Paving The Way To Healthy Communities

TONY HAWK FOUNDATION
“The skatepark has given a group of young people that had previous fallen through the cracks a place to shine and realize that they too have great potential to be tapped in a positive, creative way.”

—Karen Sargeant, Polson, Montana
Mission Statement

The Tony Hawk Foundation seeks to foster lasting improvements in society, with an emphasis on supporting and empowering youth. Through special events, grants, and technical assistance, the Foundation supports recreational programs with a focus on the creation of public skateboard parks in low-income communities. The Foundation favors programs that clearly demonstrate that funds received will produce tangible, ongoing positive results.
“The skateparks in high-risk areas that we have helped to fund are thriving—they offer kids a safe place to go and something to do that gives them a sense of self-esteem they may never find anywhere else.”

—Tony Hawk
2010 was a successful year in our ongoing mission to help provide quality public skateparks to low-income areas, but there is still plenty of work to be done. We are up to the challenge, and our staff is more experienced and focused than ever. Their passion is contagious.

In 2010, we hosted our annual Stand Up For Skateparks Events (in Beverly Hills and Las Vegas), raising over $1.4-million, with an additional $275,000 donated by Explore.org (a project of The Annenberg Foundation) to complete funding for the Watts Skatepark in Los Angeles. The SUFS events are getting bigger and better each year, with the guest list overflowing with talent.

In 2010 we awarded $393,000 to 34 communities, with 80% of all projects we’ve helped fund since 2002 now open. That brings us to a total of 467 grants worth over $3.4-million to help build public skateparks in low-income areas.

The skateparks in high-risk areas that we have helped to fund are thriving—they offer kids a safe place to go and something to do that gives them a sense of self-esteem they may never find anywhere else. This is especially true when the kids that have been championing for their own park are validated with a grant and resources from THF. Once communities get their first park, they almost always seek to build more because they realize the enduring positive effects they have on kids. And the parks are busy from dawn to dusk.

Our annual fundraising events just keep growing. Despite grey skies and rain, a sold-out crowd of 1,000 guests attended the seventh-annual Tony Hawk: SHRED Presents Stand Up for Skateparks signature benefit in Beverly Hills. Celebrities, athletes, fans, and friends of the Tony Hawk Foundation returned to the home of Ron Burkle, Green Acres Estate, for what is considered to be one of the most unique and exciting family events in the Los Angeles area.

Celebrities, including Perry Farrell, Dave Navarro, Johnny Knoxville, Chuck Lidell, Leeza Gibbons, Arsenio Hall, Ben Harper, Patrick Dempsey, BMX legend Mat Hoffman, and legendary skaters Rodney Mullen, Lance Mountain, and Mike Vallely enjoyed the interactive booths while waiting for the stage and vert ramp to be dried by crews.

The show went on, and the expansive estate was transformed into a veritable action-sports festival, highlighted by a special performance by Jane’s Addiction and a private Vert Demo with me, Mat Hoffman, and some of the best skaters in the world, including Neal Hendrix, Kevin Staab, Sergie Ventura, Lincoln Ueda, and Lyn-Z Adams Hawkins.

Special pledge drives for specific skatepark projects have become an annual occurrence at Stand Up For Skateparks, and have assisted communities like Compton and the Watts district of Los Angeles. This year’s pledge drive benefited the McBride Skatepark project in Long Beach, California. Local skaters from the neighborhood who have played an integral role in the project joined me onstage to pump up the crowd and generate $45,000 in pledges.

Once again we held our second-annual SUFS at the Wynn Las Vegas resort. Stand Up For Skateparks has become the family event on the world-famous Strip—taking over the Wynn Las Vegas’ European Pool area (usually reserved for topless guests), the family-centric action-sports carnival is a much-anticipated celebration of skateboarding and the many benefits that skateparks offer youth.

Mingling with the likes of Andre Agassi, Steffi Graf, Shaun White, Bill Walton, DJ Z-Trip, Erik Estrada, Holly Madison and Laura Croft from Peepshow, Las Vegas Mayor Oscar Goodman, radio host Scott Ferrall, hotelier Steve Wynn, and punk icons X (Exene Cervenka, John Doe, DJ Bonebrake, and Billy Zoom), guests enjoyed the many activities and entertainment, all while supporting the Tony Hawk Foundation. But the highlight of the day was the all-star Vert Demo that featured White, Andy Macdonald, Bucky Lasek, Sandro Dias, Kevin Staab, Elliot Sloan, 11-year-old ripper Tom Schaar and yours truly skating my personal ramp.

The Vegas event raised $675,000 for our Foundation, including $73,000 to build a skatepark in the challenged Hyde Park neighborhood in Las Vegas ($25,000 of which represents a pledge from THF). With a high concentration of youth, few recreational opportunities, and limited access to the city’s existing skateparks, the youth of Hyde Park will benefit greatly from the opportunity to skate a quality, compelling skatepark in their own neighborhood.

With our help, skateparks are growing steadily in numbers, but we still need plenty more of them, built correctly, and located in communities where kids are most at-risk. We are committed to helping those in need more than ever before, and our staff is an encyclopedia of knowledge on the process, resources, and benefits of building free, public skateparks in areas where they are needed most.

See you at the skatepark!
In his adolescent years, Tony Hawk considered the local skatepark his home away from home and skateboarding the sport that delivered him into a tight community, shaping his character and teaching him lessons in leadership, perseverance, and taking initiative.

Today, Tony’s two greatest passions are children and skateboarding. In recent years skateboarding has grown to include over 9.3-million participants, yet only about 3,000 skateparks are available for them to ride. Most skaters ride wherever they can—in the streets, in parking lots, and just about anywhere they aren’t chased from. Community groups and civic leaders have identified skateparks as an answer to the lack of suitable places to ride. But most city officials have no idea how to properly develop a skatepark, or even where to start.

After receiving thousands of e-mails from parents and children across America who either did not have a safe, legal place to skate or were ostracized from their community—and in some cases arrested—for skating on public property, Tony decided to establish a foundation whose mission would be to serve this population. He wanted to help them develop quality places to practice the sport that gives them much-needed exercise and a sense of self-esteem. So in 2002 he established the Tony Hawk Foundation, financed the organization with a personal gift, and assembled a Board of Directors that represents a diverse range of backgrounds and expertise.

“We remain indebted to the Foundation. What you did for us was the catalyst that made it possible.”
—David Snider, Somerset, Ohio
Fulfilling Our Mission

Since 2002 the Tony Hawk Foundation has been fulfilling its mission to help young people by issuing grants to low-income communities building quality public skateparks, and providing guidance to city officials, parents, and children through the process. In the past eight years the foundation has awarded over $3.4-million to 467 public skatepark projects across the United States.

To-date, 371 Tony Hawk Foundation grant recipients have opened their skateparks and are currently serving an estimated 3-million children annually. With the remaining 96 grant recipients scheduled to open their parks in the next twelve months, an estimated 4-million youth annually will be actively using facilities that received financial aid and development guidance from the Tony Hawk Foundation.

The Tony Hawk Foundation supports disadvantaged communities and at-risk children. We are the only national grant-writing organization focused solely on the development and financing of free, quality public skateparks. We know that skateparks provide a safe and inspiring avenue for skaters to practice and excel at their sport, and that the process of developing their local skatepark encourages and teaches young people how to make positive changes within their own communities.

The Tony Hawk Foundation has been working with municipalities and community groups to help them realize their dream of a quality public skatepark in their community. For Tony Hawk, skateboarding was a healthy outlet and a recreational challenge, and it provided a social group of creative, like-minded individuals. It was also a sport that helped him build confidence, taught him to persevere, and through his mentoring of younger skaters helped him develop leadership skills. The Tony Hawk Foundation works every day to be able to bring these same lessons to youth across the country.

“The Tony Hawk Foundation grant legitimized our skatepark with City Council.”
—Kevin Schwartzhoff, Athens, Ohio
Programs
The primary focus of the Tony Hawk Foundation is to help facilitate the development of free, high-quality public skateparks in low-income areas by providing information and guidance on the skatepark-development process, and through financial grants. While not all skatepark projects meet our grant criteria, the Tony Hawk Foundation strives to help communities in other ways to achieve the best possible skateparks—parks that will satisfy the needs of local skaters and provide them a safe, enjoyable place to ride.

Below are some of the programs and services administered by the Tony Hawk Foundation.

Grants
The Tony Hawk Foundation Board Of Directors reviews grant applications twice a year and issues grants based on merit and available funds. We give preference to grassroots projects in disadvantaged communities where children have limited recreational opportunities or access to existing skateparks. We also favor projects that demonstrate strong skater involvement.

Tony Hawk Foundation grants typically range from $5,000 to $25,000. In 2010 we reviewed 93 applications and awarded 34 grants, totaling $393,000.

“Receiving the Tony Hawk Foundation grant brought our project unbelievable recognition and was key to our success.”
—Jan Firebaugh, Greencastle, Indiana
Technical Assistance
Tony Hawk Foundation staff fields an average of 400 e-mails and phone calls each month. The following are some typical issues we address:

- Getting a skatepark project started
- Lobbying local government
- Liability insurance
- Raising community awareness
- Creating a nonprofit organization
- Fundraising
- Applying for a grant
- Choosing a skatepark designer and/or contractor

Foundation staff can be reached by e-mail at contact@tonyhawkfoundation.org or by calling (760) 477-2479.

Public Skatepark Development Guide
This collaboration between the Tony Hawk Foundation, the nonprofit Skaters For Public Skateparks, and the International Association of Skateboard Companies (IASC) is the definitive guide for skatepark advocates and city or parks officials pursuing a new public skatepark. Drawing from the collective wisdom of dozens of veteran skatepark advocates, the 128-page guide is full of in-depth information and illustrations that cover topics ranging from the skatepark vision, advocacy, fundraising, design, and management.

Currently in its Second Edition, publication of the Public Skatepark Development Guide was funded by the Tony Hawk Foundation so it could be made available to skatepark advocates for free from www.publicskateparkguide.org.
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 can not only be good people, but can also get things done.

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.
Leadership
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 for skating where he’s not supposed to (maybe he gets a ticket, maybe a call home from the school 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 a nervous 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.

Power Of Perseverance
A real-world scenario is more likely to include city-dominated 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.

Spirit Of Youth
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 better place.

That is the kind of skatepark project that the Tony Hawk Foundation seeks to fund.
2010 Grant Recipients

Stand Up For Skateparks
Long Beach, California ($45,000)
Las Vegas (Rotary Park), Nevada ($73,000)

$25,000
Atlanta, Georgia (Atlanta Beltline, Inc.)
Honoka’a, Hawai’i (Youth Horizons Hawai’i)

$10,000
Arvada, Colorado (City Of Arvada)
Bellingham, Washington (Lummi Nation Service Organization)
Bingen, Washington (Town Of Bingen)
Bowling Green, Ohio (City Of Bowling Green)
Burlington, Vermont (Burlington Community And Economic Development Office)
Fort Scott, Kansas (City Of Fort Scott Kansas)
Glendive, Montana (Fitch Foundation)
Gordon, Nebraska (City Of Gordon)
Kissimmee, Florida (Community Vision)
Lewiston, Idaho (City Of Lewiston)
Marysville, California (Sutter Yuba Friday Night Live, Inc.)
Oskaloosa, Iowa (Mahaska Community Recreation Foundation)
Parsons, West Virginia (Parsons Parks Board)
Suffolk, Virginia (City Of Suffolk)
Villa Park, Illinois (Village Of Villa Park)

$5,000
Alamosa, Colorado (City Of Alamosa)
Altoona, Pennsylvania (Central Blair County Parks and Recreation)
American Falls, Idaho (AF Impact)
Chatham, New York (Crellin Park Foundation)
Dickinson, North Dakota (Dickinson Parks And Recreation)
Gold Beach, Oregon (Gold Beach Skate Park)
LaBelle, Florida (Hendry County Board Of County Commissioners)
Malakoff, Texas (City Of Malakoff)
Melvindale, Michigan (Melvindale Parks Project)
Old Orchard Beach, Maine (Town Of Old Orchard Beach)
Sand Springs, Oklahoma (Sand Springs Park Friends)
Silverton, Oregon (City Of Silverton)
Solana Beach, California (City Of Solana Beach)
Syracuse, New York (Eastwood Neighborhood Association)
Tonawanda, New York (American Legion Post 0264)
As public skateparks grow in popularity, so does the need for funding. In 2010, the Tony Hawk Foundation received a total of 93 applications from communities in 41 states. The THF Board of Directors awarded 34 grants to skatepark projects in 24 states, totaling $393,000.

To-date (2002-2010), THF has received grant applications from all 50 states and has awarded grants to projects in 49 of them, plus the District of Columbia. Since 2002, THF has received over 1,800 applications and has awarded 467 grants worth $3,486,350.
Success Story - Columbia, SC

When the City of Columbia, South Carolina developed a new design for a local park in 2008, they didn’t expect to meet much resistance to the removal of a dilapidated ten-year-old modular skatepark then located at the site. To their surprise, the threat of having Columbia’s only skatepark demolished rallied the area youth to seek a solution that didn’t put skaters back on the streets. Along with their petition of over 200 signatures, the skaters presented the City with alternatives. It was clear that the city had underestimated both their needs and their ability to express them. The solution the skaters proposed was a new concrete skatepark that would better serve the whole community.

Using sophisticated marketing and Web tools, the advocacy group launched an expansive awareness campaign that employed several publishing outlets. The campaign, titled POUR IT NOW, captured the community’s attention and called for a new state-of-the-art skatepark designed by professionals.

The site selection put the skatepark in one of Columbia’s lower-income neighborhoods so that it would be accessible to youth who needed it most. The 16,000-square-foot facility would be concrete, far more durable than the old skatepark, and designed with input from local skaters, who participated in community-wide design meetings.

The Tony Hawk Foundation Board Of Directors, in reviewing a grant application from POUR IT NOW, noted that few park efforts are launched or developed using such a democratic process, and were impressed by the vitality the group demonstrated in quickly mobilizing to address this skatepark need. In 2009 the Columbia skatepark project was awarded $25,000 by the Foundation. It was the first skatepark in South Carolina to receive a THF grant, and also the State’s first concrete skatepark.

The group’s fundraising efforts employed unique and creative methods. The group initially built relationships and focused on raising awareness, rather than money, so that a broad community stake was established. They held events in local museums, committee members made appearances on local television, the group sold bottled water with custom labels (“Instant Skatepark—Just Add Concrete”), and they curated several art shows, all of which helped build a wide base of support for the project.

The advocacy group recognizes that the Tony Hawk Foundation grant in 2008 afforded the group more clout than any other single activity. Today the Owens Field Skatepark in Columbia, South Carolina attracts skaters from across the country, and has become a model skatepark for other communities in the area. But more than providing a terrific asset to a community with few amenities, POUR IT NOW has demonstrated what youth can achieve, if allowed to do so. “Neighbors have personally thanked us for seeing the project through to completion,” said POUR IT NOW Founder Ryan Cockrell.

And the smiles on the faces of local youth who use the skatepark every day is all the thanks he needs.
Success Story - St. Cloud, MN

Tony Hawk Foundation staff and Board Of Directors have reviewed thousands of applications over the years. Each submission represents the story of a community seeking help with their new skatepark. These applications present strong cases why their community is worthy, and most depict a situation that desperately needs the foundation's help. Considering the quantity of applications that are reviewed, it’s significant when one application emerges to tell an exceptional story.

St. Cloud is one of those stories. The town sits right in the middle of Minnesota and is home to about 65,000 people with a median household income (MHI) that is both lower than the national average and less than 80% of the state MHI. The nearest skatepark is 48 miles away, which is partly why several efforts had been launched over the years to create a skatepark in St. Cloud. But each one repeatedly collapsed under the weight of neighborhood opposition, City ambivalence, and lack of support.

Skaters in St. Cloud had been asking for a sanctioned place to skate for over 10 years, but the catalyst emerged as a young skateboarder who approached the Mayor to request a meeting to talk about a skatepark. Impressed by the youth’s directness, the Mayor agreed. Fourteen-year-old Austin Lee showed up fully prepared with a binder of documents, diagrams, and research materials … and he even wore a tie. This was not what the Mayor was expecting. Immediately the tone was set—Austin was not asking for a handout from the City, but rather wanted to work with the City to develop the idea together. The skatepark effort was underway!

It didn’t take long for the Mayor to fully appreciate Austin’s preparedness and sophisticated advocacy. He also realized that Austin would be an excellent addition to the St. Cloud Parks And Recreation Board. As a Parks Commissioner, Austin could shepherd the skatepark project from within, and be an effective spokesperson for thousands of area youth. Who better to represent teen interests than a teenager? “I’ve made a number of appointments since I’ve been Mayor and I feel that—by far—Austin is the best appointment I’ve made,” said St. Cloud Mayor Dave Klein.

“I feel that parks today are very important in St. Cloud,” said Austin Lee. “With all the technology and video games and stuff coming out, youth are not getting as much exercise as they should be.”

The buzz around the appointment of a 14-year-old skateboarder to the St. Cloud Parks Board grew and helped amplify Austin’s skatepark message. Austin’s adaptation to the work eventually inspired his colleagues to unanimously vote him as Chairman. His local notoriety also opened doors that he eagerly walked through to solicit donations directly from the community’s most influential citizens. With a true skate ambassador able to steward the project through the Parks Department, the skatepark gained momentum.

And Austin’s local fame eventually caught the attention of Charles Gibson, who featured him as the ABC News Person Of The Week in a segment on the national news program. ABC described Austin as “a young man who saw a need, thought he could fix it, and is working within the system … all while grinding rails in his spare time.”

When St. Cloud submitted a grant application, the Tony Hawk Foundation review committee saw the unbridled passion for skateboarding used to convince a whole community that their youth were capable of much more than they’d previously thought. What is also remarkable about the St. Cloud project is the thorough consideration of the environmental impact of the project. The skatepark group integrated several procedures and design elements into the park—from locally sourced surplus and recycled materials to integrated bio swales—that not only made sense, but also made for more compelling skate features.

Although only about 66,000 people call St. Cloud home, the ambitious-yet-environmentally friendly 20,000-square-foot plaza-style skatepark that integrates natural elements, recycled materials, textural imprints, and dyed concrete, was impressive. So much so that the THF Board Of Directors awarded the project 10,000 dollars, and the 750,000-dollar St. Cloud Skate Plaza opened in November 2010 to rave reviews—not just by local skaters, but by the thousands who have traveled to St. Cloud from throughout the region to try out the park.

Today the park is considered one of the nation’s best skate plazas. More importantly, the skateboarding youth of St. Cloud are now welcome and respected members of the community.

“I feel that parks today are very important in St. Cloud. With all the technology and video games and stuff coming out, youth are not getting as much exercise as they should be.”

—Austin Lee, St. Cloud, Minnesota
“There isn’t a time school is out of session and the weather is good, that there isn’t a crowd at the skatepark.”
—Mary Browne, Madison, Indiana

Source: National Sporting Goods Association (nsga.org), based on responses from individuals seven years and older who participated more than once during the year.


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Source: National Sporting Goods Association (nsga.org), based on responses from individuals seven years and older who participated more than once during the year.
Skateboarding is a healthy alternative.

The evidence is clear—kids today are less active than they were a few years ago, and it’s affecting their health. They spend more time indoors and less time participating in physical activities that provide much-needed exercise. Today, 17% of children and adolescents in the U.S. are obese, a number that has tripled since 1980.

While the general trend is alarming enough, children in low-income families are particularly at risk. They have less access to costly organized sports leagues and equipment, and less opportunity to travel to parks or fields to exercise. Obesity has become a critical national priority, with long-term health risks, including—but not limited to—heart disease, high cholesterol, depression, and even cancer.

Skateboarding is a low-cost solution to this national health epidemic. It’s healthy, it’s athletic, and most importantly, it’s fun. If kids enjoy exercising, chances are they’ll do it more. And if they exercise more, they’ll be in better health—with more energy, greater self-esteem, and even improved academic performance.

In addition to the direct health benefits, research even suggests that skateboarding can help keep teens out of trouble. A 2006 study found that skateboarders are less likely to smoke cigarettes, have sex, and skip school.

Between 1998 and 2008, youth participation in individual sports like skateboarding and snowboarding grew significantly, while youth participation in team sports like softball and basketball actually declined. Recognizing this trend, many high schools across the U.S. are contributing to skateboarding’s population explosion, incorporating skateboarding into their physical education programs, clubs, and after-school curricula.

With 371 of the 467 skateparks the Tony Hawk Foundation has awarded grants to since 2002 now open, an estimated 3-million children annually are enjoying creative exercise at these facilities, and city and recreation officials routinely report that their new skatepark is by far the most popular facility they operate.

When planned carefully, with the help of skatepark professionals and local skaters, a public skatepark does so much more than give the kids somewhere to play. It gives them somewhere to grow and develop healthy lifestyles. But as far as they’re concerned, it’s just a place to enjoy themselves.

4. “Physical Activity and Sedentary Behavior Patterns are Associated with Selected Adolescent Health Risk Behaviors,” PEDIATRICS, Vol. 117 No. 4, April 2006
Despite grey skies and rain, a sold-out crowd of 1,000 guests attended the seventh-annual Tony Hawk: Shred Presents Stand Up For Skateparks signature benefit in Beverly Hills on October 17. Celebrities, athletes, fans and friends of the Tony Hawk Foundation returned to the home of Ron Burkle, Green Acres Estate, for what has become one of the most unique and exciting family events in the Los Angeles area.

The show went on and the expansive estate was transformed into a veritable action-sports festival, highlighted by a special performance by Jane’s Addiction and a private Vert Demo with Hawk and some of the best skaters and BMX athletes in the sport, including skaters Neal Hendrix, Kevin Staab, Sergie Ventura, Lincoln Ueda, Lyn-Z Adams Hawkins, and BMX legend Mat Hoffman.

Another highlight of the day was philanthropist Charles Annenberg joining Hawk onstage to deliver the exciting news of a special gift of $275,000 from Explore.org, a project of The Annenberg Foundation, to complete the Watts Skatepark—a project that launched at Stand Up For Skateparks exactly a year before.

On November 6, Tony Hawk: Shred Presents Stand Up For Skateparks also returned to Las Vegas, where the Vert Demo and special performances by DJ Z-Trip and punk icons X turned the Vegas Strip into action-sports central for the day. Joining Tony on the ramp for the Vegas Demo were skaters Shaun White, Andy Macdonald, Bucky Lasek, Sandro Dias, Kevin Staab, Elliot Sloan, and 11-year-old ripper Tom Schaar.

Fundraising efforts at Stand Up For Skateparks included live and silent auctions featuring one-of-a-kind items: a “Hawkized” DUB Edition GT 5.0 Mustang from Galpin Auto Sports, a Roland Sands-designed custom Harley Davidson motorcycle, and the opportunity to be included as a playable character in Tony Hawk’s next Activision video game, among others.
The combined events raised more than $1.4-million to further the foundation’s mission of assisting low-income communities in the effort to build free, quality, public skateparks, including $118,000 pledged for specific projects in Long Beach, California and Las Vegas.


Celebrities attending this year’s Stand Up For Skateparks events included Tony Hawk, Andre Agassi, Steffi Graf, Perry Farrell, Dave Navarro, Johnny Knoxville, Chuck Liddell, Leeza Gibbons, Arsenio Hall, Ben Harper, Patrick Dempsey, Shaun White, Bill Walton, DJ Z-Trip, Erik Estrada, Holly Madison and Laura Croft from Peepshow, Las Vegas Mayor Oscar Goodman, radio host Scott Ferrall, hotelier Steve Wynn, BMX icon Mat Hoffman, and legendary skaters Rodney Mullen, Lance Mountain, and Mike Vallely.

The Tony Hawk: SHRED Presents Stand Up for Skateparks benefits were made possible through the support of Activision, Ex Drinks, Kohl’s, Mondrian Los Angeles, Wynn Las Vegas, Dynacraft, Quiksilver Foundation, T-Mobile USA, and Zappos.

To learn more about Stand Up For Skateparks, including dates for upcoming events visit www.standupforskateparks.org.
$50,000 To $300,000
explore.org, a project of The Annenberg Foundation
Actvision
Chantal and Stephen J. Cloubeek
Ex Drinks, LLC
Dynacraft BSC, Inc.
Ron Burkle Foundation

$25,000 To $49,999
T Mobile, USA
Anonymous
Best Buy Purchasing, LLC
Kohl’s Department Stores
Quiksilver Foundation
Wasserman Foundation
ESPN
Six Flags
Zappos.com, Inc.

$10,000 To $24,999
Bravo Sports, Inc.
Bell Sports, Inc.
Nixon Watches
Ken & Carol Schultz Foundation
Power Balance, LLC
Athletes For Hope
Flippin’ Pizza
Morris Yorn Barnes Levine Krintzman Rubenstein & Kahn
Wells Fargo Bank
House Of Hawk
Quiksilver
Shulman Family Foundation

$5,000 to $9,999
Art Of Board
Alpert Family Foundation
Queen City Mates
Wendy Goodrich
Ad Council
Bell Family Foundation
Clif Bar & Co
Creative Artists Agency
Cyan Banister
Daniel Greenspun
Housing Authority, City of Los Angeles
Jeffrey McFarland
Luke Burrett
Nicholas Ehrlich
San Diego Youth Services
Sean Macaluso
See Virtual Worlds, LLC
VF Services, Inc.
Lori and Bill Walton

To $4,999
Alex LeVasseur Memorial Advised Fund
Futrell AutoWorks, Inc.
Pat Hawk
Pepchips
Coffee Bean & Tea Leaf
Victoria Principal Foundation
Brotman Foundation Of California
Goldman, Sachs, & Co
Trina and Andrew Pascal
John Viola
Mariusz Mazurek
Robert Mayer Corporation
Erica and Lior Zohar
Peta Simpson
Nancy Hawk
Pamela Buffett
Sensible Portions
Karla Lindeman
Northern Trust
Brad Edgren
Michael Balzary
Gerard Cappello
Gillian Wynn
Hans Kruess
Iva Family Foundation
Jeffrey Soros
John & Marilyn Wells Family Foundation
Jon Christian Sundt
Jordan and Stephanie Schur
Marla Crown
Michael Stern
RideMakerz
Robert Kahan
Suzanne Pappas
Veronika Kelley
Aaron Sphn
Erik Estrada
Heather Thomas
Richard Schonfeld
Travis Arnesen
Welk Music Group
Shannon Zigmund
Theodore Cyne
Jason Belez
Andy Stabile
Brent Blom
Jamie Ann Torkos
Jason Lorchet
John Silberman
Leezia Gibbons
Maria Hardy
Mitra Best
Janelle Tanner
Jeffery D McFarland
Jeffery Jones
Jennifer Snyder
Jim Cissel
Laila Spiegel
M. Schorr
Pete Lexis
Russell Grossman
Torrey Melgren
Marvin & Sondra Smalley
Family Foundation
Network For Good
Michael Eisner
Evil Shenanigans, Inc.
Jo Ann M. Flashman
Bill Lerner
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Gary Iskowitz
Grammy Foundation
Helene Spiegel
James deWinter
Jane Francis
Jared Fitch
Joe Claglia, Jr.
Julian Sommer
Liza Goul
Mazursky Family Foundation
Patricia Goldberg
Rebecca Partington
Sonja Stilp
Max Mintzer
William Aker
Kate Reichartinger
Andi Sage
Chester Deitz
Chris Sumner
Claire Flocco
Creative Talent Group
Dave Wilson
David Kim
Erik Lammerding
Ethan Gagnon
George Dennis
Iared Levine
John Brown
Josh Taub
Kellie Haddrill
Michael Yanover
Sanuk Downtown Disney
Greg Smith
David Dale
Alicia Foley
Alissa Kelly
Cy Williams
Geoff Koboldt
Jason Bansemer
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Kent Seton
Linda Rank
Louis Mucci
Mary Ravizza
Peter Boylin
Richard Moorehead
Ron Hansen
Steve Melgren
Susan Barnett
Alphonse Telymonde
Mike Beasley
Cyndi Sheffert
Danielle Howland
Jonny Mosely
Mitchell Goldberg
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Robertson Taylor
Scott Styles
Alice Searcy
Amy Yates
August Mueller
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Brad Wenzel
Brett Vogel
Brian Dubin
Daniel Fontaine
Dean Futrell
Evelyn Feliciano
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John Farmer
John R. Sommer
John Silva
Mike Escamilla
Patrick Miller
Peter Johnston
Richard Dixon
Scott Martin
Shane Nickerson
SidneyPhillips
Walter Philips
Zachary Hoover
Andrea Jaeger
Little Star Foundation
Stephanie Ambrose
Therese Flaming
Todd Hendrex
Clint Ivy
David Oshry
Halstead Frost
HP Company Foundation
Irvin Smith
Jody Onstad
Matthew Carroll
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Nate Skow
UnitedHealth Group
Accuar, Inc.
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Jolie Spaulding
Kenny James
Larry Altschul
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Marques Johnson
Melissa R Schel
Mia York
Mike Helbock
Pamela Petersen
Pat Bartlett
Rashidi Hodari
Shane Atwater
Susan Ryan
Suzanne Kahn
Tom Root
William Adams

IN KIND
SVP Inc.
Wynn Las Vegas
THI Properties LLC
Skate One, Inc.
Vans
Brockcom
Eisner, Kahan & Gorry
House of Hawk, LLC
Stone Brewing Company
Josh Higgins
Buddha Balm
Bell Helmets
Tech Deck
Dynacraft
Activation
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Birdhouse Skateboards
Kohl’s
BBC International
Nixon
Mondrian Los Angeles
Ex Drinks, LLC
Roland Sands Design
Sweetwater Video
Galpin Ford
Quality Graphic Services
Boneheads

TRIBUTE
Barbara Kruck (In Tribute To Michael Scott Kruck)
Julian Russell (In Tribute To Andrew Ryan Arnold-McCoy)
Anthony Saccacio (In Tribute To Jaryd Bartlette)
Creative Artists Agency (In Tribute To Jeffrey Lieben)
Kelly Emhke (In Tribute To Andrew Ryan Arnold-McCoy)
Shane Atwater (In Tribute To Wren Vassars)
Andrew Williams (In Tribute To Andrew Ryan Arnold-McCoy)
Apta of Maryland, Inc. (In Tribute To Rob Zehnacker)
Brian Vagnonni (In Tribute To Andrew Ryan Arnold-McCoy)
Isadora Wolfe (In Tribute To Brendan Wolfe)
Josh Keyebr (In Tribute To Justin Keyebr)
Linda Stubinski (In Tribute To Andrew Ryan Arnold-McCoy)
Shane Atwater (In Tribute To Andrew Ryan Arnold-McCoy)
Evinson Van Deusen (In Tribute To Andrew Ryan Arnold-McCoy)
Social Pollen (In Tribute To Andrew Ryan Arnold-McCoy)
The Tony Hawk Foundation invites individuals, corporations, and other foundations to take advantage of a variety of ways to support its work. 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 And Employee Giving Programs**

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, inquire about matching gifts at your workplace. Ask your Human Resources Manager if your company offers a Matching Gifts Program or an Employee Giving 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 and mission. The Live and Silent Auctions at our annual Stand Up For Skateparks benefits are popular among our celebrity guests and donors, and we welcome your donation of unique items and experiences valued at $100 dollars or more.

**MissionFish**

The Tony Hawk Foundation is registered with MissionFish, eBay’s charity service that allows eBay Sellers to give proceeds from their sales to a favorite nonprofit organization. For more information, visit www.missionfish.org.

To make a donation to the Tony Hawk Foundation, or to find out other ways you can support our work, contact Kim Novick: (760) 477-2479, 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 92081

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

Tony Hawk is THF’s Founder and President. His long history and success as a professional skateboarder helped him pursue a career with worldwide reach. In 1992 he founded the renowned Birdhouse Skateboards brand, which he still owns and operates today. The most recognized action-sports figure in the world, Tony is also President of Tony Hawk Inc., a worldwide leader in action-sports video games, merchandising, events, endorsements, and film and digital media. He regularly appears on television and in films, hosts a weekly show on the Sirius XM satellite radio network, and frequently takes his talent on the road with the Birdhouse Skateboards team. Tony’s success and good fortune have inspired him to do what he can to help young people, so in 2002 he launched the Tony Hawk Foundation to help achieve that goal.

Lenore Hawk Dale, Tony’s sister, spent fifteen years as a classroom teacher and another ten years as the Director of Bilingual Education for a school district in Southern California. In her years in education, she worked with families in several low-income school districts. For the past ten years, she’s served as Director of the Tony Hawk Fan Club.

Pat Hawk, Tony’s sister, has been COO of Tony Hawk, Inc. for over thirteen years and has played a crucial role in the growth of the company and its affiliates. She has a strong background in entertainment, sports marketing, endorsements, licensing, and management. Pat and her family live in Laguna Beach, California.

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. More recently, he was a staff writer on the HBO television series *John From Cincinnati*, and is currently executive editor of *Sierra* magazine.

Gary Arnold is Senior Entertainment Officer and SVP Marketing for Best Buy. Previous to joining Best Buy in the mid 90s, he worked in the music and entertainment industry spearheading new-media transitions, merchandising, and the introduction of new categories like action-sports entertainment. Gary’s 30 plus years in the music-and-entertainment industry also lends greatly to his role on the THF Board Of Directors.

Gerard Cappello is the founder of Greenside, LLC, a sustainable real estate consulting firm. He has been active in real estate development and corporate finance since 1982, and served as founder and President of Cappello Capital Corp., investment bankers. Gerard also serves on several boards, including Catholic Big Brothers Big Sisters of Los Angeles, and was the founder of the Malibu Chapter of the Young Presidents Organization. He lives in Malibu, California with his wife and two skateboarding children.

Sandy Dusablon is CFO of Tony Hawk, Inc., and a long-time contributor and advisor to THF. As the foundation continues to grow, Sandy’s financial acumen has proven to be a critical resource in a complex fundraising environment.

Bob Kahan is a partner at the Los Angeles-based business- and entertainment-law firm Eisner Kahan & Gorry. His practice includes 40 years of experience as a transactional-deal lawyer. Bob advises clients in a variety of industries, and practices in the areas of mergers and acquisitions, corporate governance, franchise, licensing, and general corporate and business law. Bob is a critical resource for THF, as the foundation continues to grow and expand both its fundraising and program services.

Chris Sacca is a venture investor, private equity principal, company advisor, entrepreneur, and public speaker. He also manages a portfolio of various technology start-ups and other enterprises through his holding company, Lower-case Capital, and was among the first investors at Twitter Inc., where Chris serves as a strategic advisor. Previously, Chris served as Head of Special Initiatives at Google Inc.

Jamie Thomas is a legendary pro skateboarder and industry icon. He is the President and founder of Black Box Distribution, home to Zero Skateboards, Mystery Skateboards, Slave Skateboards, and Fallen Footwear. Jamie has been recognized in the business community for the success of these brands and the positive support they’ve shown to the skateboard community. His experience and broad perspective helps bridge the gap between skateboarding and the board room, which makes Jamie an invaluable member of the THF team.

Mike Vallely has spent more than 20 years as a pro skateboarder touring all over the world and skating more parks and spots than anyone. He draws from his broad knowledge, experience, and passion for skateboarding in contributing to the Board and promoting the foundation’s mission throughout the far corners of the U.S.
“The unique thing about this whole project is that it was initiated by the kids. What they’ve learned is if you have a dream and you’re willing to work hard on it, you can make it a reality.”
—Mayor John Schott, Anthony, Kansas
The Tony Hawk Foundation seeks to foster lasting improvements in society, with an emphasis on supporting and empowering youth. Through special events, grants, and technical assistance, the Foundation supports recreational programs with a focus on the creation of public skateboard parks in low-income communities. The Foundation favors programs that clearly demonstrate that funds received will produce tangible, ongoing positive results.

Tony Hawk Foundation
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