AWOKE

ANNUAL REPORT

2022

AWOKEFOUNDATION.ORG

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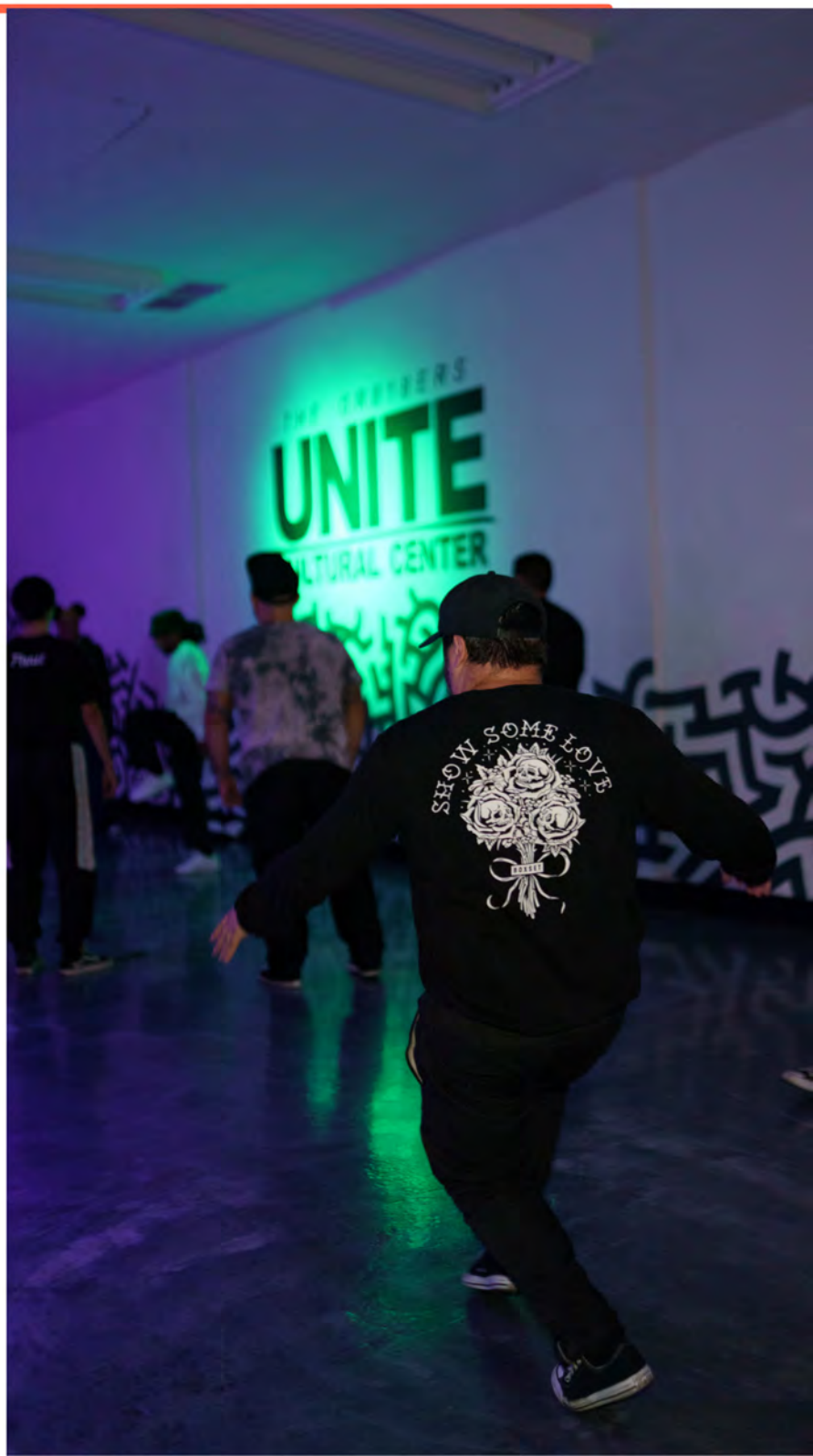

INTRODUCTION

Who We Are

AWOKE produces educational programs, cross-cultural events and special initiatives that promote youth empowerment, strengthen communities, and foster social kinship. A California nonprofit since 2017, AWOKE's work is anchored in the principles of collaboration and equity - fusing culture, creativity, and service. It was established by The GR818ERS, a grassroots collective of artists, athletes and activists founded by youth from Pacoima in 2010. AWOKE works to improve access to the arts and athletics, increase civic engagement, and foster positive youth and community development in the San Fernando Valley, Greater Los Angeles County, and globally.

Visit Us
UNITE Cultural Center
21710 Sherman Way, Canoga Park, CA 91303

Contact Us
(818) 421-7299
UNITE@thegr818ers.org

Connect With Us
@thegr818ers
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MESSAGE FROM OUR LEADERS

AWOKE, The GR818ERS, and the UNITE Cultural Center stand in solidarity with people whose lives have been impacted by systemic racism and generational poverty. As an organization grounded in the values of culture, creativity, and service, we are committed to racial, gender and economic equity both internally and externally. Our mission and work are rooted in the lived experience of our founding members and their families whose lives have been impacted by colonial systems of oppression. As such, we are committed to remaining embedded in the needs of those most vulnerable by uplifting leadership from communities of color.

With Love,
Eric Chapman
Lorenzo Chapman
Pierre Arreola

A YEAR IN REVIEW

JAN

- REIMAGINE LA FOUNDATION NONPROFIT LEADERSHIP SUMMIT

FEB

- HILLERY T. BROADOUS ELEMENTARY SCHOOL MURAL PROJECT
- VERSA STYLE LET THE MUSIC MOVE YOU

MAR

- FOTM ONLINE: LATIN AMERICA EDITION
- INTERN ONBOARDING
- HILLERY T. BROADOUS MURAL UNVEILING

APR

- AIM: SPRING EDITION
- ALL VALLEY FLEA MARKET
- RESEDA RISING MURAL FESTIVAL: KICK OFF

MAY

- VERSA STYLE 17th ANNIVERSARY
- WINTER/SPRING CULMINATION
- SUMMER SEASON

JUN

- FLAVA OF THE MONTH
- GETTY 25 FESTIVAL: PACOIMA
- SAN FERNANDO PRIDE MARKET

A YEAR IN REVIEW

JUL

- GETTY 25 FESTIVAL: RESEDA
- SAN FERNANDO NIGHT MARKET
- SHELDON COOKOUT

AUG

- TIA CHUCHA'S OPEN MIC NIGHT
- A FAMILY AFFAIR 12 SUMMER CUMINATION
- YOUTH ROUNDTABLE WITH KAREN BASS

SEP

- GETTY 25 FINALE FESTIVAL
- INTERN CULMINATION

OCT

- SAN FERNANDO NIGHT MARKET
- FALL/WINTER SEASON
- SHELDON SKATE PARK REOPENING

NOV

- ART IN MOTION: DAY OF THE DEAD EDITION
- GRAFFYARD BOOGIE 12
- FREESTYLE SESSION 25
- SHELDON COOKOUT

DEC

- SAN FERNANDO NIGHT MARKET
- FLAVA OF THE YEAR 12 FALL/WINTER CULMINATION

GETTY 25

The GR818ERS collaborated with the Getty Center to celebrate its 25th anniversary by bringing their cultural experiences to the 818.

The celebration featured:

Dance Battles

Vendors

Music Performances

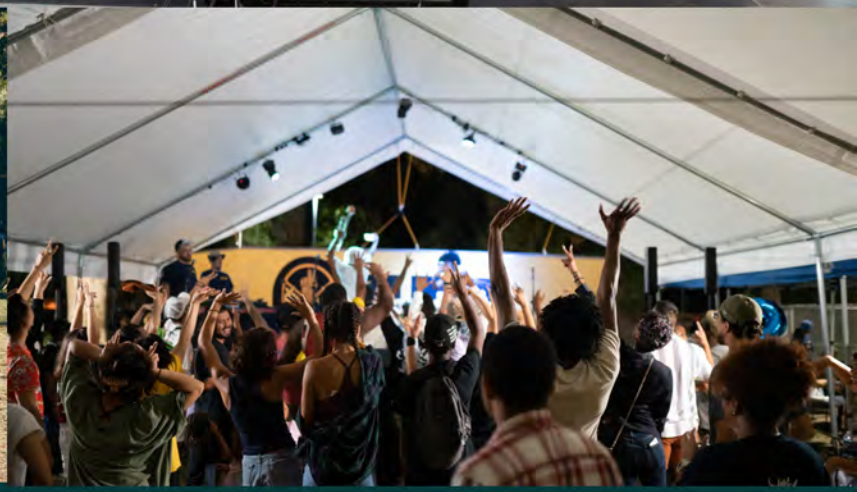
Arts Exhibitions

Interactive Activities

RESEDA & PACOIMA

ANNUAL EVENTS

A FAMILY AFFAIR 12



15+ Live Performances

1,000 Event Attendees

40 Local Collaborations

FLAVA OF THE YEAR 12

50 International Participants

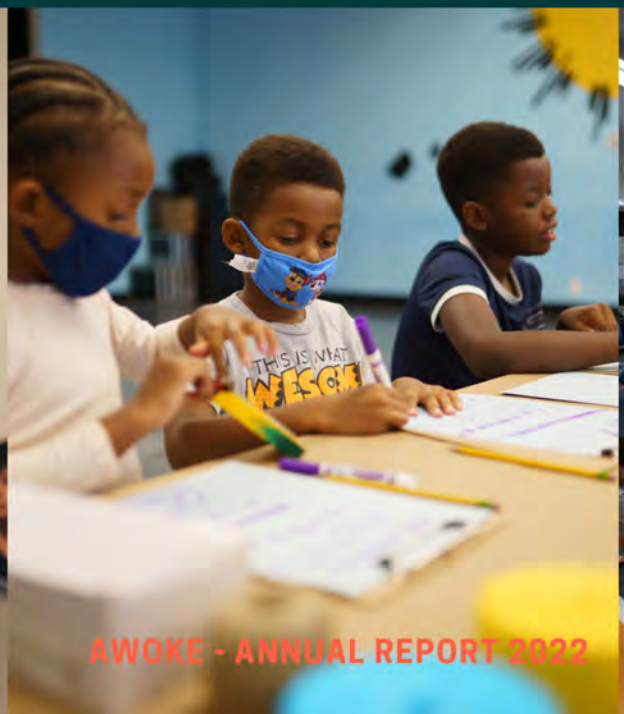
500 Event Attendees

20+ Pioneers of Street Dance in Attendance

PROGRAMS

Street Dance - Grappling - Arts & Crafts - DJing

200 Program Participants
26 Weeks of Seasonal Programs
200+ Hours of Youth Club Instruction
96 Youth Club Sessions



BY THE NUMBERS

5500+ Live Event Attendees

Hosted 15+ International Artists

Cultivated 500+ Individual Donors

1640+ Program Participants

500 Individuals Fed at Community Cookouts

Over 1 Million Social Media Impressions

Onboarded 6 Youth Interns

15.4k+ Social Media Followers

GRANT FUNDERS

- Versa Style: Performance Education Community
- Weingart Foundation
- Sierra Health Foundation
- California Humanities

- LA County Department of Arts & Culture
- LA County Supervisorial District 3
- LA City Department of Cultural Affairs
- LA City Council District 3
- LA City Council District 6

- California Community Foundation
- Los Angeles Education Partnership/Northeast
- Valley Best Start
- California Arts Council

COMMUNITY PARTNERS

VICTORY OUTREACH CHURCH OF VAN NUYS

TÍA CHUCHA'S CENTRO CULTURAL & BOOKSTORE

Pacoima Beautiful

El Proyecto del Barrio, Inc.
HOPE • COMMITMENT • EXCELLENCE

GROCERYOUTLET bargain market

The Midnight Hour Records

SF FIT

strength united
a CSUN community agency

ACE Alliance for Community Empowerment

11:11 PROJECTS

THE REAL JUICERY

Growth Since 2020

600% Revenue growth from 2020 to 2022

Hired 2 Full Time Staff and 13 Part Time Staff

Acquired New Program Site : Sheldon Skatepark

Thank You