

# ROXY DAVIS

F O U N D A T I O N

NPC 2019/167824/08 | NPO 235-936

## ANNUAL REPORT

2019/2020





# Motivation

In 2019 the Roxy Davis Foundation was launched, an NPO aiming to affect meaningful change in people's lives by improving their mental and physical well-being through ocean-based therapy programmes.

**Passion, Purpose, Possibility, and People are at the core of the Roxy Davis Foundation.**

**We are passionate about making the ocean accessible to all South Africans.**

**For those who:**

- can afford it and for those who can't
- are able-bodied and those who have a temporary or permanent physical or intellectual disability
- are suffering or being challenged with mental health problems, cancer, terminal illness, PTSD, depression eating & anxiety disorders.

**Everyone is welcome.**

## Vision

The Roxy Davis Foundation aims to affect meaningful evidence-based change in peoples lives by improving their mental and physical well-being through ocean based therapy programmes.

## Mission

The Foundation sustainably focuses on understanding, broadening, connecting, educating, and sharing evidence-based best practice principles through delivering ongoing life-changing ocean-based experiences with the intended outcome of enhancing both people's physical and mental well-being.



## Founder

The Roxy Davis Foundation was founded by 9 times South African surfing champion, Roxy Davis.

Roxy is the first individual to represent South Africa in all three disciplines of shortboard surfing, longboard surfing, and stand-up paddleboard surfing as well as serving as a National Team Manager and Surf Coach.



## Our Board



**Craig Nossel**

Currently Head of Vitality Wellness, Discovery's incentive-based wellness programme, is a regular commentator in the media, has co-authored a number of scientific publications, and has several patents relating to wellness programmes.

Prior to joining Discovery, he spent a couple of years practicing clinical medicine in the public sector, with a particular interest in paediatrics. Craig completed his MBChB at the University of Witwatersrand and his MBA at the Gordon Institute of Business Science where he was awarded the Barloworld Prize for Strategy.

Craig works closely with the Vitality Institute to strengthen the R&D projects taken on around behavioral interventions, effectiveness, and impact for improved population health.



**Steve Doidge**

In 2003 Steve co-founded the RealFin Group where he currently serves as CEO and chief investment officer of the Group's global asset management business.

Steve has 25 years of industry experience and holds the following qualifications: BCom, Advanced Taxation Certificate, MCom, MPhil, and CAIA.

Besides his business interests, giving back and making a difference runs through Steve's veins. He is actively involved in social upliftment in the community especially in the area of education. In this regard,

Steve has for many years taught the full business studies curriculum to grade 12 classes in various schools in the Cape Flats and townships.



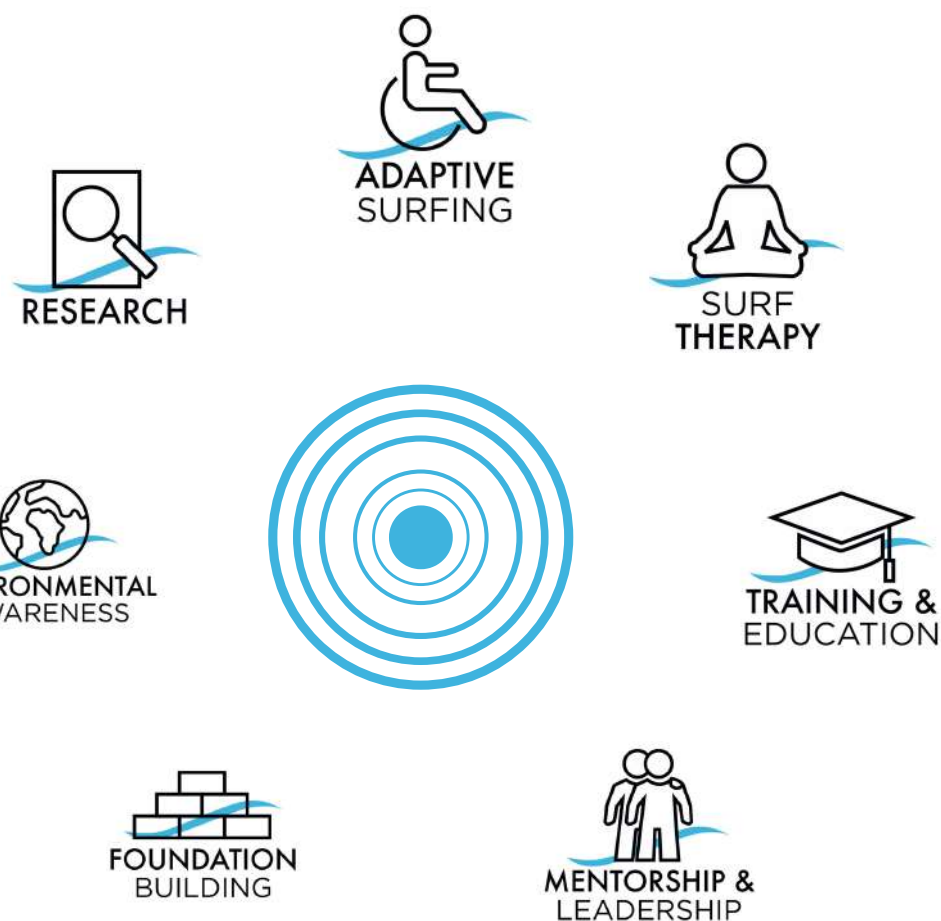
**Roxy Davis**

Roxy is an accomplished businesswoman having founded "Surf Emporium" in 2002. Surf Emporium is an Accredited Surf School with Surfing South Africa, specialising in surfing and stand-up paddleboarding lessons with a philosophy of inclusiveness and is always cognizant of taking everyone's unique needs into consideration.

Roxy leads a professional surf coaching team consisting of over 100 instructors, some of whom are also trained as Adaptive Surf coaches.

Roxy is an International Surfing Association (ISA) qualified Surf and Stand Up Paddleboard Coach and ISA Coaching Course Presenter. In addition, Roxy is a registered Counsellor with HPCSA and is currently completing her Masters in Surf Therapy at UCT.

# The 7 Pillars of The Roxy Davis Foundation



*Passion with  
Purpose leads to  
Possibility for all  
People.*

”





# Adaptive Surfing



Adaptive Surfing shows people living with disabilities that surfing is a possibility and makes it possible. Paralysis, cerebral palsy, blindness, autism, and amputations are just some of the many challenges that are overcome to share the stoke of simply catching waves (and invariably trying to ride them better).

The Sport of Adaptive Surfing was introduced to South Africa in 2011; it has been rapidly growing & the Roxy Davis Foundation in collaboration with their partners and the community aims to drive this growth both locally and nationally. Para-Surfing as it is now known is part of the Olympic and Paralympic Games.

Talented adaptive students are offered the opportunity to develop their competitive skills through the Foundation, upon qualifying they can enter local, national and international Adaptive Surfing competitions.

Noluthando Makalima (pictured top right and middle) won the gold medal at the 2019 Adaptive SA Champs and went on to win the Silver Medal at the 2020 World Champs in California. Noluthando is the first black female adaptive surfer to represent our country.

\*Currently the ISA (International Surfing Association) limits the competitive divisions to 7 physical disabilities and excludes mental disabilities. We have made the decision not to limit the disability and welcome anyone who would like the opportunity of learning to surf. We hope that one day the ISA will be more inclusive and include all categories of differently-abled surfers.



**In our 1st year  
we have adapted to 48 'abilities'.**



Photo credit:  
Ant Smyth



Photo credit:  
Ant Smyth





## Surf Therapy

Surf Therapy uses the therapeutic properties of the ocean and surfing to increase the physical and mental rehabilitation process - creating lasting and impactful change in an individual's life.

The Roxy Davis Foundation aims to introduce this intervention here in South Africa after much success overseas. In 2019 the Roxy Davis Foundation became a member of the International Surf Therapy Organisation - a global community of surf therapy practitioners & researchers harnessing the power of collaboration and the ocean to advance the use of surf therapy as a mental and physical health intervention.

Roxy Davis is currently undertaking a Masters Degree in Surf Therapy at UCT, these findings will contribute to the global community and hopefully place South Africa as a destination of choice for Surf Therapy interventions

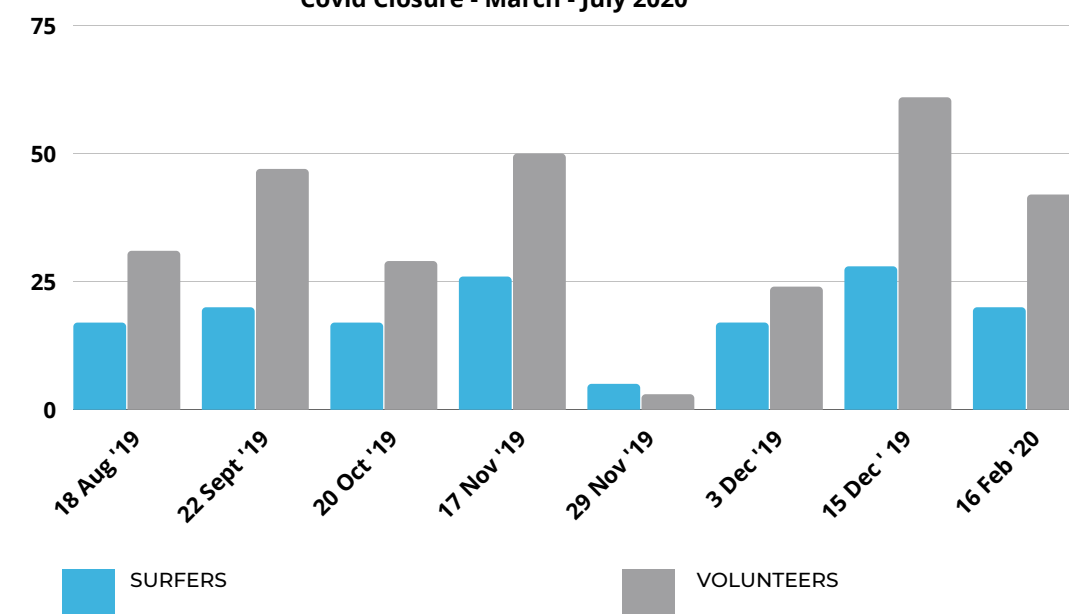
*The passion & energy of the coaches and volunteers make the adaptive surfers feel so special and made my son feel so "free" from his disability and made it such fun.*

- Parent of an Adaptive Surf Therapy Participant

"For every Adaptive Surfer, 4-10 volunteers are required to coach and support the surfer through the process."

### Surf Therapy Attendance 2019/20

\*Covid Closure - March - July 2020



The attendance for this period equates to 75 hours of free Surf Therapy -  
( 150 total surfers x 30 min surf session = 75)



# Training & Education

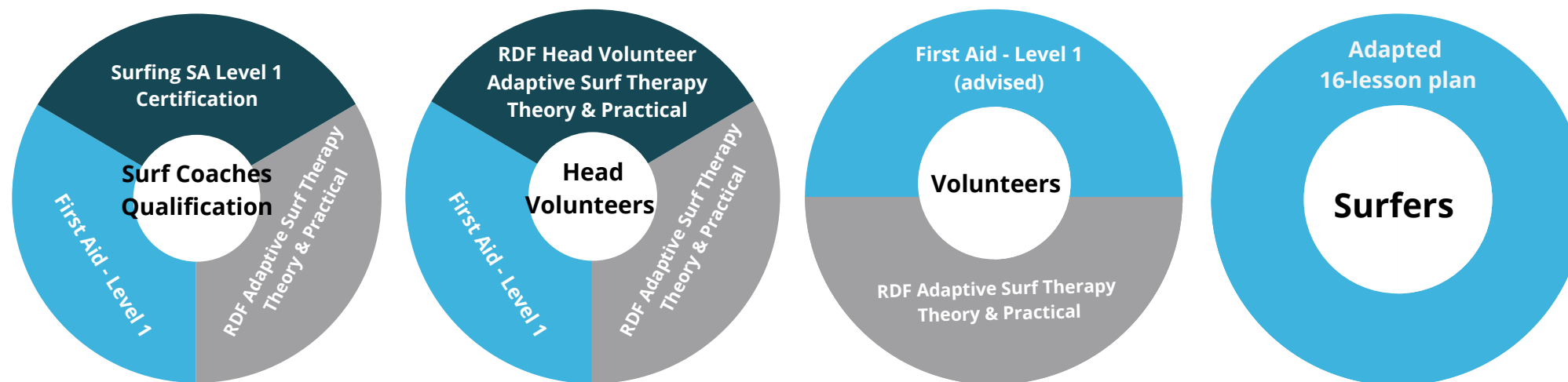


The Foundation aims to double the number of qualified South African Surf Coaches, South African Adaptive Surf Coaches, First Aiders, Head Volunteers and Salt Water Swim Coaches - all who are required to carry out successful Adaptive Surfing and Surf Therapy activities - the training element equates to 700+ hours of development and +35 part-time surf coaching positions.

From 2020, Volunteers are required to attend a formal theory and practical session to ensure the highest safety levels are maintained. **Collectively 288 hours were completed in the first session, producing 16 Head Volunteers, 25 volunteers, and 12 Adaptive Surf Coaches**

The knock-on benefits of the above skills for the community are immense. Friends and family of the surfer are encouraged to participate. At every clinic members of the public stop to watch the inclusiveness and celebrate the success of the surfers. Conversations are started and many offer to help a hand.

All volunteers are required to attend training and regular briefings:



Surfing is an exhilarating and powerful experience and is best shared with those who walk and understand the surfer's journey. There are many smiles and high five moments, a family celebration in the making.

Each team of volunteers includes 1 specialist volunteer selected to compliment the surfer's abilities. These volunteers are specialists in Intellectual Disabilities, Occupational Therapy, Neuro - Physiotherapy, Psychology, Medical Health Management, Translating, and special needs to name a few. Their observations and advice are shared within the team and the wider community, making inclusion and surfing with a (dis)ability just another day at the beach.



**"Surf-Like"** is a practical experience where **volunteers** experience what it is like to be an adaptive surfer



In 2018 Roxy Davis ran a soft launch of the Western Cape Inter School Surf League, focussing on organic growth accepting schools by word of mouth.

An overwhelming response in 2019 resulted in an average of 24 teams (17 Junior and 10 Senior) participating per event in the 10 event series. 5 teams are from our local townships Capricorn Park, Marine Primary, Ukhanyo Primary, Waves4Change, and Ocean View Primary.

“ An overwhelming response in 2019 resulted in an average of 24 teams (17 Junior and 10 Senior) participating per event in the 10 event series. 5 teams are from our local townships, Capricorn Park, Marine Primary, Ukhanyo Primary, Waves4Change, and Ocean View Primary. ”

In 2020/2021 we aim to double the local township participation, this will require partnerships with local transport services to bring the children to the beach. To keep the league growing and competitive additional qualified Surf Judges will be trained and developed too.

In November 2019, 20 high school students from the South African Environmental and Observation Network (SAEON) spent the morning learning to surf in the calm, cool shallows of Muizenberg beach. SAEON provides Maths and Science tutoring as an extramural programme to students in local government schools in the Peninsula area. Much of the research data used in the program comes from their surroundings.

On this day, for the very 1st time the students experienced the ocean. They experienced the warmth and wave energy that they had been studying from data collected from a SmartFin - this hi-tech fin is attached to a surfboard and collects GPS and temperature data in False Bay while surfing. Before entering the ocean they were briefed by the SharkSpotters on the important work and service they provide. A planned beach cleanup was postponed as the beach was spotless on this day.





## Mentorship & Leadership



We have a fantastic opportunity to mentor individuals on a one-on-one level through the Roxy Davis Foundation. The focus will be on upskilling individuals in areas they would need the most to take on the world of 'work' while contributing to positive societal change. Learning about business, the working environment, building skills for future employment, and leadership abilities.

The Roxy Davis foundation aims to build a sustainable internship programme encapsulating both leadership development and life skills mentorship:

- **Serving** - meaningful contribution to society by carrying forward the objectives of the Foundation.
- **Learning and Practice** - complete an intensive programme of intellectual growth underpinned by hands-on leadership development.
- **Opportunity, Success, and Significance** -connecting with opportunities to fulfill their potential and continue on a path of transformative societal impact.

*Seeing and assisting the surfers with disabilities find joy in riding a wave and witnessing their strength and courage to go out and surf is the highlight for me.*

- Roxy Davis Foundation Surf Clinic Volunteer





## 1 Masters Degree - Evidence-based Outcomes of Surfing Interventions

In 2020 the Roxy Davis Foundation aims to formalise the benefits of the Foundation through a Masters programme at UCT. The study will identify, monitor and evaluate 2 or more disabilities and the ocean interventions required to improve their lives physically, mentally and emotionally - the knock-on of this is to understand and record the impact the interventions have on their immediate family/support units.

In addition, we aim to research and propose more robust and inclusive classification categories for Adaptive Surfers competing nationally and/or internationally.



## Media

- **Documinute** – A local documentary completed a session on one of our visually impaired surfers
- **Beautiful news** – made a production of an Adaptive Clinic.
- **Heavy Chef presentation in partnership with Discovery Inspire Events.**
- **Xtraordinary Women.**
- **KFM Interview.**
- **Goodthings Guy**
- **Cape Talk** - Refiloe Moloto & Pippa Hudson Show.
- **Smile FM** - Story.
- **Jacaranda FM** - Interview.
- **Daily Maverick** - story on the journey to the 2020 Para World Surf Championships.

*Being there and being able to go into the water to have fun and participate collaboratively in these exciting adaptive surfing clinics with a team of like-minded lively and enthusiastic people working with determination to make the impossible possible as we develop & improve our skills & celebrate each success joyously.*

- Adaptive Surfing Participant



# Health Benefits of Surfing

shoulder &  
back **strength**

improved  
**decision-making**

sense of  
**freedom**,  
synchronise with  
the ocean's energy

a great way to  
**spend time**  
**outdoors**

increased  
**achievement**,  
**self-awareness**, &  
**self-esteem**

increased  
**balance &**  
**coordination**

While surfing is considered to be fun it is actually one of the most challenging sports to master and therefore has many personal benefits to the individual.

These benefits are extended to the volunteers and the surfer's family/guardians who participate in the session:

- Increased acceptance and inclusiveness
- experiencing the ocean for the first time
- understanding how to adapt
- knowledge sharing
- community strength and support
- having fun safely
- capacity building skills
- friendships
- improved quality of life
- ability to shape future community service
- increased social skills and confidence

**leg and core**  
**strength**

the ocean is  
**free**

**mental**  
**focus**

with a few adaptations  
**anyone can surf**

**cardiovascular**  
**fitness**  
– from paddling

a good outlet for  
**stress and tension**

people with autism  
respond **positively** to the high  
energy sport

“Surfing is medicine.  
Our focus is on **wellness**, not illness,  
on **ability**, not disability.”





## 2019 Registrations



**146**  
UNIQUE  
REGISTERED SURFERS

**98**  
UNIQUE **ACTIVE SURFERS**  
WHO ATTENDED EVENTS

**401**  
UNIQUE  
REGISTERED VOLUNTEERS

**235**  
UNIQUE **ACTIVE VOLUNTEERS**  
WHO ATTENDED EVENTS

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## Jan - Feb 2020 Registrations

**40**  
UNIQUE  
REGISTERED SURFERS

**20**  
UNIQUE **ACTIVE SURFERS**  
WHO ATTENDED EVENTS

**135**  
UNIQUE  
REGISTERED VOLUNTEERS

**42**  
UNIQUE **ACTIVE VOLUNTEERS**  
WHO ATTENDED EVENTS

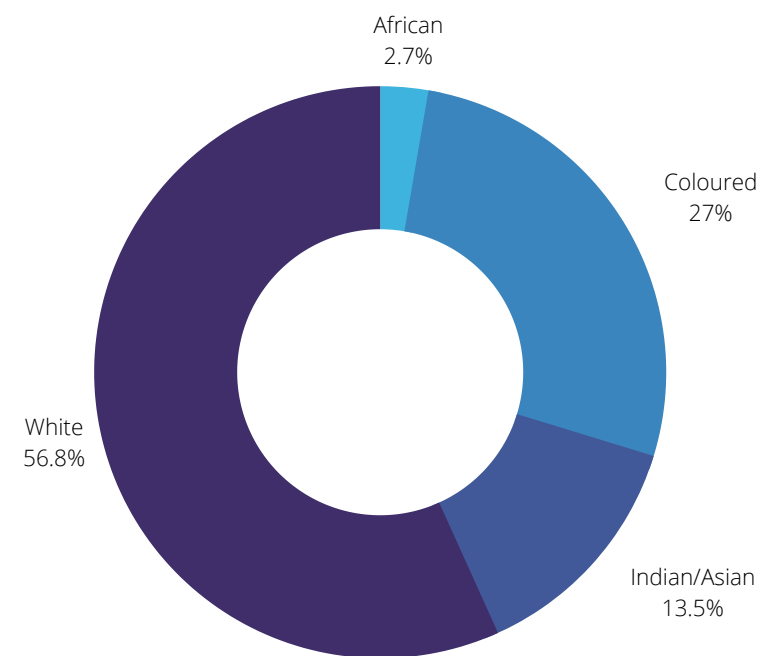
\*Surfers and Volunteers are required to register annually;  
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# Jan - Feb 2020 Registration - Continued



## SURFERS



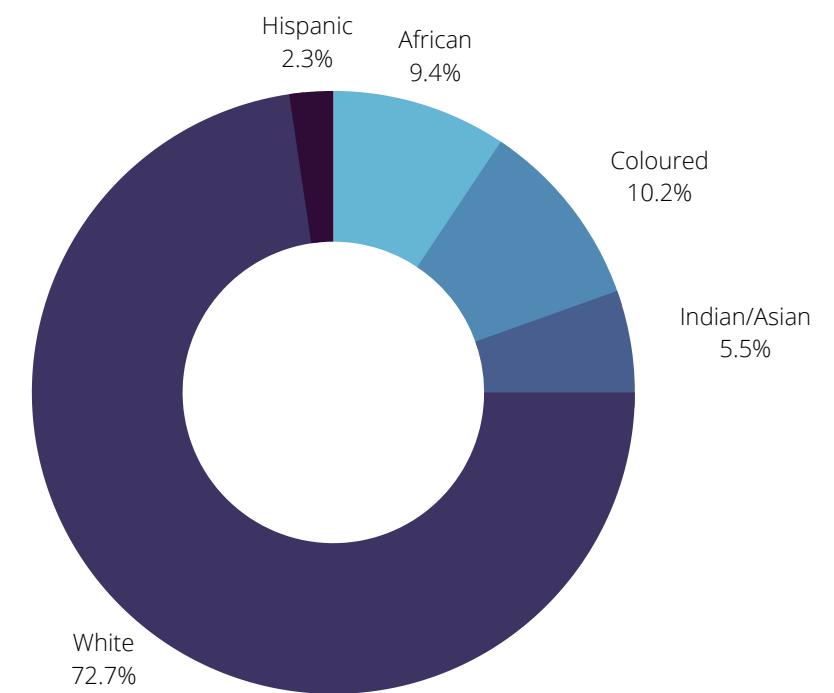
Female



Male



## VOLUNTEERS



Female



Male



\*Surfers and Volunteers are required to register annually; from 2020 gender and ethnicity data was recorded for grant and research purposes.



Thank you to everyone who has  
passionately and purposefully  
assisted the Roxy Davis Foundation to create  
possibility for all people!

# ROXY DAVIS

F O U N D A T I O N

In partnership with Surf Emporium



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