



Police Athletic League of Wilmington

Building Brighter Futures



Dear Prospective Donor,

The Police Athletic League of Wilmington (“the PALW”) is seeking your funding support towards our **\$8,000,000.00** facility to expand the reach of our dynamic program offerings and existing community center through the development of our “PALW Annex Campus” a bold project that will better serve the youth and families in the City of Wilmington and the broader New Castle County. We are a 501c3 non-profit organization and Tax deductible. Our Tax ID number is 51-0388537.

As you know, The PALW has been serving the Wilmington community since May 2002. Our mission is to collaborate, educate and prevent crime by providing the community with supervised educational, social development and athletic programs & activities. We encourage Wilmington youth to build positive relationships between our staff, community and on-site Police Officers as role models. The PALW provides holistic wellness to the families and community we serve, encouraging the involvement and engagement of our community in our programming that supports lifelong learning experiences.

The PALW currently provides numerous services and resources for the community and is indeed a full service childcare agency-with specific programming addressing the community needs in the areas of health & wellness education drug/crime prevention, recreation, disaster relief, food insecurity(via our food pantry) and cultivation of a communal family environment.

As the community we serve has evolved and changed over the last 20 years, the PALW has made tremendous strides and built productive relationships with the community to meet the evolving needs of the community. Now in the 20th year of delivering critical services to the Northeast Wilmington community. The PALW’s vision is to not only exist in Wilmington (and surrounding New Castle County), but to also aid in the revitalization of the Market Street corridor for the next generation. Our vision for our PALW Annex Campus.

Features of the PALW Annex Campus

We are excited to expand our community service and outreach efforts to help with the development and revitalization of our North Market Street corridor. The PALW Annex Campus will feature a multi-facility park featuring: (i) a dynamic outdoor park; (ii) an indoor/outdoor aquatic facility with six lane competition pool: and (iii) an innovative statue of the art community resource center. The specifics of each feature as follows:

PALW Park - Completed July 2022

The PALW park will feature (i) jungle gym play-space, (ii) a sitting area, (iii) a half court multi sports area, and (iv) parking for our transportation vehicles (buses).

Aquatic’s Facility

The Aquatic’s facility will be the state of the art facility. The facility will have a retractable building overtop of the pool for removal during spring and summer months and closed for winter

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usage. It will be a six lane competition pool with a mini pool attached. It will have locker rooms with showers in the facility.

Multi use Community Resources Center

The PALW Annex Campus will also feature an innovative state of the art three story facility to provide the following services: (i) foster care, runaway and homeless resource center; (ii) wellness center; (iii) children's sick daycare; (iv) adult daycare; (v) autism support; (vi) mental health support, and (vii) tutoring/education. This building will also feature a wellness and health center(which will offer physical therapy to assist within this facility). Finally, this facility will further include four commercial spaces for lease to vendors on the ground floor level.

As you can see from these descriptions of our plans, the PALW Annex Campus will feature innovative facilities and will be a well-appreciated addition to the North Wilmington community. The PALW Annex Campus will be a 1-to 3 year multi-phase process from start to finish involving elements of financing, construction and project partnerships.

Importantly, The PALW anticipates that this project will manifest itself as a return on the investment requested for many years to come. The need to keep youth engaged in positive outlets and off the streets of Wilmington is greater now more than ever. We continue to keep our doors open seven days a week for members and community events. We anticipate being able to double the amount of current youth served to involve them in opportunities at the PALW Annex Campus that will further assist in reducing the many challenges in our community that are precipitated by the lack of opportunities for our youth. The expectation is that this facility will enhance the engagement of our youth by being involved in positive outdoor recreational activities and programming while increasing participation in the child-care education and prevention programming areas of our center. We will partner with our local school district, private charter schools in efforts to assist our students and families in their educational process. Providing these opportunities through our organization will increase our youth development, quality of community service and positively impact the families in our community. This will assist with our motto of "Building Brighter Futures".

Thank you for taking the time to read and consider the request in this letter. Should you have any questions, please feel free to contact at the contact information listed below. Together, we can make a difference in the City of Wilmington and surrounding New Castle County.

Sincerely,

Christopher Purnell
Executive Director
PAL of Wilmington
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Wilmington, DE 19802
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Police Athletic League of Wilmington Delivers

Highlighted Service Initiatives

ABOUT NATIONAL POLICE ATHLETIC LEAGUE (NPAL)

The National Association of Police Athletic/ Activities League and its chapter work nationwide promoting the prevention of juvenile crime and violence by building relationships among kids, cops and families. National PAL is an organization based on the conviction that young people, if reached early enough, are more likely to become productive adults and agents of change.

ABOUT THE POLICE ATHLETIC LEAGUE OF WILMINGTON (PALW)

The Police Athletic League of Wilmington organization has been in existence since 2002 in the North Wilmington area. We serve all of Wilmington and all areas surrounding New Castle County. The PALW offers a host of services such as our Early Learning Center (all day childcare 6 weeks to 13 yrs. old), Prevention and Mentoring Programs (Life Savers), Educational Resources, Athletics and Recreations activities, Social and Emotional services, Community Engagements, and Safe Haven for our community families. The PALW provides all day childcare and community services and allows our youth a safe haven to attend after school to channel their energies in a positive direction to promote self-esteem, good life choices, and healthy lifestyles. We greatly appreciate the opportunity to service our community and families as a holistic opportunity to impact their lives. Our Mission is *“Building Brighter Futures, Engaging youth with Public Safety, and empowering families to build a stronger community.”*

NATIONAL PAL MENTORING

This program is for our members ages eight and older. During this time our youth are exposed to leadership workshops, learning opportunities and drug and bullying prevention activities. The youth also participate in community service projects and receive tutoring services. This program is funded by the National PAL Organization.

LIFE SAVERS

Students learn how to prevent involvement in areas and help others to be aware of preventing them as well. Students engage in projects and trips to enhance their exposure and awareness. Students will also learn about the LGBTQ community, Educational, Musical, STEAM, Agriculture, Culinary Arts, and Decision making skills. We provide daily healthy nutritional meals and snacks. This program is funded through the Delaware Criminal Justice Council (CJC) by the Department of Services for Children, Youth and Family Services.



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D.I.V.A.'S (Developing Independent Valuable Assets)

This is an all female program ages 10-14. D.I.V.A.s is a program designed to assist the young ladies in entrepreneurship, work readiness, and financial literacy. They will build a sisterhood and self-confidence within the group through business projects, prevention programs, and support from guest speakers. This program is funded through the Delaware Criminal Justice Council (CJC).

TOBACCO & SWAT

Students Working Against Tobacco (SWAT) will learn about tobacco products and the companies who make them. They will learn prevention methods to stay tobacco free and help others stay or become tobacco free as well. Students will work on a project each month that creates involvement with the other students and counselors to create an understanding of materials and bonding. This program is funded by the American Lung Association of Delaware.

PALW EARLY LEARNING CENTER

The PALW Early Learning Center provides daily child care and learning experiences for children six weeks through five years old. Our curriculum offers a comprehensive education that develops the whole child's Cognitive, Physical, Social/Emotional skills, and Character in a safe, clean and nurturing environment. We provide all students with a healthy nutrition daily meal and snack.

BEFORE & AFTER CARE

This program provides supervised care with certified staff. We service school age children from Kindergarten through eighth grade. We provide transportation for several school districts, homework assistance as well as one-on-one tutoring, and a daily meal and snack. PALW is a place designed for school age children to unwind from their long school days in a safe and nurturing environment which expands their interest, supports their education, and affords them opportunities for positive social interactions.

SUMMER CAMP

The PALW Summer Enrichment Day Camp offers a variety of activities to enhance, enthusiastic counselors and reinforce education, improve athleticism, and promote positive attitudes in a healthy environment. We provide weekly theme activities. We have weekly diverting and educational trips. Trauma yoga, nehemiah gateway program, Life Savers prevention and mentoring programs in weekly groups. We also incorporate weekly outside activities such as Monty's Neighborhood Snacks cooking classes, Swimming and Dance. This is a 10 week summer program for school aged children from Kindergarten through eighth grade.



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SAFE HAVEN (EXTENDED HOURS)

The Safe Haven program provides an opportunity for youth to have a safe place to enjoy educational and recreational activities throughout the summer late evenings. Safe Haven provides programming for all youth 8-18 years of age from 8 pm to 11 pm. Youth get an opportunity to choose from various activities such as gym, movies on the big screen, board games, Karaoke, computers, xbox, play station, lounge area with pool and ping pong tables, Tv, weight room, yoga and exercise classes. Meals are provided nightly, some are cooked by the staff or food is ordered from local restaurants. We also go on field trips for our students to enjoy themselves and get exposure to opportunities outside of our organization. All meals and field trips are free to our participants.

OTHER PROGRAMS

Education and Tutoring Services
Mental Health and Social Services Assistance
Open Recreation
Intramural Sports
Fitness Training
Senior Programming
Homeless Resource for Youth (Activities for Student & Families)
Learn to Ride
Zumba Classes
Yoga Classes
Youth Police Academy (Summer Program)
Exercise Room
Media Center
Rental Area for Community Events



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Why Support the Police Athletic League of Wilmington...

Targeted visibility and marketing exposure to 5,000+ diverse kids and families

PALW Highlights

How we reinvest in our facility providing for the community we serve through partnerships

- Newly Renovated Gymnasium with Bleacher and Design
- State of the Art Multipurpose room
- Lobby signage & office logos
- New lockers
- New weight room
- Cafe'
- Outdoor tables and umbrellas
- 7 bathroom renovations and upgrades
- Newly renovated Early Learning Center for toddlers - four innovative rooms, multimedia, and washing stations
- New addition Multipurpose/Exercise Studio room on the second floor
- New 72 passenger school bus with Air Conditioning
- New outdoor playspace with multi sports surface
- Acquisition of land

PALW Future- Introducing the PALW Campus

- Aquatic center
- Indoor turf facility
- PALW Community Resource Center



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PRIVATE OR CORPORATE SPONSORSHIP OPPORTUNITIES AVAILABLE

Sponsorship Levels	Benefits
\$1,000,000 Platinum	<ul style="list-style-type: none"> • Name displayed on exterior of building • Plaque placed on donor wall • Featured in all marketing and communications • Advertisement or video displayed on TVs monitors (3 yrs) • Social media e-blast / acknowledgement on the website (3 yrs) • Logo and Slogan on Marquee sign (3 yrs) • 20 PALW T-Shirts • 20 Golf Classic attendees or passes • 6/8 events in multipurpose room or gym • Invite to all fundraising events during calendar year
\$500,000 Gold	<ul style="list-style-type: none"> • Name displayed in designated area of building • Plaque placed on donor wall • Featured in all marketing and communications • Advertisement or video displayed on TVs monitors (2 yrs) • Social media e-blast / acknowledgement on the website (2 yrs) • Logo and Slogan on Marquee sign (2 yrs) • 16 PALW T-Shirts • 16 Golf Classic attendees or passes • 4 events in multipurpose room or gym • Invite to all fundraising events during calendar year
\$100,000 Silver	<ul style="list-style-type: none"> • Plaque placed on donor wall • Article in online local publication • Advertisement displayed on TV monitors (1 yr) • Social media e-blast / acknowledgement on the website (1 yr) • Logo and Slogan on Marquee sign (1 yr) • 12 PALW T-Shirts • 12 Golf Classic attendees or passes • 2 events in multipurpose room or gym
\$50,000 Bronze	<ul style="list-style-type: none"> • Brand placement on donor wall (1 yr) • Featured in all marketing and communications (1 yr) • Advertisement displayed on TV monitors (1 yr) • Social media e-blast / acknowledgement on the website (1 yr) • Logo and Slogan on Marquee sign (1 yr) • 8 PALW T-Shirts

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	<ul style="list-style-type: none"> ● 8 Golf Classic attendees or passes ● 1 event in multipurpose room or gym
<p>\$25,000</p> <p>Copper</p>	<ul style="list-style-type: none"> ● Brand placement on donor wall (1 yr) ● Featured in all marketing and communications (1 yr) ● Advertisement displayed on TV monitors (1yr) ● Social media e-blast / acknowledgement on the website (1 yr) ● 4 PALW T-Shirts ● 4 Golf Classic attendees or passes
<p>\$15,000</p> <p>Special</p>	<ul style="list-style-type: none"> ● Brand placement on donor wall (1 yr) ● Featured in all marketing and communications (1 yr) ● Advertisement displayed on TV monitors (1 yr) ● Social media e-blast / acknowledgement on the website (1 yr) ● 2 PALW T-Shirts ● 2 Golf Classic attendees or passes
<p>\$10,000</p> <p>Friend</p>	<ul style="list-style-type: none"> ● Brand placement on donor wall (1 yr) ● Featured in all marketing and communications (1 yr) ● Advertisement displayed on TV monitors (1 yr) ● Social media e-blast / acknowledgement on the website (1 yr)
<p>\$5,000</p> <p>Patron</p>	<ul style="list-style-type: none"> ● Brand placement on donor wall (1 yr) ● Featured in monthly newsletter (1 yr) ● Social media e-blast / acknowledgement on the website (1 yr)
<p>\$2,500</p> <p>Supporter</p>	<ul style="list-style-type: none"> ● Brand placement on donor wall (1 yr) ● Featured in monthly newsletter (1 yr) ● Social media e-blast / acknowledgement on the website (1 yr)
<p>\$1,000</p> <p>Alley</p>	<ul style="list-style-type: none"> ● Brand placement on donor wall (1 yr) ● Social media e-blast / acknowledgement on the website (1 yr)
<p>\$500</p> <p>Imagine</p>	<ul style="list-style-type: none"> ● Social media e-blast / acknowledgement on website (6 mo.)
<p>\$250</p> <p>Build</p>	<ul style="list-style-type: none"> ● Social media e-blast (6 mo.)



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Donor/Sponsorship Commitment Form

ORG./INDIVIDUAL: _____ CONTACT: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ EMAIL: _____

Please indicate your organization's desired level of participation below

- Platinum - \$1,000,000
- Gold - \$ 500,000
- Silver - \$ 100,000
- Bronze - \$ 50,000
- Copper - \$ 25,000
- Special - \$ 15,000
- Friend - \$ 10,000
- Patron - \$ 5,000
- Supporter - \$ 2,500
- Alley - \$ 1,000
- Image - \$ 500
- Build - \$ 250

Please forward payment to Police of Athletic of Wilmington

MAIL THIS FORM WITH PAYMENT TO

3707 N. MARKET STREET
WILMINGTON, DE 19802

Electronic payment options are available

QUESTIONS

Please feel free to direct any questions to our staff below.

Christopher Purnell - Christopher.Purnell@palw.org or 302-764-6170 / 302-420-1089

Kenneth Harris - Kenneth.Harris@palw.org or 302-764-6170 / 302-584-875

Visit our website at www.palw.org