



## Chief Executive Officer's Report Memphis PAL Board of Director's Update Respectfully submitted by Craig Littles



### Organizational Updates:

- ❖ I am excited about our Annual Business Meeting. It is my intent for this meeting to held annually at the top of the year and serve as a ***"State of the Organization"***. It will be at this meeting that the CEO Report will be presented as well as the Bylaws and the Annual Budget will be approved.
- ❖ As we enter another year we do want to reflect on how COVID-19 pandemic has affected Memphis PAL programming initiatives. We created virtual activities such as Mission Moment Mondays Live on Instagram, TikTok Tuesdays, Work It Wednesdays, Team Up Thursdays with National PAL, and our Live DJ Fun Fridays on Facebook. We utilized telecommunications platforms such as Zoom and Microsoft Site organizations for meetings and discussions. We increased our usage of Constant Contact keeping parents informed and our other social media outlets keeping the community informed. As well as other digital/online platforms to stay engaged with participants.
- ❖ It is my strong desire to create and implement an aggressive sustainability plan for Memphis PAL and its site organizations. One of the ways is to strengthen our community impact to re-engage and build our 6 Program Rocks: Education, Mentoring, Discovery, Intervention, Nutrition and Sports. Our Program Manager and Grants Coordinator are currently working on identifying curriculums and funding for those unfunded programs.
- ❖ Another way is to build and strengthen our financial position is to initiate an endowment fund. An endowment is usually a very large sum of money with a specific purpose and guidelines. The funds are kept forever in an interest-bearing account of some kind, and only the interest is spent. Occasionally, some of the interest is added to the (unspendable) funds in the account each year so the size of the funds (and the interest produced) keeps up with inflation.
- ❖ In 2020 we reached the end of our 3-year DOJ grant of \$300,000. In 2021 I am continuing to work towards securing another 3-year award. The last notice we received from the MPD Grant Department informed that due to COVID-19 the particular grant has not become available. It is important to note that this is a reimbursable grant. Along with the grant, budgeted spending plan has also been developed and approved to include expenses to cover the PAL office, facility/fields, officials, and stipends for each team for sustainability purposes. This will also include insurance for all certified volunteers and registered participants.
- ❖ Another concept that I have been working on is trademarking our Memphis PAL brand. With a **trademark**, you retain exclusive rights to mark your products, with no one else being allowed to use your symbol, name, or slogan respectively. **Trademarks** provide protection for businesses, organizations as well as consumers, making them an **essential** part of branding.
- ❖ As I relentlessly seek to secure funding for our organization, I am continuing to exhaust all my resources for the betterment of this organization. NPAL has received funding of \$300,000,000 from Major League Baseball. I am working to position our organization to be granted some of that funding for our Baseball program. With that being said I am going to need to gather some additional information such as: how many participants can we accommodate, how many site

organizations do we have, do we have staff to manage it, a budget and a calendar. I will be following up with some of you soon to organize the thought process.

- ❖ I will be following up on the meeting had last year with the U.S. Soccer Foundation as they are looking to expand some of their programs and sponsor-funded fields into the City of Memphis. As I put forth an effort to expand our sports program as well as addressing our need for more accessible places to play, I felt this opportunity is right on time. The idea would be to utilize land easily accessible to PAL. The U.S. Soccer initiative is called “Safe Places to Play”. This partnership would include the Foundation’s assistance in identifying and securing sponsors to help with some, if not all the project cost. There is also the option to apply for the grant which would cover part of the project.
- ❖ In 2020 myself along with the committee re-engaged the Youth Development Park initiative which I started on the previous year. Our committee which consist of myself, Lia Roemer, Elise Herron, Michelle Jones, Rosalyn Crawford and Natalie Gore, have began the legwork of identifying and meeting with partners such is Parks & Neighborhoods - Deputy Director Walker, MPD- Director Rallings, Shelby County Sheriff’s Office-Sheriff Bonner, Nike, Memphis Fire Department, just to name a few. The total cost of the project is 1.9 million dollars for which Memphis PAL would be responsible for soliciting half of the cost and the Cal Ripkin Foundation has pledged the other half. Our efforts paid off in the acquiring of temporary access to Greenhill Stadium and the awarding of \$20,000 from Memphis City Council.
- ❖ I am continuing to secure funding for our PAL Office located at 2893 North Watkins. One way to accomplish adequate funding for the operation of the office it was submitted as a line item on the budget submitted for our DOJ grant to include such vital cost as personnel and maintenance.
- ❖ I would like to note that Memphis PAL does have an online product store on our main website available for purchases of Memphis PAL. Go to [www.memphisshelbypal.org](http://www.memphisshelbypal.org) and click on Store. This store also serves as a fundraiser for Memphis PAL as we receive a small % of the proceeds from any purchases made. I want to encourage the entire organization to utilize this platform more.
- ❖ I currently serve as 2<sup>nd</sup> Vice Chair on the National PAL Board of Directors. Being a national affiliate affords Memphis PAL several advantages. National PAL Board of Directors had a pre-COVID Board meeting in Las Vegas where we were updated concerning the many opportunities for NPAL which would also benefit us locally.
- ❖ I have been working with Assistant Director, Loralon Walker, Director, Rosalyn Crawford and our CPA, Courtney Davis on updating and maintaining our current GuideStar profile. GuideStar is a platform used by many donors looking to identify worthy non-profits. Of course you would be happy to know that we are currently at the highest level possible, Platinum. Feel free to visit and peruse the site at [www.guide.org](http://www.guide.org).
- ❖ As discussed, the President and General Secretary have been tasked on establishing a professional level membership packet to orientate new site organizations to Memphis PAL. The packet will include league application, constitution, bylaws, position descriptions, commitment letter, consent agreement letter. etc.
- ❖ I have discussed with our Financial Team: Financial Secretary Tonya Robinson, Director Rosalyn Crawford, Finance Specialist LeTisha Simmons, Grant Coordinator Natalie Gore and our CPA, Courtney Davis about ensuring that we are continually updated and in compliance with all

official financial organizational requirements to include 501(c)(3) status, tax-exempt status, DUNS number updates, IRS reports, State filings, PayPal, etc.

- ❖ Beginning next year Memphis PAL will be actively participating the National PAL initiative of National Mentoring Month in January of each year. This initiative includes participating in various activities and sharing via all social media outlets. This year along with our January activities we will be initiating community service projects in our Mentoring department such as PAL Cares Tennis Shoe Drive and Feed the Need. I will be pushing for all site organizations to participate as well. This will position Memphis PAL for future national branding opportunities.
- ❖ I will be working with General Secretary, Jakeba Belton and Parliamentarian, Malika Crawley with brainstorming and implementing a Memphis PAL Alumni program. It has always been suggested that we invest more into keeping track of those youth who have aged out of the program, as well as the coaches, parents, volunteers, and Board Members. They can offer helpful insight and further support to our organization. We will brand the initiative with the hashtag #MemphisPAL4Life.
- ❖ I am continually urging all site organizations to submit to Memphis PAL Executive Board nominations for the Inspirational Person of the Month within the areas of Youth, Law Enforcement, Volunteer, and Alumni. Those chosen will be submitted to NPAL who highlights those persons going great work monthly. At the end of the year celebration (Black Tie & Tennis Shoes Gala) each month's person will automatically be entered into the running for the Memphis PAL Person of The Year in each individual respective category.
- ❖ I must note that with our partnership with Jr. NBA & NBA Cares creates additional opportunities in our Basketball programs. The idea of effective partnerships should bring a wealth of time, talent and treasures. The goal is post-COVID and return to normalcy, our Sport Department shall revisit.
- ❖ NPAL is working on identifying a National PAL Ambassador of Law Enforcement Engagement. In doing so, they would engage with other Chiefs of Police around the Country and to brief them on the positive attributes of having a PAL Chapter in their communities. It is my plan to encourage the Memphis Police Director and Shelby County Sheriff more actively involved in National PAL activities geared toward Chiefs of Police county-wide in efforts to continue support and advocate for the programs.

#### Organizational Grant Updates:

- ❖ Upon receiving our initial year grant award in 2020 we have submitted a renewal of the NPAL Mentoring Grant to National PAL for funding to continue with our now structured mentoring program for Memphis PAL.
- ❖ I will be working with Grants Coordinator Natalie Gore and the Grant Team on ensuring that we have paperwork and information needed for reporting purposes as we close out last years' grant term.

#### National Board Affiliation:

- ❖ Currently National PAL's national sponsors include: Major League Baseball, Major League Baseball Players Association, Microsoft, Jr. NBA, USA Boxing, NBA Cares, E-Coach, NBC and Sports Engine. As the 2<sup>nd</sup> Vice Chair, I will be working with other PAL chapters throughout the region with assistance in program implementation and various duties as needed. I am looking

forward to the exposure and obtaining new insight and knowledge for Memphis PAL which will be vital to its strategic growth.

- ❖ Due to COVID the National PAL Conference has been postponed. In previous year, Memphis PAL was recognized for Officer of the Year, as well as we secured the Board Trustee seat. In turn , 10 of Memphis PAL's Staff/Personnel will be participating in the MENTOR National Virtual Conference.

#### Future National News:

- ❖ It is important to note some very important future initiatives coming through on the national level:
  - Microsoft A.I. - NPAL is in discussions with Microsoft regarding opportunities of a co-branded partnership with regards to starting a Youth Artificial Intelligence (AI) Initiative Program.
  - Stephen Curry "***Eat & Play***"- NPAL is in talks of starting and activating the NPAL - Eat, Learn, Play Foundation Youth Culinary Programs. Although there is interest there NPAL is still trying to build out what it would look like, possible locations, cost, deliverables, expectations, etc. More updates will be shared as they come.

#### Organization Fiscal Updates:

- ❖ I am highly recommending that Memphis PAL have an independent financial audit done. The cost will be \$1,500. I will be conferencing with the Finance Committee, i.e., Financial Secretary Tonya Robinson, CPA Courtney Davis and the Financial Team on looking at the budget to see when this will be feasible.
- ❖ I have given the Financial Team information about other financial obligations we must include in this year's budget (included in this meeting document packet).

#### **Event Updates:**

- ❖ I am working to get back to our Memphis PAL Extravaganza. My idea is to do a Black tie and Tennis Shoe Gala. I am putting together a committee of existing partners, local business professionals and Board Members to spearhead the planning. I am also looking to identify a prominent person to be the moderator and speaker. This gala would also include a panel of prominent figures regarding Memphis PAL's 6-Rocks (Education, Mentoring, Discovery, Intervention, Nutrition and Sports). This event would allow us to celebrate (1) male and (1) female scholar/participant of the year in all 6-Rocks along with other grand award categories.
- ❖ This year we will be updating the Annual Mass Registration to a 2-day event at one site and incorporating weigh-ins with the goal of a quicker turnaround timeframe as well as an opportunity to introduce Memphis PAL's 6 Rocks. Further information to come.
- ❖ Upon the success of last year's Team Mom Camp & Flag Game we will be initiating this as an annual event and working with the staff on ensuring that this year is even gigger and better than previous.

#### **Staffing/Personnel Updates:**

- ❖ For quite a while now, I have been adamantly insisting that we desperately hire/retain a person solely dedicated to our social media needs. We have since identified and added to our team Elise Herron as Branding Coordinator and Larry Hubbard as our Media Coordinator. Together this duo, along with myself have been responsible for the Development, Marketing and Partnership aspects of the organization thus far. The primary objective was to engage the community locally and nationally as well as expound on the positive attributes of our Memphis PAL chapter in the communities via website updates, quarterly newsletters throughout all social media platforms to include Facebook, Instagram, Twitter, Constant Contact, etc. These are paid positions and have been a line item added on the Annual Operating Budget.
- ❖ Next, my efforts were to focus on acquiring a dedicated Team/Taskforce whose sole objective will be to perform the required tasks necessary to obtain funding for Memphis PAL. In 2020, we initiated the 1<sup>st</sup> PAL Staff. In addition to the previously stated Branding & Media Coordinator, the 1<sup>st</sup> PAL Staff consist of Data Development Coordinator Michelle Jones, Grants Coordinator Natalie Gore and Project Leader Rosalyn Crawford. We are proud to see that 2021 will possibly bring about our first funding partners/client.

#### **Marketing Updates:**

- ❖ Going into our 5<sup>th</sup> year of service, we are in need of updated brochures. Working with our marketing/advertising department we will update the photos of first responder and PAL kids. Along with the brochures we will work to add mailers which will include a suggested donation amount.
- ❖ Earlier last month many of you participated and were interviewed for a PSA for Memphis PAL. We had MPD PIO, William Kaiser create this production as part of our recruitment efforts. This will be used in presentations, in-service trainings, etc.

#### **National Updates:**

- ❖ NPAL is working on Empowerment Initiatives, Youth Empowerment, Leadership & Mentor Summit-Girls and Boys with Vivica Fox & Friends and Tommy Davidson (respectively). They are in the stage of finding appropriate dates, locations, etc.
- ❖ During our NPAL Board of Directors meeting in Las Vegas it was shared that NPAL is looking to create opportunities in other countries. After a recent trip to New Zealand, NPAL was presented at the International Youth Conference (IYC). In response to this, NPAL is looking to start and provide oversight of a newly created "**National PAL Unified Global Youth Engagement Alliance**" whereas, like minded Law Enforcement Engaged based Youth serving organizations "Internationally and Globally" could join NPAL as a member of the Global Unified Youth Engagement Alliance, while still having complete autonomy of how they run their organizations both programmatically and fiscally. With their coming on board as an Alliance Member of NPAL, some of their amenities would include their being able to attend our Conferences, Youth Summits, etc. They would also be able to participate and access our training webinars, access our various array of organizational templates, tap into and solicit trainers/speakers from our NPAL Speaker & Trainers Bureau (also newly established), present their organization at the NPAL Annual Conference, nominate youth, law enforcement officers, volunteers and alumni to be recognized within our "Inspirational Awards Program", among other Alliance Membership

Amenities. I have expressed interest in partaking in this committee endeavor. Will keep you updated.

- ❖ The NPAL Conference was rescheduled for August 2021.

**Membership Updates:**

- ❖ Last year in 2020 , during a worldwide pandemic, our number grew exponentially and we reach over 1200 youth. In respects to seeing steady growth we updated and implemented a very thorough and effective membership process. Myself, along with the Vision committee recently conducted interviews and various meetings over the past 2 months, carefully vetting and orientating interested organizational teams looking to be a part of PAL. We are excited and confident in presenting the 12 selected Team Organizations at today's meeting. The Vision committee is chaired by Director Rosalyn Crawford (updated 2021), Liaison Officer La-Tica Bennett, Liaison Officer Damous Hailey, Liaison Officer David Gunter, League Director Corey Armstrong, Administrator Clarence Marshall and Coordinator Jeff Taylor.

~ Happy 2021 Memphis PAL!~

#PowerOfPAL

