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# SURFING FOR HOPE FOUNDATION

## 2024 ANNUAL REPORT



Established 2012 | 501c3/Tax ID: 36-4762809

### Pure Stoke Surf Camps

In 2024 we hosted 5 different kids surf lessons with generous support from Pismo Beach Surf Academy's Rod and Kelly Way

Tentative Dates 2025: 3rd Saturdays of the month April through September

### Survivor Surf Camps

Our adult surf program provides a safe, fun environment, utilizing the healing energy of the beach and ocean to help deal with the stress of a family member or individuals with history of cancer.

### Grom Series Contests

SFH held 3 separate Sunday mock surf contests for up and coming young surfers.

### NEW!! Skate Camps

Our pilot program hosted 3 families at Nipomo skate park, leading to our launch of Skating for Hope camps coming in 2025!



## A Year of Waves and Impact

2024 has been an extraordinary year for Surfing For Hope. We've been fortunate to witness firsthand the transformative power of surfing, not just as a sport, but as a force for positive change.

From our Pure Stoke Camps and Survivor Camps to our new pilot program, Skating For Hope, we've been dedicated to providing opportunities for individuals of all ages to experience the joy and healing benefits of the ocean AND BEING OFF SOCIAL MEDIA. We're incredibly proud of the impact these programs have had on our participants, fostering resilience, confidence, and a deep connection other kids and to their inner capabilities.

**This led to our new mission statement: Helping inspire youth and families affected by cancer and modern-day struggles through the positive energy of surfing, skateboarding and outdoor appreciation.**

Beyond our core programs, we've been honored to contribute to the community in so many ways.(see our packed schedule from 2024 below). None of this would be possible without the unwavering support of our incredible volunteers and donors. Their dedication and passion have been the driving force behind our success.

As we look ahead to 2025, we are filled with excitement and anticipation for the waves of change we will continue to make. Thank you to everyone who has supported our mission. Your belief in our work has allowed us to make a real difference in the lives of countless individuals. With Gratitude,

Andy McKay, Executive Director

SFH Board: Bob & Nancy Voglin Tom Spillane & Karen Allen



## 2024 SFH Youth Programs Costs and 2025 Budget

MONEY IN	BUDGETED	2024	2025
Pure Stoke Specific Grants: Janssen, PGE, Rotary, City of Pismo. <b>PREDICTED NOT SECURED</b>	\$12,000	\$7,500	\$7,500
Wheeler Foundation Grant	\$10,000	\$10,000	\$10,000
Annual Fundraiser income	\$5,000	\$38,000	\$44,000
Sharkey Foundation Grant	\$15,000	\$12,500	\$12,500
<b>TOTAL INCOME</b>	<b>\$42,000</b>	<b>\$68,000</b>	<b>\$74,000</b>
MONEY OUT	BUDGETED	2024	2025
Pure Stoke Surf Lessons and equipment PLUS 3 SKATEBOARD PILOT CAMPS AT \$100/child/session	\$6,000	\$19,340	\$21,800
Lunch and sweatshirts or towels	\$1,600	\$4,500	\$3,000
Employee Salaries (DIVIDED BY 2)	\$24,000	\$30,000	\$30,000
Insurance	\$3,200	\$3,200	\$4,500
Marketing and website maintenance	\$1,500	\$3,500	\$3,500
Equipment (tents/tables/flags etc)	\$5,000	\$6,500	\$7,000
Marketing (Surf Nite Sponsor)			\$2,500
<b>TOTAL EXPENSES</b>	<b>\$41,300</b>	<b>\$67,040</b>	<b>\$72,300</b>
<b>INCOME MINUS EXPENSES</b>	<b>\$700</b>	<b>\$960</b>	<b>\$1,700</b>

## Surfing For Hope Foundation 2024 Schedule

4/20 Pure Stoke Surf Camp #1 for kids at Pismo Beach Pier  
 4/26 SLO Film Festival "Surf Nite" at Fremont Theater SLO  
 5/15 Special "Little Pink Houses" Cancer Survivor Camp at Pismo  
 5/18 Cancer Survivor Camp #1 for adults at Pismo Beach Pier  
 6/1 Adventist Health Survivorship Wellness Fair @ Sierra Vista  
 6/8 Pure Stoke Surf Camp #2 for kids at Pismo Beach Pier  
 6/9 Summer Grom Series surf contest #1 at Pismo Beach  
 6/22 Rod & Hammers Surf Block Party  
 7/20 Pure Stoke Surf Camp #3 for kids at Pismo Beach Pier  
 7/21 Summer Grom Series surf contest #2 at Pismo Beach  
 8/17 Pure Stoke Surf Camp #4 for kids at Pismo Beach Pier  
 8/18 Summer Grom Series surf contest #3 at Pismo Beach  
 8/24 Pure Stoke Surf Camp #5 for kids at Pismo Beach Pier  
 9/13 Annual Memorial Paddle-Out at Avila Beach (5pm)  
 9/14 Cancer Survivor Camp #2 for adults at Pismo Beach  
 9/21 -10/8 Skate Camp Pilot program  
 10/19 Pismo Beach Clam Festival Parade  
 11/15-17 Surfing For Hope WSL Longboard Classic at Pismo  
 11/16 Cancer Resource Health Fair at Pismo Beach Pier  
 11/16 SFH Annual Fundraiser at Vespera Resort  
 12/5-8 SLO CAL Open at Morro Bay, a WSL QS1000