

# ANNUAL REPORT

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2022

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# EMBRACING A LEGACY, BUILDING A FUTURE

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*

**Ivan Martinez**

*Executive Director*

[ivan@redwoodcitypal.org](mailto: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.



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)**

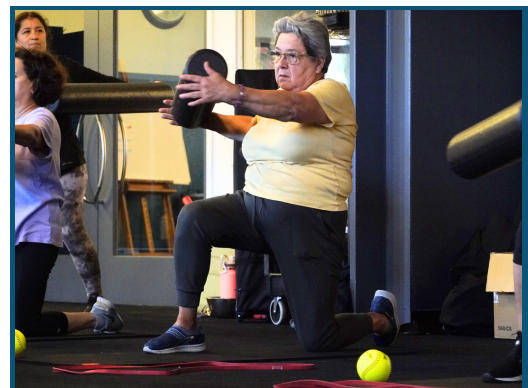


## Community Wellness

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**

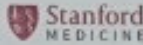
Iván Martínez  
Executive Director

Roberto "Tito" Álvarez  
Youth Programs  
Coordinator

Eréndida Cerrillo  
Project Manager  
Specialist

Jesús Ortega  
Futsal Operations

Stanford University



# PROGRAM SPOTLIGHT: P.A.C.E.

## Purposeful Action, Creation & Engagement



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.

### Goal Two:

Support positive youth development by hosting events with community-based program partners.

### 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:**

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.

### **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.

### **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.

**Goal Five:**

Increase and enhance youth-serving programs and amenities in Redwood City.

**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.

**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.



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

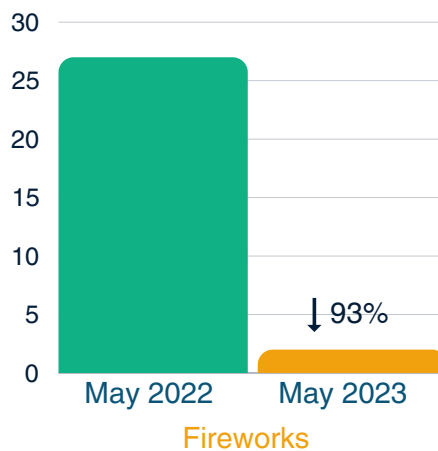
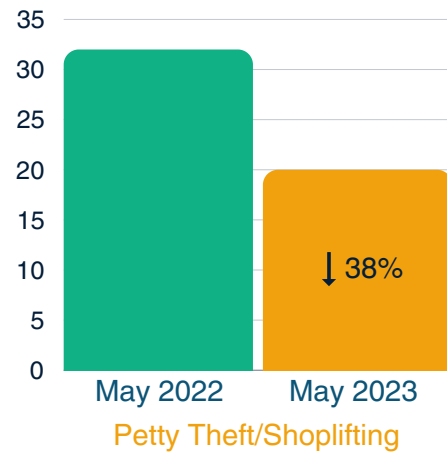
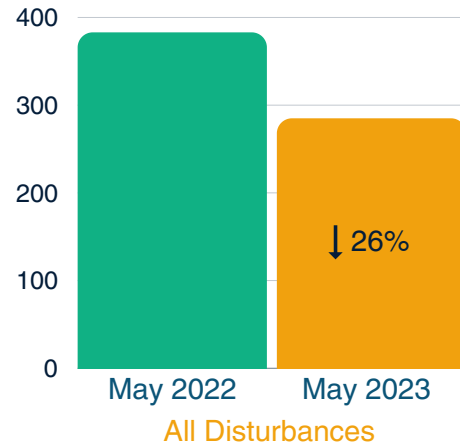
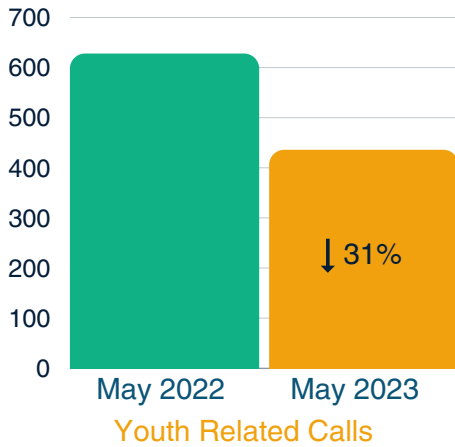
"It goes to show that if you meet the people where they are... there will be great outcomes."  
- District 3, Vice Mayor Lissette Espinoza-Garnica



# P.A.C.E. Impact In Numbers

## REDWOOD CITY POLICE DEPARTMENT COURTHOUSE SQUARE AND IMMEDIATE AREA DATA DASHBOARD

### PILOT YEAR (2022/23)



# 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.

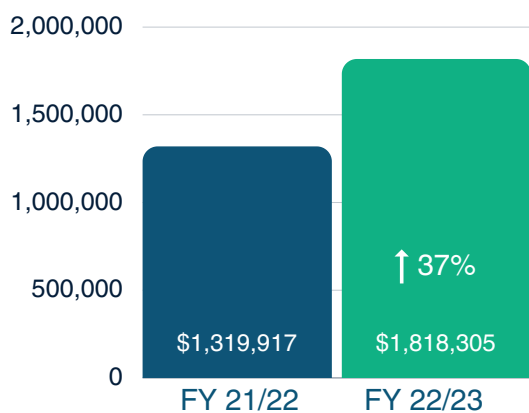


# FINANCIAL OVERVIEW

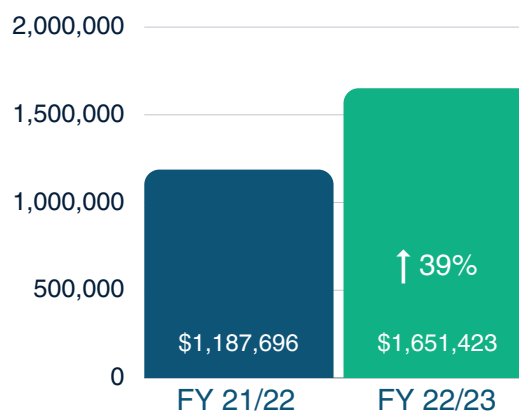
In fiscal year 2022-23, Pal Center stood as a beacon of financial responsibility, achieving its greatest annual revenue to date even while dramatically increasing the number and types of services offered to the community. The organization grew to 30 staff members and nine contractors, whose unwavering 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.

## Total Income



## Total Expenses\*



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



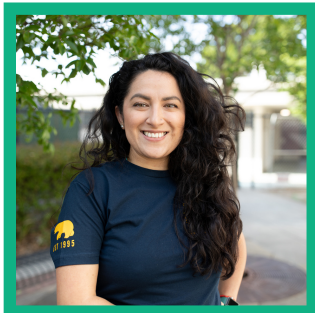
**Ivan Martinez**  
*Executive Director*



**Jade Martinez**  
*Associate Director*



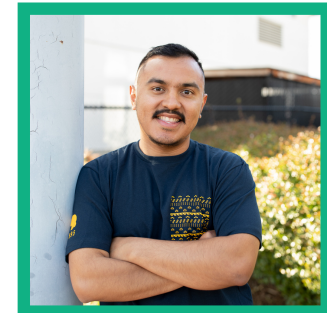
**Iliana Garcia**  
*Development Director*



**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 BOARD



**John Pimentel**  
*President*



**Debbi Jones-Thomas**  
*Secretary*



**Wade Painter**  
*Treasurer*



**Quency Philips**  
*Past President*



**Chief Kristina Bell**  
*Governance Committee*



**Chris Beth**  
*Governance Committee*



**Bill Growney**  
*Governance Committee*



**Connie Guerrero**  
*Programs Committee*



**Adam Whistler**  
*Programs Committee*



**Sgt. Paul McCarthy**  
*Fundraising Committee*



**Gloria Falcinelli**  
*Fundraising Committee*



**Steve Penna (1958-2018)**  
*Honorary Member*

**Pal Center thanks these partners, who enable so much of what we do!**

## **Core Program Partners**

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

## **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**

REDWOOD CITY POLICE ACTIVITIES LEAGUE

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