ANNUAL REPORT

2022/23
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For decades, the Police Activities League (PAL) has been a steadfast ally, a welcoming gathering place, and empowering outlet, giving voice to the underserved community of Redwood City. However, as the needs of our community have grown and evolved, so has PAL’s mission.

The Evolution of Redwood City Police Activities League

The consequences of the pandemic, the fallout from public response to the death of George Floyd, funding cuts, and the subsequent mental health crisis in our community have shown us that we need to do more. We are proud of our past and have found that with targeted efforts, we can ensure that an even brighter future is on the horizon. In the last year, we have implemented:

- the nationally recognized P.A.C.E. Program (Purposeful Action Creation & Engagement), which focuses on 14-24-year-olds in culturally relevant and strength-based activities
- a comprehensive Wellness Program
- highly focused services that are connecting the community in new and exciting ways.

Recognizing this, we have changed our look and feel to reflect these expanded offerings. I am excited to formally present to you the new Pal Center, a community center that employs dynamic, collaborative, and inclusive solutions, offering unique opportunities and services to those who need them.
Community Knows What Community Needs

The new Pal Center is built on a foundation of partnership and collaboration. By working together with all first responders, city and county service providers, funders, and other interested parties, we can amplify our collective impact and bring about meaningful change in the lives of those we serve. The most effective way to create lasting change is to empower communities to work together, and our rebranding effort reflects that belief.

As we embark on this exciting new chapter, we want to ensure that the voices of our community members are heard and valued. We sought and incorporated feedback from the people we serve, listening to their needs and incorporating their suggestions into our programming efforts. This inclusive approach directs us in creating programs, partnerships, and services that are relevant and tailored to our community’s unique needs.

Our success depends on collective efforts. We invite you to join us in our mission along with new partners such as: Positive Coaching Alliance, the San Mateo County Office of Education and Public Health, Redwood City Together, the Redwood City School District, and all local first responder agencies. By working together, we will create a brighter future for all.

We Are Changing, Because Our World Is Changing

In a rapidly changing world, organizations must adapt to meet the evolving needs of the community they serve. The new Pal Center represents a commitment to adapt, grow, and serve as effectively as possible. Embracing collaboration and expanding our services better equips us to address the diverse needs of our community.

For the upcoming year, our ambitious goals align with our mission to empower even more young individuals. Our first objective is to increase youth after-school membership from 200 to 450 children, expanding our reach and impact to more neighborhoods. That means we will be able to provide our comprehensive enrichment activities to every child in the School District, ensuring they have access to the opportunities they deserve.

Furthermore, our latest initiatives aim to foster greater parent involvement by implementing special adult programming. We recognize parents’ vital roles in their child’s development and education. By organizing workshops, seminars, sports, and events tailored to parents, we can create a supportive network that encourages active involvement in their child’s educational journey. Strengthening the bond between parents and our organization will reinforce our positive impact on our students’ lives.

With these goals in mind, we are confident that the upcoming year holds immense potential for our youth and family programs. We invite you to join us in this exciting new journey and to be a part of the new Pal Center: an organization that is ready to take on the challenges of engaging, informing, and creating a positive impact in the lives of those who need it.

Ivan Martinez
Executive Director
ivan@redwoodcitypal.org
MEET PROMISE THE POLAR BEAR
Promise, our new Pal Center mascot, is our cheerful member who represents our community center's focus on the great potential each member carries within. That is the promise we uphold for our community.

The polar bear symbolizes strength, power, and leadership. They're also a reminder to stay curious and always be learning. And finally, the polar bear is a symbol of family and togetherness.
A QUICK LOOK AT THE 5 “W”S OF PAL CENTER’S SERVICES

Who
Pal Center serves individuals and families who have the highest needs and stand to gain the greatest benefit from our mentorship, wellness, and education programs.

- 88% of our youth members qualify for free and reduced lunch
- 60% of our youth members are English Learners
- 95% of our adult participants and families are Hispanic

What
Pal Center is a core resource that co-creates solutions with our community and builds brighter futures for youth and families. We achieve our mission by merging the dedication and experience of public safety and service providers with community resources and Pal Center programming to provide equitable enrichment opportunities focused on wellness and mentorship, which improves life outcomes for individuals and families.

When
24/7/365.
Even when our doors aren’t open, our hearts and minds are. Programs occur during non-traditional business hours.

Where
Redwood City and North Fair Oaks: 94022, 94025, 94061, 94062, 94063, 94065, 94070.

Why
We envision a safe and empowered community where everyone can access meaningful resources, opportunities, and a sense of belonging.
Our Programs Are the Beating Heart of All That Pal Center Offers!

Community Care & Enrichment (CCE)

Led by Youth Mentors who guide and encourage students, nurturing their social-emotional development, the Community Care and Enrichment Program creates opportunities for children to try new activities, discover hidden talents, and build new friendships through in-person and small group passion-project-based learning. Activities and courses include: Tutoring, Mentoring, Nutrition, Fitness, Dance, STEM, Digital Literacy, Cultural Arts, Guitar, Drumming, Ukulele and Music Production.

An additional component offers youth access to mental health services. We partner with One Life / Una Vida Counseling Services to provide Individualized Therapy Sessions and Student Support Counseling Groups. We also offer Family Engagement Events to all members in an effort to build community, including Summer BBQ, Halloween Haunted House, Holiday Party and more.

Ages: Grades TK – 8 (After-School Only)

Community Wellness

The Pal Center Community Wellness program is geared to make a positive difference in the mental, physical, and emotional development of children, teens and their families. We provide increased knowledge and literacy on key health topics through discussion groups and project-based activities.

In addition, participants engage in outdoor and indoor fitness, including all of our community’s favorite sports, plus Zumba, Adult Fitness Fundamentals, and Strength Training.

Ages: Elementary-High School Youth & Adults
Community Building Initiatives

Community Voice with Action:
Here, we empower local youth and adults to voice their needs for resources, opportunities, and a sense of belonging through community dialogues, focus groups, and seminars with civic leaders. Weekly meetings to introduce requested resources in areas such as education, migrant support services, and physical and mental healthcare typically draw 50-100 community members to our safe space and platform, where they know they will be heard and respected.

Ages: All

Toy Drive:
In collaboration with our county's first responders, we collect and deliver holiday gifts to children of low-income families. Each December, many volunteers join gift-wrapping parties at Red Morton Community Center, and then (spoiler alert about Santa), our 30-plus Santa Clauses, along with safety officers and first responders drive house-to-house to present presents to the 600-800 families that signed up for the program.

Ages: Youth Under 14

Tattoo Removal Program:
This service provides individuals increased educational and employment opportunities by removing tattoos that negatively brand them with stigma, such as domestic violence, incarceration, or gang association. Among the roughly 100 community members served each year, many express gratitude and say they could not have secured their jobs if not for having their tattoos removed.

Ages: All
PROGRAM SPOTLIGHT: SPORTS

Pal Center has long been the provider of successful sports programs in the community, and we are excited to say that we are expanding. While we continue to champion the value of shared goals and teamwork from organized sports, we are now partnering with Positive Coaching Alliance to ensure our programs are held to the highest standards.

Our sports program offerings include golf with the First Tee of Silicon Valley, rowing with STEM to Stern, basketball with Paxton Academy, baseball with the Jr. Giants Organization, and the after-school sports leagues offered by the Parks and Recreation Department of Redwood City.

In 2023, a crowning achievement of the Pal Futsal League was the establishment of a co-ed league, boasting an impressive 30% female participation. This success is attributed to the strategic partnership with Stanford Soccer, enabling us to promote our program through soccer clinics at local schools, and our partners at Hoover Community School for allowing us to host this league in their new gymnasium.

In the future, we will continue to offer these programs and more as we seek to provide our youth with a well-rounded, inclusive, and safe environment.
RWC PAL FUTSAL LEAGUE
CERTIFICATE OF ACHIEVEMENT

Josemanuel

Redwood City PAL would like to award you this certificate of excellence for your participation in the inaugural Futsal League. Thank you for your willingness and skills that have exemplified our core values of positive sportsmanship and being a champion for the community.

May 21, 2023

Iván Martínez
Executive Director

Eréndida Cerrillo
Project Manager Specialist

Jesús Ortega
Futsal Operations

Roberto ‘Tito’ Álvarez
Youth Programs Coordinator

Stanford University
Stanford Medicine

PREMIA
Sacramento Healthcare District
In response to the increased police activity in downtown Redwood City and addressing the gap in services and spaces for Opportunity Youth (ages 14-24) in our community, the Pal Center has launched the P.A.C.E. Program in collaboration with Redwood City Together and the City of Redwood City.

This is a year-long pilot program that focuses on engaging transitional aged youth in culturally relevant, youth-centered, and strength-based activities.

Below are the goals for the program and a quick look at some progress that has been made so far:

**Goal One:**
Deliver non-traditional youth development programs in Redwood City and surrounding communities to support mentorship pathways for workforce development and self-empowerment.

**Progress in Year One:**
The San Mateo County Office of Education and Pal Center piloted an 8-week Youth Empowerment, Employment, and Entrepreneurship Program for 39 youth participants with local businesses and Community Based Organizations (CBOs) this summer.

**Goal Two:**
Support positive youth development by hosting events with community-based program partners.

**Progress in Year One:**
Pal Center launched a weekly podcast with 10 bike-life youth engaged, created a film screening, and launched a weekly strength training class on-site and a basketball open gym at Siena Youth Center, each averaging 10-20 participants per session.

**Goal Three:**
Provide 12-24-year-olds and their families opportunities to service on and co-lead youth/CBO advisory spaces to shape programming, services, and policies for youth programs.

**Progress in Year One:**
Pal Center has launched a CBO advisory space with five partners to share guidance and craft P.A.C.E. programming in monthly meetings.
**Goal Four:**
Identify ways to address the acute needs of transition-age youth (ages 14-24) and expand alternative public safety initiatives.

**Progress in Year One:**
Pal Center, the RWC IDEAL team and RWC Together co-hosted the Police Advisory Committee Town Hall in October 2022, engaging 126 community members.

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**Goal Five:**
Increase and enhance youth-serving programs and amenities in Redwood City.

**Progress in Year One:**
Pal Center is working with Redwood City Parks and Recreation and youth bike-life leaders to host events at Red Morton Teen Center.

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Pal Center is embarking on this journey in collaboration with the following youth-serving nonprofits with strong youth development track records:

- Redwood City Police Department
- Redwood City Fire Department
- Redwood City Parks and Rec
- Redwood City Library
- City of Redwood City
- RWC Together

- El Concilio of San Mateo County
- Fresh Lifelines for Youth
- Friends for Youth
- Upward Scholars
- Live In Peace
- YMCA
Youth Aspirations from Summer Internships

“This Vice Mayor internship interests me because I want to be a lawyer and I want to be able to learn how to do research and dig deeper into community issues.”

“I want to experience the work-life and gain new skills. I also want to build up my social skills as they are not my strong suit right now.”

“I would like to be able to have work experience and to have an open mind on different pathways for myself, so maybe later on in my life I have the skills needed to go for a certain job.”

P.A.C.E. Community Gratitude

“I'm very appreciative of all the collaborative work and look forward to the continuous positive growth and outcome from the P.A.C.E. program.”
- Lt. Chilton of RWC PD

“I appreciate the co-creation approach for teen activities in the P.A.C.E. program for our community.”
- Redwood City Council Member Chris Sturken

“It goes to show that if you meet the people where they are... there will be great outcomes.”
- District 3, Vice Mayor Lissette Espinoza-Garnica
P.A.C.E. Impact In Numbers

REDWOOD CITY POLICE DEPARTMENT
COURTHOUSE SQUARE AND IMMEDIATE AREA DATA DASHBOARD

PILOT YEAR (2022/23)

Youth Related Calls

May 2022: 600
May 2023: 400
↓ 31%

All Disturbances

May 2022: 350
May 2023: 250
↓ 26%

Vandalism

May 2022: 10
May 2023: 10
No Change

Petty Theft/Shoplifting

May 2022: 30
May 2023: 18
↓ 38%

Fireworks

May 2022: 30
May 2023: 2
↓ 97%
EVENTS THAT BRING OUR COMMUNITY TOGETHER

Music Fest

July

This event in Redwood City’s Downtown Square was one of our first to occur in person since the onset of the pandemic. Hundreds gathered to listen and dance to our featured band, Faithfully Live.

Summer Party

August

In an atmosphere buzzing with excitement, families eagerly joined our potluck extravaganza. From field games to playground fun, art to jumpers, and water games to free Chick-fil-A food, there was no shortage of thrills. Summertime music filled the air while the library joined us to offer free books. This event was a magnificent culmination of our summer program, where families shared dishes, engaged in delightful activities, and celebrated the power of community.
Golf Tournament

July

Dozens of golfers descended on Half Moon Bay Golf Course to participate in our tournament in support of Pal Center programs. We welcomed a special guest speaker, Juan Hernandez, the first Golden Gloves Boxing Champion from the Redwood City Police Activities League.

PAL-O-WEEN

October

Our annual Halloween event drew hundreds of family members to a fully decorated sidewalk on Bay Rd., including inflatables, giant spiders, and other favorite Halloween characters. Students could handpick and paint their pumpkins. Redwood City Police Department staff and cadets handed out free candy bags and managed a photo booth.

Holly Jolly Fiesta

December

Our annual winter holiday fiesta welcomed people of all ages for a heartwarming celebration of togetherness and holiday spirit with students from all sites combined. They enjoyed photos with Santa, community partners’ resource booths offering holiday crafts, a potluck of participants’ favorite traditional holiday dishes, and a raffle of $1,000 worth of grocery gift cards. Christmas trees added a touch of magic, and a Zumba performance got everyone moving and grooving.
In fiscal year 2022-23, Pal Center stood as a beacon of financial responsibility, achieving its greatest annual revenue to date even while dramatically increasing the number and types of services offered to the community. The organization grew to 30 staff members and nine contractors, whose unwavering resourcefulness and innovative strategies fueled Pal Center’s ability to weather financial challenges post-pandemic and thrive during a transformation and re-branding.

Testifying to the Pal Center team’s tenacity, we have expanded our portfolio of contracted services, providing essential support to an even broader range of beneficiaries, including more after-school sites and expanded teenaged programming in Redwood City. Lastly, we have continued to establish meaningful partnerships with local businesses, other CBO’s, and other stakeholders, fostering a stronger and more sustainable organization that continues to positively impact the community we hold dear.

**FINANCIAL OVERVIEW**

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<th>Total Income</th>
<th>Total Expenses*</th>
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<tr>
<td>FY 21/22</td>
<td>FY 22/23</td>
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<tr>
<td>$1,319,917</td>
<td>$1,818,305</td>
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<tr>
<td>↑ 37%</td>
<td>↑ 39%</td>
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We are grateful to our financial supporters, to all others who aid Pal Center in serving the community, and to the community members who inspire our service.

*A key driver of our expense increase is the growth of our Pal Center staff from 7 FT Staff & 15 PT Staff in FY 21/22 to 8 FT Staff & 19 PT Staff in FY 22/23. Despite this expense growth, Pal Center recorded a net operating income of $166,882 for FY 22/23, which will be used to meet the staffing demand for after school services in partnership with the Redwood City School District.*
PAL CENTER LEADERSHIP

Ivan Martinez
Executive Director

Jade Martinez
Associate Director

Ilania Garcia
Development Director

Erendida Cerrillo
Administrative Manager

Lidia Santiago
Operations Manager

Tito Alvarez
Youth Programs Coordinator

Rocio Vega
Family and Community Engagement Coordinator

Jesus Ortega
Sports Coordinator

Jose Llamas
School Site Lead

Lalo Saavedra
School Site Lead

Maria Palencia
School Site Lead

Khayla Pedroso
School Site Lead
Pal Center thanks these partners, who enable so much of what we do!

**Core Program Partners**

- Boys & Girls Clubs of the Peninsula
- Cañada College
- Curieus
- El Concilio
- Fair Oaks Library
- FG4K (Free Guitars 4 Kids)
- First Tee Golf
- Fit Kids
- Fresh Lifelines for Youth
- Friends for Youth
- Hiller Aviation Museum
- Live in Peace
- Marine Science Institute
- One Life/Una Vida Counseling Center
- Peninsula Conflict Resolution Center (PCRC)
- Positive Coaching Alliance
- Redwood City Fire Department
- Redwood City Police Department
- Redwood City School District
- Redwood City Together
- San Mateo County Office of Education
- San Mateo County Office of Health Planning & Policy
- San Mateo County Parks Foundation
- Siena Youth Center
- Upward Scholars
- YMCA
- Youth Leadership Institute
- Wellness Professionals

**Community Building Partners**

- Chan Zuckerberg Initiative
- City of Redwood City
- Danford Fisher Hanning Foundation
- Davies Appliance, Inc.
- Premia Capital
- Olympic Foundation
- SAGA Foundation
- Sandhill Foundation
- San Mateo Credit Union
- Sequoia Healthcare District
- Silicon Valley Community Foundation
- Sims Metal
- Stanford University
- Stanford Medicine
- SV2
- The Sobrato Organization