

100WAVE CHALLENGE

100 WAVES. 1 MISSION

CLOSE OUT REPORT

3 May 2025 | Strandfontein Beach





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We believe that strong communities start with strong families, as they are the foundation of thriving societies. And one of the best ways to bring people together? Recreation! That’s why we designed this event as a community-focused gathering...to strengthen family connections and, in turn, build resilient, united communities. — Nigel Savel, 9Miles Project Founder.



#100WAVECHALLENGE



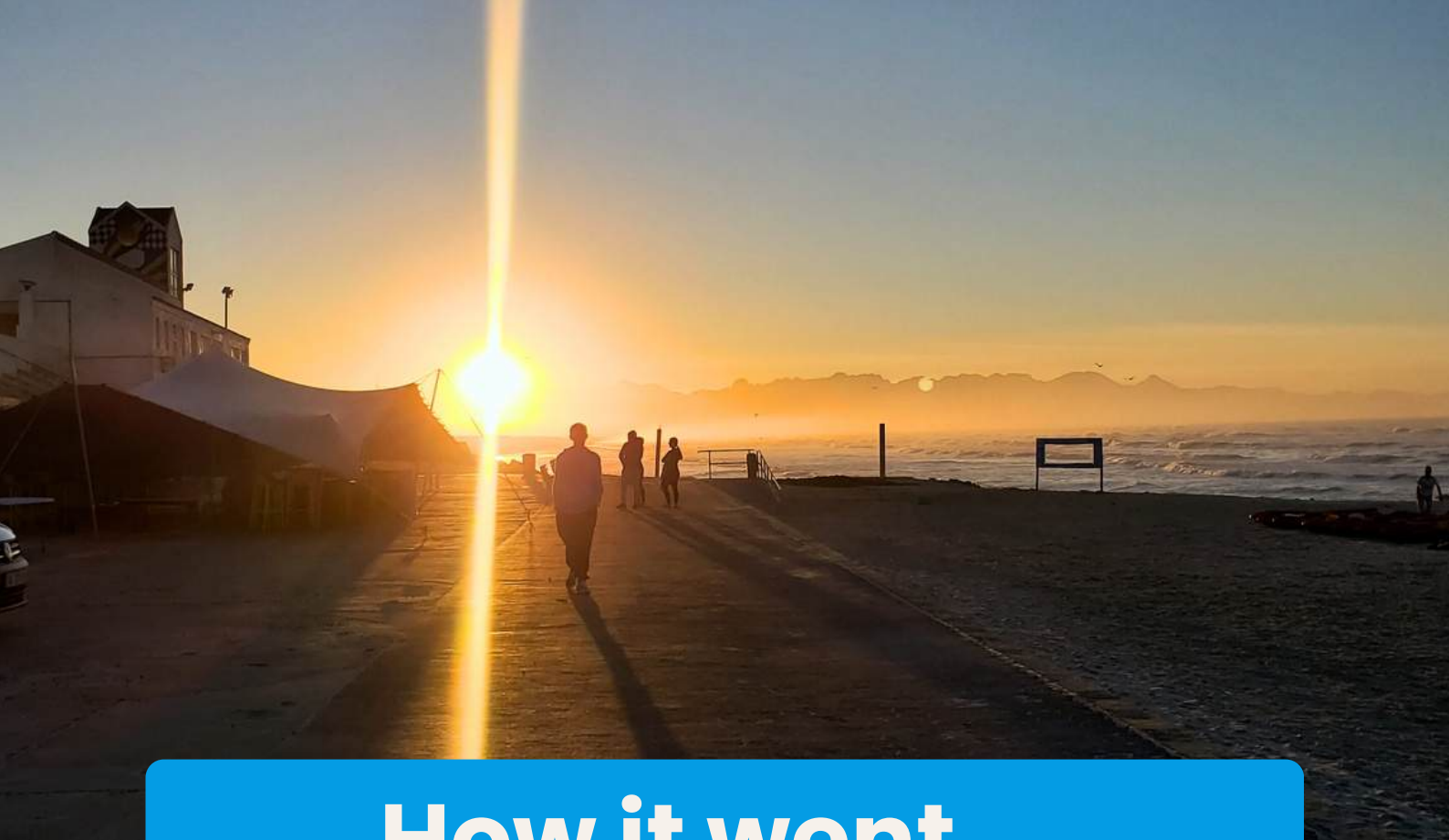
How it started...

It has always been our dream to find a fundraising event that aligns with our values and ethos — one that not only raises vital support but also reflects our commitment to community, empowerment, and positive change. After much searching, we are thrilled to have discovered an event that embodies our mission, bringing people together for a meaningful cause while fostering connection, impact, and hope for the future.

In July 2024, during a trip to California, our founder Nigel Savel, spent some time with surfing pioneer and World Champion, Shaun Tomson, who is the founder of the *Instinct* brand.

Shaun introduced Nigel to Joe Sigurdson, co-founder of Boys to Men Mentoring (B2M), an organisation renowned for its impactful mentoring programmes in San Diego County. Among their flagship fundraising events is the “100Wave Challenge,” a surf-a-thon designed to challenge surfers to catch 100 waves in a single day to raise funds for B2M’s programmes.

Inspired to contribute towards our work, Joe Sigurdson generously gave 9Miles Project permission to adapt and implement the concept. This allowed us to bring the 100Wave Challenge to South African shores for the very first time!



How it went...

We truly couldn't have asked for a more perfect day to launch our inaugural event!

Saturday, 3 May arrived with clear skies and beautiful waves — a wind-free Autumn day in Cape Town, where the stunning weather was matched by radiant smiles, heartfelt moments, and the joyful spirit of our participants, crew, and visitors.

It was a day for coming together, to take on the Challenge of catching 100 waves so that the youth in our programmes can get the resources and support they need to overcome the challenges in their lives!

“

Sometimes you have to take on a challenge, in order to help others to overcome their challenges and limitations... and that is exactly what this day was all about.”

Sher'Neil Savel, Co-Founder



Leading the charge...

As first light broke over Strandfontein Beach, surfers were already paddling out, determined to ride their 100 waves. Leading the charge was a group known as “The Locals” from Muizenberg, who became the first team to successfully complete their 100 waves.

Many of the participants were beginners, supported by dedicated local surf coaches and later joined by the incredible team from Nexgen Surf School, ensuring that every surfer had the guidance and encouragement needed to conquer the challenge.

Another two solo participants also inspired the crowd:

Gabriel, the youngest solo surfer of the day, amazed everyone by being the first to finish all 100 waves. His determination and courage perfectly reflected the essence of the challenge.

Faieq, one of 9Miles Project’s first students, exceeded all expectations, raising the highest amount as a solo surfer and surpassing his fundraising goal. His unwavering passion and dedication to giving back to the organisation that shaped his journey embodied the true heart of the event.

Our Brave Challengers...



Team Flux Full Circle



Matt Bromley



"The Locals" – 1st group to finish!



Team Little Optimist



Team Patagonia



Flare family



Team "Nel Family Wave"



Gabriel Fisher - *youngest person to finish 100 waves!*



Faieq Samodien

Individual who raised the most funds



Michelle & Sina - Live&Learn



Sedres Family



Mekile Fernandes



Hanlie Malherbe



Sun, sand & smiles...

While surfers took on the waves, the beach buzzed with energy as a variety of free activities brought the shoreline to life. Live music, drumming, sandcastle competitions, beach volleyball, kayaking, stand-up paddleboarding, and sailing in the tidal pool—introduced for the first time in partnership with The Little Optimist Trust—kept participants and visitors engaged throughout the day.

Master freediver and environmental consultant Gunnar Oberhosel led a captivating **snorkelling** session in the Strandfontein Pavilion pool, the largest tidal pool in the Southern Hemisphere, offering a unique underwater experience.

A **beach clean-up** reinforced the event's commitment to environmental conservation, ensuring that its impact extended beyond the surf.

Live **music** from Keagan Curtis echoed across the tidal pool, creating a vibrant atmosphere as families and young ones enjoyed the various beach activities. An interactive art station also sparked creativity and imagination, adding another layer of inspiration to an unforgettable day.

Snapshots of joy...





The day didn't just meet expectations — it surpassed them in the most beautiful way.

With a goal of raising R100,000, we exceeded our target, securing vital funds to support surf therapy, education, holistic support and mentorship programmes for vulnerable youth in Cape Town, Elands Bay, and Seavista, St Francis Bay.



TARGET:
R100 000



FUNDS RAISED:
R176 145



At a glance:

250

attendees

36

Participants

10

Water safety
partners

65

staff &
volunteers

2

Paramedic &
Safety officers

10

Safety & Security
representatives

A massive thank you to the following organisations for partnering with us to ensure a safe and seamless event:

- NSRI Station 16
- Strandfontein Lifesaving
- Scorpion Security
- Strandfontein CPF
- Law Enforcement
- Nexgen Surf School
- Aerotechnic (Safety officer)
- Michael van Dieman (Paramedic)
- City of Cape Town
- The Little Optimist Trust



Snapshots of joy...



Snapshots of joy...



Fueling the Fun: Food & Drink sponsors!



A huge thank you goes to the following sponsors and donors who kept our staff, volunteers, visitors, kids and participants well nourished and hydrated throughout the day:

- PVM Nutritional Sciences
- MANZI – Water giving life
- The Flying Pan
- Spar Weltevreden
- Vida e Caffè
- Aquabella
- Everyday we Waffling
- Wajid's Chicken Tikka and Take-Aways
- The Burch Family at Sunni Stores
- The Sedres family
- Wildwood
- Kay's Kitchen
- Pizza Inn – Strandfontein
- Jill's Fruits
- Our 9Miles Cafe team
- Saltwatr powered by Wazoogles



In their own words...



Liked by faieqsamodien and others
back2nature_sa 🌊 Still riding high after the first-ever #100WavesChallenge with @9milesproject this past weekend!

What an incredible couple of days at Strandfontein Pavilion ~ massive props to every surfer, supporter, and sponsor who showed up and showed love 💙 Every wave ridden = lives uplifted, and we're beyond stoked to have been part of this mission to empower youth from SA's coastal communities.



Team Patagonia

Just a quick note to say thank you from our whole team! We loved being part of the 100Wave Challenge this weekend. Thank you for accommodating us so wonderfully and making us feel so welcome. We also really appreciated the amazing goodie bags and snacks, such a nice touch!

You've built such a powerful and inspiring community around 9Miles, and we're stoked to hear you hit your fundraising goal—what a milestone!



fluxfullcircle 5d • 🌟

The best time with you guys 💙

Reply Reply with a reel Hide



1



Reply to fluxfullcircle...



phil.nel 5d • 🌟

Congrats @9milesproject 🙌🔥 What an amazing day!

Reply Reply with a reel Hide



1



seawanderhan 5d • 🌟

Congratulations. An amazing project 🔥

Reply Reply with a reel Hide



1



cadennwilliams 3d • 🌟

Best day ever!

Reply Reply with a reel Hide



2



fu_ku_chaan 3d • 🌟

What a great experience 🙌🔥🙌

Reply Reply with a reel Hide



2



Liked by faieqsamodien and others

mattbromleysurf We did it! 100 waves ridden for the #100wavechallenge raising money for @9milesproject! Had some much needed help from the boys to get my wave count up.

What a fun day surfing, sailing, building sand castles and kayaking! Can't wait for next year!

In the news...



CCFM Radio

Official media partner

3 x interviews conducted

Strandfontein Beach hosts the inaugural 100Wave Challenge to empower youth

Published 3 days ago

f X i s 2 min



Deon Bing Roving Surf Reporter — in Strandfontein, Western Cape, South Africa.

24 Apr · 2 min

Have you heard of the #100WaveChallenge? Check out the amazing work that 9... See more



Waves Changed His Life, Now Faieq Is Raising Funds To Do The Same For Others!

BY NOTHANDO MTHEMBU @GOODTHINGSUY APRIL 30, 2025

Through the power of surf therapy, Faieq not only overcame challenges of the social ills he was exposed to as a child, but he is today a successful swimming instructor...



Expresso Morning Show - Live TV

9Miles Project makes waves with successful inaugural 100Wave Challenge at Strandfontein Beach

Staff Reporter | Published 1 day ago

f X i s 2 min

CAPETALK
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702 capetalk™

EADLY BREAKFAST WITH AFRICA MELANE

Catch a wave, change a life: Surf-A-Thon set for Strandfontein

Early Breakfast with Africa Melane

The 9Miles Project invites you to the first-ever 100Wave Challenge — a powerful day of surfing, community, and giving back at Strandfontein Pavilion. Zain Johnson speaks to Margo Carelse, PR and Marketing Specialist for 9 Miles Project. Whether you're a seasoned surfer or just starting out, every wave you ride helps raise funds to uplift at-risk youth through mentorship, education, and safe spaces.

2 x CapeTalk Radio interviews



Capturing the moment...



A heartfelt thank you to Alan Van Gysen, Brad & Gareth (Head in the Clouds), and Colin Fitch Photography—your lenses not only captured the action but also the true essence and spirit of the day.



And let's not forget our own in-house media team as well!

You caught our vision...

A heartfelt thank you to all our partners, donors, and suppliers who embraced our vision and collaborated with us to make this event a success!

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Thank you!

A sincere thank you to everyone who made this event possible—our incredible participants, generous donors, dedicated partners, and hardworking staff and volunteers. Your enthusiasm, support, and commitment brought our vision to life, creating a truly unforgettable experience.

To our **participants**, your energy and passion made all the difference. Every wave ridden, every challenge embraced, and every moment shared contributed to something far greater than just a day at the beach—it helped uplift and empower the young people in our programmes.

To our **donors and partners**, your generosity and belief in our mission provided the resources needed to make a lasting impact. Your contributions not only fueled the event but will continue to support surf therapy, education, and mentorship initiatives for vulnerable youth.

Together, we've built something truly special, and we can't wait to do it all again next year! Thank you for standing with us—because when you show up for us, we can show up for others.





PARTNER WITH PURPOSE

From every wave surfed to every hand lifted in support, the 100Wave Challenge proved one powerful truth: when a community comes together with heart and purpose, anything is possible.

The excitement is still in the air, and we're already looking ahead to the next 100Wave Challenge which is earmarked for **2 May 2026!**

If you'd like to get a jumpstart on partnering with us on next year's event, we'd love to connect with you. Reach out to us at info@9milesproject.com or give us a call on +27 082 042 7701.



www.9milesproject.org