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The Narrative Impact was founded in early 2026 by Frederick J. Runde, Creative Director Amy Noel, and Culinary Ambassador Javier Plascencia, with the unwavering belief that a rising tide lifts all boats. The initiative is based on three key principles; clean water is a human right, childhood food insecurity is unacceptable, and education and workforce training help to drive opportunity for all.

The inspiration for The Narrative Impact was derived from years of supporting the Sarahuaro Foundation, an organization that has made education and women's empowerment its mission in Los Cabos. While education is the stepping stone to opportunity, it is impossible without meeting basic human needs of clean drinking water and full bellies. To this end, The Narrative Impact has supported the renovation of the Kendrick Kitchen at Marisela Escobedo Ortiz primary school in Colonia Leonardo Gastelum Quinta Etapa by making it more efficient with better cooking equipment, a new water filtration system with Know Your Water Baja and Simpliwater, and coming later this Fall, Chef Plascencia will be working to create healthy menu plans and engage additional purveyors to support the program with food product donations. "*Baja is an incredible place; it's a beautiful place to visit of course, but more than anything it has a rich heritage of people cultivating the land, working with the resources of the ocean, and navigating the desert to sustain themselves and their family. I want to help the children and families we work with know how vast their culinary heritage is and find joy in food, not just important sustenance*", says Chef Plascencia. This work is in concert with upgrades at the Sarahuaro Foundation's headquarters, including an auxiliary production kitchen, water filtration, air-conditioning, wifi and a new transportation system to connect more people to the foundation and allow more meals to be shared.

These foundations all point to the goal of expanding the educational facilities, creating affiliate training programs, and hosting a sister training center in downtown Los Cabos that incorporates applied hospitality skills with language access. Mr. Runde has said, "*We live in a beautiful place where life for many communities is harder than it should be. At the same time, we hear from business owners in hospitality that there are not enough workers with the skills to support the burgeoning luxury travel market. To me, that means an opportunity to meet the needs of what appear to be two very different entities, and yet, there is a very clear shared interest*".

While the programs are being developed in concert with those that currently exist for the Sarahuaro Foundation, additional programming with The Narrative Impact and future cohorts will be open to both men and women, with recruitment beginning in the neighborhoods where access to skills-based training is limited. Training will be structured in concert with known programmatic partners and established businesses within Baja California Sur and beyond, leveraging the reach of The Narrative Impact to build opportunities for those in the community in which it calls home. As Ms. Noel notes, "*I've known Los Cabos as a stunning retreat location for years. However, through the work of the Sarahuaro Foundation, I've had a chance to see this community from many different sides. The emphasis that they have put on education and empowerment to help provide upward mobility for locals is just incredible. It's an organization with a deep legacy of care, and we are so fortunate to work alongside them creating what we hope will be a lasting impact in the lives of those who have called this place home for longer than us.*

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ABOUT THE NARRATIVE IMPACT & INITIATIVE

The Narrative Impact is the non-profit arm of the Los Cabos-born hospitality brand of the same name, The Narrative Hotel founded by Frederick J. Runde. While the hotel development is underway to become a sought-after luxury travel destination opening in 2027, The Narrative Impact has worked in the community with legacy organizations like the Sarahuaro Foundation to support and drive the idea that a rising tide lifts all boats by providing fundraising, and applied and necessary support for their women's and children's programs. The Narrative Impact's emphasis is on the following key tenets; that clean water is a human right, that childhood food insecurity is unacceptable, and that skills and language-based training is the key to creating opportunity for business leaders and individuals alike.

Learn more and visit us online at thenarrativeimpact.org