

Impact Report



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



Period: October 1st – December 31st, 2024
Subject: Programming
Location: Freedom Skatepark, Jamaica

Date Prepared: March 1, 2025
By: Tim van Asdonck, Blake Burnett & Tabetha Phillips

Introduction

This report summarises the 17th Season of programming that ran at the Freedom Skatepark from October – December 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 and yoga 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.



Freedom Skatepark Foundation organized and executed the programmes with the support of 5 local staff members, under the guidance of Freedom Skatepark's Project Manager (Blake Burnett).

Data was collected on all programmes and will be presented in the following report, concluded with recommendations for the next season of the programme.

Get-on-Board Programme

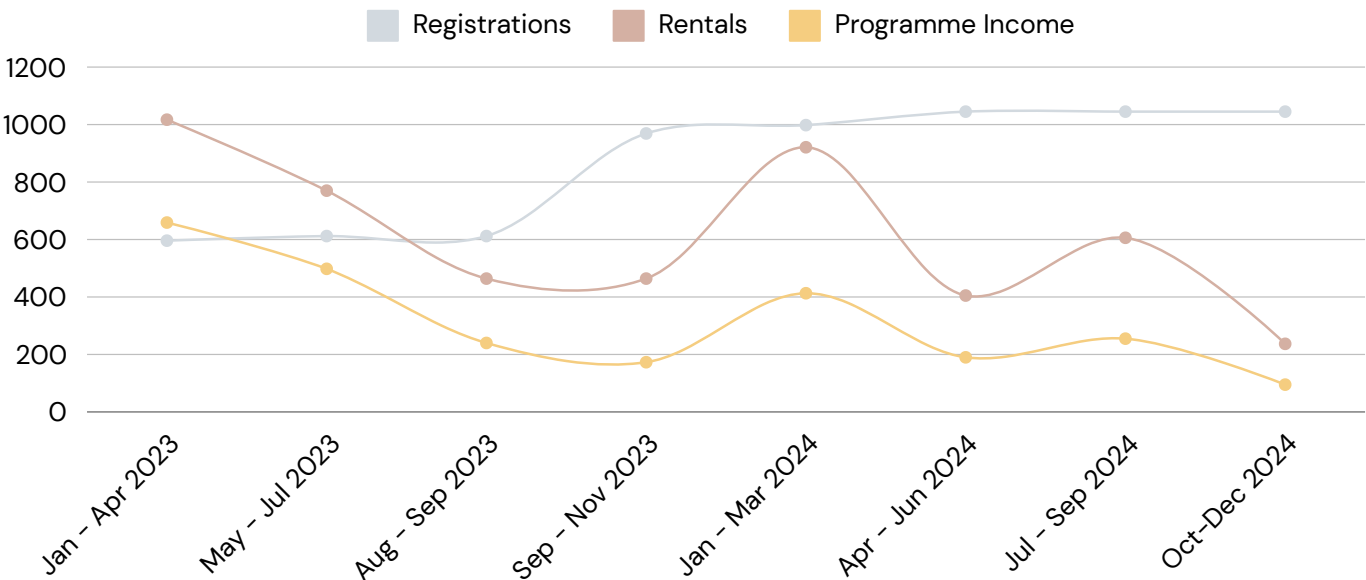
The Get-on-Board programme was set up to serve people that would like to give skateboarding a try but don't have a skateboard to use. Upon registration, a board and/or protective gear can be rented for \$100 JMD (\$0.65 USD) each (based on the socio-economic status of the surrounding community). For 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 17:

17,800 JMD / \$95 USD

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



Total amount of uses:

237

38%
Exchanged for
Community Support
Jobs and Skate Classes
(89 uses)

62%
Exchanged for money
(148 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

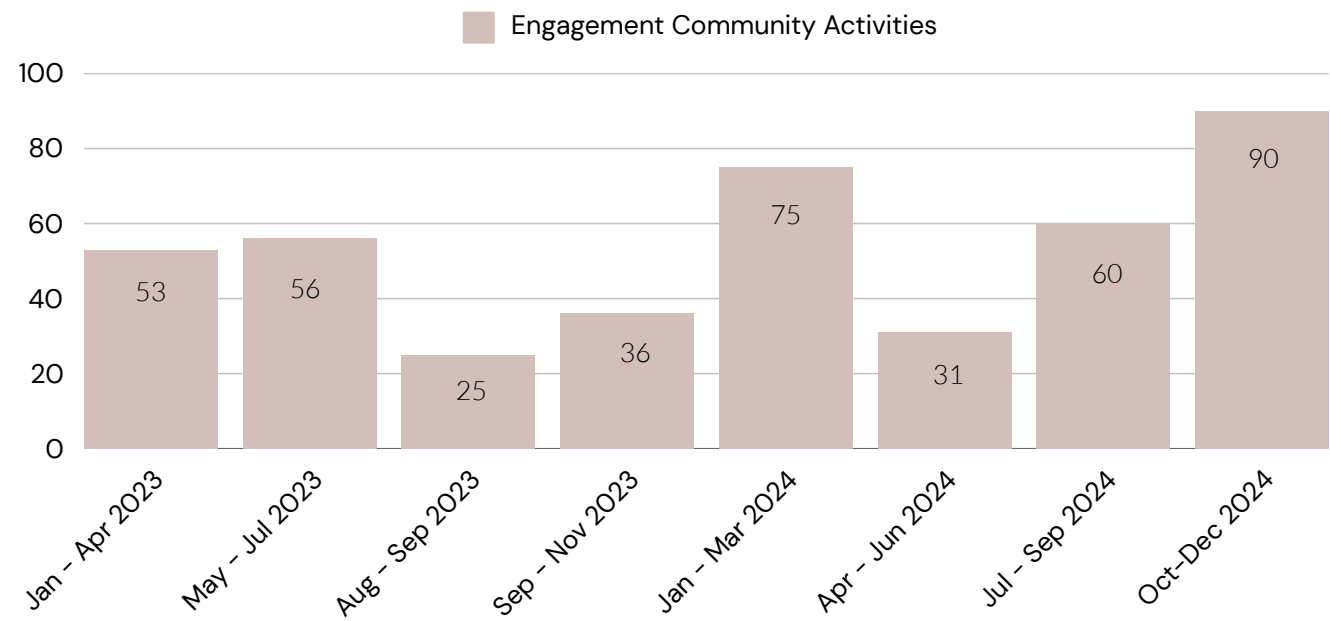
Involving the skatepark community in the work and development of the skatepark to instill a sense of ownership.

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:

90 Voluntary jobs executed

- Picking up trash
- Organizing the library and community center
- Watering the plants

Skatepark Management

Key Roles:

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

The Skatepark Management identified a few significant challenges this season:

- Consistency in class start times
- More efficient class organization



“We’ve found a really good rhythm working back and forth with the beginners and more advanced skaters.”

Events

Christmas Skate Contest

The Christmas Skate Contest was a fantastic event that showcased the talents of our young skaters. With a great turnout and an atmosphere filled with positive vibes, participants competed in friendly challenges that celebrated their skills and creativity. The event not only highlighted the dedication of our youth but also fostered a sense of community and camaraderie among attendees.

Christmas Party

Our Christmas Party was another highlight of the season, bringing together families and friends for a festive celebration. The event featured delicious food generously donated by Seprod Foundation, creating a warm and inviting atmosphere. Everyone enjoyed the festivities, strengthening the bonds within our skatepark community and spreading holiday cheer.



“We had a great turn out for our Christmas party, a lot more people than we expected so we ended up being short on food. Hopefully next year we can have an increased budget for this event.”

Blake Burnett–Project Manager

Season Highlights

“During our classes we spent a good deal of time explaining to the children the importance of being respectful to each other and our environment”

Blake Burnett–Project Manager

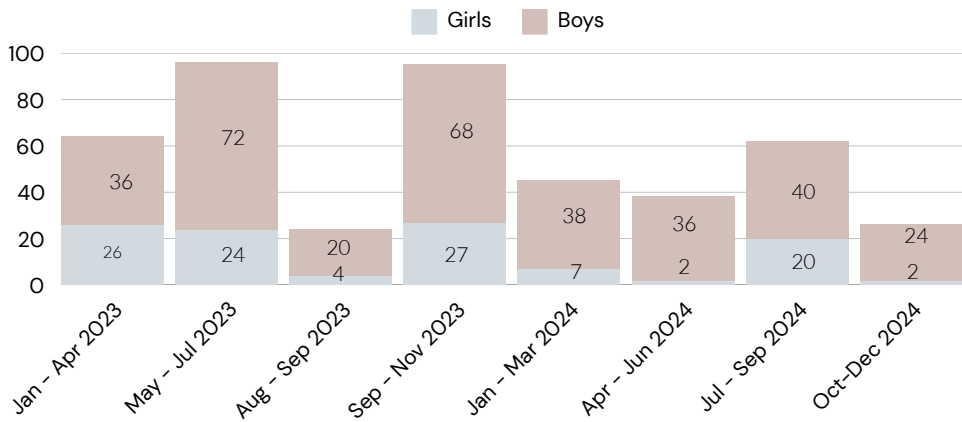


Edu-Skate Classes

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 psychological development and has been administered in collaboration with schools and NGOs globally .

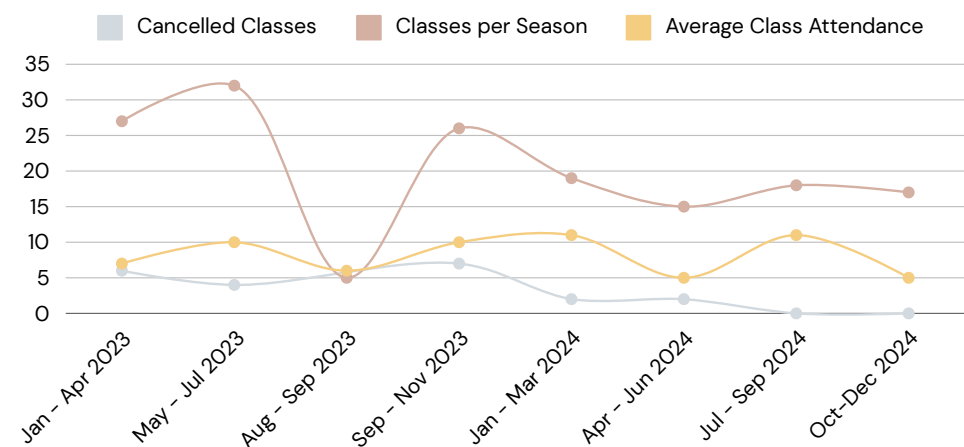
Participants came from Supm Fi Talk Bout and Bull Bay. No injuries were recorded during the Edu-Skate classes this season.

Edu-Skate Participation

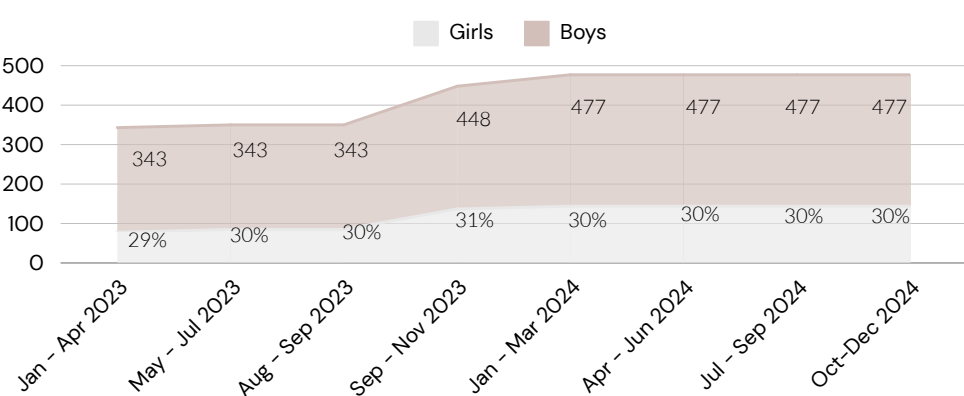


26 Student participation this season

Edu-Skate Classes



Edu-Skate Registrations



477 Total amount of registrations



“Self respect is having respect for yourself. That’s how I understand it.”

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. |
-

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



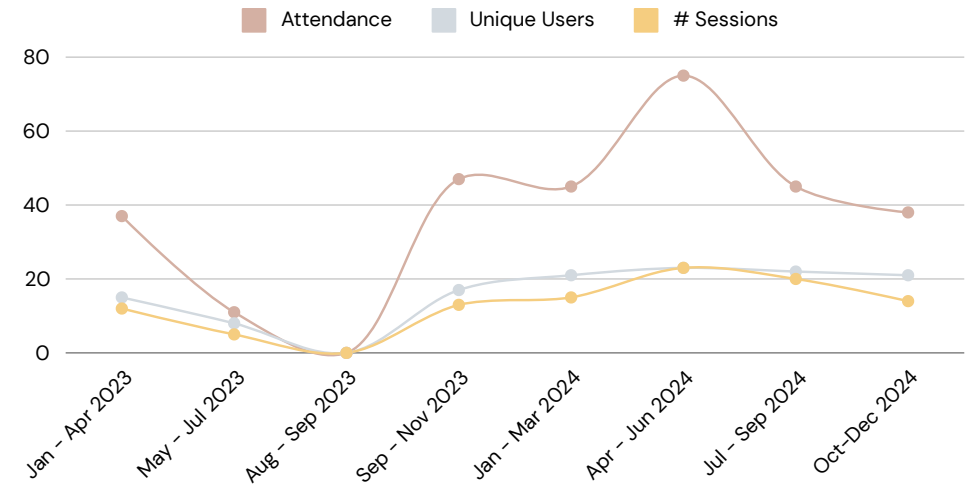
Homework Programme

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 is 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.

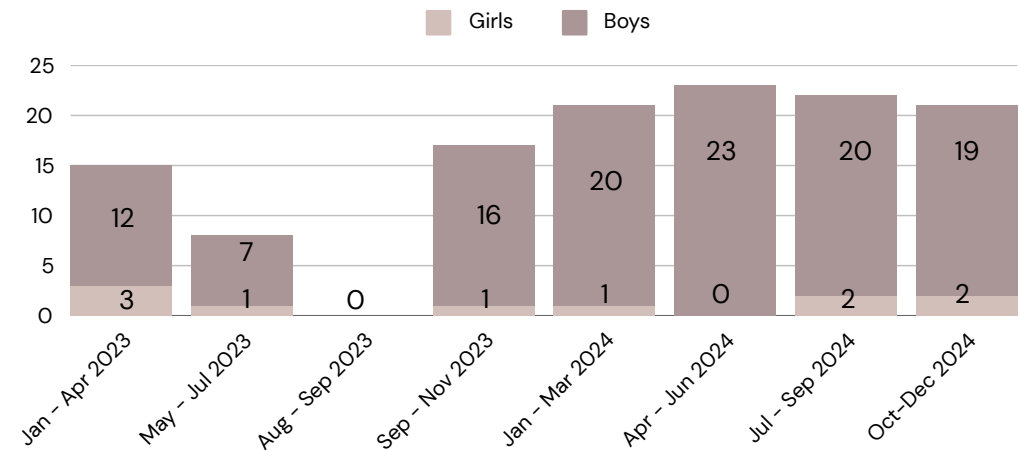


Homework Programme



Homework Programme Participants

Average Age: 13 years old



Homework Programme Activities

14 educational sessions were organised this season, with 21 unique users, and 9% 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.



The following subjects were covered in the sessions:

Language Arts (10 sessions)

- Spelling
- Reading & comprehension

Social Studies (5 sessions)

- Covering school curriculum

Mathematics (10 sessions)

- Covering school curriculum
- Fractions, long division, multiplication, adding and subtracting

“The kids have been more involved and willingly taking part in the sessions.”

Icah Wilmot-Homework Programme Teacher

Season Highlights



“Kids have been well engaged and tried, even when they were not correct they took correction well.”

Icah Wilmot-Homework Teacher

“We’ve been getting better at targeting the different skill levels of students to help them improve individually.

We continue to grow and learn as a team as new students present new challenges for us to solve.”

Blake Burnett-Project Manager



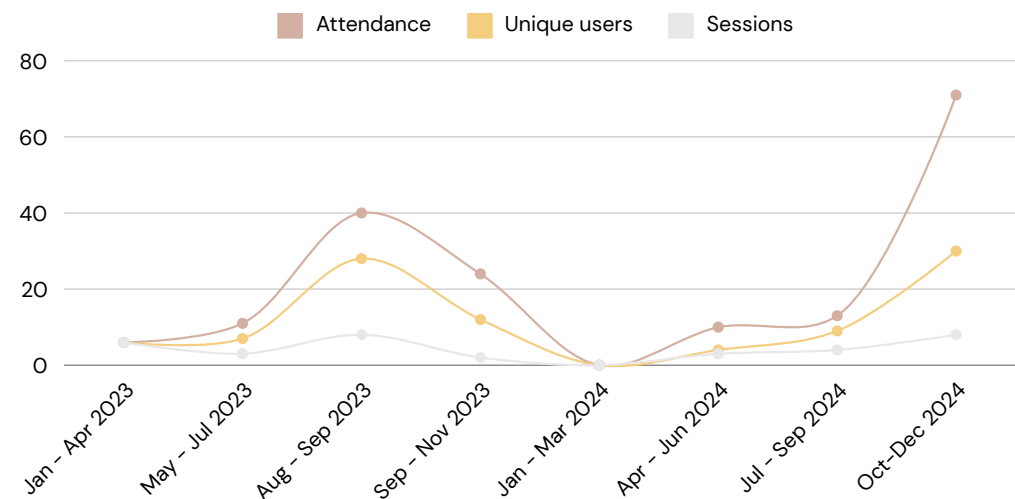
Enrichment Activity Programme

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.

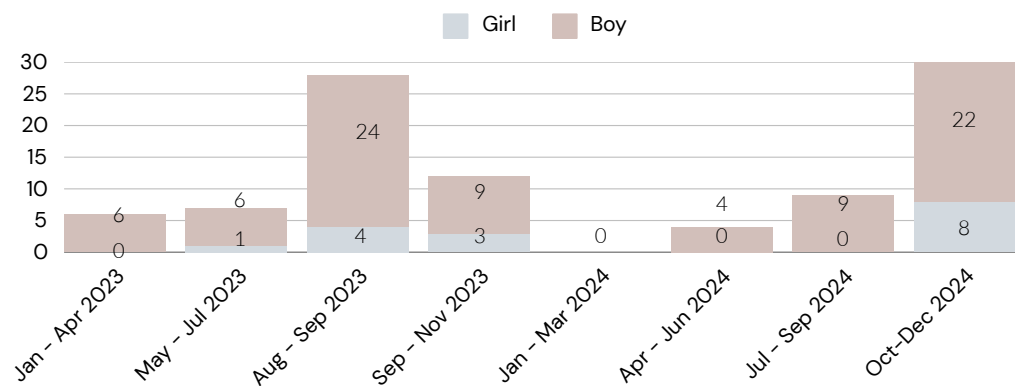
This season the enrichment activities consisted of conflict resolution workshops combined with martial arts and our very first yoga class.



Enrichment Programme



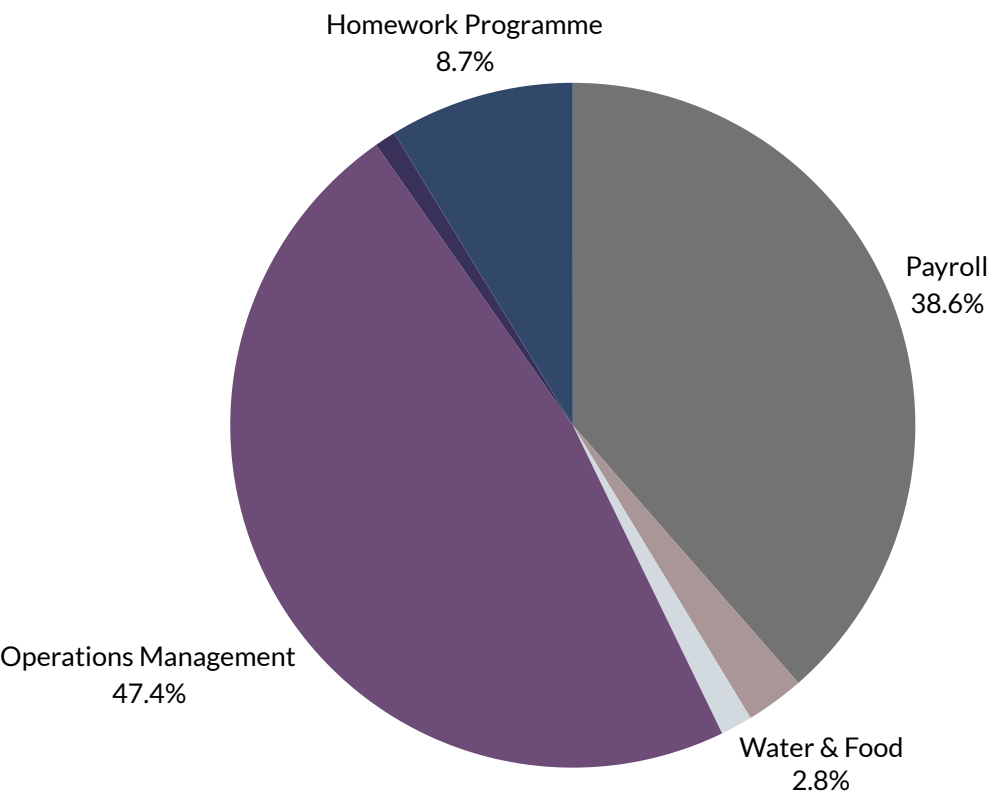
Enrichment Programme Participants



Finances

Programming expenses October–December 2024

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



Items	Cost (USD)
Payroll	\$3,284
Water and Food	\$235
Transportation	\$128
Operations Management	\$4,041
Contest trophies	\$85
Homework Programme	\$744
TOTAL	\$8,517

Payroll **\$3,284USD**

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

37 weekly pay slips have been paid for a total of \$522,000 JMD

Water and food **\$235 USD**

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

Transportation **\$128USD**

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 **\$4,041 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 of Directors

This season the costs consisted of the Project Manager at \$210,000 JMD per month.

Homework Programme **\$744 USD**

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

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

Skatepark expenses October –December 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 October to December were to \$57,732 JMD equivalent to \$383 USD.

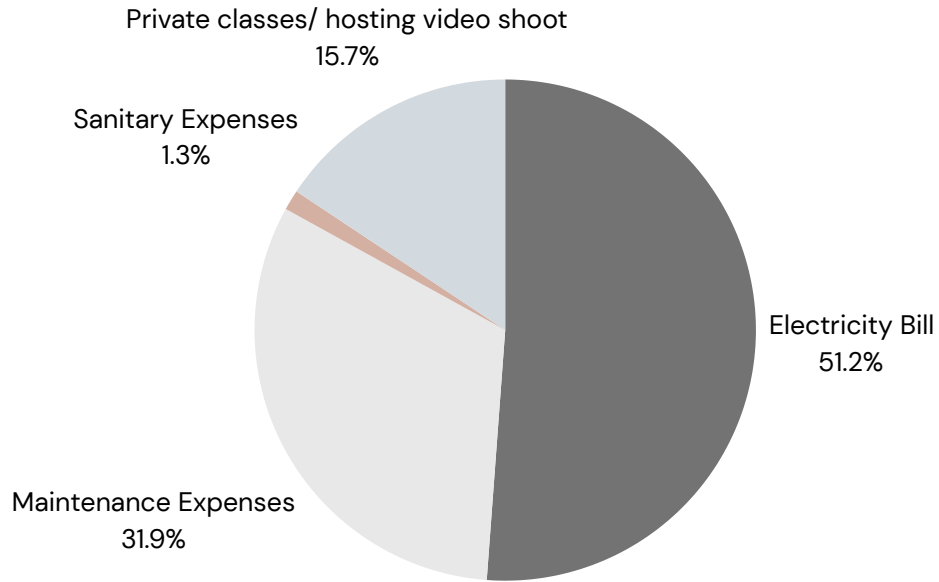
Items	Cost (USD)
Freedom Skatepark Electricity Bill	\$196
Maintenance expenses	\$122
Sanitary expenses	\$5
Compensation for private classes/ hosting video shoots	\$60
TOTAL	\$383

Skatepark income October – December 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 October to December, the Freedom Skatepark generated a total of \$71,000 JMD equivalent to \$472 USD. The skatepark income exceeded the skatepark expenses: this was the seventh consecutive season this occurred.

Items	Cost (USD)
Get-on-Board Programme	\$86
Private skateboard classes	\$120
Video shoots	\$266
TOTAL	\$472

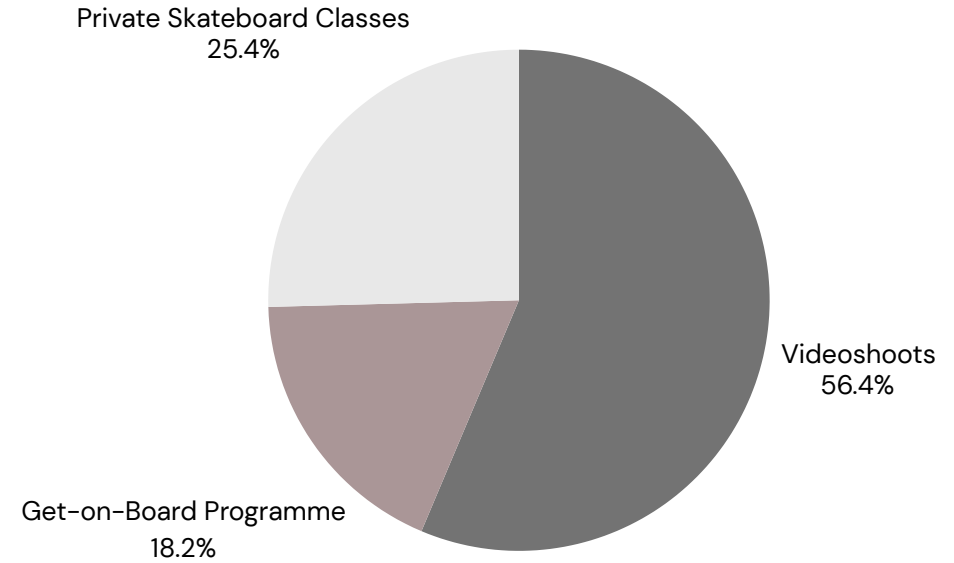
Skatepark expenses October – December 2024



Comments

- The electricity bill is paid on a monthly basis.
- Sanitary expenses included trash bags.
- Maintenance costs included locks, rope, gas oil for weed-wacker, and bush chopping.

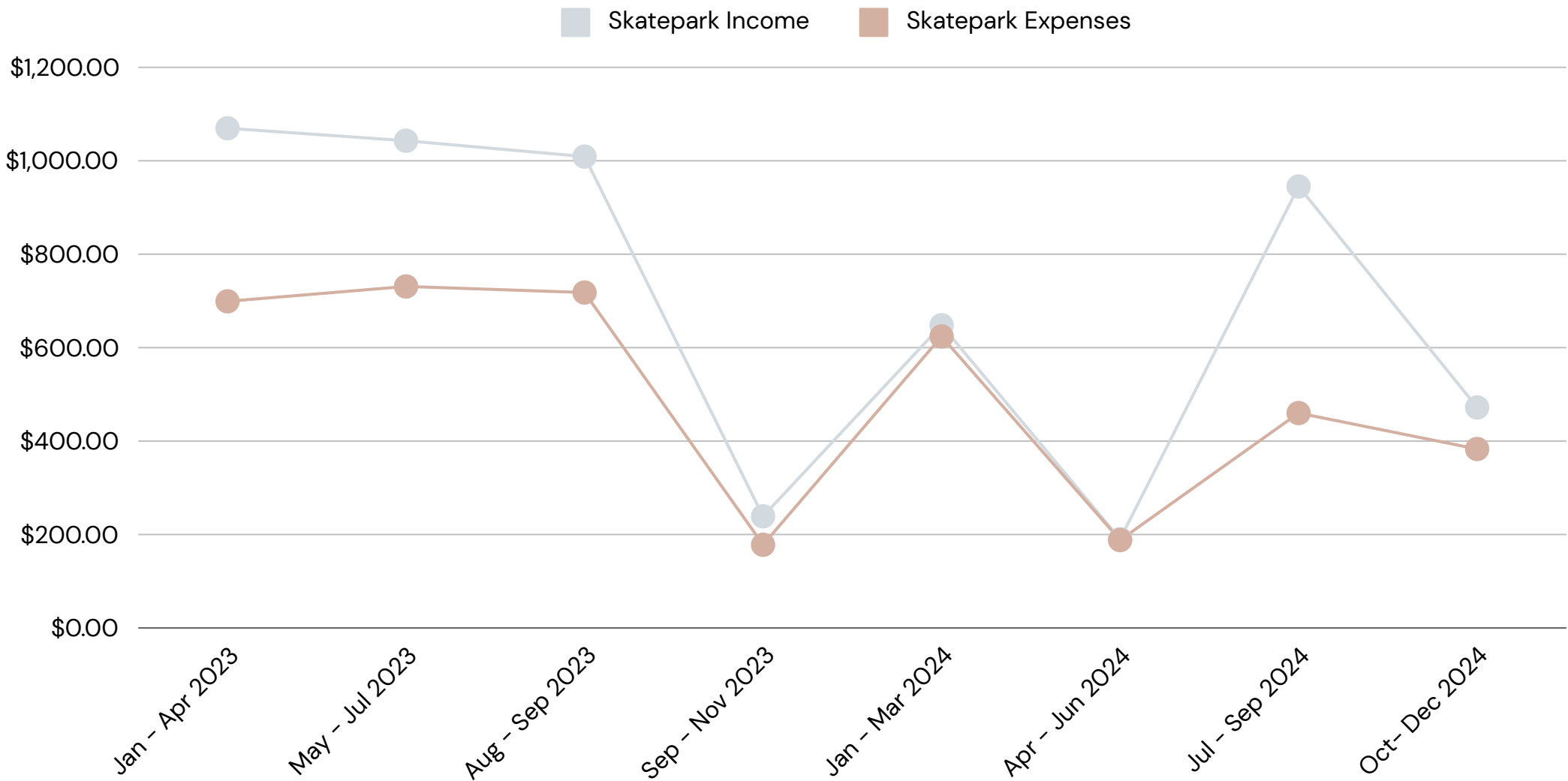
Skatepark income October – December 2024



Comments

- The board/protection gear rental programme is provided at \$100 JMD (per rental)
- 3 private skate classes took place this season
- The skatepark was reimbursed for a previous video shoot that was paid to the foundation.

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	Engagement	Spending more time encouraging other kids to join. We've noticed that some kids in the community lack the confidence to join with advanced skaters.
02	Consistency	Being more consistent with starting classes on time so students know that they will miss something if they are late.
03	Empowerment	Give the participants more leadership roles in the conflict resolution classes.
04	More Space	We could really benefit from having more space to execute the homework programme.

Thank you!



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