



San Mateo Police Activities League Year in Review 2015-2016



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TABLE OF CONTENTS

From the Board Chair.....3
Carol Conroy

Historical Overview4

From the Executive Director.....5
Sgt. Jen Maravillas

20th Anniversary.....6

Grantors.....7

Programs.....8

G.R.E.A.T.....9

Junior Giants.....10

Run Club.....11

PAL's Identity.....12

Financial Overview.....13

Annual Events.....14

Donate Now.....15

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In Memoriam of Marie Whitehill

*Uniquely enthusiastic, warm and engaging.
Practical, hardworking and determined. Distinctively artful.
Strong, Generous, Loving.
A bright light to celebrate forever.*

December 12, 1938 - January 12, 2016

Dear PAL Supporters and Community Citizens,

Oh, what a year it's been! I can't begin to describe the positive changes that PAL has made within its basic infrastructure, surpassing all goals of serving our local youth... fulfilling our mission of "Building the Bond Between Cops and Kids"... keeping our kids safe and community safer! In 2017, San Mateo PAL will be celebrating its 20-year Anniversary, and you are definitely invited to come along for the ride!

To You – PAL's donors, sponsors, board members, volunteers, family members of a child that PAL has served, members of local law enforcement families that have assisted in our program execution – All of you are extremely important to us and serve as the backbone of our mission and programming to local youth. We can't thank you enough for your support.

Along with our law enforcement officers I have personally seen changes in our PAL kids' demeanor, attitude and behavior. Our programs reach out to those youth in need, those who may be at risk, those who are vulnerable and those who are experiencing the pressures of adolescence – in other words, every child! PAL becomes a friend, mentor, ally and advocate – a hero to the rescue in a volatile situation, or just someone they can trust and lean on when needed. One child at a time, PAL is improving the landscape that our youth experiences every day – they become strong, find their inner voice, realize consequences of negative behavior and attitude and learn skills on how to cope and flourish. It is so gratifying to be part of the PAL organization!

Within these pages you will learn about our recent accomplishments, where your funds are directed, more about our programs and review some stories of our children's life-changing experiences through their involvement with PAL.

As of January 4, 2016 there's a "new sheriff in town", PAL Executive Director Sgt. Jen Maravillas, a 10-year SMPD veteran, who can't wait to take PAL to an even greater level of success. I hope the enthusiasm and passion my fellow board members and I have for PAL, touches you, and makes you want to continue your support. With your sustaining contributions our future is bright, providing hope and help for hundreds of local youth and their families.

We're changing lives, one child at a time. If you haven't already, come join us and stay awhile!

Warmest regards,



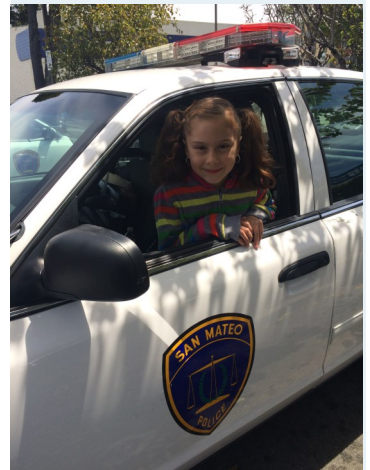
Carol



CAROL CONROY

BOARD CHAIR

Retired,
San Mateo Postmaster



Our Mission

Since 1997, San Mateo PAL has provided recreational, educational, and leisure activities at little or no cost to thousands of San Mateo youth. Supported by a volunteer Board of Directors and staff consisting of Police Officers, Parks and Recreation Staff, and City Employees, the San Mateo Police Activities League is building a stronger and safer community through kids — *our most valuable asset.*

San Mateo Police Activities League Historical Overview

The San Mateo Police Activities League (SMPAL) was established in 1997 as a collaboration between the San Mateo Police Department and the San Mateo Parks & Recreation Department to reduce juvenile delinquency and develop our youth. The mission of San Mateo PAL is to build a bond between cops and kids focusing our efforts on our at-risk youth and families. In collaboration with our community supporters and partners, we strive to create a safe society while promoting the physical, social, and mental development of our youth. To achieve this mission, San Mateo PAL provides high quality developmental, recreational, and educational activities to the youth of San Mateo and surrounding communities at little or no cost for our youth who otherwise might not have these opportunities. Membership itself is free! San Mateo PAL utilizes police officers and recreational



leaders as coaches, teachers, and mentors to thousands of youth, families, and the community. San Mateo PAL believes that by fostering positive interactions and developing lasting relationships between police officers and youth, we are developing better citizens for the future. PAL is a non-profit organization supported by a dedicated Board of Directors comprised of many corporate and community leaders whose fundraising efforts and other support ensure that our youth will be provided a strong foundation for their future.



Officers chaperoning a backpacking trip to Cone Lake

“Building the Bond Between Cops & Kids” Since 1997

20th Anniversary on the Horizon

Over the last few years, SMPAL has grown from a small, but mighty organization, to a strong, comprehensive non-profit, offering a variety of activities and programs to the PAL membership. In 2013, PAL's membership was at about 125 youth. Today, it tops 1,400! In 2013, PAL activities ran about 40, now 90+ are offered. Staff has grown from (3) full-time and several part-timers, to (4) full-time, (2) part-time administrative staff, and several more part-time program staff. The number of officers who volunteer their time and energy for PAL activities and trips, so important to PAL's mission, have also increased. Fundraising has also increased, due to the generosity of our donors, allowing SMPAL to be able to recruit and service PAL's additional membership, hire more staff, and expand our programs, especially those with an educational development and health focus.

In 2014, PAL and Youth Services at SMPD were combined. This meant that oversight of the School Resource Officers (SRO's), who teach PAL's G.R.E.A.T. Program, as well as the Juvenile Detective, who oversees PAL's Diversion Program, fell under the purview of PAL's Executive Director. Today, we call this combination the Youth Services Division (YSD). With the addition of the SRO's and the Juvenile Detective, PAL is now able to reach youth in a way we weren't able to before, and these officers are able to identify youth who may need a helping hand at home, have special needs regarding family life, attitude, behavior, abuse, bullying, and/or negative peer influence. By reaching out to these youth, PAL is able to afford them the opportunity to feel safer and redirect their focus to school, home and community in a positive way.

19 years ago, our founders got together with a dream and a vision of creating a way to break down barriers with our community and provide outreach and programming to build the bonds between cops and kids. In 2017, San Mateo PAL will be celebrating our 20th Anniversary! As I reflect on where we started and where I know we will be in 2017, four words come to mind: legitimacy, legacy, achievement, and gratitude. PAL has impacted so many lives and our relationship with the community has never been better. Your "investments" have made a difference. At the 20-year mark, we will all be able to look back, reflect and celebrate the many successes: programs launched, scholarships granted, life experiences created, trust and community relationships built.

You are a part of history! Stop, smile and take a breath. San Mateo PAL is no longer simply a "vision." We are the model for many other agencies and have one of the most robust, active and supported units of its type. Thank you! We can never say "thank you" enough times to all of you who have made our PAL program as strong as it is today. We simply could not be here without your generous support over the last 19 years.



I look forward to having a hand in taking this program to even higher levels and appreciate all of our donors, sponsors, volunteers, board members and staff more than words can describe. Thank you for your continued support as we head into our 20th year.

*Jen Maravillas*⁸³³

Sergeant Jen Maravillas
PAL Executive Director
San Mateo Police Activities



20th Anniversary

San Mateo PAL is going into its 20th year as a non-profit organization. They are celebrating this milestone year with a newly updated logo and more updates to come. Be on the look out for exciting changes during 2017.

Since 1997, San Mateo has been a 501(c)(3) non-profit organization overseen by the San Mateo Police and Parks & Recreation departments. PAL receives no government revenue for its programs and relies heavily on fundraising to support its efforts.



San Mateo PAL Is Proud To Announce We Will Be Celebrating Our 20th Anniversary in 2017!



We Are Excited To Reveal Our **New Logo** Celebrating This Commemorative Year. Keep An Eye Out For Additional Updates To Our Look!



A Message from San Mateo Police Chief, Susan Manheimer

As I look through this document, and reflect on where we've taken PAL over the years, I am filled with gratitude that you all have helped us expand our safety net for our youth and families.

It is only because of the many partnerships and dedicated supporters and donors that we have realized our vision this year of a comprehensive Youth Services Division, putting all of our resources and staff to work for each and every youth and family in San Mateo.

When our community is in trouble, they call 911, but when our cops come across a youth in need, they call our PAL! Whether responding to a family in crisis, a youth in trouble, or simply keeping our school campuses secure, we are there on the ground level with our youth, and thanks to PAL we have the best resources at our fingertips to ensure that we can be that safe haven, that friendly face, and that trusted guardian for our youth and families when they are in need.

With the steadfast investment our city and donors provide to PAL, we have become a model program with evidence-based programs providing an integrated continuum of prevention, intervention, and rehabilitation services.

Our anti-gang and bullying prevention program (GREAT) along with Diversion and our other programs, are keeping our kids out of the revolving door of the criminal justice system. These programs are working as you'll see on the following pages. It is only through your donations that we can continue to provide that path for our youth and help guide them towards a healthy and safe adulthood. All of this while building the bonds of trust with our officers and our community. Isn't this truly the most important investment we can make for ourselves and our future - protecting our most precious asset - our youth?!



Yours In Service,



GRANTORS

- Atkinson Foundation
- Franklin Templeton
- Gellert Foundation
- Kaiser Permanente Foundation. Thrive.
- Peninsula Healthcare District
- PG&E
- Olympic Club Foundation
- San Mateo Rotary Foundation
- SanDisk Foundation
- Sares Regis Education & Community Foundation
- Sokolov Foundation
- Wells Fargo

Community Partners

- American Medical Response
- Robert and Linnell Binn Family Foundation
- Boston Private Bank & Trust Company
- Broadway Grill
- Caminar
- Cotchett, Pitre & McCarthy, LLP
- County of San Mateo
- Crazy Car Promotions
- Embarcadero Capital Partners
- Essex Property Trust
- First National Bank
- Galligan, Thompson & Flocas, LLP
- Greg's Trucking Service
- James Caccia Plumbing
- JH Robbins Foundation
- Go Pro
- Mills-Peninsula Health Services
- O'Neill's Irish Pub
- Presidio Bank
- Prudhel Estates
- Putnam Automotive
- Orthodontics of San Mateo- Albert Landucci, DDS
- San Mateo Laser & Skin Center
- San Francisco Police Credit Union
- SC Properties
- Stewart Chevrolet
- TWA Assurance
- United American Bank
- Vault 164
- Vocker Kristofferson and Co.
- Westlake Realty Group
- Whole Foods San Mateo

PROGRAMS

PREVENTATIVE PROGRAMS

One of PAL's primary goals is to keep our kids safe from harm and make our community a safer place to live and work. PAL's preventative programs help kids avoid the revolving door of the Juvenile Justice System and step in during times of family crisis, working with families and keeping kids safe from harmful environment.

JUVENILE DIVERSION

Did you know that 70% of youth who enter the juvenile justice system, for even the most minor offense, will re-offend? Diversion offers an alternative to entering the system for minor offenders and youth with behavioral challenges. Youth are selected based on offense and willingness to participate. Run by the SMPD Juvenile Detective with Administrators and Case Workers, each child is given individual attention and a customized program to follow. All sign a 6 month contract and are required to do community service. Outside referrals are provided for the youth and their family. Monitoring of progress and attendance are required. PAL negotiates fees with outside resources and offers subsidy if no other means are available to pay. San Mateo is a model city for the Diversion Program and it's expected to go county-wide in 2016-2017. PAL has experienced a 96% success rate to date.

BULLYING—RESISTENCE/ PREVENTION

Part of the G.R.E.A.T. Program teaches kids how to resist being bullied, how not to become a bully, and consequences of decisions and actions.

RESCUE

Through our partnership with the police department, we recognize youth who may be in a harmful home environment, criminal or domestic abuse situation. PAL steps in with activities and guidance to fill the gap until stability can be established. That may mean, food, clothing, or even shelter.

EDUCATIONAL PROGRAMS

PAL has drastically expanded its Education Programs geared to three age groups: Elementary, Middle and High School. Workshops are either one-time only or for a series of weeks. Each session is a fun, learning experience. EVERY activity includes a brief, age appropriate discussion on life skills and values, many with police oversight.

HEALTH AND FITNESS

We provide nutrition, cooking classes, how to shop wisely, gym visits, childhood obesity prevention/ solutions...and more! Programs like Healthy Me! Look to engage the kids early and expose them to eating right and taking care of not only their bodies, but their mental health as well.

CAREER DEVELOPMENT

For our older kids, we want them to feel prepared for what's to come after high school. So we help them prep for college SAT's, get them in touch with financial assistance resources, teach them how to fill out a college, trade school or job application, and provide interview techniques.

BOOK CLUB

We assist 3rd Grade students referred by the schools with reading challenges and can provide one-on-one assistance. We also try and make reading fun, as many of our officers are "Celebrity Readers" at a number of the elementary schools.

FINANCIAL LITERACY

We try and teach our kids of all ages the importance of being fiscally responsible. So we've created activities centered around counting money, banking for kids, saving for college, managing a budget, and learning about student loans.

ACTIVITIES

The Fun Stuff! PAL activities represent opportunities for youth to interact with police officers in a casual, friendly, and safe atmosphere. We are able to provide numerous adventures and classes where our kids are able to interact with each other and experience something they may have never experienced before.

FIELD TRIPS

Fishing, Snow Play Day, Rock Climbing, Backpacking, trips to Nasa, Live Theater...we'll go anywhere and try anything (within reason that is)! You'd be amazed at how many kids have never been.



*"PAL is my second home" -Merlyn (age 14),
when asked why she participates in PAL activities.*

Gang Resistance Education and Training G.R.E.A.T.

G.R.E.A.T. is a national PAL program conducted in many schools throughout the country. It is a 13-week class offered at every public middle school in San Mateo. Our program is taught by certified San Mateo Police Department School Resource Officers (SROs). The course is geared towards 6th graders, 11 years of age. Role playing and discussions between students and the SRO help students create a voice of resistance to negative influences. Each student is asked to create a community project that “gives back” to their school, their community, and/or the environment. The project upon completion is then presented to the student body.

Studies have shown that children undergo major transitions as they move from the 5th to 6th grade. This transition allows for them to form new peer groups, which can make them more susceptible to gang recruitment, peer group pressure and bullying. Each year, 900+ students “graduate” from the G.R.E.A.T. Program.

G.R.E.A.T.'s Goals:

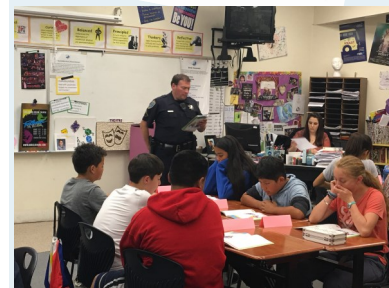
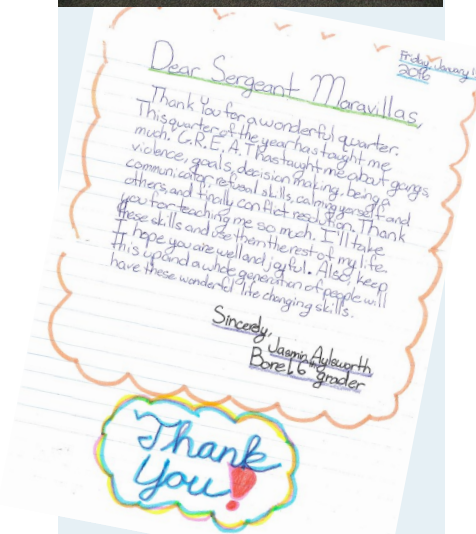
- ◆ Help students develop beliefs and practice behaviors to avoid destructive decisions
- ◆ Make a difference in the lives of children, providing the necessary skills to say “NO”
- ◆ Improved attitude toward law enforcement
- ◆ Improved decision making skills
- ◆ Decrease bullying and violence within the schools
- ◆ Mentorship between officer and student continues beyond the classroom and beyond “graduation”
- ◆ Expand to the G.R.E.A.T. Program to additional private schools and middle schools in Burlingame and Hillsborough
- ◆ Officers become mentors and positive role models, fulfilling PAL's mission of:

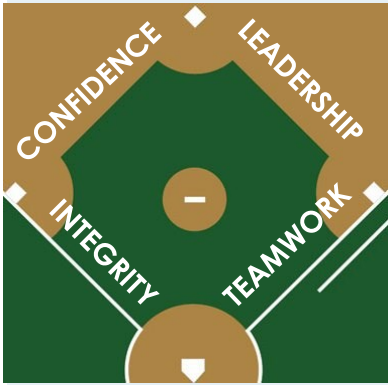
“Building the Bond Between Cops & Kids”

THANK YOU for the generous donations and grants we've received, which allow the G.R.E.A.T. Program to not only succeed, but thrive!

Thank you to our
School Resource
Officers who teach this
program in our San
Mateo Middle Schools
and help keep our
schools safe!

- Steve Bennett
- Lupe Mejia
- Mike Nguyen
- Tracy Unga





Jr. Giants is more than just a series of baseball games!

It includes a number of components centered around health, education and emphasizes the four bases of character development:

- CONFIDENCE
- TEAMWORK
- LEADERSHIP
- INTEGRITY



JUNIOR GIANTS

San Mateo PAL hosts one of the largest Junior Giants programs in Northern California. In 2015, we had over 270 participants and achieved "Platinum Status". We are well liked by the SF Giants Community Fund and they have even featured pictures of our PAL kids on their bobble head boxes and in their annual report.

The Jr. Giants program is a free, non-competitive, 8-week series of games played around the San Mateo area. At the end of the series, PAL hosts a Junior Giants Festival for participants, families, and volunteers. The SF Giants cover the cost to play the season, while PAL covers administrative, staffing, and festival costs. The cost to SMPAL to host this program is estimated at \$10,000 per year.

Your support allows us to offer the Junior Giants program to local youth who may not have the opportunity to play otherwise or elsewhere.



OUR GIRLS RUN WITH THE POLICE, NOT FROM THEM!

This year, Samantha "Sam" Bartholomew (PAL Program Specialist) came up with the idea to start a running club for our PAL kids. After some discussion on what type of goals we'd like to meet with this club, we determined we'd like to affect middle-school aged girls, who might have some self-esteem issues, may not necessarily enjoy running at school for different reasons, and/or could benefit from a team

building atmosphere. So, with that, our Non-runners Run Club was born. In March 2016, we began our once-a-week, hour and fifteen minute sessions. These sessions involved run/walk training, discussions on nutrition and exercise, as well as partner interaction. During our introductory series, we had (9) girls who showed up consistently. Those girls were rewarded for their efforts with a special scenic run along the Crystal Springs Reservoir with a trip to Yumi Yogurt after. Another time, there was dinner at California Pizza Kitchen, and thanks to SMPAL Board Member, Russ Stanley, they got to enjoy a San Francisco Giants game.

Chaperoned by Sam, PAL Executive Director Sgt. Jen Maravillas, and PAL Police Liaison CSO Jeanine Luna, the girls have since completed a few 5K "Fun Runs." Firsts for all of the girls!

Since our initial program was such a success, PAL has decided to continue to offer it, and has watched it grow. If you know anyone who can benefit from this type of program, please refer them to PAL.



@sanmateoPAL



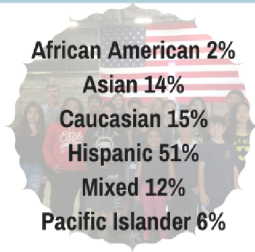
2015/2016

OVERVIEW

Fiscal Year

ETHNICITY

PAL served over 1,400 youth through programs, activities and trips and reached over 900 youth through our 6th grade G.R.E.A.T program in all San Mateo Public Middle Schools.



PARTICIPANTS

1,947 youth ages 5 to 18 participated. in activities, classes and trips.



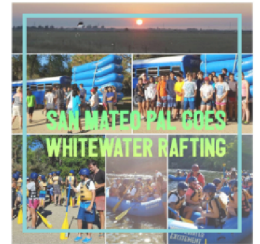
INCOME LEVEL

The majority of families served are under the poverty line in California. The living wage for a family of 4 in San Mateo County is \$79,200.



PROGRAMS

PAL provided 139 activities, classes and trips. to the PAL members.



AGE & GENDER

AGE

5 to 7 34%

8 to 10 31%

11 to 13 22%

14 to 18 12%

No-Response 9%

GENDER

Male 65%

Female 35%



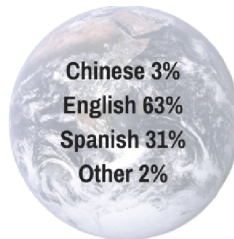
FOCUS AREAS

- Building the Bonds Between Cops & Kids
- Bullying- Intervention/Prevention
- Career Development
- Healthy Living & Active Lifestyle
- Juvenile Diversion
- Positive Life Skills
- Gang Resistance Education and Training



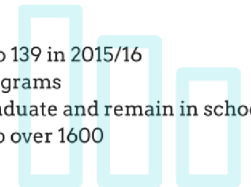
LANGUAGE

Primary language spoken in the homes of PAL Kids.



GROWTH & ACCOMPLISHMENTS

- PAL Membership increased 850%
- Programs increased from 25 in 2012/13 to 139 in 2015/16
- 75% increase in Educational & Health Programs
- 96% of PAL's Juvenile Diversion youth graduate and remain in school
- Youth participation increased from 250 to over 1600



VOLUNTEERS

In Collaboration with the San Mateo Police Department, Parks and Recreation, a Board of Directors and PAL Staff, we strive everyday to keep kids on track, in school and out of jail, gangs and other troubled behaviors.



IMPACT

Increase In:

- Self Esteem
- Community Safety & Youth Involvement
- Conflict Resolution
- Healthy Eating/Active Living Knowledge
- Mental & Physical Wellness
- School Involvement & Grade Improvement

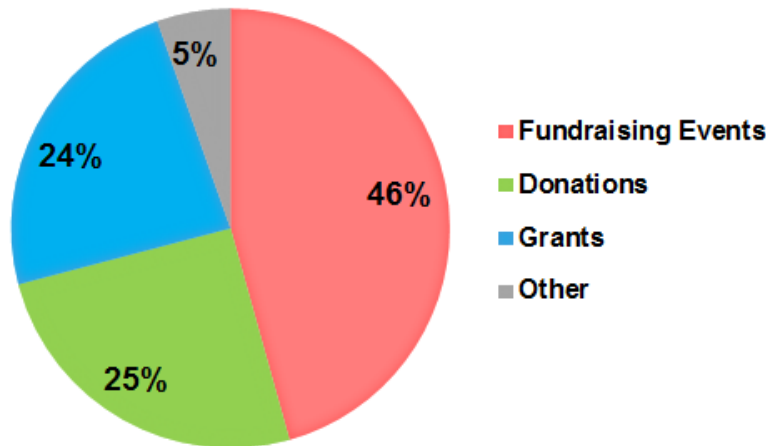
Decrease In:

- School Drop Out Rates
- Youth Obesity
- Recidivism
- Depression
- Gang Involvement
- Drug/Alcohol Abuse

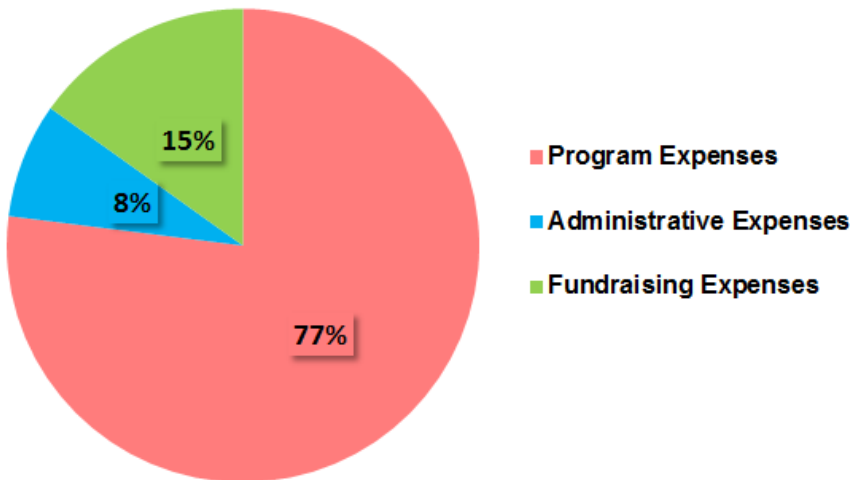
1997 ❤️ 2016

PAL PROGRAM COSTS

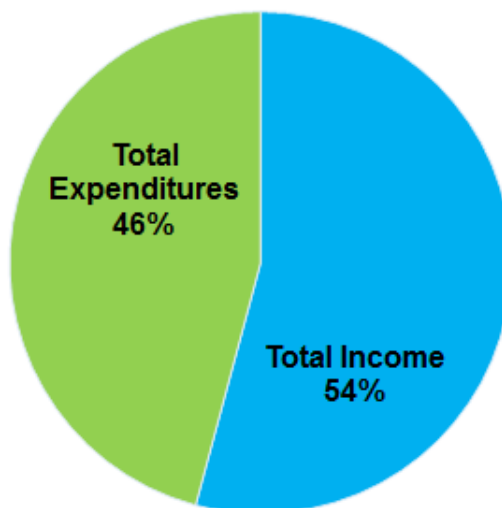
INCOME



EXPENDITURES



INCOME VS. EXPENDITURES



July 1, 2015 - June 30, 2016

Income:

Fundraising Event...\$255,841
 Donations...\$141,377
 Grants...\$132,751
 Other...\$30,358
Total...\$560,327

Expenditures:

Program Expenses...\$365,035
 Administrative Expense...\$37,275
 Fundraising Expenses...\$71,803
Total...\$474,113

Total Income...\$560,327
Total Expenditures...\$474,113
Net income...\$86,214

“We are so proud of the programs PAL offers to improve our kids' lives. Not only are we building a bond with police officers early, we have the honor of guiding them toward a successful, happy, productive future, one child at a time!”

**-Chief
 Susan E. Manheimer
 San Mateo Police**



*“Building the Bond Between Cops & Kids...”
 One Child at a Time!*

Annual EVENTS



18th Annual San Mateo PAL Lights & Sirens Dinner

Held on March 4, 2016 at the San Mateo County Event Center, over 400 guests enjoyed a reception, silent auction, Western themed photo booth, meeting SMPD's SWAT Team, and so much more! Guests enjoyed a delicious country buffet with all the fixins' prepared by Creative Touch. A lively program and Live Auction was run by San Mateo County Board of Supervisors/SMPAL Board Member, Carole Groom, who is also the Dinner Committee Chair, and her co-host, San Mateo Police Chief, Susan Manheimer. Entertainment was provided by the SMPAL Dance Team and SMPD Officer, Genny Altwer, sung her heart out! This year's event was very successful!

THANK YOU to all our amazing sponsors and donors for the evening, as well as table and ticket purchasers, live auction winners, Fund-in-Need donors, the PAL Board, Dinner Committee, and Staff!

Save the Date!

19th Annual San Mateo PAL Lights and Sirens Dinner
March 3, 2017– 20th Anniversary Celebration

16th Annual San Mateo PAL Golf Tournament

Held on September 25, 2015 at Poplar Creek Golf Course in San Mateo, over 130 golfers and attendees enjoyed an exceptional golf tournament. The day included lots of fun on the course and delicious food by Cheese Please Catering, Jersey Mike's Sandwiches and Lunch from Outback Steakhouse San Mateo.

The reception included an energetic program with amazing raffle prizes, a fabulous playing card raffle, a live auction and a scrumptious array of appetizers by Poplar Creek Grill. An enthusiastic program was run by San Mateo County Board of Supervisors/SMPAL Board Member, Carole Groom, who is also the Golf Committee Chair and her co-host, San Mateo Police Chief, Susan Manheimer. The entertainment and auctioning was provided by Mitch Juricich who is one half of the KNBR radio show "Hooked on Golf".

THANK YOU to all our amazing sponsors, donors, golfers and attendees for helping us make an amazing tournament day. We appreciate all your kindness and generosity towards PAL!



Save a stamp! Make your donation online at www.sanmateopal.org



Yes! I want to Donate Now and help create positive change to the lives of PAL Kids.

Contact Information:

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____

Phone: _____

Donation Information:

Enclosed is my check payable to *San Mateo PAL*

Below is my Credit Card Information

Name on card: _____

Amount: _____ Zip: _____

Expiration Date: _____ CVV: _____

CC # _____



Make it Monthly:

Join other PAL supporters and give a monthly gift. Your credit card will be charged once per month at the amount above. Questions?

Contact: ltartaglia@cityofsanmateo.org

Return to:

SMPAL - 200 Franklin Pkwy, San Mateo, CA 94403
San Mateo is a 501(c)3 nonprofit organization. Our
Tax ID # 31-1593896

POLICE MESSAGE



San Mateo PAL seeks to promote trust and understanding "between cops & kids" - bringing youth under the supervision and constructive influence of our City's Police Officers and other positive role models in a wide range of activities. Aside from having officer volunteers participate in our numerous programs, PAL also provides a "Police Message" incorporated into each activity. This "message" is given regardless of police presence and consists of a character trait discussion.



The youth are given the definition of the trait, as well as synonyms and antonyms, and then discussion ensues based on four or five simple questions surrounding real life examples and/or where the kids may have seen the trait displayed during their activity. Some examples of character traits discussed are Compassion, Integrity, Empathy, Honor, Tolerance, and Self-Control to name a few.



We try our very best to match the trait to the activity in order to drive the message home. For example, if we took the kids to a Ropes Course where teamwork is essential, our message of the day may be that of Cooperation, or if an activity is hard or may have a long wait, we discuss Patience. The interactions between the kids and program leaders have proven to be very engaging and is a simple way of making an impact.

San Mateo Police Activities League

200 Franklin Parkway
San Mateo, California
94403

Phone: 650.522.7725

Fax: 650.522.7551

E-mail: smpal@cityofsanmateo.org

Website: www.sanmateopal.org

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PERMIT NO. 666

**Thank you to all of our Community Partners, individual Donors, and Grantors!
With your support, we are able to keep our kids on track, in school, out of gangs, jail,
and away from other troubled behaviors!**

