



# 2024 | COMMUNITY IMPACT REPORT

## Because of your support, we are changing lives

Dear Friends,

As I look back on 2024, I feel incredibly proud of everything we have accomplished together.

This year, the Police Activities League (PAL) of Massena continued to grow, providing a safe, fun, and welcoming place for kids in our community.

Thanks to the hard work of our staff, volunteers, and supporters, we were able to offer exciting programs, special events, and meaningful connections between youth and law enforcement.

One of the things I love most about PAL is seeing the smiles on kids' faces when they try something new—whether it's playing a sport, building friendships, or learning important life skills.

This year, we added new activities, strengthened our partnerships, and made sure every member who walked through our doors felt like they belonged.

None of this would be possible without you—our supporters, parents, officers, and community members who believe in the power of PAL.

Because of you, we are changing lives and building a brighter future for the next generation.

Thank you for being part of our journey. I can't wait to see what we accomplish together in 2025!

With appreciation,

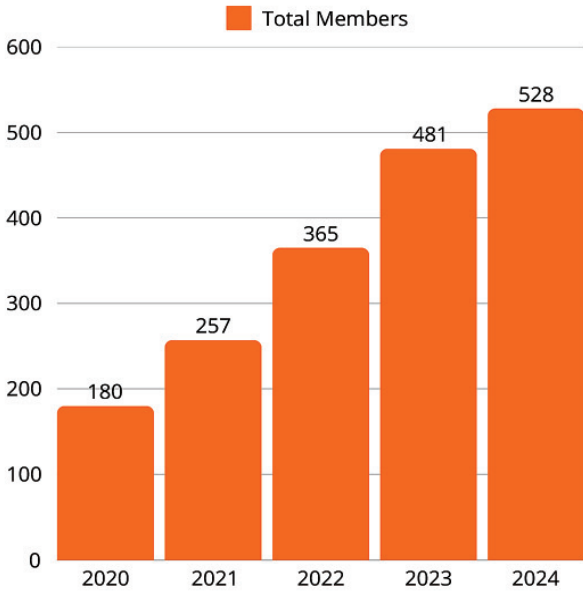


Zachary Monroe  
Executive Director

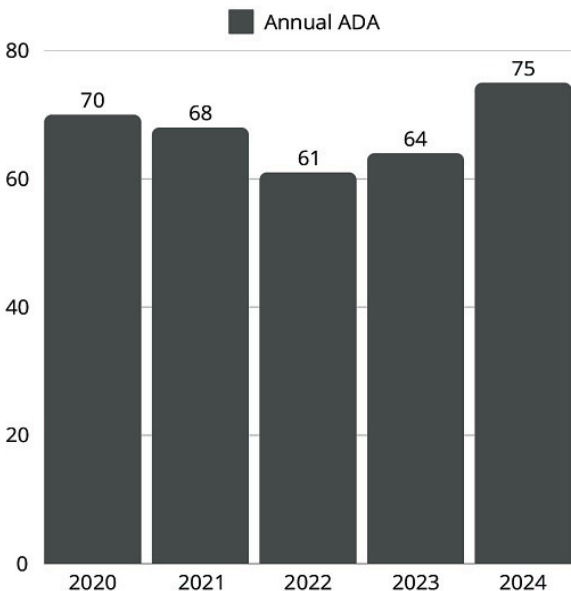
MASSENA PAL

## PROGRAM PERFORMANCE

2024



5 Year Membership Trend

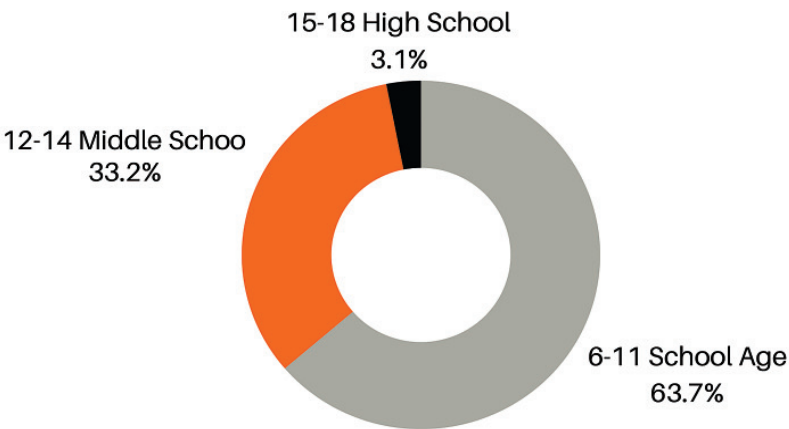


5 Year Average Daily Attendance

### 2024 MEMBERSHIP BREAKDOWN



### 2024 PAL MEMBERSHIP BY GRADE





# Every contribution impacts future local youth programs

In 2024, Massena PAL continued to provide a safe and engaging space for local youth, but the financial landscape has presented new challenges. While grant funding remains the backbone of our operations, a significant portion is restricted to program-related expenses, leaving critical operational costs—such as facility maintenance, staffing, and utilities—without dedicated funding. Compounding this issue, recent talks of federal funding cuts have placed even greater pressure on our ability to sustain daily operations. Now, more than ever, we rely on the generosity of our community, local businesses, and individual donors to keep the lights on, the doors open, and our programs running strong. Every contribution, no matter the size, directly impacts the future of our program for local youth.

2024-2025

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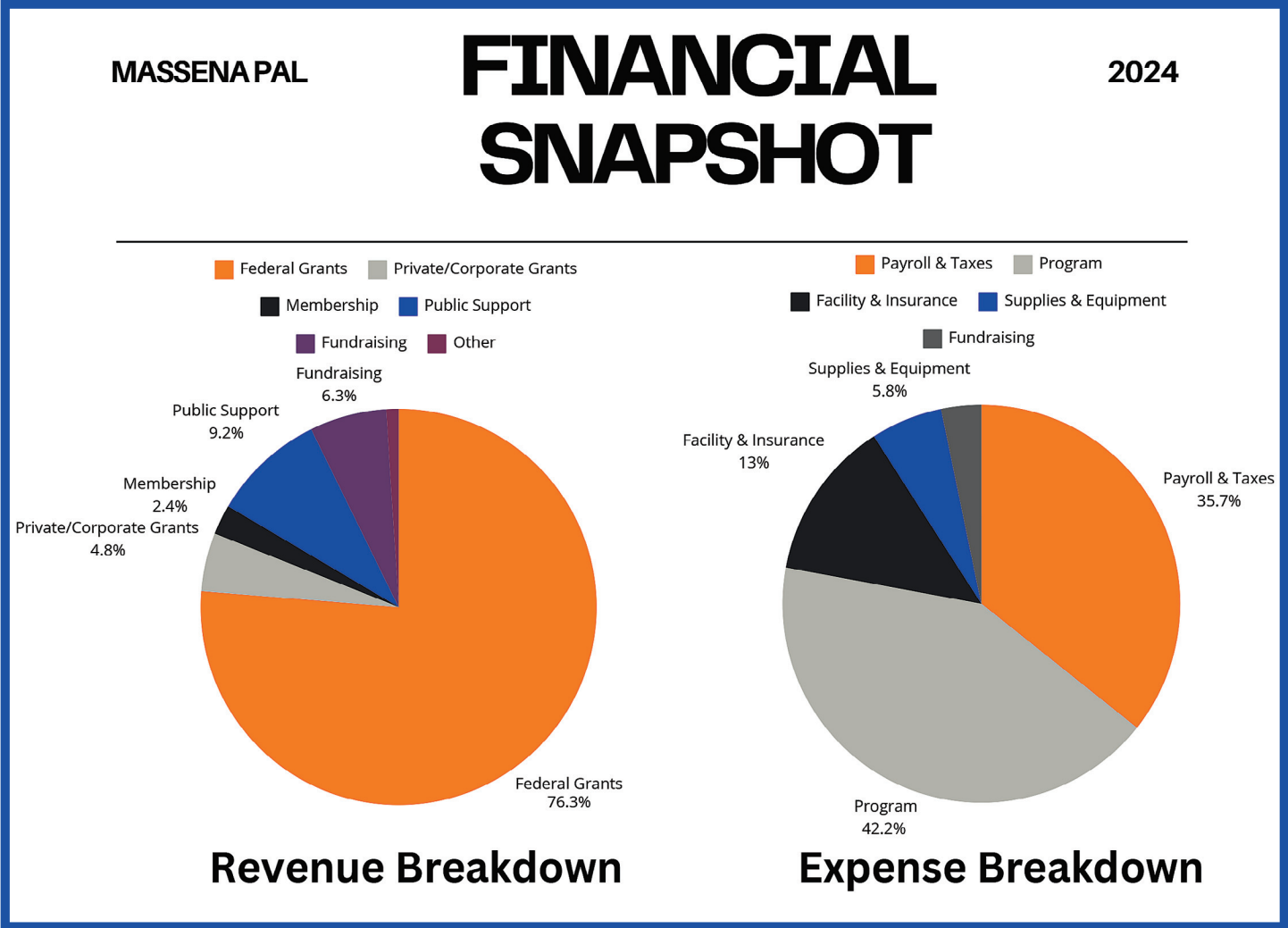
Kaydence Ladison

Olivia Morrell

Sawyer Oatridge

Elizabeth Rogers

Hannah Worthley



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Key Financial Points

In 2024, the Police Activities League of Massena successfully maintained a strong financial position, generating a total income of \$495,326.69, while total expenses amounted to \$487,131.55, resulting in a net income of \$7,833.53.

Revenue Breakdown

Grants & Public Support: PAL received \$401,697.80 from government grant programs. Community contributions, including individual and business donations, totaled \$45,690.74.

Program & Fundraising Revenue: Membership dues

contributed \$12,036.29, while fundraising events—including the annual Golf Tournament, Trivia Night, and Car Wash—generated \$28,122.37. Additional fundraising income of \$2,815.00 further supported program initiatives. • **Other Income:** Investment interest, miscellaneous revenue, and other sources provided an additional \$5,144.31.

Expense Overview

Program & Staff Costs: The largest expense was program operations, including staff wages (\$254,834.78), program supplies (\$34,949.96), and sports & recreation activities (\$2,179.50), totaling \$316,873.62.

Facilities & Occupancy: Renovations, utilities, and maintenance costs reached \$64,005.54, ensuring a safe and engaging space for youth activities.

Fundraising & Grants: Event expenses for fundraising efforts totaled \$9,888.78, while specific grant-funded projects, including the SLC RVRDA Grant, accounted for \$18,750.00.

Payroll & Administrative Expenses: Payroll-related costs, including taxes and insurance, were \$35,808.52, with additional administrative expenses such as accounting, office supplies, and advertising totaling \$25,227.77.

Financial Position: Despite economic challenges, PAL ended the year with a positive net income of \$7,833.53, demonstrating financial stability while continuing to provide essential programs and opportunities for local youth. Strategic fundraising, grant management, and community partnerships remain key to sustaining and expanding our impact in the coming year.

CONTACT US TODAY!

POLICE ACTIVITIES LEAGUE OF MASSENA

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info@MassenaPAL.com • www.MassenaPAL.com



## Thank You for Your Generosity Community, Local Businesses and Individual Donors!

- The Guardian Circle – \$250,000-\$500,000

Substance Abuse Mental Health Services Administration
- The Pillar Society – \$50,000-\$100,000

Dormitory Authority of New York State (DASNY)
- Champions of Youth – \$25,000-\$50,000

Alcoa Foundation

National Police Activities League (National PAL)
- The Community Builders – \$10,000-\$24,999

Northern NY Community Foundation

SLC Industrial Development Agency

SeaComm Federal Credit Union

Taco Bell Foundation, Community Grants
- Partners in Progress – \$5,000-\$9,999

Air Products

Cloudsplitter Foundation

Good Sports

J. M. McDonald Foundation

Leveling the Playing Field

Northern New York Community Foundation

- Partners in Progress – \$5,000-\$9,999

St. Lawrence County Youth Bureau

United Way of Northern New York
- The Blue Shield Circle – \$1,000-\$4,999

Adirondack for Kids Grant

Matthew’s Childrens Foundation

NYS Park & Rec Department

Price Chopper Market 32 & GOLUB Club

Tim Hortons / Tarbell Management Group

Walmart Spark Good Grant Program
- PAL Friends & Supporters –\$999 & Under

BJ’s

Blevins Seaway Motors

Cedar View Golf Course

Colton Glass & Mirror

Hoot Owl Enterprises

JCPenney Communities Foundation

The Lisa Libraries

Massena Confederated School Employees Association

Massena Electric Department

North Country Savings Bank

Orvis St. Discount Wine Liquor

State Employees Federated Appeal

Stewarts Holiday Match Program

- Individual Donors

Kendrick Beckstead

Raymond Belanger

William Blair

Stephen Bressett

Alana Brooks

Allan & Clara Burley

Joan & Guy Campeau

Francis Cappione

Lida Cardinal

Carl Carlson

Sean Carty

Todd Castagnier

Frenchie & Thelma Coupal

Jenna Cruickshank

Richard Daddario

Jeff Darling

Richard Esterline

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Bill & Noreen Helmer

- Individual Donors

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Scott & Doreen Wilson

Patricia & Les Wilson



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