

12TH & CAMBRIA RECREATION CENTER PRO-ACTIVE NEWSLETTER APRIL 30, 2016



12th & Cambria Recreation Center Newsletter

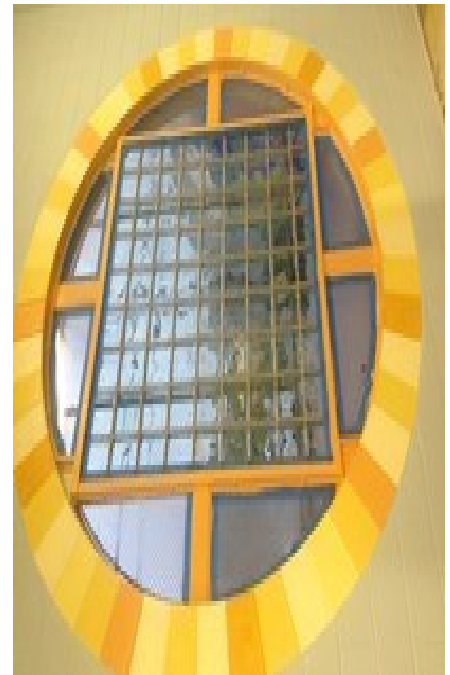
May 2016

Comcast Cares Day @ the 12th & Cambria Recreation Center

On Saturday, April 30, Comcast Cast Cares Day landed at the 12th & Cambria Recreation Center. Volunteers from Comcast and the Community contributed their time and energy to help revitalize the 12th & Cambria Recreation Center as part of **Comcast Cares Day** that takes place each April during National Volunteer Month and on the heels of Earth Week. Comcast Cares Day is the nation's largest single-day corporate volunteer effort and part of the Company's year-round commitment to community service. More than 90,000 **Comcast NBC-Universal** employees, their family and friends, and community partners will make change happen as they spend the day giving back to their communities. Now in its 14th year, the annual day of service has completed nearly 6,000 projects and has contributed more than \$16 million to local non-profit organizations.

Comcast NBC-Universal also has partnered with numerous non-profit community organizations and local chapters of the National Council of La Raza and the National Urban League, who will be working side-by-side with Comcast Cares Day volunteers on Saturday. Additionally, teams from Comcast NBC-Universal will be partnering with Boys and Girls Clubs of America, Big Brothers Big Sisters, City Year, Easter Seals, and now the 12th & Cambria Advisory Board Recreation Center along with hundreds of other local community organizations.

The entire 12th & Cambria Advisory Board affirmed that the community is very thankful to Comcast Freedom Region VP for Community Investment, Robert F. Smith for his astonishing leadership, and alliance to help revitalize our Community Recreation Center which has been adapted as the Community City Hall. We also want to graciously thank all the wonderful volunteers of Comcast that clearly demonstrated their commitment for positive change in this community. We love you!!!



Portal Window to Opportunity



Volunteer Photo Pose with State Representative Curtis Thomas

Photo Volunteer Ops in front of recreation Center

Scott P. Charles, MAPP Trauma Outreach Coordinator Temple University Hospital

State Representative Curtis W. Thomas, 181st Legislative District

Arlene Carreter, President 12th & Cambria Advisory Board

Mike Abdullah, Vice President 12th & Cambria Advisory Board

Abdul Maalik Akbar, President Dar Es Salaam CDC

Dr. Nkrumah Lumumba Olinga



Comcast Volunteer Workforce at work

Community Preamble by Ricardo Rose

We live at a profound moment in time when citizens must decide on their collective future. As the world becomes increasingly inter-reliant and vulnerable, the future at once holds enormous risk and enormous promise. To achieve favorable outcomes in the community, we must cooperate with each other to bring forth a sustainable and equitable system for all. Towards this end, it is imperative that we affirm our responsibility to one another, to the greater community, and to future generations. We resolutely recognize working together is what makes real solutions possible.

The community at large vitally needs collective positive change, and yet, for genuine positive change to occur and assure enduring positive roots throughout our society, we must go beyond symbolic gestures and create visible progressive change. How do healthy communities thrive? How do we galvanize people who want positive change that fundamentally begins with self?

How do elected officials and civil service institutions connect with positive doers and maximize the rare opportunity for genuine progressive development? How do communities that are historically disenfranchised purposefully transform from the destructive monopolies of drug dealers, nuisance bars, blight, high unemployment, diseases, bad health and desolation that have led to demoralizing chaos, adverse wastefulness, and insalubrious habitats? infrastructure resources efficiently, and help nurture healthy leadership, healthy ideas and wholesome results that would lead to healthy communities? One of the first aspects of accountability is to acknowledge that there is a problem/challenge that is historic. Moreover, healthy communities do exist! What makes them healthy? How do they maintain their respective healthiness?

We are honored that Comcast Cares Global Initiatives landed here at the 12th & Cambria Community. We salute Comcast Cares Global Initiatives Making Positive Change & Making a Difference.

Mural Arts & Core ?



Volunteer Photo Ops

Standing outside the 12th & Cambria Recreation Center are Comcast volunteers and community volunteers taking time to pose for a photograph during a massive cleanup and rehab.

The cleanup consisted of numerous teams whose task were as follows. Sweeping, painting interior walls of the recreation center, paint benches, moving, collecting debris, bagging debris, planting flowers, preparing food, washing walls, and much more.

Community Benefits Strategy

As our local government grapples with their responsibility to shape neighborhood development and land use patterns, our community is a primary stake holder in identifying the benefits to the community's short-and-long-term growth. We are concerned about smart growth and environmental justice and the associated community benefits to ensure that the main purpose of economic development is to bring measurable, permanent improvements to the lives of affected residents, particularly those in low-income neighborhoods and communities of color.

Our organization will pressure the public sector to pay attention to our strategic goals for improvement in the community and we have worked to ensure a more strategic role in land use planning and urban growth, and to leverage economic development subsidies toward the creation of good jobs, affordable housing, and neighborhood services that improve the quality of life for all residents.

Dar Es Salaam CDC has promoted awareness for individuals to take the initiative to be self-employed homeowners in the community by providing educational programs for both youth and adults.

Maalik Akbar stated that "People don't care that you know, until they know that you care".



Comcast Cares Day Director Maria Vargas & Jim pose with Community Volunteers

Volunteer worker plan

- * Painting: exterior (1 building) and interior (approximately 9 rooms)
- * General clean up: exterior and interior
- * Bookshelves: assemble and install shelves, and related equipment in center
- * Landscaping/planting: clean up green space and plant flowers, shrubs around facility
- * Help "Tighten Up" Baseball field, Basketball court, Murals on building

We advocate that each and every citizen become pro-active community advocate for positive change to address a plethora of community issues that are in fact, historical issues related to the excess consequences of high unemployment, drugs, violence, destitute program activities and resources for children, teenagers, parents and senior citizens. Our Advocacy Committees essential role is to help address specific concerns related to the healthy welfare of our community! Each member has committed to continue working year to year to handle unresolved on-going issues. We have formed Ad-hoc committees that have specific assignments to help manage special short-term projects.

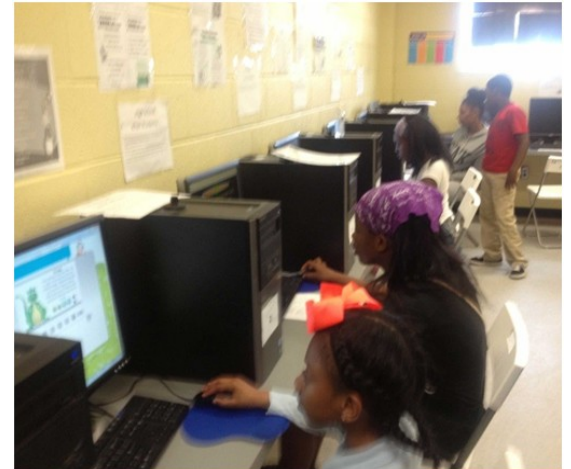


12th & Cambria Recreation Center activities room, collected debris outside center

Kareem Lutfee Ali Media Education Computer Lab & Library

This Computer Lab can help to bridge the digital divide between those with tech access and those without. From elementary school kids logging on to educational websites for the first time or doing school assignments, or learning how to combat cyber-bullying or write code, to high-school students researching and writing research papers and college application letters and applying for FAFSA, to adults filing taxes, writing resumes and applying for jobs, to seniors citizens taking their first computer class and downloading health care info, to folks of all ages communicating inexpensively with relatives in other states or even foreign countries, to families trying to obtain benefits like SNAP or LIHEAP, access to technology is vital.

Putting technology centers like this at the 12th & Cambria Recreation Center is where Philadelphians already feel cared about is an ideal way to help people learn about and feel comfortable with learning new things. A key advantage lies in the fact that people already love and trust the staff at 12th and Cambria and think about them as an extended family. We need more help from our city to improve on situation as these throughout the city.



Kareem Lutfee Ali Computer Lab

Comcast supervisor Mike J. Borrelle & Ted Mapp setting the pace for the activities room. Below Photo journalist Joseph Kaczmarek



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