



**SKATEISTAN
ANNUAL REPORT
2014**



SKATEISTAN ANNUAL REPORT 2014

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SECTION 1 MESSAGE FROM THE EXECUTIVE DIRECTOR



OLIVER PERCOVICH

When I first arrived in Kabul in 2007 I never dreamed that an indoor skatepark would be possible, let alone become one of the biggest sport facilities for women in Afghanistan. When Skateistan opened its doors in Kabul in 2009, we set the goal of reaching 400 children a week. We met and surpassed this goal, expanding internationally to open a skate school in Phnom Penh, Cambodia, and building a second Afghan skate school in Mazar-e-Sharif. By the end of 2013, Skateistan was reaching 850 students every week. It had been an incredible challenge with even more incredible results. But it did not end there.

In 2014, Skateistan extended its reach even further. With the generous support of the Danish Embassy in South Africa and the Tony Hawk Foundation, Skateistan took its programming to the African continent for the first time. After assessing the situation for youth most in-need, myself and other experienced members of the Skateistan team travelled to Johannesburg and began working away at Skateistan's newest project. Local staff and volunteers were engaged and we teamed up with South African partners to provide skateboard sessions and arts-based education workshops to local youth. These activities continue to gain momentum while plans and preparations are made to start construction on Skateistan's newest skate school in the center of Johannesburg. This will be our fourth facility worldwide, with a vision for it to serve as a regional training hub for skateboard-based, youth-development projects.

Expansion of Skateistan's activities in 2014 was not limited to South Africa. With funding from individual donations worldwide and the German Federal Foreign Office, we built Afghanistan's first outdoor skate plaza,



[fig. 1.] Oliver on the steps of Darulaman palace in Kabul with one of its guardians. Photo: Chad Foreman

SECTION 1 MESSAGE FROM THE EXECUTIVE DIRECTOR



on the grounds of Skateistan's Mazar-e-Sharif facility. This outdoor skate-park and green area provides our students with a private space to skate and learn outdoors. For most girls, skating the plaza was their first time skateboarding outside and they were incredibly excited. In Cambodia, Skateistan partnered with UN Women to raise awareness about violence against women. We also teamed up with Building Trust International to create the world's first mobile "tuk-tuk" skate ramp. This ramp built into the back of a motorbike brings skateboarding to some of Phnom Penh's most vulnerable youth through outreach lessons each week.

In 2014, the achievement of Skateistan's students and programming reached new heights. One of Skateistan Kabul's female youth leaders travelled to Colombia to represent her country at the UN Habitat's World Youth Forum. In front of 25,000 participants she spoke about her experiences as a child working in the streets of Kabul. In March of last year Skateistan's Back to School program in Afghanistan saw over 90 children enroll in the program, an all-time record.

Skateistan continues to attract global attention for its achievements. In early 2014 I had the opportunity to share Skateistan's story at a TEDx Talk to a packed Sydney Opera house. A few months later, long-time supporter and pro skateboarder Jamie Thomas visited Skateistan in Afghanistan, where he generously shared his skateboarding, filming and business experience with the students and staff over a week-long trip — a remarkable experience for all. In July, a photograph of one of Skateistan's female students in Kabul was shortlisted for the National Portrait Gallery's annual portrait award, taken by professional photog-

rapher Jessica Fulford-Dobson. I believe that her widely-shared images and other photos of our students express the essence of Skateistan. They are synonymous with female empowerment and show us that beneath it all, we are very much the same.

The success of Skateistan has far exceeded any dreams I had in 2007. By the end of 2014, Skateistan had over 1100 regular students each week, across three countries. Most astounding have been the journeys and stories of the individual students that have attended our programs. Many of them have gone on to represent their communities or countries to the rest of the world. Others have taken on leadership roles within the organization. They have all become role models. I am excited to see what more they will achieve in the years to come. And to think, Skateistan's first project in Kabul only turned five in 2014!

I want to thank all volunteers for their tireless efforts, individuals that have donated or bought Skateistan merchandise, companies that have partnered with us and major donors that have believed in our mission. Without you, none of this would have been possible.

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

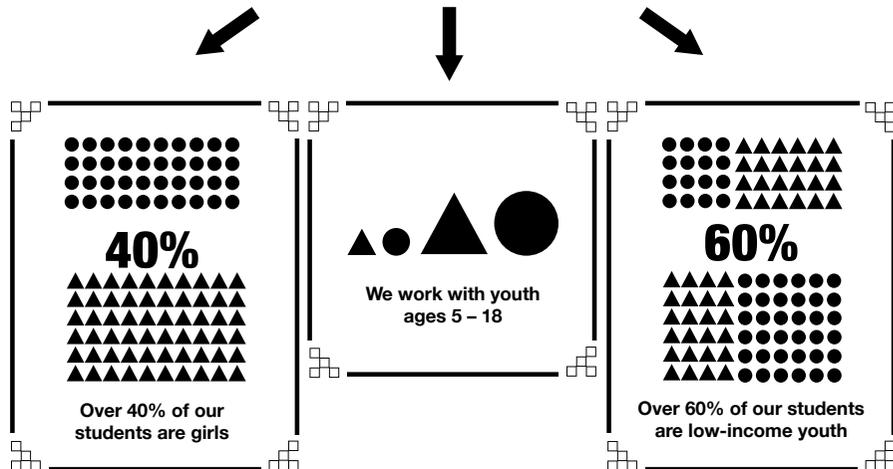
To grow a sustainable organization that is recognized, locally and globally, for changing the lives of hundreds of thousands of youth through skateboarding and quality programs – creating leaders that change the world.

VALUES

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



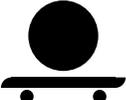
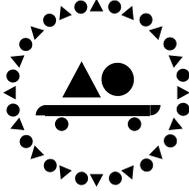
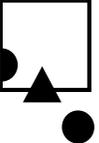
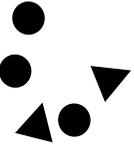
**SKATEISTAN
IS A NON-PROFIT
ORGANISATION
USING SKATEBOARDING
AS A TOOL FOR
EMPOWERMENT**





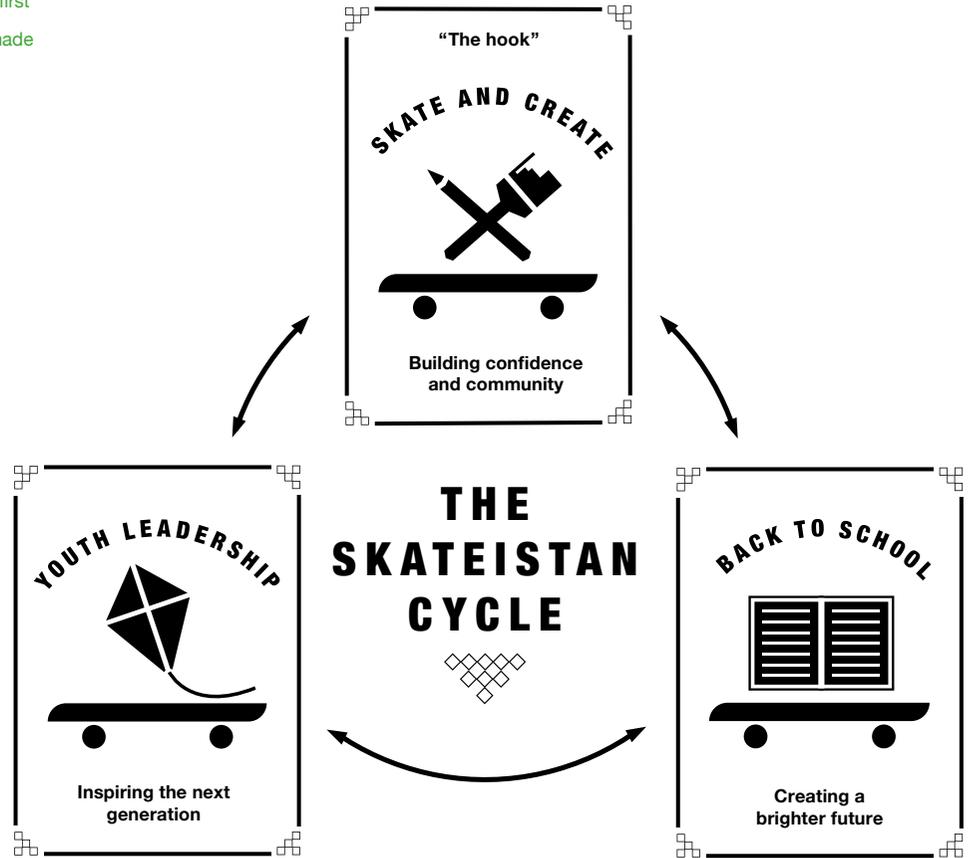
[fig. 2.] Prize-winning 'Skate Girl' photo of a Back to School student in Kabul. Photo: Jessica Fulford-Dobson

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>



[fig. 3.] A Skateistan student ollies with the very first skateboard made in Cambodia.



Skateistan has three core programs, designed to empower children of all backgrounds and to keep them involved in the long term. As students get more experienced they can become youth leaders, teaching others as volunteers or staff. We believe in local ownership in program design.

SECTION 2 SKATEISTAN'S MISSION AND VALUES



OVERVIEW

Youth come for skateboarding, and stay for education.

Through its innovative, youth-oriented programming, Skateistan 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 skills, as well as building friendships and social capital among its students. Skateistan works with over 1100 youth (ages 5–18) each week at its skate schools across Afghanistan, Cambodia and South Africa.

Skateistan delivers quality programs such as *'Skate and Create'* – a weekly two hour class that combines skateboarding and classroom learning, *'Back to School'* – an educational program that equips children with the required knowledge to re-enroll in public school, and *'Youth Leadership'* – through which youth become skateboarding teachers and role models, participate in civic engagement activities, and lead mobile *'Street Outreach'* sessions.

Skateistan works to build relationships and trust between youth of all backgrounds, however its participants are primarily those with the fewest opportunities and greatest social exclusion: girls, working children, illiterate children, those from low-income families, and disabled youth. In Afghanistan, where girls and women still face countless barriers, Skateistan hosts one of the largest female sports organizations in the country, and across its projects worldwide over 40% of participants were girls in 2014.

Since 2007, Skateistan's programs have brought education, sport and leadership opportunities to thousands of youth. Skateistan had its busiest year yet in 2014, directly reaching over 3200 youth with its programs throughout the year. Using skateboarding as the initial hook, together with a long-term program design that allows the same participants to stay involved for several years, Skateistan supports children to reach their full potential, becoming agents of change and leaders in their communities.

SECTION 2



GLOBAL ADVISORY BOARD



PETER DALGLISH (CHAIR)

Country Representative for UN-HABITAT in Afghanistan

Peter began his humanitarian career in Ethiopia and Sudan with refugees and street children. In 1987 he founded Street Kids International, now a global leader in designing creative self-help project for poor, urban children. In 2002 he was appointed to the UN's child labor program in Nepal, and later served as the Executive Director of the South Asia Children's Fund. In 2010 he became Senior Advisor for UN-HABITAT in Afghanistan and in 2013 became Country Representative. Since 2011, Peter has been an advisor to Skateistan's Executive Director and management team in Kabul regarding youth development best practices and fundraising.



DR. SIMON ADAMS (VICE-CHAIR)

Executive Director of the Global Centre for the Responsibility to Protect

Simon is the Executive Director of the Global Centre for the Responsibility to Protect, the world's leading research and advocacy organization for advancing the international human rights norm of the Responsibility to Protect (R2P) at the United Nations and beyond. He is a former anti-apartheid activist and the author of four books and numerous academic articles on international conflict. He has also written for the Los Angeles Times, Chicago Tribune, The Australian, New York Times and many other publications about global politics and mass atrocity prevention. Simon has also been a skateboarder since the 70s and has a mini-ramp in his basement. He was instrumental in setting up Skateistan's newest project in Johannesburg, South Africa.



TONY HAWK

Professional Skateboarder and Philanthropist

Tony is a professional skateboarder, and is the most influential skateboarder of all time. He has been a professional skateboarder since 1982 and has since spread skateboarding's popularity worldwide through innovative corporate partnerships. Throughout his career, Tony has made numerous appearances in films, other media, and his own series of video games. He has also been involved in various philanthropic activities, including his own Tony Hawk Foundation. In 2013 Tony visited Skateistan Cambodia, and in early 2014 the Tony Hawk Foundation committed four years of support to Skateistan.



CREED O'HANLON

Board Advisor -The Impossible Project

Creed is the former Executive Chairman, now Board Advisor, of The Impossible Project, the European company that, in 2008, purchased the last factory in the world manufacturing Polaroid instant film in order to rescue and revitalize analogue instant film photography for future generations. Previously, he was the founder and Chief Executive Officer of Spike Networks, a publicly listed Australian company that was the first and, once, largest web content developer in the Asia-Pacific region. A highly creative communicator, he brings to Skateistan expert skills in shaping and clarifying complex messages to energise audiences across a variety of demographics and media.

SECTION 2



GLOBAL ADVISORY BOARD



BRYAN RIDGEWAY

Skateboard Industry Expert

Since 2010 Bryan has served as Skateistan's Global Skateboarding Advisor, bringing his vast experience and connections in the world of skateboarding. His global business and marketing experience are an immense asset to the NGO, ensuring that Skateistan remains authentic in the eyes and minds of skateboarders around the world. Bryan is also assisting to grow awareness and support in the USA for Skateistan's activities.



BENAFSHA TASMIM

Strongheart Fellow and former Skateistan Education Coordinator

Benafsha was born in Kabul, Afghanistan, and graduated from Psychology and Educational Sciences at Kabul University in 2009. She joined Skateistan Kabul in 2010, serving for two years as the Education Coordinator. In October 2012 Benafsha was awarded the Strongheart Fellowship, which has sponsored her to complete her Masters degree in the United States. She is dedicated to using her knowledge and skills to enhance the educational experience for Afghan children and assist girls recovering from trauma. Since moving to the USA, Benafsha has been acting as a volunteer educational and cultural advisor to Skateistan's team in Afghanistan, and a representative for Skateistan at American events.



JAMIE THOMAS

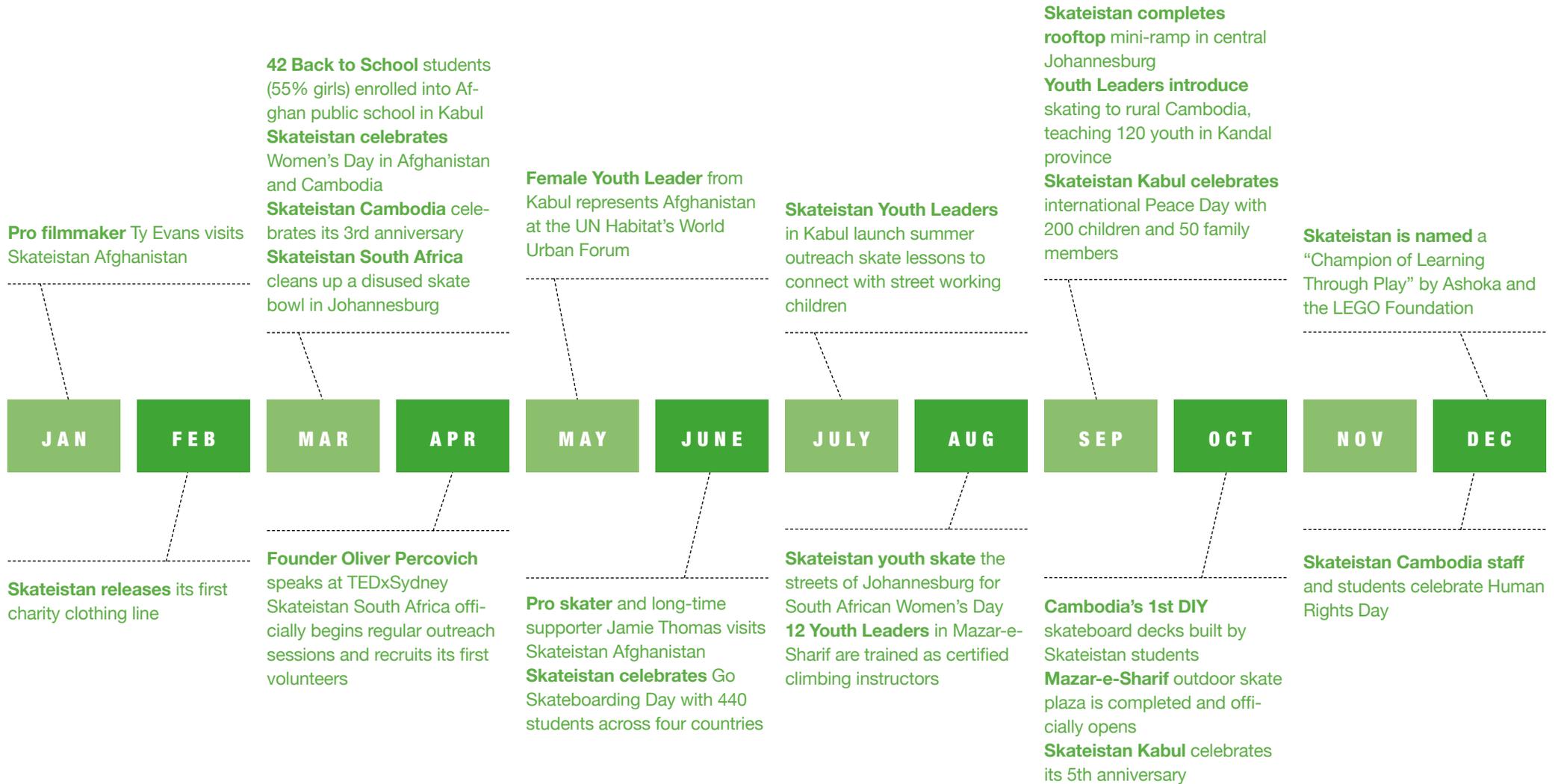
Professional Skateboarder and Owner of Zero Skateboards/
Fallen Footwear

Originally from Alabama, Jamie has made his dreams a reality by putting everything on the line and following his passion for skateboarding. In 1992, Jamie made his way to California with the goal of becoming a professional skateboarder. One opportunity led to another and in 1996 Jamie started Zero Skateboards. Jamie was voted 'Skateboarder of the Year' in 2002 by the readers of Transworld Skateboarding Magazine. In 2003 Jamie started Fallen Footwear and in 2006, Jamie was presented with the Southern California Regional award for 'Entrepreneur of the Year' from business leaders, Ernst & Young. Jamie's brands, Zero Skateboards and Fallen Footwear have provided Skateistan with equipment since 2008, and in 2014 Jamie visited Skateistan's Afghan skate schools.

SECTION 2



TIMELINE 2014





“Skateistan has proven extremely successful at giving kids, especially girls, a sense of community and an opportunity to play and learn.”

Tony Hawk, Advisory Board member



SECTION 3 SKATEISTAN AFGHANISTAN



PROGRESS UPDATE FOR 2014

In 2014, Skateistan Afghanistan continued to deliver high quality sports and educational programming, while creating a safe environment for Afghan children (especially girls) to learn and play. Skateistan focuses particularly on strengthening the youth leadership program, and promoting local ownership.

The Skateistan team in Mazar-e-Sharif is proud to have filled all key positions with local staff by the end of 2014, its first full year of operations. At the same time, the project in Kabul conducted its first entirely youth-led street outreach program, reflecting the youth's motivation and commitment to be role models for other Afghan youth. During the year students were also offered climbing classes delivered by Skateistan's staff and three volunteers at the new climbing wall in Mazar-e-Sharif. An additional 12 Afghan staff and youth leaders became certified climbing teachers.

Skateistan Afghanistan more than doubled its students' regular participation throughout 2014. One of the most significant successes was achieving active female enrolment of 50% in the Skate and Create program across both project sites. Furthermore, in both Kabul and Mazar-e-Sharif, female staff occupied half of the programs and administration roles. This gender balance further promotes the sense of safety and inclusion among female students and staff.

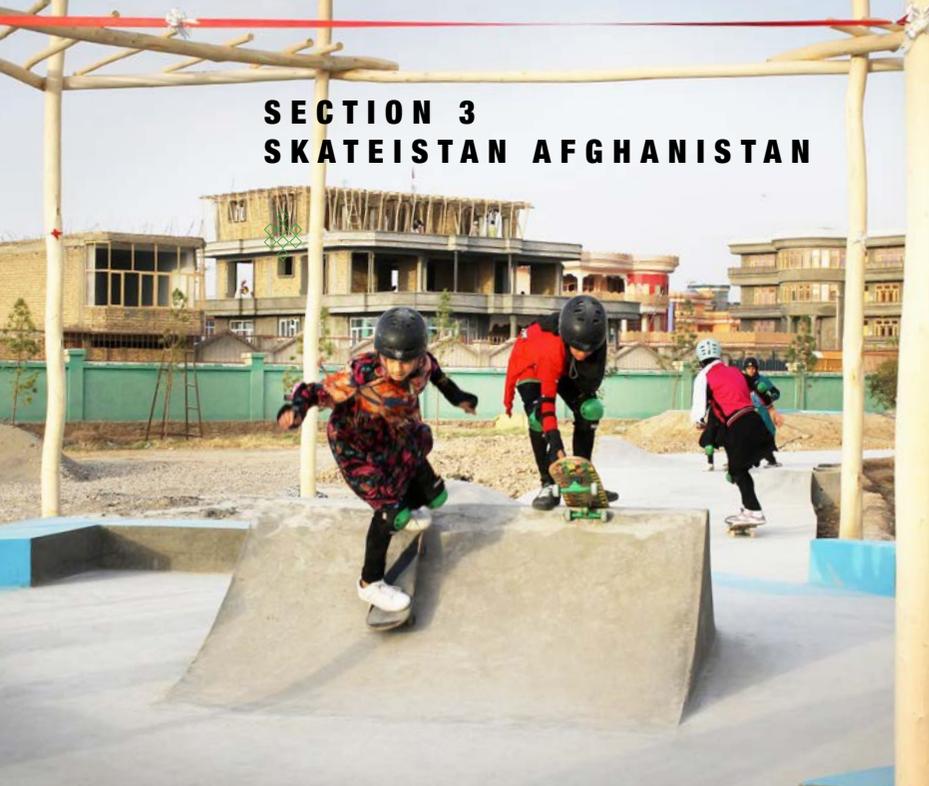
In 2014, a Parents' Council was created in Mazar-e-Sharif to help keep Skateistan aware of community dynamics and as a relevant method of increasing local ownership and engagement with parents. These family members are able to act as ambassadors for Skateistan in their communities. A remarkable achievement was the increased engagement and participation with the Jogi community – a nomadic ethnic minority who lack Afghan citizenship and access to basic services or public school, with a literacy rate of only 1.6%. The outreach skate sessions taking place near a Jogi camp were expanded and, for the first time, included female participants and enrolled Jogi youth into the Youth Leadership program. Thirty-five Jogi youth also joined the Back to School program. In order to continue building on Jogi participation and social inclusion, Skateistan staff will conduct a series of visits to the Jogi community in 2015, to deepen the assessment of their needs.

“My daughter is my hope for the bright future of Afghanistan.”

Samira, mother of 2014 Back to School student



SECTION 3 SKATEISTAN AFGHANISTAN



[fig.4.] Girls skate outdoors for the first time during the opening ceremony of the Mazar-e-Sharif Skate Plaza in October 2014.



[fig.5.] Back to School graduates celebrating in their new uniforms.



KEY HIGHLIGHTS FOR 2014

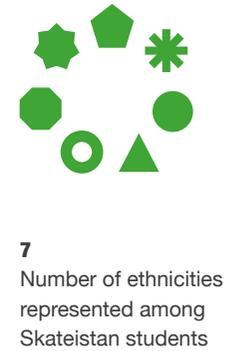
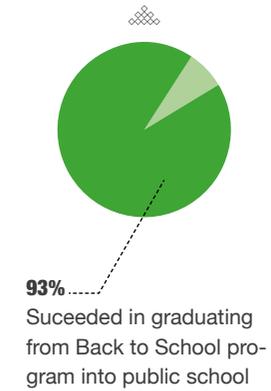
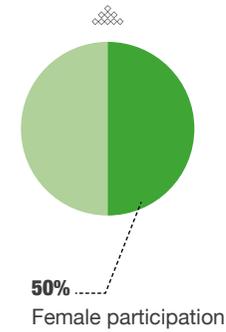
- ▼ Kabul celebrated its fifth birthday with over 500 attendees
- ▼ Built Afghanistan's first outdoor skate plaza in Mazar-e-Sharif, which can accommodate 200 more youth weekly
- ▼ First full year of operations in Mazar-e-Sharif
- ▼ 35 students (54% girls) became volunteers with the Youth Leadership program
- ▼ Youth Leadership – eight students became paid skate or classroom teachers, 11 more gained temporary employment during a summer street outreach project in Kabul
- ▼ 80 Student Council members received training in democratic processes
- ▼ 13 events hosted by Skateistan Afghanistan, with an average 250 participants per event
- ▼ Youth Leaders in Kabul participated in online Model UN for the first time
- ▼ Arts-based curriculum on storytelling, bookmaking, the future, community mapping, health and the environment
- ▼ Global Nomads Group partnered with Skateistan to deliver the Global Citizens in Action curriculum, with 40 Skateistan youth taking part in a multimedia exchange with US students
- ▼ Kabul's Site Manager Abdul Qudos Amini presented on Sport for Development at the Magic Bus conference in India

SECTION 3 SKATEISTAN AFGHANISTAN



[fig. 6.] Girls and boys in Mazar-e-Sharif were excited to learn climbing for the first time in 2014.

RESULTS IN NUMBERS



- ▼ Weekly programs participants: 1076
- ▼ Students who are street-working: 30%
- ▼ Students who identify as low-income: 55%
- ▼ Students enrolled into Back to School program: 101 (49% girls)
- ▼ Student family engagement by staff: 740 home visits and 1092 phone calls
- ▼ Direct impact (enrolled in 2014 programs plus street outreach attendances): 2577



SECTION 3
SKATEISTAN AFGHANISTAN



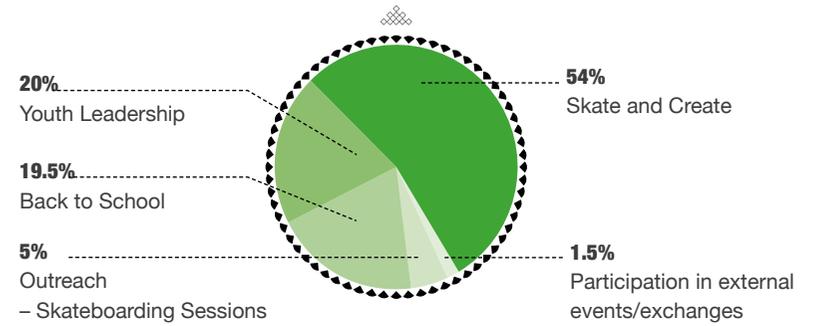
[fig. 7.] Having a laugh during a Skate and Create session at Skateistan Kabul in September 2014.



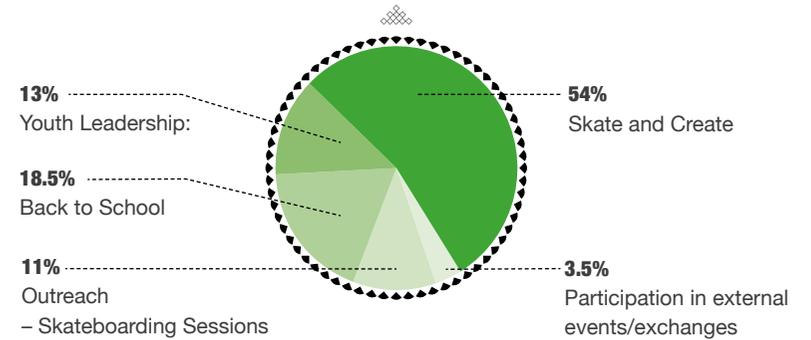
[fig. 8.] Studying hard during Wednesday's Back to School program session in June 2014.



ACTIVITY BREAKDOWN - KABUL



ACTIVITY BREAKDOWN - MAZAR-E-SHARIF





[fig. 9.] Go Skateboarding Day
2014, Mazar-e-Sharif.



[fig. 10.] Afghan girls collaborate
on their life timelines during the
Skate Create 'Future' curriculum.



SECTION 3 SKATEISTAN AFGHANISTAN



SUCCESS STORIES – KABUL

Shogofa, age 14, Skateboard Instructor

Shogofa is one of the best skate instructors at Skateistan Kabul, not only because of her skate skills but also her patience, confidence and passion for teaching. She first joined Skateistan as a Skate and Create student in 2010, along with her older sisters. In 2013 she became a committed youth leader and, recently, a paid skate instructor. From selling chewing gum on the streets of Kabul to becoming a respected member of Skateistan’s staff team in Kabul (while continuing her 5th grade studies), Shogofa is a role model for other students and Afghan girls.

Shogofa’s dream for the future is to build her own organization that will change the lives of economically disadvantaged children. She says, “after joining Skate and Create, I started being a volunteer a few days each week, but I was still fighting the challenges from my family, when finally one day I became a skate instructor, and Skateistan provided a salary for me. I can’t describe the happiness of that moment: besides finding money, I was getting respect from my students and my colleagues. This life was so different than before, when I was working on the streets. Gradually I improved and day by day my life has changed.”

[fig. 11.] Shogofa in the Skateistan

Kabul skatepark. Photo: Jessica

Fulford-Dobson



SECTION 3 SKATEISTAN AFGHANISTAN



SUCCESS STORIES – MAZAR-E-SHARIF

**Mubaraka Mohammadi, age 20, Back to School Teacher,
Global Citizen’s in Action participant**

Mubaraka first joined Skateistan in the spring of 2013 and was the first participant in Mazar-e-Sharif’s Youth Leadership program. She is currently a Back to School teacher and recently took part in the international virtual exchange program called Global Citizens in Action (GCA).

The GCA program focuses on promoting cultural exchange between participants around the world. Skateistan students such as Mubaraka are connected to students in the United States via videoconference and online platforms. The exchange facilitates learning and understanding of both Afghan and global cultures. As Mubaraka points out, “We learn a lot about social problems in the world, and we have learned how we, as youth, make it possible to solve a problem or even decrease it! We learned how to discuss different topics and share ideas, how to select a role model and how to try to be a role model. Now I am a global citizen, I can recognize problems and find solutions for them.”

[fig. 12.] Mubaraka at Skateistan

Mazar-e-Sharif.





[fig. 13.] Mubaraka (left) skating the streets during Go Skateboarding Day celebrations in 2014.



[fig. 14.] Shogofa (left) teaching during a girls' skate session in Kabul.



SECTION 4 SKATEISTAN CAMBODIA



PROGRESS UPDATE FOR 2014

With a growing team and new local partnerships, Skateistan Cambodia has expanded and deepened its activities in 2014, reaching 230 registered students at its facility in Phnom Penh. In 2014, Skateistan continued to engage disabled students, with 26 disabled youth (about 16% of Skateistan Cambodia’s participants) actively attending the Skate and Create program on a weekly basis.

Educational programming focused on applying arts, creativity and self-expression to promote historical and cultural awareness. Skateistan Cambodia also continued to build on its outreach sessions at the Buddhist Wats of Phnom Penh, a safe haven for working and low-income youth. These sessions use skateboarding as the “hook” to link youth with education and social support services provided by Skateistan and its partner organizations. In late 2014, Skateistan Cambodia developed an innovative “tuk-tuk skate ramp” (motorcycle rickshaw) to make the outreach sessions more exciting.

The team in Cambodia continued to introduce skateboarding to new parts of the country, with female sport trainings in Battambang City, a skate demonstration in Siem Reap, and skateboard workshops for 170 youth in rural Kandal province.

In order to guarantee best quality programming delivery, in 2014 Skateistan Cambodia provided local staff and volunteers with 77 hours of specialized training to improve their skills and competences in relevant areas of child protection, art, media, English and sports. These skills will allow Skateistan Cambodia to continue to reach out to the most marginalized Cambodian youth in 2015 and beyond, while meaningfully expanding on its programs and partnerships.

“I want to bring a better future to Cambodian children. I want them to be brave and confident like Skateistan makes me feel.”

Rattanak, 22,
Skate Teacher and Admin Officer



SECTION 4 SKATEISTAN CAMBODIA



KEY HIGHLIGHTS

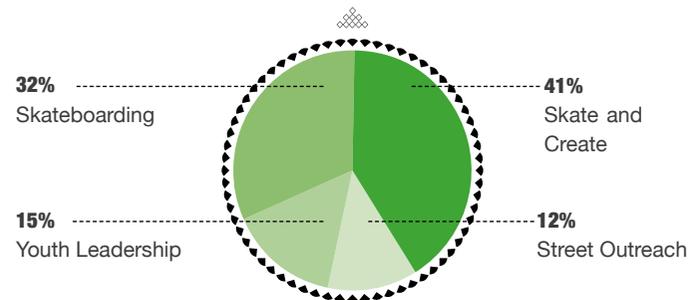
- ▼ Skateistan Cambodia and community skateboarders led the national parade for celebrating sport, held by the National Olympic Committee of Cambodia (NOCC)
- ▼ First skateboard decks were made in Cambodia by Skateistan students using a special curriculum including woodwork, design, leadership and teamwork lessons
- ▼ UN Women and Skateistan Cambodia collaborated for the 16-Day campaign ‘SayNO - UNiTE To End Violence Against Women’
- ▼ Five events hosted by Skateistan Cambodia, with an average of 144 participants per event
- ▼ Two student volunteers became paid employees at Skateistan Cambodia
- ▼ Youth Leaders do a skate demo at the opening of a skatepark in Siem Reap
- ▼ Youth-led workshops for 170 youth at the Peace Corps Create Cambodia Arts Festival (Kandal Province), and sport trainings for two female Youth Leaders with the SALT Academy in Battambang City
- ▼ Student field trips to the National Museum, Tuol Sleng Genocide Museum and the Cambodian Royal Palace to promote cultural awareness

- ▼ Skateistan Cambodia Operations Officer traveled to South Korea to represent Cambodia with the NOCC at a youth sports conference

RESULTS IN NUMBERS:

- ▼ Number of registered students: 230
- ▼ Female participation: 35%
- ▼ Students from low income families: 70%
- ▼ Disabled students in Skate and Create program: 16%
- ▼ Direct impact (registered students and external workshop participants): 400
- ▼ Estimated indirect impact through events: 1166

ACTIVITY BREAKDOWN CAMBODIA:



SECTION 4 SKATEISTAN CAMBODIA



SUCCESS STORY – CAMBODIA

Nhoeun, age 19, Part-Time Teacher and Administration Assistant

Nhoeun first joined Skateistan shortly after its Phnom Penh skate school opened in 2012. She was intrigued by the classes based on a sport that she had never seen before. Motivated and determined, she practiced skateboarding until she became one of the best female skaters at Skateistan Cambodia and in the whole country. Seeing her enthusiasm and her astounding progress, Skateistan Cambodia asked her to become a Youth Leader in 2014.

Nhoeun continues to learn something new each day, both at university, where she studies Management and Business, and through regular trainings at Skateistan. Thanks to her optimistic attitude, her teaching role in the Skate and Create classes, and her administration abilities, she has become one of the pillars of Skateistan Cambodia's team.

Nhoeun says, “I think Skateistan permits us to help the poorest children. We do a very good job and I’m proud to be a part of that. I thank Skateistan for this experience and for teaching me how to work.”

[fig. 15.] Nhoen having fun at a skate bowl in the jungle of Kep, Cambodia.





[fig. 16.] Tin, Skateistan Cambodia's Education Coordinator teaching students living with a disability.



[fig. 17.] Smiles for miles at Wat Thmey in Phnom Penh.



[fig. 18.] Art class with some of Skateistan Cambodia's disabled students.



SECTION 5 SKATEISTAN SOUTH AFRICA



PROGRESS UPDATE FOR 2014

In 2014, Skateistan grew its reach beyond Afghanistan and Cambodia, bringing its programming to the youth of Johannesburg. In 2013 and 2014 Skateistan consulted with local partners to plan the strategic direction for Skateistan South Africa. In 2014 the new project launched its programs in Johannesburg, to address challenges such as social inequality, youth unemployment, gender-based violence and discrimination, poverty, xenophobia against illegal migrants, and lack of educational opportunities.

Early in the year, Skateistan's Executive Director spent six weeks in South Africa establishing foundational partnerships. Soon after, other key members of Skateistan's global management team came to Johannesburg, working together with local youth, key supporters and partners to plan the programs and construction of the Skateistan South Africa skate school. They established a local volunteer and youth leadership program, and a small but talented local team quickly formed. In June, Skateistan South Africa held an official launch event and showcased the achievements of the first half of the year, which included securing a 20-year, rent-free land lease for the skate school in central Johannesburg, from the urban development company Propertuity.

In Spring 2014, Skateistan launched regular outreach sessions for South African children and began Skate and Create programming. Throughout the year, special events were held and local partnerships made. In March, the Skateistan team, along with the Street Kulture Appreciation youth group and community volunteers, worked hard to clean up a disused skate bowl in the Troyeville neighborhood to create a clean recreation space for Skateistan to run classes and for the community. Local partner NGO Let's Go Jozi gave Skateistan space on its rooftop in downtown Johannesburg to build a miniramp (half-pipe), which doubled the number of Skateistan sessions in the city center. In this time, the Skate and Create programs grew from a one-hour skateboarding session once a week, to four two-hour skate and educational lessons a week, reaching 70 children weekly.

In 2015, Skateistan South Africa will officially open its own skatepark and education facility in Johannesburg's central Maboneng Precinct. The facility will provide Skateistan with a strong base from which it can provide programs to more marginalized children and connect at-risk youth to educational and leadership opportunities.

"The best thing about skating is that it keeps us away from the streets and drugs."

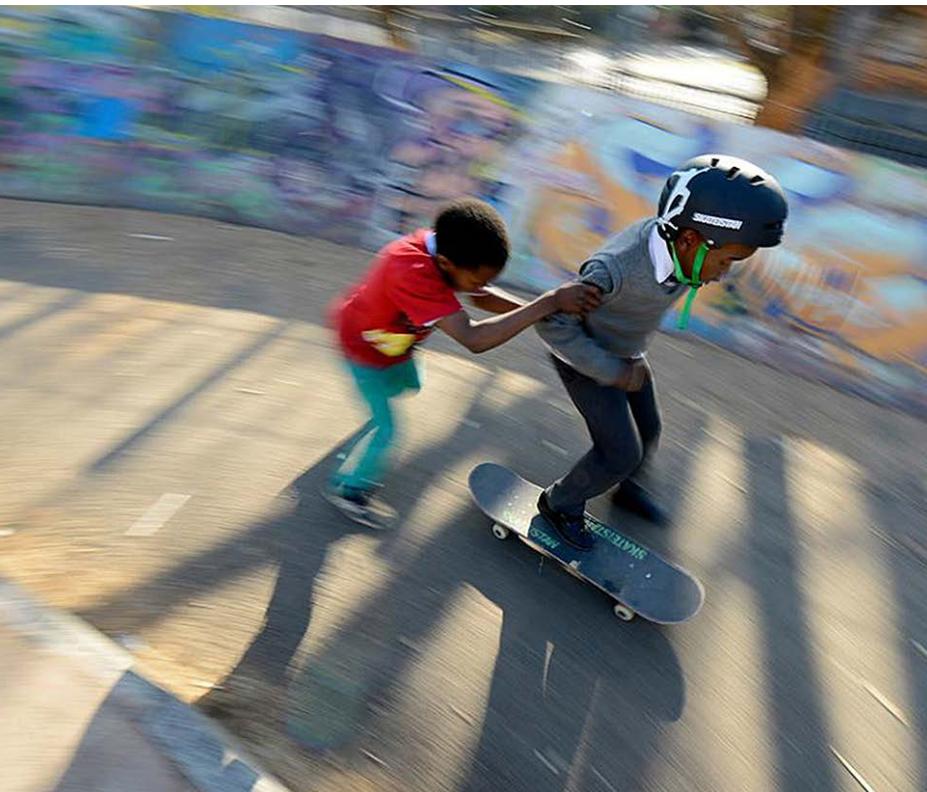
Prudence, 12, Skateistan South Africa student



SECTION 5 SKATEISTAN SOUTH AFRICA



[fig. 19.] The skate bowl in Troyeville is ready to skate after the students painted it during a special community event.



[fig. 20.] Some of Skateistan South Africa's first students at the Troyeville bowl. Photo: Paballo Thekiso



KEY HIGHLIGHTS FOR 2014

- ▼ Clean-up and re-painting of the abandoned Troyeville public skate bowl together with local youth
- ▼ Construction of rooftop mini-ramp, the only skateboard ramp in downtown Johannesburg
- ▼ Donation of land and architectural assistance for the Skateistan South Africa skate school
- ▼ Five Youth Leaders trained to assist in skate sessions
- ▼ Held skate workshops for 120 local children at the Kimberly Diamond Cup, Africa's largest skateboard contest, and for 100 children at an event held by Monash University in Johannesburg
- ▼ Nine events hosted by Skateistan, with an average of 140 attendees per event
- ▼ Hosted first Skateistan South Africa skate competition at the Troyeville bowl
- ▼ Skate and Create curriculum focused on community gardening, music, and art
- ▼ Special visits by the Danish Embassy of South Africa and the BBC

**SECTION 5
SKATEISTAN SOUTH AFRICA**



[fig. 21.] A Skateistan student learning how to skate the mini ramp. Photo: Rudi Jeggle



RESULTS IN NUMBERS:

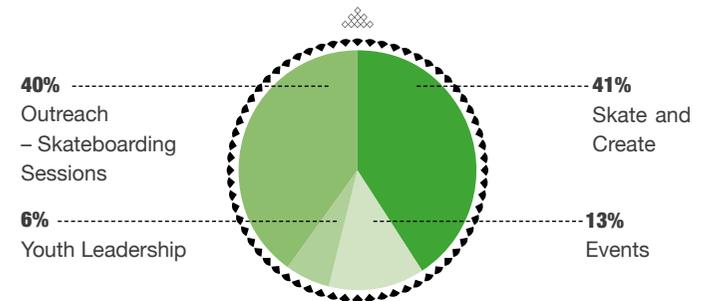
- ▼ Average participants per session: 36
- ▼ Direct impact (registered students and external workshop participants): 290 youth
- ▼ Estimated indirect impact (families and event attendees): 1300
- ▼ Percentage of female students: 28%
- ▼ Nationalities represented among Skateistan students: 4



[fig. 22.] Skating the Troyeville bowl at a Skateistan outreach session. Photo: Paballo Thekiso



ACTIVITY BREAKDOWN SOUTH AFRICA:



SECTION 5 SKATEISTAN SOUTH AFRICA



SUCCESS STORY – SOUTH AFRICA

Kelly Murray, age 25, Sports Coordinator

Kelly joined Skateistan in March 2014 as a volunteer Youth Leader at the very first session in the cleaned up Troyeville bowl. As South Africa's (and perhaps the continent's) top female skateboarder, her presence helped make the sessions even more exciting for both boys and girls. Kelly previously studied Sport Management, which allows her to provide valuable support in all aspects of running and managing the skateboarding sessions.

Kelly has won two women's street tournaments at the Kimberly Diamond Cup, and placed 13th in the international women's contest there in 2014. "Skateboarding has always been a huge passion of mine, and Skateistan motivated me to push boundaries," she says. After five months volunteering, Kelly was offered full time employment with Skateistan as the Sports Coordinator for Skateistan South Africa. She says that she's challenged every day with new coordination and administrative tasks, while at the same time she hugely enjoys interacting with the students. Kelly hopes to one day represent South Africa in the X-Games alongside her skateboarding heroes.

"Skateistan is an amazing organization and gives children great opportunities for the future," she says. "Skateboarding is the perfect hook for the students and teaches them many important life skills such as perseverance, determination, self-motivation and patience. I love being part of the Skateistan family and look forward to the future with Skateistan."

[fig. 23.] Kelly teaching girls during a skate session at Troyeville bowl. Photo: Paballo Thekiso



SECTION 6 SKATEISTAN GLOBAL 2014



In 2014, 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. Across these countries and at the project sites, dozens of people volunteered their time, skills and motivation to Skateistan, and helped to coordinate many more volunteers who held fundraising events worldwide. Throughout 2014, Skateistan raised 233,073 USD worldwide from individual and corporate donations.

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 about Skateistan's activities. Fundraising and awareness highlights in 2014 include Executive Director Oliver Percovich's talk at TEDxSydney, the 'Keep Skateistan Rolling' fundraising drive, the FYF Fest, and the Punk Rock Flea Market in Philadelphia, USA.

In December 2014, Skateistan ran its most ambitious 'Keep Skateistan Rolling' fundraising campaign to date. The online campaign raised over 75,000 USD and focused on the theme of 'Safe Spaces' for Skateistan's students across the globe. In the countries in which Skateistan operates, the safe spaces that children need to grow, play and learn are simply not available.

A huge thank you to everyone who volunteered their time in 2015 to raise funds and awareness for Skateistan! The support, passion and hard work of so many people around the world made it possible for the organization to keep providing educational and recreational opportunities for its students, and for Skateistan to keep rolling into 2015!

Skateistan International Support Entities:

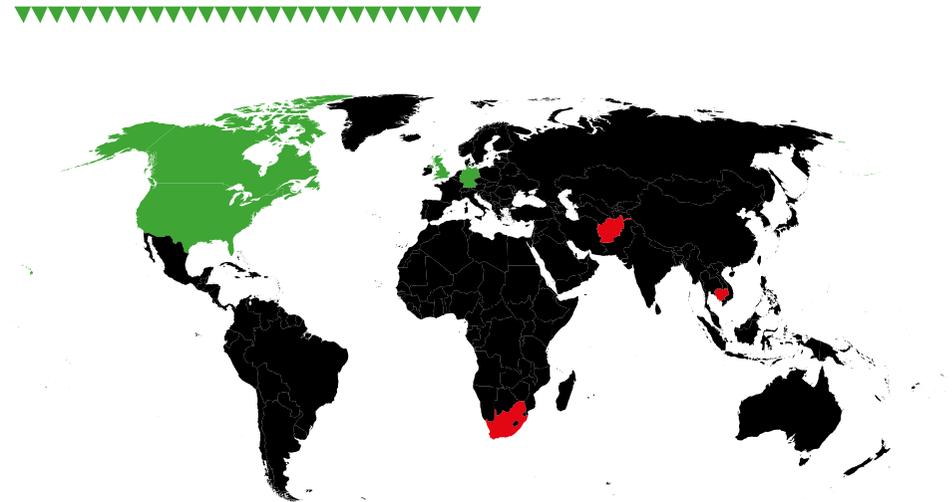
USA (501c3)

Germany (e.V)

United Kingdom (Charity)

Canada (partial charitable status)

[fig. 24.] Skateistan Support Entities and Action Partners (in green) help to raise funds and awareness for Skateistan project sites (in red).



SECTION 6 SKATEISTAN GLOBAL 2014



[fig. 25.] One of the 'Skate Girls of Kabul' cruising the skatepark.
Photo: Jessica Fulford-Dobson



SKATEISTAN IN THE MEDIA

Skateistan is working to diversify its funding and increase its long-term financial sustainability. Skateistan's presence in the media continues to be crucial in raising awareness and reaching out to new audiences about the organization's work. In 2014, Skateistan reached over 18 million people via its media platforms, and increased its social media followers to over 100,000. Additionally, videos by or about Skateistan reached over 2.4 million people. Staff and students were interviewed alongside advisory board member Tony Hawk in a TV piece about Skateistan by CBS "Courage in Sports" that was viewed by nearly two million people.

British photographer Jessica Fulford-Dobson's series titled 'Skate Girls of Kabul', which was shortlisted for the National Portrait Gallery's Taylor Wessing Photographic Portrait Prize, was widely shared in the media and captivated people worldwide. Skateistan was extremely proud to have its Youth Leaders travel to speak at events in Columbia (UN-Habitat's World Urban Forum), India, and South Korea. Participants also spoke on behalf of Skateistan at UN events, and were interviewed by local and international media.

Skateistan has been featured in over 1000 media pieces worldwide since 2007. Noteworthy press in 2014 includes:

- ▼ **BBC World Service** (10.23.14)
Skate Girls of Kabul
<http://bit.ly/1F7zghT>
- ▼ **Wall Street Journal** (06.27.14)
Teaching the Kids of Kabul How to Skateboard
<http://on.wsj.com/1lutWtB>
- ▼ **The Guardian** (03.06.14)
Skatepark and Classroom for 1,000 Kids in Mazar-e-Sharif
<http://bit.ly/1f1kMrT>
- ▼ **CBS Courage in Sports** (01.11.14)
Skateistan - The State of Skate
Aired on CBS Television

SECTION 6 SKATEISTAN GLOBAL 2014



FUNDRAISING PROFILE #1

FYF FEST

FYF Fest started as a small project hosted by 18-year-old Sean Carlson and a group of friends. It is an annual two-day music festival held at the Los Angeles Sports Arena & Exposition Park in California. Over the years it has grown into one of the biggest festivals for touring bands on the US festival circuit, with the 2014 line-up featuring renowned bands such as The Strokes and Interpol.

In 2014, the FYF Fest raised a grand total of 15,000 USD to support Skateistan's programs while at the same time created awareness about Skateistan's work among its social media followers throughout the two-day festival. FYF Fest generously donated a payment intended for one of their acts to Skateistan, after the band cancelled.

FYF Fest's contribution is equivalent to one year of fuel and vehicle maintenance costs for student transport in Kabul. Thank you FYF Fest for your valuable support.

FUNDRAISING PROFILE #2

R5 PRODUCTIONS' PUNK ROCK FLEA MARKET 2014

Punk rock and skateboarding have been closely associated since they began. Although traditionally perceived as alternative, both pursuits have proven to be an effective force for change, with an ability to mobilize their followers to support social and cultural projects. This is exactly what the Punk Rock Flea Market did for Skateistan.

In December 2014 and for the second year in a row, the Philadelphia Punk Rock Flea Market raised over 10,000 USD to support at-risk youth across Skateistan's project sites. Throughout the two-day event, attendees gave a \$3 donation to enter, before browsing and buying their way through a host of clothing, records and food stalls.

The motivated organizers and participants raised funds equivalent to a year's worth of lunches for Skateistan's Back to School students in Afghanistan.



[fig. 26.] Advisory Board member Jamie Thomas ollies on the top of an abandoned tank during his visit to Afghanistan.

Photo: Chad Foreman



SECTION 6 SKATEISTAN GLOBAL 2014



[fig. 27.] Youth Leader Nop shows what's possible on the new tuk-tuk skate ramp during an outreach session in Phnom Penh. Photo: Sam Jam



[fig. 28.] These children and many more will soon have a skate school in Johannesburg. Photo: Rudi Jeggle

THE YEAR AHEAD: 2015

In 2015, Skateistan will be looking to continue building on its experience to increase the independence and stability of the local staff teams while maximizing the reach and accessibility of the organization's programs to young people. It will strengthen community ownership, especially at the youngest projects.

In Afghanistan, Skateistan students will study Human Rights and Gender, hold an entrepreneurial challenge, and turn the facilities into mini science centers for the communities to visit. Skateistan will also continue to focus on management and skill training locally, with a focus on building the fundraising and reporting abilities of the Afghan team.

In Cambodia, Skateistan will continue to build on its achievements in the country and will strategically consider a potential satellite project expansion to Sihanoukville, a coastal city with high rates of child sex tourism and exploitation.

In South Africa, the opening of the new skate school facility will allow Skateistan's programs to further develop to the needs of the local youth and increase the level of female participation, by providing female students a private place to skate. With the goal of building on the existing partnerships with the City of Johannesburg and local schools, 2015 is set to be an exciting and challenging year for the newest Skateistan site.

SECTION 6 SKATEISTAN GLOBAL 2014



THE YEAR AHEAD: 2015

EXPANSION AND INFRASTRUCTURE

- ▼ South Africa: complete construction of the South African facility. This will become the starting point for training and expansion to satellite projects in South Africa and the continent
- ▼ Cambodia: planning satellite project in Sihanoukville

YOUTH PROGRAMMING

- ▼ New South Africa programs: homework help, employment skills and gender-based violence prevention
- ▼ Potential expansion project in Cambodia
- ▼ Continue to focus on street-working, low income, internally displaced people and ethnic minorities in Afghanistan
- ▼ Continue to focus on programming for girls and disabled youth in Cambodia
- ▼ Travel opportunities and site exchanges to develop staff and volunteers

PROJECT ASSISTANCE

- ▼ Remote and on the ground support for all projects, including training in proposal writing, grant reporting and strategic planning

STAFF DEVELOPMENT

- ▼ First aid and child protection policy training renewal at all sites
- ▼ Explore partnerships for training
- ▼ Knowledge and best practice sharing among the sites

MONITORING AND EVALUATION

- ▼ Set up platform to provide remote access and analysis of real-time data for all four current project sites and Berlin HQ

FUNDRAISING AND AWARENESS

- ▼ Presentation by Executive Director to the Qatar Leadership conference
- ▼ Art exhibition and fundraiser by artist Paul McCarthy at MoMA
- ▼ 'Skate Girls of Kabul' photography exhibition with Jessica Fulford-Dobson in London (Saatchi gallery) and NYC
- ▼ Increase distribution of Skateistan co-branded products worldwide
- ▼ Official release of the Skateistan brand in the USA



[fig. 29.] Students in Mazar celebrate
Peace Day 2014.



SECTION 7 FINANCIAL OVERVIEW



FINANCIAL OVERVIEW

In 2014 Skateistan's portion of government funding increased significantly, due to major support from the Danish Government for the projects in Afghanistan and South Africa. Despite the increased government funding last year, Skateistan continues to pursue funding diversification, particularly through foundations, corporate sponsorships and fundraising from the public.

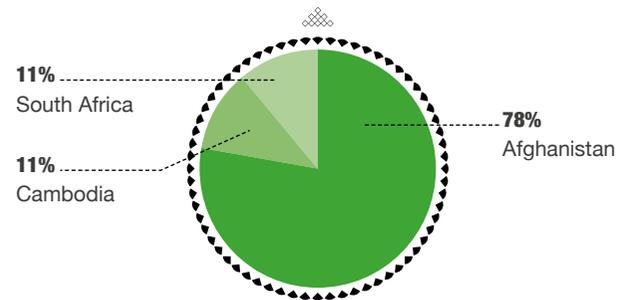
While the graphs on the following page show income from individuals and corporate supporters decreasing during 2014, this represents only the amount of such income that was granted on to the Skateistan projects. Funds raised during the year that were not granted to the projects yet are held by the fundraising entities as reserves for the organization, to be used for future budget shortfalls or emergencies. Worldwide, the Skateistan fundraising entities raised over 233,000 USD from individuals and corporate supporters during 2014. Skateistan's ever increasing fundraising capacity is attributable to the fundraising staff at the Skateistan HQ, in which the organization further invested in 2014 to increase sustainability.

Skateistan classifies program costs as all expenditures relating to the projects in Afghanistan, Cambodia and South Africa, including communications 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.

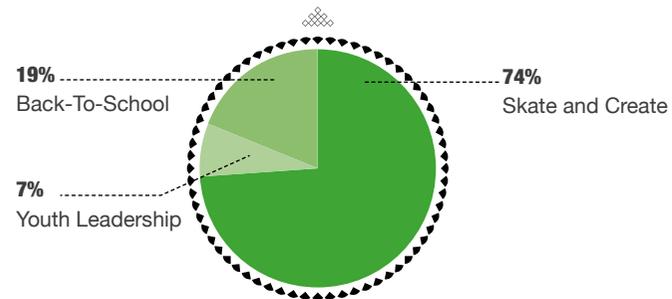
SKATEISTAN'S OPERATIONAL BUDGET



WHERE IS THE MONEY SPENT?



HOW MUCH IS SPENT ON EACH PROGRAM?

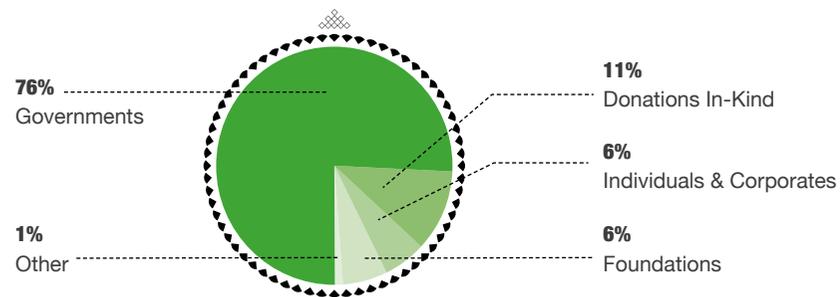


SECTION 7 FINANCIAL OVERVIEW



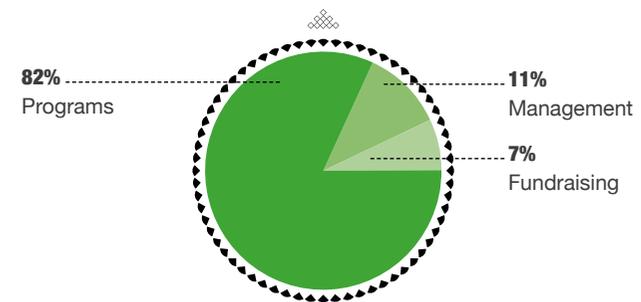
The graphs on these pages represent the consolidated income and costs across the Skateistan projects in Afghanistan, Cambodia, South Africa and the Skateistan headquarters. The consolidated figures do not include total funds raised worldwide by the independent Skateistan fundraising entities. Income from these entities is recognised when it is granted to the Skateistan projects. The consolidated figures are unaudited. The 2014 audited reports and financial statements of the Skateistan projects are available on www.skateistan.org.

2014: WHERE DID THE MONEY COME FROM?



Governments	889,531 USD
Donations in kind	124,158 USD
Foundations	71,519 USD
Individuals & Corporates	70,159 USD
Other	7,519 USD
Total income	1,162,886 USD

2014: WHERE DOES THE MONEY GO?



Programs	887,511 USD
Management	115,038 USD
Fundraising	80,661 USD
Total costs	1,083,211 USD

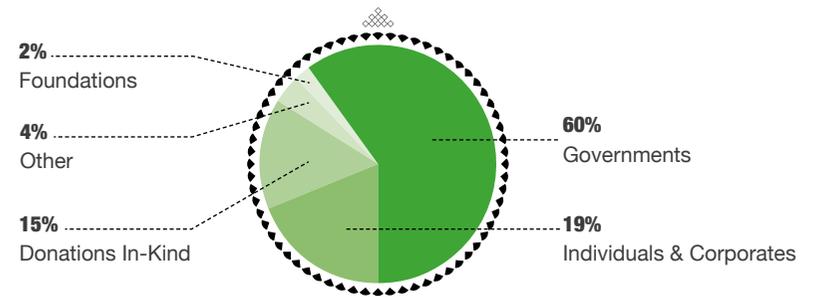
**SECTION 7
FINANCIAL OVERVIEW**



[fig. 30.] Skateistan staff street skating in Kabul during a visit from Advisory Board Member Jamie Thomas in June 2014.

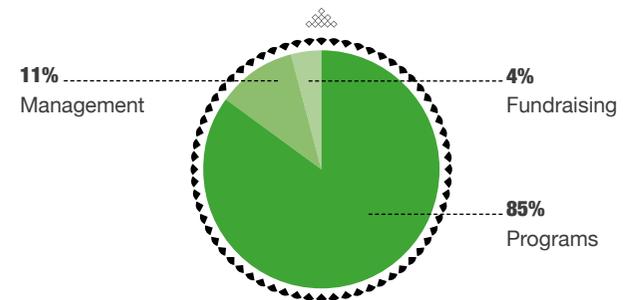


2013: WHERE DID THE MONEY COME FROM?



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

2013: WHERE DID THE MONEY GO?



Programs	813,499 USD
Management	109,751 USD
Fundraising	33,860 USD
Total	957,110 USD

THANK YOU!



2014 was an incredible year in terms of expanding the Skateistan community among Afghan, Cambodian and South African youth. Skateistan's achievements would not be possible without the valuable commitment of our supporters worldwide, donors, sponsors and the Skateistan team. More than 1100 youth each week benefit from the educational opportunities and fun of skateboarding, and we would like to take this opportunity to thank everyone involved in making this reality an even more successful one.

Skateistan would like to extend a special thank you to its major donors, supporting programs and core costs in 2014. Our new project in South Africa was funded by the Danish Embassy and The Skateroom. In Afghanistan we were funded by the governments of Denmark, Switzerland, Finland, and Germany, and the Blossom Hill Foundation. In Cambodia we were funded by the Prince Claus and Games 4 Good foundations. The Tony Hawk Foundation provided a global grant.

Last but definitely not least, a huge thanks to the thousands of individuals who have made a donation, opened their hearts to the project, volunteered their time, and shared the achievements of Skateistan's youth. Your support makes you a partner of Skateistan in helping to empower youth and have a lasting impact on the lives of children – thank you for sharing this passion and for keeping Skateistan rolling into 2015!

Should you have any questions or concerns about Skateistan and the work it does, please feel free to contact the team at info@skateistan.org.

MAJOR DONORS 2014

Embassy of Denmark in Afghanistan
Embassy of Denmark in South Africa
Embassy of Finland in Afghanistan
Swiss Agency for Development and Cooperation (SDC)
German Federal Foreign Office
Blossom Hill Foundation
Tony Hawk Foundation
Prince Claus Foundation
Games 4 Good Foundation
The Skateroom

MAJOR IN-KIND SPONSORS 2014

TSG
Roshan
GIZ
Spitfire
Zero
Fallen

GET INVOLVED



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

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 development.

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

GO SHOPPING

Skateistan has a variety of clothing and other products for sale with 100% of proceeds benefiting our projects: 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.

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