



**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.

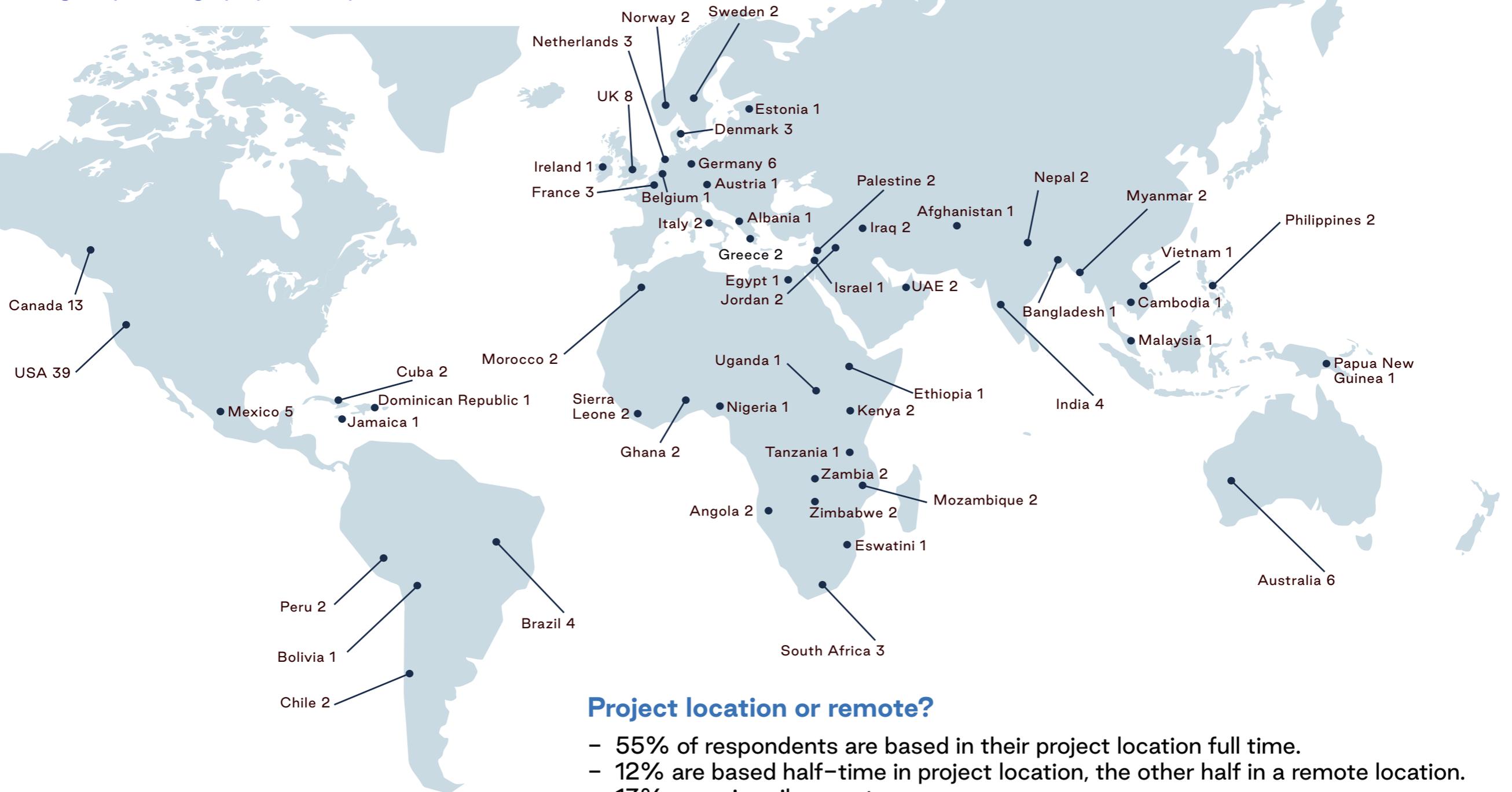


The 'Globally Stoked' panel at Pushing Borders in Malmo, Sweden, 2019. Photo: Ted Schmitz.

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



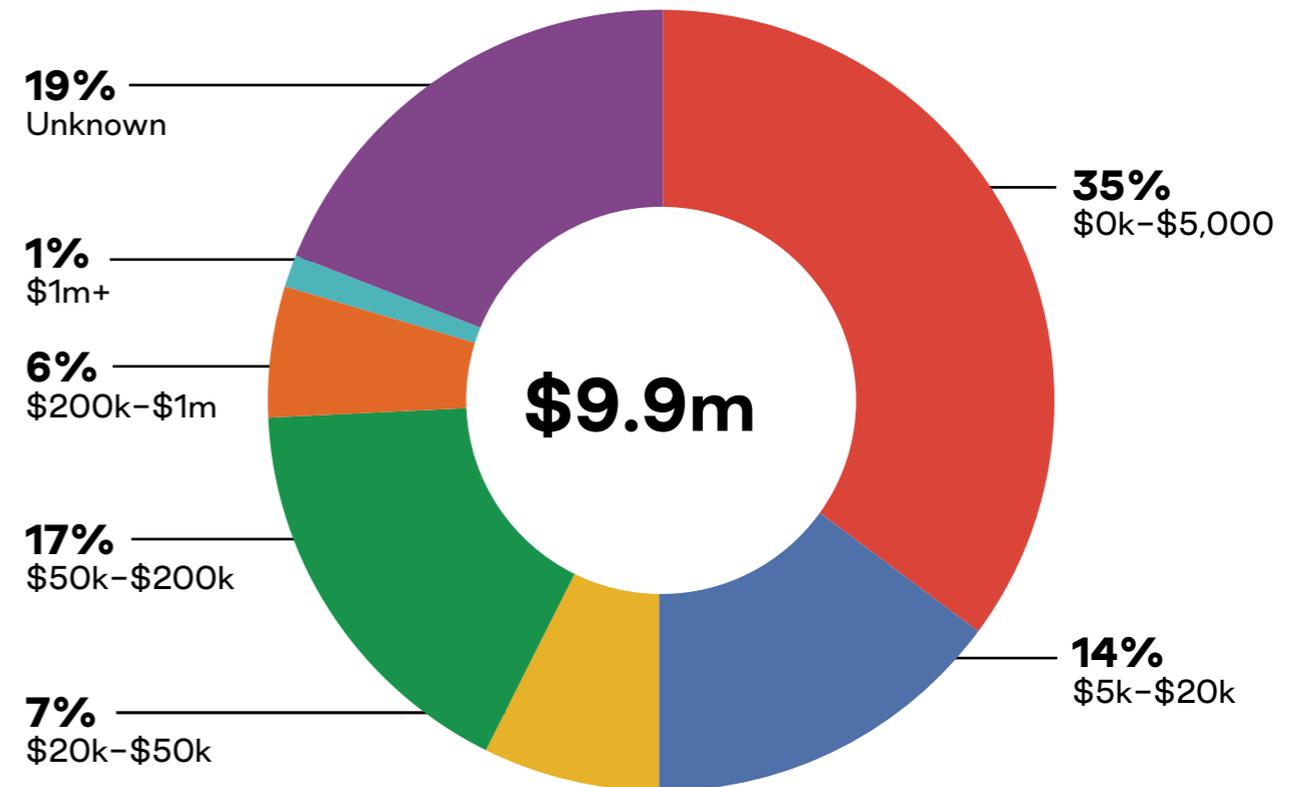
Project location or remote?

- 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?

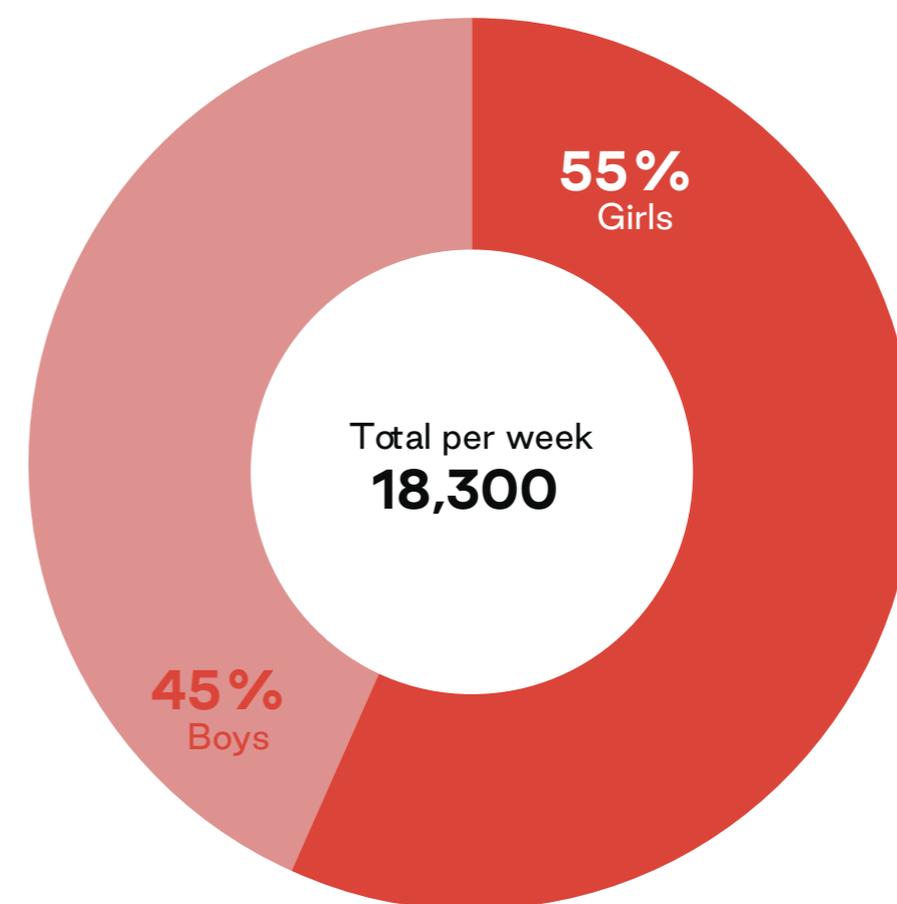
- 31% of the projects have full-time paid staff
- 39% have part-time paid staff
- 27% have full-time volunteers
- 68% have part-time volunteers
- 40% have women staff members
- 56% have women volunteers

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.



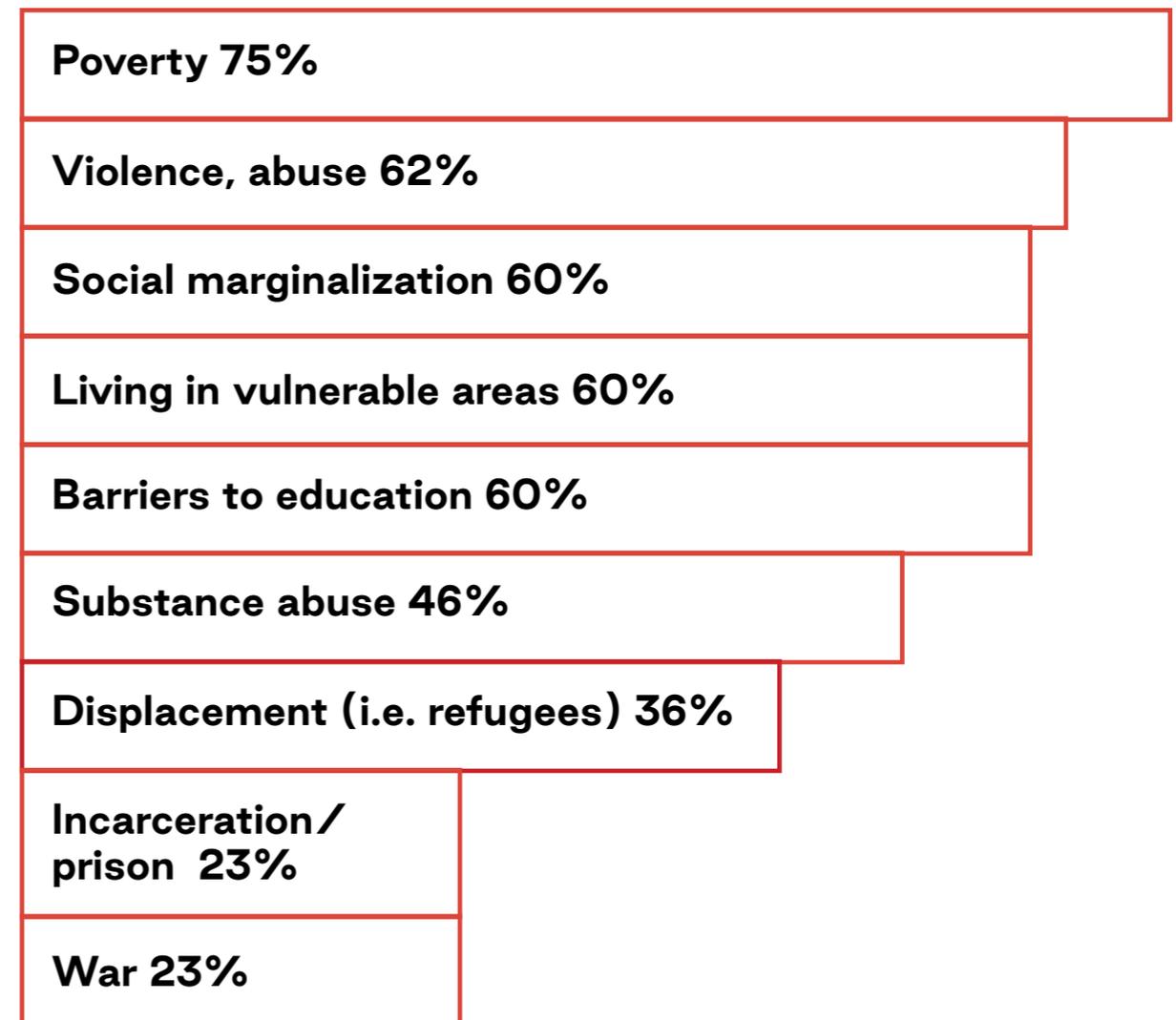
*Without Skate Like a Girl's massive weekly reach included, only 44% of total participants are girls and 7% are members of the LGBTQI community (though several projects stated they do not track the latter).

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%

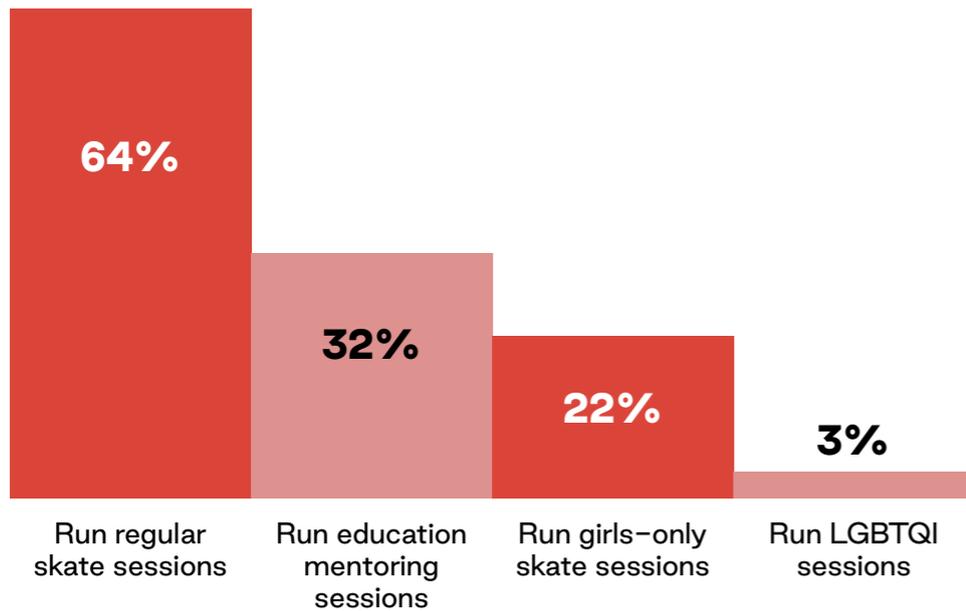


Percentage of projects working with youth who have experienced the following:



- 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

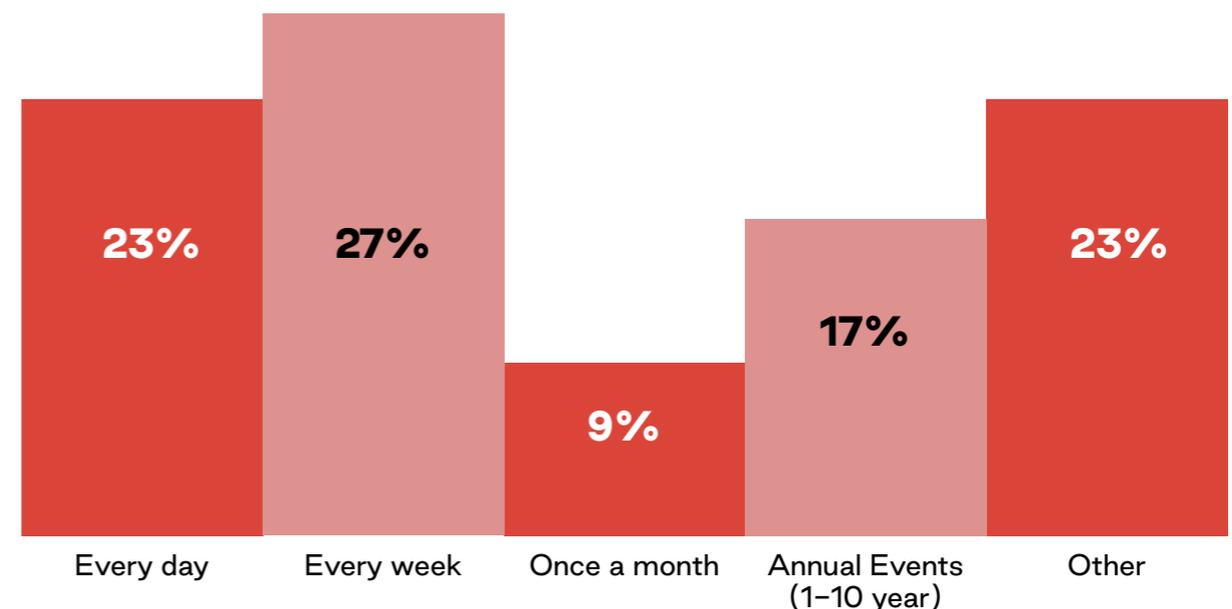


What programs do the social skate projects offer each week?

- 64% run regular skate sessions
 - 32% run education/mentoring sessions
 - 22% run girls-only skate sessions
 - 3% run LGBTQI sessions
- 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?



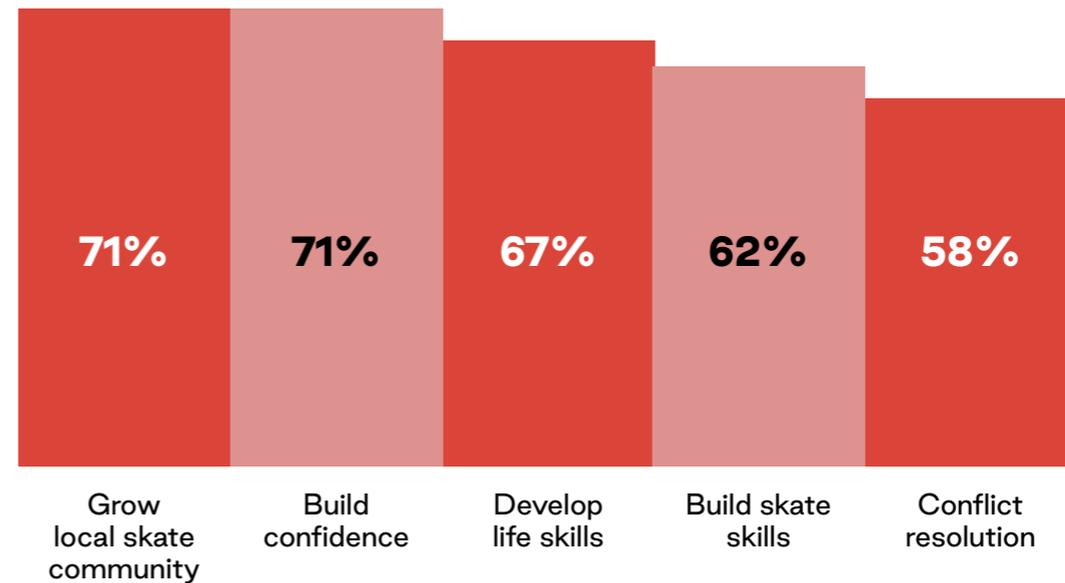
What are the main aims of the projects?

- The top 10 aims are:

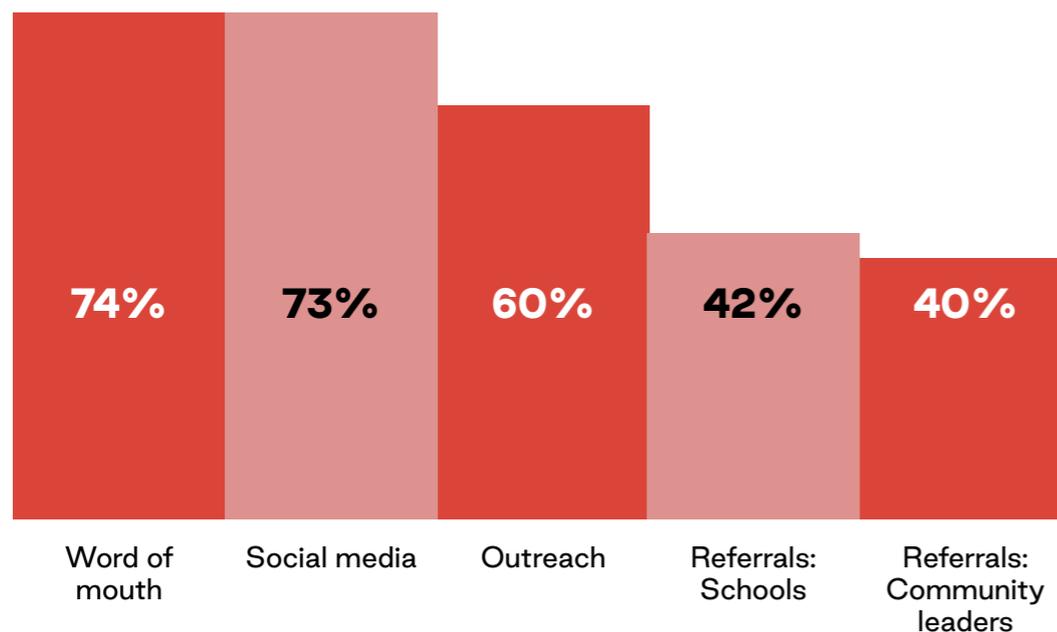
- Growing the local skate community: 71% of projects
- Building confidence: 71%
- Developing life skills: 67%
- Building skateboarding skills: 62%
- Conflict resolution: 58%
- Gender equality: 55%
- Physical health: 55%
- Informal education: 50%
- Leadership development: 49%
- Mental health: 49%

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 Aims of Social Skate Projects



Top 5 Methods and Referrals Used to Reach Participants



Methods and referrals to reach participants

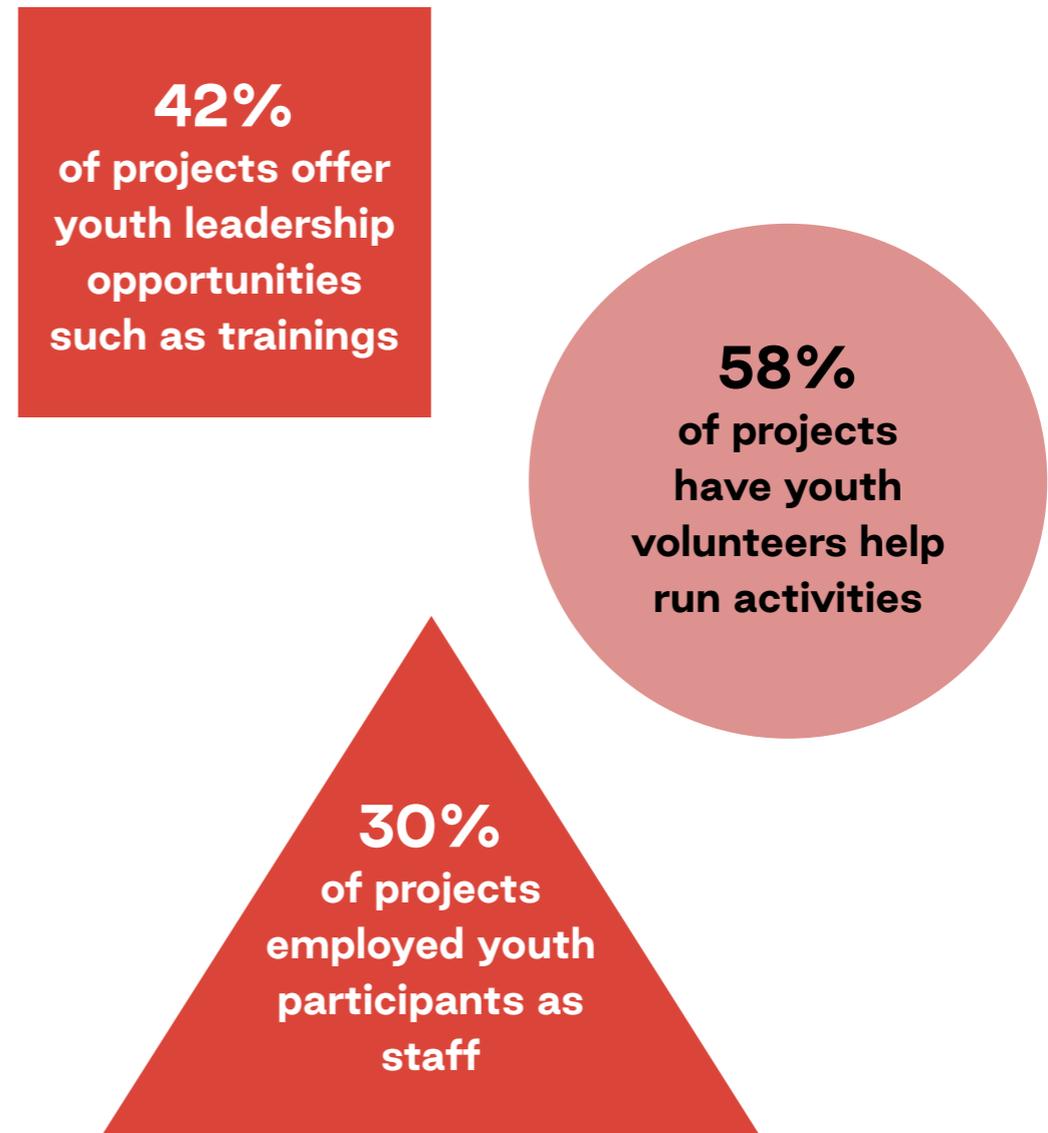
- Word of mouth – 74% of projects
- Social media – 73%
- Outreach (public skating) – 60%
- Referrals: schools – 42%
- Referrals: community leaders – 40%
- Targeting programs in high-risk areas – 38%
- Referrals: other youth NGOs – 35%
- Referrals: youth services – 33%
- Referrals: counselling services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

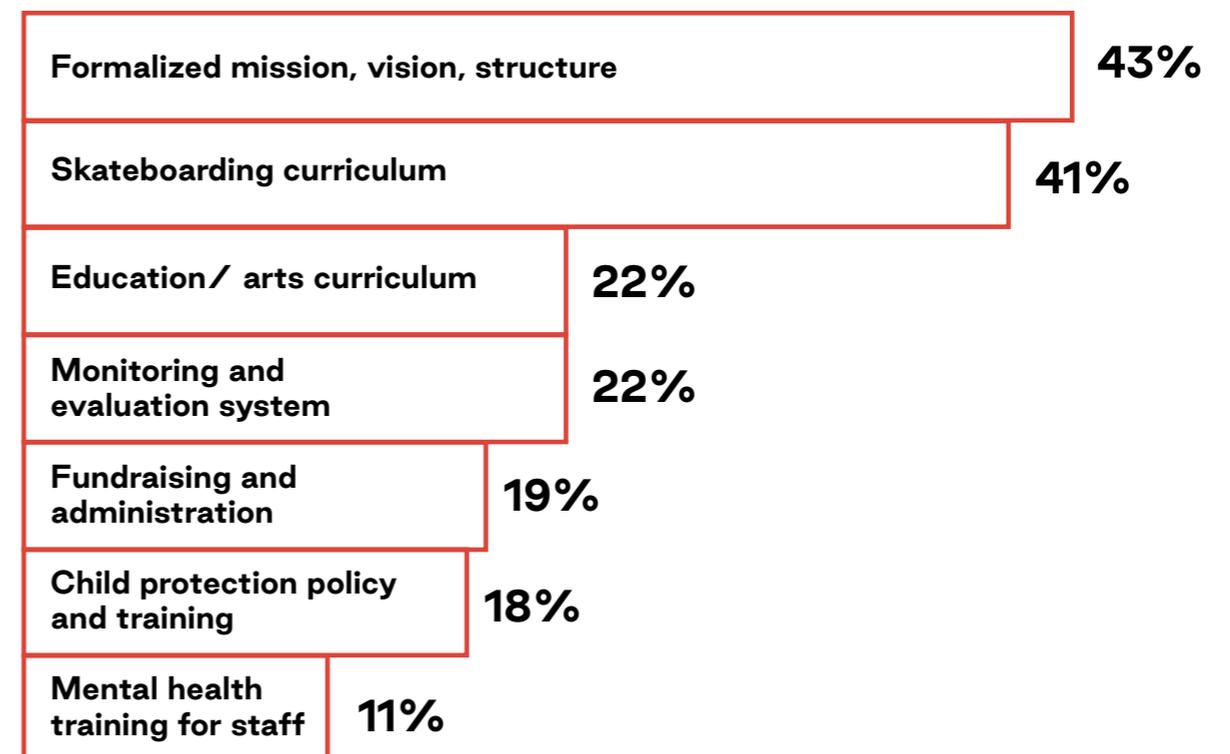
How do projects rate their capacities in the following areas?

- **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



What are the top 5 skills and areas for growth?

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

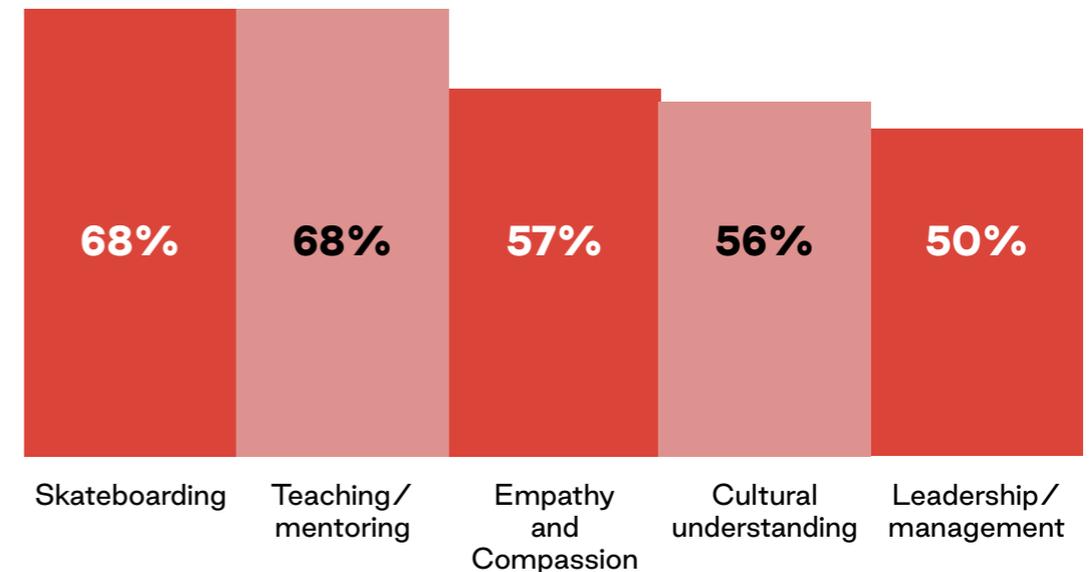
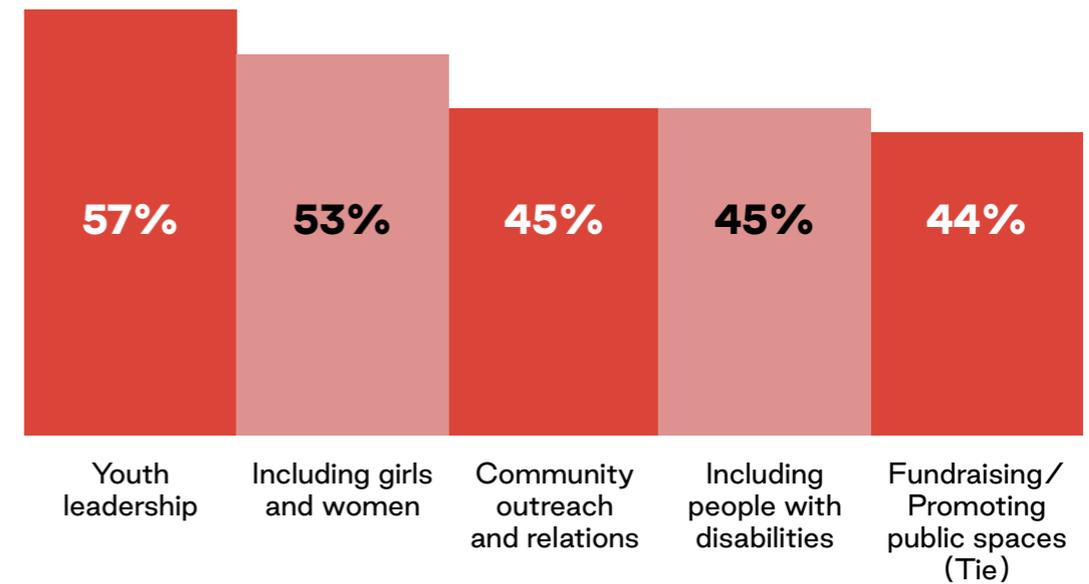
1. Youth leadership/volunteer program → 57% of projects
2. Including girls and women → 53%
3. Community outreach and relations → 45%
4. Including people with disabilities → 45%
5. Fundraising and reporting / Promoting active & inclusive public spaces → 44%

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.



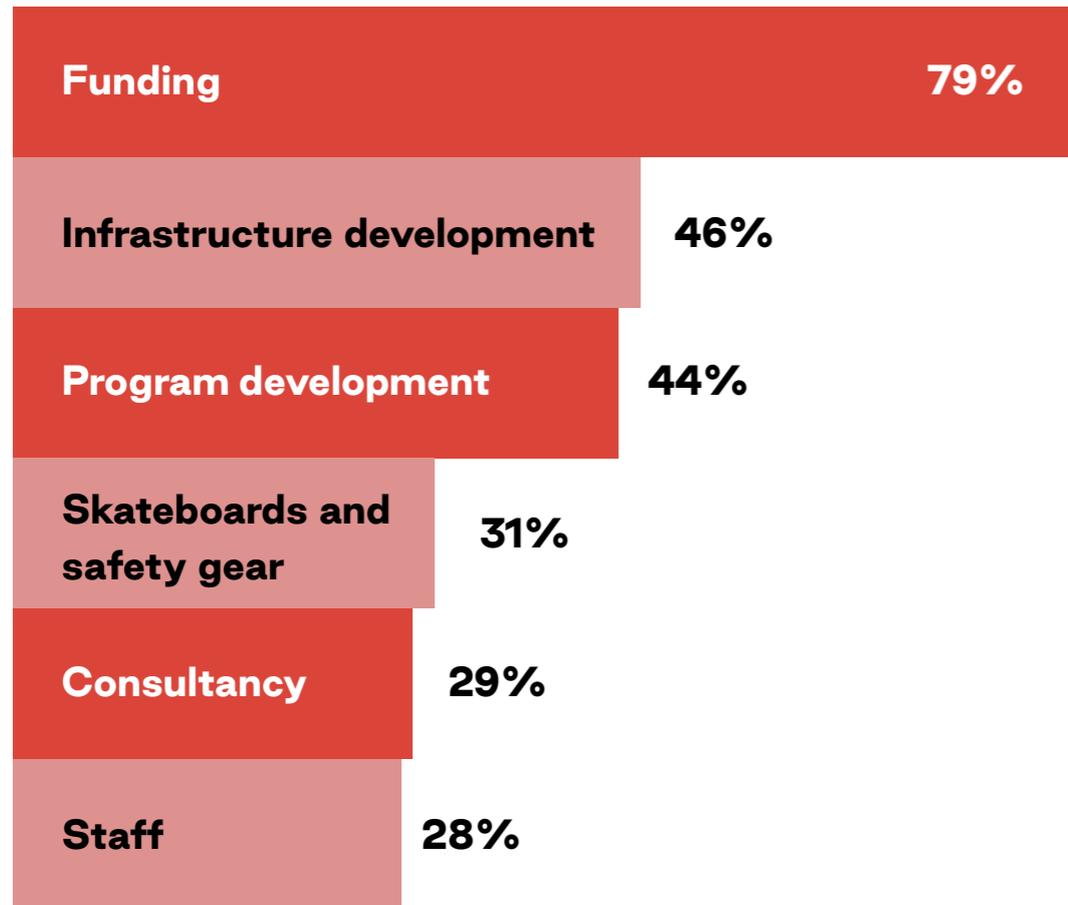
What support and resources do social skate projects find useful?

- **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

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

