



Annual Report

April 2019 - April 2020



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Concrete Jungle Foundation (CJF) is an international non-profit organisation that builds skateparks and provides youth programming for underprivileged communities around the world.

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Note from the Executive Director.

Dear Friends,

Thank you for making 2019-2020 yet another remarkable year for Concrete Jungle Foundation! We are grateful for the support of our staff, volunteers, CJFamily members, partners, and donors who have been with us every step of the way.

Despite many challenges, the 2019-2020 ultimately proved a year of growth, professionalization and success for Concrete Jungle Foundation.

In Peru, while our original partner organisation shut its doors for good and the Alto Trujillo Skatepark faced the threat of demolition, we also hired our first local staff, secured a new partner organisation on the ground, and expanded the reach and nature of our programming. And while we missed two semesters of the Edu-Skate due first to the loss of our local partner organisation and then to the closing of the school grounds for renovation, the Alto Trujillo Skatepark still stands firm, and we even have plans in the works to expand our reach in the region.

In Angola, our local partner organisation Angola Skateboarding Union (ASU) continues to run the Skate for Growth programme, and the Luanda Skatepark also hosted the first ever Southern African Development Community (SADC) Championships, with 6 African nationalities represented. Hats off to ASU!

Finally, CJF also took on and successfully completed our most ambitious build to date: the construction of the 1300 sqm Freedom Skatepark outside Kingston, Jamaica. Despite the Covid-19 outbreak in early March, the build ultimately proved a great success, not least because of the implementation of the first rendition of the Planting Seeds Apprenticeship Programme, where local adolescent youth in Jamaica got the opportunity to learn about skatepark construction over the course of 8 weeks while earning a living wage.

Organisationally, we put in more hours of work than ever before, formalized our advisory board, implemented a number of new organisational policies as well as started the process of registering Concrete Jungle Foundation in The Netherlands.

Here's to forward and upwards!



Clément Taquet
Co-founder and Executive Director



Our impact in numbers.

April 2019 - April 2020



51 children impacted
23% female participation



46 children impacted
33% female participation
57 classes organised
5 local adolescents part of the Youth Leadership Programme



46 children impacted
- Photography workshop
- Videography workshop
- Painting workshop
- Setting up board workshop
- Water park excursion



6 local young adults as apprentices during the construction of the Freedom Skatepark in Jamaica



Peru.

The beginning of the 2019-2020 year in Peru was a period of uncertainty and significant challenges. In March 2019 our local partner organisation Supporting Kids in Peru (SKIP) - which we had been partnering with for international volunteer coordination and housing since our inception in 2017 - suddenly closed its doors without warning. This forced us to pause programming for the first semester and reorganise our operations at the Alto Trujillo Skatepark.

By June we managed to set up a new partnership with another local NGO, which allowed us to then resume the Edu-Skate programme in full force from September 2019 forward. But while the new partnership with Espaanglich worked well, the experience with SKIP forced us to reflect over our organisational structure in Peru and explore ways to become less reliant on our partners for the success and smooth operation of our programming and volunteer coordination. This eventually led to a complete restructuring of Concrete Jungle Foundation's structure for international volunteer accommodation and coordination in Peru.

From February 2020 forward, we took the leap to invest and began renting our own apartment/office in Peru, where both our international volunteers could live and our local volunteers could work. In addition, in consultation with our local volunteers, we planned, budgeted and finally also took the step to start paying our local colleagues to make them paid staff, with more specific responsibilities and duties - including international volunteer coordination.

We are thus happy to report that Concrete Jungle Foundation today employs 9 young adults in the Trujillo area with part-time duties in project management, skate programming, business development, volunteer coordination and more!

The second huge challenge struck in January 2020, when we were informed that the Alto Trujillo Skatepark might need to be demolished due to a massive renovation of the school grounds in which it is placed. The school grounds were closed down in March 2020 and the skatepark was rendered inaccessible, so it looked like our programming was going to be put on hold for a second time in the same year.

Thankfully, we managed to develop a partnership with Otra Cosa Network, our friends since 2017, which allowed us to use their small DIY park for the remainder of the year. And while the space in question is smaller than the Alto Trujillo Skatepark, the locale allowed us to serve our beneficiaries to the full extent of the Edu-Skate programme throughout the year.

Programming-wise further, Concrete Jungle Foundation provided for the first time not only skateboarding programming during the school year, but also a 2-month Summer Programme between January - February 2020. During these two months, apart from the regular Edu-Skate programme, the children were also provided workshops in photography, videography and painting, as well as visits to both another skatepark and a water park, which for some was the first time they had ever left the hillside community of Alto Trujillo!



Angola.

Checking in with Angola Skateboarding Union

The Luanda Skatepark was built in the end of 2018 by Concrete Jungle Foundation. Between February and June 2019 the Edu-Skate programme was run by our local partners Angola Skateboarding Union. The programme reached 50 children (10 girls and 40 boys) aged 6-16 at the skatepark, and was finished with a competition at the skatepark.

Since June 2019 our local partners ASU run their own programme at the skatepark. Their programme is called Skate for Growth, which provides regular skate workshops with the aim of social inclusion and community building. They now report to have 70 active skateboarders in the area.

SADC Championships: In February 2020 the Luanda Skatepark hosted the first ever Southern African Development Community (SADC) Championships. With sponsoring from local company Speed Sem Limites, ASU managed to fly in skaters from Mozambique, South Africa, Botswana, Kenya, Zimbabwe and Zambia. The weekend-long event was the first time ever an international skate competition was organised in the country. Congratulations to ASU!

We recently had a chat with Edmilson Pinto, VP at Angola Skateboarding Union, to see how things are going at the park. Here's what he had to say:

"Things are going well. Covid-19 is of course getting in the way of organising bigger events, but the Skate for Growth programme is still running. Right now we have around 15 active kids everyday and on the weekends 20 or more.

The office [at the park] is almost done, and recently I was able to get some light for the night sessions as well! Now the plan is to get a water filter so the kids can drink water right at the park."



Jamaica.

The Freedom Skatepark Project

Concrete Jungle Foundation began working on the Freedom Skatepark Project in early 2019. Between February and December 2019 we planned, coordinated and fundraised for the construction of Kingston's first skatepark. The design was developed in partnership with New Line Skateparks in consultation with the local skateboarders, and The Skateroom supported us as the main international supporter for the project. Local partners included Seprod Foundation, Sandals Foundation and Tmrw Tdy Culture.

The Freedom Skatepark and Youth Centre was built over the course of 7 weeks in February-April 2020. Some 25 international volunteers and dozens of locals took part in the construction of the 1,300 sqm skatepark. In addition, the construction period saw the implementation of the first rendition of Concrete Jungle Foundation's new Planting Seeds Apprenticeship Programme, where 6 local skateboarders were paired together with professional builders while earning a living wage. The skatepark and youth centre were completed by mid-April.

Due to the COVID-19 pandemic, the Edu-Skate programme has been post-poned and is set to start in August 2020.



Organisational Development.

On the organisational side of things, our focus for the 2019-2020 was on registering the organisation in The Netherlands, as well as improving the quality, accountability and sustainability of our organisation.

Registering in The Netherlands

In March 2020 we began the process of registering Concrete Jungle Foundation in The Netherlands. The push to re-register in another country stemmed from three main motivations. First, due to the United Kingdom leaving the European Union, we wanted to ensure that our charity would still have access to apply for EU grants and development aid. Second, through consultations it had become apparent that it would prove both difficult and costly to set up a salary structure for our non UK-based international staff through the legislative framework provided in the UK. Third, through involvement of volunteers during the Angola and Jamaica projects we had developed a substantial base of supporters and followers in The Netherlands.

Accountability of staff and operations

Throughout 2019-2020 we formalized appointments to our Board, which now oversees and greenlights all activities so as to provide further accountability of our charity. The first appointed board members are Lisa Jacob (FRA) from Forever Playground and Bob Zevenbergen (NEL) from Nine Yard Skateparks.

In April 2020, while still all working in a voluntary capacity, the international team committed to and began the practice of logging all hours of work done for the charity.

Sustainability of the organisation and projects

Throughout the first years of Concrete Jungle Foundation we fundraised solely on a project basis. That is, solely for the infrastructural completion of the skateparks themselves. This practice was discontinued after the Angola project, where we realized that not having funds to pay local staff and so support local capacity building had been a key weakness in our approach.

After 3 years of activity it also became apparent that, at some point, it would become necessary to provide remuneration to the international staff that worked to plan, coordinate, implement, evaluate and report not only on the construction of skateparks but also the programmes provided at the locations thereafter.

These considerations led to a shift in our approach to fundraising, both generally and when taking on a new project. From early 2019 onwards our project-based fundraising now focuses not only on the costs of construction but also (at minimum) programme provision for a year, local and international staff expenses as well as on-the-ground maintenance. This new more sustainable approach to fundraising allows us to use our time post-build to focus on providing quality impact and reporting from our programmes.



Fundraising and Communications.

Throughout 2019-2020 a diverse range of foundations, institutions, individuals and companies supported us in reaching disadvantaged youth through skateboarding and programmes. As last year, the main source of our funding was from The Skateroom, a social entrepreneurial venture that uses art and skateboarding to help organisations like us empower youth. We are also immensely thankful to New Line Skateparks, Nine Yard Skateparks, Forever Playground and Radio Zaatari and for their invaluable support received throughout the year.

Continued support from all of our incredible donors made our work possible and allowed us to provide programming for 106 children around the world, this year alone.

To work on the sustainability of our projects and safeguard the children who benefit from them, we also set out to diversify our fundraising efforts. Perhaps most significantly, we placed a renewed focus on merchandise sales and fundraising events. For merchandise, we started collaborating with third party sellers to increase our merchandise sales by 373%. For events, we leveraged our growing network of volunteers and supporters to organise a number of events across Europe, increasing donations by 418%. Thank you for helping us reach disadvantaged youth through skateboarding!

This year we also began the development of a monthly donation programme called Concrete Jungle Family (CJFamily), which we hope will grow into a substantial community of supporters that will help ensure project and programme sustainability for years to come.

Finally, we also increased our output of media and engagement on social media, growing our audience on Instagram by twofold to almost 4,000 up until April 2020. During the construction of the Freedom Skatepark in Jamaica, we began the development of Concrete Jungle Foundation's first professional documentary: 'The Wave', by Julian Sonntag, which is currently making the rounds at film festivals around the world.



The year ahead.

2020/ 2021

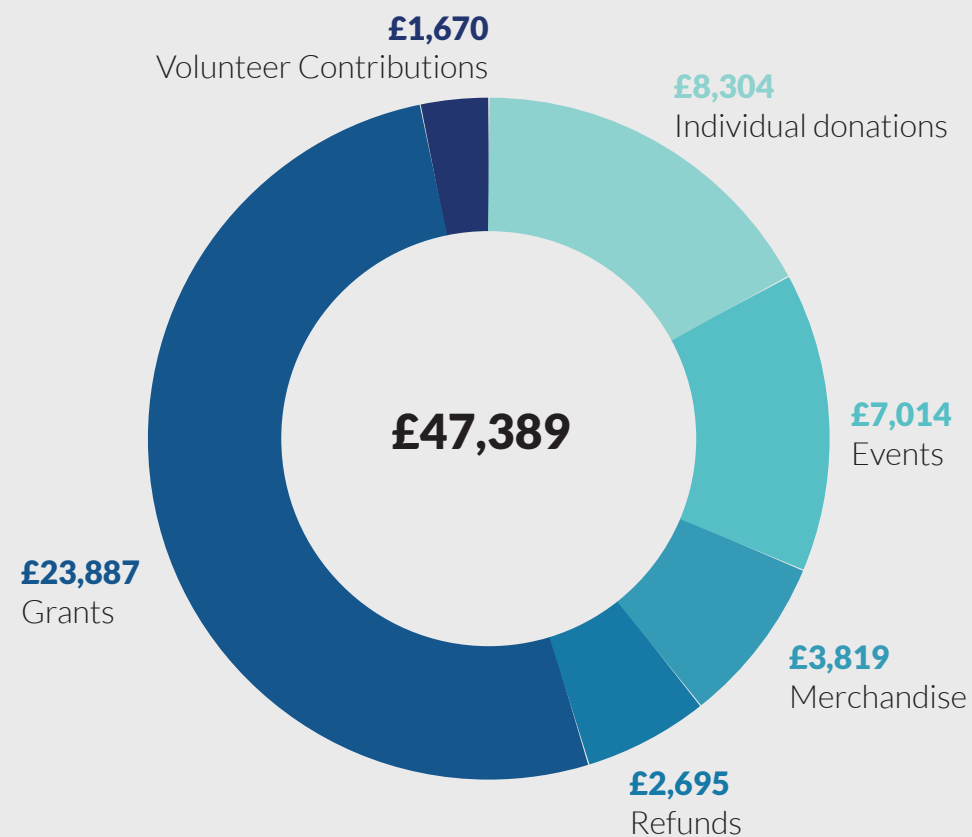
In the year ahead Concrete Jungle Foundation intends to further focus on improving the sustainability of our projects and the quality of our impact. To this end, we will continue to diversify our fundraising strategies as well as work to secure long-term support from the companies, institutes and foundations we work with.

We will also place a renewed focus on developing monitoring and evaluation strategies of our programmes, which in turn will allow us to further improve the support we provide to disadvantaged children we work with.

Between 2016 and April 2020, Concrete Jungle Foundation has been run and developed in a 100% voluntary capacity. While we began paying local staff in Peru earlier this year, the international team managing and coordinating projects, programmes and local teams is in fact still working voluntarily. To ensure sustained impact and quality across our project locations going forward, we hope to finally change this in the year ahead. As such, starting in August 2020, we hope to finally start paying salaries to (at least some of) our international staff. At a minimum, we hope that by the fall of 2020 we will be able to employ at least two individuals on a full-time basis. This step will be essential to ensure that we can continue to both maintain and further develop the impact we have in the disadvantaged communities we work with.

Finance.

Where does the money come from?



Individual donations: £8,304

Events: £7,014

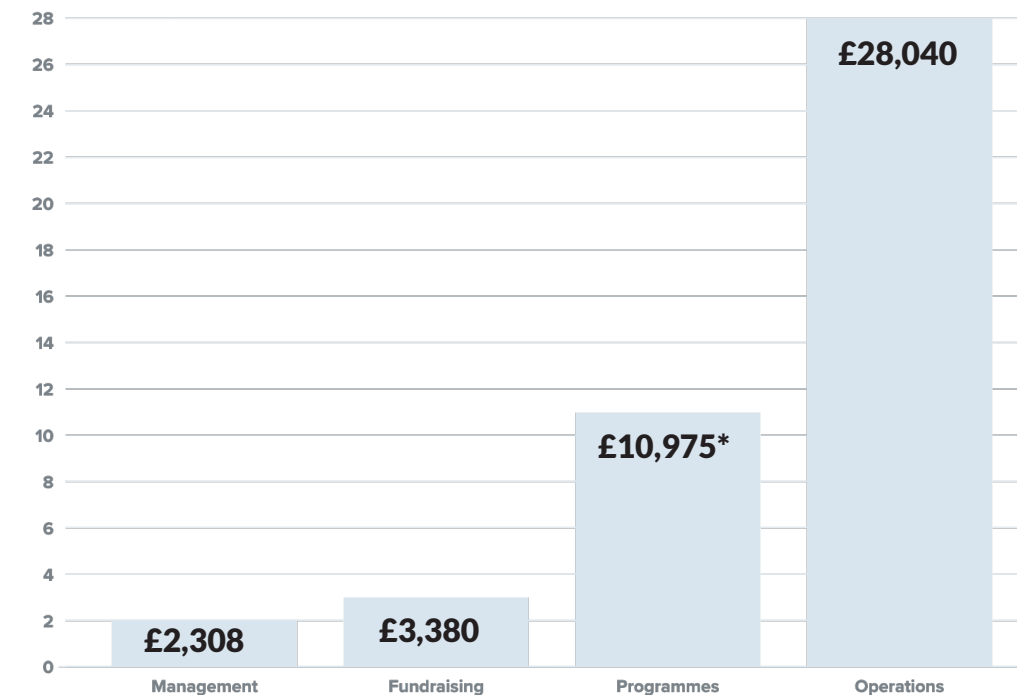
Merchandise: £3,819

Grants: £23,887

Refunds: £2,695

Volunteer contributions: £1,670

Where was the money spent?



*

£1,906 (spent)

£9,069 (restricted unspent due to COVID-19 and delay in starting programming)

5% Management costs relate to running Concrete Jungle Foundation. These costs include operating costs and compliance costs.

7.5% Fundraising costs reflect the effort of the international fundraising team, which raises funds for Concrete Jungle Foundation's activities globally. These costs include events and merchandise.

24.5% Programme costs relate to running Concrete Jungle Foundation's programmes (Edu-skate and Planting Seeds Apprenticeship). These costs include housing, transportation, staff, fruit and water and a yearly project visit.

63% Operations costs relate to the construction of a new skatepark. These costs include materials, volunteers expense, transportation and insurances.

Statement of Operations (Year ended on 1st April 2020)

	2019/2020 £	2018/2019 £
Revenues		
Individual Donations	8,304	9,823
Events	7,014	1,677
Merchandise	3,819	1,023
Grants	23,887	11,221
Refunds	2,695	-
Volunteer Contributions	1,670	-
Expenses		
Management	2,308	32
Fundraising	3,380	2,090
Programmes	10,975	-
Operations	28,040	19,140
Excess of revenue over expenses	2,686	2,482

Statement of Balances as at 1st April 2020

	General Fund £	Restricted Fund £	Total 2020 £
Funds at start of financial year			
Bank balance at start of year	2,482	-	2,482
Currency at start of year	-	-	-
Total funds at start of year	2,482	-	2,482
Funds at end of financial year			
Bank balance at end of year	5,168	9,028	14,196
Currency at end of year	-	41	41
Total funds at end of year	5,168	9,069	14,237

Prepared by Lisa Jacob and Clément Taquet.

Approved by the board on 27.08.2020 and signed on their behalf by Lisa Jacob.

Examined independantly by James Wheelan Accountancy Limited on 01.09.2020.

Major donors.

2019-2020

20,000 +

- The Skateroom

2,000-10,000

- New Line Skateparks
- Out of The Blues / Forever Playground
- Lechoppe Paris / Paris Skate Culture

500-2,000

- Concrete Jungle Family
- Nine Yards Skateparks

A huge thank you also to all the organisations who have supported us throughout this year:

- Seprod Foundation
- Sandals Foundaiton
- Flipping Youth
- Tmrw Tday
- Otra Cosa Network
- SKIP - Supporting Kids in Peru
- Espaangslisch
- Jamnesia Surf Camp
- Bull Bay Football Club
- Beun Bros
- Radio Zaatari
- Skateistan
- Skatepal

Board of Directors.



Chair

Lisa Jacob

Secretary

Bob Zevenbergen

Directors

Clément Taquet
Harry Gerrard
Tim van Asdonck
Troy Bjorkman

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