



SIMA HUMANITARIAN FUND

2006 - 2007 SIMA HUMANITARIAN FUND GRANT RECIPIENT REPORT CARDS

**SIMA ENVIRONMENTAL FUND
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**REPORT CARD SUBMITTED BY
BOARDING FOR BREAST CANCER**

www.b4bc.org

Who We Are:

Boarding For Breast Cancer (B4BC) is a non-profit, youth-focused education, awareness, and fundraising foundation. Our mission is to increase awareness about breast cancer, the importance of early detection and the value of an active lifestyle.

Examples of Work Done With Previous SIMA Humanitarian Fund Grants:

1. Project Progress Report

As per the B4BC proposal, below is a description of the 2007 events in which the SIMA Humanitarian Fund directly enabled B4BC booth educators to be onsite teaching early detection practices and impart potentially lifesaving information in regard to healthy/active lifestyle practices at action sports events nationwide.

Goals of Impact

For the reporting period (1/15/2007 - 10/30/2007), we have participated in the following events broken down by season for a combined increase of 35% from the previous years schedule made possible by the grant from SIMA.

Winter Outreach Schedule:

January:

12-14 Jabra X Jam Pre-Qualifiers @ Sugarbowl, CA

20-21 B4BC Senior Project "2-Day Hooked on Health" Event @ Hidden Valley, MO

21-24 SIA Tradeshow - Art Auction Presented by The Yard @ Mandalay Bay, Las Vegas, NV

25-28 ESPN'S Winter X Games 11 @ Buttermilk Mountain, Aspen, CO

February:

4 B4BC Pink Rail Jam @ Waterville Valley, NH

8 Union Square Street Sessions @ NYC, NY

9-11 Burton's Women's Learn to Ride Camp @ Kirkwood Resort, CA

10 Central Park Rail Jam @ NYC, NY

23-28 Big Bear's Wide Open Week @ Big Bear Mountain, CA

24 Pink Ribbon Jibbin @ Cranmore Mt. Presented by Burning Boards (NH)

March:

1-3 Big Bear's Wide Open Week

2-4 Burton's Women's Learn to Ride Camp @ Stratton, VT

3 B4BC Board-a-thon @ Crystal Mountain Resort, MI

3 B4BC Board-a-thon @ Hunt Hollow Ski Club, Presented by The Lounge Snowboard Shop (Rochester, NY)

March (continued):

8 Wobbly Barn Charity Bachelor Auction @ Killington, VT

10 B4BC Board-a-thon @ Killington, VT

16-18 Burton's U.S. Open of Snowboarding

31 B4BC Board-a-thon @ Stowe Resort, VT

April:

1 B4BC Board-a-thon @ Stowe Resort, VT

4-6 U.S.A.S.A National Championships - Northstar @ Tahoe, CA

7 B4BC @ Keystone, CO - Superpark

B4BC Senior Project 2-Day Hooked on Health Event

Location: Hidden Valley Resort, MO

Date: January 20-21

Nadja Strikovic and Jenny Parra two amazing students out of Ballwin, MO have teamed up with Hidden Valley Resort to help B4BC raise awareness in their community by hosting an educational and fundraising event for B4BC at Hidden Valley Ski Resort for their "Hooked on Health Weekend". B4BC supplied health information in regard to the importance of diet and exercise.

Winter X Games 11

Location: Aspen/ Snowmass, CO

Date: January 25-28, 2007

The B4BC educational booth was onsite as part of ESPN's corporate outreach program, Team ESPN. Video was shot of professional snowboarders Hana Beaman and Lyndsey Jocabellis teaching young women how to do self-breast exams.

Union Square Street Sessions & Central Park Winter Session

Location: NYC, NY

Date: February 8 & 9, 2007

Union Square Street Sessions is New York City's first pro snowboarding event. B4BC's educational booth was onsite for this unique celebration of snowboarding's urban influence of sport and music via partnership with Fuse TV. Central Park Winter Session consisted of a rail jam competition whereby various east coast based non-profits were onsite. These two events enabled the development of B4BC east coast awareness and visibility.

Waterville Valley - Board-A-Thon

Location: Waterville Valley, NH

Date: February 4, 2007

Waterville Valley, went pink for the second year in a row with the Oakley Pink Rail Jam benefiting B4BC.

Burton's Women's Learn To Ride Camp

Location: Kirkwood Resort, CA

Date: February 9-11, 2007

Burton's Women's Learn To Ride Camps are women-only snowboard weekends where ladies can learn to snowboard or improve their skills in an environment geared toward women. The three-day weekends include top instruction, goodie bags, and a special event to benefit Boarding for Breast Cancer.

Big Bear's Wide Open #4

Location: Big Bear Lakes, CA

Date: Feb 23 - March 4, 2007

Educational booth onsite.

Pink Ribbon Jibbin Presented by Burning Boards/ Fire on the Mountain

Location: Cranmore Mountain, NH

Date: February 24, 2007

Pink Ribbon Jibbin is a premiere Rail Jam under the lights at Cranmore Mountain. B4BC educational booth was onsite

Burton's Women's Learn To Ride Camp

Location: Stratton, VT

Date: March 2-4, 2007

Burton's Women's Learn To Ride Camps are women-only snowboard weekends where ladies can learn to snowboard or improve their skills in an environment geared toward women. The three-day weekends include top instruction, goodie bags, and a special event to benefit Boarding for Breast Cancer.

Hunt Hollow Ski Club B4BC Board-a-Thon Presented by The Lounge Snowboard Shop (Rochester, NY)

Location: Naples, NY

Date: March 3, 2007

The 2007 Hunt Hollow Board-A-Thon held a mini-snowboard and music festival, Girls Learn To Ride Camp in the A.M., Male/ Female rail jams, a battle jam with the Upstate NY Universities.

Crystal Mountain B4BC Board-A-Thon

Location: Thompsonville, MI

Date: March 3, 2007

Crystal Mountain, the #1 Ski Resort in the Midwest, hosted its seventh annual B4BC Board-A-Thon on March 3rd.

Killington B4BC Board-A-Thon

Location: Killington, VT

Date: March 8 & 10, 2007

Killington Mountain in Vermont hosted it's 4th Board-A-Thon for B4BC. B4BC was onsite in the sponsor village for educational outreach.

U.S. Open of Snowboarding Championships

Location: Stratton, VT

Date: March 16-18, 2007

Celebrating it's 25th year, Burton's US Open of snowboarding is one of the most exciting events to cover snowboarding, attracting the world's top snowboarders for a fun weekend of competition, parties and incredible prizes at Stratton Mountain Resort in Vermont.

The B4BC educational booth was onsite March 16 - 18.

Stowe B4BC Board-A-Thon

Location: Stowe, VT

Date: March 31-April 1

Stowe Mountain Resort and Boarding for Breast Cancer teamed up for Boarding for Breast Cancer Weekend. The intent was to create contests and opportunities to get informed about the issues of women's' health & breast cancer.

U.S.A.S.A. - United States of America Snowboard Association

National Championships

Location: Northstar @ Lake Tahoe, CA

Date: April 2-6, 2007

USASA National Championship, the world's largest snowboard event, with more than 1,200 invited competitors competing in 25 events within 5 days. This event was another important opportunity for B4BC to increase educational outreach among young adults.

Spring and Summer Outreach schedule:

_ Vans Warped Tour (50 cities) - June thru August 2007 - Approx. 500,000 attendees
The Vans Warped Tour kicked off in late June and continued through mid-August. Over half of a million people attend Vans Warped Tour every year. As with last year we were part of the Take Action! Village. Our outreach educator was Kelsey Loughlin, who first started with B4BC 3 years ago when she created a Board-athon as party of our senior project program. This was a banner year for B4BC outreach and our mailing list grew by 70%.

_ US Open of Surfing - July 2007 - Approx. 35,000 spectators
The 2007 U.S. Open of Surfing proved to be B4BC's most successful educational outreach Open to date, with herds of wonderful people stopping by to say hello, share stories, and to learn early detection and prevention methods. Our volunteers were top notch and after 3 years of being onsite of this surf event we received the most enthusiastic reception ever. We are finally connecting with the surf community and are no longer seen as a snowboarding organization.

Spring and Summer Outreach schedule (continued):

_ ESPN Summer X Games - August 2007 - Approx. 300,000 attendees (estimated)
This was the first summer we were part of ESPN's corporate outreach tent Team ESPN. Normally we are stand-alone but as we are part of Team ESPN for Winter X games it made sense for the summer collaboration. It was very successful as usual and the tent was full of people all 4 days. We had visits from some old and new faces all of which were happy to hear we had to say and thankful.

_ Individual sponsor events - Summer/Fall 2007
We participated in the following events with our education and outreach, and the proceeds of some of these events benefit B4BC:

- o August 11th - Surf For Awareness, San Clemente, CA - 1st Annual B4BC Surf Awareness and fundraising event
- o September 9th - Reef ASR event in San Diego, CA - educational booth onsite
- o September 15th - Big Bear season opening snowboarding event - educational booth onsite, Big Bear Mountain, CA
- o September 29th - Skate the Lake, skateboarding event, Lake Tahoe, CA
- o October 6th - Skate the Coast - skateboarding event, Santa Monica to Hermosa Beach, CA
- o October 7th - Etnies Goofy vs Regular Skate contest - Lake Forest, CA - booth onsite
- o October 12th - Core Action Sports - Winter fashion Flurry, Denver, CO - booth onsite/health literature
- o October 14th - Outdoor Divas - Denver, CO - booth onsite/health literature
- o October 20 & 21 - Etnies Goofy vs. Regular Surf Contest -Oceanside, CA - booth onsite
- o October 16th - Bonfire & ZJ's Boarding House - snowboard movie screening - booth onsite, Santa Monica, CA
- o October 24th - Hurley Art Chest event - Los Angeles, CA

Further development of Website and MySpace

The social networking world of MySpace has proven to be a great form of communication for B4BC. We have over 7,000 members part of our community and was nominated for a MySpace Impact Award recognizing our impact on youth via their platform.

2. **Measurable Objectives**

- o 1,000,000 overall event attendance (per sponsor tallies) - attendance for the events to date totals approximately 835,000.
- o 250,000 people taking away B4BC materials - including event outreach (where approximately one in four attendees visits the B4BC booth and walks away with something) and other activities, approximately 150,000 people have taken away our materials this summer, including B4BC brochures or our popular shower cards.
- o 100,000 people interacting with B4BC educators - while it has been very difficult tracking the number of people our volunteers interact with at each event, we estimate that we have spoken with approximately 75,000 people to date during our summer events. See narrative above for highlights of these interactions. The vast majority of the people we speak to and who carry away our materials during these events are under the age of 40.
- o 2,500 high school students educated through health seminars - In 2006 B4BC started the

Senior Project program whereby high school and college students join forces with B4BC to create awareness events onsite at school or campus. Still in development stage the college outreach has touched thousands of students nationwide.

Other Sources of Support

- o Susan G. Komen Foundation - \$5,000.00
- o See http://www.b4bc.org/partners_supporters/index.php for additional partners and supporters

**REPORT CARD SUBMITTED BY
GET A BOARD FOUNDATION**

www.getaboard.org

Who We Are:

The Get A Board Foundation is a Florida based non-profit organization, which through the excellent advice and support from the SIMA organization has recently received its official non-profit status in 2007 from the IRS. This milestone in our organization's journey will open many doors for our cause, and help us expand our capacity to fulfill the Get A Board Foundation's mission of positively influencing at risk youth through extreme sports and art. This status with the IRS will allow us to receive vital funding and support from a wide array of sources, helping us introduce the action sports lifestyle to a larger number of at-risk youth.

Examples of Work Done With Previous SIMA Humanitarian Fund Grants:

Free Beach Bus Program

This program has been the primary focus of the Get A Board Foundation. Through the generous support of its sponsors, the Get A Board Foundation has taught over 650 at-risk youth how to surf for free, with free lunch, free transportation, and free group surfing lessons, since 2004. Also, this year, through our Free Beach Bus Program, in addition to free surfing lessons, we will be presenting short interactive lectures to educate the children in attendance about proper physical fitness, nutrition and the impact, we as humans, have on the ocean and the environment. Our goal for 2008 is to teach over 500 new surf students, this year, about the joys of surfing, taking care of their bodies and the environment.

Expanding Our Reach

- o Throughout 2006 and 2007, the Get A Board Foundation has focused greatly on expanding our reach in the community to touch the greatest number of at-risk youth, as possible. We have begun to realize this goal by arranging strategic partnerships with the largest at-risk youth organizations in our region. We have, recently, solidified a partnership with Orange County, Florida's OC Club, to be its exclusive surf school for the over 20,000 at risk youth whom it serves through local community centers, located throughout central Florida.

- o Also, we have arranged with two local high schools, to start a new and unique volunteer community service club/ youth mentoring program, called the Grom Corps, with each high school having its own chapter on campus for surfers, skaters, artist and young entrepreneurs, to join together under one umbrella to make a positive impact in their community by volunteering to help the Get A Board Foundation change the lives of at-risk youth in their area through events, fundraisers and outings. Through this valuable program, these young adults will gain hands on career training and life management skills, all while having fun serving their community through creative, artistic, and action sports events and programs.

**REPORT CARD SUBMITTED BY
JIMMY MILLER FOUNDATION**

www.jimmymillerfoundation.org

Who We Are:

The Jimmy Miller Memorial Foundation is a non-profit 501(c) 3 Foundation (Tax ID# 20-1702191) dedicated to honoring the life of our inspiration, Jimmy Miller, by supporting the healing of mental and physical illness through surfing and ocean related activities. Through recreational, educational and mentoring programs, the Jimmy Miller Memorial Foundation brings together surfers, educators, therapists, lifeguards and friends to help people affected by mental and physical illness feel the joy and healing power of the ocean and surfing.

JMMF actualizes its mission statement through its unique Ocean Therapy sessions. Ocean Therapy is an adaptive surfing program to assist individuals coping with disabilities in accessing the therapeutic benefits of the ocean environment. Current participants include foster children, At-Risk Youth, and injured marines returning from Iraq and Afghanistan. An ocean therapy session is a one day program, consisting of both on-land and open water surfing instruction and discussion sessions focused towards increasing perceived self-efficacy. Participants leave the sessions with increased self-esteem, confidence and belief that they can achieve goals.

Examples of Work Done With Previous SIMA Humanitarian Fund Grants:

As requested in our 2006 grant application, the JMMF planned to use the SIMA grant to expand our programs by requesting funds for more equipment and the creation of a volunteer and marketing DVD. With the help of SIMA we have accomplished our goals of helping more people feel the joy and healing power of the ocean. Thank you so much for the creation of this great program and we are honored to be a part of it.

Some notable achievements in 2007 are:

EXPANDING JMMF OCEAN THERAPY PROGRAMS

Ocean Therapy surf sessions for children and adults

- o Tripled the number of ocean therapy surf sessions and participants from 6 sessions and 50 participants in 2006 to 18 sessions and more than 200 participants in 2007. The increase in surfboards and wetsuits from the SIMA grant was instrumental in allowing for this increase in sessions.
- o Expanded our unique children's ocean therapy program from one group (Hollygrove Children and Family Services in Hollywood) in 2005 to a total of three groups (Hollygrove, Richstone Family Center in Hawthorne and Hillside in Pasadena) in 2007. In 2007, we tracked returning participants from each of the facilities. Children were able to engage in the act of surfing over consecutive weeks, building their skills and increasing their confidence and ability levels. Following the program, the children can review their experiences with the volunteers and integrate the lessons they learned

to their daily lives and celebrate their achievements.

o Comments from a participant from Richstone Family Center, “It was cool learning to surf. Carly was awesome. She taught me how to have confidence in myself. I surf and fall down. I get back up again. I can make a mistake in school and I can correct it.”

Created and launched Ocean Therapy surf sessions for the “Wounded Warrior” Program

o In 2007, JMMF launched a highly successful ocean therapy program for Marines and Sailors returning from active duty overseas in Iraq and Afghanistan at Del Mar Jetties Beach at the Camp Pendleton Marine Base in San Diego. This program was the Foundation’s first surf program designed for adults.

o The “Wounded Warrior Program” was created by the United States Marine Corps to support Marines and Sailors who have been wounded physically or mentally while on active duty. The men and women who signed up and/or were recommended for Ocean Therapy had many observable disabilities, and many less obvious disabilities; including Post Traumatic Stress (PST) and Traumatic Brain Injuries (TBI). Most participants were young, between 19 and 23 years of age and had never engaged in water sports. Many had never seen the ocean before volunteering in the service and being deployed. One or two of the participants had tried surfing at some time in their lives, but were discouraged by the difficulty and lack of equipment.

o The Ocean Therapy Surf Sessions were developed to assist the Marines and Sailors with their physical and mental rehabilitation by learning to surf and then discussing the act of surfing and relating the challenges of surfing to their own lives. Following the surf sessions the participants gathered in a circle on the sand and expressed their doubts and fears about surfing and then their feeling of accomplishment from leaning, practicing and mastering the techniques to stand on the board. Beyond mastering the techniques, every participant freely discussed their feelings and perceptions about themselves, their injuries, their combat duty, the surf instructors and on-land volunteers. In addition to increased self-efficacy, the veterans had changed their ideas and perceptions about “surfers” and the athletic mental and physical knowledge that is necessary to ride waves.

o Comments from “Wounded Warrior” Ocean Surf Therapy Participants: “Surfing is by far the hardest physical experience I have ever done.” “I did not know that surfers were doctors, teachers, moms and regular people.” “This is the best day I have had since I returned from Iraq. Sitting in the waves with my new “bros” was awesome.”

o SIMA funds provided the surfboards, volunteer support and means to document this program in our Introduction to the Jimmy Miller Memorial Foundation Video. The JMMF also donated 6 surfboards to the Wounded Warrior Battalion so that the participants can continue to engage in the activity of surfing.

RECRUITING AND TRAINING OF VOLUNTEERS

o Produced the JMMF Volunteer Training and Marketing DVD that's has helped recruit 150 new volunteers and has led to corporate donations and partnerships. A copy of the DVD will be FedExed this week.

o By filming children and adults in the process of Ocean Therapy, JMMF was able to illustrate the essential therapeutic elements to potential donor and volunteers who may not surf, but want to

help others benefit from the healing power of the ocean.

- o Video presentation at University of Southern California Graduate School for Occupational Therapy attracted potential surf therapists and students interested in the program.
- o Premiered the DVD at the Jimmy Miller Memorial Foundation Surf Fiesta Awards Ceremony, Auction and After-party. The Surf Fiesta is our main fundraising activity and the introduction to the DVD was shown to the over 200 people who attended the after-party. The emotional element of the video footage helped raise awareness and funds for the donation.

**REPORT CARD SUBMITTED BY
KA KEIKI O HAWAII FOUNDATION (FORMERLY RABBIT KEKAI FOUNDATION)**

Who We Are:

The Rabbit Kekai Foundation was established to promote surfing, support education and spread the spirit of 'Aloha' to children.

Examples of Work Done With Previous SIMA Humanitarian Fund Grants:

1. Production of the 4th Annual Surflife Rabbit Kekai Grom Fest was held at Waikiki that involved the participation of 180 children ages 4 to 12.
2. Also, participating in the event was 24 children that were the selected "essay winners" from Nanikuli Elementary School in Wai'Anae. The children were awarded 24 surflife soft surfboards for composing essays on the heritage of surfing in the Hawaiian culture.

**REPORT CARD SUBMITTED BY
KEEP A BREAST**

www.keep-a-breast.org

Who We Are:

The Keep A Breast Foundation™ is a 501 (c) (3) non-profit organization. Our mission is to help eradicate breast cancer by exposing young people to methods of prevention, early detection and support. Through art events, educational programs and fundraising efforts we seek to increase breast cancer awareness among young people so they are better equipped to make choices and develop habits that will benefit their long-term health and well-being.

Examples of Work Done With Previous SIMA Humanitarian Fund Grants:

THE VANS WARPED TOUR 2007

Keep A Breast has used the 2006 Humanitarian grant from SIMA for our Traveling Education Booth aboard the Vans Warped Tour, and our This is My story campaign, both which have successfully reached thousands of young people throughout the country. The funds have proven to be of great assistance in our purposeful and passionate journey to educate the growing youth of today about breast cancer awareness.

The Keep A Breast Education Booth at the Warped Tour is essential to connecting to today's youth, and we are able to appeal to them with specific tools they can relate to. Our booth is located in the "Girlz Garage," a well-known hotspot that exhibits art, interactive programs, creativity, and healthy lifestyles for young women and men. The booth displays breast casts painted by musicians, pro skaters, surfers, and well-known artists, all an inspiring voice to our next generation. A KAB volunteer stationed at the booth passes out complimentary educational material and breast self-exam shower cards. Guest artists adorn the casts live with their artistic freedom in the tent. Band members from the tour autograph the casts, and during that time participants can interact with the bands, creating a lasting impact for both KAB and breast cancer awareness in general. The bands take what they learn from the booth in the Girlz Garage and many times speak out to their audiences about the organization, and urge their fans to spend time in our tent and support the cause. Vans Shoes also partners with KAB, amongst other sponsors, to make the experience complete for show attendees. Vans donate blank slip on shoes that bands design, and the shoes are then auctioned off to benefit Keep A Breast, which gives us added exposure. Our booth will house the creation of our "This Is My Story" campaign, a documentary on the testimonials of people all over who have experienced breast cancer's effects, either directly or indirectly. Participants include the bands on tour, surfers, pro-skaters, celebrities, and high-school students to name a few. Keep A Breast is the key ingredient to a mix of educational and creative organizations and companies on the Warped Tour that influence and inspire youth today.

SUCCESS MILESTONES

SIMA grant. 2007 \$10,250.00

- o KAB ads in Alternative Press magazine, June through December, 45,000 circ. per issue.
- o KAB website exploded with over 1 million visitors in August 07.
- o Produced PSA featuring The Warped bands teaching the steps of the Self Breast exam. Video has been viewed on keep-a-breast.org and over 50,000 times on youtube. The bands have also posted the video on their websites and myspace. Total reach is over 1 million.
- o KAB I heart boobies! tee. "Best tee on tour", Sales = \$10,413.00
- o Additional sales of KAB merchandise \$3,500.
- o Onsite donations \$4,000.
- o KAB featured on warpedtour.com Pit blog in over 75% of the online posts.
- o Printed 5,000 KAB Zine's featuring health and environment information as well as band interviews, art pages, inspiration quotes, "green" fashion and more.
- o KAB distributed 30,000 shower cards in the Girlz Garage, via volunteers and at the bands booths.
- o Warped Tour attracted 620,000 visitors up 11% from last year.
- o KAB Featured on FUSE TV twice during Warped Tour's Warped Wednesdays.
- o KAB breast cast painted by a Warped Tour band was highlighted on Steven's Untitled Rock Show during the month of October 07 on Fuse TV.
- o Erica from KAB interviewed on Mania TV.
- o KAB hosted two of the largest fundraising official Warped Tour post-show events in Denver & St. Louis.
- o KAB has been invited to participate in future music tours, due to the relationships made at Warped Tour 07. i.e. AP TOUR and myspace tour.
- o KAB partnered with Canada based charity Skate 4 Cancer. S4C raised funds for KAB as well as helped us reach a larger audience in Canada.
- o KAB has become one of the most highly respected organizations within the music industry. Shaney jo has been recognized as one of the "25 most influential people in the music industry" by Alternative Press magazine.

"Though the primary focus of the Vans Warped Tour is about having fun, the presence of organizations such as Keep A Breast gives our fans a chance to learn something that could eventually save their lives." - Kevin Lyman, Warped Tour founder

**REPORT CARD SUBMITTED BY
LIFE ROLLS ON FOUNDATION**

www.liferollson.org

Who We Are:

Life Rolls On is a non-profit 501(c)3 organization that exists to be a grassroots resource that provides hope and is an advocate on behalf of young people whose lives have been affected by spinal cord injury (SCI).

Work Done With Previous SIMA Humanitarian Fund Grants:

“The growth and enhancement of They Will Surf Again (TWSA) over the past year have far exceeded my wildest expectations,” said longtime Life Rolls On volunteer Dave King. His sentiment was shared by an equally devoted TWSA volunteer, Blaize Seto-Mook. “Wow,” he kept repeating, “When I turned into the parking lot, I couldn't believe it was the same event - everything is so organized and looks amazing!”

Without your contribution of \$10,250 to Life Rolls On Foundation through the SIMA Humanitarian Fund, these improvements to our program would not have been possible. This grant helped us better They Will Surf Again (TWSA), a quality of life program, which gives individuals with spinal cord injury the opportunity to surf despite their challenges with mobility. This year, we were able to grow the program from four events in two states in 2006 to five events in three states in 2007 (a sixth was scheduled, but was cancelled due to poor water quality). With your support, we were also able to hire a Program Director to enhance the quality, improve the safety, and ensure the growth of They Will Surf Again. Enclosed is a cost breakdown, which illustrates our use of SIMA's generous donation.

In addition to purchasing a portable walkway to increase mobility and independence for wheelchair participants, the SIMA grant afforded Life Rolls On the opportunity to purchase custom rash guards. Having the rash guards made into three colors (red, blue, green) enabled us to break participants into three teams, which streamlined the event. Whereas previously, it was difficult for volunteers and surfers to know who was to go where and when, with the new rash guards, each team color is managed by an experienced leader, with assigned volunteers and a limited number of surfers. Moreover, wearing Life Rolls On rash guards with sponsor logos not only made participants feel like professional athletes, but also increased safety since participants were easily identifiable in the water.

Through the SIMA grant, we were also able to build the brand of the program by purchasing 14 ft. Life Rolls On Foundation wing flags that are visible along the shoreline.

These flags helped participants easily locate the event site, piqued the interest of beachgoers yet unfamiliar with Life Rolls On, and most importantly, gave surfers and volunteers points of reference for safety, so they did not drift away from the event while in

the water. With the new enhancements and even more planned for future events, TWSA will continue to improve, grow, and become even more efficient as we reach an even greater number of young

people with spinal cord injury.

Without your generous support we could not enhance the quality of life for individuals like first time surfer and C-4 quadriplegic Lance Weir who said, "I personally want to thank Life Rolls On, each and every volunteer, and all of the sponsors who helped make TWSA run so smoothly...Moving from Arkansas a year ago, I was hoping I would get a chance to live a little more; I did that Saturday at TWSA. I smiled for a week, I swear. Thank you to all who helped make my dreams come true; your smiles are forever etched in my memory!"

On behalf of the Board of Directors, staff, volunteers and the thousands of people we serve, thank you for supporting Life Rolls On's efforts to push the boundary of possibility for young people with spinal cord injury. Should you have any questions or would like additional information about this report, please do not hesitate to contact me. You may reach me by phone at (310) 807-5488 or by email at seth@liferollson.org.

We are grateful for your friendship and look forward to partnering with you and SIMA for many years to come.

**REPORT CARD SUBMITTED BY
OUTDOOR OUTREACH**

www.outdooroutreach.org

Who We Are:

Outdoor Outreach is a San Diego-based nonprofit organization whose mission is to provide an opportunity for at-risk and underprivileged youth to gain confidence and self-esteem through participation in outdoor activities. Since its founding in 2001, Outdoor Outreach has taken more than 3,500 youth on over 1,000 outings, including rock climbing, snowboarding, surfing, snorkeling, mountain biking and backpacking.

Examples of Work Done With Previous SIMA Humanitarian Fund Grants:

- o Funding from SIMA was used for the direct costs of 36 surf camps held in 2007. Each surf camp was one to two days in length and held at Coronado, Encinitas and San Onofre beaches.
- o Our surf camps served 592 at-risk and underprivileged youth. All camps were provided completely free of charge to participants.
- o SIMA-funded surf camps have become the key component of the following comprehensive programs:

Adventure Clubs: Outdoor Adventure Clubs are formed at inner-city schools and facilitated by Outdoor Outreach staff and school advisors. Each club typically has 20 youth members, who elect leaders and meet regularly to plan their monthly outings and activities. Through their membership, the students develop strong bonds with their peers that encourage commitment to the club and dedication to creating a positive group environment. They also receive strong, consistent support and structure from their adult leaders, which enriches their club experience and promotes a healthy sense of self and accomplishment. Club members develop as individuals, strengthen their teamwork skills and gain micro-enterprise experience as well, since each club must earn a portion of the funds to offset program costs through fundraising and money management plans. We currently facilitate six Adventure Clubs.

Leadership Program: Our Leadership program is the cornerstone of Outdoor Outreach programming. Through an application and interview process, promising teens are selected to participate in an intensive, year-long training that provides them with the skills necessary to instruct and mentor program participants. The program is designed to promote each individual's natural leadership strengths while providing tangible academic, emotional and social support. Part of this exciting process is giving candidates the opportunity to teach and mentor their peers through a paid internship after completing their training. Ten youth have completed the leadership training and are now helping to supervise Outdoor Outreach trips. We continue to monitor these young leaders as they balance their part-time jobs at Outdoor Outreach, college classes, financial independence and the challenges of moving into the world as working adults.

ALIVE Program: ALIVE (Adolescents Learning Important Values Experientially) is a year-long program that focuses on key academic, social and emotional values by creating supportive relationships and experiences in the classroom and the outdoors. ALIVE serves 14 youth during each 12-month project period and kicks off with an eight-day backpacking trip in Yosemite National Park. This initial trip is designed to build trust among the youth, the adult instructors and trained volunteers who commit to mentoring the youth for the entire year. Twice-weekly after-school meetings provide a forum for peer support, one-on-one academic tutoring, community service opportunities and individualized assistance addressing the specific needs of the youth. Monthly outdoor trips keep the youth engaged, enhance peer and mentor relationships, strengthen physical health and promote environmental stewardship. ALIVE participants receive continuous support, fostering their best chance for success.

LIFE Program: In partnership with the Kinder Foundation, we have created innovative after-school programs at eight inner-city charter schools in San Diego. These year-long programs provide opportunities for youth to cultivate and sustain healthy lifestyles by introducing them to a variety of outdoor and creative activities. Along with our core outdoor activities, the LIFE students participate in yoga, martial arts, community service, nutrition education and fundraising, among other activities. The LIFE program fosters trust, communication, environmental stewardship and a passion for outdoor activities. The program is facilitated by one full-time program manager from Outdoor Outreach, on-site teachers and volunteers. LIFE students meet once a week and attend four weekend trips over the course of the year.

Partner Programs:

Outdoor Outreach collaborates with and acts as a resource to more than 30 community-based organizations working with at-risk youth. Through our trips and programs, we tailor our relationships with these youth agencies to produce the maximum impact on the children they serve. These partnerships enable us to make long-term investments in each participant's development and growth.

Some of our partners include:

- o Drug rehabilitation programs
- o Inner-city public schools
- o Foster care facilities
- o Juvenile justice service programs
- o Inner-city after school programs
- o Youth refugee programs
- o Youth homeless shelters
- o Residential boys' homes

**REPORT CARD SUBMITTED BY
PROJECT WIPEOUT**

<http://hoaghospital.org/ProjectWipeout.html>

Who We Are:

The mission of Project Wipeout, as part of a non-profit community hospital, is to save lives and prevent injuries at our beaches, both locally and nationwide, by developing and disseminating beach safety information. During the summer of 1979, Hoag Hospital's Intensive Care Unit admitted five young people with severe neck and spinal cord injuries suffered at our local beaches. This tragic summer was the inspiration for Project Wipeout. Developed by a concerned group of Hoag Hospital physicians, nurses, local paramedics and lifeguards, the program has reached millions over the past 26 years through community events, school presentations and collaborative efforts with lifeguard agencies and other injury prevention organizations. Project Wipeout teaches young people about the potential dangers that exist at our beaches and other open bodies of water, the types of injuries that occur and how to prevent them.

Examples of Work Done With Previous SIMA Humanitarian Fund Grants:

In the 2006-2007 fiscal years, SIMA Humanitarian Fund helped us reach young, ocean-sports enthusiasts with the primary goal preventing neck and spinal cord injuries through education. This information is provided in print handouts and in live and video presentations at schools, community events and lifeguard training and seminars.

Educational Programs:

More than 30,000 copies of Project Wipeout brochures, coloring books and activity books are distributed annually, free of charge. In 2007, 25,000 Activity Books were re-printed for distribution.

The Project Wipeout Coloring Book is scheduled to go to re-print in 2008 and will include recognition of the SIMA Humanitarian Fund:

Printing made possible by a grant from the SIMA Humanitarian Fund. Project Wipeout thanks the SIMA Humanitarian Fund Board of Directors and their donors for helping to spread the word about beach safety.

Project Wipeout Video is viewed by trainees in the Orange County junior lifeguard program and is used by lifeguard departments throughout the United States and as far away as England and Australia. It is seen by thousands of elementary, junior high and high school students every year.

**REPORT CARD SUBMITTED BY
STOKED MENTORING**

www.stokedmentoring.org

Who We Are:

Stoked mentoring is a non profit action sports organization for “at risk” youth with the mission of developing Successful Teens with Opportunity, Knowledge, Experience, and Determination through the use of action sports, mentoring, and coaching. To that end, we will undergo the following:

- o Recruit, screen, train, and hand-match the highest caliber mentors for our youth
- o Conduct multi-week action sports programs for mentoring pairs
- o Implement coaching curriculum for pairs to learn life skills while experiencing action sports
- o Leverage resources and partners to give our youth opportunities for educational and personal growth.
- o Promote action sports as a means of enhancing mentoring relationships
- o Encourage diversity within the action sports industry

Examples of Work Done With Previous SIMA Humanitarian Fund Grants:

- o Increased the number of teens served from 45 to 80: We started using promotional material and videos to recruit youth in both our New York and Los Angeles programs.
- o Increased the time spent between mentoring pairs by conducting more group activities. Through this, we spent more time training and coaching these pairs. We used activities that enforced our mission. In addition, we instituted an 'open office hours' program where mentoring pairs are required to spend time mentoring at our Stoked Headquarters.
- o Successfully expanded the program to Los Angeles: In our first year, we served 35 mentoring pairs. The following year, we changed our recruitment and training methods and increased retention to 95% in Los Angeles.
- o Doubled the number of non-mentor volunteers from 10 to 20: We started screening and training our non-mentor volunteers. These volunteers assist in many ways; from program execution to producing our fundraisers.
- o Increased pair retention from 11% in 2006 to 89% in 2007. We created more of a culture in Stoked and added more training and support for our mentoring pairs. Every six months, we have mentor pair coaching. We're constantly evaluating our pairs.
- o Increased reported average monthly non-program mentoring hours from 0 hrs in 2006 to 8.2 hrs in 2007. The national average is 4 to 6 hours a month. Stoked's average hours are 8.2 due to the strong bond our mentoring pairs form during the snow, skate, and surf sessions. Once these programs end, the pairs continue their time spent together.

- o Increased program weeks by 10%, specifically our Surf Mentor. We used our funds to increase our skate and surf programs by 2 weeks initiating additional surf & skate sessions.
- o Launched first non-sport program: Action Sports Photography Program with Red Bull (CLICK HERE): We partnered with Red Bull to have their professional photographers teach our mentoring pairs about skate and surf photography.
- o Formed the monthly Stoked Club, an after school club for Stoked Mentees: In an effort to spend more time with our youth, we formed an after school program for our kids to sustain the life skills learned during the program season. In addition, they are putting together fundraisers, career days, and various life skills workshops. We will use the 2007 grant to expand the Stoked Club to Los Angeles.

**REPORT CARD SUBMITTED BY
THE SUMBA FOUNDATION**

www.sumbafoundation.org

Who We Are:

The Sumba Foundation is a U.S. based 501©3 public charity founded in 2001 to lessen the impact of poverty on the Indonesian Island of Sumba through humanitarian aid and economic development, while preserving the cultural traditions of the people. Our main focus is on primary health care, water and education programs. Last year more than 90% of all donations went directly to projects and all U.S based operations are performed by volunteer staff.

Examples of Work Done With Previous SIMA Humanitarian Fund Grants:

The Sumba Foundation received a grant of 10,250\$ from the SIMA Foundation in late 2006. This funding has allowed us to expand our Malaria Control Program to a valley that is notorious for having very significant malaria problems.

The Indonesian Island of Sumba has one of the highest occurrences of malaria in Asia. An estimated 20% of all children die or get severely brain damaged by malaria before the age of 10. During the Sumba Foundations baseline clinical surveys in 2003, 62% of children below the age of 5 had malaria and 30% of the total population was infected with at least one of the 4 known species of human malaria. The Sumba Foundation Malaria Control Program was initiated on June 1, 2004 to address this urgent need. In the base line villages we have achieved an 85% reduction in the number of malaria cases within 2 years. By the end of 2007 the Malaria Control Program has established 3 malaria clinics with complete laboratory facilities. The program now covers a population of 10,000 people providing free malaria diagnosis and treatment and has covered 6,000 people with long lasting Insecticide impregnated mosquito nets to protect against re-infection.

Our main objectives are as follows:

- 1) Reduce the number of malaria cases in the project area by 80%.
- 2) Prevent 95% of the deaths caused by malaria.
- 3) Prevent and treat all cases of cerebral malaria (gives permanent brain damage or death if untreated).
- 4) Establish solid clinical facilities as a basis for efficient malaria diagnosis and treatment for the entire population.
- 5) Introduce effective treatment for all 4 types of malaria in Sumba to overcome drug resistance.
- 6) Distribute impregnated mosquito nets to protect the entire population from new infections.

The SIMA Foundation funds has made it possible to expand the program into Rua valley on the south coast of Sumba. Malaria is particularly severe in this valley because of a river providing large mosquito breeding sites and malaria transmission throughout the year. To control malaria here we built a malaria clinic in the middle of the valley to give people access to treatment within walking distance (2-3 km). To truly control malaria we further screened the entire population for malaria, provid-

ed proper malaria treatment as well as de-worming and vitamin A supplements. The SIMA funds were in particular used for the initial mass screening and treatment of the people living in Rua valley and provision of mosquito nets needed to protect people from re-infection.

The following bullet points show the work done in the first round of screening in Rua valley in July 2007, supported by the SIMA Foundation.

- o All villages within the 8 square kilometer Rua valley were surveyed including population census and village GPS positioning for mapping.
- o A total of 17 villages were surveyed and a total of 800 people tested for malaria during the first mass screening.
- o Of the 800 people tested, 26% had malaria at the time of the survey. Of these 22% had Plasmodium falciparum, 3% P. vivax and 1% p. malaria.
- o All positive patients were treated with the most effective anti-malarial drugs available and the entire population de-wormed as well as given Vitamin A supplement.
- o A total of 405 family size, long lasting impregnated mosquito nets were distributed to a total of 212 families.
- o No children have died from malaria in the Rua valley since we began the malaria control program and an additional 365 positive malaria cases have been treated at the Rua Malaria Clinic from June to December 2007 (also includes people from outside Rua valley).

It is our aim to massively reduce the number of malaria cases in Rua valley over the coming years and sincerely hope to expand the malaria control area supported by SIMA.

**REPORT CARD SUBMITTED BY
SURFAID INTERNATIONAL**

www.surfaidinternational.org

Who We Are:

Six years ago, physician and surfer Dr. Dave Jenkins went on a surf charter to the Mentawai Islands with one goal in mind: to find perfect waves. The surf proved to be everything he had hoped for. What he also found, though, were the Mentawai people---mostly women and children---suffering and dying from the ravages of malaria and other preventable diseases. Troubled by the inequity of lifestyles and moved by compassion, Dr. Jenkins went on to establish SurfAid International, a non-profit organization dedicated to the alleviation of human suffering through community-based health programs. With the support of the New Zealand and Australian governments, the global surfing community, and most importantly the Mentawai people of the affected areas themselves, SurfAid has come to exemplify the healing power of cross-cultural partnerships.

Together with an impassioned, motivated, and talented team of volunteers, staff, and supporters, the SurfAid journey has begun.

Examples of Work Done With Previous SIMA Humanitarian Fund Grants:

The past twelve months has been a time of great progress in our efforts to improve the health of 100,000 residents of the Mentawai Islands and Nias and the support of the SIMA Humanitarian Fund has been a big part of this success. Proven programs in malaria control and emergency preparedness are having an immediate impact and exciting new programs are showing the promise of leading the next generation of worldwide humanitarian efforts.

SurfAid's malaria control program, which you may recall was a pilot program four years ago, has entered a new, much larger phase and is being rolled out to all 70,000 residents of the Mentawai in the next few years. In 2007, 40,000 residents were provided a modern insecticide-dipped mosquito net and 50,000 went through a rapid malaria education program.

SurfAid's E-prep program, designed to assist communities prepare for disasters such as earthquakes, tsunamis, and floods has had immediate results including saving lives during two recent powerful earthquakes of September 2007.

In the words of Zulfan, a resident of Silabu, "Thanks to God for sending us the emergency preparedness program because we are still alive."

It is estimated that 25,000 residents of the Southern Mentawai lost homes and are living under makeshift shelters since the earthquakes happened September 12 and September 13 of 2007. SurfAid is in disaster relief mode for the first time since the Tsunami & Earthquakes of 2004-5 and showing the prowess that generated worldwide acclaim. Our partners in this short-term effort for

which SurfAid is keeping a separate fundraising account are the Medecins Sans Frontieres (MSF/Doctors Without Borders) Belgium, the Mentawai Health Department and USAID.

In addition to these successes, exciting new programs are being piloted to complete our efforts at addressing the major causes of death and suffering.

Two Community Based Health Programs in Nias and the Mentawai are helping 37,000 people permanently reduce death and suffering from common global health killers like malnutrition and respiratory infection. In 2007, the entire infrastructure for this “engine of change” was established including the hiring and training of 44 staff members and the election of 870 local volunteers to steward their friends and neighbors on this journey towards better health for themselves and their families. Starting this past summer, the first of 12 major health messages was disseminated through this “engine;” addressing malnutrition, sanitation & clean water issues, and other preventable diseases contributing to the high sickness and mortality rate. There will certainly be challenges to achieving the program goals but our team is adaptable and determined and the 37 beneficiary communities are excited to be working with SurfAid. As this program shows results plans call for an extensive rollout.

Water & sanitation projects started this year to help 31,000 people with hardships and disease associated with the current poor conditions. Assessments are being made for the rollout of similar projects to other SurfAid beneficiary communities.

Lastly, the Katiet Community Program made great strides being a project with the goal of providing communities with an example of a healthy home using a combination of locally available materials and modern knowledge. This year will see completed, the construction & retrofitting of buildings and the establishment of a household garden with nutritious food. After the official launch in late November 2007, programs will begin including a schools project that helps children understand the importance and availability of nutritious food.

Malaria, malnutrition, respiratory infection, access to clean water, disasters; these are the global health issues creating the unnecessary death and suffering in the region so loved by the global surf community. Our prevention-based programs provide a short term intervention accelerating the adoption of modern health practices; creating lasting, long-term improvements in the health of local residents living in these extremely isolated regions of the world.

Contributions from the SIMA Humanitarian Fund make this work possible and provide the promise of expanding SurfAid's important work to thousands of others people suffering through similar situations.

We are grateful for the support provided by SIMA in years past and look forward to future partnerships to improve the help of people living in isolated regions connected to us through surfing.

**REPORT CARD SUBMITTED BY
SURFERS HEALING**

www.surfershealing.org

Who We Are:

Surfers Healing seeks to enrich the lives of autistic children and their families by introducing them to the unique experience of surfing.

Israel and Danielle Paskowitz are the founders of Surfers Healing. Their son, Isaiah is autistic. As a child, he would sit on the front of his father's surfboard as Israel rode the waves. When Israel saw the profound effect surfing had on Isaiah, he was inspired to share this experience with other autistic families. This led to the first Surfers Healing day camp-a free event at the beach, where autistic children and their families could come and experience firsthand the thrill of surfing.

To date, over 5,000 children with autism have participated in our camps. Surfers Healing is headquartered in Southern California. In addition to California, Surfers Healing holds events in Hawaii, Mexico, and at numerous locations along the East Coast.

Examples of Work Done With Previous SIMA Humanitarian Fund Grants:

Surfers Healing received SIMA grants in 2006 and 2007. As attendance at our events has soared, we've had to cope with an increasing strain on our limited resources. These grants have proved invaluable in helping us focus on our primary objective-getting more kids in the water.

SIMA Humanitarian Fund Grants helped sponsor the following initiatives:

- o Added New Events-Our goal is to add one new event every calendar year. In 2007 that event was Montauk, New York. In 2008 we are targeting South Carolina. We are also initiating discussions to hold another international event--possibly in Japan, where autism is also reaching epidemic levels.

- o Maximized Media Coverage - It's always been a part of our charter to raise awareness about autism. In 2007, we reached out to communication firms with non-profit experience and are in the process of partnering with a PR Firm. This year, Surfers Healing was reported on by CNN's Sunday Morning, CBS Evening News with Katie Couric, and ABC's World News Tonight with Charles Gibson. We were also featured in international news--on France2 Television and on Asahi TV in Japan.

- o Developed Sponsor Program for Surfboards - Another major initiative is the implementation of a sponsorship program for our surfboards-We've enlisted corporate and private sponsors to subsidize the cost of our custom-made tandem boards.

o Reinforced Safety Program - We have purchased additional life vest specially equipped with handles to further bolster our safety efforts. In addition we've added brand new EZ ups to provide sun protection. We make sun block available to all participants and encourage a cautious attitude towards sun exposure.

The mission of Surfers Healing is not only to introduce autistic children to the therapeutic experience of surfing, but also to give parents and siblings a brief respite from the strenuous responsibility of raising an autistic child. SIMA's Humanitarian Fund plays a critical part in helping us achieve our objectives.