



EVENT PROPOSAL

May 2025



9 Miles project
Going the Distance...

CONTACT US

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An aerial photograph of a beach with golden sand and turquoise waves. A surfer is visible in the water, riding a wave. The image is partially obscured by a blue rounded rectangle containing text.

Overview

Proposed Dates:

2-3 May 2025
or
9-10 May 2025

**weather and wave dependent*

Location:

Strandfontein Beach
Cape Town

Objective:

To increase awareness and raise funds for 9Miles Project, a community-focused nonprofit in Cape Town, and share the joy of surfing in a community-centric way



Event Background

In July 2024, during a trip to California, 9Miles Project founder Nigel Savel, spent some time with the 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 “100 Wave Challenge,” a surf-a-thon designed to encourage surfers to catch 100 waves in a single day to raise funds for B2M’s programmes.

Inspired by this successful model, Joe Sigurdson graciously granted 9Miles Project permission to adapt and implement the concept. As a result, we are excited to announce the inaugural 9Miles 100 Wave Challenge, scheduled for May 2025.



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 the 9Miles 100 Wave 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

Proposed schedule:

Day 1 – Registration and Expo – Strandfontein Pavilion

Day 2 – Expo and 100 Wave Surf Challenge

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

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

Surfing Options:

- Individual participants
- Group / Teams
- Learner surfers who want to learn to catch a wave for a good cause.

**Coaches will be present to assist learner surfers*

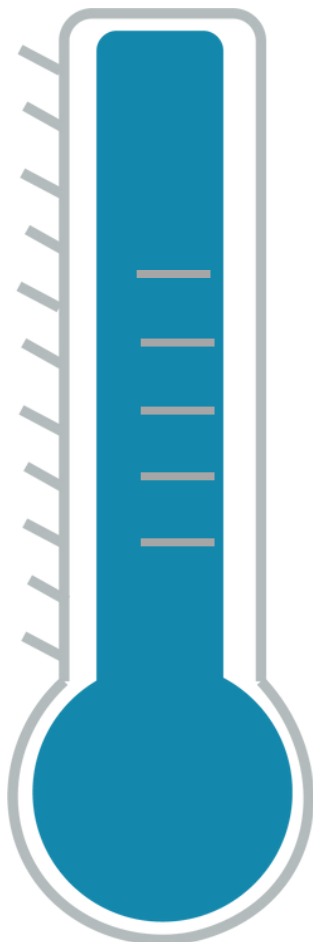


100 Wave Challenge

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Participants will be able to rally their friends, family, and supporters on a personalised crowdfunding platform like QGive, Givengain or BackaBuddy.

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

GOAL:

R100 000

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[REGISTER FOR 100 WAVE 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.

100 Wave Challenge

The official event day will run from sunrise to sunset, providing participants with plenty of time to catch 100 waves in order to raise 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.
- **Headline Sponsor** - a financial contribution which gives you premium branding rights on all communication and event artifacts.
- **Financial partner** - donation towards event costs
- **In-kind partner** - donation of goods, services, prizes etc.
- **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.





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:

- 9Miles Surf Invitationals and Family Days
- 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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Office Address



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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.

