



**SKATEISTAN
ANNUAL REPORT
2012**



SECTION 1 MESSAGE FROM THE EXECUTIVE DIRECTOR



OLIVER PERCOVICH

I must admit that when I first arrived in Kabul in 2007 with skateboards I never could have imagined that something like Skateistan, as it is today, would be possible. From its beginnings – teaching street-level skateboard sessions and later opening Afghanistan’s first skatepark – Skateistan has become a truly global organization that creates links between like-minded people around the world. What got us to this point? Our people and our passion. The energy and interest of the children is what started Skateistan and it’s also what keeps it going.

Last year was definitely the most challenging and most exciting year for the organization so far. In 2012 Skateistan grew in every way, with more programs for youth, more staff, and more activities worldwide. In July we began running instructor training and workshops on our climbing wall in Kabul each week thanks to a dedicated volunteer teaching team, with Afghan staff now teaching climbing to the students. In September we opened our very own skatepark and educational facility in Phnom Penh, Cambodia, making it the second skatepark we’ve built in the country since 2011 and allowing us to expand our training and educational activities.

In 2012 we hosted or took part in dozens of events throughout the year, including Go Skateboarding Day events in both Afghanistan and Cambodia (June 21), Women’s Day in Kabul’s Barbour Gardens with 10,000 other participants (March 8), and celebrating Peace Day at Skateistan Kabul with 300 guests (September 22). We brought the stories and successes of Skateistan to the TEDxKabul event, where our student Madina and local Finance Officer Mariam both did impressive presentations, and I was fortunate to be chosen as keynote speaker at the annual International Association of Skateboard Companies (IASC) conference in California. Skateistan youth from Afghanistan also travelled internationally in 2012: four Skateistan girls who were injured in a suicide attack in December 2011 went to the USA for

SECTION 1 MESSAGE FROM THE EXECUTIVE DIRECTOR



six weeks of medical treatment and exchange; our Education Coordinator Benafsha Tasmim received a scholarship to study in Austin, Texas; and we attended the WeFree Youth Leadership event in Italy for the second year.

In March, we moved our headquarters from Kabul, Afghanistan, to Berlin, Germany, growing from an Afghan non-governmental organization (NGO) to an international NGO. This has allowed us to not only create a stable base, but also a central hub from which we can connect with our supporters around the world, organize logistical support to project sites, manage fundraising activities across countries, and generally increase the sustainability of the organization in multiple ways. In 2012 we focused on building this sustainability by hiring a Fundraising Manager for the first time, establishing charitable status in more countries (UK and Canada), and holding our first annual “Keep Skateistan Rolling” fundraising drive. We also welcomed two new team members at the Director-level: Our Finance Director Claire Dugan and HR Director Rory Burke.

Major achievements in 2012 include releasing our book *Skateistan: The Tale of Skateboarding in Afghanistan*, winning the “Innovation Through Sport” Award at the Beyond Sport forum in London, our Back-to-School program sending 36 young Afghans to public school for the first time (including 50% girls), and our students creating the first skateboards made in Afghanistan. The year also brought sadness. The lowest point in the year was undoubtedly the loss of four Skateistan youths in a tragic suicide attack on September 8th, targeting an international military base in Kabul. Many of our students work in the streets where their safety is in danger, however they have little choice but to earn some money for their families. On that day we lost our girls’ skateboard teacher Khorshid, our volunteer and skate champion Nawab, longtime student Eeza, and our newest female student Parwana (sister of Khorshid). Our amazing team in Kabul pulled together to provide immediate assistance to the families and held memorial services in classes all week.

The days following the tragedy were incredibly hard for their friends, families, and our staff at Skateistan, however we all were touched and strengthened by the tremendous outpouring of support from around the world that we received. This tragedy made our team even more determined to continue our work, providing safe spaces and opportunities for the most vulnerable youth. We are very happy that we were able to play a positive role in their short lives and we are determined to continue no matter the circumstances.

In Spring 2013 we will be opening a second Skateistan facility in Afghanistan and fourth worldwide. Located in Mazar-e-Sharif, it will be able to accommodate up to 1000 youth each week. We are also piloting a mobile skateboard program in Cambodia which is using skateboarding to help connect street youth to the healthcare and educational services provided by our partner NGO Friends International. Throughout 2013 we will also work on developing sustainable income streams through our charitable product line and co-brandings with top skateboard companies, and we will complete our Theory of Change, which we hope will contribute to the shared knowledge and research within the Sport for Development sector. In the long-term we plan to continue finding creative and innovative solutions to youth disenfranchisement and to expand in coming years to other conflict-affected countries, with a focus on engaging girls in our skateboarding and educational activities.

Sincerely,

Oliver Percovich
Founder & Executive Director – Skateistan

SECTION 2 SKATEISTAN'S MISSION AND VALUES



MISSION STATEMENT

To use skateboarding as a tool for empowering youth, to create new opportunities and the potential for change.

VISION

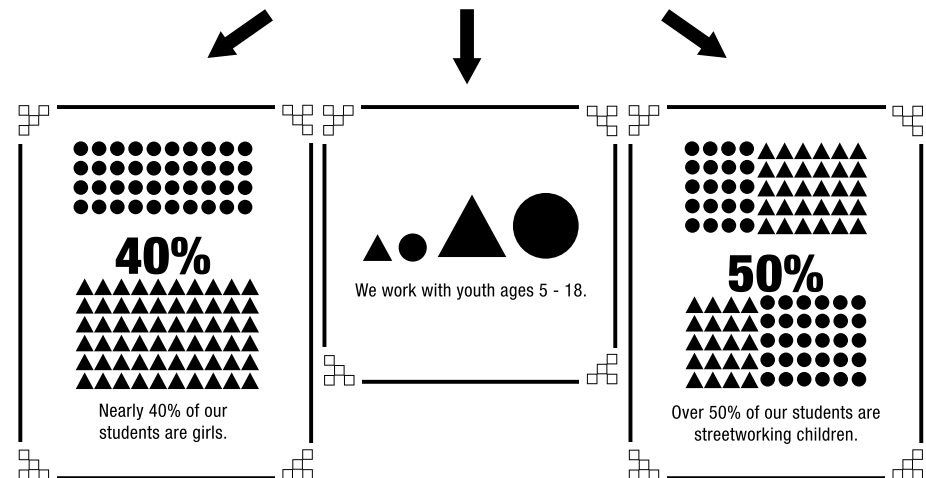
To grow a sustainable organization that is recognized locally and globally for changing the lives of hundreds of thousands of youth through skateboarding and quality programs – creating leaders that change the world.

VALUES

quality. ownership. creativity. trust. respect. equality.



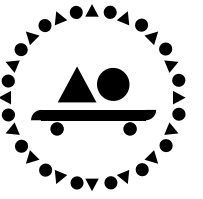
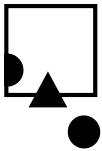

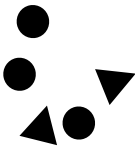


**SKATEISTAN
IS A NON-PROFIT
ORGANISATION
USING SKATEBOARDING
AS A TOOL FOR
EMPOWERMENT**





WHY SKATEBOARDING ?

 <p>Once children latch onto skating, much more is possible: Education, Community, Leadership</p>	 <p>Afghan girls can't ride a bike but can ride a skateboard!</p>	 <p>It builds trust and social capital</p>
 <p>Access to opportunities for girls and working children</p>	 <p>Skateboarding engages youth.</p>	 <p>All children deserve the right to play</p>

SECTION 2 SKATEISTAN'S MISSION AND VALUES



OVERVIEW

Each week, Skateistan works with approximately 600 children (ages 5–17) across its two project sites, with an expected capacity for 1,000 more participants weekly by the end of 2013. Each year hundreds more youth participate in mobile outreach sessions targeted at engaging with working children. Using skateboarding as a tool for engaging youth and breaking down social barriers, Skateistan aims to empower girls and boys from all backgrounds in a safe space.

In order to build relationships and trust between youth of all backgrounds Skateistan accepts privileged participants, however its beneficiaries are primarily those with the fewest opportunities and greatest social exclusion: street-working children, illiterate children, disabled youth, child sex workers, and girls. Over 50% of all participants are working children. In Afghanistan, where girls and women face countless barriers, Skateistan hosts the largest female sport federation, and across its projects world-wide approximately 40% of participants are girls.

Since 2007, Skateistan's programs have given over 1,500 marginalized youth a voice. Education, empowerment, and the opportunity for self-expression can break the cycles of poverty, illiteracy and exclusion, with skateboarding paving the way.

SECTION 2 SKATEISTAN'S MISSION AND VALUES



TIMELINE 2012

- ▼ **February:** Skateistan Cambodia brings 12 youth to participate in two day “Khmarnival” event
- ▼ **March:** Opening of new HQ in Berlin
- ▼ **March:** 36 “Back to School” students registered into Afghan public school
- ▼ **March/April:** Street-level sessions held at girls’ schools and public parks in Kabul
- ▼ **May:** Four Skateistan girls injured in Kabul suicide attack go to USA for six weeks of medical treatment
- ▼ **June:** Skateistan book release event in Berlin
- ▼ **June:** Go Skateboarding Day events held in Phnom Penh and Kabul
- ▼ **July:** Weekly climbing wall programming starts
- ▼ **July:** Skateistan wins Beyond Sport “Innovation Through Sport” Award
- ▼ **September:** Tragic loss of four Skateistan youth in Kabul suicide attack
- ▼ **September:** Peace Day event held in Kabul
- ▼ **September:** Opening of Skateistan Cambodia facility in Phnom Penh
- ▼ **October:** Skateistan’s Madina and Mariam speak at TEDxKabul event
- ▼ **November:** First skateboards created by youth in Afghanistan
- ▼ **December:** First Annual “Keep Skateistan Rolling” fundraising drive raises 35,000 USD
- ▼ **December:** Quiksilver pro skater Javier Mendizabal visits Cambodia

SECTION 3 SKATEISTAN AFGHANISTAN



PROGRESS UPDATE FOR 2012

In 2012, Skateistan Afghanistan achieved numerous successes in providing education, giving opportunities to Afghan girls, building our youth leadership program, and increasing local ownership over all aspects of the project in Kabul. Skateistan continued to develop and strengthen its programs, with all regular classes led by committed students and youth volunteers. During the year students were offered regular climbing lessons and there was an increase in students registering in and graduating from the “Back to School” program. Skateistan Afghanistan continued to promote the involvement of females, maintaining a high level of female staff and promoting opportunities for female leadership.

Despite the successes of the project Skateistan Afghanistan experienced tragedy in 2012 when four Skateistan youth were killed by a suicide bomb in September. This was an extremely difficult time for the students and staff, however the outpouring of support from people worldwide during this tragic time was overwhelming.

MEMORIAL TO STUDENTS THAT DIED IN SEPTEMBER BOMBING

On the morning of Saturday September 8th a suicide attack on the streets of Kabul claimed the lives of a number of young Afghans. The bomb was detonated outside of the International Security Assistance Force (ISAF) HQ, where many street working children of Kabul sell trinkets to help support their families. Four of the six children killed in the attack were students, volunteers and youth leaders at Skateistan, who were well-loved and well-known faces for the entire team in Kabul. Their names were Khorshid, Eeza, Nawab and Parwana. Navid, a 14-year-old Skateistan volunteer, was also seriously injured during the attack

and has since fully recovered and returned to classes at Skateistan. The families of all the youth were supported by donations to the online Emergency Fund which Skateistan created following the attack, giving assistance towards medical expenses, food, heating, and burial services in times of crisis.

It is with great pain and heavy hearts that we remember these children who were not just victims of senseless violence, but also beautiful human beings who will never be forgotten by their teachers, peers, co-workers, students, friends or family. We will continue to be inspired by their resilience and positive energy.

“If you are scared you end up doing nothing and without doing you cannot achieve anything. But if you do things, all that can happen is you succeed or fail.”

Khorshid (1998–2012)





In memory of the Skateistan youth who died in a suicide bombing in Kabul on Sept.8, 2012.
from left to right: Khorshid, Eeza, Nawab, and Parwana.



SECTION 3 SKATEISTAN AFGHANISTAN



[fig.1] The “Back to School” students are excited to participate in the classroom and are passionate about their education.



[fig.2] The “Back to School” classroom gives young people a boost to return to state run education.



KEY HIGHLIGHTS FOR 2012

- ▼ Two female staff members (including one 14-year-old youth leader) spoke at the TedxKabul event
- ▼ Female participation of 35% –50% in all activities
- ▼ Maintained classes at maximum capacity of 400 students per week
- ▼ All regular classes were taught by Afghan staff members, most being former students
- ▼ Growth in leadership – 12 students became regular volunteers to assist in classroom and skatepark activities
- ▼ Five female street-working youth gained employment at Skateistan
- ▼ 36 children graduated from “Back to School” program into public school
- ▼ 15% increase in female participation in the “Back to School” program from 2011 to 2012
- ▼ Establishment of weekly climbing workshops in summer 2012 and training of 14 Afghan youth as climbing instructors
- ▼ Construction of second Skateistan facility more than 50% completed in Mazar-e-Sharif, Northern Afghanistan
- ▼ Six major events with 200+ attendees held at Skateistan Kabul facility

SECTION 3 SKATEISTAN AFGHANISTAN



SUCCESS STORIES

Talk at TedxKabul – Madina (Skate and Classroom instructor) & Mariam (Kabul Financial Officer)

In October 2012 the first ever Afghan TEDx event took place in Kabul. The day-long event included speakers from a large range of social, cultural and entrepreneurial projects across the country, such as a presidential candidate, human rights advocates, and IT innovators. Skateistan was extremely proud that two of the speakers at the event were Skateistan's own staff members, Mariam Shareefy (age 23) and Madina Saidu (age 14) – featured during the “Conflict and Culture” session.

Madina skateboarded onto the TEDxKabul stage and told the captivating story of her childhood, of how she supported her nine member family through selling trinkets on the streets of Kabul, and how she joined Skateistan and “started to dream again”. Mariam spoke about a deep rooted “Copy and Paste” culture, which she believes to be endemic in Afghanistan's culture and education system. Her speech was one of only two speeches to receive a standing ovation. Skateistan is very proud of the courage and creativity Madina and Mariam displayed during the event.

“Back to School” Program – Skateistan sends 36 Students back to school

In March 2012, 20 girls and 20 boys from a nearby IDP camp in Kabul began attending Skateistan five times per week to get the education, support, and supplies they need to enroll into the Afghan public school system. Only 12% of Afghan women are literate (the lowest female literacy rate in the world), so for Skateistan's female students, this “Back-to-School” (BTS) program is especially important. BTS students such as Amina, 12, spend one year learning everything necessary for Grades 1-3 and upon program completion enroll in the fourth grade in public

school. Skateistan provides lunch every day to help concentration and they also attend weekly skateboard classes. Amina placed second in her class in her BTS exams, and says that upon arrival in public school she knew more than her new classmates, and that the other students, “even chose me to be the leader of the class”.

In addition to a female teacher, Skateistan employs a female Student Support Officer to not only help these children enroll in school, but also to follow their progress. As the contact point between Skateistan, families, and public schools, Skateistan's Student Support Officer ensures these girls and boys continue their education for years to come.

Skateistan and Beyond – Hamdullah (age 18)

Hamdullah initially joined Skateistan as a student in 2010, but after showing dedication and passion to the activities at Skateistan he came on as a volunteer assisting with classroom teaching and translations. In 2012 Skateistan students and staff took part in a United Nations Educational, Scientific and Cultural Organisation (UNESCO) and United Nations Girls' Education Initiative (UNGEI) drawing contest to promote the importance of gender equality in education. 3,000 drawings from 24 countries were considered as part of the competition. Hamdullah was announced as a winner in the contest and his drawing was published in the 2012 UNESCO calendar.

With a passion for theatre spurred on by taking part in Skateistan's advanced film making class, in 2012 Hamdullah began working part-time as a voice-over actor for TV shows in Afghanistan. Skateistan aims to provide opportunities to students and expose them to various activities that may interest them. Skateistan was extremely proud to see Hamdullah follow his passion for acting and take up work in the media industry.



[fig. 4]



[fig. 5]



[fig. 6]



[fig. 3]

[fig. 3] Hanifa and Shabana go over their test results with one of the climbing class volunteers.

[fig.4] Madina (14) speaks at Parliament in Afghanistan, identifying key issues that affect young Afghans to an audience of parliamentarians.

[fig. 5] Hamdullah has been successful in developing wider recognition for his media skills developed at Skateistan.

[fig. 6] Mariam developed public speaking skills and self-confidence through her work experience at Skateistan. Her voice was heard on an international platform at TEDxKabul.



SECTION 3 SKATEISTAN AFGHANISTAN



[fig. 7] “Back to School” students taking their education seriously during their end of year exams, 2013.



RESULTS IN NUMBERS

- ▼ Total student attendances in skateboarding and sport workshops: 18,000
- ▼ Total student attendances in arts and multi-media classes: 17,800
- ▼ Percentage of students at Skateistan that are street-working: More than 50%
- ▼ Percentage of female students at Skateistan Kabul: 40%

ACTIVITY BREAKDOWN KABUL*

- ▼ Skateboarding: 32.9%
- ▼ Arts-Based Civic Education: 32.9%
- ▼ “Back to School”: 28.2%
- ▼ Youth Leadership Training: 5%
- ▼ Cultural Exchange: 1%

*In addition to these weekly activities Skateistan also held special events, additional sports classes for girls, photography training, and advanced arts classes in 2012

SECTION 4 SKATEISTAN CAMBODIA



PROGRESS UPDATE FOR 2012

In 2012, Skateistan Cambodia has rapidly followed in the footsteps of Skateistan Kabul, while adapting to the Phnom Penh context. It has created a base of skilled local employees and volunteers, opened the doors to its own skateboarding facility where it can host over 200 students each week, and engaged with numerous schools and partner NGOs to provide youth with the opportunity to do sport and creative arts. Over the course of the year, Skateistan Cambodia increased female participation to nearly 50% by December, and increased overall participation levels by more than 80%.

In 2013 Skateistan will continue to work at achieving sustainability for the organization, and to seek new opportunities to reach out to and have an impact on Cambodian youth. It is particularly important to Skateistan to engage skilled local staff, and to continue to provide relevant and challenging programming that is valuable to our students and partner organizations.

RESULTS IN NUMBERS

- ▼ Total student attendances in 2012: 3,673
- ▼ Before new facility opening: avg 77 student hours/week
- ▼ After opening: avg 145 student hours/week
- ▼ Over 70% of Skateistan Cambodia students self-identify as low income

KEY HIGHLIGHTS FOR 2012

- ▼ Construction of second Skateistan Cambodia skatepark and Phnom Penh's largest skateboard facility in September
- ▼ Expanded team to include six permanent full time local staff and eight Khmer youth volunteers
- ▼ Introduction of a youth leadership program, providing older students with the opportunity to gain valuable skills and work experience
- ▼ Formed partnerships with four new NGOs to engage more disadvantaged and at-risk youth
- ▼ Increased overall participation levels by more than 80%.
- ▼ Increased female-only classes and reached 44% female participation
- ▼ Introduced two new classes for disabled youth
- ▼ Participated in or hosted a total of nine events in three Cambodian cities, with 37,400 total attendees
- ▼ Staff and student field trips to a skateboarding competition in Kep, Cambodia, and a safety-themed parade in Si-hanoukville, Cambodia



[fig. 8]



[fig. 9]

[fig. 8] Students like Phereak have been able to overcome social exclusion and return to education because of their time at Skateistan.

[fig. 9] For Tin skateboarding is motivational – it has become her passion.
Photo credit: Samjam



SECTION 4 SKATEISTAN CAMBODIA



SUCCESS STORIES

Kov Chan Sang Va (Tin) **Skate and Classroom instructor**

In March 2012, Skateistan Cambodia partnered with Cambodian NGO Tiny Toones, providing weekly skateboarding instruction at their center for marginalized and at-risk youth. Nineteen-year-old Tin was a longtime participant with Tiny Toones, and quickly became a dedicated Skateistan student, helping out the younger students during the weekly sessions at Tiny Toones.

When Skateistan Cambodia opened the doors to Cambodia's largest skateboarding facility, Tin was an obvious choice to have on staff. Over her short time at Skateistan Cambodia, she has become a fantastic skateboarding, DJ, and classroom instructor, as well as an integral member of the administrative team. She has learned to use various computer programs and manages the entire student database of over 200 students. Tin hopes to go on to law school and eventually become a full time lawyer.

***"For me, I am very proud to work at Skateistan ...
The people that think of skateboarding as a sport
only for boys are wrong. I think the word 'sport'
means that girls and boys can play together."***

Tin, March 2013



Chub Phereak **Student**

Eleven-year-old Phereak has been a Skateistan Cambodia student since late 2011. He had previously been in school, but lost his right arm in an unfortunate accident. Unable to write and lacking qualified teachers to help him, Phereak left the formal education system. Once a student has left school in Cambodia, it becomes very difficult for them to re-enroll as they fall behind their classmates, and services to help them catch up are limited.

In late 2012, Skateistan Cambodia began working together with Phereak's family to enroll him back into school at our partner organization, Pour un Sourire d'Enfant (PSE). PSE provides primary to upper level educational for underprivileged Cambodian youth, including students with disabilities and those who have fallen behind in their education. Skateistan arranged meetings and home visits between Phereak's family and PSE, starting the enrolment process.

Phereak is expected to begin studying at PSE in the fall, and has enrolled at a local primary school in the meantime.

SECTION 5 SKATEISTAN GLOBAL 2012



In 2012, Skateistan had four international charitable entities: the United States, Germany, Poland and the United Kingdom, with tax-deductible non-profit status. The United Kingdom was the newest addition gaining their charity status in October. Additionally, Skateistan was supported by 25 volunteers from six other countries, volunteering their time regularly for Skateistan, as well as coordinating many others who attended and hosted fundraising events worldwide.

Skateistan's International Entities and Action Partners raise awareness by helping to gain media exposure, hosting or assisting in fundraising events, providing much needed expertise such as legal and accounting advice, as well as managing social media and blogpost updates in their native language about activities in their country and about Skateistan's programs in Afghanistan and Cambodia. Across Skateistan's fundraising efforts worldwide from individuals, corporates and events, more than 223,709 USD was raised in 2012, which will help to sustainably fund Skateistan in the future. This is an increase of 23% from independent fundraising in 2011.

A huge thank you to everyone who volunteered their time in 2012 to raise money and awareness for Skateistan! Without the hard work and support of so many people internationally, Skateistan wouldn't be able to continue providing educational and recreational opportunities for youth in Afghanistan and Cambodia.

Skateistan International Support Entities with full charity status:

USA (501c3)
Germany (e.V)
Poland (Foundation)
United Kingdom (Charity-gained status in 2012)

Skateistan Action Partners (unofficial or partial status):

France
Canada
Japan
Australia
Switzerland

Other countries with fundraising events in 2012:

The Netherlands
United Arab Emirates
Finland
Spain
Italy



[fig. 10] Skateistan reaches individuals globally through its project sites and fundraising entities.



SECTION 5 SKATEISTAN GLOBAL 2012



FUNDRAISING PROFILE #1: KEEP SKATEISTAN ROLLING

Over the first week of December 2012, Skateistan launched the first “Keep Skateistan Rolling” fundraising drive, in which we released a new daily video for seven days that gave you a glimpse into daily life at our project sites and the amazing youth we work with. The video stories also gave donors an idea of how their donations can impact the lives of Skateistan’s students, especially the skater girls in Afghanistan and Cambodia. The videos included our transport needs in Kabul and Phnom Penh, the “Back to School” program in Kabul, and youth leadership opportunities in Afghanistan and Cambodia.

Thanks to everyone who helped us meet and surpass our fundraising goal of 25,000 USD. Here are a few examples of how your donations contribute to Skateistan’s overall programming:

- \$10** – 12 school notebooks for “Back to School” students
- \$20** – Fuel to transport 140 girls in Kabul to Skateistan each week
- \$50** – Management training course for one female Afghan staff member
- \$100** – Six months of transport for one Cambodian class
- \$400** – One laptop with webcam for local staff use

FUNDRAISING PROFILE #2: NYMMT

Despite major setbacks this year, the New York Morelia Marathon Team (NYMMT) has come through for the second year in a row with a substantial donation for Skateistan. In the wake of the damage caused by Hurricane Sandy, the city of New York deemed it necessary to cancel the New York Marathon for the first time in 40 years. The NYMMT did not let this hold them back, and nevertheless managed to raise a remarkable 10,417 USD on behalf of Skateistan.

The support from the NYMMT over the past few years has been crucial to what we do at Skateistan, as they also managed to raise 18,514 USD in 2011, making them one of Skateistan’s largest independent donors. This year the donation from the NYMMT is equivalent to funding six months of Skateistan’s “Back to School” program at the new Mazar-e-Sharif facility in Northern Afghanistan. The “Back to School” program is distinct from Skateistan’s regular skateboarding and creative programming, focusing instead on assisting street working children and internal refugees to enroll or re-enroll in the public school system.

Fundraising*

In 2011: 171,181 USD

In 2012: 223,709 USD

Fundraising in 2012 was 23% higher than in 2011.

*Fundraising here includes individuals, events and corporations, and excludes foundations and governments

SECTION 5
SKATEISTAN GLOBAL 2012



[fig. 11] Our first “Keep Skateistan Rolling” fundraising drive in December 2012 provided a great opportunity for Skateistan to develop a fundraising brand.



SECTION 6 THE YEAR AHEAD: GLOBAL 2013



[fig. 12]

THE YEAR AHEAD: 2013

In 2013 there will be a lot happening for Skateistan around the world. Our programs will continue to expand, with new project locations and pilot initiatives, such as a second Afghan skateboarding school in Mazar-e-Sharif and mobile outreach to street youth in Cambodia.

More countries will be applying for official charity status to support our project sites, and our volunteer network will continue to grow. Skateistan will also be making an effort to diversify awareness and funding activities internationally, seeking-out new partnerships with foundations and businesses.



[fig. 13]

[fig. 12] The Skateistan Mazar-e-Sharif complex is made up of three buildings – the Sports hall (left), Education facility (centre) and Skatepark (right).

[fig. 13] As one of Skateistan's longest running members, Noorzai is now an integral part of the Mazar-e-Sharif team, working with international and local staff to train the first skateboarders of Balkh province.



SECTION 6 THE YEAR AHEAD: GLOBAL 2013



BRIEF ACTIVITY PLAN FOR 2013

Expansion & Infrastructure

- ▼ Finish construction of replica facility in Mazar-e-Sharif and implement full programming
- ▼ Finalize plans and begin construction of “Do-It-Yourself” outdoor skatepark in Afghanistan
- ▼ Pilot mobile skate sessions in Cambodia to link at-risk youth with health/education services, if successful expand to more locations in Phnom Penh and rural areas

Project Assistance

- ▼ Provide on-site and remote training for staff at project sites in Mazar-e-Sharif, Kabul and Phnom Penh
- ▼ Distribute written resources to staff at all current and future project sites
- ▼ Develop long term plan on how to share working model and resources with more projects worldwide

Capacity Building/Employment

- ▼ Train Afghan staff for educational and sports program management in Mazar-e-Sharif
- ▼ Train more students as volunteer teachers in the classroom and skate-park, with opportunity for employment
- ▼ Weekly workshops for all staff/volunteers in sports, safety, child protection and more

Youth Engagement

- ▼ Expand Youth Leadership program for promising students across project sites
- ▼ Recruit female and male students for Mazar facility
- ▼ Run daily skate and educational classes in Kabul, Mazar, Phnom Penh

- ▼ Implement certificate program for first Afghan climbing instructors at Kabul facility
- ▼ Organize events with participation of students: i.e. Go Skateboarding Day, Peace Day
- ▼ Continue online exchange classes with youth abroad

Monitoring and Evaluation

- ▼ Complete Theory of Change and share among staff/volunteers

Fundraising & Awareness

- ▼ Australia applying for charity status and growing local volunteer networks
- ▼ Fundraising events: Southbank Centre’s Alchemy Festival (UK), first Annual Art Auction Benefit in Los Angeles (USA), first two “Keep Skateistan Rolling” fundraising drives
- ▼ Presentations by Executive Director and Afghan youth
- ▼ Two online fundraising drives in 2013
- ▼ Expansion of merchandise line, distribution and sales
- ▼ Release of more co-branded products worldwide with Skateistan logo. Products for 2013 are: skate shoes, skate deck, wheels
- ▼ Promote first book worldwide: Skateistan – The Tale of Skateboarding in Afghanistan
- ▼ Afghanistan: second Skateboard School Opening (May)
- ▼ Cambodia: Mobile Outreach Pilot Program (Spring)
- ▼ Turkey: Keynote Presentation at ESOMAR by Executive Director (September)
- ▼ Austria: Executive Director Presenting at University of Applied Arts Vienna (September)

SECTION 6 FINANCIAL OVERVIEW



Skateistan is currently funded by major government donors, foundations, individuals, corporations, donations in-kind and through the sale of Skateistan branded merchandise.

Since its inception in 2009 Skateistan's operations have grown year on year, with increasing numbers of regular students and the building of new projects, like Skateistan Cambodia (2012) and Skateistan Mazar-e-Sharif (2013). As operations increase so does the required level of funding. Finding sustainable sources of funding in today's economic climate is not always easy. Significant equipment donations and an ever-increasing donor support base have been and to continue to be vital to Skateistan's growth. Donations in-kind such as equipment donations and sponsorships made up 31% of Skateistan's income in 2012 (2011:18%).

Skateistan classifies program costs as all expenditures relating to the projects in Afghanistan and Cambodia, 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, head office overheads, compliance costs and audit fees.

With foreign aid set to decrease in Afghanistan from 2014 Skateistan is now taking measures to become more sustainable, through regular fundraising drives and by growing the Skateistan brand. With the opening of the Skateistan headquarters in 2012, Skateistan was able to increase its fundraising capacity. In 2012 individual and corporate donations made up 18% of total revenue (2011:11%).

Skateistan is also looking to team up with corporate partners. If your organisation is interested contact info@skateistan.org

SKATEISTAN'S BUDGET

▼ 2012

Operational Budget 685,137 USD

▼ 2013

Operational Budget 971,117 USD

+

New project site in Mazar-e-Sharif 600,000 USD

▼ 2014

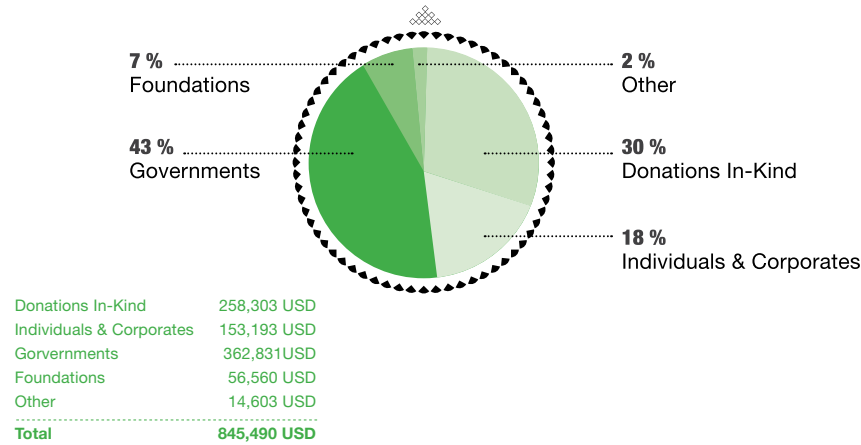
Operational Budget 1,098,074 USD

SECTION 6 FINANCIAL OVERVIEW

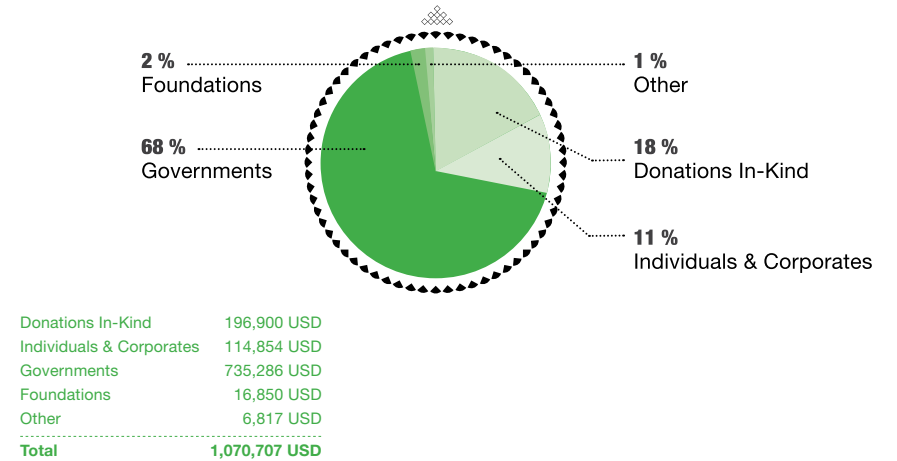


The graphs on this page represent the consolidated costs across the Skateistan projects in Afghanistan and Cambodia, and the Skateistan headquarters. The consolidated figures do not include total funds raised worldwide by the independent Skateistan fundraising entities. Income from these entities is recognised when it is transferred to Skateistan headquarters or granted to the Skateistan projects. The 2012 Audited Financial Statements of Skateistan Afghanistan are available on the website.

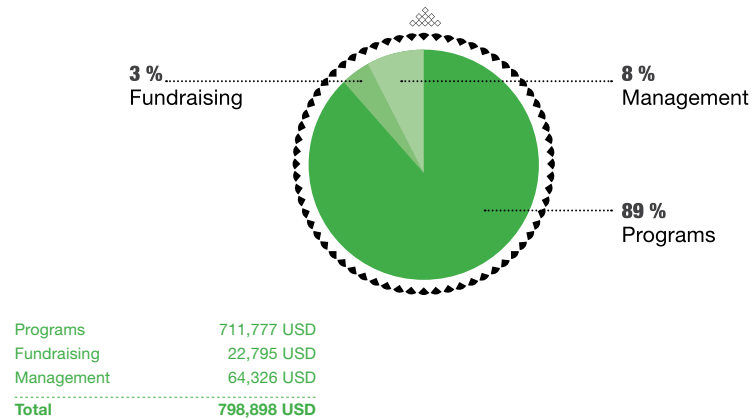
2012: WHERE DID THE MONEY COME FROM?



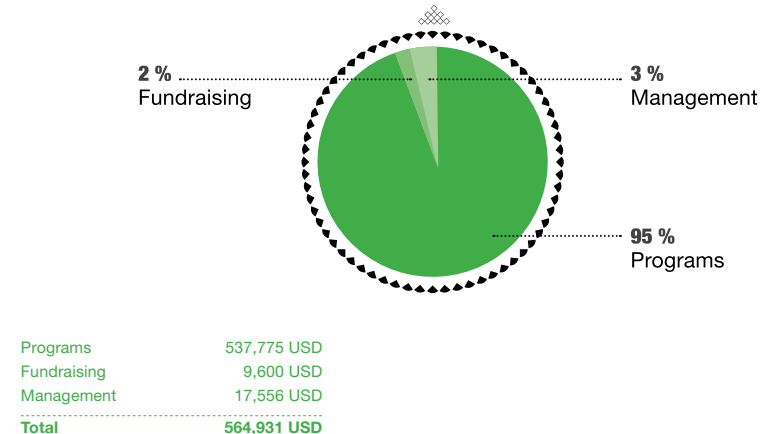
2011: WHERE DID THE MONEY COME FROM?



2012: WHERE DID THE MONEY GO?



2011: WHERE DID THE MONEY GO?



THANK YOU!



On behalf of everyone at Skateistan, we'd like to thank everyone who made our programs possible in 2012. We really appreciate your support. Without organizations and people like you, we would be unable to continue to provide high quality arts, education, and sport opportunities at our skateboarding projects in Afghanistan and Cambodia.

Skateistan's 2012 running costs in Kabul were funded by the Embassy of Denmark, the Embassy of Norway and the Blossom Hill Foundation. The construction of the new Mazar-e-Sharif facility was funded by the German Federal Foreign Office. Skateistan Cambodia was funded by Skateistan's international fundraising efforts and by the Quiksilver Foundation.

Skateistan's running costs have always been kept to a minimum, and in-kind donations are crucial in keeping operation costs low. Thank you to Blackbox, Fallen, TSG, Theeve, Spitfire, Speed Metal, Irie Daily, Roshan, Motivated ProFormance, as well as many other companies who have donated their time and resources.

Futhermore, absolutely essential to Skateistan's success and sustainability is all the individuals who opened their hearts and their wallets to "Keep Skateistan Rolling". In the past year, Skateistan had more than 1,000 individual donors, 42 of whom donate monthly, with an overall average of 65 USD per donation. Some amazing individuals also supported us by volunteering in our international Skateistan entities, which together with online donation platforms and special projects like our "Keep Skateistan Rolling" fundraising campaign raised close to 250,000 USD worldwide.

Your monetary and in-kind donations will help us to continue to offer children a safe place to play, skateboard, and learn. Our Kabul-based Skateistan indoor skatepark sees 400 students a week, ages 5–17. And in a country where 70% of the population is under the age of 26 – and 50% are under the age of 16 – we strive to provide opportunities and make a long-lasting impact on the lives of children.

We are very happy that you share our vision of bringing children together through skateboarding. In September of 2012, we opened our own Skateistan facility in Phnom Penh, Cambodia, and in May 2013, we are scheduled to open our second skate facility in Afghanistan in the northern city of Mazar-e-Sharif, helping us reach out to more communities.

If you have any questions or concerns please feel free to contact us any time at info@skateistan.org.

Thank you again.

GET INVOLVED



There are many ways to get involved with Skateistan. Supporters worldwide hold regular fundraising events, and spread awareness about the project within their communities.

MAKE A DONATION

Visit our donation page to find out how you can give a donation to Skateistan today: www.skateistan.org/donate

HOST A FUNDRAISER

Host a fundraiser through your school, a community club or individually. Your fundraiser, no matter how small, helps keep Skateistan students rolling towards new opportunities in education and personal empowerment. Skateistan has a Fundraising Kit with materials to help you. To request one please contact us at: info@skateistan.org

GO SHOPPING

Skateistan has a wide variety of products for sale with proceeds going towards Skateistan projects: www.skateistan.org/shop_us

VOLUNTEER

As a grassroots NGO, we rely on people like you to make a difference in the lives of our students. Check out our website for current volunteer opportunities in your home country and abroad.

BECOME A SPONSOR

Skateistan is always looking for new funding partners and sponsors. If you would like to learn more about supporting Skateistan or propose a partnership please e-mail info@skateistan.org.

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