AN OCEAN FOR EVERYONE
Ashoka challenges Waves for Change to grow the practice of Surf Therapy. Without growing the Waves for Change organisation.

After 2 years of prototyping and piloting, Waves for Change launches...

The **WORLD’S FIRST** Surf Therapy incubator to help passionate community leaders bring the power of Surf Therapy to their own coastlines.
In 2019 Waves for Change South Africa provides a Direct Service to 1,350 children per week through 7 beach hubs.
The 5 Step Process

To scale more efficiently, W4C open-sources all training materials and creates a 5-step process to allow NGO’s and Surf-schools to open their own Surf Therapy programmes.

**Step 1**
Apply for Training: W4C releases an open source ‘Surf Therapy Playbook’ and invites NGO’s, CBO’s, Surf Schools and other youth development orgs to apply for training and mentorship.

**Step 2**
Deliver local sessions: Applicants screened for child safety and granted access to W4C curriculum, coach training manuals and impact assessment tools. Orgs that use tools to deliver sessions at their local beach and share their progress are invited to...

**Step 3**
Training in Cape Town: W4C offers two-weeks of intensive face to face training in Cape Town for two senior leaders from each partner org. After training each team returns home where they...

**Step 4**
Deliver and evaluate a pilot: W4C grants each org boards and wetsuits to start a programme, and additional programme and evaluation support to deliver, measure and write-up a pilot project at their local beach.

**Step 5**
Write-up your evaluation: On completing evaluations, each partner org is supported to share their learning and map their networks. This helps partners secure onward funding to scale programming further and present work at national and international conferences.

More locally owned, evidence-based Surf Therapy programmes exist.
1. **Elman Peace, Somalia**  
   Introduced surfing to program in Mogadishu last year.

2. **Royal Ali, Ghana**  
   Introduced surfing to soccer program in Ghana.

3. **Waves for Hope, Trinidad & Tobago**  
   Chris & a few pro-surfers who run a board drive called Positive Vibe Warriors.

4. **Alto Peru, Peru**  
   Adding therapy curriculum to surf and other sport.

5. **Olas de Alma Argentina**  
   Adding local mental health support to surf school.

6. **Olas y Sonrisas, Costa Rica**  
   Constructive program for at-risk youth.

7. **Messeh Leone Foundation & Dept Tourism, Sierra Leone**  
   Public partnership launches Surf Therapy programmes at five beaches in Freetown, Sierra Leone.

   Wave Alliance trains local leaders to adapt W4C methodology to their local context.

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**SIT. REP. JAN 2020**

11 partners launch Surf Therapy programmes.

**TARGET DEC 2020**

20 orgs running Surf Therapy programmes.
The world’s first Surf Therapy Incubator

Diving into the 5 steps
Phase 1
Waves for Change spends 2017 and 2018 working with multiple international NGO's and Universities to identify the key parts of successful Surf Therapy programmes.

Phase 2
Waves for Change develops a ‘Starter Kit’ to help Surfing Orgs, Youth Development Orgs, Surf Clubs and Sports Clubs start their own Surf Therapy programmes.

Phase 3
The starter kit is made available on the Waves for Change website and advertised globally through development and industry partners.

STEP 1
Surf Therapy playbook
STEP 2

Applicants download the playbook and open programmes at their local beaches

- We wanted the application process to be as open as possible.
- No paperwork. No ‘applications’. We wanted ACTION!
- Applicants download toolkit, deliver sessions and share photos with W4C SA Team.
- Some Orgs were surfing orgs, many weren’t.
- Over the course of 3 months, W4C SA team provided remote mentoring and guidance to orgs that downloaded and used the starter kit.
- Those that stuck with it, we took to the next step....
STEP 3

A fully funded two-week Cape Town learning exchange!

- After 3 months of voluntary service, using Wave Alliance materials, we brought applicants to Cape Town.
- 3 months practice, using the same materials, meant we had a shared understanding of Surf Therapy.
- This meant we could get straight into the detail and explore

A) What is mental health?
B) What is Surf Therapy?
C) How can we adapt Surf Therapy to our local context?
D) How can we measure our impact, communicate our impact, and grow our local offering?
100% Satisfaction with Cape Town workshops held in May and October of 2019

‘Amazing, Knowledgeable & passionate. They made the heavy load of information easy to understand and digest.’

‘You did a great job at mixing classroom time and more practical time at the beach. I felt like you created a very safe space for us to learn, share and grow.’

‘I will be glad if this workshop can be done maybe once in a year ... I also take this opportunity to thank Wave For Change, the crew and the funders they made this workshop happens Thank You’

‘No tengo miedo a ningún reto ya que estoy preparado al 100% y cualquier duda consultaré a Wave For Change y a Surf Project’
STEP 4

Heading home to deliver a pilot

1. Community leaders go back home

2. Waves for Change sends each partner
   a) 15 surf boards
   b) Wetsuits / rash vests
   c) Weekly Check-ins and online support

3. Community leaders open the first, evidence-based Surf Therapy programmes EVER for their coastlines

4. Communication sustained over whatsapp groups and personal 1:1 calls when requested.

5. The Wave Alliance becomes an online support group for start-up Surf Therapy programmes!
**STEP 5**

Wave Alliance partners write-up pilot evaluations and document impact

**Phase 1**
Edinburgh University mentoring orgs to document their local impact by tracking attendance & changes to child wellbeing.

**Phase 2**
Each org producing an evaluation of their ‘pilot’ surf therapy course.

**Phase 3**
Each org using the same data tools. This means Wave Alliance will ultimately collect a global data set looking at impact of Surf Therapy programmes on mental health.

*Examples of word-clouds generated through focus group discussions conducted by each org as part of their pilot projects

*Pre/Post data sets from 7 orgs track statistically significant changes to mental health using WHO mental health inventory
The Wave Alliance is building sustainable, locally owned Surf Therapy organisations that will bring lasting change to their coastlines.

1. 11/11 of partners have launched and sustained locally lead Surf Therapy programmes following their Wave Alliance training in Cape Town.

2. 10/11 of partners have raised new, local funding since returning home from their Cape Town training.

3. 8/11 partners have established partnerships with local government to train more Surf Therapy coaches in their country (Costa Rica, Sierra Leone, Argentina, Peru)

4. 3/11 Partners have conducted independent learning exchanges since completing their Cape Town training (Coaches from Argentina, Costa Rica and Peru have visited each other’s programmes)

5. 2/11 partners attended the 2019 International Surf Therapy conference in Los Angeles to present their evaluations and connect with more leaders in the sector. They were the sole representatives from developing nations at the conference.
What’s next and how can you help?

1. In 2020 we will train another 10 organizations from Kenya, Mozambique, Tanzania, South Africa and various countries across South and Central America.

2. Connect us with local organisations. Have friends running youth groups? Connect us!

3. Help us fund the next round of Wave Alliance Partners: In 2021/2022 we will train another 20 partners to launch their own programmes. We are looking for new corporate of foundation partners for 2021/22 partnerships.
   
i. Annual Wave Alliance Cost: 150,000 GBP
The Ask

Become a Wave Alliance partner: and help the Wave Alliance realize its global potential. Unrivalled story telling & brand exposure as we grow Surf Therapy to new coastlines globally.

10K GBP
Train a new organisation

50K GBP
Sponsor a regional training

150K GBP
Total annual cost
20 organisation impacted