

SURF CERRITO ANNUAL REPORT 2023



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WHO ARE WE

Surf Cerrito was founded in November 2021 in the North Peruvian coastal town of Cerrito de la Virgen by **Brayan Hilario** and **Daisy Hill-Norton**. Brayan, a professional surf instructor from Cerrito, wanted to share his love for surfing with the children from his community so that they can reap the same benefits he gains from the sport. Daisy, from the UK, was also determined to share her love of the water and surfing with the young people of the community that had very limited access to the sea, hoping to use surfing to empower, create connections with nature, and build a strong, loving community.

OUR MISSION:

Empowering the young people of the North Peruvian community of **Cerrito de la Virgen** and beyond through **surfing**.

VISION

1. We hope to one day have an **International Surf Champion** from Cerrito de la Virgen.
2. We aim to give every child from the community the opportunity to experience the **incredible benefits of the ocean** by learning to surf the waves of Huanchaco; a World Surf Reserve.
3. We aim to **empower and unite** young people through surfing.



SURF AS A TOOL FOR EMPOWERMENT

📍 CERRITO DE LA VIRGEN

WHAT IS SURF THERAPY?

Surf therapy can be used to help people who face social challenges and trauma make meaningful connections, build confidence and process their trauma. It teaches them coping skills and builds stronger communities that can support each other.

Cerrito de la Virgen is at the heart of Surf Cerrito. It is a community on the outskirts of **Huanchaco**, a **World Surf Reserve**. The majority of Cerrito's inhabitants arrived there seeking refuge after the **El Niño phenomenon of 1997/8**. There was no running water or sewage system when they arrived - over two decades later, the situation has not improved despite countless promises made by the local government to provide these basic essentials.

Cerrito de la Virgen is a very welcoming community that has supported us since the beginning. We hope that through Surf Cerrito, we can **unite the community** even more and encourage the children of Cerrito to lead their community in developing the town and surrounding communities into places that foster **positive change and promising futures**.

WHY SURF?

It is argued that the first evidence of surfing is from the ancient fishermen of Huanchaco, **5000 years ago**. Now, Huanchaco is recognised as a **World Surf Reserve**, and welcomes surfers from all over the world to enjoy its world-class waves. We believe that it is essential that the local children have the same opportunity to access Huanchaco's waves and enjoy a sport that has formed part of their culture and history for thousands of years.

A LESSON WITH SURF CERRITO

WEEKLY VALUES

Every week, we discuss a value or topic before heading to the beach, around which the rest of the class centres. Everyone is invited to consider their thoughts and feelings and share them with the class. Some examples of topics and their points of discussion are:

Control

Give an example of a moment where you lost control.

Choose a power pose.

Community

How do you feel in your neighbourhood?

What can we do to improve our community?

LESSON STRUCTURE

1. Introduction at the school	Any new members are introduced to the Surf Cerrito family
2. Weekly value discussion	A question is asked to the group and each person shares their response in the hope to encourage conversations surrounding mental health and to foster a sense of community and safety
3. Surf theory	A specific topic of surf theory is taught to the young people by one of our qualified surf instructors
4. Arrival at the beach	Arrive to the beach in the mototaxis
5. Beach clean	We spend five minutes cleaning the beach, to encourage a sense of responsibility in looking after our natural areas
6. Stretching	Stretching is led by a student, to encourage the young people to take ownership of looking after their bodies
7. Team building activity	A fun activity to warm up and encourage the young people to work together as a team
8. Free surf	The young people are divided between volunteers and instructors based on ability and have time in the water to improve their surfing skills
9. End of class reflection	All the Surf Cerrito family rejoins to reflect on their lesson and surfing, discussing achievements and areas where they'd like to improve before sharing some fruit and returning to Cerrito.

OUR 2023



We ran an exciting program of jiu jitsu classes. Some of our young people participated in the local Punta Uka surf competition.

JANUARY

One of our young surfers, Valentina, came third in the under 12 category in a local surf competition.



FEBRUARY

Many parts of Peru were stuck by severe flooding during cyclone Yaku. In response we raised funds to provide water to the community.



MARCH



We launched our beautiful website, www.surfcerrito.org

APRIL



We made waves with a sea swim fundraiser in Edinburgh, Scotland.

MAY

We organised and hosted the first ever Surf Cerrito surf competition, a massive success with over 40 competitors.



JUNE

OUR 2023



JULY

We celebrated Peruvian Independence Day by planting a flag on the hill in Cerrito.

We ran art therapy sessions hosted by an artist from Trujillo.

We built a vertical garden in the school to teach gardening skills.



AUGUST

Surf Cerrito became registered as a Community Interest Company in the UK.

We teamed up with two other local NGOs to clean up Cerrito and inspire community pride.

SEPTEMBER



Thanks to the fundraising efforts of the swimming sisters, we opened our new outside learning area to run workshops and classes from the school, complete with changing rooms and a wetsuit hanging area.

OCTOBER



NOVEMBER

We attended our second Regenerative surf conference in North Peru where we connected with other non-profit leaders around Latin America. We celebrated our two year anniversary!

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We held a Christmas trip to Conache and end of year prize giving where each child was recognised for being essential parts of the surf Cerrito family.

DECEMBER



2023 IN NUMBERS

48

Total Participants

17

New Surfers

14

Average no. students per class

97

Surf classes

485

Minutes spent beach cleaning

27

International Volunteers

Virtual Volunteers

9

34% Girls
66% Boys

14-16yrs
36%

4-8yrs
23%

Age Distribution

9-13yrs
41%



“I used to be scared and I never wanted to go in the sea, but now I do”
Florencia, 10



“I come surfing because it distracts me, relaxes me and they are good at helping”
Kahori, 10



“It is important because it makes me happy”
William, 14

OUR IMPACT



“As I enter the sea I feel relaxed, I forget my problems at home. It makes me forget about the things that happen”
Omar, 14



“I have become used to this school and it makes me happy when I come. Now when I surf I think about all the volunteers and about my friends. For me, Surf Cerrito is very important”
Estefano, 9



“I come to Surf Cerrito because it feels like a community”
Manuel, 16

PROGRAM MONITORING: CHALLENGES AND IMPROVEMENTS

At the beginning of each week the staff and volunteers review the previous week's lessons and discuss all successes and challenges.

This reflection has proven essential to make any necessary adjustments for the upcoming classes, ensuring the constant development of our program to better serve the young people of Surf Cerrito.

WATER SAFETY

Challenge:

Maintaining high safety standards during bigger swells and larger class sizes. Especially ensuring the safety of the younger surfers with lower swimming ability.

Improvement:

1. Each volunteer was assigned specific students to look after throughout the duration of the class.
2. A section of every weekly class planning meeting is now dedicated to analysing the forecast, focusing on tide and swell size. The week's lessons would then be planned accordingly.

TRANSPORTATION

Challenge:

Our transport to the beach (mototaxis) showing up late or not at all, limiting important time spent on the beach and in the water.

Improvement:

We made some improvement through working closer with one mototaxi driver who had a larger taxi and agreed to coordinate the other drivers for us. However the mototaxis were still frequently late, limiting our time in the water. The ideal solution would be to have our own form of transportation, which we hope to raise funds to buy in 2024.

FINANCES & FUNDRAISING

Fundraising

Individual donations	£11,803.18
Fundraising Events	£3,815.19
Monthly donations	£688.85
Merchandise sales	£560.37
TOTAL	£16,871.85

Expenses

Construction	£4,856.54
Equipment	£2,825.83
Lessons	£2,272.07
Salaries	£2,028.64
School running costs	£1,154.88
Fundraising	£1,108.34
Other (extra transport etc)	£894.83
Events	£549.35
Admin	£397.27
TOTAL	£16,087.75



