



CENTER

✨ The Future Forward Framework ✨

[WWW.RCPALCENTER.ORG](http://WWW.RCPALCENTER.ORG)

3399 BAY RD,  
REDWOOD CITY, CA 94063.



# Our Journey

1995-2016



## HISTOR

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PAL started out in 1995 at the initiative of the Police Chief with the support of the City of Redwood City. The Chief saw the need to **engage kids in sports** to keep them out of trouble. Over time, his endeavor became institutionalized within the Police Department as the Police Athletic League.

2017-2023



## REBUIL

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As community needs evolved, so did PAL, implementing **programs that responded to societal challenges**, including the pandemic, a mental health crisis, and issues surrounding equity.

2024



## REBRAN

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The Pal Center is committed to advancing social equity, improving public safety, accelerating economic mobility, and strengthening community trust and cohesion by **eliminating systemic barriers** and transforming educational pathways through a comprehensive, systems-level approach to build a brighter future for the community







**Why do we have a unique  
opportunity at this point in time  
to **make a change?****

# Why Now?

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## **Seizing the Moment: An Opportunity for Positive Change**

### **Post Covid- Lessons Learned and Realizing Our Potential:**

- The positive effect of returning from isolation has reinvigorated the service delivery system
- Renewed sense of community belonging and engagement

### **Enlightened Community Leadership- Timing and Trust:**

- Mobilizing our leadership to focus on driving deeper, systemic change
- Leaders working with a shared vision for the future

### **Unlocking Synergies- Limitless Potential:**

- The power of WE-- recognizing we are stronger together
- Streamlining delivery of critical services





# THE PAL CENTER

## Our Focus

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The Pal Center is dedicated to fostering a thriving, equitable community by mobilizing individuals and creating an environment for success. We focus on **social equity**, **economic empowerment**, and implementing a transformative **public safety** model through our Future Forward Framework. This framework invests in seven community capitals to drive sustainable change and address systemic barriers in Redwood City and



# THE INTERSECTION

**The Future Forward Framework (FFF) operates at the intersection of two, overlapping frameworks that are used to assess and improve the community's health and vitality: the Community Capitals Framework and Social Determinants of Health.**

**We recognize that investing in these evidence-based frameworks will improve the health, safety, economic mobility, and overall well-being of our community.**





# INVESTING IN COMMUNITY CAPITALS

“Community Capitals” consists of seven areas of investment every community needs to thrive (natural, cultural, human, social, political, financial, and built). When you invest in these capitals, they begin to build on each other and multiply. Our vision is to make ongoing strategic investments across these capitals to create increased opportunities for our community members to realize their potential and recognize the power they have in shaping their realities.







# ADDRESSING SOCIAL DETERMINANTS OF HEALTH

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**Social determinants of health (SDOH) are important, non-medical factors determined by scientific data, evidence, economics, and healthcare frameworks that affect health, like socioeconomic status, active community engagement, and geographic location. Addressing SDOH can enhance health and lead to better outcomes.**

**Incorporating SDOH into the PAL Center's Future Forward Framework strengthens public health capacity and builds equity, ensuring everyone has a fair chance to achieve optimal**

**health and well-being.**

For more information about the SDOH, see the CDC's website





# Community, Care & Enrichment

## Program Overview

After-school program and Organized Sports (K-8th grade) to introduce children to new activities and nurture social, emotional, and educational development through tutoring, creative arts, hands-on science experiments, fitness, and mentorship.

## Impact

- Increase the number of kids enrolled in after-school programs and sports and recreation activities
- Give kids more strength- and interest-based activities to choose from
- Create an inclusive community where kids feel safe, supported, and motivated
- Cultivate confidence and lifelong learning



## Participants

650+ Youth per year

Capitals: Social, Natural, Cultural, Human, Financial



# Community Power Path

## Program Overview

A multi-faceted approach to expanding youth access to jobs, education, enrichment, mentorship, and leadership opportunities through advocacy, referrals, and parental support. By improving service delivery from city agencies and nonprofits, we aim to significantly enhance services for hard-to-reach youth. Additionally, we are building a pipeline to prepare youth for decision-making roles on Redwood City advisory bodies, ensuring their readiness to succeed in these positions.

## Impact

- **Build Capacity and Representation:** Strengthen city and NGO capacity to deliver tailored programs, and ensure youth are heard and represented in civic governance.
- **Boost Educational and Career Opportunities:** Improve academic success and increase access to internships, jobs, mentors, and life coaches.
- **Expand Youth Engagement:** Enroll more hard-to-reach youth in programs and foster positive interactions with public safety officers.
- **Elevate Civic Representation:** Increase BIPOC youth involvement in advisory roles, ensuring diverse voices are represented in civic matters.
- **Support and Protect:** Keep transition-aged youth safe, out of the justice system, and on

**Community Capitals:** Political, Social, Cultural, Human, Financial



## Participants

100+ Teens per year



# Community for Wellness

## Program Overview

Weekly, motivation-based health and wellness activities and coaching in a supportive community to address isolation and other social determinants of health.

## Impact

- Reduce isolation and create a sustainable community wellness ecosystem
- Increase weekly minutes of exercise and daily servings of healthy food
- Produce measurable improvements in health outcomes (blood pressure, depression, anxiety, etc.)



## Participants

125+ Adults per Year

Capitals: Social, Cultural, Human,



# Community Connect

## Overview

Designed to foster authentic relationships and create a sense of belonging through a series of free events, learning sessions, and enrichment opportunities. Community Connect brings together diverse community members, offering them a platform to engage, learn, and grow together through interactive workshops, cultural experiences, and collaborative events.

## Impact

- Increased awareness of our other programs
- Increased sense of community belonging



## Participants

700+Community  
members per Year

Capitals: Social, Cultural, Human, Financial



# Centering Community Voice

CORE  
PROGRAM  
M

CCE |  
CPP

CFW | CCE | CPP |  
CC

CP  
P

CFW | CCE |  
CPP

Centering and uplifting community voices is essential for ensuring Pal Center's programs are truly reflective of and responsive to the needs of the community.

## FORMATS:

- **Community Advisory Councils:** advisory councils composed of community members who represent the diverse backgrounds of the youth and adults you serve. These councils provide ongoing feedback and help shape program development.
- **Focus Groups:** We conduct focus groups with different segments of the community (e.g., youth, parents, community leaders) to gather in-depth insights on specific issues or new program ideas.
- **Town Hall Meetings:** In partnership with the city, we host a town hall meeting where community members can voice their concerns, share ideas, and discuss their needs around public safety.
- **Surveys and Polls:** Distribute surveys, both digital and paper, to collect broad feedback from your community. Include questions that allow for open-ended responses to capture a range of perspectives.



# Collective Impact

## Whole Health for Youth

Whole Health for Youth (WHY) Collaborative is a vibrant network of local organizations that aims to improve the mental health and wellness of BIPOC youth and their families through coordinated prevention and early intervention services in North Fair Oaks and Redwood City.

Partner

## Community United for Safety

CUS seeks to foster a holistic approach to community well-being through collaborative efforts that integrate public safety with educational and empowerment programs for adults, youth, and families. By offering accessible workshops, critical resources, and mentorship, we aim to improve relations with law enforcement, enhance community resilience, and create sustainable pathways for individual and collective growth.

Lead

## Community Collaborative for Children Success

Using a place-based, trauma-informed approach, the CCCS team works with youth and families to identify barriers to success and address long-standing sources of risk. Through creative community-building activities and data collection methods, community members share perspectives and solutions, identifying priority interventions to support youth success and creating neighborhood plans in SMC.

Core Partner



## Community Care & Enrichment:

Redwood City School District

One Life

College Advising Prep

Friends for youth

Siena Youth Center

City of Redwood City

Tina Music Group

Free Guitars for Kids

First Tee of Silicon Valley

## Capacity Building:

Stanford University

Stanford Healthcare

Cañada College

Family Connections

El Concilio de San Mateo

SMC Sheriffs

Positive Coaching Alliance

BGCP



# PARTNER

## Community Power Path:

SMC Office of Education

City of Redwood City

Redwood City Together

RWC Police Department

RWC Fire Department

Sequoia High School

NovaWorks

Job Train

Fortitude Careers

SMC Public Health

## Community For Wellness

Open Source Wellness (OSW)

San Mateo County Public Health

Community-based Life Coaches

One Life





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