

**ANNUAL  
REPORT  
2017**





# EMPOWERING CHILDREN THROUGH SKATEBOARDING AND EDUCATION.

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

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## MESSAGE FROM EXECUTIVE DIRECTOR

OLIVER PERCOVICH

One of the standout memories of Skateistan's journey for me was back in 2008. We had just finished a skate session at the Mekroyan fountain (in Kabul where Skateistan sessions first ran) and the girls just held hands and started to dance around.

I couldn't believe what I was seeing - it was a eureka moment! The penny dropped, and I realised at that moment that what we had begun couldn't stop there. It couldn't just be these little skateboard sessions in the street, or giving Afghan kids some skateboards or skateboard lessons - this had the ability to unite people from very different backgrounds. It gave me concrete proof that skateboarding is a great way of connecting people and bringing them together. I saw that this was a powerful model which needed to be expanded as fast as possible. There are things skateboarders can teach other people about being inclusive and not taking on society's classifications. I always thought there was something there, but at that moment with those girls, it was right before my eyes.

The past 10 years have shown me the capacity of what ideas can grow into. I am proud of the whole team at Skateistan who have continuously pushed the organization forward. So much was done without a plan or resources at the beginning, but now that we do have the resources, the support, the plans and the team, we are determined to reach more children.



That inclusive aspect is so important to Skateistan, especially with our focus on providing opportunities for girls and children living with disabilities. The impact that being part of Skateistan can have in the lives of these children is so significant. Whether it's the girls skating in Mazar-e-Sharif, which has the largest concentration of female skaters anywhere in the world, or a child living with a disability learning a new skate trick. Imagine how it makes them feel to fly around on a skateboard in a beautiful skatepark! It is opening their minds to what they can do in different areas of their lives and giving them confidence to do it. There are so many more children, especially girls and children living with disabilities, that need access to better quality education and fun in their lives.

In 2018, the year we celebrate our official 10th birthday, it's not a question of whether or not we are going to do it, but how we can do it even better, to reach even more of these children. This snowball is rolling and now we want to turn it into an avalanche. Thank you for your support in 2017 and over the past 10 years of the Skateistan journey.

Oliver Percovich  
Founder & Executive Director, Skateistan

## INTERNATIONAL ADVISORY BOARD



### **NITA WINK (CHAIR)**

Executive Coach and Fresh Thinker



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

Executive Director of the Global Centre  
for the Responsibility to Protect



### **BENAFSHA TASMIM**

Strongheart Fellow and former  
Skateistan Education  
Coordinator, Kabul



### **BRYAN RIDGEWAY**

Skateboard Industry Expert



### **CATHERINE OBRECHT**

Philanthropist and Activist

### **JAMIE THOMAS**

Professional Skateboarder and  
Founder of Zero Skateboards



### **TONY HAWK**

Professional Skateboarder  
and Philanthropist



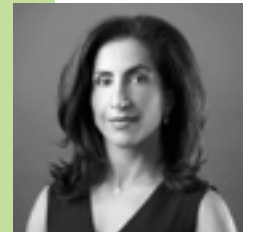
### **MIMI KNOOP**

Professional Skateboarder and  
Co-founder of the Women's  
Skateboard Alliance



### **MORI TAHERIPOUR**

Faculty, the Wharton School,  
University of Pennsylvania



### **HOLLY THORPE**

Senior Lecturer and Researcher  
at the University of Waikato,  
New Zealand.



## PROGRESS UPDATE SKATEISTAN INTERNATIONAL

By the end of 2017, 51% of our students were girls. We surpassed our global gender goal of 50% girls for the second year in a row and were delighted to be nominated for the Beyond Sport 2017 Impact of the Year Award in recognition of our work on girls' inclusion.

In order to meet this achievement for girls' participation, we continued to create a female-first environment by employing female Educators, hosting girls-only classes and girls' days, letting girls skate first at Outreach sessions, maintaining safe private facilities for girls' participation, and by working with female role models from the community.

We also partnered with local organizations to ensure children living with disabilities could take part in our programs. For example, a partnership with the Swedish Committee for Afghanistan led to the inclusion of the deaf community in our programs in Mazar-e-Sharif. The teachers from the deaf school taught Afghan sign language to our Educators, which they used to provide Skate and Create lessons to deaf students. In Cambodia, we partnered with an organization called Krousar Thmey to engage with deaf children. Our staff in Cambodia also began learning Khmer sign language. In both Afghanistan and Cambodia, our students even invented the word for skateboarding in their respective sign language!



The quality of our programs is always paramount for us. In 2017, we invested in growing and up-skilling our international programs team, recruiting an International Programs Manager to lead training and curriculum design for our Skate Schools. Staff in Cambodia spent time with the team in South Africa and the Kabul and Mazar-e-Sharif Skate Schools hosted exchanges for Educators, allowing staff members to share knowledge and ideas. All our General Managers attended a training day on trauma-based care to ensure we can effectively provide care for children who have experienced trauma in their lives.

This year we restructured our Youth Leadership program from six months of activities to an ongoing program with new training milestones. The Homework Help activities that we began running in Johannesburg, in partnership with local university student volunteers, in 2016 continued, and were successful throughout 2017. Students reported greatly improved attitudes towards studying and doing well in school. We plan to implement these study activities as a new extension of the Back-to-School program in other locations in 2018.

# 2,304\*

ACTIVE STUDENTS WORLDWIDE

\*represents number of registered students actively participating in Skateistan's programs at least three times a month.

# 84,034

INSTANCES OF PARTICIPATION ACROSS ALL PROGRAMS IN 2017\*

\*individual students can be in multiple programs.

# 30

 SKATE SCHOOL COMMUNITY EVENTS

WE WORK WITH

# 1,182

 GIRLS (51%)

# 1,805

 CHILDREN FROM LOW INCOME BACKGROUNDS

# 163

 CHILDREN LIVING WITH A DISABILITY

# 20

 ETHNICITIES AND NATIONALITIES

SKATEISTAN INTERNATIONAL FACTS

A SAMPLE OF STUDENTS\* GLOBALLY SAID THEY....

# 82%

 HAVE MADE FRIENDS AT SKATEISTAN

# 97%

 HAVE LEARNED USEFUL SKILLS AND LESSONS (OTHER THAN SKATEBOARDING)

# 86%

 BELIEVE THEY CAN DO WELL IN SCHOOL

# 86%

 HAVE POSITIVE SELF-ESTEEM

# 93%

 FEEL SAFE AT SKATEISTAN

# 94%

 HAVE MADE MISTAKES AND LEARNED FROM THEM

# 85%

 BELIEVE THEY WORK WELL IN A TEAM

\*117 students from Afghanistan, Cambodia and South Africa.



ACTIVE STUDENTS BY PROGRAM



433



1,721



272



184

## TIMELINE 2017

### JAN

- ~ Staff and students at our Skate Schools in Kabul and Mazar-e-Sharif celebrate the end of the semester.
- ~ The Phnom Penh Skate School hosts a Human Rights event for the community.

### FEB

- ~ We announce our curriculum theme for 2017 as the “Year of Global Citizenship.”
- ~ Staff in Phnom Penh reach out to the local community at Wat Thmey to better support Outreach sessions there.

### MAR

- ~ Students at all Skate Schools celebrate International Women’s Day.
- ~ Staff and Youth Leaders in Cambodia take part in the M’lop Tapang annual street parade.
- ~ Two members of staff from HQ and one from South Africa participate in the Action Impact Network.

### APR

- ~ We release our new Theory of Change to demonstrate our impact.
- ~ International General Managers’ meeting takes place in Phnom Penh, bringing together Skateistan leaders from Afghanistan, South Africa and Cambodia for the first time.

### MAY

- ~ Skateistan launches new website.
- ~ Skateistan attends the Laureus Sport for Good European summit, which brought together leaders from organizations who use sport to change the lives of young people.

### JUN

- ~ We raise 30,000 USD through the “Donate Fun” campaign which focuses on the importance of play through our programs and fun as an organizational value.

### JUL

- ~ Skate and Create students get crafty in Kabul - turning skate decks into benches for the garden area.
- ~ Nora Vasconcellos features in the late summer collection for sale in the Skateistan shop to raise funds.

### AUG

- ~ Our Johannesburg Skate School celebrates its first anniversary.
- ~ Our female football team in Mazar-e-Sharif plays against the National team.
- ~ Educator, Rattanak (Phnom Penh), visits South Africa for a staff exchange.

### SEP

- ~ We win the WeWork Creator Award in Berlin.
- ~ Programs Officer, Tin (Phnom Penh), visits South Africa for a staff exchange.
- ~ We break ground on our new facility in Phnom Penh, Cambodia.

### OCT

- ~ We hold the International Advisory Board Meeting at the Tony Hawk Foundation.

### NOV

- ~ Land of Skate documentary is released, filmed by Ty Evans and Mike Poore of Ghost Digital Cinema.
- ~ New Line Skateparks head to Phnom Penh to build concrete obstacles at a partner location (Krousar Thmey) and at our new Skate School.
- ~ Youth Leaders in Kabul head to Mazar-e-Sharif for a training trip - a first of its kind for Skateistan.

### DEC

- ~ Our fundraising campaign raises over 103,000 USD, running alongside the Land of Skate launch.
- ~ We host an international meeting in Berlin, bringing together Directors and Department Managers for a week of planning and staff development.



# K A B U L A F G H A N I S T A N

## PROGRESS UPDATE 2017

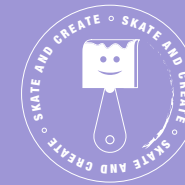
For our team in Kabul, some of the biggest successes in 2017 came from the Back-to-School program. 37 students entered public primary school and 45 students graduated - the largest graduating class in the history of our program in Kabul. We added extra physical education classes including skateboarding, climbing, and other sports to the program's regular curriculum, along with time for help with homework and reading in the library.

The Kabul team ran a student council as part of the Youth Leadership program, giving young people a chance to learn problem-solving and leadership skills. The council met for two hours every fortnight for a full academic semester and students on the council were responsible for representing their class to the educators. As a reward for their time and effort, the students received training as well as extra skate lessons and sessions.

In September we completed the Science and Innovation curriculum in the Skate and Create program, which included sessions on critical thinking, toy robotics and physics, clock-making, and knitting.

We also celebrated International Peace Day in Kabul, with an event for female students that was attended by more than 120 people. The students created a large mural of the dove of peace for the event.

In November, our educators and volunteers from Kabul visited the Mazar-e-Sharif Skate School. They took part in skate training and ran a small skateboard contest with Mazar-e-Sharif's students. Three members of staff from Kabul also visited Mazar-e-Sharif in November to strengthen collaboration and knowledge sharing between the sites.



### FACTS

**255** TOTAL ACTIVE STUDENTS

**41%** GIRLS

**27%** STREETWORKING

**89%** LOW INCOME BACKGROUNDS

### A SAMPLE OF STUDENTS SAID

**93%** FEEL SAFE AT SKATEISTAN

**82%** BELIEVE THEY CAN DO WELL IN SCHOOL

**100%** HAVE MADE NEW FRIENDS AT SKATEISTAN



**NAME ~ MONIRA\***

**KABUL, AFGHANISTAN**

**AGE ~ 10**

**PROGRAM ~ BACK-TO-SCHOOL**

“ I am learning, skating and doing some other sports here at Skateistan. A year ago Fatima (Community Educator) came to our community and encouraged our families to let us come to Skateistan. It is a very fun place. I do a lot of sport, but skateboarding is my favorite. I feel like I am flying and I can do something special and important. Before my family thought that skateboarding is a male sport, but now they even can't believe that their little girl can skate like others, even boys. They think that I am doing good at Skateistan! I love flying and I hope one day to become a pilot. ”





# MAZAR-E-SHARIF

## AFGHANISTAN

### PROGRESS UPDATE 2017

Our Skate School in Mazar-e-Sharif reached full capacity in 2017, demonstrating how highly-valued our work is in the local community. A highlight of the year was our continued partnership with the Swedish Committee for Afghanistan which allowed us to extend our programs to the deaf community in Mazar-e-Sharif at the Skate School. These students followed the same Skate and Create curriculum as their peers, with Educators signing the curricu-

lum for them. In particular, the lesson on emotions and expressions received positive feedback from the students, who reported afterwards that they did not feel they were 'disabled' but champions for the hearing-impaired community.

Our team in Mazar-e-Sharif provided cycling lessons to all 600 Skate and Create students as part of the life skills curriculum. Students really enjoyed the lessons,

#### FACTS

**1,319** TOTAL ACTIVE STUDENTS

**5%** CHILDREN LIVING WITH A DISABILITY

**57%** GIRLS

**70%** LOW INCOME BACKGROUNDS

#### A SAMPLE OF STUDENTS SAID...

**67%** SAID ANTI-BULLYING WAS THEIR FAVOURITE LESSON

**93%** HAVE MADE NEW FRIENDS AT SKATEISTAN

**97%** BELIEVE THEY CAN DO WELL IN SCHOOL



especially girls, who do not traditionally ride bicycles on the streets. Our team in Mazar-e-Sharif undertook a program of community engagement to explain the benefits of cycling for girls to the community and to get parental permission for the girls to take part.

We also offered extra sports classes as incentives for students to continue to join our programs. The Mazar-e-Sharif team set up football, basketball and climbing teams. Our female football team in Mazar-e-Sharif has participated in a number of competitions in the region and was officially registered by the Balkh Football Federation and the Balkh Olympic Committee.

**NAME ~ NOORIA\***

**AGE ~ 8**

“ My classmates from the Swedish Committee of Afghanistan came to Skateistan first and they told me about lessons and skateboarding, then I joined them. I do skateboarding and football at Skateistan. I feel brave when I am skateboarding. I love skateboarding and planting the flowers around the garden. My family are happy that I go to Skateistan, as they feel happy when I say about the skills I am learning here. I learned many lessons like life skills and sport. When I grow up I want to be the president of Afghanistan! ”

**MAZAR-E-SHARIF,  
AFGHANISTAN**

**PROGRAM ~ SKATE AND CREATE**

**SUCCESS STORY**





# PHNOM PENH CAMBODIA

## PROGRESS UPDATE 2017

In Cambodia, we continued to make our programs more accessible for children living with disabilities. Participation from this group was one of our priorities in 2017, alongside maintaining and increasing female participation. Our partnership with the school Krousar Thmey helped to increase enrolment of deaf children and our staff started to learn Khmer sign language.

In November, New Line Skateparks visited Phnom Penh to build a unique skate feature at Krousar Thmey. This was a welcome new addition to the school and allowed us to further cement our partnership with the school.

Late in 2017, we started the process of moving to a new location in Phnom Penh in order to reach more children through our programs. Our new location will better serve the needs of children in the city and will consist of a skatepark, classroom and office space. The design, build and eventual move to the new site was a great challenge for our Phnom Penh team. In November, we held a community event as a soft opening at the new location to introduce children and their families to our programs.

Specialists from New Line also worked on skate features at the new Skate School.

### FACTS

**240** TOTAL ACTIVE STUDENTS

**53%** GIRLS

**25%** CHILDREN LIVING WITH A DISABILITY

### A SAMPLE OF STUDENTS SAID

**85%** WORK WELL IN A TEAM

**96%** HAVE POSITIVE SELF ESTEEM

**93%** BELIEVE THEY CAN HELP OTHERS



**NAME ~ TEVY\*****AGE ~ 11**

“ I had never skated before, so I asked permission from my mother and we organized things with Skateistan. Here I am learning how to skateboard and how to draw. At first, I felt nervous and sometimes I still am, but now I feel excited too! I have learned how to draw pictures and on a skateboard I have learned how to turn, stop, and drop-in from a ramp. Skateboarding is my favourite thing. When I grow up I want to be a policewoman! ”

**PHNOM PENH, CAMBODIA****PROGRAM ~ SKATE AND CREATE**

\*Name changed in accordance with Child Protection Policy

# SIHANOUKVILLE

## CAMBODIA

### FACTS

**199** TOTAL ACTIVE STUDENTS

**40%** GIRLS

**17%** CHILDREN LIVING WITH A DISABILITY

**100%** LOW INCOME FAMILIES



### PROGRESS UPDATE 2017

In Sihanoukville, we partnered with M'lop Tapang, a local organization that supports children at risk of substance abuse or human trafficking and survivors of exploitation or trafficking. In October 2017, we took part in a training exchange, with our staff learning how to support children struggling with addiction and M'lop Tapang staff learning how to run a skate program. As part of a team building activity, we helped to build two portable quarter pipes at M'lop Tapang.

The success of this partnership means that we can now focus on maintaining and expanding program partnerships with NGOs and government schools in and around Sihanoukville, and strengthening the management team's professional capacity.





PARTNER PROFILE



“ At M’Lop Tapang we believe every child has the right to play. We know that sports are not just a healthy way to have fun but can also help children build up their confidence and self-esteem. We are very proud to have Skateistan as a partner who, through skateboarding, has added a whole new dimension to the sports and recreation activities M’Lop Tapang offers to the children we work with. The local Cambodian staff at Skateistan have been great at making sure that all children, regardless of sex, age, or ability, have the chance to learn and to laugh. ”

M’lop Tapang



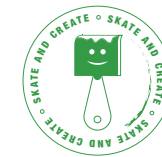
# JOHANNESBURG

## SOUTH AFRICA

### PROGRESS UPDATE 2017

A highlight for the team in South Africa was the newly built Skate School in Johannesburg, where we welcomed over 150 new students in 2017. The new Homework Help component of our Back-to-School program proved to be very successful. Many students had highlighted the ongoing need for a quiet space to study, for more resources to help them with schoolwork, and the value of role models to help them with difficult classes. We equipped the Skate School classroom with a computer lab, quiet space, and a library with books and educational board games. Homework Help grew rapidly this year and proved very popular with students.

In Troyeville's David Webster Park (where we first began running programs in South Africa), we continued with Outreach sessions once a week in 2017. We invested in establishing and maintaining partnerships with schools to reach new students. Both Miracle Eden Primary School and SPARK Schools Maboneng brought an average of 20 students for morning skate sessions each week. These skate sessions did not interfere with formal education but were part of the physical education classes.



#### FACTS

**291** TOTAL ACTIVE STUDENTS

**40%** GIRLS

**94%** LOW INCOME BACKGROUNDS

**NAME ~ THATO\***

**AGE ~ 8**

“ My sister told me about skateboarding and so I became interested in it. Then I came to Skateistan to register with my brother. I think Skateistan is good because it has helped me improve more at school because of the homework help I am getting. I skate and I learn maths, and I do my homework. I have learned how to do skateboarding tricks, build houses and how to make floating cups. Skateboarding makes me feel better, happy and confident. I want to be a pilot when I’m older. ”

**JOHANNESBURG, SOUTH AFRICA**

\*Name changed in accordance with Child Protection Policy

**SUCCESS STORY**

**PROGRAM ~ BACK-TO-SCHOOL/ SKATE AND CREATE**



# SKATEISTAN GLOBAL

## MONITORING, EVALUATION AND LEARNING

It is crucial to us that our programs are high-quality and that they are useful for the children and young people who take part in them. In 2017, we took steps to further strengthen our monitoring, evaluation and learning (MEL) system, as well as building up staff expertise in this area. This gives us relevant information about the impact of our programs, allows us to demonstrate their efficacy and to improve them where needed.

A major success during 2017 was relocating our student database and daily attendance monitoring to a cloud-based platform (Salesforce), which allows our staff around the world to collect real-time data. To better understand our impact, we used a combination of quantitative and qualitative data collection tools, including questionnaires and interviews for students and staff, focus groups, quality control checks, creative visual observations and class debriefs. We were then able to create a performance management plan which will guide our MEL work through 2018 and beyond.

Measuring areas of childhood development where there is no established framework remains a challenge. In March 2017, we joined forces with a consortium of eight international NGOs to form the 'Action Impact Network'. This group worked together to develop a series of indicators and data collection tools to measure the impact of youth action sport for development programs.

We surveyed our programs staff as to the importance of MEL in the future development of programs. 80% said they believe it is very important to programs and 20% said they believe it is important.

“ This way we are well connected with the students, their lessons and attendance. It helps us do our job in the best way possible. ”

Skateistan Afghanistan program staff member.



QUALITY EDUCATION



GOOD HEALTH AND WELL-BEING



GENDER EQUALITY



REDUCED INEQUALITIES

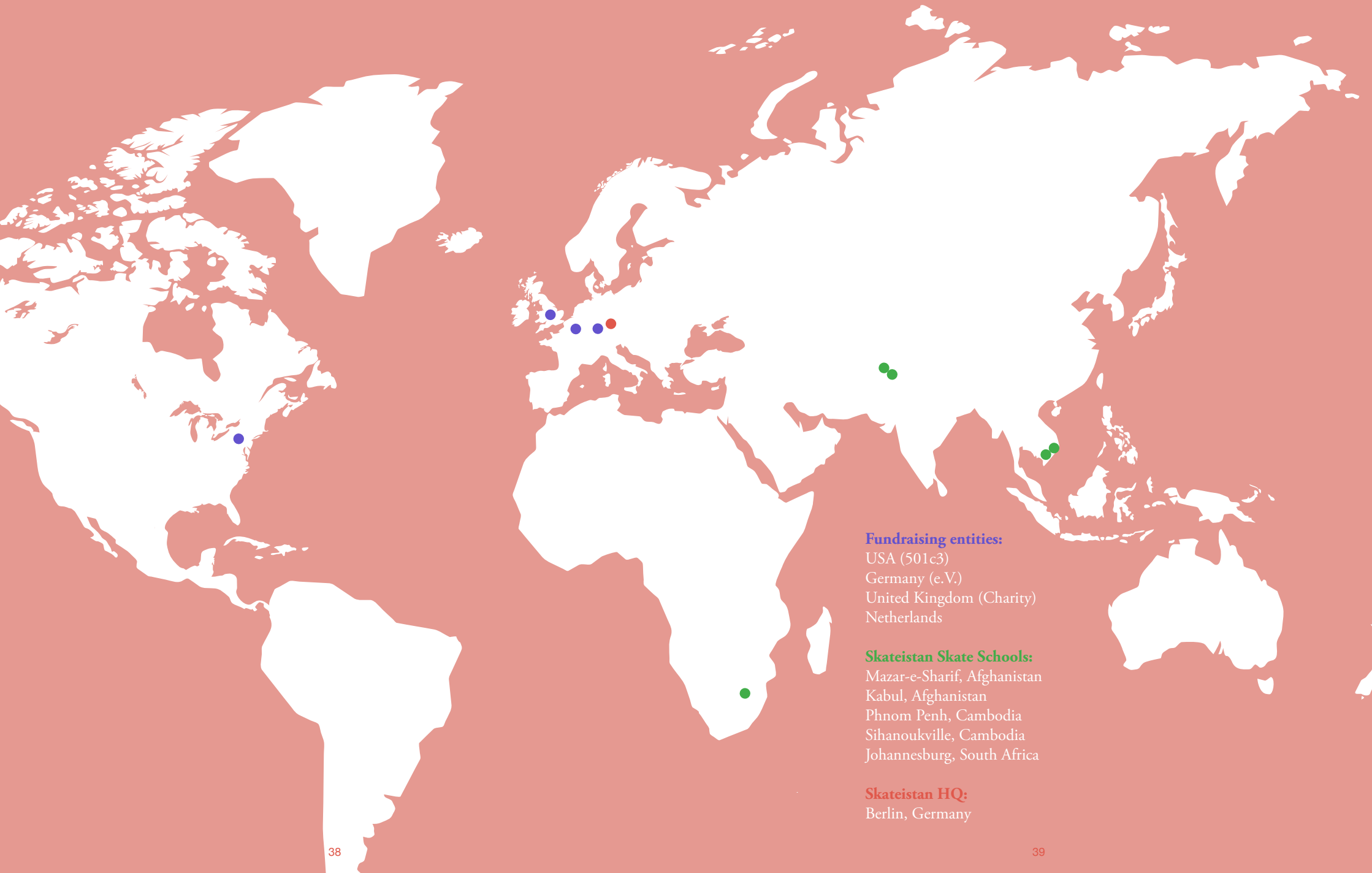
## WORKING TOWARDS THE SUSTAINABLE DEVELOPMENT GOALS:

Our sport and educational programs play an important role in working towards the United Nations Sustainable Development Goals. The largest impact we make is through quality education, which alongside keeping more children in primary school and graduating from high school, is intrinsically linked with learning lifelong values of friendship, teamwork and inclusion.

Skateboarding as a physical activity promotes good health and well-being including mental well-being such as resilience, self-efficacy, self-esteem and trust, and teaching life-skills based education topics can help to prevent communicable diseases. By empowering girls and children with disabilities, we create leadership opportunities and a culture of non-violence to promote gender equality and reduced inequalities.



## OUR LOCATIONS



### **Fundraising entities:**

USA (501c3)  
Germany (e.V.)  
United Kingdom (Charity)  
Netherlands

### **Skateistan Skate Schools:**

Mazar-e-Sharif, Afghanistan  
Kabul, Afghanistan  
Phnom Penh, Cambodia  
Sihanoukville, Cambodia  
Johannesburg, South Africa

### **Skateistan HQ:**

Berlin, Germany

## IN THE MEDIA

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With the launch of our new website in May, in 2017 we focused on our online presence. We continued to expand our blog as a way of telling the stories of our programs and beneficiaries in more depth. We added the 'Partner Profile' feature to provide more information on successful partnerships with other organizations worldwide. Externally, we saw continued media interest in part thanks to new Citizen VIP supporters such as famous skater Sky Brown and pro-skater Nora Vasconcellos, as well as musician Santi White (Santigold). In November, we were delighted to release Land of Skate - a 13-minute documentary produced by Ghost Digital Cinema and directed by renowned filmmaker Ty Evans filmed on location in Afghanistan, Cambodia and South Africa. The film was released globally on Skateistan's YouTube channel and resulted in over 34k views.

With 'fun' being added as an organizational value in 2017, we set out to increase awareness on the 'learning through play' element of our programs. The 'Donate Fun' campaign highlighted how fun can transform the lives of children living in challenging circumstances around the world, showing positive photos of programs and students enjoying themselves in the classroom and skatepark. The campaign was shared by other play organizations such as The Lego Foundation and raised 30,000 USD.



## FUNDRAISING

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In 2017, we raised our funds through a range of government, foundation and corporate partnerships, fundraising events and campaigns, and monthly donors worldwide. We further diversified our funding with support from the Jochnick Foundation and International Olympic Committee, and through new grants established with Comic Relief, the US Embassy in Kabul and the Swiss Agency for Development and Cooperation. Corporate supporters such as The Skateroom, InMaat Foundation, Third Point LLC, FYF Fest, Shining Pictures and CHPO provided generous support throughout the year. Many organizations and individuals held fundraisers such as Fauve Paris and Stockholm Skate Nation. We ran two successful fundraising campaigns, as well as winning the WeWork Creators Award.



## LAND OF SKATE

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We ran the Land of Skate fundraising campaign alongside the launch of the documentary from November 17th until the end of December. It was the highest quality content we had ever run for a campaign, with an Ultra High Definition documentary, social cuts of individual stories, Land of Skate artwork, branded Instagram stories and a website takeover. A special Facebook Live World premiere of the documentary, which was supported by Facebook, gave the public the chance to watch and donate live - a first of its kind. Overall this campaign raised over 103,000 USD, the most raised in a single campaign in our history.

Watch the film [here](#)









The Citizens of Skateistan is our global community of students, staff, skaters, and monthly and VIP supporters who share our dream of empowering and educating children through skateboarding. In 2017, the Citizens of Skateistan community grew by around 100 members who all helped make it possible for thousands of young people to benefit from our programs worldwide.

“ Sometimes it just takes the discovery of one small window in someone’s world to reveal an entire universe that lies just beyond. For these children, Skateistan is that window. Whether it’s a few hours of shifted focus from whatever hardship exists in their daily lives, the pure fun of learning new tricks, or the self-confidence that is gained by their mastery, little by little a child’s spirit blooms. Skateistan creates a unique space where girls can skate and learn, sending a new message to its children about preconceived gender roles. ”

Santi White (Santigold),  
Musician, Citizen of Skateistan.



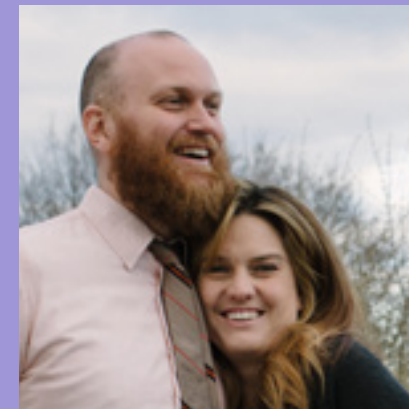
“I support Skateistan because they give children a safe and happy place to be. One of the most amazing things about Skateistan is almost half the kids that go are girls!”

Sky Brown, Skateboarder,  
Citizen of Skateistan. →



“We support Skateistan because empowering youth with fun, joy, and community will make the educational aspects of the work more powerful and successful.”

← Julia and Joe McMahon,  
Citizens of Skateistan.



“Skateistan is such a brilliant organization. It manages to do good for the children’s body, heart and mind. We are happy to support Skateistan because it brings joy, friendship and education to the lives of girls and boys.”

Franziska and Bruno Mancía,  
Citizens of Skateistan. →





## THE YEAR AHEAD

### ACTIVITY PLAN FOR 2018

We will celebrate Skateistan's 10th anniversary in 2018. It will be a year of Reaching Out, sharing what we have learned and building on 10 years of successes. In 2018, we will work to reach more children in more locations with high-quality skateboarding and education programs, through expansion and scaling projects and through a new knowledge-sharing initiative.

We plan to identify a new location for activities in South Africa, where the Johannesburg team can share what they have learned in 2017 with a new team in a new region. We will also begin planning our third project in Afghanistan, in the city of Bamyan, which is an important artistic and cultural centre for the country.

Lastly, we will explore opportunities to work in Jordan, aiming to open a new Skate School in the country in 2019-20.

In late 2017, we received a grant from WeWork to reach out to social skate projects worldwide with support and resources for the development of high-quality skateboarding and education programs for children. The new initiative is called the GoodPush Alliance, and will support three social skate projects in its first year. Through the GoodPush Alliance we will consolidate our knowledge and develop resources to share online.

Building further on the theme of Reaching Out, we will also provide opportunities for our diverse, multinational team to connect face-to-face and take part in staff capacity building and strategic planning for the next five years.

### SKATEISTAN'S GOALS FOR 2018

#### EXPANSION AND SCALABILITY

- ~Begin project in South Africa, supported by Johannesburg Skate School.
- ~Begin project in Bamyan, Afghanistan supported by Kabul and Mazar-e-Sharif Skate Schools.
- ~Start community engagement for Skate School in Jordan.
- ~Pilot GoodPush Alliance - our knowledge-sharing project to share our experience with other social skate projects worldwide.

#### STAFF DEVELOPMENT

- ~Two staff exchanges among the Skate Schools and/or HQ in Berlin.
- ~General Managers meeting - one week of training, workshops and sharing insights from the Skate Schools.

#### FUNDRAISING AND AWARENESS

- ~Develop strategies to effectively engage all funding channels.
- ~Build operating reserves equal to one year of the annual budget.

#### HIGH QUALITY PROGRAMS

- ~Develop partnerships and share knowledge to become a recognized leader in Sport for Development and Learning Through Play.
- ~Publish impact report to showcase the achievements and organizational learning from our performance management.
- ~Strengthen Back-to-School in Afghanistan with scholarship opportunities and updated instruction and assessment methods.
- ~Achieve 50/50 gender balance in weekly participation.

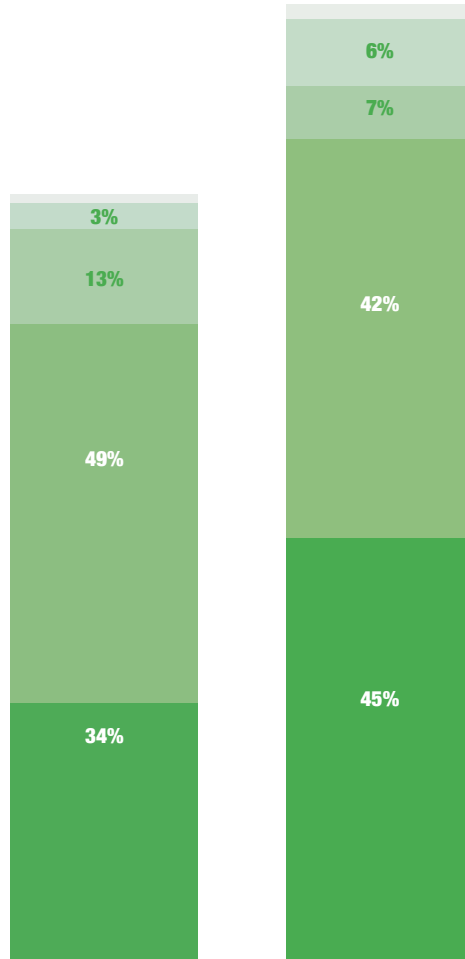


# FINANCE

## WHERE DOES THE MONEY COME FROM?

Our proportion of funding sourced from individual and corporate donors increased significantly in 2017. This was largely due to the major support from a collaboration with The Skateroom to support the construction of the new Skate School in Phnom Penh.

Government and foundations continue to be our biggest source of funding. Thanks to numerous partners, we could count on generous donations in kind to help with the construction of the Skate School in Phnom Penh as well as providing equipment to run programs in all locations.



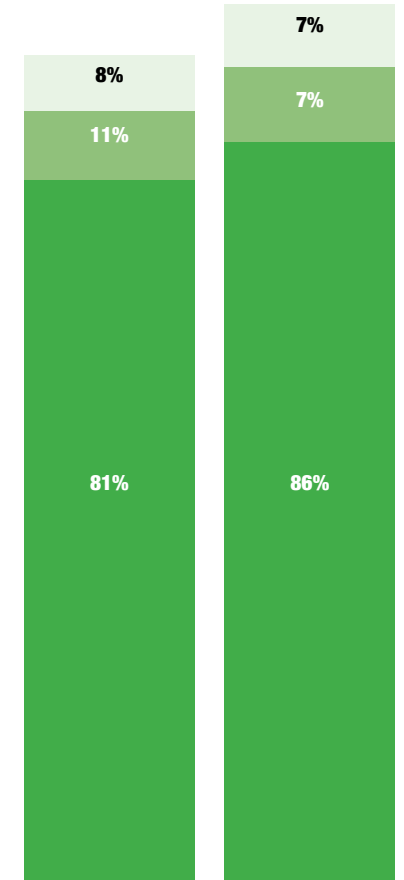
	2017	2016
Merchandise and Others	7,500 USD	1,700 USD
Donations In Kind	43,700 USD	107,800 USD
Individuals and Corporations	165,000 USD	88,900 USD
Foundations	636,200 USD	659,000 USD
Government	433,400 USD	698,600 USD
<b>Total Income</b>	<b>1,285,800 USD</b>	<b>1,556,000 USD</b>

The graphs summarizing revenue on the following page show only the amount of income that was transferred to our projects. Worldwide, our projects and fundraising entities raised over 473,500 USD from individuals and corporates (including support coming from the Land of Skate documentary and donations from Citizens of Skateistan).

The remaining funds held by our fundraising entities are held as reserves, to be used for future budget shortfalls or emergencies. Our ever-increasing fundraising capacity can be attributed to the fundraising staff at our headquarters in Berlin, in which we invested further last year.

Donations in kind are essential to further our work. The donations in kind we received in 2017 include pro bono services related to the construction of a new Skate School in Phnom Penh and to the documentary The Land of Skate. We also recognize equipment provided by donors which supports our programs.

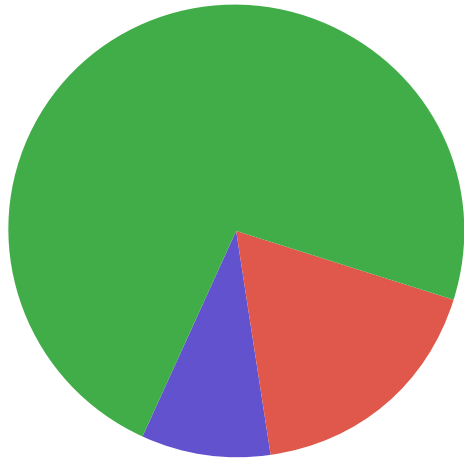
We classify program costs as all expenditures relating to the projects in Afghanistan, Cambodia and South Africa, including media and technical support. Fundraising costs include fundraising salaries, fundraising overheads, fundraising drives and events, and direct communication with major donors. Management costs include administration salaries, head office running costs, compliance costs and audit fees.



	2017	2016
Management	126,300 USD	118,300 USD
Fundraising	169,000 USD	123,900 USD
Programs	1,238,600 USD	1,498,900 USD
<b>Total Costs</b>	<b>1,533,900 USD</b>	<b>1,741,100 USD</b>

## FINANCIAL OVERVIEW

### HOW MUCH WAS SPENT ON EACH PROGRAM?

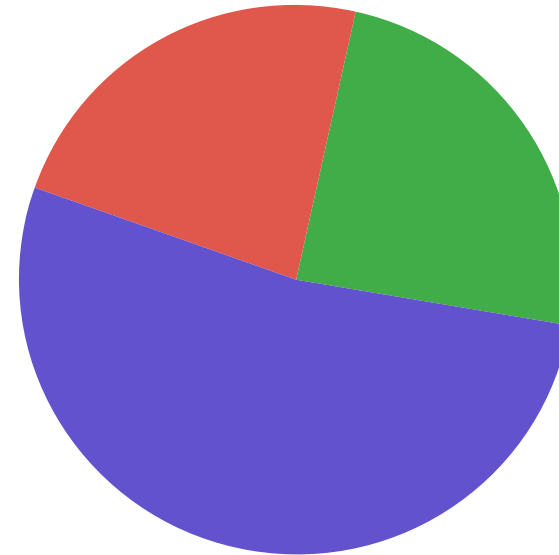


**74%** Skate and Create & Outreach  
**18%** Back-to-School  
**8%** Youth Leadership

PROGRAM	2017
Skate and Create & Outreach	911,700 USD
Back-to-School	218,800 USD
Youth Leadership	108,100 USD
<b>Total Program Costs</b>	<b>1,238,600 USD</b>

The graphs on these pages represent the consolidated income and costs across our locations in Afghanistan, Cambodia, South Africa and our headquarters in Germany. The consolidated figures do not include total funds raised worldwide by the independent Skateistan fundraising entities. Income from these entities is recognized when it is granted to the Skateistan Skate Schools or headquarters. The consolidated figures are unaudited. The 2017 audited reports and financial statements of our projects are available on [www.skateistan.org](http://www.skateistan.org).

### WHERE WAS THE MONEY SPENT?



	LOCATION	2017
<b>53%</b>	Afghanistan	658,500 USD
<b>24%</b>	South Africa	298,800 USD
<b>23%</b>	Cambodia	281,300 USD
	<b>Total Program Costs</b>	<b>1,238,600 USD</b>

# THANK YOU TO OUR INCREDIBLE SUPPORTERS!

We would like to extend a special thank you to our major donors for supporting programs and core costs in 2017. Without you, our work could not continue.

## MAJOR DONORS 2017

### 100,000 USD +

- ~ Citizens of Skateistan
- ~ Comic Relief
- ~ Embassy of the United States in Afghanistan
- ~ Google.org
- ~ Laureus Sport for Good Foundation
- ~ Swiss Agency for Development and Cooperation in Afghanistan
- ~ The Swedish Postcode Foundation
- ~ WeWork

### 50,000-100,000 USD

- ~ The Skateroom

### 20,000-50,000 USD

- ~ Brooks Foundation
- ~ Canadian Fund for Local Initiatives
- ~ Franziska and Bruno Mancia
- ~ FYF Fest
- ~ Tony Hawk Foundation

### 10,000-20,000 USD

- ~ British Airways
- ~ CHPO Brand
- ~ Games 4 Good Foundation
- ~ Inmaat Foundation
- ~ Oldfield Partners

### 5000-10,000 USD

- ~ Julia and Joe McMahan
- ~ Royal Danish Embassy in South Africa
- ~ Shining Pictures

\*The income brackets relate to support committed in 2017 and include multi-year grants

## MAJOR IN-KIND SPONSORS 2017

- ~ Building Trust International (5K)
- ~ CoverageBook (2K)
- ~ Deluxe Distribution (10K)
- ~ Facebook (15K)
- ~ Factory Phnom Penh (20K)
- ~ Ghost Digital Cinema (550K)
- ~ GoPro (2K)
- ~ Impero (5K)
- ~ Mob Grip (1K)
- ~ New Line Skateparks (20K)
- ~ Palace Skateboards (5K)
- ~ TSG (15K)

## BRAND COLLABORATIONS 2017

- CHPO Brand

## PROGRAMS PARTNERS 2017

A special thank you also to programs partners, comprising local and international NGOs which we work with to connect children to our programs.

### GLOBAL

- ~ Global Nomads Group
- ~ Monash University
- ~ Universe Awareness

### KABUL

- ~ Afghanistan National Olympic Committee
- ~ Afghan Turk Tabaran High School
- ~ Hope for Education and Leadership in Afghanistan
- ~ Khan e Noor School
- ~ Physical Education and Sports Directorate of Afghanistan
- ~ Women for Afghan Women

### MAZAR-E-SHARIF

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

## PHNOM PENH

- ~ Action Cambodge Handicap
- ~ Auscam Freedom Project
- ~ Aziza's Place
- ~ Chibodia
- ~ Damnok Toek
- ~ Friends International
- ~ Hope for Justice
- ~ Krousar Thmey
- ~ Pour un Sourire d'Enfant (PSE)
- ~ Tiny Toones

## SIHANOUKVILLE

- ~ Bhor Arts Center
- ~ M'lop Tapang

## JOHANNESBURG

- ~ City of Johannesburg
- ~ Jeppe Park Primary School
- ~ JHB City Parks
- ~ Miracle Eden Primary School
- ~ SPARK Schools Maboneng
- ~ University of Johannesburg

## GET INVOLVED



### 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)





**SKATEISTAN.ORG**