Hollenbeck PAL began in the late 1980's through the efforts of dedicated police officers from the Hollenbeck Division of the Los Angeles Police Department and community residents to implement sports activities to high-risk youths in response to the juvenile crime increase in the area. In 2003 PAL acquired its own 501(c)(3) non-profit status and is now governed by a board of directors comprised of community leaders, law enforcement personnel, and business professionals.

"We feel safe here because of all the police and all the adults. They're like family to us."
- Joel Villa, Sports4Kids Participant

Our Vision
Our ultimate goal is a community without crime, where children have equal access to opportunity, and where peace officers help drive the community's vitality.

DONATE
2020 was an especially challenging year for our community, for Los Angeles, the nation, and the world. We at HPAL learned to cope with uncertainty and to live in the present! We quickly learned to be game changers when doing 'business as usual' was no longer possible. Our staff strategized on new ways to keep our services relevant and to effectively deliver these services to our community. We changed to virtual platforms, and when it was safe, we returned to in-person services utilizing the safety protocols we developed and continue to use today. And now in 2021, thankfully, we can begin to see some light at the end of the pandemic tunnel!

As we look back over the past year, we are very appreciative of the kindness and generosity we received from our supporters and volunteers who helped us in this journey and helped us prevail! Because we love doing what we do – working with our partners to provide safe spaces and services to our youth and families.

The Pandemic has proven "One person never does great things in business. They’re done by a team of people" (Jobs, 2008). At HPAL, our great Team is our community, the LAPD Captain and Command Staff, the HPAL Board of Directors and staff, and the dedicated police officers that promote peace, love, and respect in the communities we serve! Whether it is financially or through other means, please know your support makes a difference in others' lives. We, at HPAL, wish you the very best, and we thank you!

Lorraine Garcia
Executive Director

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GET IT STRAIGHT (GIS)

GIS is the LAPD-Hollenbeck Division’s official Diversion, Delinquency Prevention, and Intervention Program in the Hollenbeck community. In partnership with the LAPD, LAUSD, and the USC Suzanne Dworak-Peck School of Social Work faculty and MSW interns, GIS provides behavioral case management, youth and parent training, mental health sessions, and delinquency diversion activities. GIS supports youth to stay in school and develop a clear path toward success, and for parents to become better advocates for their children.

HPAL also provides school-based GIS presentations to support student and parent achievement. In 2018, the LAPD-Hollenbeck Division named GIS the official Diversion Program. With HPAL’s Diversion strategy, police officers identify students who have committed minor crimes and face arrest and possible incarceration. HPAL offers these students a “new opportunity” if they, along with their parent/guardian, complete the GIS program.

MSW interns from the USC Suzanne Dworak-Peck School of Social Work

PAL gave me a chance and they believed in me and helped me grow. Today I coach 8 year-olds in the biggest soccer league in Boyle Heights.” - William, GIS Participant

HPAL TEACHING INSTITUTE (HPAL-TI)

In September 2016, HPAL established the first Law Enforcement/Mental Health Teaching Institute in the country, in partnership with the USC Suzanne Dworak-Peck School of Social Work. Supporting Get it Straight, the HPAL-TI brings together GIS case managers, law enforcement, and USC MSW interns to share best practices and provide for youth and families, mental health services, and individual, family, and group therapy, at no cost.
Hollenbeck PAL Programs

SPORTS 4 KIDS (S4K)

Boys and girls, ages 4-17, learn the importance of fitness/sportsmanship, enhance their self-confidence/esteem and social skills, and are motivated to do well inside and outside the classroom. Youth in various age divisions participate in after-school and weekend soccer practices and competitive league and tournament play.

LIFE CAMERA ACTION (LCA)

LCA is an innovative program that provides middle and high school students the opportunity to use technology and digital media to explore issues of particular interest to them and their community. As they create media projects, students enhance their life skills, experience new learning methods, do research, improve their competence in a wide range of academic subjects, develop leadership skills, and improve their personal development.

“I know my strengths now! I will grow my talents to be someone who is passionate and talented.”

- Kevin, Grand Prize Winner of the LCA Film Festival

PAL-UP

PAL-UP targets at-risk high school youth from low-to-moderate income households, who might not be college-bound, but can benefit from training for rewarding employment in various vocations and trades once they complete high school. Students participate in career/trade and life-skills workshops, vocational education opportunities and presentations, and receive ongoing case management to support their success.
“I remember when we had a GIS class and my mom and me had to sit in front of each other and I got emotional because I knew my mom had a soft spot in her heart for me. I also remember when I told her that 'words hurt more than actions' and she actually changed a lot and so did I.”

Kimberly, GIS PARTICIPANT
Hollenbeck PAL serves youth and families from the communities of Boyle Heights, Lincoln Heights, El Sereno, and other local neighborhoods.

Philanthropy means the love of humankind

Our donors and volunteers have been embracing philanthropy for over 30 years! At Hollenbeck PAL we see incredible acts of love and unselfishness every day. We see the fruits of these acts every day. We see it when Boyle Heights families come to HPAL looking for guidance and from these residents as they express their gratitude in receiving positive guidance! Our donors and our volunteers make this possible! So, we say THANK YOU! Because of our incredible donors and volunteers, we’ve been able to positively impact the lives of youth and their parents through our four youth development service areas:

- Delinquency Prevention & Diversion
- Life Skills & Leadership through Technology/Media
- Sports & Recreation
- Career and Workforce Development

DONATE
Community

2020 VOLUNTEERS

Irene Murillo
Alvaro Rios
William Rivas
Nallely Palafox
Rosie Granados
Jessica Carino
Uriel Guzman
Elizabeth Perez
Yasmin Marban
Donovan Palomares
Lucia Rios

Christian Arenas
Matthew Lopez
Julissa Romero
Nancy Delgado
Maria Duenas
Cynthia Gonzalez
Kathryn L. Contreras
Sal Martinez
Ann Carmen Garcia
Dr. Kathleen Van Antwerp
Senta Greene

2020 PARTNERSHIPS

THANK You
Where there’s a will, there’s a way! Despite the pandemic, the HPAL board hosted two virtual fundraisers raising $55,000 for programs. The first on May 5th, sponsored by El Silencio Mezcal, was our Cinco de Mayo celebration. Using a Zoom format, event supporters followed Mixologist Ricardo Aguilar as they learned about mixology, the difference between Mezcal and Tequila, and how to make a Mezcal Margarita Oaxacan Mule. Tequila lovers also had a chance to share in fun and laughter with the very funny and talented host, comedian Paul Antonio.

"I'm going to open as many doors as I can for every generation that comes after me. How fortunate that I work for a company that allows me to do that."
- Nancy Limon, VP Govt. Relations/Public Affairs at Reyes Coca-Cola

Unable to host its annual 2020 GALA usually held in September, HPAL hosted the November Virtual Event & Panel Discussion at LAPD Headquarters in Downtown Los Angeles. The virtual event featured HPAL youth success stories and HPAL’s 2021 GALA honorees and City of Los Angeles leaders, including Police Chief Michel Moore of the Los Angeles Police Department; Nancy Limon, VP Govt. Relations/Public Affairs at Reyes Coca-Cola; and Celia Chavez, President and General Manager of Telemundo 52 Los Angeles. Los Angelenos tuned in to the two-hour event where leaders discussed the importance of community partnerships to create a more equitable city and meet the needs of Angelenos. AECOM, USC Department of Public Safety, USC Leslie & William McMorrow NAI, and Reyes Coca-Cola Bottling Company sponsored the November event.
2020 Financial Summary

TOTAL REVENUE = $806,132
85% allocated to Programs
15% allocated to Administration & Fundraising

Foundations $375,441
Government $129,803
PPP Loan/Grant $106,000
In-Kind $75,556
Fundraising $55,575
Corporate Grants/Gifts $40,700
Individual Donations $23,057

IMPACT

DURING THE COVID-19 PANDEMIC WE:

Remained open during the pandemic with virtual Case Management and offered in-person crisis intervention and intake appointments.

Created an extensive virtual library by videotaping and digitizing into two languages (English & Spanish) over 20 hours of in-person training from our Get It Straight 12-week diversion and parenting program.

Over 620 youth soccer players and coaches participated in virtual team exercise sessions, coaches’ trainings, and student soccer clinics.

Over 450 students and parents joined HPAL in virtual workshops at several L.A. schools on topics such as "Ask A Cop" and "How To Talk To Your Kids About Drugs".

19 middle-school and high-school Life Camera Action program filmmakers produced a short documentary on the pandemic’s effects on the students and their families.

Hosted 13 professional/career virtual workshops to area high school students.

9,900 COMMUNITY MEALS GIVEN DURING THE PANDEMIC

WITH OUR LOCAL PARTNER EL CENTRO DE AYUDA

1,030 YOUTH AND FAMILIES SERVED DURING THE PANDEMIC
Supporters

"THE BEST WAY TO FIND YOURSELF IS TO LOSE YOURSELF IN THE SERVICE OF OTHERS."
-MAHATMA GANDHI

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Angela Rhodes
ATT Employee Matching
Citizens Business Bank
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Coca-Cola Foundation
Dwight Stuart Youth Fund
Evelyn Lasiter, RLT
Henry L. Guenther Foundation
Kathryn Beynon Foundation
KP Financial SVCS Ops
LA84 Foundation
Los Angeles City Councilmember Gilbert Cedillo, District 1
Los Angeles City Councilmember Kevin de León, District 14
Los Angeles County Supervisor Hilda Solís, District 1
MEZCAL El Silencio
MobileCause
NBC/Telemundo 52 Los Angeles
Patti’s Way Foundation (Steven & David Streit)
Reyes Coca-Cola Bottling Company
RING
Roy & Patricia Disney Family Foundation
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The Ahmanson Foundation
The Green Foundation
The Ralph M. Parsons Foundation
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University of Southern California Leslie and William Mc Morrow Neighborhood Academic Initiative
Up2Us
William Shatner, Hollywood Charity Horse Show
Windsong Trust

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CASE MANAGER
Owen Escamilla

MEDIA INSTRUCTOR
Ignacio Oliveros

PROGRAM ASSISTANT
Nicole Zavala

GIS CO-FACILITATOR (2020)
Officer Jeff Norat

PROGRAM COORDINATOR (2020)
Yasmeen Surio
"When you know better, you do better."

MAYA ANGELOU