

The
GIRLS



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UNITE

Social Resources Project

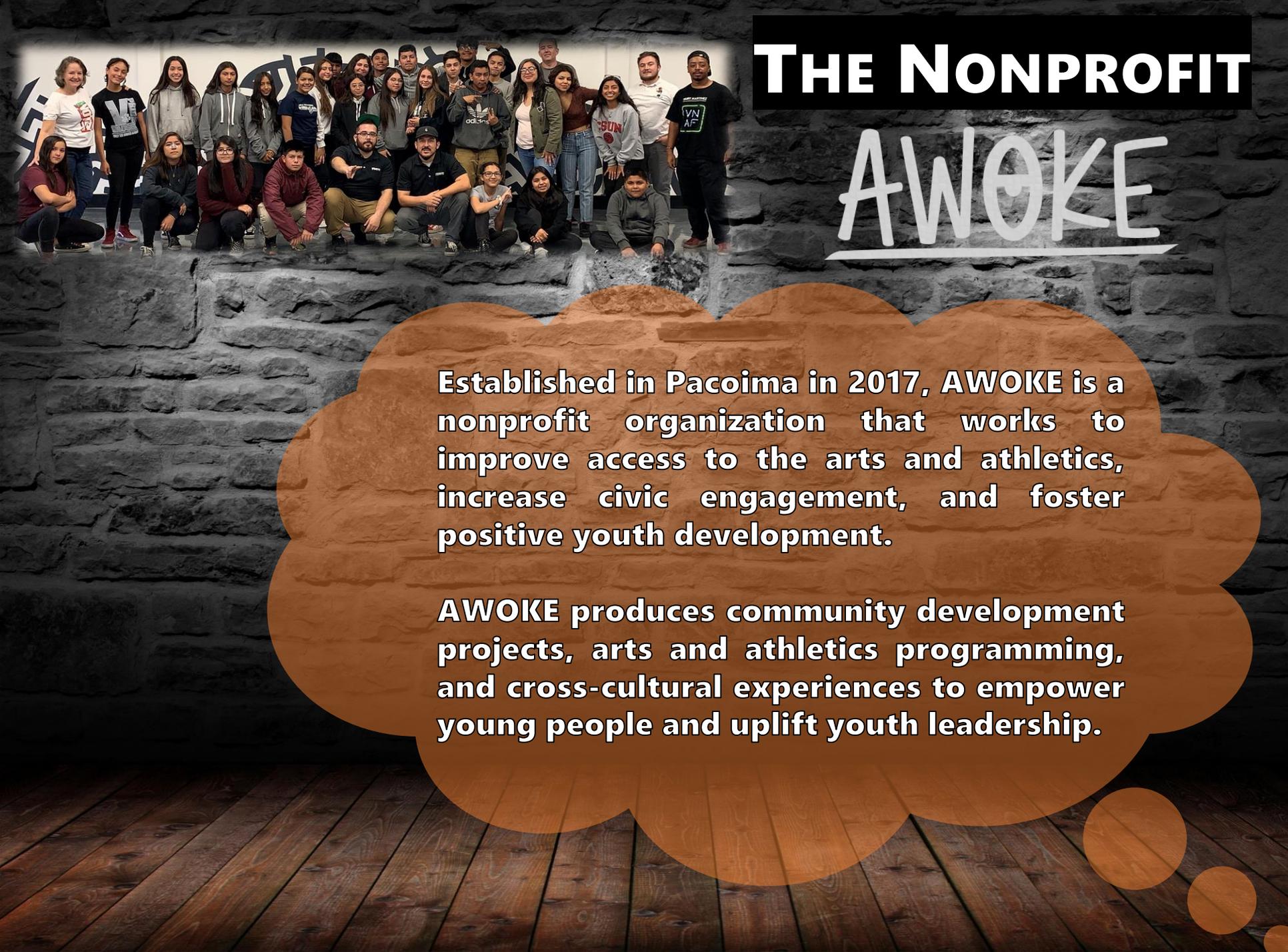
Northeast Valley Best Start

Presented By:

AWOKE



ORGANIZATION OVERVIEW



THE NONPROFIT

AWOKE

Established in Pacoima in 2017, AWOKE is a nonprofit organization that works to improve access to the arts and athletics, increase civic engagement, and foster positive youth development.

AWOKE produces community development projects, arts and athletics programming, and cross-cultural experiences to empower young people and uplift youth leadership.

THE MOVEMENT

The
GR818ERS



AWOKE was created by The GR818ERS, founded in 2010 by youth as a grassroots collective dedicated to improving social tensions and addressing systemic inequity in the SFV using Hip Hop culture as a vehicle for change.

As a youth-led organization, The GR818ERS collective is still the driving force behind AWOKE, invoking their trauma-informed lens to engage young people in designing and implementing program efforts.



THE CENTER

UNITE

CULTURAL CENTER

In the Fall of 2019, AWOKE opened the UNITE Cultural Center (UNITE), a transformative space for youth and community empowerment.

Beyond serving as AWOKE's primary programming site, the UNITE Cultural Center serves as a community hub dedicated to uplifting youth leadership through experiential learning and civic engagement.



PROJECT OVERVIEW

PROJECT DELIVERABLES



1 Mural Installation
10 Cultural Arts Activations
500-750 People Reached
2 Communities Activated

PRIORITY POPULATIONS

- ❖ Youth (0-18)
- ❖ Families
- ❖ Caregivers
- ❖ Disconnected Youth (18-25)
- ❖ Artists
- ❖ Skaters
- ❖ Black, Indigenous, Latinx
- ❖ Low-Income
- ❖ Monolingual Spanish Speakers
- ❖ Limited English Proficient



PROJECT BUDGET

Description	Amount	Notes
Contractor Fees	\$17,500.00	For Artists, Skaters & Workshop Facilitators
Program Supplies & Equipment	\$4,500.00	For Production of Cultural Arts Activations
Painting Supplies & Equipment	\$6,800.00	For Mural Installation & Art-Based Activations
Equipment Rental	\$1,500.00	Scissor Lift for Mural Installation
Printing Expenses	\$700.00	For Production of Cultural Arts Activations
Rent & Lease	\$7,500.00	UNITE Cultural Center for Storage, Staging & Production
Utilities	\$3,000.00	UNITE Cultural Center for Storage, Staging & Production
General Liability Insurance	\$2,000.00	For On-Site and Off-Site Insurance Coverage
Workers Compensation	\$1,500.00	For Contractors & Staff
Total Budget:	\$45,000.00	





PROJECT DESCRIPTION

BROADOUS ELEMENTARY SCHOOL MURAL



- ❖ **Lead Artist is from Pacoima**
- ❖ **Honoring Black & Brown Unity in Pacoima**
- ❖ **Community-Informed Mural Design Process**
- ❖ **Community Paint Days for Youth & Families**
- ❖ **Produced in Consultation with the Broadous Family**

- ❖ **Wall Measurements: 190 ft. x 26 ft.**
- ❖ **Production Schedule: 2-3 Weeks; Begin July 2021**
- ❖ **Estimated Completion: August 2021 (Pending LAUSD Approval)**
- ❖ **Mural Longevity: At Least 30 Years**

LEAD ARTIST

Juan Pablo Reyes (known as JP Murals) is an emerging mural artist from the Northeast San Fernando Valley who has been featured internationally and has received commissions for more than 50 murals across Los Angeles County. Juan Pablo was born in Mexico and grew up in the heart of Pacoima, the San Fernando Gardens.

JP Mural's mission is to use muralism and visual art as a bridge to bring people together and empower community through common experiences. All of his public murals are therefore built with community participation to ensure that others can also access this important artistic experience.



SHELDON SKATEPARK



- ❖ Reclaim Sheldon Skatepark as Safe Creative Space in NESFV
- ❖ Cultivate Cultural Hub for Wellness, Education, & Success
- ❖ Produce Monthly Drop-In Activities Open to the Public
- ❖ Engage Local Practitioners to Produce Activities

CULTURAL ARTS ACTIVATIONS



- ❖ Activate Plazas, Schools, Parks and Recreation Areas
- ❖ Utilize Elements of Hip Hop Culture (Music, Dance, Art, Poetry/Spoken Word)

Arts Workshops | Skate Jams
| Creative Play Sessions |
Community Events



VIRTUAL ACTIVATIONS



**Utilize Social Media,
Livestream Broadcasting and
Video Conference Software
(Zoom) for Remote
Engagement**



EVALUATION



❖ Cradle-to-Career Youth Development Framework

❖ Developing Youth Resilience, Social Cohesion and Community Wellbeing

❖ Evaluating Socioemotional Wellbeing

Surveys
Interviews
Listening Session

SCHEDULE

Subject to Change

July 2021 – Launch/Mural Installation

August 2021 – Mural Installation

September 2021 – Virtual Activation

October 2021 – Cultural Arts Activation

November 2021 – Cultural Arts Activation

December 2021 – Virtual Activation/Listening Session

January 2022 – Cultural Arts Activation

February 2022 – Virtual Activation

March 2022 – Cultural Arts Activation

April 2022 – Virtual Activation

May 2022 – Cultural Arts Activation

June 2022 – Culmination/Cultural Arts Activation

**ANY QUESTIONS
OR COMMENTS?**

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