



**2019 Survey of Social  
Skateboarding Projects Worldwide**

## Introduction

This second annual Survey of Social Skateboarding Projects Worldwide was conducted in August and September 2019 by the non-governmental organization (NGO) Skateistan and the Pushing Borders conference, in order to identify the aims, impact, and activities of projects using skateboarding for social change. The 25-question survey was conducted online using SurveyMonkey, with responses solicited by the organizers via social media and email. A total of 136 responses were received.

This report shows the key results, including some comparisons to 2018 survey results (though a direct comparison is not possible due to respondents changing from year-to-year). The information gathered in the survey is also used to help shape the Goodpush Alliance resources and support dedicated to the global social skateboarding community.

Published January 2020

## Who filled out the survey?

- **124 social skateboarding projects**

- Approximately 68% of the respondents are founders, 24% are full-time staff or managers, and the other 8% are volunteers, teachers, board members etc.
- 48% of the projects that took part in the survey are registered non-profits, 15% are in the process of registering, 9% are associated with NGOs or have fiscal sponsors, and 27% are not registered.
- Educational and professional background of the respondents:
  - 69% have a higher education degree.
  - 39% have previous work experience in education, humanitarian or non-profit sector.
  - 26% have worked in the skate industry.
  - 21% have worked in sport sector.
  - 21% have worked in health or social work field.
  - 19% have worked in media or marketing.
  - 5% gave other responses such as: lifelong enthusiasm for skateboarding, and working in womens' rights field.





The 'Globally Stoked' panel at Pushing Borders in Malmo, Sweden, 2019. Photo: Ted Schmitz.



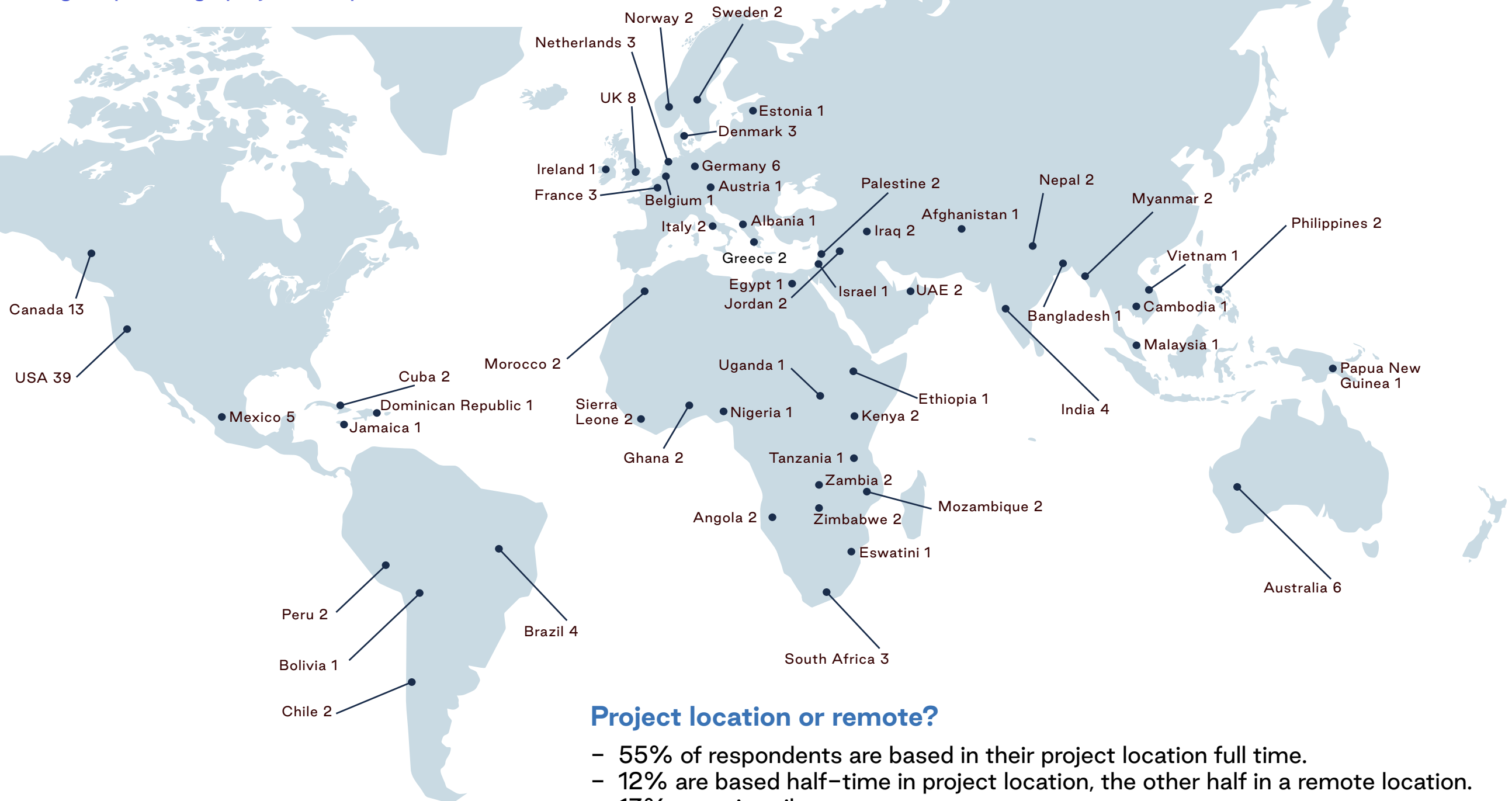
## Where are the projects based?

The 124 projects are working across 55+ countries (39 projects in the USA, 13 in Canada, 8 in the UK, and 5 in Mexico)

25 out of the 124 projects (20%) work in multiple countries

See an interactive map of all projects at:

[goodpush.org/project-map](https://goodpush.org/project-map)



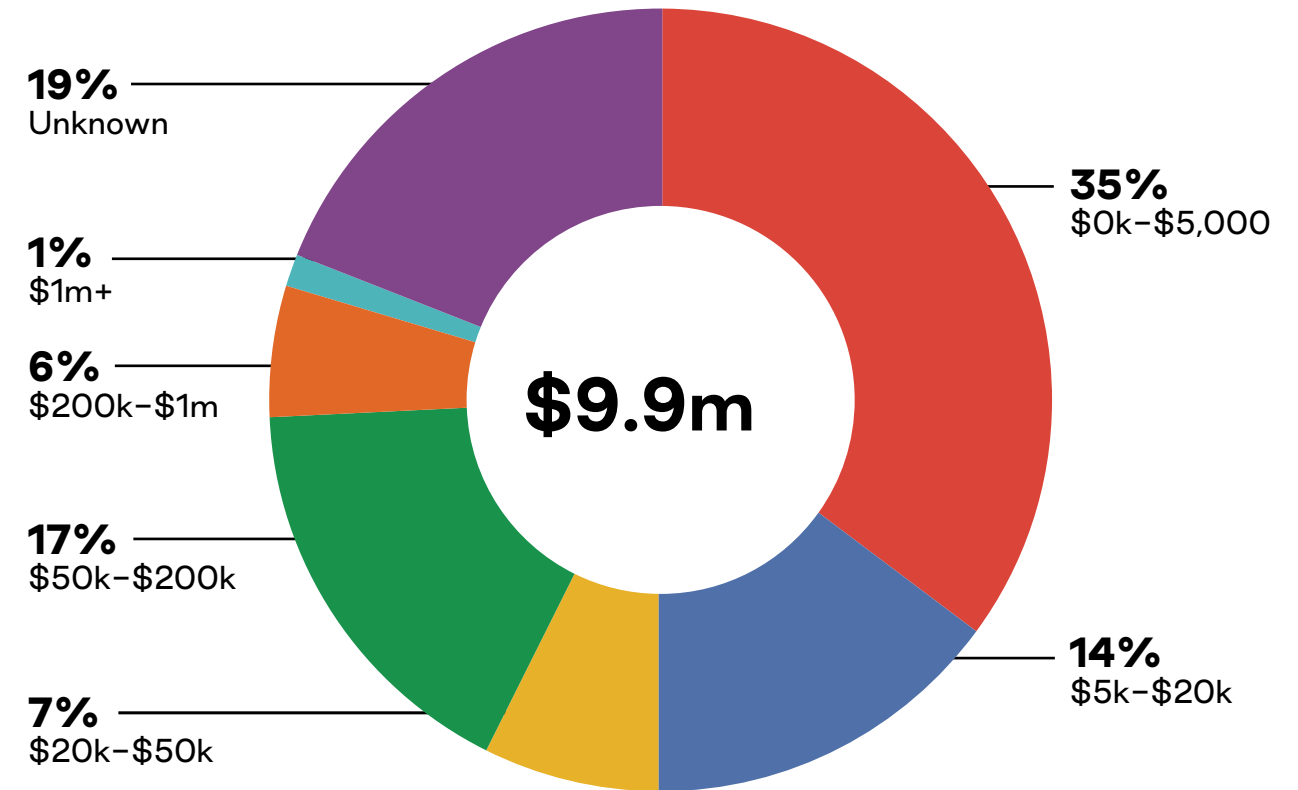
## Project location or remote?

- 55% of respondents are based in their project location full time.
- 12% are based half-time in project location, the other half in a remote location.
- 13% are primarily remote.
- 6% are fully remote.
- 14% replied "other" or did not respond.

## Budgets and funding

- **Annual budgets of projects:**

- 35% have an annual budget of USD 5000 or less.
- 14% have between USD 5000 – 20,000 as an annual budget.
- 7% have an annual budget of USD 20,000 – 50,000 (down from 13% in 2018).
- 17% of the projects have a budget between USD 50,000 – 200,000 (up from only 6% in our 2018 survey).
- 6% have between USD 200,000 – 1 million.
- 19% of the projects stated they “do not know” the value of their annual budget or did not answer.
- Only one has a budget of over 1 million USD (Skateistan).
- The total budget of all respondents combined is 9,900,000 USD (100 projects answered question).



Annual Budget of Skate Projects Worldwide

- **What percentage of projects have the following sources of funding?**

- In-kind donations (skateboards, helmets) → 64%
- Self-funding → 49%
- Private donors → 40%
- Corporate/business donations → 40%
- Online campaigns and fundraising → 40%
- Events → 40%
- Foundations → 35%
- Social enterprise → 32%
- Government funding → 24%

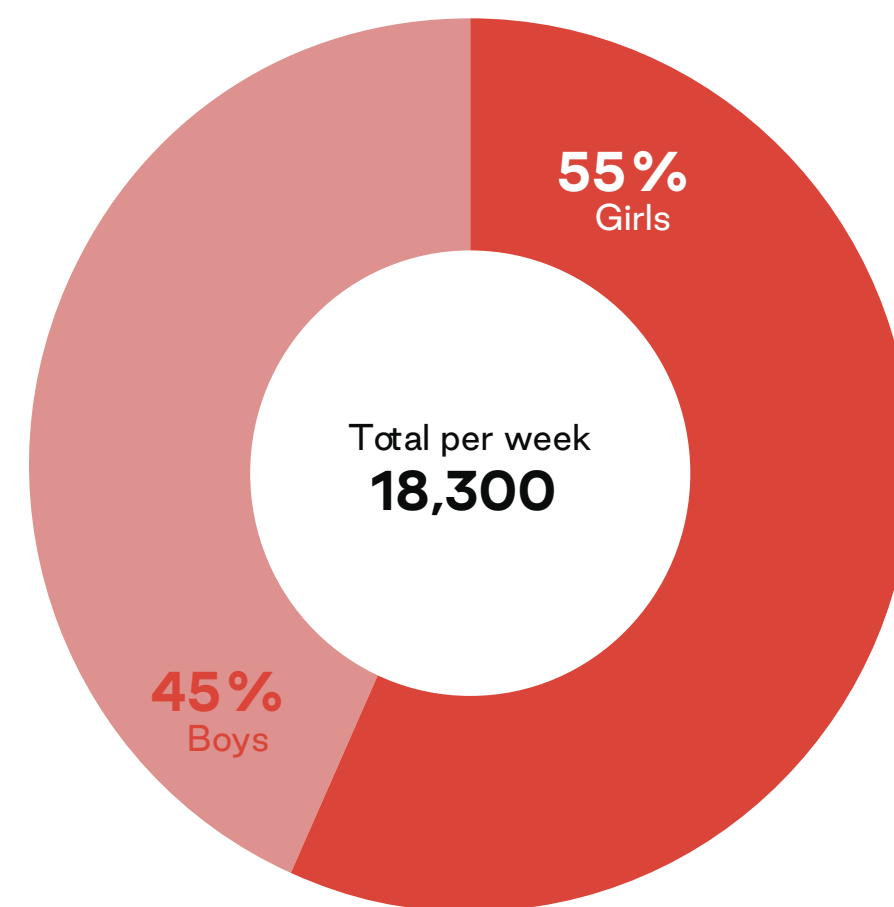
## How are the projects staffed?

- 31% of the projects have full-time paid staff
- 39% have part-time paid staff
- 27% have full-time volunteers
- 68% have part-time volunteers
- 40% have women staff members
- 56% have women volunteers

Compared to our 2018 survey, the 2019 results show a slight increase in paid staff and decrease in full-time volunteers, with an increase in women staff from 33% to 40% of projects.

## Who are the beneficiaries of the projects?

- The combined projects reach up to 18,300 participants each week, including 55%\* girls and women, 23%\* members of the LGBTQI community and 7% people with disabilities. In addition, thousands more participants are reached each year through short-term program activities or events.



\*Without Skate Like a Girl's massive weekly reach included, only 44% of total participants are girls and 7% are members of the LGBTQI community (though several projects stated they do not track the latter).



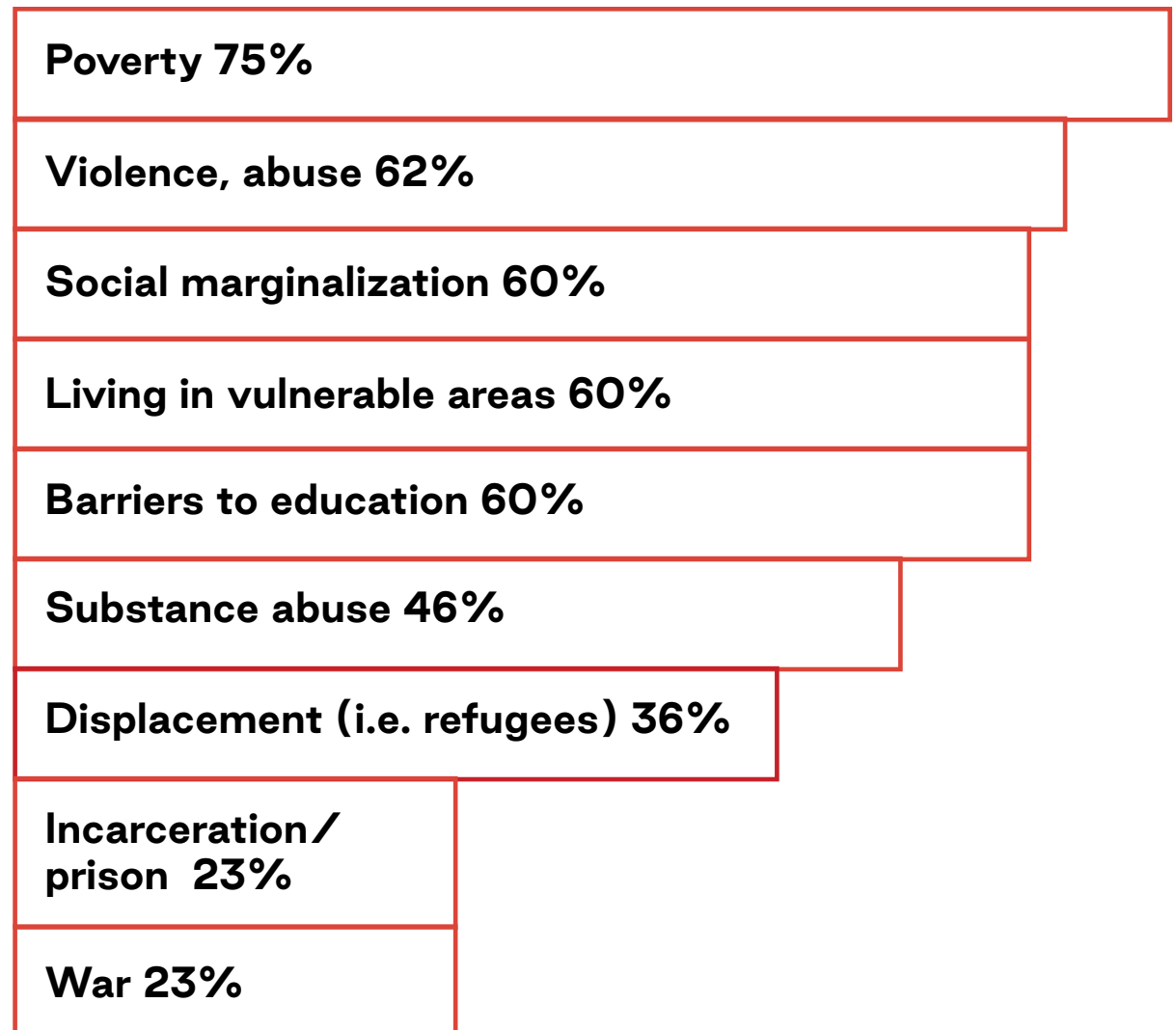


## What percentage of projects work with the following beneficiaries?

- Children and youth (under 25) → 88%
- Girls and women → 69%
- Existing skateboarding community → 60%
- Adults (over 25) → 41%
- Migrants and refugees → 33%
- LGBTQI community → 27%
- People with disabilities → 26%

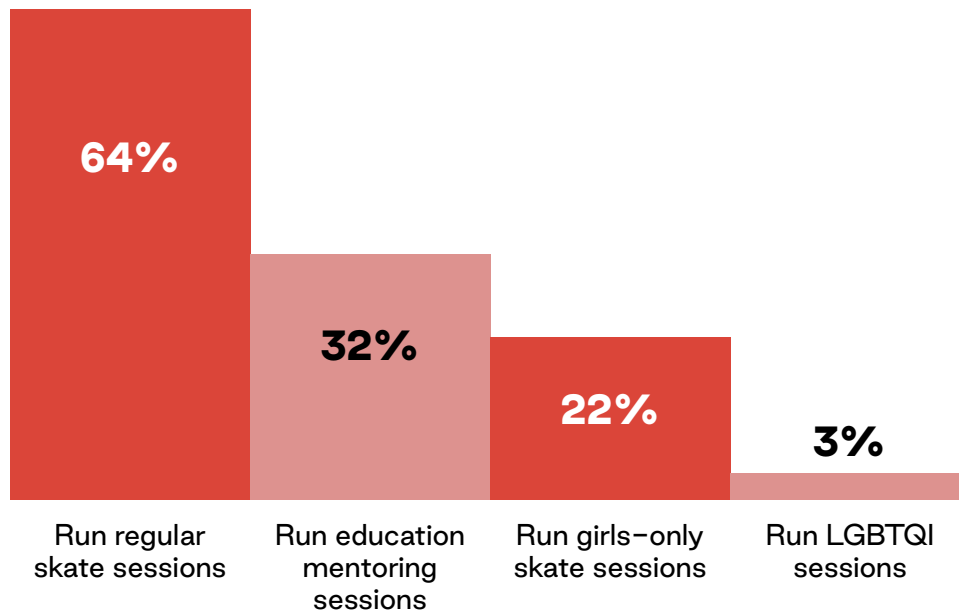


## Percentage of projects working with youth who have experienced the following:



- The most striking differences between these figures and our 2018 survey are that only 50% of projects then reported that they targeted youth affected by “poverty” and only 37% targeted youth affected by “violence, abuse.”
- Similar to 2018, many projects commented that they welcome everyone.

## Programs Breakdown of Social Skate Projects

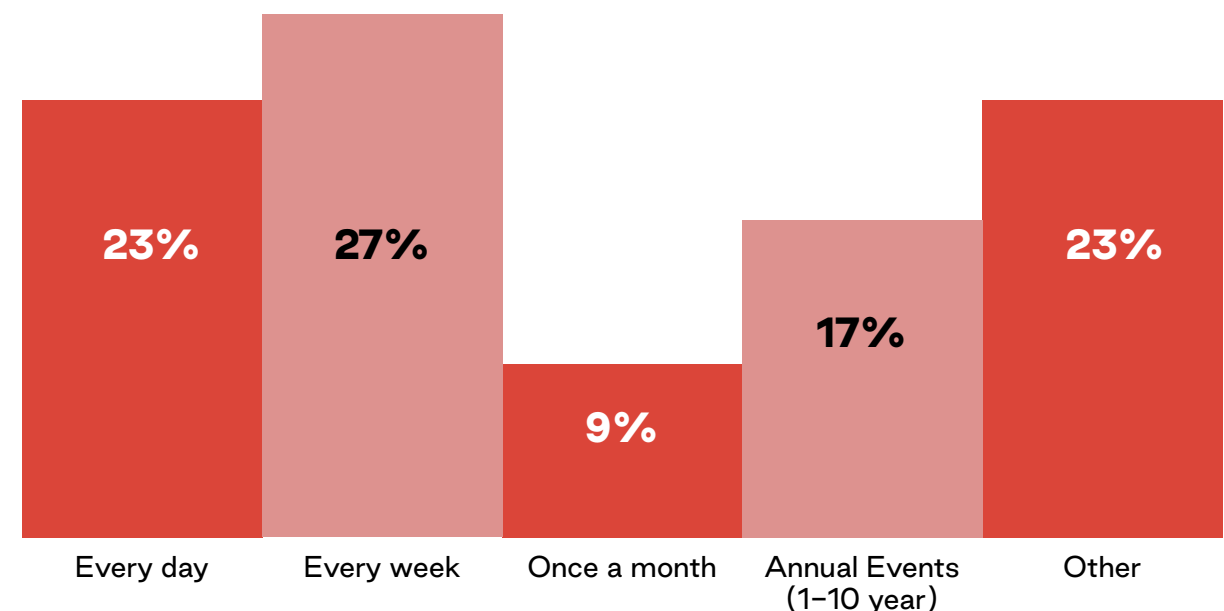


## What programs do the social skate projects offer each week?

- 64% run regular skate sessions
  - 32% run education/mentoring sessions
  - 22% run girls-only skate sessions
  - 3% run LGBTQI sessions
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- How frequently do the projects run programs?
    - 23% run every day
    - 27% run every week or weekend
    - 9% run once a month
    - 17% run annual events (1 to 10 per year)
    - 23% of the projects responded as 'other' where their responses ranged from 'four times a week' to 'twice monthly'

Student / teacher ratio = Five participants per teacher.  
 The average number of participants per session is 21,  
 with an average of four staff or volunteers per session.

## How frequently do the projects run programs?





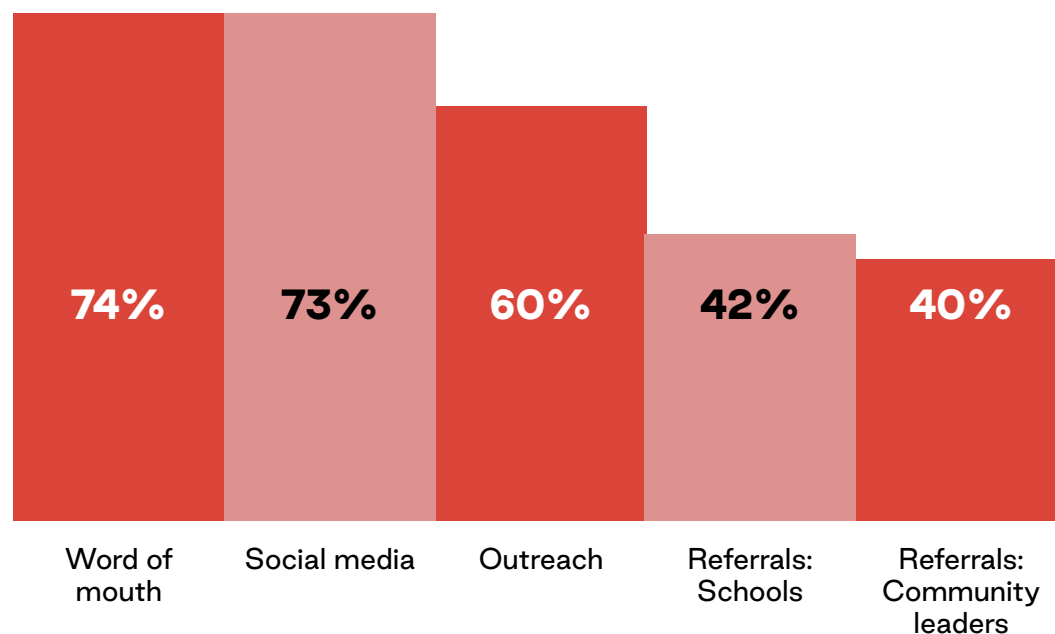
## What are the main aims of the projects?

- The top 10 aims are:

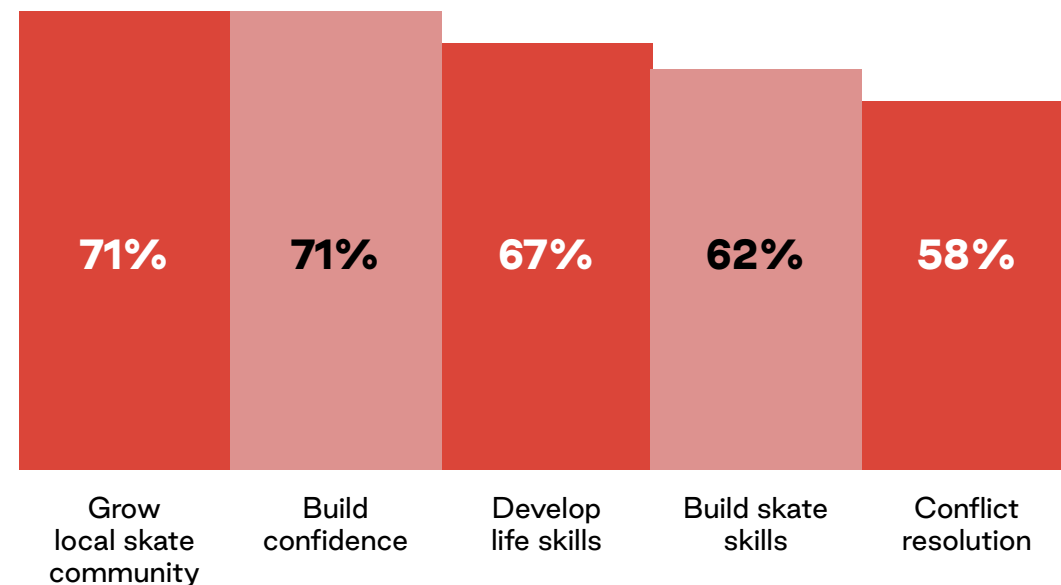
- Growing the local skate community: 71% of projects
- Building confidence: 71%
- Developing life skills: 67%
- Building skateboarding skills: 62%
- Conflict resolution: 58%
- Gender equality: 55%
- Physical health: 55%
- Informal education: 50%
- Leadership development: 49%
- Mental health: 49%

The top four aims are the same that appeared in our 2018 survey. Other aims in 2019 included: Building skateparks (32%); providing opportunities for youth with disabilities (26%); employment/enterprise skills (26%); Queer and trans inclusion (18%); and formal education (13%).

### Top 5 Methods and Referrals Used to Reach Participants



### Top 5 Aims of Social Skate Projects



### Methods and referrals to reach participants

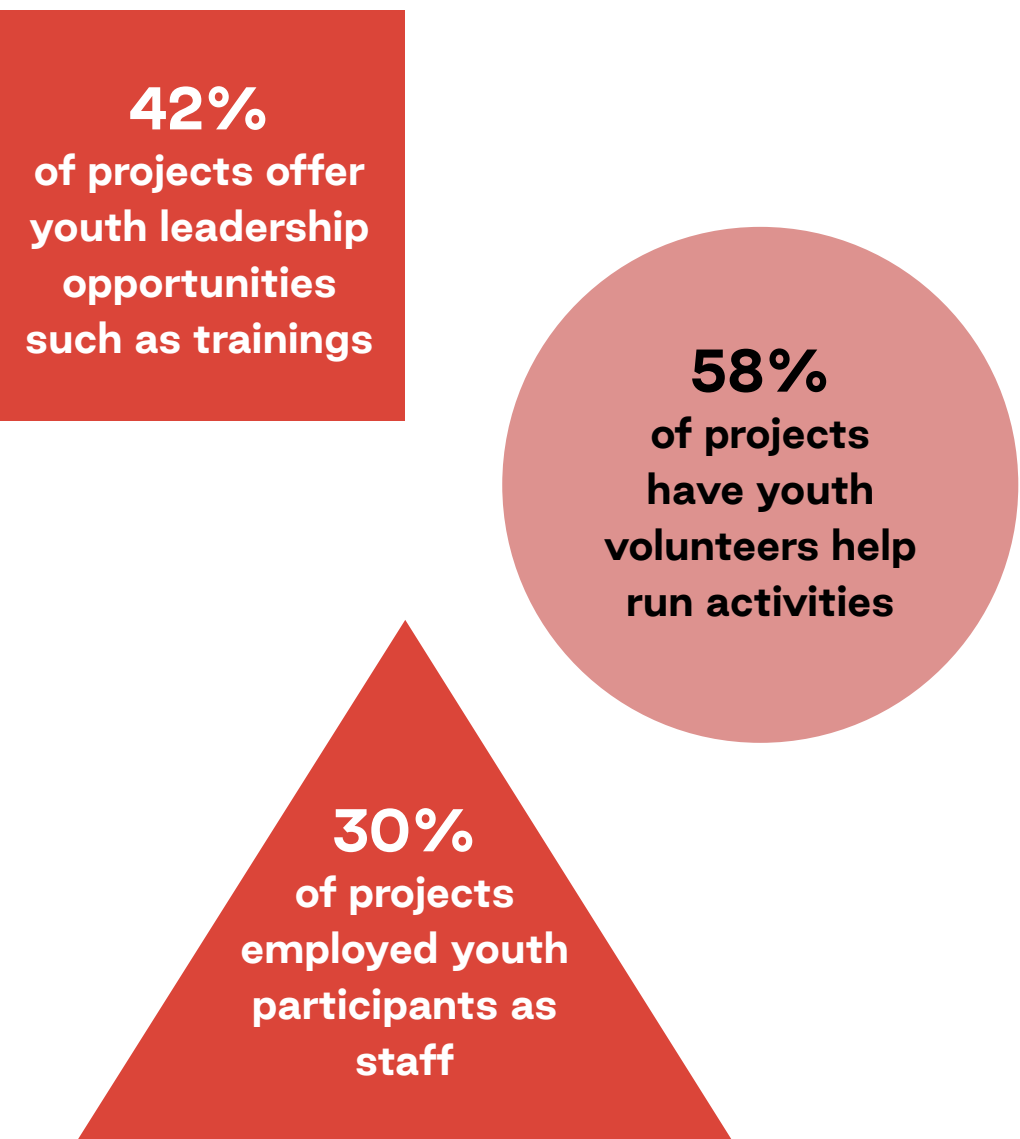
- Word of mouth – 74% of projects
- Social media – 73%
- Outreach (public skating) – 60%
- Referrals: schools – 42%
- Referrals: community leaders – 40%
- Targeting programs in high-risk areas – 38%
- Referrals: other youth NGOs – 35%
- Referrals: youth services – 33%
- Referrals: counselling services – 13%
- Referrals: shelters – 12%
- Referrals: refugee camps – 9%
- Referrals: police – 6%

## Youth and women in leadership

Compared to the projects surveyed in 2018, our 2019 survey shows significantly increased involvement of youth and women in their activities.

- In 58% of the projects, youth participants regularly volunteered to help run activities (compared to 48% of projects in 2018).
- Around 42% of the projects offer leadership opportunities, such as training, to their youth participants (compared to 32% in 2018).
- In 30% of projects youth participants were also employed as staff members (compared to 26% in 2018).
- In around 42% of projects, girls/women are regularly involved in volunteering, taking leadership trainings and/or working as staff members (compared to 32% in 2018).

**In 42% of the projects, girls/women are regularly involved in one or more of the following ways:**



## What policies, documentation and systems do the projects have?

The percentage of social skate projects with the following capacities has stayed roughly the same between 2018 and 2019 (+/- 5%), except for a significant 15% increase in projects with a documented child protection policy.

- 53% of projects have interactions with parents and guardians
- 44% have a program model/curriculum in place
- 40% have a documented child protection policy (up from 25% in 2018)
- 41% have a documented code of conduct (up from 34% in 2018)
- 35% have an induction or refresher training for volunteers and staff
- 15% have a referral system for participants with needs exceeding their scope



## How do projects collect impact data?

- 59% do participant headcounts
- 46% have an attendance database with registered participants
- 40% run participant interviews
- 31% do staff/volunteer feedback surveys
- 28% do pre and post surveys
- 23% do caregiver/parent interviews
- 18% do qualitative assessments
- 15% run focus groups
- 14% use school reports
- 11% have a mobile app for attendance
- 7% have third party evaluation
- 19% do not collect impact data



## How do projects rate their capacities in the following areas?

- **Curriculum for skateboarding classes:**
  - 16% of projects rate their curriculum as 'excellent', 25% as 'good', 35% as 'okay' or 'basic', with the remaining 24% selecting 'none', 'not applicable', or no answer.
- **Curriculum for education/ arts classes:**
  - 13% of projects rate their curriculum as 'excellent', 9% as 'good', 22% as 'okay' or 'basic', with the remaining 56% selecting 'none', 'not applicable', or no answer.
- **Child protection policy and training:**
  - 7% of projects rate this as 'excellent', 11% as 'good', 37% as 'okay' or 'basic', with the remaining 44% selecting 'none', 'not applicable', or no answer.
- **Monitoring and evaluation system:**
  - 7% of projects rate their system as 'excellent', 15% as 'good', 46% as 'okay' or 'basic', with the remaining 32% selecting 'none', 'not applicable', or no answer.



- **Formalized mission, vision, organizational structure:**
  - 14% of projects rate their structure as 'excellent', 29% as 'good', 40% as 'okay' or 'basic', with the remaining 18% selecting 'none', 'not applicable', or no answer.
- **Fundraising and administration:**
  - 8% of projects rate their fundraising/ admin as 'excellent', 11% as 'good', 59% as 'okay' or 'basic', with the remaining 22% selecting 'none', 'not applicable', or no answer.
- **Mental health training for staff and volunteers:**
  - 5% of projects rate this training as 'excellent', 6% as 'good', 27% as 'okay' or 'basic', with 53% selecting 'none' or 'not applicable', and 10% not answering.

### % of projects that rated themselves as "excellent" or "good" in these areas

Formalized mission, vision, structure	43%
Skateboarding curriculum	41%
Education/ arts curriculum	22%
Monitoring and evaluation system	22%
Fundraising and administration	19%
Child protection policy and training	18%
Mental health training for staff	11%

## What are the top 5 skills and areas for growth?

- **The top five areas social skate projects want to develop further are:**

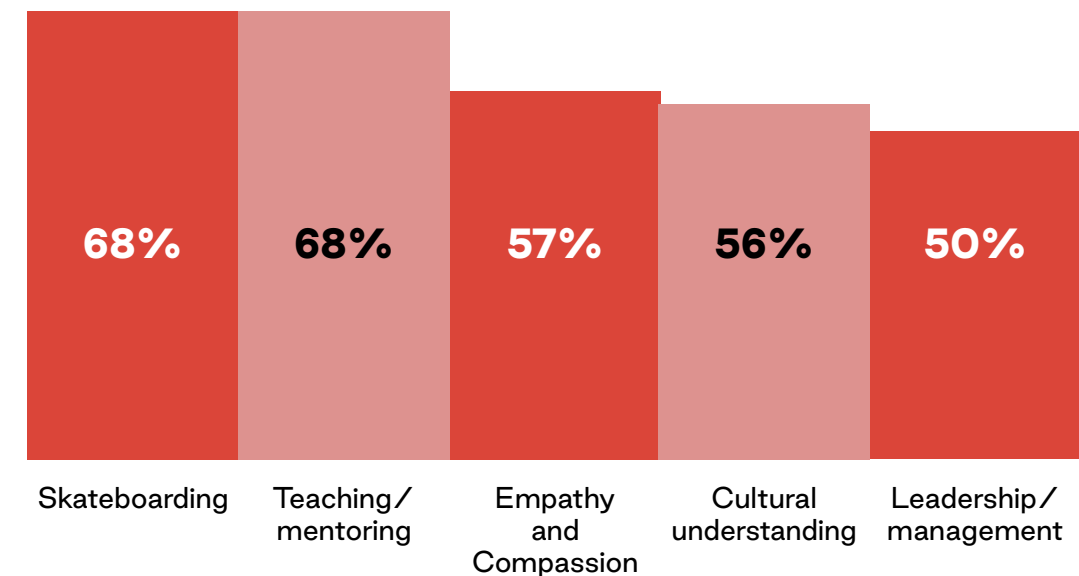
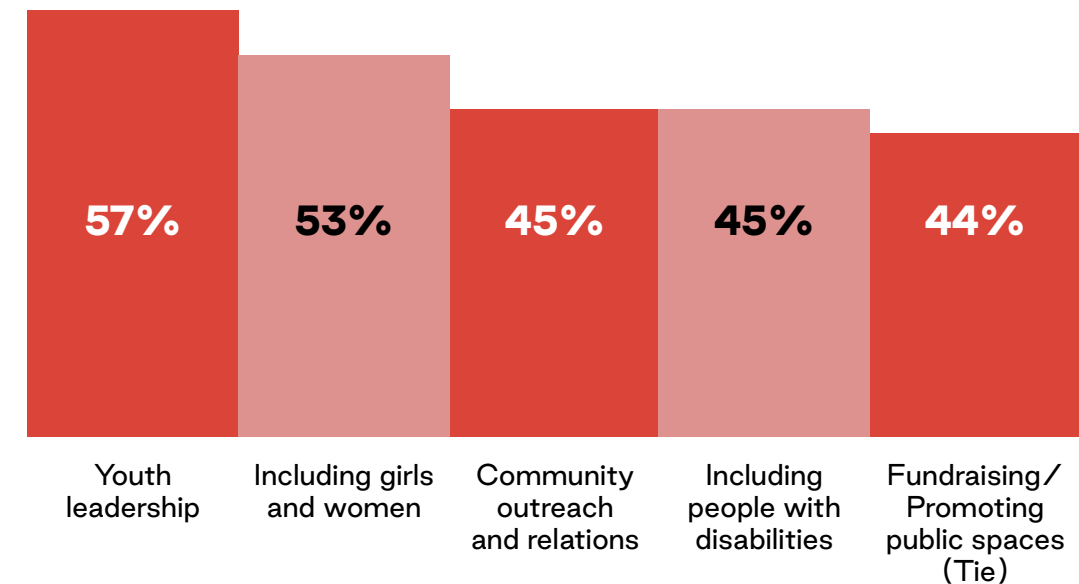
1. Youth leadership/volunteer program → 57% of projects
2. Including girls and women → 53%
3. Community outreach and relations → 45%
4. Including people with disabilities → 45%
5. Fundraising and reporting / Promoting active & inclusive public spaces → 44%

The top three choices were also in this list in our 2018 survey, with 'including people with disabilities' and 'fundraising and reporting' climbing into the top five in 2019.

- **The top five most important skills for the projects are:**

1. Skateboarding → 68% of projects
2. Teaching/mentoring → 68%
3. Empathy/compassion → 57%
4. Cultural understanding → 56%
5. Leadership/management → 50%

These are the same top five as in our 2018 survey, except 'leadership/management' replaced 'communications' in 2019.



## What support and resources do social skate projects find useful?

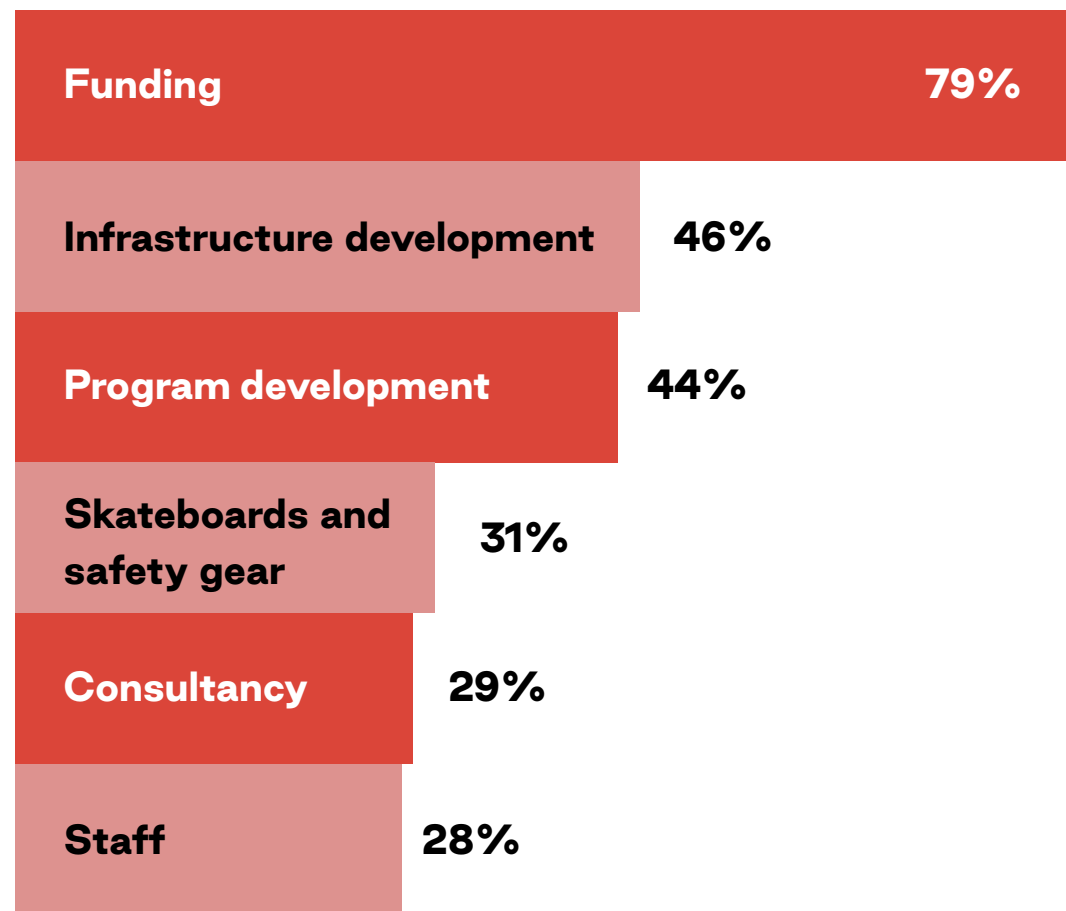
- **When asked about how often projects connect with other social skate projects worldwide:**
  - Around 37% connect 'very frequently' or 'frequently'
  - About 31% connect 'sometimes'
  - 19% 'rarely' connect and 5% 'never' do
  - Apart from Skateistan, other projects that were frequently connected with were: Skatepal, 7Hills, Skate Like A Girl, Christian Skaters, Make Life Skate Life, Next Up Foundation, Free Movement, and Concrete Jungle Foundation.
- **How frequently projects access online resources related to running their project:**
  - Around 45% have 'very frequently' or 'frequently' accessed related resources
  - About 27% 'sometimes' access related resources
  - 12% 'rarely' and 7% 'never' access related resources
  - Several projects mentioned Skateistan/Goodpush as a hub for resources.



- **Which percentage of projects find the following knowledge resources useful?**
  - E-learning content and templates for social skate projects → 72%
  - Discussion forums for social skate projects → 71%
  - In-person workshops or events → 68%
  - Webinars/online workshops → 65%
  - Videos or audio clips about running a skate project → 60%
  - Tailored support via phone calls/email → 44%



## Most pressing needs for projects



- **The most pressing current needs of the social skate projects are:**
  - Funding → 79% of projects
  - Infrastructure development → 46%
  - Program development → 44%
  - Skateboards and safety gear → 31%
  - Consultancy on setup and/or best practices → 29%
  - Having enough staff → 28%
  - Other areas of support mentioned include: help with setting up as a registered non-profit, and expanding without burnout.





**To connect with the global social skateboarding community,  
register now as a member of the Goodpush Alliance**



Goodpush Alliance meeting of 30+ social skateboarding projects held in Copenhagen, Denmark, August 2019.

**[goodpush.org](https://goodpush.org)**

**Thank you to everyone who  
took part in the survey!**

