

# 2024



# AWOKE ANNUAL REPORT

[AWOKEFOUNDATION.ORG](http://AWOKEFOUNDATION.ORG)

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# WHO WE ARE



AWOKE is a nonprofit organization committed to providing high-quality, accessible arts and athletics programming that empowers local communities. At its core, AWOKE uses hip-hop as a powerful tool for personal and collective empowerment, seeking to drive social change through creativity and expression. Our holistic approach goes beyond programming; we provide vital community support and creative outlets as a preventative measure, enriching lives and fostering positive development. Founded by The GR818ERS, a grassroots collective of artists, athletes, and activists from Pacoima, AWOKE has been a driving force in the San Fernando Valley and Greater Los Angeles County. Through our work, we continue to champion collaboration, equity, and the transformative power of culture.

## Visit Us

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

## Contact Us

(818) 456-4955  
[UNITE@thegr818ers.org](mailto:UNITE@thegr818ers.org)

## Connect With Us

@thegr818ers  
@uniteculturalcenter  
@sheldon.skatepark



# MESSAGE FROM OUR DIRECTORS

At The GR818ERS, we remain committed to empowering youth through arts, culture, and sports, and this year has brought remarkable milestones that reflect that mission. As we close out 2024, we take a moment to reflect on a year filled with growth, achievement, and powerful community connections.



We were excited to welcome Rebekah Garcia as our new Administrative Assistant, strengthening our operations and program development. Additionally, we had the privilege of bringing back Alex Banag—a former participant—as our Program Assistant, a testament to the lasting impact of our work. Alex’s journey from participant to mentor is a full-circle moment, highlighting the importance of fostering leadership and creating pathways for youth to give back to their community. Our GR818ER Wrestling Club continues to thrive, making an impact at local, state, and national tournaments. Their hard work and dedication led to an incredible opportunity to represent our community on an international level. The club’s success is not only measured in medals but also in the discipline, resilience, and camaraderie that our athletes demonstrate on and off the mat.

Capping off the year, our partnership with WSS and Adidas brought an exciting collaboration. We launched a special colorway of Adidas shoes tied to Flava of the Year, celebrating hip-hop culture and street dance. A media shoot at Sheldon Skate Park helped amplify the collaboration, and we were honored to provide entertainment at WSS’s annual holiday event. This partnership not only elevated our presence but also reinforced the power of art, movement, and culture in bringing communities together.

Looking ahead, we are inspired to continue building on this momentum—expanding our programs, deepening our impact, and creating more opportunities for young people to thrive. We are grateful to our dedicated staff, program participants, and the greater community for their unwavering support. **Together, we are shaping a future where creativity, resilience, and unity lead the way.**



# A YEAR IN REVIEW

**JAN**

Sheldon Community Day  
UNITE Session - *The Warm Up DJs*  
Taxco Theatre Grand Opening

*Winter/Spring Season Begins*

**FEB**

Sheldon Community Day  
Roaring Future Gala Performance  
Adelante Mujer Latina Youth Conference  
UNITE Session: *House w/ Versastyle*  
Lady of the Valley Mural Painting

**MAR**

GWC Folkstyle State Tournament  
Fernangeles Rec Center Egg Hunt  
UNITE Session: *DJ Jojofoshothough*  
Sheldon Community Day

**APR**

Maclay MS Open House  
7th Annual PCC Resource Fair  
3rd Annual Valley Day of Service  
GHCHS 2nd Annual Wellness Fair  
UNITE Session: *Locking with LA Locking Lab*  
Pacoima Beautiful Earth Day Event  
Art in Motion @ SFV Night Market  
San Fernando Night Market  
Sheldon Community Day

*Winter/Spring Season Ends*

**MAY**

Shell City Skate Fest  
SBHEM Mental Health Fair  
Parrot Fest @ Polytechnic HS  
BCCHS 3rd Annual Wellness Fair  
UNITE Session: Krump with Beast Camp  
GWC Freestyle State Tournament  
Internship Program Begins  
CSUN CIPHER Symposium

*Summer Season Begins*

**JUNE**

Canoga Pop Art Walk  
Canoga Park Block Party  
UNITE Session: *Animation with Keumsae*  
Canoga Park Library Exhibition  
Sheldon Community Day  
SFV Pride Festival

**JULY**

Canoga Block Party  
UNITE Session: *Oh Gosh Leotus*  
GWC Tournament - OCWA @ Vanguard Uni  
Panic 25th Anniversary Battle  
Sheldon Community Day  
SFV Night Market

**AUG**

Sheldon Community Day  
FamilySource Back2School  
UNITE Session: *Whacking w/ WhackingLA*  
HHI World Battles  
A Family Affair 14

*Summer Season Ends*

*Fall Season Begins*

**SEPT**

UNITE Session: *DJ Tiffstar*  
NEVHC Community Day Fair  
GWC Tournament - IEWA @ AHS  
GWC Tournament: IEWA Halloween Spookfest  
GWC tournament: IEWA Pre-Season Kick-Off  
SD3 Latino Heritage Month Celebration  
Vaughn Resource Fair  
MSA-7 Resource Fair

**OCT**

Vaughn Harvest Event  
GWC: Freakshow @ Las Vegas  
GWC Tournament: TCWA @ NPHS  
Vaughn Elementary Resource Fair  
UNITE Session: *Hip Hop with Super Dave*  
Spirits Rising: *A Shared Altar of Remembrance*  
GWC Tournament: SAWA Halloween Madness  
MIT Community Health & Resource Fair  
Fernangeles Halloween Carnival  
Sheldon Community Day  
Halloween Family Night

**NOV**

Freestyle Session  
Art In Motion: DOD Edition  
Sheldon Community Day  
Flava Of The Year 14

*Fall Season Ends*

**DEC**

WSS Holiday Market  
Holiday Family Night  
CicLAvia - West Valley  
GWC Guadalajara Trip  
Internship Program Culmination  
UNITE Session: *Breaking with Juice*  
*w/ DJ Illijabeats*

**760 Hours of  
Instruction**

**120 Hours of  
Entertainment**

**15 Million +  
Social Media  
Views**

**14k +  
Live Event  
Attendees**

**Hosted 16  
International  
Artists**

**Onboarded  
7 Youth  
Interns**

**Reached  
10 Million +  
Social Media  
Accounts**

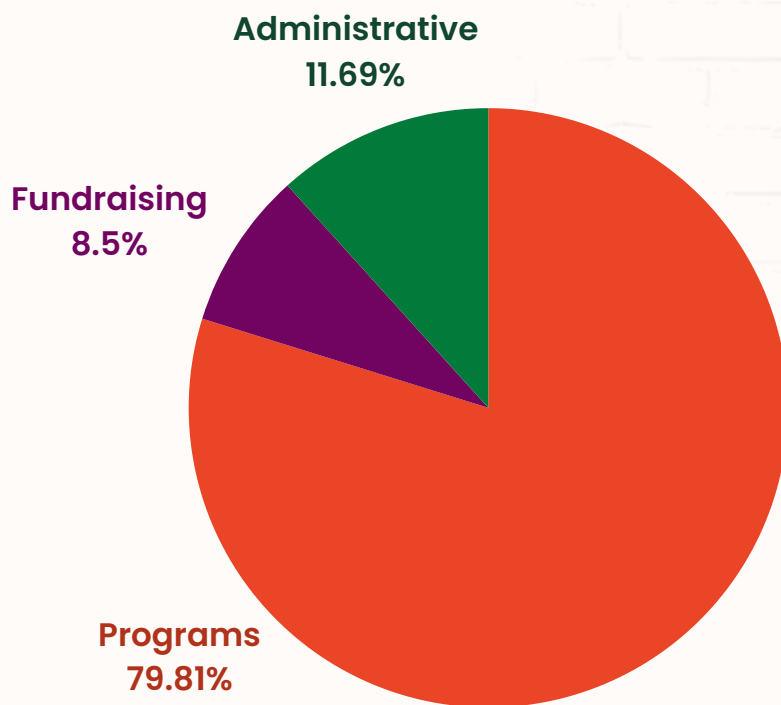
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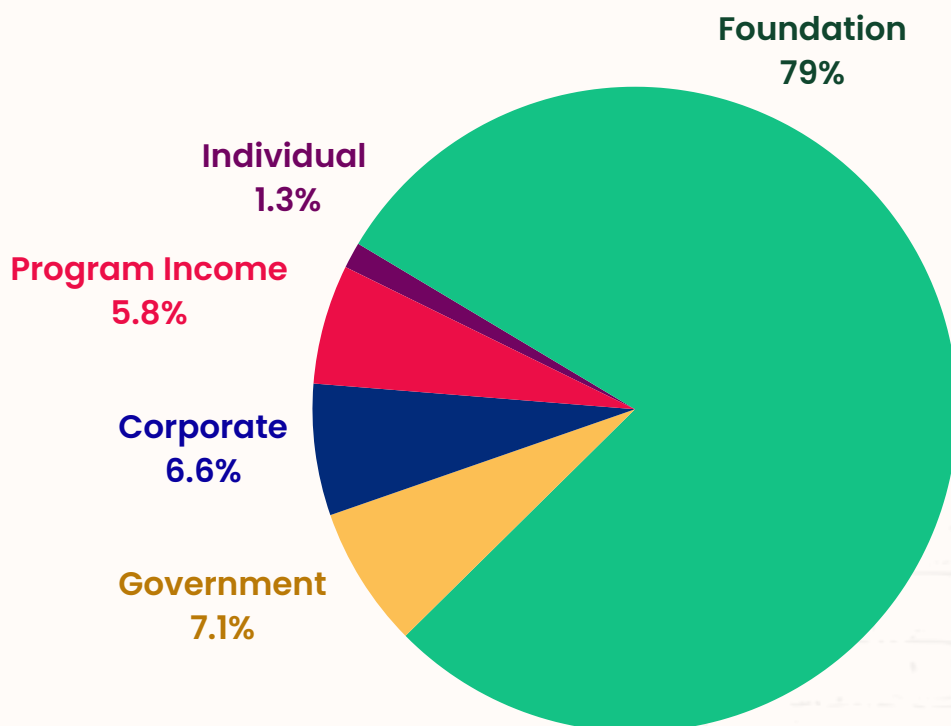


# REVENUE & EXPENSES

EXPENSES



REVENUE





# SHELDON SKATE PARK

Skateboarding – Wrestling – Dance – Fitness

- 74 Program Participants
  - 185% Increase in registration
- 270 Hours of Instruction
- 10 Sheldon Community Days
  - 1200 people in attendance
  - 13 Small Businesses Supported
- 1000+ Free Meals Provided
- 72 Hours of Free Entertainment







# UNITE CULTURAL CENTER

Dance – Jiu Jitsu – Arts & Crafts – Wrestling – DJ

- 91 Program Participants
- 2 New Programs Created
  - (*Beginner Wrestling & Adult DJ*)
- 61 Drop-In Dance Sessions
- 490 Hours of Instruction
- Hosted 2 Family Nights





# A FAMILY AFFAIR 14



## DAY 1: STREAM-A-THON

**Over \$2,000 in  
donations received**  
*300% increase from 2023*

**560+ views**  
*55.5% increase from 2023*



## DAY 2: THE JAM

**10+ Street Dance  
Styles Represented**

**70+ Competitors**



# DAY 3: THE GRAND FINALE

- 1000+ in attendance
- 29 Participating Artists
- 20 Low-Riders
- 33 Local Vendors
- 3 Murals Produced on-site
- 7 Hours of Live Entertainment
- 4 Offices of elected officials in attendance







# FLAVA OF THE YEAR 14

- 1000+ in attendance
- 32 Hours of Entertainment
- 13 Countries in attendance
- Hosted 11 International Artists
- 5 Small Businesses Supported
- 9 Hours of Master Level Workshops
- 40+ Competing groups in Open Styles Category
- 170+ Competitors in Individual Popping Category



# CONTRIBUTORS

**Comision Feminil of the San Fernando Valley**  
**Northeast Valley Health Corporation**  
**State Compensation Insurance Fund**  
**Granada Hills Charter High School**  
**Sierra Health Foundation (EYC)**  
**Grassroots Productions**  
**Whole Kids Foundation**  
**Hip Hop International**  
**Somos Familia Valle**  
**Amity Foundation**  
**LA84 Foundation**  
**Branded Arts**



**Red Bull**  
**WSS (Eurostar)**  
**PayPal Giving Fund**  
**Weingart Foundation**  
**El Nido Family Centers**  
**Evergreen High School**  
**LA City Council District 6**  
**Valley Cultural Foundation**  
**Los Angeles Unified School District**  
**LA City Department of Cultural Affairs**  
**California State University, Northridge**  
**Vaughn Next Century Learning Centers**  
**LA County Department of Arts & Culture**  
**LA's BEST Afterschool Enrichment Program**



# PROUD COMMUNITY PARTNERS

11:11 Projects Alliance for Community Empowerment Alliance  
MIT Alliance United Arellano Associates LLC Assemblymember  
Jesse Gabriel Beast Camp Best Start SFV Big 5 Sporting Goods  
Birmingham Community Charter HS Bon Bon Tea House  
Branded Arts Canoga Park Library CAT 911 SFV CEC  
Entertainment, LLC Chile Morena CicLAvia Comisión Feminil of  
the San Fernando Valley Connectopod Councilmember Bob  
Blumenfield Councilwoman Imelda Padilla Crossroads  
Wrestling Desiboo Creations El Proyecto del Barrio  
Fernangeles Rec Center Finessed Car Club Grassroots  
Productions Grocery Outlet Canoga Park Hello Stranger Hip  
Hop International Impact Leadership Network Invest in Youth  
Coalition J.U.I.C.E John H. Francis Polytechnic Senior High  
School JP Murals Juice Keumsae King CRE8 Kings Combat  
Sports LA City Department of Recreation & Parks LA Hub LA  
Locking Lab Lanark Recreation Center Legacy LA Liquid Death  
Locking LA Maclay Middle School Magnolia Science Academy-  
7 Main Street Canoga Park Mid-Valley YMCA Midnight Hour  
Records Mig One My Valley Pass Asociación de Luchas  
Asociadas del Estado de Jalisco, A.C. New Economics For  
Women North Star Alliances Office of Mayor Karen Bass  
Pacoima Beautiful Pacoima Charter School Panic 39 Party  
Rental Creations PawGrip PennyMac Loan Services  
Progressive Insurance Foundation Red Bull Relentless  
Skateboards Same Difference Co. Senator Caroline Menjivar  
Sharp Avenue Elementary School Sheldon Skate Park Shift Our  
Ways Collective Skull Candy Soledad Sopes Strength United  
Super Dave Supervisor Lindsey Horvath Sylmar Biotech Health  
& Engineering Magnet Sylmar Charter High School Taxco  
Theatre The Council The Real Juicery Tia Chucha's Centro  
Cultural Val Surf Valley Views SFV Media Versa Style Dance  
Company Volcom Whacking LA



# Thank You

## **BOARD OF DIRECTORS:**

*President:* Vanessa Martinez

*Treasurer:* Cori Racela

*Secretary:* Ryan Alvarez

Jonathan Chavez

Derric J. Johnson

Laurence Beers

Christopher Scott

