



# Policy Plan

2020-2021

[www.concretejunglefoundation.org](http://www.concretejunglefoundation.org)

## Creation.

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.

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. A request is submitted to the ANBI status (RSIN 861508889). This request is pending.

## Contact.

The addresses of the Foundation are

- Flat 2, Down House, 22 Broadwater Down, Tunbridge Wells, TN2 5NR, United Kingdom.
- Dominicushof 69, Vianen, gemeente Vijfheerenlanden, The Netherlands.

You can contact us

- via email at [contact@concretejunglefoundation.org](mailto:contact@concretejunglefoundation.org)
- via our website at [www.concretejunglefoundation.org](http://www.concretejunglefoundation.org)
- via cellphone at +52 55 1657 1358



# Objectives.

The deed under Article 4 describes the aim of the foundation as follows:

To empower disadvantaged children, youth and communities worldwide through fostering and sustaining the positive values inherent to skateboarding. More specifically, the foundation provides action sports facilities (skateparks) and youth focused development programming to develop both life-skills and employable skills to individuals and communities who have need of such facilities and programmes by reason of their age, gender, financial hardship and/or social and economic circumstances, and further, everything directly or indirectly connected with or conducive to the foregoing, all this in the broadest sense.

# Methodology.

- Concrete Jungle Foundation responds to local demands for skateboarding facilities, in environments otherwise lacking sports infrastructure and communal/youth spaces.
- Concrete Jungle Foundation partners with some of the most recognised skatepark builders in the world to provide professionally built, world-class concrete skateparks, free of charge to our beneficiaries.
- Concrete Jungle Foundation leverages pedagogical expertise and years of teaching experience to provide targeted educational programmes focused on teaching life-skills, empowerment and psychological well-being through skateboarding ('Edu-Skate Programme').
- Concrete Jungle Foundation employs industry insights and a shared passion for skateboarding to provide paid apprenticeship programmes for local youth to develop hard skills in the areas of construction, teaching, management, multimedia and entrepreneurship ('Planting Seeds Programme').
- Concrete Jungle Foundation provides employment to local youth and transfers the long-term running of the park and project to the community to ensure sustainability and local ownership.

# Strategies.

The strategies employed to achieve the charity's aims and objectives are:

a) To construct professional quality skateboarding parks, within impoverished communities, that otherwise lack adequate social and community spaces.

## — **Skatepark Construction**

*Our skateparks are designed and built by CJF. Our Operations Director, Harry Gerrard, is a professional skatepark builder and has been involved in builds in the Middle East, Sub-Saharan Africa and all over Europe. Through his building and skateboarding experience, our skateparks are professionally designed and constructed to provide the best experience for all skill-levels. However, the design focuses in particular on catering for Edu-Skate, CJF's educational programme.*

b) To run free-of-charge youth-based programming aimed at personal development and transferring vocational skills to local adolescents.

## — **Edu-Skate**

*Informed by Self-Determination Theory, the Edu-Skate Programme uses skateboarding as a tool to promote personal development through life-skills related to autonomy, competence and relatedness in the social world. The curriculum is designed for children aged 6-16 and has been developed at the University of Utrecht by our Programmes Director Tim van Asdonck, who focused his master's studies on skateboarding as a tool for personal growth for underprivileged youth. Tim has taught skateboarding and managed skate projects/schools in Palestine, Peru, Angola, Jamaica and The Netherlands.*

## — **Planting Seeds Apprenticeship**

*The Planting Seeds programme provides paid apprenticeship placements for local youth at Concrete Jungle Foundation's project locations. Aimed at adolescents aged 16+, the programme focuses on providing hard skills in areas such as skatepark construction (bricklaying, carpentry and concrete shaping), filming, photography and editing, teaching and community engagement, event planning and management, entrepreneurship, and more.*

# Activities.

Putting these strategies in action Concrete Jungle Foundation is currently active in 3 countries; Peru, Angola and Jamaica.



## *Peru - 2017*

Started in April 2017, the Alto Trujillo Skatepark in northern Peru is Concrete Jungle Foundation's first full-scale international project. Funded by individual private donations from all over the world, the 150m<sup>2</sup> skatepark was constructed on the grounds of a local school by some 40 international and local volunteers. The Edu-Skate programme is part of the school's curriculum, giving students the chance to be part of the programme instead of having general physical education classes. Concrete Jungle Foundation also employs local adolescents and implements the Planting Seeds apprenticeship programme in Peru.



## *Angola - 2018*

The Luanda Skatepark is a 750 m<sup>2</sup> community skatepark located in the Golfe 2 district of Luanda, Angola. The grassroots project was conceived and realised in partnership with Angola Skateboarding Union (ASU) and New Line Skateparks. A dozen international and 50 local volunteers took part in the build in November-December 2018. Our local partner ASU manages programming and community activities at the skatepark.



## *Jamaica -2020*

The Freedom Skatepark is a 1300 m<sup>2</sup> community skatepark located in Eight Miles, Bull Bay, Jamaica. The grassroots project was conceived and realized in partnership with Flipping Youth, Seprod Foundation, Sandals Foundation and Tmrw Tday Culture. 27 international and 23 local volunteers took part in the build in March and April 2020. In addition to the Edu-Skate programme and Planting Seeds apprenticeship programme, Concrete Jungle Foundation runs a Loaner Board programme at the skatepark as well as employs local adolescents to help manage the project.

# Governance of Concrete Jungle Foundation.

Article 5 of the Statute of the Foundation states that the board of the foundation is formed by a number of at least three members consisting of at least a Chairman, a Secretary and a Treasurer.

The current composition of the Board is:

Chairman: \_\_\_\_\_ Lisa Jacob  
Secretary: \_\_\_\_\_ Bob Zevenbergen  
Treasurer: \_\_\_\_\_ Patrick Reins

The Concrete Jungle Foundation's Board members are not remunerated in their capacity as board members.

## ***Executive Body***

Executive Director: \_\_\_\_\_ Clément Taquet  
Operations Director: \_\_\_\_\_ Harry Gerrard  
Programmes Director: \_\_\_\_\_ Tim van Asdonck  
Development Director: \_\_\_\_\_ Troy Björkman  
Programmes Manager: \_\_\_\_\_ Johannes Wimmeder

## **Financing**

The revenues of the Concrete Jungle Foundation are mainly generated by:

- \_\_\_\_\_ Donations from a wide variety of donor partners;
- \_\_\_\_\_ Donations from CJF family, Concrete Jungle Foundation's monthly giving programme
- \_\_\_\_\_ Grants from corporate actors
- \_\_\_\_\_ Merchandise sales (non-commercial activity)
- \_\_\_\_\_ Events

Concrete Jungle Foundation's purpose does not include generating profits. All of its income is destined for supporting CJF's objectives mentioned above.