



# STATE OF PAL

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IMPACT REPORT



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# Helping Youth Find Their Greatness!

## FOREWORD

When considering the idea of “a sense of significance”, it should be understood that it involves an array of dependent variables within a community to ensure that a child of that community develops a sense of significance! For me, in addition to my parents, The Detroit Police Athletic League known as PAL provided that additional motivation, self determination, guidance, and mentorship from men and women who not only demonstrated the proper techniques to perform adequately in a particular sport; yet also enforced the need to become a respectful citizen within the community. Learning to engage a particular sport with a level of commitment and desire is a direct correlation as to why some 40+ years later I still remember the names of Officer McCormick, Officer Wilson, Mr. James and Coach Spivey. All who were men who instilled their positive influence on my life. One in particular, Officer Anderson had a direct link to my neighborhood high school, Detroit Martin Luther King, where there was an assistant football coach who propagated an additional linkage to Coach Bobby Greer who would go on to win three Super Bowls with the New England Patriots of the NFL and eventually perform the duties as the Director of Player and Personal Management for the upstart Houston Texans after retirement. Effective role modeling and being an educator of life which involves taking on the “ups and downs of life” were qualities instilled into me which cultivated my pursuit of a career as a Physician. Now, as an Adult, Child and Adolescent Psychiatrist, the Detroit Police Athletic League; “PAL once provided me with a sense of significance and empowerment that I attempt to instill into the lives of kids and their families that I encounter daily.

- Curtis Longs M.D. Mental Health Director of the Wayne County Juvenile Detention Facility





**Leadership** ★ **Respect** ★ **Teamwork**  
**Responsibility** ★ **Discipline** ★ **Diversity** ★ **Family**

Welcome

In 1969, the Detroit Police Athletic League (PAL) was founded and since then has been supported by many of the biggest names in Detroit. The organization began as an initiative to create safe and supportive places for kids to play while building positive relationships between the police department and the community. Detroit PAL is now integrated in the fabric of the Detroit community where parents and schools connect to programs for youth that develop their confidence and motivation to go far in life. Detroit PAL provides year-round programming in sports and youth enrichment for more than 13,000 participants through the efforts of 2,000 volunteers and mentors. We focus on teaching values both during and “After the Game” where youth learn transferable life lessons.

We are thankful to have our headquarters at The Corner Ballpark, presented by Adient, which is truly a success story of community and philanthropic support. The Kids at the Corner Campaign raised \$20 million dollars in 3 years to provide a quality facility and programs for children at The Corner and at every corner of Detroit. The grounds of Old Tiger Stadium are vibrant again with the play and aspirations of a new generation of youth.

The foundation of this report is data collected over the last 12 years. When Detroit PAL merged with Think Detroit in 2006, the systems were in place to track program, participant, and volunteer information. The first full year of data collection was 2007 and the organization continues to collect data which is reflected in this report through 2018. This report gives perspective of the breadth and impact of Detroit PAL for youth and the community. It showcases signature programs, including the Detroit Police Department’s Team Up program and our Girls Changing the Game Initiative. We continue to collect data, analyze and share information so we can learn together as we build a stronger Detroit.

We look forward to the next 50 years of fulfilling our mission of Helping Youth Find Their Greatness. Detroit children have socio-economic, health & wellness, and educational needs. Detroit PAL is providing programs which help youth focus on the qualities needed for success. We also know that as many Detroiters look to PAL for solutions, we can serve as a hub of resources. Through collaboration, we can provide additional awareness, access, and utilization of the existing resources that will help our community. It truly takes a village and we are thankful for the support and partnership of those who believe in the potential of every child.

Robert Jamerson  
Chief Executive Officer (CEO)

David Greenwood  
Director of Programming & Operations

Fred Hunter  
Director of Program Administration



# Detroit PAL's

## ★ 12 YEARS OF DATA ★

2007-2018

**Programs ★ Participants ★ Volunteers**

### 143,044 Participants

**389**  
Programs

*Girls Changing the Game (GCG)*

**45,471**

Female Participants

**8,392**  
Teams

**172**  
School  
Partners



Team UP  
**2,673**  
Participants



*Detroit PAL*  
averaged  
**11,920**  
Participants  
Per Year!

**23,321**  
Total  
Volunteers



*Detroit PAL has*  
trained  
**12,947**  
*volunteers!*

**38.2%**

Average Participant  
Retention Rate



**48.4%**

Average Volunteer  
Retention Rate

*Estimated*  
**2,789,996**  
*Volunteer*  
*Hours!*





# The Challenges Are Strong

## **POVERTY**

*Over 47% of children in the city of Detroit live in poverty”*

-The Annie E. Casey Foundation’s Kids Count, 2018

## **POLICE RELATIONS**

*In America, only 40% of African Americans have a favorable view of the police”*

-Cato Institute 2016

## **EDUCATION**

*“Fewer than 10% of Detroit high school students are college ready based on college entrance exams”*

-Detroit News, Ingrid Jacques, 2019

## **Consequences of Physical Inactivity**

Physical inactivity can

- Lead to energy imbalance (e.g., expend less energy through physical activity than consumed through diet and can increase the risk of becoming overweight or obese.
- Increase the risk of factors for cardiovascular disease, including hyperlipidemia (e.g., high cholesterol and triglyceride levels), high blood pressure, obesity, and insulin resistance and glucose intolerance
- Increase the risk for developing type 2 diabetes
- Increase the risk for developing breast, colon, endometrial, and lung cancers
- Lead to low bone density, which in turn, leads to osteoporosis

-CDC.gov, Physical Activity Facts, 2018

## **CRIME & VIOLENCE**

*“After school - still the primetime for Juvenile Crime in Michigan”*

-StrongNation.org, 2019

## **TRAUMA & MENTAL HEALTH**

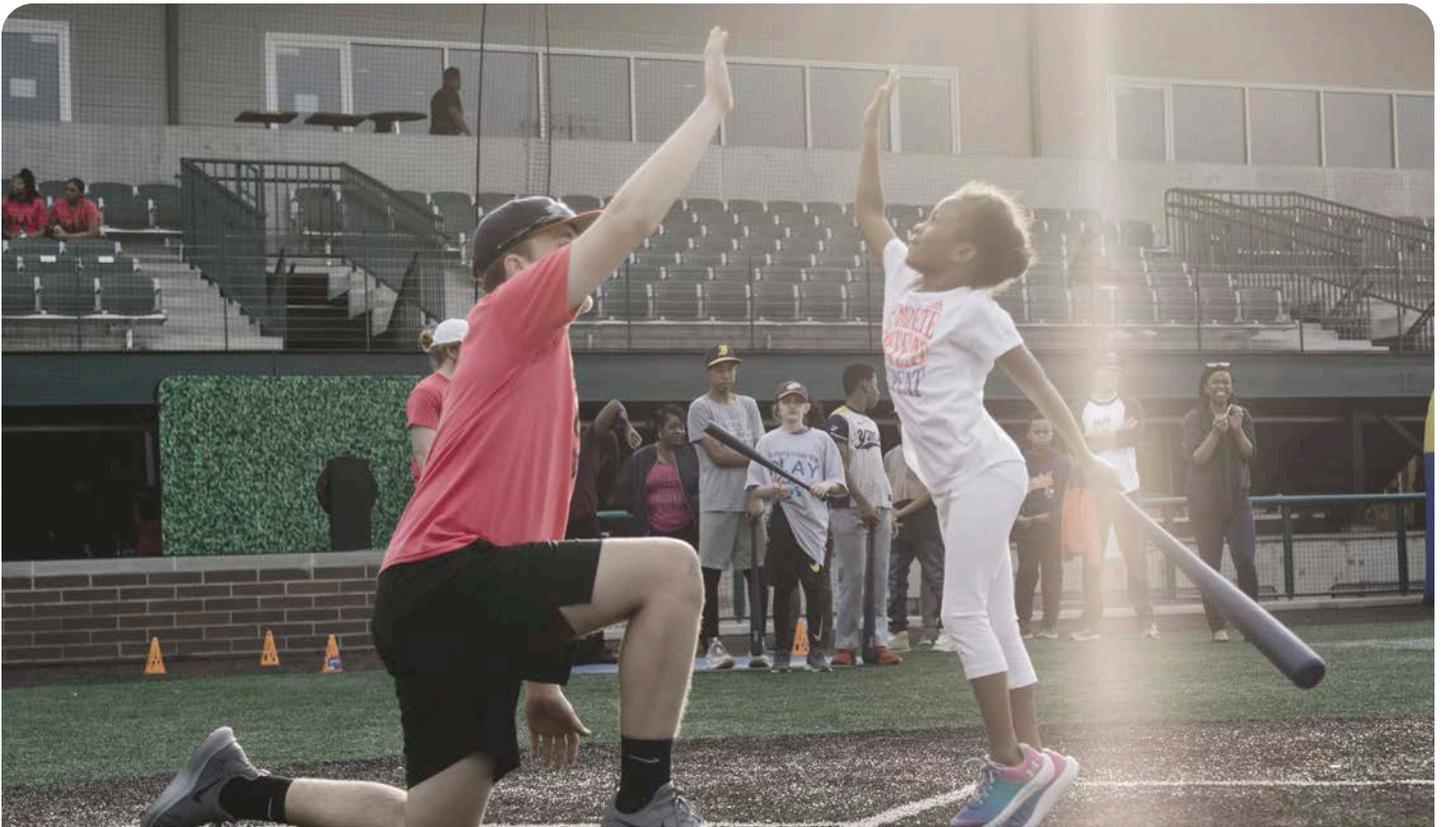
*“90% of DPSCD teachers and principals reported that more than half of their students have been impacted by trauma”*

-Detroit Free Press, Rochelle Riley, 2019

## **LITERACY RATES**

*“85% of 3rd graders in English Language Arts and 88% of 8th graders in Math did not meet grade level standards”*

-State of the Detroit Child, 2017



## Helping Youth Find Their Greatness!

Despite the challenges, Detroit PAL is helping youth become the leaders of today & tomorrow who learn:

- Transferable Life Skills
  - G**oal-Setting
  - R**esilience
  - E**mbracing a Healthy Lifestyle
  - A**ccountability
  - T**eamwork
- A Positive View of Law Enforcement
- PAL Values
  - Leadership, Responsibility,
  - Respect, Discipline, Diversity,
  - Family, Teamwork

### THINGS OUTSIDE OUR CONTROL

OTHER PEOPLE'S  
ACTIONS

OTHER PEOPLE'S  
OPINIONS

### THINGS WE CAN CONTROL

OUR ATTITUDE  
OUR EFFORT  
OUR BEHAVIOR  
OUR ACTIONS

*to be great employees,  
employers, entrepreneurs*

OTHER PEOPLE'S  
FEELINGS

OTHER PEOPLE'S  
MISTAKES

ADVERSITY



# PAL Programs

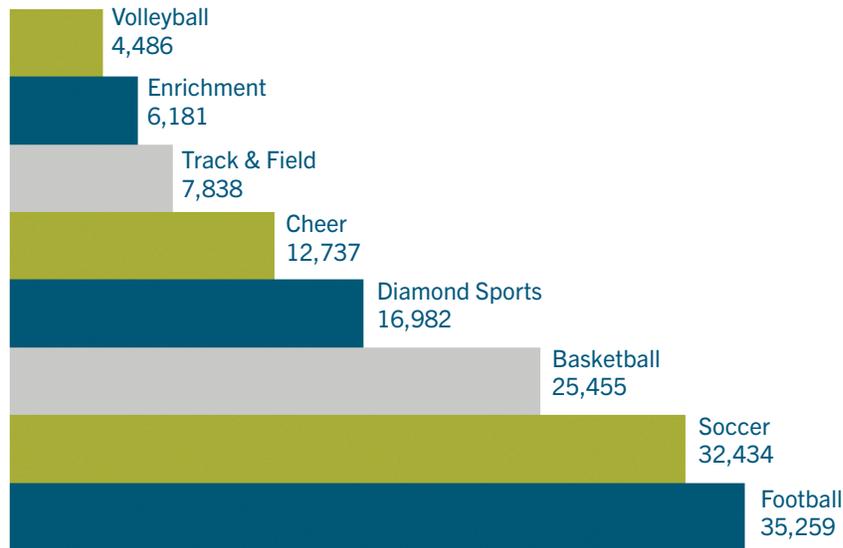


Detroit PAL presently offers 11 different sport programs for a variety of age and skill levels. Over our 50 year history, Detroit PAL sports teams have helped develop leadership skills and good character in thousands of young athletes.

## 11 Sports Programs

1. Football
2. Soccer
3. Basketball
4. Cheer
5. Baseball
6. Softall
7. T-ball/CP
8. Volleyball
9. Track & Field
10. Tennis
11. Golf

## PARTICIPANTS BY PROGRAM



## Top 3 Programs



34,944 Males  
306 Females



22,332 Males  
10,083 Females



18,803 Males  
6,651 Females

## OVER THE LAST 12 YEARS DETROIT PAL HAS HAD 4 BASIC MODELS FOR DELIVERY OF PROGRAMS

### 1. Recreation/House Model

34%

Our Recreation/House (Rec.) model is excellent at meeting the needs of parents seeking quality programs for their children. The programs offered in this model include Baseball, Softball, & T-Ball a.k.a Diamond Sports (Summer), Rec. Soccer (Fall & Spring), Rec. Basketball (Winter), and Track (Winter, Spring, Summer).

### 2. Football/Cheer Model

33%

PAL works with 16-20 independent non-profit Football/Cheer organizations every year. Practice and game locations are strategically spread across the City of Detroit to provide excellent access and committed volunteers for the community.

### 3. School Model

27%

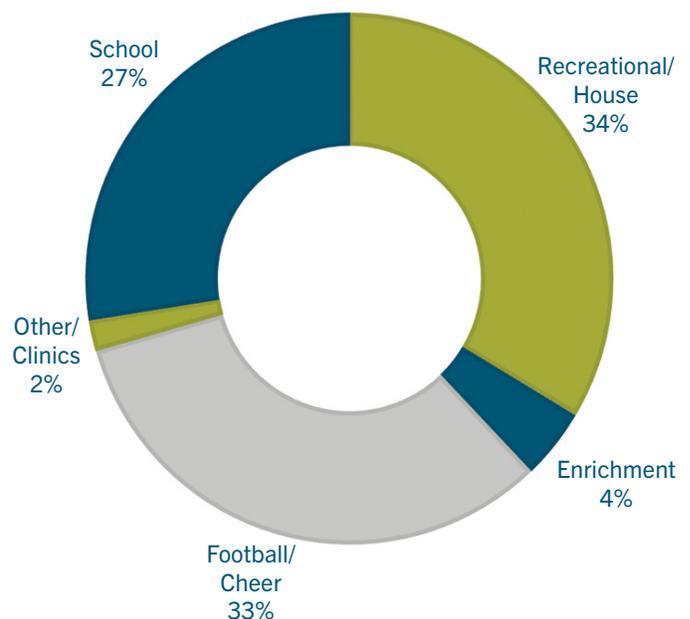
Detroit PAL has partnered with a variety of Charter, DPSCD, and Private schools. The programs offered in this model include Girls School Basketball (Fall), Boys School Basketball (Winter), School Cheer (Winter), Volleyball (Winter), School Track (Spring), and our School Soccer Programs, in partnership with the United States Soccer Foundation (Spring & Fall).

### 4. Youth Enrichment Model

4%

More than sports, Teaching life lessons, Team Up, Youth Voice Council, Broadcast Journalism, Mentoring, Symposiums, Educational Support

## PROGRAMS BY CATEGORY





# Youth Enrichment

Detroit PAL also offers young people and young adults a wide variety of personal and community development programs designed to help student athletes to be school and life ready. Programs focus on literacy enrichment, leadership development, academic enrichment and college readiness, mentoring, workforce development, partnerships and collaboration.

**STEM Education**



**Youth Empowerment Workshops**



**Broadcast Journalism**



**Youth Voice Council**



**Team Up Program**



# OF PARTICIPANTS OVER 12 YEARS

**Team Up Program**  
2,673

**Camps & Clinics**  
1,629

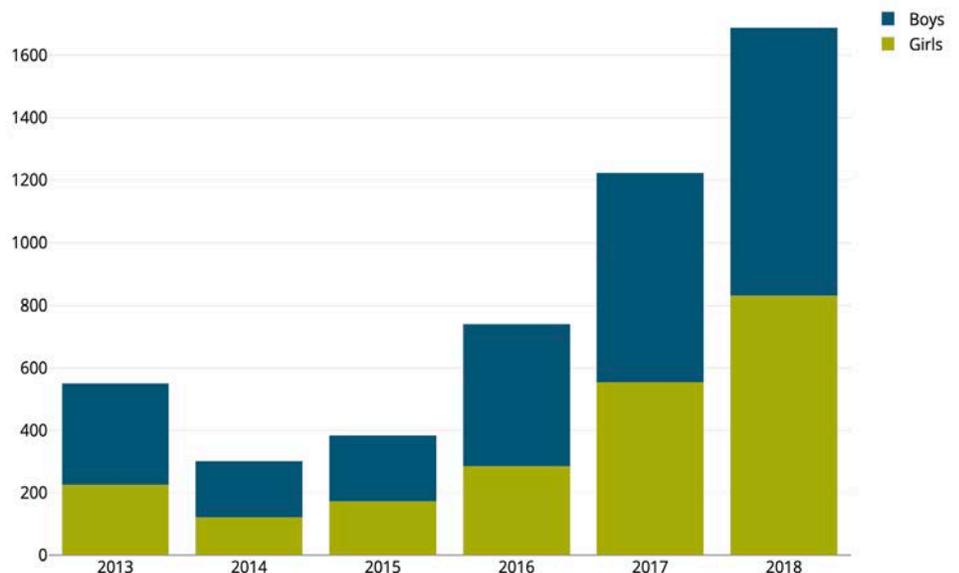
**Workshops**  
908

**Education**  
392

**Robotics**  
349

**Mentoring**  
230

YOUTH ENRICHMENT PARTICIPATION 2013-2018



# ★ Team Up ★

## The History:

Launched in 2015, The Team Up program at Detroit PAL uses sport mentorship opportunities that attract kids and families, while helping to bridge the understanding gap between youth and police officers in Detroit. The program pairs trained Detroit Police Officers with youth athletic teams to act as an additional mentor for one season. Coaches of the athletic teams stress the importance of restoring mutual trust with positive police interaction with the youth. At the same time, the officers work with the team, attend games, and hold one mentoring session each week throughout the season.

## The Facts:

According to a national survey done by Cato Institute, while 68% of white Americans have a favorable view of the police, only 40% of African Americans and 59% of Hispanics have a favorable view. Survey data collected at 2013 Detroit PAL summer camps revealed that there is a high perception among youth that persons in their communities do not respect police officers. In fact, many of the youth surveyed agreed that they did not respect police officers either.

## The Impact:

Since Team Up's inception, over 150 teams and schools have taken part in the program, benefiting the lives of over 2,600 young boys and girls. Many youth reported that their perceptions of officers improved by the conclusion of the program.

**86.0%** of participants stated they have more respect for police officers

**83.2%** of participants gained more trust in the police since starting the program

**76.2%** of participants felt safer with police officers around

## The Goal:

The long-term goal of Team Up is for children to develop a positive view of law enforcement. Through these positive interactions with officers and youth, the program will continue to strengthen the trust and relationships between police officers and the communities in which they serve.



## Meet Officer Marcus Norwood



Officer Marcus Norwood has spent fifteen years working as part of the Detroit PAL program, creating lasting relationships with young athletes and helping build a stronger connection with the Detroit community. As a coach and mentor to thousands of Detroit kids, Marcus has helped young people see that they have options in their lives and understand, as he says, “that tomorrow can be a better day.”

He engages regularly with Detroit Police Officers who participate in the Team UP program through Detroit PAL. “They lean on me a lot for advice,” says Marcus. “Student athletes get to learn about the role of police officers, the challenges that we face, and in turn, the police officers get to know what the community is going through. When you get to sit down and learn about the people that you’re serving, and the people that you’re serving learn what you go through, you gain a mutual respect. The whole goal is to be community oriented.”

His pride in the PAL programs is reflected in how he talks about the program. Personally, Marcus gets a lot out of working in the Detroit PAL program. “My favorite aspect is relating to the kids, working directly with kids,” he says. “A lot of our kids may not have a positive role model in the family. People are looking for help. I really appreciate the opportunity to have a positive impact on kids.”

# PAL Participants

**143,044**

Participants



**68%**

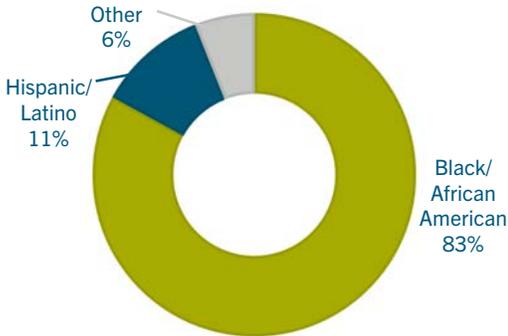
Male



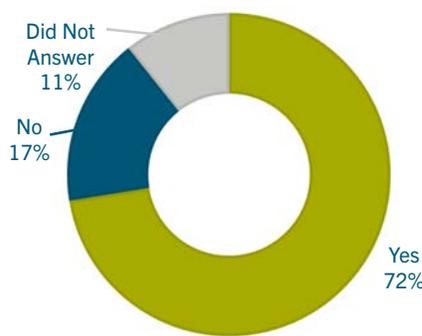
**32%**

Female

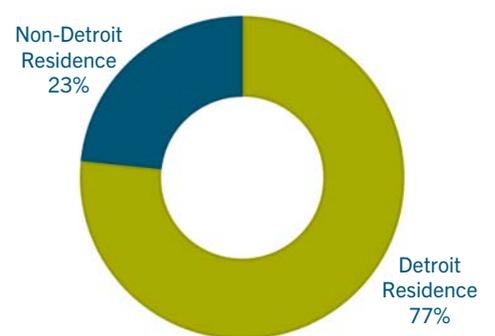
**PARTICIPANTS BY RACE/ETHNICITY**



**PARTICIPANTS RECEIVING FREE/REDUCED LUNCH**

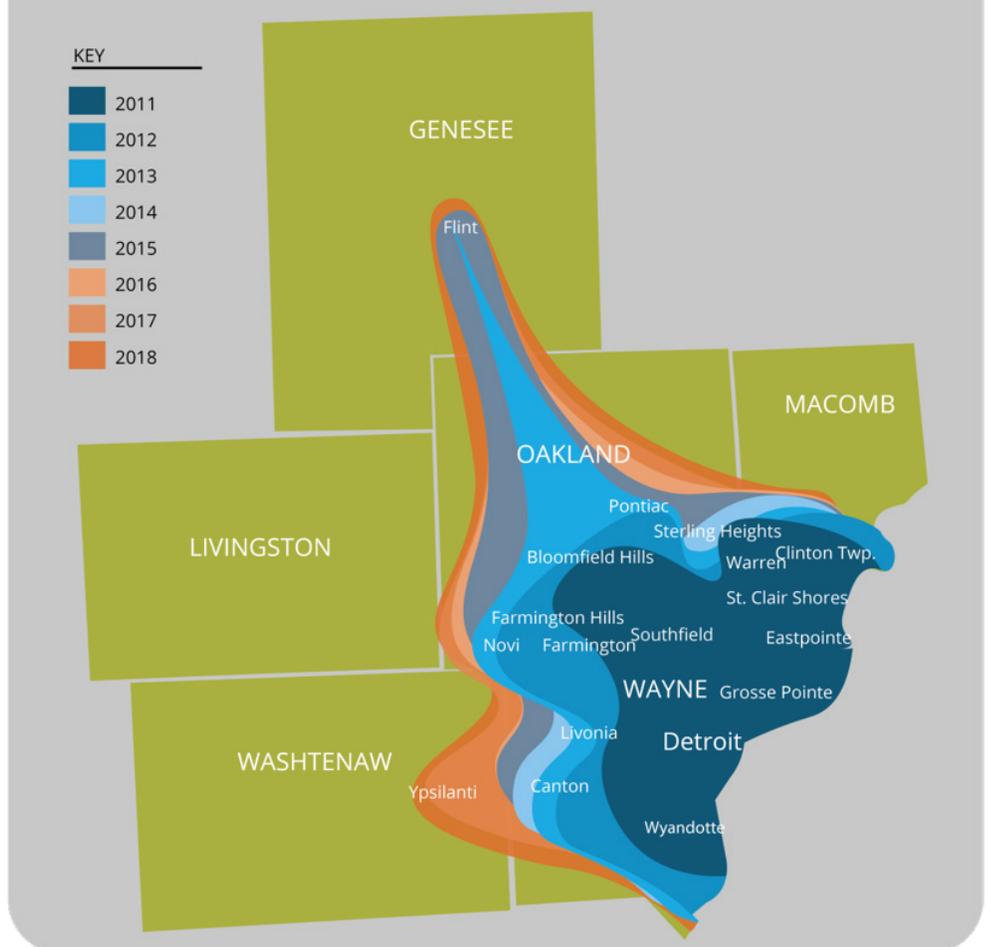


**PARTICIPANTS BY RESIDENCE**



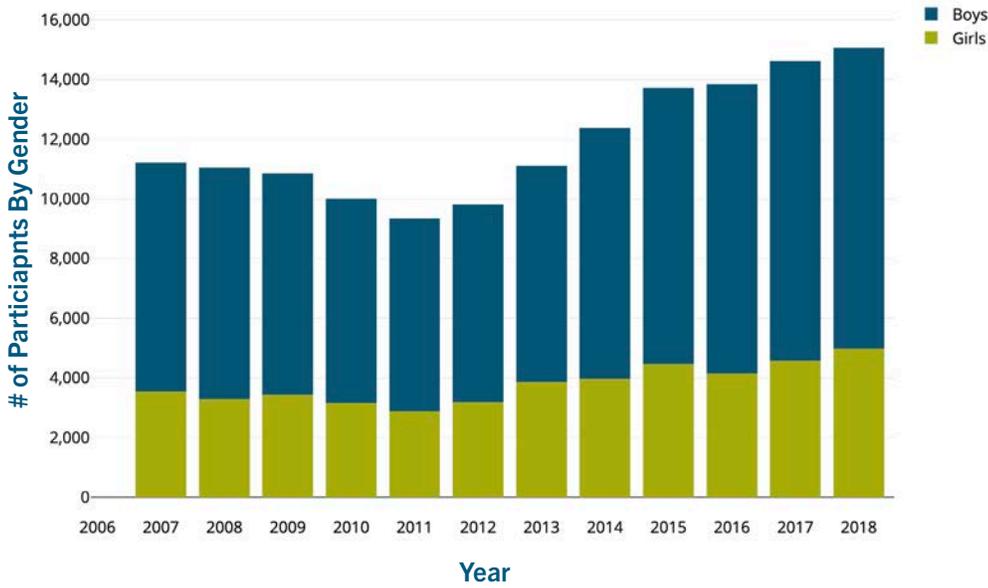
Youth participation has spread outwardly to neighboring communities as overall participation has grown. The highest number of youth participants come from the city of Detroit. Additional cities with high participation include Southfield, Redford, Eastpointe, Hamtramck, Warren, Highland Park, Harper Woods, and Oak Park.

**REGIONAL ANNUAL PROGRAM PARTICIPATION 2011-2018**



\* Map created by the Advanced Analytics Center of Excellence of Blue Cross Blue Shield of Michigan

### DETROIT PAL PARTICIPANTS 2007-2018



Detroit PAL has observed positive participant growth each year since 2011 at a rate of 5.41%.

### PARTICIPANT RETENTION RATE

Males:

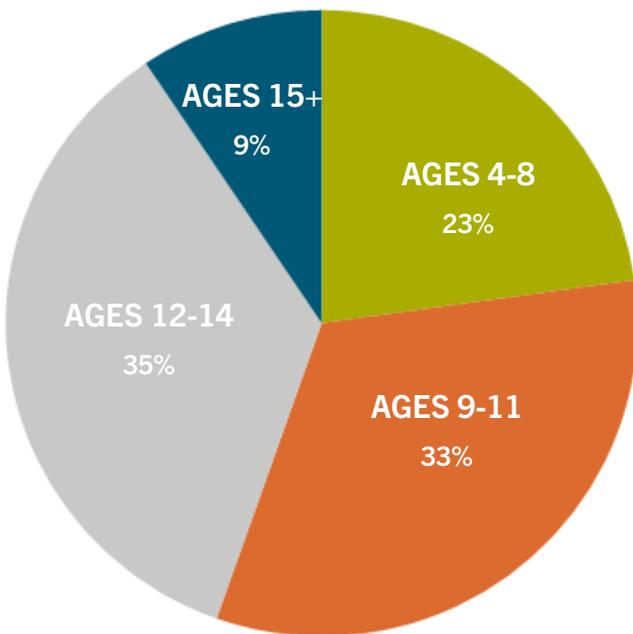
**39.6%**

Females:

**35.3%**

### OVERALL RETENTION RATE

**38.2%**



### PARTICIPANTS BY AGE GROUPS

Age Group	Year 2007	Year 2018	% Increase
4-8	2158	3759	74%
9-11	3503	4718	35%
12-14	4037	4952	23%
15+	1412	1356	-4%



# Girls Changing The Game (GCG)



## Ramona Cox, PH.D

As a young girl Dr. Ramona Cox played every sport that her school had to offer. Sports instilled confidence in Ramona and set her up for the career ahead of her. After playing volleyball for the University of Michigan, she earned her masters at Wayne State and her doctorate at Michigan State University where she explored the challenges facing urban African American adolescent girls in sports. Her research made it obvious that our society needed to do better when it came to girls in sports. This fact inspires Dr. Cox to lead Detroit PAL's signature program, Girls Changing the Game, which seeks to transform outcomes for girls in Detroit.

**45,471**

Female  
Participants



**8.4%**

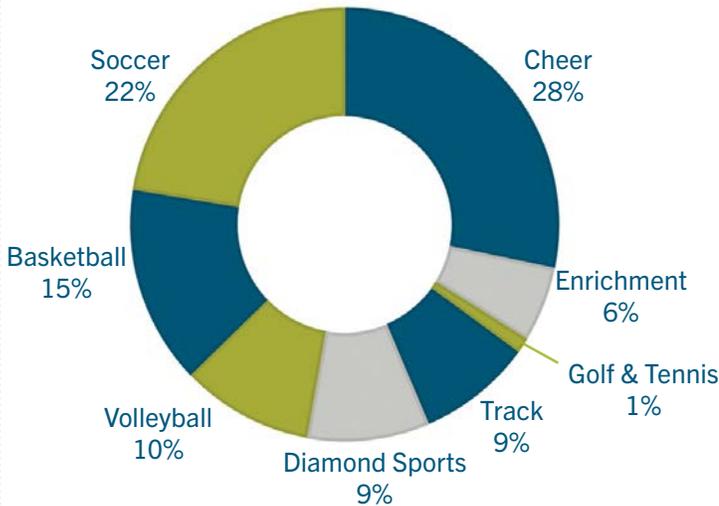
avg. annual growth  
since 2012



**32%**

of PAL participants  
are Girls

### GIRLS PARTICIPANTS BY PROGRAM



### TOP PROGRAMS FOR GIRLS



**Cheer**  
12,688  
Participants



**Soccer**  
10,083  
Participants



**Basketball**  
6,651  
Participants



**Volleyball**  
4,481  
Participants

### GIRLS PARTICIPANTS 2007-2018



# **Empowering girls through athletic and leadership programming, to become strong, healthy, confident women who give back to their community**



## **GCG Goals and Objectives**

1. Increase the overall number of trained female coaches/mentors and girls that participate in PAL programs
2. Ensure staff, volunteers, & participants are knowledgeable about issues uniquely impacting girls
3. Test various outreach methods to determine the best ways to recruit participation & continually evaluate these techniques for best results
4. Expand its programs beyond athletics. Additional resources will be devoted to combat challenges preventing participation (body image, self-esteem, confidence concerns)

Detroit PAL has refocused efforts on girls with the launch of Girls Changing the Game in 2016 to place special attention on providing additional sport and leadership opportunities for girls. Dr. Ramona Cox, the Girls Changing the Game committee, and PAL board members seek to develop strategies and partnerships to best meet the needs of the girls we serve. PAL has successfully introduced and increased participation in several programs including the Future Coaches Leadership Academy, Kick Like a Girl Soccer Tournament, and the University of Michigan EDGE Program.





# PAL Volunteers/ Mentors

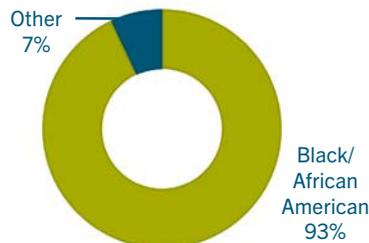
In the last 12 years, Detroit PAL has worked with 23,321 volunteers who are the lifeblood of our programs. Detroit PAL uses the IMPACT Training program, developed in 2006 in a partnership with Dr. Daniel Gould of the Michigan State University's Institute for the Study of Youth Sports. This research-based 3-part curriculum and an annual background check are requirements for all PAL volunteers that work with children. Detroit PAL has trained over 12,947 volunteers and mentors.

<i>IMPACT Training Level</i>	<i>TOTAL</i>
Level 1 - Be A Positive Coach	6,666
Level 2 - Be A Role Model	3,831
Level 3 - Be A Mentor	2,450

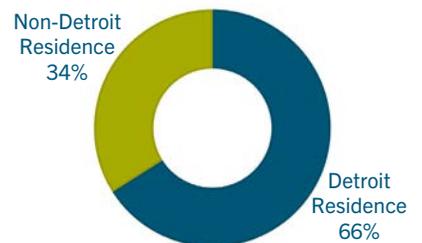
**232,500**  
Volunteer Hours Per Year

**1,950**  
Volunteers Per Year

**VOLUNTEERS BY RACE/ETHNICITY**



**VOLUNTEERS BY RESIDENCE**



**699**  
Teams  
Per Year

**48.4%**  
Volunteer  
Retention Rate



**56%**  
MALE  
VOLUNTEERS

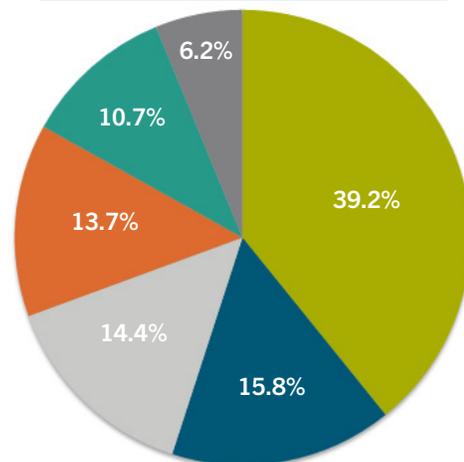
AVERAGE AGE OF PAL  
VOLUNTEERS  
**36**

**44%**  
FEMALE  
VOLUNTEERS



From 2007 through 2018, PAL has had 23,321 participating volunteers, which has allowed for the Youth per Volunteer ratio to remain stable around 6:1 on average

**VOLUNTEERS BY PROGRAM**



■ Football 
 ■ Cheer 
 ■ Basketball 
 ■ Soccer 
 ■ Diamond Sports 
 ■ Other

# The People of PAL



**Madeena  
El-Mubarak**

PAL Track & Field Participant -  
Track Life University

“There are many programs offered and our experience with the track team has been incredible. The coaches are the best, they truly care about all of the kids and want them to all be successful.

- Summer El-Mubarak, Madeena’s mother



**Kailee  
Davis**

PAL Basketball Participant -  
Ludington Bulldogs

“We feel that Detroit PAL is an excellent outlet for children and very beneficial as it helps them to become well-rounded young people and teaches them essential skills that they will carry with them into adulthood,”

- Candice Davis, Kailee’s mother



**Khya Calhoun**

PAL Volunteer/Site Monitor -  
Basketball, Little Hoopers

“To learn what Detroit PAL stands for, I knew I would be with them forever! Each training class opened my eyes to something new about children! I’m a proud mentor, coach, and parent for Detroit PAL.”



**Lauren Strauss**

PAL Volunteer -  
Soccer, Clark Park

“When I was younger, I loved soccer so much. I knew that it was something I wanted to continue to do when I got older. PAL creates an atmosphere for coaches and kids to have fun & gives different opportunities to try something new.”



**Rashad Williams**

PAL Alumni - Woodmont  
Detroit PAL Youth of the Year 2014

“PAL was key in allowing Rashad to grow as a young man, on and off the court. As Rashad’s father, I’m the first to say that it has taken a village to raise my son and the positive adults around my son telling him the right things has helped shape him into the young man that he is today, and many of those adults came from PAL.”

- Kennard Williams, Rashad’s father



**Marcus Green**

PAL Alumni - Eastside Giants  
1994-2001

“Participating in PAL has impacted my life in so many special ways. I forged relationships with teammates and coaches I still speak to today. Being a part of the organization as a youth put me on the path to focus on becoming a distinguished man of character, integrity and dignity and to make a positive impact on the world around me, wherever I am.”



## Meet Coach Hopkins-Shaw

Having love for a sport that you've played or watched as a child is one thing but growing to become a coach with hopes of mentoring and teaching the youth within that same exact sport brings a whole new height of feelings.

"Hearing the parents come and tell me how their children talk about me and just letting me know that I made an impression on their child brings me joy," said Detroit PAL's Volleyball House Team coach, DeAja Hopkins-Shaw.

Ending this current season with a record of 4-2, Hopkins-Shaw would like to consider this season one for the books whenever she thinks about the amazing lessons she was able to teach her girls on and off the court.

"I think the most important lesson I try to teach my girls is confidence. I feel a lot of problems with today's youth could be solved if they had more confidence in themselves, so I think it is important to let them know that they are smart, beautiful, loved and are winners," said Hopkins-Shaw.

Not only does Hopkins-Shaw teach her players valuable lessons, but she also retains a great deal of knowledge from her players.

"My athletes have definitely taught me how to be more patient. Working with so many different young girls has taught me how to cater to each different type of person," said Hopkins-Shaw.

As a coach, it's always important to interact and build bonds within teams. She hopes to leave an everlasting impression that will encourage them to do many great things later in life as well.

"I hope my players go on to succeed academically, athletically, and overall in life, whether that's going to college, obtaining a skill trade, or whatever it is that they want to do," said Hopkins-Shaw.

"Detroit PAL is amazing, and I love them! I tell everybody that although I'm a volunteer, this is my second home and always will be. If they need me, I'm there," said Detroit PAL volunteer Fallon Barrera.

For the past eight years, Barrera has been a Detroit PAL volunteer and soccer coach for multiple schools and programs where she not only teaches her athletes team work, but how to be successful students as well.

"We teach them about the sport of soccer, but we do homework as well so its half practice and half homework," said Barrera.

Coaching little kickers, middle school soccer, and high school soccer, Barrera likes to bring in a family vibe amongst each athlete with hopes that they will stay and grow together for many years to come.

"On my teams, we treat each other like brothers and sisters no matter who you are or where you come from and they all stay together. I started off with little kickers when they were four-years-old, and they are teenagers now still playing together," said Barrera.

Starting off in a school, Barrera fell in love with the game and her athletes, which has made her want to stick around long enough to see her players become successful adults.

"I hope they keep on playing the game and doing well in school. I keep in touch with most of them and their parents all the time," said Barrera.

Not only is she a volunteer for Detroit PAL soccer but she is also a mom of six with one child being diagnosed with ADHD and another with Autism while still finding time to dedicate herself to her athletes outside of being a mom.

"We didn't care if they lost or won, as long as they had fun," said Barrera.



## Meet Coach Fallon Barrera

# IT TAKES A VILLAGE!



“Most of us can think back to the after-school activities that influenced our station in life today. These important, life-shaping experiences have become increasingly pay-to-play; hefty price tags now leave far too many children on the sidelines. Stable and reliable funding for after-school programs is essential for preparing children to lead productive and rewarding lives.”

*-Tonya Allen, President & CEO, The Skillman Foundation*

“Detroit PAL is an invaluable organization that has contributed to the uplift and betterment of our greatest asset and resource, Detroit’s children, for more than a half century ever since it was founded in 1969. As Detroit continues its process of revitalization and rebirth, it is organizations like Detroit PAL that will make sure the well-being of our children remains a central focus of everything we do moving forward.”

*- Warren C. Evans, Wayne County Executive*



“As Detroit’s largest employer we love our home city and are dedicated to ensuring that all Detroiters have a path to a successful future. Detroit PAL has been absolutely critical in helping Detroit’s youth achieve their potential for a half century.”

*- Jay Farner, CEO of Quicken Loans*

“Mental health and physical health go hand in hand. We think of sports as an extracurricular pastime, but stamina is not only physical. Staying in the game requires mental endurance as well.”

*- Dr. Michele Leno of Mind Matters on WADL TV, Licensed Psychologist*



“The impact Detroit PAL has made on the youth in our city has been extraordinary. This program has given young people the tools to be successful, by building character and teaching them to deal with adversity. As we continue to strive for excellence in Detroit, we must invest in our future and continue to empower our youth.”

*- Chief James Craig, Detroit Police Department*

Detroit PAL is striving to be the very best at

**COLLABORATION** ★ **ADDRESSING NEEDS** ★ **TRAINING & DEVELOPMENT**

“We have to reimagine how we collaborate and partner for greater community impact by putting the youth first.”

- Shawn Wilson, President & CEO of Boys & Girls Club of SE Michigan



“It is a true honor to help the good people at Detroit PAL, who continue each year to increase the number of young people taking part in their athletic and leadership programs.”

- Paul W. Smith, Chairman of the Paul W. Smith Golf Classic



“For many kids in the city of Detroit, youth sports is a game changer in life.”

- Josh Landon, Anchor Reporter for FOX 2 News



“Detroit PAL is life-saving for inner city kids like myself. There are no bad kids.”

- Derrick Coleman, Northern H.S. Syracuse University, #1 NBA Draft Pick, Entrepreneur, PAL Alum



“PAL for me means direction, support, discipline, accountability, brotherhood - all of which made me the man I am today.”

- Brandon Graham, Philadelphia Eagles, PAL Alum



“If you’re not investing in the youth, you’re not planning for the future.”

- Robert Jamerson, CEO of Detroit PAL, PAL Alum





# AFTER THE GAME

## **GOAL SETTING**

*“Sports can positively affect aspects of personal development among young people, such as self-esteem, goal setting, and leadership”*

-Aspen Project Play.org, Kids Sports Facts, referencing GAO 2012

## **RESILIENCE**

*“Training, working hard and learning to win and lose help children develop resilience.”*

-New York Times, Perri Klass, M.D., July 8, 2019

## **EMBRACING HEALTHY LIFESTYLES**

*“Physical activity in children and adolescents promotes health and fitness. Physical activity also has brain health benefits for school-aged children, including improved cognition and reduced symptoms of depression”*

-US Department of Health & Human Services, 2018 Physical Activity Guidelines for Americans

## **OVERCOMING ATTITUDE**

*“Being part of a team, working together toward a common goal in a competitive environment, may help give kids the skills to manage and overcome their own issues”*

-Forbes.com, Bob Cook, May 30, 2019

## **FINANCIAL BENEFITS**

*“Getting people active (moving 30 minutes five times per week) could save the U.S. economy up to \$28 billion.”*

-AspenProjectPlay.org, The Facts: Benefits of Physical Activity from the Lancet Physical Activity Series

## **CAREER ADVANCEMENT**

*“94% of women executives participated in sport and 61% says that past sport involvement has contributed to their current career success”*

-EY Women Athletes Business Network and espnW, 2014



**Ashley Furniture Hope to Dream Bed Giveaway**



**TruDental Care**



**Centria Autism Sports Academy**



**Suit Up Experience**



**Project Play Summit**



**PALween**



**Bike Giveaway**



**College Readiness Program**



**Detroit PAL's 50th Anniversary Celebration**



**Detroit PAL Staff**



## **OLD TIGER STADIUM (1961-1999)**

### **A BALLPARK REBORN - BRINGING BACK THE CORNER BALLPARK**

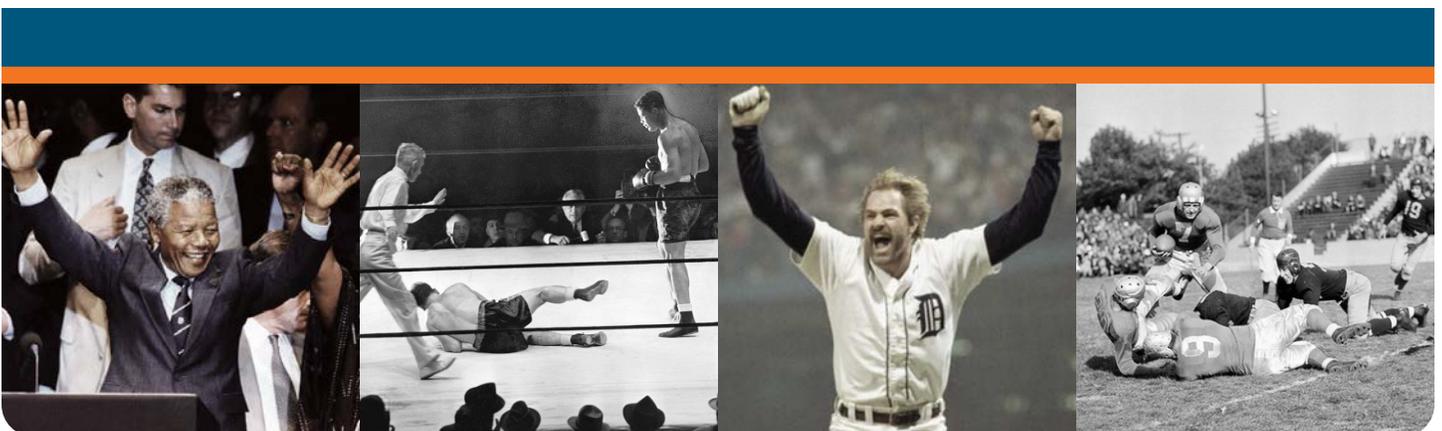
The Old Tiger Stadium at Michigan & Trumbull holds a special spot in the hearts of Detroiters near and far. In addition to Tiger World Series seasons in 1968 and 1984, the sacred ground has featured championship games with the Detroit Lions, a championship bout by Joe Louis, and visiting celebrities including Nelson Mandela.

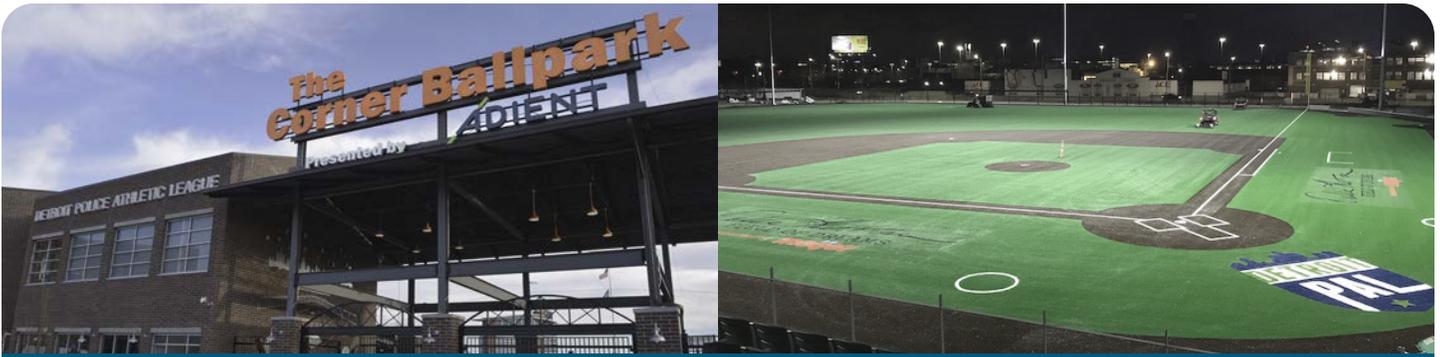
Sparked by conversation between Thom Lin and Dan Varner of the Old Tiger Stadium Conservancy in the summer of 2013, PAL supporter Jim Curran introduced the idea to Detroit PAL Board members of using funds designated for Detroit from the federal government to create a permanent home for Detroit PAL. The idea of renovating the field and providing a headquarters for PAL was exciting and resonated with many.

Detroit PAL with an annual budget of \$3.5 Million launched the Kids at the Corner (KATC) Campaign in 2015 to raise \$20 Million to revive programming at The Corner and at every corner of Detroit for children. There are hundreds of people responsible for the successful completion of this monumental project including now retired Senator Carl Levin, the Old Tiger Stadium Conservancy, Mayor Duggan, the entire PAL staff, and PAL's board of directors, led by PAL's CEO Tim Richey and supported by campaign co-chairs Scott Seabolt and Gerry Boylan.

Momentum grew for the project led by early supporters such as The Skillman Foundation. In one year, the Kids at the Corner Campaign raised \$12 Million in pledges and Detroit PAL was able to break ground on the project in April 2016. Fundraising continued for the annual fund and for the capital campaign when Adient announced its sponsorship in May of 2017 which helped to complete the KATC Campaign.

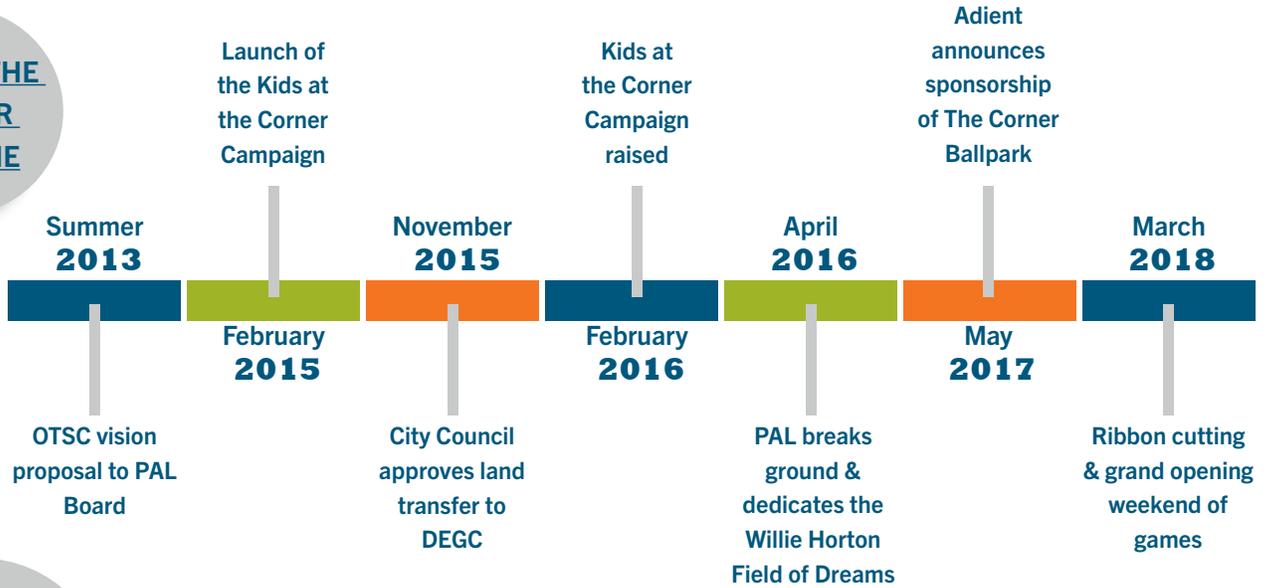
The Corner Ballpark presented by Adient was dedicated with a Ribbon Cutting on March 24, 2018 and with Grand Opening weekend games starting with Detroit PAL kids. Since the opening, thousands of youth from within and outside of PAL, in addition to many kids at heart have visited and enjoyed the Willie Horton Field of Dreams presented by Meijer. The vision was brought to life and the next generations will continue to enjoy games and events at Michigan & Trumbull.





**THE CORNER BALLPARK PRESENTED BY ADIENT (2018-PRESENT)**

**KIDS AT THE CORNER TIMELINE**



**KEY DONORS FOR THE KIDS AT THE CORNER CAMPAIGN**

- |                 |                             |                                      |
|-----------------|-----------------------------|--------------------------------------|
| City of Detroit | William Davidson Foundation | Ralph C. Wilson, Jr. Foundation      |
| Adient          | The Skillman Foundation     | Old Tiger Stadium Conservancy        |
| Meijer          | The Kresge Foundation       | Vera and Joseph Dresner Foundation   |
| Kar's Nuts      | Detroit Lion Charities      | Detroit Tigers Foundation            |
| Cinnaire        | Baseball Tomorrow Fund      | The Hank Greenberg Family            |
| Bank of America | Foley & Lardner LLP         | Peter & Connie Cracchiolo Foundation |
|                 |                             | LISC / NFL Foundation Grassroots     |

Event rentals equate to increased field time for the youth! [events@detroitpal.org](mailto:events@detroitpal.org)







# S FUTURE PLAY!





*If you would like more info on Detroit PAL and  
how to help us achieve our mission, please  
contact us!*

*[www.detroitpal.org](http://www.detroitpal.org)*

*313-833-1600*

*Email [info@detroitpal.org](mailto:info@detroitpal.org)*

*1680 Michigan Ave.  
Detroit, MI 48216*



**DONATE NOW!**

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