

Impact Report



**HELP
ESTABLISH
LIBRARY
PROJECTS
IN JAMAICA!**
EDUCATION FOR A CHANGE!

Impact Report

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This season of programming has been made possible in its entirety by HELP Jamaica.



Period: April 1st – June 30th, 2025
Subject: Programming
Location: Freedom Skatepark, Jamaica

Date Prepared: Sept 9, 2025
By: Tim van Asdonck, Blake Burnett & Tabetha Phillips

Introduction

This report summarises the 19th season of programming that ran at the Freedom Skatepark from April – June 2025. 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 they can rent a skateboard and/or protection material for \$100 JMD each. All income from this programme is re-injected 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 for 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, photography, 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 HELP Jamaica, we have been able to include youth from Bull Bay as well as downtown, Kingston, in partnership with youth organization 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

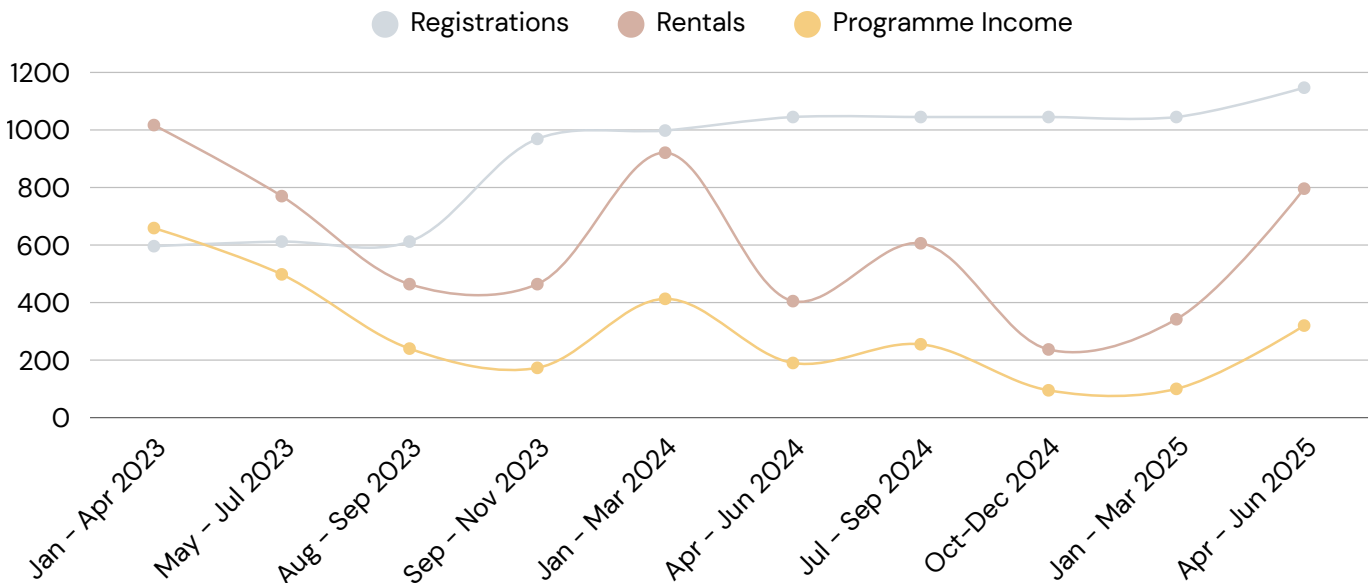
The Get-on-Board programme was set up to serve people that would like to give skateboarding a try but don't have a skateboard to use. Upon registration, a board and/or protective gear can be rented for \$100 JMD (\$300 JMD for adults) each (based on the socio-economic status of the surrounding community). 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 19:

51,400 JMD / \$322 USD

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



Total amount of uses:

796

54%
Exchanged for
Community Support
Jobs and Skate Classes
(428 uses)

46%
Exchanged for money
(368 uses)

Total amount of registrations:

1147

39% Girls **61%** Boys

Average age: **14 years old**

Community Activity Programme

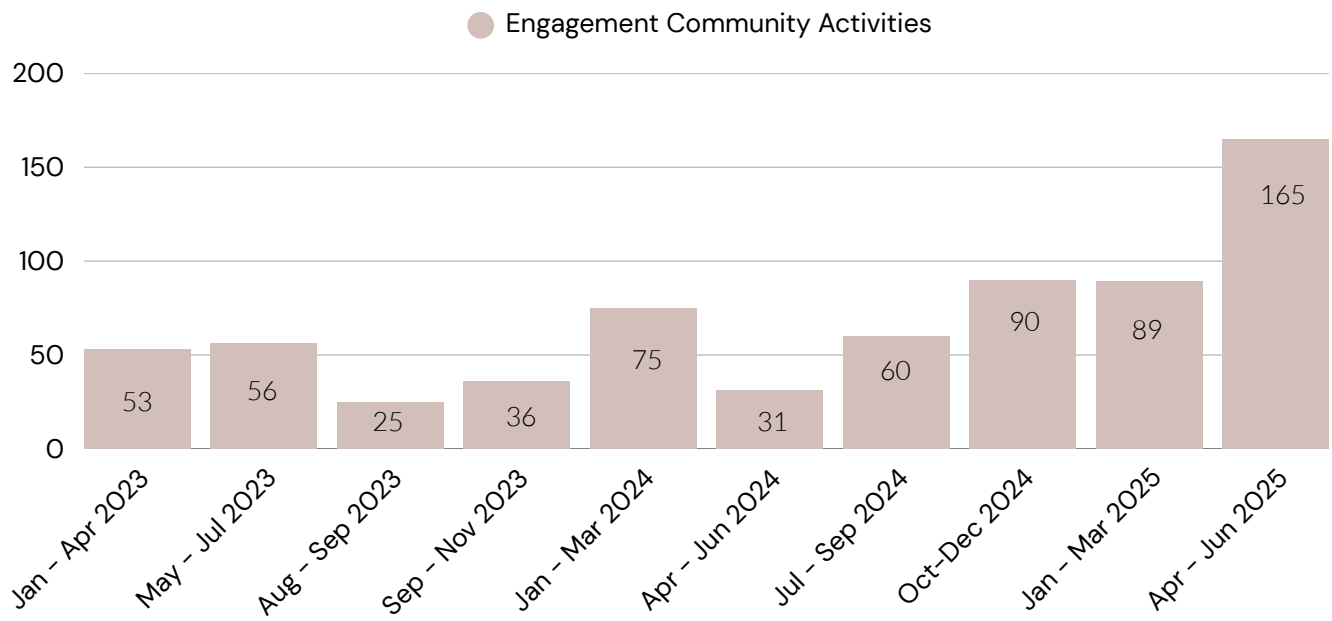
The Community Activity Programme is implemented for 3 reasons:

- 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.



Small community service jobs were executed to engage the youth and community in educational and communal activities. Throughout the season, community members (predominantly –18 youth) participated in the following activities:

165
Voluntary jobs
executed

- Picking up trash
- Organizing the library and community center
- Maintenance of the skatepark space

Skatepark Management

Key Roles:

- Supervising the park
- Running the Get-on-Board, Community Activities and Edu-Skate programmes
- Keeping the skatepark clean and well maintained

Challenges:

"Learning how to best engage with the parents and families of our program participants was the greatest challenge to overcome. Spending the time to listen to the families, as well as share what we see at the park, seemed to make our programs more effective."

Blake Burnett – Project Manager



Other projects

Maintenance projects

SWAP Foundation & Kasavana Family Foundation continued their operational support. This season, they sponsored:

- A roof over the youth center, providing much needed shaded space!
- Picnic benches



SEPROD food donation

To support some of the more economically challenged families in our community, Seprod Foundation continued to give out food donations through the Freedom Skatepark.



Events

This season 5 events took place this season:

Jamaica Skate Culture skate contest

Jamaica Skate Culture sponsored a contest at the Freedom Skatepark to stimulate the youth in their skate progress and competition skills. 45 attended the event.

Gully skate contest

Together with Sk876, a jam was organized at the Gully DIY. It brought a vibrant energy to the iconic Jamaican DIY skate spot with an attendance of 45 people.

There were prizes from Thrasher Magazine and support from Entrepreneurs Across Borders and Seprod Foundation.

Speed contest

The Skatepark staff organized a race at the skatepark for the youth. 35 attended the event.

BMX contest / demo

An event was organized with the BMX community to shine light on this aspect of skatepark culture. The event was attended by 45 people.

Portland excursion

At the end of the season a group of regular students were treated to an excursion to the Boston Bay Skatepark, a nice lunch and the beach!



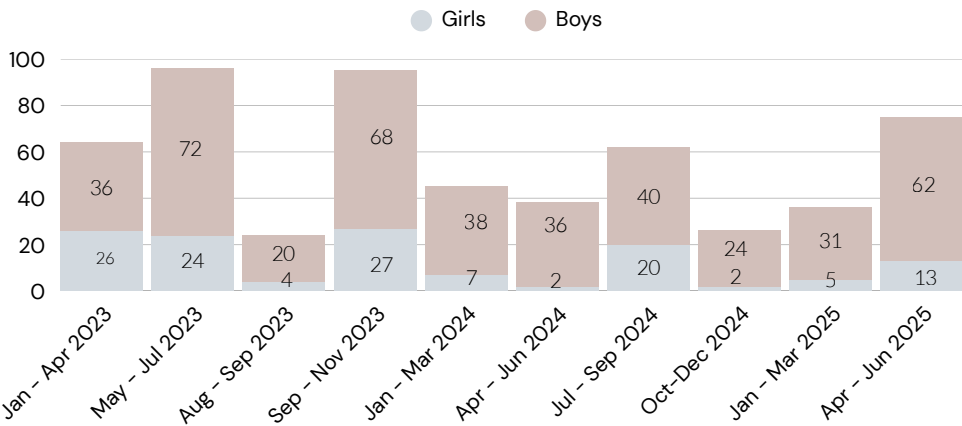
Edu-Skate Classes

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 (Downtown Kingston) and Bull Bay. No injuries were recorded during the Edu-Skate classes this season.

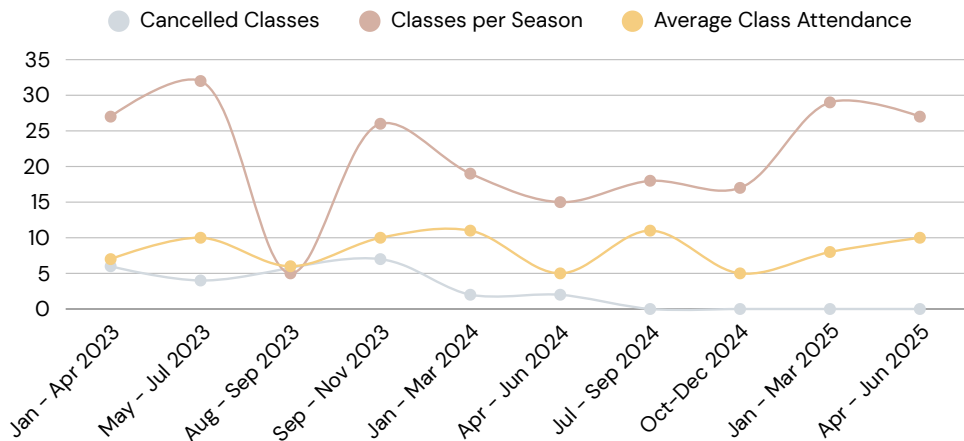
The Edu-Skate programme is delivered via instruction from Project Manager Blake Burnett and Skatepark Manager Nicholas Thompson. Teachers manage organisation, instruction and evaluation of the Edu-Skate classes.

Edu-Skate Participation

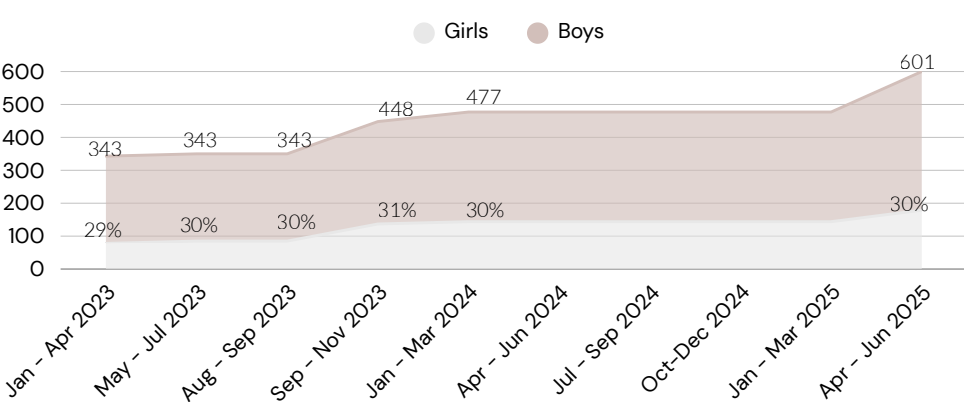


76 Student participation this season

Edu-Skate Classes



Edu-Skate Registrations



601 Total amount of registrations *This is a correction over the past 12 months, where this number was not updated in report.



Classes Organization

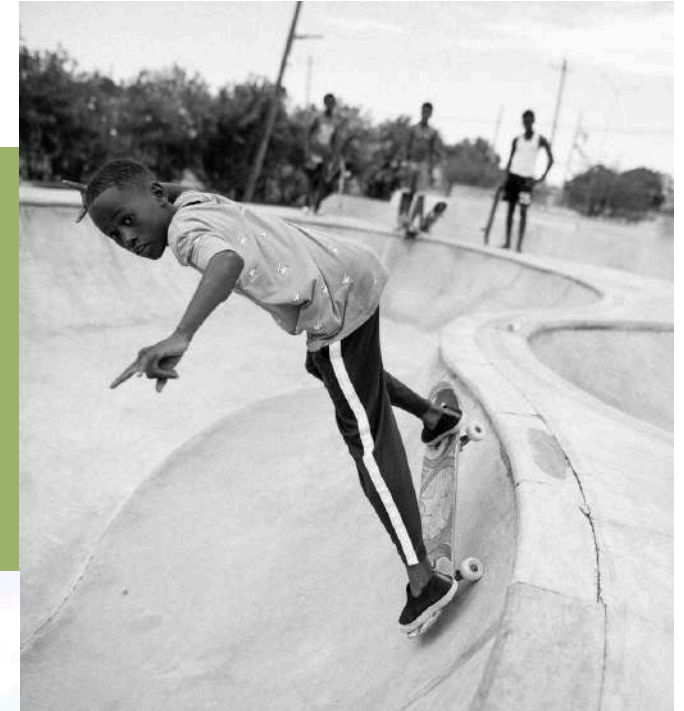
Each week either a social skill or a competence-building skill is designed to contribute to positive personal development and paired with a suitable skateboarding activity/ challenge for an immediate practical application of this skill. Classes were organised as follows.

-
- | | | |
|----|------------------|--|
| 01 | Intro | The classes started with an introduction of the life skill of the week. |
| 02 | Warm Up & Tricks | After a warm-up exercise, the students are presented with the trick/activity of the lesson through which they would work on the life skill. Students were divided into smaller groups per 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 | The students can skate for themselves, the teachers are present to supervise and help students out in case they need help or want to learn something new. |
| 05 | Reflection | The students have a moment here to share their experience of the class, of the life-skill and their accomplishments. |
-



“We selected a more advanced student in the beginner group to assist the instructor. This worked really well.”

Blake Burnett – Project Manager



“We taught many of the skaters that were confident enough to drop in.”

Blake Burnett – Project Manager

“We were able to have both levels of students working on the same skill on different obstacles at the same time.”

Blake Burnett – Project Manager



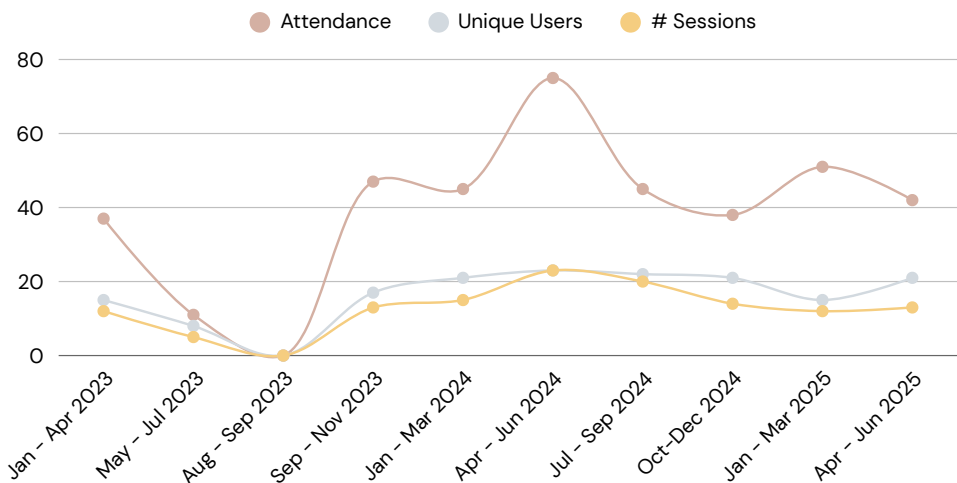
Homework Programme

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 executed by Jeanelle Irvine this season. Additionally, the programme was supported with snacks for the students by Seprod Foundation.

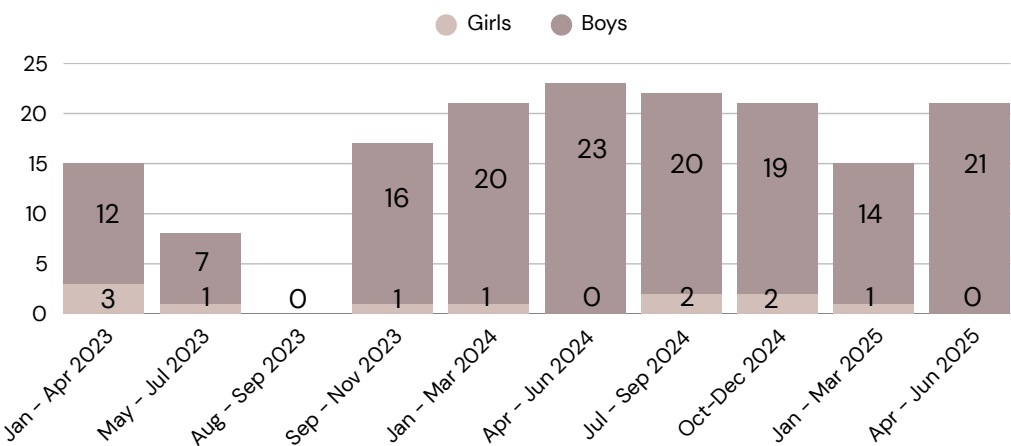


Homework Programme



Homework Programme Participants

Average Age: 13 years old



Homework Programme Activities

13 educational sessions were organised this season, with 21 unique users who were all boys.

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:

Mathematics (5 sessions)

- Math puzzles
- Timetables
- Algebra
- Types of angles

Language Arts (6 sessions)

- Spelling
- Reading & comprehension

Social Studies (1 session)

- Jamaica national symbols, heroes, parishes and important dates

Geography (1 session)

- Browsing atlas
- Locating towns in Jamaica
- Learning about countries and nature features in Africa

Mental ability exercises (3 sessions)

- Memory games
- Puzzles

Science (3 sessions)

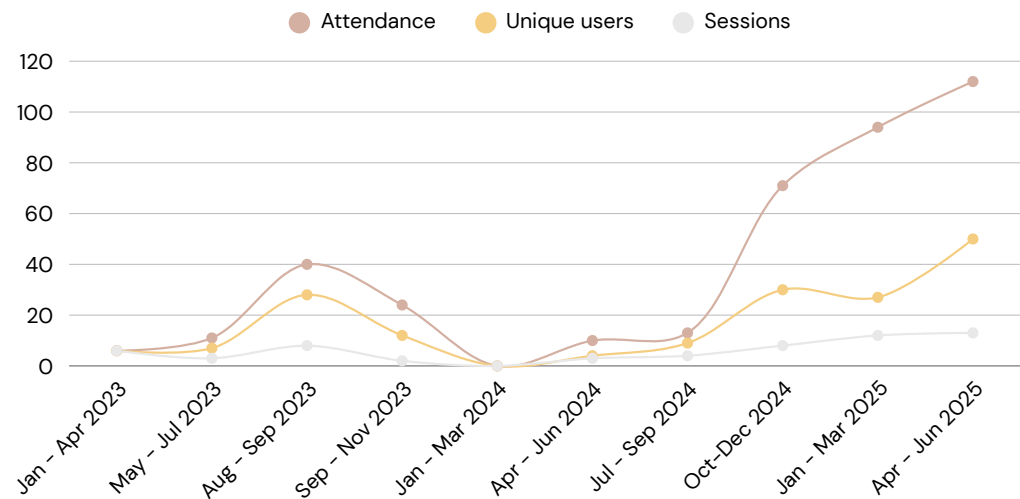
Enrichment Activity Programme

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 the youth’s school curriculums. The programming is delivered in a workshop style structure by a broad variety of skilled practitioners.

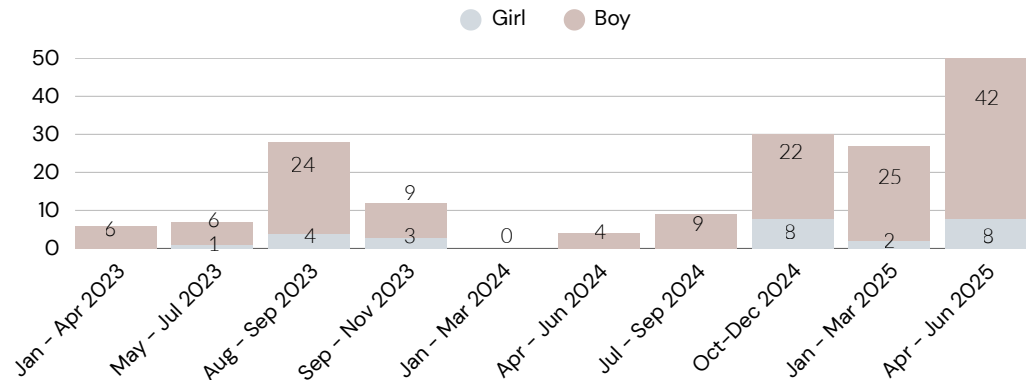
This season the enrichment activities consisted of conflict resolution workshops combined with martial arts, yoga workshops and photography. New yoga mats were provided by FSF USA and the photography classes, led by Patrick Murphy, were sponsored by SWAP Foundation.

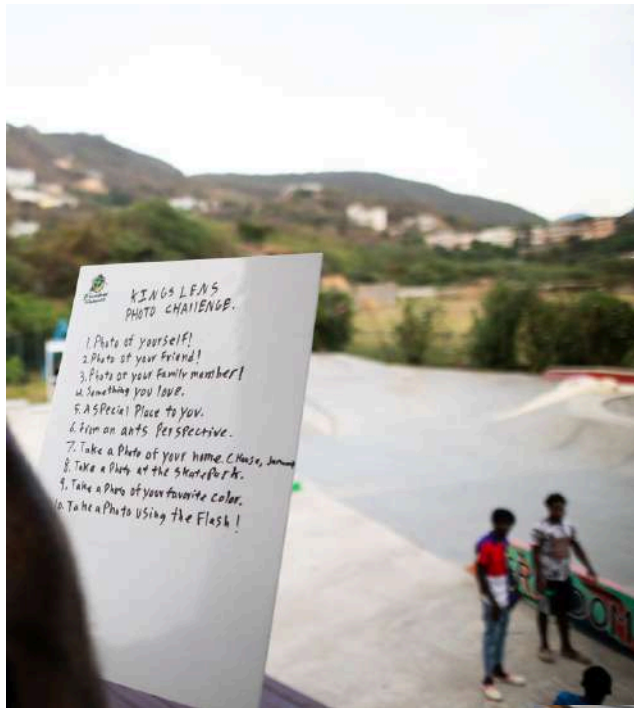


Enrichment Programme



Enrichment Programme Participants





"I love taking photos of my friends skateboarding."

Student



"Self control is important because you have to calm down first before making a decision."

Student



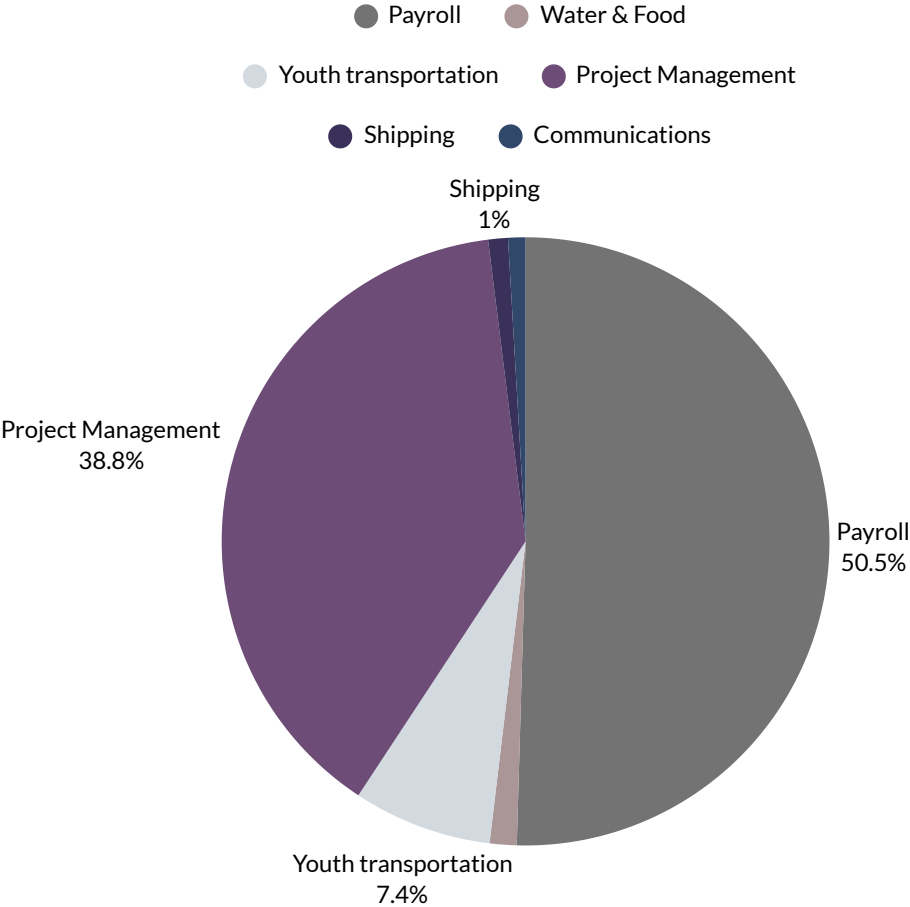
"This helps me stay calm."

Student

Finances

Programming expenses April – June 2025

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



Items	Cost (USD)
Payroll	\$5,143
Water and Food	\$146
Youth transportation	\$752
Project Management	\$3,950
Shipping	\$107
Communications	\$94
TOTAL	\$10,192

Payroll **\$5,143 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 – \$5,000 JMD per session

57 pay slips have been paid for a total of \$820,250 JMD

Water and food **\$146 USD**

Water and juice were provided for the students in every skate class. Costs consisted of water, cups and fruits. Lunch was provided for the staff on the Conflict Resolution Training days.

Youth transportation **\$977 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.

Project Management **\$3,950 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.

Shipping **\$107 USD**

Donations shipped in from the USA included yoga mats by Scott Seine (FSF USA) and grip tape by Tabetha Phillips.

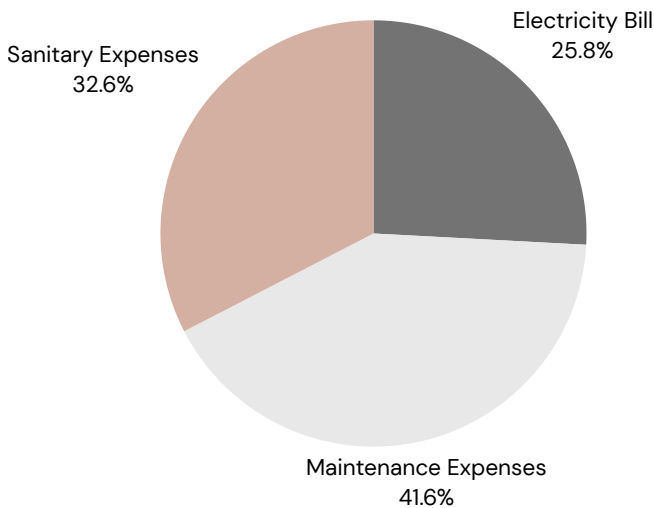
Communications **\$94 USD**

The services of a former Edu-Skate student were utilised to support the writing of proposal documents for FSF.

Skatepark expenses April – June 2025

These are the day-to-day maintenance costs of the skatepark: all the costs outside of programming costs to keep the skatepark running.

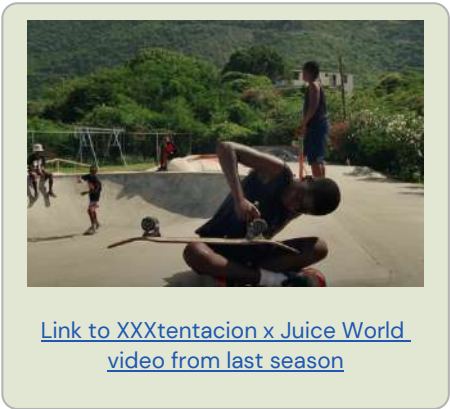
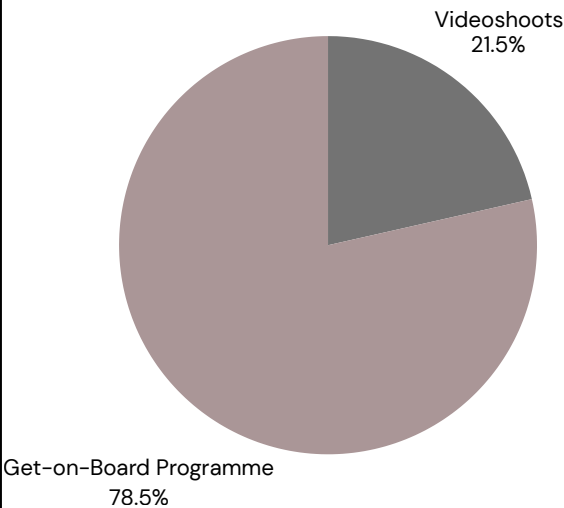
Items	Cost (USD)
Freedom Skatepark Electricity Bill	\$115
Maintenance expenses	\$185
Sanitary expenses	\$145
TOTAL	\$445



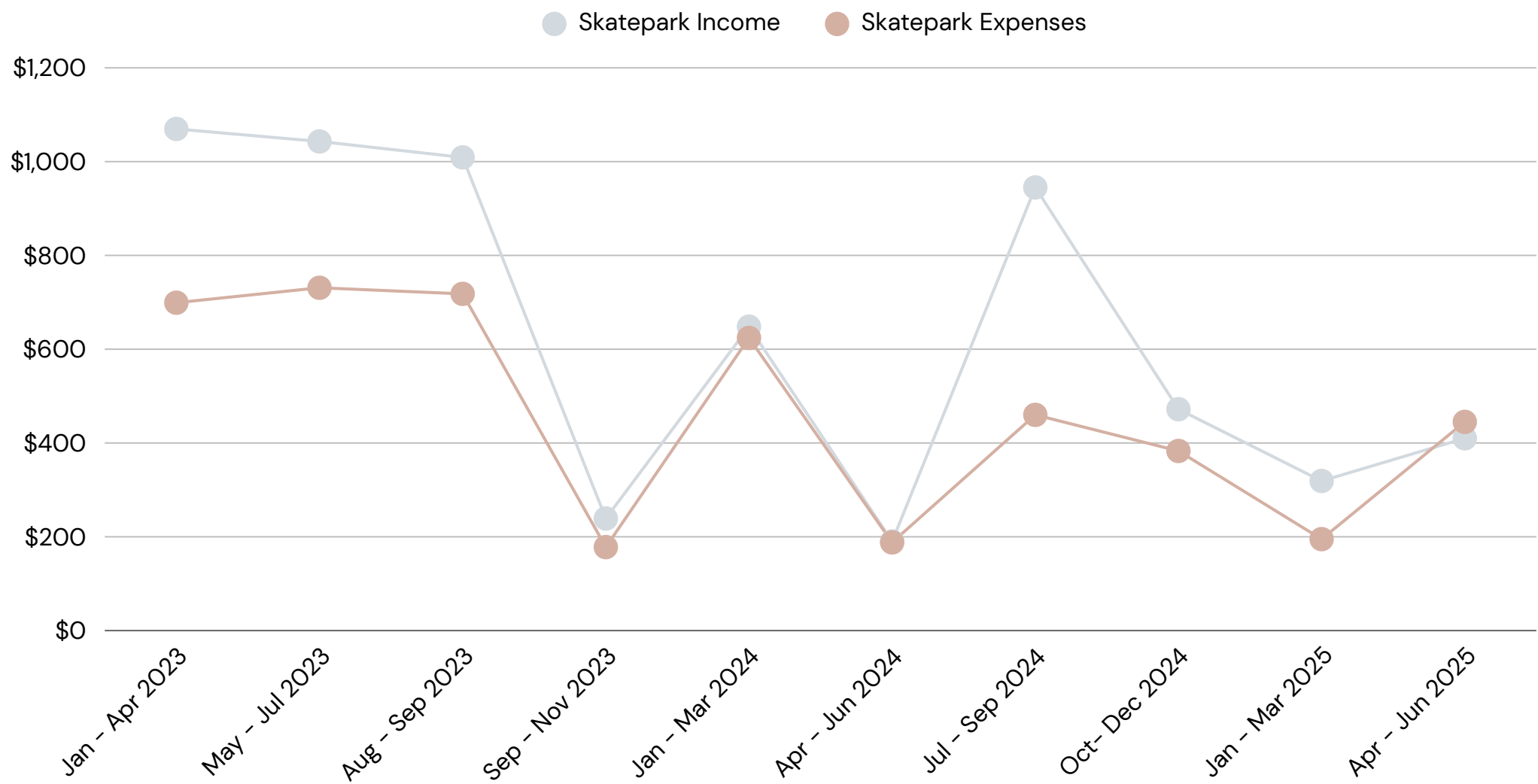
Skatepark income April – June 2025

To support the goal of being self sustaining, the Freedom Skatepark has several income generating activities. All income generated at the Freedom Skatepark has been directly reinvested into the maintenance of the skatepark.

Items	Cost (USD)
Get-on-Board Programme	\$322
Photo shoots	\$88
TOTAL	\$410



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

Engagement with parents & families

"Spending the time to listen to the families, as well as share what we see at the park, seemed to make our programs more effective. I found that we can more effectively target and address issues with that line of communication opened. I hope to continue in this direction as I feel it will maximize the effectiveness of. Our project. One of my top priorities is to utilize our resources to always serve the community in the best way possible. I think this method will get us a step closer to that goal."

Blake Burnett – Project Manager



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Thank you!