

# SKATEISTAN

MEDIA KIT



## 1. WHAT IS SKATEISTAN?

*Afghanistan's first skateboarding school*



The idea of Skateistan began in 2007 when two Australians arrived in Kabul, Afghanistan, with three skateboards and quickly met a group of local boys and girls eager to learn how to skate. What began as informal skateboarding lessons at a local empty fountain turned into something much bigger. Skateistan took shape in the following years, with the help of international donors and skate industry partners. On October 29, 2009, the 1750m<sup>2</sup> Skateistan park officially opened, giving nearly 350 boys and girls in Kabul, ages 5 to 17, a secure environment and an indoor skatepark to come to every week.

Skateistan is Afghanistan's first skateboarding school, with separate teaching days for male and female students, as well as classes for disabled youth. It's also one of very few recreational spaces for girls and young women in Kabul. The organization provides on-site loans of skateboarding equipment, shoes and safety gear. Skate instruction is given by experienced international skateboarders as well as some of the very first kids to step on a skateboard in Afghanistan, who now work with Skateistan as skate instructors.

Skateboarding has been key in bringing together Afghan youth of all ethnicities and socioeconomic backgrounds, and the interaction is further built upon through classroom projects and discussion. The students themselves decide what they want to learn, while Skateistan provides them with the resources they need to develop skills and tell their own stories.

Youth (under 26) account for 70 percent of the country's population, and so the most worthwhile investment that can be made is to provide a space that encourages tolerance, a civil society built on trust, and opportunities for education. Furthermore, the absolute novelty of the sport means that there aren't the social norms attached that prevent girls from taking part in other sports. To give girls in Kabul a venue to exercise, have fun and play together is one of the most important reasons Skateistan was created.

Read more about Skateistan's expansion projects in Cambodia, and Mazar-e-Sharif, northern Afghanistan, in the activities section below.



## 2. SKATEISTAN WORLDWIDE



Although Skateistan is an Afghan NGO based in Kabul, we also have an international network of groups in other countries supporting our project. Skateistan has over 250 volunteers in 13 countries assisting the program in Afghanistan. They are part of organizations ranging from associations to non-profit corporations, and oversee Skateistan's fundraising efforts and promotion within a given country. In 2010, over 200,000 USD was raised by volunteers. The German entity has been most active, raising 48,000 USD in 2009 alone.

Examples of fundraising efforts that have taken place include skate jams, art shows with painted skateboards by notable artists, and information booths at events.

A number of the volunteers in our international network also help Kabul directly in various capacities, including graphic design, website assistance, media coverage and shipping logistics.

As of winter 2011, we have volunteers operating in the following countries:

- Australia
- Austria
- Canada
- Czech Republic
- Denmark (club)
- France
- Germany (association)
- Norway
- Poland (non-profit association)
- Sweden
- Switzerland (association)
- UK
- USA (non-profit corporation)



### 3. HOW TO SUPPORT SKATEISTAN

#### GET THE SHIRT



Skateistan has a wide variety of tee shirts for sale. These can be viewed and ordered online from Get Motivated (US), Antisocial (CAN) or Black Ape (EU). Tee shirts are also available from the skatepark in Kabul, please contact us for sizes and colors. 100% of sales go to Skateistan.

#### GET THE SHOE



Fallen shoes have released a Skateistan shoe. Available from Zappos (US) and many other online stores. The shoe features the Afghan national colors (black, red, green) and the broken AK47 from Skateistan's logo on the tongue. A fixed percentage of shoe sales go to support Skateistan.

#### GET THE SAFETY GEAR



Technical Safety Gear (TSG) has released its Skateistan Charity Collection. The helmets and protectors with a Skateistan-specific design were made to promote awareness of the Skateistan project. A fixed percentage of each item goes to support Skateistan.

#### ... AND MORE AT OUR ONLINE SHOP

For more products (including hoodies and scarves) and initiatives (like our HDX Hydration Mix partnership) that support Skateistan visit our shop at <http://skateistan.org/content/skateistan-shop>.



### 3. HOW TO SUPPORT SKATEISTAN

*Continued*

#### DONATE

##### **Afghanistan**

If you want your donation to be directed towards the core activities of Skateistan in Kabul the best option is to do a wire transfer to Skateistan's Afghan bank account.

Account holder: Skateistan

Customer number: 2401146

Bank: The First MicroFinanceBank

Address: Commercial Banking Street West of Park,  
Shar-e-Naw Road, Charahi Ansari, Kabul

Tel: +93 (0) 20 220 17 33

USD account number : 21-01-2400234

Euro account number: 21-21-2400107

SWIFT code: FMFBAFKA

##### **Skateistan US:**

Donations to Skateistan can be made through the bank account of the Skateistan non-profit corporation in the US, which is now a tax exempt 501(c)(3) organization eligible to receive tax deductible donations. Skateistan US is a separate entity created to support the NGO operations in Afghanistan.

Account holder: Skateistan

Bank: Wells Fargo Bank, N.A.

Address: 420 Montgomery, San Francisco, CA, USA 94104

Wire Routing Transit Number (RTN/ABA): 121000248

BNF/Field 4200 Beneficiary Account #: 7529633476

Our current fundraising efforts in Kabul are directed towards building an outdoor DIY concrete skatepark, adjacent to our indoor facility.

To donate to this fund visit our Crowdrise page:

**<http://www.crowdrise.com/diyskateparkkabul>**

If you need a receipt for any donation, please ask us at

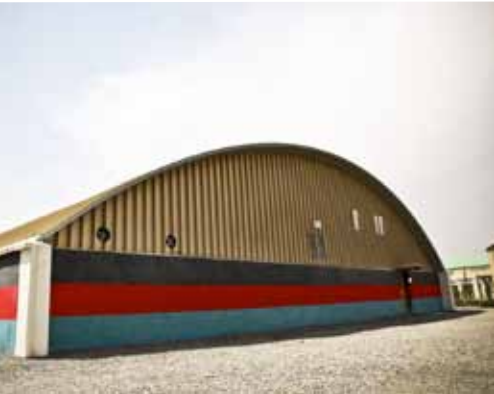
**[info@skateistan.org](mailto:info@skateistan.org)**. For European and US PayPal donations and more information please see the Skateistan website.

**DONATE  
NOW**



## 4. WHERE ARE WE NOW?

*Skateistan's Activities 2009-2011*



### ACTIVITY 1: BUILDING A SKATE PARK IN KABUL

On October 29, 2009 a 1750m<sup>2</sup> indoor skateboarding facility opened in Kabul. The Afghanistan National Olympic Committee (ANOC) donated a total area of 5248m<sup>2</sup>, locating the school next to the Afghan National Olympic Stadium. The school's design includes a kitchen, office, and bathrooms with showers for the students. There are also two classrooms for cultural and creative workshops, alongside lessons in the skatepark. The Governments of Norway, Germany, Denmark and Canada contributed the funds for the facility.

### ACTIVITY 2: LEARNING

Approximately 350 students are currently in the school, of whom 50% are street-working children and 40% are girls. Each student attends a one hour session per week in the classroom, where activities include theatre, journalism, art and environmental health. Girls and boys attend separate classes as girls have told us that they prefer to have single-sex classes. We hold classes every day of the week except Friday.

Through mixing different ethnicities, poor and rich, educated and uneducated children in the classrooms, we work to build trust and understanding between children who would not normally interact. In all the classes team-building, learning responsibility, peace-building and leadership are encouraged.

The student blog began in early 2010. It was created as a platform to share student work and perspectives with the world. The blog has also been used as part of numerous exchanges with youth abroad, for example, in October 2011 a book making exchange took place between students and an elementary class in Florida, USA.

### ACTIVITY 3: SKATEPARK LESSONS

After classroom activities, students have a skate session where they do warm-up exercises for 10 minutes then skateboard for 50 minutes. All students are required to wear safety equipment during classes and are supervised by two instructors. Students that show potential have the chance to become instructors in our program.



## 4. WHERE ARE WE NOW?

*Skateistan's Activities 2009-2011 continued*

### ACTIVITY 4: BACK-TO-SCHOOL INITIATIVE

The Skateistan program offers students not currently enrolled in regular schooling a pathway back to public school through our 'Back to School' Initiative. The age range in our program starts from 6 and goes up to 17. Students attend four one-hour classes per week so they get regular practice. The program's curriculum contains subjects such as, Dari reading and writing, maths, religion and English (for beginners). All the students that enroll in school will be supplied with uniforms and school supplies, furthermore Skateistan makes regular attendance checks with the schools.

Skateistan believes that education for the next generation is of the utmost importance and is critical to building a civil society. Our goal is that all Skateistan students attend regular school. Since helping 29 street-working children (15 girls and 14 boys) to either start or go back to regular schooling in 2010, Skateistan's second crop of Back to School students is currently working towards school enrollment in 2012.

### ACTIVITY 5: BUILDING PEACE AND CROSS-CULTURAL UNDERSTANDING

On June 21, 2009, Skateistan organized the first "Go Skateboarding Day" (GSD) in Kabul. GSD is an international event aimed at sharing the passion for skateboarding, creativity, and the spirit of one of the most influential activities in the world. Around 40 children plus staff skated on this occasion through Kabul's streets. The event was also celebrated in 2010, with over 140 girls and boys and 25 staff/volunteers - both foreign and Afghan - skateboarding 3kms through the city streets.

In 2011, Skateistan students and staff celebrated Go Skateboarding Day for the third time, with over 200 participants once again taking to the streets. The event was covered widely by major international media. It finished with a skatepark contest won by Hanifa for the girls and Bilal for the boys, who is also our star disabled skater and a member of the Afghan Paralympic Basketball Squad.

Since 2008, Skateistan students have come together numerous times to mark Childrens' Day and Internaitonal Peace Day. In Febru-



## 4. WHERE ARE WE NOW?

*Skateistan's Activities 2009-2011 continued*



ary 2011, two Skateistan students spoke at the Kabul International Human Rights Conference and the entire Skateistan team collaborated with the United Nations Assistance Mission in Afghanistan to produce a student exhibition called Youth, Art, Peace (YAP!).

### ACTIVITY 6: EXPANSION

2011 saw major changes at the Skateistan facility in Kabul. Thanks to funds raised by our German association, Skateistan e.V., students now have access to a 20ft. indoor climbing wall and hardwood multi-sports floor. The climbing wall was built by a team of experts, while the routes have been set by experienced climbers on our own team. The sports floor is used daily by students and staff for activities including football, basketball, volleyball and badminton.



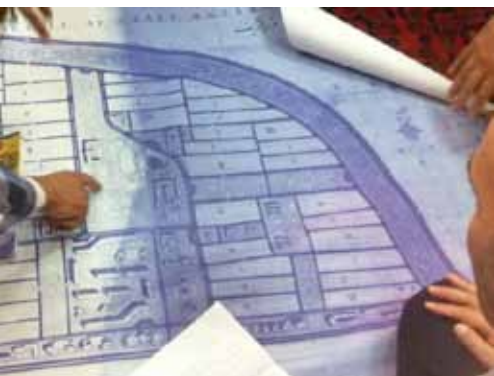
Further afield, in March 2011 Skateistan began working in Phnom Penh, Cambodia. Skateistan Cambodia is now a Cambodian association, which uses skateboarding as a tool for social rehabilitation and youth empowerment. The project works with youth from diverse backgrounds, with a focus on disadvantaged and street-working children. Find out more about the Skateistan Cambodia project here:

**[kh.skateistan.org](http://kh.skateistan.org)**

Back in Afghanistan, funds donated by the German Foreign Office will allow Skateistan to complete construction of a second facility in the northern city of Mazar-e-Sharif by early 2012. The skatepark and classroom complex will sit on 6000m<sup>2</sup> of land donated by the Afghanistan National Olympic Committee.

### ACTIVITY 8: AFGHAN STAFF & VOLUNTEERS

Skateistan currently employs twelve Afghan nationals. We have a policy of gender and age equality, and promote all Afghan staff to the highest positions for which they have skills and experience. The Kabul team is managed by local staff, with internationals working in support and capacity building roles. We pay a fair salary commensurate with market prices in Kabul.



Skateistan also has over a dozen Afghan volunteers, aged between twelve and sixteen years old. All began as students, before proving their ability and enthusiasm to take on positions of responsibility. They teach classroom and skate sessions, translate and provide IT and database support.





## 4. WHERE ARE WE NOW?

*Skateistan's Activities 2009-2011 continued*



If working a full day, volunteers receive transport and meals. They can also attend staff skateboard sessions after class hours.

### ACTIVITY 9: SUSTAINABLE BUSINESS MODEL

Skateistan is working to become as self-reliant as possible in the long-term. Since 2007, Skateistan has marketed its own merchandise worldwide, and in 2010, co-produced the documentary feature 'Four Wheels & A Board in Kabul'. We have secured sponsorship by numerous Afghan companies, in addition to international sponsorship by global skate brands, who provide specialist equipment for our activities in Afghanistan and Cambodia.

Striving to be an innovative NGO, in 2011 Skateistan released several co-branded products. We are now receiving income from the sale of the Fallen Skateistan skate shoe and TSG's Skateistan safety gear. A skateboard truck, deck and wheel are among other products now in the pipeline. Our partner companies are global market leaders, while our products are co-designed by Skateistan students.

### ACTIVITY 10: AWARDS & COMPETITIONS

In 2009, Skateistan entered four competitions and won each one. We were awarded the Peace & Sport NGO of the Year, as well as the ISPO Social Awareness Award. Our design team won the Sappi Design Award, for which Skateistan was awarded 18,000 USD. Lastly, we won first place in the Architecture for Humanity and Game-changers (Nike) competition for 'Architecture for sport with a social outcome'. They granted Skateistan 87,000 USD towards the construction of our facility.



2011 has also been a year of recognition and achievement. Our short film, 'To Live & Skate Kabul', was nominated at the Sundance Film Festival and won at the LA Skate Film Festival. Meanwhile, our feature-length documentary won Most Valuable Documentary at the Cinema for Peace Festival in Berlin.

In October 2011, Skateistan became the only NGO in the world to win a Peace & Sport award twice, when a photograph from Go Skateboarding Day 2011 won Image of the Year in a public vote. We are also nominated for Beyond Sport's UNICEF Sport for Education and Conflict Resolution awards.



## 5. CONTACT

*Our team in Kabul*



Oliver Percovich  
Executive Director  
oliver@skateistan.org  
Ph: +93 (0) 796 571 356 (AFG)

Rhianon Bader  
Media & Communications  
media@skateistan.org  
Ph: +93 (0) 789 122 064 (AFG)

If you are in Kabul and would like to visit the park please contact Rhianon to arrange a time and date. Skateistan can also provide you with directions to our facility at this time.

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

