

SANTA MONICA



POLICE ACTIVITIES LEAGUE

A nonprofit corporation
1401 Olympic Boulevard
Santa Monica, CA 90404
(310) 458-8988
(310) 458-8995 FAX

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Jean McNeil-Wyner
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Vice President-Programs

Debbie Anderson
Vice President-Finance

Jeff Klocke
Vice President-Marketing

Rosalind Napoli
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Karen Humphrey

**Past President*

Honorable Ken Genser, Mayor
Members of the City Council
City of Santa Monica
1685 Main Street
Santa Monica CA 90401


Dear Mayor and City Council Members:

The Board of Directors of the Santa Monica Police Activities League (PAL) is excited to present to the City Council our budget priorities for Fiscal Year 2009-2010. In our unique and strong partnership between the non profit PAL Board of Directors and the City of Santa Monica's Community & Cultural Services and Police Departments, we continue to establish PAL as a community leader and a resource for our local youth. In developing these priorities, PAL has strongly factored in the stresses that the current economic climate presents to the most vulnerable members of our community, the families that we serve. We submit the following priorities:

1. **Maintain and enhance high-caliber programs at no cost to the participants.**
PAL offers free and safe programs that are educational, cultural, recreational, and fitness based. All of these programs become vehicles to teach life skills, foster trust, and promote self-respect and self-esteem that encourage youth to reach their full potential. PAL's extended hours until 10pm on weekdays and 6 pm on Saturdays allows youth access to gain additional assistance in homework and computer assignments.
2. **Survey current offerings of all youth organizations in Santa Monica.**
PAL understands that organizational collaboration can only benefit our community. Therefore PAL will undertake a survey to inventory current youth programs identify shared needs and will serve as the basis for future collaborations between organizations throughout the city.
3. **Engage families.**
PAL is committed to encouraging family involvement by ensuring that our programming is relevant to their needs. PAL will continue holding parent workshops, focus groups and open houses.
4. **Outreach and alliances.**
PAL is exploring new means of visibility to increase awareness of PAL via a new website, direct mail campaign, sponsoring community events and working with local media.

On behalf of the PAL Board, the PAL youth and their families, thank you for your time and the opportunity to present our priorities and appreciate your consideration. Enclosed is supplemental information regarding our full mission and vision statements and our goals and objectives.

Respectfully,


Jean McNeil-Wyner
PAL Board President

Santa Monica Police Activities League

Mission Statement

PAL is a unique community organization that fosters trust between youth and the men and women of the Santa Monica Police Department in a safe and nurturing environment. Through outstanding educational, cultural, recreational, and outreach programs at no cost to participants, PAL helps develop skills and self-esteem, encouraging youth to reach their full potential.

Vision Statement

We seek to further establish PAL as a community leader and a resource for local youth.

Goals & Objectives*

- **Programs:** *Maintain and enhance high-caliber programs, which will remain free and comprehensive, to meet the needs of today's youth.*
 - *Identify trends and current issues facing youth and address them through programming.*
 - *Survey current offerings of other youth organizations to fill programming gaps and minimize duplication of services.*
 - *Develop best practices for new and existing programs.*
 - *Encourage family involvement by ensuring that our programming is relevant to their needs.*
- **Marketing/Outreach:** *Increase awareness of PAL via multiple marketing channels to parents, residents, businesses, and the community at large.*
 - *Implement marketing strategies*
 - *Launch new PAL website*
 - *Conduct on-going qualitative research programs (e.g. focus groups and surveys) to guide marketing strategies*
 - *Design and implement direct mail campaign*
 - *Work with CityTV to create PSA*
 - *Produce a special event to increase awareness of PAL*
 - *Continue to build relationships with media outlets in the community*
 - *Create e-mail blast to promote volunteer opportunities*
 - *Work with Program Committee to identify specific opportunities and communicate them through channels listed above (i.e. calendar)*
 - *Partner with SMPD to promote involvement*
- **Finance:** *Provide funding for Program and Marketing/Outreach Committees and build financial resources to make PAL a success.*
 - *Create a database of potential and existing supporters of PAL*
 - *Use the PAL website to showcase successes of PAL*
 - *Maintain transparency in PAL's fiscal records*

- *Create an annual Board budget that includes capital improvement needs, specialized program instruction, and program needs.*
- *Create one, three, and five year fund raising plans to potential targeted businesses*
- *Build strategic partnerships and alliances with the community*

**Evaluations and Outcomes*

- *Will be decided by each committee.*
- *Each committee will report back to the PAL Board as measurable outcomes are implemented or completed*

Committee Goals (from 2007 retreat)

- ❖ Increase credibility and visibility for youth of all ages through programming and marketing.
- ❖ Engage families
- ❖ Provide youth with up-to-date technology skills and link with Santa Monica tech corporations
- ❖ To accommodate expanding programming, address the staffing (Police, CCS, & Volunteers) needs in short and long term plans.

**Santa Monica Police Activities League (PAL)
Board of Directors 2008-2009**

Jean McNeil-Wyner, President

Santa Monica-UCLA Medical Center

"It is important that we educate them and provide the services they need to become caring adults who will, in turn, provide services for future generations."

Kathy Irby, President Elect

First Private Bank & Trust

"PAL provides the environment for youth of this community to better their lives."

Debbie Anderson, Vice-President, Programs

Santa Monica Police Department

"I strive to keep youth on positive path and out of the criminal justice system."

Charlie Yen, Vice-President, Finance

Santa Monica City College

"The world changes for the better as we nurture and prepare the children of today"

Jeff Klocke, Vice –President, Marketing

Pacific Park

"PAL provides the environment of support for youth and I am happy to be a part of it."

Donna Gentry, Secretary

Gentry Events

"Connecting and supporting youth as they grow into responsible teens and adults is imperative. Youth will know that adults do care and want them to achieve their dreams."

Jim Parr, Jr., Chief Financial Officer

Business Owner

"It is important for youth to have a place where they can grow and learn to give back to their community."

Helen Albright

Retired Santa Monica Police Department

"I've been a part of PAL since its beginning in 1989, and referred to as PAL's Godmother -- not as in fairy. I happily accept the designation."

Thorin Allen

Santa Monica Video

"Being involved with PAL has been a very rewarding way to give back to my community though the positive impact that PAL provides."

Kim Baker

Santa Monica Convention & Visitors Bureau

"PAL's nurtures the creativity and enhances the knowledge of youth."

Judi Barker

Barker Hangar/Santa Monica Air Center

"PAL is a resource of the Santa Monica Community."

Neil Carrey

Santa Monica Resident

"I know the importance of helping youth, especially those who are economically disadvantaged and do not have the advantages that my children had."

Mike Cortrite

Retired Santa Monica Police Department

"I am a firm believer that focusing police resources on kids (with programs such as PAL) is the MOST effective way to reduce crime."

Peter Epstein

Business Owner

"During my association with PAL, I have employed PAL kids and find working and training them at the PAL Fitness Gym gratifying for both parties."

Marolyn Freedman

Santa Monica Malibu School District

"Knowledge is power and PAL helps to instill that power in our youth."

Sergeant Steve Heineman

Santa Monica Police Department

"I feel connected to youth and their energy, potential, and fact that the way we collectively help (parents and community) to development them today will determine our future tomorrow."

Chief Jim Hone

Santa Monica Fire Department

"Youth are great assets of this community."

Iao Katagiri

RAND

"To encourage youth to give back inspires them to become productive citizens."

Fabian Lewkowicz

Press & Media Photographer

"Youth love to come to PAL, their expressions of happiness prove it."

Lieutenant Calisse Lindsey

Santa Monica Police Department

"Helping youth to set goals and instill morals and ethics is valuable."

Rosalind Napoli

Consultant

"Kids are uplifting, full of energy and creative in their thinking."

Joe Palazzolo

Business Owner

"Kids should be able to feel comfortable, safe, and be heard."

Sheldon Saltman

Business Owner

"Keep children in sports and they stay out of the courts. But it's more than that we are stimulating young minds and helping to make good citizens."

Laurel Schmidt

Santa Monica Malibu School District

"I support the PAL program as it helps keep young minds occupied and focused."

Captain Wendall Shirley

Santa Monica Police Department

"PAL fosters the bond between Police officers and youth."

Heidi Solz

Santa Monica Resident

"I understand the challenges facing our kids at PAL and want to help the most vulnerable of our community's children succeed."

Lieutenant Doug Theus

Santa Monica Police Department

"PAL is a safe environment for youth."

Peter Thorson

Standard Parking

"Youth are joy to be around, they actually teach us as we teach them."

Mark Van Cooney

Sheraton Delfina

"I enjoy giving back to this community through PAL."

Andrew Vaidivia

White & Company Insurance

"I support PAL and the positive influences on youth in this community."

Ashley Walkley

Santa Monica Place

"Youth are inspiring and most importantly, they are the future. PAL has given me a chance to reach out and spend time with an amazing group of kids."

