



**6** PURE STOKE  
YOUTH PROGRAMS



**2** SURVIVOR SURF  
CAMPS  
**1** MEMORIAL PADDLE



**3** GROM SERIES  
AMATEUR SURF



**3** WORLD SURF  
LEAGUE SURF  
COMPETITIONS

# SURFING FOR HOPE

## ANNUAL REPORT 2022

### 1. WELCOME THE WORLD SURF LEAGUE

2022 brought with it several new programs to the Surfing For Hope Foundation. Through our collaboration with Surfer’s of Tomorrow (the dream child of our associate director Andy McKay), SFH was the host of three WSL Qualifying Series Surf Competitions. Involvement with the WSL is our way of spreading our message world wide to “Support cancer patients and their families through positive experiences”!

Our 11th Annual Longboard Competition and Benefit Weekend this past October was once again the driving force of our fundraising efforts for 2022 and raised over \$70,000 for cancer support services on the central coast. Several generous grants and private donations allowed us to run additional programs such as:

### 2. GROM SERIES

SFH and MoonDoggies Surf Shop hosted three surf contests for local up and coming surfers to give them surf contest experience. The contests were free and run by a volunteer staff. Trophies were hand made by Josh & Lisa Smith, a local family whose kids also participated in the series. The Grom Series is a great way for kids to learn about competition surfing, gain confidence in the water, and make new friends. Our Grom Series (and Pure Stoke program) is made possible through youth athletic grants from the Wheeler and Sharkey Foundations and the Robert Wood Johnson Foundation.



### 3. CANCER SURVIVOR SURF SERIES

Inspiring and uplifting, our cancer survivors, friends, family members and medical providers, joined us twice this year at Seacrest Hotel for a day of surf lessons, yoga, lunch and inspirational talk. This year we paired our beginner surf sessions with our [4. MEMORIAL PADDLE OUT AT AVILA BEACH](#) in late August.



### 5. PURE STOKE YOUTH PROGRAM

Continues to grow thanks to so many volunteers. We kept our same format of free surf lessons for children ages 3-18 whose lives have been affected by cancer in any way. Program meets on the third Saturday of the summer months (April through October)



## SURFING THROUGH IT

By Bob Voglin, co-Founder SFH Foundation

Scrambling down the cliff  
 To shoreline, entering ocean.  
 Hands knife water,  
 Propelling through waves.  
 Outside swell arrives  
 Turning, I stroke into a  
 Beautiful peeling wall of water  
 Hand feeling face of wave,  
 Speeding down line,  
 Riding shoreward with joy in my heart.  
 Back on land ,  
 Chemo, radiation treatment awaits.  
 Time to kill the beast within.



All photos courtesy of Runamuck Photography

Bob attended a cancer survivor program through Mission Hope Cancer Center called “Your Stories Matter” . This writing workshop series, run by Lisa Bodrogi, is a journey of self discovery and reflection encouraging cancer patients and survivors learn to write about their lives and experiences. Visit Mission Hope Cancer Center for more information.

**Major SFH Donors 2022(10k plus)**

French Hospital Medical Center  
 Steve and Barbara Hearst  
 The Wheeler Foundation  
 The Sharkey foundation  
 Blake and Carol Irving  
 Dee Family Foundation  
 Central Coast Home Health and Hospice  
 Team Sweasey Real Estate  
 Oregon Collective

**Individual donors (\$500 - \$5000)**

Rudy Bachman/Specialty Construction  
 Woodward Financial  
 Union Bank  
 American Riviera Bank  
 Don and Cathy Hutton  
 Dennis and Kris Flood  
 Eliot Kahn  
 The Oregon Collective (Kevin Honeman Memorial)

**Wineries/Beverage 2022**

Niner wines  
 Tolosa Wine  
 Opolo Vineyards  
 Hearst Ranch Winery  
 Baileyana Tangent  
 Kynsi Winery  
 Jill and Mike Nunno  
 Josh Daniels  
 Keith and Michelle Hock  
 See Canyon  
 SLO Brew/SLO Stills

**Cancer Resource Fair Supporters**

GlaxoSmithKlein	Bristol Meyers	Guardant
Janssen	Squibb	Eisai
ADC	Epizyme	Boston Gene
Therapeutics	Lucence	Caris
Astrazeneca	Novartis	Gilead
Aveo Oncology	MyRep.com	Incyte
Bayer	Seagen	Sobi

**Other gifts in Kind**

Ayres Hotels/Don Ayres  
 Blue Moon over Avila  
 Colleen Gnos  
 Chris Burkard  
 Liquid Death  
 Tom and Linda Mase  
 Mike Ness  
 Nick Cooper/The Craft Surfboards  
 Chris Malloy (via Colleen Russell)  
 Runamuck Photography

**Past year's supporters**

J.Carroll  
 Taylor Rentals  
 Bill Gaines Audio  
 Harvey's Honey Huts  
 J. Lohr  
 Good Electrons

**Pure Stoke and Grom Series Partners**

SeaCrest Hotel  
 Shell Beach Surf Shop  
 MoonDoggies Surf Shop  
 Robert Wood Johnson Foundation

**Special Thanks**

Christy Candaele  
 Su Campbell  
 Heidi Fiorentino  
 Lori Cornacchia

**WSL Lead Sponsorships**



Visit SLOCal  
 City of Pismo Beach  
 City of Morro Bay  
 805 Beer  
 Vespera Resort  
 Jeep  
 SLOCal Roots  
 Mid-State Containers  
 Peak WiFi



## 2022 Financial Information

### MONEY IN

October Benefit Income & General Donations	\$290,500
Private Donations	\$29,510
Cancer Resource Health Fair	\$21,000
Wheeler Foundation Grant	\$10,000
Sharkey Foundation Grant	\$15,000
WSL Income & Sponsorships	\$222,000
<b>TOTAL INCOME</b>	<b>\$588,010</b>

### MONEY OUT

October Benefit Expenses	\$90,000
Pure Stoke and Grom Expenses	\$16,000
Costs of Goods Sold	\$14,500
Foundation Operating Expenses	\$36,000
Charitable contributions	\$29,000
WSL Expenses	\$208,300
<b>TOTAL EXPENSES</b>	<b>\$393,800</b>

### MONEY LEFT OVER

Income minus expenses	\$194,210
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## OUR BENEFICIARIES



**Dignity Health.**  
French Hospital Medical Center

**Hearst Cancer Resource Center**

THE CANCER SUPPORT COMMUNITY

17 STRONG

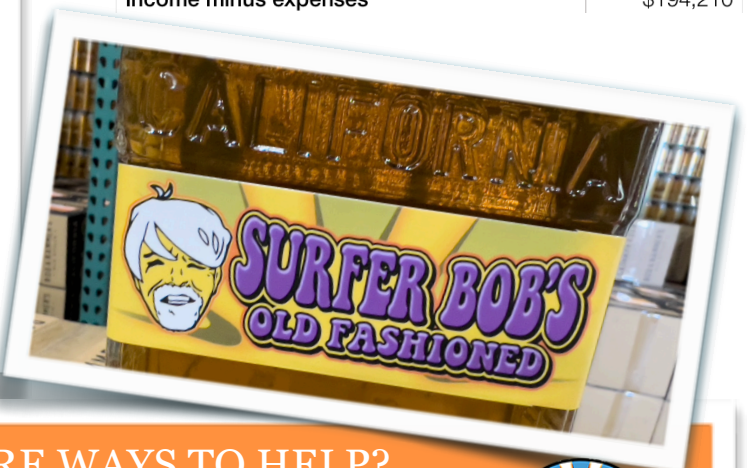
MISSION HOPE CANCER CENTER

CAMP KESEM

CATCH SOME AIR

DRAGON BOAT ASSOCIATION

PURE STOKE YOUTH PROGRAM AND  
CANCER SURVIVOR SUMMIT



## LOOKING FOR MORE WAYS TO HELP?

VISIT **SLO STILLS** AND PURCHASE BOB'S OLD FASHIONED

VISIT OUR WEBSITE FOR VOLUNTEER AND SPONSORSHIP OPPORTUNITIES

SEE US AT OUR BOOTH AT OUR UPCOMING WSL SERIES COMPETITIONS 1/28 AND 2/25

SAVE THE DATE FOR OCTOBER'S ANNUAL BENEFIT WEEKEND OCTOBER 5-8

SIGN UP FOR OUR SURF SESSIONS AT [WWW.SURFINGFORHOPE.ORG](http://WWW.SURFINGFORHOPE.ORG)

EMAIL US AT [SURFINGFORHOPE@GMAIL.COM](mailto:SURFINGFORHOPE@GMAIL.COM)

