

# January 2022 Impact Report

JANUARY  
⚡ 2022

Empowering individuals and communities worldwide through fostering and sustaining the positive values inherent in skateboarding.



📍 Trujillo, Peru



📍 Kingston, Jamaica



# 2030 Agenda

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## What?

In 2015, the 2030 Agenda for Sustainable Development was 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. At its heart are the 17 Sustainable Development Goals.

## Response.

Concrete Jungle Foundation recognizes the urgent call to end poverty and other deprivations and uses skateboarding as a tool to improve well-being, health and education, reduce inequality and invigorate economic growth.

Based on The Sustainable Development Goals, the following reporting framework depicts CJF's activities and impact worldwide through **5 pillars** that targets 9 of the 17 SDG's.

### 1/ Good Health & Well-being

 SDG 3:  
Good Health and Well Being

 SDG 4:  
Quality Education

 SDG 6:  
Clean Water and Sanitation

 SDG 17:  
Partnerships

### 2/ Community Development and Social Cohesion

 SDG 10:  
Reduced Inequalities

 SDG 11:  
Sustainable Cities and Communities

 SDG 16:  
Peace, Justice and Strong Institutions

 SDG 17:  
Partnerships

### 3/ Decent Work and Economic Growth

 SDG 8:  
Decent Work and Economic Growth

 SDG 4:  
Quality Education

 SDG 16:  
Peace, Justice and Strong Institutions

 SDG 17:  
Partnerships

### 4/ Quality Education

 SDG 4:  
Quality Education

 SDG 17:  
Partnerships

### 5/ Gender Equality

 SDG 5:  
Gender Equality

 SDG 17:  
Partnerships

# Summary

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## Worldwide Impact.

### 1/ Good Health & Well-being

- 64 children have been engaged in a weekly life-skill focused sports programme.

### 2/ Community Development & Social Cohesion

- 372 people visited CJF's skateparks this month.
- 27 people partook in the community activities offered

### 3/ Decent work and Economic Growth

- 10 staff member were employed to run the programmes this month
- 5 staff meetings took place this month.

### 4/ Quality Education

- 4 educational classes took place this month.
- 27 children and young adolescent partook in educational session

### 5/ Gender Equality

- 14 girls participated in Girls Only Sessions in Peru this month.

## Where?



📍 Kingston, Jamaica ●

📍 Trujillo, Peru ●





## Impact.

### 1/ Good Health & Well-being

- **64** Children have been engaged in a weekly life-skill focused sports programme.

### 2/ Community Development & Social Cohesion

- The Skateparks had a total of **193** visits this month.
- The total attendance in our offered community activities added up to **12**.

### 3/ Decent work and Economic Growth

- **4** staff member were employed to run the programmes this month
- **4** staff meetings took place this month.

### 5/ Gender Equality


- **14** girls participated in Girls Only Sessions this month.


## Activities in place.


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## The set up.

-  CJF Peru works in the Trujillo area in **3 different locations**:
  - Cerrito's Skatepark
  - Santa Edelmira's Skatepark
  - Buenos Aires's football court

 Years of activity: **May 2017 - ...**

 @CJF\_peru

-  The numbers presented in this report are a direct representation of the data collected from session reports filled out by staff members at CJF's project locations. The attendance sheets in these reports are compiled and filtered on individual participants to give insight into the participants reached per programme and in total.

# 1. Edu-Skate programme.

## Note.

- ❗ This is CJF's sports-based education programme that utilizes skateboarding to empower youth aged 6 - 16. The Edu-Skate programme is grounded in the belief that you can learn and practice skills through skateboarding that are not just important in skateboarding, but also in your development as a person in life: life-skills.
- 📍 CJF Peru organizes these free-of-charge skateboarding classes at their headquarter 'La Rampa', a skatepark in the community of Cerrito de la Virgen and does outreach sessions at a football court in the neighborhood of Buenos Aires in Trujillo.

Registration is required for this programme.

● Attendance    ● Unique Users    ● Sessions



## Impact.

- ⚡ Number of kids reached this month: **64**
  - Buenos Aires: **16**
  - La Rampa Skatepark: **48**
- Number of classes given this month: **12**
  - Girls-only Edu-Skate classes this month: **2**
- Total Attendance: **152**
- Female participation across all classes given this month: **43.51%**
- ♥ Life skills covered this month:
  - Positive mental attitude
  - Awareness
  - Confidence



# 2. Open Skate Sessions.

## Note.

**i** Besides the reserved time slots for Edu-Skate classes for the children from the surrounding community, the 'La Rampa' skatepark also hosts open skate sessions to the public: everybody is welcome to visit the skatepark.

With a maximum of 5 children from the community present in these sessions, supervisors from CJF Peru are present to ensure a safe and positive environment during these sessions.



## Impact.

⚡ Number of Open Skate Sessions this month: **2**  
Total Attendance: **15**  
Female participation during Open Skate Sessions this month: **47%**





# 3. Community Activities.

## Note.

**i** On Saturday mornings the skatepark is open to the whole community around the skatepark for community activities. Activities like games or art activities are organized by the CJF Peru team to expose participants to different learning opportunities and bonding experiences. The aims of these sessions are to create a sense of community by working on projects together, for the participants to explore their interests and potential and to learn new skills.



## Impact.

⚡ Number of Community Activity Sessions this month: **1**  
Total Attendance: **12**  
Female participation during Community Activities this month: **25%**

Type of Community Activities offered:

- Game of 'Avioncito'
- Painting session



# 4. Girls Skate Sessions.

## Note.

- ❗ Besides the girls-only Edu-Skate sessions in 'La Rampa', a weekly skate class is organized for girls in the public skatepark 'Santa Edelmira' in Trujillo. These sessions don't have an age limit, are open for any girl to join and are aimed at providing a safe space for women to skate and learn. The CJF Peru team brings boards and protection gear to these sessions and provides support, activities and guidance where needed.



## Impact.

- ⚡ Number of Girls Skate Sessions this month: **1**  
Unique attendees: **14**  
Total attendance: **14**





## Impact.

### 1/ Good Health & Well-being

— No data collected this month

### 2/ Community Development & Social Cohesion

— The Freedom Skatepark had a total of **179** visits this month.

— The total attendance in our offered community activities added up to **15**.

### 3/ Decent work and Economic Growth

— **1** meeting with all staff members took place this month.

— **6** staff member were employed to run the programmes this month.

### 4/ Quality Education

— **18** children have been engaged in an educational support programme this month.

— **2** homework session took place this month.

— **2** educational enrichment activities took place this month.

## Activities in place.

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## The set up.

📍 CJF Jamaica works at the Freedom Skatepark

📅 Years of activity: August 2020 - ...

📷 @CJF\_jamaica

✔ The numbers presented in this report are a direct representation of the data collected from session reports filled out by staff members at CJF's project locations. The attendance sheets in these reports are compiled and filtered on individual participants to give insight into the participants reached per programme and in total.

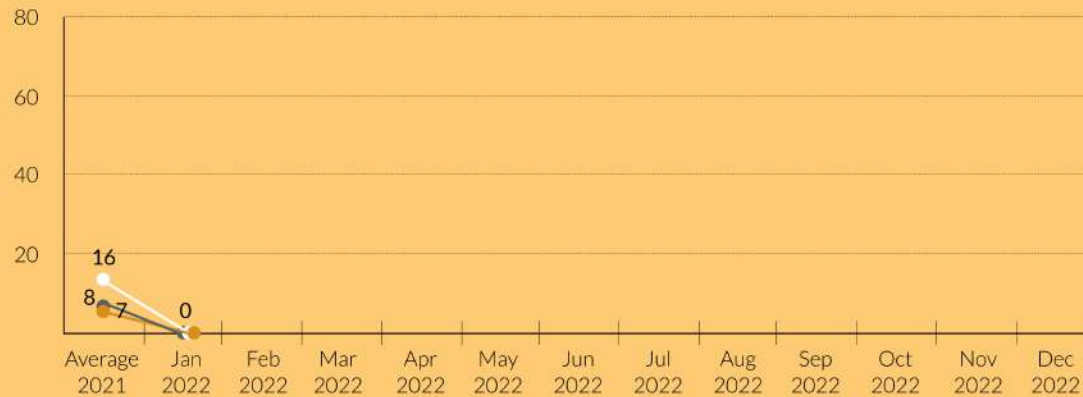
# 1. Edu-Skate programme.

## Note.

**i** This is CJF's sports-based education programme that utilizes skateboarding to empower youth aged 6 - 16. The Edu-Skate programme is grounded in the belief that you can learn and practice skills through skateboarding that are not just important in skateboarding, but also in your development as a person in life: life-skills.

Registration is required for this programme.

● Attendance ● Unique Users ● Sessions



## Impact.

- ⚡ Number of kids reached this month: -
- Number of classes given this month: -
- Total Attendance: -
- Female participation across all classes given this month: -
- Life skills covered this month:

• -

Total registrations Edu-Skate Jamaica: **206**

- Children have been engaged in a weekly life-skill focused sports programme.

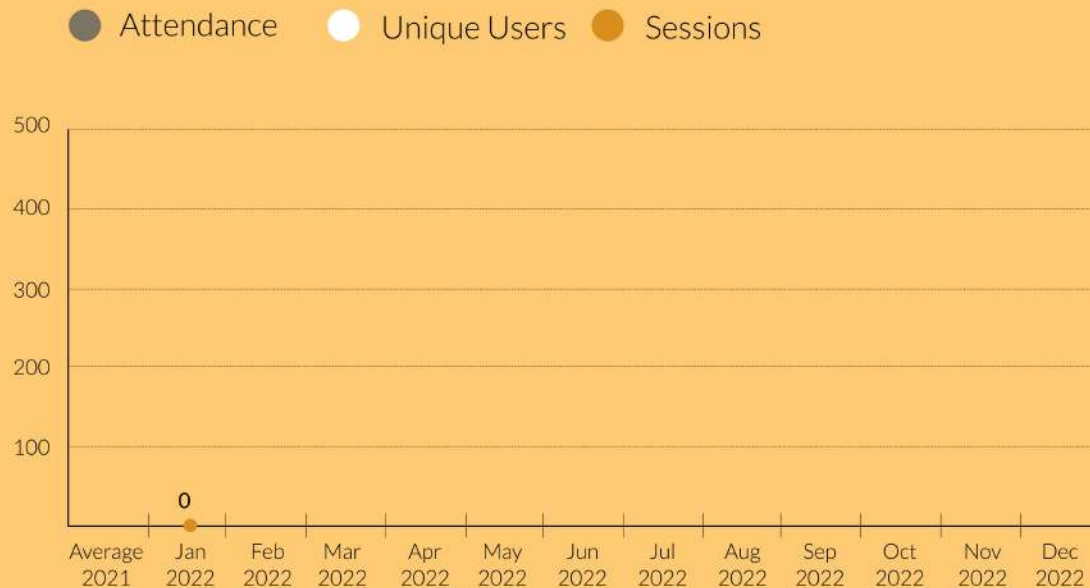


# 2. Open Skate Sessions.

## Note.

- ❗ Besides the reserved time slots for Edu-Skate classes for the children from the surrounding community, the Freedom Skatepark also hosts open skate sessions to the public: everybody is welcome to visit the skatepark.

Supervisors from CJF Jamaica are present to ensure a safe and positive environment during these sessions.



## Impact.

- ⚡ Number of Open Skate Sessions this month: -
- Total Attendance: -
- Individual attendees: -
- Female participation during Open Skate Sessions this month: -





# 3. Community Activities.



Reduced  
Inequalities

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## Note.

- Every month a community activity is organized to strengthen the community feeling for people engaged in the skatepark, as well as a 'trade-off' for free board rental. The participants are a mix of Edu-Skate students, parents and local skateboarders.

## Impact.

- Community support jobs executed this month: **15**  
Type of community activities offered:
  - Watering
  - Trash removal
  - Gardening
  - Lessons

The total attendance in our offered community activities added up to **15**.

Community Support Jobs



# 4. Get-on-Board Programme.



Reduced Inequalities



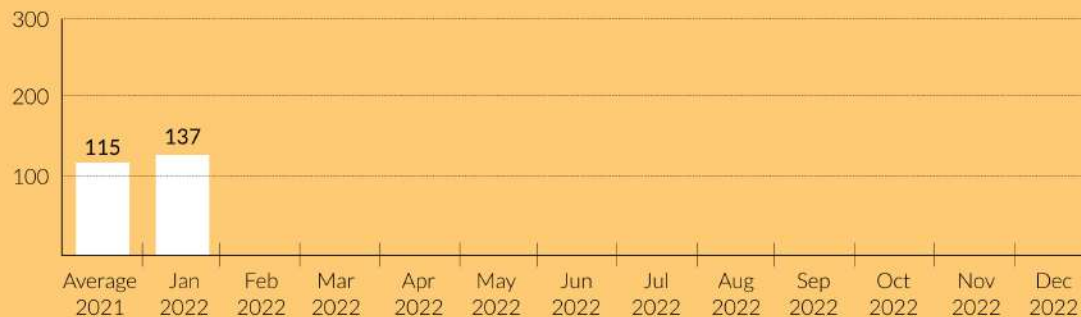
Good Health and Well Being

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## Note.

- ❗ This is the boardloan programme the Skatepark has in place to facilitate people that would like to skate but don't have a skateboard. Anyone can access the programme for free if they help with small jobs around the skatepark or participate in Community Activities. Board and/or protection material can also be rented for \$100 JMD each. The rental money is 100% reinjected in the skatepark. Registration is required for this programme.

● Rentals



## Impact.

- ⚡ Unique users: -
  - **137** rentals this month
  - **0%** for Edu-Skate classes (free)
  - **3.65%** was in exchange for Community Support jobs or the Homework Programme
  - **96.35%** was in exchange for money

Total registrations for the Get on Board programme: **530**



# 5. Homework Programme.

## Note.

- ❗ With a focus on personal development, the skatepark should not be a distraction from the education of the children we engage. For this reason, the Freedom Skatepark provides a free of charge programme to support our children with their homework and education.

## Impact.

- ⚡ Number of sessions hosted this month: **2**  
Total attendance: **17**  
Unique attendees: **12**  
**12** children have been engaged in an educational support programme this month.





# 6. Enrichment Activities

## Note.

- ❗ In order for our youth to explore their interests and potential, the Freedom Skatepark offers a wide range of different activities. These activities can be 1-off workshops, a short lesson series or a continued lesson series. Below you find which enrichment activities took place this month.



## Impact.

- ⚡ Number of activities offered: **2**  
Total Attendance: **9**  
Unique attendees: **6**  
Activity contents:
  - Keyboard skills
  - Playing chords

**2** educational enrichment activities took place this month.

