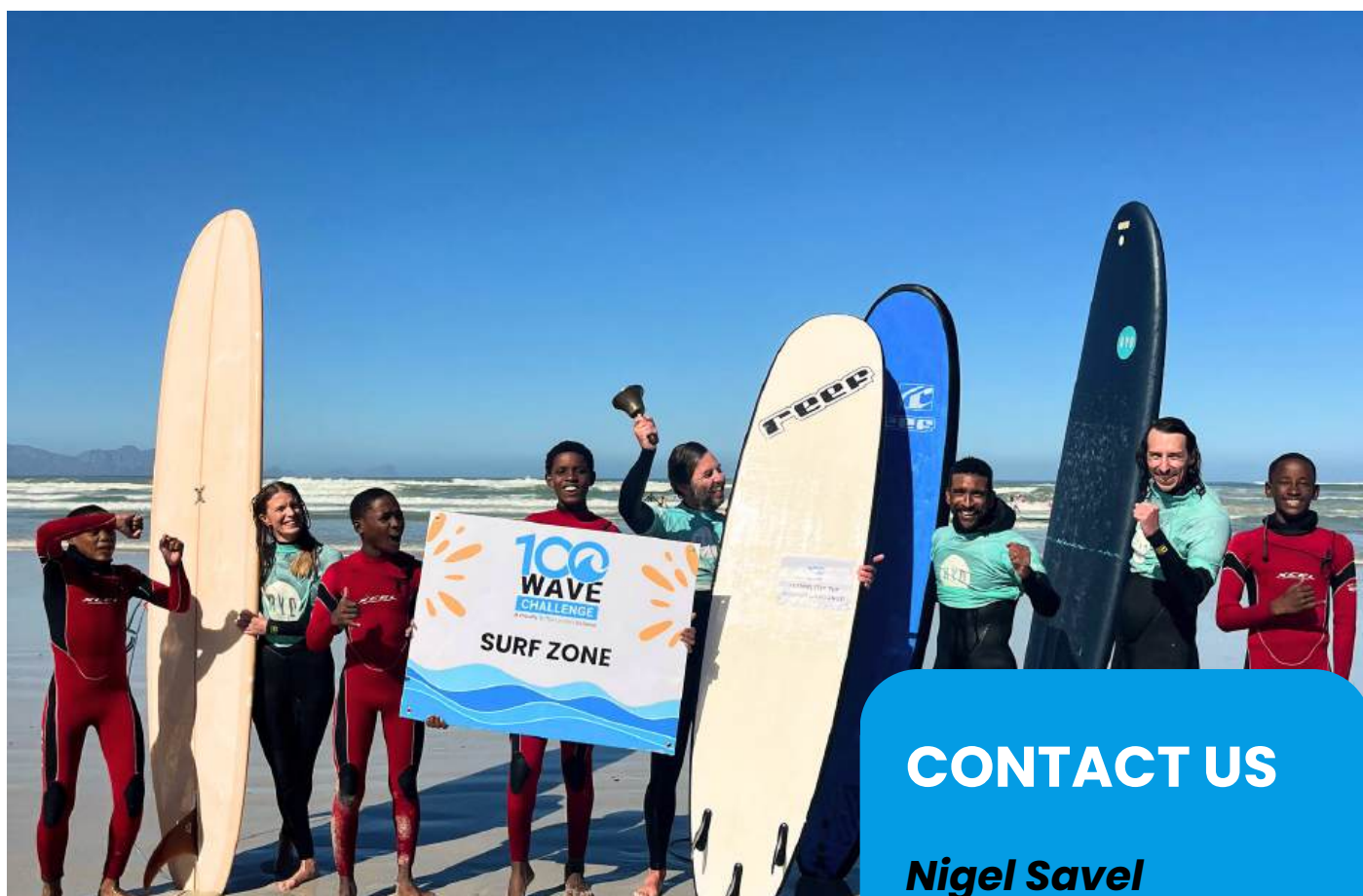




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EVENT

PROPOSAL

2 May 2026

A person with dark curly hair, wearing a bright yellow long-sleeved wetsuit top and black leggings, is surfing on a wave. They are wearing yellow fins. The background shows the ocean and a clear sky.

Overview

Date:

2 May 2025

**weather and wave dependent*

Location:

Strandfontein Pavilion, Cape Town

Objective:

Building on the success of our inaugural 100Wave Challenge in 2025 which united over 250 surfers, community members, and local businesses – our goal is to establish the 100Wave Challenge as an annual fundraiser that not only celebrates the power of community and surf culture, but also raises vital awareness and funding for 9Miles Project. Through this initiative, we aim to sustain and expand our programmes that empower youth, nurture holistic development, and create lasting impact across our coastal communities.



Event Background

In July 2024, during a trip to California, 9Miles Project founder Nigel Savel connected with surfing legend Shaun Tomson, founder of the Instinct brand, who introduced him to Joe Sigurdson, co-founder of Boys to Men Mentoring (B2M) – an organisation celebrated for its transformative youth programmes in San Diego. Inspired by their flagship fundraising event, the 100Wave Challenge, where surfers catch 100 waves in a single day to raise funds for mentorship initiatives, Nigel brought the concept home to South Africa with Joe's blessing to create change in his own community.

In May 2025, we hosted Africa's very first 100Wave Challenge at Strandfontein Pavilion. The event drew an incredible mix of pro surfers, learners, and families, all uniting to surf for a cause. Through this shared passion, we raised over R176 000 and inspired new community champions.



Give back while having fun

This event aims to foster community engagement, celebrate the spirit of surfing, and generate essential funds to support our youth and community programmes.

We believe this initiative will not only raise awareness for our cause but also inspire participants and supporters to embrace the values of perseverance, community, and giving back.

We invite you to join us in making 9Miles 100Wave Challenge a resounding success and a cherished annual tradition. Together, we can ride the waves of change and make a lasting impact in our communities.

Nitty gritty

Goal:

Hosting a community-centric and family friendly event which invites surfers of all levels to catch 100 waves in one day in order to raise funds for 9Miles Project's youth and community empowerment programmes.

Entry fee/Fundraising minimum:

Entry cost: R1000 pp (including teams)

Participants must pre-book and raise funds to enter the challenge

Registration:

Registration and check-in will happen on the morning of the event.

All qualifying participants will receive a goodie bag with exclusive 100Wave Challenge merchandise, snacks, and sponsored products.

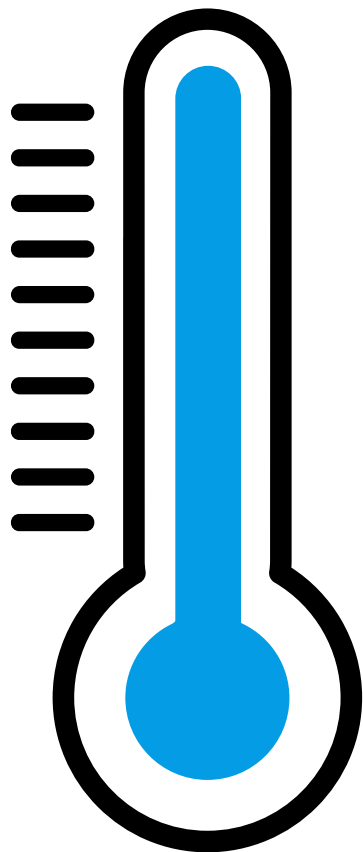
Surfing Options:

- Individual participants
- Group / Teams (2 – 10 individuals)
- **Learner surfers who want to learn to catch a wave for a good cause.*

**Coaches will be present to assist learner surfers*



100 Wave Challenge

[About](#)[Sponsor](#)[Donate](#)

Participants will be able to rally their friends, family, and supporters on their personalised BackaBuddy page.

The leaderboard will track the top fundraisers and the donation actuals vs target will update in real time.

GOAL:
R250 000

[DONATE NOW](#)[REGISTER FOR 100WAVE CHALLENGE](#)

Event Activities

The event offers ocean enthusiasts an opportunity to unite and celebrate their shared passion for a good cause, while spreading the excitement of surfing to a wider audience.

Alongside the exhilarating wave action, participants can enjoy a vibrant festival atmosphere, listen to uplifting stories, and take part in enjoyable activities suitable for the entire family.



Registration & Expo

Participants will have the opportunity to register at the event venue, which will also feature an expo showcasing a variety of products and services.

100Wave Challenge

The official event day will run from sunrise to sunset, providing participants with plenty of time to catch 100 waves and raise added funds.



Family-friendly Activities

Our event promises an array of activities designed to engage and entertain all members of the family e.g. games, music, beach activities, art stations, beach cleanups, surf run etc.



How you can get involved

These are some examples of ways to partner with this event which will help us to continue empowering vulnerable and at-risk children and youth:

- **Participant** – individual or group surfers, surf schools, office teams etc.
- **Financial partner** – donation towards event costs
- **In-kind partner** – donation of goods, services, prizes etc.
- **Activity sponsor** – sponsor a branded activity station at the cost of R5000. We will have various activities and stands such as art, drumming, sailing, surfing, kayaking, sandcastle building, snorkeling etc. and branding and marketing opportunities will be available to partners who choose to sponsor particular activities.
- **Vendor** – Set up food and beverage truck at the cost of R1000.
- **Children's team partner:** Sponsor a 9Miles children's team at the cost of R10 000 for 10 participants.
- **Food partner** – provision of meals and snacks for staff, volunteers, VIP tent etc.
- **Media partner** – Outdoor broadcasting, media, PR, graphic design etc.
- **Exhibitor at Expo** – a showcase of family-friendly products, surfing apparel, conscious collaborations etc.
- **Digital partner** – IT support, A/V support etc.
- **Sustainability Partner:** Help us implement eco-friendly practices and initiatives to ensure our events and programmes have a minimal environmental impact.
- **Health and Wellness Partner:** Contribute to the physical and mental well-being of participants and visitors by offering health check-ups, fitness activities etc.
- **Entertainment partners** – musicians, artists, etc. are invited to showcase their talents at the event.
- **Volunteer:** Be part of our team for the day by offering your time and skills to assist in event organisation

Please note: This is a family-friendly event so alcohol, cigarettes, and similar substances will not be displayed or permitted.

The children in our programmes will be in attendance, and they face daily challenges related to substance abuse in their communities. We are committed to changing this narrative.



Testimonials



Team Patagonia – Partner, Sponsor & Participant

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!



Back2Nature – Sponsor

🌊 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.

Big shoutout to [@mattbromleysurf](#) for bringing the stoke (as always!) and to [@alanvangysen](#) for capturing the magic 📸🌟

We're all about backing ocean lovers who ride for change ~ and we're proud to have kept every face protected with 100 tins of our Active Zinc 🧴♂️



Philip Nel – Participant

On Saturday we tackled the 100 wave challenge, with Eli catching the bulk of the waves in under three hours! The set up on the beach and pavilion was incredible. The vibe gold!
Salute [@9milesproject](#) for putting together such a super event!! We can't wait for next year! Come join us!

Also thank you AVG for capturing these very special memories on film. En dankie Morboskis!!



Matt Bromley – Former Ambassador & Participant

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!





Our track record

Why You Should Get Involved:

Participating is not just an excellent opportunity to contribute and make a positive impact in underserved communities; it also makes solid business sense.

- 9Miles Project has a strong local and global audience, along with a dedicated support base.
- It maintains an actively engaged network across all social media platforms.
- It is backed by a group of passionate supporters, ambassadors, and champions.
- It has a history of successfully organising events with excellence.

Our team:

9Miles Project founders, Nigel and Sher'Neil Savel, not only have a wealth of experience at running successful projects and community events, but have led the organisation for more than a decade. They are backed by a passionate and dedicated team and volunteer base.

Nigel has a strong background in marketing and events, while Sher'Neil successfully managed a bustling dinner theatre that attracted international audiences. Notable previous events hosted by 9Miles include:

- The 2025 100Wave Challenge which united 250 surfers, community members, and local businesses, raising over R176 000.
- Aqua Days, in collaboration with the City of Cape Town, which drew over 600 youth from across the city
- Activate Conference, a two-day youth conference with over 200 attendees.



Partner with Purpose



If you would like to partner with us on this event, or would like more information, please contact us.

Contact Us



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About 9Miles Project

9Miles Project is a community-based nonprofit organisation that was founded in Cape Town in 2013 by Nigel and Sher'Neil Savel.

Using surfing as a drawcard, 9Miles provides safe spaces and structured afterschool programmes for impoverished and vulnerable children in marginalised coastal communities; and offers food aid, literacy and academic support, mentorship, job creation, skills development, and holistic support to at-risk youth and their communities in the areas of Cape Town, Elands Bay, and St Francis Bay in South Africa.

With headquarters at Strandfontein Pavilion, Cape Town, the organisation is a safe haven and refuge for kids who have very few resources, and even fewer positive role models in their lives.

