

Police Athletic League of Wilmington Project Proposal

EDUCATION RESORURCE CENTER



PALW



**BUILDING BRIGHTER FUTURES
FILLED WITH OPPORTUNITY,
HOPE, AND TRANSFORMATION
ONE BRICK AT A TIME.
REACHING BEYOND TOMORROW'S
VISION**

**Prepared by
PALW ADMINISTRATION**

**JANUARY
2025**



Introduction



INVEST IN OUR COMMUNITY'S FUTURE – BE A PART OF SOMETHING TRANSFORMATIONAL



At the Police Athletic League of Wilmington (PALW), we believe in the power of community, opportunity, and positive change. Today, we invite you to be a key part of an exciting and transformative project—our new state-of-the-art facility, a beacon of hope and progress for a community that has long been underserved. For years, families on this side of town have had limited to no access to critical resources such as youth development programs, job training, aquatics, wellness services, housing resources for the unhoused and community engagement initiatives. This new building will not only allow us to expand and enhance the services we provide, but it will also serve as a catalyst for neighborhood revitalization, economic development, and job creation. With your support, we can build a stronger, healthier, and more empowered community.

Your investment will help us:

- Provide a safe and enriching space for children and families to learn, grow, and thrive.
- Expand programs that offer educational support, workforce development, housing resources, aquatics, and health and wellness resources to name a few.
- Create job opportunities and stimulate local economic growth.
- Transform the neighborhood by revitalizing an area in need of new infrastructure and community-focused initiatives.

Your generosity will not go unnoticed. As a donor, you will receive:

- Recognition in our new facility, ensuring your legacy is honored for generations.
- Exclusive invitations to groundbreaking and ribbon-cutting ceremonies.
- Opportunities to see firsthand the impact of your contribution through community engagement events and program showcases.
- The satisfaction of knowing that you are making a lasting difference in the lives of countless individuals and families.

Your support today is an investment in a brighter tomorrow. Join us in this mission to build a stronger, more vibrant community. Together, we can turn this vision into reality.

For more information on how you can contribute or to schedule a tour of our current programs, please contact Christopher Purnell at (302) 420-1089.

Police Athletic League of Wilmington

Project Proposal

NAME: POLICE ATHLETIC LEAGUE OF WILMINGTON, INC.

CONTACT PERSON NAME: CHRISTOPHER PURNELL

TITLE: EXECUTIVE DIRECTOR

(O) (302) 764-6170 **(C)** (302) 420-1089 **FAX:** (302) 764-2978

(E): CHRISTOPHER.PURNELL@PALW.ORG

STATE OF INCORPORATION: DE **ESTABLISHED:** 06/2002

LICENSE & TYPE: 5013C NON-PROFIT **TAX ID:** 51-0388537

BRIEF DESCRIPTION OF ORGANIZATION

For nearly 23 years, the Police Athletic League of Wilmington (PALW) has been a steadfast presence in the Wilmington and New Castle County Communities, providing an array of essential services and resources. As a comprehensive childcare agency and hub for recreation, health & wellness, education, disaster relief, and family support, PALW has fostered strong connections and made significant contributions to our community. Recognizing the evolving needs of our residents, PALW is committed to advancing into the 21st century as a leading service and support center in the City of Wilmington. Our vision extends beyond PALW itself; we aspire to play a pivotal role in the revitalization of the Market Street corridor, ushering it into the new millennium. Central to our mission are our Pillars of Success: Education, Prevention, and Athletics, which guide our efforts to empower and uplift those we serve. Impacting our community serving approximately 250 youth per day, 2,000 per year and 41,000 youth over our 23 years of service. We will continue to be impactful and empower our community.

Our Mission, Vision and Values are as follows:

Mission:

Building brighter futures, engaging youth with public safety, and empowering families to build a stronger community.

Vision:

Our PALW will work in partnership with the community to enhance our youth lives through Childcare Development, Prevention Programs, Developmental Activities and Educational resources engaged by our staff, mentors and Wilmington police department to inspire them to build a brighter future within our community for tomorrow.

Values:

The PALW services will be guided by the following set of values: We value Accountability, Integrity, Communication, Hard-Work, Respect for Self & others, Discipline, Leadership, Honesty, Teamwork, Good Sportsmanship, Quality of Service and giving back to the community.

A Famous Quote that we align ourselves with:

"Do your little bit of good where you are; it's those little bits of good put together that overwhelm the world." ~Desmond Tutu



Detailed Project Description



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We anticipate that this project will deliver substantial returns on investment for our community, fostering enduring experiences that will swiftly fortify our community's fabric. It will contribute to the rejuvenation of the Market Street corridor, particularly enhancing its aesthetic appeal through innovative design. Our organization is committed to building upon our Pillars of Success: Education, Prevention, and Athletics. We project doubling the involvement of young people, and their engagement in these opportunities will aid in mitigating community challenges. The initiative will cultivate a constructive and nurturing environment for school-age youth, young adults, and their families to actively participate in resources, activities, events, and social gatherings.

The Education Center will encompass a cutting-edge four-story, 19,000 sq. ft. structure, featuring state-of-the-art technology with upper level housing units, complemented by a connected 10,000 sq. ft. Aquatic Center boasting a six-lane official size pool and a toddler pool. The design will prioritize eco-friendliness, incorporating glass retractable roofing and sidewall panels. Ensuring energy efficiency, the facility will offer year-round accessibility to the community.

This endeavor will directly provide a myriad of services and opportunities encompassing affordable housing units, health and wellness, employment, educational support, autism development, entrepreneurship, aquatics proficiency, senior programming, recreational activities, parental and community involvement, fostering a positive atmosphere for our youth, young adults, families, and community members. Our aim is to offer comprehensive programming and services catering to all family members, from toddlers to grandparents, aspiring to become a holistic organization for the entire family.

PALW Park - Projected Phase 1 - Completed August 2022

Our recently constructed recreational area will offer opportunities for our Early Learning Center, School-Age Students, and community members to partake in recreational play during the day and summer camp sessions. Featuring a half-court playing surface, it will accommodate various outdoor activities cherished by our youth, including basketball, volleyball, tennis, soccer, lacrosse, and hockey. The aim is for this facility to elevate youth engagement through participation in constructive outdoor recreational activities and programs, thereby fostering increased involvement in the educational and preventative initiatives offered at our center.



The Education Resource Center will provide valuable needed resources to our students, families and community. Our PALW Pillars of Success will be followed to strengthen the programming, shared services and resources in the following areas for the community.



- **Health and Wellness Center** - Mental and social well being, preventive care
- **Education Center** - Tutoring, college readiness, career technical education, and workforce development
- **Autism Sensory Resource Program** - Resource and counseling services for families to receive knowledgeable information and support; sensory room with items and activities to enhance growth and development.
- **I.M.P.A.C.T. Affordable Housing and Unhoused Resources Center** - Initiative for Maintaining and Providing Affordable Housing Transformation; Financial education, case management, 1st time home buyer education, resources for current homeowners and renters, to include financial assistance, provide unhoused, foster care and transitional youth opportunities to build brighter futures to empower a stronger community. Transitional housing units and refresh station.
- **Entrepreneurship Program** - Instructing youth and young adults on how to create and run a business, mentorship for aspiring entrepreneurs, resources for current entrepreneurs to help with growth, marketing and sustainability, financial literacy for business owners, and prototype development.
- **Aquatic Center** - Instructional lessons, educational course for engaging in aquatic employment in areas of directors, chemical maintenance, coaching and instruction.
- **Seniors Safe Space Programming** - Programming and services for engaging our elderly community in activities, communication, meals and trips to increase their involvement in the community.
- **Multipurpose Performing Arts Area** - Provide programming and exposure to the Performing Arts areas such as dance, drama, music, stage crew, audio, lighting, and video technical training
- **Media Technology Rooms** - Shared space for small businesses and community partners to utilize for meetings, conferences and presentations equipped with audio/visual equipment for presentations.
- **Community Engagement** - Communicate and build partnerships with all organizations, churches, businesses, schools and other nonprofits to engage, enhance and encourage shared services throughout our communities. Will also offer Parent and Grandparent support groups.
- **Shared Space for Small Nonprofits** - Providing temporary space for meetings and work space to build business opportunities.

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As evident from the details outlined above, this project will offer a wide array of services and opportunities aimed at fostering the development, growth, and cohesion of our entire community. PALW remains steadfast in its commitment to continue impacting our community through our Pillars of Success and we are dedicated to enhancing and broadening our influence across all areas of programming.

Currently, we serve approximately 200 to 250 students daily. With the introduction of our new facility, we are driven to double our current participation figures, aiming to engage more youth, young adults, and families in the vital services they necessitate. We are devoted to providing the highest quality care and resources to students dealing with foster care and homelessness, enriching their childhood experiences. Daily access to mental and social therapy assistance from counselors will be provided, along with educational opportunities and activities to support their daily lives. Our aim is to fully involve them in all the activities offered by our organization.

For the past two decades, the Police Athletic League has been dedicated to serving North Wilmington and the surrounding New Castle County area. As our organization continues to expand alongside the community, we recognize the growing need for resources in these areas. Strengthening these regions will not only contribute to the revitalization of the Market Street corridor but also enhance the availability of essential services and programs within our community.

This project will play a pivotal role in delivering our mission along with the redevelopment and rejuvenation of the North Wilmington corridor. The new structure will showcase state-of-the-art designs, emphasizing 21st-century technology and innovation. Through engagement in the programs offered within our facilities, students, families, and the community at large will have the opportunity to expand their knowledge and access various opportunities.

Furthermore, we will collaborate with other organizations to utilize the play space and incorporate additional non-profits for the resource facility. We will extend invitations to all local schools, districts, and community centers to make use of our resource facilities. Our Board of Directors and Administration team have already forged partnerships with local civic associations, government agencies, representatives, educational institutions, and foundations to support the development of our project. Recognizing the importance of community engagement, we are committed to fostering collaborations with both existing and new partners to fortify our organization and foster brighter futures for our community and its surroundings.

We extend our heartfelt gratitude to everyone involved in this process for enabling us to provide this information, furthering our organization's mission to support our community.



PALW Education Resource Center

BUILDING RENDERINGS



Police Athletic League of Wilmington - Community Resource and Aquatic Center



Athletic League of Wilmington - Community Resource and Aquatic Center



PALW Education Resource Center

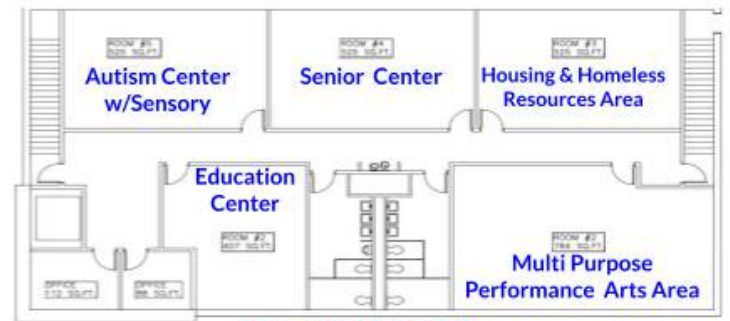
BUILDING FLOOR PLANS



Education Center
Floor Diagram



THIRD FLOOR



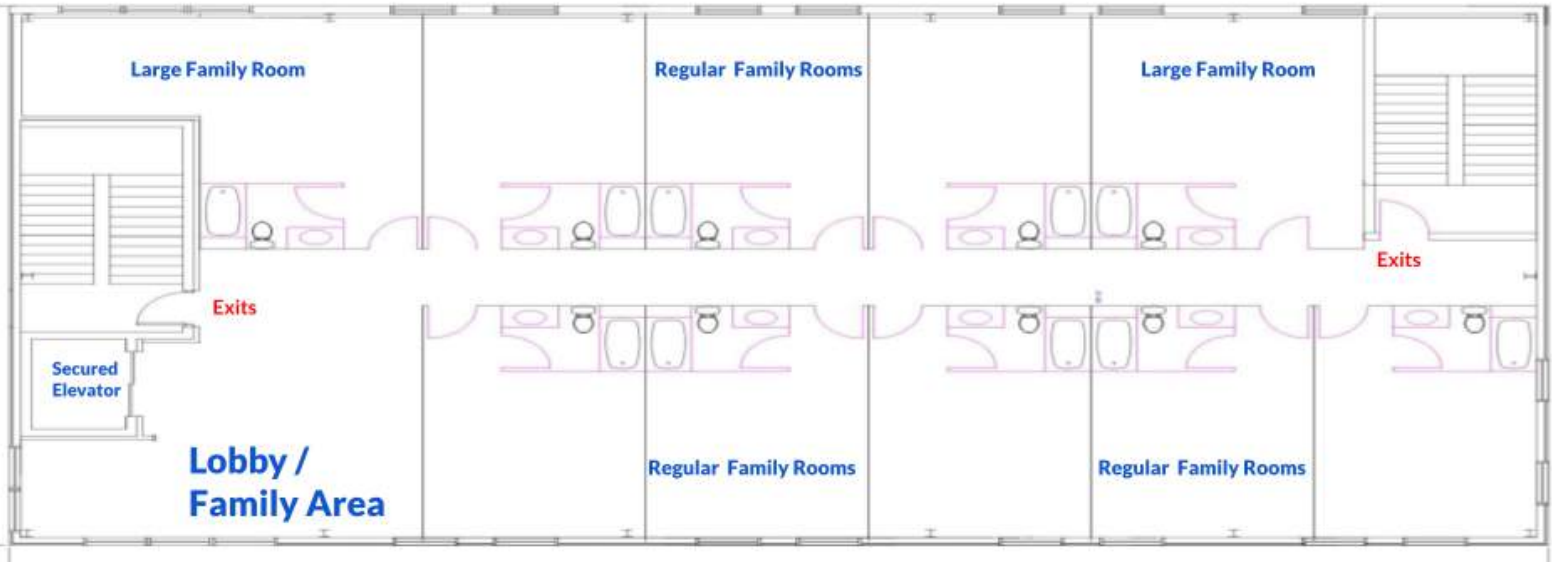
SECOND FLOOR

FIRST FLOOR

3710 N. Market Street, Wilmington, DE 19802



PALW I.M.P.A.C.T. HOUSING UNITS



Regular Family Rooms = 8
Large Family Rooms = 2
Total Rooms = 10

4TH FLOOR

3710 N. Market Street, Wilmington, DE 19802



PALW Education Resource Center

BUILDING RENDERINGS



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Total Cost Breakdown of PALW Education Center Project

Phase 1 - PALW PALW	\$1,200,000 Estimated Cost Completed August 2022
Phase 2 - Comm. Resource Center	\$4,800,000 Estimated Cost
Phase 2 - Aquatic Facility - Retractable Building	\$5,245,000 Estimated Cost
Bus Lot & Add Stormwater Management	\$115,020 Estimated Cost
Total Remaining	\$10,160,020 Estimated Total Cost

Operational Maintenance

We will manage the park with our maintenance and administrative staff. The maintenance staff will clean and check the park daily for any trash or debris. The teachers and other staff will assist with maintenance of the park facility. The maintenance staff will frequently power wash the equipment and areas in the park as needed or quarterly. The administrative team will survey the area to assure the safety and operation of equipment for our students using the park.

We will manage the Community Resource Center with our Executive and Deputy Directors creating directors and coordinator positions and assigning coordinator to programs. The Directors will coordinate programs with program coordinators for all programs within the facility that are PALW operated. Coordinators will be assigned to all programs and services. The Directors will work with all organizations and businesses contracted within the facility to develop arrangements for services for our community.

We will manage the Aquatic facility with an Aquatic Director. The Aquatic Director will operate the facility on a daily basis. We will also include a custodian to maintain the grounds of the facility. We currently have a custodial staff that does an outstanding job with facility maintenance and we anticipate adding an employee to be assigned to the new facility. We will partner with an external pool vendor to service our Aquatic's facility. Our organization will continue to raise funds and partner with organizations to assist with the financial growth of our organization. Projected estimated budget below of operating expenses for the PALW Education Center. These are estimated projections.

Low to Moderate Income (LMI) Population

Police Athletic League of Wilmington Serving LMI Population



Police Athletic League of Wilmington (PALW) has been committed to serving Low to Moderate Income (LMI) youth and families in our community. The PALW was developed to support this demographic through our Pillars of Success, which are Education, Prevention, and Athletics. We provide essential programs through these pillars which focus on educational, developmental and family services. 100% of our student population fall in the free and reduced lunch category as well.

PALW Enrollment, Membership and Subsidy Qualification

The bulk of participants in PALW programs hail from economically disadvantaged backgrounds. More precisely, 90% of the children, aged 6 weeks to 12 years, enrolled in the Police Athletic League of Wilmington Early Learning Center and Before/Afterschool program benefit from full or partial Purchase of Care subsidies. A vast majority of our youth membership ages 8 to 18 receive other subsidized state services. These subsidies are essential as they enable children from low to moderate income families to access quality programs, educational opportunities, and family care services that would otherwise be beyond their financial reach.

PALW participants attending Title I School

Majority of the children attending our PALW center are from Title I schools, which are identified by having 40% of their student population coming from low-income households. Situated centrally to several Brandywine and Red Clay schools, as well as several charter schools, PALW serves as a vital link between home and school, and vice versa. We play a crucial role in offering care, educational, and social support to students who may be at risk due to economic circumstances. All of our students that attend Title I schools fall in the free and reduced lunch category.

PALW Targeted Youth Developmental programs

PALW designs initiatives targeting underserved youth in the City of Wilmington and neighboring communities in New Castle County. These initiatives are crafted to involve youth in activities fostering academic, social, and personal development, tailored to the needs of individuals from disadvantaged backgrounds.

PALW Community Demographics

The emphasis of PALW's programs on LMI populations is substantiated by demographic insights. Our students and families have faced tremendous challenges due to their demographic area. Our population is 98% African American and of those families 100% are free and reduced lunch participants. 90% of our Early Learning and School Age participants are enrolled in Purchase of Care subsidies. 49% of our school age students are below average in reading and mathematics and have Individual Evaluation Plans (IEP) to assist them in trying to get back on grade level. This data shows that over 90% of our families are classified as Low to Moderate Income. Our goal is to effectively address learning challenges and minimize the gap in educational attainment by providing tailored support and resources for the LMI population. This data underscores the urgent necessity for tailored services such as those provided by PALW, which play a crucial role in nurturing the well-being and progress of these communities.



In essence, PALW holds a crucial position in serving and assisting the LMI populations within its service region. By strategically situating programs, prioritizing educational assistance, and engaging in direct outreach to underserved communities, PALW significantly contributes to enriching life prospects for economically disadvantaged children and families.

Measurable Outcome

- **How will this project benefit the community?**

We expect this project to yield a significant return on investment for our community, creating long-lasting experiences that will have an immediate impact on strengthening our community. It will assist with the revitalization of this particular area of the Market Street corridor's appearance with the innovative design. Our organization strives to build on our Pillars of Success which are Education, Prevention and Athletics. We expect to involve twice as many young people, and their participation in these opportunities will help reduce community issues. It will provide a positive and productive environment for school-age youth, young adults and their families to engage and participate in the resources, activities, events and social gatherings. The Education Center will be a three story 14,000 sq. ft. state of the art technology design with a connecting 10,000 sq. ft. Aquatic Center with a six lane official pool along with a toddler pool. The design will be eco friendly with glass retractable roofing and sidewall panels. The facility will be energy efficient and provide the community with year-round usage. This project will provide direct services for health and wellness, employment, educational support, autism development , entrepreneurship, senior programming, performing arts, aquatics skill sets, recreational activities, parent and community engagements for an all-around positive environment for our youth, young adults, families and community members. Our goal is to provide programming and services for all members of the family from toddlers, youth, teens, young adults, parents and grandparents. We strive to be a holistic organization for the entire family.

This project will assist in many ways of redevelopment and revitalization of the North Market Street corridor. Our goal is to increase our impact with the Market Street revitalization build. The new structures will be 21 st century, high technology and innovative designs. Students, Families and Community will be able to increase knowledge and opportunities through engagement within the programs provided in the facilities. We will also collaborate with other organizations with the play space, incorporate other non-profits for the resource facility and all local schools and districts including other community centers to utilize the indoor facilities as well.

Our organization's Board of Directors and Administration team are working and partnered with all local civic associations, state agencies, government agencies, local representatives, Brandywine school district, Welfare foundation, Longwood foundations and a couple private institutions to assist with the development of our project. We know that it is very important to involve others to assist in the development of our community and resources provided for our community. We will continue to engage with others to assist in building our organization for us to build brighter futures in our community and surrounding areas.



- **Why is this project a good use of taxpayer dollars?**

The Education Center will be a valuable resource for our community and surrounding communities. We provide opportunities to improve on our pillars of success which are Education, Prevention and Athletics that shows our taxpayers a future return on their tax dollars when our programs and services are provided to our community members. It provides well needed services and opportunities for the entire family which increases our impact and instills our pillars of success. Everyone that is part of the community will be included and participate in several of the programs offered by our organization. We expect this project to yield a significant return on investment for our community, creating long-lasting experiences that will have an immediate impact on strengthening our community.

This project will assist in many ways of redevelopment and revitalization of the North Market Street corridor. Our goal is to increase our impact with the Market Street revitalization build. The new structures will be 21 st century, high technology and innovative designs. Students, families and community will be able to increase knowledge and opportunities through engagement within the programs provided in the facilities. We will also collaborate with other organizations with the play space, incorporate other non-profits for the resource facility and all local schools and districts including other community centers to utilize the indoor facilities as well.

- **What are the economic impacts of this project, including any new jobs if applicable?**

The Education Center will have an economic impact on the entire community and surrounding communities. It will bring more professional employment opportunities to our communities in the multiple areas that will be providing programming in the facility. It will provide opportunities for educational partnerships and support with local universities and high schools to build better through our youth, young adults to adults. This initiative will help nurture them into productive citizens, thereby fostering the growth of a more positive community. As a result, we anticipate an increase in the number of taxpayers and committed community members.

The goal is to increase the number of youth, young adults and adults that we impact to build brighter futures to strengthen our communities output with preparing productive citizens. The rise in programming skills will boost the workforce within our community, fostering resource-sharing and bolstering economic growth across various sectors, including job creation, vocational education, and sustainable employment readiness. Implementing these procedures throughout our organization will definitely build more opportunities for economic growth.

- **Sustainability: How will the PALW maintain the Education Resource Center?**

We will establish sustainable funding sources through revenue generated from four retail spaces, the aquatic center, and housing units. This approach will ensure the long-term viability of the facility while also providing the PALW with the necessary operational funds to expand and enhance high-quality programming for our youth, families, and community members.

Attached, you will find our sponsorship letter detailing how you can make a meaningful impact. Your support today is an investment in a brighter future. Join us in our mission to strengthen and uplift the community—together, we can bring this vision to life.

REACHING BEYOND TOMORROW'S VISION BUILDING BRIGHTER FUTURES.



PALW Education Resource Center

Private or Corporate Sponsorship Opportunities

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Sponsorship Levels	Benefits
<p>\$5,000,000</p> <p>Platinum</p>	<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
<p>\$1,000,000</p> <p>Gold</p>	<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
<p>\$500,000</p> <p>Silver</p>	<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
<p>\$100,000</p> <p>Bronze</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) Logo and Slogan on Marquee sign (1 yr) 8 PALW T-Shirts 8 Golf Classic attendees or passes
<p>\$50,000</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 (1 yr) Social media e-blast / acknowledgement on the website (1 yr) 4 PALW T-Shirts 4 Golf Classic attendees or passes



PALW Education Resource Center

Private or Corporate Sponsorship Opportunities

Sponsorship Levels	Benefits
<p>\$25,000</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>\$15,000</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>\$10,000</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>\$5,000</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>\$2,500</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>\$1,000</p> <p>Imagine</p>	<ul style="list-style-type: none"> • Social media e-blast / acknowledgement on website (6 mo.)
<p>\$100 - \$500</p> <p>Build</p>	<ul style="list-style-type: none"> • Social media e-blast (6 mo.)

PALW Education Resource Center

Donor/Sponsorship Commitment Form



ORG./INDIVIDUAL: _____ CONTACT: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ EMAIL: _____

****Please indicate your organization's desired level of participation below****

PALW



PLATINUM

FRIEND

GOLD

PATRON

SILVER

SUPPORTER

BRONZE

ALLEY

COPPER

IMAGE

SPECIAL

BUILD

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

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PALW Education Resource Center Sponsorship Appreciation



All sponsorships will receive recognition for their support. There will be different criteria for the different levels of sponsorship which are above in sponsorship information.

→ First Level

- Platinum
- Gold
- Silver

→ Third Level

- Friend
- Patron
- Supporter

→ Second Level

- Bronze
- Copper
- Special

→ Fourth Level

- Alley
- Image
- Build

Each level of sponsorship allows the individual or company multiple advertisement and recognition throughout our organizations digital advertisement



PALW Education Resource Center

INVEST IN OUR COMMUNITY'S FUTURE
BE A PART OF SOMETHING
TRANSFORMATIONAL



Be the Driving Support to help Build a Stronger Community



Christopher Purnell - Executive Director



Christopher.purnell@palw.org



(O) 302-764-6170 (C) 302-420-1089