



The PALetter

PAL Donors Quarterly, Volume 10, Issue 1

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The home of the first Time Warner Cable Technology Center, PAL's Harlem Center is now fully equipped with state-of-the-art computers, software, Time Warner Cable high speed Internet service, flat screen high def televisions, high def cable service including DVR and digital cameras—all underwritten by Time Warner.

This Technology Center gives PAL children access to computers and broadband technology, thereby improving their computer literacy. This Center will bridge the digital divide for children and allow for easy access to specialized e-learning programs. Time Warner Cable employees will volunteer, enhancing the impact of the Center.

Jeffrey Hirsch, Time Warner Cable Regional President, believes “the success of the Center depends on connecting with a community partner who can develop educational programs that maximize the Center's potential. PAL is our first partner but, in fact, we have collaborated on educational programs for 15 years.”

PAL Executive Director, Felix A. Urrutia Jr., said, “PAL is thrilled to partner with Time Warner Cable as the first site for a Technology Center that will benefit the young people of Harlem.” The two dozen PAL children attending the opening were all smiles and anxious to actually “get to work” inside the Technology Center and learn about the world through the Internet.



John Osborn, PAL Board President, enjoys Holiday Party Elmo-mania.

HAPPY HOLIDAYS

“This is my favorite day of the year because it is all about you,” said John Osborn, President of PAL, as he addressed 700 excited children attending PAL's Citywide Holiday Party at the Harlem Armory on December 12th.

PAL Board Members and local celebrities welcomed the kids and stayed to join in the celebration. Elmo of the Sesame Street Muppets talked with individual kids and posed for hundreds of treasured photos. Volunteers from Chartis worked diligently along side PAL staff to make this event a success.

PAL children had a grand time with games, gifts, face painting, box lunches, conversations with Santa Claus, and Santa goody bags. The children's arts and crafts made specially for this day were displayed—gingerbread houses, wreaths, cardboard fireplaces, and Styrofoam stockings with names.

For 22 years, John and Margo Catsimatidis have hosted the Citywide Holiday Party. Without fail, they come early, stay late and do everything from invitations and decorations to snacks and Santa hats.

We are indebted to them for funding and hosting this magical day. The smiles and laughs of 700 kids are a way of saying *thank you* too!

PAL EVENTS

April 14

Legal Luncheon

June 16

Super Star Dinner

TEENS & COPS FIND COMMON GROUND



On a cold December night, a group of Youth Link teens from PAL's Juvenile Justice Program came to the South Bronx Center for their weekly group workshop. This turned out to be completely different from any they had experienced before.

Sitting in a large circle between each Youth Link teen was a uniformed New York City Police Officer. This was especially uncomfortable for many of the youth because these teens have all been in trouble with the law. In fact, all Youth Link teens, ages 13-16, have been convicted of crimes and are on probation. Many harbor strong negative feelings towards police officers. You could feel the tension in the air.

Then something wonderful began to happen. **As the evening progressed with role playing activities and conversation, the teens and officers started to smile, laugh and let their guard down.** This was the time to raise hard questions and real issues.

The teens wanted to know why "police officers bother kids so much. As the officers shared their life stories, the teens saw began to see them in a different light.

Rahim, age 16, was surprised: "At first, I didn't even want to be next to the officers because of my history with the police, but then I began to see that they were just people too, and I got a new sense of trust for the NYPD." Richmond, age 15, added: **"After giving them a chance, they really changed my mind. I learned that some cops come from the same challenging backgrounds as us and they really do care about us!"**

This evening was such a success that future workshops have already been scheduled. Youth Link teens may have started the evening with suspicious scowls on their faces, but later they were spotted having animated conversations with police officers, asking them to return. It was a great night for coming together and finding common ground!

YOUNG PAL ARTISTS

The November 19th exhibition "PEOPLE" at the Affirmation Arts Gallery on Manhattan's West Side was not your typical art show. Guests were greeted with striking paintings by artist Hector Neuman, wine and cheese, and an entire wall dedicated to the work of Young PAL Artists.

In everyday life, these artists are kids from the Holiday Camp at the Duncan Center. They were selected to spend Veterans Day at the Gallery creating their own masterpieces, learning and drawing alongside gallery staff and artists.

Before the main exhibit, our young artists made a second trip to the Gallery to see their work showcased with name credits and showoff their talents to their parents. The pizza was a big attraction too!



CY VANCE ADDRESSES PAL BUSINESS LUNCHEON

On November 3, 2009, Cyrus R. Vance, Jr. was elected Manhattan District Attorney. Nine days later he addressed 100 businessmen and women at PAL's Business Luncheon hosted by Mutual of America.

The brainchild of John Catsimatidis and Mark Simone—the Business Luncheons, started in 2007, bring business people together with public officials for discussions on economic and social issues and pep talks about PAL.

Cy Vance joins a long list of speakers that reads like a New York Who's Who—Robert Morgenthau, Rudy Giuliani, Ray Kelly, Andrew Cuomo, Charles Schumer, Michael Bloomberg, David Patterson, Peter King and Kirsten Gillibrand, among others.

With his election, Mr. Vance replaces the legendary Robert M. Morgenthau, Manhattan District Attorney for 35 years. Mr. Vance acknowledged his indebtedness. "It is my honor to be heading the finest prosecutor's office in the country. I will maintain the dignity, fairness and respect that Mr. Morgenthau brought to this office for so many years. **His standard was the do the right thing in every case—this will be my standard too.**"

The newest member of PAL's Board, Mr. Vance is proud to say he is "familiar with PAL and its extraordinary commitment to kids." In fact, he is excited about working with PAL's "model crime prevention programs that actually work for young people."



A PAL IN YOUR NEIGHBORHOOD...

is an apt description of the 23 **MOBILE TEEN CENTERS** that now exist in neighborhoods like Corona, Castle Hill, Flatbush and East New York. Over 1,700 teens use the centers as safe havens in the evenings where they play basketball, socialize and build positive relations with their peers.

PAL's underlying goal is to prevent negative behaviors and crime victimization in high crime areas. Another goal is to create lasting partnerships with reputable organizations such as schools and faith based institutions. These partnerships are community approaches toward positive services for teens. As Father Rick Boehler, St. Peter and Paul Church, Williamsburg, says, "These gathering places enable young people to do constructive things with their time."

Three to five nights a week teens are in the gym, shooting baskets, sometimes competitively, playing volleyball or engaged in small group discussions.

More often than not, there are adult mentors from the NYPD and the National Guard conducting crime prevention workshops. Last year, PAL teens took part in almost 4,000 hours of workshops. There are evening rap sessions on topics like street smart, conflict resolution, drug prevention, and bullying with social recreation time built in.

Richard Morales directs the Mobile Center at IS 313 in the Bronx. He exudes energy and compassion for teens. "Kids are turned off by old-fashioned academics so we give them lots of recreation and street smart workshops. These kids have a huge need and really appreciate a safe place to go."

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THE DEVELOPMENT DIRECTOR'S REPORT

WHAT A YEAR!

To all who helped us weather 2009's financial storm, we send our earnest and heartfelt gratitude. When the prospects and horizons for success were the dimmest, you, our dear donors, remained steadfast and inspirational—helping *us* remain confident and optimistic.



As PAL embraces a new decade, we are prepared and ready to face the challenges ahead. Board committees, a restructured fundraising team, reinvigorated programs matched by seamless staff plus a top-notch accounting department—all are in place. PAL continues to be new, to be better, to grow in leaps and bounds and to be healthier and sounder than ever before.

While the future is unpredictable—we can hope for at least a steady climb out of the recession. One thing is certain—**PAL is an asset to every New York City community and imperative to the well being and growth of our children. PAL is essential—it is indispensable.**

And so, we thank you again and hope that every individual who has the means and inclination to give in 2010 remembers PAL. And please don't forget the opportunities that exist through planned giving such as bequests, wills, charitable gift annuities and charitable remainder trusts. For our boys and girls, the future is now.

Jami Landi

BICYCLE RIDE BENEFITS PAL

A young man who worked at the Blue Ribbon Market in Queens, Andy Ross Morgan, was tragically killed in 2005 in a truck collision with his bicycle. Andy enjoyed drawing, photography, and his guitar but his greatest passion was cycling.

To memorialize his death each year, family and friends participate in a bicycle ride to the corner of Elizabeth and Houston Streets in Manhattan where an African cherry blossom commemorates the spot of Andy's tragic death.

This year the Morgan Family raised \$2,000 in Andy's honor and donated it to our Edward Byrne center in Queens. Andy was not a PAL kid...but his employer and friends have ties to the Byrne Center. They believe Andy would be happy and honored to be recognized through PAL.

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Several teens reinforced Mr. Morales point of view. Juan, age 17, said "PAL is so well organized. Great people work here and they know our names! I want to stay off the streets and out of trouble and that's why I'm here. At PAL we have good options."

PAL EMPLOYEE PROMOTIONS

Several important management jobs at PAL were filled in January by internal promotions of PAL employees. Felix A. Urrutia Jr., Executive Director, was pleased that "PAL has very talented and experienced staff candidates who came fully prepared and motivated, so there was no need for an outside search."

Marcel Brathwaite, now Director of Full-Time Centers, joined PAL in 2004 as a Program Coordinator, then Youth Employment Representative, Center Director and, most recently, Queens Borough Director. In his new position, Mr. Brathwaite will oversee 16 Centers.

Kobla Moats, the most tenured, started in 2000 and now fills the position of Harlem Center Director. Mr. Moats began as a Sports Coordinator, progressed to a New Beginnings Counselor, Program Coordinator and then Wynn Center Director.

Kathryn Wright came to PAL in 2001 as a Family Development Worker. She was promoted to Counseling Coordinator and Duncan Center Director and is now Queens Borough Director.

These three individuals are great examples of the richness and diversity of the staff and the excellent work performed by PAL employees.

As Marcel Brathwaite says, "To work at PAL is to be challenged, excited, consumed then fulfilled as you see the fruits of your labors in the kids you reach."

One grateful PAL kid had this to say about Kathryn Wright, his Duncan Center Director: "Kathryn made it her business to get involved with kids' lives. A mentor and a friend, she gave me my first job and taught me what it is to work hard."

Internal promotions speak well to the quality of this agency. It's great to know that PAL staff members do their own learning and growing right along side PAL kids.

PAL BOARD PROFILE

Thomas Mottola



Thomas D. Mottola is one of the most influential executives in the worldwide music and entertainment business.

Serving as Chairman and CEO of Sony Music Entertainment, he transformed the company into a global enterprise in 60 countries. Sony became the first music company to make commercial digital downloads available. Mr. Mottola created successful new business models like the world's largest rock merchandising company, Sony Signatures, and amphitheaters in a co-venture with Pace Concerts.

Mr. Mottola is best known for his incredible eye and ear for musical talent. He signed, developed and nurtured the careers of Celine Dion, Mariah Carey, Beyonce, Jennifer Lopez, Shakira, Dixie Chicks, Marc Anthony, Barbra Streisand, Bruce Springsteen, Billy Joel, and Harry Connick, Jr. He is credited with the crossover success of Latin superstars such as Gloria Estefan, Julio Iglesias and Ricky Martin.

Now Mr. Mottola works with his own Mottola Company, a multi-media and communications organization whose portfolio includes recorded music and intellectual properties in the areas of music publishing and television production. He continues to nurture the careers of stars like Usher, Marc Anthony, Lindsay Lohan, Mika and Thalia.

Mr. Mottola has been a generous member of the Board of Directors of PAL since 1991.

2009 FUNDER FORUM

Corporate, Foundation and Government supporters gathered in the early morning on December 2, 2009 at the Bank of America Conference Center in midtown.

Executive Director, Felix A. Urrutia Jr. opened the Forum with an overview of the 95 year history of PAL. "Today, we are a deeply embedded and highly-regarded City institution. Our reinvented partnership with the NYPD inspires kids in their struggles to become productive members of society."

Mr. Urrutia highlighted *PAL 2010*, a Strategic Plan that has driven the work of the agency since 2006. As a consequence, PAL now offers Signature programs with clearly define metrics which allow rigorous evaluation—much to the delight of Funders.

Finally, Mr. Urrutia spoke of PAL's journey to its Centennial in 2014. Its strategic plan, *PAL 2014*, contains 86 ambitious goals like serving more than 100,000 children; raising an endowment of \$12 million; and engaging the NYPD in every PAL center and program.

Funders learned about citywide initiatives from Rodney Fuller, Director of Citywide Operations. New Signature Programs about to be launched are—PAL TECH and PAL REC—as well as PAL CLUBS—Junior Police, Adventure Learning and Track & Field.

Karen Trank, Director of PAL's Grants, Research & Evaluation Unit, described the Unit's focus on measuring outcomes, training Center Staff to use TraxSolutions and monitoring compliance. In 2010, the unit will look for discretionary funds from local and state government officials.

The Forum finale was a moving new film with PAL kids expressing their feelings. THANK YOU for challenging me. THANK YOU for teaching me teamwork. THANK YOU for helping me with homework. THANK YOU for seeing my potential. THANK YOU for keeping us safe. THANK YOU for making me think. THANK YOU for snacks!



Funders Chris Parks, New York Life Foundation, Suzanne Giuliani, Time Warner Cable and Carol Van Atten, Charles Hayden Foundation.



**WE WISH YOU A HAPPY 2010!
PAL CHILDREN AND STAFF**

GIVE ON LINE TODAY AT WWW.PALNYC.ORG.

MISSION Applying early learning and youth development strategies with an emphasis on prevention and intervention programs, PAL inspires and supports New York City youth challenged by the highest risk factors to overcome obstacles and realize their full individual potential as productive members of society.

VISION In partnership with the New York City Police Department and the District Attorney of New York, PAL will continue to be New York City's most recognized and far-reaching youth agency. While PAL is a private non-profit corporation, its civilian workforce will facilitate more positive interactions between police officers, kids and their families than any other youth agency in the country. With law enforcement and youth development professionals working together to help kids, PAL will reach across neighborhood, educational, cultural and socio-economic lines to form lasting and transformational relationships.

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

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