



# Female Leadership Grant

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# 1 / Why do we need initiatives like the CJF Female Leadership Grant in Jamaica?

The CJF Female Leadership initiative is critical for women's skateboarding in Jamaica. These funds allowed us to create and maintain a skateboarding community for women in Jamaica. In a usually male dominated sport, it is hard to get visibility for women. CJF's Female Leadership Grant (FLG) has allowed us to create a recurring weekly space at the skatepark that welcomes women in a safe space. Not only did we increase the number of women and girls skating, but we also were able to create an inclusive space for girls and boys to skate together.



## 2 / Implementation plan: how were the sessions developed?

As the Female Leadership Grant offers season-based funding, the first season in Jamaica was developed between September and December 2022. With the Female Leadership Grant, a series of activities were developed at the Freedom Skatepark, a public skatepark in Jamaica.



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### ● Skate sessions:

Every Thursday girls-only sessions were organized with different activities each week with all instructors being female.

Each Thursday there were 2 sessions, with a timeslot for girls under 18 years old, and a timeslot for girls over 18 years old.

Number of sessions organized: **16**

### ♀ Special Events:

Besides the regular sessions, special events were also organized this season. We wanted to highlight skateboarding as a multifaceted area of interest for the girls. We hosted a jewelry making workshop out of old skateboarding scraps that we recycled. We also had dance workshops with two dance instructors within the skate community after a number of skate sessions.

After the season ended we wanted to wrap up the season in style. The impact of CJF created so much interest that we decided to have a field trip where we took Girls Skate Jamaica on the road. We managed to acquire a sponsor who helped us pay for the bus that took everyone to the hills of Jamaica. We found a really nice paved downhill road where the girls were able to experience skating in a different environment than the skatepark. This trip was very successful and the girls cannot wait for round two.

# 3 / Impact: an overview in numbers

The impact of CJF’s work is linked to the 2030 Agenda for Sustainable Development, adopted by all United Nations Member States. It delivers a common plan for peace and well-being for people and the planet, now and into the future, measured by 17 Sustainable Development Goals. Hence, the impact of the FLG will also be presented in this framework. The numbers presented in this report are a direct representation of the data collected from reports of staff involved in the execution of the activities for the FLG.

## Engagement

**25** girls reached

Number of Girls-only skate classes this season: **16**

Total Attendance: **75**

Number of female instructors: **2**



Female participation across all skate classes given at the Freedom Skatepark this season: **49.84%**



## Benefits of provided services

CJF Jamaica engaged **25** girls and women in physical activity this season through the FLG events.

**25** girls and women had access to free and clean drinking water this month.

**25** girls and women had free access to a supervised safe space.

**2** community activities were organized this season: The Dance class and Skateboarding Jewelry Making

**2** staff members ran activities.



# 4 / Activities overview

📍 September 29, 2022.

*Day 1: Introduction*

**Summary:** 1 session

Before digging into some skateboarding fundamentals, I gave the parents an outline of the sessions and showed the kids around the park. Of course, the young girls were ecstatic to skate the park because it was the first of its sort in Jamaica, and the obstacles such as the rail, ramps, and even the euro gap had never been seen in another park in Jamaica before. They were eager to try them all. However, because it was the first day, I simply permitted them to run or walk.

**Student quote:**

*'I'm excited to skateboard'*

- Aayla

📍 October 6, 2022

*Basics training*

**Summary:** 2 sessions

We divided the kids into groups to see what they knew about skateboarding, what kind they did, and what they wanted to do in the session. The kids learned to ride down the ramp, rock to fakie, and drop in on their own. The older group was mostly beginners, so we taught them how to get on and off the board with balance and roll around comfortably.

**Student quote:**

*'This is so much fun'*

- Amancia

📍 October 13, 2022  
*Skill strenghtening*

**Summary:** 2 sessions

We worked on improving each individual's desire to master a skill.

Today's class was mostly for newbies, so we went over the fundamentals while assisting them in moving around the park comfortably.

**Student quote:**

*This is so much fun and the space is great. Learning how to ollie is so much fun*

- Cherry

📍 October 20, 2022  
*Basics & park etiquette*

**Summary:** 2 sessions

The youngsters practiced rocking to fakie, and we taught the young females some basic park etiquette.

We had a lot of beginners, went through the basics of getting on and off, rolling around comfortably, and had some fun interactive activities before executing a dance routine to relax our minds and bodies at the end of the session.

**Student quote:**

*'I want to try it until I get it'*  
- Agape

*Skateboarding is so cool'*  
- Chloe

📍 October 27, 2022

*Skateboarding jewelry making*

**Summary:** 2 sessions

Recycling Skateboard Workshop: Both groups participated in making something out of old skateboards, such as keychains, rings, or pendants. During this session, the younger and older girls got to interact while making a unique artwork of their own. Everyone was excited and curious to see the outcomes of their work. After that, we all went skating.

**Student quote:**

*This is so cool creating something*

- Brianna





📍 November 3, 2022.

*Ramp work*

**Summary:** 2 sessions

Kids were given some fun activities to do, such as placing their boards in front of them and then using their dominant foot to press on the tail of the board, causing the skateboard to flip upwards as a way to get your board in hand without bending their backs.

They also learned how to navigate the park with ease.

They practiced going down the ramps on their own and turning easily while rolling about the park.

**Student quote:**

*This is so cool ‘*

- Irie

*I want to live at the skatepark it is so much fun*

- Jada

📍 November 10, 2022.

*Basics training*

**Summary:** 1 session

The kids session began with a light and enjoyable warm up. We asked the kids what they wanted to learn or try out today, and some responded ollie and others said rolling fakie down the ramp. So we demonstrated how to accomplish each trick. We highlighted the need of shifting our body weight for each of these tricks and being one with your skateboard. We divided the youngsters into two groups: one to learn ollie and the other to roll fakie down the ramp.



📍 November 10, 2022.

*Drop in training*

**Summary:** 1 session

This was an important day for the girls because we talked to them about commitment while the youngsters learned how to drop in on the tiny quarter. Each of the girls was guided until we felt it was appropriate to let them try it on their own. This was by far the most difficult obstacle for the girls; they had to be independent and overcome their fear of falling.

We stayed by their side until they completed the work successfully. It was wonderful to see them overcome their trepidation and drop in on their own.

**Student quote:**

*I won't give up because I can get it today*

- Ionie

📍 November 10, 2022.

*Coach hang out*

There was no turnout on this day because it was close to the end of the school year, so it was just the coaches.



December 8, 2022.

*More basics*

**Summary:** 1 session

The 3 ladies skated well, Jannah already had some practice in skating the park, she needed little assistance.

**Student quote:**

*'Skating is awesome.'*

- Jannah

December 15, 2022

*Xmas session*

**Summary:** 2 sessions

Kids assisted in the organization of Christmas gifts in the free tiny closet, where they also received gifts such as girls skate books, candies, techdeck, and other toys.

As we near the end of the season, the kids had a light day so they just had fun with their gifts and cruised around the park blowing bubbles, which was adorable to behold.

We had some new faces, so we went through the fundamentals with them, while the others worked on improved control and turning.

**Student quote:**

*'I am really grateful to be apart of this community that you guys are building it is needed and necessary for us woman*

- Amancia

# 5 / Participant Quotes

Name	Age	Why I like Skateboarding?
Kadiya McDonald	23	<i>Loves skateboarding because of the metaphor it has for real life. When you fall all you have to do is get back up and try again until you succeed. It builds community and confidence and creates safe spaces for women to express themselves.</i>
Amancia	22	<i>It's fun and freeing</i>
Jill	22	<i>It's so much fun and I love the atmosphere at the skatepark</i>
Ora	16	<i>I like trying out new things</i>

Aayla	27	<p>As a person who socialized as a girl and transitioning into who I am, I never thought skating was something I'd be interested in. My social &amp; economic background couldn't afford me the opportunity to consider skateboarding as something to explore. It felt like sort of a luxury. However, since last December, being alongside a friend and learning from a great teacher, Kayla, felt great, especially because I realized I probably was born to skate. Now I have to make more time to be on the wheels. Only thing missing now is my own board. I'm grateful for the opportunity to be in space with other persons just as curious about skating and community. It was fun and I look forward to the next iteration.</p>
Chloe	22	<p>I love skateboarding because it's helped me become confident in what my body can do</p>
Eralia	22	<p>Skateboarding has provided an express myself and has built my confidence. Everytime I try a new trick I was a bit afraid initially and then I eventually get it. It give a sense of accomplishment.</p> <p>Thank you for the opportunity to learn a new skill</p>



# 6 / Instructors

These are the two instructors and founders of Girls Skate Jamaica that led and organized the Female Leadership Grant activities this season.



**Kayla Wheeler**

Born and raised in the island paradise of Jamaica, Kayla Wheeler is passionate about extreme lifestyle. Kayla Wheeler is a 24-year-old skateboarder, organizer, and model from Spanish Town, Jamaica. She has been skateboarding for four years and currently teaches skateboarding at the Freedom Skatepark in Bull Bay, Jamaica. She has made appearances in several notable commercials, documentaries and music videos.



**Kadiya McDonald**

Born in Jamaica, raised in Tanzania, Ethiopia, New York and Los Angeles, Kadya first found her love for skateboarding in NYC. Since then, skateboarding has never left her life. Kadiya McDonald also works in the music industry, models, and organizes. Kadiya looks forward to further integration of skateboarding with other areas of her life.



# 7 / Competences Covered

This season had a series of themes that were focused on developing certain competences relevant for both inside and outside the skatepark.

## **Competence #1: Perseverance**

Skateboarding requires a lot of practice and persistence to master new tricks. This can translate to real-life situations where you need to keep trying and pushing through challenges.

Learning something new such as how to stand on a skateboard and maintain balance requires any individual to have perseverance and to also enjoy what is being taught to be able to grasp.

## **Competence #2: How to push on a skateboard**

## **Competence #3: How to turn on a skateboard using body weight distribution**

## **Competence #4: How to turn on a skateboard by applying pressure to the tail**

## **Competence #5: How to go up and down ramps**

## **Competence #6: How to pump**

## **Competence #7: Ways to pick up the board**

## **Competence #8: How to drop in**

## **Competence #9: How to rock to fakie (for those advanced enough)**





# 8 / Challenges and Learnings



## What went well:

Parent involvement

Kids catch on fast and stayed committed

Kids participated and grasped the lessons

Teaching basics

Workshops

The interest lasted throughout the whole season

Everyone was engaged and eager to learn something every lesson

Coaches got the opportunity to work on their craft weekly

Teaching, all participants expressed their appreciation for having us there to help them



## What could have gone better?

More consistent turn out

More instructors

More workshops and events



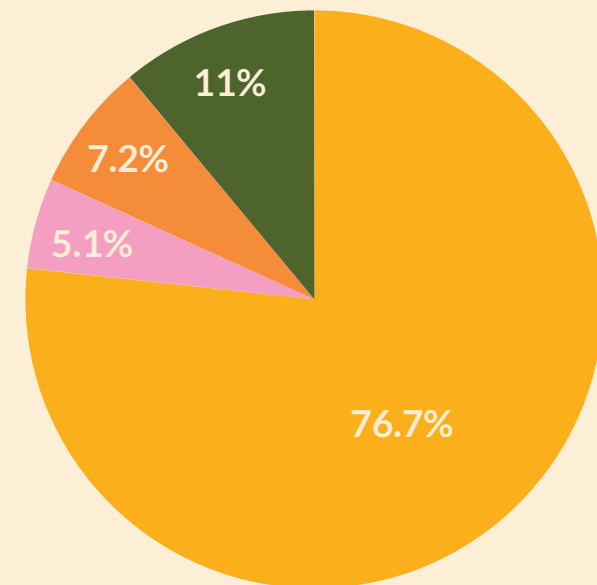
# 9 / Finances

In the following you find a breakdown of the finances to run this season of the Female Leadership Grant programming.

## Expenses

In the following section, you will find a breakdown of the costs to run this season of programming. The total cost of this season was **\$90,590.00 JMD (\$585 USD)**.

Item	Cost (Jamaican Dollars)
Payroll ●	\$ 69,500.00
Water and food ●	\$4,590.00
Transportation ●	\$6,500.00
Materials (arts and crafts, construction materials, dance class) ●	\$10,000.00
Final Season Event	\$ 0
<b>Total</b>	<b>\$90,590.00</b>



## Payroll (\$69,500 JMD) 76.7%

This season, there were two instructors, with Kayla Wheeler being compensated \$3,500.00 JMD as the lead instructor. Kadiya McDonald was the co-instructor who was compensated with \$2,500.00 JMD.

## Water and food (\$4,590 JMD) 11%

There was no food. But water bottles were available for free for the girls who were apart of the sessions

## Transportation (\$6,500 JMD) 7.2%

Used for gas money to get the instructors to the park every week. In addition some Taxi fares were given to the girls who couldn't get a ride back home from the skatepark.

## Materials (\$10,000 JMD) 5.1%

Used for paying instructors from the workshops and materials needed for workshops.

## Final Season Event (N/A)

We did not have a final season event with the CJF funding.

## Funding

Dr. Sita Narayan-Dinanauth provided \$116,200 JMD for the first installment for the Women's Leadership Award initiative. There is \$25,610 JMD left in the WLA funds to be used in the following seasons of only girls' programming.

