



**SKATEISTAN  
ANNUAL REPORT  
2013**



# SKATEISTAN ANNUAL REPORT 2013

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## SECTION 1 MESSAGE FROM THE EXECUTIVE DIRECTOR



### OLIVER PERCOVICH

At the end of 2013 one of the world's most inspirational leaders passed away. Nelson Mandela was an early champion for using sport to create change, famously saying, "Sport has the power to change the world... it has the power to inspire. It has the power to unite people in a way that little else does. It speaks to youth in a language they understand. Sport can create hope where once there was only despair."

This certainly inspires Skateistan, and expresses our conviction that something as simple as a skateboard has the potential to signify so much more. In 2013, combining skateboarding classes with educational opportunities for youth was by no means a status quo in youth programming globally. However, the idea of skateboarding as a tool for youth empowerment is gaining ground. The recognition of Skateistan's innovative approach to development through sport continues to grow worldwide.

In January of 2013 we were honored that Skateistan was included on the "Top 100 NGOs for 2013", compiled by the Global Journal. Ranking #85 on the list, Skateistan was the highest ranked "Sport for Development" organization. In September, Skateistan also won the 2013 "UNICEF Education through Sport" award at the Beyond Sport Forum in Philadelphia.

This recognition motivates our team, and inspires us to continually seek out new challenges and work hard to increase the opportunities we provide to youth. Throughout 2013 Skateistan operated six days per week to teach over 850 youth weekly in Afghanistan and Cambodia, with 40-50% female participation in all activities.

Skateistan's biggest achievement in 2013, however, was opening our newest facility in Mazar-e-Sharif, Northern Afghanistan. It was a massive

## SECTION 1 MESSAGE FROM THE EXECUTIVE DIRECTOR



undertaking and is the largest indoor sports facility in the country, with a capacity to teach up to 1000 children each week. Officially opening on May 23, the event welcomed many special guests, including Governor Atta of Balkh Province and the President of the Afghan Olympic Committee, with performances by the Mobile Mini Circus for Children and Skateistan's Kabul's skate team.

Another major achievement in 2013 is the success of our Youth Leadership Program. Our Youth Leader Madina, 14, was selected as a representative for the annual Children's Assembly in Afghan parliament on March 9, presenting the key issues identified by children from nine provinces. In October 2013, she was also selected to speak on behalf of Afghan youth at the official UN "World Habitat Day" in Kabul.

I am very proud to see Skateistan youth taking greater ownership, with our Kabul project now entirely run by Afghan staff and volunteers, of which 70% are our former students. Local staff also had the opportunity to travel abroad as global representatives of Skateistan, sharing their unique experiences at conferences with global experts. It is immensely powerful to have former students, now staff, speak of their hands-on work and changing the lives of children in their own communities.

Our female Education Coordinator in Cambodia, Tin, represented Skateistan in Indonesia, and our Kabul Site Manager Abdul met Ban Ki-moon at a conference in South Korea hosted by the UN. In April, long-time Afghan skateboard teachers Noorzai and Merza also travelled to UAE, to skate with the DC Shoes Europe pro skateboarding team.

In Cambodia, we launched a very successful Street Outreach program, which uses the hook of skateboarding to connect street youth to health-care and educational services provided by our partner NGO Friends

International. Each week, the skate lessons held outside of Pagodas in Phnom Penh attracted dozens of the hardest-to-reach children. We also doubled our programming for disabled youth in Cambodia.

It was an incredible inspiration for our team to have pro skateboarder and philanthropist Tony Hawk visit Skateistan Cambodia. 2013 also marked the launch of the very first Skateistan skateboards and wheels in co-brandings with Zero skateboards and Spitfire wheels to benefit our programs.

In 2014 our growth trajectory will continue with an exciting new project in South Africa, and expansion of our programs in Mazar-e-Sharif. We also hope to increase the legitimacy of skateboarding as a tool for youth development through joint research and advocacy. We will strive for greater financial sustainability by diversifying our funding sources, in particular through the investment in our merchandise line, with 100% of profits benefitting our programs.

For all of our supporters out there, I cannot thank you enough for your belief in our work and in the children who are the driving force of Skateistan. These children will build Skateistan's future and their local communities. Looking ahead, we can all be inspired knowing there are many girls like 13-year-old skate instructor Tamana in Kabul, "First I want to get an education, achieve my life goals, become a doctor and serve my people. Then I will get married".

Sincerely,

Oliver Percovich

Founder & Executive Director Skateistan

## SECTION 2 SKATEISTAN'S MISSION AND VALUES



### MISSION STATEMENT

To use skateboarding as a tool for empowering youth, to create new opportunities and the potential for change.

### VISION

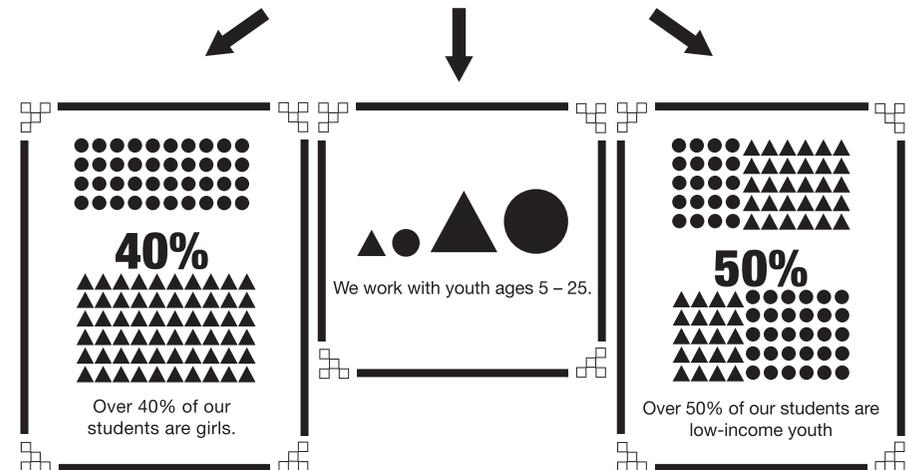
To grow a sustainable organization that is recognized, locally and globally, for changing the lives of hundreds of thousands of youth through skateboarding and quality programs – creating leaders that change the world.

### VALUES

quality. ownership. creativity. trust. respect. equality.



**SKATEISTAN IS A NON-PROFIT ORGANISATION USING SKATEBOARDING AS A TOOL FOR EMPOWERMENT**





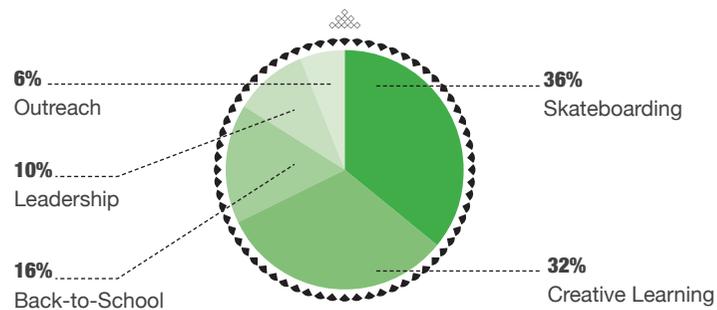
# WHY SKATEBOARDING ?

 <p>Once children latch onto skating, much more is possible: Education, Community, Leadership</p>	 <p>Afghan girls can't ride a bike but can ride a skateboard!</p>	 <p>It builds trust and social capital</p>
 <p>Access to opportunities for girls and working children</p>	 <p>Skateboarding engages youth.</p>	 <p>All children deserve the right to play</p>

## SECTION 2 SKATEISTAN'S MISSION AND VALUES



### GLOBAL PROGRAMS BREAKDOWN



### OVERVIEW

Skateistan's innovative and youth-oriented programming focuses on reaching out to girls and marginalized children. The NGO uses the fun of skateboarding as a low-barrier entry point for developing leadership opportunities, as well as building friendship, trust, and social capital among its students. Across its programs worldwide, Skateistan works with nearly 1000 youth (ages 5-18) each week within its safe facilities. Every year hundreds more youth participate in mobile outreach sessions, which access the hardest-to-reach children in the streets of Afghanistan and Cambodia.

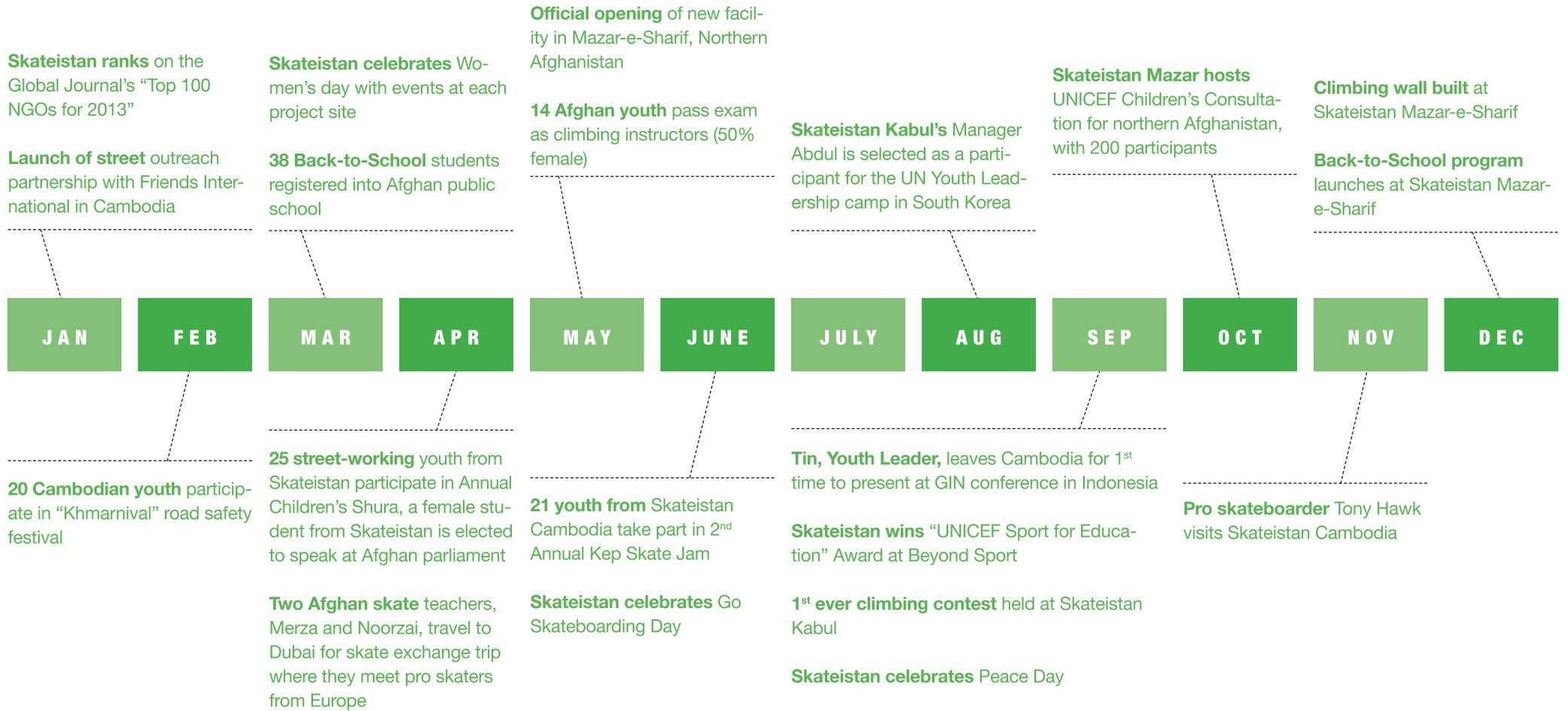
Skateistan works to build relationships and trust between youth of *all* backgrounds, however its beneficiaries are primarily those with the fewest opportunities and greatest social exclusion: girls, working children, illiterate children, and disabled youth. In Afghanistan, where girls and women face countless barriers, Skateistan hosts the largest female sport organization in the country, and across its projects worldwide more than 40% of participants are girls.

Since 2007, Skateistan's programs have taught more than 2500 youth, and over 55 students have become peer-to-peer teachers at Skateistan. While skateboarding is the initial hook, Skateistan then provides access to education, life skills training, and platforms for self-expression that help break the cycles of poverty and exclusion.

## SECTION 2 SKATEISTAN'S MISSION AND VALUES



### TIMELINE 2013



## SECTION 3 SKATEISTAN AFGHANISTAN



### PROGRESS UPDATE FOR 2013

This year Skateistan opened its third project site – the second in Afghanistan – in the city of Mazar-e-Sharif in the north of the country. The expansion in Afghanistan was a natural step, building on the successes and lessons from Skateistan’s first four years operating in Kabul. The new facility is able to accommodate up to 1000 students weekly within the three-building complex, which includes a sport hall with climbing wall, skatepark, offices, classrooms, library, and a wood/metal workshop. Skateistan Mazar-e-Sharif is the largest facility for children in the city, and a rare indoor space for girls to do sports.

The Skateistan staff in Kabul are proud to be able to share their experience and advice with the new team in Mazar-e-Sharif via weekly Skype conversations and visits. The team in Kabul has been instrumental in helping the new project in Mazar-e-Sharif get on its feet, especially Sport Coordinator Noorzai Ibrahim, who relocated from Kabul to introduce skateboarding to the northern city for the first time. This marks a new opportunity to create a connection between youth and youth-serving professionals in the two cities.

The second half of 2013 was also the first time that the Skateistan facility in Kabul was independently managed and run by Afghan staff, with

nearly 70% of staff being former students and 60% under the age of 25. In May 2013, the Skateistan Kabul team took complete ownership over the operations and has consistently maintained a high standard in all programs, with 400 children attending weekly.

In 2013, Skateistan Afghanistan also established partnerships and collaborations with several other best-practice NGOs, both local and international, to improve the range of services available to Afghan youth in need. Some of relationships established include organizations such as Save the Children, UNICEF, SOLA, Hagar, and People In Need.

*“If you are scared you end up doing nothing and without doing you cannot achieve anything. But if you do things, all that can happen is you succeed or fail.”*

Skateistan student Khorshid (1988–2012)



## SECTION 3 SKATEISTAN AFGHANISTAN



**[fig.1]** Welcome to Skateistan Mazar-e-Sharif.



**[fig.2]** Girls reading during the Back-to-School class in Kabul.



### KEY HIGHLIGHTS FOR 2013

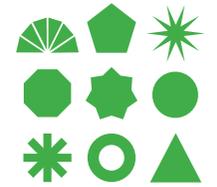
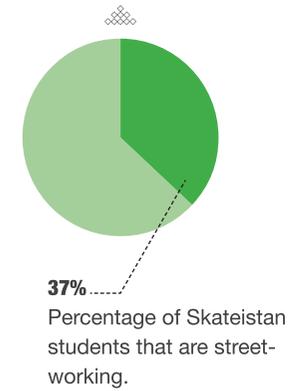
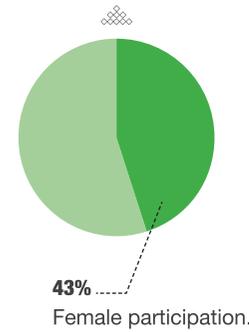
- ▼ Opening of Skateistan Mazar-e-Sharif's three-building facility, including skatepark
- ▼ 38 Back-to-School students in Kabul enrolled into public school (50% girls)
- ▼ Back-to-School program launches in Mazar-e-Sharif with 43 students
- ▼ Inclusion of 38 youth from Jogi nomadic community in Mazar-e-Sharif, who lack Afghan citizenship and access to public school
- ▼ Youth Leadership – 21 students became paid or volunteer Skateistan teachers, including 6 female students living in an internal displacement camp
- ▼ Local ownership – 100% handover of Kabul operations to Afghan staff
- ▼ Arts-based curriculum on Community Mapping, Environment, and Nutrition
- ▼ 14 Youth Leaders passed climbing exams and celebrated by abseiling off the national football stadium
- ▼ New climbing wall constructed in Mazar-e-Sharif by German climbing/construction experts and Afghan youth
- ▼ 9 Skateistan events with 200+ attendees each
- ▼ Skateistan youth participated in 7 external events/workshops
- ▼ 25 street-working youth from Skateistan joined the Annual Children's Shura with 130 other children from 9 provinces
- ▼ Performances by Skateistan youth at UN "World Habitat Day" in Kabul

## SECTION 3 SKATEISTAN AFGHANISTAN



[fig. 3] Fun and chaos during a girls' skate session in Kabul.

### RESULTS IN NUMBERS



9  
Number of ethnicities represented among Skateistan students.

- ▼ Weekly participants: 700
- ▼ Percentage of female students in Afghanistan: 45% (Kabul – 43%; Mazar-e-Sharif – 47%)
- ▼ Percentage of Skateistan students that are street-working: 37%
- ▼ Ethnicities represented among Skateistan students: 9
- ▼ Students enrolled into Back-to-School program: 83
- ▼ Home visits by Programs staff: 630
- ▼ Estimated indirect impact (families and event attendees): 19,546



## SECTION 3 SKATEISTAN AFGHANISTAN

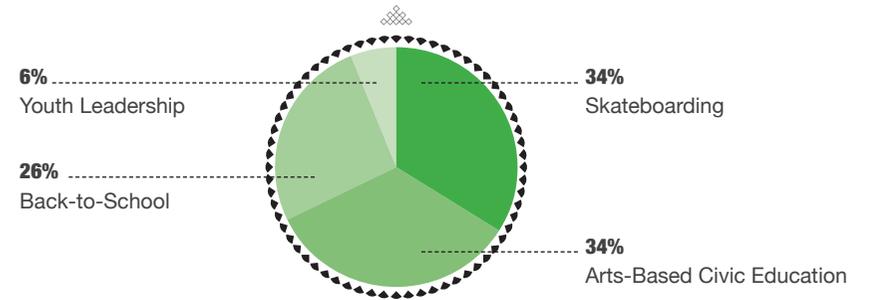


**[fig. 4]** Boys attending an art class at Skateistan Kabul.

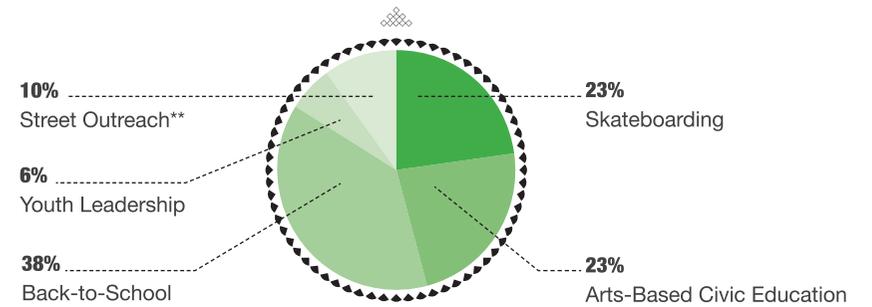


**[fig. 5]** Girls skateboard for the first time in Mazar-e-Sharif.

### ACTIVITY BREAKDOWN - KABUL



### ACTIVITY BREAKDOWN - MAZAR-E-SHARIF\*



\*Based on December 2013 figures

\*\*Outdoor skateboarding lessons to reach working children

In addition to these regular programs, Skateistan's Afghan projects also held special events and extra sport classes for girls, boys and youth with disabilities.

## SECTION 3 SKATEISTAN AFGHANISTAN



### SUCCESS STORIES – KABUL

#### Hanifa Qayoomi, age 15, Skateboard Instructor

Hanifa is Afghanistan’s most talented female skateboarder. Starting out as a student in Skateistan’s creative arts and skateboarding program, Hanifa quickly became an excellent female role model and an inspiring teacher. Since first joining the Skateistan program in 2010, she has gone from selling tea in a local park to joining Skateistan’s staff in Kabul as a paid skateboard instructor. She teaches girls’ skateboard classes and takes part in weekly staff development training sessions. Hanifa has also enrolled in Skateistan’s Back-to-School program, which will help her catch up on studies and return to public school with her peers.

Hanifa says, “When I was working outside I met a teacher from Skateistan named Zahra who said I should come to Skateistan. When I came to Skateistan my life changed so much because when I was working on the streets people would harass me. Now I feel good because I’m at Skateistan teaching the students. When students call me ‘teacher’ it makes me very happy. I think that by becoming a good skater I will make a better future for myself.”

#### Amena Bakhteari, age 12, Youth Leader

Before Amena began attending Skateistan’s Back-to-School program in Kabul in 2012, she was working in the streets selling bottled water to support her family. Due to armed conflict and insecurity, Afghan families like Amena’s have left their communities to live in temporary tent camps in Kabul, which are considered more secure. Like many internally displaced children in Afghanistan, Amena faced multiple barriers to attending school, however through Skateistan’s program she was able to access extra support such as transportation, warm meals, school supplies, uniforms, and registration assistance.

When Amena wrote her exams to graduate from the Back-to-School program into the public school system in 2013, she placed first in her class. Since completing the program, Amena has become a student of Skateistan’s Arts-Based Education program, and is now a Youth Leader, volunteering her time and skateboard skills as a teacher in the girls’ skateboard classes. With increasing self-confidence Amena also became an advocate for the needs of young people in an interview with ARIA TV about the lives of children living in camps in Kabul. Amena is now in the 5th grade and hopes to become a teacher in the future.

*“When I got to my school class no one was more intelligent than me. The other students even chose me to be the leader of the class!”*

Amena, Back-to-School student





**[fig.6]** Hanifa flies down the ramps, inspiring the next generation of female skateboarders in Afghanistan.



**[fig. 7]** Amena outside of the Skateistan Kabul facility.



## SECTION 3 SKATEISTAN AFGHANISTAN



### SUCCESS STORIES – MAZAR-E-SHARIF

#### Noorzai Ibrahimi, age 18, Sport Coordinator

As one of Afghanistan's very first skateboarders, Noorzai started skating in 2009 at Skateistan's daily outreach skateboard lessons held in an abandoned fountain in Kabul. These sessions attracted children from different backgrounds, including street-working children like Noorzai. At the age of 13, Noorzai was washing cars nearby, but had previously been selling books until his friends started smoking. Washing cars was another way to help support his family and get away from negative peer pressure.

Since joining Skateistan, Noorzai has grown from a student of Skateistan's Arts-Based Education and Skateboarding programs into a volunteer skate instructor, to a valued staff member in Kabul. In 2013 he became Skateistan Mazar-e-Sharif's first Sport Coordinator. Noorzai is an incredibly hard worker and a very talented skateboarder which has given him several unique opportunities: last year he travelled to United Arab Emirates for a cultural exchange trip where he skated with the DC Europe professional skateboard team, and in 2012, he sent his parents on a trip to Mecca after winning Skateistan's "Employee of the Month" year-end prize draw.

Noorzai says, "I learned a lot of things from Skateistan like English, football, volleyball, skateboarding, and how to be responsible and what I should do with my life. I saw a lot of different people at Skateistan that were thinking about their future. When I went to Dubai, I saw different people, another culture, and the ocean for the first time which was amazing for me."

Noorzai, 2014

*"When I won the tickets to send my parents to Mecca it was the best day of my life, and my family was very proud of me and very happy that I was working for Skateistan."*



#### Aimal Mokhi, age 7, 'Back-to-School' Student

Aimal was one of the first students to join the Back-to-School program at Skateistan's new Mazar-e-Sharif facility, starting in December 2013. Aimal is a member of the Jogi nomadic tribe, which is a minority ethnic group with many members not having official citizenship anywhere or Afghan national identity cards. As a result, children like Aimal have been outcast by the larger community and denied access to some basic services provided by the government like public education. Jogi people largely have Uzbek and Tajik origins and many of the population that lives in Mazar-e-Sharif would have initially crossed the border from Uzbekistan during Soviet control, in order to seek asylum. Jogi are amongst several minorities in Afghanistan that are isolated and widely discriminated against. Aimal's enrollment in 'Back-to-School' is the first time that he has ever attended school. In addition to learning the Afghan public school curriculum, Aimal also attends weekly skateboarding and arts classes at Skateistan.

Aimal says, "At Skateistan, along with skateboarding and other sports, we learned painting, drawing, handwriting, hygiene, how to take care of our health like eating vegetables and fruits, how to respect our families and our neighbors, how to talk to others, and many other things. After I came to Skateistan all our neighbors' children have changed how they treat us, and we have made more friends. Before the children did not play with me and now they tell me that if I move away they will miss me. I told them if I ever go anywhere else I will not forget you because now you are in my heart and you have a place in my life."



**[fig. 8]** Noorzai (left) and Merza see the ocean for the first time during their trip to Dubai.



**[fig. 9]** Aimal (center, in beige) and his fellow students after attending Back-to-School class in Mazar-e-Sharif.



## SECTION 4 SKATEISTAN CAMBODIA



### PROGRESS UPDATE FOR 2013

Skateistan Cambodia continued to grow and thrive in 2013. The facility that was opened in late 2012 has been an enormous success, and the organization has expanded its reach to include neighborhood children and youth as well as those from afar. In 2013, Skateistan Cambodia focused largely on its disabled and outreach programs, with nearly 20% of classes reserved for disabled youth, and three new outreach sessions in partnership with Friends International to reach the most vulnerable Cambodian children on the streets of Phnom Penh. These outreach sessions use skateboarding as “the hook” to link youth with health and education services provided by our award-winning partner NGO.

In November, professional skateboarder Tony Hawk visited Skateistan Cambodia, taking part in art and skate classes with students. It was an honor to have one of the pioneers of skateboarding make his mark on the development of the new sport in Cambodia. During his visit, Tony said “Skateistan’s not just about skating. It’s about giving people life skills and hope for their future.” The Tony Hawk Foundation has since committed four years of support to Skateistan Cambodia.

In 2014, Skateistan Cambodia will continue to expand its programs for the most disadvantaged youth in Cambodia, and seek new opportunities to achieve sustainability for the organization. It is particularly important to Skateistan to engage skilled local staff, and to continue to provide relevant and challenging programming that is valuable to our students and partner organizations.

*“Skateistan’s not just about skating.  
It’s about giving people life skills  
and hope for their future.”*

Tony Hawk,  
Pro Skateboarder & Humanitarian



## SECTION 4 SKATEISTAN CAMBODIA



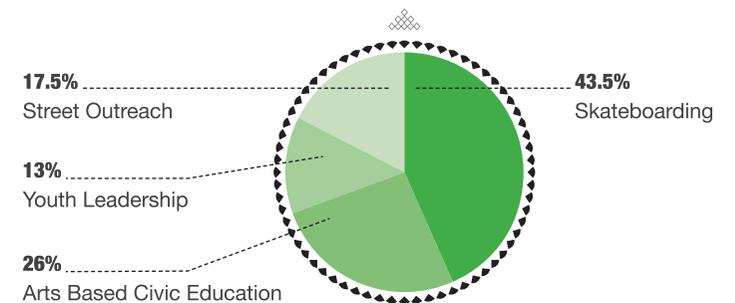
### KEY HIGHLIGHTS

- ▼ Special visit and skate demo by pro skateboarder Tony Hawk
- ▼ Launch of new street outreach program to reach the most vulnerable youth
- ▼ 20% of classes reserved for disabled youth
- ▼ 1<sup>st</sup> multimedia/cultural exchange between Skateistan students in Cambodia and Kabul
- ▼ Growth of Youth Leadership team, with four new peer instructors
- ▼ Long-time Youth Leaders (Tin, Pheakna, and Nop) promoted to new staff positions in programs department
- ▼ Female Youth Leader Tin travelled to Indonesia as a speaker at the GIN Youth Conference
- ▼ Hundreds attended events held for Women's Day, Go Skateboarding Day, Peace Day, and Tony Hawk's visit
- ▼ Student overnight trips to a skateboarding competition in Kep province and a safety-themed parade in Sihanoukville, Cambodia
- ▼ Mural and stencil workshops by street artists from Cambodia and abroad

### RESULTS IN NUMBERS:

- ▼ Percentage of female participation 37%
- ▼ Percentage of students from low-income families 70%
- ▼ Percentage of disabled classes 20%

### ACTIVITY BREAKDOWN CAMBODIA:



## SECTION 4 SKATEISTAN CAMBODIA



### SUCCESS STORIES – CAMBODIA

#### Chetra, age 14, Skateistan student

Despite coming from a very low-income family in Phnom Penh, Chetra is highly motivated and always sporting a smile. 39% of Cambodian children, including some of Chetra’s siblings, are forced into full-time work to help support their families instead of attending school. After school, Chetra participates in Skateistan Cambodia’s Skate & Create program that involves a structured weekly skateboarding instruction alongside an educational arts-based curriculum.

Chetra recently became an assistant skate instructor for a day at the Peace Corps “Create Cambodia Arts Festival” in Takhmao province in Cambodia. Even though there were many other fun activities throughout the day, his favorite part was teaching.

It was only a year ago when Chetra first set foot on a board, so he understands the initial fear – and thrills – of learning. Skating, he says, teaches confidence. “Sometimes when I tried to get on the board it made me happy, but sometimes it was scary,” he said, “but I am not scared anymore.”

*“I truly wanted everyone to learn more about Skateistan, how skateboarding can change lives, how girls shouldn’t be afraid to try it.”*

Tin, Youth Leader



#### Serey, age 22, Part-Time Skate and Classroom Instructor

A Phnom Penh local, Serey initially joined Skateistan as a student and then as a volunteer. Her enthusiasm and excitement for skating was obvious, as she would often be found hanging around the skatepark before and after class for extra practice on the ramps. Promoted to part-time staff in mid-2013, she spent her mornings teaching everything she knew about skateboarding to new students, and participating in staff workshops to gain skills in photography, art, and sport.

Working with Skateistan in the day, Serey also studied HR management at night. All that study has worked in her favor as she is now going to work at Sabay TV, an online film and music entertainment channel in Cambodia.

#### Tin, age 21, GIN Youth Conference Guest Speaker

In October 2013, Tin, one of Skateistan Cambodia’s female skate instructors and Youth Leaders, was invited to speak at the Global Initiatives Networking (GIN) Youth Conference in Bali. Running over two days, the conference combined activities with presentations from young people working in areas of humanitarian, environmental and educational progression.

It was Tin’s first time ever traveling outside of Cambodia, something she never imaged doing. Once arriving in Bali she made many new friends and gave a passionate speech to students at the GIN conference about the importance of skateboarding and sport for development.

“When I grabbed the mic, my heart was beating fast and I started to shake a little. I truly wanted everyone to learn more about Skateistan, how skateboarding can change lives, how girls shouldn’t be afraid to try it.”



[fig. 10] Chetra cruising the watermelon-themed ramps at Skateistan Cambodia.



[fig. 11] Serey at the Skateistan Cambodia facility.



[fig. 12] Tin teaching during a weekly street outreach session held at a Pagoda in Phnom Penh.



## SECTION 5 SKATEISTAN GLOBAL 2013



In 2013, Skateistan was supported by three international charitable fundraising entities located in the United States, the United Kingdom, and Germany, with tax-deductible non-profit status. In these countries and at the project sites, over 30 people volunteered their time and skills regularly to Skateistan, as well as helped to coordinate many more volunteers who hosted or helped with fundraising events worldwide.

Skateistan’s International Fundraising Entities and Action Partners raise awareness by helping gain media exposure, hosting or assisting in fundraising events, providing much needed expertise like legal and accounting advice, as well as managing social media and blog updates in their native languages. Fundraising and awareness event highlights in 2013 include Skateistan’s presence at the Southbank Alchemy Festival in London (UK), the “Keep Skateistan Rolling” fundraiser in Sydney (Australia), the 1st annual Skateistan Art Auction Fundraiser in Los Angeles, and the Punk Rock Flea Market in Philadelphia (USA).

Across Skateistan’s fundraising efforts worldwide from fundraising entities, individuals, corporate donors, and events, \$203,447 USD was raised in 2013, which represents 21% of Skateistan’s overall budget for the year. Additionally, during the winter 2013 Keep Skateistan Rolling fundraising drive, Skateistan doubled its number of monthly donors. Throughout 2013, Skateistan achieved a 50% increase in the number of donations to the organization from individuals, which brought the total number of donations to approximately 1500 in the year.

A huge thank you to everyone who volunteered their time in 2013 to raise funds and awareness for Skateistan! Without the hard work and support of so many people internationally, Skateistan could not continue providing educational and recreational opportunities for youth in Afghanistan, Cambodia and South Africa.

### Skateistan International Support Entities with full charity status:

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

### Skateistan Action Partners with unofficial or partial charity status:

- France
- Canada
- Japan
- Australia

### Other countries with fundraising or awareness events in 2013:

- Sweden
- Norway
- Belgium
- China
- Switzerland
- Italy



[fig. 10] Skateistan Support Entities and Action Partners (in green) help to raise funds and awareness for Skateistan project sites (in red).



## SECTION 5 SKATEISTAN GLOBAL 2013



[fig.13] Journalists interview Skateistan youth leader Madina during an event in Kabul.



### SKATEISTAN IN THE MEDIA

Skateistan is working towards diversifying funding streams and increasing long-term financial sustainability, and the media is integral to raising awareness about the organization's work. In 2013, Skateistan reached over 9 million people via our media platforms. Skateistan's videos reached over 2.2 million people and our social media followers increased to over 60,000. To provide leadership opportunities to our beneficiaries, we use our media presence to give youth a forum to express themselves. In 2013, Skateistan students and volunteers spoke on behalf of Skateistan at UN conferences, at events in South Korea, Indonesia, and Dubai, as well as in various interviews with local and international media.

Skateistan was also proud to be featured in dozens of publications in 2013. Noteworthy press includes:

- ▼ **Global Journal (24.01.2013)** Top 100 NGOs  
<http://bit.ly/1iPd01i>
- ▼ **BBC (22.05.2013)** In pictures: Skateistan – Kabul Kids on Wheels  
<http://bit.ly/1iPd69h>
- ▼ **The Guardian (30.09.2013)** Skateistan: Skateboarding in Afghanistan – In Pictures  
<http://bit.ly/1ljsa1Q>
- ▼ **Upworthy(12.02.2013)** Watch These Little Girls in Afghanistan be Better at Skateboarding Than You'll Ever Be  
<http://bit.ly/1gHuwWI>

## SECTION 5 SKATEISTAN GLOBAL 2013



### FUNDRAISING PROFILE #1

#### The SK8room X Skateistan Art Collaboration

Skateboarding and art have a long and intertwined history, sharing the common elements of freedom, creativity and self-expression. Skateistan is therefore very excited to have a partnership with The SK8room, a Belgium-based art platform dedicated solely to the promotion and production of art on skateboards.

For each new production of skateboard art, The SK8room makes a generous donation to Skateistan in the name of the artist, “to further promote our common values around the world”. Collaborations benefiting Skateistan thus far include a board series with the street artist ROA, who visited Skateistan Cambodia in 2012, Berlin-based artist Andy Hope, and most recently, a series of boards from Chinese artist and activist Ai Weiwei.

The SK8room released three limited edition skateboard decks with designs referencing Weiwei’s major artworks. Twenty percent of sales from these decks went towards Skateistan, making The SK8room Skateistan’s largest business partner in 2013. The SK8room says that the collaboration with Skateistan is, “In the true ‘DIY’ spirit of skateboarding, we believe we can bring positive change to those in need, by providing them with self-sustainable answers.”

### FUNDRAISING PROFILE #2

#### Keep Skateistan Rolling

In the months of July and December of 2013, Skateistan launched two “Keep Skateistan Rolling” online fundraising campaigns, in which three videos were released and numerous photos were published that provided a glimpse into daily life at the project sites and the incredible youth that are involved with Skateistan. The video and photo stories gave supporters an idea of how their donations can impact the lives of Skateistan’s students like those featured in the videos – Hanifa in Kabul, Afghanistan, and Sreypich in Phnom Penh, Cambodia.

In total, the two campaigns raised approximately 60,000 USD. Skateistan would like to thank everyone who has participated in the “Keep Skateistan Rolling” fundraising drives in any way, either by sharing our content, making a donation, or organizing a fundraiser. Skateistan was delighted to surpass its most ambitious fundraising goals to date.

**Here are a few examples of how donations contribute to Skateistan’s overall programming:**

**\$10** – Two pairs of skate shoes for shared use in Cambodian skatepark

**\$20** – Math textbooks for 30 children in the ‘Back-to-School’ program in Afghanistan

**\$50** – A school bag, shoes, uniform, and stationary for one ‘Back-to-School’ student in Afghanistan



[fig. 14] Pro skateboarder Tony Hawk (centre) shows his support during a visit to Skateistan Cambodia in November 2013.



**SECTION 5**  
**THE YEAR AHEAD: GLOBAL 2014**



[fig. 15] A boy in Johannesburg, South Africa, takes part in a Skateistan lesson in Spring 2014.



[fig. 16] The team in Afghanistan show off the Skateistan clothing line.



**THE YEAR AHEAD: 2014**

In 2014 Skateistan will continue to grow and innovate, while strengthening ownership by local youth at the project sites. Ambitious goals for the year include launching the first Skateistan project on the African continent with support from the Danish Embassy in South Africa, and doubling the student population in Northern Afghanistan.

Running a pioneering global NGO comes with responsibilities, such as researching and demonstrating the impact of skateboard-based youth development. It also presents a steep learning curve for staff and volunteers, which is why Skateistan will focus on training and mentorship for its team at all levels.

In 2014, Skateistan will continue to diversify its funding streams internationally by releasing a new collection of charity merchandise and seeking new corporate and foundation partnerships.

## SECTION 5 THE YEAR AHEAD: GLOBAL 2014



### ACTIVITY PLAN FOR 2014

#### Expansion and Infrastructure

- ▼ Launch of Skateistan South Africa, with programs for youth in Johannesburg
- ▼ Construction of green space and “Do-It-Yourself” outdoor skatepark in Afghanistan

#### Youth Programming

- ▼ Formalize graduation procedure and alumni network for students that reach age 18
- ▼ Increase student feedback into curriculum planning
- ▼ Organize events with input from students and student councils
- ▼ Recruitment: more female and male students for Mazar-e-Sharif, and more female students for Kabul
- ▼ Continue climbing certification program for Kabul youth and launch it in Mazar-e-Sharif
- ▼ Home visits with students’ families (approximately 30 monthly)
- ▼ Run skate and education workshops at multiple community centers in Johannesburg
- ▼ Expand disabled, girls, and outreach programming in Cambodia
- ▼ Oral histories and storytelling project in Cambodia, with local exhibition of student artwork
- ▼ Continue online exchange classes with youth abroad

#### Project Assistance

- ▼ Regular on-site and remote training for staff/volunteers in all positions at existing project sites

- ▼ Intensive training of local staff and volunteers for educational and sports program teaching, admin, management of new Mazar-e-Sharif and Johannesburg project sites
- ▼ Training more students as volunteer and paid teachers through the Youth Leadership program, including 50% girls

#### Staff Development

- ▼ International travel and speaking engagements by Skateistan youth in South Korea, India, Columbia, USA
- ▼ Pro-bono consultancies and mentorships for Director and Manager level staff in fundraising, communications, management, finance, monitoring and evaluation
- ▼ External training opportunities for local staff members
- ▼ Document Performance Management System for all staff

#### Monitoring and Evaluation

- ▼ Explore potential for joint research project with other best-practice, innovative youth development NGOs
- ▼ Complete baseline surveys and bi-annual evaluations at each site
- ▼ Publish Skateistan’s Theory of Change online

#### Fundraising and Awareness

- ▼ TEDxSydney Presentation by founder Oliver Percovich in April 2014
- ▼ Skateistan photography exhibition collaboration with Jessica Fulford Dobson in the UK
- ▼ Launch new Skateistan merchandise line with 100% of profits benefiting programs
- ▼ Release of more Skateistan co-branded products worldwide
- ▼ Build corporate fundraising base to increase sustainability

## SECTION 6 FINANCIAL OVERVIEW



### FINANCIAL OVERVIEW

In 2013 Skateistan was funded by major government donors, foundations, individuals, corporations, donations in-kind, and through sales of Skateistan branded and co-branded merchandise.

Skateistan was fortunate to have all core costs in Afghanistan covered by the Danish Embassy of Kabul, the Norwegian Embassy of Kabul and the Blossom Hill Foundation. The construction of the Mazar-e-Sharif facility and the new climbing wall were funded by the German Federal Foreign Office and the Motul Corazon Foundation respectively. Core costs in Cambodia were funded by the Quiksilver Foundation and money raised by Skateistan fundraising entities, in particular Skateistan USA and the Skateistan headquarters. Corporate supporters, The SK8room and Oldfield Partners, also provided generous funding in 2013.

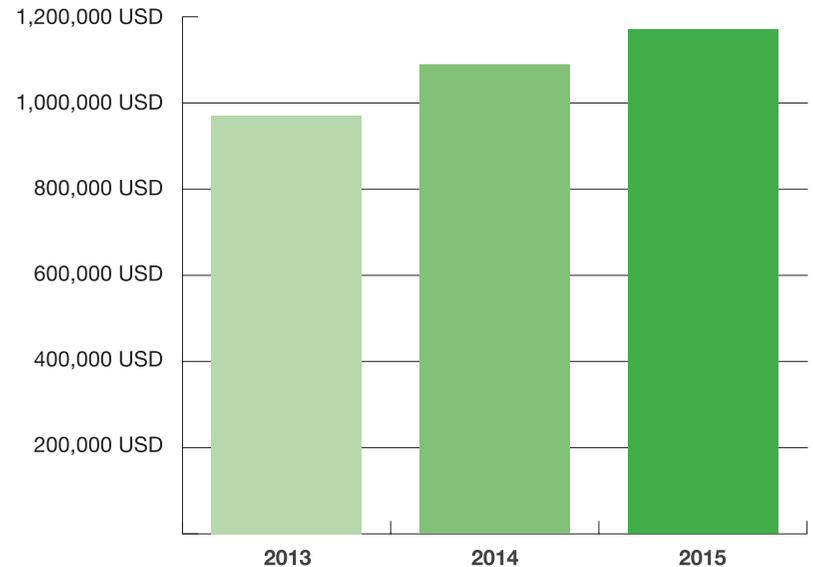
Despite the decrease in gifts and services in-kind from 2012 to 2013, these continue to be essential sources of support for Skateistan. Most notably, sport equipment donations and the provision of construction and professional services allowed the organisation to provide its programming and achieve substantial growth in 2013. The decrease in this revenue stream relates to a few extraordinary and one-time services donated to Skateistan in 2012, including services received as part of the Beyond Sport Winners' award valued at 60,000 USD.

As Skateistan continues to grow the need for a centralised administration and a strong fundraising capacity is more relevant than ever. Skateistan has taken significant steps towards this by opening its headquarters in Berlin and investing small sums in fundraising. Through these investments Skateistan is now well positioned for expansion and continues to increase its fundraising year on year.

Skateistan classifies program costs as all expenditures relating to the projects in Afghanistan and Cambodia, 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 overheads, compliance costs and audit fees.

### Skateistan's Budget

**2013: Operational Budget 971,119 USD**  
**2014: Operational Budget 1,088,141 USD**  
**2015: Operational Budget 1,170,210 USD**

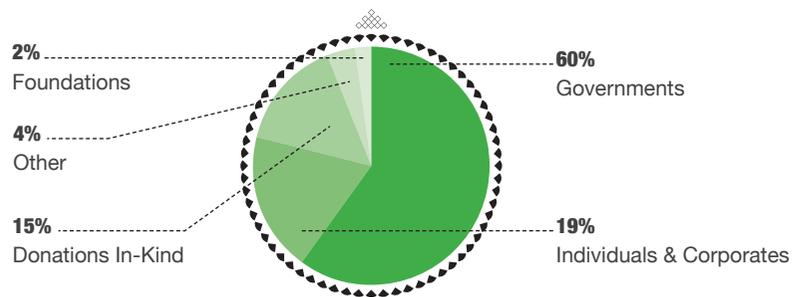


## SECTION 6 FINANCIAL OVERVIEW



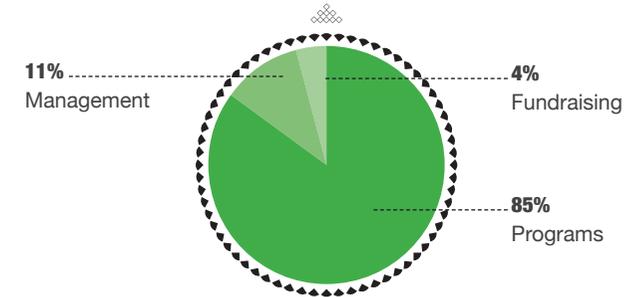
The graphs on these pages represent the consolidated income and costs across the Skateistan projects in Afghanistan and Cambodia, and the Skateistan headquarters. The consolidated figures do not include total funds raised worldwide by the independent Skateistan fundraising entities. Income from these entities is recognised when it is transferred to Skateistan headquarters or granted to the Skateistan projects. The consolidated figures are unaudited. The 2013 Audited Financial Statements of Skateistan Afghanistan are available on [www.skateistan.org](http://www.skateistan.org).

### 2013: WHERE DID THE MONEY COME FROM?



Donations in kind	148,040 USD
Individuals & Corp	181,867 USD
Government	586,645 USD
Foundations	20,112 USD
Other	34,029 USD
<b>Total income</b>	<b>970,693 USD</b>

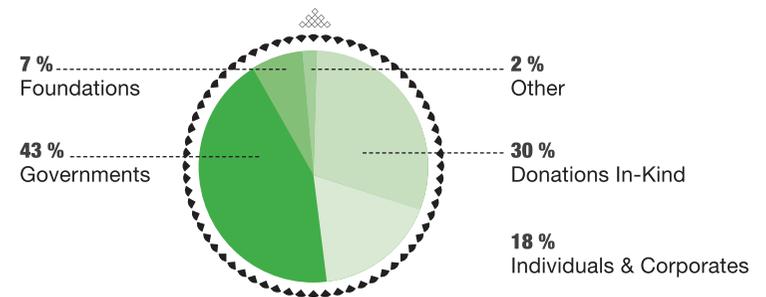
### 2013: WHERE DID THE MONEY GO?



Programs	813,499 USD
Fundraising	33,860 USD
Management	109,751 USD
<b>Total</b>	<b>957,110 USD</b>

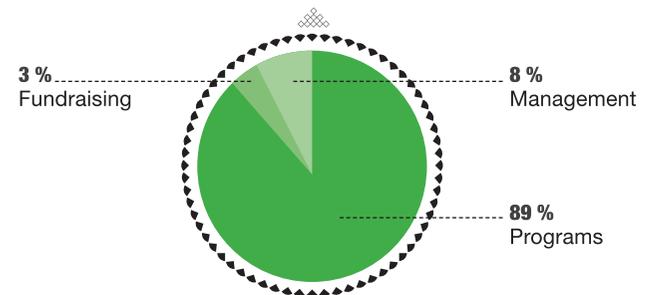
## SECTION 6 FINANCIAL OVERVIEW

### 2012: WHERE DID THE MONEY COME FROM?



Donations in kind	258,303 USD
Individuals & Corp	153,193 USD
Government	362,831 USD
Foundations	56,560 USD
Other	14,603 USD
<b>Total income</b>	<b>845,490 USD</b>

### 2012: WHERE DID THE MONEY GO?



Programs	711,777 USD
Fundraising	22,795 USD
Management	64,326 USD
<b>Total</b>	<b>798,898 USD</b>

**[fig. 17]** A young student from Skateistan Cambodia's partner NGO "Damnok Toek" during a disabled class. Skateistan Cambodia runs three disabled classes every week.



## THANK YOU!



2013 was an incredibly successful year for Skateistan, due in a large part to our many supporters worldwide. We would like to thank everyone who has helped to make high quality creative education, skateboarding and other sport activities available to nearly 1000 children each week in our facilities in Afghanistan and Cambodia.

In order to achieve the goal of sustainability and to secure operations in the long-term Skateistan has developed many relationships with businesses that have monetarily sponsored the organization, co-branded products, or donated goods and services in-kind. The skateboard industry has been particularly supportive and we would like to acknowledge the long-term support of Black Box Distribution, Fallen Footwear, and TSG International. A special thanks to IOU Ramps for sponsoring the construction of our second skatepark in Afghanistan, in Mazar-e-Sharif.

Absolutely essential to Skateistan's future success are the thousands of individuals who have made a donation or volunteered their time. Our two online fundraising drives were particularly successful this year and raised more than 60,000 USD, so a special thank you goes out to everyone who donated and shared our "Keep Skateistan Rolling" campaigns. Your support makes you a partner in Skateistan's work to empower youth and promote peace internationally. We aspire to provide opportunities and to make a long-term impact on the lives of children and we are grateful that you share this vision.

Should you have any questions or concerns about Skateistan and the work we do, please feel free to contact us at [info@skateistan.org](mailto:info@skateistan.org).

### MAJOR DONORS 2013

The Danish Embassy Kabul  
The German Federal Foreign Office  
The Norwegian Embassy Kabul  
Blossom Hill Foundation  
Motul Corazon Foundation  
Quiksilver Foundation  
Oldfield Partners  
The SK8room

### MAJOR IN-KIND SPONSORS 2013

IOU Ramps  
ACCL International  
Zero Skateboards  
Fallen Footwear  
TSG International  
Spitfire Wheels  
Theeve Trucks  
Speed Metal Bearings  
GIZ  
Roshan  
Grohe  
Festool  
T-Wall  
German Alpine Club  
Penceo Sport  
Motivated Performance  
Deine Stadt Klebt  
The Law Office of John M. Trani  
Urban Supplies  
Thomson Reuters Foundation

## GET INVOLVED



There are many ways to get involved with Skateistan. Supporters worldwide regularly hold fundraising events, spread awareness about the project within their communities, and show their support by buying Skateistan merchandise.

### MAKE A DONATION

Visit our website to find out how you can give a donation to Skateistan today: [www.skateistan.org/donate](http://www.skateistan.org/donate)

### HOST A FUNDRAISER

Host a fundraiser through your school, a community club or individually. Your event, no matter how small, helps keep Skateistan students rolling towards new opportunities in education and personal empowerment.

Skateistan has a Fundraising Kit with materials to help you. Find out more at: [www.skateistan.org/get-involved](http://www.skateistan.org/get-involved)

### GO SHOPPING

Skateistan has variety of clothing and other products for sale with 100% of proceeds benefitting our projects: [www.skateistan.org/shop](http://www.skateistan.org/shop)

### VOLUNTEER

We rely on people like you to make a difference in the lives of our students. Check out our website for current volunteer opportunities in your home country and abroad.

### BECOME A SPONSOR

Skateistan is always looking for new funding partners and sponsors. If you would like to learn more about supporting Skateistan or propose a partnership please e-mail [development@skateistan.org](mailto:development@skateistan.org).

### JOIN US ONLINE

Follow and share Skateistan's latest activities through our Facebook, Twitter, Instagram and more.

[www.facebook.com/skateistan](http://www.facebook.com/skateistan)

[www.twitter.com/skateistan](http://www.twitter.com/skateistan)

[www.instagram.com/skateistan](http://www.instagram.com/skateistan)

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