



## 4th Quarter Newsletter

October to December 2021

**The fourth quarter saw most of our usual BSF activities curtailed again due to the uptick in COVID cases, but we are hopeful that life can return to a much more “normal” state soon so we can once again begin to plan more events, our students can return to a less stressful life, and your lives are seeing better days!**

Today be thankful and...  
Think how rich you are. Your  
family and friends are priceless,  
your time is gold, and your  
health is wealth.



# Happy Birthday



Allanis



Andrea



Annelisse



Esmeralda



Imelda



Mariana



Mathilda



Sharon



Tania



Valery



Vanesa

# The Magic Shoe Box



In late 1995, Judie and Ken Kesson (then Bajamar residents) visited the Chili Cook Off in Ensenada. There was not only chili but great margaritas and small booths with items for sale. One of those booths had inexpensive costume jewelry which Judie perused and decided against, when one of the women there said “We know this isn’t great jewelry, but the money we make goes to help Mexican girls stay in school.” That grabbed the Kesson’s attention having lived in Mexico for seven years believing that education was both mandatory and free. It was a shock to hear the required expenses for a student to stay in school…uniforms, “sports uniforms” if they wanted to participate in recess or sports, inscription payments in high school and no public transportation.

Judie had just accepted a consulting position in Romania, but said she would give them a \$100 check for their work. These gals were thrilled and said \$100 was a major donation for them and asked where the Kessons’ lived. Imagine the shock when the woman in charge tore up the check and said, “We live in Punta Banda, you need to help someone close to where you live!” Judie explained that she was leaving the country for an indefinite period of time but they persisted and asked for a commitment that it would be done!

# The Magic Shoe Box



(Continued)

With limited Spanish skills and time flying, Judie & Ken visited nearby schools and stores in search of a young girl with good grades and in true financial need. And, they found one! Alicia, then 12, who wanted to be a doctor. She had loving parents and lived in an unfinished house. She also had all “10” grades. Alicia was it!

The Kessons felt they had done their job, but upon returning from Romania for an R&R six months later, a neighbor of Alicia’s knocked on the door saying her children could not return to school because they had NO shoes. Of course they were given money to buy shoes and asked to return the change. And, thus began the “SHOE BOX.”

Months went by and word spread. It wasn’t unusual for the Kessons to return and find a note under their door from someone in need. Judie started taking the Shoe Box around the neighborhood and asking people for \$5! (Obviously, this would never have been an approved “Business Plan!”)

The contents of the Shoe Box grew and so did the requests for help. A few fine neighbors and friends became a loose committee, including current Director Cristina Imana.

# The Magic Shoe Box



(Continued)

Then life changed when another new neighbor asked if we had a 501C 3 as her company would match her donation if we did! The Tax Exempt Status was granted and life changed. The new organization now had a genuine Board of Directors, a Mission Statement, Application Forms and Rules. At the time there were seven students being supported with their uniforms, inscription fees and sometimes additional expenses. The first name chosen for the organization was Bajamar Scholarship Program and then when the Kessons moved north and the student base grew, the name was changed to Baja Scholarship Foundation or BSF.

The years flew by with valuable input from Board members and others supportive in the greater community. Sponsorships began to happen (sorry, not for \$5!) and though the Shoe Box was taken to groups asking for help, it was no longer the bank.

It was finally agreed that BSF's requirements were simple: (1) The student must have demonstrated excellent academic performance and attendance; (2) The family must definitely be in need; (3) High moral standards must be maintained, and; (4) Student grades must be reported at the end of each semester and continue to show an 8.0 average or higher.

# The Magic Shoe Box



(Continued)

Keeping track of students and keeping abreast of monthly payments to schools and institutions, even more than finances, have dictated how many students the BSF can handle. Sponsorships pay for about half of the average student's expenses. The balance to cover expenses must be raised through creative and regular fundraising events. The past 18 months have been extremely difficult for all charitable organizations, but BSF has had fabulous support in the community at large. Susanne Stehr, of Susanna's Restaurant, is a perfect example, sponsoring frequent Wine Pairing Luncheons that benefit the Foundation.

So, just how "magic" was that worn out Shoe Box? BSF has graduated five Registered Nurses, 3 Teachers, 2 Architects, a half dozen Engineers, a Chef, several Accountants, a Communications expert, several Business Managers, a Dentist and More. There are currently more than a dozen university students studying to meet their career goals. And, yes Alicia did become a doctor!





# Lasting The Distance

## A Sponsor/Student Story...

It seems that we are constantly reminded of the role that Sponsors play in BSF lives, and it goes way beyond their annual payments to support a student's education.

Years ago, a friend who lives in Washington, DC, visited Baja and heard about the BSF. She loved the idea and agreed to become a Sponsor of a young student, who we all know now as Perla! A relationship began with regular email communication and even visits back to Baja on several occasions, where our sponsor, Susan Van Pool, became friends with the whole family.

We thought it was wonderful that even from afar and even though she had no real connection with young Mexican students, Susan played an important role in this student's life. We were all touched when Perla dedicated her Thesis to Susan when she graduated from University!

We hated to lose such a wonderful sponsor, so we asked if she would sponsor another student. After some consideration she agreed to take on a Prepa student, Marco Antonio. Wow! This was a match made in heaven. Both of them are artists and both love music. And, they both write letters!



# Lasting The Distance

A Sponsor/Student Story...  
(Continued)

We thought you would like to read the following letter from Marco that he wrote to his sponsor upon his graduation. Definitely proof that Sponsors make a difference, whether nearby or not!



(Unedited)



Hello, how have you been?

Sorry in advance for not having spoken to you in a while, I have quite a bit of news for you, I'm quite excited to tell you about all the things that have happened to me recently.

The first thing is that I changed the military branch I was going into, I left the air force behind and decided to join the marine corps.

The way they see the path is really in line with what I want to do as a person, plus I think it will be more fun to have the experiences I will have there.

Although my father somewhat disagrees with my decision I understand, even though I won't be going into an infantry job, I chose to go into an air support job. Helicopter stuff.





# Lasting The Distance

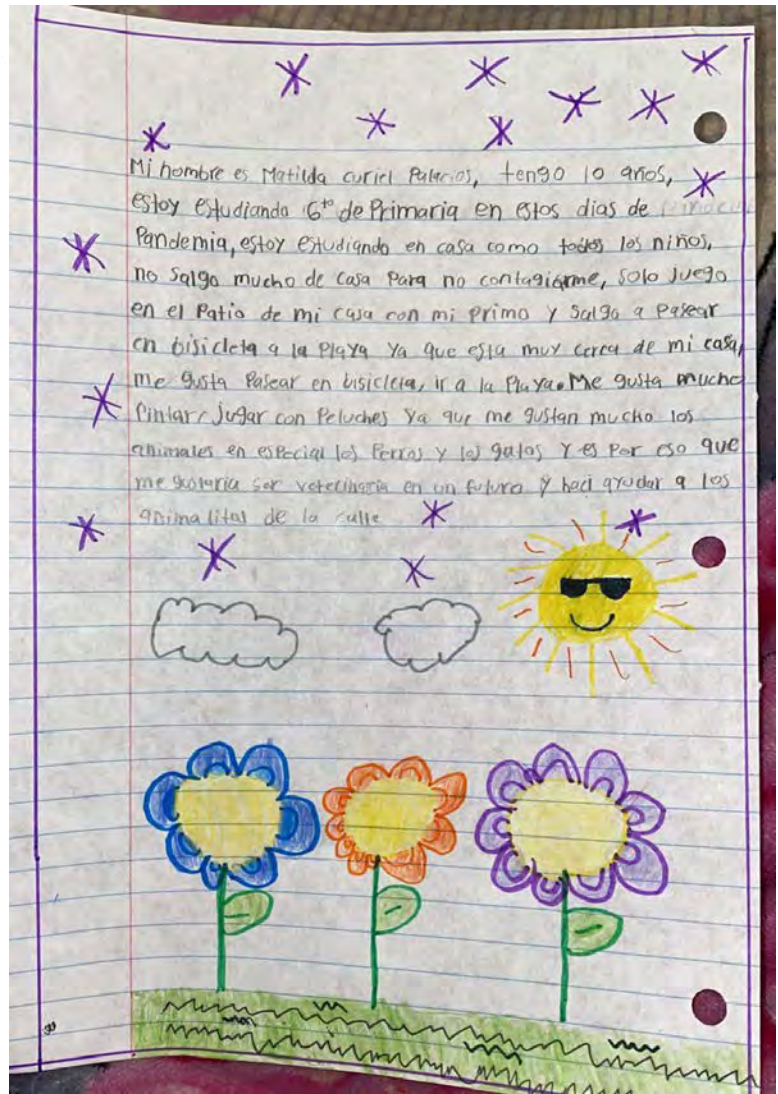
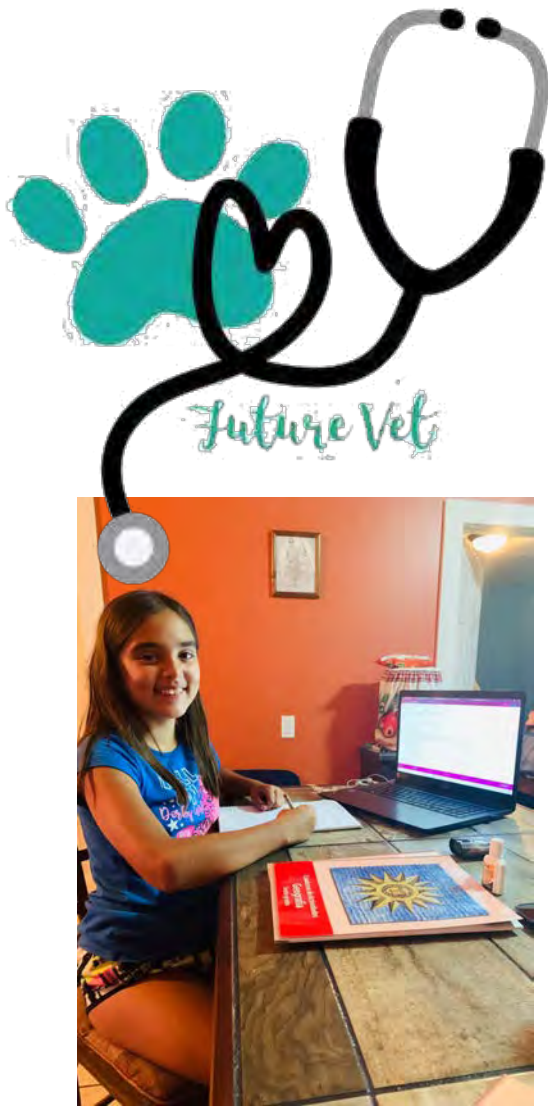
A Sponsor/Student Story...  
(Continued)

I will be leaving early this December, this is probably one of the last letters I will be able to write to him, since I will be back in February. I thank you very much for all that you have given me, thanks to you I have excelled in many aspects, such as the armed forces entrance exam in which I got a good grade.

Really, thank you very much for everything, I will try to write you a letter before my departure and as soon as I come back from boot camp.

With all the love and affection in the world.

Marco Antonio



(Translated by Perla)

## Matilda

My name is Matilda Curiel Palacios, I'm 10 years old. I'm in 6th grade in elementary school. During these pandemic days, I'm studying at home like all the children. I don't leave my house too much, so I can avoid getting sick. I only play at my house yard with my cousin. I ride my bike at the beach, since it's very close from my home. I like to ride the bike and go to the beach. I like a lot drawing, play with plushies since I like animals, specially dogs and cat. That's why I would like to be a veterinarian in the future and help the animals on the street.



## *Future World Famous Chef*

(Unedited)

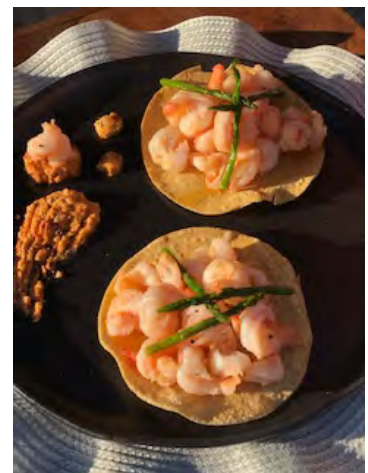
Hello good afternoon Mrs. Rosemary

Just to greet her and tell her that she has filled me up very well in college

I am very happy I share some of my work



Imelda is going to  
culinary school in  
Ensenada



## ANOTHER AMAZING BSF STUDENT

(Unedited)



My name is Tania. I am 17 years old, and I am currently in my first semester of university. I am studying at the Universidad Rosaritense to be a dental surgeon. I feel fortunate and thankful for my sponsors, Sonja and Charlie, for my



parents, and for each member of BSF because they have all made it possible for me to continue my studies. In my spare time, I like to spend time with my family. My plans are to graduate from college, be an excellent dentist, and help people just as I have been helped to achieve my goals. I have a great relationship with my sponsors. Without a doubt, Sonja and Charlie are admirable people with great hearts. I will always be grateful for the support they have given me and my family. I appreciate them very much.



I would like to share two images of some projects I have done at the university. It is not much since I am just starting out, but I wanted to share them anyway. The first image was a final project; I found it difficult to carve each tooth,



both child and adult, but I did achieve it.

In the second image, I had to create an occlusal guard, and this was the result.



**Tania, know that you are an amazing student and BSF predicts wonderful things for your future!**

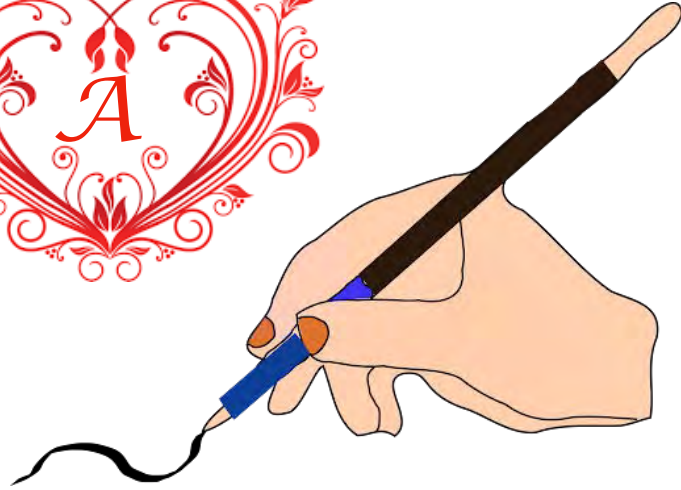


COMPLIMENTS  
FOR A BSF  
STUDENT



The owner of the Straw Art Gallery, Eddgar, is teaching several students to learn the straw art technique. This technique was born in the Aztec civilization and uses natural broom grass and beeswax mixed with tree resin to create beautiful pieces of art. One of his students, Agustin, a BSF student attending UABC, is learning the straw art technique. This technique requires patience and doing meticulous work. Eddgar said, “I am proud of Agustin’s work; he is a very responsible and gentle student. He has gone from doing small pieces, like butterflies of 8x10 inches to bigger pieces of 12x16 inches. Currently, I am teaching him to learn the technical aspects of using the straw, without losing his own style. Since he started practicing with me, I realize that he has artistic skills that go together with his university goal of being an architect. He has a natural talent that makes him stand out.” He continued to say, “Agustin is becoming a good artist, and in the near future will be an architect with a broad vision of art.” Art has always been a fundamental value in the aesthetics of architecture and Eddgar is happy to support Agustin perfect this skill that will help him in the future. Eddgar said that during this time Agustin has proven to be a talented person with a desire to learn and he is immensely proud of him.

**We at BSF are also very proud of him!**



Hola mi nombre es Annelisse Callardo Astorga,  
mis días en la escuela son muy interesantes porque  
aprendo muchas cosas y me divierto mucho, aunque se  
me hace difícil estudiar en casa, por que no me concentro  
mucho pero me gusta al mismo tiempo porque es más fácil  
hacer las tareas pero ya entramos un día a presenciales  
así que se me facilita más

Hi my name is Annelisse Callardo Astorga  
My Days in the school be more interesting because I  
learn a lot things and is funny, but is ~~difficult~~ difficult  
study in house, because I somthings don't push attention  
but the same time it's fine because it's more easy  
do the homework and I have more time to do others  
things, but I'm going to presencials classes just a  
day, and it's more easy and funny

## FROM A SPONSOR'S

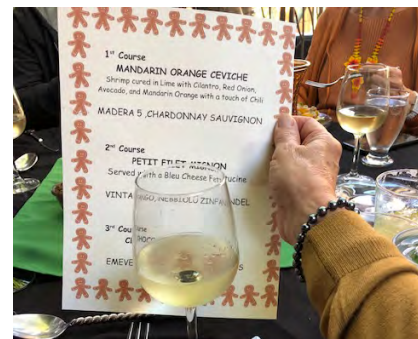
Thank you Hilde for a heartfelt story!



I first met Marialuisa when she was only 2 or 3 years old. This beautiful toddler was safely strapped into a child's seat carrier in the back seat of her mama's car. Her mother, Carmen, was picking me up from the airport in San Diego

and driving me to my then part-time residence in Club Marena. As time went by, Carmen became not only my chauffeur, but my helper, my Mexican "go to" person, and ultimately, my dear friend, as well. Over the years, I have seen Carmen's daughter, Marialuisa, blossom and grow into a lovely young girl. Marialuisa speaks perfect English because her mother enrolled her into a San Diego elementary school and drove her over the border every day for two years to have the experience of going to an English-speaking school. During this time, I met Judie Kesson, Rosemary Morris, and other BSF members. I began to support BSF along with some of my Connecticut friends and family. At some point, I realized that Marialuisa was a perfect candidate for the BSF program. Besides having great family support, she is smart, talented and shows a strong dedication to do well in her studies. She is a pleasure to sponsor and mentor, ahead of me at every step! As you know, I have had a series of health setbacks, but Marialuisa and I still keep in touch. She has visited me in my health care facility and is a delight to have in my life. I feel that Marialuisa and I both benefit by our relationship with each other and with BSF.

# Another Successful Wine Pairing Luncheon at Susanna's December 3rd





# Another Successful Wine Pairing Luncheon at Susanna's December 3rd



(Continued)



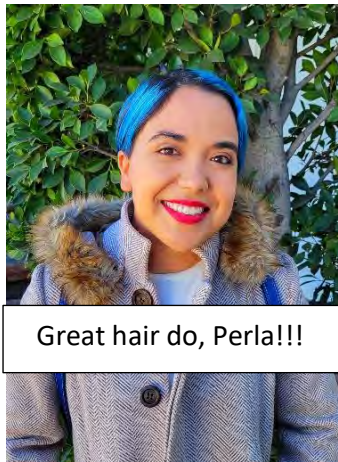
# Another Successful Wine Pairing Luncheon at Susanna's December 3rd



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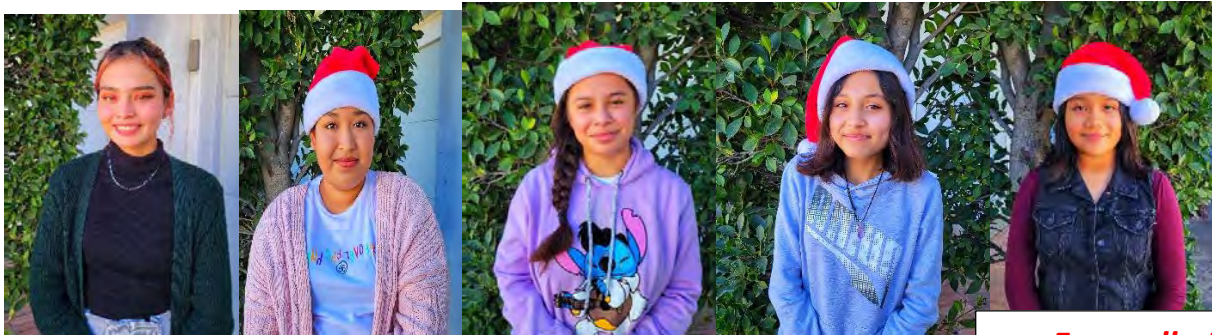
BSF CHRISTMAS GIFT DISTRIBUTION AT CLUB MARENA  
DECEMBER 11, 2021



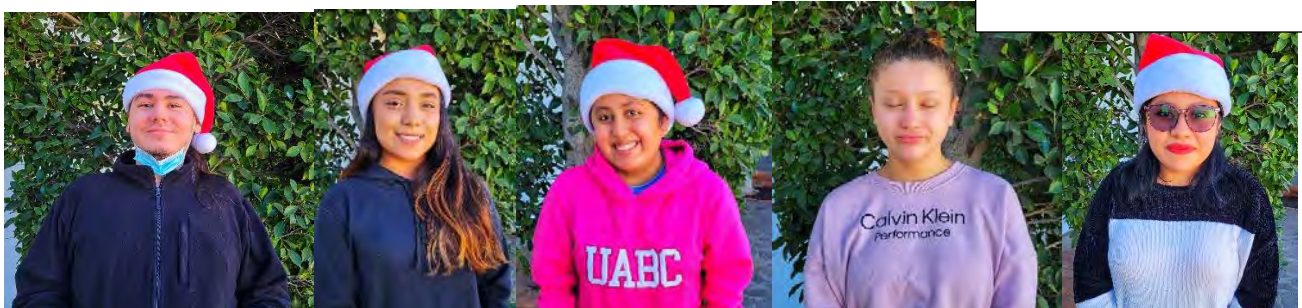
**BSF is thankful for their donors, their sponsors, and their community. The Christmas spirit was evident today, thanks to all of you! And, a thank you to Funko for providing Christmas gifts for all our students!**

BSF CHRISTMAS GIFT DISTRIBUTION AT CLUB MARENA  
DECEMBER 11, 2021  
(Continued)

**THANK  
YOU  
FROM  
THE  
BOTTOM  
OF OUR  
HEARTS!**



*From all of us  
to all of you. We  
are grateful  
for all that you do to  
make our future  
brighter!  
Merry Christmas  
& Happy New Year!*



# memory lane



## REMEMBERING FUN TIMES AT PAST BSF EVENTS



**Susanna's Wine Pairing/Luncheons**



**Fabulous and Fun!**



# Memory Lane

(Continued)



**Family Fiesta  
Students Acknowledging BSF**



**A Proud Moment for BSF!**

# memory lane

(Continued)



**ALWAYS  
A  
GREAT  
EVENT!**



**3 Kings Day  
Celebrating  
Students & Sponsors**



# Memory Lane

(Continued)



## South African Dinner



## A Perfect Evening





# memory lane

(Continued)



**Classy Bag Affair**  
*Always great!*



# memory lane

(Continued)



**Golf Tournament at Bajamar**



**FUN DAY!**

HOPEFULLY, IN 2022 BSF WILL BE ABLE TO START UP AGAIN WITH THEIR FABULOUS FUNDRAISERS!

**May The Melody And Spirit Of The Holidays  
Fill Your Home With Love And Peace.**



**We Wish You a Merry  
Christmas and Happy  
New Year !!!!!**

