans of all races, religions, and ethnic backgrounds have worked almost 200 years to build. It is a call to us, as a nation, to work to restore democracy and American principles as we strive against extremism. We must begin the healing process and ensure that our representatives are accountable and by voting our conscience that our democratic institutions are saved.

As a voice for the national Portuguese-American community, PALCUS will work

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Working Today for Our Community's Tomorrow

The Portuguese-American Leadership Council of the United States
Serving our Community for 29 Years!

LUSUS Newsletter

Launch of Portuguese American Art Gallery - Press Release




FOR IMMEDIATE RELEASE

Date: November 5, 2020

Virtual Portuguese-American Art Gallery Launched During PALCUS National Conference

Online Gallery is a Collaboration Between PALCUS, the Portugal-US Chamber of Commerce and the Embassy of Portugal, with the support of FLAD

The Portuguese-American Leadership Council of the United States (PALCUS), the Portugal-US Chamber of Commerce (PUSCC) and the Embassy of Portugal announced the launch of the Portuguese-American Art Gallery. The online gallery will display art and other information about Portuguese-American artists, and eventually feature guest artists based in Portugal.

The gallery was launched during the PALCUS Virtual National Conference. The Conference also marks the beginning of a series of "Meet the Artist" virtual events. During these events, the artists are able to tell their story, talk about what inspires them and offer advice to aspiring Portuguese artists.

Business Marketing Program

Webinar & Podcast Sponsorships

- Dedicated Webinar: \$100 per webinar.
- Webinar Sponsor: \$50 per webinar
- PALITICUS Podcast: \$25 per podcast

Newsletter Options

- Dedicated Promotional Newsletter: \$150 per newsletter
- Newsletter Banner Ad: \$25 Per Banner Per Newsletter
(Discounts available for multiple banners)

Digital Partner

- Encompasses all ways to promote a brand
- \$5,000 for the year

Webinar & Podcast Sponsorships

Dedicated Webinar



A dedicated webinar about your business or organization, aired live on Facebook, recorded and then published to the PALCUS YouTube channel.

Link to newsletter shared on PALCUS social media properties, with a tag back to your business.

— \$100 Per Webinar

Webinar Sponsor



Sponsor a "regularly sched on Facebook, recorded and PALCUS YouTube channel.

Link to recorded webinar s media properties, with a ta

— \$50 Per Webinar

PALITICUS Podcast



Sponsor an episode of PAL of PALCUS which seeks to the Portuguese community service and the issues after

Podcasts are published on Spotify, and also posted to social media channels.

— \$25 Per Podcast

Newsletter Options

Dedicated Promotional Newsletter



A dedicated electronic newsletter advertising your business published to the PALCUS distribution list. Link to newsletter shared on PALCUS social media properties, with a tag back to your business.

— \$150 per newsletter

- Facebook PALCUS Network
- Facebook PALCUS Page
- Instagram
- Twitter
- LinkedIn Page
- LinkedIn Group

PALCUS BUSINESS MARKETING PROGRAM

NEWSLETTER

7,600+ Paid/mailed subscribers

New & Ongoing Partnerships



Guidestar Rating

PALCUS earned the GuideStar GOLD Seal of Transparency in 2019.

A GuideStar Seal of Transparency indicates that a nonprofit organization has provided key information in its Nonprofit Profile.

By providing up-to-date information, nonprofits allow potential donors and funders to make educated decisions about the work they do to make the world a better place.

View the PALCUS profile at: <https://www.guidestar.org/profile/52-1739459>



What is GuideStar?

- *GuideStar USA, Inc. is an information service specializing in reporting on U.S. nonprofit companies.*
- *In 2016, its database provided information on 2.5 million organizations.*

GuideStar was one of the first central sources of information on U.S. nonprofits and is the world's largest source of information about nonprofit organizations. GuideStar was founded in Williamsburg, Virginia in September 1994 and received tax-exempt status in 1996, the same year the company began posting nonprofit organizations' financial reports to the World Wide Web.

- *GuideStar also serves to verify that a recipient organization is established and that donated funds go where the donor intended.*

Government Relations

Congressional Reception

- Members of Congress, Ambassador of Portugal Domingos Fezas Vital, PALCUS Directors and members and community leaders assembled for the Congressional Reception on Capitol Hill held regularly following the swearing of each new Congress. The event was hosted by Congressman Jim Costa (D, CA-16) on behalf of the caucus and sponsored by Anchor Construction, Potomac Concrete and Fort Myer Construction.
- Speakers included Ambassador of Portugal Domingos Fezas Vital, Portuguese-American Congressional Caucus Co-Chair Congressmen Jim Costa (D, CA-16) and PALCUS Chair Angela Simoes. Vice-Chair Katherine Soares served as Mistress of Ceremonies.
- Topics of discussion included Portugal-US Bilateral Relations, the Make Portuguese Count™ in the 2020 Census Campaign and the important role of PALCUS as the national advocacy organization in the Portuguese-American community.

PALCUS gratefully acknowledges the sponsors of the Congressional Reception.



Caucus Co-Chair Congressman Jim Costa (D, CA-16), PALCUS Vice-Chair Katherine Soares, Ambassador Fezas Vital, Florentino Gregorio, PALCUS Chair Angela Simoes and PALCUS Treasurer Paul do Forno

Read full report here: <http://conta.cc/3p4ahvh>



Potomac Concrete Co., Inc.



Meetings on the Hill

PALCUS Directors stayed on the Hill for an additional day to educate and inform congressional leaders about issues of most concern to the Portuguese-American community. Meetings were held with the following offices:

- Rep. Lori Trahan (MA)
- Rep. Donald Payne (NJ)
- Rep. Jim Costa (CA)
- Sen. Sheldon Whitehouse (RI)
- Rep. Joe Kennedy (MA)
- Sen. Jack Reed (RI)
- Sen. Patrick Toomey (PA)
- Rep. Lee Zeldin (NY)

Topics of discussion included:

- Portuguese Language - Importance and Impact
- June as National Portuguese Heritage Month
- Update on the Portuguese Community: 2019 PALCUS Index Survey
- Make Portuguese Count™ in the 2020 Census Campaign: April 1, 2020

Read full report here: <http://conta.cc/3p4ahvh>



PALCUS Treasurer Paul do Forno, PALCUS Vice-Chair Katherine Soares, Rep. Lori Trahan (MA) and PALCUS Chair Angela Simoes



PALCUS Vice-Chair Katherine Soares, Rep. Patrick Kennedy (MA) and PALCUS Treasurer Paul do Forno.

Consular Services

PALCUS sent a letter to Portugal's Secretary of State of Portuguese Communities, Berta Nunes requesting quick action on behalf of the Portuguese government regarding the state of Portuguese consulate services throughout the United States.

The PALCUS Board of Directors is geographically diverse with representatives located in all the key communities. The Board has spent considerable time consulting the community, gathering data, discussing and reflecting on the situation and determined that these issues could not go unaddressed any longer. The letter sent to Secretary Nunes includes a comprehensive list of issues that our community has been facing for several years, and that have been getting progressively worse. With every issue raised, PALCUS offers a solution.

Angela Simões, chair of the PALCUS board wrote: "On a weekly basis, we receive inquiries and complaints from our members and the community about their struggles in getting what they need from their local consulate, asking if there is anything that PALCUS can do to help them. Consular service issues from the West coast to the East coast are generating a very high level of frustration among the Portuguese community when dealing with most offices."

- As a voice for the Portuguese-American community, PALCUS felt compelled to reach out to Portuguese officials, at the highest level, in order to resolve these issues.
- The consular services are essential to our community and to the image of Portugal in the United States. Chairwoman Simões concluded in the letter to Dr. Berta Nunes: "The Portuguese community should be respected, valued and appreciated."



<https://conta.cc/331TpLT>

Statements

- As an organization working for the growth and progression of Portuguese-Americans, during this turbulent year we have felt the need to make statements and do our part to promote the dialogue around this issue affecting our community.
- These are big topics that affect our community directly, and we strongly encourage your participation in these conversations. These are your conversations. PALCUS exists to serve you, the entire Portuguese community and together we can start a dialogue that is long overdue.

LUS/US Newsletter The Online Newsletter of PALCUS Special Announcement! COVID-19



To Our Portuguese Community,

We are dealing with an unprecedented international epidemic. In spite of the challenges facing us, we have always been resourceful and resilient as Portuguese-Americans and there is no doubt that we will be this time as well. Even though staying safe during the Coronavirus crisis is of primary concern, we can and should continue on as best we can. Fortunately, technology gives us the means to we learn and communicate at a safe distance.

Effective immediately, all PALCUS events for the months of March and April have been cancelled and will be rescheduled at a later date.

All PALCUS-related travel for PALCUS Directors and Make Portuguese Count Captains is cancelled. We discourage directors and MPC captains from unnecessary travel.

We encourage everyone to follow guidelines from the CDC, and also consult state and local authorities and health officials for region-specific guidance.

LUS/US Newsletter Special Edition: PALCUS Stands with the Black Community



June 22, 2020

PALCUS Stands with the Black Community

To Our Portuguese Community,

We are deeply saddened by the deaths happening in the African American communities across the country. We express our condolences to the families impacted by these deaths, horrific reminders that we must never relax our guard against racism and injustice, in any form.

As an organization working for the growth and progression of Portuguese-Americans who came here for the American Dream, and a community that has

Make Portuguese Count



- First time in over 20 years that we will have a “complete count” of Portuguese in the United States!!
- THANK YOU to the **77 Captains**, the **243 Affiliated Organizations**, and the National Complete Count Committee that made it all happen.
- THANK YOU to the Ministério de Negócios Estrangeiros through the [Embassy of Portugal, Washington D.C.](#) and H.E. Domingos Fezas Vital for their support as well as the Governo Regional dos Açores.
- THANK YOU [Institute for Portuguese and Lusophone World Studies at RI College](#) for translation and in coordinating “Make Portuguese Count in the Classroom” with the support of [Coordenação do Ensino de Português nos EUA](#).
- THANK YOU to João Francisco and [Lunaer - Media, Branding and Strategy](#) for your expert design, advice, and generosity.
- THANK YOU to our many media partners [RTP1](#), [SIC](#) and so many local outlets of TV, radio, print and digital newspapers who worked to spread the word through the Portuguese-speaking community.
- A special thanks to our many “Ambassadors” who self-recorded their messages to share throughout the nation and the world!
- Thank you Marie Fraley!



Make
PORTUGUESE
Count™

US Census 2020



COMUNIDADES
PORTUGUESAS

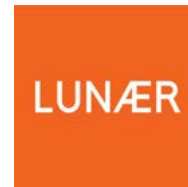


FLAD

FUNDAÇÃO
LUSO-AMERICANA
PARA O DESENVOLVIMENTO



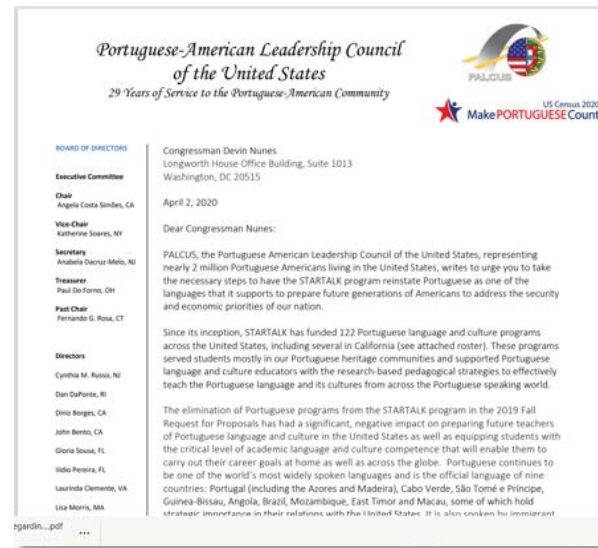
Governo dos Açores



STARTALK Funding

PALCUS took a number of steps to try and have the STARTalk funding reinstated for Portuguese language programs. We will continue our efforts in 2021 until we are successful.

- Letter to Devin Nunes
- Ambassador Vital letter to Devin Nunes
- Requested members of the Caucus and Friends send letters to Devin Nunes
- Received word that Cong. Nunes would make the necessary call to the ODN; waiting on results of this call
- Will take next steps in 2021



New Members of Caucus



Congressman Juan Vargas (D, CA-51) joins the Portuguese American Caucus Portuguese American Caucus in the House of Representatives. Congressman Vargas represents California's 51st Congressional District, which is home to more than 2,000 Portuguese according to the last American Community Survey.



Congressman Doug LaMalfa (R, CA-1) joins the Portuguese American Caucus in the House of Representatives. Congressman LaMalfa represents California's 1st Congressional District, which is home to more than 13,500 Portuguese according to the last American Community Survey.



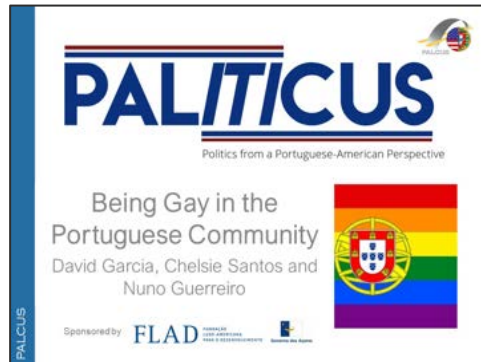
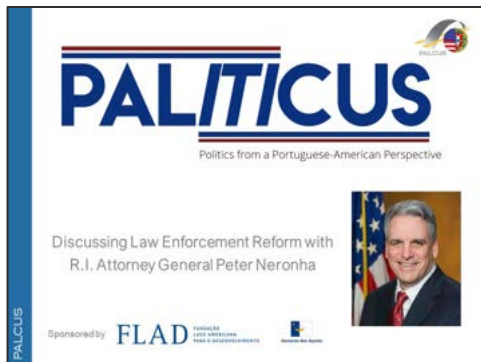
Senator Chris Murphy (D-CT) joined the Friends of Portugal in the U.S. Senate. This is an important accomplishment because Connecticut has more than 49,000 Portuguese according to the last American Community Survey and ranks in the Top 10 States with the most Portuguese!

PALITICUS Podcast

PALITICUS is a podcast series, produced by PALCUS and hosted by Angela Simoes and Diniz Borges, which focuses on politics and public service from the Portuguese-American perspective. Each week we will bring together industry experts, lawmakers and political analysts to raise awareness about important issues and encourage more civic involvement and engagement by Portuguese-Americans.

PALCUS published 12 episodes of PALITICUS in 2020.

[PALITICUS | Free Listening on SoundCloud](#)



Rhode Island Legislation

PALCUS has learned that a bill has been introduced in the Rhode Island General Assembly that would suddenly DELETE business owners of Portuguese culture or origin from eligibility as a certified minority business in a law in which the Portuguese have been included for years. A journalist researching an article for RINewsToday.com first contacted PALCUS for comment about this issue last week.

PALCUS has informed every Representative serving in the RI House of Representatives of this situation and, thus far, have received a number of responses voicing strong opposition to the bill. A letter was sent to Rhode Island Representatives.

<https://files.constantcontact.com/68a0a5b9001/db3ac894-5434-4f71-a13d-fe3ba301d252.pdf>

Proposed Bill Discriminates Against Portuguese Businesses in Rhode Island



RI Representative Anastasia Williams (D-District 19 Providence) is sponsoring a bill that aims to **DELETE** Portuguese owned businesses from eligibility for minority certified status for state public works contracts. The bill, that **discriminates against** Portuguese businesses, is in the House Labor Committee that she chairs.

Excerpt from House Bill 2020 – H 8123 **DELETING** Portuguese:

~~(3) Portuguese (a person of Portuguese, Brazilian, or other Portuguese culture or origin, regardless of race);~~

If you would like to voice your concern, you may contact **Speaker Nicholas Mattiello**, **Chairwoman Anastasia Williams** and **YOUR Representative** by email or phone.

Facts to Include in Your Message.

- The Portuguese community of Rhode Island is only 9.7% of the total population of Rhode Island and therefore, a minority.
- Portuguese businesses are contributors to the economy of Rhode Island and are struggling to stay in businesses at this time of the COVID pandemic.
- People of Portuguese origin identify as multiple races given the global reach of the Portuguese culture around the world where Portuguese is an official language, i.e. Black/African-American (Cabo Verde, Guinea-Bissau, Angola, Mozambique, São Tomé e Príncipe), Asian (Goa in India, Macau, Timor-Leste) and Brazil as well as Portugal, the Azores and Madeira.

Speaker of the House Nicholas Mattiello:
State House, Room 323, Providence, RI 02903
(401) 222-2466
rep-mattiello@rilegislature.gov

Chairwoman Anastasia Williams:
32 Hammond St., Providence, RI 02909
(401) 272-8135
rep-williams@rilegislature.gov

To Find **YOUR Representative**, visit:
<http://webserver.clin.state.ri.us/Email/RepEmailListDistrict.asp>

RINewsToday article "RI Bill to Remove Portuguese as a Minority Business Category" by Nancy Thomas can be found at: <https://rinewstoday.com/ri-bill-to-remove-portuguese-as-minority-business-category/?fbclid=IwAR3NW5F3JNW1zXO6uxr0P7Jo0nOh8TeBQ1-rDNT6x35lJf3FSu5D6N1bM>

Education

Internships

- Virtual internships have helped us and also provided students with class credit
- Virtual interns have helped:
 - Grow our Instagram reach
 - Increase the number of businesses and organizations in our Gateway database
 - Launch our monthly Cultural Newsletter
 - Conduct research on Portuguese American elected officials nationwide
- Hope to resume internships in Portugal in 2021 through SiPN



Ana Silva of Manassas, VA, who attends George Mason University, helped us grow our reach on Instagram from March until August!



Daniel Carvalho-Santos of Harrison, NJ who attends Oratory Preparatory School did research for the PALCUS Gateway.



Daniella Pinho of Newington, CT, who attends the University of Hartford has been working on creating the cultural newsletter for PALCUS.



James Parker of Lansdale, PA, who attends Tufts University, has been helping us grow our reach on Instagram since September

NextGen Leadership Academy

- Launched an initiative to empower our youth and provide opportunities to learn leadership skills across multiple industries.
- Being led by Jordan Thomas, Daniel Da Ponte and Diniz Borges
- Recruiting a founding co-hort of youth to drive the program



Scholarships

Read announcement here: <https://conta.cc/2HjMze4>



**2020 Graduate
Scholarship:
Sergio Valente**



**2020 Graduate
Scholarship:
Stephanie Almeida
Nevin**



**2020 Undergraduate
Scholarship: Michael Recker**



**2020 Undergraduate
Scholarship:
Andrea Cerdeira**



**2020 Alexandre António
DaCosta Simões
Scholarship: Hugh Bradley**

Please consider creating or sponsoring a PALCUS scholarship in honor of or in memory of someone in order to enable us to provide additional support in the future.

Rosa Family Scholarship for a student from CT

Matinho Family Scholarship for a student in NJ

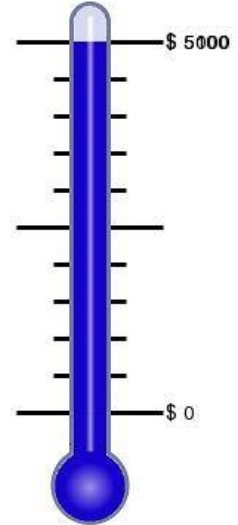
Alexandre António DaCosta Simões Scholarship for a student of the Portuguese Language

Looking for new patrons of scholarships

Scholarship Fundraiser

GoFundMe

- This year, PALCUS raised funds for our scholarship program. Every year, PALCUS awards scholarships to students of Portuguese descent enrolled in undergraduate and graduate programs in the United States. These scholarships are a valuable community-based resource for many students who use them for tuition, books and fees associated with obtaining their degrees of higher learning.
- We have set a reached the fundraising goal of \$5,000 which will provide scholarships for 5 students in 2021. Please consider donating towards this cause. All donations are tax-deductible



Catolica Fellowship



UNIVERSIDADE
CATOLICA
PORTUGUESA



One PALCUS Member per Year to be Awarded Full Fellowship in Portugal

PALCUS has a partnership with Católica University in Portugal, where one of their Fellowships will be reserved for a PALCUS Member. The Fellowship covers an entire degree, either undergraduate or graduate, not just one year or one semester. This is an incredible opportunity for our youth, and we are proud to collaborate with such a prestigious university.



Sabrina Brum is the second PALCUS FELLOWSHIP Recipient
MA in Political Science and International Relations:
Security and Defense, in Institute for Political Studies of
Universidade Católica Portuguesa, in Lisbon

Community Relations

Dia de Portugal

Virtual Mixers

- As part of the PALCUS month long celebration of Dia de Portugal, we held weekly virtual mixers!
- Partnered with PFSA in California for one of them.
- In-person mixers in Maryland and Virginia in January and February.



Social Campaign highlighting past

DDP celebrations nationwide

- As most Dia de Portugal festivities were cancelled, we honored the long history of celebrations throughout our community.



Cultural Newsletter

- Launched a new monthly newsletter highlighting the individuals and organizations who are helping to maintain Portuguese traditions, showcasing modern culture and demonstrating that the Portuguese are excelling in multiple fields.
- We want this initiative to be driven by the community. Please send us your suggestions.

LUSUS Newsletter

New Edition of LUSUS to Highlight Portuguese Culture

Part of PALCUS' mission is to promote the Portuguese culture and those who are helping to keep it alive. We welcome input from anyone on people or groups to feature, as well as additional categories to include.



FOLKLORE



Featured Folklore - Sons of Portugal Folklore Dance Group

Congressional Messages Dia de Portugal

Sen. Jack Reed (D-RI)



Cong. Jim Costa (D, CA-16)



Sen. Patrick Toomey (R-PA)



COVID-19 Efforts

Hundreds of submissions – The community responded positively to these efforts

#SupportPortugueseBusiness



#PortugueseHeroes



#SupportOurElders



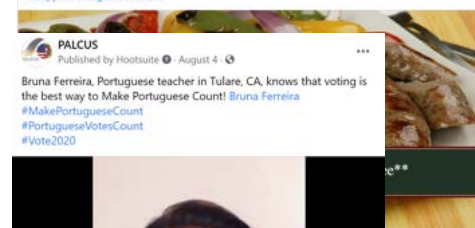
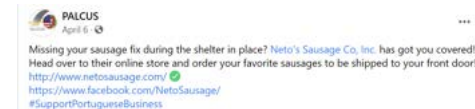
PALCUS was able to donate \$3,000, split equally between MAPS, POSSO, IAC and VALER.



PALCUS Donates Portuguese Activity Books to Seniors. As part of our #SupportOurElders Campaign we have donated Portuguese Activity Books to seniors in California. Thank you to our friends at VALER (Our Lady of the Assumption Catholic Church) for helping us distribute the Portuguese Activity Book to the seniors in Turlock, CA. And thank you Spectrum Lithograph for printing them for us.

Social Campaigns

March	#SupportPortugueseBusiness
April	#PortugueseHeroes
May	#SupportOurElders
June	#DayofPortugal
July	#MakePortugueseCount Vote Campaign
August	#DidYouKnow
September/ October	#VirtualConference
November	#PALCUSgala
December	#ShopPortuguese



Webinars Live on Facebook

Significantly increased viewership, engagement and awareness.

- Rede Global - The Global Network for the Portuguese Diaspora
- Hereditary ATTR (hATTR) Amyloidosis Educational Program. Steps to Diagnosis
- Exploration of Portuguese-American Health Disparities
- Addressing Addiction in the Portuguese Community
- How to Organize a Candidates' Night Debate
- How to Organize a Voter Registration Event
- Banco Alimentar in Portugal
- Explore Portugal and the New Norms of Travel
- 2020 NEWL Exam for Portuguese Language
- US Census 2020, How to Make Portuguese Count
- History of the Portuguese American Citizenship Project
- Learn Portuguese in Portugal



FRI, JUL 31 AT 14:00 - 15:00

Being Gay in the Portuguese Community
Facebook Live



Virtual National Conference

- October 12 - 21, 2020
- Partnered with PUSCC, AICEP, Embassy, MNE/GAID
- **16** sessions, including a wine tasting, a conservas tasting, and artist sessions
- Reached more than **67,000 people+ on FB**
- More than **1,100 registrations**
- More than **23,000 views+ on FB**
- All sessions recorded and posted to YouTube, Facebook and our [Website](#)
- Overwhelming positive response from partners, speakers, attendees
- Read announcement here: <https://conta.cc/2FkwjIB>

TOTAL REACH: 108,000+



PALCUS Virtual National Conference

BUSINESS OPPORTUNITIES FOR PORTUGUESE AMERICANS

October 12-21, 2020

Join PALCUS in the 2020 VIRTUAL National Conference!

This year's National Conference will be held virtually and registration is **FREE**.

Spanning from October 12-21, the Conference offers 12 unique sessions to learn about various business opportunities for Portuguese Americans.

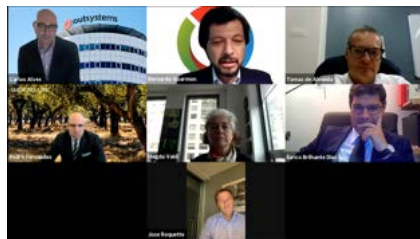
TOPICS OF DISCUSSION

- Investment opportunities in Portugal
- How to buy real estate in Portugal
- Youth empowerment leadership academy
- Women in Business
- Starting a business in Portugal

MORE INFO

www.palcus.org/virtual-conference

Logos at the bottom: PALCUS, Portuguese Chamber of Commerce, Portuguese-US Chamber of Commerce, Portuguese Chamber of Commerce, Portuguese Chamber of Commerce, Portuguese Chamber of Commerce.



"The event was excellent. I enjoyed the final session on real estate investing in Portugal. The host and guests were SME and provided a significant amount of information. I look forward to more events!"

"Congratulations! It was such a success. The workshops were well done and very informative!"

"Your conference was on par with those put on by multi-million-dollar companies. Well done!"



Portuguese American Art Gallery

A joint initiative of the Embassy of Portugal in the USA, PALCUS and PUSCC, made possible with the support of FLAD.

- Permanent online exhibit
- Will continue hosting “Meet the Artist” sessions
- Encourage all artists to submit their work to be included
- www.portugueseamericanartgallery.com
- Read announcement here:
<https://conta.cc/3mQrWFe>



PALCUS Joins Conselho da Diaspora

PALCUS is excited to announce that it has been invited to become a "Membro de Ligação", or "Connection Member," of the Conselho da Diáspora Portuguesa. The Conselho is a global network of individuals and organizations dedicated to driving awareness of the Portuguese culture and influence worldwide, and PALCUS is perfectly positioned to help with this effort in the United States. The Conselho da Diáspora Portuguesa was created under the patronage of His Excellency the President of the Portuguese Republic, Cavaco Silva, who has served as the Conselho's Honorary Chairman since its inception seven years ago. As its core mission, the Conselho set the goal of establishing a network of influential Portuguese abroad in order to forge valuable connections with Portugal's institutional and business spheres.

"The Conselho's Members are recognized high profile citizens with known professional and social achievements, and lobbying capability. The areas of intervention include economy and business, science and technology, arts and culture and citizenship. We trust that PALCUS, in the role of "Connection Member" ('Membro de Ligação'), will strengthen our Institution to accomplish its core mission."

Filipe de Botton

Presidente

Conselho da Diáspora Portuguesa



Conselho da Diáspora Portuguesa
World Portuguese Network

PAWEA

MEET THE NEW PORTUGUESE AMERICAN WOMEN'S EMPOWERMENT ALLIANCE

The Portuguese American Leadership Council of the US (PALCUS) is launching a new women's empowerment initiative! And it is all about women empowering women. Coming together to share experiences, promote and inspire towards achievement and development! Spearheaded by three Portuguese-American women with a vision to build a global network of like-minded women with ties to Portugal and the US, the Portuguese Women's Empowerment Alliance, PAWEA launched on October 16th during PALCUS's Virtual National Conference.



[Home - pawea \(pawea-global.com\)](http://pawea-global.com)



Portuguese Artist Designs Christmas Card

This year's PALCUS holiday card was designed by Helia Borges Sousa, a Portuguese-American artist from California. As part of our mission to promote Portuguese culture, each year we are highlighting the work of a Portuguese-American artist on our Christmas card.

We are already on the look for next year's artist, please submit your designs for next year's card if interested.



Helia Borges Sousa



Financial Position – as of 12/31/2020

Lisa de Medeiros Morris, Treasurer

ASSETS

Current Assets

Bank Accounts

10002 Cash - Petty Cash	0.00
10008 Citizens BK #1443 - Checking	0.00
1010-10 BOA #7882 - Checking	92,001.50
1010-20 PayPal Account	6,488.98
1070-10 Citizens BK #3010 - Scholarship	0.00
Dummy Bank Account to clean up old transactions	0.00

Total Bank Accounts	\$98,490.48
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- No liability or debt

Restricted Funds Balances

General Scholarship Fund <ul style="list-style-type: none">• Matinho Family Scholarship (\$1,000)• Rosa Family Scholarship (\$1,000)	\$5,000.00 from GoFundMe
Alexandre Antonio Simoes Memorial Scholarship (Funded 100% by community donations)	\$27,201.18
Internship Program (FLAD and ornament fundraiser)	\$13,172.66
Congressional Reception	\$4,863.86
Web/Mobile Platform	\$5,000 received \$5,000 committed
PALCUS Index Survey	\$1,346.00

Revenue – as of 12/31/2020

Revenue

4010-00 Overall Donations / Campaigns	461.60
4010-11 General Donations	2,306.94
4010-32 Support our Elders Campaign Revenue	2,816.00
4010-33 Giving Tuesday Campaign Revenue	1,593.00
Total 4010-00 Overall Donations / Campaigns	7,177.54
4030-00 Scholarship Fund Revenue	4,054.06
4030-20 Alexandre A. Simoes Scholarship	1,618.20
Total 4030-00 Scholarship Fund Revenue	5,672.26
4500-00 Governmental Agency Revenue	
4510-10 Make Portuguese Count Grants/Revenue	16,335.19
4510-30 US Government Grant Revenue	8,707.00
Total 4500-00 Governmental Agency Revenue	25,042.19
49000 Miscellaneous Income	245.00
5210-10 Membership Dues Income	
5210-11 Associates Membership Dues	1,192.00
5210-12 Charter Member Dues	3,095.00
5210-15 General Member Dues	40,425.03
5210-17 Youth Membership Dues	25.00
5210-18 Benefactor Membership Dues	10,000.00
Total 5210-10 Membership Dues Income	54,737.03

Revenue – as of 12/3/2020

5400-00 Revenue from Other Source	
5440-10 Sales of Product Revenue	4,799.50
5440-12 Shipping Income	780.00
Total 5440-10 Sales of Product Revenue	5,579.50
5445-10 Cost of Goods of Products	-1,943.59
Total 5400-00 Revenue from Other Source	3,635.91
5800-00 Special Events	
5810-20 Congressional Receptions Revenue	8,000.00
Total 5800-00 Special Events	8,000.00
5810-36 Business Marketing	5,000.00
Alexandre A. Simoes Scholarshipandre	119.66
Sales	170.00
Sales of Product Income	148.90
Sales of Product Revenue	9.96
Unapplied Cash Payment Income-1	0.00
Uncategorized Income	2.00
Total Revenue	\$109,960.45

Expenditures – as of 12/3/2020

Expenditures	
61601 Service Fee	550.00
62800 Conferences	199.00
7000-00 Grants Given and Program Costs	
7010-30 PodCast-Palticus -Expense	1,356.00
7010-32 Make Portuguese Count Expenses	24,743.42
7010-34 Support our Elders Campaign	2,250.00
7020-10 Charitable Contributions	100.00
7040-10 Internship Expenses	700.00
7040-20 Scholarships Expenses	4,000.00
Total 7000-00 Grants Given and Program Costs	33,149.42
7200-00 Salaries and Payroll Expenses	
7220-10 Salaries Expense	32,406.81
7240-10 Insurance - Health - Employee	4,700.00
7250-10 Payroll Tax Expense	10,699.70
7250-20 Payroll Service Fees	701.82
Total 7200-00 Salaries and Payroll Expenses	48,508.33
7500-00 Contract Services Expenses	
7510-10 Fundraising Consulting fees	47.00
7540-10 Marketing Consultants Expense	1,070.00
Total 7500-00 Contract Services Expenses	1,117.00

Expenditures – as of 12/3/2020

8100-00 General Administrative Expenses	665.00
8110-10 Office Expense (General)	429.36
8120-10 Flowers & Gift Expense	331.10
8130-10 Telephone Expense	1,663.02
8130-20 Accounting Software Expense	101.96
8130-30 Website/Internet Expenses	5,377.79
8140-10 Postage & Delivery Expense	1,050.24
8170-10 Printing & Copying Expense	896.16
8210-10 Office Rent Expense	1,604.01
Total 8100-00 General Administrative Expenses	12,118.64
8500-00 Other Business Expenses	
8510-10 Bank Charges/Credit Card Fees	4.72
8510-20 Paypal Service Charges	473.45
8510-30 Government Expenses/Fees	130.00
8520-10 Insurance Expense	313.19
	TOTAL
8570-20 Marketing / Branding Expense	479.09
Total 8500-00 Other Business Expenses	1,400.45

Expenditures – as of 12/3/2020

8590-00 Direct Program Expenses	
8590-10 Gala Expenses	3,000.00
8590-30 Congressional Reception Expenses	3,136.14
8590-40 National Conference Expenses	800.00
Total 8590-00 Direct Program Expenses	6,936.14
Total Expenditures	\$103,978.98
NET OPERATING REVENUE	\$5,881.47
NET REVENUE	\$5,881.47

Focus for 2021

- Generate additional revenue
- Increase membership
- We need to continue to grow our core reserves to ensure mid to long term operations

Board Member Departures

Thank you for your service!



Fernando G. Rosa



Marie Fraley



Paul do Forno



Gloria Sousa



Cynthia Russo

New Board Members in 2020



Ilidio Pereira - FL



Jordan Thomas - NJ



Cristina Da Silva - NY



Ana F. Ferreira - PA



Jack de Oliveira - CT



Manny Antunes - NJ



Sergio Ferreira - MA

2021 Board of Directors

Executive Committee



Angela Costa Simoes
Chair
California
Lead - By-laws Committee
Lead – Advancement
Committee



Katherine Soares
Vice Chair
New York
Lead - Comms & Social
Media



Anabela Dacruz-Melo
Secretary
New Jersey
Lead - Legal Affairs Committee



Lisa de Medeiros Morris
Treasurer
Massachusetts

2021 Board of Directors



Manny Antunes
Director
New Jersey
Research Manager at
Audible, Inc.



John Bento
Director
California
Lead - Scholarship
Committee



Diniz Borges
Director
California
Co-Host,
PALITICUS
Podcast



Laurinda Clemente
Director
Virginia
Co-Lead – Gov Relations
Committee



Cristina Da Silva
Director
New York
Law Office of Cristina
Garcia Da Silva



Daniel DaPonte
Director
Rhode Island
Lead - Gov
Relations Committee



Jack de Oliveira
Director
Connecticut
Legislative Assistant
for the Connecticut
General Assembly
Public Official for the
Borough of Naugatuck



Ana R. Ferreira
Director
Pennsylvania
Ferreira Law



Sergio Ferreira
Director
Massachusetts
Chief Underwriter &
Director of Rental
Operations,
MassHousing



Manuel Geraldo
Director
Maryland
Principal, Law
Firm of Robinson
& Geraldo



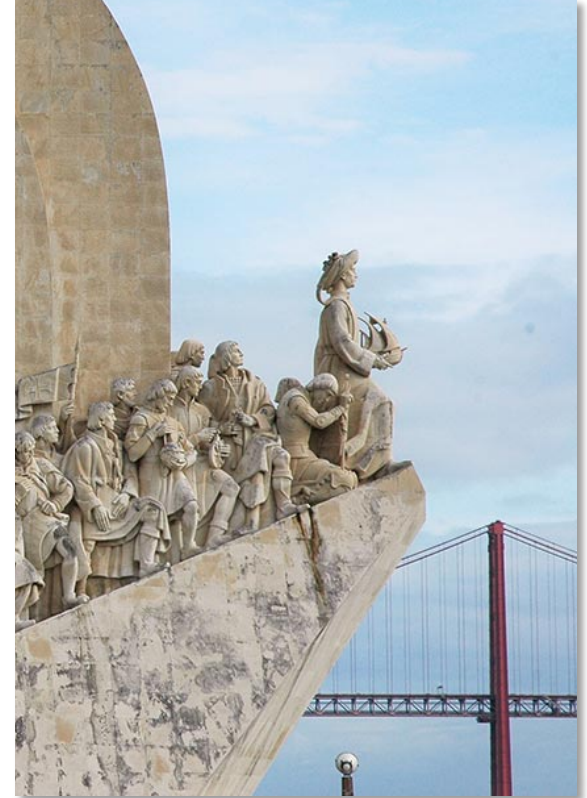
Ilidio Pereira
Director
Florida
Financial Banking
Consultant
Lead - Membership
Committee



Jordan Thomas
Director
New Jersey
Lead – NextGen
Leadership Academy

Looking Ahead to 2021

- Refine public message to ensure clarity on “What is PALCUS?”
- Drive increased awareness
- Increase membership and improve membership value
- Drive new initiatives such as Next Gen Leadership Academy, Luso-Brazilian Health Network, Portuguese American Women’s Alliance
- Continue to advocate for STARTALK funding and other language initiatives
- Build new partnerships to expand our reach

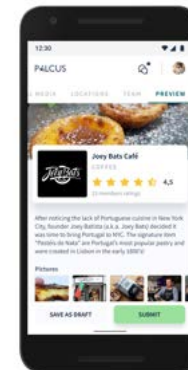
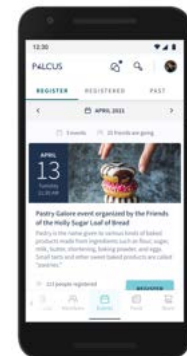
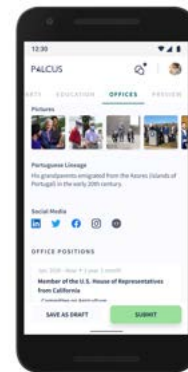


New Logo



New Website/Member Engagement Platform

- **New website with enhanced user experience including:**
 - Online store
 - Online membership payments and donations
 - Easy geographical database access for businesses (The Gateway), PA elected officials, educational opportunities, etc
 - Blog entries for latest news and developments
- **Custom Mobile app with website and social network capabilities**
 - Newsfeed with access to members only content
 - Member circles that can be set up among members based on interests and geography etc.
 - Private messaging and video meetings between members
 - Event creation and promotion within the community
 - Live streaming of webinars
 - Map functions for business directory and database information as well as searching for other PALCUS members by location





Follow PALCUS on Social



Facebook Page

<https://www.facebook.com/PALCUS.org>

Facebook Group

<https://www.facebook.com/groups/palcus/>

Jobs for Portuguese Speakers

[Jobs for Portuguese Speakers | Facebook](#)

Info for Portuguese Students

<https://www.facebook.com/portuguesestudents/>



Twitter

<https://twitter.com/palcus>



Instagram

<https://www.instagram.com/portugueseleadership/>



LinkedIn Page

<https://www.linkedin.com/company/portuguese-american-leadership-council-of-the-united-states-palcus>

LinkedIn Group

[PALCUS \(Portuguese-American Leadership Council of the United States\) | Groups | LinkedIn](#)



YouTube

<https://www.youtube.com/user/PALCUS91>