

Memphis Shelby PAL

Field of Dreams

Youth Development Park

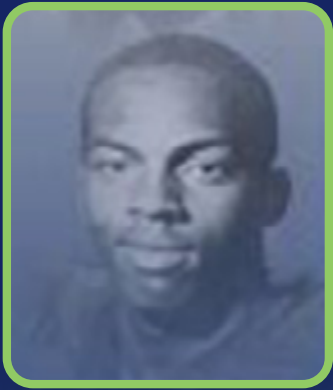


Connecting Kids, Cops and Communities



Charles “Greenhill” Story

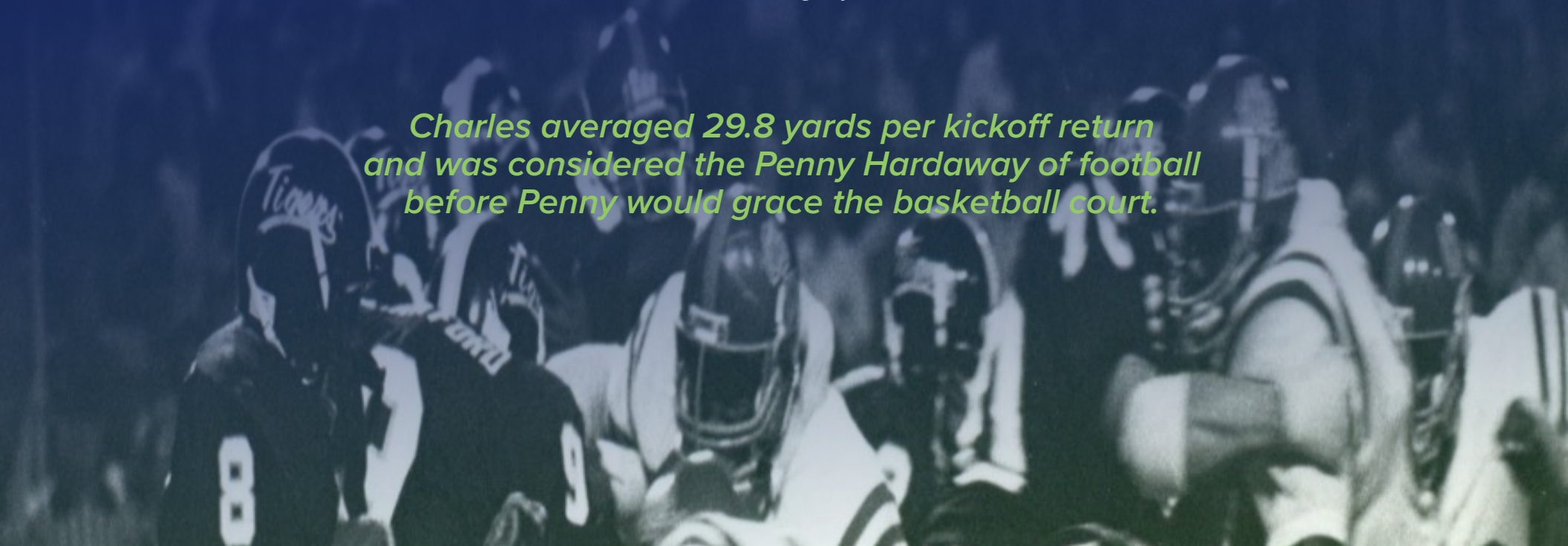
Former University of Memphis Star Athlete



Charles grew up in the Frayser area of Memphis with grit, grind, and a love for sports. His impact before college was enough to see his name honored in his community and many claimed he was the best high schooler to come out of their city.

He lived a life, and possessed a talent, worthy of having a city school dedicate their field to him and a university make him their first retired jersey. On December 12th 1983, Greenhill’s living legacy was cut short when his plane, enroute to a Quarterback Club, crashed. After his loss, the Charles Greenhill Stadium was established to honor his legacy.

Charles averaged 29.8 yards per kickoff return and was considered the Penny Hardaway of football before Penny would grace the basketball court.



Message

from County Mayor



“The Field of Dreams is so much more than a ball field. We’re talking about a transformational, fun, and engaging outdoor space for youth to build relationships with each other and our community. Shelby County Government is glad to support this facility. We urge others to both contribute to the effort and do what they can to wrap their arms around our youth like the good folks at the Sheriff’s and Police Activities League of Memphis and Shelby County.”

–Shelby County Mayor Lee Harris

Message

from Sheriff of Shelby County



“As I have been a supporter of Sgt. Craig Littles and his organization for many years now, I continue to be thoroughly impressed with the dedication of the volunteers and their level of commitment to the mission of empowering and enhancing, not just our students, but all youth of the community. Memphis Shelby PAL is truly setting out to make a difference in the community as well as the lives of so many underserved youth. We applaud them for the success of their programs and their continuing to make a difference.”

**–Floyd Bonner, Jr.
Sheriff of Shelby County**

**HOWELL TOWNSHIP
POLICE ATHLETIC LEAGUE**

P.O. Box 713 • 115 Kent Rd., Howell, NJ 07731
Phone: 732.919.2825 • Fax: 732.919.1212
www.howellpal.org



August 1, 2022

Re: Letter of support

Please use this letter as my full support of the Memphis Shelby Police Athletic League and their ability to properly organize and maintain the park and facility currently being offered to them. To have the support of agencies such as the Tennessee Titans, Memphis Sheriff's Department, Memphis Parks and Memphis Credit Union to name a few is a testament to their abilities and success.

Since their inception, Memphis Shelby PAL has been a model program that others from across the country wish to emulate. Retired Officer Craig Littles and his staff are consistently providing opportunities for the youth of your community, through recreation and educational programs to strengthen the lives of the youth during the foundational building of their lives.

As the Chairman of the Board of Directors of National Association of Police Athletic/Activities Leagues I believe without a doubt, or any hesitation that Memphis Shelby PAL, with the help of their partners and the community will utilize this park to create a safe space for you and residents to come and enjoy themselves in a well cultured and structured environment.

Should you require any further information or have any questions please do not hesitate to contact me via email chill@howellpal.org or via phone at (732) 919-2825.

Respectfully submitted.

Christopher Hill
National PAL
Chairman of the Board



Message From the Chairman of the Board



Christopher Hill

Field of Dreams

How can I help?

The next step in our collaborative plan to engage children, families, law enforcement, and the community in preventing juvenile crime is the construction of a youth development park. The property has already been donated by the City of Memphis, Memphis City Council, Memphis Parks for this use, and now we need your help. Charles Greenhill Stadium, named after local Frayser athlete Charles Greenhill, was damaged by flooding in 2010. Greenhill's grit, grind, and love for sports earned him a reputation as the best high school football player to come out of the City. To celebrate the community pride in his legacy, MSPAL is seeking funds to develop this multi-purpose athletic field on the stadium site.

The mission of the Sheriff's & Police Activities League of Memphis and Shelby County, TN (MSPAL) is to prevent juvenile crime and violence through positive relationship building amongst kids, cops, and communities that promotes excellence in both sportsmanship and mentoring.



We are committed to raising \$10.4M for this project.

Your sponsorship can help us reach our goal:

Sponsorship Levels

Dream BIG.....	\$500K
Amplify Hope	\$250K
Infinite Possibilities	\$100K
Aim High	\$50K
Be Fearless	\$25K
Explore Magic	\$10K
Rise Above	\$5K
Miracles Happen	\$1K
Only Believe	\$100
Kids, Cops, & Communities..	\$50
General Donations	\$25

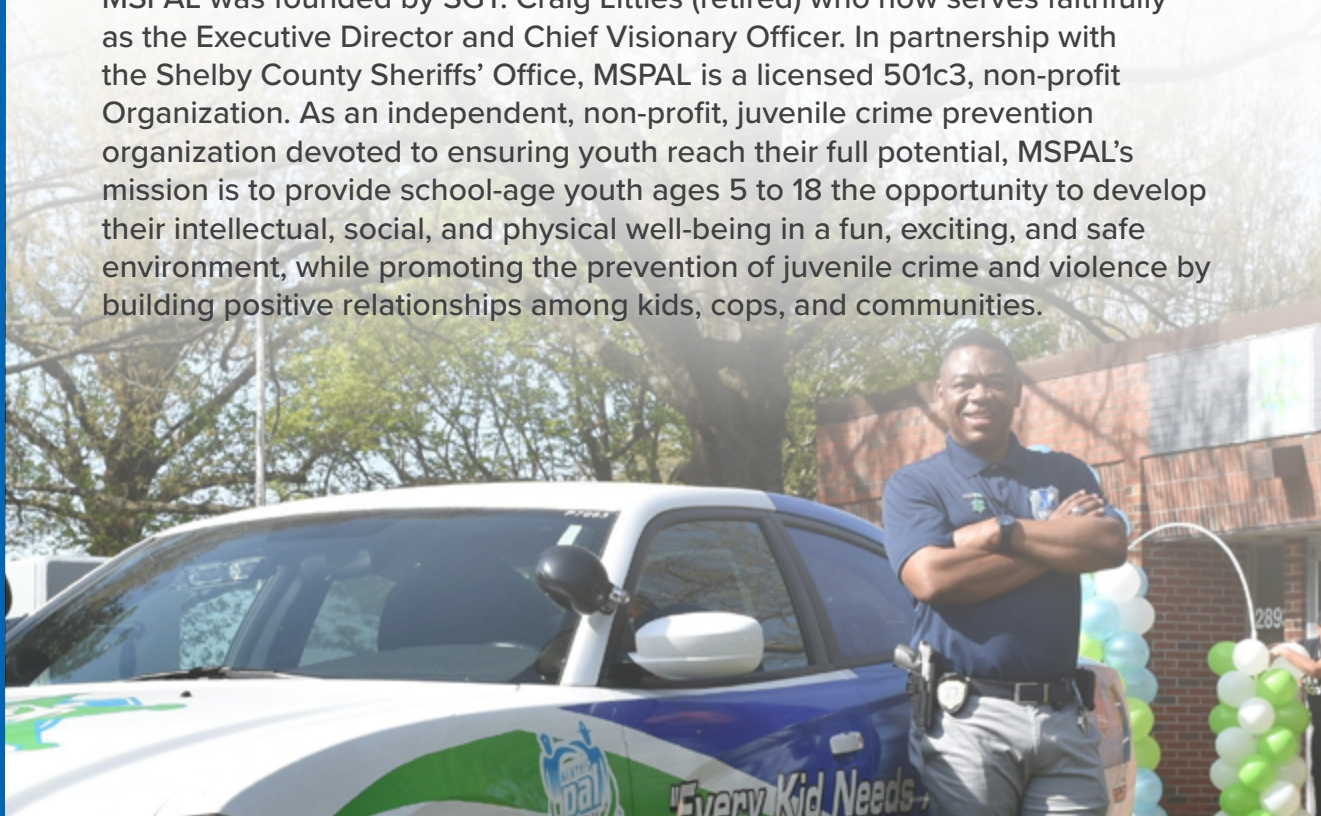


The Vision

Field of Dreams

For many kids in Memphis, the zip code they live in determines their future. The gulf between opportunities for kids who are poor vs. those who have access to money is far too wide. The child poverty rate is so high that almost half the children live in poverty and racial disparities continue for generations. Unfortunately, an important barrier is the disparity in children's access to positive experiences that promote health, well-being, and future success. The Sheriff's & Police Activities League of Memphis and Shelby County, TN (MSPAL) believes access to these experiences plays a direct role in the development of children.

MSPAL was founded by SGT. Craig Littles (retired) who now serves faithfully as the Executive Director and Chief Visionary Officer. In partnership with the Shelby County Sheriffs' Office, MSPAL is a licensed 501c3, non-profit Organization. As an independent, non-profit, juvenile crime prevention organization devoted to ensuring youth reach their full potential, MSPAL's mission is to provide school-age youth ages 5 to 18 the opportunity to develop their intellectual, social, and physical well-being in a fun, exciting, and safe environment, while promoting the prevention of juvenile crime and violence by building positive relationships among kids, cops, and communities.



Sgt. Craig Littles
(Retired) Founder & Executive Director

“All our dreams can come true, if we have the courage to pursue them.”

–Walt Disney

The National Jefferson Award for Public Service presented by The American Institute for Public Service

Men of Excellence Award by Tri-State-Defender Newspaper

City of Memphis “Ovation Award”

Meritorious Community Service Award by former Mayor W. W. Herenton

Outstanding Community Service by former Congressman Harold Ford Jr.

River City Gala, Community Man of The Year Community Service Award, Memphis Police Department

The SPARK Award

Liberty Mutual, Responsible Coach of the Year



Time spent outside leads to higher levels of physical activity in children. A 20-minute walk in a park or other natural area can help children with attention deficit hyperactivity disorder focus better.

Active children show more brain activity, and they are 20 percent more likely to earn an A in English or math.



Dream BIG

Sponsorship includes

- Premier logo placement at Field of Dreams
- Speaking opportunity at Grand Opening
- Name placed on the "Wall of Hope"
- Private reception/event
- Sneak preview at park/private tour with donors/sponsors
- Press release specific to title sponsor
- Dedicated email blast by City & County Mayor's Office, Shelby County Sheriff's County Office, and National PAL
- Featured story on website
- Direct link on website to a landing page
- Recognition on all event/marketing materials
- Term of sponsorship 10 years
- Recognition in City & County Mayor's Office, Shelby County Sheriff's Office County Office, and National PAL

\$500,000



Transforming Lives for Generations

This park will serve as a sustainable investment in the community by inspiring a renewed sense of community pride, prompting neighbors to maintain its integrity, and even refurbishing other spaces. It will also help reduce juvenile crime and violence by positively channeling children's energy into teamwork, leadership, and sportsmanship. The synthetic turf, low maintenance facility will house athletic and recreational programming for all MSPAL children on baseball, football, soccer, track, and general-use fields.

We invite you to partner with MSPAL in our efforts to build character and promote success for children 5-18 in Memphis and Shelby County. With your help, we can create a community where everyone can prosper and reach their full potential – even in Memphis. With your gift, we can make this a reality. Please give today. Together we can transform the lives of our youth for generations to come.



Amplify Hope

Sponsorship includes

- Premier logo placement at Field of Dreams
- Name placed on the “Wall of Hope”
- Speaking opportunity at Grand Opening
- Direct link on website to a landing page
- Dedicated email blast by Prominent Partners

\$250,000

Featured story on website

Our programs focus on six core initiatives:

- Education
- Discovery
- Mentoring
- Sports
- Intervention
- Nutrition

The MSPAL Sports program allows youth to channel their energy through physical activity while developing athletic skills in:

- Tackle Football
- Cheer / Dance
- Baseball
- Tennis
- Track & Field
- Volleyball
- Soccer
- Basketball
- Golf
- NFL Flag Football





Community playgrounds provide children the opportunity to practice and hone key skills including social, emotional, cognitive, and physical. Children are constantly learning through play—making new friends, sharing, taking turns, and interacting with other children.

Phases

Phase One

\$2,015,000

- Trench drain along interior of existing track
- Storm drainage improvements due to the trench drain addition
- Driveway repair
- Cosmetic improvements to the building

Phase Two

\$610,000

- Sandblast/paint lights
- Parking lot lighting
- Playground
- Sidewalk repair

Phase Three

\$2,240,000

- Pavilions are added
- Parking lot landscape
- Track resurfacing
- Re-finish the grandstands
- Add new press box

Phase Four

\$3,400,000

- Replace concessions building
- Replace Fieldhouse

Infinite Possibilities

Aim High

Sponsorship includes

- Dedicated email blast by Prominent Partners
- Featured story on website
- Name placed on the “Wall of Hope”
- Direct link on website to a landing page
- Recognition on all event/marketing materials

\$100,000

Sponsorship includes

- Website recognition
- Name placed on the “Wall of Hope”
- Direct link on website to a landing page
- Recognition on all event/marketing materials

\$50,000



Participating in an organized youth sport adds structure and direction to physical activity, which is a key element for consistency and discipline.

Be Fearless

Explore Magic

Sponsorship includes

Website recognition

Name placed on the “Wall of Hope”

Direct link on website to a landing page

Recognition on all event/marketing materials

\$25,000

Sponsorship includes

Website recognition

Name placed on the “Wall of Hope”

Direct link on website to a landing page

Recognition on all event/marketing materials

\$10,000



Playgrounds and youth development parks are important for children's physical, mental, and social development, but it is also the arena in which they develop their moral character.

Rise Above

Miracles Happen

Sponsorship includes

Name placed on the “Wall of Hope”

Website recognition

\$5,000

Sponsorship includes

Name placed on the “Wall of Hope”

\$1,000



“The more we increase the active participation and partnership with young people, the better we serve them. ... And the more comprehensively we work with them as service partners, the more we increase our public value to the entire community.” — Carmen Martinez



“Children, after all, are not just adults-in-the-making. They are people whose current needs and rights and experiences must be taken seriously.” — Alfie Kohn

**Kids, Cops &
Communities**

\$25

General Donations

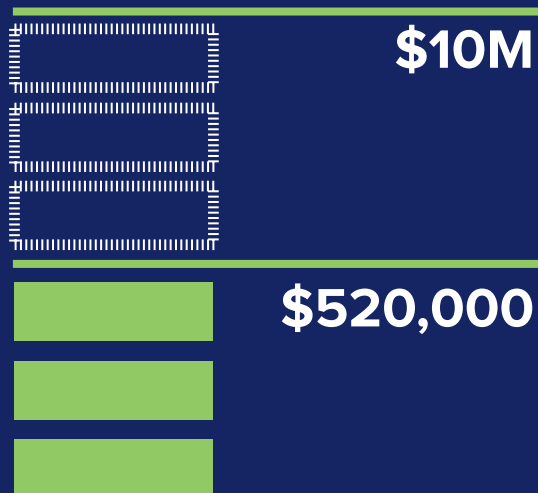
\$50

Only Believe

\$100

**We are committed to raising
\$10.4M for this project.**

**Help your community
reach its goal.**



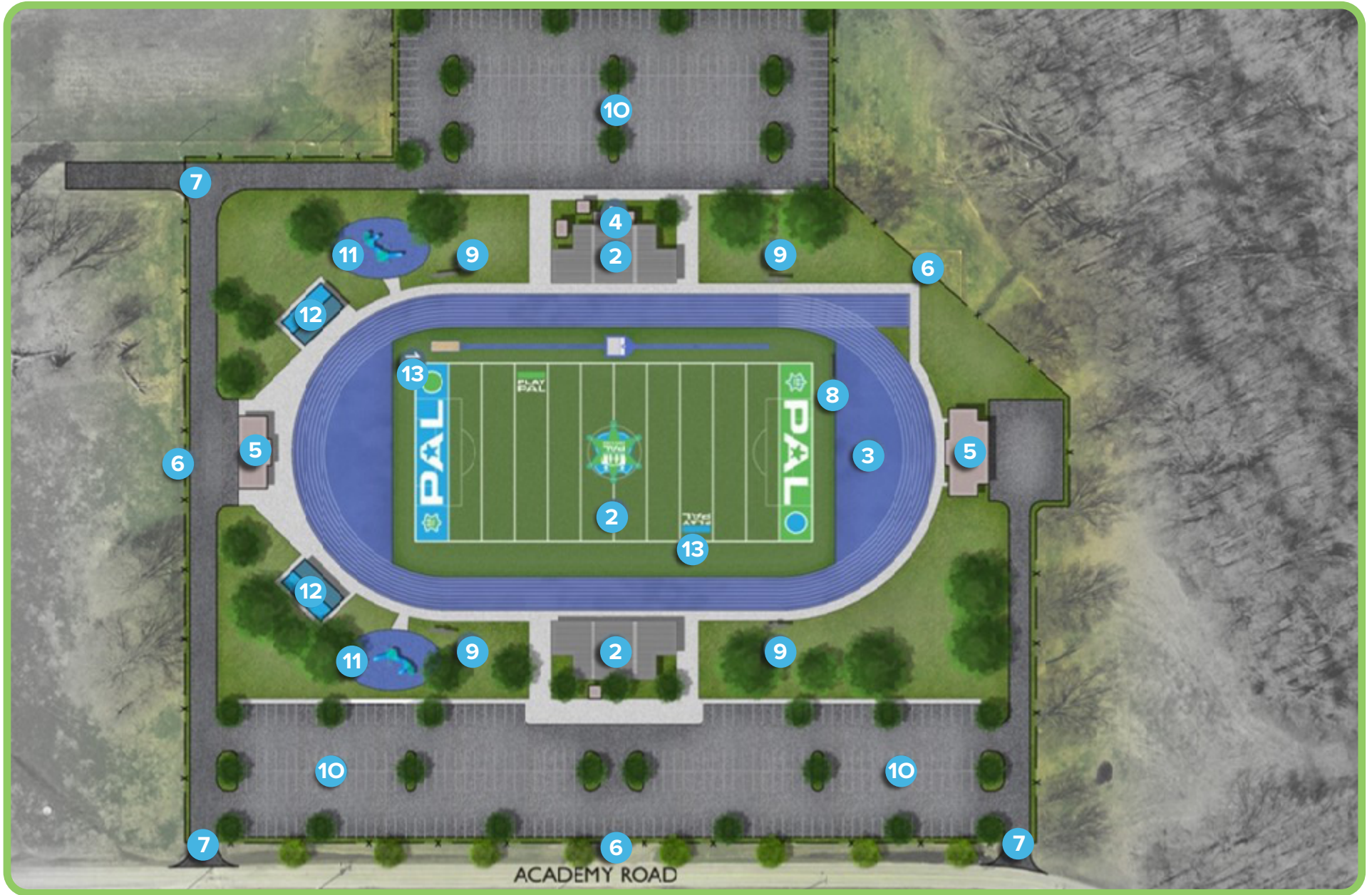
Sports-Haves and Have-Nots

Our programs provide this access through education, mentoring, nutrition, and physical activities. With centers across Memphis and Shelby County, we provide a full range of athletic, educational, and recreational programs to almost 7,000 local youth. Through our comprehensive youth initiatives and community partnerships, we seek to aid in the prevention of juvenile crime and violence by providing mentorship, service, athletic, enrichment, and educational opportunities for our most at-risk youth in the community.

Our signature sports program allows youth to channel their energy through physical activity while developing athletic skills that promote teamwork, leadership, and sportsmanship. A 2019 study by the Aspen Institute, *State of Play: Trends and Developments in Youth Sports*, notes that young people from lower-income homes face increasing participation barriers.

“Sports in America have separated into sports-haves and have-nots.”

- Tom Farrey, Executive Director, Sports and Society, Aspen Institute



LEGEND



CHARLES E. GREENHILL STADIUM
 Memphis, TN
 March 2022



- | | | |
|--------------------------------------|---|--------------------------------|
| 1 Synthetic Turf Multi-Purpose Field | 5 New Concessions/Locker Room/
Restroom Building | 9 Upgraded Field Lighting |
| 2 Upgraded Bleacher Seating | 6 Perimeter Security Fence | 10 Upgraded Parking w/Lighting |
| 3 Resurfaced Track | 7 Access Gate | 11 New playground |
| 4 New Press Box | 8 New Scoreboard/Clock | 12 New Pavilion |
| | | 13 Potential Sponsor Locations |

The Future

Charles Greenhill Field of Dreams Youth Development Park

The future Charles Greenhill Field of Dreams Youth Development Park is located at 4241 Academy Drive. The total park is on 695,000 sq. ft. (approximately 16-acres) land will be a multi-purpose arena that will accommodate flag & tackle football, soccer, rugby, and lacrosse, as well as track & field. Other great features will be miles of walking trails, concessions, ADA accessibility, pavilions, and playgrounds.

Combined social media presence:

Includes Memphis Shelby PAL, Memphis Bears Inc. PAL, City of Memphis, Shelby County Government, Shelby County Sheriff's Office, and National PAL.

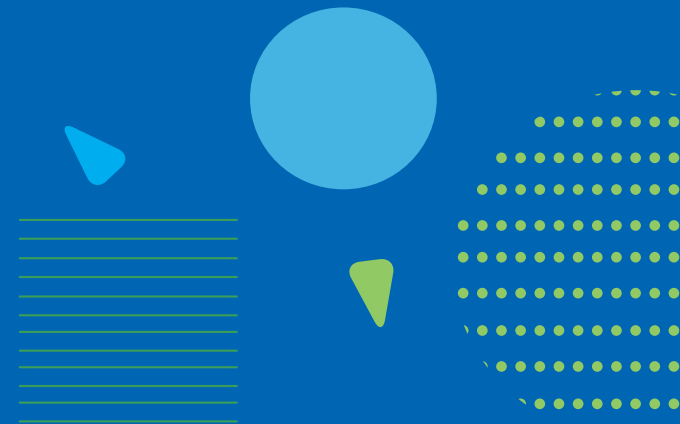
 **75,670** ► Facebook Reach

 **69,856** ► Twitter Reach

 **16,482** ► Instagram Reach

Planning Committee

- Craig Littles
- Rosalyn Crawford
- Elise Herron
- Greg Dotson
- Teresa Vander Molen
- Michelle Jones
- Natalie Gore
- Marie Parker
- Horace Fisher
- Jakeba Belton
- Larry Hubbard
- Charles Williams
- Carolyn Willis
- Joyce Cole
- Brenda Shotwell
- Francis McNeil
- Sandra Robinson
- James Lester
- Rochelle Landon
- Pastor Keith Norman
- Collin Johnson
- Terita Hewlett
- Floyd Bonner
- Ken Swann
- Courtney Jones
- Letisha Simmons
- Shenell Taylor
- Sheila MacDiarmid





Shelby County Sheriff's Office

Floyd Bonner, Jr., Sheriff

June 27, 2022

Dear Friends:

I am Sheriff Floyd Bonner, Jr. of the Shelby County Sheriff's Office. It is with great pleasure that I write this letter in true support of Memphis Shelby Police Activities League (MSPAL) and its endeavor to guide the youth of this county and city. The Shelby County Sheriff's Office supports MSPAL and its programs of Education, Discovery, and Nutrition, as well as Sports and Mentoring programs because it aligns with our vision and goals of empowering our youth and keeping kids positively engaged.



As I have been a supporter of Sgt. Craig Little and his organization for many years now, I continue to be thoroughly impressed with the dedication of the volunteers and their level of commitment to the mission of empowering and enhancing, not just our students but all youth of the community. Memphis Shelby PAL is truly setting out to make a difference in the community as well as the lives of so many underserved youth. We applaud them for the success of their programs and their continuing to make a difference.

Again, I am extremely grateful and thankful for the opportunities presented to the youth of Shelby County through Memphis Shelby PAL, and I look forward to continued success.

Sincerely,

Floyd Bonner, Jr.
Sheriff of Shelby County



201 POPLAR AVENUE, 9TH FLOOR, MEMPHIS, TENNESSEE 38103





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www.msपालfieldofdreams.org

Make checks payable to:

Memphis PAL
2893 North Watkins
Memphis, TN 38127

Contact us:

capitalcampaign@memphisshelbypal.org

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Connecting Kids, Cops, and Communities