



Annual Report

April 2020 - April 2021



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

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Note from the Executive Director.

We are immensely proud of what Concrete Jungle Foundation has achieved in the last year. Together we faced some of the most challenging times we have experienced in the foundation's lifetime and our own. It was hard.

Keeping our beneficiaries safe and local staff on payroll while providing innovative solutions in education, sports and community support was challenging for us all, personally and organisationally.

Reflecting on a year of pandemic isn't an easy thing to do and we are grateful for and proud of the support of our staff, volunteers, CJFamily members, partners, and donors who stuck with us in these hard times.

Despite the pandemic, 2020-2021 ultimately proved a year of great resilience, perseverance and creativity for Concrete Jungle Foundation. These life skills presented in our signature programme 'Edu-Skate' never felt so real.

In this report, you will learn about how the Peru, Jamaica and International team applied these life skills to stay connected to the communities and children that we work with while making sure education, socialization and agency were present in every step of the way.

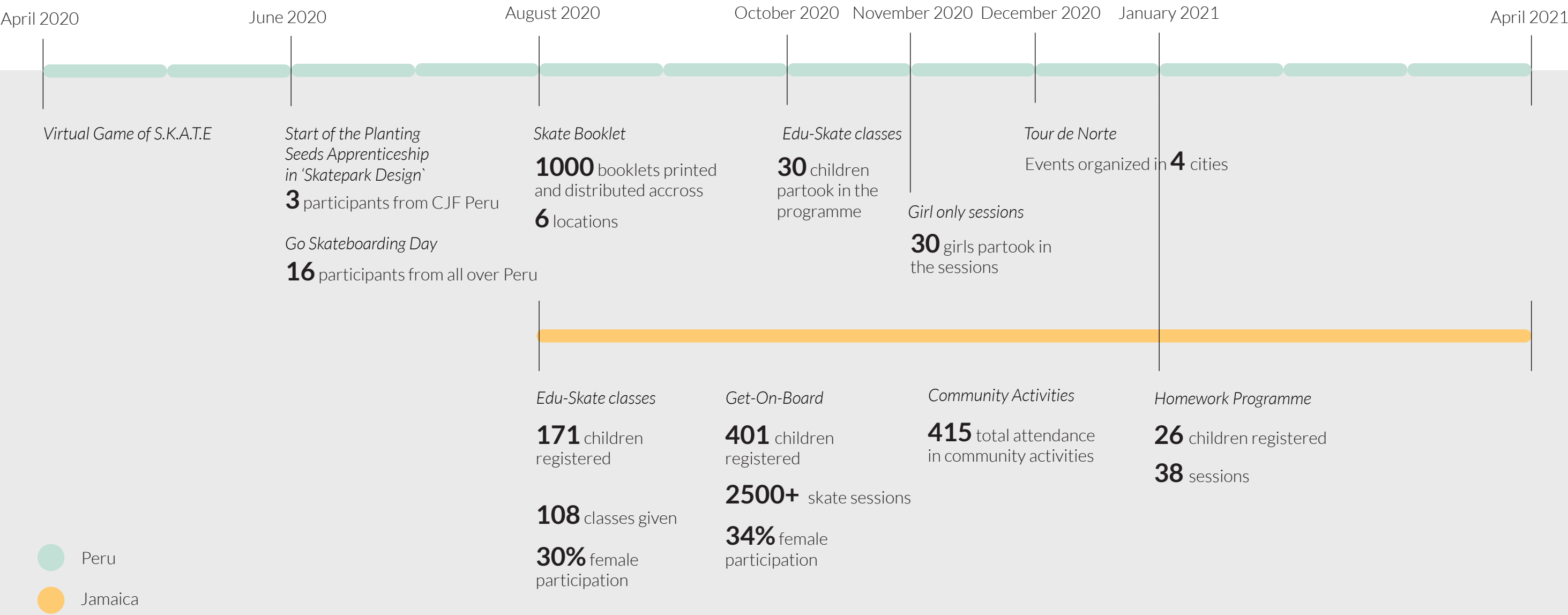
It is now, **more than ever**, time to emphasize the importance of learning key life skills & hard-employable skills so that the youth can rebuild itself, stronger than ever.

Clément Taquet
Executive Director



Our Impact in Numbers.

April 2020 - April 2021



Peru.

Covid-19 struck Peru in March-April 2020, which overnight forced the country as a whole into full lockdown. With all schools and recreational centres closed, all Concrete Jungle Foundation's in-person programmes were also put on hold that same week. Nevertheless, thanks to our passionate and committed local staff, a number of Covid-friendly initiatives were initiated to positively benefit the children of Trujillo and Perú more broadly.

Between May-June, the CJF Peru team went digital to organise a number of virtual community events and reach new communities. These included a virtual game of S.K.A.T.E., an online Go Skateboarding Day best trick contest, as well as a podcast interview with Peru's Furia Skateboard Mag. Preliminary discussions between our local staff and CJF International also began on the 2021 Peru Project.

By July-August, CJF's Covid-19 skate booklet was ready and distributed to our beneficiaries as well as five other youth institutions in northern Peru. The 20-page book featured mental health tips, crosswords, drawing exercises, short stories and more. A series of YouTube tutorials on how to make your own balance board were also developed and shared with the children. And a kicker ramp was built that could be used individually by locals skating in small groups.

By September, we were informed that La Rampa D.I.Y. would be rendered inaccessible by the proprietary owners. This is the space that we had in partnership with Otra Cosa Network used for our classes after the demolition of Alto Trujillo Skatepark.



To prepare for resumption of in-person classes, negotiations consequently began with Otra Cosa Network about the construction of a new skatepark in the Huanchaco area. Once the initial MOU was agreed upon, we started working with the CJF Peru staff to develop the design for a new skatepark.

As Covid-19 restrictions partly loosened, the CJF Peru team started organising classes with small groups in various locations around the Trujillo-Huanchaco area, as well as Girls only sessions for all ages once a week. In November, the local team also started to develop and distribute their own merchandise (tees, hoodies and caps) to contribute to the running costs of the programmes. December's Tour de Norte was another highlight of the year. Over the course of 7 days, the local CJF Peru team toured 4 cities in northern Peru to teach free skate classes, organise demos and competitions, and spread the notion of 'skateboarding for development' across the region.

Our first major donor to the unannounced 2021 Peru Project was Wallstreet Skateshop from Marseille, France, whose owner had spent a lot of time in Lobitos, a Peruvian city some 500 km north of Huanchaco. He agreed to support our project in Huanchaco if we simultaneously build a skatepark for the community of Lobitos. After many discussions with the local community NGO Waves for Development, the Lobitos build was added to the project. The international fundraiser for the 2021 Peru Project was launched in February, and successfully closed on April 1, 2021.

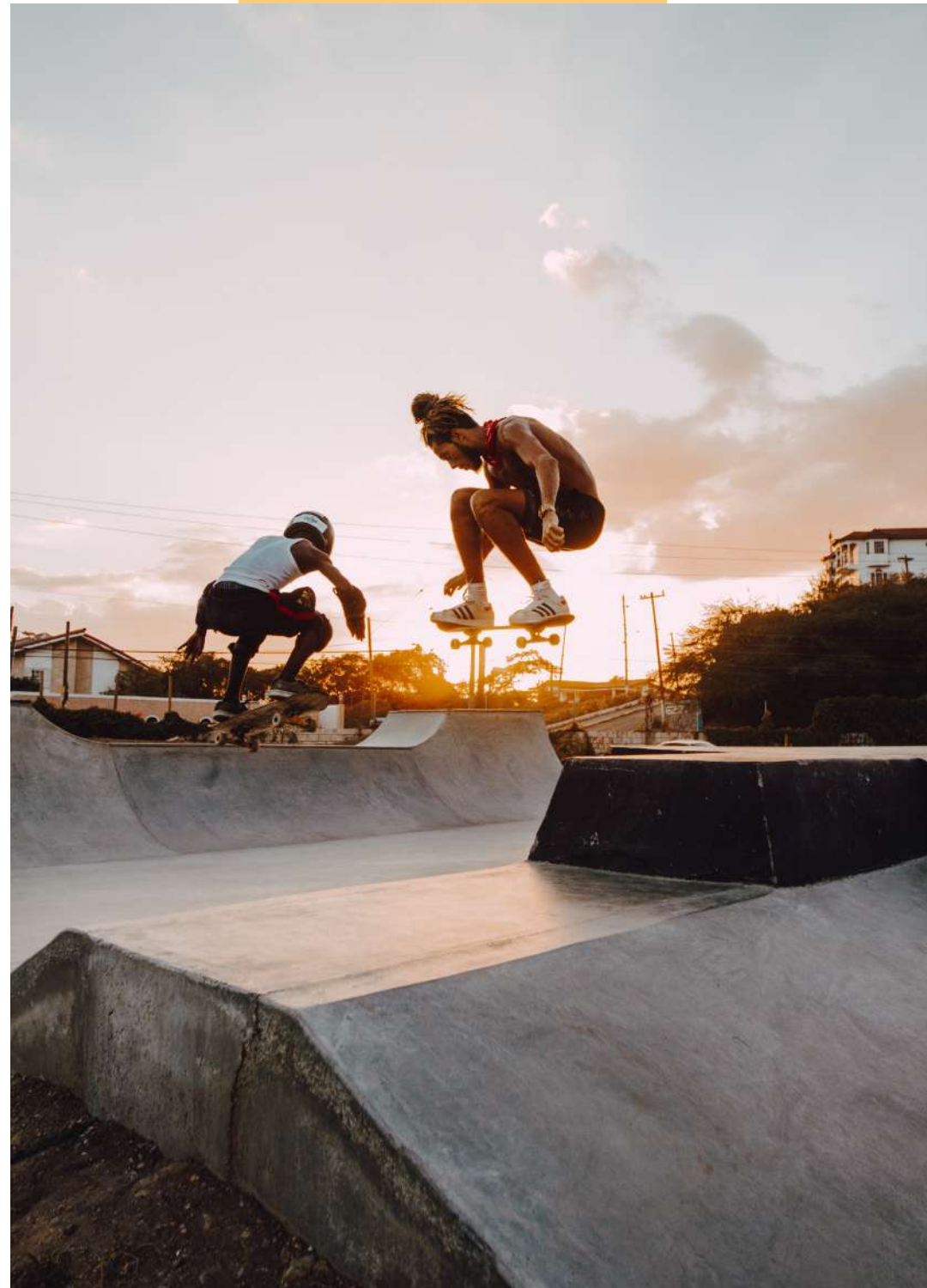
Jamaica.

Despite Covid-19, 2020-2021 was a year of extraordinary success for the new Freedom Skatepark project in Jamaica.

The construction of the skatepark ended on April 18, 2020, however due to Covid-19 restrictions the skatepark remained closed for the first months. We used these first months to recruit and train a local team of youth leaders to help run the skatepark and programmes while providing very much needed local employment. The skatepark itself opened and CJF's programmes began in August 2020.

Throughout the 2020-2021 period, three full 12-week semesters of the **Edu-Skate programme** were offered to local children aged 6-16. Despite Covid-19, we had a total of 171 children partake in the programme, 108 classes given, and a female participation rate of over 30%! We are extremely proud of the success of this first year of the programme.

Our **Get-on-Board programme** was put in place to allow visiting children to rent a skateboard and/or protection gear for \$100 JMD (\approx 0.50€). Throughout the year a total of 401 children registered (with parent permission slips), 34% of which are female, and with an average age of 14 years. And we've already loaned out skateboards for over 2,500 sessions!



It is important to note that the \$100 JMD fee is mainly instituted as a way to monetize visits from high-income families, where all the profits are reinjected into the maintenance of the skatepark and programmes. For those children and adolescents that cannot afford to pay the fee, materials are made available free of charge through the **Community Activities programme**, by which they get to use materials for free in exchange for contributing to community tasks around further developing the Freedom Skatepark. This year, 415 small voluntary jobs were done around the skatepark to further its development.

In January 2021, in response to the Jamaican school system functioning only online for more than half a year but with a lack of devices and connectivity possibilities for many children, we introduced CJF's **Homework programme** at the Freedom Skatepark, programme entirely funded by Sandals Foundation. As a result, between 1-3 pm three days a week we now offer homework support workshops with community tutors at the skatepark's youth centre. To-date we've offered support to a group of 26 children through 38 sessions. Like the Community Support programme, children that partake in the homework workshops are granted boards and safety gear for free. The homework programme thus effectively leverages the joy of skateboarding as a hook for involving youth in their educational development.

Despite Covid-19, the Freedom Skatepark project location also managed to host two international volunteers throughout the year.

Organisational Development.

On the organisational side, the 2020-2021 year was focused on completing our registration as a Stichting in the Netherlands, setting up a salary structure for our local and international staff, formalizing CJF's processes, policies and reporting, as well as hosting our first CJF interns.

Our registration in The Netherlands was approved on 26th of July, 2020, granting CJF the status of Stichting. This gave us the opportunity to finally put in place a salary structure for the organisation, first for our local staff in Peru and Jamaica, and then for our international team. Today CJF employs one local full-time in both Jamaica and Peru as well as 16 additional young adults working part-time. On the international side, CJF employs the executive director and the programme director full-time, while four others are involved on a part-time basis.

Over the 2020-2021 period, CJF drafted a number of policies in areas such as human resources, financial reserves and conduct, all of which are publicly accessible on our webpage. Tracking sheets and weekly reports were instituted to give accountability for working hours, and weekly staff meetings were also put in place to promote efficiency and oversight. In addition, 3-month season reports from our project locations were enacted, although as programmes were largely off in Peru we only enforced this for the Freedom Skatepark in Jamaica.

Beginning in 2021, we hosted our first two interns at CJF, both of which have worked primarily remotely. One Nigerian-Swedish student joined CJF as a Constituent Relationship Management (CRM) Intern, helping the organisation set up and configure Pipedrive - a software dedicated to managing communications with our supporters, donors and other stakeholders. Our second intern is from Spain and is supporting CJF's fundraising and communication efforts while writing his thesis.



Fundraising and Communications.

2020-2021 marked a highpoint in both our fundraising and communications efforts. Our monthly donation programme CJFamily grew significantly, we secured a number of new institutional donors, and merchandise sales grew. On the communications side, CJF's Jamaica-focused documentary won a number of awards and our social media following grew by some 150%.

Throughout 2020-2021, a diverse range of foundations, institutions, individuals and companies supported the ongoing work of our non-profit organisation. As last year, our most important donor was The Skateroom, a social entrepreneurial venture that uses art and skateboarding to help organisations like ours empower youth. We are also immensely thankful to New Line Skateparks, a longtime partner with whom we instituted a 3-year agreement this year. We are also greatly thankful to Wallstreet Skateshop, Forever Playground and Moomin Characters for their invaluable support throughout the year. None of this would be possible without you.

CJFamily, which was formally launched in the beginning of 2020, grew to some 40 members over the first financial year. Concurrently, the 2021 Peru Project crowdfunding campaign proved the most successful of any CJF online fundraising campaign to-date, and merchandise sales from CJF and 23 resellers around Europe brought in almost 9,000€ in additional funds during the year.

On the communications side, Julian Sonntag's documentary 'The Wave' won a number of awards internationally, and was despite Covid-19 screened at a number of events and fundraisers around both Europe and North America. CJF's number of followers on Instagram grew from around 4,000 to almost 6,000 over the 12-month period, and a renewed focus was taken to produce blog posts and activate accounts on new platforms such as LinkedIn. To this effect, CJF published a total of 16 blog posts throughout the year.

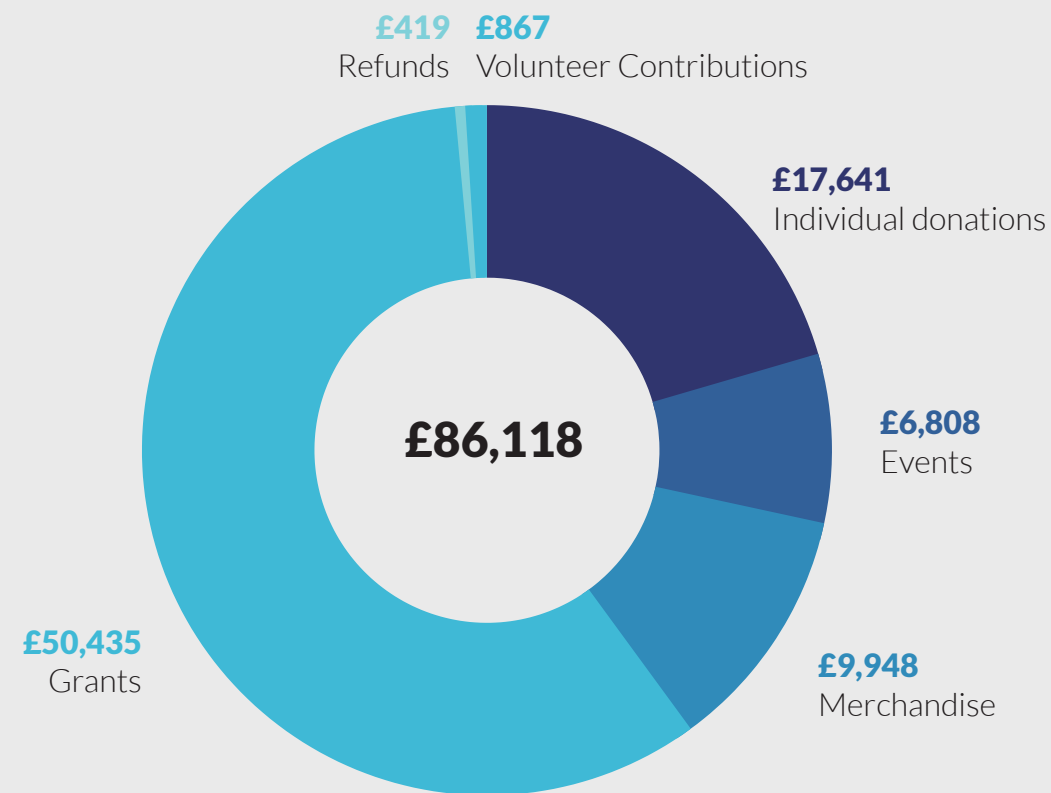
Finally, CJF was also covered in the press and skate media numerous times over the year:

04.05.2020 | Grey Skatemag
07.07.2020 | Red Bull
11.11.2020 | Free Skateboard Magazine
24.05.2021 | St. Pete Catalyst
03.05.2021 | S**T Skate Mag



Finance.

Where does the money come from?



Individual donations: £17,641

Events: £6,808

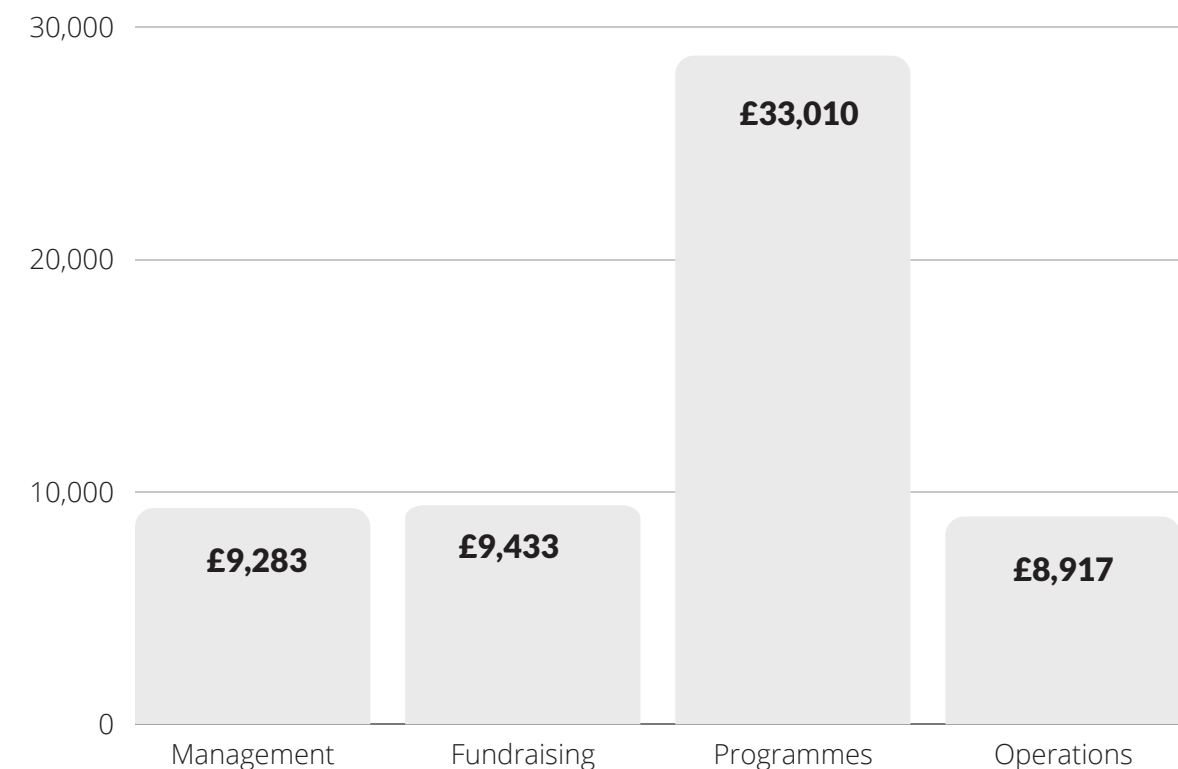
Merchandise: £9,948

Grants: £50,435

Refunds: £419

Volunteer contributions: £867

Where was the money spent?



15.3% **Management** costs relate to running Concrete Jungle Foundation. These costs include operating costs and compliance costs.

15.6% **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.

54.4% **Programmes** costs relate to running Concrete Jungle Foundation's programmes (Edu-Skate, Planting Seeds Apprenticeship, Homework Programme, Get-on-board & Community Activities). These costs include housing, transportation, staff, fruit and water and a yearly project visit.

14.7% **Operations** costs relate to the construction of a new skatepark or maintenance of already existing infrastructure. These costs include materials, volunteers expense, transportation and insurances.

Statement of Operations *(Year ended on 1st April 2021)*

	2020/2021 £	2019/2020 £
Revenues		
Individual Donations	17,641	8,304
Events	6,808	7,014
Merchandise	9,948	3,819
Grants	50,435	23,887
Refunds	419	2,695
Volunteer Contributions	867	1,670
Expenses		
Management	9,283	2,308
Fundraising	9,433	3,380
Programmes	33,010	10,975
Operations	8,917	28,040
Excess of revenue over expenses	25,475	2,686

Statement of Balances *as at 1st April 2021*

	General Fund £	Restricted Fund £	Total 2021 £
Funds at start of financial year			
Bank balance at start of year	5,168	9,028	14,196
Currency at start of year	-	41	41
Total funds at start of year	5,168	9,069	14,237
Funds at end of financial year			
Bank balance at end of year	12,576	26,069	38,645
Currency at end of year	-	1,067	1,067
Total funds at end of year	12,576	27,136	39,712

Prepared by Lisa Jacob and Clément Taquet.

Approved by the board on 19.10.2021 and signed on their behalf by Lisa Jacob.

Examined independantly by James Wheelan Accountancy Limited on 21.10.2021.

Major donors. 2020-2021

20,000 +

- The Skateroom
- Wall Street Skateshop / Forever Playground

2,000-10,000

- New Line Skateparks
- Moomin
- Antidote Skateparks
- Concrete Jungle Family
- Paris Skate Culture / Jamaica Skate Culture

500-2,000

- Clown Skateboard
- Fredrik Karell
- Cloything
- Concrete Proof

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

- Forever Playground
- Waves Lobitos
- Otra Cosa Network
- La Francia Skateboarding
- Seprod Foundation
- Sandals Foundaiton
- Flipping Youth
- Jamnesia Surf Camp
- Bull Bay Football Club
- Paris Skate Culture
- Skateistan
- Radio Zaatari

Structure, Management & Contact.

UK Concrete Jungle Foundation was registered as a Charitable Incorporated Organisation (CIO) in the United Kingdom on 9th of March, 2018 and is governed by a Constitution.

Address:
Flat 2, Down House, 22 Broadwater Down, Tunbridge Wells, TN2 5NR, United Kingdom.

NL Concrete Jungle Foundation has been established by notarial deed on 26th of July, 2020 in the Netherlands. The foundation is registered in the Commercial Register of the Chamber of Commerce under number 78723965.

Address:
Dominicushof 69, Vianen, gemeente Vijfheerenlanden, The Netherlands.

MGMT

Chair

Lisa Jacob

Secretary

Bob Zevenbergen

Treasurer

Patrick Reins

Directors

Clément Taquet
Harry Gerrard
Tim van Asdonck
Troy Bjorkman

Staff

Tom Critchley
Arisa Moreno
Johannes Wimmeder
Tabetha Phillips



CONTACT

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