



**2020 Survey of Social
Skateboarding Projects Worldwide**

Introduction

This third annual Survey of Social Skateboarding Projects Worldwide was conducted in September and October 2020. Its purpose is to document the big picture aims, impact, and activities of projects using skateboarding for social change. The 26-question survey was conducted online and received a total of 120 responses.

This year's report is special because it provides a snapshot into how COVID-19 has impacted the social skateboarding sector. Unsurprisingly, 97% of projects surveyed were negatively affected by the pandemic. However many noted positive effects as well, with nearly one quarter of projects expanding their scope to support the basic needs of their participants. This report also highlights how the vast majority of social skateboarding projects are reaching marginalized young people and communities who may otherwise be left behind.

Finally, the survey results help to shape how the Goodpush Alliance serves and supports the social skateboarding community worldwide.

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Who filled out the survey?

- **117 social skateboarding projects**
- Around **86%** of the respondents are full-time members of the projects (from founders, managers to staff members) and the other 14% are volunteers, researchers, academics, etc.
- **51%** of the projects that took part in the survey are registered non-profits, 11% are in the process of registering, 13% have "Other" legal status or affiliation with existing non-profits, and 25% are not registered.
- Educational and professional background of the respondents:
 - 74% of the respondents have a higher educational degree.
 - 39% of the respondents have previous work experience in education, humanitarian, non-profit or related sector.
 - 33% have previously worked in the skate industry.
 - 33% have worked in field of sports (e.g. coaching).
 - 29% have worked in media or marketing.
 - 25% have worked in health or social work field.
 - Other responses given include: finance/admin/management, fashion industry, and skatepark construction/advocacy.

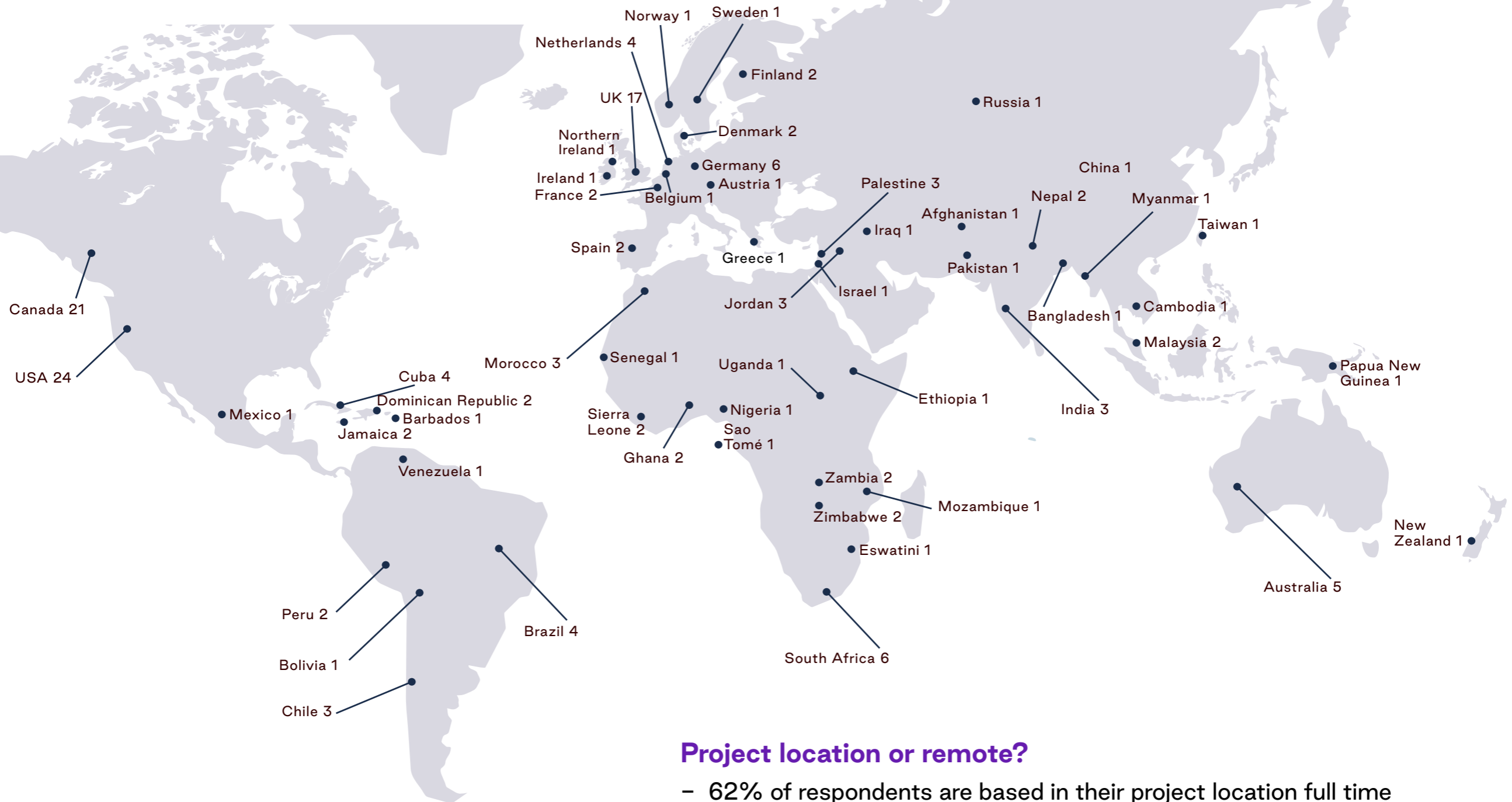


The Freedom Skatepark in Jamaica being built in spring 2020. Credit: Ayden Stoefen for the Concrete Jungle Foundation

Where are the projects based?

The 117 projects that took part in the survey are working across 61 countries worldwide (24 projects in the USA, 21 in Canada, 17 in UK, and 6 in South Africa).

12% of projects work in more than one country.



See an interactive map of all projects at:
goodpush.org/project-map

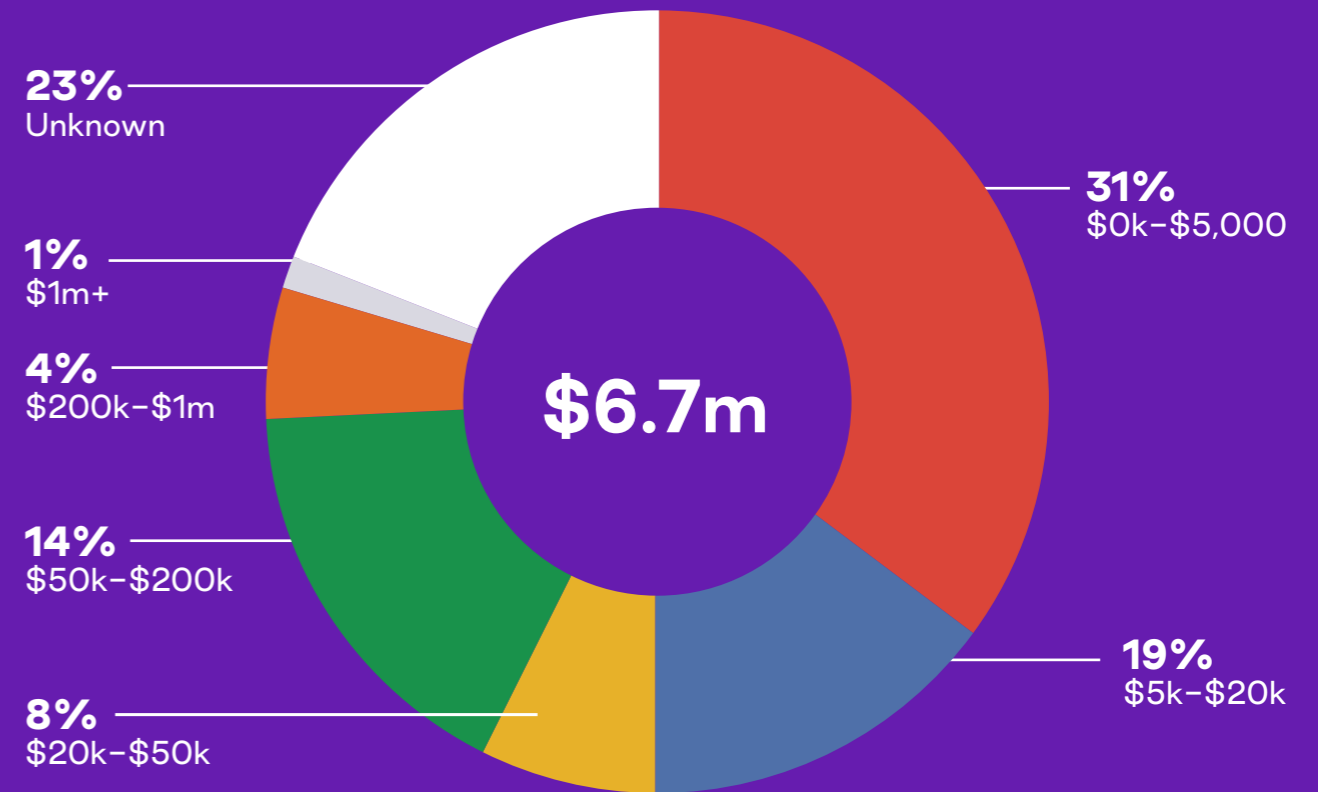
Project location or remote?

- 62% of respondents are based in their project location full time
- 12% are based half-time at project location, half in a remote location
- 8% are primarily remote
- 8% are fully remote

Annual budget of skate projects worldwide

● Annual budgets of projects:

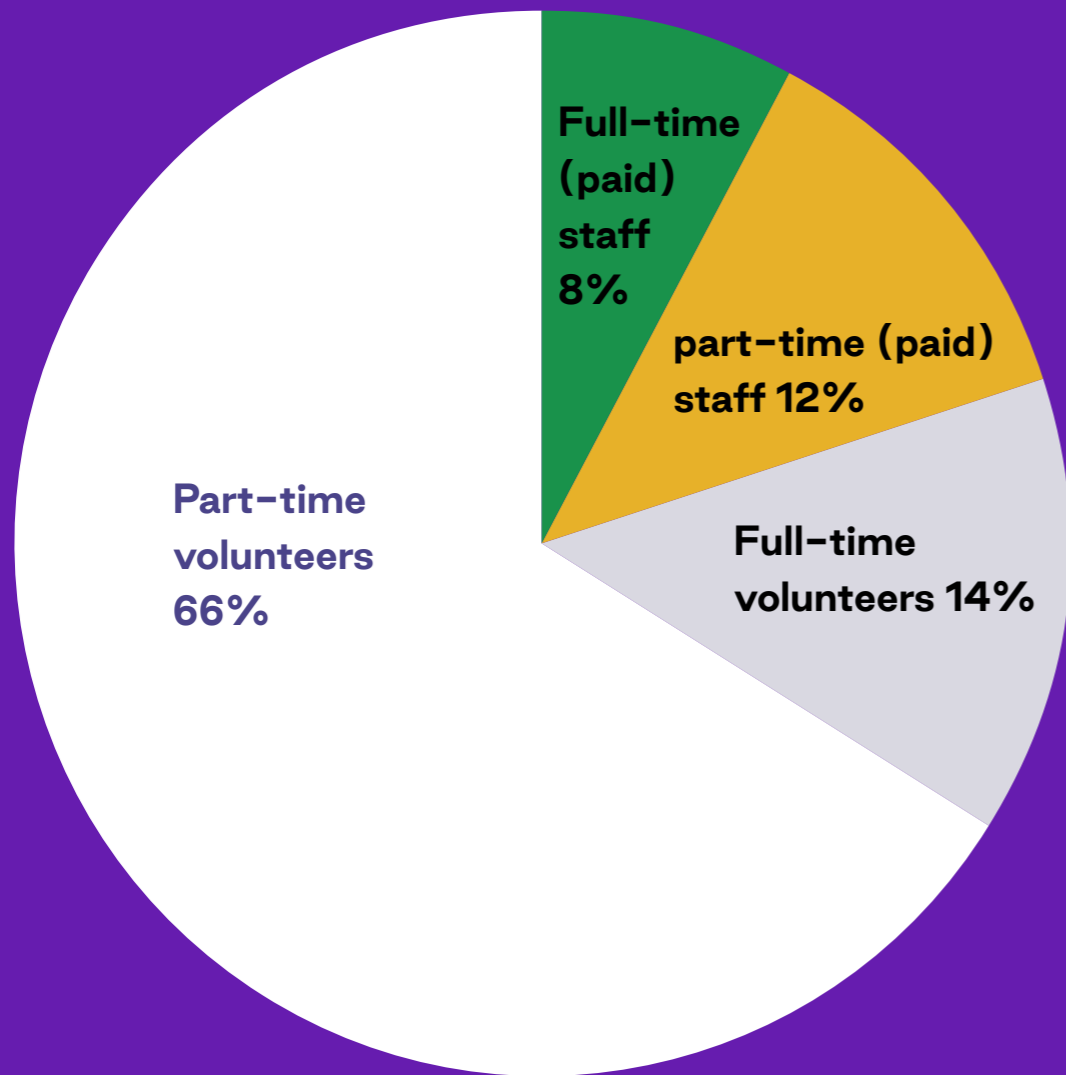
- 31% have an annual budget of USD 5000 or less.
- 19% have between USD 5000 – 20,000 as an annual budget.
- 8% have an annual budget of USD 20,000 – 50,000
- 14% of the projects have a budget between USD 50,000 – 200,000
- 4% have between USD 200,000 – 1 million.
- Only one has a budget of over 1 million USD (Skateistan).
- 23% of the projects stated they 'do not know' the value of their annual budget or did not give an answer.
- The total budget of all 117 projects combined is 6,650,500 USD (compared to 9,900,000 USD for 124 projects in 2019).



● What percentage of projects have the following sources of funding?

- | | | |
|--|---------------------------|--------------------------------------|
| - In-kind donations (skateboards, helmets) → 53% | - Private donors → 42% | - Corporate/business donations → 30% |
| - Online campaigns and fundraising → 46% | - Social enterprise → 37% | - Foundations → 29 % |
| - Self-funding → 42% | - Events → 36% | - Government funding → 27% |

Compared to 2019 funding sources, both 'online campaigns and fundraising' and 'social enterprise' have risen by 5%+ of projects, whereas 'in-kind donations' and 'corporate donations' have dropped by 10%+ of projects.



Staffing breakdown for social skate projects

Total number of staff and volunteers: 1928

- % of full-time (paid) staff: 8%
- % of part-time (paid) staff: 12%
- % of full-time volunteers: 14%
- % of part-time volunteers: 66%

How are the projects staffed?

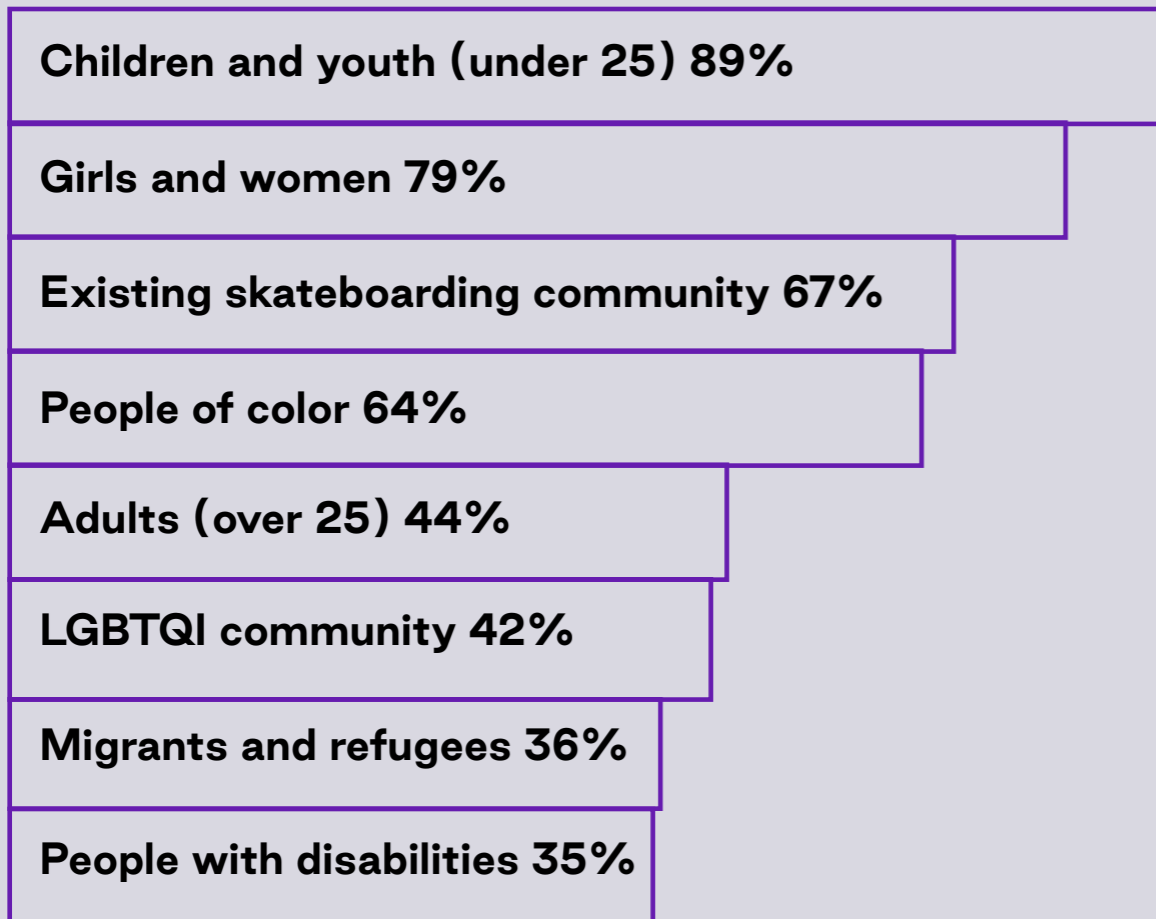
- 33% of the projects have full-time paid staff
- 37% have part-time paid staff
- 35% have full-time volunteers
- 62% have part-time volunteers
- 67% of projects have at least one woman as staff
- 42% of projects have at least one person of color as staff
- 31% of projects have LGBTQ+ staff members (if known)
- 12% of projects have people with disabilities as staff



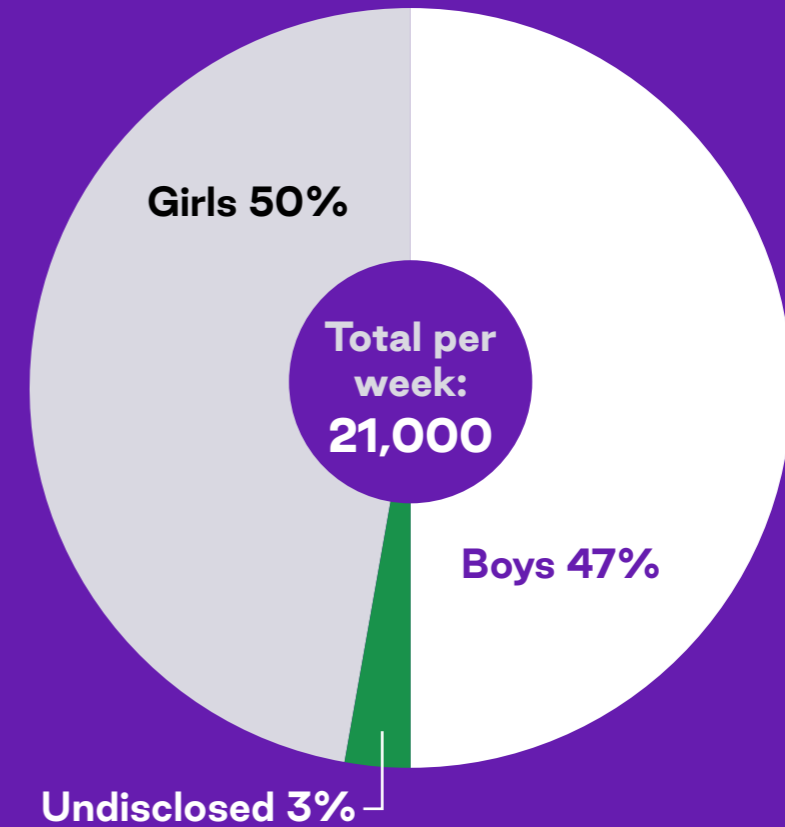
Warm up by Bangladesh Street Kids Aid. Credit: Alison Joyce



What percentage of projects work with the following participant groups?



Who are the project participants?



- Up to 21,000 participants are reached by the combined projects per week, including 50%* girls, 49% people of color, 29%* members of the LGBTQI community, and 1% people with disabilities.
- *Without Skate Like a Girl's massive weekly reach included, just 36% of total participants are girls and 2% are members of the LGBTQI community (though several projects stated they do not track the latter).
- Some notable changes since our 2019 survey are a 6% decrease in the inclusion of people with disabilities, as well as a 5% decrease in girls' participation.

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

Poverty 75%

Social marginalization 67%

Violence / abuse 64%

Living in particularly vulnerable areas 61%

Substance abuse 45%

Exclusion, underachievement or barriers to participating in education → 40%

Displacement from home (i.e. refugees) 33%

Incarceration / prison / detainment → 21%

War 19%

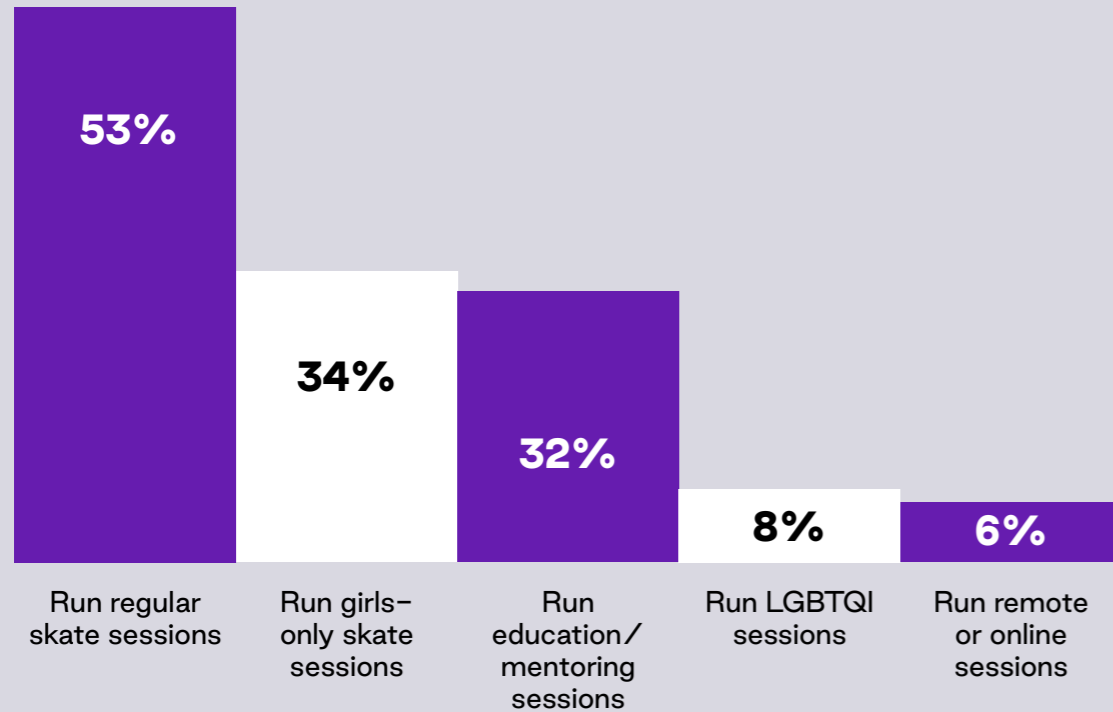
These figures are largely consistent with our 2019 survey, except for youth who've experienced 'exclusion, underachievement or barriers to education' which dropped from 60% of projects in 2019 to only 40% focusing on this in 2020.



Coletivo Skate Maré in Brazil.

What programs do the social skate projects offer each week?

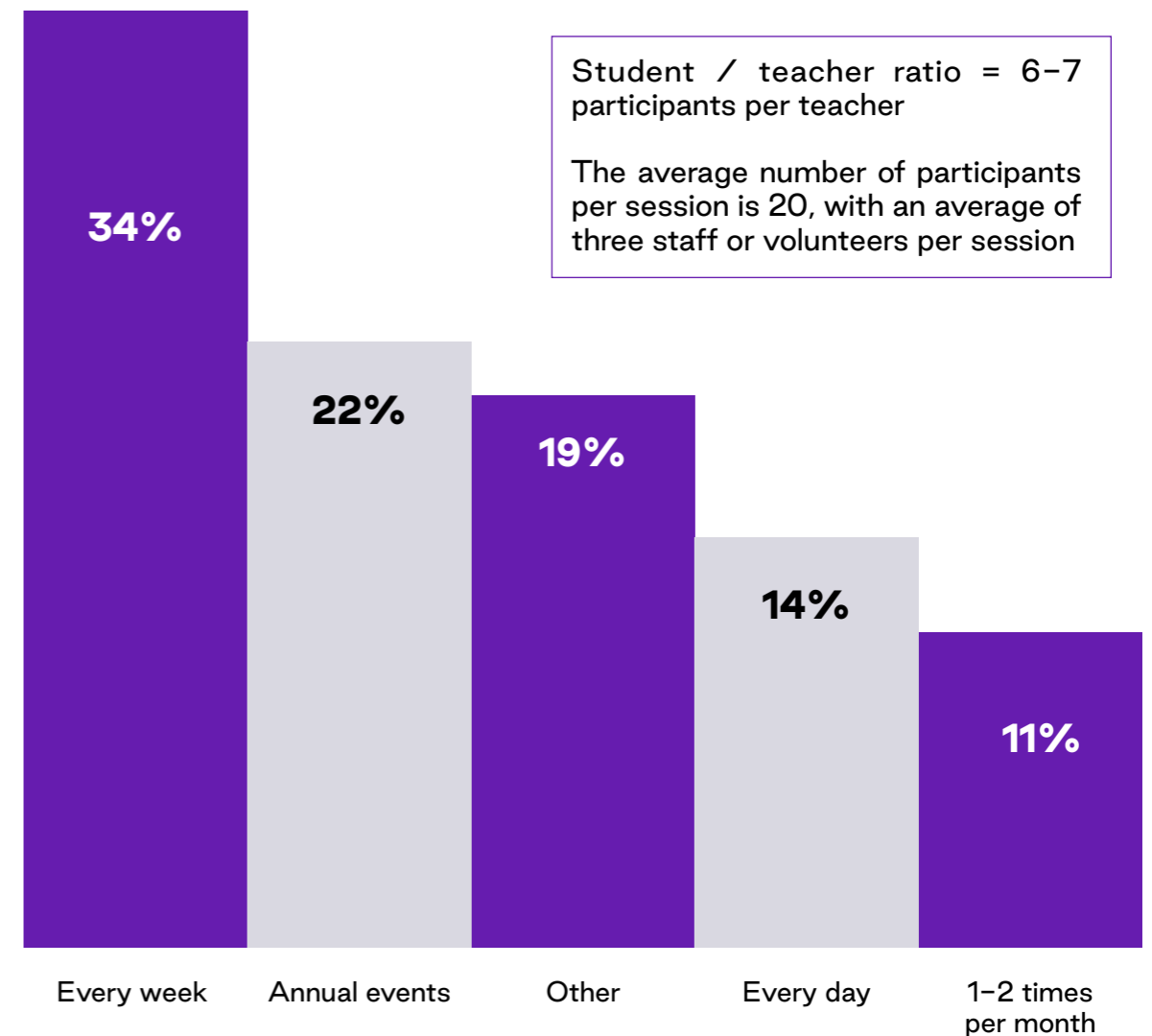
Programs breakdown of social skate projects



Compared to our 2019 survey results, there has been an 11% drop in the percentage of projects running regular skate sessions (likely related to COVID-19 and a shift to online sessions instead). However the percentage running education/mentoring sessions has remained consistent, and both girls-only and LGBTQI sessions have increased in 2020 (by 12% and 5% of projects respectively).

How frequently do the projects run programs?

- 14% run every day
- 34% run every week or weekend
- 11% run 1-2 times per month
- 22% run annual events (1 to 10 per year)
- 19% of the projects responded as 'other' where their responses ranged from "informally constantly" to "every few months"



What are the main aims of the projects?

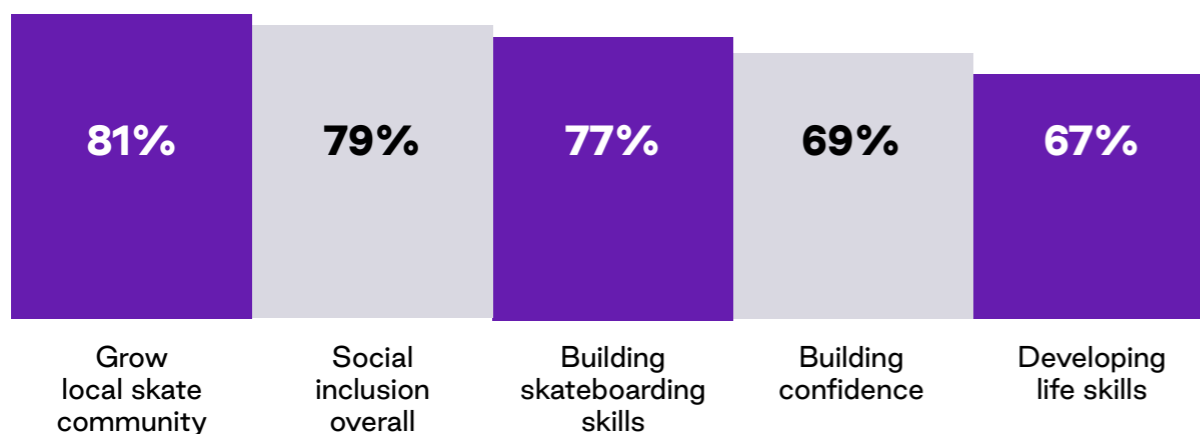
- **The top 10 aims are:**

- Growing the local skate community → 81% of projects
- Social inclusion → 79%
- Building skateboarding skills → 77%
- Building confidence → 69%
- Developing life skills → 67%
- Mental health → 66%
- Physical health → 66%
- Gender equality → 61%
- Leadership development → 48%
- Anti-racism → 42%

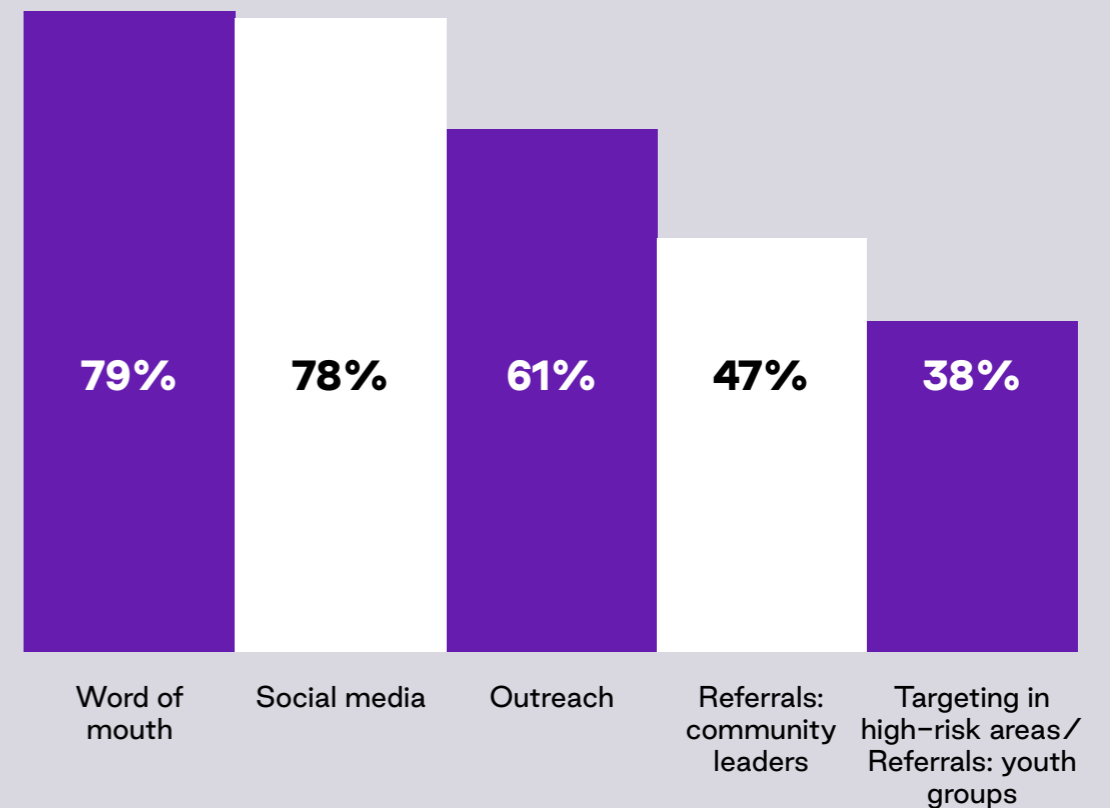
All of the top five aims except for 'social inclusion' remain the same as our 2018 and 2019 surveys. However, 'mental health' jumped up from 49% of projects in 2019 to almost make the top five in 2020. Both 'social inclusion' and 'anti-racism' were added as options for the first time in 2020.

Other aims in 2020 included: building skateparks (40%); conflict resolution (29%); employment/enterprise skills (28%); providing opportunities for youth with disabilities (27%); queer and trans inclusion (27%); and formal education (9%).

Top 5 aims of social skate projects



Top 5 methods and referrals used to reach participants



Methods and referrals to reach participants

- Word of mouth → 79% of projects
- Social media → 78%
- Outreach (public skating) → 61%
- Community leaders → 47%
- Other youth groups/NGOs → 38%
- Targeting programs in high-risk areas → 38%
- Schools → 34% (an 8% drop from 2019 survey)
- Youth services → 33%
- Counselling services → 12%
- Shelters → 7%
- Refugee camps → 7%
- Police → 3%

Youth and women in leadership

Compared to the projects surveyed in 2019, our 2020 surveys show a decrease in youth leadership, contrasted with ever-growing involvement of women and girls.

- In 52% of the projects, youth participants regularly volunteered to help run activities *(compared to 58% in 2019)*.
- Around 41% of the projects offer leadership opportunities, such as training, to their youth participants *(compared to 42% in 2019)*.
- In 27% of projects youth participants were also employed as staff members *(compared to 30% in 2019)*.
- In around 46% of projects, women and girls are regularly involved in volunteering, taking leadership trainings and/or working as staff members *(compared to 33% in 2018 and 42% in 2019)*.

In 46% of the projects, girls/women are regularly involved in one or more of the following ways:



41%

of projects offer youth leadership opportunities such as trainings

52%

of projects have youth volunteers help run activities

27%

of projects employed youth participants as staff

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 2019 and 2020 (+/- 3%). Exceptions are a 6% increase in projects interacting with parents, and a 5% decrease in projects with a program curriculum in place.

- 59% of projects have interactions with parents and guardians (up from 53% in 2019)
- 42% have a documented child protection policy
- 42% have a documented code of conduct
- 39% have a program model/curriculum in place (down from 44% in 2019)
- 34% have an induction or refresher training for volunteers and staff
- 18% have a referral system for participants with needs exceeding their scope



WeSkate Mongu session in Zambia.



Skate Nottingham in the UK. Credit: Simon Bernacki

How do projects collect impact data?

- 62% do participant headcounts
- 45% have an attendance database with registered participants
- 35% run participant interviews
- 27% do staff/volunteer feedback surveys
- 24% do pre and post surveys
- 19% do qualitative assessments
- 15% do caregiver/parent interviews
- 12% have a mobile app for attendance
- 11% run focus groups
- 8% use school reports
- 7% have third party evaluation
- 24% do not collect impact data

How do projects rate their capacities in the following areas?

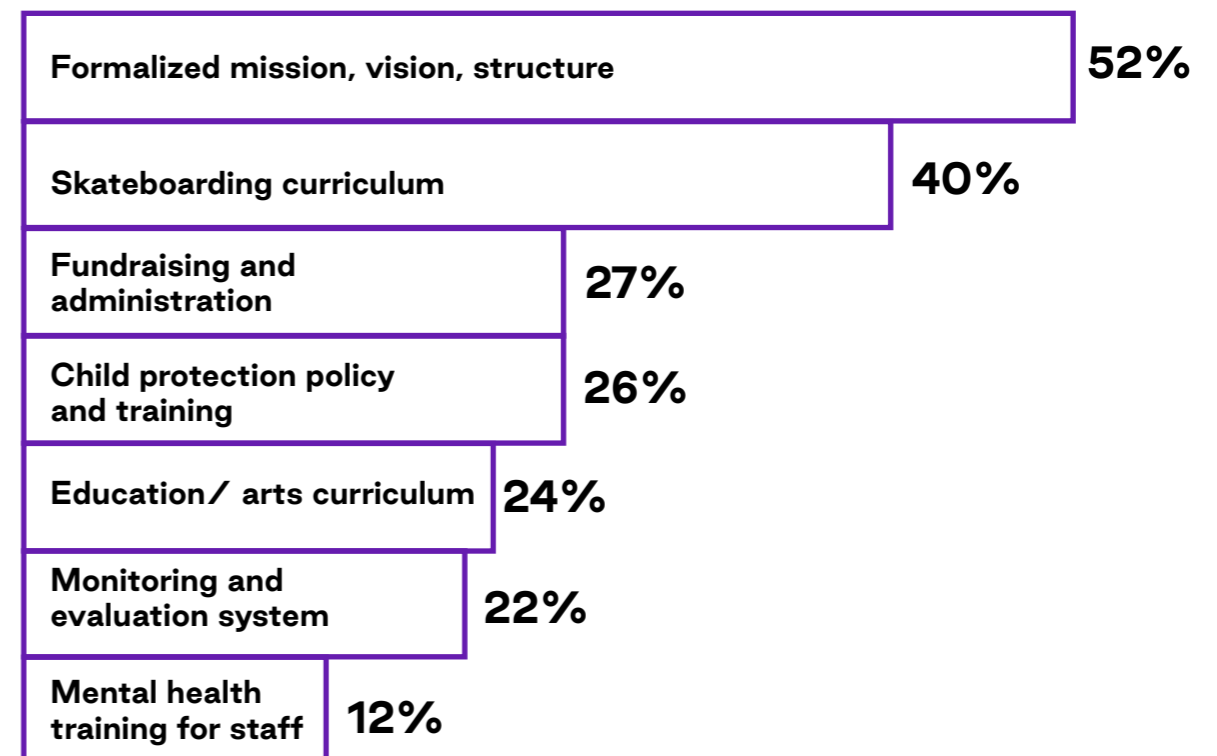
- **Curriculum for skateboarding classes:**
 - 12% of projects rate their curriculum as 'excellent', 28% as 'good', 33% as 'okay' or 'basic', with the remaining 27% selecting 'none', 'not applicable', or no answer.
- **Curriculum for education/ arts classes:**
 - 8% of projects rate their curriculum as 'excellent', 16% as 'good', 22% as 'okay' or 'basic', with the remaining 54% selecting 'none', 'not applicable', or no answer.
- **Child protection policy and training:**
 - 11% of projects rate this as 'excellent', 15% as 'good', 31% as 'okay' or 'basic', with the remaining 43% selecting 'none', 'not applicable', or no answer.
- **Monitoring and evaluation system:**
 - 6% of projects rate their system as 'excellent', 16% as 'good', 42% as 'okay' or 'basic', with the remaining 36% selecting 'none', 'not applicable', or no answer.



A student at Skateistan South Africa.

- **Formalized mission, vision, organizational structure:**
 - 25% of projects rate their structure as 'excellent', 27% as 'good', 38% as 'okay' or 'basic', with the remaining 10% selecting 'none', 'not applicable', or no answer.
- **Fundraising and administration:**
 - 11% of projects rate their fundraising/ admin as 'excellent', 16% as 'good', 53% as 'okay' or 'basic', with the remaining 20% selecting 'none', 'not applicable', or no answer.
- **Mental health training for staff and volunteers:**
 - 3% of projects rate this training as 'excellent', 9% as 'good', 36% as 'okay' or 'basic', with 52% selecting 'none' or 'not applicable', and 10% not answering.

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



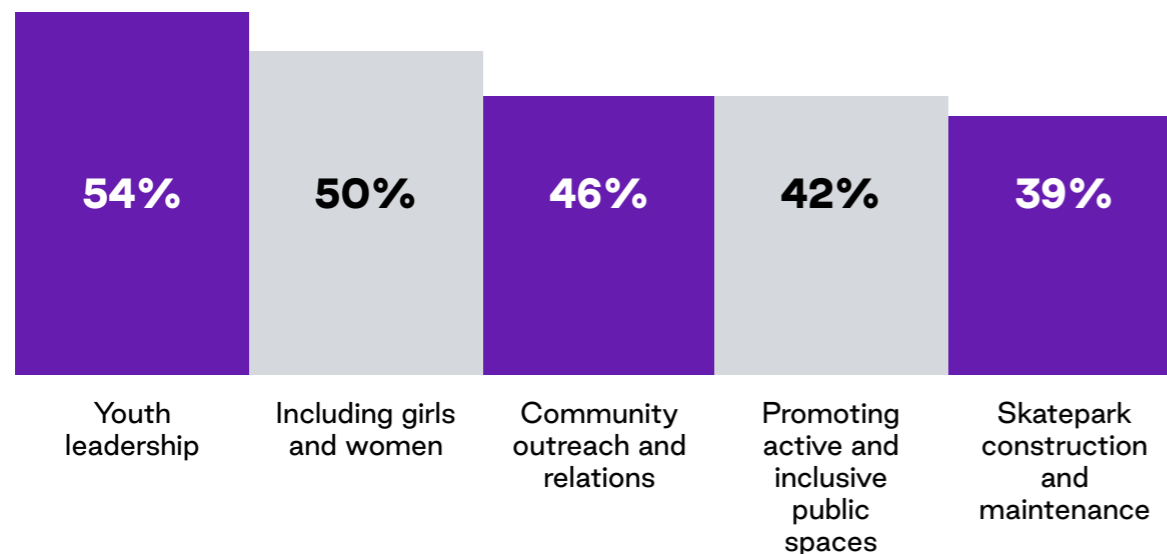
What are the top 5 skills and areas for growth?

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

1. Youth leadership/volunteer program → 54% of projects
2. Including girls and women → 50%
3. Community outreach and relations → 46%
4. Promoting active and inclusive public spaces → 42%
5. Skatepark construction and maintenance → 39%

These are the same top five areas as our 2019 survey (and same order for top three), except for the addition of 'skatepark construction and maintenance' and removal of 'including people with disabilities' from the top five. The least selected area to develop in 2020 was 'child protection' (only 15% of projects).

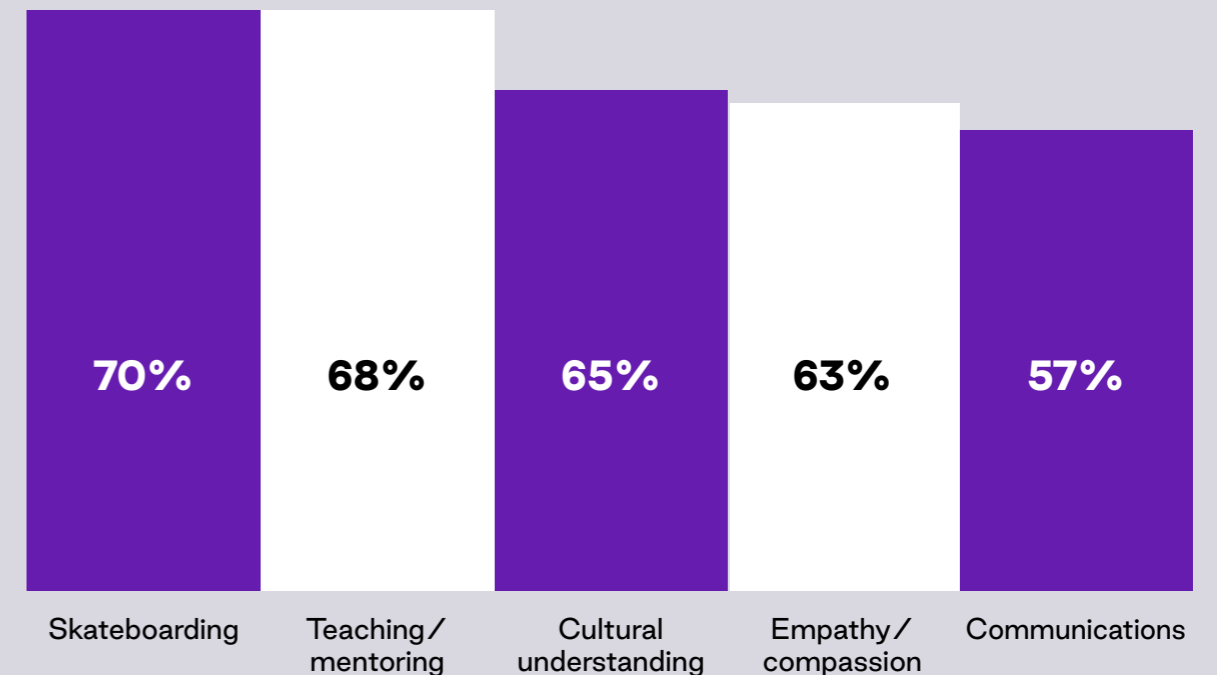
Other areas for growth selected by 30%+ of projects include: staff training and development (38%); anti-racism (36%); fundraising and reporting (35%); including people with disabilities' (35%); skate program design (34%); and queer and trans inclusion (30%).



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

1. Skateboarding → 70% of projects
2. Teaching/mentoring → 68%
3. Cultural understanding → 65%
4. Empathy/compassion → 63%
5. Communications → 57%

These top five skills also appeared in the 2018 and 2019 surveys, except for in 2019, when 'communications' was replaced by 'leadership/management'.



What support and resources do social skate projects find useful?

- **When asked about how often projects connect with other social skate projects worldwide:**
 - 44% connect 'very frequently' or 'frequently'
 - 37% connect 'sometimes'
 - 10% 'rarely' connect and 8% 'never' do
 - Projects that were frequently connected with were: Skateistan, Pushing Boarders, Free Movement Skateboarding, La Francia Skateboarding, Angola Skateboarding Union, Christian Skaters, Boarders not Borders, Skate World Better, Bangladesh Street Kids Aid, Cuba Skate, SkateQilya, Womxn Skate the World, The Skatepark Project, Project Fearless, Skatepal, Skate Like a Girl, New Line Skateparks, and Make Life Skate Life.
- **How frequently did projects access Goodpush Alliance resources (including webinars)?**
 - 35% 'very frequently' or 'frequently'
 - 32% 'sometimes'
 - 11% 'rarely'
 - 22% 'never'

- **What percentage of projects find the following resources useful?**

- Small grants (\$500–1000) → 74%
- Certified Social Skate Trainings for staff/volunteers → 66%
- Complete skateboard donations → 59%
- Peer-mentoring for staff/volunteers → 54%

Some other ideas proposed were: training on inclusivity, unconscious bias and anti-racism; peer curriculum review; assistance with admin and getting registered; first aid training; and access to translators.



Women's crew at the Goodpush Summit in Johannesburg.

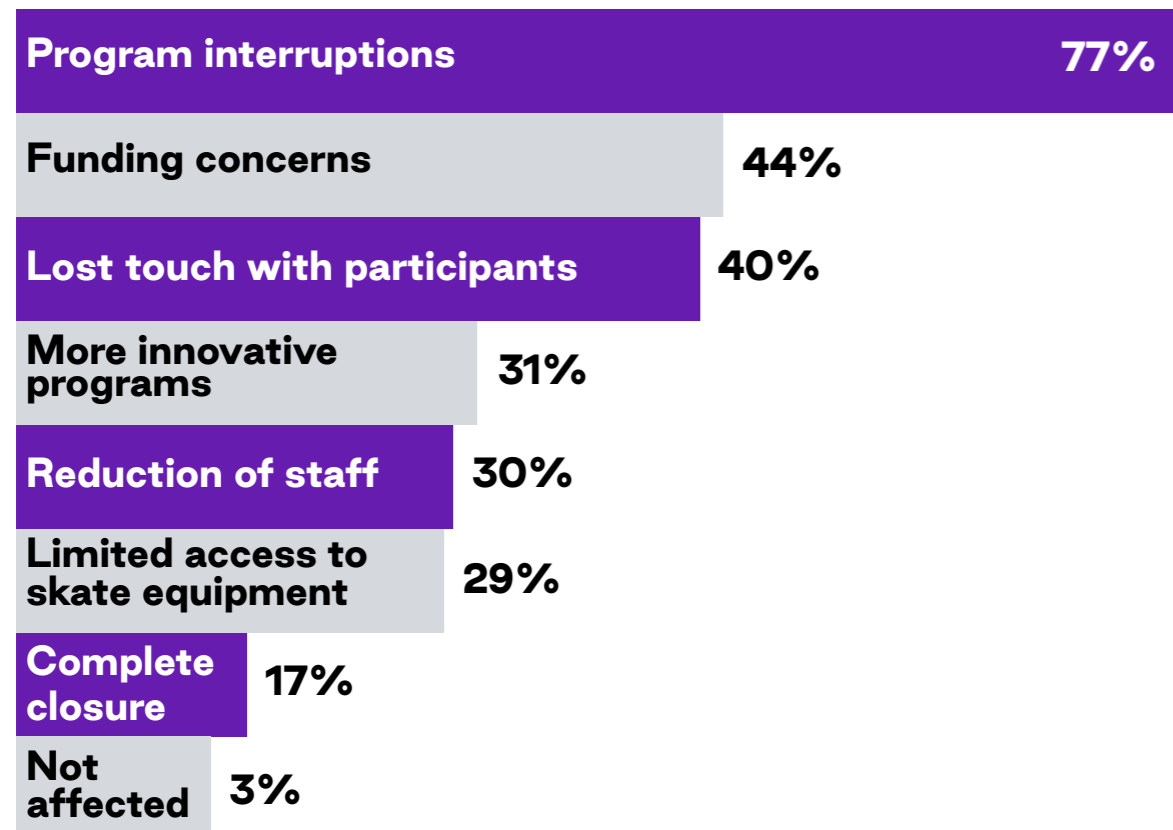


Girls' session at the 7Hills skatepark in Jordan.

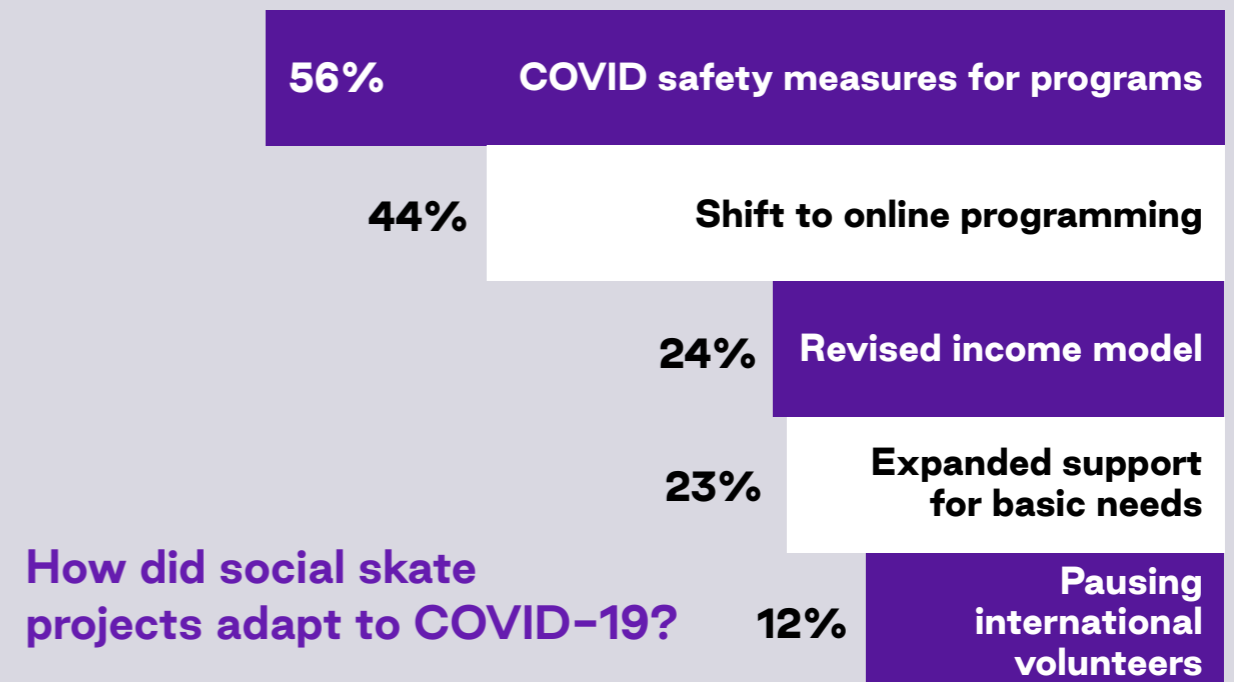
How has COVID-19 impacted social skate projects?

- 77% had program interruptions
 - 44% had funding concerns
 - 40% lost touch with participants
 - 31% developed more innovative programs
 - 30% had a reduction of staff / volunteers
 - 29% had difficulties accessing skate equipment
 - 29% had difficulties accessing skate equipment
 - 17% had complete closure of their project or organization
 - 3% said they were not affected
- Additional negative effects mentioned were: cancellation of events; travel restrictions; and construction delays.

Impact of COVID-19 on social skate projects



Adaptions taken by projects due to COVID-19



How did social skate projects adapt to COVID-19?

- 56% introduced COVID safety measures for in-person programs
 - 44% shifted to remote / online programming or events
 - 24% revised their fundraising / income models
 - 23% expanded their support to include basic needs (ie. food, housing, health)
 - 12% paused international volunteer placements
- Some respondents also shared positive effects from COVID-19, such as: more people interested in skateboarding; new and improved safety precautions; more time for organizational and curriculum development; quickly adapting to online programs and advocacy; and distribution of a greater number of skateboards to children in need.

Goodpush Summit in South Africa, 2019.



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

goodpush.org

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

