

Impact Report

Period: September 18th - November 30th 2023 Subject: Programming Location: Freedom Skatepark, Jamaica

Date Prepared: 13 December of 2023 By: Tim van Asdonck & Gina May Mair

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This season of programming has been made possible by the Embassy of the United States through a grant made to Seprod Foundation.

Sandals Foundation funded the Homework Programme.





✓ Introduction

This report summarises the 13th Session of Edu-Skate that ran at the Freedom Skatepark from September - November 2023. The season consisted of 4 programmes:

Get-On-Board Rental Programme

This programme is in place to facilitate people that would like to skate but don't have a skateboard. Access is granted upon registration and rent a skateboard and/or protection material for \$100 JMD each. All income from this programme is reinjected into the maintenance of the skatepark.

The Community Activity Programme

This programme intertwines with the Get-on-Board programme, Many children from the community around the Freedom Skatepark are unable to pay board rental on a daily basis. The Community Support Programme provides board rental in exchange for time spent in community activities. We work together with the skatepark community on maintenance and developments around Freedom Skatepark.

The Homework Programme

Educational support sessions were organized on a regular basis to support the children's academic development in a small group setting with the intention of improving personal development and academic outcomes.

Enrichment Activity Programme

A variety of enrichment activities that focus on personal development have been offered to kids and adolescents visiting the skatepark. Activities have the purpose of providing our youth with the opportunity to explore their interests and potential in what lies outside of their school curriculums. For this season, programming was delivered in a workshop style structure through a variety of skilled practitioners. Offerings included yoga, dance and screen printing.

Edu-Skate Classes

This is Concrete Jungle Foundation's core youth programme: combining skateboarding classes with life skills The programme is free of charge, participation is open for anyone between 6-16 years old registered for the programme. Through the grant from the people of the United States and Seprod Foundation, we have been able to resume the extended verion of the programme and include youth from downtown Kingston.



Concrete Jungle Foundation organised and executed the programmes with the support of 3 local staff members, under the guidance of CJF's Project Manager (Blake Burnett) and Operations Director (Gina Mair).

Data was collected on all programmes and will be presented in the following report, concluded with recommendations for the next season of the programme.

1/ Get-on-Board Programme

The Get-on-Board programme was set up to serve people that would like to give skateboarding a try but don't have a skateboard to use. Upon registration, a board and/or protective gear can be rented for \$100 JMD (\$0.65 USD) each (based on the socio-economic status of the surrounding community). For the people that are not able to afford this price, the programme can be accessed in exchange for participation in community activities (see 2. Community Activities Programme).

The Skatepark Managers run this programme during the opening times of the skatepark (1 pm - 7 pm) and keep track on a daily basis of how the materials were used and by whom. In the following, you find the result of the 13th season of running the Get-on-Board Programme.

567 Total amount of uses

— **52%**

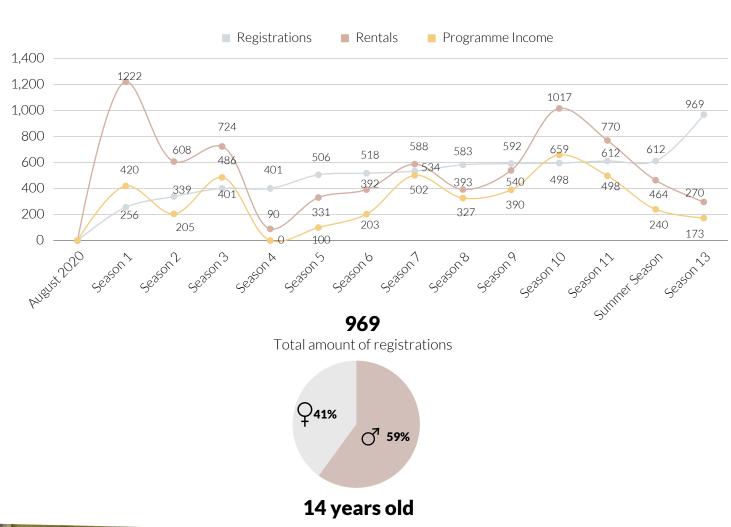
of uses was in exchange for Community Support Jobs and Skate Classes (297 uses)

- 48%

of uses was in exchange for money (270 uses)

Programme income in season 13: 27,000 JMD / \$173 USD

All income was reinvested in the maintenance of the Freedom Skatepark (see Skatepark Expenses under 8/





2/ Community Activity Programme

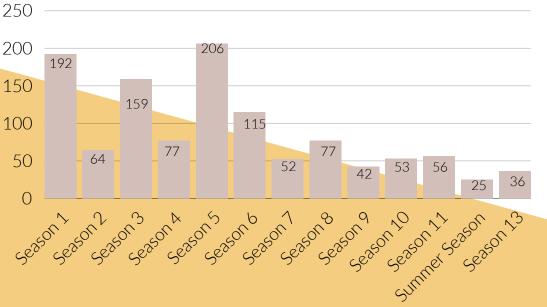
The Community Activity Programme is implemented for 4 reasons:

- Involving the skatepark community in the work and development ofthe skatepark to instil a sense of ownership.
- Community building: providing fun and educational activities through which the skatepark visitors can bond.
- Some of the skatepark visitors do not have the financial means to rent a board or protection gear. This programme serves as a 'trade-off' for free board rental: if you help with some work around the park, you get to rent a board for free.

Unpromoted small activities were organised to engage the youth and community in educational and small communal activities. Throughout the season, community members (predominantly -18 youth) participated in the following activities:



- Planting
- Recycling
- Gardening
- Cleanup
- Trash Removal



Engagement Community Activities





Yes, I can honestly say that this season we had the greatest support system set up. Seems we have a good team locked in place, and any issue I need support with gets dealt with quickly.

Project Manager

Skatepark Management

Key roles:

- Supervising the park
- Running the Get-on-Board and Edu Skate programme
- Executing community support jobs
- Keeping the skatepark clean and watering the greenery

The Skatepark Management identified a few significant challenges this season:

- 1. We had a lot of behavioral issues with kids in the community.
- 2. We would like to have a proper maintenance budget. We have to get creative sometimes with how we keep the park presentable.
- 3. Social media management.
- 4. Better gears and equipment

Recommendation:

1. Create a community outreach project with one of our skate community members.

2. Organize community events or activities that encourage the development of positive relationships among children and between the team and youth and developties with the families of the children.

3. Engage an enthusiastic member of our skate community members to capture content and manage social media.

4. Utilizing our non-profit status for shipping of donated goods.

Events

Sofar Concert Fundraiser

Sofar, a global brand known for hosting live music in unique venues, staged their first ever fundraiser via the Jamaica franchise of the brand. In keeping with the commitment to showcase local music artists, the organiser delivered a line up of artists which featured many members of our local skate scene including Froggboss, Homework Programme instructor Icah Wilmot and coding instructor Rica G. Red Bull joined the lineup as a sponsor, DJ Chill Much More keep the vibes lively in between live sets and delectable vegan fare was available from Veggie Campus.

Community Health Fair

Through generous partnership from Jamaica Aids Support for Life, Freedom Skatepark staged a community health fair this season. Health screenings for STDs, blood sugar, blood pressure, health exam with a physician, pap smear and legal counsel with an attorney were all provided free of cost to the community. For the inaugural event, 8 participants registered and a total of 22 community members accessed the healthcare and legal services provided.

End of Season Skate Jam

With so much to celebrate, all of the Edu Skate cohorts came together for a day to celebrate and appreciate all the accomplishments of the past season 38 participants enjoyed a BBQ, skate games, music and good vibes to close the season.

I would have to say the things that I love the most about my work here are, the community, our staff, hosting events and seeing progress with new and developing skaters.

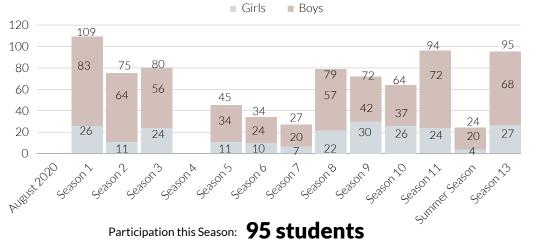
Project Manager



3/ Edu-Skate Classes

The Edu-Skate Programme offers free skateboarding classes with a focus on life skills. The marquis programme of Concrete Jungle Foundation was developed using academic research from the self-determination theory on child psychological development and has been administered in collaboration with with schools and NGOs globally.

Through the grant from the people of the United States and Seprod Foundation Edu-Skate classes were executed for Season 13. Participants came from Denham Town High School, RISE Life and Bull Bay. No injuries were recorded during the Edu-Skate classes this season.



Edu-Skate Participation

Edu-Skate Classes

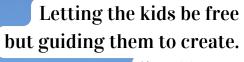
Edu-Skate Registrations



Girls Boys 500 448 400 343 343 343 316 220 226 259 266 291 266 300 200 170 200 31% 29% 29% 31% 29% 30% 30% 100 30% 30% 29% 32% 28% 28% 0 Atter Season 8 Atterseason AUGUST 2020 Atterseason Atterseason? Atterseasons Atterseasons Atterseasonb Atter season 10 Atterseasona Atterseason Summerseason AtterSeason 5e250123 **Total Amount of Registrations:**

*Corrected with participants of this year in relation to a switch in database this year.

 $\mathbf{06}$



Skate Manager

LARGE

8 MILES, BULL BAY **JASKATE** BIG UP YUH SELF

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Edu Skate lessons are designed to be executed with a Head Teacher and an Assistant Teacher. Classes were organised as follows:

Intro:	The classes started with everyone sitting in a circle to introduce the life skill of the week.
Warm-up and trick/activity:	The teachers would proceed with a warm-up exercise for the students before getting into the trick/activity of the lesson through which they would work on the life skill. Students were divided into smaller groups per teacher, so each student got sufficient attention and support from their teacher.
Break:	After around 45 minutes into the class, it was break time: the students got some water and fruits in the youth centre and a moment in the shade.
Free skate:	After the break, it is free skate time. The students can skate for themselves, but the teachers are still present to supervise and help students out in case they need help or want to learn something new.
Reflection:	The sessions ended with all the students in a circle. The students have a moment here to share their experience of the class, of the life-skill and their accomplishments.

Having some more experience with working with the program, I feel far more comfortable. This season we saw kids advance at a rapid rate that we had not seen before.

A group of kids from Denhamtown found a passion for the skating and nearly all of them learned to drop in on the last day of class.

Project Manager

What went down in the Edu-Skate youth programme?

As Concrete Jungle Foundation's core youth programme, the execution of this programme is closely monitored and evaluated. The Edu-Skate programme is delivered via instruction from Skatepark managers Ronley Lewis and Nicholas Thompson. Teachers manage organisation, instruction and evaluation of the Edu-Skate classes with support from the Project Manager. The Edu-Skate curriculum is outlined below. Each week either a social skill or a competence-building skill is designed to contribute to positive personal development and paired with a suitable skateboarding activity/ challenge for an immediate practical application of this skill.

	Lesson Positiv Menta	/e	Lesson focus: "Teach the kids to develop a positive mental attitude to overcome obstacles inside and outside skateboarding".		
	Lesson 2 Awaren		Lesson focus: "Lesson goal was being aware of other skaters and the general surroundings of the skatepark".		
	sson 3. If-Confide	ence	Lesson focus: "To build self-confidence with the students".		
Lesso Resp		Le	sson focus: "Establish respect towards the park and each other".		
Lesson 5. Resilienc	·	Lesson focus: "The lesson goal was focused on being persistent and perseverant in trying new things on your board".			
Lesson 6. Perseveran	ce	Lesson focus: "To never give up".			
Lesson 7. Courage	L	Lesson focus: "To overcome fear with courage, be courageous".			
Lesson 8. Creativity		n focus: ve expre	"The lesson goal was based on having fun through ession".		
Lesson 9. Teamwork	Lesson fo	ocus: "T	eam work. helping one another".		

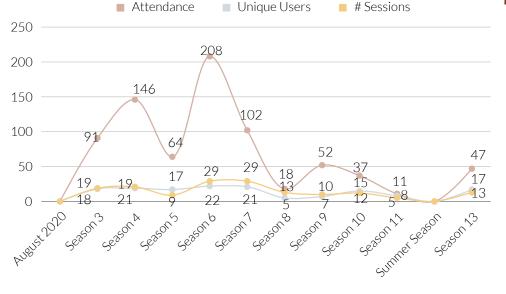


4/ Homework Programme

(Sponsored by Sandals Foundation)

With a focus on personal development, the skatepark should not be a distraction from the education of the children we engage but rather an amendment. Therefore, an educational support session was organised on a regular basis to suport their academic development in a small group setting with the intention of improving personal development and academic outcomes.

The Homework Programme was funded by Sandals Foundation, and the educational sessions this season were executed by Icah Wilmot. Additionally, the programme was supported with snacks for the students by Seprod Foundation.



Homework Programme Participants Average age: 13 years old



Homework Programme

What went down in the Homework Programme?

13 educational sessions were organised this season, 17 unique users and 6.25% of the participants were girls

The Homework treid to ssupport the students by reinforcing core educatinosal tutroing in line with the topics of the curriculum that the students were currently covering in their formal and varied educational programmes.

The following subjects were covered in the sessions:

- Language Arts (4 sessions)
 - Parts of Speech
 - Subject / verb agreement
 - Conjunctions
 - Spelling
- Geography (1 session)
 - Caribbean islands
- Science (1 session)
 - Animal and plant classification
- Social Studies (4 sessions)
 - Jamaica's National Heroes
 - Parishes and capitals
 - Tainos
 - Discovery of Jamaica
 - Slave trade
- Mathematics (7 sessions)
 - Algebra
 - Arithmetic
 - Fractions
 - Percentages
 - Decimals
 - Consumer Arithmetic
 - Profit and loss



"Team work helps to get everyone fully involved and motivates them to show up when they are confident."

Project Manager

5/ Enrichment Activity Programme

The intention of the enrichment activity programming offered at The Freedom Skatepark is to focus on personal development through the introduction of novel disciplines and exploring interests and potential in what lies outside of their school curriculums. The programming is delivered in a workshop style structure by a broad variety of skilled practitioners. Offerings included yoga, and dance.



Attendance Unique users Sessions 70 60 50 42 40 40 28 30 24 20 14 11 8 10 13 13 11¹¹ 5e²⁵⁰¹ 1¹ 1¹ 1¹ 5e²⁵⁰¹ 5e²⁵⁰¹ 1² 8 (Season 5e25019 seasonb AUBIST 2021 **Enrichment Activities Participants** Girl Boy 28 30 25 24 20 14 15 13 10 8 14 9 5 $August 2021 - 5e^{25011} - 5e$

Enrichment Activities Programme

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Season Highlights

"Pure joy! Thanks you for this incredible experience to share and connect. I can't wait to return! When I get home I and going to tell everyone about how much more there is to Jamaica."

Guest Teacher Observation

"I love moving like that. it is a different type of music than what we are used to hearing."

Student Quote



Season Highlights

"When I was doing that thing, that yoga, I felt so calm withing my body.I feel like I was doing something good for myself." Student Quote

> "I had a beautiful time with the kids having our first children's yoga class...There is a lot to be learnt in movement that a lecture in a classroom just won't do."

Guest Teacher Quote



What went down in the Enrichment Activity Programme?

Participant data was collected by verbal submission by the staff from the facilitator. The diversity of programming, guest facilitators and workshop style format proved to be highly engaging and desired by the youth.

The following topics were covered in the sessions:

Getting to Know Yoga with Olivia Wilmot
Latin Dance Workshop with Guest professional choreographer Linda Garristo

Recommendation:

Apply more forward planning and increase the frequency and diversity of offerings



6/ Social Work Report

CJF employs Negita Brown, a social worker who delivers life-skills, emotional intelligence training, conflict resolution facilitation and one-on-one counselling sessions at the Freedom Skatepark skatepark. In addition, her responsibilities included:

- Contacting and communicating with the parents of skatepark users.
- Solving conflicts at the skatepark.
- Supporting and asserting the skatepark rules.
- Overseeing the transportation of youth participants from Kingston for weekly Edu-Skate sessions.

The employment of the social worker at the Freedom Skatepark has been made possible for the Summer Season by the grant from Sandals Foundation.

"I feel the most comfortable with the one on one intervention because it gives me time to get to know my clients."

-Negita Brown

Improvements

"It was pleasant and easy going this season. We were incident free and only had to intervene with one conflict intervention with a few young boys, of which was resolved."

Challenges

"Honestly I had no challenges."

Recommendation:

Revision of the database and engagement of the family network connected to the youth registered to the programme to ensure that the entire family is able to utilise all programming at the park.

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7/ The Freedom Skatepark Foundation



The Freedom Skatepark Foundation (FSF)

Any day-to-day, operational, fundraising, communications and programming issues and developments at the Freedom Skatepark were discussed with the Freedom Skatepark Foundation in monthly meetings, followed by the necessary planning and decisions to move forward.

The following developments were achieved through the Freedom Skatepark Foundation board:

- Installation of Cawna Library project
- Transition to new insurance provider
- Named beneficiary of the New Wave Celebrity Closet fundraiser estimated value \$650k +

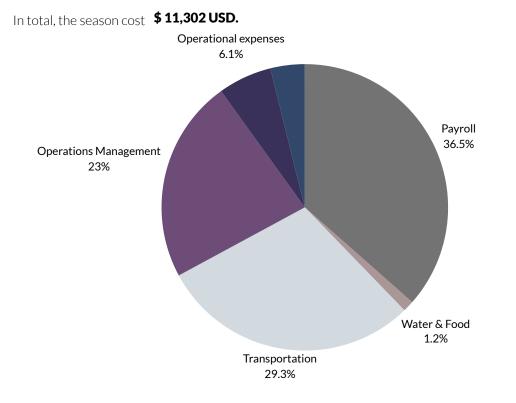
Pending items:

- Fundraising for skatepark programming and operational expenses for September - December 2024
- Book installation of Cawna Library project
- Women's Empowerment Workshop
- Community Parenting Workshop

8/ Finances

Programming expenses Sept 18 - Nov 2023

The programming expenses are all related to the Freedom Skatepark's programming activities. The Homework Programme was sponsored by Sandals Foundation. The Embassy of the United States and Seprod Foundation sponsored all other programme activities.



ltems	Cost (USD)
Payroll (personnel)	\$3,977
Water and Food (contractual)	\$136
Transportation (travel)	\$3,196
Operations Management (contractual)	\$2,500
Operational expenses (contractual)	\$660
US Embassy subtotal:	\$10,469
Homework Programme & Girls Skate (Sandals Foundation)	\$422
TOTAL	\$10,891

Payroll (Personnel) (\$3,977 USD)

Staff were paid every Friday for their services the past week with the following rates:

- Project Manager: \$25,000 JMD full time
- Junior Skatepark Manager: \$9,000 JMD for 3.5 days
- Senior Skatepark Manager: \$11,000 JMD for 3.5 days
- Edu-Skate Teacher: \$2,000 JMD per session
- Media Management: \$1,500 JMD for photos
- Social Worker: \$7,500 JMD per week

28 weekly pay slips have been paid for a total of \$622,079 JMD

Water and food (Contractual) (\$136 USD)

Water and fruits were provided for the students in every skate class. Costs consisted of water bottles, cups and fruits.

Transportation (Travel) (\$3,196 USD)

These costs consisted of the weekly transportation of the children from the organisation RISE and Denham Town Highschool between downtown Kingston and the Freedom Skatepark for the Edu-Skate classes.

Operations Management (Contractual) (\$2,500 USD)

These include the costs of planning, coordination, monitoring, evaluating and learning (MEL) and reporting on the programmes implemented at the Freedom Skatepark. More specifically:

- Designing the programmes that run at the Freedom Skatepark based on the needs and resources available
- Supporting the implementation of the programmes at the Freedom Skatepark
- Developing structures to collect data on the implementation of designed programmes
- Evaluating and reporting on the collected data through a seasonal report
- Further developing the programmes currently running, and assessing the needs for implementation of additional programmes.

This season, there costs consisted of of the Operations Manager at \$500 USD per month between August and December.

Operational expenses (\$660 USD)

These costs consisted of the supplies and administrative expenses to run this season.

- Receiving a package of donated skateboards from the USA
- Ink for printer
- Printing the participant certificates
- Expenses for the season finale event

Homework Programme (\$422 USD) Sponsored by Sandals Foundation

These costs consisted of the expenses to make the homework programme run.

• Homework Programme Teacher: \$3,000 JMD per session

Skatepark expenses September - November 2023

These are the day-to-day maintenance costs of the skatepark: all the costs outside of programming costs to keep the skatepark running. These costs were paid from the skatepark income, which will also be discussed here. The total skatepark expenses from September to November were to \$178 USD equivalent to \$27,656 JMD.

EXPENSES

Items	Cost (USD)
Freedom Skatepark Electricity Bill	\$163
Sanitary expenses	\$15
TOTAL	\$178



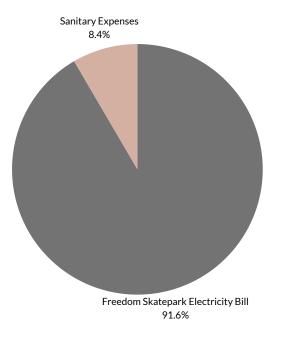
Skatepark income September - November 2023

In support of the goal for the operations of Freedom Skatepark to be self sustaining, great attention have been invested income generating activities. All income generated at the Freedom Skatepark has been directly reinvested into the maintenance of the skatepark. From September to November, the Freedom Skatepark generated a total of \$239 USD equivalent to \$37,000 JMD. The skatepark income exceeded the skatepark expenses: this was the sixth consecutive season this occurred.

INCOME

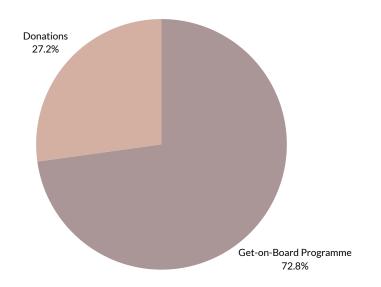
Items	Cost (USD)
Get-on-Board Programme	\$174
Donation	\$65
TOTAL	\$239

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Comments:

- The electricity bill is paid on a monthly basis.
- Sanitary expenses included hand soap and cleaning products.

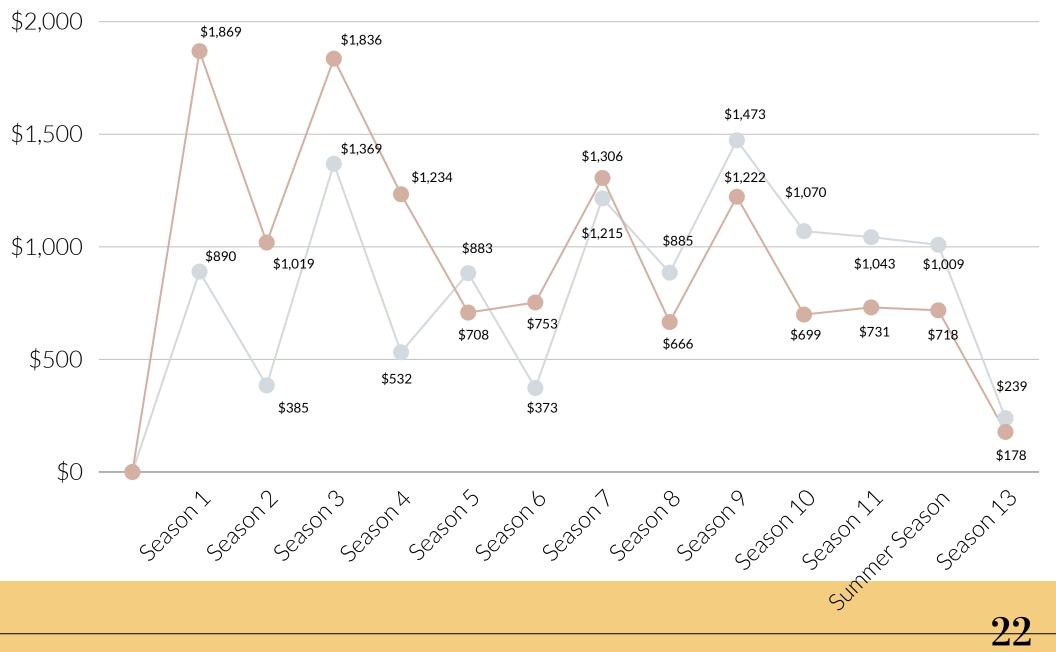


Comments:

- The board/protection gear rental programme is provided at \$100 JMD (per rental)
- Visitors left a donation for the park upon their visit

Skatepark Income and Expenses in USD

Skatepark Income
Skatepark Expenses



9/ Recommendations

In the following you find a summary of the recommendations that came forward from this season of programming at the Freedom Skatepark, to improve the working structure the next seasons.

Since every department was running their activities autonomously this season, all recommendations come from the staff themselves.

Skatepark Management

1. We had a lot of behavioral issues with kids in the community.

Create a community outreach project with one of our skate community members.

Organize community events or activities that encourage the development of positive relationships among children and between the team and youth and developties with the families of the children.

2. Park maintenance

A proper budget for effective maintenance of the facility is needed.

- 3. Show more of the work and programming on social media.

Engage an enthusiastic member of our skate community members to capture content and manage social media.

- 4. Acquire better gears and equipment

Utilize non-profit status to ship donated goods.

Recommendation:

Social Worker

 Employ strategies to engage family network connected to the youth registered in the programme including update of the database.

