



Foreword

In 2024, Black Girls Jump celebrated a decade of movement, joy, and community. What began as a spontaneous jump rope session in the park has grown into a movement that empowers girls and women to reclaim wellness through Double Dutch. From school gyms to Olympic arenas, our ropes have become a symbol of confidence, connection, and cultural pride.

This year, we expanded our reach and deepened our community connections. From responsive programming that identified our girls' need for body positivity workshops and safe space training--to hiring moms as jump rope coaches, every step forward was powered by a belief in the power and magic of double dutch.

The pages that follow reflect the impact of a collective passion for double dutch and desire for our girls to see themselves as champions—in sports, in the classroom, and in life. Whether you donated, partnered with us, advised us or volunteered, your support helped shape a year we'll never forget.

With gratitude and continued passion, we invite you to celebrate what we've accomplished—and gear up for the jumps still ahead.

Ayana Haaruun
President
Black Girls Jump



Goal Areas

1

Physical Wellness & Active Lifestyles

Promote regular physical activity through Double Dutch to enhance the physical health of youth and adults.

2

Community & Intergenerational Connection.

Create spaces where families, mentors, and youth come together—passing down traditions, building trust, and strengthening bonds through double dutch.

3

Leadership Development & Youth Empowerment

Equip girls with the tools, confidence, and opportunities to lead—whether as jump rope instructors, wellness advocates or as young professionals.

4

Social Emotional Development

Support the emotional well-being of youth through a team-based sport, mentorship, and affirming spaces that build self-esteem, perseverance, and confidence.

5

Elevating Double Dutch

As a dynamic urban sport with global popularity, high entertainment value and motivated supporters--Double Dutch is the sport to watch!

Highlights

Milestone Anniversary

We celebrated 10 years of service! We hosted an anniversary event at our new office where we gave awards to our team. Our 7th grade girls surprised us with an appearance!



Youth Programs Expansion

Our youth programs reached 315 youth and seven Chicago Public Schools. We also launched the Southside Skippers Chicago, a citywide competitive team.



Community Engagement

We are so proud of the 4 parents and volunteers who joined our staff as coaches! Our coaches now includes 2 licensed social workers, a nurse, a teacher.



Increased Funding

In 2024, grant funding increased with contributions from the Girls Opportunity Alliance, a program of the Obama Foundation, the Hidden Healing Fund, and Amazon.

Retail Partnerships Expansion

Street Ropez popped out in 2024! We were selected for Amazon's Black Business Accelerator a year-long cohort program leading to an 89% increase merchandise revenue!. Street Ropez was also sold on the shelves of Walmart stores nationwide.

Olympic Size Wins

We travelled with 2 Chicago youth to perform with an international team at the 2024 Olympics in Paris. Our South Shore youth team participated in national jump rope tournaments a grabbed two 1st place wins! / 05

2024

VOICES FROM OUR YOUTH PROGRAMS

1

LEADERSHIP SKILLS

"IT SHOWED ME HOW TO BE A LEADER"

Crrystal-Age 13

3

ATHLETIC ABILITY

"I AM STRONGER"

KAYLA-AGE 12

4

SOCIAL EMOTIONAL

"I LEARNED BODY POSITIVITY"

ALIYAH-AGE 10

2

SELF ESTEEM

"I FEEL BETTER ABOUT MYSELF"

Latoya-Age 14

5

CONFIDENCE

"MY EGO IS EVEN HIGHER"

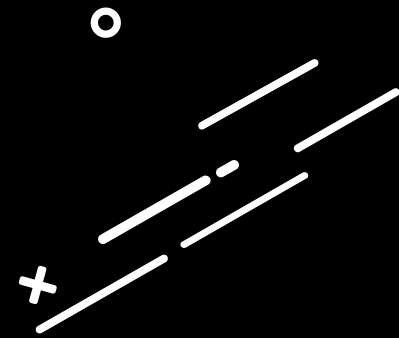
Alex- Age 11

6

ACADEMICS

"MY GRADES ARE BETTER"

Lynn -Age 9





What We've Learned...

2024 was a super special year for us. We learned key practices areas for future service and growth.

Family Engagement Matters

In 2024, we focused on hiring from the communities we served- mothers and grandmothers of youth participants' families and staff from schools youth attend. This practice likely increased program retention, volunteer engagement and program satisfaction.

New data:

Program Retention rates outside of school practice increased by 88%.

Parents engagement increased by 120%.

Increased interest from volunteer coaches.

LA 2028!

The 2024 Olympic Games demonstrated extraordinary global interest in double dutch and lack of jump rope athletes of color. We formed a coalition to ensure black American athletes are represented at the highest level of the sport.

New Initiatives:

100K Jumper Campaign to teach 100,000 youth double dutch.

Collaboration with jump rope rope organizations in Europe and Asia.

Strengthening Illinois Jump Rope Federation through collaboration.

