



LET THE GAMES BEGIN

During February's mid-winter school recess, it was business as usual at PAL as the Byrne Center in Queens hosted two legendary PAL performance experiences for children—**Tournament of Champions** and **Tell It Like It Is**.

Tournament of Champions gives kids an opportunity to compete and excel in nontraditional games. There's word scramble, spelling bees, Math Bowl and more physical contests—ping pong, double dutch, Fitness Challenge.

Year after year, children, normally quiet and withdrawn, literally blossom during this competition—eagerly stepping up to its challenges. Regardless of whether they win, lose or draw, **each one who participates is a champion in the truest sense.**

PAL's public speaking contest, **Tell It Like It Is**, presents 1st-8th graders with a different set of skills—reading, memorization, pronunciation, stage presence—all provoking lots of applause. This year's contest featured the poems of Shel Silverstein—*The Babysitter*, *Oh What A Day*, *The Homework Machine* and *Spaghetti*.

Most kids were reciting for the first-time—they were well prepared, nervous but ready. Some stood straight and still and others were totally animated during their recitation. All were relieved and happy when they finished and literally ran to their seats and returned to being themselves!

The real value of these contests lies in the experience itself—all the mental and physical work and preparation that culminates in a public performance. These contests instill a sense of **individual excellence and self-worth** in children that will make the rest of their lives better.

PAL EVENTS

JUNE 16

Super Star Dinner

SEPTEMBER 30

Building New York's Future Luncheon

OCTOBER 28

Women of the Year Luncheon

STATE OF THE AGENCY

PAL's 2010 State of the Agency Day was held on February 23rd at the Harlem Center. This annual event provides Board Members, Staff, NYPD and Funder updates on the agency's progress and plans for the future. This year's theme—"Honoring the Past, Embracing the Future"—remembered our founder, encapsulated the progress of the last three years and summarized major goals through our Centennial in 2014.

John Osborn, Board President, set the tone by speaking passionately about PAL. **"Standing in a PAL Center always humbles me.** This is such an incredible organization and the work you do every day with kids is truly meaningful. You bring smiles and laughter to faces and lives that have little of either."

As a way of honoring the past, John Key Woods, son of Police Commissioner Arthur Woods who founded PAL in 1914, made the long trek from his home in Maine to donate family documents and mementos to PAL and placed them in the care of Elinor King, PAL Archivist. Ms. King described the work she is doing to preserve PAL's history in the new Archives Unit at Headquarters.

A Distinguished Service Award for staff excellence and service was presented to Julio Tapia for 38 years as a Recreational Specialist with 150 games in his head.

Executive Director Felix Urrutia discussed this as **"the day PAL arrives at its most desired service platform—a reinvigorated agency returning to its original status as the most recognized and far reaching youth agency in this town."** PAL is "leaner and more nimble" after a three-year period of restructuring and consolidation that resulted in a 46% reduction in staff with a 12% increase in youth served.

Mr. Urrutia is passionate about all things PAL, but is especially committed to returning to our law enforcement roots. He has worked tirelessly to deepen the **partnership with the NYPD**

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GRATITUDE OF A GRANDMOTHER

When she was 15, Myra was referred to PAL's Youth Link program by a probation officer for a robbery charge. She spent a full year at PAL in workshops, counseling and group activities with other teenagers in similar circumstances. Myra lived with her grandmother because her mom had a drug problem and spent most of her time on the streets.

This young woman is now 18, attending college and looking forward to a good life and a bright future. Not long ago, Myra's grandmother called Rosie Powell, Youth Link Counselor at the New South Bronx Center, to say: "I was so nervous back then. I just knew I was going to lose my granddaughter to the streets, just like I lost my daughter. That did not happen because PAL was there for her—helping her all the way. I am eternally grateful to PAL."



Executive Director Felix A. Urrutia Jr. addresses State of the Agency Day audience.



Julio Tapia at work at the Duncan Center.

WINNER OF PAL'S DISTINGUISHED SERVICE AWARD



For 38 years Julio Tapia has been “the man on the front lines” in the gymnasiums of PAL’s Webster, New South Bronx and Duncan Centers. **His skills as a recreation specialist have earned him the respect and adoration of thousands of PAL kids whose lives he has changed for the better.**

Mr. Tapia is a PAL kid himself who attended the Webster Center from the age of 12. His favorite staff person was the recreation specialist. Julio followed this man around and, one day in his absence, the Center Director asked him to manage the gym. Julio jumped at this opportunity and has worked in PAL gymnasiums ever since.

There are 150 games in Mr. Tapia’s head from soccer to jumping jacks. Many of them have been adopted by PAL in its recreation manual. His favorite age for teaching is 9 years olds—“these kids are eager to do new things and have a positive attitude.”

Mr. Tapia gets frequent visits from police officers, bus drivers, corrections officers and doctors who stay in touch though they are long gone from his PAL gymnasium. These adults are examples of his belief that **“PAL is the greatest place to work. We keep kids off the streets, out of trouble, and give them a place to learn.”**

During the State of the Agency, Mr. Tapia was honored with an engraved silver bowl sentimentally inscribed: “PAL Distinguished Service Award, 2010, to Julio Tapia for 38 years of dedicated service to the children of New York City.” To see Mr. Tapia in a gym with a whistle and a basketball surrounded by eager kids is to know a master at his craft.

EMPLOYEES EARN COLLEGE CERTIFICATES

Three PAL employees have reached an important milestone in their professional development. Marie Rodriguez, Gus Cruz and Esther Rojas completed the Department of Youth and Community Development’s 2007-2009 Scholar Studies Program at Lehman College. Their hard work earned them a two-year college certificate program in Youth Studies.

Executive Director Felix Urrutia congratulated the trio by saying “I commend Marie, Gus and Esther for making the sacrifice of studying part-time, working full-time and managing their family obligations in order to improve their capacity to serve PAL and grow professionally.”

PAL SMARTS CLASSES NOW ON STATEN ISLAND

Over the last three years, more than **2,400 children at 16 PAL Centers** have participated in PAL Smarts classes designed to improve academic achievement. Private funding from the Petrie Foundation, JP Morgan Chase and the New York Life Foundation supports these signature classes in 8 PAL Centers.

This year for the first time 350 Staten Island children are participating in PAL Smarts classes that are **fun and engaging and reinforce school lessons and academic achievement.**

The PAL Smarts curriculum is part of the daily after school program. In Homework Help session, kids learn effective study habits, test taking skills and the importance of completing homework assignments. Educational enrichment classes look at literacy and math lessons using poetry, storytelling, word games, journal writing, computers, and internet research. Heavy emphasis is placed on teaching **character traits like commitment, integrity, patience, and determination.**

New York State Certified Teachers work with children and Resource Coordinators work with parents so they can better support their child’s academic achievement. All curriculums meet New York State Department of Education standards and cover what are called “academic competencies.”

Research proves that **after school programs are most effective when parents are involved regularly** with PAL Centers for family game nights, monthly birthday celebrations, family fun days and workshops on timely topics such as Homework Assistance at Home and Developing Self-esteem in Your Child.

And here’s just one example of what a difference this PAL program makes: In 2008-2009, 97% of PAL Smarts kids who were in danger of being sent back a grade were instead promoted to the next grade.

MODELL’S COMMUNITY WEEKEND

Modell’s Sporting Goods stores throughout New York City offered a special deal to customers affiliated with PAL. During Modell’s Community Weekend, March 6-8, PAL customers received 10% off their purchase and **PAL received a 10% donation of the total purchase.**

Prior to the campaign, there was a media blitz with email blasts to PAL donors and flyers at PAL Centers urging staff and families to Go to Mo’s. Those who did walked away winners and PAL received a generous \$40,162. Thanks are owed to Mitchell Modell, a longstanding supporter and friend of PAL.

COOGAN’S 5K RACE

On a balmy first Sunday in March, 7,000 runners registered through the New York Road Runners Club sprinted through Washington Heights in the 12th Annual Coogan’s 5K Run.



Keeping pace were PAL’s own Rodney Fuller and John Lovrich. They serve as powerful role models of runners reaping the benefits of training and exercise. All children, ages 2-12, had a chance to run in a Kiddie Coogan’s Race.

PAL actively promoted this event. InSteppers worked with the Community Planning Committee and posted fliers and notices in schools, stores and subways in the neighborhood. On the morning of the race, PAL youth and staff showed up at 6am to cut fruit and bagels, man water stations and distribute t-shirts. Afterwards, the PAL Armory held a 5K party for hundreds of kids and parents with a tour of the Track and Field Club.

SUPERSTAR HONOREE

Businessman, Investment Banker, Fiscal Conservative, Author, Public Servant, Philanthropist—only begin to describe our Superstar honoree this year.



Peter G. Peterson was Secretary of Commerce under President Nixon, Co-Founder of Blackstone, Chairman & CEO of Bell and Howell, Chairman & CEO of Lehman Brothers, Chairman of the Committee on Foreign Relations and the list goes on.

Concerned with the fiscal health of our nation, individual opportunities for the greater good and entitlement to the American Dream, Pete has committed much of his net worth and founded the Peter G. Peterson Foundation. He shares our philosophy that every child deserves the chance to be the best they can be and applauds PAL's efforts to give every kid in this city the resources and guidance to realize their very own dream.

The son of a Greek immigrant, Pete knows of whence hespeaks. Like PAL, he wants to focus on the future by educating and empowering—in the hopes of recreating a hopeful and optimistic society.

Please help us honor this remarkable and engaging gentleman of exceptional distinction by joining us on June 16th at our premiere fundraiser of the year. You too can shape the minds of tomorrow through education and possibility.

Jami Landi

“WE GO HARD”—YOUTH FORUM

On April 6th, 100 teens from PAL's In-School Training and Employment Program gathered at Queens College for this event organized by the Youth Advisory Committee.

The purpose of Youth Forum was to “educate, motivate and raise awareness in teens about community and societal issues and make better futures for all teens.”

The day was filled with educational and interactive workshops led by peers and professionals on topics like media, health, financial literacy, education, drugs/abuse.



Waiting to speak with Fearon Wright.

In one such workshop, Branch Manager Kader Ma of Capital One Bank in Flushing dialogued with teens about financial literacy. He focused on personal credit matters—credit histories, credit reports, the pros and cons of using credit, credit counseling and fraud.

In the afternoon, teens walked thru the Career Fair and talked with representatives from CUNY, Disc Jockey School, US Air Force, and Fairleigh Dickinson University. There were two FDNY firemen from Queens who were passionate about their work and actively recruiting. DeVry held a separate workshop with videos, handouts and discussions about the advantages of its 3 year degree program.

The Motivational Speaker for the Youth Forum was Fearon Wright, NCAA All-American and pro football player, who grew up in Jamaica, New York and New Jersey. Mr. Wright made a definite impression. “Without my education, I would not have achieved anything in my life.” He counseled teens to “Learn to enjoy the classroom and have passion for what you want to do.” Contrary to popular opinion, Mr. Wright believes “You are the only one that stops you from doing what you want to do.”

NEW HOME FOR STATEN ISLAND PAL

On February 16, 2010, more than 100 guests celebrated the opening of the Staten Island PAL Headquarters on the church grounds of St. Mary of the Assumption. This Port Richmond facility houses children, programs and staff now all together in one place for the first time.

After important messages from local leaders, PAL adults and kids were entertained by three clowns from the Ringling Bros. and Barnum & Bailey Circus. The gymnasium resounded with skits and lots of laughter as the clowns juggled scarves and balls, balanced feathers and twirled plates. The audience got free lessons in facial expressions for clowning which delighted them all.

This good news about Staten Island PAL's new home was spread around the borough by NY1 News and *The Staten Island Advance*.

PAL BOARD PROFILE

James W. Covington



As Capital One Bank's Market President in Manhattan and Executive Vice President and Manager of Private Banking, James Covington oversees the private banking operations and commercial deposit strategy of Capital One's nationwide system. As the pre-eminent Capital One Bank executive in Manhattan, Mr. Covington manages the resources of the Bank including philanthropy, volunteerism and community banking.

Today, Capital One Bank is one of the 10 largest banks in the U.S., based on deposits, and the 4th largest retail depository institution in metro New York.

Honored by the American Banker as one of the top up-and-coming bankers in the country, James has more than 20 years of banking and management experience. Prior to joining Capital One Bank in 2008, he spent 14 years in successive leadership roles at Barnett Banks of Florida and Am South, a regional bank in six southeastern states.

Joining PAL's Board in 2009, Mr. Covington was immediately asked and agreed to serve as Chairman of the Finance Committee. He improved banking relationships around the city. His fiscal and managerial expertise helped Board and Staff devise strategies and workable budgets leading to a sound and secure financial future for PAL.

Last but not least, Mr. Covington made possible a Capital One Bank grant of \$250,000 for PAL's In-School Training and Employment Program for 250 teenagers and a major volunteer initiative involving employees of Capital One Bank.

STATE OF THE AGENCY

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from the cop on the street to the cop at the helm. Throughout the five boroughs, NYPD officials and PAL staff are planning and working together to reach more kids in challenging New York City neighborhoods. And with Police Commissioner Ray Kelly's service as Honorary President of PAL, the possibilities are endless.

PAL's Mission and Vision Statements (see back page) have been revised to reflect this new state of affairs.

In the State of the Agency afternoon, staff members conducted workshops in their fields of expertise—*Understanding Juvenile Justice, PAL After School, Working with a Diverse Teen Population, Field Operations: PAL's Presence in NYC, Interviewing Skills, Impress Your Elected Officials, Training and Volunteers, and What's So Magical About Envelopes?*

FIRST GIRLSPORT DAY

Getting girls active through exercise and fitness were the themes of GirlSport Day on March 19th at PAL's fulltime Centers.

Unlike boys, most girls ages 6-13 do not engage in daily physical activity. However, on GirlsSport Day they learned that **girls who do participate in sports have higher levels of self-esteem and are more likely to graduate from high school.** Girls who exercise are less likely to use drugs and more likely to have **positive body images.**

With these benefits in mind, 28 girls at the Duncan Center dug in for an hour of warm-up stretches, a jog around the gym, five team activities and a cool down period—actually another jog! The activities included a bean bag drop, jump rope, jumping jacks, broad jumps, sit ups and a balance beam. Girls did one minute of each activity—sit ups being the most strenuous exercise. PAL staff and In-Steppers recorded their performances.



All together for Jumping Jacks on GirlSport Day.

A total of 301 girls turned out for the first PAL GirlSport Day. They jumped rope 18,409 times, completed 18,725 jumping jacks and 8,830 sit-ups and walked 4,515 feet across balance beams. They truly earned a PAL FIT t-shirt and a certificate that reads, "I'm active. I'm healthy. I'm a girl."

PAL WIRELESS PROGRAM POWERED BY CAMPAIGN TEL

Here's a brand new way to support our kids. Join PAL's **Wireless Program with no additional monthly costs!** PAL has teamed with Campaign Tel, a Sprint Authorized Representative, to create this new way to support PAL.



Here's how it works:

- Campaign Tel will pay PAL \$80 if you purchase a new line of service from Sprint through this program.
- CampaignTel will pay PAL \$30 if, as a Sprint customer, you are fully eligible for an upgrade and upgrade your cell phone through this program. To qualify, you must also sign a new two-year agreement with Sprint.

You can keep your old wireless number. However, if you have a contract with your current carrier, you are required to honor its terms or you will be charged the specified termination fee.

This offer is only available by calling our toll free number, (800) 251-7804. This offer is not available at sprint.com or any Sprint, retail or authorized representative location. So call 1-800-251-7804 and tell the operator you are a PAL supporter who wants to take advantage of this Wireless Program.

RECREATION SPECIALIST CERTIFICATION CLASSES

In 2009 PAL formalized its long history of training recreation specialists by creating an **internal Recreation Specialist Training class.** 14 PAL employees were accepted as students in the first class taught by seasoned PAL employees who are experienced trainers.

The goal is to understand **basic leadership concepts, skills, and the foundations of recreation facilitation.** Students learned to organize recreation activities like adventure learning and organized games. They participate in games and group management discussions stimulated by articles on programming trends and youth development.

Classes began in November, 2009 and ended in March. Plans are underway to expand and repeat this certification training in the fall of 2010.

MISSION The Police Athletic League, together with the NYPD and the law enforcement community, supports and inspires New York City youth to realize their full individual potential as productive members of society.

VISION All children in New York City will have a fun place to play, learn and grow, nurtured by a special relationship with youth development professionals and police officers.

Before kids can go places, they need a place to go.



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