

# Impact Report





# Impact Report

## Table of Contents

01	Get-on-Board Programme	02
02	Community Activities	03
03	Edu-Skate Classes	06
04	Homework Programme	10
05	Enrichment Activities	12
06	Finances	14
07	Recommendation	19

This season of programming has been made possible in its entirety by Sandals Foundation.



Period: July 1st – September 30th, 2024  
Subject: Programming  
Location: Freedom Skatepark, Jamaica

Date Prepared: January 15, 2025  
By: Tim van Asdonck, Blake Burnett & Tabetha Phillips

# Introduction

This report summarises the 16th Season of programming that ran at the Freedom Skatepark from July – September 2024. The season consisted of 5 programmes:

## **Get-On-Board Rental Programme**

This programme is in place to facilitate people that would like to skate but don't have a skateboard. Access is granted upon registration and rent a skateboard and/or protection material for \$100 JMD each. All income from this programme is reinjected into the maintenance of the skatepark.

## **The Community Activity Programme**

This programme intertwines with the Get-on-Board programme, Many children from the community around the Freedom Skatepark are unable to pay board rental on a daily basis. The Community Activity Programme provides board rental in exchange for time spent in community activities. We work together with the skatepark community on maintenance and developments around Freedom Skatepark.

## **The Homework Programme**

Educational support sessions were organized on a regular basis to support the children's academic development in a small group setting with the intention of improving personal development and academic outcomes.

## **Enrichment Activity Programme**

A variety of enrichment activities that focus on personal development have been offered to kids and adolescents visiting the skatepark. Activities have the purpose of providing our youth with the opportunity to explore their interests and potential in what lies outside of their school curriculums. For this season, programming was delivered in a workshop style structure where we offered conflict resolution classes.

## **Edu-Skate Classes**

This is Concrete Jungle Foundation's core youth programme: combining skateboarding classes with life skills. The programme is free of charge, participation is open for anyone between 6-16 years old who is registered for the programme. Through the grant provided by Sandals Foundation, we have been able to include youth from Bull Bay as well as downtown, Kingston, in partnership with. Supm Fi Talk Bout.





# Get-on-Board Programme

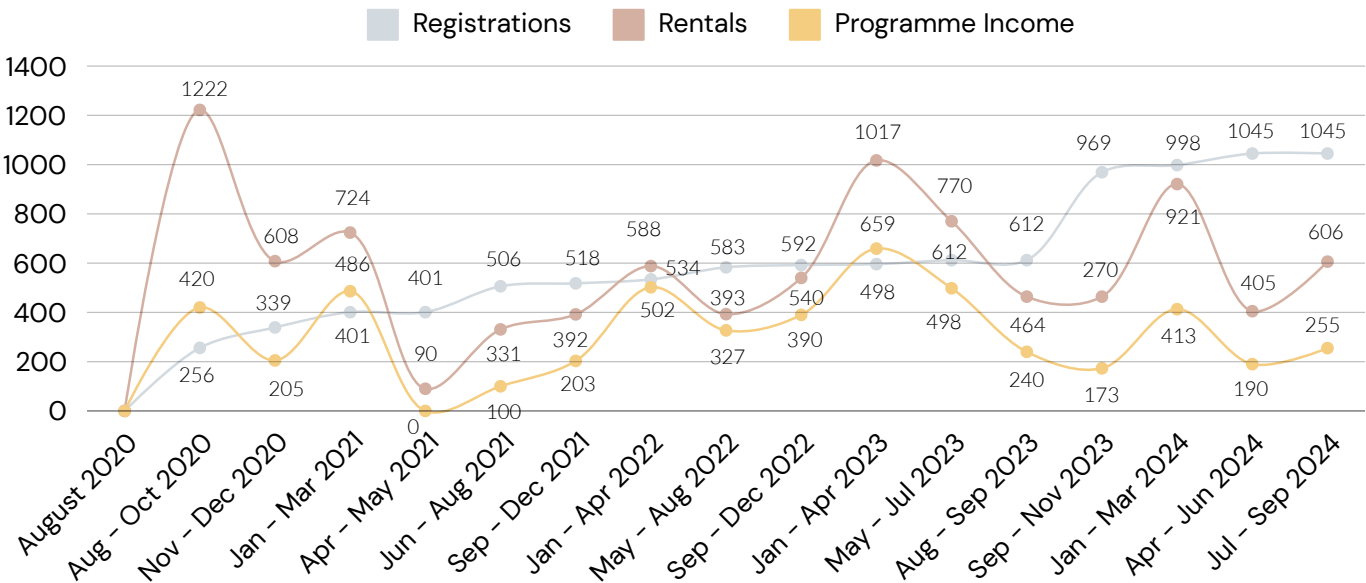
The Get-on-Board programme was set up to serve people that would like to give skateboarding a try but don't have a skateboard to use. Upon registration, a board and/or protective gear can be rented for \$100 JMD (\$0.65 USD) each (based on the socio-economic status of the surrounding community). For the people that are not able to afford this price, the programme can be accessed in exchange for participation in community activities (see 2. Community Activities Programme).

The Skatepark Managers run this programme during the opening times of the skatepark (1 pm – 7 pm) and keep track on a daily basis of how the materials were used and by whom. In the following, you find the results of running the Get-on-Board Programme this season.

Programme income in season 16:

**40,000 JMD** / \$255 USD

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



Total amount of uses:

**606**

**39%**

Exchanged for  
Community Support  
Jobs and Skate Classes  
(206 uses)

**61%**

Exchanged for money  
(400 uses)

Total amount of registrations:

**1045**

**40%** Girls

**60%** Boys

Average age: **14 years old**



# Community Activity Programme

The Community Activity Programme is implemented for 3 reasons:

01

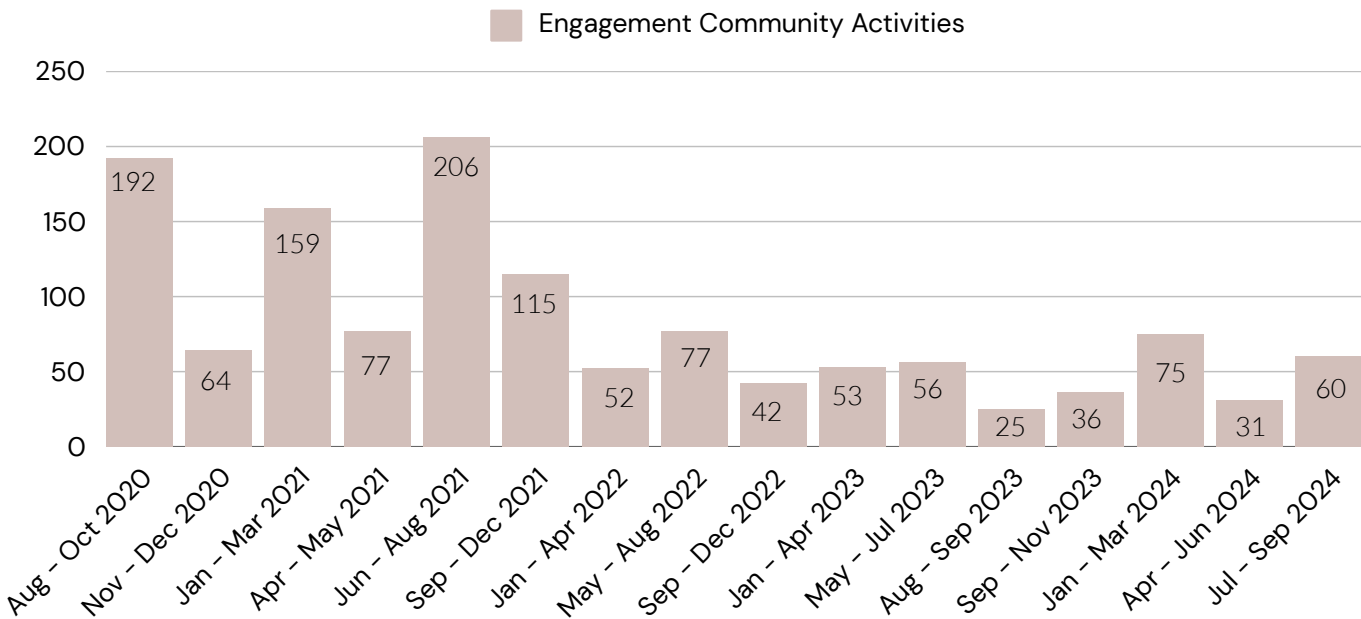
Involving the skatepark community in the work and development of the skatepark to instill a sense of ownership.

02

Community building: providing fun and educational activities through which the skatepark visitors can bond.

03

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, you get to rent a board for free.



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:

**60** Voluntary jobs executed

- Picking up trash
- Organizing community center
- Cleaning the library
- General repair for the park

# 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:

- Structural damages to the library from the hurricane
- Daily conflict issues with children in our programs



“This season went really well and it was great to collaborate with the Jamaica Surfing Association and Jamnesia.”



# Events

## Skate Contest August

We hosted the fifth skate competition in the King of the Bay Skate Series at the park, featuring 12 youth competitors. Judging was conducted by SK876 and Tom from CJF, all of whom contributed their expertise to the event. Our young participants continue to demonstrate significant improvement, and these competitions provide an excellent platform to showcase their talents.

## Gully cleaning session & competition

Our gully clean-up and competition engaged local youth in the King of the Bay Skate series, in collaboration with SK876, combining community service with sporting events. Participants not only contributed to cleaning the gully and performing patchwork but also had the opportunity to win prizes donated by the production crew of XXXTentacion, who were filming their music video at the park. Their involvement highlights a commitment to supporting our programs and fostering a positive environment for youth in the area.



"Our competition series is a fantastic opportunity to crown a champion and recognize the hard work and growth of our young skaters. It's incredibly rewarding to see their dedication pay off as they showcase their talents and develop their skills."

Ivah Wilmot – SK876



# Season Highlights



"I just want to say a big thank you for facilitating the children in your summer camp. They had a great and memorable time."

Program Parent

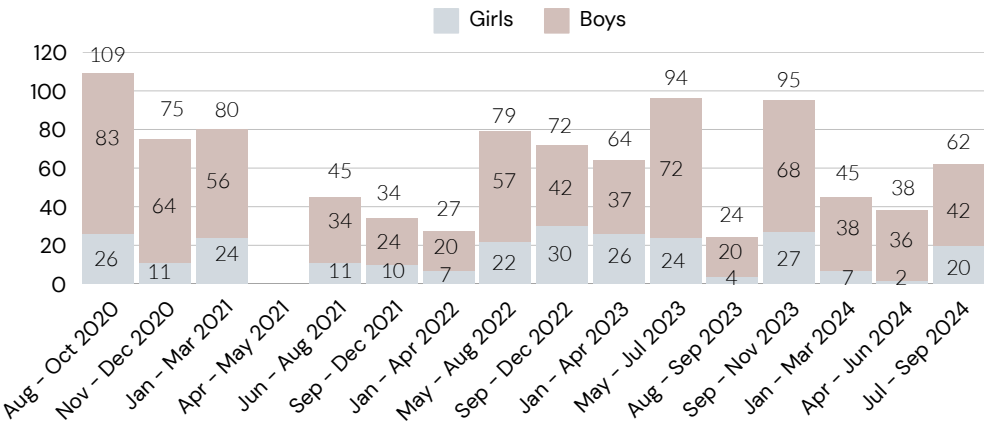


# Edu-Skate Classes

The Edu-Skate Programme offers free skateboarding classes with a focus on life skills. This educational 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 .

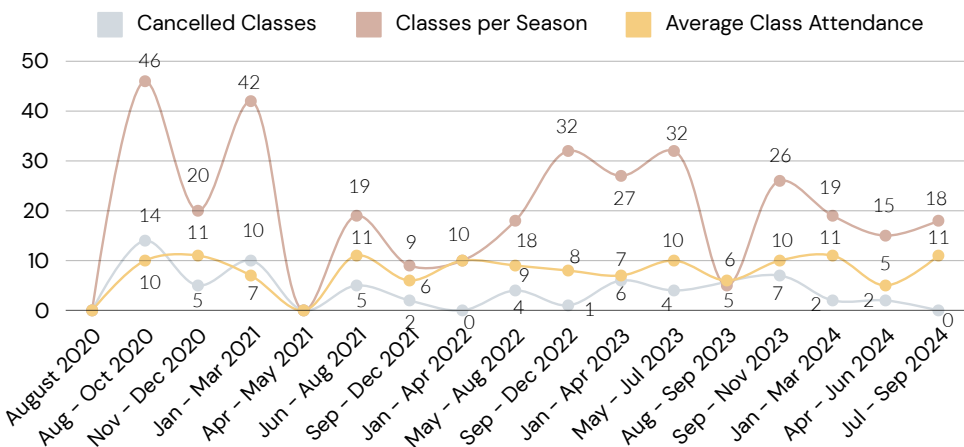
Participants came from Supm Fi Talk Bout and Bull Bay. No injuries were recorded during the Edu-Skate classes this season.

Edu-Skate Participation

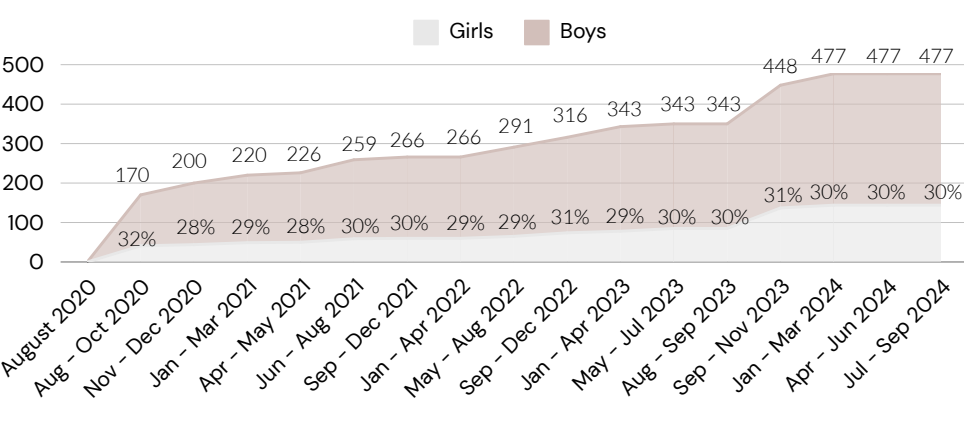


**62** Student participation this season

Edu-Skate Classes



Edu-Skate Registrations



**477** Total amount of registrations



“Resilience is being strong when bad things happen.”

Student



# Classes Organization

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

- 
- |    |       |  |
|----|-------|--|
| 01 | Intro | The classes started with everyone sitting in a circle to introduce the life skill of the week. |
|----|-------|--|
- 
- |    |                  |   |
|----|------------------|---|
| 02 | Warm Up & Tricks | 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. |
|----|------------------|---|
- 
- |    |       |  |
|----|-------|--|
| 03 | 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. |
|----|-------|--|
- 
- |    |            |   |
|----|------------|---|
| 04 | 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. |
|----|------------|---|
- 
- |    |            |  |
|----|------------|--|
| 05 | 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. |
|----|------------|--|
- 
- 07

# Edu-Skate Youth Programme Schedule

As Concrete Jungle Foundation's core youth programme, the execution of this programme is closely monitored and evaluated. The Edu-Skate programme is delivered via instruction from Project Manager Blake Burnett and Skatepark Manager Nicholas Thompson. Teachers manage organisation, instruction and evaluation of the Edu-Skate classes.

The Edu-Skate curriculum is outlined below. Each week either a social skill or a competence-building skill is designed to contribute to positive personal development and paired with a suitable skateboarding activity/ challenge for an immediate practical application of this skill.

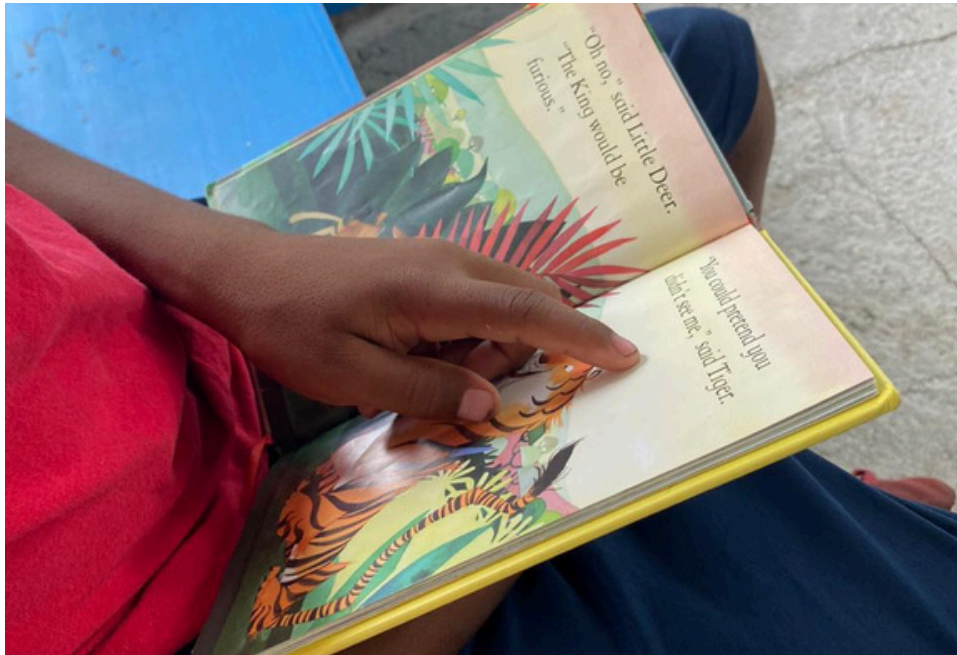
Lesson 01	<b>Self-Confidence</b>	To build self-confidence with the students.
Lesson 02	<b>Respect</b>	Establish respect towards the park and each other.
Lesson 03	<b>Resilience</b>	The lesson goal was focused on being persistent and perseverant in trying new things on your board.
Lesson 04	<b>Perseverance</b>	To never give up.
Lesson 05	<b>Courage</b>	To overcome fear with courage, be courageous.
Lesson 06	<b>Cooperative Learning</b>	The lesson goal was for the students to teach each other a new trick



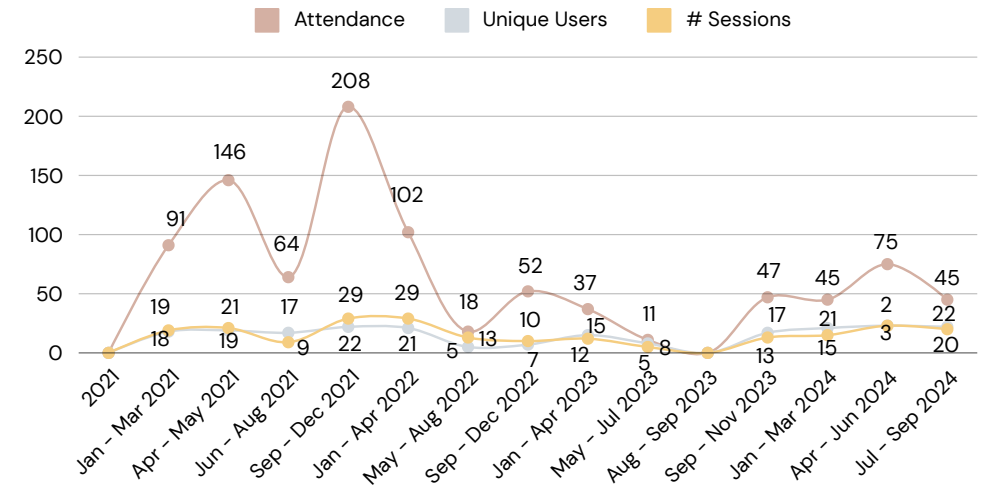
# Homework Programme

With a focus on personal development, the skatepark should not be a distraction from the education of the children we engage but rather an amendment. 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.

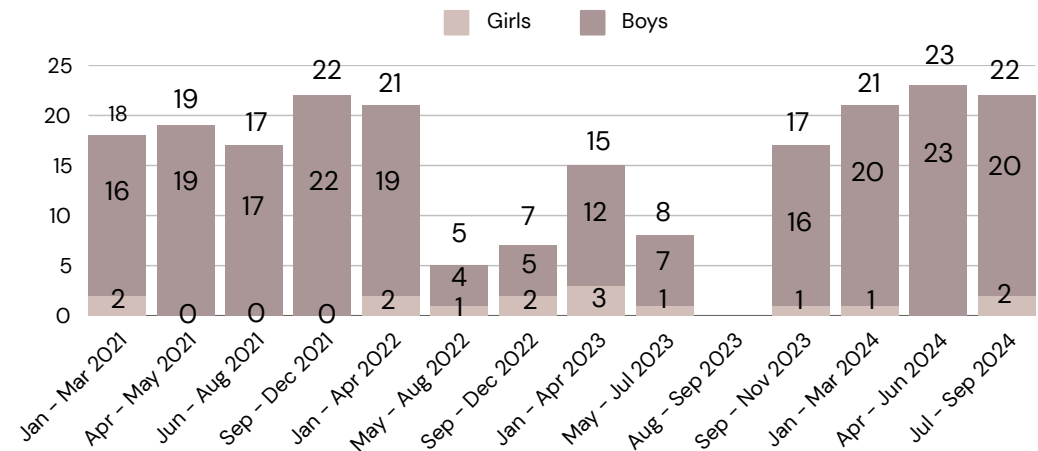


## Homework Programme



## Homework Programme Participants

Average Age: 13 years old



# Homework Programme Activities

20 educational sessions were organised this season, with 22 unique users, and 10% of the participants were girls.

The Homework Programme tried 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.



“We had a good flow and it was great working with the kids on their own levels.”

Homework Programme Teacher

**The following subjects were covered in the sessions:**

Language Arts (15 sessions)

- Spelling
- Reading & comprehension
- Writing short compositions
- Spelling

Social Studies (3 sessions)

- Covering school curriculum

Mathematics (15 sessions)

- Covering school curriculum



# Season Highlights



"We've been welcoming many new kids to the park who are actively participating in our programs. It's heartwarming to witness the love for skateboarding flourish, and it's reassuring to know that the park continues to be a safe haven for the youth in our community."

Project Manager

"Community activity days are always a great time at the park. We come together as a group to clean and fix up the place and the energy is always uplifting."

Project Manager



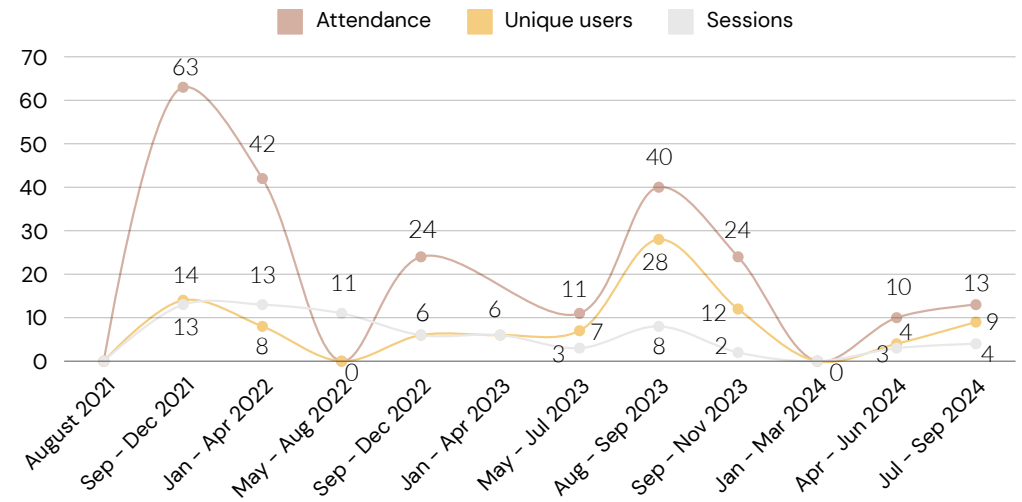
# Enrichment Activity Programme

The intention of the Enrichment Activity Programming offered at Freedom Skatepark is to focus on personal development through the introduction of novel disciplines and exploring interests and potential in what lies outside of their school curriculums. The programming is delivered in a workshop style structure by a broad variety of skilled practitioners.

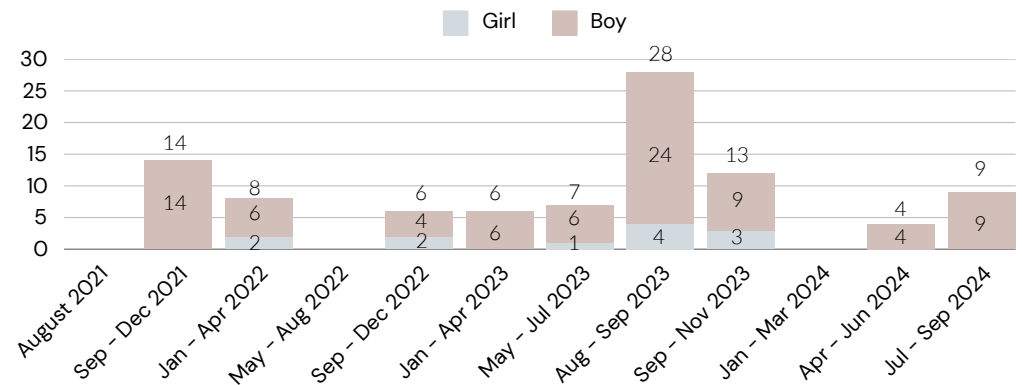
This season the enrichment activities consisted of conflict resolution workshops combined with martial arts.



Enrichment Programme



Enrichment Programme Participants





# Summer Programme Activities

## Summer Camp (partially sponsored by the Jamaica Surfing Association)

Our summer camp sessions featured exciting morning skate sessions followed by afternoon surf sessions at Jamnesia, providing a comprehensive and enjoyable experience for participants. The program was designed to foster skill development and camaraderie among the kids, allowing them to enhance their skating and surfing techniques in a supportive environment. Each session concluded with a refreshing cool-off activity, ensuring the children had a fun and memorable summer while staying active and engaged.

"It is better to stop or prevent any conflicts before they escalate"

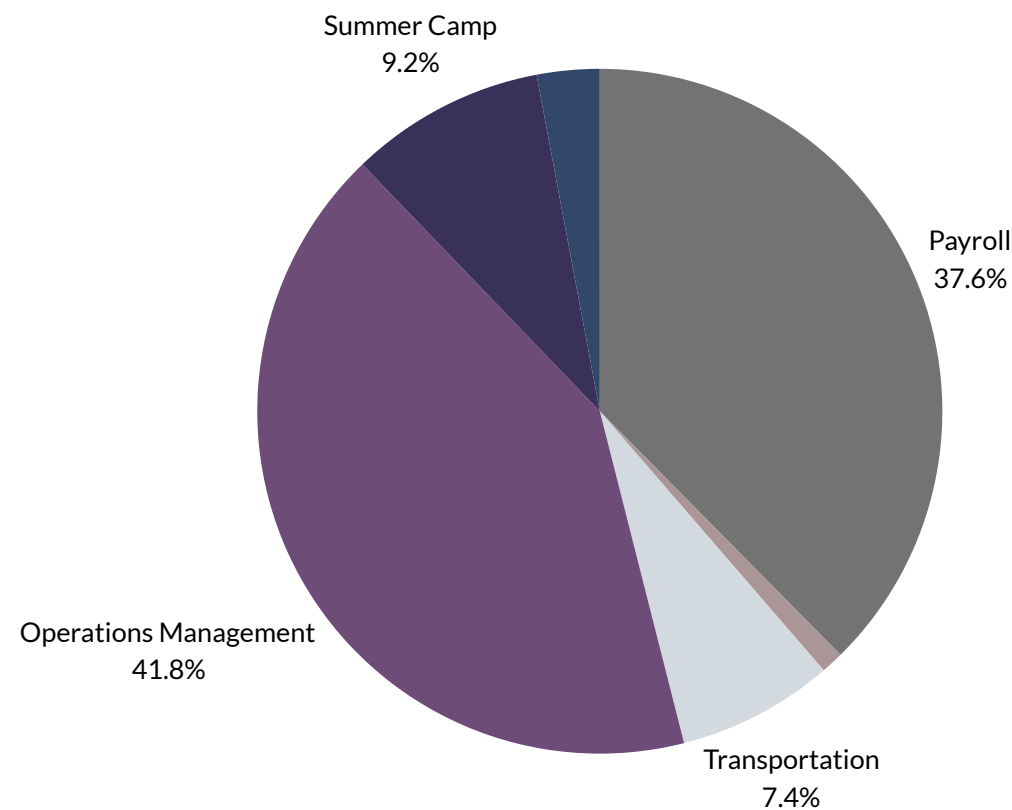
Student



# Finances

## Programming expenses July –September 2024

The programming expenses are all related to the Freedom Skatepark's programming activities, fully sponsored by Sandals Foundation.



Items	Cost (USD)
Payroll	\$3,891
Water and Food	\$110
Transportation	\$764
Operations Management	\$4,323
Summer Camp	\$955
Homework Programme	\$306
TOTAL	\$10,349



## **Payroll** **\$3,891 USD**

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

- 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
- Enrichment teacher: \$3,000 JMD per session

40 weekly pay slips have been paid for a total of \$611,000 JMD

## **Water and food** **\$110 USD**

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

## **Transportation** **\$764 USD**

These costs consisted of the weekly transportation of the children from the organisation Supm Fi Talk Bout between downtown Kingston and the Freedom Skatepark for the Edu-Skate classes.

## **Operations Management** **\$4,323 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
- Collecting data on the implementation of designed programmes
- Evaluating and reporting on the collected data through a seasonal report
- Communication with partners and the Board

This season, there costs consisted of of the Project Manager at \$210,000 JMD per month between July and September, and saw the transition out of the Operations Manager.

## **Summer Camp** **\$955 USD**

These costs consisted of food, activities and logistics to run the summer camp:

- Lunch for the participants
- Surf classes at Jamnesia

## **Homework Programme** **\$306 USD**

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

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

**Skatepark expenses July – September 2024**

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 September to November were to \$63,860 JMD equivalent to \$460 USD.

Items	Cost (USD)
Freedom Skatepark Electricity Bill	\$171
Maintenance expenses	\$188
Sanitary expenses	\$60
Compensation for private classes/ hosting video shoots	\$41
TOTAL	\$460

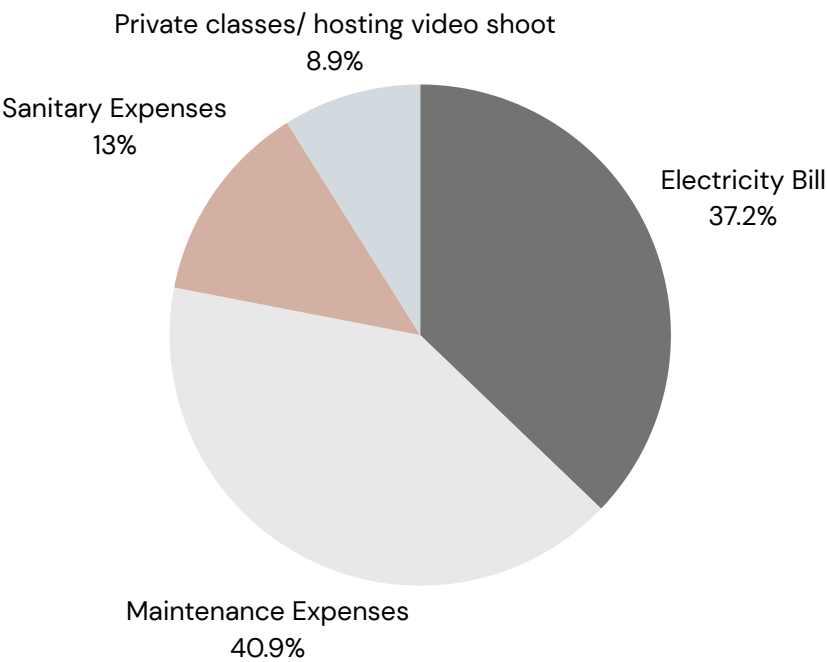
**Skatepark income July – September 2024**

In support of the goal for the operations of Freedom Skatepark to be self sustaining, great attention has been invested in income generating activities. All income generated at the Freedom Skatepark has been directly reinvested into the maintenance of the skatepark. From July to September, the Freedom Skatepark generated a total of \$148,000 JMD equivalent to \$945 USD. The skatepark income exceeded the skatepark expenses: this was the seventh consecutive season this occurred.

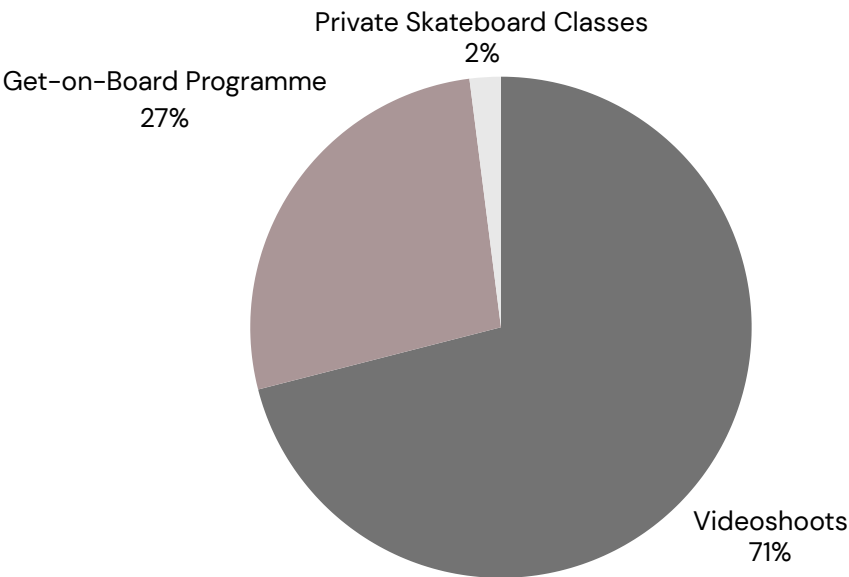
Items	Cost (USD)
Get-on-Board Programme	\$255
Private skateboard classes	\$19
Video shoots	\$671
TOTAL	\$945



Skatepark expenses July – September 2024



Skatepark income July – September 2024



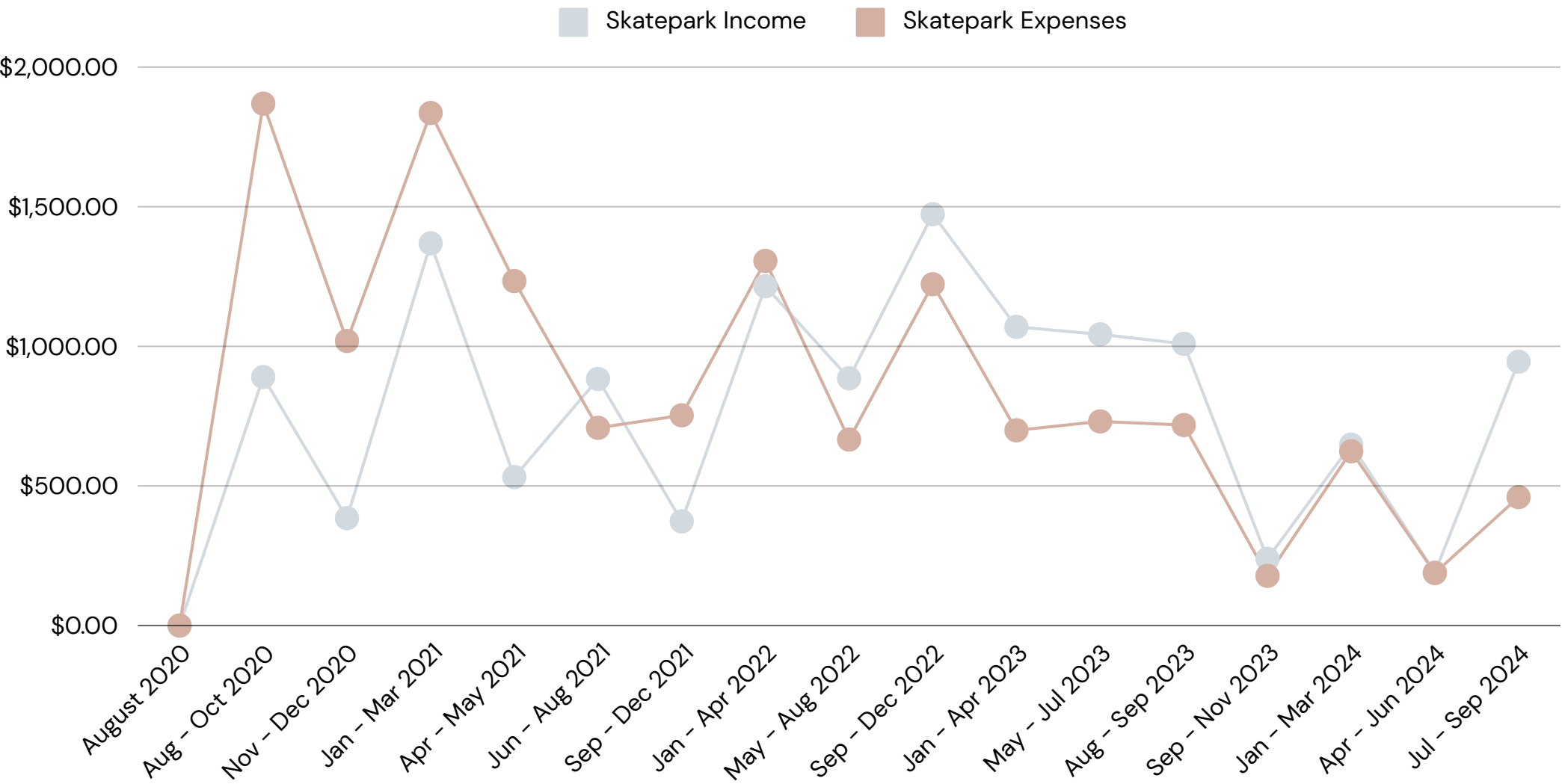
Comments

- The electricity bill is paid on a monthly basis.
- Sanitary expenses included hand soap and cleaning products.
- Maintenance costs included gas for weed whacker, plumbing supplies, plumber services, paint & other handyman services.

Comments

- The board/protection gear rental programme is provided at \$100 JMD (per rental)
- 1 private skate class took place this season
- 2 videoshoots took place this season at the skatepark.

Skatepark Income and Expenses in USD



# Recommendations

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

## Recommendation

01	Staffing	We had a good turn out of children for the summer camp but could have used more staff members to execute additional activities.
02	Planning	We could have used more time between the skate and surf sessions to include more activities. Next year we would add more time to allot for more activities to be included.
03	Maintenance	We need more consistent help with maintenance of the grounds.

# Thank you!



Contact details:

Email: [freedomskateparkja@gmail.com](mailto:freedomskateparkja@gmail.com)

Website: <https://freedomskateparkja.org>