“We couldn’t have done it without the Tony Hawk Foundation, their support and professionalism. THF was a lifeline—I didn’t know anything about this before I started. But with a little help, anything is possible.” —Mary Pitcher, Carnegie, Pennsylvania
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 focusing on the creation of public skateboard parks in low-income communities, and other causes in the U.S. and overseas. The Foundation favors programs that clearly demonstrate that funds received will produce tangible, ongoing, positive results.
FROM THE FOUNDER

Going Global

In our first decade, the Tony Hawk Foundation helped create free public skateparks in all 50 States so youth (and us adults!) could enjoy the many benefits of skateboarding—good health, camaraderie, and higher self-esteem, to name a few. So, for our second decade, we set a goal to expand these opportunities to youth around the world.

2014 was the year THF launched its first International Program, through a partnership with Skateistan, the incredible network of skateboarding schools in Afghanistan, Cambodia, and South Africa. Students at Skateistan live under some of the most challenging circumstances, often dropping out of school in order to work and help their families. Through Skateistan, they re-enter the world of academics, catch up with their schoolwork, and enjoy time in the skatepark with trained local instructors. The draw of the skatepark helps these kids learn what they’re capable of, and gets them back on an academic track, and re-integrated into the local school system.

Skateistan is just one effective approach to addressing the needs of youth around the world. And as I’ve discovered other amazing programs that also harness the magic of skateboarding to encourage youth to develop healthy, active lifestyles, I’ve realized just how universal skateboarding’s appeal truly is. If you build it—they will skate.

Any one organization can’t do everything for everyone, but it’s amazing the number of issues a skatepark can address—from increasing opportunities for physical activity, to reducing local crime, to addressing less tangible social issues like isolation or depression. We’ve had communities we work with tell us about their new skatepark improving the lives of their youth in these and many other ways.

If in ten years I can report that we’ve taken the lessons we learned here at home and successfully implemented them through our partners internationally, I’ll know for sure what I now believe—that skateboarding inspires, that it inspires universally, and the more opportunity we can create for youth to experience it, the better they will be for it.

And so will we all.

Tony Hawk
FULFILLING OUR MISSION

Since its launch in 2002, the Tony Hawk Foundation has reached communities of all sizes across the U.S. to assist in their efforts to create free, concrete public skateparks. At the time, State laws were modernizing and progressive local leaders were eager to create new skateparks for their growing number of skaters, but they had no idea where to start. Elsewhere, local skaters and their supporters were organizing and eager to pursue a local skatepark, but had no experience navigating City Hall.

For over a decade, the Tony Hawk Foundation has provided this critical link between local skaters and their community leaders to ensure the skaters had a voice in the creation of their local skatepark, and the knowledge to effectively promote their projects throughout the community.

Technical assistance and advocacy training have been the cornerstone of the foundation’s work, as the lessons each group learn along its path are shared back with THF staff in follow-up interviews. This feedback loop informs us and helps to continually improve our procedures and teaching materials.

Another key aspect of THF’s educational services is the army of veteran advocates who’ve been successful with the foundation’s assistance, and who now assist other communities in their region with those skatepark efforts.

THF has no affiliation with specific designers or builders, and represents the interest of each community we work with. As commercial skatepark firms contact local advocates to secure contracts, THF remains the advocate’s unbiased expert.

In addition to our technical assistance, THF also provides construction grants for skatepark projects in low-income communities in the U.S.

To-date, the foundation has awarded over $5.2-million to 557 communities in all 50 States. Currently, 482 THF-assisted skateparks have opened, and at any given time about 90–100 projects remain in-process, receiving guidance, advocacy training, and other services from THF staff.

Collectively, the total value of the projects THF has contributed to exceeds $100-million in park and recreation improvements, much of which was raised as a result of communities receiving a THF Skatepark Grant, making the $5.2-million the foundation has contributed highly leveraged.

Internationally, THF supports programming that enriches the lives of children through skateboarding. Our international partner, Skateistan, currently operates four schools in Afghanistan (2), Cambodia, and South Africa that provide educational services to at-risk youth.
SKATEPARKS: AN ANSWER

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 adolescents1 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 cancer2.

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 performance3.

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 school4.

Based on the latest research, 5.4-million youth participate in skateboarding5. That’s a more than 8% increase from 2013. Meanwhile, many traditional sports have recently experienced decreases in participation (baseball -3%, basketball -7%, tennis -2%). Recognizing this trend, many high schools across the U.S. are responding to skateboarding’s popularity, incorporating skateboarding into their physical-education programs, clubs, and after-school curricula.

There are approximately 3,000 skateparks nationwide, though based on current participation, another 9,000 are needed. Skateparks provide a safe, sanctioned place for skaters to recreate, and they bring these once marginalized athletes together, to share their skills and build a community of like-minded youth.

With 482 of the 557 skateparks Tony Hawk Foundation has awarded grants to since 2002 now open, children are currently making more than 5-million visits annually to these parks and enjoying creative exercise. 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.

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, provide them a safe, enjoyable place to ride, and promote healthy, active lifestyles.

THF also supports international programs that enhance the lives of youth through skateboarding. Below are some of the programs and services administered by the Tony Hawk Foundation.

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.

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

Tony Hawk Foundation grants typically range from $5,000 to $25,000. In 2014, the THF Board Of Directors awarded 21 grants, totaling $206,000.

More information about the Tony Hawk Foundation Grant Program is available online at: www.tonyhawkfoundation.org.

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. Written (and continually updated) by THF Programs Director Peter Whitley, the PSDG draws from the collective wisdom of dozens of veteran skatepark advocates. This robust online resource is full of in-depth information and illustrations that cover topics ranging from the skatepark vision, advocacy, fundraising, design, and management.

Previously available only in print form, the Public Skatepark Development Guide can be accessed online at www.publicskateparkguide.org.

Skateistan
The power of skateboarding and its ability to positively change lives is nowhere more evident than in the classrooms and skateparks at Skateistan, a network of schools serving vulnerable youth in some of the most challenged places on Earth—Afghanistan, Cambodia, and South Africa. The Tony Hawk Foundation is proud to partner with Skateistan to support its efforts to reach more children around the world and deliver to them the many benefits of education and skateboarding. Learn more about Skateistan’s incredible programs and success at www.skateistan.org.
SUCCESS STORY
San Pedro, California

The story of Peck Park Skatepark begins at another skatepark, just down the hill. The Channel Street Skatepark project was a skater-led, skater-built effort that began in the early 2000s, and quickly attracted local support once residents and business owners saw the positive transformation the skatepark was having on the neighborhood. The area where Channel Street was built, under a freeway overpass in the Los Angeles port district of San Pedro, was notorious for crime and nefarious activity. The new skatepark drove that away and replaced it with a vibrant, self-made community, teeming with excitement and camaraderie.

The Channel Street Skatepark was just what the community needed—a place to skate, and a solution to the problems police were having with crime at the secluded property. It should come as no surprise, then, that the project was awarded a Tony Hawk Foundation grant in 2004 to help complete its Phase II section. Even with the expansion, though, the 6,000-square-foot Channel Street Skatepark was too small to fully meet the community’s needs.

Skateboarding had become such a cornerstone of the San Pedro community that, a few years later, when the skatepark had to be temporarily closed due to maintenance work on the freeway overhead, the skaters seized the opportunity to lobby for a new larger, publicly funded skatepark. The years of advocacy and civic engagement the skaters had conducted with the community and local leaders helped convince City Hall to support the new project.

The skaters’ appeal happened to coincide with the city’s plans to make community improvements in the area. Volunteering to lead the effort in every conceivable way, the skaters worked closely with City Hall to ensure a new skatepark was included in the plans for San Pedro, and Peck Park community park was selected as the site for its accessibility and available space.

Unlike building-as-you-go, which is how Channel Street was created, the skaters now had to take on a broad range of tasks, from fundraising to design, before a single shovel could hit the dirt. It was a new approach, but the now-experienced skatepark creators reached out to all their past supporters to see the project through.

In 2012, THF presented their story to a group of donors and raised $32,000 for the project. Peck Park Skatepark was soon fully funded, and constructed under the watchful eye of its eventual users (and caretakers). The capacity of the 11,000-square-foot skatepark allows it to serve far more skaters than Channel Street. And its location is more accessible and attracts an entirely new crowd. Channel Street continues to serve the San Pedro community, and now Peck Park broadens that service for its 77,000 residents.
“The biggest impact I’ve noticed is that there is a whole slew of kids skating there that I never ever saw at Channel Street,” said San Pedro Skatepark Association (SPSA) Founder Andy Harris. “I think Peck Park has underscored the necessity for multiple skate facilities within one city, because there’s simply a large population of skateboarders in this area, and many have no means to get to a skatepark that is out of their immediate neighborhood.”

The SPSA’s ability to achieve creating two skateparks in their community has earned them the respect of (and requests for help from) skatepark advocates across the country who hope to emulate their success. But Andy admits they had to learn the hard way, and were fortunate to attract the help and support of key individuals and organizations early on, including the Tony Hawk Foundation.

“THF has clout,” said Andy. “And Tony is known throughout the universe and beyond, so that gave the project immediate legitimacy. That kind of assistance helps with council offices, Police departments, and local media. Beyond the clout, THF puts its money where it counts—in the hands of the agencies and people working to make these skateparks happen.”

Not once, but twice.

“THF donated $5,000 to our efforts with Channel Street in its infancy,” he continued. “That was the moment when our organization became legit. THF trusted a bunch of skaters building under a freeway to do the right thing, and it ended up gaining us a lot of respect and support within our community and beyond.”
No skatepark has ever been built without support, and that support can come in many forms. Every skatepark advocate has met people who “support” the skatepark project in philosophical terms—and that’s appreciated—but there are lots of other ways to help. We know that, like us, you’d love to see more skateparks, but how you support them will depend on your time, capabilities, and resources.

Here are 10 things you can do today to support your local skateboarders and skatepark advocates.

1. **Recognize Local Skatepark Efforts**
   Find out what skatepark projects are happening in your area. While you may not be able to help them directly, knowing that there’s an effort happening nearby may allow you to make a valuable introduction later. If you would like to know about skatepark projects happening in your area, please contact us and we’ll be happy to share with you what we know:
   contact@tonyhawkfoundation.org

2. **Offer Encouragement**
   When you meet local skaters and advocates who are involved in the project, a kind or encouraging word is a great way to reward them for their volunteerism. They will appreciate it.

3. **Like and Share**
   Most skatepark groups use Facebook to broadcast their activities. You can help amplify their reach by Liking and Sharing their messages via Facebook or any number of social-media outlets. Putting your name behind a post from the skatepark group...
endorses their efforts to your valuable circle of Friends and Followers. Even
more valuable is making a donation (in any amount) to the skatepark fund, and
sharing the fact that you made a donation on your social-media channels.

4. Write a Letter
A letter of support is a terrific way of substantiating your support for the skate-
park project. The advocacy group is probably maintaining a folder of these
letters, and they will be useful at critical junctures in the process. You don’t need
to load up the letter with facts and figures; a simple statement that you think
the skatepark proposal is terrific will let elected officials (and others) know
that the skaters aren’t alone.

5. Help Spread the Word
If you are staying up-to-date with the skatepark project’s successes and
challenges, it’s helpful to share this information with people who may be
less informed. When you have the opportunity to help someone relate to the
skatepark project, it builds a base of support. This can be particularly useful in
seeking in-kind or service donations.

6. Make Introductions
You may not be able to help directly, but you certainly know someone who can.
Introducing a potential donor to the skatepark advocates is as valuable to the
project as donating money yourself. Sometimes a donation of goods or services
may not seem directly relevant to the skatepark, but these can often be leveraged into valuable
cash donations through raffles, event support, and donation premiums.

7. Lend Your Services
Your professional skills can be invaluable to a skatepark group. Web sites, marketing, photography,
correspondence, graphic design, copywriting, and social media all take time and energy. You may
have the ability to provide services that don’t fit a direct need, but perhaps there is commercial
value in these that can be auctioned during a fundraising event.

8. Seek Funding
Working directly with the skatepark advocacy group to help them identify potential sources of
funding is a huge contribution. Grant writers and individuals with ties to regional industries often
become the catalysts for converting the skatepark from an idea into reality.

9. Donate
All donations to a skatepark project, large or small, are appreciated. For every five dollars you
donate, that’s five dollars that doesn’t need to come from somewhere else! Don’t have a local skate-
park effort to donate to? Then why not donate to the Tony Hawk Foundation and help youth access
skateparks and skateboarding programs around the world?

10. Start a New Skatepark Effort!
Starting something new is a big, bold step in involvement! Contact us by e-mail at
contact@tonyhawkfoundation.org or visit www.publicskateparkguide.org to plot your course.
As public skateparks grow in popularity, so does the need for funding. In 2014, the Tony Hawk Foundation awarded 21 grants to skatepark projects in 14 states, totaling $206,000.

Another $100,000 was awarded this year for international programming designed to enrich the lives of youth through skateboarding.

To-date (2002–2014), THF has awarded over $5.2-million to 557 skatepark projects in all 50 states, plus the District of Columbia. THF staff have also provided Technical Assistance to more than 2,000 skatepark projects in over 50 countries.

### 2014 RECIPIENTS

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<tr>
<th>Amount</th>
<th>City/Location</th>
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<tr>
<td>$30,000+</td>
<td>Vista, CA (Vista Skatepark Coalition)</td>
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<td>$15,000–25,000</td>
<td>Chicago, Illinois (Chicago Park District)</td>
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<td>San Francisco, California (The Trust For Public Land)</td>
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<td>$7,500</td>
<td>North Shore, California (Kounkuey Design Initiative)</td>
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<td>Winamac, Indiana (Arrow Head Country Resource Conservation and Dev. Area)</td>
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<td>Falmouth, Massachusetts (Falmouth Together We Can)</td>
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<td>Bar Harbor, Maine (Acadia Community Association)</td>
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<td>Breckenridge, Minnesota (City Of Breckenridge)</td>
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<td>Amherst, New York (Alix Rice Peace Park Foundation)</td>
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<td>Union Gap, Washington (City Of Union Gap)</td>
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<td>$5,000</td>
<td>Orange City, Florida (Community Foundation of East Central Florida)</td>
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<td></td>
<td>Montague, Massachusetts (Town Of Montague Parks And Recreation)</td>
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<td>Kearney, Nebraska (Kearney Area Community Foundation)</td>
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<td></td>
<td>Huntington, West Virginia (City Of Huntington)</td>
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GIVING OPPORTUNITIES

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.

To make a donation to the Tony Hawk Foundation, visit www.tonyhawkfoundation.org/donate

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 honoree or their family, 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 200 dollars or more.

eBay Giving Works

The Tony Hawk Foundation is registered with eBay Giving Works, a service that allows eBay Sellers to give proceeds from their sales to a favorite nonprofit organization. For more information, visit Giving Works at www.givingworks.ebay.com.

Stand Up For Skateparks

Join us at our annual Stand Up For Skateparks benefit in Beverly Hills! This exclusive, fun-filled, family-centric event features great food, games, activities, live music, and a Vert Demo with Tony and a host of top Skate...
and BMX pros, and all proceeds benefit the Tony Hawk Foundation. Visit www.standupforskateparks.org for more details and ticket info.

For Stand Up For Skateparks Sponsorship Opportunities, to make a donation to the Tony Hawk Foundation, or to find out other ways you can support our work, contact: Lily Schwimmer: (760) 477-2479 or lily@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

2014 Functional Expenses
77% Programs
16% Fundraising
7% Management

2014 Revenue
50% Private Donations
23% Foundations
27% Corporate

Long Beach, California
SUCCESS STORY
Carnegie, Pennsylvania

When Mary Pitcher lost two of her sons in a drowning accident in 2008, she didn’t know what to do. But she knew she had to do something.

Stephen and Vincent Pitcher were avid skaters and BMX riders. Growing up in a suburb outside Pittsburgh, they were often cited by local authorities for riding where they weren’t supposed to—which was pretty much everywhere. Mary had to pick them up from the local magistrate’s office more than a few times.

If only they had a place of their own to skate and roll and ride free.

What Mary would do, she soon decided, was build a public skatepark in their town, in memory of Stephen and Vincent, so other kids could enjoy skating and BMXing in a safe, encouraging environment. The kind of place her boys dreamed about.

Gathering support from the community, Mary approached her local borough council and presented the idea. She had no idea how she was going to do it, only that she would achieve her sons’ dream somehow.

Her borough leaders were also unsure how she would do it, and they found themselves at the receiving end of neighbor complaints that the skatepark would be bad for the community, resulting in them showing little support for her project. Undeterred, Mary reached out to the Tony Hawk Foundation in 2009 and began receiving technical assistance from THF staff. That same year, the THF Board Of Directors awarded Mary’s project a $10,000 grant. The need for a skatepark in town was clear, and Mary’s indomitable spirit could convince even the most ardent skeptic that it would happen, one way or another. The public loved the idea, but in an audacious refusal to alter the status quo, the borough council voted against the skatepark.

That’s when foundation staff introduced Mary to Carol and Ken Schultz, longtime THF supporters and Pittsburgh natives. Mary’s story, plus the fact that the greater Pittsburgh area still had no proper concrete skatepark, convinced Carol and Ken to get involved. With funding from their Ken And Carol Schultz Foundation, plus a little business savvy, they helped Mary promote her sons’ dream of a skatepark to the broader region. Very quickly, several borough mayors were calling to invite Mary to consider their community.

In 2014, the 15,000-square-foot Pitcher Park Memorial Skatepark was completed in Carnegie, just a mile from Mary’s original location (she’s since moved to be closer to the skatepark). With a gala inaugural session featuring Tony Hawk and the Birdhouse Skateboards team, the greater Pittsburgh area’s first world-class concrete skatepark opened to welcome skaters and BMXers from all surrounding boroughs, as well as visitors from as far away as Europe and Australia.
Witnessing the positive response to Carnegie's new landmark, officials in Pittsburgh and several other surrounding towns are now also pursuing new concrete skateparks.

"It's been a dream come true," said Mary. "The things I went through for the past seven years—the result has completely diminished the struggle. I've gotten a thousand thank yous from parents and kids. It's just unreal."

Connecting with Pittsburgh natives Carol and Ken Schultz, as well as early support, guidance, and encouragement from THF were critical to her success. "We couldn't have done it without THF, their support and professionalism," said Mary. "THF was a lifeline—I didn't know anything about this before I started. But with a little help, anything is possible."

Especially if you have a force of nature like Mary Pitcher at the helm.
A FESTIVAL OF FUN AND FUNDRAISING

With DJ Z-Trip spinning and mashing sounds atop the 13-foot halfpipe, Tony Hawk’s 11th-annual Stand Up For Skateparks benefit came to a climactic conclusion with Hawk and other top skate and BMX pros performing an all-star demo at Green Acres Estate in Beverly Hills, California on September 21, 2014. The event has become a staple for Tony Hawk Foundation supporters and celebrities alike, offering a fun kid-centric day that culminates with Hawk and friends performing on his personal ramp. And eleven years on, Hawk is still finding ways to mash up the program—this year putting Z-Trip in the middle of the action and high above the crowd.

Tony Hawk’s Stand Up For Skateparks is a family-friendly action-sports carnival with games, food, and live and silent auctions with one-of-a-kind items and experiences. Another sell-out crowd and terrific auction items like Hawkized custom vehicles from MINI and Triumph, special celebrity experiences from Ben Harper, Jon Favreau, and Metallica’s Robert Trujillo, a guitar signed by Slash, and one-of-a-kind visits to Napa, Dubai, and the Gumball 3000 rally helped this year’s Stand Up For Skateparks raise over $850,000. Proceeds support the Tony Hawk Foundation’s mission to empower youth through the creation of free, quality, public skateparks in low-income communities throughout the U.S., and Internationally with programs that enrich the lives of youth through skateboarding.


Stand Up For Skateparks was co-Chaired by Tony Hawk and DJ Z-Trip. Benefit Committee members included Ron Burkle, Eve and Maximillion Cooper, Fred Durst, Etty and Perry Farrell, Jon Favreau, Brian Austin Green, Mat Hoffman, Bobby Kotick, Jason Lee, Tommy Lee, Chuck Liddell, Howie Mandel, Rodney Mullen, Lyn-Z and Travis Pastrana, Chris Sacca, Sultan Al Saud, Christian Slater, Henry Stupp, Robert Trujillo, Steve Van Doren, Mark Wahlberg, Lori and Bill Walton, and Shaun White.
The event was made possible through the generosity and support of Kohl's, MINI USA, Gumball 3000 Foundation, Starkey Hearing Foundation, Clif Kid, HEXBUG, Nixon, Sony Action Cam, Sweetwater, and The Yucaipa Companies.

The 2015 Stand Up For Skateparks event will take place on Sunday, October 11. For more information, visit: www.standupforskateparks.org.
Tony Hawk, Founder and President
His long history and success as a professional skateboarder helped Tony pursue a career with worldwide reach. In 1992 he founded the renowned Birdhouse Skateboards brand, which he still owns and operates today.

One of the most recognized action-sports figures 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, Treasurer
Tony's sister, Lenore 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 ten years, Lenore was the Director of the Tony Hawk Fan Club. She responded to requests from fans, parents, and teachers, and coordinated meetings for special-needs fans.

Pat Hawk, Vice President
Tony's sister, Pat has been a Board member of the Tony Hawk Foundation since inception. As COO of Tony Hawk, Inc. she has played a crucial role in the growth of the company and its affiliates for over 17 years. She has a strong background in entertainment, music, sports marketing, endorsement, licensing, and management. Pat and her husband, Alan, live in Laguna Beach, California and have two children currently in college.

Steve Hawk, Secretary
Tony's brother, Steve was THF's founding Executive Director. He has been a journalist for more than 30 years and is the former editor of Surfer and Sierra magazines. He has also worked as editorial director of surfline.com and as a staff writer on the HBO television series John From Cincinnati.

Gary Arnold
As an experienced leader in the Retail and Entertainment industries, Gary founded Gary L. Arnold Consulting LLC to continue to guide clients to innovate, and to help Artists reach their fans in today's demanding marketplace. For nearly eighteen years, Gary previously served as the Senior Entertainment Officer and SVP Marketing for Best Buy. Gary was the President of Redline Entertainment, a wholly owned subsidiary of Best Buy Co. Inc, which was an independent record label focusing on new and historic releases by superstar talent. In addition to music, Redline Entertainment focused on the action-sports industry, and was instrumental in bringing action-sports content from Tony Hawk, and many others, to the mass market for the first time.

Board of Directors

John DeNeufville
A keen eye for neighborhoods in transition has led John to success as a real-estate investor and developer in the New York City region. It also lends him particular insight into the challenged communities where THF helps create public skateparks. In his other philanthropic work, John founded verticalchange.org to raise funds and awareness for environmental causes, and most recently has been busy pursuing the world-record for vertical distance descended on a snowboard in a calendar year. John started skateboarding when he was six and has no plans to give it up any time soon.

Sandy Dusablon
CFO of Tony Hawk, Inc., Sandy is 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.

Ben Harper
Skate-musician Ben Harper plays an eclectic mix of blues, folk, reggae and rock music and is renowned for his live performances and social activism. His worldwide fan base keeps the two-time Grammy Award winner busy touring and recording. But having grown up skateboarding, Ben still finds time to ride—wherever he happens to be.

Bob Kahan
Bob is a partner at the Los Angeles-based business- and entertainment-law firm Liner LLp. His practice includes in excess of 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, trademark and 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.

Erik Lammerding
Erik is Senior Director of Partnerships at GoPro. Before joining GoPro, he co-founded N3TWORK, a service helping people discover amazing video on their mobile devices. Prior, Erik spent 12 years building Apple's consumer market for third-party apps. His team focused on helping partners develop, deliver, and market the highest-quality products on both iOS and Mac. Prior to Apple, he was part of the founding team at FusionOne, an early pioneer in the area of Internet-based services. Erik has three boys, resides in Marin, and graduated from Westmont College in Santa Barbara, California.

Sal Masekela
Sal Masekela is the mass-media face of action sports. A veteran host of ESPN's X Games, with stints on E! Entertainment News and other networks, Sal has hosted more televised skateboarding and action-sports programming than anyone. A native New Yorker, Sal grew up in Southern California's skate and surf cultures, which nurtured and influenced his love of music and the visual arts. He's also the Co-Founder of Stoked Mentoring, a nonprofit that seeks to inspire teens. These days, when he isn't performing with his band, Alekesam, you can find Sal working on film projects with his production company, UX Entertainment, or hosting NBC's Red Bull Signature Series, through which he continues to see and touch skateboarding in all its facets on every continent.

David Proctor
David is a Principal of Jane Street, a proprietary quantitative trading firm with a unique focus on technology and collaborative problem solving. As Host of the foundation's annual New York event, he's also been active in fundraising for THF and for skateparks in the New York City area. David and his family live in Westchester, New York, where—among other things—he enjoys skateboarding with his son.

ATHENS, GEORGIA
Kevin Rose
Kevin Rose is a serial entrepreneur, CEO of HODINKEE, and advisor to Google Ventures. Previously Kevin founded Digg (acquired by Betaworks), Revision3 (acquired by Discovery Channel), and Milk Inc. (acquired by Google).

Jim Thiebaud
Jim Thiebaud is a skateboarder—always has been, always will be. He spent several years as a pro, touring the world and skateboarding every day he could, before co-founding and helping build San Francisco’s Deluxe Distribution, purveyors of some of skateboarding’s top brands. As the company’s CEO, Jim splits his time between work, his family in the East Bay, or doing what he’s always done ... skating. As a driving force behind several goodwill and charitable causes, most recently The Build Project and Actions REALized, and serving on the Skateistan Board Of Directors, Jim brings decades of experience and dedication to skateboarding to his role on the THF Board Of Directors.

Jamie Thomas
Jamie Thomas is a skateboarding icon and industry leader. He has been a professional skateboarder for over 20 years and is the president and founder of Zero Skateboards, Mystery 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 skateboarding community. His experience and broad perspective helps bridge the gap between skateboarding and the boardroom, which makes Jamie an invaluable member of the THF team.

David Ulevitch
David is the founder and CEO of OpenDNS. In 2005, he launched OpenDNS with the goal of delivering a safer and faster Internet experience. Today the service protects a global audience of more than 50-million people, including those at many of the largest companies in the world. A noted and often-cited Internet and security expert, David has a degree in Anthropology from Washington University in St. Louis, which turned out to be much more useful than he expected. He grew up in the sunny beach community of Del Mar, California, which didn’t make him nearly as good of a surfer or skater as it should have.

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St. Cloud, Minnesota
“The Tony Hawk Foundation donated $5,000 to our efforts with Channel Street Skatepark in its infancy. That was the moment when our organization became legit. THF trusted a bunch of skaters building under a freeway to do the right thing, and it ended up gaining us a lot of respect and support within our community and beyond.”

—Andy Harris, San Pedro, California
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 focusing on the creation of public skateboard parks in low-income communities, and other causes in the U.S. and overseas. The Foundation favors programs that clearly demonstrate that funds received will produce tangible, ongoing, positive results.

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Cover: Tony Hawk and his Birdhouse Skateboards team inaugurated the Pitcher Park Memorial Skatepark in Carnegie, Pennsylvania with a special demo on August 25, 2014. Photo: Miki Vuckovich

Back: It takes a village—Grand Opening of Peck Park Skatepark in San Pedro, California. Photo © MRZ