

Pico Youth & Family Center (PYFC) Program Year End Report (July 1, 2014 – June 30, 2015)



General Overview

Fiscal year 2014-2015 came with many significant changes to the organization. Several of the seminal programs matured, while other innovative projects and collaborations were launched during this last year. Despite these accomplishments, two heavy City funding cuts (the first in May of 2014 and the second in June of 2015) created challenges that would be daunting for any organization. Nonetheless, while some challenges internal and external to the organization were faced, the resilience, innovation and creativity of PYFC is what colored the latter part of fiscal year 2014-2015.

The objective of this program evaluation is to provide a synopsis of the programs and activities of the PYFC during FY 2014-15, as well as to highlight accomplishments, lessons and next steps important to the future of the organization. It is structured to start with a programmatic review of regular programs and activities, then special events and workshops, followed by community organizing actions and trainings, interspersed with sidebar illustrations demonstrating the work throughout the report. The report concludes with overall accomplishments, challenges, along with some key next steps and conditions to address critical to the health of the organization in the next fiscal year.

It is important to note that midway through the fiscal year, PYFC went through a few major staffing changes brought on by reductions in grants. One significant internal condition was the departure of 2 key staff members, including one long-term Program Manager. Also, the addition of two team members in April and May marked a new page for the organization after many months of understaffing. There was a bit of acclimation to these changes amongst the youth. Overall, the new team's transition can be characterized as a sharp climb which included reviving teen participation in both new and staple programs, all the while launching a new campaign, #LetPYFCThrive, in response to the city's recommendation to decline their annual funding of the PYFC.

Lastly, the timing of these conditions within the organization was a unique hurdle of its own to overcome. PYFC faced these obstacles as the academic year came to an end, when teens and their families already have their after-school routines in place. As with most challenges, though, there is never a perfect time to overcome them. In the end, this last fiscal year was chock full of teaching moments for the new team to learn from, enough to create new systems as well as trainings to help staff respond to challenges as needed. Several special meetings and training workshops were implemented—often times, alongside a growing core of youth leaders. With the city's ultimate decision to not fund the center at all, we can expect that the need for this ingenuity, self-determination and enterprise will be vital for the continued growth of the Pico Youth and Family Center.



Description of Regular Programming

A variety of regular programming was implemented throughout the academic year. Some programming had a weekly schedule that was updated every semester and quarter, while others were more drop-in by nature. These programs were highlighted in our spring/early summer flyer. This program marked the comeback and re-engagement of students after several months of staff transitions.

Daily themes such as 'Ice Cream Wednesdays' were created which helped boost recruitment and program participation.

PYFC SPRING 2015 PROGRAMS		
April May June		
Munchdown Mondays*	• 3:30 - 5:00 • 5:00 - 7:00	Guys Talking Circle Music Recording Studio Sessions
Real Talk Tuesdays*	• 12:15-1:00 • 3:30 - 7:00 • 5:30 - 7:30	Girls PACT Talking Circle Films & Music Recording Studio Sessions Meditation & Yoga
Ice Cream Wednesdays*	• 3:30 - 6:00 • 8:00 - 10:00	XINACHTLI Academic Tutoring Mic Sessions
Thirsty Thursdays*	• 3:30 - 5:30 • 5:30 - 7:30	TeAda PopUp Theater & Guest Speakers Meditation & Yoga
Freestyle Fridays	• 3:30 - 6:00	XINACHTLI Critical Thought & Dialogue
SPECIAL EVENTS	• May 18-23 • May 22 • May 28	Hip Hop Appreciation Week Career Day @Tiny Rebellion UCLA Field Trip: da Real Rick Ross

* On these days, we will have food and beverages available immediately after school *
For more info, call us at 310.396.7101 or visit us at www.picoyouth.org or
Go to @PYFCSantaMonica on FB, IG or Twitter.

Regular Programming General Outcomes, Lessons & Next Steps

Lifeskills: Job Readiness and Employment Service Referrals and Placement

PYFC deepened relationships by opening individual cases and developing action plans for a total of 30 youth. This mostly happened while the Case Manager position was still filled (up until December 2014). Although the needs varied, 30 youth met at least two objectives defined by our program plan [See *Graph 1: Achievement Plan Breakdown of Case Managed Youth*]. As members of the City's YRT2.0 collaborative, we have made a substantial amount of referrals to other YRT2.0 navigators in the areas of employment (JVS/ HTA), counseling (St. Johns/ CLARE), and assisted living (First5/ St. Joseph's center) programs.

Academic Support: Tutoring & College Readiness

Senior Graduation: The PYFC is proud to announce that 20 PYFC youth graduated from Samohi, Olympic and SMC in June of 2014. This was followed by a Senior Banquet Luau in which youth and families of PYFC were invited to celebrate this major accomplishment. We awarded several scholarships and certificates to support our college-going culture at PYFC. The center awarded over \$2,500 scholarships to our youth to assist them with their first year of college.



Graph 1: Achievement Summary of Case Managed Youth

In June of 2015, 6 PYFC youth graduated from Samohi, Olympic and SMC and we also had a Graduation Banquet, which was themed with a selfie graduation wall. A scholarship of \$150.00 was given to an exceptional Samohi athlete from the Pico Neighborhood to recognize his achievements and to support his academic career at SMC.

Referral & Drop in Services

PYFC provides a safe and welcoming space for youth to congregate Monday-Friday from 11am to 7pm. Drop-in services include wrap around services, such as learning life skills, attaining job readiness skills, and general tutoring and mentoring. In 2014, the PYFC (re) registered over 148 youth members. By mid 2015, PYFC registered over 80 youth members. Also, the PYFC assists youth in accomplishing goals in key areas for improving their future by collaborating with partnering agencies and other organizations Monday-Friday from 11am to 7pm and by appointment. Referrals for employment, substance abuse, counseling and enrollment at SMC constituted the majority of referrals.

Academic Support: Tutoring & College Readiness

During this reporting cycle, PYFC Staff met with SMC and UCLA students to discuss our Academic Support program. In October, UCLA Xinachtli executed the college readiness workshops and curriculum at PYFC. UCLA, SMC, and college interns continued to provide tutoring for youth including college and GED preparation. Also, PYFC Program Director and two youth who are gang involved attended a forum on education and ethnic studies at Cal State Dominguez Hills, followed by a campus tour.



Gender Specific Support Groups

Gender specific support groups provide a safe space for self-identifying young males and females to explore issues and needs unique to their gender groups. PYFC's Girl's Group, for example, is a safe space for the young females who attend Samohi, Olympic, and SMC and/or are from the community of Santa Monica.

Statistics show girls with low self-esteem are more likely to drop out of school, be promiscuous, have unsafe sex, attempt suicide, abuse drugs and alcohol, develop an eating disorder and cut themselves. Seven in 10 girls feel insecure and, statistically, girls that feel ugly and worthless are 50% more likely to get pregnant than girls who feel good about themselves. Thus, our agency partner Girls PACT facilitates weekly meetings with Girls Group. Michelle Shegda, founder of Girls PACT, understands young girls' insecurities, and works with the girls to create a world where it is safe to "Rock Ur Stuff!"

Meanwhile, our weekly Young Men's Circle is co-led by Treveres Stamps of CLARE, another organizational partner of PYFC. Similar to the Girls Group, this weekly gathering of boys and young men seeks to build a healthy sense of comraderie amongst young men and discusses key current issues.

PYFC commits to improving educational and mentorship opportunities, leadership and civic engagement in our communities through these gender-specific groups. The groups are facilitated to inspire young men and women to think critically about how they are portrayed in society, to promote the healthy development of self-identity, and to foster unity among young women and men. PYFC's goal is ultimately to equip youth with the necessary tools for them to adjust in everyday situations and throughout their lives, and to generate a sense of inner respect and love for themselves while learning to be self-empowered, positive citizens in our community.

Oscar D'Leon Music Recording Studio for Youth



Music Production & Artist Development

On April 25, 2014 international Salsa sensation Oscar D'Leon visited and selected the Pico Youth & Family Center (PYFC) as a youth serving organization to receive donated funds towards the purchase of new equipment for our pioneering recording studio. PYFC staff, youth participants in PYFC's music program, and community leaders held a press conference to announce D'Leon's donation of \$2,500 and celebrate the legendary Salsero's contribution to the youth of Los Angeles.

"The PYFC opened its first public recording studio for youth in our City's history in 2002 and our equipment is old and over used," said PYFC Founder and Executive Director Oscar de la Torre. "D'Leon's support and contribution will give new life to our recording studio. His act of goodwill has inspired us to name the recording studio in his name. The PYFC will now be home to the Oscar D'Leon Recording Studio for Youth." The recording studio will provide free access to young musicians 16-24 years of age who meet the PYFC's criteria for services. Young musicians who participate at the PYFC must work to promote the PYFC's motto of Peace, Unity and Social Justice. "D'Leon is showing aspiring young musicians that one must never forget their roots and giving back to the progress of others is the true definition of being a star."

2014-15, our Music Production & Artist Development program was highly utilized by youth participants. We had 29 youth enrolled in our music studio during this fiscal cycle. PYFC completed Volume 5 CD compilation totaling 100 original songs produced and recorded by youth.

Weekly programming implemented throughout the year is summarized in the chart below:

Graph 2: Summary of Weekly PYFC Programming in 2014-15

Date	Event	Avg. Class Attendance	Positive Outcomes	Lessons & Next Steps
Mondays	Young Men's Talking Circle	Overall ~ 10 young men participate	Strong and consistent participation	Need to articulate learning outcomes on a more regular basis
Tuesdays	Girls PACT Group	~ 6-7 young women participate	Strong workshop outline content	Case management or one-on-one meetings could compliment lessons learned.
Tuesdays	Yoga & Meditation	~ 5 participants per class	Content is provided in both English and Spanish. Loyal following from Latina immigrant mothers	Need to expand services to youth and increase numbers in general
Wednesdays	Mic Sessions	> 25 regular attendees	Appeals to regional hip hop community Strong and loyal following	Programming needs stronger connecting to strategic needs of organization
Mons, Tues & Thurs	Music Studio	~20-29 participants	Strong participation One hip hop group formed 6 CD comp started	Need to articulate learning outcomes on a more regular basis
Weds and Fridays	Xinachtli Academic Tutoring & College Readiness	Over 15 people regularly served on any given day	Services were consistently provide throughout the academic year Outreach plan was developed and implemented	Better coordination needed for special events Meet new team in the summer
Tuesdays and Fridays	PIECES Art and Dance Classes	-7 participants	Highly successful collaboration with new local ally	Short-run, would be great to re-engage



PYFC/Xinachtli Black/Brown Youth Gathering 2015 at PYFC



2nd International Women's Day Celebration 2015 at PYFC

Description of Special Events and Workshops

In addition to regular weekly programming, PYFC also hosts a number of special events and workshops to help advance the mission of the organization. Many of the events and workshops involve collaborations with other local or regional organizations. Many of these events deepen the participation of youth as well as broaden their consciousness around a number of key issues affecting their families.

Graph 3: Summary of Special Events & Workshops

Date	Event	Participation	Positive Outcomes	Lessons & Next Steps
May	Prom Giveaway	6 low income girls	6 from Girls Group were able to attend Prom	Great way to connect girls and women in community.
July 7 to Aug 15	Summer 2014 Arts Program	17 youth	6 weeks of art facilitated by Elias Serna led to creation of art in different forms and media, included field trips	Positive precedent set for youth who are in need of art skills development and explorations
Oct 27 to Nov 2	Dia de Los Muertos	> 60 youth plus their families	Different facets of DOD were explored and taught through workshops by community elders to the youth Great venue (Highways)	Shorten to a few days instead of the whole week; labor-intensive.
Early Dec	Holiday Toy Drive	Staff led	Enough toys were collected for at least 20 children	No youth or families participated in the drive as volunteers.
Feb 28	UCLA Raza Youth Conference in collaboration with Xinachtli	10 youth participants	Youth were able to participate in conference with over 1,000 other youth through workshops and talking circles on a variety of themes from academics to feminism to music	Have more youth take more leadership and participate more deeply in the discussions.
March 9	Black Brown Family Night	20 families	Brought AfAm and Latino families over a meal	Needs to happen more often
July 18	Mandela Day	16 people	PYFC held its 1 st event dedicated to the legacy of Nelson Mandela & S. Africa	Need to deepen knowledge of African diaspora and struggle
March 7	International Women's Day Celebration	> 60 girls	Young women aged from 15-24 attended. Included keynote speaker, performances, vendors, and Open Mic.	Deepen collaboration with GIRLS PACT would be mutually beneficial
April 19	K-Rahn	8 people	Connection made with local hiphop, Pasadena activist and thought leader	Need to re-engage in cross-city lessons especially in reference to Rick Cole
May 8	Mother's Day Appreciation Dinner	15 families	Engaged parents of active youth. Turnout was more than expected. Parents showed an interest in deeper engagement	Need to reconvene more regularly Combine with Will Rogers parents
May 17	Car Wash in Support of Leo Castillo's Funeral Expenses	> 15 volunteers > 25 cars washed	Youth-led fundraiser raised > \$2000, with Large donations collected from passerbys	Need to consider as tactic for future causes.

May 18- May 23	Hip Hop Appreciation Week	~50 participants in the span of 4 days	Engaged regional base of supporters. Many participants formed a strong contingent for turnout to #LetPYFCThrive Actions	Flyer was needed sooner to conduct outreach Need more females to play an active role in planning and events.
June 1	Xinachtli EOY Graduation Dinner	> 25 attendees 5 graduates recognized	A fun and celebratory event No major glitches and applauded ALL students' efforts	Summer program was not put entirely in place yet due to campaign re: city funding
June 6	TeAda PopUp Theater Performance (one of three—this one took place at Virginia Park for SM Farmers Marke	6 hands-on workshops 4 theater performances ~10 youth, all new to popular theater	Highly successful; Weaved well into city funding campaign efforts Great team dynamic/participation Youth showed high interest, especially those with special needs.	Short-run, would be great to re-engage
May 22	Career Day @ Tiny Rebellion	15 youth participants	Met all outreach objectives Established solid working relationship with high tech firm Silicon Beach.	Photo release forms from SaMoHi contacts were not all collected; difficult to collect during summer
May and June	Youth College Tours in Los Angeles and San Diego	12 participants	Xinachtli led 2 All-day tours to local Universities Youth returned focused/re-inspired Xinachtli helped with outreach	Need more of these throughout the year.

PYFC Prom Giveaway

The PYFC organized a Prom Giveaway to support our graduating seniors who cannot afford to attend the prom. The goal of this giveaway was to award a prom dress, hair and makeup services, and a day of relaxation for our graduating seniors who have participated in Girl's Group. Six seniors received hair and makeup done by a professional stylist, dress and accessories, and they were able to get their first pedicure and manicure. All of this was made possible with donations from local businesses and community residents.



Mandela Day

PYFC Leadership Council, along with Revelations Entertainment hosted Mandela Day on Thursday, July 18th at the center. Revelations Entertainment is Morgan Freeman's production company and the Pico Youth & Family Center was selected to host the event. The overarching objective of Mandela Day is to inspire individuals to take action to help change the world for the better, and in doing so build a global movement for good. Ultimately it seeks to empower communities everywhere. "Take Action; Inspire Change; Make Every Day a Mandela Day." Youth and families were able to hear about Nelson Mandela, his life and legacy and watched "Invictus!" The audience was able to ask questions regarding Nelson Mandela and the entertainment industry.

PYFC Summer 2014 Arts Program

This summer the PYFC participated in a 6-week (July 7-August 15) Summer Arts Program. Seventeen PYFC members enrolled in this program. The PYFC Summer Arts Program was led by local artist/educator Elias Serna and PYFC Program Director. Serna is a filmmaker, cofounder of the comedy group Chicano Secret Service, and teaches film/writing/Chican@ Studies at Cal State LA & Dominguez Hills. He is also a Santa Monica Native. During the summer, the Summer Arts Program produced t-shirts, murals, and featured guest artists, writers, and attended field trips every Friday throughout Los Angeles County.



Dia de Los Muertos

PYFC has held an annual Dia de los Muertos community event for over a decade. This year, PYFC and Highways @18th Street Arts Center collaborated once more for our annual Dia de los Muertos celebration. PYFC held a week-long series of educational, artistic, and cultural workshops which revolved around the significance of Dia de los Muertos from October 27 to November 2, 2014 to honor the cycle of life and death. Over 60 youth and community members participated in the numerous workshops.

Dia de Los Muertos 2014

Day of the Dead in 2014 was celebrated through a week of activities in collaboration with several organizations. A special workshop was held each day as described below:



- *Honoring our Ancestors Through Hip Hop.* Youth and community members shared stories and anecdotes of their loved ones passed on. PYFC Music Consultant and Program Director helped the group compose a collective song in our PYFC Music Studio.
- *La Catrina Mask Making Workshop.* Highways hired professional artists to teach PYFC youth how to make their own mask. Day of the Dead skull masks are endowed with special meaning and ceremonial purpose as a link between two spiritual worlds.
- *Day of the Dead History & Significance Workshop.* PYFC along with UCLA's MEChA Xinachtli, a presentation on Wednesday, October 29th discussing the history and significance of dia de los muertos.
- *Papel Picado Workshop.* Highways was able to provide the center with a professional artist. Youth and community members learned about the traditional art of Papel Picado or Mexican tissue paper cutout banners. Papel picado is made especially for the festivities of the Days of the Dead and include skeletal figures engaged in the everyday activities of the living. Participants made their own papel picado banner and helped the PYFC string one together to create festive, colorful decorations for our DOD celebrations.
- *Community Altar Decoration.* PYFC decorated a community altar with pictures, personal objects, mementos and candles. By placing these artifacts, flowers and foods, loved ones were remembered and celebrated for who they were in life and the belief is that this encourages them to visit us.
- *Ritual, Remembrance & Performance Art Celebration* This year, PYFC held our actual DOD celebration, a free, all day event at Highways Performance Space on November 1st and 2nd. The community held a ritual ceremony to honor all ancestors and recently departed. Youth and families enjoyed performers Chicano Secret Service and Jose Torres-Tama in humorous and satirical performance works. The festival invited all to celebrate "Vivos y Muertos Juntos" and partake in traditional pan de muerto, tamales, Oaxaqueño food, with live music, performance, vendors and art.
- *Cycle of Life in Words, Music, and Dance: A Dia de los Muertos Celebration* also at Highways. Readings by local spoken word artists, poets, and hip-hop artists under the direction of Leila Steinberg and PYFC performed. Folklorico dance performances by Cabeza de Vaca Cultural School opened up the event and traditional Aztec dancers closed the ceremony.

Thankful for Peace

As part of promoting unity and building community, the PYFC held the 5th Annual "Thankful for Peace" Potluck. The dinner was held on Friday, November 21st. This was an opportunity for families to connect with one another as a community in relation to Mother Earth. A mini-documentary film was showcased in collaboration with Echo Park Film Center during the potluck dinner, which was led by the Youth Leadership Council.

On Sunday, November 23rd Boxes of Love partnered with PYFC and Virginia Ave Center and distributed over 50 turkey/Thanksgiving boxes and \$25 gift cards to our youth and their families. This was the second annual Turkey Giveaway. All of the families who participated were very appreciative.

Holiday Toy Drive

The PYFC provides youth the opportunity to acquire leadership skills by organizing informative community workshops, leadership retreats, and community improvement projects. In midyear, PYFC youth leaders helped organize our first civic engagement activity. PYFC staff and youth leaders organized a Toy Drive with Shriners Children's Hospital. PYFC Leadership Council left a toy bin at Starbucks (Pico/Lincoln) and collected toys and school items to distribute to children who are undergoing treatment in the areas of Orthopedics, Burn Care, Spinal Cord Injury, and Cleft Lip and Palate. As a result, PYFC helped these sick children feel special during this holiday season

UCLA Raza Youth Conference On Saturday, February 28th our PYFC staff and eight youth attended a field trip to MEChA de UCLA's 22nd Annual Raza Youth Conference (RYC). The purpose of this day long conference is to promote higher education and collaboration between students, parents, and community members regarding "raza" related issues. This year's theme was "Conscious of my Historia, Embracing my Roots, Today I am Resilient." Throughout the day, students and parents were able to attend workshops covering topics from financial aid to feminism in the 21st century. PYFC Music Consultant and youth presented a workshop, "Hip Hop: In the Classroom & the Story of the PYFC." They held a great Q&A after the presentation and students were impressed with the dialog. Participants also took part in talking circles where they discussed topics such as higher education, music and media, and beyond! Participants were able to meet and interact with over 1,000 students, parents, and community members that attended the conference.



Black/Brown Family Dinner Night

On March 9th, MEChA de UCLA's Xinachtli tutors hosted a Family Dinner Night at PYFC. There was strong turnout and great discussion shared between students, elders and youth. The discussion and higher education panel, which focused on Black and Brown unity was facilitated by UCLA Xinachtli. This topic was recommended from parents and the principal from Santa Monica High School.

Mother's Day Appreciation Night

For the first time in PYFC history, an appreciation dinner was held for mothers of participating youth on May 8, 2015. We were provided with donations from local restaurants. Over 20 families participated and committed to increasing their participation at PYFC, including the #LetPYFCThrive Campaign. After the meal was shared together, an open mic was made available to youth to share their sentiments with their mothers. It was a bonding experience for many of the youth and their parents. Relative caregivers, such as grandmothers and aunts, were also present at the event.



Hip Hop Appreciation Week

During the week of May 18, PYFC hosted the annual Hip Hop Appreciation Week in collaboration with Zulu Nation, California Chapter and Temple of Hip Hop. About 50 people attended a week-long set of workshops dedicated to the fundamentals of hip hop: Graffiti Art, B-boy/B-girl Dancing, MCing/Rap and DJ'ing. The event also centered around Malcolm X's bday. Many of the participants continued their participation at PYFC after the event, especially through the #LetPYFCThrive Campaign.



EMPOWERING OUR YOUTH TO LIVE ABOVE THE HYPE

Join us for a lively conversation with educator, speaker and author of Life Skills curriculum, "Live Above the Hype," K-Rahn Vallatine as he shares a powerful presentation with the community that explores youth values through "Pop Crack" Hip Hop culture and discuss how to empower our youth to make wiser life decisions.

Pico Youth & Family Center
Sunday, April 19, 2015 6:00p -7:30p
715 Pico Blvd, Santa Monica, CA 90405

"Live Above The Hype is at once a manifesto of independent critical thought, a compendium of wisdom about how to make it through tough times and circumstances, and a love letter to spiritual and personal transformation in the midst of cultural evolution."
-Dr. Michael Eric Dyson (Georgetown Professor, Author, MSNBC Political Analyst)

www.liveabovethehype.com

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For More Info call (310) 396-7101

K-Rahn Workshop Training

On April 19, PYFC held a special event with Hip Hop leader and motivational speaker, K-Rahn. He is a Pasadena native knowledgeable in hip hop culture and youth leadership and development. He wrote a book with a curriculum that embraces hip hop as a form of educational pedagogy to be able to best engage modern-day youth. All staff was part of the workshop and several youth participated as well. He donated a book to PYFC for youth and is open to future collaborations and trainings.

Tiny Rebellion Career Day 2015



As part of PYFC's Digital Dream Pathways Initiative, PYFC partnered with Santa Monica-based advertisement agency Tiny Rebellion to coordinate a career day exposing local youth to opportunities in the high tech advertisement agency. On Friday, May 22nd, 2015 **Tiny Rebellion** hosted 15 students in an all-day career day at their headquarters on the 3rd Street Promenade in Santa Monica. Students from Santa Monica High, Olympic High and PYFC interacted directly with employees and learned about the career path that brought them to Tiny Rebellion. Participating youth were given a hands-on mock ad project and experienced working in teams where they developed a branding and ad campaign on a familiar product. They learned about the different stages of an ad campaign, such as ideation, sketching, logo design, product branding, campaign pitching and gathering feedback.

Tiny Rebellion is a Santa Monica-based company providing businesses services in branding, marketing and advertising in various platforms. The agency strives to build *A world where business is the most powerful force for positive change*. The Tiny Rebellion Career Day is one example of how they intend to meet their mission and vision in Santa Monica. Students who participated in the career day were inspired to apply for Tiny Rebellion's paid internship program.

Community Organizing Actions and Trainings Completed

In addition to the special events and regular programming provided at the PYFC, a full-blown community based-campaign was launched to respond to city's staff recommendation to not fund the Center. Ultimately, the results have been devastating for the financial health of the organization. However, a vibrant and dynamic process of community engagement has been reignited and this has proved to be an exciting time to respond to a very unique teaching moment for the organization at all levels—Board, staff, and community-at-large. Coupled with the national trends and crisis brewing throughout the U.S., we should not view the organization's circumstances disconnected from larger regional, national and international forces that causing an undue amount of political and economic stress on communities of color. Below are some of the events and training opportunities that were seized from within the organization. With continued strategic analysis and movement-building, the organization is in a position to mature politically and financially, and push to make strategic wins that can help lead to benefits for low-income families and people of color in Santa Monica and the Westside.



Community Organizing Actions and Trainings

Date	Event	Participation	Positive Outcomes	Challenges & Lessons
April	City Council Listening Session Action	125 people with > 80 speaker cards	We swayed City Council to have staff reconsider recommendation High turnout Diverse tactics Great local press Collected close to 800 signatures Engaged ~200 people in dialogue representing diverse backgrounds, ages and communities	Needed more regional press and TV news coverage Gained a new potential champion (Sue Himmelrich)
May 8	City Council Public Hearing	80 people with ~50 speaker cards	Mayor McKeown recused himself after personally attacking O. de laTorre Council voted 2-4 to cut funding. Solid set of videos engaging racial justice advocates created Reframed debate on needing city accountability to racial systemic injustices	Worse scenario ensued Significant time had been invested in meeting City demands for documents and questions Needed to have embarked on fundraising and organizing trainings for staff and PY activists sooner (last year)
May 17	Science of the Numbers Training	Training done twice once with staff and once with 5-6 youth	Staff and leaders noted the need for data collection and base (re)engagement Phone raps and messaging were collectively done Role playing / mock calls made Tracking Sheets developed Over 200 calls made	Need to develop a larger calling list collected through one-on-one conversations and strategic outreach
May 18- May 23	Phonebank	10 volunteers within a month calls regularly made to >200pp	Youth, including new members were trained and made the calls Supplemented with emails, texts and social media invites	Despite recruitment efforts, not enough phone numbers to develop consistent phonebank schedule
June 1	Base Development Training	Staff and 1-2 youth	Reviewed the cycle of leadership developed (base member -> activist -> leader)	Needs to be revisited as we develop new list of potential leaders
Throughout May and June	Campaign Strategy & Demands Development	Staff and 4-5 youth	Various campaign elements reviewed Designed demands through group consensus Much knowledge shared in short timeframe	Political landscape needs further analysis with emphasis on trigger / pressure points on target decision makers We underestimated McKeowns actions/influence

Overall Accomplishments

Taking a step back shows that the organization has really stepped up in many ways during one of the most trying times for PYFC. It is important to celebrate these accomplishments.

1- Reinvigoration of Regular Programming Schedule

Both Spring and Summer Programs were implemented and announced in response to the immediate needs of the youth and families. Numbers remain lower than average on a daily basis, however there has been a resurgence in youth and families being civically engaged (e.g., City defunding, Will Rogers parents) in community actions and trainings. Accomplishing this task in the midst of a campaign for the organization's survival while at the same time, coalescing a new staff team and board was challenging. The youth and parent participation at this level shows there is a hunger for more training and sound community engagement in current issues affecting low-income families in Santa Monica. In the next fiscal year and next quarter, we should continue to build unity within the organization and continue to broaden and deepen our engagement of Santa Monica youth and their families.

2- Consistent Social Media Presence

While PYFC's revived social media presence has not been captured in this report, it can be said that this is by far one of the strongest accomplishments of the new team at PYFC. The creation of several short videos and images have led to a much needed debate about racial justice in Santa Monica. Revealing the contradictions and politicized nature of the funding decision showed that the City's decision was based more on political inclinations instead of an objective review of PYFC.

3- Identification of Clear Potential Youth Leaders and Parents

Based on the programming and engagement described above, a clear list of about 20 youth leaders and 15 parent leaders has been identified within 3 short months of work. It will be vital for the organization to develop and implement a leadership development model for these leaders that will deepen and broaden both their skill set and give more solid direction to the future of the organization, which should not only include program participation and academic success, but also policy analysis, systemic change goals at the racial and economic justice level, and key voter/electorate education.

Challenges

This invaluable experience has helped staff identify the latest organizational systemic and training needs. While they seem large obstacles to overcome, many community leaders can look at this as a unique time to truly build the next set of social justice leaders in Santa Monica and the west side of Los Angeles:

1- Programmatic evaluation methodology (including establishment of a baseline): A more disciplined approach needs to be revamped for program participation and outcome evaluation.

2- Member Base Development and Tracking: to better log in participants, track participation level, develop phonebanking/leadership lists, volunteer recruitment and case management. Once the staff gets in a routine of logging recruitment and participation in a more timely manner, organizing can be greatly enhanced.

3- Message Framing And Analysis: Much of our battle with the city has been whittled down to a fight against our Director's character. Any attacks should be responded using, or at least including an organizational analysis to help ensure that our issue is not isolated or weakened by the city's need to demonize one (albeit important) player in the local social justice movement. The fact that Santa Monica, a historically liberal and sometimes progressive city, is isolating the only people of color-led organization's leader during a highly racially divided time in the region and country should be scrutinized as such. In addition, their push to silence or punish the center for its social justice principles marks a dangerous shift to the right in Santa Monica. If the organization indeed needed programmatic improvements, there is a myriad of ways the city could have chosen to usher in those

changes, without threatening PYFC's existence. Lastly, all future programming should help give voice to those silenced voices (e.g., LGBTQ community). The city's contradictions of not living up to its progressive/liberal values cannot be sustained if it cannot put its support behind a program that meets those needs.

4- Case Management

Formerly a strength in the organization, that included regular dedicated staffing to this effort has been largely weakened due to several funding cuts. In other words, while this has been a dire need of our members, it has been amongst the first aspects of our program to cut. We will have to adjust and yet still meet some basic case management and referral needs. This will require taking a new look at the organization's systems and proposing new ways to handle this need, including collaborations with sister agencies.

5- Fundraising Training

One-on-one coaching and training at the staff and potentially board level also needs to be systemically incorporated during the coming months. Hiring a grant writer and leading a crowd funding campaign will assist in the center's goal of raising \$100,000 in 2015-16 and then \$200,000 in 2016-17. Now that the staff has implemented new routines on how to engage and develop youth and parent leadership, it will be critical to add new habits and routines on fundraising. This can also be done in fun, innovative ways that provide growth opportunities to everyone throughout the organization, truly moving forward self-determination and the principles of unity, peace and social justice.

Special Tribute to Leo Castillo



The Pico Youth and Family Center lost one of our beloved youth in a tragic accident in Santa Monica in May of 2015. Leo Castillo was a sophomore at Santa Monica High and a member of our center. Leo had walked in a week before his passing to register for the career day we co-hosted at Tiny Rebellion. PYFC youth and staff visited Leo's family to offer our support and hosted a car wash at PYFC to give Leo's friends a positive outlet and raise funds to defray the cost of funeral expenses. PYFC provided counseling and support to youth who were grieving and shocked to learn that Leo had left us too early. Leo will always be remembered at PYFC.