Empowering Communities Through Public Skateparks
LETTER FROM THE FOUNDER

I’ve ridden a lot of skateparks in my day, and seeing the explosive growth of public skateparks in recent years has been very exciting—but alarming at the same time. I’ve watched some cities pour hundreds of thousands of dollars into skatepark projects, only to be misled by inexperienced “low-bid” contractors. In short: a city designs a park to fulfill the demand of local skaters, hires a company to build it that employs no skaters, completes the project with self-congratulatory press, and opens it to disappointed skaters—who are then labeled as ungrateful and spoiled. These kids may have spent several months petitioning, fundraising, and planning for the perfect park but were forced to settle for something hardly skateable. It’s a vicious cycle that I wanted to help stop, so we formed the Tony Hawk Foundation.

Our goal is to empower groups trying to get public skateparks in their communities, and to provide a resource to ensure that the parks are properly built. We focus on low-income communities where skateboarders do not yet have a public skatepark. Our grants are not large enough to finance entire parks, but they often give groups the momentum they need to finish the project. In 2003, THF received nearly 400 applications and gave 115 grants totaling more than $450,000, bringing our two-year total to $860,000.

My main job at the foundation’s grant-making meetings is approving and suggesting changes to skatepark designs. But my favorite thing is seeing the parks themselves. I’ve had the privilege of attending a few grand openings, and the appreciation of the local skaters is overwhelming. It’s a blast to see the finished product, especially when they’ve taken my design comments into consideration. Even more gratifying is the sense of pride that the locals have when they finally get to ride the fruits of their labor.

With so many worthy applicants each year, it can be disheartening to realize that we don’t have enough money to help them all. But we have big plans for 2004. We’ve recently hired a full-time development director, Kim Novick, who comes to us from the Surfrider Foundation. And we had the great fortune of persuading Miki Vuckovich (former editor of TransWorld SKATEboarding Business and until recently a producer for ON Video) to take over as the foundation’s executive director. We also plan to hold our first big fundraiser this summer.

In other words, when it comes to helping skateboarders across the country get the skateparks they deserve, we’ve only just begun.

TONY HAWK.
MISSION

The Tony Hawk Foundation seeks to foster lasting improvements in society, with an emphasis on helping children. Through grants and other charitable donations, the foundation supports programs focusing on the creation of public skateboard parks, and other causes. The foundation favors programs that clearly demonstrate that funds received will produce tangible, ongoing, positive results.

GIVING KIDS A PLACE TO SKATE
The Tony Hawk Foundation spreads the word—and some cash—on public skateparks.

The charitable, nonprofit Tony Hawk Foundation was established to promote and provide funds for high-quality public skateboard parks in low-income areas. Since its launch in 2002, the foundation has given away $860,000 to 222 skatepark projects throughout the United States.

Skateboarding has exploded into one of the most popular sports in the U.S. Today, an estimated 12-million Americans own and ride skateboards, with more than a million new kids picking up the sport every year. Yet despite this phenomenal growth, there are fewer than 1,000 skateparks nationwide where skaters can legally ride.

Although many new skateparks are in the works, most serious skateboarders grow up feeling as if they’re in constant conflict with “society.” Lacking parks where they can skate legally, they are repeatedly yelled at, cited, arrested, and labeled outcasts simply for doing the thing they love most—pursuing the sport that, in many cases, gives them their best sense of self-esteem.

In recent years hundreds of municipalities have come to embrace the recreational—and societal—benefits of public skateboard parks. Although local officials often oppose these facilities at first, they typically change their minds as soon as the parks are built and are able to demonstrate the positive atmosphere such facilities can generate. Almost overnight, any skatepark built in America becomes one of the most popular recreational facilities in any given region—more popular and statistically safer than basketball courts, baseball diamonds, or soccer fields.

Tony himself learned to skate at a time when the California landscape was dotted with skateparks. Tony’s local park, the now-defunct Del Mar Skate Ranch, was his home away from home—the equivalent of a basketball fanatic’s local gym. He was not out defacing public property, not home watching MTV, and not shoplifting beer from the corner liquor store. Although he had his share of bruised elbows and skinned knees, he also spent hundreds of happy, healthy hours at the skatepark practicing, goofing off, and doing all the things that kids do at playgrounds. With the Tony Hawk Foundation, he hopes to help create similar venues across the country for other young skateboarders.

The Tony Hawk Foundation is designed to promote the creation of quality public skateparks, with a focus on the word “quality.” Most cities have no experience at building skateboard parks. As a result, far too many end up producing unskateable parks with kinky transitions and cluttered designs that contribute to collisions and injuries. Tony’s foundation favors projects in which local skaters have been involved on a grassroots level, and with plans to hire experienced skatepark builders.

The foundation was established by an endowment from Tony, who continues to donate some of his public appearance fees. Significant contributions have also been made by our premium and corporate sponsors: Activision, Hot Bites, Quiksilver, Frito-Lay, Skatewave, and other private donors. In addition, the foundation receives a portion of the proceeds from Tony’s Boom Boom HuckJam national arena tour.

For more information, please visit our Web site at www.tonyhawkfoundation.org.
LETTER FROM THE EXECUTIVE DIRECTOR

Derby Park is a public skateboard park in Santa Cruz, California, whose serpentine banks wind around a grass embankment and empty into a shallow bowl. When it was built in the mid '70s, Derby was state of the art: smooth concrete surface, rounded lip, and banks of varying heights and inclines.

Commercial skateparks, established by entrepreneurs and sustained by entrance fees, were also appearing at the time. In the coming years, the number of commercial skateparks would far surpass the number of free, public facilities. But too many of the bowls, pipes, and pools were hastily developed and dangerous. Lawsuits were filed, insurance companies balked, and hundreds of concrete skate havens quickly closed down. A few public parks, like Derby, somehow evaded the bulldozer. Skateboarders, meanwhile, were forced to scour the streets for somewhere to skate. In time, our daily odysseys would be coined “streetstyle,” a wanderlust form of skateboarding that involved exploring the “natural” paved environment. We may not have been grinding rails or sliding on benches back then, but we were skating anything we could get our wheels on. Especially the rare public skateparks like Derby.

Even in those dark days, Derby was a hotbed of activity. Out on the street you were lucky to see a fellow skater, and usually those chance meetings entailed little more than a passing nod. But Derby was built for us. It was ours to ride, slide, and grind. And no one said anything about it. No one came around to kick us out. No one cared that we made noise. It was a skatepark, after all. It was ours.

Well, not exactly “ours.” I didn't live in Santa Cruz. It took me three hours and several bus transfers to get there. And while Derby was by no means a perfect park, those of us who rode it appreciated it for what it was. It was free, and we were welcome there.

When Tony Hawk encountered some of the parks that suffered this fate, he committed himself to help communities avoid the same mistakes. Since 2002, the Tony Hawk Foundation has distributed $860,000 among 222 communities that demonstrated a need and strong desire to build free public skateparks. But just as important as the financial help THF offers is the information we provide, such as our online guide to organizing, petitioning, fundraising, and designing a public skatepark.

According to the National Sporting Goods Association (NSGA), the number of skateboarders in the U.S. has grown more than 60 percent since 1998.

In the early '90s, other communities started building public skateparks. A few pioneering cities like Palo Alto, California and Columbus, Ohio heeded the pleas of local skateboarders, and allocated funds accordingly. They didn't wait for someone else to go first, nor were they fixated on the litigious legacy of the '70s-era commercial parks. Skateboarders were a growing demographic in their communities, and they had nowhere to call their own. Public recreational facilities were loaded with fields and courts for traditional ball sports, but America's 6-million skateboarders had only the streets to roam.

As in the '70s, the rush to build has resulted in numerous bad skateparks—bad designs, poor craftsmanship, and little reason for kids to skate there. It's a shame to hear about a group of youngsters who motivated themselves to organize a committee, appealed to their local city council for a skatepark, worked for months or years to fundraise for the project, compromised with each other to achieve a suitable design, then watched as an inexperienced contractor installed a gross misinterpretation of their original plan. And they're stuck with it.

It would take an act of the California State Legislature to really kick-start the public skatepark revolution. California Assembly Bill 1296, passed in 1998, limited liability for municipalities operating public skateparks. Other states soon passed similar legislation, sparking a nationwide rush to accommodate the growing population of skateboarders. According to the National Sporting Goods Association (NSGA), the number of skateboarders in the U.S. has grown more than 60 percent since 1998. That means that in most cities, hundreds or thousands of young skaters are rolling through the streets looking for a place to ride. Despite the tremendous growth in public skateboard parks, most cities have yet to break ground on their projects, and those that have opened parks are seeing overcrowding and the need for additional facilities.

While hundreds of communities have already applied for THF grants, many more have learned the importance of addressing the needs of today’s youth, and how to involve them in the solution. In 2004, Tony and the THF Board of Directors are committed to reaching more communities than ever before, and helping them achieve the skatepark of their dreams—the park their skaters will appreciate and enjoy for years to come. These days, no skateboarder should have to endure a three-hour bus ride to practice his sport of choice.

Miki Vuckovich
Executive Director
**THF PROGRAMS**

The Tony Hawk Foundation continually strives to develop and improve upon its educational resources for skatepark advocates. While we can’t provide grants to all applicants, we can offer advice, helpful links, and support throughout the skatepark planning, fundraising, and design process.

**E-mail**

The Tony Hawk Foundation fields hundreds of e-mails a month, and we take the time to answer them individually. The following are some typical issues we address: getting started, lobbying local government, liability insurance, raising community awareness, creating a non-profit organization, fundraising, applying for a grant, picking a skatepark designer and/or contractor, developing rules for the skatepark, skatepark maintenance, and holding skateboarding events.

**How To Get A Skatepark Built In Your Hometown**

This guide, available on our Web site, takes you through the four main stages of getting a skatepark built. It shows you how to organize a skatepark committee, rally community and government support, raise money, and design your park.

**Fundraising Items**

Thanks to Tony and our generous in-kind sponsors, we are able to donate various skate-related goods and autographed items to projects we are unable to fund via a grant. It is our intention that the products be used in fundraisers to generate money for skatepark projects.

“We are very excited to get our park under construction and opened. The award from the TH Foundation is tremendous and will give more impetuus to our local support.”

—Kevin Schwartzhoff
Athens, Ohio

**Skatepark Directory—Coming Soon**

Currently being developed, this directory will serve as a local resource for those building a skatepark. Organized by state, the directory will provide contact information for hundreds of community groups that went through or are currently in the midst of the skatepark process. We have found that within each state there are many different issues facing skatepark projects, as well as different funding opportunities. Since many of these issues change daily, the most valuable advice can come from a neighboring community that has achieved a skatepark of its own. Pooling resources can be one of the best ways to streamline the process. With over 600 applications in the last two years, THF can help you find a skatepark group nearby that may be able to offer some good advice.

Check our web site at www.tonyhawkfoundation.org for updates.
COMMUNITY BUILDING
Skateparks are great, but sometimes the process is the best part.

At first glance, the goal of the Tony Hawk Foundation is almost mundane: to help promote and finance public skateparks in low-income areas across the United States. But the foundation's true mission goes beyond simply making sure skateboarders across the country have a curvy place to play. We’ve discovered that the benefits derived from the process of getting a skatepark built, while not as tangible or quantifiable, are often more valuable than the product itself. If it’s done right, a skatepark project can teach young people a lifelong lesson in the *power of perseverance*, and remind adults that kids with funny haircuts and pierced lips not only can be good people, but also can get things done.

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Although skateboarding has received much mainstream credibility in recent years, thousands of communities have yet to provide skaters with a place to legally practice their sport of choice. As a result, many adults still regard skaters as disrespectful troublemakers. Business owners chase them away. City officials pass ordinances to impede them. Police give them tickets. Shrouded in stigma and with few resources to overcome it, many skaters still grow up feeling disenfranchised, and the institutionalized image of skaters as delinquents becomes a self-fulfilling prophecy.

Taking The Initiative
In a growing number of communities, however, skateparks have proven to be the perfect hammer to break this ugly cycle. At its best, it works like this: a skater gets in trouble (maybe a ticket, maybe a call home from the principal) and complains to his parents that he has no place to skate. His parents persuade him to write a letter to City Hall, or to attend a city-council meeting. The skater gets some friends together, puts on his cleanest shirt, sits through a boring meeting, and then makes an anerous but respectful plea for a skatepark. City officials, impressed by the courteous request, agree that it’s a good idea and commit to including a skatepark in the next parks-and-recreation budget and designate a central location for the project.

Leadership
A real-world scenario is more likely to include city-donated land, but require the skaters to find the money to build the park. With the help of one or two city officials and a handful of parents, the kids form a committee and spend the next year or two raising money and community awareness. They hold car washes, barbecues, raffles, and skate-a-thons. They do yard work for their neighbors and donate the wages to the skatepark fund. Eventually, the community rallies behind the determined youth brigade. The police chief writes an editorial in the local newspaper praising the kids for their efforts. The local Lion’s Club holds a pancake breakfast, and the paper runs a photo of some beribboned World War II vet flipping flapjacks for skaters.

Changing Attitudes
This is when attitudes change. The kids realize that the adults really want to help them, and the adults realize that the kids are willing to work hard for this thing they love. Most important, the kids learn that they can actually accomplish something by working with the system rather than beating their heads against it, or sitting at home complaining about it. They learn how to communicate in a way that will encourage adults to listen, and they go from feeling alienated to empowered.

Working Together
We don’t want to sound too sappy, but we are convinced that when teenagers, parents, police, politicians, business leaders, and civic groups all get together and push the same wheel, and that wheel actually turns, the effort alone makes the world a slightly better place.

That is the kind of skatepark project that the Tony Hawk Foundation seeks to fund.
2003 SKATEPARK GRANT RECIPIENTS

$25,000 Grants
Fort Wayne, Indiana (Fort Wayne Foundation)
Tulare, California (Tulare Police Activities League)

$10,000–15,000 Grants
Athens, Ohio
(Chillico, Oregon (The Klamath Tribes)

$1,000 Grants
Antigo, Wisconsin
(City of Antigo–Community Resource Dept.)

$5,000–9,999 Grants
Anaconda, Montana
(Anaconda-Deer Lodge County Planning Office)

Central Point, Oregon (Young Skate Park Committee)
Chiloquin, Oregon (The Klamath Tribes)
Cody, Wyoming (Cody Skatepark)
Concordia, Kansas (City of Concordia)
Council Grove, Kansas (City of Council Grove)

Decatur, Montana (Decatur Parks and Recreation)
De Queen, Arkansas
(City of De Queen Parks & Recreation Dept.)

Denton, Texas
(Denton Parks Foundation – Denton Teen Council)

Dos Palos, California (Dos Palos Radio, Inc.)

Elyria, Ohio (Elyria Skatepark Committee)
Fairfield, Washington (Fairfield Skatepark)
Fargo, North Dakota (Fargo Park District)

Franklin Park, Illinois (Park District of Franklin Park)
Fremont, Nebraska (City of Fremont)
Garrison, North Dakota
(Garrison Parks & Recreation District)

Gilan, Wisconsin (Gilan Skatepark Committee)
Greenville, Ohio (Greenville City Parks & Recreation Dept.)

Gregory, South Dakota (Midwest Extreme)
Hamburg, New York
(Town of Hamburg Recreation Dept.)

Hamlin, West Virginia
(Lincoln County Parks and Recreation Commission)

Havre, Montana (Havre Skateboard Association)
Hebron, North Dakota (Hebron Park District)
Herington, Kansas (The Roadhouse Youth Center, Inc.)

Highland, Illinois (Highland Skating Association)
Hilo, Hawaii (Ho`oulu Lahui)

Huntington Beach, California (City of Huntington Beach)
Hutchinson, Kansas (City of Hutchinson)

Jamestown, Rhode Island
(Friends of Jamestown Skaters, Inc.)

Keenesburg, Colorado (Town of Keenesburg)

Litchfield, Illinois (Litchfield Park District Board)
Machesney Park, Illinois (Harlem Community Center)
Mancos, Colorado (Town of Mancos)

McClean, Washington (City of McClean)

Milton-Fiagua, Oregon (City of Milton-Fiagua)

Mishicot, Wisconsin (Mishicot Police Department)

Mt. Shasta, California (Mt. Shasta Skatepark Project)

N. Brookfield, Massachusetts
(North Brookfield Youth Commission)

New Castle, Indiana
(Healthy Communities of Henry County, Inc.)

New Meadows, Idaho (City of New Meadows)

Oelwein, Iowa (City of Oelwein Parks & Recreation Dept.)

Oro, Maine (Oro Parks & Recreation Dept.)

Oscoda, Michigan
(Oscoda Community Skatepark Committee)

Pahoa, Hawaii (Mainstreet Pahoa, Inc.)


Paxton, Illinois (Paxton Park District)

Pens Grove, New Jersey (FLOY Skatepark Association)

Phelan, California (Phelan Community Skatepark)

Platteville, Wisconsin (City of Platteville Skatepark)

Romeo, Michigan
(Romeo-Washington-Bruce Parks & Recreation)

Scotts Valley, California
(Tim Brauch Memorial Skatepark)

Scottsville, Michigan
(Scottsville Area Recreation Skatepark)

Somerset, Ohio (Village of Somerset)

Spokane, Washington
(City of Spokane Parks & Recreation)

Staunton, Virginia (City of Staunton)

Sullivan, Maine (Town of Sullivan)

Tupper Lake, New York
(Tupper Lake Skateboard Park Committee)

Vista Hermosa, Washington (Mano a Mano)

Wakefield, New Hampshire
(Wakefield Parks & Recreation Department)

Waterville, Michigan (Waterville Skatepark Fund)

Wheeling, West Virginia (City of Wheeling)

Wilmingtom, New York (Town of Wilmingtom)

Windom, Minnesota (City of Windom)

Wyoming, Pennsylvania
(County of Berks Parks & Recreation Department)
As public skateparks grow in popularity, so does the need for funding. In 2003, THF saw a 60-percent increase in grant applications, with a total of 395 applications from communities within 47 states. The THF Board of Directors awarded 115 grants to skatepark projects in 36 states, totaling $464,000. An average of 29 percent of applicants received grants, compared to 45 percent in 2002.

To-date (2002–2003), THF has received grant applications from every state except South Carolina, and has given grants to projects in 42 of the 49 states that applied. In the two years since Tony launched the foundation, THF has received over 633 applications, and has given 222 grants worth $860,000.
**SUCCESS STORIES**  
Skateparks are not just about ollies, kickflips, and boardslides.

**Power Of Perseverance: Norfolk, Nebraska—Granted $25,000**

Local skateboarders lobbied the City Council for four months to get approval for their skatepark, and the City agreed to provide a matching grant of $20,000. Based on that promise, skaters spent two years holding fundraisers (skate-a-thons, a battle of the bands, et cetera) and soliciting donations from local businesses to meet that match. When they finally raised enough money to approach the City Council with the design specs, they were shut down because of statewide insurance issues. Rather than give up the fight, this determined group took the issue all the way to the state capitol. They persuaded a state Senator to sponsor a bill to amend the Nebraska Recreational Liability Act. Some of the kids even testified before the Nebraska State Senate’s Judiciary Committee. The committee, however, voted to “indefinitely postpone” the bill. But still the kids continued their campaign.

At the time of applying for a THF grant, the skatepark committee had raised $47,000 and was working with a reputable ramp manufacturer. Impressed, the THF Board of Directors awarded its largest grant. In the end, the Norfolk skatepark committee raised a total of $110,000, and the 12,000-square-foot park opened in June 2003. Thanks to the skaters’ dignified persistence, City officials and other adults developed newfound respect for the youth of their community, and the skaters learned a lifelong lesson in political perseverance.

**Attention To Detail: Springfield, Oregon—Granted $25,000**

Springfield is a low-income community with 40 percent of its children raised by single mothers. In 1998, the town suffered the tragedy of a nationally publicized high-school shooting. Acknowledging a lack of positive activities for local teens, City officials set out to create more recreational opportunities. In a citywide survey, kids identified a skatepark as one of their top two choices, and the adults and kids went to work.

More than 250 people attended three design meetings. Skaters held skate jams, car washes, T-shirt sales, fingerboard sales, and manned booths at local events to raise money for the park. From the beginning, the umbrella fundraising group, Friends of Willamalane Parks & Recreation, went about the process right: involving kids in all aspects of the project, hiring a reputable designer, and writing a restrictive Request For Proposal (RFP) before putting the construction contract out to bid. They waited until they had raised $250,000 through grants and other fundraising efforts before applying for a THF grant.

It was an ideal project, and the Board of Directors was pleased to provide a $25,000 grant. After over three years of hard work, the 11,500-square-foot, all-concrete Willamalane Skatepark opened on April 30, 2003. Tony Hawk was able to attend the grand opening, where he and some fellow pros performed for a crowd of 3,000 teens and adults. Local officials couldn’t recall the last time someone of his level of fame came to Springfield and brought so much of the community together. “It’s like the president when he came down for the Thurston [High School] shooting,” a 12-year-old skater told the local newspaper. “Except not in that way.”

**Initiative And Leadership: Needles, California—Granted $25,000**

This project was spearheaded by eighth graders who lobbied the City after spending a year investigating design, safety issues, insurance and liability problems, and fund-raising possibilities. The determination of these youngsters got the City’s attention and for the first time in a long while the needs of the local kids became the focus.

At the time of applying for a grant, they had held numerous fundraisers (including a dinner for local Hell’s Angels), approached local organizations, and successfully raised $90,000. The ambitiousness and determination of the young skaters, as well as the immense community involvement was impressive, and the THF Board of Directors gladly awarded them a $25,000 grant.

In all, they spent three years raising money, and when they still came up short of their $200,000 goal, the City stepped up again, donating more money to the project so that the original design would not have to be scaled back. On January 3, 2004, Needles opened its 12,000-square-foot concrete park designed by Wally Hollyday. “The kids in Needles really needed a skatepark,” committee leader Rebecca Valentine commented. “We worked hard to get it and they (the kids) learned to never give up on what you want.”

The skatepark has been heavily used, and even the local Sheriff is pleased with how well things are going now that it’s open. Possibly even greater than the skatepark is the new Youth Advisory Board that has been established from this process. The kids now have a permanent voice in the community, and the skatepark is just the first of many good things to come.

**Driven To Succeed: Quincy, California—Granted $15,000**

Quincy, a small community of 5,000, began its skatepark project back in 1999. Local skaters and the Park District spent one and a half years lobbying for the land and approval to build a skatepark. They initially applied for a THF grant at the end of 2001, and received $1,000 to help get the project off the ground.

This determined group kept fundraising, applying for grants, working on clay models to design the skatepark, and boosting community awareness to change the local perception of skaters. At the same time, the County Board banned skating on private property and in the downtown area. This change and the diligence of the skatepark committee ultimately caused the community to step up to the plate and get behind the project. The Park District and the Quincy Rotary Club made sizeable donations, they won another large grant, and fundraisers began to pay off.

At the time they applied for a second grant, they had raised $235,000 and were seeking the remaining $15,000 needed. THF rewarded their efforts, and in October 2003—after four years of hard work—they completed their 11,000-square-foot concrete park. Many of the kids involved with the project are now in college, and while they are not in Quincy to enjoy the finished skatepark, they have taken a lot
from the process. “They know not to be afraid to go to public meetings,” said Park District Administrator Jim Boland, “and that when you’re organized and come out in force to present your argument, City officials will listen.”

In all, the long process has helped to change the negative perceptions of local skaters. Civic leaders see them in a new light, skaters have learned how to be heard, and the community as a whole is benefiting from the skatepark.

**Cultivating Community Support: Algonac, Michigan—Granted $10,000**

In November of 2000, skaters and parents appeared before the local Recreation Commission to present their need for a skatepark. City officials were impressed by the large turnout, and the group was encouraged to proceed. They surveyed the community and came back to City Council with pages of supportive comments from local citizens, further convincing them there was strong support for a skatepark.

A month later, a committee of kids, parents, and officials was formed. They began holding fundraisers and approaching all the local businesses for donations, raising $10,000 in six months. After netting $17,000 of their $54,000 goal, they applied for a grant from THF. “The kids never gave up,” said Brad Durasa, the adult who led the skatepark drive.

The $10,000 THF grant helped to leverage the project further, and within a year (July 2002) they opened the 7,200-square-foot skatepark to hundreds of pleased residents. Any concerns about behavior or injuries in the park have been assuaged. Since the park opened, there have been no problems. “The older kids are kind of overseeing everything that’s there, making sure rules are being followed,” said Police Sgt. Ed Silver. “They’re more or less policing themselves.”

Algonac’s skaters have also benefited in other ways from their new park. “The kids have had a positive and realistic experience with the City,” Durasa said. “They asked the City for something, worked out the details, and kept their side of the bargain. These kids don’t feel like outsiders anymore.”

Because of the skatepark’s high usage and the positive impact it has had on the community, Algonac is currently exploring ways to expand the park or possibly open a second one.

**Free Spirit Of American Youth: Pawnee, Oklahoma—Granted $10,000**

This skatepark project was initially proposed by the Pawnee Nation of Oklahoma, and then eventually taken over by a multi-cultural group of eight high-school students and eight adults called Leadership Pawnee 2001. After five months of leadership training, the group decided to take on the skatepark challenge. Their first step was to lobby the City Council, which offered to support the project, but said it could only afford to spend $5,000. This triggered a series of fundraisers by parents and students alike—dances, bake sales, dinner parties, and other events. Local civic groups and community leaders showed their support through cash and in-kind donations.

THF received their application and the Board of Directors was impressed by the way a community of only 2,200 people had rallied around the skatepark project as a way to support its children. It’s a very low-income area, with little recreation for youth, a high percentage of people living below the poverty level, and plenty of single-parent homes. After receiving a THF grant, they continued to raise funds and were inspired by the generosity from their own community.

The small skatepark opened in July of 2002. “The impact on the community and the youth in the area would have to be determined by the use of the park,” the City noted in a follow-up report to the Oklahoma Department of Commerce. “When it opened in July of 2002, there wasn’t a daylight hour that the park didn’t have kids of all ages all over it. For our grand opening, over 90 youths came.”

Families from neighboring communities bring their children to the park, thus creating more business for the local shops. Pawnee has found that the park is enjoyed by all, not just kids, as the grounds around it have become a place to congregate and socialize. “We are blessed,” City officials wrote in their report. “Our community has been blessed. And most of all our youth have been blessed to have a park that promotes the free spirit of American youth.”

**Learning Lifelong Lessons: Corning, Iowa—Granted $5,000**

Corning, a small farming town with a population of 1,500, is located in Adams County, Iowa where over 20 percent of children live in poverty and the median household income is below $20,000. In 2001, local skaters and their parents lobbied for a skatepark when the City proposed a skateboarding ban.

The Mayor organized a skatepark committee made up of local skaters and community members, and thus began their efforts. They started a letter campaign, made presentations to civic groups to generate support, and began fundraising and working on the design. The skatepark committee battled the community’s negative perception of skaters and struggled to raise money in a poor area. They applied for a THF grant after raising $4,000. The Board of Directors awarded Corning a $5,000 grant, and they continued their efforts. Their diligence paid off, as perceptions changed and they received widespread community support, as well as a $75,000 check from Johnny Carson who, having grown up there, was informed of their efforts.

In May of 2003, Corning opened its 12,000-square-foot skatepark. Since then, it has been very popular and there have been no reported problems. Parents feel comfortable bringing their young kids, and many skaters from surrounding areas travel to use the park. Though trying at times, the process was rewarding for the local skaters and committee leaders. “They’ve (the skaters) learned patience and that when you want something enough, it is possible,” said committee leader Lori Goldsmith. “And we have all learned how the City Council works and what steps need to be taken to make something happen.”
LETTER FROM THE DEVELOPMENT DIRECTOR

For the Tony Hawk Foundation, 2003 was a year of tremendous growth. Since its inception in 2002, the foundation has given away $860,000. In just two years, we established ourselves as a public charity with a solid framework, a strong Board of Directors, a clear and focused mission, and a passionate staff. The proof is in our successful grants—the foundation helped to build more than 220 high-quality skateparks throughout the country, with THF grants going to projects in almost every state of the union.

We’ve only just begun to reach our foundation’s goals. In the coming years, we are dedicated to increasing and creating more diversified revenue streams for THF. In addition to the endowment established through Tony Hawk’s generous gift, we are charged with the task of raising sustainable dollars to keep the dream of the Tony Hawk Foundation alive. Through special events, corporate sponsorship, employee giving, matching gifts, and private donations and grants, the Tony Hawk Foundation will acquire the necessary resources to increase the grants we are able to provide. As our revenue increases, so too will high-quality skateparks across the U.S., where skateboarders can practice, socialize, build confidence, and just be kids.

On behalf of the Tony Hawk Foundation, its Board of Directors, and the millions of kids across the country who will enjoy safe, high-quality skateparks for years to come, I would like to thank our sponsors and donors for their support. Our work would not be possible without them. Thanks to them, the Tony Hawk Foundation is able to fulfill a growing need for kids and communities across the country.

Kim Novick
Development Director

In 2003 more than 99 percent of the Tony Hawk Foundation’s annual revenues were from corporate donations, with the remainder from private donations.
GIVING OPPORTUNITIES

The Tony Hawk Foundation encourages individuals to take advantage of a variety of ways to support the foundation’s mission. In addition to cash donations, individuals may make contributions through one or more of the following giving opportunities. As a public charity, contributions to the Tony Hawk Foundation are tax deductible to the fullest extent of the law.

Employer-Matching Contributions
Through your workplace, you may be eligible to make a gift to the Tony Hawk Foundation and have your employer match that amount at the same time! Double your contribution and your impact, find out about matching gifts at your workplace. Ask your human resources manager if your company offers a matching gifts program. Your inquiry will help to spread the word about the important work of the Tony Hawk Foundation and may lead to your company’s support as well.

Tributes And Memorials
Make a meaningful gift to honor someone’s memory, recognize a friend’s accomplishment, or celebrate a relative’s birthday with a tribute or memorial donation to the Tony Hawk Foundation. Acknowledgement letters for tribute and memorial gifts are sent directly to the recipient and you receive a letter for tax purposes for your donation.

In-Kind Donations
The Tony Hawk Foundation welcomes in-kind donations of goods and pro-bono services that will contribute to our overall fundraising efforts.

To make a donation to the Tony Hawk Foundation, or to find out other ways you can help, contact Kim Novick: (949) 715-9843, kim@tonyhawkfoundation.org

Donations should be made payable to Tony Hawk Foundation and sent to the following address:

Tony Hawk Foundation
1611-A S. Melrose Dr. #360
Vista, CA 92083

Your tax-deductible donation will be acknowledged by mail. For more information, visit our Web site at www.tonyhawkfoundation.org
PREMIUM SPONSORS

Tony Hawk, Inc.
Tony Hawk, Inc. is Tony Hawk. THI staff coordinate scheduling, licensing, endorsements, media, and appearances. The THI art department helps maintain the authenticity, look, and integrity of the Tony Hawk brand.

BBHJ, GP
BBHJ, GP produces the annual Tony Hawk’s Boom Boom HuckJam, the first national arena tour to feature skateboarders, BMXers, and motocross riders as the headliners, plus live bands. At the heart of the show is a multi-million dollar ramp system, which includes a massive halfpipe encircled by a motocross track, enabling motocross riders to launch over the skate ramp.

Frito-Lay
Frito-Lay North America is the convenient fun foods division of PepsiCo, Inc., which is headquartered in Purchase, New York. Frito-Lay makes and sells some of America’s favorite snack brands, including Lay’s potato chips, Ruffles potato chips, Doritos tortilla chips, Tostitos tortilla chips, Cheetos cheese-flavored snacks, and Go! Snacks snacks. The company also offers a wide variety of low-fat, reduced-fat, and no-fat snacks like Baked Doritos, Baked Lay’s, Baked Ruffles, Baked Tostitos, Ruffles Reduced Fat and its WOW! line, Rold Gold pretzels and, coming soon, Lay’s Reduced Fat and Cheetos Reduced Fat. The company also makes and sells Cracker Jack snacks, Quaker Chewy granola bars, Fruit and Oatmeal bars, Gatorade energy bars, and Quakes rice snacks.

Activision
Headquartered in Santa Monica, California, Activision, Inc. is a leading international publisher, developer, and distributor of interactive entertainment and leisure products. The company’s games span a wide range of genres, including action, action sports, adventure, simulation, and strategy, and markets including game enthusiasts, value buyers, and children. With the success of such franchises as Tony Hawk’s Pro Skater and Spider-Man, Activision has established itself as a leader in the action-sports and superheroes categories. In May 2003, the company unveiled an all-new breed of Tony Hawk game Tony Hawk’s Underground, released in Fall 2003. Activision publishes, develops, and distributes products for a variety of game platforms, including personal computers, PlayStation® 2 computer entertainment system, Xbox™ video game system from Microsoft, Nintendo GAMECUBE™, and Nintendo Game Boy Advance. The company maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Japan, Australia, Scandinavia, and the Netherlands. More information about Activision and its products can be found at www.activision.com.

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BOARD OF DIRECTORS

Tony Hawk is THF’s founder and president. His long history and success as a professional skateboarder helped him pursue endorsements and a career with worldwide reach. The most recognized alternative-sports figure in the world, Tony regularly appears on television and in films, and takes his talent on the road with the annual Boom Boom HuckJam show arena tour. Tony’s success and good fortune inspired him to do what he could to help young people, so in 2002 he launched the Tony Hawk Foundation to achieve that goal.

Lenore Hawk Dale, Director of the Tony Hawk Fan Club and Tony’s sister, spent the past 10 years as the Director of Bilingual Education for a school district in Southern California. In her years of teaching, she has worked in a variety of impoverished school districts.

Pierce Flynn has spent fifteen years in the action-sports industry, is the former National Executive Director of the Surfrider Foundation, and now directs Surfdog Entertainment, a corporate consulting firm specializing in the action-sports and youth-lifestyle cultures. Pierce has a doctorate degree in sociology from the University of California, San Diego.

Pat Hawk, Tony’s sister and manager, has played a crucial role in his financial success in recent years. She is a former professional singer and has a strong background in accounting and tax planning.

Steve Hawk, Tony’s brother, was THF’s founding Executive Director. He has been a journalist for more than 25 years, and is the former editor of Surfer magazine. He is currently the senior editorial consultant for Primedia’s Action Sports Group.

Kim Novick has served on the Board of Directors since THF was launched in 2002, and joined the foundation full-time in January 2004 as Development Director. Having served previously as Development Director for the Surfrider Foundation, she has a passion for the outdoors, and is a yoga teacher and a new mom.

Miki Vuckovich is a founding member of the THF Board of Directors, a skateboard-industry veteran of 20 years, and succeeded Steve Hawk as Executive Director in March 2004. Miki has been skating for 25 years and has fond memories of the classic skateparks of the 1970s.

Mike Vallely is an advisor to the THF Board of Directors. In Mike’s 18 years as a pro skateboarder he’s toured all over the world and skated more parks and spots than anyone. His broad knowledge, experience, and passion for skateboarding make him a valuable resource for the Tony Hawk Foundation.
The Tony Hawk Foundation seeks to foster lasting improvements in society, with an emphasis on helping children. Through grants and other charitable donations, the foundation supports programs focusing on the creation of public skateboard parks, and other causes. The foundation favors programs that clearly demonstrate that funds received will produce tangible, ongoing, positive results.