

2016



# ***SKATEISTAN***

**ANNUAL REPORT**

**SKATEISTAN.ORG**



## **ABOUT SKATEISTAN**

Skateistan is an award-winning international non-profit organization empowering children and youth through skateboarding and education in Afghanistan, Cambodia and South Africa. Through their innovative programs; Outreach, Skate and Create, Back-to-School and Youth Leadership, Skateistan aims to give youth the opportunity to become leaders for a better world.

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## MESSAGE FROM THE FOUNDER AND EXECUTIVE DIRECTOR

In 2007 I went to Afghanistan with a couple of skateboards and realized that skateboarding was an amazing and unique way to connect children - especially girls - to educational opportunities. Since then, Skateistan has made an impact on the lives of thousands of children and youth in Afghanistan, Cambodia and South Africa, and in 2016 we continued to grow our reach. One of the highlights of the year was opening our fourth Skate School in central Johannesburg. We were honored to have Tony Hawk and some of the Birdhouse skate team come over to celebrate the opening alongside other notable guests such as skate industry legend Jim Thiebaud, artist Robin Rhode and The Skateroom. The fact that they made it all the way over to Johannesburg was a humbling realization of the support that Skateistan has worldwide. Our community is so important to us, and it makes us stronger. Within a month of opening in Johannesburg, the South

African team had already exceeded expectations with the number of children attending and programs offered. In particular, our focus to provide a safe space for girls to access sports and education has already given rise to hundreds more confident and enthusiastic female skaters on the African continent. Another significant milestone was reaching over 50% female students worldwide. This means over 900 girls are actively part of Skateistan and this number is growing every day. We celebrated this through a special fundraising campaign in December, "Give Her Five". Focused on the stories of girls' empowerment through Skateistan, the campaign raised over 85,000 USD from supporters around the world!

Elsewhere the team in Cambodia was busy in the coastal city of Sihanoukville, continuing to build upon the programs we established there in 2015. We are lucky to work with some really proactive local partners in the area, such as M'lop Tapang, who have helped us to quickly engage with and gain acceptance from children in the community. Our Afghan Skate Schools, where it all began in 2007, are institutions which are embedded in the local communities in both Kabul and Mazar-e-Sharif. Globally, we now reach over 1,800 children and youth every week from over 20 different ethnicities. Now more than ever, the world is in need of people and communities to be united. Our students around the world are part of the Skateistan community, in which they are equal regardless of their gender, background, abilities or religion. At Skateistan our vision is to create better leaders, ones that can and will change the world. The impact of our programs is most visible through the stories of our students and staff worldwide, which we are happy to share with you in this year's annual report. We are stoked to see what 2017 will bring, thanks to your support and belief in our work.

Yours sincerely,

Oliver Percovich  
Founder and Executive Director Skateistan

## GLOBAL ADVISORY BOARD



### PETER DALGLISH (CHAIR)

SECOND ADVISOR TO THE UN IN AFGHANISTAN

*"More than anything else I want to support the incredibly dedicated and resourceful Skateistan team members in Berlin, Mazar-e-Sharif, Kabul, Johannesburg, Phnom Penh, and Sihanoukville."*

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

EXECUTIVE DIRECTOR OF THE GLOBAL CENTRE FOR RESPONSIBILITY TO PROTECT

*"Armed extremists don't fear death, what they fear is a girl armed with an education, a skateboard and a wider view of the world. At a time when politicians are talking about building walls and reinforcing borders between people, Skateistan builds bridges and creates hope regarding the possibility of change. Skateistan is the living embodiment of the freedom we all feel when we skateboard."*



### TONY HAWK

PROFESSIONAL SKATEBOARDER AND PHILANTHROPIST

*"Seeing the new Johannesburg facility first-hand was a powerful experience. I got to witness how Skateistan can positively transform lives in the most challenging areas, and skating with the students gave me a sense of pride like no other. I can't wait to see what is next."*

### BENAFSHA TASMIM

STRONGHEART FELLOW AND FORMER SKATEISTAN EDUCATION COORDINATOR

*"Last year I got to do the voice-over for the "Give Her Five" animation. Taking part in this was great because I got to tell the story of a girl's journey to Skateistan and on to public school to achieve her dreams. This story represents that of hundreds of other female students at Skateistan Skate Schools. Skateistan inspires girls and highlights female role models paving the way for others."*



### JAMIE THOMAS

PROFESSIONAL SKATEBOARDER AND FOUNDER OF ZERO SKATEBOARDS

*"Skateistan has been able to overcome problems that no one else has. They have been able to reach at-risk individuals in some of the most troubled areas of the world."*



### BRYAN RIDGEWAY

SKATEBOARD INDUSTRY EXPERT

*"The organic growth and D.I.Y. nature of Skateistan is what gives it a strong backbone. I'm honored more this year than last to help in any way possible including working on educational advocacy partnerships. The addition of the Skate School in South Africa is yet another feather in the hat of goodness Skateistan provides to girls and boys. The organization is achieving what it set out to do from day one. Empowerment and opportunities for all!"*

## 2017 ADDITIONS TO THE GLOBAL ADVISORY BOARD

### MIMI KNOOP

PROFESSIONAL SKATEBOARDER AND CO-FOUNDER OF THE WOMEN'S SKATEBOARD ALLIANCE

### CATHERINE OBRECHT

ACTIVIST AND PHILANTHROPIST

### MORI TAHERIPOUR

USAID ADVISER FOR SPORT AND DEVELOPMENT AND FACULTY MEMBER AT THE UNIVERSITY OF PENNSYLVANIA

## PROGRESS UPDATE SKATEISTAN INTERNATIONAL

In 2016, over 1,800 children were actively part of Skateistan's programs worldwide, which is the highest number ever recorded by the organization. This was largely due to the opening of Skateistan's fourth official Skate School in Johannesburg, South Africa in August. Another major milestone for the year was reaching 50% female students, meeting Skateistan's global gender equality goal for the first time.

As well as skateboarding, Skateistan Skate Schools hosted an array of other sports as part of the Outreach program - from basketball to yoga, football to climbing. Overall, 181 children living with a disability took part in Skateistan programs across all sites in Afghanistan and Cambodia. In Mazar-e-Sharif a partnership with a local deaf and blind school provided the opportunity for students living with a disability to take part in skateboarding and sports, many for the first time. This Skate School hosted weekly cricket sessions for blind students, and football and skateboarding for deaf students. The Skate and Create curriculum for the year was spread across the topics of 'Kindness', 'Healthy Futures', and 'Environment and Gardening' - with a diverse range of creative classes taught. Students explored what it meant to be kind, and what their futures looked like, plus local Educators created gardens at all the Skate Schools worldwide and students began to grow their own food. It was a fruitful year!



► Fig 1. Happy to be learning - a group of students smile on their way to the classroom for the Back-to-School program at Skateistan's Skate School in Mazar-e-Sharif.



In the Back-to-School program 93 students graduated, with five girls in Kabul gaining scholarships to a local private school and 67 students successfully enrolling in public schools. In Johannesburg, the Back-to-School program was launched, offering older youth access to such things as homework help and career advice. Alongside this, 170 Youth Leaders worldwide helped out with programs and mentored other students in the skateparks and classrooms, whilst building their skills through a series of workshops. The Youth Leadership program showed Skateistan's long-term impact and success in creating role models for the younger generation to look up to in 2016.

Skateistan also went one step further to unite their global community by hosting the first ever exchange between Skate Schools. Kelly Murray, who is the Programs Officer in Johannesburg, went on a staff exchange to Phnom Penh in January 2016. This was an opportunity for staff to meet for the first time in person and to learn from each other, exchange skills, and skate together. Kelly's trip was monumental for Skateistan and female skateboarding worldwide as it brought together two of the best skateboarders from opposite sides of the world. Other highlights for the year included; Women's Day celebrations at every Skateistan Skate School, Youth Leaders in Afghanistan finishing their final video project for an international multimedia exchange with a school in California; a four-day staff and youth leadership professional teacher training workshop in Cambodia; a ten-day Monitoring, Evaluation and Learning (MEL) workshop in South Africa led by academics, and of course, Go Skateboarding Day celebrations.

**SKATEISTAN INTERNATIONAL  
FACTS**



**73,692**

**INSTANCES OF PARTICIPATION  
ACROSS ALL PROGRAMS IN 2016**

Note: individual students can participate in multiple programs.

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OUTREACH

**212**

SKATE AND CREATE

**1573**

BACK TO SCHOOL

**169**

**PROGRAM BREAKDOWN**

**ACTIVE STUDENTS  
BY PROGRAM**

Note: Active students equals number of registered students actively participating in Skateistan's programs at least three times a month.

YOUTH LEADERSHIP

**170**

**ACTIVE STUDENTS  
WORLDWIDE**

**1870**

**SKATEISTAN WORKED  
WITH 164 INTERNALLY  
DISPLACED  
YOUTH**

**181** YOUTH  
LIVING  
WITH A  
DISABILITY

**1593**  
YOUTH FROM  
LOW INCOME  
BACKGROUNDS

**9**

**GIRLS  
51%**  
of Skateistan's  
active students.



**59**

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# TIMELINE 2016

JAN

- ▶ Programs Officer Kelly Murray goes on the first ever staff exchange from South Africa to Cambodia.
- ▶ The Skateroom x Paul McCarthy limited edition art decks raise over 200,000 USD for the construction of the Skate School in Johannesburg.

FEB

- ▶ Skateistan announces the 2016 theme for the global programs curriculum to be the "Year of Being Kind".

MAR

- ▶ International Women's Day is celebrated worldwide with events at all Skateistan Skate Schools, including skateboard demos, a running race and breakdancing.
- ▶ Three groups of five students in Mazar-e-Sharif take part in the Micro Tyco entrepreneurial challenge - they raise over 21.50 USD for charity starting with just 1 USD.
- ▶ Skateistan is part of the "Yeah Girl" exhibit in Australia, celebrating female skateboarders and photographers from around the world.

APR

- ▶ Skateistan is awarded a membership to the Clinton Global Initiative in the "Education and Workforce Development" category - making a commitment to social action.
- ▶ Construction continues on the Skate School in Johannesburg, with the shipping container educational facility and offices put in place.

AUG

- ▶ 39 girls turn up for the Women's Day session at the new Skate School in Johannesburg a few days before the official launch. They are the first to skate the new skatepark.
- ▶ The Johannesburg Skate School officially opens, with over 400 attendees including Tony Hawk, The Skateroom and global media.

JUL

- ▶ Skateistan launches the first standalone campaign for Citizens of Skateistan, "Join in July" with a commercial spot in partnership with Street League Skateboarding.
- ▶ Skateistan staff and Youth Leaders run sessions with Peace Corps Cambodia in the rural provinces of Kampot and Koh Kong.
- ▶ 100 new students register to join the Skate School in Johannesburg before it officially opens.

JUN

- ▶ Go Skateboarding Day is celebrated worldwide. At Skate Schools, staff and students paint special Citizens of Skateistan banners in honor of the day and upcoming fundraising campaign.
- ▶ New Line Skateparks travels to South Africa to construct the skatepark at the new Skate School.
- ▶ Founder and Executive Director Oliver Perovich attends the Lego Ideas Conference.

MAY

- ▶ Students in Mazar-e-Sharif take part in an international virtual exchange with a school in California, in partnership with Global Nomads Group.
- ▶ The "Decks for Change" fundraiser in Australia raises over 6,000 USD for Skateistan through sales of limited edition boards.
- ▶ Programs with partner organizations in Sihanoukville expand to increase Skateistan's student reach in Cambodia.

SEP

- ▶ Ghost Digital Productions, Ty Evans and Mike Poore, visit Skateistan Skate Schools to film the programs and stories for an exclusive documentary set for release in late 2017.
- ▶ Skateistan purchases the land the Skate School is built on in Johannesburg.
- ▶ "The Skateboard and The City" documentary about Skateistan's work in South Africa is released in partnership with High Snobiety and The Skateroom.

OCT

- ▶ Skateistan attends the Laureus Sport for Good Summit.
- ▶ Illustrator Maria Giemza and Domonik Grejc work on an animation to show the impact of Skateistan's programs.

NOV

- ▶ The Back-to-School program launches in Johannesburg to provide homework help and career advice to older students at the Dropping-In center at the Skate School.

DEC

- ▶ "Give Her Five", campaign launches, focused on girls' empowerment, with support from Gloria Steinem, Natalie Westling and the Women's Skateboarding Alliance.
- ▶ Thunder Trucks x Skateistan limited edition collab goes on sale alongside an exclusive edit featuring pro skaters Chris Cole, Erik Ellington, Mikey Taylor and Neen Williams.



► Fig 2. The sports hall in Mazar-e-Sharif where students take part in an array of activities from football to basketball. It also features an indoor climbing wall.



## PROGRESS UPDATE

Since officially opening in 2009, Skateistan's Skate School in Kabul celebrated its 7th anniversary in 2016. Kabul had 440 students take part across the Skate and Create, Back-to-School and Youth Leadership programs. Due to security issues no Outreach skate classes were held in the streets in 2016. Plans were put in place to create partnerships and develop further Outreach sessions in 2017.

The most impactful program in Kabul continued to be Back-to-School, and throughout 2016 this was provided to two groups of students. The 2015/2016 cohort graduated from the program in early 2016 with 33 students successfully enrolled in public school. Five former female Back-to-School students in Kabul, who now attend the Skate and Create program, were awarded full scholarships at Khan-e-Noor High School - a local private school. This opened up the opportunity for Skateistan to introduce the Skate and Create program to female students at Khan-e-Noor. The 2016/2017 cohort will graduate in early 2017 with 39 students aiming to enrol in public school. Skateistan hopes to provide more scholarship opportunities for Back-to-School graduates in the years to come.

In the Skate and Create program, students studied kindness, the environment, and life skills, alongside skateboarding lessons. As part of the 'Kindness' curriculum, students used their time in the classroom to send notes of encouragement to Skateistan's Back-to-School students who were preparing for their exams, and then presented these to them at the International Women's Day event. In December, the Skate and Create girls also got involved in the "Give Her Five" campaign by painting special banners to help advocate for female empowerment, including a mural on the wall of the Skate School. In the Youth Leadership program, students had the opportunity

# KABUL



► Fig 3. Fun times. Skateistan students part of the Skate and Create program spend an hour in the classroom as well as an hour in the skatepark.

**440** TOTAL ACTIVE STUDENTS

**52%** GIRLS

**395** LOW INCOME BACKGROUNDS

**5** LIVING WITH A DISABILITY

### ACTIVE PROGRAMS



to participate in computer classes, photography and video classes, time management, yoga, English classes, student council meetings and child protection policy training. A student from the program who excelled in the photography class, found a job as a camera assistant at a local TV network.

Overall, the impact of Skateistan in Kabul was in the spotlight in 2016. There were stories of enthusiastic students who became Youth Leaders, and students who graduated to make an impact in their community outside of Skateistan.

## SUCCESS STORY



**NAME: AMIR\***  
**AGE: 12**  
**PROGRAM:**  
**BACK-TO-**  
**SCHOOL**



"I was polishing shoes on the streets and never thought that one day I would be an educated person because all I was thinking was about my family and the money I can make for them. One day Skateistan Educators came to our home and explained the Back-to-School program to us. I was still thinking of my work and family until I visited Skateistan. Fatima, Community Educator of Skateistan, took all of us in the minibus there. I really enjoyed it from the moment I got into the minibus because there were my other friends too. I was leading my friends and telling them to be quiet and be polite in the minibus. Once we arrived at the Skate School it was a huge place full of fun and different things which I had never seen before, like skateboarding, ramps, climbing, and an indoor football pitch. The classrooms were awesome too, so clean and like it was waiting for me. I registered in the program and after a few days we started our lessons.

**"WITHOUT EDUCATION IT'S  
IMPOSSIBLE TO LIVE AND SEE  
THE WORLD AS GOOD AS IT IS."**

\* Name changed in accordance with Child Protection Policy.



On the very first day when my teacher came to class he warmly welcomed us and gave us some examples of how people's lives can change with education. We promised each other we would change our future by studying hard and achieving our goals. After a few months of trying hard when we finished our exams, our teacher announced our results in class. I was stressed but of course excited too because I was waiting for the result of my hard work. He announced everyone's results except mine, at the end he said Amir\* is one of the guys who completed the first step of his promise. He is the new leader of the class who has got first position. I won't forget that moment in my life. After that I got first position in second grade and I hope and I believe that I will get good marks in third grade too. The results from second grade were memorable for me because I received it at an event of Skateistan's and everyone saw that poor people like me can get good marks too.

I want to tell everyone that they should study hard and make their lives better because without education it's impossible to live and see the world as good as it is. I learned a lot of stuff in my time at Skateistan, for example my rights, ethics, religion, about helping others, and how to find solutions for my problems. Now I can read and write and I will try my best to continue my studies up to university. I would like to become a doctor because I would like to help poor people in need. Thanks Skateistan for making all these beautiful things happen in my life. I really love this place, especially all my teachers!"

# MAZAR-E-SHARIF



## PROGRESS UPDATE

The Skate School in Mazar-e-Sharif continued to be Skateistan’s busiest, with over 672 active students. In addition to activities at the Skate School, the team in Mazar-e-Sharif visited new local areas in order to introduce the organization to members of the community and to increase the reach of the Outreach program. This resulted in 730 instances of participation in Outreach throughout the year and new partnerships for the organization to run programs with in the future.

There were 590 active students in the Skate and Create program throughout 2016 - which was a record number for the organization. As part of the 'Environment' curriculum, students designed their own gardens and planted vegetables and flowers. The Back-to-School program had 123 students over the course of the year, including members of the Jogi community. The program also continued to cater for girls - providing all-female classes, transportation for girls to and from their homes to Skate School, as well as female Educators leading the classes.

The Youth Leadership program continued to encourage older students to gain confidence and become leaders. Youth Leaders were introduced to videography in 2016, learning the best ways to film each other skateboarding. The girls class began first, with an Educator leading the training, receiving support and mentorship from Skateistan International. In May, Youth Leadership students completed the 'Global Citizens in Action' project. Meeting for two hours each week, youth planned an Outreach event for street-working children complete with a football competition, skateboarding, painting, and volleyball to motivate them to engage with sport and education, and to join Skateistan’s programs. Youth Leaders engaged with the community by speaking to families and encouraging six children to register in Skateistan’s Back-to-School program. These children are now learning to read and write with the aim of going to public school.

The Skate School in Mazar-e-Sharif, which has been active since 2013, has now proven itself as a reliable and important part of the community thanks to the continued work of the local staff and consistent programs on offer free of charge to local children.



ACTIVE PROGRAMS

► Fig 4. 123 children were part of the Back-to-School program in Mazar-e-Sharif in 2016, including members of the Jogi community.

**672** TOTAL ACTIVE STUDENTS  
**59%** GIRLS  
**539** LOW INCOME BACKGROUNDS  
**89** LIVING WITH A DISABILITY



## SUCCESS STORY

**NAME: SAFIA\***  
**AGE: 15**  
**PROGRAM:**  
**YOUTH**  
**LEADERSHIP**



"I am 15 years old and I have two sisters and two brothers. At the beginning my father didn't allow me to come to Skateistan, he thought Skateistan would destroy my personality. But after a while when I said I can help them, and help teach other girls, my father changed his mind. I have been learning skateboarding for two years, and before this I couldn't skate. I had seen how people were doing it on TV, but I wished I could do it someday as well.

**"SKATEISTAN IS A PLACE TO LEARN"**

Since I joined, I have made new friends and learned many other things alongside skateboarding, such as being a role model, how to be a good leader, about the environment, self-esteem, and different sports.

Skateistan is a place to learn and teach your skills to other students. Now I know about first aid and when someone needs me I am ready to help!"



► Fig 6. In June, Skateistan staff and students designed a special Citizens of Skateistan banner for Go Skateboarding Day and skated the streets in celebration.

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# PHNOM PENH

## PROGRESS UPDATE

Skateistan worked with 256 children in Phnom Penh throughout 2016, and over 50% were girls. The organization runs Skate and Create, Youth Leadership and Outreach in Phnom Penh. It is the most active of all Skateistan locations for the Outreach program worldwide, with the highest instances of participation.

As well as continuing to run Outreach at existing long-term locations in the city, two new locations were developed in 2016. This increased Skateistan's capacity and they were able to engage with 112 children and youth in the city through the program. In the Skate and Create program, the 'environment' theme allowed Skateistan to cover many aspects of the natural Environment, with students learning about pollution, water, sanitation, climate and plants. A space within the Skate School in Phnom Penh was dedicated to gardening, so that students could follow the progress of plants they were growing every week and continue to care for them.

Youth Leaders organized and led five community events throughout the year including: International Women's Day, two Peace Corps workshops in rural provinces, a skate competition with a local skate shop and Go Skateboarding Day. The number of girls taking part in the Youth Leadership program increased significantly in 2016, contributing to the organization's achievement of 50% female involvement worldwide.

As well as student development, many local staff became Educators in 2016, and simultaneously took on extra responsibilities in the areas of finance, operations, programs and communications. One female Educator was promoted to Programs Officer at the end of the year, after a special training period. Skateistan's local staff in Cambodia worked together to keep Phnom Penh running smoothly whilst shifting some of their focus and workload to Sihanoukville where programs began in late 2015 and continued to grow in 2016.

- 256** TOTAL ACTIVE STUDENTS
- 52%** GIRLS
- 76** LIVING WITH A DISABILITY
- 252** LOW INCOME BACKGROUNDS



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## SUCCESS STORY



**NAME: SOPHEA\***  
**AGE: 17**  
**PROGRAM:**  
**YOUTH LEADERSHIP**



**"IF BOYS CAN DO IT, SO CAN GIRLS!"**

I like everyone at Skateistan and really enjoy Skateistan's programs because they're working hard to help kids in poor communities and they help girls. Skateistan does a lot for girls and gives them the opportunity to learn something new — increasing their creativity and general knowledge. At Skateistan I get a lot of chances to learn things like human rights, English, communications and teaching skills. All of these things can help me a lot in my career and can change my life. Since I started with Skateistan as a Youth Leader, my day to day confidence has changed a lot! I am teaching students, creating lesson plans and learning how to work with kids. Skateboarding is a part of my life now because I can share it with the community. It gives us the chance to improve our lives, especially girls.

In the future, I want to be a community officer because I want to help poor communities and street-working kids who don't have enough cash or the opportunity to go to public school. I want to give them the opportunity of education to help them with their lives!"

"I'm 17 years old and was born in Kompong Cham province and currently I am living in Phnom Penh with family. I'm a student in Grade 11 at a high school close to my home. My father is a soldier since I was a little girl and my mother is a seller and housewife. I get up every morning at 4am to help my mother sell in front of a factory until 6am then I go home and prepare for school. After finishing school in the evening, I have to help my mother prepare the store and then go back home for cooking. I always go to bed late because I need to review some lessons and do my homework for my teachers the next day.

I will tell you how I first found Skateistan. I knew about them through a partner organization. They told me to register and go skate because they knew about Skateistan's programs. They wanted me to participate and learn with them. I was really excited the first time I saw the skatepark, with the cool graffiti and arts in the classroom. It was my first time skating and it felt a little bit strange because I had never tried it before. During that day, I noticed most of the students were boys so I was wondering why only boys could skate, why don't many girls skate? But I thought, if boys can do it, so can girls! I decided then that I wanted to be as good as possible.



► Fig 5. A skate session in action at the Phnom Penh Skate School.





# SIHANOUKVILLE



## PROGRESS UPDATE

Running programs in the underserved city of Sihanoukville, located in a rural province in Cambodia's South, allowed Skateistan to engage with more youth in the country in 2016. The Skate and Create and Outreach programs were run with 180 children living in Sihanoukville, with an average of 139 instances of participation each week. An official partnership also began in 2016 with local NGO school, M'Lop Tapang, to include their students in Skateistan's programs. The long-term aim is to engage and develop strong role models through Outreach sessions. These role models will become key representatives of Skateistan as it continues to expand in the area.

► Fig 7. Skateistan Educators initially engaged with children in the local area of Sihanoukville through Outreach sessions.



**180**

TOTAL ACTIVE STUDENTS

**33%** GIRLS

**11** LIVING WITH A DISABILITY

**180** LOW INCOME BACKGROUNDS



**NAME: RANYA**  
**AGE: 19**  
**JOB:**  
**EDUCATOR**



### SUCCESS STORY

"I was born in Phnom Penh but my family moved to Sihanoukville when I was a kid. Before I knew about Skateistan, I was working in a restaurant and going to high school but I didn't have anything specific in mind for my career.

I knew about Skateistan and started skating in October 2016 with the Educators bringing education to my local community. Since then, I was really interested in skateboarding and started to participate with them and the program. After a few weeks, I decided to volunteer at Skateistan.

What I like the most about Skateistan's programs are that they help street-working kids in a small community and give them education. I really like working with the team, they are motivated people, unlike anyone I have ever met before in the workplace. They taught me a lot about how to be a good educator, how to speak to the community and run classes such as art, English, creativity, recycling and gardening, plus how to make lesson plans.



**"IT'S A GOOD OPPORTUNITY TO PROVIDE THEM WITH EDUCATION"**

What I like the most about skateboarding is that it makes me happy all the time and it's made me more confident and helped me form good relationships with other people. When I see kids skating in the street, I feel happy for them and it's a good opportunity for us to provide them with education even if it's not as much as public school. I really want to see girls skating because it looks so beautiful and nothing can explain that feeling!

My family supports what I do right now with Skateistan because I explained to them about how we work and the purpose of our programs. They're happy to see I'm doing the right thing. In the future, I want to be a skate Educator because I want to help street-working kids to have a bright future so they can be what they want to be!"



► Fig 8. Students warm up before the skate session begins. 70% of students surveyed said their confidence had increased after three months in the Skate and Create program in Johannesburg. (credit: Tim Moolman)



# JOHANNESBURG

## PROGRESS UPDATE

After running programs at partner locations and David Webster Park in Troyeville for over two years, Skateistan officially opened the Johannesburg Skate School in August 2016. The new permanent location resulted in immense growth for Skateistan. In 2016 there were 322 active students in Johannesburg of which 44% were girls. Additional girls-only classes were added when the Skate School opened, which helped to increase girls' attendance on both Tuesdays and Saturdays. The Skate School is where Skateistan now provides most of its programs whilst continuing to run sessions with partner organizations and at David Webster Park.

Through the opening of the Skate School, Skateistan was able to offer more children and youth the chance to participate in Skate and Create, the most active program in Johannesburg. Students who had previously never been on a skateboard progressed in the skatepark and classroom. Educators soon observed students successfully executing tricks on some of the more advanced sections of the skatepark.

The Back-to-School program saw 75 youth gradually acclimatize to the new learning environment outside of public school. High school students started to use the Dropping-In centre (second floor of the Skate School) to study during exams, to assist each other with homework, and to use computers to access the internet for a variety of research materials.

In 2016, Skateistan worked with 20 Youth Leaders, some of whom assisted staff with the launch of the Skate School. They ensured the smooth running of the event while having fun as student reporters, interviewing Tony Hawk and documenting the event to practice their photography skills. The Youth Leaders also helped with events for Go Skateboarding Day, Women's Day and Mandela Day. Another notable local project was a staff and student collaboration on a dance to raise awareness for Gender Based Violence. They worked with a dance duo called "Those Girls" on the choreography that the students then performed in the skatepark of the Skate School and a nearby run down urban building. The dance routine was a metaphor for girls building trust and solidarity with one another in both safe and unsafe spaces. It was released exclusively on Skateistan's YouTube channel in support of the "Give Her Five" campaign.

**322**  
TOTAL  
ACTIVE  
STUDENTS

**44%**  
GIRLS

**227**  
LOW INCOME  
BACKGROUNDS



A  
C  
T  
I  
V  
E  
P  
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S

## SUCCESS STORIES



"I am supposed to be in Grade Two but I am home-schooled right now. I actually will not be home-schooled forever. There are two boys here at the Skate School that are in the same school that I will be going to. I live with my mom, she is the one who told me about Skateistan and when she told me about it, I knew I wanted to join. I love being at Skateistan because with skateboarding you can roll around on the board or watch people doing tricks. In the classroom, we get to do educational things that I also enjoy. My favorite lesson last year was about the family tree and the family circle. This year I am excited to learn about combustion! I want to be a builder when I grow up so I can build cool things like this Skate School."

## "I LOVE BEING AT SKATEISTAN"



**NAME: BANELE\***  
**AGE: 8**  
**PROGRAM:**  
**SKATE AND CREATE**



## SKATEISTAN ENTITIES

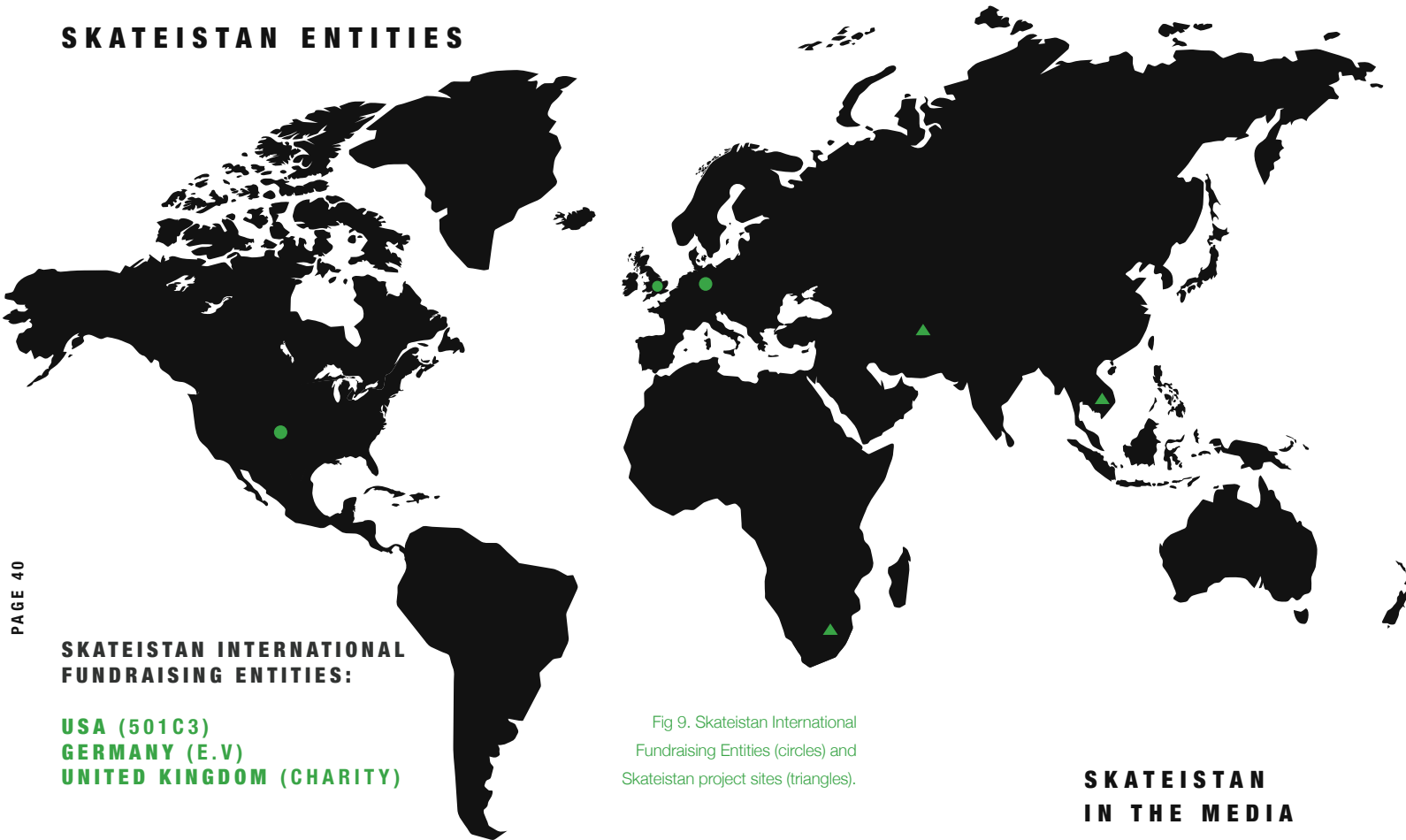


Fig 9. Skateistan International Fundraising Entities (circles) and Skateistan project sites (triangles).

### SKATEISTAN INTERNATIONAL FUNDRAISING ENTITIES:

- USA (501C3)
- GERMANY (E.V)
- UNITED KINGDOM (CHARITY)

In 2016, Skateistan was supported by three international fundraising entities with tax-deductible non-profit status in the United States, the United Kingdom, and Germany. Board members from all entities volunteered their time and expertise to raise awareness and funds for Skateistan and helped coordinate many more volunteers who held fundraising events worldwide.

## SKATEISTAN IN THE MEDIA

In 2016, Skateistan continued to catch the attention of media all over the world, in particular due to the opening of the new Skate School in Johannesburg and the "Give Her Five" campaign. The organization was featured in over 280 global media pieces, which had a combined view of over two million. As well as the Skate School launch in Johannesburg, two fundraising campaigns throughout the

year generated additional reactive and proactive media interest. Skateistan developed partnerships with key media for both campaigns to produce quality messaging and content for the organization's impactful campaigns.

External media surrounding the Citizens of Skateistan July campaign reached over 1.3 million people. Through a content partnership with Street League Skateboarding, Skateistan had its first pre-roll ad spot going out live at events and through the online webcast and TV.

At the launch of the Johannesburg Skate School in August, over 60 key global media attended the press conference, including film crews from MTV, Ride Channel, CCTV and national TV station, Netwerk24. A documentary "The Skateboard and The City" in partnership with High Snobiety and The Skateroom was released in September 2016 to document the launch and Skateistan's work in Johannesburg.

Through the "Give Her Five" campaign, Skateistan developed key proactive media partnerships with The Skateboard Mag, Girls Are Awesome, Huck, and i\_D Online. These media supported the general campaign and ran exclusive editorial to increase awareness of Skateistan's focus on gender empowerment.

## SKATEISTAN FUNDRAISING

Throughout 2016 Skateistan raised funds through a range of fundraising campaigns, partnerships, events and brand collaborations. Most notably, Skateistan's "Give Her Five" Campaign in December 2016 raised over 85,000 USD and the first ever standalone Citizens of Skateistan campaign in July resulted in 50 new monthly supporters. Donors such as The Skateroom, FYF Fest, InMaat Foundation, Shining Pictures, CHPO and Carhartt provided generous support to Skateistan throughout the year. Many organizations and individuals also held fundraising events and social media drives around the world including Route One's Have a Heart, The 2nd Annual Briefcase Pushrace, Ben Gregor's Humble and Epic exhibition and Decks for Change. Skateistan also released a collaborative product with Thunder Trucks.

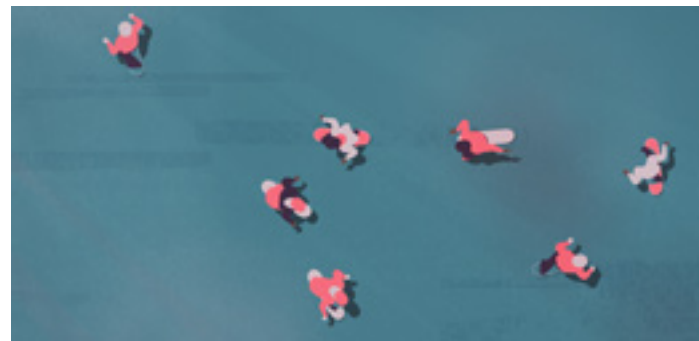


## GIVE HER FIVE

In December 2016, Skateistan launched "Give Her Five", a campaign focused on girls' empowerment. The aim of the campaign was to raise 100,000 USD by asking the public to donate 5 USD. Through the campaign, the organization showed the impact of its work on the lives of girls, releasing a new animation and five supporting editorial features focused on the UN Sustainable Development Goal of Gender Equality. The animation was created by illustrator Maria Giemza and animator Domonik Grejc. Skateistan also worked in partnership with GoodWorld to give the public the option of donating over social media simply by tagging #donate and followers were encouraged to get involved through Instagram and Facebook live posts from the Skate Schools. Influencers such as activist Gloria Steinem, model Natalie Westling and the Women's Skate Alliance got behind the campaign to increase awareness and credibility.

# Give Her Five

Celebrating Skateistan reaching 50% female students, the organization felt it was the perfect time to increase Skateistan's female audience on social media platforms and the number of one-time donors overall. The result was an incredible female empowerment campaign which showcased Skateistan's impact through creative and factual storytelling, raising over 85,000 USD.



## CITIZENS OF SKATEISTAN

Citizens of Skateistan is the organization's global community of monthly and VIP supporters. In 2016, Skateistan ran the first standalone campaign to increase awareness and encourage more individual supporters to join the Citizens of Skateistan. "Join in July" was launched with an exclusive edit to showcase the global community, featuring existing influential Citizens alongside Skateistan students and staff. The campaign resulted in 50 new monthly donors and increased awareness of the Citizens of Skateistan. Throughout the year Skateistan continued to feature individual Citizens weekly over its social media platforms and in monthly newsletters.



**Scott Ian, Anthrax Guitarist**  
Citizen of Skateistan



Credit: Nam-chi Van

*"I believe it (skateboarding) instills positive drive to learn, create, progress and is an amazing outlet to really push and challenge yourself. Plus of course, it builds up confidence! All of this still resonates in me to this day."*

**Vanessa Torres**  
Pro Skateboarder  
Citizen of Skateistan



*"I'm proud to support Skateistan because I love skateboarding and love the way it's being used to encourage children in tough environments to have fun, learn some cool skills and get back into the classroom."*

**Steven Haw**  
Citizen of Skateistan



*"I support Skateistan because I believe that everyone should have the opportunity to be whoever they want to be. Skateboarding always brings people together, and I'm so glad for the work Skateistan is doing to help children around the world."*

**Melaney Stanberry**  
Citizen of Skateistan



*"The self-empowerment that skateboarding can provide to young girls around the world is unparalleled. I support Skateistan because every day they are working to create a brighter future for women that I am proud to be a part of."*

**Kim Woozy**  
Citizen of Skateistan



*"I find Skateistan's mission beautiful, and if my boards can help pay for the Skate School, well that's a good reason to make them!"*

**Paul McCarthy, Artist**  
Citizen of Skateistan

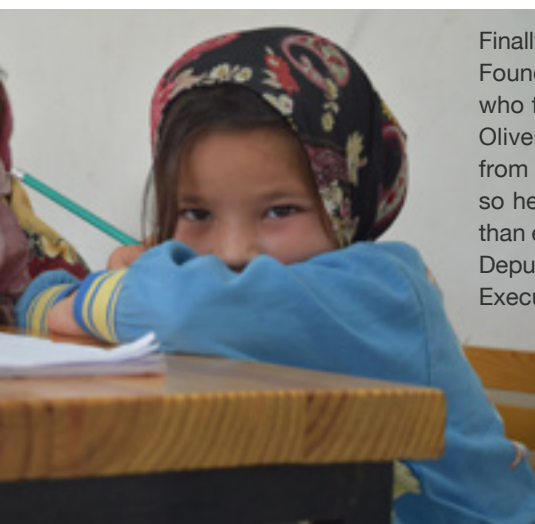


# 2017 THE YEAR AHEAD

In November 2016, Skateistan's leadership team met in Phnom Penh, Cambodia to discuss the organization's plans and goals for the next three years. During the meeting the team identified 'learning' as a key organizational theme for 2017. A 'year of learning' means learning from past experiences, but also from increased monitoring, evaluation and learning (MEL). With the creation of an improved MEL system, the organization will have access to more reliable data about its programs and students than ever before. With this data Skateistan will learn more about the effectiveness and impact of its programs. In the long term, Skateistan hopes to use this knowledge to make a valuable contribution in the field of sports for youth development.

Alongside the overarching theme of 'learning', specific plans were made around Skateistan's four key strategies; scalability and expansion, quality programs, staff development and funding diversification. These plans include exploring how the organization can assist and collaborate with other grassroots skate projects, scoping possible locations for expansion in Afghanistan and Cambodia, rolling out homework help as part of the Back-to-School program in Afghanistan and Cambodia, engaging experts to enhance the organization's child protection and programs, holding the first ever international General Managers' meeting, and launching a new Skateistan website.

Finally, 2017 will mark a milestone for Skateistan's Founder and Executive Director Oliver Percovich, who first began skate sessions in Kabul in 2007. Oliver will take a six month sabbatical in 2017, from February to August, to rest and recharge so he can return to Skateistan with more energy than ever for the next decade. During his absence Deputy Executive Director Claire Dugan will act as Executive Director.



## ACTIVITY PLAN

### EXPANSION AND SCALABILITY

- ▶ Invest in multiple smaller skate spots in Phnom Penh and Sihanoukville, Cambodia
- ▶ Strengthen and diversify the Boards of Directors in all countries
- ▶ Secure support for the Skateistan Advisory Project, to provide guidance to grassroots skate projects globally

### HIGH QUALITY PROGRAMS

- ▶ Test out 'Dropping In' activities, such as homework help and career planning (successfully launched in Johannesburg) in Afghanistan and Cambodia
- ▶ Implementation and training of new qualitative and quantitative monitoring, evaluation and learning methods
- ▶ Maintain 50% gender equality in programs

### STAFF DEVELOPMENT

- ▶ Improve cross-school learning and exchange
- ▶ Engage experts in child protection and community needs assessments
- ▶ Hold first ever international General Managers' meeting, with representatives from each Skate School

### FUNDRAISING AND AWARENESS

- ▶ Deliver new website with improved donation function
- ▶ Improve donor database to automate donor thank yous and donation receipts
- ▶ Release high quality video content showcasing Skateistan's programs

► Fig 10. Two of Skateistan's youngest students in Phnom Penh who are part of the Outreach program through partner organization Tiny Toones.

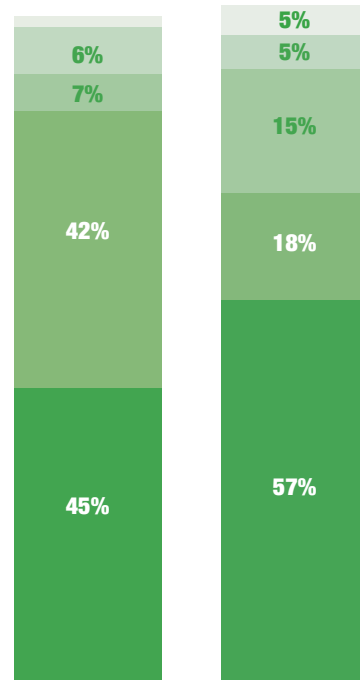


# FINANCIAL OVERVIEW

In 2016 Skateistan's major source of funding remained grants from governments and foundations. Thanks to numerous partners, Skateistan received significant in-kind donations that enabled the construction of the Johannesburg Skate School and provided skate equipment to students in all locations.

Last year, Skateistan raised over 295,500 USD from individuals and corporates (including support from the "Give Her Five" campaign and donations from Citizens of Skateistan) across all of its organizations worldwide. In 2016 the organization used a portion of its reserves to fund the completion of the Johannesburg Skate School as well as to purchase the land in Johannesburg. The purchase of the land represented a significant cost to the organization but also a significant investment into its future.

## WHERE DID THE MONEY COME FROM?

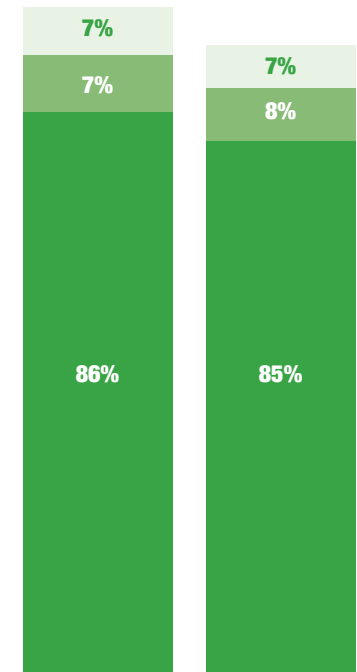


	2016	2015
Merchandise and Others	1,700 USD	72,100 USD
Donations In Kind	107,800 USD	78,100 USD
Individuals and Corp	88,900 USD	244,700 USD
Foundations	659,000 USD	279,400 USD
Government	698,600 USD	900,000 USD
<b>Total Income</b>	<b>1,556,000 USD</b>	<b>1,574,300 USD</b>

In 2016, Skateistan's global budget was 1,255,000 USD which included extraordinary capital expenditures such as the Johannesburg Skate School. Skateistan classifies program costs as all expenditures relating to the Skate Schools 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.

The graphs on this section represent the consolidated income and costs across the Skateistan projects in Afghanistan, Cambodia, South Africa and Skateistan international. The consolidated figures do not include total funds raised by the independent Skateistan fundraising entities. Income from these entities is recognized when it is granted to the Skateistan projects. The consolidated figures are unaudited. The 2016 audit reports and financial statements of the Skateistan organizations are available on the website.

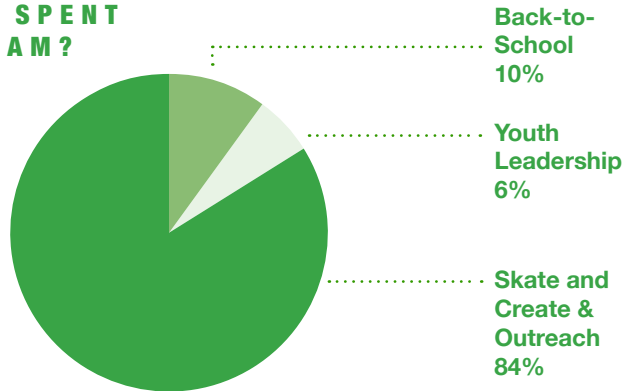
## HOW WAS THE MONEY SPENT?



	2016	2015
Management	118,300 USD	90,600 USD
Fundraising	123,900 USD	113,800 USD
Programs	1,498,900 USD	1,127,000 USD
<b>Total Costs</b>	<b>1,741,100 USD</b>	<b>1,331,400 USD</b>

## FINANCIAL OVERVIEW - PROGRAMS

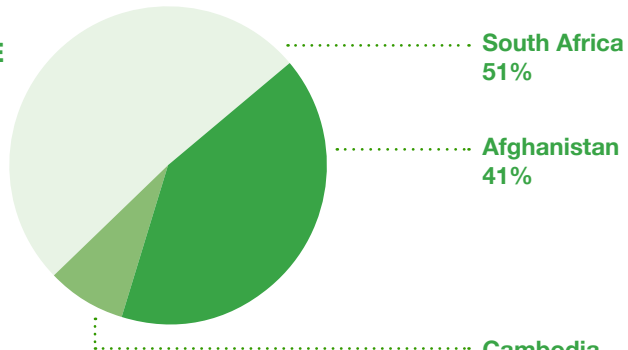
### HOW MUCH WAS SPENT ON EACH PROGRAM?



2016

Skate and Create & Outreach	1,258,200 USD
Back-to-School	152,500 USD
Youth Leadership	88,200 USD
<b>Total Program Costs</b>	<b>1,498,900 USD</b>

### WHERE WAS THE MONEY SPENT?



2016

South Africa	763,400 USD
Afghanistan	617,500 USD
Cambodia	118,000 USD
<b>Total Program Costs</b>	<b>1,498,900 USD</b>



Credit: Sam Jam Photo

# THANKS

## MAJOR DONORS 2016

Swiss Agency for Development and Cooperation in Afghanistan  
Embassy of the United States in Afghanistan  
Royal Danish Embassy in South Africa  
Embassy of Finland in Afghanistan  
Blossom Hill Foundation  
Brooks Foundation  
Tony Hawk Foundation  
Games 4 Good Foundation  
The Skateroom and Paul McCarthy  
Starkey Hearing Foundation  
Swedish Postcode Lottery  
Skateistan USA  
Skateistan eV (Germany)  
Comic Relief  
Laureus Sport for Good Foundation  
Canadian Embassy in South Africa

## MAJOR IN-KIND SPONSORS 2016

TSG  
Roshan  
GIZ  
CoverageBook  
New Lines  
Big Box  
Afrisam  
Saint Gobain  
Propertuity  
MWP Architects  
Shotcrete  
New Line Skateparks  
Maersk  
Clearvu/Cochrane  
Amara Quantity Surveyors  
TVNA Engineers  
JLVA  
CTM  
AFCO

## BRAND COLLABORATIONS 2016

Thunder Trucks

## PROGRAMS PARTNERS 2016

A special thank you also to programs partners, which are local and international NGOs that Skateistan runs programs in partnership with.

## GLOBAL

Exploratorium  
Global Nomads Group  
Monash University  
Online Model United Nations  
The Hague International Model United Nations

## KABUL

Afghan National Olympic Committee  
Afghan Turk Tabaran High School  
Bhor Arts Center  
Hope for Education and Leadership in Afghanistan  
Hope for Justice  
Khan e Noor School  
Micro Tyco  
Physical Education and Sports Directorate of Afghanistan  
Women for Afghan Women

## MAZAR-E-SHARIF

Balkh Provincial Orphanage  
Child Support Center  
Khan e Noor School  
People in Need  
Swedish Committee of Afghanistan

## PHNOM PENH

Action Cambodge Handicap  
Auscam Freedom Project  
Aziza's Place  
Cambodian Women's Development  
Agency  
Chibodia  
Damnok Toek  
Friends International  
Tiny Toones  
Pour un Sourire d'Enfant (PSE)

## SIHANOUKVILLE

M'lop Tapang

## JOHANNESBURG

City of Johannesburg  
JHB City Parks  
Jeppe Park Primary School



**FIND OUT MORE AND DONATE**

[skateistan.org](https://skateistan.org)

**FOLLOW SKATEISTAN**

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

**JOIN THE CITIZENS OF SKATEISTAN**

[skateistan.org/citizens](https://skateistan.org/citizens)

**FUNDRAISE**

[skateistan.org/fundraise](https://skateistan.org/fundraise)

**SHOP TO DONATE**

[shop.skateistan.org](https://shop.skateistan.org)

**KEEP SKATEISTAN ROLLING**

Get in touch to find out more about becoming a partner or major donor. Email [development@skateistan.org](mailto:development@skateistan.org)

**PARTNER WITH SKATEISTAN**

Want to inquire about a programs partnership? Contact [programs@skateistan.org](mailto:programs@skateistan.org)

