

# Monthly Impact Report

JULY  
⚡ 2022

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



📍 Trujillo, Peru



📍 Kingston, Jamaica



📍 Tameslouht, Morocco



CONCRETE JUNGLE  
*foundation*

# 2030 Agenda

JULY  
2022

## 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

JULY  
2022

## What?

Concrete Jungle Foundation recognizes the urgent call to end poverty and other deprivations and uses skateboarding 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**.

## Worldwide Impact.

### 1/ Good Health & Well-being

- **125** children have been engaged in a weekly life-skill focused sports programme.
- **201** people have been engaged in physical activity this month.
- **186** people had access to free and clean drinking water this month.

### 2/ Community Development & Social Cohesion

- **709** total skatepark visits this month.
- **164** people had free access to a supervised safe space.
- **123** total attendance to the community activities offered.

### 3/ Decent work and Economic Growth

- **14** staff member were employed to run the programmes this month
- **7** staff meetings took place this month.
- no local entrepreneurs have been supported with their projects.
- no beneficiary entered sustained employment.

## Where?



📍 Peru ●

📍 Jamaica ●

📍 Morocco ●

### 4/ Quality Education

- **9** educational classes took place this month.
- **38** children and young adolescent partook in educational session.

### 5/ Gender Equality

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

## Impact.

1/

### Good Health & Well-being

- **50** children have been engaged in a weekly life-skill focused sports programme.
- **76** people engaged in physical activity this month.
- **61** people had access to free and clean drinking water this month.

2/

### Community Development & Social Cohesion

- The Skateparks had a total of **170** visits this month.
- **76** children had free access to a supervised safe space.
- **3** community activities were organised this month.

3/

### Decent work and Economic Growth

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

5/

### Gender Equality

- **6** Girls Skate Sessions were organised this month.

## Activities in place.

1. Edu-Skate programme ————— 03
2. Open Skate sessions ————— 04
3. Community Activities ————— 05
4. Girl Skate Sessions ————— 06

## The set up.

- 📍 CJF Peru works in the Trujillo area in **2 different locations**:
  - Cerrito's Skatepark
  - Santa Edelmira's Skatepark

📅 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.

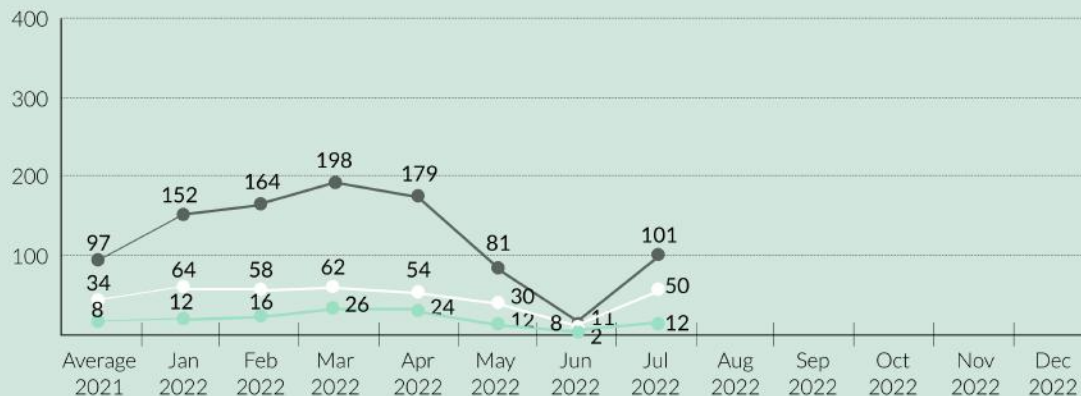
# 1. Edu-Skate programme.

## 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 twice a week (on Tuesdays and Sundays) at the local skatepark 'Santa Edelmira' in Trujillo.

Registration is required for this programme.

● Attendance    ● Unique Users    ● Sessions



## Impact.

- ⚡ Number of kids reached this month: **50**
  - Santa Edelmira: **14**
  - La Rampa Skatepark: **36**
- Number of classes given this month: **12**
  - Girls-only Edu-Skate classes this month: **3**
- Total Attendance: **101**
- Female participation across all classes given this month: **53.46%**
- ♥ Life skills covered this month:
  - Self-confidence
  - Awareness
  - Positive attitude

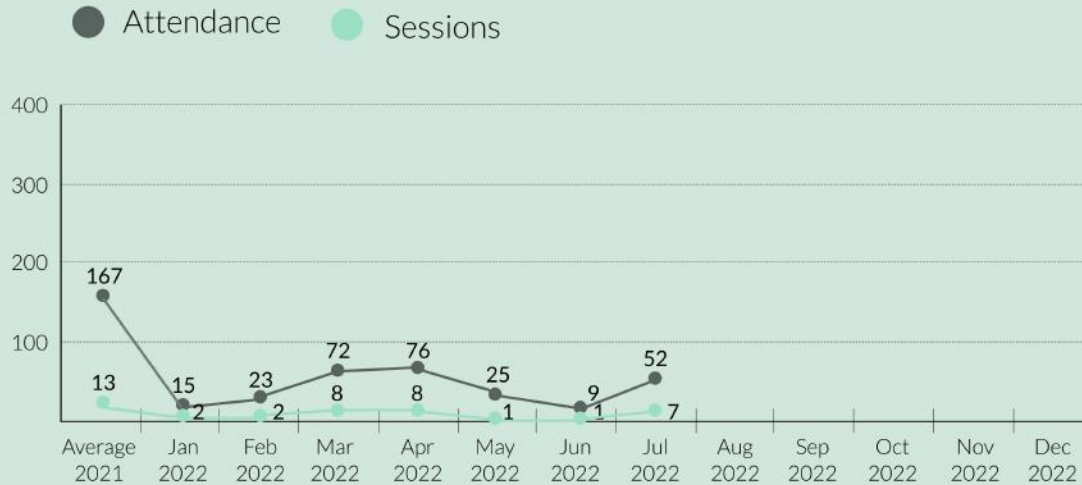


# 2. Open Skate Sessions.

## 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: **7**  
Total Attendance: **52**  
Female participation during Open Skate Sessions this month: **36.53%**



# 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: **4**  
Total Attendance: **17**  
Female participation during Community Activities this month: **47.06%**

Type of Community Activities offered:

- Homemade skipping rope activity
- Griptape designs and art
- Beach cleanup with Otra Cosa Network



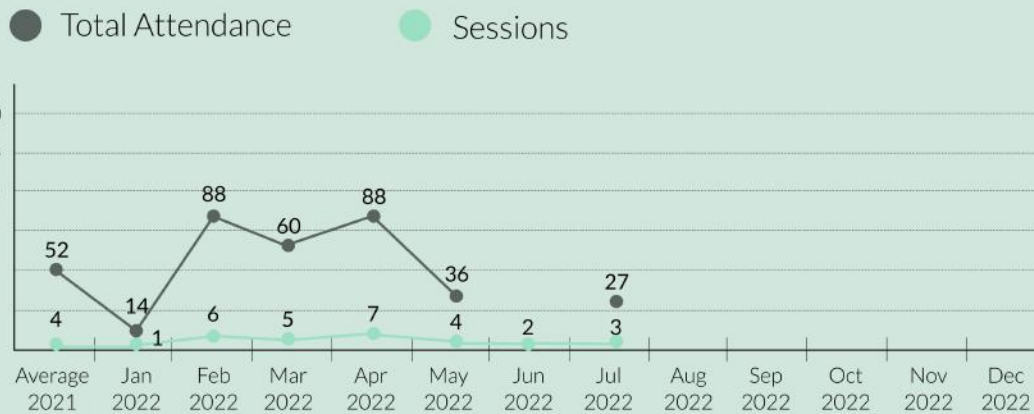
# 4. Girls Skate Sessions.

## 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: **3**  
Unique attendees: **15**  
Total attendance: **27**





## Impact.

### 1/ Good Health & Well-being

- **51** children have been engaged in a weekly life-skill focused sports programme.
- The Freedom Skatepark engaged **85** people in physical activity this month.
- **85** people had access to free and clean drinking water this month.

### 2/ Community Development & Social Cohesion

- The Freedom Skatepark had a total of **332** visits this month.
- **52** children had free access to a supervised safe space.
- The total attendance in our offered community activities added up to **37**.

### 3/ Decent work and Economic Growth

- **8** staff members were employed to run the programmes this month
- **1** meeting with all staff members took place this month.
- CJF supported no local entrepreneurs this month.
- No beneficiaries entered sustained employment this month.


### 4/ Quality Education


- **1** child have been engaged in an educational support programme this month.
- **4** homework session took place this month.
- **4** educational enrichment activities took place this month.

## Activities in place.


1. Edu-Skate programme	08
2. Open Skate Sessions	09
3. Community Activities	10
4. Get-on-Board programme	11
5. Homework programme	12
6. Enrichment Activities	13

## The set up.

 CJF Jamaica works at the Freedom Skatepark

 Years of activity: **August 2020** - ...

 @CJF\_jamaica

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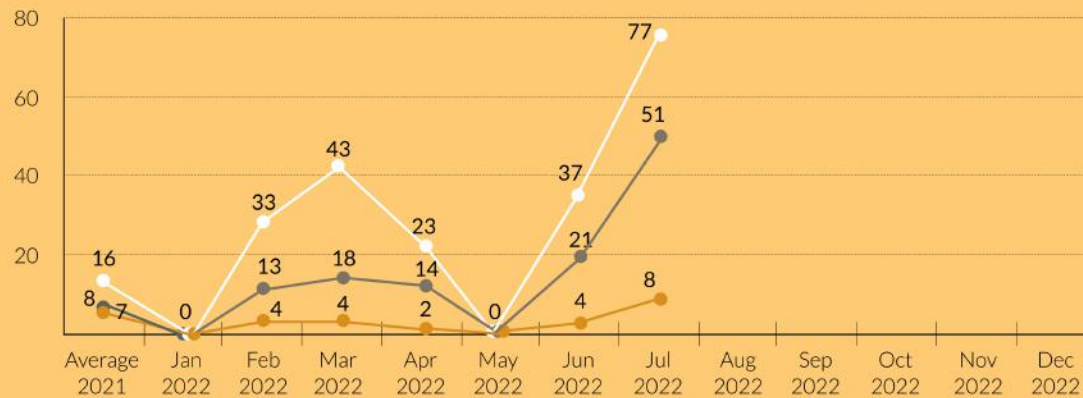
# 1. Edu-Skate programme.

## 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.

● Unique Users   ● Attendance   ● Sessions



## Impact.

- ⚡ Number of kids reached this month: **51**
- Number of classes given this month: **8**
- Total Attendance: **77**
- Female participation across all classes given this month: **28.57%**

Life skills covered this month:

- Confidence
- Respect
- Cooperative learning
- Resilience
- Perseverance

Total registrations Edu-Skate Jamaica: **224**

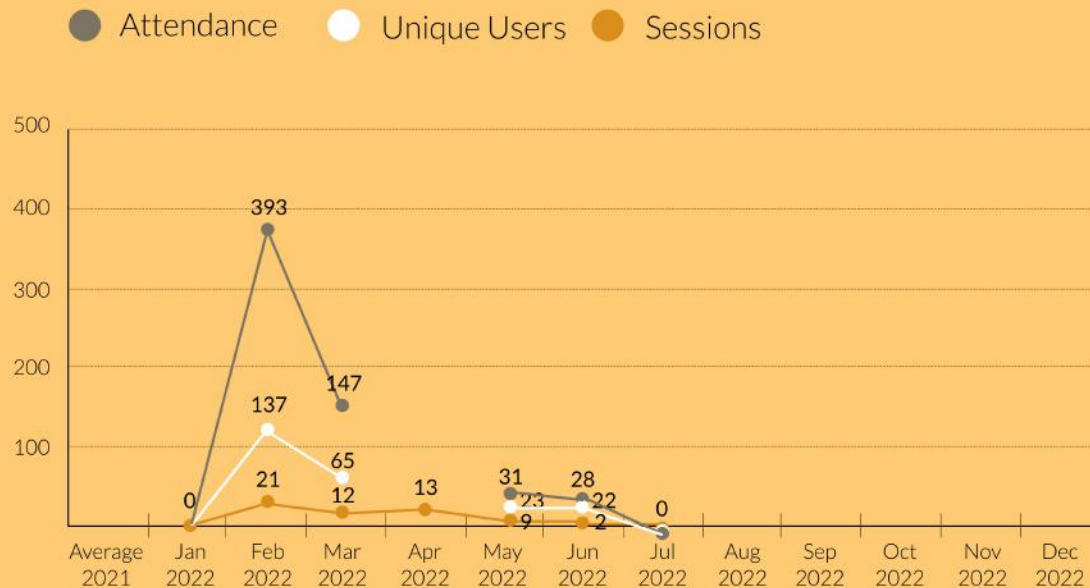


# 2. Open Skate Sessions.

## Note.

- ❶ 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.

- ⚡ A security service was employed to guard the entrance of the skatepark. Participant data for open skate sessions come from the visitor tracking list the security guard keeps. The security service failed to show up on all days/ to keep track of visitors, hence no participant data has been collected this month. The security services have been discontinued this month for this reason.



# 3. Community Activities.



Reduced  
Inequalities

JULY  
2022

## 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.

Community Support Jobs



## Impact.

- Community support jobs executed this month: **37**  
Type of community activities offered:
  - Watering
  - Planting
  - Weed wacking
  - Creating an area at the park with pavers
  - Painting the youth centre

The total attendance in our offered community activities added up to **37**.



# 4. Get-on-Board Programme.



Reduced Inequalities



Good Health and Well Being

JULY 2022

## Note.

**i** 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: **34**
  - **214** rentals this month
    - **36%** for Edu-Skate classes (free)
    - **3%** was in exchange for Community Support jobs or the Homework Programme
    - **61%** was in exchange for money

Total registrations for the Get on Board programme: **541**



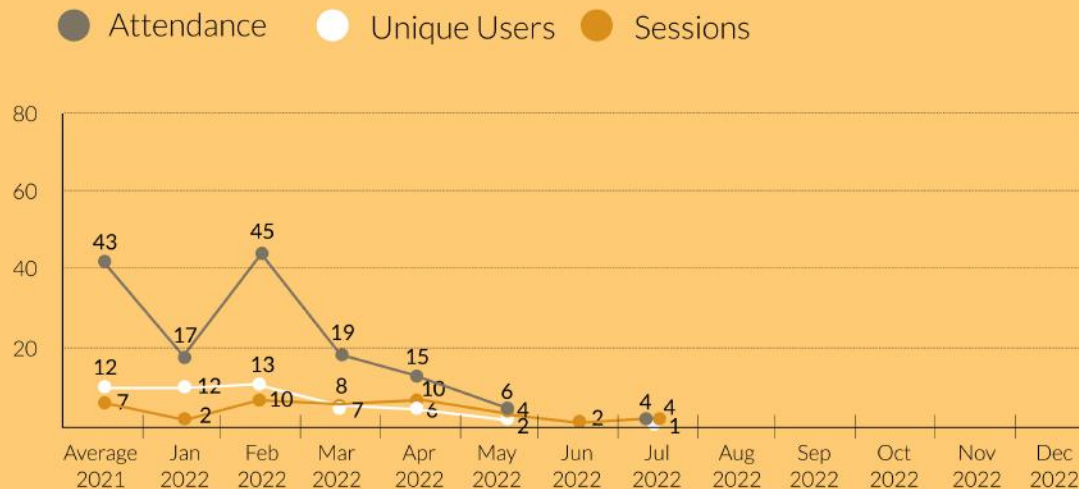
# 5. Homework Programme.

## 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.

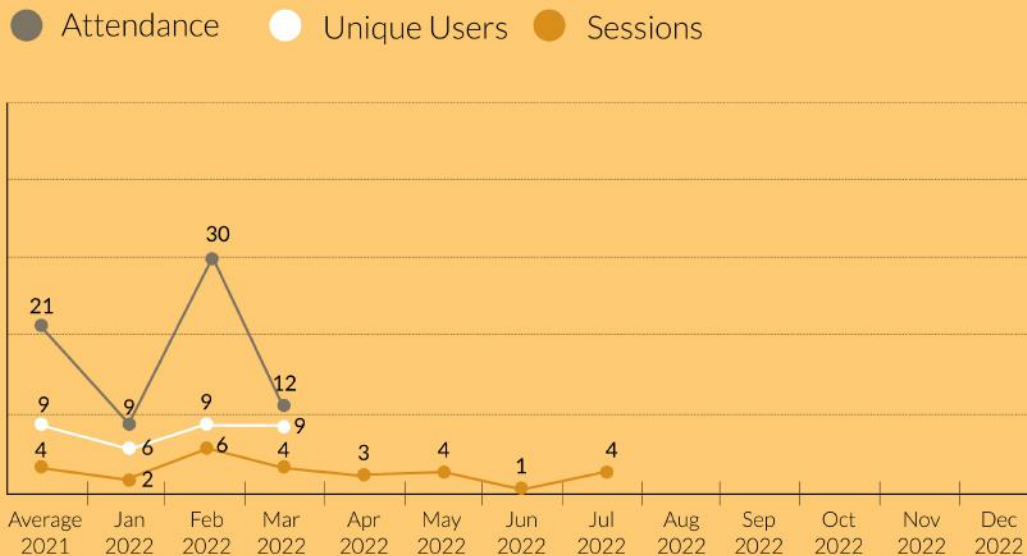
- Number of sessions hosted this month: **4**  
Total attendance: **4**  
Unique attendees: **1**  
1 child has been engaged in an educational support programme this month.



# 6. Enrichment Activities

## Note.

**i** 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: 4

**No participant data has been collected this month due to technical difficulties faced by the local staff. The teachers experienced difficulties in using the digital data collection tools that are in place to collect data on this programme.**

Activity contents:

- Music classes
- Child development

4 educational enrichment activities took place this month.



## Impact.

### 1/ Good Health & Well-being

- **24** Children have been engaged in a weekly life-skill focused sports programme.
- The Fiers et Forts Skatepark engaged **40** people in physical activity this month.
- **40** people had access to free and clean drinking water this month.

### 2/ Community Development & Social Cohesion

- The Fiers et Forts Skatepark had a total of **207** visits this month.
- **36** children had free access to a supervised safe space.
- Total attendance to offered (educational) community activities add up to **69**.

### 3/ Decent work and Economic Growth

- **2** staff members were employed to run programmes this month.
- **1** meeting with all staff members took place this month.

### 4/ Quality Education

- **32** children have been engaged in an educational session this month.
- **5** educational session took place this month.

## Activities in place.

1. Edu-Skate programme ————— 15
2. Open Sessions ————— 16
3. Educational Sessions ————— 17

## The set up.

📍 CJF Morocco works at the Fiers et Forts Skatepark

📅 Years of activity: May 2022 - ...

📷 @CJF\_morocco

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# 1. Edu-Skate programme.



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## Note.

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Registration is required for this programme.

● Attendance    ● Sessions    ● Unique Users



## Impact.

- ⚡ Number of kids reached this month: **24**  
Number of classes given this month: **5**  
Total Attendance: **41**  
Female participation across all classes given this month: **19.51%**

Life skills covered this month:

- Courage
- Creativity

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



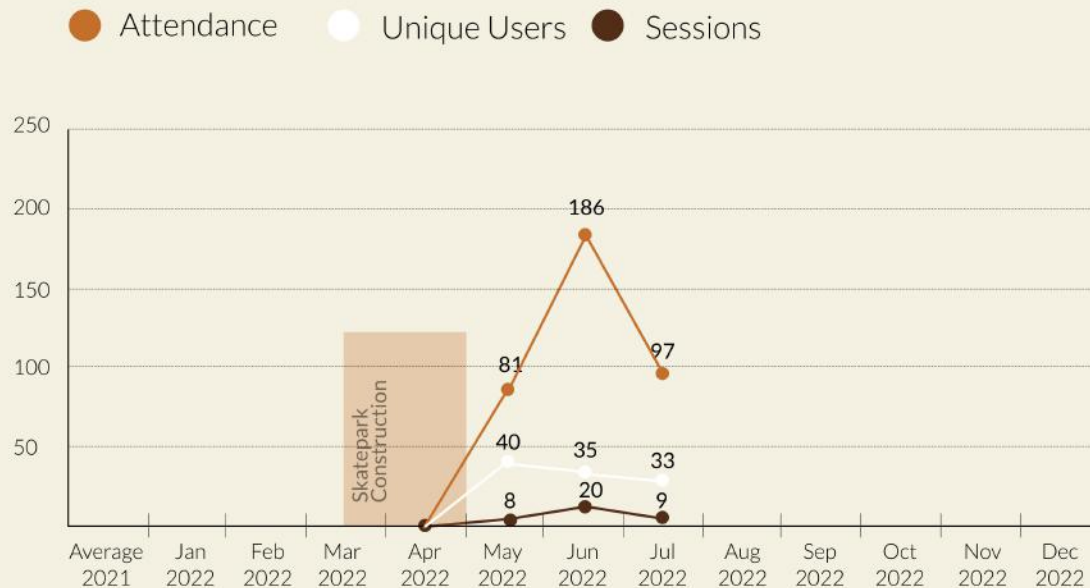
# 2. Open Skate Sessions.



## Note.

**i** Besides the reserved time slots for Edu-Skate classes for the children from the Centre Fiers et Forts, the Fiers et Forts Skatepark also hosts open skate sessions.

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



## Impact.

- ⚡** Number of Open Skate Sessions this month: **9**
- Total Attendance: **97**
- Individual attendees: **33**
- Female participation during Open Skate Sessions this month: **24.74%**
- 18** Spectators

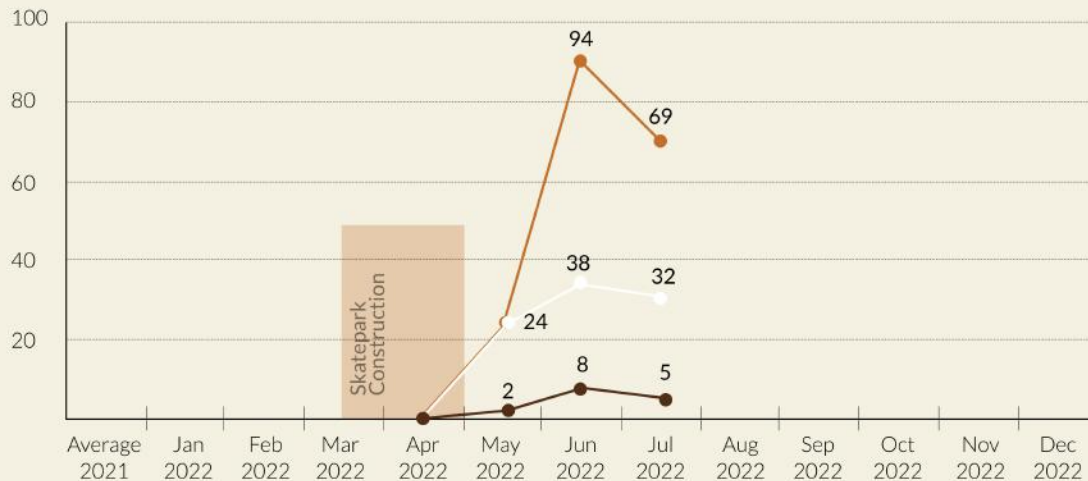


# 3. Enrichment Activities

## Note.

Activities like Arts and Crafts, Music, Gardening and Games are organized by the CJF Morocco team to expose participants to different learning opportunities and bonding experiences.

Attendance Unique Users Sessions



## Impact.

Number of Community Activities this month: **5**  
Total Attendance: **69**  
Individual attendees: **32**  
Female participation during Community Activities this month: **20.21%**

Type of Community Activities offered:

- Arts and crafts: recycling skateboards into own creations
- Drawing: designing a deck design
- Photography: kids learned how to use a photo camera and the development process of photos

