



Skating to a brighter future

2024 | Season 1 IMPACT REPORT





2024 | Season 1 Partners



This season of programming has been made possible by the generous support of HELP JA .



Sandals Foundation continues their steadfast support of the Homework Programme.




Table of Contents

- 02 Get-on-Board Programme
- 03 Community Activity Programme
- 06 Edu-Skate Classes
- 09 Homework Programme
- 12 Freedom Skatepark Foundation
- 14 Financials
- 19 Recommendations



Period January 1 - March 31 2024
Subject Programming
Location Freedom Skatepark, Jamaica
Date Prepared June 2024
Tim van Asdonck & Gina May Mair

Introduction

This report summarises the 13th Session of Edu-Skate that ran at the Freedom Skatepark from January to March 2024. The season consisted of 4 programmes:

45
youth

Edu-Skate Programme

Edu-Skate is a positive youth development programme that utilises skateboarding to empower and provide positive psychological education to underserved children 6 - 16.

921
Rentals

Get-On-Board

This programme is designed to provide users who wish to skate but do not own equipment the opportunity to do so. Boards and protective gear can be rented for \$100 JMD and can be rented in exchange for helping with community activities.

75
participations

Community Activities

The park hosts a number of community activities that encourage a sense of ownership and provide community members a safe space to build and share. Activities include gardening, carpentry, and concrete work.

21
students

Homework Programme

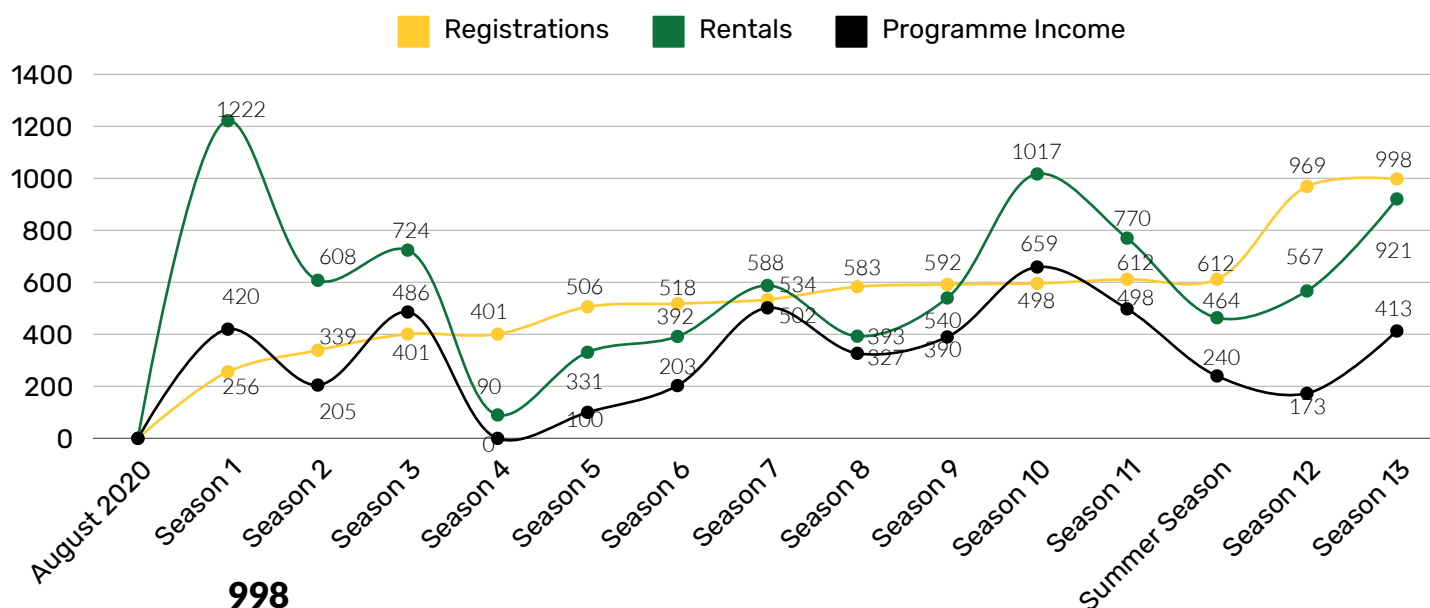
Youth within the community are provided tutoring on a number of academic subjects with a qualified tutor.

Get-on-Board Programme

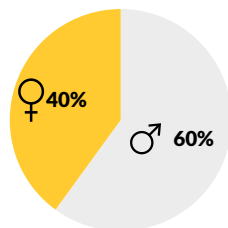


The Get-on-Board programme serves people that would like to give skateboarding a try but don't have a skateboard to use. Upon registration, a board and/or protective gear can be rented for \$100 JMD (\$0.65 USD) each (based on the socio-economic status of the surrounding community). People that are not able to afford this price, can still access the programme in exchange for participation in community activities.

The Skatepark Managers manage and track the programme daily during regular operating hours (1 - 7 pm). See graph below for results of the 13th season of the Get-on-Board Programme.



998
Total amount of registrations



14 years old
Average age

921 Total amount of uses

- **30%**
of uses was in exchange for Community Support Jobs and Skate Classes (277 uses)
- **70%**
644 paid uses

Programme income in season 13: **64,400 JMD / \$413 USD**

All income was reinvested in the maintenance of the Freedom Skatepark (see Skatepark Expenses in Finances).

Community Activity Programme

The Community Activity Programme is implemented for 4 reasons:

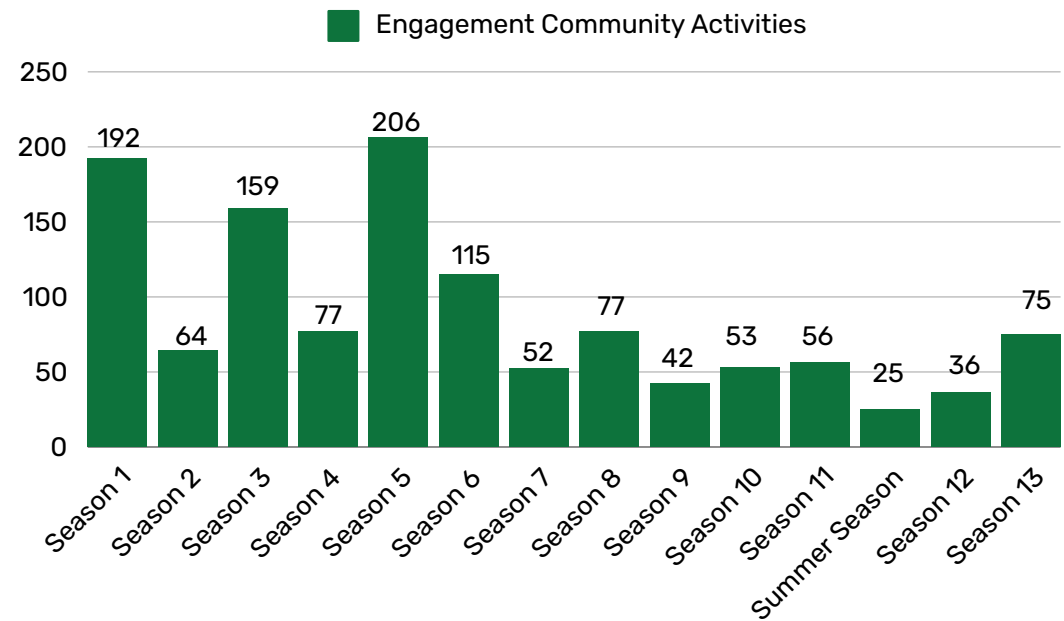
- 1. Involving the skatepark community in the work and development of the skatepark to instill a sense of ownership.
- 2. Community building: providing fun and educational activities through which the skatepark visitors can bond.
- 3. Some of the skatepark visitors do not have the financial means to rent a board or protection gear. This programme serves as a 'trade-off' for free board rental: if you help with some work around the park.
- 4. Unpromoted small activities were organised to engage the youth and community in educational and small communal activities. Throughout the season, community members (predominantly -18 youth) participated in the following activities:

75

voluntary jobs executed.

- Weeding
- Watering
- Gardening
- Cleanup
- Trash Removal

Total participation in Community Activities in Season 13



Skatepark Management

Key roles:


- Supervising the park
- Running the Get-on-Board and Edu Skate programme
- Executing community support jobs
- Keeping the skatepark clean and watering the greenery

The Skatepark Management identified a few significant challenges this season:

1. Maintaining park environment and facilities.
2. Controlling the behavior of some of the programme participants.
3. Security matters.

Recommendation:

1. Facility maintenance.
2. Increase the support of the team on the ground with a security solution, upgrade the security system and processes around security.
3. Some kind of conflict resolution program



Having a positive impact on the community, seeing youths improve and grow and creating a sanctuary for personal development are the things I appreciate the most about working at Freedom Skatepark.

Project Manager

Events

Skate Competition

During the 2024 Season 1, the Freedom Skatepark community successfully hosted two of our highly anticipated monthly skate competitions. These events highlighted the skill and development of our young skaters and fostered a vibrant community spirit.

February Competition

In February, the competition was co-managed with esteemed members of the skate community, Sk876. Fourteen youth skaters participated, showcasing impressive skills and competitive spirit. Prizes were generously donated by Lucien Clarke Apparel, Ace Trucks and Wheels, and Element Shoes, providing valuable incentives and support for our participants.

March Competition

The second competition of the season took place in March, again co-managed by Sk876. This event was further enriched by an anonymous donation from a local family, who provided a much-appreciated BBQ spread, complete with snacks and drinks. This contribution significantly enhanced the festive atmosphere. The competition featured 10 youth skaters and 7 adult skaters. Top competitors received prizes donated by Lucien Clarke Apparel, Ace Trucks and Wheels, and SUPREME Skateboards.

The success of these competitions underscores the importance of community support and generous contributions, which are crucial in the development of the sport, and fostering talent and enthusiasm within the Freedom Skatepark community.

Teaching the youths to skate, just to the smile on there faces when they land a trick ❤️, Plus I love when they want to learn brings me the greatest moments of comfort in my role here at Freedom Skatepark.

Skatepark Manager

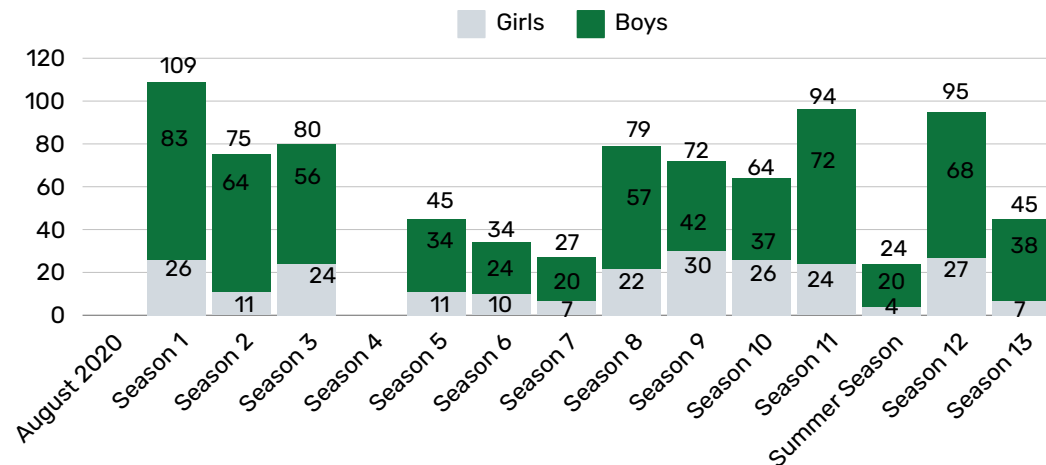


Edu-Skate Classes

The Edu-Skate Programme offers free skateboarding classes with a focus on life skills. The marquis programme of Concrete Jungle Foundation was developed using academic research from the self-determination theory on child psychological development and has been administered in collaboration with schools and NGOs globally.

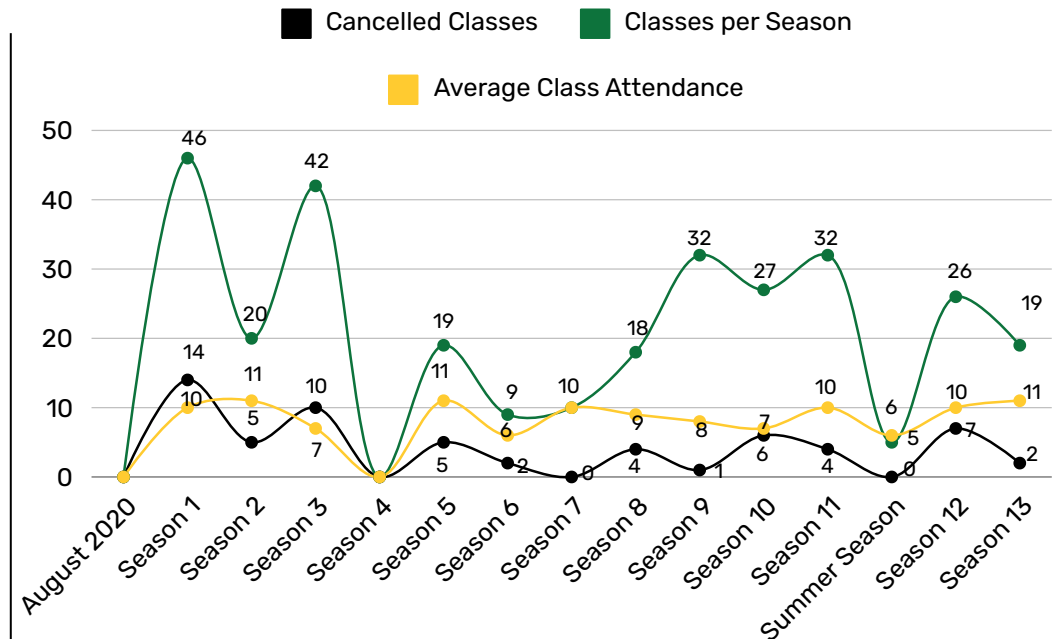
This Edu-Skate Season 13 was made possible through the generous support of H.E.L.P JA. Participants came from Denham Town High School and Bull Bay.

Edu-Skate Participation

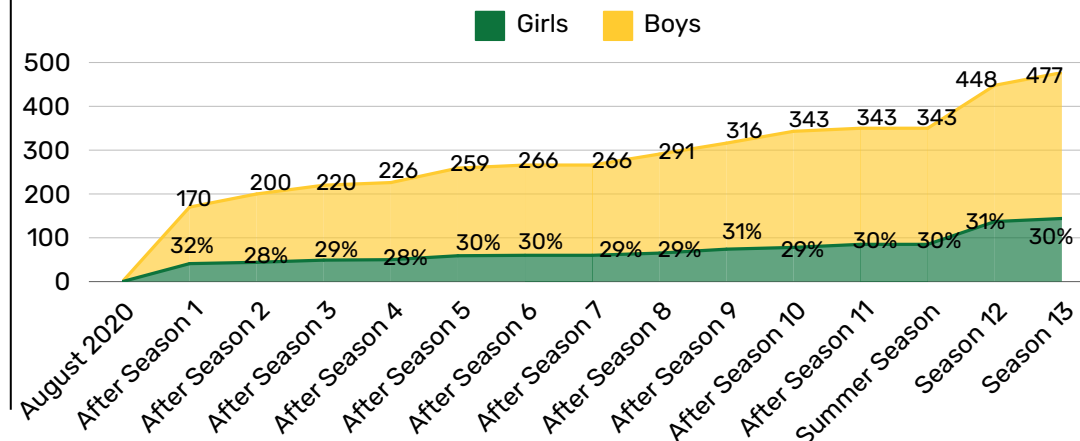


Participation this Season: **45 students**

Edu-Skate Classes



Edu-Skate Registrations



Total Amount of Registrations: **477**

We know these kids well enough to be able to boost their confidence. Kids are willing to be more vulnerable if they know you it seems.

We spent much of the session counseling kids that were having trouble solving conflict reasonably.

Project Manager

Edu Skate lessons are designed to be executed with a Head Teacher and an Assistant Teacher. Classes were organised as follows:

Intro:	The classes started with everyone sitting in a circle to introduce the life skill of the week.
Warm-up and trick/activity:	The teachers would proceed with a warm-up exercise for the students before getting into the trick/activity of the lesson through which they would work on the life skill. Students were divided into smaller groups per teacher, so each student got sufficient attention and support from their teacher.
Break:	After around 45 minutes into the class, it was break time: the students got some water and fruits in the youth centre and a moment in the shade.
Free skate:	After the break, it is free skate time. The students can skate for themselves, but the teachers are still present to supervise and help students out in case they need help or want to learn something new.
Reflection:	The sessions ended with all the students in a circle. The students have a moment here to share their experience of the class, of the life-skill and their accomplishments.

WHAT went down in Edu-Skate ?

The Edu-Skate programme, designed by Concrete Jungle Foundation is closely monitored and evaluated. Instruction is delivered by Skatepark managers Ronley Lewis, Nicholas Thompson and Damany Gayle. Teachers manage organisation, instruction and evaluation with support from the Project Manager, Blake Burnett. **The Edu-Skate curriculum is outlined below. Each week pairs a social skill designed to contribute to positive personal development and paired with a skateboarding activity for an immediate practical application of this skill.**

Lesson 1. Positive Mentality

Lesson focus: "Teach the kids to develop a positive mental attitude to overcome obstacles inside and outside skateboarding".

Lesson 2. Awareness

Lesson focus: "Lesson goal was being aware of other skaters and the general surroundings of the skatepark".

Lesson 3. Self-Confidence

Lesson focus: "To build self-confidence with the students".

Lesson 4. Respect

Lesson focus: "Establish respect towards the park and each other".

Lesson 5. Resilience

Lesson focus: "The lesson goal was focused on being persistent and perseverant in trying new things on your board".

Lesson 6. Perseverance

Lesson focus: "To never give up".

Lesson 7. Courage

Lesson focus: "To overcome fear with courage, be courageous".

Lesson 8. Creativity

Lesson focus: "The lesson goal was based on having fun through creative expression".

Lesson 9. Teamwork

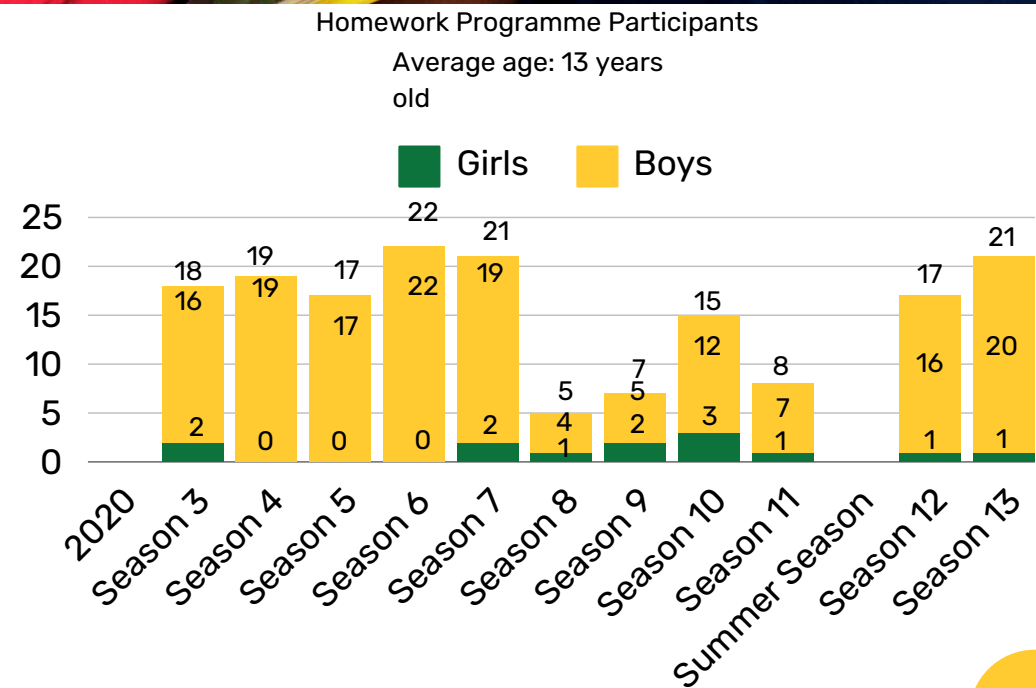
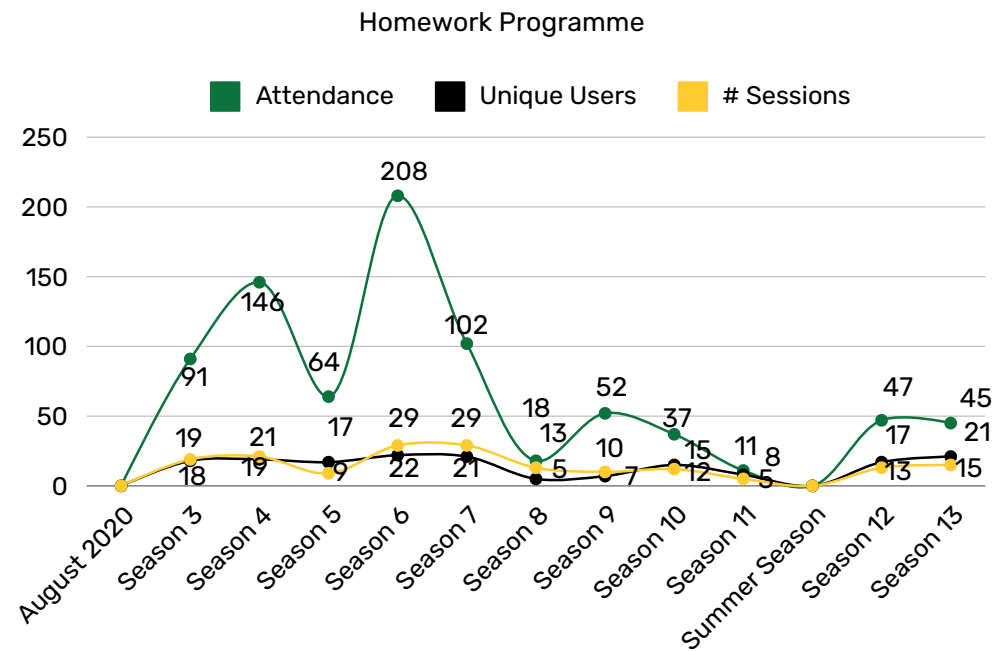
Lesson focus: "Team work. helping one another".

Homework Programme

(Sponsored by Sandals Foundation)

With a focus on personal development, the skatepark serves as a meaningful amendment to the education of the children. Therefore, an educational support session was organised on a regular basis to support their academic development in a small group setting with the intention of improving personal development and academic outcomes.

The Homework Programme was funded by Sandals Foundation, and the educational sessions this season were executed by Icah Wilmot and Jeanelle Irvine. Additionally, the programme was supported with snacks for the students by Seprod Foundation.



WHAT went down in the Homework Programme ?

The Homework Programme was designed with the intention to support the students by reinforcing core educational tutoring in line with the topics of the curriculum that the students were currently covering in their formal and varied educational programmes. Support is provided by Leah Wilmot and Jeanelle Irvine and now take place in our new Cawna Library space provided by a grant from United Way through Seprod Foundation and designed and constructed by collaboration from For the Fun JA. **The following topics were covered in sessions:**



Math	Speed and Distance
	Angles
	Shapes
Language Arts	Spelling
	Subject Verb Agreement
	Singular and Plural Nouns
Science	Water Cycle
	Climate Change
	Earth Day
Geography	Continents
	Caribbean Islands
	Types of Communities

Had some shirts and hats that I got from a sponsor, Nomad Surf Shop, so used them as prizes to stoke the kids out.

Homework Teacher

Season Highlights

"If I believe I can do it, I will"

Student Observation

"I always enjoy my work, although we have our challenges. We are fortunate enough to have a strong community behind us."

Project Manager

"Courage is when you are afraid of something but you do it same way."

Student Quote





Freedom Skatepark Foundation



Any day-to-day, operational, fundraising, communications programming issues and developments at the Freedom Skatepark were discussed with the Freedom Skatepark Foundation Board of Directors in monthly meetings. The necessary planning and execution to move forward are then carried out. The following developments were achieved through the Freedom Skatepark Foundation board:

Opening and book installation of Cawna Library project

Funding for a creative entrepreneurship development project from the New Wave Celebrity Closet fundraiser was committed for the amount of \$450k JMD

Transition to new insurance provider

Donation and installation of outdoor solar lights

Replacement of security camera system

Pending:

Funding for 2024 Season 4
Conflict Resolution workshop series
Community Parenting Workshop

Perseverance is when you keep dropping
but you get up and try again.

Skatepark Manager

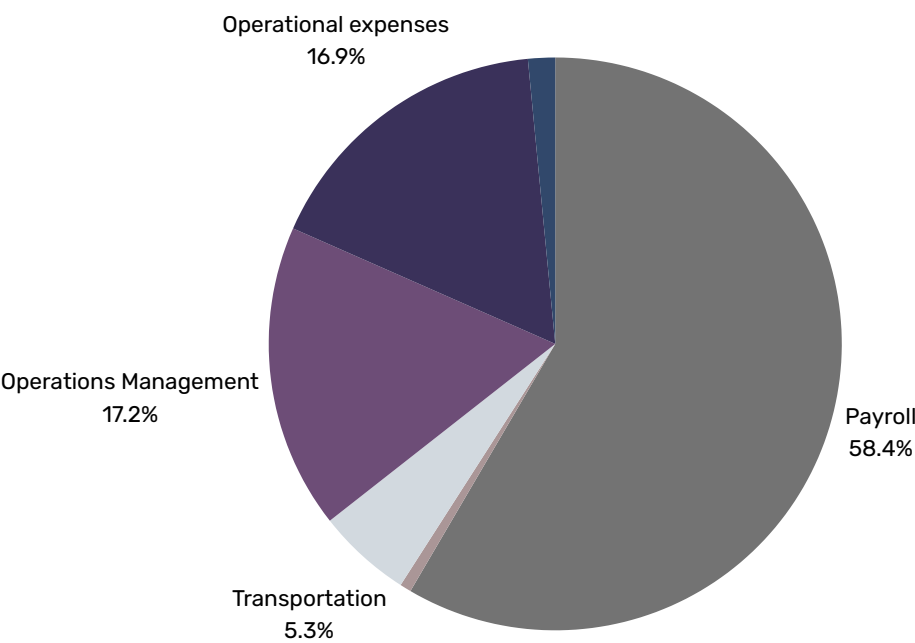


Finances

Programming expenses Jan 1 - March 31 2024

The programming expenses are all related to the Freedom Skatepark’s programming activities. HELP Jamaica sponsored this season of programming, with the exception of the Homework Programme and Youth Transportation which were sponsored by Sandals Foundation.

In total, the season cost **\$ 10,155 USD**



Items	Cost (USD)
Payroll (personnel)	\$5,934
Water and Food	\$65
Operations Management	\$1,746
Administrative expenses	\$1,713
HELP Jamaica subtotal:	\$9,458
Homework Programme (Sandals Foundation)	\$155
Youth Transportation (Sandals Foundation)	\$542
TOTAL	\$10,155

Payroll (Personnel) (\$5,934 USD)

Staff were paid every Friday for their services the past week with the following rates:

- Project Manager: \$40,000 JMD full time
- Junior Skatepark Manager: \$15,000 JMD for 3 days
- Senior Skatepark Manager: \$20,000 JMD for 4 days
- Edu-Skate Teacher: \$2,000 JMD per session
- Media Management: \$1,500 JMD for photos

56 weekly pay slips have been paid for a total of \$919,245.50 JMD

Water and food (\$65 USD)

Water and fruits were provided for the students in every skate class. Costs consisted of water bottles, cups and fruits.

Operations Management (\$1,746 USD)

These include the costs of planning, coordination, monitoring, evaluating and learning (MEL) and reporting on the programmes implemented at the Freedom Skatepark. More specifically:

- Designing the programmes that run at the Freedom Skatepark based on the needs and resources available
- Supporting the implementation of the programmes at the Freedom Skatepark
- Overseeing evaluation and reporting on the collected data through a seasonal report
- Further developing the programmes currently running, and assessing the needs for implementation of additional programmes.

These costs consisted of of the Operations Manager at \$600 USD per month.

Administrative expenses (\$1,713 USD)

These costs consisted of the supplies and administrative expenses to run this season.

- Receiving a package of donated skateboards from Large Up
- Receiving a package of donated skateboards from Supreme New York
- First Aid/ CPR Certification Training for skatepark staff
- Replacing security cameras
- Security for community event
- End of season field trip

Homework Programme (\$155 USD)

Sponsored by Sandals Foundation

These costs consisted of the expenses to make the homework programme run.

- Homework Programme Teacher: \$3,000 JMD per session

Transportation (\$542 USD)

These costs consisted of the weekly transportation of the children from Denham Town High school between downtown Kingston and the Freedom Skatepark for the Edu-Skate classes.





Skatepark Expenses & Income

These are the day-to-day maintenance costs of the skatepark: all the costs outside of programming costs to keep the skatepark running. These costs were paid from the skatepark income, which will also be discussed here. The total skatepark expenses from January to March were to \$624 USD equivalent to \$96,656 JMD.

Skatepark Expenses	\$96,656 JMD
Electricity	33,800
Sanitary Expenses	5,656
Maintenance expenses	40,700
Teacher payout private lessons	16,500

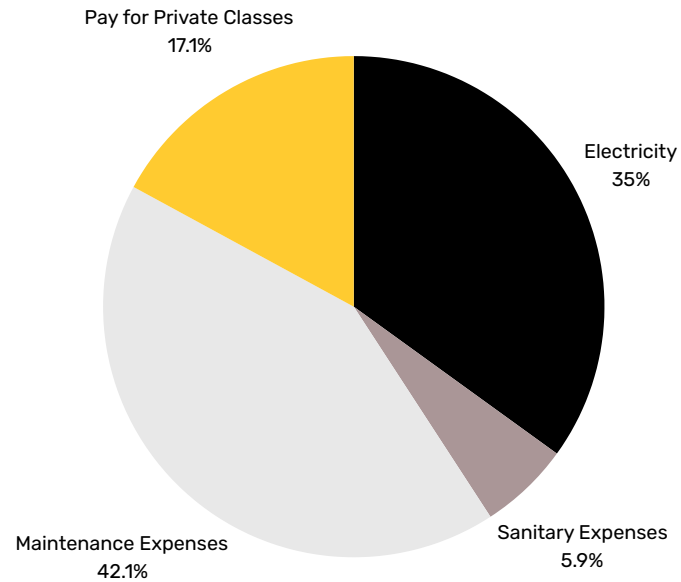
In support of the goal for the operations of Freedom Skatepark to be self sustaining, great attention have been invested income generating activities. All income generated at the Freedom Skatepark has been directly reinvested into the maintenance of the skatepark. From January to March, the Freedom Skatepark generated a total of \$648 USD equivalent to \$100,400 JMD. The skatepark income exceeded the skatepark expenses: this was the 7th consecutive season this occurred.

Skatepark Income	\$100,400 JMD
Get-On-Board Programme	54,400
Donations	12,000
Private Skate Lessons	34,000



Skatepark expenses January - March 2024

\$624 USD



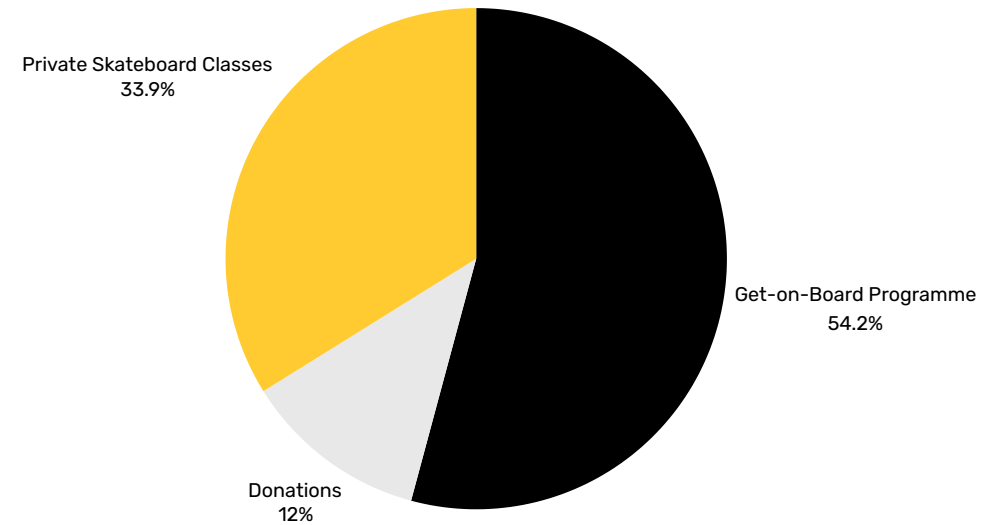
Comments:

- The electricity bill is paid on a monthly basis.
- Sanitary expenses included hand soap, cleaning products and a new water filter.
- Maintenance expenses included plumbing, solar light installation, some welding repairs and tree trimming.
- 5 teachers were paid to execute 2 private skate classes.



Skatepark income January - March 2024

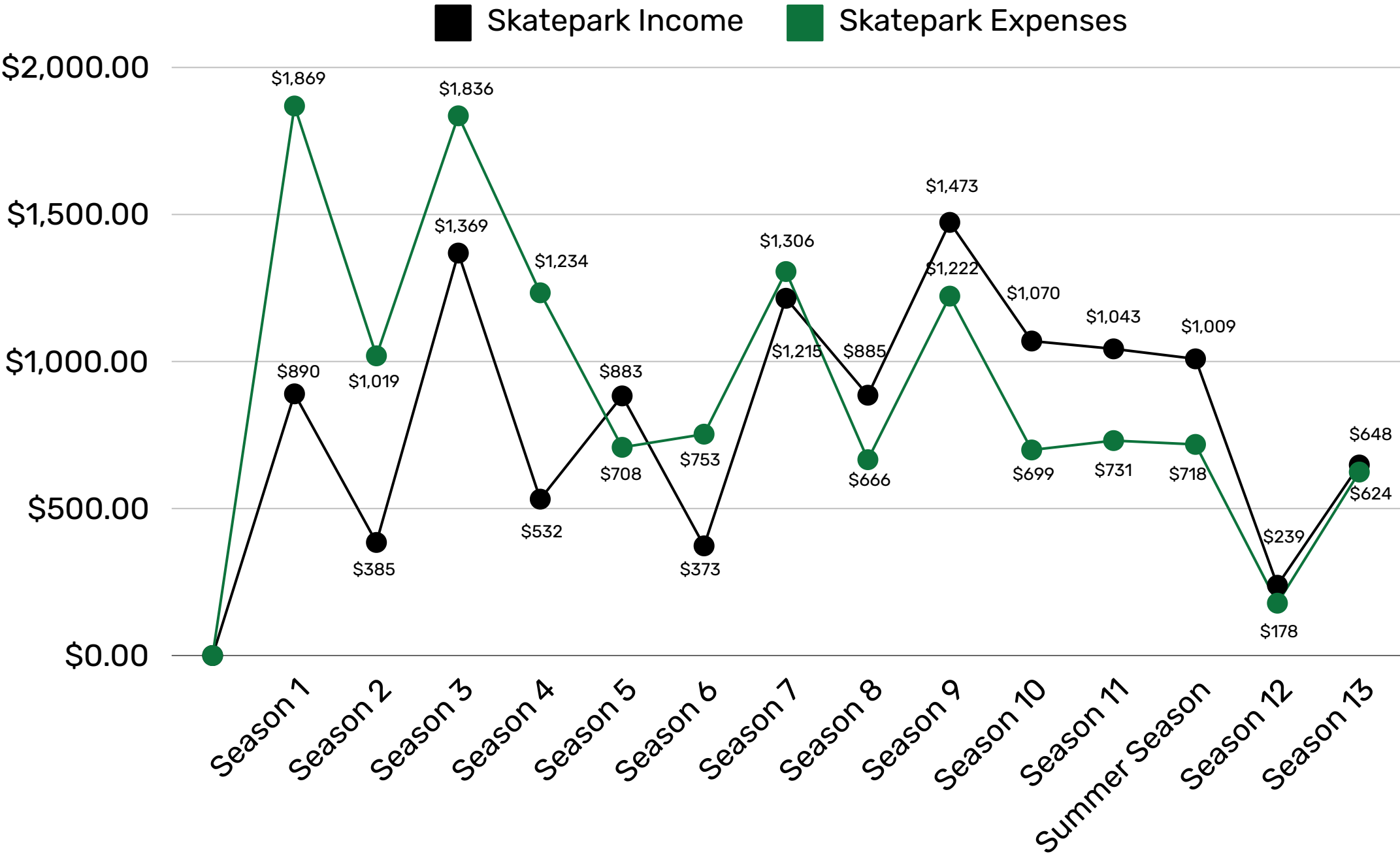
\$648 USD



Comments:

- The board/protection gear rental programme is provided at \$100 JMD (per rental)
- Donations were left by Popcaan and for a video shoot.
- 2 private skate classes were executed.

Skatepark Income and Expenses in USD



Recommendations

In the following, you will find a summary of the recommendations that came forward from this season of programming at the Freedom Skatepark, to improve the working structure the next seasons.

Since every department was running their activities autonomously this season, all recommendations come from the staff themselves.

— 1. **Skatepark Management**

We had a lot of behavioral issues with kids in the community.

Continue engaging the family networks connected to the participants of the programme.

Organize community events or activities that encourage the development of positive relationships among children and between the team and youth inclusive of conflict resolution and parenting workshops.

— 2. **Park Maintenance**

A proper budget for effective maintenance of the facility is needed.

Specific areas of concern are as follows: maintenance of the park surface, security camera equipment and outdoor solar lights.

— 3. **Content**

Generate content and documentation of events

Engage an enthusiastic member of our skate community members to capture content and manage social media.

— 4. **Acquire newer gears and equipment**

Utilize non-profit status to ship donated goods.

Founding Partners





Thank You



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