

SERIOUS JUJU

2025-2026 IMPACT REPORT

Serious JuJu builds community and fosters resilience, belonging, confidence, and hope for youth in Montana's Flathead Valley.

For the past 19 years, Serious JuJu has worked to ensure every child in Montana's Flathead Valley has a safe, consistent indoor place to belong, build confidence, and grow.

What began as an indoor skatepark has evolved into a community-centered youth development organization providing mentorship, meals, structured programming, volunteer opportunities, and life-changing experiences for children and families in Northwest Montana.

Our community faces significant challenges including rising housing costs, food insecurity, social isolation, mental health needs, student homelessness, and limited access to affordable, year-round youth recreation and enrichment programs. Like many rural areas, these challenges are compounded by limited access to essential services.

Serious JuJu fills a critical gap by providing the only free, year-round indoor places where youth can gather safely, stay active, build friendships, and connect with peers and caring adults. We offer a positive and welcoming environment where children and adolescents feel supported, encouraged, and empowered to succeed.

Innovative programs cultivate a stronger, healthier future for our youth.

Through skateboarding and mentorship, Serious JuJu helps young people build confidence, resilience, leadership skills, and a strong sense of belonging.

COMMUNITY NEED

Serious JuJu is not simply a skatepark—it is a lifeline.

The Flathead Valley community lacks high-quality youth development opportunities, especially for young people from low-income families. These challenges are compounded by limited family support, a shortage of free athletic programs, and too few safe spaces where children can be seen, heard, and nourished.

In addition, rising housing and rental costs that continue to outpace local wages mean that children and families throughout the Flathead Valley face increasing barriers to stability and opportunity.

- More than 10,200 families are living below the Federal Poverty Level, including 2,500 children and adolescents.
- Food insecurity affects 10–14% of households, with higher rates among families with children and single-parent households.

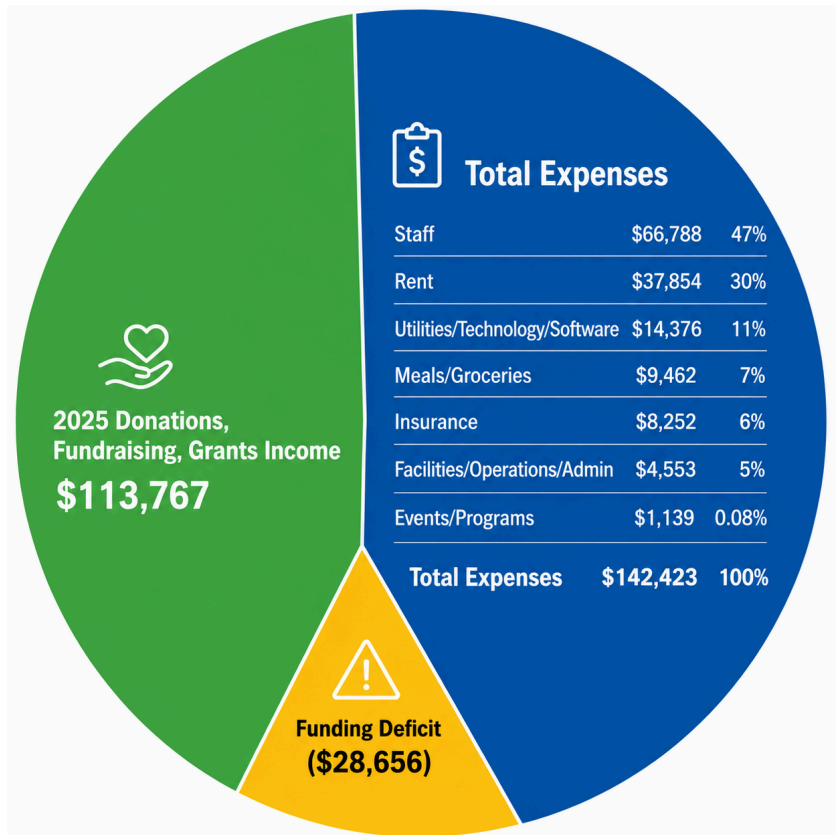
- More than 24,000 residents are under the age of 18, creating a significant demand for youth-focused programs that foster resilience, belonging, positive relationships, and healthy activities.
- Social isolation and lack of safe indoor gathering spaces limit opportunities for young people to connect, build friendships, and engage in positive activities.
- Montana—and Flathead County in particular—has high rates of youth anxiety, depression, and teen suicide, along with a significant shortage of mental health providers and limited support resources.

Serious JuJu is **the only free, year-round place** where children can safely gather, receive mentorship, build friendships, access meals, and develop the confidence needed to overcome life's challenges.

2025 IMPACT

- Community Members Served: **6,158**
- Average Monthly Participants: **500**
- Skate Sessions Hosted: **230+**
- Volunteer Opportunities Fulfilled: **673**
- Community Meals Provided: **4,683**

2025 FINANCIAL SUMMARY



EXPANDING OUR IMPACT IN 2026

Today, Serious JuJu is much more than a traditional indoor skatepark—it serves as a vital community resource for youth and families throughout the Flathead Valley.

We are a community-centered youth development organization that responds directly to the critical needs of local families by providing a safe place where every child is welcomed, valued, and empowered to succeed.

As community needs continue to evolve, Serious JuJu is expanding its impact through skate camps, youth clinics, leadership development opportunities, mentorship initiatives, and specialized skill-building programs designed to meet the needs of local families.

In the first six months of 2026, we served more than 500 families living below the Federal Poverty Level, providing safe recreation, positive adult role models, mentorship, food assistance, and opportunities inaccessible due to financial barriers.

In response to growing mental health needs, Serious JuJu launched **The Balance Project**, a therapeutic skateboarding program developed in partnership with licensed therapists for at-risk youth. By combining evidence-based therapeutic support with skateboarding, the program helps participants build confidence, emotional regulation skills, resilience, and healthy coping strategies.

We have also built collaborative partnerships and hosted workshops with community organizations such as **CASA for Kids** and the **Center for Restorative Youth Justice (CRYJ)** that broaden access to youth support services, advocacy, and restorative programming throughout our community.

Skateboarding fosters invaluable life skills and character traits, including awareness, respect, resilience, innovation, self-esteem, responsibility, and kindness. The transformative power of Serious JuJu lies in these key benefits.

FUNDING PRIORITIES

As we look ahead, Serious JuJu is focused on addressing critical gaps affecting youth and families throughout the Flathead Valley. We are seeking funding to:

- Secure **\$288,000** in funding to support two full years of operations and program stability.
- Expand into a **larger skatepark facility** to meet increasing community demand.
- Hire an additional full-time **Skate Coach** to support new and existing programs.
- Add a part-time **Program Manager/Grant Writer**.
- Expand our **free programming** of skate camps, clinics, and community workshops.
- Scale **The Balance Project**, our therapeutic skateboarding program developed with licensed therapists for at-risk youth, combining evidence-based support and

skateboarding to build confidence, emotional regulation, resilience, and healthy coping strategies.

- Launch the **Serious JuJu Skate Team**, providing structured opportunities for youth not engaged in traditional team sports, with a focus on earned membership, character development, goal-setting, and personal growth.
- Develop the **Serious JuJu K-5 Skate Club**, an after-school program in partnership with local schools focused on physical activity, health, and well-being, supporting early social-emotional development through belonging, contribution, self-regulation, and focus in a supportive environment.
- Develop the **Serious JuJu Skate Academy** engaging teens—particularly young men—through action sports while integrating social-emotional learning to build emotional intelligence, resilience, and positive peer connection.

WHY IT MATTERS

Every child deserves a place to belong.

For many children in the Flathead Valley, Serious JuJu is the difference between isolation and belonging, inactivity and purpose, discouragement and hope. Every day, we see young people overcome fear, build confidence, form healthy friendships, discover their strengths, and develop the resilience needed to navigate life's challenges.



With continued community support, Serious JuJu will remain a place where every child—regardless of income, housing status, or circumstance—has the opportunity to thrive.

Support for this work is more critical than ever.

Additional investment will help Serious JuJu continue serving as a vital community resource and remain a place where youth—regardless of income, background, or circumstance—can access mentorship, safe recreation, pathways for personal growth, meaningful relationships, stronger emotional well-being, and skills for lifelong success.

HOW YOU CAN HELP

Our sponsorship tiers focus on uplifting youth, supporting families, and building a stronger, more connected community through skate culture. Together, these partnerships make it possible for young people in the Flathead Valley to feel seen, supported, and valued.

Legacy Donor – Choose a sponsorship level ranging from \$10,000–\$25,000 and leave a lasting impact on the lives of local youth. Legacy Donors are honored with a permanent place in the Serious JuJu Hall of Fame as champions of community transformation.

Community Cultivator – As a direct-impact sponsor contributing \$400/month, your business becomes part of something bigger than a sponsorship. You become part of a young person's support system by choosing where your impact goes:

- Rent – Keeps our doors open and youth welcomed in
- Staff – Supports the mentors who guide, encourage, and show up for kids every day
- Operations – Sustains consistent programming and safe, reliable access
- Expansion/New Programs – Helps us reach more youth and meet evolving community needs

Recurring Monthly Donation – Your ongoing support keeps Serious JuJu open and accessible every day. Monthly giving creates stability, sustains our programs, and ensures that kids always have a safe place to go, a caring community, and positive role models who believe in them.

Whether your gift supports a meal, a mentor, a program, or a safe place to gather, your investment helps create opportunities that can change the trajectory of a young person's life.



THANK YOU

Because of your support, Serious JuJu continues to provide a safe, welcoming place where young people can build confidence, find community, develop lifelong skills, and create brighter futures.

—Randy



Randy Beckstrom
Managing Director

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PARENT PERSPECTIVES

Parents consistently describe Serious JuJu as a safe, trusted environment where children build confidence, develop resilience, form meaningful friendships, and experience a sense of belonging. For many families, Serious JuJu is more than a skatepark—it is a second home and a source of support, connection, and growth.

"Serious JuJu has completely transformed our lives. It has given our family a safe space to grow in so many ways, far beyond just skateboarding. It has helped break barriers in ways I never could have imagined. For someone like my son, who does not thrive in traditional team sports, this program has been truly life-changing." — Jessica H.

"Serious JuJu is a safe place for my kids to go. I trust them when they're here, and that is a huge blessing for our family." — Katherine T.

"I had to dust myself off after 20 years of not skating. Trying to keep up with kids who aren't afraid of anything makes you have to be fearless, too. One of my favorite things is watching the kids progress and seeing their confidence grow." — Josh T.

IN THEIR OWN WORDS

"I am most grateful for the generosity of the people at JuJu not only do they provide a safe and welcoming environment for skaters of all levels, but they also go above and beyond to support the community." — Evan, age 13

"You don't have to worry about being picked on or bullied because Serious JuJu has a no bullying rule. Serious JuJu and skating are a great way to express yourself and get to know more people. Randy and all other staff and volunteers are very helpful and understanding with people. Serious JuJu allows kids to exercise while having fun and having a sense of accomplishment. Serious JuJu has changed my life..." — Sapphire, age 13

"Serious JuJu means a lot to me and attending has become very important because it teaches me how to skateboard. It makes me stronger and more healthy mentally and physically. I have also improved on being more polite, patient, following rules and kinder to one another." — Lincoln, age 8

"This program is not like any other program. When you are having troubles, there will be someone there to help. Serious JuJu has made me a good person by everyone helping others. They taught me about being respectful and kind and not to give up when you fall." — Ayden (13) and Ezekiel (9)

"I love Serious JuJu because you get to help people learn how to skate, and now we even have all-girl skate nights. One time, I finally had the courage to go down a ramp. I watched my sister first, and when I saw her do it, I realized you just have to be brave. Then I did it—and kept doing it. It was the best feeling. Serious JuJu has changed my life by giving me a place to go and enjoy. The most important thing I've learned is how to overcome my fear of going down Big Joe. I look forward to Serious JuJu every week." — Valentina, age 9

"Serious JuJu is a place where I can hang out with other kids and skateboard at the same time. If it wasn't for SJJ, I would not be as good at skating because I have learned so much there. I recently landed a 50/50 and other difficult tricks. It's also been a great place to make friends. I was able to overcome my fear and drop in on the five-foot ramp. It's a great place to learn." — Kai, age 9

"Serious JuJu has changed my life by teaching me how to skateboard. I wanted to learn to skate, and now it has become my outlet. Overcoming my fear of heights was really hard, but I did it. The most important things I've learned are respect, not giving up, and how to shake off the pain and keep going. It's my favorite place. I tell everyone about it because everyone should have a place to go like this." — Brayden, age 9