WAVES for Development

2011 Annual Report
Director’s Message

2011 proved to be an eye-opening year for WAVES, as we were faced with some heavy doses of reality. Challenging dynamics on the ground in and a tight financial situation prevented some of the growth we had hoped for. However, the organization persevered and continued to strive towards its mission of creating life-enriching experiences in coastal communities through Education and Surf Voluntourism programs.

This past year 49 international volunteers participated in WAVES programs, which brings the grand total to almost 200! Included in that number was our first ever educational credit-bearing group visit by students and teachers, which included a homestay room construction and microcredit loan for Don Vicente, a local Lobiteño, and exciting new cultural experiences for both volunteers and residents. More group visits are on the horizon as WAVES has been forging relationships with professors at several major universities. And a third microcredit loan has been made to Pilar Pazos Eche to raise the standard of a local pharmacy.

Another story of success is the story of Henry Espinoza, a local student who showed a keen interest in learning about surf photography and spent the year under WAVES’ wing, learning this new craft. Now a high school graduate, camera owner, and professional photographer, Henry is taking advantage of surf tourism to provide for his future and his family. The start to his exciting story can be seen in CAPTURE: A WAVES Documentary, which has now screened in the US, Australia, Europe, South America, and the Caribbean.

Finally, 2011 included a new and improved WAVES website and Lobitos’ first-ever skateboard ramp. All of these accomplishments, although perhaps seeming small and insignificant from afar, have helped to truly change the lives of the individuals involved. For even more highlights from 2011 check out this previous eNewsletter.

In 2012, the organization is focused on making significant improvements to its educational programs with the addition of an on-site Program Manager, updated educational materials, and start the construction of a Community Educational Surf Center on property adjacent to the local school. You can help make these things happen.
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About WAVES

Our Mission

WAVES for Development creates life-enriching experiences in coastal communities through Education programs that develop youth into healthy & empowered adults and Surf Voluntourism programs that engage travelers & transform their view of the world and themselves. Our community-based programs promote:

- Cultural Exchange and Understanding
- Environmental Conservation
- Social Entrepreneurship
- Sustainable Tourism


Our Story
The idea for WAVES originated on the beaches of northern Peru in late 2004, when a group of educated local and international surfers shared a desire to help local youth with little resources enjoy surfing. Over the course of the next 3 years, WAVES formed a network over 30 dedicated individuals, organizations, and institutions in 10 countries. In 2007 a shipping container of surfboards arrived from Global Surf Industries to be used in WAVES’ programming in Peru. After a two-week pilot program in February of 2008, WAVES launched full-time Surf Voluntourism and Educational Surf Programs in Lobitos, Peru that November.

“We believe surf travel should benefit the people and communities where it happens.”
The WAVES Team

International Staff/Core Volunteers
David Aabo, Executive Director
Time Rowse, Development Advisor
Kevin Fitzpatrick, Director of Operations

Peru Staff
Daniela Amico, President WAVES Peru
Roxana Irene Antón Periche, Associate Director of Administration and Small Business Instructor
Sonia Elena Machuca Eche, Environmental Conservation Instructor
Kevin Fitzpatrick, Director of Operations
Peru Staff
Daniela Amico, President WAVES Peru
Roxana Irene Antón Periche, Associate Director of Administration and Small Business Instructor
Sonia Elena Machuca Eche, Environmental Conservation Instructor
Diana Esther Antón Periche, Environmental Conservation Teacher
Karen Periche Chávez- Environmental Conservation Youth Assistant
Junior Carrera - English Teacher
Elaine Medina Silva, English Instructor
Holgers Clavijo Arámbulo, Associate Director of Surf and Surf Instructor (Jan-April)
Oscar Chaman- Instructor de surf (June/July, November/December)
Sebastian Delnegro- Surf Instructor (July/August)
Irazenma Chapilliquén- WAVES House Support
Samuel Roches, Associate Director of Voluntourism (Jan-Oct)
Pim Van den Hoven—Voluntourism Coordinator (Nov-Dec)

Officers and Board of Directors
Christian Prendergast, Rio de Janiero, Brazil
Kevin Fitzpatrick, Lima, Peru
Brendan McDonald, Sydney, Australia
Sylvain Gaeng, Montreux, Switzerland
Tyler Breuer, Brooklyn, New York
Nicholas Xatzis, West Cornwall, Connecticut
Dave Aabo, New York, New York
Marieke Bianchi, New York, New York
Mike McMahon, Charlotte, North Carolina

"Waves for Development is run by an awesome and inspiring crew. They really take care of you and try to make sure you get everything you want out your time in Lobitos. Meet the locals and have real and meaningful interactions with them. Practice your Spanish. Have a ball. You don’t have to be into surfing but chances are you will be by the time you leave. Stay for as long as you can. You won’t regret it"— WAVES Alum 2011
2011 in Review

At WAVES for Development, 2011 was a big year to say the least. As existing programs continued to grow, new programs came to life to meet real needs in the community of Lobitos, Peru and the surrounding region. We are proud to report some exciting firsts, from the opening of a new Community Surf Center staffed by local young people, to our first school-based surf voluntourism visit from students at the Global Learning Collaborative school in New York. We honored our longstanding commitment to on-the-ground capacity building as well, through teacher training and professional development along with the successful expansion of our Microcredit program, piloted in 2010.

Collaborations: New Friends and Old

The collaborative relationships WAVES shares with organizations across Peru and around the globe strengthen our ability to carry out our mission. In 2011, we embarked on several new collaborations and continued others:

- WAVES volunteers visited and worked on projects in the communities of Negritos and Chicama. WAVES continues to build institutional relationships with local governments.
- We are building partnerships with faculty from a number of universities including Penn State, Clemson, ASU, and San Diego State University’s Center for Surf Research with a focus on increasing group visits and research.
- Informal partnership with Surf Resource Network through site visit and upcoming international surf photography youth exhibit (in partnership with Poor Specimen).
- A team from WAVES worked with ecOceanica on a turtle conservation project in El Nuro.
- Peruvian NGO “Hands and Surf” crew visited WAVES in November to explore opportunities for collaboration in Zorritos.
- Travel2Change awarded WAVES the Idea Challenge Winner and sent a team of volunteers to Peru.

2011 By the Numbers

157 cumulative volunteers

49 Volunteers in 2011 - our most yet!

62 Percent of revenue from volunteer program fees

1137 Total classroom hours:

180 Students enrolled in English Program: (up from 160 in 2010)

1 New faculty in Lobitos schools supported by WAVES

19 Percent of income from private donations

62 Percent of revenue that goes straight to programs in Lobitos
Special Events
WAVES supporters across the globe came together this year for a series of truly special events. More than just fundraisers, these events play an integral role in raising awareness about WAVES’ mission and programs. They also help us to weave a strong network of champions and partners without whom we would not be able to reach nearly as many children and families as we do today. In 2011, WAVES was represented at the following:

New Wave
On Sept 15th, in conjunction with the Surfrider Foundation NYC Chapter, a fundraiser was held directly following the Quiksilver Pro surf contest held in Long Beach.

WAVES Pool Party and Fundraiser
WAVES hosted its 3rd annual Pool Party fundraiser in New York City on June 6. This event wouldn’t have been possible without our incredibly generous sponsors and volunteers!

RISING TIDE... Symposium
September 17th, 2011 marked the second Rising Tide... Event, this one held in San Diego. This event celebrates the work of a handful of outstanding organizations including the launch of the Center for Surf Research and of course WAVES for Development. In addition to serving as a networking event, it was a space to showcase the ‘social movement’ of surf philanthropy. We look forward to continuing this Rising Tide... concept for years to come.

XTREME VERBIER
“For the second year running, WAVES made an appearance in Verbier (Switzerland) at the Xtreme Verbier event, raising awareness for the organization. WAVES participated with a stand where we met a lot of people, including amateur and pro riders. Pro riders (skiers and snowboarders; male and female) signed the 2011 poster in support of the 200 children participating in the Lobitos WAVES program.”

Ride for the Cause
In September, WAVES Switzerland organized the Ride for the Cause event in Montreux, Switzerland. Participants made a 1km trek on stand up paddleboards to raise awareness and support for WAVES’ programs in Peru. We hope to continue and build upon this event for years to come.
Getting the Word Out

Raising awareness about WAVES programs and the children and families we are privileged to work with in Lobitos is a task that is never done. In 2011, we spread the word through:

- A new website designed by WAVES Alumni Ben Ellis. We went from under 12,000 visits in 2010 to close to 16,000 in 2011. Time on the site and pages per visit have also gone up, indicating a more compelling web presence;
- Participation in the NYC global volunteering fair in October;
- An invitation to speak at the Rising Tide... Symposium and Launch of San Diego State University’s Center for Surf Research; and
- A part in the silent auction at Long Island’s Quik Pro ASP surf competition fundraiser w/ the Surfrider Foundation.

This year, we were also incredibly honored to receive recognition for our work from a variety of sources:

- WAVES was among Matador Network’s “50 non-profits making a world of difference”.
- WAVES was selected as a winner of the Austrian Travel2Change Idea Challenge in which teams competed for win funds to pursue travel with a good cause. WAVES welcome a Travel2change team to Lobitos in September.
- WAVES was one of Travel and Leisure Magazine’s New Year’s Resolution trips
- Frankie Frederick, the ‘93 200m world champion and Olympic silver medalist, addressed the children of Lobitos with a message at the inauguration of the HOPE exhibition at the Olympic Museum in Lausanne, Switzerland: “To: the Peruvian children – remember that it is important to stay in school and get an education but listen to your parents!”
- WAVES was featured in a Peace Corps Newsletter
- voluntourism.org published an article on Surf Voluntourism featuring WAVES
From Lobitos

WAVES: A Part of the Lobitos Community
WAVES continues to become a stable and engrained element of the community fabric. For example, WAVES participated in the celebration of Lobitos’ anniversary in March with our own float in the parade alongside other educational programs in the community. WAVES students greeted crowds on the float accompanied by this year’s Miss Tourism! WAVES staff also participated in the Civic, Educational, and Military march. And on 28 July, staff and students proudly represented WAVES once again to the community in the Peruvian Independence Day parade.

In 2011, WAVES also continued to expand the selection and frequency of activities for the students and their families. Monthly movie nights, monthly beach cleanups, sports days on the beach, and community talks or “charlas” on various topics continue to be well attended and well received. We also continued our annual La Chocolatada event in December to celebrate the achievements of the students and build community by exchanging gifts and—of course—sharing chocolate together.

New Faces
In 2011, WAVES welcomed new staff. In February, Samuel Roches joined the team as Associate Director of Voluntourism. Samuel has played an integral part in ensuring that volunteers have an exceptional time with WAVES and what we are all about. We welcomed Pim van den Hoven in November as the new Voluntourism Coordinator. He has worked closely with the Tinoco family to manage the surf voluntourism components of volunteer arrival, orientation and activities in Lobitos. In the English program, we welcomed Junior Carrera who will be teaching in the primary school. Finally, In May, the Surf Program said goodbye to our surf instructor, Holggers Clavijo. Holggers

Surf Center in Nuevo Lobitos
In September, WAVES opened its Surf Center in Nuevo Lobitos. Lovingly known as “El Hueco” or “the hole”, the building began in July of 2010 and is now up and running. The Surf Center was established to create a space for cultural exchange between locals and international surfers/volunteers that could offer both employment for locals and earning potential to fund WAVES Lobitos projects at the same time. The center provides tourist information about the region and houses a surf shop that sells videos, t-shirts, board rentals and photos from the WAVES Surf Photography Program. WAVES is also working with local artisans to begin selling jewelry and other surf-related crafts in the shop. Since its opening, the shop continues to grow and attract more tourists and local youth to its doors every day.
has been with WAVES for three years, and was instrumental in the development of the surf program. The search is on for a surf instructor. Our hope is to find and train someone from Lobitos to fill this position, in keeping with our commitment to sustainable development and local economic development.

As you can see, many exciting things happened in Lobitos this year. In the pages that follow you will read about many other programs and activities that make Lobitos a community full of opportunity: one that places the positive development of its children at the forefront; one that recognizes that education is the foundation for creating productive, successful adults.

“...I feel so at home with both the WAVES community as well as the Lobitos community as a whole. In many ways, they are one of the same really... Overall, great people, great activity, and great scenery. I could not ask for much more!” — WAVES Alum 2011
Educational Surf Program

Surf Program

Overview
Although 2011 presented the Surf Program with some formidable challenges, the program endures and the students’ enthusiasm for the sport and love of the ocean continues to grow.

In the Surf Program professional instructors, international volunteers, and program assistants teach students to examine the surf conditions, paddle the surfboard, duckdive, and surf the wave. In addition to these skills, the young people also stay physically active and develop self-esteem and social skills.

2011 by the Numbers

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<tr>
<td>Average enrollment (per class)</td>
<td>8</td>
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<tr>
<td>Average class meetings (per week)</td>
<td>1.8</td>
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<tr>
<td>Total classroom hours</td>
<td>150</td>
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In 2011...
A series of surf championships and events gave WAVES students a chance to strut their stuff, demonstrating the techniques they have worked so hard (and had so much fun) attaining:

- Surf championships expanded from being an annual event to multiple events throughout the year
- In March, WAVES students competed against youth from across the country in a surf championship hosted by the City of Thank you to our Visiting Surf Instructors!

Surf classes started again in June and continued through July with the help of Oscar Chaman and Sebastian Delnegro from OLAS Peru and Instituto Peruano del deporte (IPD) who led surf instruction during these months. One of the primary objectives of Chaman’s time with WAVES was to train local youth and adults in surf instruction so that they may one day be able to utilize this teaching skill as a source of employment and income to support their families and community.

Also in July, California surf instructor Casey Jahn came to Lobitos as a volunteer to lead all-girls surf classes. Casey and local volunteers helped 14 enthusiastic young ladies develop their surf skills and love for this sport.
Lobitos. WAVES students Sebastian and Matias Sulca took home second and Jose & Christian Cordova took home third place awards in the childrens category while Rony Espinoza won first and Luis Tinoco second place awards in the adult categories.

- WAVES students came out for a September surf program demonstration tourism week, sponsored by the Municipal Government of Lobitos in partnership with the Lobitos social services department in celebration of Tourism Week.

- WAVES students host a special beach cleanup for International Surf Day on June 20 (This is the first time International Surf Day has been celebrated in Peru!). Over 60 children, youth and adults from Lobitos and nearby Talara collected over 25 bags of garbage!

**English Program**

**Overview**

As the tourism industry in Northern Peru continues to grow, the ability to speak foreign languages will become an increasingly important job skill. WAVES recognizes this trend through our English Program. WAVES Peru staff work closely with instructors and administrators in the primary and secondary schools on curriculum and instruction of the English classes.

WAVES Volunteers also play a valuable role in the learning experience of the students, providing them with lots of encouragement and the chance to converse with native English speakers.

**2011 by the Numbers**

<table>
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<tr>
<th>Metric</th>
<th>Value</th>
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<tbody>
<tr>
<td>Average enrollment (per month)</td>
<td>165</td>
</tr>
<tr>
<td>Average class meetings (per week)</td>
<td>5.7</td>
</tr>
<tr>
<td>Total classroom hours</td>
<td>718</td>
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In 2011...

2011 was a year of growth for the English Program. Some of this year’s highlights include:

- We expanded our enrollment from 160 to 180 students.
- In February, we welcomed Junior Carrera as a new English teacher to work with primary school students.
- WAVES also supported our English teacher, Elaine, to attend advanced teacher training courses.
- WAVES staff and teachers worked with parents to strengthen the Educational Surf Program, gathering feedback from the local Council of Parents and installing a suggestion box in the WAVES office to give voice to parents’ ideas for improving programs.
- During the summer months (January through March), WAVES held age-specific English classes for children aged 4-5 years, 6-8 years, 9-10 years, 11-12 years, and youth/adults. This expanded program, offered while school is out, provided specialized attention to students with different learning needs.

Environmental Conservation Program

Overview

The Environmental Conservation Program teaches WAVES students how to protect the natural world around them, focusing on four broad themes: Animals, Ocean, Desert, and Humans in their Environment.

Instructor Sonia Machuca continues to foster students’ knowledge of and enthusiasm for caring for Lobitos’ natural heritage.

Expanding access to educational technology

In December, WAVES Switzerland received twelve computers to create more access to internet in Lobitos. This project was launched in September 2010 by students from the Swiss Institute of Technology of Lausanne (EPFL). Now, WAVES students and community members have the opportunity to access technology for education and economic development. Many thanks to these students for their hard work in raising funds and awareness, to EPFL, and to S.T. Dupont Paris for their generous support!
2011 by the Numbers

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<tbody>
<tr>
<td>Average enrollment (per class)</td>
<td>11.7</td>
</tr>
<tr>
<td>Average class meetings (per week)</td>
<td>1.7</td>
</tr>
<tr>
<td>Enrollment growth in 2011</td>
<td>27</td>
</tr>
<tr>
<td>Total classroom hours</td>
<td>111</td>
</tr>
</tbody>
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In 2011...

From learning about the different uses for recyclable materials, to participating in monthly beach cleanups, student motivation to participate in environmental education ran high in 2011. Events throughout the year gave students the opportunity to share their passion with others:

- In January, 18 students planted 5 trees with the help of Sonia and Samuel, our volunteer coordinator. Thanks to local electricity company Eepsa and private donors for making this possible!
- In March, students participated in the national “This Wave is Mine” (Esta Ola es Mia) event. Students took part in a long-distance swim for environmental conservation.
- Also in March, WAVES students participated in a paddle titled “Cuidemos Nuestras Olas” — Care for Our Waves. Both local and international surfers participated in the event, which took place nationwide in Peru to raise awareness about protecting oceans.
- The Environmental Conservation Program welcomed assistant instructor Karen Periche in August.
- WAVES is supporting local efforts to declare Lobitos a Scenic Reserve as part of the Natural Protected Area system in Peru.

“I find that the children who participate in these extracurricular classes have offered up even more encouragement to me than I have to reciprocate.” --- WAVES Alum 2011
Social Entrepreneurship

Overview

WAVES’ commitments to sustainable community development and social entrepreneurship go hand in hand. Social Entrepreneurship programs combine business and economic development with social and leadership skills building. While WAVES Social Entrepreneurship programs teach specific skills that students can use to pursue these trades professionally one day, the broader skills they learn—from self-confidence to money management to goal-setting—will help them become successful no matter which field they choose.

This year WAVES continued the Surfboard Repair, Surf Photography, Crafts and Community Small Business programs and added a Homestay Construction component. The Surfboard Repair Program teaches students to repair surfboard dings using resin and fiberglass. Surf Photography Program offers another way for local young people to begin small businesses that capitalize on the surf tourism in their community. WAVES’ microcredit pilot has now expanded into a Community Small Business Program, which incorporates both small business loans and financial education. This education includes business training, business education, and ongoing group and individual support. The Crafts Program aims to inspire future artisans by providing training and materials. In addition, art is shown to have a positive effect on youth development, reduces stress, and provides an outlet for creative expression for young people. Finally, in April 2011, WAVES began a series of Homestay Construction projects, an initiative to help local families make improvements on their homes that will help serve as sources of income for their families.

Meet WAVES Staff Photographer, Henry

Henry Espinoza Panta, one of WAVES first students in the Photography Program, has now become the WAVES staff photographer. By taking pictures of surfers and selling them, he is able to set aside a portion of the proceeds for his future business and education. He also gives a percentage to WAVES for using the camera equipment, and the rest he takes home. He is very enthusiastic about his new profession and the fact that he now has his own materials and income from this business. He hopes that the training he is now receiving through WAVES will help him to one day start his own business.
Microcredit Pilot

The small business development program has grown. Each of the three women who complete the month-long small business development course completed a basic business plan, passed a written test and applied for a microcredit loan. One of the participants, Marie del Pilar Pazos Eche, received a loan for 1000 soles (approximately $385) to upgrade and improve her small pharmacy based on the plans and work she completed as part of the course. Irene Anton Periche, WAVES Associate Director of Administration, led the course.

### 2011 by the Numbers

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<tr>
<td>Surfboard Repair average enrollment (per class)</td>
<td>2.3</td>
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<tr>
<td>Surfboard Repair total classroom hours</td>
<td>62</td>
</tr>
<tr>
<td>Total microloans issued</td>
<td>4</td>
</tr>
<tr>
<td>Basic business course participants</td>
<td>4</td>
</tr>
<tr>
<td>Crafts total enrollment</td>
<td>40</td>
</tr>
<tr>
<td>Crafts total classroom hours</td>
<td>84</td>
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In 2011...

WAVES’ various social entrepreneurship endeavors hit some significant milestones this year. Here are just a few of the highlights:

- Photos are now being sold in the WAVES Surf Shop as a sustainable way to make income for the organization.
- WAVES arts and crafts programming began again in January 2011 for the summer season with Peruvian artisan Luis Bruno. More than 40 children participated.
- In June, the Surf Photography Program began again with a new program advisor, Tali Jessamine.
- In October and November WAVES had two photography interns, Zoe and Fanny, who worked closely with Tali in the Surf Center
- Frank Eche began training to be a photographer as well
- The basic business course came to an end in December 2010, but enthusiasm among community members to participate in future programs has remained steady.
- In March, two of the original microloans issued in 2010 were paid off and another microloan was given to a community member. Pilar completed the small business course and is now happy to count on the support of WAVES to help increase her business.
A commitment to professional development

In 2011, WAVES put a special focus on the professional development and capacity building of our instructors. WAVES instructors attended teaching demonstration workshops in July led by Debrah Jacobson and Katie Morris, two volunteers with early childhood teaching experience, and Christian Prendergast, WAVES founding Board Member and professional educator. Workshops covered topics including creating lesson plans with clear objectives and an emphasis on critical thinking, properly managing students, and effectively evaluating student progress. Also, WAVES English instructor, Elaine, improved her English capacity by taking classes 5 nights per week at the L&B Institute in Talara. Finally, instructors have new tools to improve the classroom experience, including:

- A new Surf Instruction Manual, covering topics including equipment, safety, sun exposure, planning a class, physical preparation and instruction methodology
- A new set of textbooks that was implemented starting in July. Textbooks progress through five levels to accommodate different language abilities
- Clipboards to keep each day’s attendance/grade sheet, as well as, seating chart, easily at hand
- Binders to keep all lesson plans, as well as student attendance/evaluation sheets to help with record keeping.

Homestay Construction Projects

Surf tourism fuels the Lobitos economy; however, many of the businesses and services that cater to tourists are not owned by people from Lobitos. One way WAVES invests directly in the business initiatives of Lobitos community members to help support local ownership is through Community Construction projects. The first project was started in February when volunteers from Global Learning Collaborative donated time and materials to construct a small apartment as an addition to a local home that could be rented out to tourists. Señor Vicente Eche, a fisherman, won the raffle that decided at whose home the construction would take place after an extensive application and vetting process. In September, the construction was complete and Señor Vicente now rents the apartment that features two beds, a closet and a private bath with hot shower four nights a week.

Designed with sustainability in mind, the construction project is initially financed by WAVES, but Señor Vicente will pay back a portion of the cost over time as travelers stay with him so the funds can be re-invested in future projects. Another raffle was held in December for the next room to be built.
Surf Voluntourism Program

Overview
WAVES volunteers are an integral part of our work. In addition to assisting financially, and with the Educational Surf Program, each volunteer staying over 3 weeks participates in a personal project and is integrated into cultural and community activities. Most importantly, volunteers learn from the experience and work together to form relationships with local young people, offering them the chance to interact with individuals from other countries and cultures and practice their English skills. WAVES volunteers stay in the home of a local family, ensuring rich cross-cultural learning and economic support to the host community. WAVES’ volunteer coordinator makes sure volunteers’ needs are met during their stay. The coordinator organizes logistics, shopping, meals, and cleaning for the areas where the volunteers stay, orients volunteers and helps translate.

When volunteers come to Lobitos, they bring with them a wealth of diverse skills, talents and interests which inspire the projects they work on. Volunteers were also inspired by the talents and interests of local young people. For example, in 2011, one WAVES volunteer purchased a new basketball hoop and taught basketball lessons and others continued work on a ramp for the local youth who love to skateboard. The ramp was presented to the community in May in an afternoon celebration, generating a great deal of enthusiasm and excitement among the youth who practice and want to learn to skateboard.

“VolunTOURing definitely attracts a certain crowd of like-minded individuals from all different corners of the world. It is truly refreshing to see our innate quality of humaneness circulating around the world, especially through our younger generations, who are sometimes perceived as selfish and unmotivated” --- WAVES Alum 2011
### 2011 by the Numbers

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<tr>
<td>Total volunteers</td>
<td>49</td>
</tr>
<tr>
<td>Average volunteers per</td>
<td>4</td>
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<tr>
<td>month</td>
<td></td>
</tr>
<tr>
<td>Total volunteer weeks</td>
<td>134</td>
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**In 2011...**

Volunteer projects in 2011 were varied, leveraging each volunteer’s unique talents and interests. Some of the projects volunteers undertook include:

- Supporting the work of English teachers in the primary and secondary schools
- Teaching computer classes
- Designing and constructing a skateboard ramp for the students to use
- Donating a basketball rim, installing it in a local stadium and showing the student how to play basketball
- Creating a nutrition guide to be placed in various locations like the WAVES office and the WAVES house
- Teaching all-girls surf classes
- Helping to develop an English curriculum for grades K-1
- Working with partner organization ecoOceanica on environmental conservation projects with turtles
- Working in the surf shop
- Helping organize the accounting for the WAVES Surf Shop

Many of these projects involved local youth, providing an opportunity for cross-cultural learning and language skills building.

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**Group Volunteering**

In February, WAVES welcomed a group of 12 high school student volunteers from the Global Learning Collaborative, a school “dedicated to providing students with unique opportunities to learn about the world,” located in New York City. 15 students and teachers spent 10 days in Lobitos learning about culture and participated in homestay room construction. The students participated in WAVES programs and actively learned about Peruvian customs and culture alongside Lobitos kids and families. A highlight of their stay was a talk from the president of the Lobitos Fisherman’s Union, who educated the students on the local fishing industry and the socio-economic difficulties this trade presents for fisherman who struggle to maintain their traditional way of life while providing for their families. The group also took part in a construction project working to build a homestay room.

WAVES plans to continue and expand hosting groups of university students as a way to sustain and grow the surf voluntourism program.
Volunteer Feedback
Here’s what a few volunteers had to say about their experience with WAVES:

“WAVES is a once in a lifetime experience! This is a small place, off the beaten path. A place where you can learn about others and about yourself. You have the opportunity to experience the local culture of a small town by actually becoming part of the community. You are steps from the beach, with surf boards and surf lessons at your disposal. You share your time with a community of people who are giving rather than taking, and you walk away feeling like you have really experienced something special.”

“A great alternative to the Me, Me, Me surf trip. Connecting with locals and teaching/learning. Surfing perfect waves in a remote location but having the company and camaraderie of being part of a team with a goal. The whole aim of Waves is to create social an environmental sustainability whilst using surfing as a tool for development. It seemed to be working! Well done to WAVES for Development.”

“This is a fantastic way not only to get surf on a fantastic secluded coast, but also to get to really understand the culture and people of a poor fishing town. You get to interact every day with the townspeople and learn about a way of life that is probably foreign to most.”

“Best experience of my life. Got to surf great waves with great people. Truly fulfilling experience. I learned Spanish, Culture, and about myself. I hope to be able to return very soon.”

“It was a great trip, helping the kids, surfing great waves, great food, and meeting great people, the town is amazing little and cozy, its just a great adventure.”

“I just want to thanks all the WAVES staff for the two weeks that I spent in this very special place that I will visit again and again, for sure.”

“I would never be able to replicate my experience in Lobitos in my own backyard. There are different struggles and pleasures to be experienced on an international scale. And once you’ve spent some time in those other shoes, you are better for it.”

“Immersing myself with the ‘Lobiteños’ for the last two weeks definitely gave me a renewed appreciation for all of the creature comforts I take for granted – namely, clean water, running water, no chronic diarrhea, a home all to myself, even WORK (seriously!). It is so easy to forget how fortunate we are sometimes, it pays to be reminded. Volunteering globally is definitely the ‘quick fix’.”

“Aside from the children, I have also learned a lot from the different volunteers and guests who have stayed at the house. It is quite refreshing to see young surfers on a charitable mission, challenging the status quo.”
Looking Forward to 2012

In addition to continuing to strengthen and grow our existing programs, WAVES has some very exciting plans for 2012. They include:

- Increase the number of group visits
- Shift focus / language toward Community Outreach, Environmental Health, and Entrepreneurship Empowerment as how we refer to major program areas
- Expand the features and capacity of the Surf Center
- Further establish volunteer internship process
- Implement the 2012 Community Consultation through home visits
- Expansion of environmental conservation classes into the local school curriculum
- Health campaigns from university students from the University of British Columbia’s Okanagan Campus

“When groups come to volunteer in Lobitos, a magical symbiotic relationship happens. WAVES is able to offer more personally tailored programming for the group that directly benefits the community. The group’s presence creates an economy of scale that translates to more efficiency and productivity for WAVES’ projects.” --- WAVES Alum 2011
Finances

Director’s Report
Despite the tough economic climate that persisted through 2011, there remains much to be proud of financially this year. We have worked hard to achieve our 2010 goals of diversifying funding sources and strengthening relationships with our many sponsors.

We have also worked to demonstrate our deep commitment to transparency and accountability. In 2011, we were honored to receive the GuideStar Exchange Seal, a leading symbol of transparency and accountability provided by GuideStar USA, Inc., a widely-known and trusted source of information on nonprofit organizations. We strive to showcase our progress toward our mission, and our core values of being honest and straightforward about our work to our constituents.

Finally, as the highlights below demonstrate, we are zeroing in on sustainable funding streams and maximizing the portion of our revenue that goes direct toward programs:

- Total income grew by 24% in 2011
- While much needed funding from direct contributions decreased by 35%, Earned revenue increased by 150% in 2011. In addition to an overall increase in dollar value, earned income also increased as a share of all revenue sources from 31.4% in 2010 to 62% in 2011. This is a result of increased volunteer numbers. It also decreases our reliance on grant funding and donations to support our programs, increases our sustainability.
- Sales or product income increased one hundred-fold in 2011 from just $23 in 2010 to over $250 in 2011. The first-fruits of sales in surf photography, merchandise, and board rentals at the new Surf Center will continue to grow, bringing a sustainable source of revenue to support programs in Lobitos, and encourage future entrepreneurship.
- Grants and direct assistance to programming grew by 97%, while salaries and related personnel expenses grew by 18%, showing that a greater portion of new income goes directly toward programs in Peru.
- As a share of all expenses, grants and direct assistance grew from 40% of all expenses to 62%, representing a strengthened focus on programs and ability to maintain a “lean” administrative budget.

These are all positive signs, but challenges remain. Reaching more families and offering services that can meet growing and changing community need will require sustained support from donors and strong funding streams.
## Revenue by Source 2011

- **Other sources** (including product sales and in-kind giving): 3%
- **Non-government Grants**: 11%
- **Direct contributions**: 19%
- **Earned Revenue (volunteer program fees)**: 62%
- **Special Events**: 5%

## Program Expenses

- **Non-personnel expenses**: 4%
- **Facility & Equipment**: 0%
- **Salaries & related expenses**: 21%
- **Program Expenses/ Direct Assistance**: 62%
- **Travel and Meetings**: 8%
- **Other**: 5%

## Statement of Financial Activities  (January-December 2011)

<table>
<thead>
<tr>
<th>Category</th>
<th>2010 Total</th>
<th>2011 Total</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Income</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Revenue from direct contributions</td>
<td>$24,618.44</td>
<td>$16,064.48</td>
<td>(35%)</td>
</tr>
<tr>
<td>Total Donated goods &amp; services revenue</td>
<td>$5,978.31</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Total Revenue from non-government grants</td>
<td>$9,110.47</td>
<td>$9,856.68</td>
<td>8%</td>
</tr>
<tr>
<td>Revenue from indirect contributions</td>
<td>46.25</td>
<td>144.00</td>
<td></td>
</tr>
<tr>
<td>Total Earned revenues</td>
<td>$20,975.92</td>
<td>$52,525.76</td>
<td>150%</td>
</tr>
<tr>
<td>Total Revenue from other sources</td>
<td>$10.00</td>
<td>$1,911.40</td>
<td>19.014%</td>
</tr>
<tr>
<td>Total Special events</td>
<td>$7,370.16</td>
<td>$4,400.12</td>
<td>40%</td>
</tr>
<tr>
<td>Sales of Product Income</td>
<td>23.00</td>
<td>272.66</td>
<td>1,185%</td>
</tr>
<tr>
<td>Services</td>
<td>1,894.47</td>
<td>2.20</td>
<td>(1000%)</td>
</tr>
<tr>
<td>Uncategorized Income</td>
<td>47.33</td>
<td>1859.91</td>
<td>3,930%</td>
</tr>
<tr>
<td><strong>Total Income</strong></td>
<td>$70,027.02</td>
<td>$87,037.21</td>
<td>24%</td>
</tr>
<tr>
<td><strong>Gross Profit</strong></td>
<td>$69,346.51</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Expenses</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Grants, contracts, &amp; direct assistance</td>
<td>$26,514.35</td>
<td>$52,272.99</td>
<td>97%</td>
</tr>
<tr>
<td>Total Salaries &amp; related expenses</td>
<td>$14,693.77</td>
<td>$17,367.77</td>
<td>18%</td>
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<tr>
<td>Total Contract service expenses</td>
<td>$4,386.39</td>
<td>$386.87</td>
<td>(910%)</td>
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<tr>
<td>Total Non-personnel expenses</td>
<td>$6,993.78</td>
<td>$3,065.30</td>
<td>(56%)</td>
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<tr>
<td>Total Facility &amp; equipment expenses</td>
<td>$3,901.19</td>
<td>$449.00</td>
<td>(885)%</td>
</tr>
<tr>
<td>Total Travel &amp; meetings expenses</td>
<td>$6,100.55</td>
<td>$7,190.56</td>
<td>18%</td>
</tr>
<tr>
<td>Total Other expenses</td>
<td>$4,234.11</td>
<td>$3,619.56</td>
<td>(15%)</td>
</tr>
<tr>
<td>Total Business expenses</td>
<td>$35.00</td>
<td>225.00</td>
<td>643%</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td>$66,859.14</td>
<td>$84,764.46</td>
<td>27%</td>
</tr>
<tr>
<td><strong>Net Operating Income</strong></td>
<td>$3,167.88</td>
<td>2,272.75</td>
<td>28%</td>
</tr>
</tbody>
</table>
Special Thanks

Making Waves for WAVES
Special thanks go out to the WAVES for Development Board of Directors. WAVES’ work wouldn’t be possible without the support of our partners and contributors.

Partnerships
Beyond the Surface International
FCS
Fenta Peru (Peruvian Surfing Federation)
Global Surf Industries
Instituto Peruano del Deporte (Peruvian Sports Institute)
Quiksilver Foundation
Soul Surfers Foundation
SMASH Surf

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