

SKATE LIKE  
A GIRL

# 2022 ANNUAL REPORT







# WHAT IS SKATE LIKE A GIRL?

We are a 501(c)3 federally recognized non-profit organization with a mission to:

*create an inclusive community by promoting confidence, leadership, and social justice through skateboarding.*

## VISION

Empower skaters, especially young women and/or trans people, to grow into strong, confident leaders who promote and implement social equity.

## VALUES

We value experiential learning and civic participation, by providing opportunities to be involved in the skateboarding community.







# ***WHY WE NEED SKATE LIKE A GIRL***

**Historically, certain identities have been excluded from skateboarding.**

**Since 2000, we've been transforming this by building a community that challenges who and how people skateboard.**

**We achieve this through programs that create safer spaces and eliminate barriers to access.**







# ***WHERE IS SKATE LIKE A GIRL?***

**Skate Like a Girl hosts in-person programming in Seattle, WA, Portland, OR, and the San Francisco Bay Area, CA.**

**Outside of our 3 chapter cities, we are actively mentoring grassroots leaders across North America through our Skateboarding Inclusivity Cooperative Program.**

**Digitally, Skate Like a Girl engages a global audience through Tiktok, YouTube, and Instagram.**







# WHO IS SKATE LIKE A GIRL?

**6 Directors**

**22 Program Staff**

**7 Board Members**

**100+ Volunteers**

**38% of all Program Staff and Directors  
are former volunteers.**

**74% of Program Staff, Directors, and  
and Board Members are former or  
current participants.**







# OUR REACH

**8,906 PARTICIPANTS**

In 2022, through in-person programs and events, we served nearly 9,000 participants.



# HOW WE REACH



**WOMEN &/OR TRANS  
SESSIONS**

**114 SESSIONS**



**YOUTH & ADULT  
SKATE CAMPS**

**65 WEEKS**



**YOUTH & TEEN  
OUTREACH**

**212 PROGRAMS**



**COMMUNITY  
MEETUPS**

**37 MEETUPS**



**SHOP HANGS &  
OTHER EVENTS**

**50 EVENTS**

**478 PROGRAMS**

**2,059 HOURS**



**That's equivalent to 3 months straight  
of programming, 24 HOURS a day!**



# WHO WE REACH

## PRONOUNS

**58%** She/Her  
**10%** They/Them  
**8%** He/Him  
**3%** Other  
**20%** Did not answer

## SKILL LEVEL

**36%** of participants stepped on a board for the first time  
**38%** worked on ramps  
**26%** perfected tricks like ollies and drop-in's

## PARTICIPANT FEEDBACK

**85%** Indicated they feel more confident after attending just one program.

**90%** strongly agreed that Skate Like a Girl created a safe space physically, socially, and emotionally, including practicing consent.

**50%** were new to Skate Like a Girl in 2022.

**85%** indicated they would definitely attend another event.



“It was my first time going and I was sort of nervous. But it was super fun. The instructor had great tips. I learned a new trick, a pop shove it, and felt super comfortable around everyone. It's really a great program.”



## ***WOMEN &/OR TRANS SESSIONS***

**114 SESSIONS**

**3,133 ATTENDEES**

## ***FREE COMMUNITY MEETUPS***

**37 MEETUPS**

**1,306 SKATERS**

“

I have never felt more immediately comfortable in a room full of strangers - thank you for creating such a safe and inclusive environment to learn how to skate!

”





# ***YOUTH SUMMER CAMPS***

We served over **1,000** campers in Seattle, Portland, and the SF Bay Area, with scholarships awarded to **17%** of participants, for a total of **\$33,469** awarded in financial aid.



“

It was my daughters first time ever on a skateboard and she LOVED skate camp! She said she liked the instructors and felt comfortable enough to do showcase in front of everyone. This is a big deal because she is usually pretty introverted but she made new friends and can't wait to come back. Thank you for being an inclusive and welcoming space!

”





**2ND ANNUAL**



# ***WOMEN &/OR TRANS OVERNIGHT CAMP***

**We partnered with YMCA Skate Camp  
to host 2 weeks of retreats in the  
Sequoia National Forest.**

**150 CAMPERS**

**58% 25-35 YRS OLD**

**20% 35-55 YRS OLD**

**60% IDENTIFY AS BIPOC**

**44% BEGINNERS**

**\$12K AWARDED IN  
SCHOLARSHIPS**



**“** As a queer woman who started skating pretty late in life, it's been difficult to find spaces that encourage that skating camaraderie I always hear about. WT Camp gave me not only the space, but the support to really go out and have more fun that I thought possible. **”**



# ***YOUTH & TEEN OUTREACH***

We know that not all youth have access to meet us at the skate parks where we often host programs. To help reach these kids, we intentionally partner with schools and agencies to eliminate barriers to access, by bringing Skate Like a Girl to where they're at.

We hosted **212** programs, bringing ramps and skate gear to skate onsite with **1,229** participants. Additionally, we gave away **500** pieces of skate equipment.





# WHEELS OF FORTUNE (WOF) 11

WOF began in Seattle, WA, in 2009 and is the longest running global gathering of women &/or trans skaters.



**400** ATTENDEES

**\$6500** AWARDED FOR TRAVEL SCHOLARSHIPS

**60%** IDENTIFY AS BIPOC

YOUNGEST COMPETITOR **5**

OLDEST COMPETITOR **37**

“

"It was my first time being at WOF hearing all the amazing stories from my friends in the years before I needed to experience this first hand. It was an amazing event where I felt very welcomed and at home. A possibility to skate with my favorite people but also an event where I learned a lot and got to experience new things. After 20 years of skateboarding this has been the most meaningful and life changing event I've attended."

- Candy Jacobs, Olympic skater

”





# MENTORSHIP PROGRAM



We completed year one of our innovative mentorship program called Skateboarding Inclusivity Cooperative (SIC). SIC is a year long cohort-based leadership program for grassroots skateboarding community leaders who are queer, trans, and/or women. Leaders learn how to build a team to avoid burnout and develop the skills needed to sustain their organizations. 2 leaders from 6 organizations receive a \$4k stipend as well as 1-on-1 mentorship through our leadership team. 108 additional organizers are invited to join bi-monthly workshops and a Slack server.



**120** TOTAL ORGANIZERS

**35** CITIES REPRESENTED

**750** SKATERS SERVED ACROSS **25** EVENTS



# **ALLYSK8® WORKSHOPS**

**Allysk8® is an interactive workshop developed by Skate Like a Girl for members of our volunteer team, staff, community, brand partners and all who are connected to skateboarding. In Allysk8, we practice the mindset and skills needed to build a solid foundation for creating a more inclusive skateboarding community.**

**TOPICS INCLUDE:**  
**Welcoming vs Inclusive**  
**Giving & Receiving Feedback**  
**Consent**

**8 WORKSHOPS**  
**160 PARTICIPANTS**





# NIKE DUNK COLLABORATION

NIKE DUNK SHOE + APPAREL DESIGNED BY OUR COMMUNITY



"TRANSENDERS" SHORT FILM  
+ "IN OUR SHOES" ZINE





# DIGITAL REACH



**1.9M VIEWS**

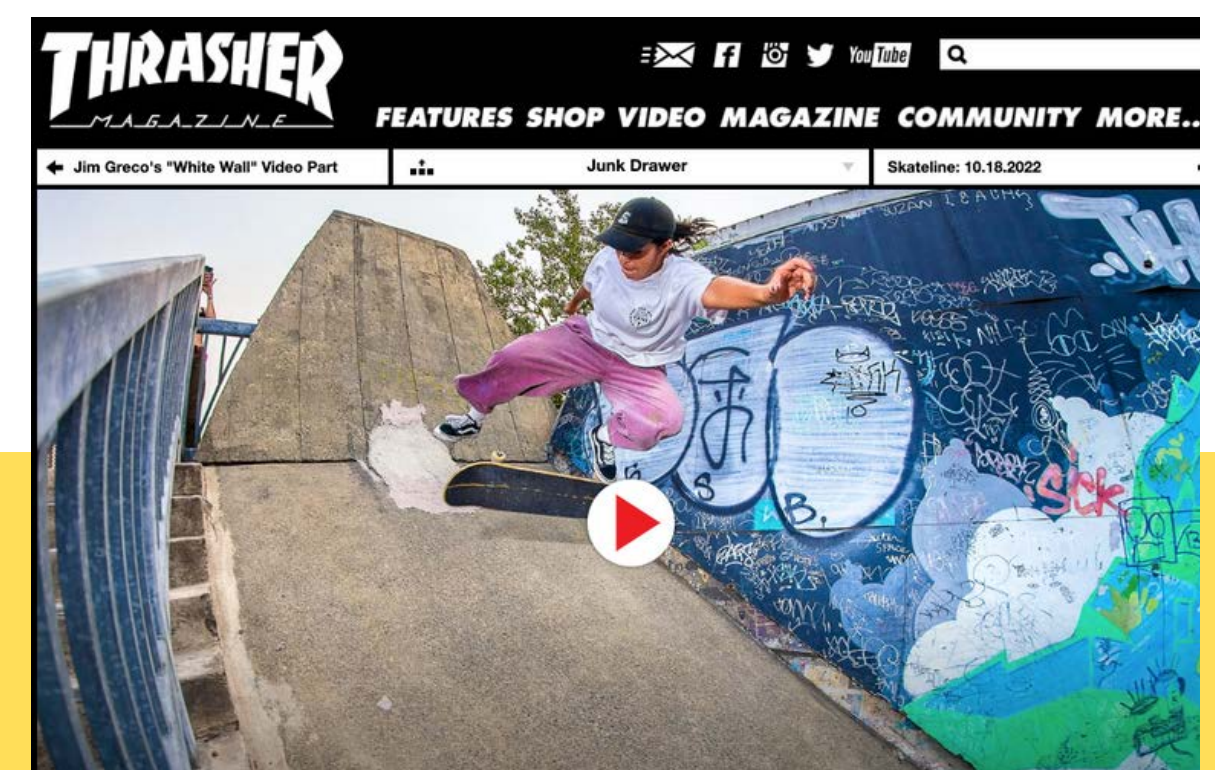
We had over 1.9 million combined views on YouTube, TikTok, and Instagram, publishing over 50 videos.



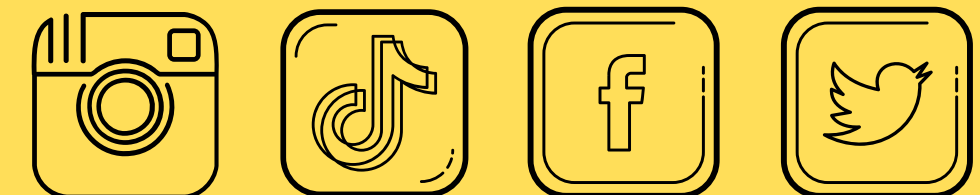
**813 HOURS WATCHED**

We engaged thousands of beginner skaters online through our ad free educational skate content.

Viewers tuned in for over 800 hours and connected from 21 different countries.



**169K COMBINED FOLLOWERS**



**77k**

**27k**

**61k**

**4k**



**478**

TOTAL PROGRAMS HOSTED

**8,906**

PARTICIPANTS SERVED

**\$45,882**

IN SCHOLARSHIPS AWARDED

**212**

SCHOOL & AGENCY PROGRAMS

**65**

WEEKS OF CAMP



# 2022 BY THE NUMBERS





# ***LOOKING AHEAD***



**SERVING MORE THAN  
1,500 YOUTH CAMPERS**

**SPECIALTY WEEKS FOR GIRLS,  
QUEER &/OR TRANS YOUTH**



**4 WEEKS OF  
OVERNIGHT CAMP  
@ YMCA SKATE CAMP**



**WOF RETURNS  
MAY 2024**

**12TH ANNUAL GLOBAL  
EVENT IN SEATTLE**





***THANK YOU!***

**WWW.SKATELIKEAGIRL.COM**