



## **SIMA Humanitarian Fund 2014 Year End Reports**

**SIMA Humanitarian Fund**  
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## 2014 YEAR END REPORTS

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2014 YEAR END REPORT

**AccessSurf Hawaii**



## 2014 SIMA HUMANITARIAN FUND YEAR END REPORT

**Organization:** AccesSurf Hawaii

**Contact Person:** Cara Short

**Title:** Executive Director

**Purpose of Grant:** The purpose of the 2014 SIMA grant is to assist AccesSurf Hawaii with monthly programs, Day at the Beach and Wounded Warrior Day at the Beach, providing adaptive ocean activities and beach access for people disabilities.

**Briefly describe the specific purpose and goal for your 2014 SIMA Humanitarian Fund grant.**

The purpose and goal of this grant is continue to offer free monthly programs and to enrich the lives of people with disabilities and their families. The programs offered by AccesSurf have considerable benefits such as increased health due to physical activity, improved self confidence to try new things, decreased behavioral issues and tranquility with the connection to the ocean. These programs also create an inclusive community with awareness for people with disabilities.

**To what degree were these goals and objectives achieved? If not fully met, what factors affected the success of the project?**

The goal of enriching the lives of our participants was achieved and often surpassed. Our participants and their families communicate to us on a regular basis how essential our programs have become in their lives.

We are in the process of completing an Outcome Evaluation and the early results from the study is overwhelming showing us the positive impacts our programs have. We will happily share the final evaluation upon completion, which we anticipate to be early 2016. Our goal is to continue to offer our current programs, add more programming options and increase personalized attention to those who desire to learn more about adaptive surfing.

**What has been the measurable impact of your 2014 SIMA Humanitarian Fund grant on the population or area you serve?**

We receive regular testimonials from participants, their families and volunteers to provide a platform for us to work with to know the impact our programs have. Continuously we receive positive feedback about the life changing experiences our participants encounter.

Many participants, who have to the ability to, have acquired the necessary skills and knowledge to become independent with ocean sports.

We continue to have new participants and volunteers attend every month joining our already established program attendance. Our programs serve on average between 80 to 100 participants every month with assistance of an average of 120 to 150 volunteers.

**What have been the measurable results to date of this grant on the functioning or effectiveness of your organization? (i.e. enhanced operations, increased capacity, etc.)**

We have increased attendance with both our Day at the Beach and Wounded Warrior Day at the Beach programs. Due to the demand we have increased programs to offer quarterly swim and surf clinics to offer more personalized skills and techniques. We are also the only Paralympic Sports Club in Hawaii.

AccesSurf provides an average 2000 ocean experiences every year for people with disabilities with all our programs and special events.



2014 YEAR END REPORT

**Best Day Foundation, Inc.**



## 2014 SIMA HUMANITARIAN FUND YEAR END REPORT

**Organization:** Best Day Foundation, Inc.

**Contact Person:** Brooks Lambert

**Title:** Founder

**Purpose of Grant:** Best Day currently has 4 active chapters serving the New Jersey/New York area, as well as Southern California ranging from San Diego to Santa Barbara. As a highly 2014 SIMA Humanitarian Fund Grant Application leveraged volunteer organization, almost all receipts are directed towards offsetting program costs which include, insurance, permits, equipment and supplies, maintenance, consumables, travel and training etc. We have equipped a 26' box truck that contains all of our gear so we can show up at a venue fully self contained with boards, wetsuits, PVDs, helmets, etc. This year we plan to add 2-3 SUP/Tandem surfboards as well as 2 custom made chairboards which allow children which require the use of a wheelchair the ability to sit up and catch a wave in a similar fashion as they ride the sidewalk.

**Briefly describe the specific purpose and goal for your 2014 SIMA Humanitarian Fund grant.**

We wanted to improve the quality of our surf-chair set up and increase the number in our quiver so that each chapter would have the best equipment possible to allow kids in wheelchairs to experience the thrill of riding waves in an upright position so they can see all the action. We have had a few design iterations in creating our surf-chairs and felt that we had figured out all the details to really create a solid, functional piece of equipment that will last years and serve hundreds to thousands of kids. We also wanted to add a couple of SUP boards as we've seen this as a great activity for the kids we serve.

**To what degree were these goals and objectives achieved? If not fully met, what factors affected the success of the project?**

We met our goals as planned and are super stoked on the outcome! We were able to build 3 surf-chairs. Working with Bob Pearson we created a board that surfs great, and

is quick to mount and demount as well as adjust positioning of our customized carbon fiber Formula One racing seats which hold the child in position thanks to the wrap around reclining bucket seat set up.

**What has been the measurable impact of your 2014 SIMA Humanitarian Fund grant on the population or area you serve?**

We now have 1 surf-chair on the East coast to support our New Jersey and now Florida events, as well as 2 to support our Southern California chapters.

In 2015 we hosted 24 beach events where these were used, serving 998 children with special needs. Prior to this our New Jersey chapter didn't have a surf-chair so their activities for children in wheelchairs were limited. Thanks to adding these surf-chairs to our lineup, we were able to take 62 kids surfing who would not have been able to enjoy the thrill of catching and riding a wave.

Additionally the surf-chair we had in California was difficult to set up, and very challenging to surf. With our new gear we can be up and running in minutes and surfing in a wider range of conditions with less experienced tandem surfers over all giving more kids in wheelchairs that chance to really surf. We've even had parents ask us about purchasing a surf-chair for their child.

As a side unexpected benefit, a similar group in the UK heard about our design and wondered if we'd be willing to coach them to create one of their own. We did and they were featured on an article in Inertia (<http://www.theinertia.com/surf/innovative-design-allows-kids-with-cerebral-palsy-to-enjoy-the-stoke-of-surfing/>)

**What have been the measurable results to date of this grant on the functioning or effectiveness of your organization? (i.e. enhanced operations, increased capacity, etc.)**

As noted above we are now able to better serve children in wheelchairs at both our East coast and West coast events. More importantly, even though we encouraged kids in chairs to join us for our events their activities were somewhat limited, now they can enjoy all the same activities as the other kids.

Best Day continues to look for ways to make it possible for kids with special needs to challenge themselves by taking part in ocean based activities. Through these experiences, they see that often what seems impossible is possible with the help of others, creative thinking and just giving it a try. We are often told by their parents that they had no idea their child could do these kinds of things, opening doors to try new activities and seeing their child be more open minded and willing to take on new challenges. Even though it's not noted as a core of what we do, our volunteers tell us that they too have life changing days and can't wait till next time.



Thank you SIMA for your support! We hope that through your support we can get more surf industry partners to come join us for our events and see and feel first hand what Best Day is all about.



2014 YEAR END REPORT

**Boarding for Breast Cancer (B4BC)**



## 2014 SIMA HUMANITARIAN FUND YEAR END REPORT

**Organization:** Boarding for Breast Cancer (B4BC)

**Contact Person:** Kathleen Gasperini

**Title:** Co-Founder, Executive Director

**Purpose of Grant:** The collective goal of this request is to support B4BC in its efforts to reach approximately 250,000 young women and men during the project period through the delivery of enhanced health & wellness content. The support of the SIMA Humanitarian Fund will enable B4BC to create and deliver high quality, engaging content through multiple distribution channels, allowing for greater accessibility to valuable information. The overall intent is to educate young people and ultimately improve their long-term health and wellbeing, in keeping with B4BC's mission to promote early detection and healthy, active living as the best means to prevent breast cancer.

### **Briefly describe the specific purpose and goal for your 2014 SIMA Humanitarian Fund grant.**

1 - B4BC Base Camp Boarding for Breast Cancer (B4BC) consolidated our existing health & wellness content under one brand platform in 2014-2015 with the roll-out of B4BC Base Camp - a hub for health & wellness information. B4BC built the Base Camp platform in 3 key areas: annual print mini-zine, health & wellness mobile/online content portal, and on-site brand experience in order to maximize the greatest possible distribution of educational content.

2 - B4BC Board-a-thons Since 1998, B4BC has been successfully staging nationwide grassroots events that promote healthy, active living through board sports participation while unifying communities and raising funds for local non-profits. In 2014-2015, B4BC enhanced our commitment to participants, beneficiaries, partners, and our community at large by providing tailored health & wellness content via B4BC Outreach Events including our Skate Series and Winter Board-a-thons

**To what degree were these goals and objectives achieved? If not fully met, what factors affected the success of the project?**

For our B4BC Base Camp, most of the goals were achieved in that we hosted a Base Camp health and wellness platform during the Air & Style Event in Los Angeles, CA, February, 2015, which included our 3 areas of health and wellness experiences, the launch of our Base Camp magazine, and updated information both online and with our B4BC phone app.

We also hosted a Base Camp with the Paul Mitchell SuperGirl Pro Surf event July 24-26, 2015 in Southern California with a similar format as the Base Camp at the Air & Style.

Where we fell short was at the Air & Style event in Los Angeles, due to our location, and the rain that impacted the participation overall of the event. We have been promised a new location for 2016.

As for our Board-a-thons, we were able to improve our Skate the Lake event, raising more money than every before because we were able to promote the event earlier and through a greater number of channels. For our Skate the Coast, our goals were achieved in terms of fundraising, but we were not able to meet the participation levels. There were several other events going on during the weekend we hosted our Skate the Coast. For 2016, this will take earlier planning, and we plan to address Beaches and Harbors in Santa Monica, CA, towards getting on their schedule for September, 2016, and moving the event into the LA area, rather than skating all the way to Redondo Beach, CA.

We also plan to host a Skate the Lake (Board-a-thon) events in Chicago and Portland in 2016 to increase our reach and satisfy the outpouring of requests from these two regions for such events for B4BC.

The Board-a-thon Winter series (also known as Shred the Love) included 10 events at ski resorts across the country. The largest was Taos, NM, where we were able to exceed our goals and raise \$35,000 for the event. Our lowest was Waterville Valley, NH, with fundraising at \$1,100. However at all of our Shred the Loves, we give back 35% of what is raised to local breast cancer charities.

One way we plan to improve our Winter series is to concentrate more heavily on the resorts that are able to continue to increase fundraising, and add two additional locations, including the Midwest and Killington, VT, for 2016--both locations have local communities that support B4BC and have plans for extended Board-a-thon fundraising.

**What has been the measurable impact of your 2014 SIMA Humanitarian Fund grant on the population or area you serve?**

The measurable impact for the Base Camps at Air & Style was an outreach of an estimated 750 people who attend the event and came to our area and participated.

The Base Camp at the Super Girl Pro Surf Event had an outreach estimate of 300 people which also included the fact that not only did people check us out onsite, but also online and through social media.

Our Base Camp Magazine has been picked-up by an additional 3,000 people, however we continue to distribute our Base Camp Magazines throughout 2015, and into 2016, including at the Agenda Trade Show in January, 2016. Our phone app reached an additional 1,200 who downloaded in 2015.

Our Board-a-thons including Skate the Lake included 100 participants; Skate the Coast included 150 participants. The reach for our Board-a-thons/Skate series extends beyond participants in each case, because participant often have friends and family members who attend to cheer them on, resulting in cast crowds within local communities during the events and at the after-party/award ceremonies.

The Winter Board-a-thon series range in participation depending on the size of the mountain. Taos, NM, reached at least 10,000 people as many in the community rally around the weekend series for B4BC. The events range in outreach participation between 200-10,000 depending the resorts and events that each Shred the Love is able to successfully accomplish. By streamlining what we provide and assist the resorts from B4BC, we will have more targeted programs and therefore greater fundraising capabilities in the winter series moving forward.

**What have been the measurable results to date of this grant on the functioning or effectiveness of your organization? (i.e. enhanced operations, increased capacity, etc.)**

The SIMA grant allows to reach more people through our hands-on outreach educational booth that travels to the various locations in our Board-a-thon series, and our Base Camp exhibitions at events. Because of the SIMA grant, we were able to accomplish two Base Camps in 2015, which we have never hosted before.

The SIMA grant also helped us enhance our Skate Series, especially the Skate the Lake Tahoe event where we saw an increase in participation by 20%. The grant also allowed us to increase our fundraising and participation during the Winter series by 20% from Taos, NM, and Mammoth, CA.

Through the SiMA grant we were also able to update our phone app, and produce the Base Camp Magazines, reaching another 3,000 people.



2014 YEAR END REPORT

**Cystic Fibrosis Foundation**



## 2014 SIMA HUMANITARIAN FUND YEAR END REPORT

**Organization:** Cystic Fibrosis Foundation

**Contact Person:** Cole Jacobson

**Title:** Associate Executive Director

**Purpose of Grant:** The Cystic Fibrosis Foundation, Orange County Chapter launched its Pipeline to a Cure campaign and later, its National SUP Day campaign after learning about the direct therapeutic benefits the ocean offers individuals with cystic fibrosis. Specifically, the purpose of the SIMA grant is to introduce individuals with CF and their families and friends to the ocean and sport of stand up paddling (SUP) as well as raise funds and awareness for the Cystic Fibrosis Foundation. With this mission in mind, National SUP Day was born and serves as a sustainable platform to connect our local CF community to the ocean, surfing and SUP.

### **Briefly describe the specific purpose and goal for your 2014 SIMA Humanitarian Fund grant.**

The specific purposes for our 2014 SIMA grant were as follows:

A. Exposing individuals with cystic fibrosis (CF) to Stand Up Paddle (SUP) through National SUP Day, which gives individuals with CF the opportunity to learn how to SUP, outrigger and kayak. Cystic fibrosis, a genetic disease that children are born with, causes the body to create extra sticky mucus that adheres to the lining of the lungs and digestive system. This mucus harbors potentially life-threatening bacteria, making individuals with CF susceptible to chronic infections and pulmonary exacerbations. The act of stand up paddling and breathing in the salty air/mist is proven to be therapeutic for individuals with CF. The salty air works as a lubricant in the lungs and helps break up sticky mucus, allowing individuals with CF to breathe easier. On average, individuals with CF endure 3-4 hours breathing treatments per day. These treatments, combined with dozens of pills and nebulized medications, are all in an effort to maintain healthy lung function. A SUP session for an individual with CF hopefully means one less breathing treatment for the day and an increase in overall health and well being through physical activity in a naturally therapeutic environment.

B. Raising funds and awareness through the Pipeline to a Cure Gala and National SUP Day presented by NEXT Swimwear. Pipeline to a Cure Gala was created 8 years ago to help raise much needed funds to find a cure for cystic fibrosis. Because of the life-enhancing connection between cystic fibrosis and surfing/SUP, the surfing and SUP community have embraced this amazing event to help find a cure for CF. Because surfing/SUP and breathing in salty ocean air are strictly therapeutic and not a cure, it is important that funds are raised for the Cystic Fibrosis Foundation to improve the quality of life for individuals with CF and to create new therapies and drugs that will eventually cure cystic fibrosis. When doctors saw that individuals with CF who surfed had increased lung function, the CF Foundation funded a clinical trial for hypertonic saline. Now, a hypertonic saline treatment is available to individuals with CF and taken on average by 66% of the CF patient population according to the Cystic Fibrosis Foundation's 2013 Patient Registry. National SUP Day (formerly Stand Up for CF) was launched in 2009. With the help of the SIMA grant, the event has grown and is now hosted in six different locations – Newport Beach, CA, San Diego, CA, Austin, TX, Palm Beach, FL, Raleigh, NC, and Chicago, IL, and has three different components to help generate awareness and funds for the campaign. The first component is centered on the novice paddler and is a leisurely paddle into the Newport Back Bay Conservancy with approval from the Fish and Game department. The second component is an outrigger paddle supported by the NAC Junior team and NAC staff. The third component is a kayak paddle also supported by the NAC Junior team and NAC staff. Individuals with CF and their family and friends all have the opportunity to learn how to SUP, kayak and outrigger at the event. This event gives participants a safe, controlled environment to learn an amazing sport that also provides a therapeutic benefit for individuals with CF. Through our SUP campaign over the past 7 years, we've introduced hundreds of individuals with CF and their family and friends to the sport of SUP. Our Pipeline to a Cure Honorary Chair, Dave Kalama, has spearheaded clinics with novice paddlers, teaching them proper technique and water safety – skills that especially individuals with CF can develop to potentially SUP on a regular basis. In 2015, again, we recruited Jamie Mitchell and Jim Terrell to join our team. Jim Terrell owns Quickblade Paddles and creates a custom paddle to benefit the Pipeline to a Cure and National SUP Day campaign. Jim also has focused on his partnership and friendship with Jamie Mitchell, world renowned waterman, to continue to introduce the sport they love to many individuals with CF throughout the country.

**To what degree were these goals and objectives achieved? If not fully met, what factors affected the success of the project?**

Due to recent infection control procedures that have been put in place by the Foundation to preserve the health and safety of those with CF, we have elected to limit the number of CF attendees at SUP events. This has presented us with a challenge; however, we have done so in order to limit the spread of illness between individuals with CF, as this is our foremost concern. We have revised these objectives for the future to reach 40 individuals with CF in Southern California and 200 nationwide to accommodate the Foundation's infection control policy. Additionally, our goal is to



continue this expansion to include nine CF chapter markets nationwide with the additions of South Carolina, San Francisco and New York.

**What has been the measurable impact of your 2014 SIMA Humanitarian Fund grant on the population or area you serve?**

The impact that the grant has had on the area we serve is apparent; the event has attracted corporate sponsors such as NEXT Swimwear, Quickblade, Kaenon, REI and NSP. This is in large part due to the fact that the event draws people who do not have a direct connection to CF but love to SUP. Additionally, for those with CF and their families and friends, National SUP Day gives them a safe, controlled environment to learn the amazing sport of SUP all while inhaling salty, ocean air that helps clear out their lungs. Lastly, through our relationship with the Newport Aquatic Center, and with the generous funds from SIMA, we are able to hold other SUP clinics/events multiple times throughout the year. For example, in 2015, NAC hosted its second annual Get Off da Couch in memory of the great Sam Couch, a CF Ambassador and local legendary waterman. Overall, more and more individuals with CF are learning how to SUP and benefitting from the therapeutic benefits of breathing in ocean air while exercising.

**What have been the measurable results to date of this grant on the functioning or effectiveness of your organization? (i.e. enhanced operations, increased capacity, etc.)**

This grant has enabled the Foundation to educate and raise awareness about the therapeutic benefits of the ocean, SUP and overall mission of the Cystic Fibrosis Foundation. Additionally, each year we expose individuals with CF to the world of SUP. Candidly, this is an event that our local CF community and the CF communities across the nation hosting this event look forward to. Measurably, in 2012, National SUP Day occurred in one market; in 2013, we had National SUP day in 6 markets and sustained these events through 2015. Our goal is to reach nine markets in 2016. This is a tangible representation of how the SIMA Environmental Fund grant has impacted the CF community across the country.



2014 YEAR END REPORT

**Jimmy Miller Memorial Foundation**



## 2014 SIMA HUMANITARIAN FUND YEAR END REPORT

**Organization:** Jimmy Miller Memorial Foundation

**Contact Person:** Jeff Miller

**Title:** President

**Purpose of Grant:** SIMA grant funds directly benefit the ongoing provision of the JMMF Ocean Therapy program. Ocean Therapy is a therapeutic surfing program used to assist individuals coping with disabilities or injuries in accessing the therapeutic benefits of the ocean environment. Current participants include foster children, At-Risk Youth, children who have a parent or family member affected by cancer, military Veterans from the Los Angeles area, including women veterans and injured marines returning from Iraq and Afghanistan at the Wounded Warrior Battalion West (WWB-W). An ocean therapy session is a one day program, consisting of both on-land and open water surfing instruction and discussion sessions focused towards increasing perceived self-efficacy. Participants leave the sessions with increased self-esteem, confidence and belief that they can achieve life goals.

**Briefly describe the specific purpose and goal for your 2014 SIMA Humanitarian Fund grant.**

In 2014, the Jimmy Miller Memorial Foundation (JMMF) requested a grant from the SIMA Humanitarian Fund to further support our unique Ocean Therapy program, which serves Wounded Warriors of the Camp Pendleton Marine Corps base and veterans and disadvantaged youth from the Los Angeles area. As our program has reached record numbers holding more than 60 sessions per year, we had found the need to expand our professional staff by hiring an additional occupational therapist to serve as a Session Coordinator during our impacted summer months. By expanding our professional services, we anticipated the ability to continue our longstanding tradition of providing therapeutic programs, which serve to improve the quality of life, mental and physical health, and welfare of these deserving populations.

**To what degree were these goals and objectives achieved? If not fully met, what factors affected the success of the project?**

Our goal of expanding our professional staff in 2014 was succeeded at all levels. We were able to hire a top tier occupational therapist as our Ocean Therapy Coordinator, maintaining a doctoral degree from the University of Southern California and 10 years of experience as a Los Angeles County Ocean Lifeguard. SIMA funds also contributed to maintaining our expert waterman staff including safety coordinators with advanced level emergency medical training and professional surf instructors with extensive surf instruction experience. With enhanced staffing in place, we were able to adequately staff nearly 30 sessions during the impacted summer months of June, July and August. This team also proved to be an incredible asset in bringing innovative ideas to our programming and safety practices. As a springboard we have embarked on new research projects and outcome measure initiatives to strengthen our Ocean Therapy program as a whole.

**What has been the measurable impact of your 2014 SIMA Humanitarian Fund grant on the population or area you serve?**

With the expansion of our professional JMMF Ocean Therapy staff we have been able to better serve and maintain exceptional staff for close to 60 sessions per year. With an average of 10 participants per session, we have served close to 600 participants in 2014. A Veteran recently commented that his participation at Camp Pendleton surfing with us was, "Some of the best days of my life". One child recently described that his surf instructor, "Is my hero, because he told me I can achieve anything I want in life". These candid remarks demonstrate the life changing impact surfing and the JMMF can have on the individuals that choose to participate. Additional impact can be found in the long-lasting relationships the JMMF has with their participating organizations. Since the foundation's inception, Hollygrove, an EMQ FamiliesFirst organization began sessions with us in 2005 and continues today attending 3 sessions in the summer months. Our programs on base at Camp Pendleton began in 2006 and continue today year round. Each organization recruited to participate has maintained their relationship with the JMMF, which has brought our partnerships to 15 organizations serving Veterans, active duty Marines and children with high need backgrounds.

**What have been the measurable results to date of this grant on the functioning or effectiveness of your organization? (i.e. enhanced operations, increased capacity, etc.)**

In 2014, SIMA grant funding has created measurable progress in our enhanced JMMF Ocean Therapy operations. Our exceptional staff is the backbone of our operations and by expanding the staff and sustaining the highest standards in qualifications, we maintain our status as one of the most qualified surf therapy programs in the world.



2014 YEAR END REPORT

**Life Rolls On Foundation**



## 2014 SIMA HUMANITARIAN FUND YEAR END REPORT

**Organization:** Life Rolls On Foundation

**Contact Person:** Jesse Billauer

**Title:** Founder and Executive Director

**Purpose of Grant:** To purchase necessary equipment for our Quality of Life program  
"They Will Surf Again"

**Briefly describe the specific purpose and goal for your 2014 SIMA Humanitarian Fund grant.**

Our purpose is to take people with various disabilities surfing. Our goal is to take more and more people each and every year.

**To what degree were these goals and objectives achieved? If not fully met, what factors affected the success of the project?**

We are blessed to have SIMA's support and are very grateful for achieving our goals and objectives.

**What has been the measurable impact of your 2014 SIMA Humanitarian Fund grant on the population or area you serve?**

We were able to take roughly 800-1000 people with various disabilities surfing all over the country.

**What have been the measurable results to date of this grant on the functioning or effectiveness of your organization? (i.e. enhanced operations, increased capacity, etc.)**

We are able to transport more adaptive surfers with the help of beach wheelchairs and we can allow more wheelchair users access to the beach because of the beach flooring that we provide at each of our events.



2014 YEAR END REPORT

**Mauli Ola Foundation**



## 2014 SIMA HUMANITARIAN FUND YEAR END REPORT

**Organization:** Maui Ola Foundation

**Contact Person:** Hans Hagen

**Title:** Executive Director

**Purpose of Grant:** To help fund our Surf Experience Day and Pediatric Hospital Visit program

**Briefly describe the specific purpose and goal for your 2014 SIMA Humanitarian Fund grant.**

Providing natural therapies for genetic disorders like (cystic fibrosis, cancer, hemophilia) through surfing and other ocean related activities.

**To what degree were these goals and objectives achieved? If not fully met, what factors affected the success of the project?**

We had our most active to date since our inception in 2007. Reaching more and more people in need in through events and awareness.

**What has been the measurable impact of your 2014 SIMA Humanitarian Fund grant on the population or area you serve?**

Testimonials and growth of our reach

**What have been the measurable results to date of this grant on the functioning or effectiveness of your organization? (i.e. enhanced operations, increased capacity, etc.)**

We have manage to gather key assets, like more surfboards, a van, tents and brought in more administrative help.





2014 YEAR END REPORT

Outdoor Outreach



## 2014 SIMA HUMANITARIAN FUND YEAR END REPORT

**Organization:** Outdoor Outreach

**Contact Person:** Mallory Thorne

**Title:** Development and Communications Manager

**Purpose of Grant:** Outdoor Outreach received a grant of \$8,370 from the SIMA Humanitarian Fund to support a surf program that connects underserved youth in San Diego to the transformative power of our ocean, beach and coastal areas.

**Briefly describe the specific purpose and goal for your 2014 SIMA Humanitarian Fund grant.**

With support from the SIMA Humanitarian Fund, Outdoor Outreach's goal was to partner with three Title I high schools and 30 like-minded community organizations to open the outdoors to more than 552 individual teens to learn, lead and grow through surfing. The purpose of the grant was to provide 46 surf outings -- including at least 6 two-day, overnight surf camps -- for young people that have little experience with outdoor recreation, and minimal knowledge of the region's beaches and coastal areas. Outdoor Outreach uses the outdoors to inspire underserved youth to see possibility and opportunity in their lives, and realize the positive attitude and behavioral changes that help them become happy, healthy and successful adults.

**To what degree were these goals and objectives achieved? If not fully met, what factors affected the success of the project?**

Outdoor Outreach was successful in meeting the proposed number of surf camps over the impact period: In 2015, Outdoor Outreach provided 46 total surf camps -- including 38 day trips and 8 overnight trips -- to local beaches including Silver Strand State Beach, Imperial Beach, Coronado Shores Beach, San Onofre State Beach and San Elijo State Beach.

Through these programs, Outdoor Outreach served 402 individual youth from 22 local schools and community organizations. Outdoor Outreach fell short of the expected number of youth served, for the primary reason that the organization continues to grow and diversify its boardsport and other program offerings. For example, while

maintaining the same number of surf camps in 2015, Outdoor Outreach also acquired 14 stand up paddle (SUP) boards, increasing the organization's capacity to hold SUP outings. Outdoor Outreach ran 24 SUP trips in 2015, providing an important complement to the surf program.

Outdoor Outreach expects to maintain the number of surf programs offered in 2016 with similar expected results, while also continuing to grow our boardsport and other program offerings to increase access to our beach and coastal areas for urban youth.

**What has been the measurable impact of your 2014 SIMA Humanitarian Fund grant on the population or area you serve?**

The surf program is designed to create positive change in the lives of young people through boardsports that challenge them to build confidence, self-esteem and resilience, and through relationships with Outdoor Outreach staff and volunteers that model possibility, positivity and consistency. In providing the support, relationships, resources and opportunities teens need to become successful adults, Outdoor Outreach can also empower participants to give back as leaders and role models for underserved youth like themselves.

Specifically, in 2015, 88% of program participants reported an increased awareness of opportunities as a result of our programs. Such positive changes in attitude also lead to measurable positive changes in behavior among youth participants: 92% increased their participation in positive activities outside of Outdoor Outreach; 96% showed improved interpersonal relationships; 96% increased their ability to work with others; and 96% increased their ability to set and achieve goals. By forging a positive connection between each individual youth and the natural environment, Outdoor Outreach also helps inspire young people to give back to their communities by protecting the ocean, beaches and coastal areas where they play and learn. In collaboration with our partner schools and other organizations, Outdoor Outreach integrates environmental education and stewardship into each surf outing. Through the surf program, participants learn the importance of San Diego County's sensitive ocean and coastal ecosystems, and are trained to act as environmental stewards through lessons on Leave No Trace Ethics and stormwater pollution prevention. In fact, in 2015, 90% of program participants reported increasing their environmental stewardship.

**What have been the measurable results to date of this grant on the functioning or effectiveness of your organization? (i.e. enhanced operations, increased capacity, etc.)**

Through an intensive application and interview process, Outdoor Outreach can select participants from the surf program to participate in the organization's Leadership Program (LEAD), an initiative that trains and employs 8 - 12 youth each year as outdoor education instructors, role models and community leaders. Throughout their training, LEAD participants serve as paid interns and instructors on more than 120 recreational

outings for Outdoor Outreach's Adventure Club, Partner and Military programs, including surfing. In teaching these skills to teens like themselves, LEAD participants can forge a strong mentor-mentee relationship with the more than 800 individual youth they lead each year, giving back to the program as positive role models for teens who need it most. In fact, nearly half of Outdoor Outreach's paid instructors are LEAD participants and graduates. In this way, the pipeline of program participants that join the Leadership Program also strengthens our organizational capacity by ensuring that our instructors reflect the diversity of the communities we serve.

In addition, the surf program provides a way to engage new community partners with the work of Outdoor Outreach, further growing the organization's capacity to serve more and more diverse youth populations. For example, in 2015, Outdoor Outreach launched a new partnership with South Bay Community Services' Promise program, serving a whole new population of under-resourced youth in Chula Vista and the greater South Bay community through surf camps.



2014 YEAR END REPORT

**Stoked Mentoring, Inc.**



## 2014 SIMA HUMANITARIAN FUND YEAR END REPORT

**Organization:** Stoked Mentoring, Inc.

**Contact Person:** Steve Larosiliere

**Title:** Founder/President

**Purpose of Grant:** STOKED sought a SIMA Grant to fund our Surf Mentor Program in NY and LA, and make it possible for STOKED.

**Briefly describe the specific purpose and goal for your 2014 SIMA Humanitarian Fund grant.**

The purpose of the STOKED Surf Mentor program was and is, over 7 weeks, to teach at-risk youth the values associated with the surfing lifestyle. Our goal was to take 300 youth surfing in 2015 with the help of the SIMA Humanitarian Fund grant.

**To what degree were these goals and objectives achieved? If not fully met, what factors affected the success of the project?**

With the generous grant from SIMA, STOKED endeavored to take 300 youth surfing through our innovative Surf Mentor Program, from May through September, in New York and Los Angeles. Our goal was to not only teach these youth to surf, but to also teach them life skills, from positivity, patience, trust, and respect, to environmental awareness. We're happy to report that we reached our goals, and succeeded in taking 300 youth surfing from 10 schools in New York and 4 in Los Angeles: 100% from low-income areas, 93% receiving free or reduced cost lunches, 65% male, 35% female, and 96% African American, Latino, or Asian.

SIMA's generous grant allowed us to purchase new surfboards (20 new foam top boards to replace older boards in NY), and provide professional surf instruction during our 7-week program. Given the success of this year's program, we plan to maintain the size of the program and have set a goal of providing approximately 300 youth with 35 hours of surf related training, programming and skill building per student.

**What has been the measurable impact of your 2014 SIMA Humanitarian Fund grant on the population or area you serve?**

Thanks to SIMA, 300 youth lives were enriched by surfing, 25% of our youth learned to swim because of Surf Mentor, and 100% of our youth knew how to swim and were certified “water ready” prior to the start of the Surf Mentor program.

In addition to pre-program swim training, STOKED provided 7 full Surf Mentor program days in Los Angeles, and 6 days in New York (one day was cancelled due to weather). Each program day covered a different topic, for e.g. goal-setting, or overcoming obstacles.

This year:

- 100% of our STOKED seniors graduated from high school.
- 100% of STOKED Youth want to participate in more STOKED programs in the future.
- 100% of STOKED Youth reported that they feel safe at STOKED.
- 95% of STOKED Youth reported that they went out of their comfort zone this year.
- 86% of STOKED Youth reported that they were more active this year because of STOKED weekend programs.

Testimonials:

“It is my son’s first year with the STOKED mentoring program and it has been a wonderful experience for him. Since he has been a member of STOKED he’s been more open, a lot more social, and I have seen growth in his social interaction with others.” - STOKED Surf Mentor Parent

“The STOKED experience has taught me it’s important to be an individual within a community, but it’s important to also be able to pull your weight and add to the community to make it stronger.” - STOKED Youth

**What have been the measurable results to date of this grant on the functioning or effectiveness of your organization? (i.e. enhanced operations, increased capacity, etc.)**

The Grant has allowed STOKED to increase the capacity and quality of our programs. Each year, the Surf Mentor Program has grown as a direct result of funding our swim instruction, enabling us to buy and providing more surfboards, and to hire additional instructors and lifeguards. Moreover, the interest of our participants in surf culture has lead to additional programming and environmental awareness, to include Saturday Beach Clean-Ups. The growth of our Surf Mentor Program has also lead to capacity building partnerships – such as a community service partnership with the Surfrider Foundation, and organizational partnerships with StokeShare in LA, which has helped to offset program costs in Los Angeles, and Breakwater Surf Co. in NY, which provides

freshwater access to STOKED participants for post surf showers, wetsuit and board rinses.





2014 YEAR END REPORT

SurfAid



## 2014 SIMA HUMANITARIAN FUND YEAR END REPORT

**Organization:** SurfAid

**Contact Person:** Emily Taylor

**Title:** Operations Manager

**Purpose of Grant:** The purpose of the Solar Panel Project is to help communities have access to clean water. By creating such access, the project contributes to better community hygiene and sanitation practices, and helps families ensure a diet of healthy and nutritious meals for their children, all while saving them money from the cost of fuel.

**Briefly describe the specific purpose and goal for your 2014 SIMA Humanitarian Fund grant.**

The Solar Panel Project is an important component of SurfAid's overarching Mother and Child Health Program; the goal of which is to significantly improve the health status and self-reliance of 14 tsunami-affected communities on the island of South Pagai in the Mentawai's. The Solar Panel Project is specifically designed to bring access to clean water via solar panels to the communities of Muntei Besar and Muntei Kecil. These are just two of the communities that were relocated to a new area in the jungle high above sea level, in the aftermath of the tsunami that occurred off the west coast of West Sumatra in October, 2010. In the relocated area, the people have scarce access to basic resources, government support, and health services.

The goal of SurfAid's Solar Panel Project is to provide resilient solar powered water in the tsunami-affected communities of Muntei Besar and Muntei Kecil in South Pagai. The Solar Panel Project objectives are as follows: 1) SurfAid will provide building materials including a solar panel, cables and switches. 2) SurfAid will equip communities with water testing equipment. 3) SurfAid will educate communities on hygiene, sanitation, and nutrition. 4) SurfAid will establish training of water committees to administer and maintain the facilities.

**To what degree were these goals and objectives achieved? If not fully met, what factors affected the success of the project?**

SurfAid's Solar Panel Project is a resounding success! With support from the SIMA Humanitarian Fund, the 340 people living in the remote communities of Muntei Besar and Muntei Kecil now have access to clean water via pumps powered by solar panels. The clean water facilities and solar panel pumps were constructed together with the communities using "Gotong Royong," which is the Indonesian concept of reciprocity or mutual aid in the form of cooperation among community members to reach a shared goal. Both men and women were equally involved in the construction. Women dug the pipelines while men mostly worked on technical installation. Together, they worked to build the water source protection, install 1.62 km of piping, install a solar panel unit to pump water from the lower elevation source, and construct 12 tap stands. Community members contributed 2,640 hours of their time and labor, along with contribution and collection of local materials such as stone and sand.

SurfAid also established and trained water committees in construction, maintenance and management of the water and solar panel systems. Some of them have experience as carpenters or mechanics, and others simply bring their enthusiasm and willingness to learn. Capacity building of the water committees took place through class room sessions and on-the-job training. Special on-the-job training took place during the installation of the solar panels. The instructors came from Jakarta and were part of the service from the vendor of the solar panels.

With water committees as the key implementers of the program, the communities are now fully empowered to co-manage the systems with local stakeholders.

Complementary to efforts for clean water, SurfAid trained community health volunteers, who work together to run community health posts that promote positive behavior change for families; emphasizing the direct relationship between community health, hygiene, local sanitation facilities and the availability of a clean water supply.

**What has been the measurable impact of your 2014 SIMA Humanitarian Fund grant on the population or area you serve?**

SurfAid's 2014 SIMA Humanitarian Fund grant has positively impacted the lives of 340 people in the tsunami-affected communities of Muntei Besar and Muntei Kecil. The solar panel water pumps are benefiting the communities by providing 128 liters of water per day per person, and a total of 36,000 liters per day through the dry season. Communities now have more than a sufficient supply of reliable water for both household and agricultural use.

Overall, SurfAid's Solar Panel Project has achieved sustainable access to clean water, empowered community members to take ownership of the solar panel systems, and provided hygiene and sanitation education. Such efforts for clean water have initiated a holistic approach in addressing the health and wellbeing of the communities, as they

have become the vehicle to introduce complementary interventions on health, nutrition and livelihoods.

**What have been the measurable results to date of this grant on the functioning or effectiveness of your organization? (i.e. enhanced operations, increased capacity, etc.)**

SIMA's 2014 grant has contributed to SurfAid's overall mission to improve the health, wellbeing and self-reliance of people living in isolated regions, who are often forgotten. The families in the tsunami-affected communities of Muntei Besar and Muntei Kecil grew more united as they came together to build the water facilities and solar panel pumps. With new access to clean water, SurfAid staff see a real difference in the socio-economic environment of the relocated communities. Community members have more time to invest in healthy activities such as serving as community health volunteers, going to the community health post, and participating in cooking classes and agricultural activities. The tap stands also provide a social meeting place, strengthening the social fabric of the communities. Overall, "the communities look more alive," said the SurfAid Water and Sanitation Assistant.

The Solar Panel Project and associated access to clean water is central to SurfAid's holistic approach to community development. SIMA's Humanitarian Fund grant has helped families and community members gain confidence as SurfAid equips them to change their circumstances and provide for their children.



2014 YEAR END REPORT

**Surfers Healing Foundation, Inc**



## 2014 SIMA HUMANITARIAN FUND YEAR END REPORT

**Organization:** Surfers Healing Foundation, Inc

**Contact Person:** Terri Remley

**Title:** Accounting Manager

**Purpose of Grant:** Surfers Healing applied for the SIMA Grant to help fund our annual surf camp tour.

**Briefly describe the specific purpose and goal for your 2014 SIMA Humanitarian Fund grant.**

The generous grant from SIMA helped us continue our mission of enriching the lives of children with autism and the lives of their families by exposing them to the unique experience of surfing. Our goals at Surfers Healing are to:

1. Provide a unique and therapeutic experience of surfing to children living with autism at no charge to their families.
2. To provide respite for those affected by this devastating disorder.
3. To raise awareness of autism through local press and television coverage.

SIMA's grant helped us achieve all of our goals. Thank you!

**To what degree were these goals and objectives achieved? If not fully met, what factors affected the success of the project?**

In 2015 Surfers Healing was able to add 4 additional surf camps to our surf tour than the previous year for a total of 23. We held camps in the US, Mexico, Puerto Rico and for the first time, Australia. With SIMA's help we were able to reach over 4,600 children living with autism. We were also able to bring families living with autism together in a safe and supportive environment for #OnePerfectDay at the beach. We could not have done this without your support.

**What has been the measurable impact of your 2014 SIMA Humanitarian Fund grant on the population or area you serve?**

Surfers Healing operates solely on the generous donations from individuals and organizations like SIMA. We feel very fortunate that SIMA has chosen to support our cause! Not only were we able to take over 4,600 children with autism out surfing, Surfers Healing was featured on Fox News and CBS Game Changers. This kind of exposure helps raise understanding and awareness of this devastating disorder that might someday lead to a cure.

**What have been the measurable results to date of this grant on the functioning or effectiveness of your organization? (i.e. enhanced operations, increased capacity, etc.)**

With the ongoing support of SIMA, Surfers Healing has been able to continue to serve the needs of the autistic community. Today the CDC estimates that about 1 in 68 children have been identified with ASD. When we applied for this grant, the numbers were 1 in 88. Currently, there is no cure for autism. With help from SIMA, we continue to accommodate as many children as possible. This year with our extra 4 surf camps, were able to take over 800 more children out surfing!