



**SKATEISTAN  
ANNUAL REPORT  
2015**



# SKATEISTAN ANNUAL REPORT 2015

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## SECTION 1 MESSAGE FROM THE EXECUTIVE DIRECTOR



In 2015 the President of Afghanistan, Ashraf Ghani, acknowledged Skateistan in his speech to US Congress.

**“The opportunities for women are indeed changing. I’m sure that many of you have seen those stunning [Skateistan] videos of fathers proudly taking their shiny-eyed daughters to show off their new found skills in the ancient art of skateboarding.”**

For Skateistan's work with Afghan girls to be mentioned in such a prominent forum is incredible and encouraging. I’m astonished to see how much Skateistan has grown since 2007, and, even more so, that skateboarding has proven over and over again its unique ability to make the world a better place. Skateboarding is one of the best types of education, since through it you are exposed to people with different ideas and from different backgrounds. You become part of a community that inspires and challenges you.

It’s been a memorable year for Skateistan. In February, Youth Leaders from Afghanistan had the opportunity to be the first Afghan representatives at an international Model UN conference in known history, hosted by THIMUN Qatar. Three of our Afghan staff members were invited by the UN Office for Sport for Development and Peace to take part in Youth Leadership camps in Germany and Sweden. And two of our young female staff members in Afghanistan were the first Afghan women to ever complete a 250km ultramarathon, along with Free to Run founder Stephanie Case in China’s Gobi Desert.

The Skateistan team dreams big, and ever since planning began for the construction of the new Skate School in South Africa, things have



**[fig. 1.]** Executive Director, Oliver Percovich helping a student learn to drop-in for the first time at the bowl in Troyeville, Johannesburg.

## SECTION 1 MESSAGE FROM THE EXECUTIVE DIRECTOR



been progressing every day. The Skateistan South Africa Skate School will be a place where children can access a modern education facility and the only skatepark in central Johannesburg. It will provide the infrastructure and leadership capacity to develop into a training hub for other Skateistan projects in South Africa and across the African continent.

Just like in Kabul in 2007, we begin every new Skateistan project with Outreach sessions in the local neighborhood and surrounding streets. It is an important first step and entry point for youth into our core programs like Skate and Create, Back-to-School and Youth Leadership. In 2015, the world's first tuk tuk skate ramp was launched in Cambodia as an addition to Outreach sessions in some of the most at-risk communities in Phnom Penh and we also expanded to the southwest of Cambodia, reaching more at-risk youth in Sihanoukville through our programming.

On a global level, Skateistan continues to be recognized as a leader in the 'Sport for Development' field, winning the 2015 Laureus Sport for Good Award as well as being featured in the United Nations' World Humanitarian Day campaign. I was really excited that the cover image chosen for the campaign was a picture taken by a former Skateistan student and current staff member in Kabul. As a skateboarder, it was also an honor to accept the Eric Stricker Memorial Award from Transworld Skateboarding Magazine this year on behalf of Skateistan. The amount of enthusiasm from the skateboarding community over the years has been phenomenal. Professional skateboarders like Tony Hawk, Jamie Thomas and Mimi Knoop have been active supporters, especially when launching our new monthly donor club – Citizens of Skateistan. Every

Skateistan student, staff member and monthly supporter is a Citizen; we are all part of this international community that shares a dream of empowering youth through skateboarding and education.

By the end of 2015 Skateistan was reaching over 1500 youth and more than 40% girls each week at our Skate Schools and at Outreach locations in Afghanistan, Cambodia and South Africa. The stories I hear from our students about how skateboarding has changed their lives always surprise me. Some have been the first in their families to go to school and many of them show an exceptional dedication to learning by returning to Skateistan every week. They all have inspiring stories to tell, and I am very pleased to share a few special ones with you in this Annual Report.

Thank you to every Citizen of Skateistan for joining our community and helping us reach more at-risk youth across the globe! I would also like to thank all of Skateistan's supporters for believing in the power of skateboarding and education to change kids' lives. Without your support, we would not have achieved such incredible things in 2015, and I look forward to what the future holds.

Sincerely,

Oliver Percovich  
Founder & Executive Director, Skateistan

## SECTION 2 SKATEISTAN OVERVIEW



### ABOUT

Skateistan is an award-winning international non-profit organization that uses skateboarding and education for youth empowerment. Over 1500 at-risk youth, aged 5-17, attend Skateistan's programs every week in Afghanistan, Cambodia and South Africa. Over 40% of students are girls. Through their innovative programs, Skate and Create, Back-to-School and Youth Leadership, Skateistan aims to give youth the opportunity to become leaders for a better world.

### MISSION STATEMENT

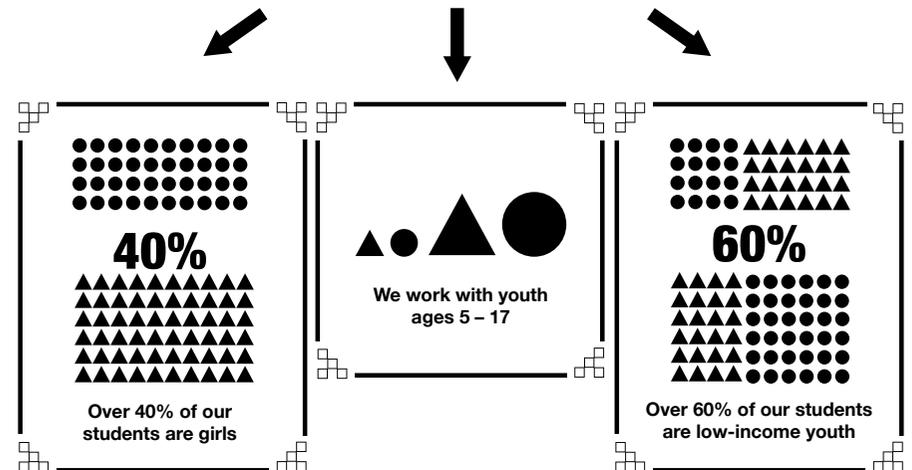
Skateboarding and education for youth empowerment.

### VISION

Creating leaders that make a better world.



**SKATEISTAN  
IS A NON-PROFIT  
ORGANISATION  
USING SKATEBOARDING  
AS A TOOL FOR  
EMPOWERMENT**





*“Skateboarding gives you a community to inspire you, guide you, and challenge you. Through skateboarding you are exposed to people with different ideas and from different backgrounds. This develops tolerance.”*

- Oliver Percovich, Founder & Executive Director, Skateistan



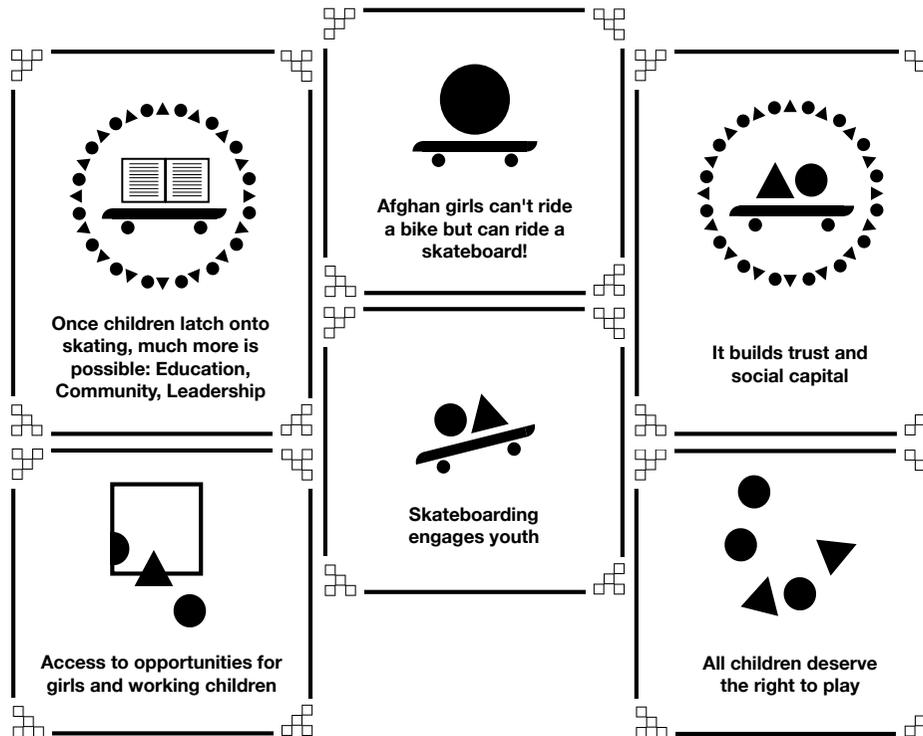
## SECTION 2 SKATEISTAN OVERVIEW



[fig. 2.] Skateistan students take part in a running race to celebrate International Women's Day in Mazar-e-Sharif, Afghanistan.



## SECTION 2 SKATEISTAN OVERVIEW

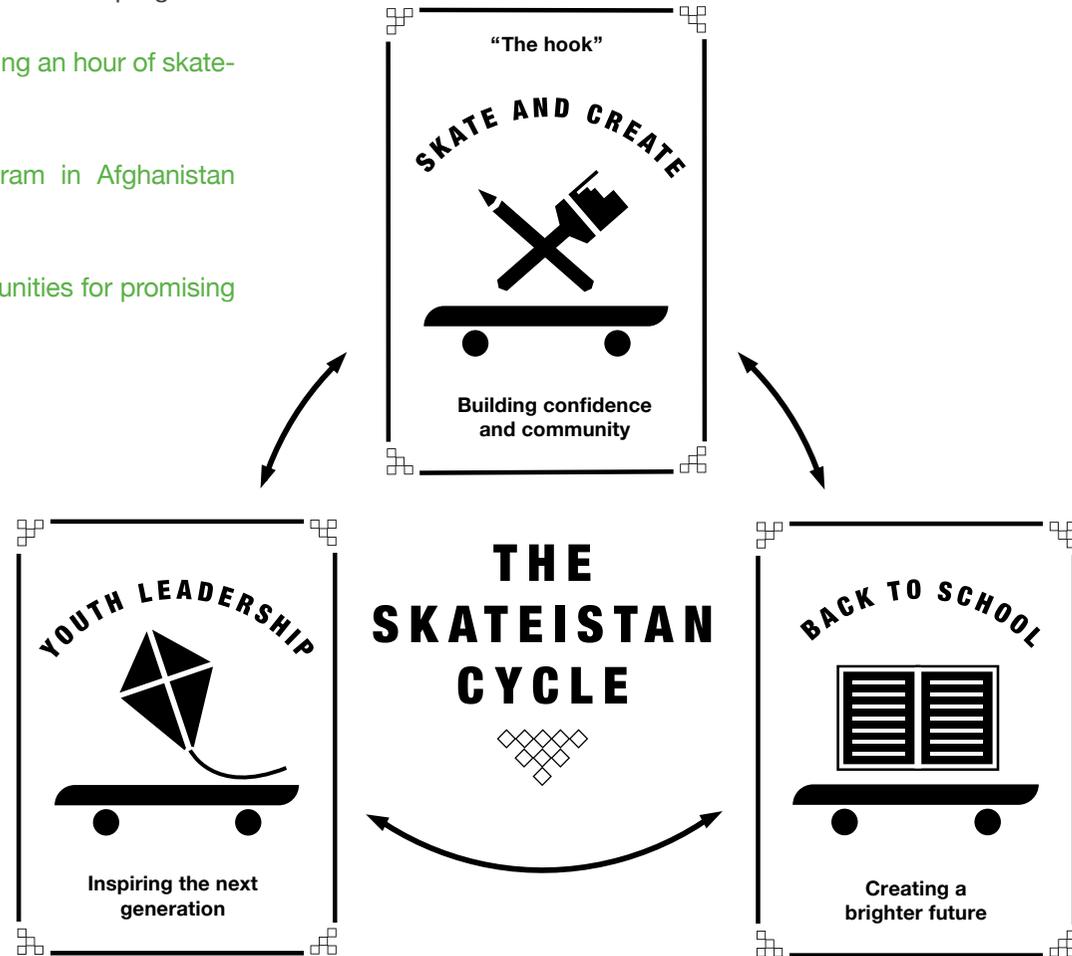


## SECTION 2 SKATEISTAN OVERVIEW



Through Outreach sessions and partnering with local organizations, Skateistan is able to engage with youth and enroll them into their programs:

- ▼ **Skate and Create** - a weekly two hour class providing an hour of skateboarding and an hour of educational arts.
- ▼ **Back-To-School** - an accelerated learning program in Afghanistan which aims to enroll students into public school.
- ▼ **Youth Leadership** - a program which offers opportunities for promising students to become the teachers and role models.





**YOUTH COME FOR  
SKATEBOARDING,  
AND STAY FOR  
EDUCATION.**



## SECTION 2 SKATEISTAN OVERVIEW



### GLOBAL ADVISORY BOARD



#### PETER DALGLISH (CHAIR)

Peter began his humanitarian career in Ethiopia and Sudan with refugees and street-working youth. In 1987 he founded Street Kids International, now a global leader in designing creative self-help projects for poor, urban children.

*“I hope to bring practical knowledge of what programming is most effective. More than anything else I want to support the incredibly dedicated and resourceful Skateistan team members in Berlin, Mazar-e-Sharif, Kabul, Johannesburg and Phnom Penh.”*



#### DR. SIMON ADAMS (VICE-CHAIR)

Simon is the Executive Director of the Global Centre for the Responsibility to Protect, he has also been a skateboarder since the 70s and has a mini-ramp in his basement. He was instrumental in setting up Skateistan's newest project in Johannesburg, South Africa.

*“I hope I bring to the Board the practical experience of running a small international NGO and a career of actively developing connections between human rights, education, development and social change.”*



#### TONY HAWK

Tony is a professional skateboarder, and is the most influential skateboarder of all time. He has been a professional skateboarder since 1982 and has since spread skateboarding's popularity worldwide. In 2013 Tony visited Skateistan Cambodia, and the Tony Hawk Foundation became a major donor in 2014, committing four years of support.

*“I believe in Skateistan's work, and I think that I can help broaden their reach and effectiveness with my experience with the Tony Hawk Foundation.”*



#### BRYAN RIDGEWAY

Since 2010 Bryan has served Skateistan as a global skateboarding advisor, bringing his vast experience and connections in the world of skateboarding. Bryan is also assisting to grow awareness and support for Skateistan's activities in the USA.

*“The Advisory Board members share a common vision of helping future generations of youth shape their lives for good through their association with skateboarding. Skateistan can only make the world a better place through the opportunities that we hope are taken advantage of.”*



## SECTION 2 SKATEISTAN OVERVIEW



### GLOBAL ADVISORY BOARD



#### **BENAFSHA TASMIM**

Benafsha was born in Kabul, Afghanistan, and graduated from Psychology and Educational Sciences at Kabul University in 2009. She joined Skateistan Kabul in 2010, serving for two years as the Education Coordinator.

*“Skateistan recognizes that youth participation is vital for effective programs. When given the space and opportunity to do so, young people turn their energy and creativity towards bringing positive change in their societies and solving tomorrow’s problems. I hope to be an asset to the board and bring a different perspective and viewpoint to the group as someone who has actually lived through what we are aiming to change.”*



#### **JAMIE THOMAS**

Originally from Alabama, Jamie has made his dreams a reality by putting everything on the line and following his passion for skateboarding. Jamie’s brands, Zero Skateboards and Fallen Footwear, have provided Skateistan with equipment since 2008, and in 2014 Jamie visited Skateistan's Afghan Skate Schools.

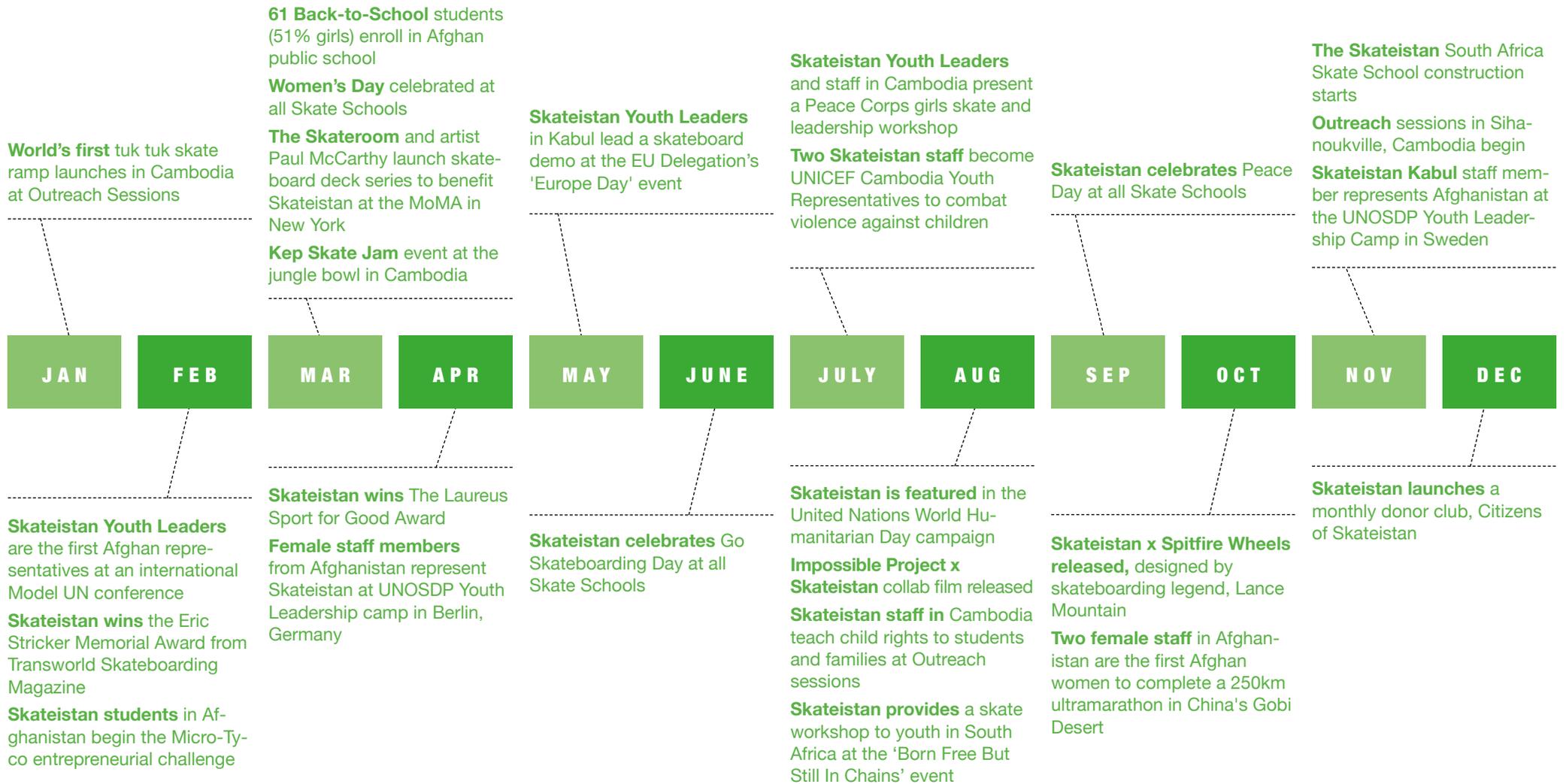
*“I would like to lend the connections and tools I have, through my relationships and expertise in skate business and my circle of influence, to be able to help support Skateistan.”*



## SECTION 2 SKATEISTAN OVERVIEW



### TIMELINE 2015





*“To me community means a group of people working towards a common goal, respecting each other as individuals, but wanting to create something special, that they are all proud of.”*

Tony Hawk, Advisory Board member and Citizen of Skateistan



## SECTION 3 SKATEISTAN AFGHANISTAN



### PROGRESS UPDATE FOR 2015

In 2015, with the benefit of years of experience delivering sport and educational programs in Afghanistan, Skateistan was able to increase the reach and impact of its programs. During the year, Skateistan Afghanistan worked with over 1000 youth, 42% of whom were girls. The Skate and Create program was offered to 882 active students each week, while Back-to-School saw 61 out-of-school youth graduate to primary school in early 2015, and enrolled 100 new students in the program for the 2015/2016 school year. Finally, the Youth Leadership program was offered to 86 young people.

The Skate and Create program remains Skateistan Afghanistan's largest and most influential program as well as the most accessible entry-point to the organization for at-risk youth. It also remains the most successful referral mechanism for all of the organization's programs and services. Back-to-School maintained a high standard of education and provided much needed support to out-of-school children and their families. As a result of Skateistan's Youth Leadership program, Youth Leaders were provided with structured training, volunteer and employment opportunities and the chance to take on leadership roles as representatives on the Student Council.

2015 was also a year full of opportunities for Skateistan staff to increase their skillsets. Throughout the year, Skateistan staff attended external leadership training workshops and camps. Skateistan was represented by three staff members at the United Nation's Sport for Development Youth Leadership training camps in Germany and Sweden. Four volunteers and young staff members were also the first Afghan delegates ever to attend a Model UN Conference in Doha, Qatar and two female staff members were the first Afghan women ever to participate in an ultra-marathon, which they ran in the Gobi Desert in China.

*“Skateistan stands for helping children and teaching them skills, and I am an example of that. I was a student and now I am an athlete.”*

Youth Leader, Mazar-e-Sharif





**[fig. 3.]** Making friends in Back-to-School. 100 new students were registered in March 2015.



**[fig. 4.]** In 2015, 42% of students in Afghanistan were girls.



## KEY HIGHLIGHTS FOR 2015

- ▼ 1129 children actively attended Skateistan on a weekly basis across the two Skate Schools in Afghanistan; 30% street-working and 42% girls
- ▼ 882 students took part in curriculums based on the universe, Human Rights and hygiene as part of Skate and Create
- ▼ Mazar-e-Sharif ran regular Skate and Create classes for more than 70 disabled children
- ▼ 38 students were referred to the Back-to-School program through the Skate and Create program
- ▼ 61 students graduated from Back-to-School in 2015, 51% were female and 85% were street-working youth
- ▼ 100 new Back-To-School students were registered in March 2015; 93% completed the second grade exam or higher
- ▼ 27 Youth Leaders completed the first five month volunteer program and continued as volunteers for an additional five months
- ▼ 5 Youth Leaders were able to find employment or other structured volunteer work experience outside of Skateistan
- ▼ 16 events were hosted by Skateistan Afghanistan, with 29 Youth Leaders representing Skateistan at external community events and projects

**SECTION 3  
SKATEISTAN AFGHANISTAN**



**ACTIVITY BREAKDOWN**



**882**

Average number of students each week



**161**

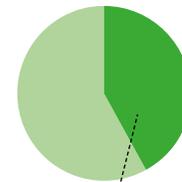
Active students\*



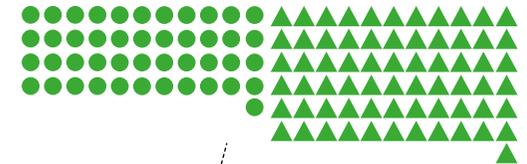
**86**

Youth Leaders

**RESULTS IN NUMBERS**



**42%** Female participation



**1129** Active students across all programs

\* Active Students refers to registered students who participate more than 75% of the time (three weeks or more in a month)

**[fig. 5.]** A Youth Leader admires her board before a session at Skateistan in Mazar-e-Sharif.



## SECTION 3 SKATEISTAN AFGHANISTAN



### SUCCESS STORIES – KABUL

Freshta\*, 12 years old, is a former Back-to-School student who is now in grade seven at public school. She still attends Skateistan as part of the Skate and Create program on a weekly basis and is a Youth Leader and class representative for the Student Council.

*“Originally I am from the Panjshir province but I grew up in Kabul. I come to Skateistan because I want to learn new skills, such as skateboarding and climbing, but also because it is a safe place for learning. Skateboarding is very special to me, I love it because I feel like I am flying, like a bird. It gives me the feeling of freedom!”*

*Since I joined Skateistan I have learned a lot and my skills are growing. I feel that after this I am moving forward. Every Skate and Create session at Skateistan is fun for me and learning being fun is more effective in life! I can do multiple tricks on my skateboard and I am not afraid of the high and big ramps. When you know more about something, there is no need to be scared of it any more.*

*Currently I am in grade seven, but in the future, I want to be a doctor. My message to people is, if they want to feel comfortable and learn new things, they should come to Skateistan.”*

\*name changed in accordance  
with child protection policy

[fig. 6.] Freshta presenting the gardening plans she drew during Skate and Create class on the topic of the environment.



## SECTION 3 SKATEISTAN AFGHANISTAN



### SUCCESS STORIES – MAZAR-E-SHARIF

**Latifa\*, 13 years old, started as a Skate and Create student and is now a Youth Leader helping teach skateboarding to other students.**

*“My mom was working for Skateistan and she told me about it and then one day I came here. When I saw the Skate School I fell in love with it. In the very beginning, I was just playing skateboarding for the whole day, but then I was registered as a student. After a while I was selected as a Youth Leader to teach skateboarding because I was not saying bad words and also I was very interested in skateboarding.*

*I come to Skateistan because I believe that the things that I love I can find and learn here: skateboarding, basketball, football and other sports. Skateistan also helped me a lot in my studies, for example I have learned how to solve problems.*

*Skateistan stands for helping children and teaching them skills, and I am an example of that. I was a student and now I am an athlete. My message to others kids is to study hard and do sports that they love.”*

**[fig. 7.]** Skateistan student, Latifa getting creative during a photo shoot for the Skateistan x Spitfire wheel.

\*name changed in accordance with child protection policy



## SECTION 4 SKATEISTAN CAMBODIA



[fig. 8.] New students in Sihanoukville, Cambodia, try skateboarding for the first time. Skateistan began running Outreach sessions and programs with partner organizations in the area in November 2015.



## SECTION 4 SKATEISTAN CAMBODIA



### PROGRESS UPDATE FOR 2015

Skateistan is proud to have seen an increase in female participation in Cambodia in 2015, with over 50% of Skate and Create students being girls. In the second half of 2015, Skateistan also improved the Outreach program by increasing overall attendance, diversifying locations, and introducing community events, focused on the topics of child rights and peace. The world's first tuk tuk skate ramp has been very popular and has attracted more children to join Outreach sessions, helping to improve regular attendance for this program in Cambodia.

The Youth Leadership program included skateboarding introduction workshops run by Skateistan staff and volunteers in various provinces in Cambodia in partnership with the Peace Corps, including a girls camp in Koh Kong province and a boys camp in Kampot province. Youth Leadership has thrived throughout the year, with two volunteers becoming full-time staff members, multiple community events led entirely by the local team, and two Youth Representatives attending preventative Violence Against Children training with UNICEF.

In 2015 the team also provided hip-hop dance classes to students attending Skate and Create program. The organization was able to offer these lessons thanks to the specialized skill-set of Pheakna, a former Youth Leader who became a full-time educator at the end of the year. He put his dance skills to good use teaching hip-hop classes as a part of the creative curriculum and dance was also included in Outreach sessions as an additional activity during public events.

Overall in 2015 the organization achieved a growing number of female participants, an increase in the quality and reach of the Outreach program, an increase in Youth Leadership training and stronger relationships with community partners.

*"I help other kids in the skatepark and classroom. I like to share what I know with the other kids. That's why I come to Skateistan. I want to educate myself for my future and I want to be a good teacher."*

- Youth Leader, Phnom Penh





[fig. 9.] A student dropping-in during a Skate and Create session with partner organization Aziza's Place at the Skate School in Phnom Penh



[fig. 10.] Learning about child rights in the classroom.



[fig. 11.] With the addition of the tuk tuk skate ramp, Skateistan Educators were able to engage with more youth in disadvantaged areas of Phnom Penh.





## KEY HIGHLIGHTS FOR 2015

- ▼ An average of 15 students with disabilities participated in Skate and Create each week
- ▼ A total of 243 hours of training workshops were provided including Child Protection Policy training, education training, media and communications training, and skateboarding instruction
- ▼ 3 Youth Leaders became part-time or full-time members of staff
- ▼ 5 Outreach sessions per week at local pagodas and with partner organizations
- ▼ 2 Skateistan staff members attended training sessions as UNICEF Cambodia Youth Representatives to combat violence against children
- ▼ 14 events were held at the Skate School run by staff and Youth Leaders

## ACTIVITY BREAKDOWN



**95**

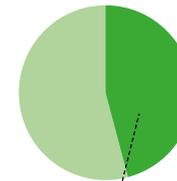
Average number  
of students each  
week



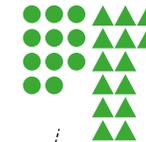
**8**

Youth  
Leaders

## RESULTS IN NUMBERS



**46%**  
Female participation



**252**  
Active students across all programs

## SECTION 4 SKATEISTAN CAMBODIA



### SUCCESS STORY – CAMBODIA

**Dara\***, 15 years old, is a Skate and Create student who hopes to become a Youth Leader and give back to her community.

*“I’m from Phnom Penh. I came to Skateistan because I love skating and wanted to grow my knowledge through education classes. My favorite thing about Skate School is learning to skateboard – on the pyramid obstacle, dropping-in from the big ramp and trying tricks like shuvit and ollie. Also I like helping the Youth Leaders to teach students in art class, and learning from creativity.*

*Since I joined Skateistan, I feel more comfortable and confident and have learned a lot from the staff and Youth Leaders working here. It’s a great opportunity for me to build my own future. When I feel stressed, I can release it by skating. Even if I fall, I get back up and continue. If I play it well, I can join in competitions and make more friends everywhere – I have a lot of friends thanks to Skateistan. I want to be a pro-skater and continue to help the next generation of kids to skate.”*

**[fig. 12.]** Dara wants to continue to learn new tricks and improve her skateboarding to inspire other kids in Cambodia.



\*name changed in accordance with child protection policy



**SECTION 5**  
**SKATEISTAN SOUTH AFRICA**



[fig. 13.] Students made their own spectroscopes during a Skate and Create session in the Troyeville neighbourhood of Johannesburg.



## SECTION 5 SKATEISTAN SOUTH AFRICA



### PROGRESS UPDATE FOR 2015

In 2015, Skateistan South Africa moved one step closer towards realizing the goal of establishing a new Skateistan project on the African continent. Throughout the year, Skateistan engaged with 160 at-risk children at various locations with partner organizations in Johannesburg's Central Business District (CBD) and began construction on the first Skate School in Johannesburg. Building on its successes in 2014, Skateistan was able to increase student numbers, grow its local team, and develop a number of key partnerships, to move things forward in 2015.

Towards the end of the year, Skateistan International hosted the Annual Strategic Planning meeting in Johannesburg, allowing the managing directors to see first-hand the project in South Africa and to involve local staff in the development and planning process for Skateistan globally.

In 2016, Skateistan South Africa will officially open the new Skate School in Johannesburg. This will be the only facility of its kind in Cen-

tral Johannesburg and aims to increase program offerings to hundreds more at-risk youth in the area as well as focusing on increasing female participation. The new Skate School will provide girls and young women with further opportunities to get involved and be part of programs. It will also provide the physical space and leadership capacity to develop into a training hub for other Skateistan projects in South Africa and on the African continent.

*“With skateboarding I get to do what I love  
and hang out with my friends.”*

– Outreach Student, Johannesburg



## SECTION 5 SKATEISTAN SOUTH AFRICA



### KEY HIGHLIGHTS FOR 2015

- ▼ 80% of students were from a low-income background
- ▼ More than ten different African languages and more than five ethnicities were represented amongst students
- ▼ A total of 180 Outreach and Skate and Create sessions were run
- ▼ Every week 82 students attended at David Webster Park in Troyeville (26 girls; 56 boys) and around 78 students attended at the Let's Go Jozi facility (19 girls; 59 boys)
- ▼ Established a girls-only session at Troyeville in August, which saw more than 15 girls participating in 15 sessions over three months
- ▼ 6 out of nine (67%) of the local team in 2015 were women, including full-time employees, part-time employees, and volunteers
- ▼ 5 events organized at Outreach locations and with partners

### ACTIVITY BREAKDOWN



**78**

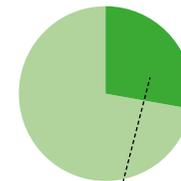
Average number  
of students  
each week



**5**

Youth  
Leaders

### RESULTS IN NUMBERS



**28%**  
Female participation



**160**  
Active students across all programs



**[fig. 14.]** A student who is part of Skate and Create at David Webster Park in Troyeville where Skateistan runs girls-only sessions.



**[fig. 16.]** A crew of skaters checking out the plans for the new Skate School before construction began in November 2015.



## SECTION 5 SKATEISTAN SOUTH AFRICA



### SUCCESS STORY – SOUTH AFRICA

**Thando\*, 12 years old, is a former Outreach student who is now part of Skate and Create. He will benefit from the opening of the Skate School in August 2016.**

*“I live in Troyeville. I have always lived in Johannesburg but my family moved to Cape Town in 2007 when my brother was born. Then we came back to Johannesburg in 2009 and moved to Troyeville.*

*I joined Skateistan because I want to become a professional skater. I’ve learned how to drop-in, kick-turn, ollie. What I like about Skateistan is that it teaches you a lot about skating as well as other activities like helping the environment. With skateboarding I get to do what I love and hang out with my friends who also live here in Troyeville.*

*In the future, I want to teach other kids that don’t know how to skate to skate.”*

**[fig. 17.]** Thando attends Outreach sessions in Johannesburg. He enjoys learning and skating with his friends.



\*name changed in accordance with child protection policy



## SECTION 6 SKATEISTAN GLOBAL



[fig. 18.] Female students in Afghanistan were the focus of photographer, Jessica Fulford-Dobson's 'Skate Girls of Kabul' which went on display in the Saatchi Gallery, London in April 2015.



## SECTION 6 SKATEISTAN GLOBAL



In 2015, Skateistan was supported by three international charitable fundraising entities located in the United States, the United Kingdom, and Germany, with tax-deductible non-profit status. Across these countries and at the Skate Schools, dozens of people volunteered their time, skills and motivation to Skateistan, and helped to coordinate many more volunteers who held fundraising events worldwide.

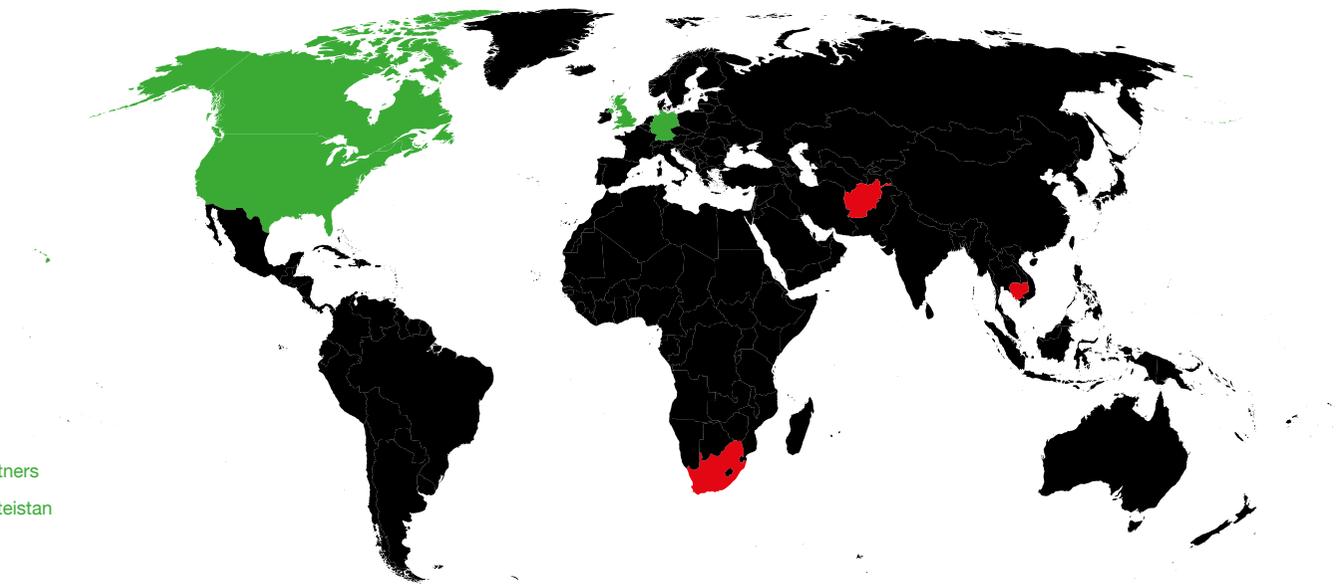
### Skateistan International Support Entities:

USA (501c3)

Germany (e.V)

United Kingdom (Charity)

Canada (partial charitable status)



[fig. 19.] Skateistan Support Entities and Action Partners (in green) help to raise funds and awareness for Skateistan Skate Schools (in red).



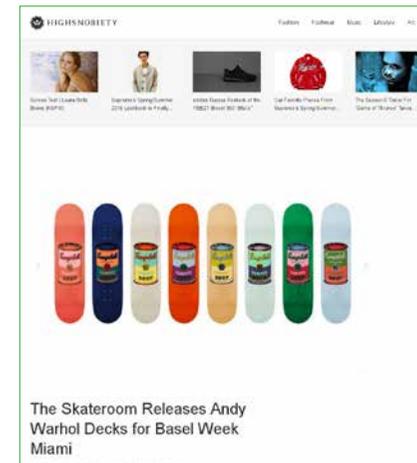
## SECTION 6 SKATEISTAN GLOBAL



### SKATEISTAN IN THE MEDIA

Skateistan continued to attract international media interest in 2015, with over 160 pieces of coverage reaching 4.39 million readers, including pieces in The Huffington Post, The Guardian, and ABC. Collaborations with brands, such as Impossible Project, Spitfire Wheels and Cheapo, brought about further exposure with a focus on product placement and content opportunities. One partner, The Skateroom, released both the Paul McCarthy and Andy Warhol board series in 2015 which benefited Skateistan through proceeds from sales and raising awareness, with features on high profile trend platforms such as Hypebeast and High Snobiety. Skateistan's social media platforms continued to grow year on year with a 20% increase in likes on Facebook, and increased following across Twitter and Instagram.

Fundraising campaigns in July and December had the most ambitious targets to date, with the launch of the new monthly donor club, Citizens of Skateistan, gaining further attention at the end of the year. Featuring pro-skaters Tony Hawk, Jamie Thomas and Mimi Knoop, the campaign was heavily shared across mainstream and core skate media with the video gaining over 57K views on Facebook. With the support of other influential skateboarders, such as Paul Rodriguez and Peggy Oki, the month long campaign resulted in 70 new monthly donors.





[fig. 20] The Skateroom and Paul McCarthy raised 200,000 USD, through the sales of exclusive art of skateboards, which went to the construction of the Skate School in Johannesburg.



## FUNDRAISING PROFILES 2015

### PARTNERS

#### Paul McCarthy and The Skateroom

This year, The Skateroom, commissioned internationally renowned artist, Paul McCarthy, to design a set of limited edition skateboard graphics. 200,000 USD from the sales of these boards has gone towards funding the construction of the Skate School in Johannesburg, South Africa. The limited edition boards were launched at the Museum of Modern Art (MoMA) in New York, gaining global media coverage for the project and Skateistan.

### EVENTS

Every year, Skateistan has a number of fantastic fundraising events thanks to corporate sponsors and individual donors. From Adam climbing Mont Blanc to Perry's two day live music gig, individual fundraisers have contributed immensely to Skateistan in 2015. A big thanks to other organizations that fundraised throughout the year, such as Deck Aid, New York Morelia Marathon Team, Penny Drive, School of Sacred Heart Tokyo, Tough Mudder and Taipei American School.

### COLLABORATIONS

#### Cheapo, Spitfire, Impossible

Last year, Skateistan joined forces with three leading brands to produce collaborations: Cheapo, Spitfire Wheels and Impossible Project. Working alongside these brands to create marketing assets and to promote the products, each collaboration was successful in generating proceeds that ultimately went to fund Skateistan.

## SECTION 6 SKATEISTAN GLOBAL



### CITIZENS OF SKATEISTAN

December saw the launch of Citizens of Skateistan, the new monthly donor club. Bringing together Skateistan's international community of students, staff, skaters and monthly donors, over 70 people signed up to donate \$10 or more a month and become Citizens in December.

*"I am a proud supporter of Skateistan because they inspire young girls and boys to be active while encouraging creativity, self-expression and education in countries where opportunity may be limited."*

- Sarah Hashemyan,  
Citizen of Skateistan



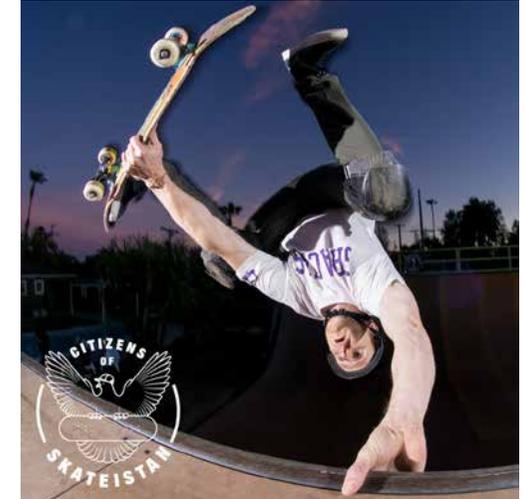
*"When I skate, it's pure joy and freedom. I contribute to Skateistan so the kids that really need that feeling can get it."*

Brooke Ratzat,  
Citizen of Skateistan



*"Skateboarding has taught me so much about myself and community, it feels great to be able to stoke the same fire in these kids at Skateistan. You can tell they have the bug."*

- Alec Beck,  
Citizen of Skateistan



## SECTION 6 SKATEISTAN GLOBAL



[fig. 21.] Through the new Skate School opening in 2016 in Johannesburg, Skateistan hopes to address the gender gap and reach more girls with its programs.



### THE YEAR AHEAD: 2016

As well as being an exciting year because of the opening of the Johannesburg Skate School, 2016 will also be a 'year of consolidation' for Skateistan. Focus will be on reaching more students through Skateistan's existing Skate Schools, especially in Johannesburg, and in the more underserved city of Sihanoukville in Cambodia, where Skateistan will continue running Outreach sessions and programs with local partners. Integral to future improvement is the use of a strong Monitoring, Evaluation and Learning (MEL) system to emerge as a leader in the field of Sport for Development and Learning Through Play.

2016 will also be the 'Year of Kindness' for Skate and Create students, who will study a range of topics including Random Acts of Kindness, Environment and Gardening, Gender and Human Rights, Universe Awareness and Life Skills.

Skateistan would also like to increase the educational opportunities for Youth Leaders and staff development by creating a more robust training curriculum focusing on mentorship, community engagement and more formalized education. As was done in 2015, Skateistan will continue to prioritize local ownership and handover, particularly in Cambodia and South Africa.

Communications will play an essential role in increasing Skateistan's awareness, credibility and fundraising capabilities through a website re-design and short animation, which will provide clearer messaging and storytelling around what Skateistan does. July's fundraising campaign will be focused on the Citizens of Skateistan and growing this international community. There are also exciting collaborations to come in 2016 with global brands and partners.

## **SECTION 6 SKATEISTAN GLOBAL**



### **ACTIVITY PLAN FOR 2016**

#### **EXPANSION AND INFRASTRUCTURE**

- ▼ South Africa: Skateistan will complete the Johannesburg Skate School and be able to reach more at-risk youth
- ▼ Cambodia: A lighter operational model will be pursued in the new location of Sihanoukville, running programs with partner organizations

#### **YOUTH PROGRAMMING**

- ▼ New Monitoring, Evaluation and Learning (MEL) system to assess and improve programs
- ▼ Youth Leadership program: training focused on mentorship and community engagement
- ▼ South Africa: introduce activities such as homework help, employment skills and learning about gender-based violence prevention

#### **STAFF DEVELOPMENT**

- ▼ Prioritize local handover in South Africa and Cambodia
- ▼ Structured training and goal setting with all staff
- ▼ Improve staff salaries and benefits
- ▼ Exchange opportunities

#### **FUNDRAISING AND AWARENESS**

- ▼ Equal distribution across government grants, foundations/corporates, and individuals/events
- ▼ South Africa: develop Skateistan's corporate capacity
- ▼ Increase monthly donations through 'Citizens of Skateistan'
- ▼ Improve Skateistan's messaging and external communications
- ▼ Collaborations with key brands to increase credibility



[fig. 22.] Educator, Rattanak posing for a photo with students after a skate at an Outreach session in Phnom Penh. Five sessions are held around the city and with partner organizations every week.



## SECTION 7 FINANCIAL OVERVIEW



### FINANCIAL OVERVIEW

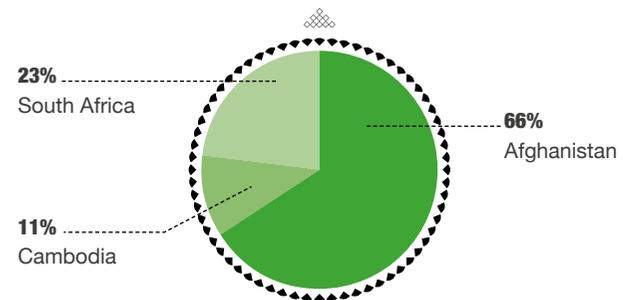
In 2015 Skateistan's portion of funding sourced from individual and corporate donors increased significantly. This was largely due to the major support from the collaboration between The Skateroom and artist Paul McCarthy, to fund the construction of the new Skate School in South Africa. Overall, government funding decreased in 2015. This was in line with the organization's fundraising strategy, to diversify revenue streams and grow support from foundations, corporate sponsorships and the organization's own fundraising. The graphs summarizing revenue on the following page show only the amount of income that was transferred to the Skateistan projects. Worldwide, the Skateistan projects and fundraising entities raised over 404,000 USD from individuals and corporates (including the support from The Skateroom and Paul McCarthy of 200,000 USD). The remaining funds held by the Skateistan fundraising entities are held as reserves, to be used for future budget shortfalls or emergencies. Skateistan's ever-increasing fundraising capacity is attributable to the fundraising staff at the Skateistan headquarters, in which the organization further invested last year.

Skateistan classifies program costs as all expenditures relating to the projects in Afghanistan, Cambodia and South Africa, including media and technical support. Fundraising costs include fundraising salaries, fundraising overheads, fundraising drives and events, and direct communication with major donors. Management costs include administration salaries, headquarter overheads, compliance costs and audit fees.

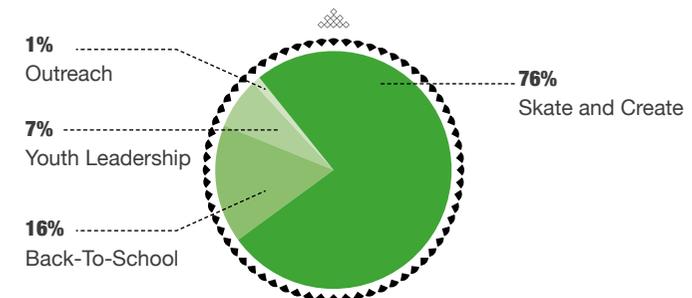
### SKATEISTAN'S OPERATIONAL BUDGET

2013: Operational Budget **971,000 USD**  
 2014: Operational Budget **991,000 USD**  
 2015: Operational Budget **1,255,000 USD**  
 2016: Operational Budget **1,255,000 USD**

### WHERE IS THE MONEY SPENT?



### HOW MUCH IS SPENT ON EACH PROGRAM?

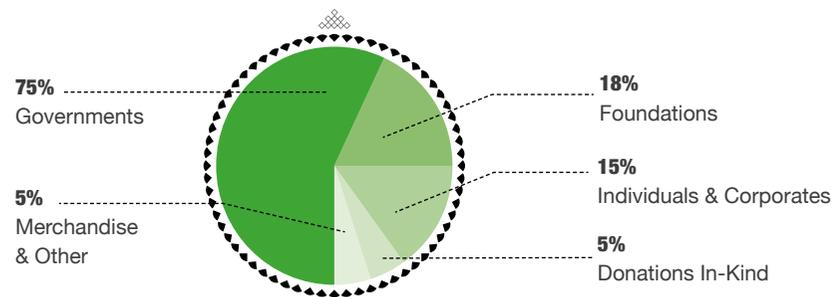


## SECTION 7 FINANCIAL OVERVIEW



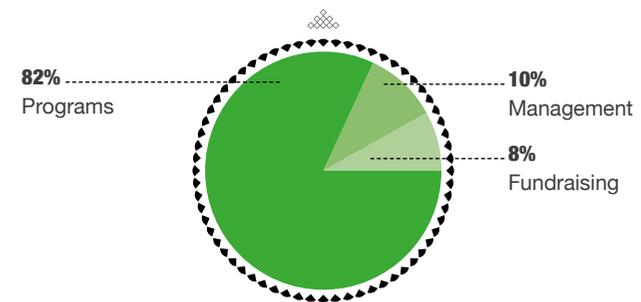
The graphs on these pages represent the consolidated income and costs across the Skateistan projects in Afghanistan, Cambodia, South Africa and the Skateistan headquarters. The consolidated figures do not include total funds raised worldwide by the independent Skateistan fundraising entities. Income from these entities is recognised when it is granted to the Skateistan projects. The consolidated figures are unaudited. The 2015 audited reports and financial statements of the Skateistan projects are available on [www.skateistan.org](http://www.skateistan.org).

### 2015: WHERE DID THE MONEY COME FROM?



Donations in kind	78,143
Individuals & Corporates	244,745
Government	900,005
Foundations	279,398
Other	72,132
<b>Total income</b>	<b>1,574,423</b>

### 2015: WHERE DID THE MONEY GO?

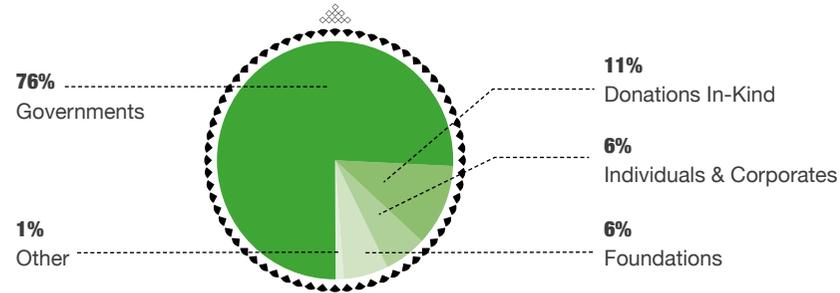


Programs	1,126,976
Fundraising	113,754
Management	90,614
<b>Total costs</b>	<b>1,331,344</b>

## SECTION 7 FINANCIAL OVERVIEW

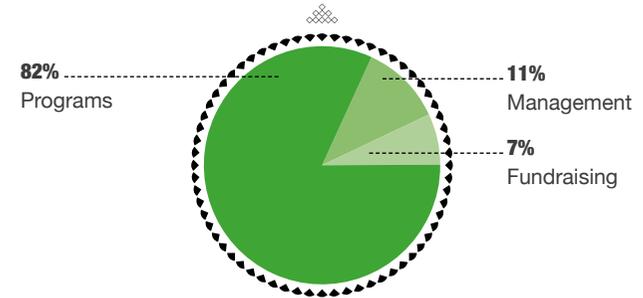


### 2014: WHERE DID THE MONEY COME FROM?



Governments	889,531 USD
Donations in kind	124,158 USD
Foundations	71,519 USD
Individuals & Corporates	70,159 USD
Other	7,519 USD
<b>Total income</b>	<b>1,162,886 USD</b>

### 2014: WHERE DID THE MONEY GO?



Programs	887,511 USD
Management	115,038 USD
Fundraising	80,661 USD
<b>Total costs</b>	<b>1,083,211 USD</b>



**[Fig. 23.]** Skateistan students celebrate International Women's Day in Mazar-e-Sharif, Afghanistan.



# THANK YOU!



2015 was an incredible year in terms of expanding the Skateistan community worldwide. Skateistan's achievements would not be possible without the valuable commitment of donors, partners, sponsors and the Citizens of Skateistan. Skateistan would like to extend a special thank you to major donors, in-kind sponsors and partner organizations in 2015.

## MAJOR DONORS 2015

Embassy of Finland in Afghanistan  
Swiss Agency for Development and Cooperation (SDC)  
Embassy of the United States in Afghanistan  
Embassy of Denmark in South Africa  
The Skateroom  
German Federal Foreign Office  
Blossom Hill Foundation  
Laureus Sport for Good Foundation  
Tony Hawk Foundation  
Comic Relief Foundation  
Starkey Foundation  
LEGO Foundation  
Games 4 Good Foundation  
Cheapo  
Impossible  
FYF Fest  
Brooks Foundation  
Oldfield Partners LLC  
Prince Claus Fund

Linkedin  
Inmaat Foundation

## MAJOR IN-KIND SPONSORS 2015

Propertuity  
TSG  
Spitfire  
Zero  
Campaign Monitor  
MWP Architects  
TVNA  
Thomson Reuters Foundation

## PROGRAMS PARTNERS 2015

Let's Go Jozi  
Universe Awareness  
Skate Like a Girl

City of Johannesburg  
Micro Tyco  
Global Nomads Group  
Swedish Committee of Afghanistan (disabled youth)  
Balkh Provincial Orphanage  
People in Need  
Online Model UN  
Universe Awareness  
HELA  
Hope for Justice  
CWDA  
Tiny Toones  
Friends International  
Damnok Toek  
M'lop Tapang  
Bhor Arts Center

## GET INVOLVED



### MAKE A DONATION

Your donations, no matter how small, help keep Skateistan rolling:  
[www.skateistan.org/donate](http://www.skateistan.org/donate)

### BECOME A CITIZEN OF SKATEISTAN

Donate \$10 or more a month to become part of our community.

### HOST A FUNDRAISER

Find out more at: [www.skateistan.org/get-involved](http://www.skateistan.org/get-involved)

### SHOP TO DONATE

Shop online with 100% of proceeds benefiting Skateistan:  
[www.skateistan.org/shop](http://www.skateistan.org/shop)

### BECOME A SPONSOR

Skateistan is always looking for new funding partners and sponsors:  
contact [development@skateistan.org](mailto:development@skateistan.org).

### SPREAD THE SHRED

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  [@skateistan](https://twitter.com/skateistan)

[www.skateistan.org](http://www.skateistan.org)



