

AWOKE ANNUAL REPORT



2023

AWOKEFOUNDATION.ORG

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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) 456-4955
UNITE@thegr818ers.org

Connect With Us

[@thegr818ers](#)
[@uniteculturalcenter](#)
[@sheldon.skatepark](#)



MESSAGE FROM OUR DIRECTORS

“Think Global, Act Local” – these words rang truer than ever in 2023.

This year we basked in support from across our beloved Los Angeles County and every corner of the globe. The UNITE Cultural Center continues to serve as a beacon of hope and positivity in the Canoga Park community, while Sheldon Skate Park marked its return as a place for creative exploration for the Northeast San Fernando Valley. Our flagship events drew in diverse audiences and practitioners with a shared desire to elevate the transformative power of arts and culture. We entered Year 2 as an employee-run organization with more confidence and poise. As founding directors, we are learning to lean on the future of this organization – the young people who are helping take the organization to the next level.

Our staff, interns, and volunteers embody the promise and creative genius of our community. It is through them that AWOKE will continue to grow and make reality of our vision for cultural equity across the United States and around the world.



With Love,
Eric Chapman
Lorenzo Chapman
Pierre Arreola

A YEAR IN REVIEW

JAN.

San Fernando Night Market
Sheldon Cookout

Internship Program Begins
LA River Walk
CicLAvia West Valley
Sheldon Cookout

FEB.

WINTER/SPRING SEASON BEGINS

MARCH

Alliance MIT Career Fair
Paint Along Workshop
Pinstriping Workshop
Sign Painting Workshop

Sun Valley RC Spring Event
Fernangeles RC Spring Event
Tree People Resource Fair
Art in Motion: Spring Edition
CSUN CIPHER Symposium
Sheldon Cookout
West Valley Day of Service
San Fernando Night Market
Pacoima Charter Resource Fair
Sylmar Biotech Youth Listening Session

APRIL

WINTER/SPRING SEASON ENDS

MAY

Together We Rise w/ ACE
Vaughn MIT School Show
BCCHS Wellness Fair
Vaughn Mainland School Show
San Fernando Night Market
Sheldon Cookout
Sylmar Charter Youth Listening Session

JUNE

SUMMER SEASON BEGINS

Flava of the Month
Vaughn MIT Resource Fair
Summer Season Begins
Sheldon Cookout
CP Stories Finale
San Fernando Night Market
DCA Musicians Intensive

A YEAR IN REVIEW

4th of July Grand Park Celebration
San Fernando Night Market
Sheldon Cookout

JULY

SUMMER SEASON ENDS

AUG.

A Family Affair Festival 13
Sheldon Cookout

San Fernando Night Market
Canoga Park Block Party
CD 6 Resource Fair
Internship Program Ends
Sheldon Cookout

SEPT.

JCOD Director Swearing In Ceremony
Fernangeles RC Halloween Event

FALL/WINTER SEASON BEGINS

OCT.

Vida y Salud Health Fair
Canoga Park Block Party
Sheldon Cookout
Lanark RC Halloween Event
Third Wave Hip Hop Event
Alliance MIT Resource Fair
San Fernando Night Market
Connectopod Anniversary
Celebration

Freestyle Session 26
Flava of the Year 13
Sheldon Cookout
Art in Motion: DOD Edition

NOV.

FALL/WINTER SEASON ENDS

DEC.

Sheldon Cookout
JCOD Staff Retreat
Adelante Mujer Conference

**Onboarded
8 Youth
Interns**

**Hosted 40
International
Artists**

**Over 1.34
Million
Social Media
Impressions**

**18,500+
Live Event
Attendees**

**554 Hours of
Instruction**

**411 Hours of
Entertainment**

**18k+ Social
Media
Followers**



**BY
THE
NUMBERS**

REVENUE

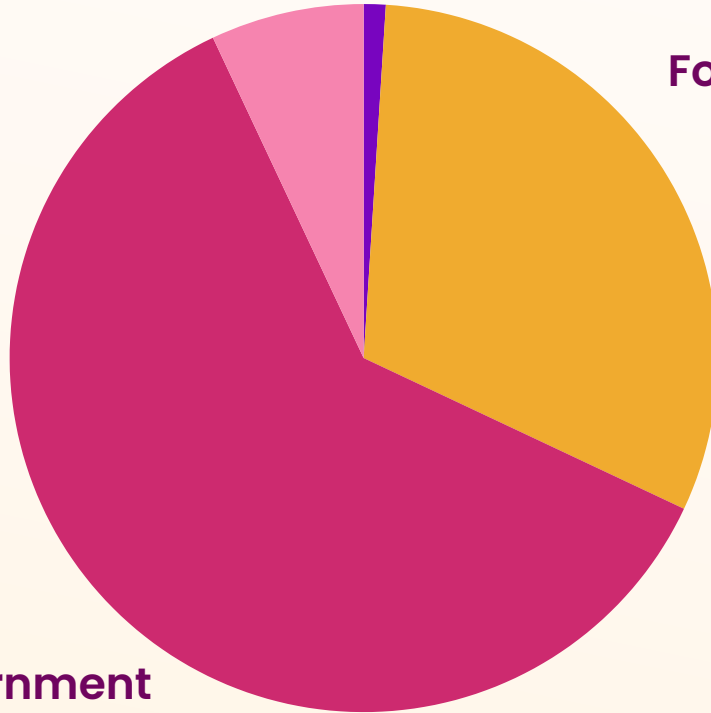


Government
61%

Earned
7%

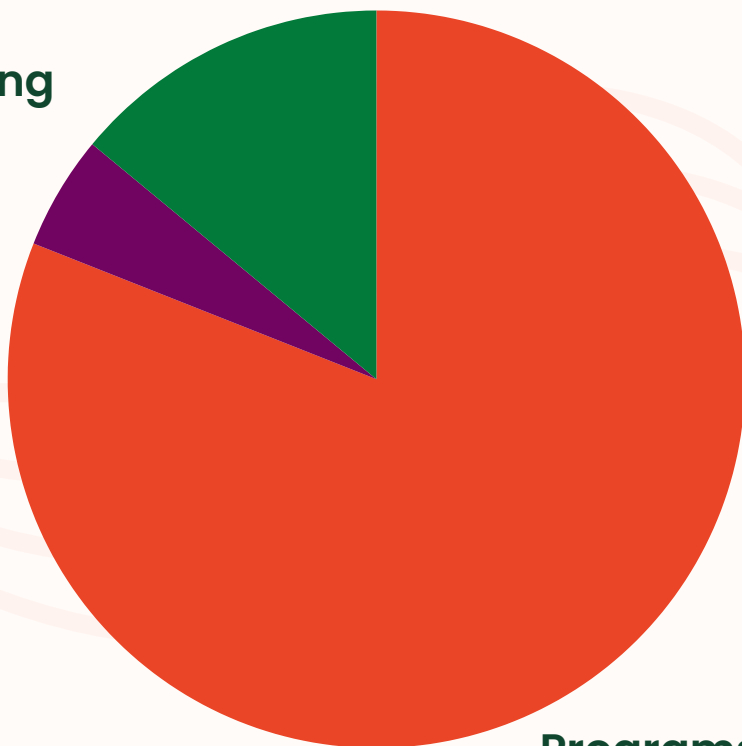
Contributions
1%

Foundations
31%



Administrative
14%

Fundraising
5%



EXPENSES

Programs
81%



SHELDON SKATE PARK

Dance – Self-Defense – Skateboarding – Fitness

- 26 Drop-In Dance Sessions
- 1100 Individuals Fed
- 1530 Attendees
- 11 Sheldon Cookouts





UNITE CULTURAL CENTER

Dance – Arts & Crafts – Grappling – DJing



- 3900+ Program Participants
- 19 Arts Collaborations
- 5 Mural Productions
- 46 Drop-In Dance Sessions



A FAMILY AFFAIR 13



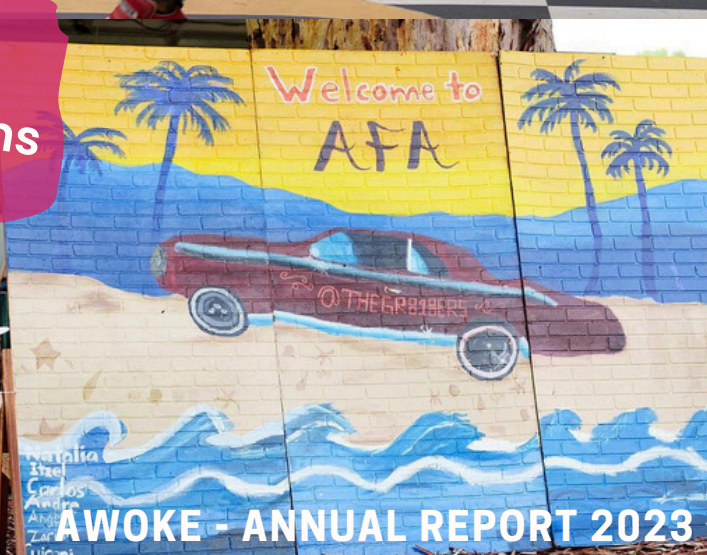
1,000+
Event
Attendees



20+ Live
Performances



45 Local
Collaborations



AWOKE - ANNUAL REPORT 2023

FLAVA OF THE YEAR 13



1000+ Event Attendees



15 Countries in Attendance



50+ Pioneers of Street Dance in Attendance

**California Community Foundation
AmazonSmile Foundation
Sierra Health Foundation
Weingart Foundation
Paypal Giving Fund
Pacoima Beautiful
CalOSBA**



**LA City Council District 3
LA City Council District 6
LA County Supervisorial District 3
Los Angeles Unified School District
LA City Department of Cultural Affairs
LA County Department of Arts & Culture
LA County Department of Economic Opportunity**



OUR PROUD COMMUNITY PARTNERS

11:11 Projects Alliance for Community Empowerment
Alliance MIT Beast Camp Birmingham Community
Charter HS BVCK Originals CA State Assembly District
46 CAT 911 Center for Nonprofit Management
CicLAvia Comision Femenil Connectopod CSUN
CSUN Vaughn Next Century Learning Center Desiboo
Creations Fernangeles Recreation Center GEC Events
Gloria Molina Grand Park Grassroots Music Grocery
Outlet GRYD HITN Immigo J.U.I.C.E JP Murals King
CRE8 LA City Department of Cultural Affairs -
Performing Arts Division LA City Department of
Recreation and Parks LA County Justice, Care, and
Opportunities Department Lanark Recreation Center
Locking LA Main Street Canoga Park Mid-Valley YMCA
Mighty Zulu Kingz My Valley Pass Network For Good
No Easy Props Open House Pacoima Beautiful
Pacoima Charter School Party Rental Creations
Performing Arts Center of Los Angeles County Proyecto
de Barrio Strength United Sun Valley Recreation
Center Sylmar Biotech Magnet School Sylmar Charter
High School Taxco Theatre The Betty Hunter The Love
Crew The Real Juicery Tia Chucha's Centro Cultural
Tree People Versa Style Dance Company Victory
Outreach Whacking LA Youth Justice Coalition

Thank You



**BOARD
OF
DIRECTORS:**

**Ninette Ayala
Christopher Scott
Secretary: Ryan Alvarez
Treasurer: Corilee Racela
President: Vanessa Martinez**