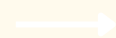




ANNUAL REPORT 2024



FROM FRANCISCA SEQUEIRA

Founder of SOMA Surf

As SOMA reaches the end of its first four-year strategic cycle, I find myself reflecting with deep emotion on what we've accomplished since 2020 — a time when we had no funding, no infrastructure, just a vision and an unshakable belief in the power of transformation.

This report is a celebration of that belief made real. It documents not just a year, but a four-year journey defined by courage, persistence, and love for a mission greater than ourselves. With 83% of our strategic goals fully achieved, and the remaining either in partial implementation, in progress, or consciously redefined, we close this chapter not only with pride, but with renewed clarity about who we are and where we're going.

2024 marked a turning point. From the pilot project in Príncipe to growing roots in São Tomé, from deepening local partnerships to designing models for sustainability, SOMA is evolving — and expanding — in the direction we once only dreamed of.

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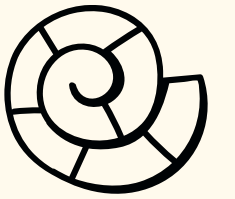
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OUR MISSION AND VISION

The Foundation of Our Work



Vision

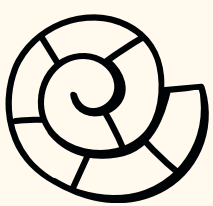
Creating the next generation of independent and self-sustainable women, surfing infinite waves of well-being, opportunities, and equity across Africa

Mission

Reducing social exclusion of young women in Africa, by strengthening their mental health and well-being, and promoting gender equity through surf therapy

OUR VALUES

The Compass That Guides Our Daily Actions



Gender Equity

We aim to create a world where African young women enjoy equal access to opportunities, free from violence, discrimination and systemic barriers



Health & Well-Being

We prioritize the mental, physical, and emotional health of young women, fostering confidence and psychological strength through our programs



Education

By reducing school dropout rates, improving academic results, and supporting professional development, we equip young women with tools for independence and financial autonomy



Community collaboration

We work hand-in-hand with families, schools, and local communities to build a sustainable network of support that enables holistic development



Representativity

We believe in the power of women inspiring women. Through mentorship and leadership, young women become role models, driving sustainable solutions



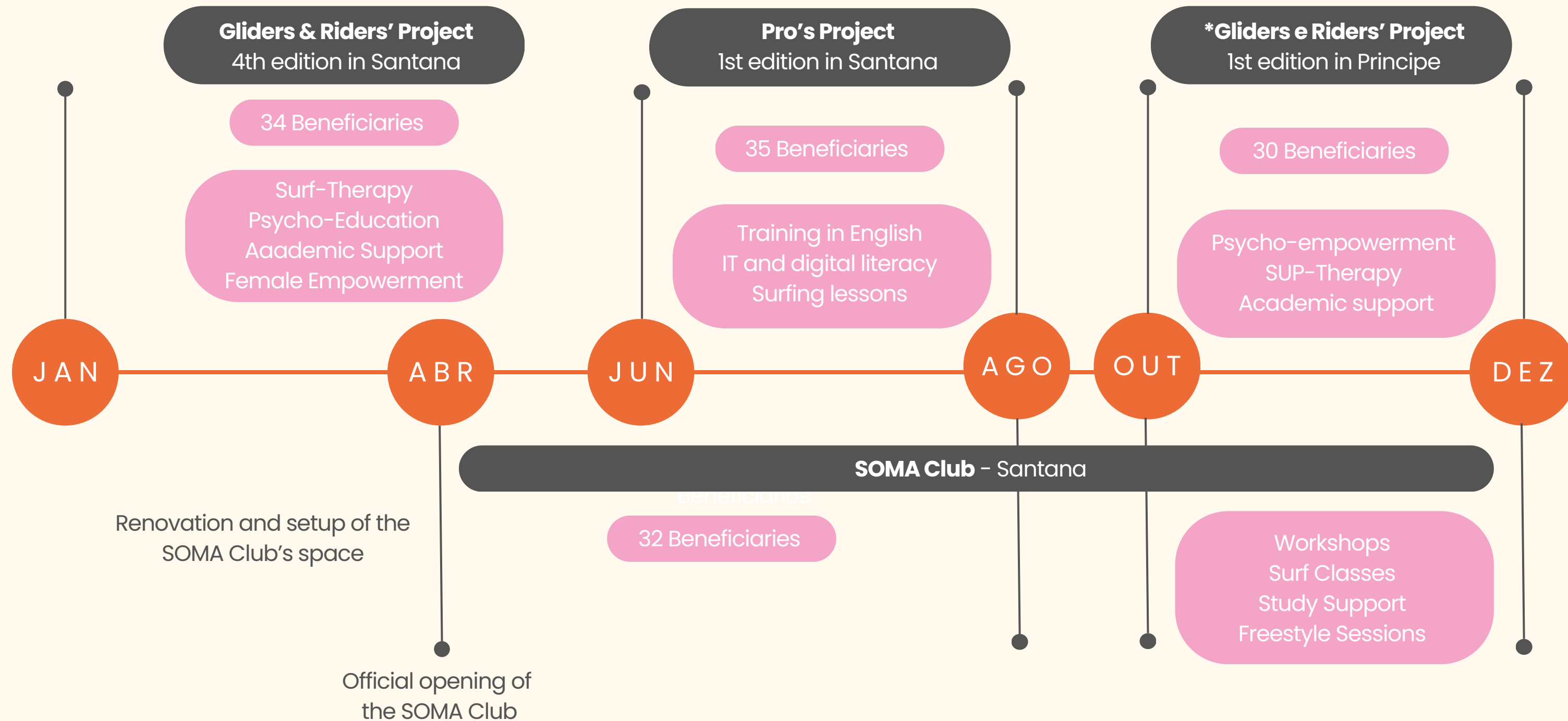
Sustainability

We are committed to environmental, economic and social sustainability by reducing reliance on external aid, and ensuring lasting impact

INTERVENTION: PROGRAMS IN 2024

SOMA's Project Timeline

Gliders & Riders' Project – 4th edition in Santana



*The Gliders and Riders project in Príncipe continued until June 2025

INTERVENTION: PROGRAMS IN 2024

Gliders & Riders



TARGET GROUP

Pre-adolescent and adolescent girls, between 10 and 17 years old, in contexts of social, economic and emotional vulnerability.

DESCRIPTION

An extracurricular program of 9 months, which combines teaching surf or SUP (Stand-Up-Paddle) with a curriculum of psychoeducation, female empowerment and academic support.



For the **Gliders** (10 – 13 years old), these four themes offer holistic support that considers each pre-teen girl as a whole being, addressing her physical, emotional and social well-being.

For the **Riders** (14–17 years old), the curriculum is more specialised and adjusted to the challenging transition phase between childhood and adolescence.

This program allows each girl to integrate and enhance the experiences, knowledge and skills acquired throughout her life.

OBJECTIVES

Promote female empowerment, well-being and academic and personal development of girls in vulnerable contexts, through sporting, therapeutic and educational practices. It also aims to strengthen self-esteem and socio-emotional skills, contributing to reducing school dropout and teenage pregnancy.

IMPLEMENTATION IN SÃO TOMÉ

4TH EDITION GLIDERS&RIDERS
SANTANA (OUT 23-JUN 24)



HOME VISITS
12 HOURS PER GIRL



STUDY SUPPORT
48 HOURS PER GIRL



SURF AND SUP
THERAPY
132 HOURS PER GIRL



PSYCHO-EDUCATION
& EMPOWERMENT
33 HOURS PER GIRL

Beneficiaries:

34 girls, aged between 10 and 17 years old, all participants in previous editions of the project, residents of the village of Santana, in the district of Cantagalo, São Tomé and Príncipe.

IMPLEMENTATION IN ILHA DO PRÍNCIPE

GLIDERS AND RIDERS-PILOT PROJECT PRÍNCIPE (OUT 2024-JUN 2025)



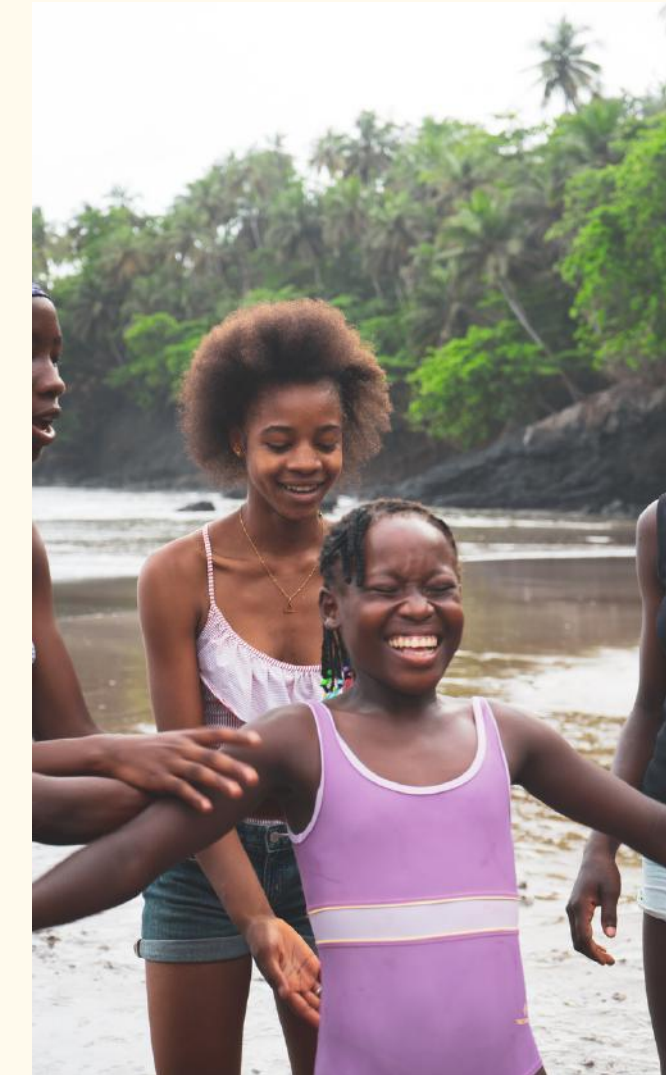
MENSTRUAL PRODUCTS
540 MENSTRUAL PADS



STUDY SUPPORT
24 HOURS PER GIRL



**SUP THERAPY AND
SWIMMING SESSIONS**
48 HOURS PER GIRL



**PSYCHO-EDUCATION
& EMPOWERMENT**
12 HOURS PER GIRL

Beneficiaries:

30 girls benefiting from the project, aged between 10 and 16 years old, living in the cities of São João, Hunitel and Hospital Velho, in the Autonomous Region of Príncipe

Funded by:

- **HBD Principe Collection & HBD Sustainable Hotels**
- Special note to **Decathlon Foundation** for providing 2000 euros for SUP Padel Boards

INTERVENTION: PROGRAMS IN 2024

SOMA Club



TARGET GROUP

Girls beneficiaries of the project Gliders & Riders from all editions

DESCRIPTION

A space dedicated to continuing support to beneficiaries after completing the base project – Gliders & Riders – offering supervised study sessions, library, games room, surf sessions, weekly workshops, surf and skate equipment, as well as fun moments with the community, which we call "freestyle".

OBJECTIVES

Promote social inclusion, empowerment and personal development of beneficiaries, strengthening their identity, sisterhood and well-being through initiatives that integrate academic support, the practice of surfing as a therapeutic tool and the promotion of shared values.

Furthermore, we seek to keep beneficiaries connected to SOMA and each other, encouraging their active involvement in the sustainable growth of the organization, aligned with local needs and reinforcing the principles transmitted by it.



IMPLEMENTATION IN SÃO TOMÉ

SOMA CLUB PROJECT SANTANA (APR - DEC 2024)



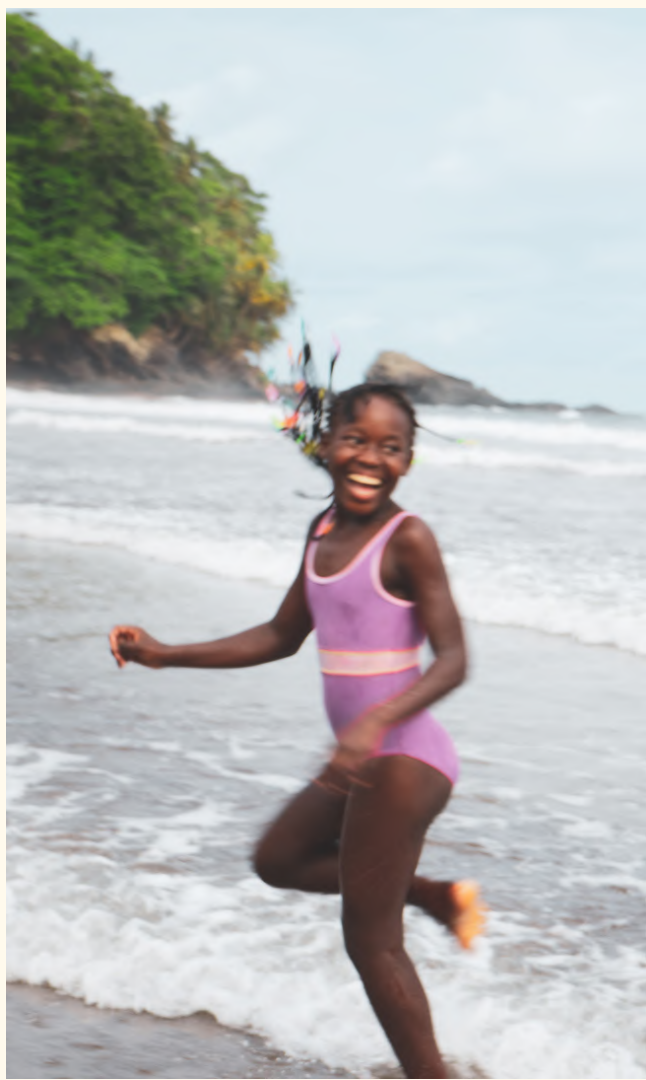
MENSTRUAL PRODUCTS
106 PADS PER GIRL



WORKSHOPS
60 HOURS PER GIRL



2 SNACKS
PER WEEK PER GIRL



SURF THERAPY
60 HOURS PER GIRL

Beneficiaries:

32 girls, aged between **10 and 20 years old**, all participants in previous editions of the project, residents of the village of Santana, in the district of Cantagalo

Funded by:

- The **Small Projects Fund**, from Portuguese Cooperation in São Tomé and Príncipe;
- **Rotary Clube de Setúbal** and **Rotary Foundation**

INTERVENTION: PROGRAMS IN 2024

PRO

TARGET GROUP

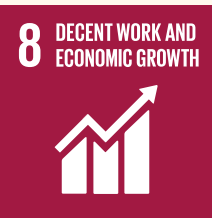
Girls and boys between 18 and 21 years old.

DESCRIPTION

An employability-focused training and skills acquisition program that offers intensive training in English, IT and social skills. The program also includes an internship opportunity with the local SOMA team, in one of the intervention's areas of activity – Surfing, Psychoeducation or Academic Support – with the aim of integrating participants into jobs directly related to SOMA's activities in São Tomé, promoting their professional insertion and local development.

OBJECTIVES

To empower beneficiaries – specially women – with professional, personal and social skills, so that they can become more active participants in society and have access to more employment opportunities, especially women.



IMPLEMENTATION IN SÃO TOMÉ

PRO PROGRAM SANTANA (JUN-AGO 24)



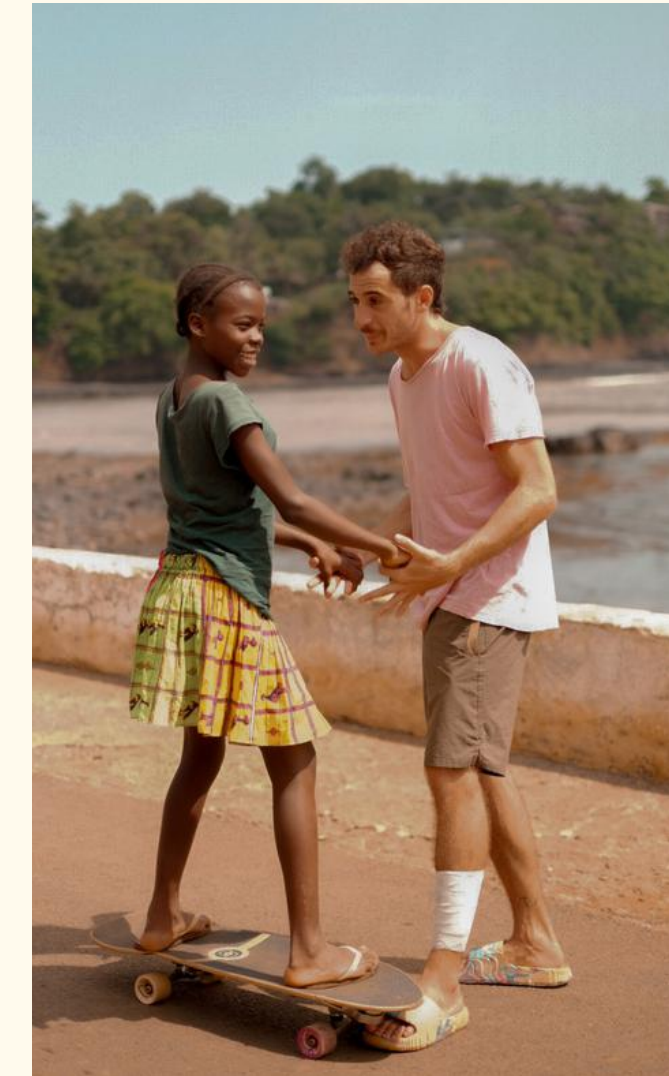
ENGLISH LESSONS
24 HOURS PER GIRL



IT LESSONS
24 HOURS PER GIRL



SURF THERAPY
36 HOURS PER GIRL



WORKSHOPS
25 HOURS PER GIRL

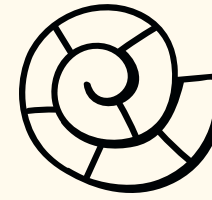
Beneficiaries:

35 beneficiaries of the project, 17 young boys and 18 young girls, all around 18 years old, residing in the village of Santana, in the district of Cantagalo, São Tomé

Funded by:

- The **Australian Embassy in Portugal**, under the **Direct Aid Program** (DAP) financing line.

CHALLENGES OVERCOME AND RESULTS ACHIEVED



CHALLENGES OVERCOME

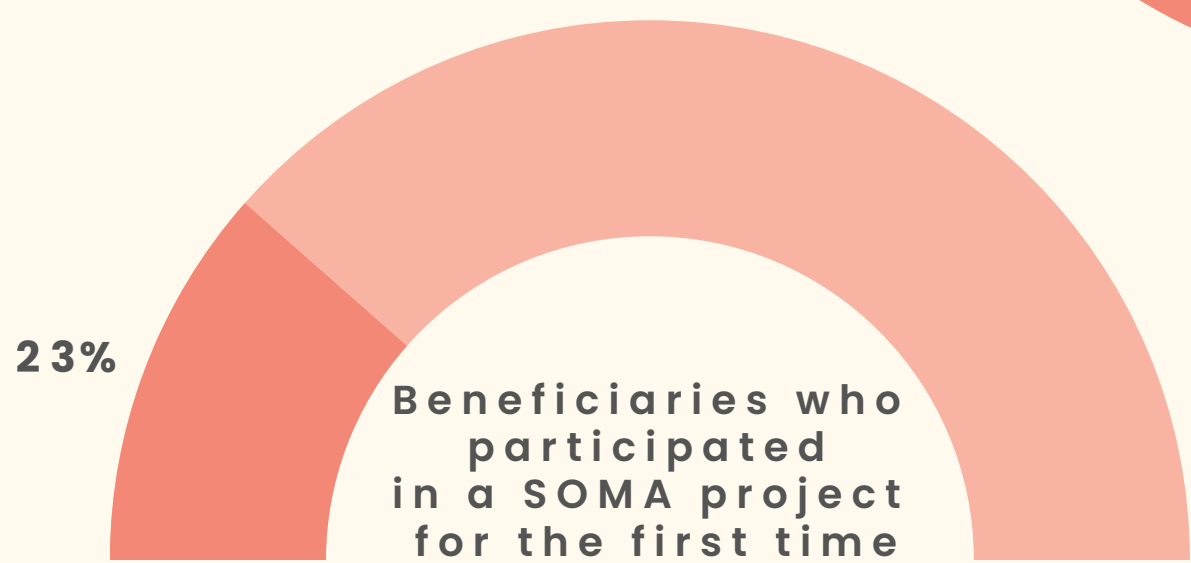
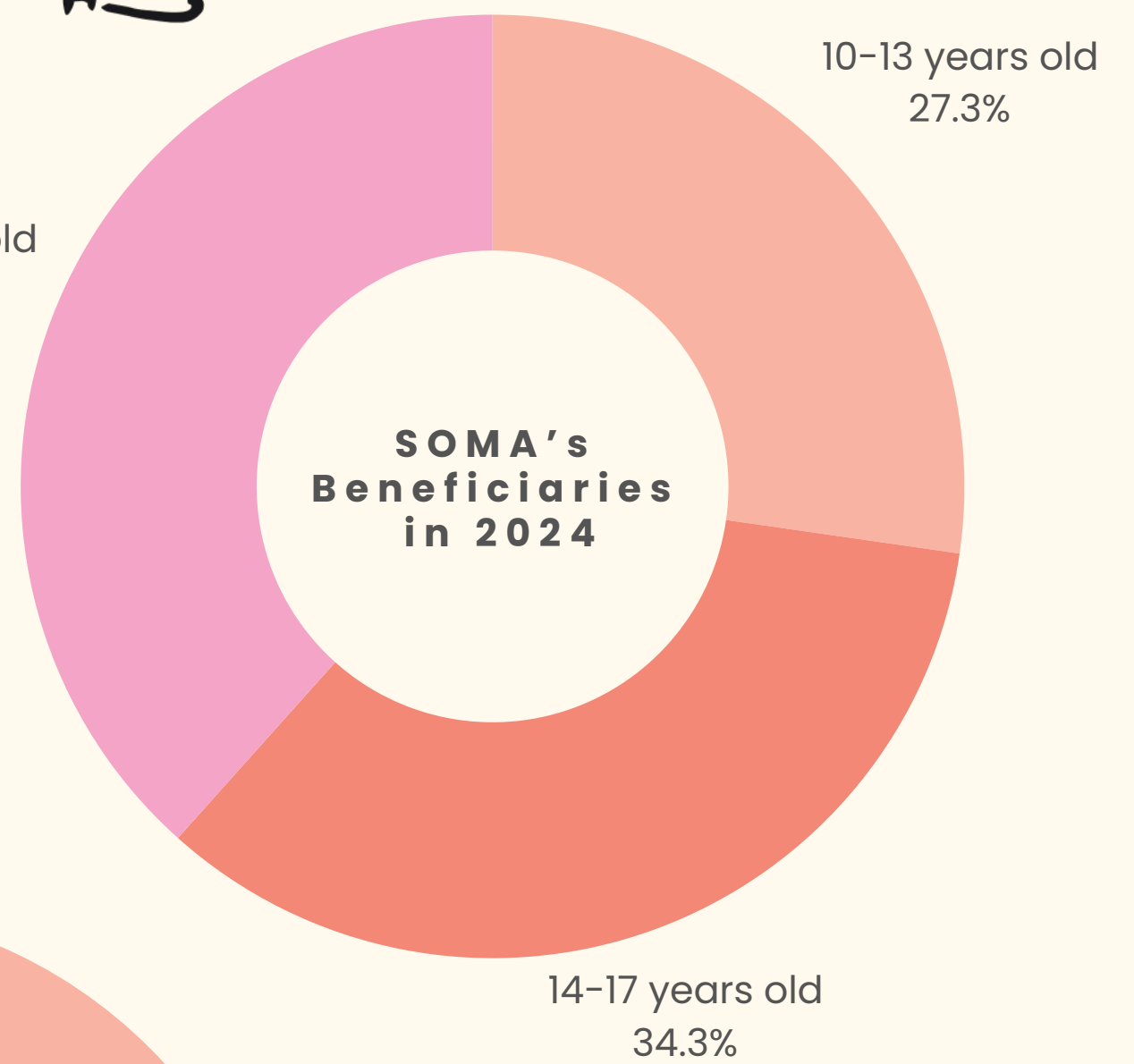
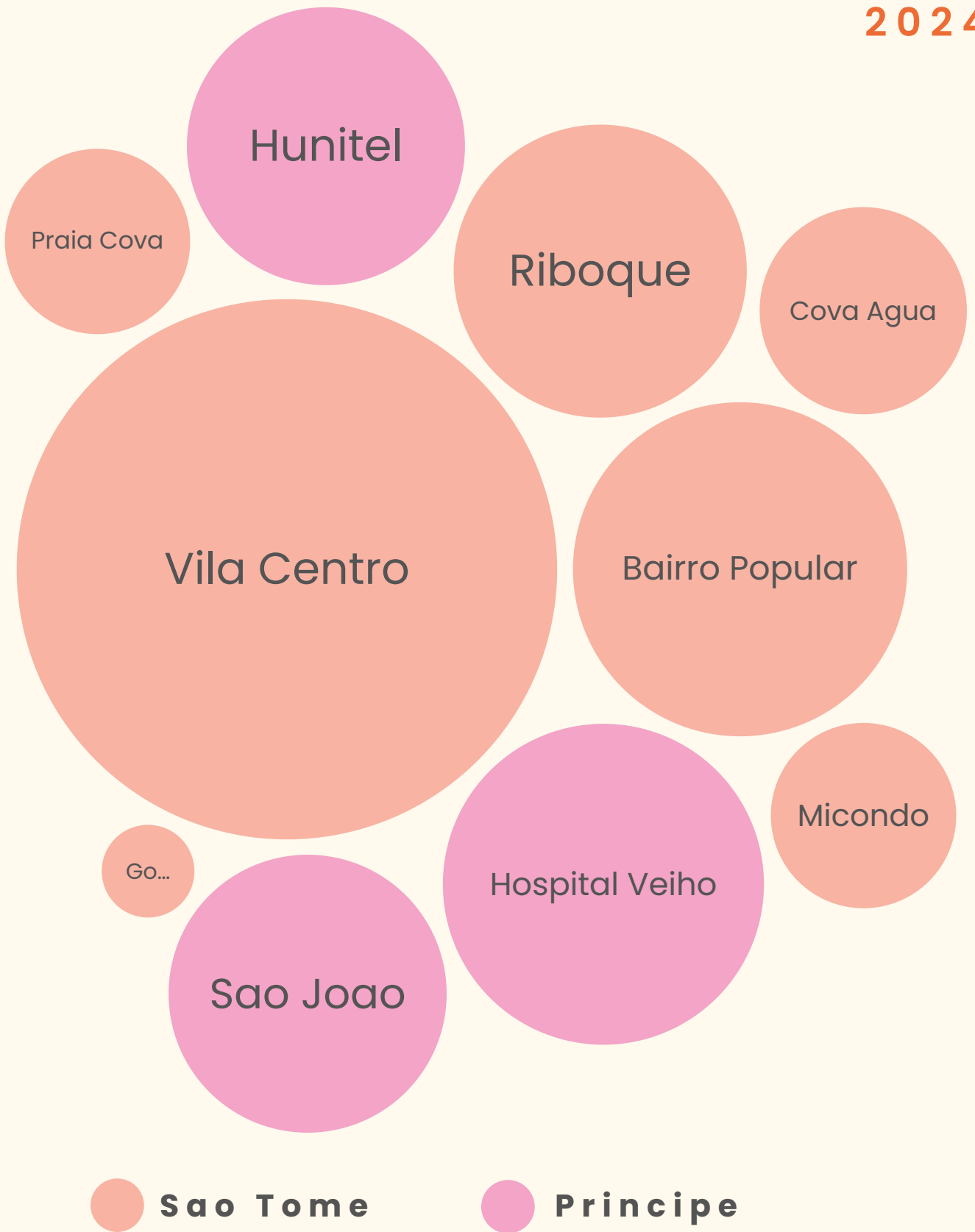
- Reduction in the number of volunteers (per project) in the field;
- The lack of beneficiary monitoring was overcome through the implementation of the SOMA Club project, which allows us to continuously track the development of our girls



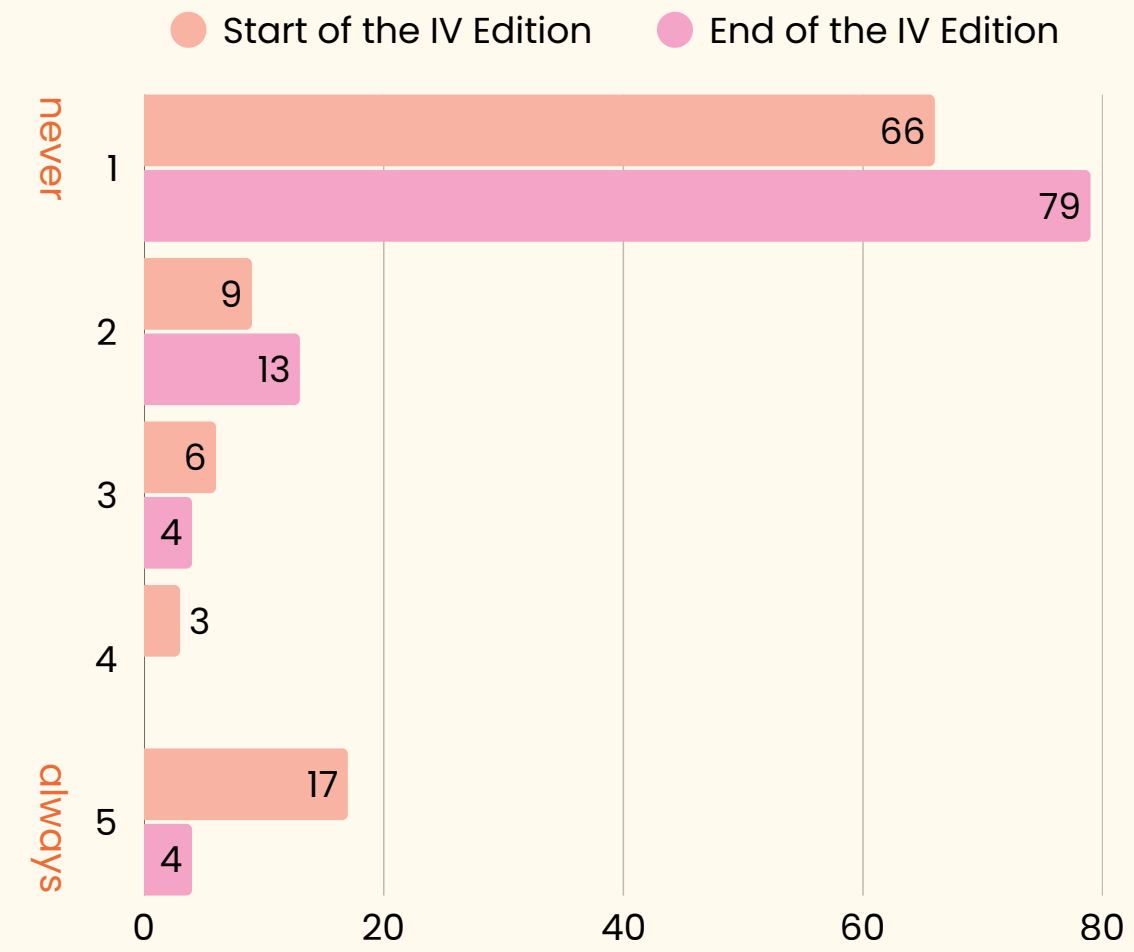
RESULTS ACHIEVED

- Creation of a local team (Local Representative, Surf Instructor and Cultural and Community Relationship Manager);
- Recruitment of a Local Representative, both in São Tomé and Príncipe;
- Creation and implementation of new projects - 1st Edition PRO Program, opening of the SOMA Club in Santana and Implementation of the SUP-therapy Pilot Project in Príncipe;
- Introduction of school manuals for the São Tomé education system;
- Creation of the Intervention Manual;
- Creation and implementation of moments of recreational activities with the community (freestyle);
- Provision and creation of a system for requesting sanitary towels by project beneficiaries;

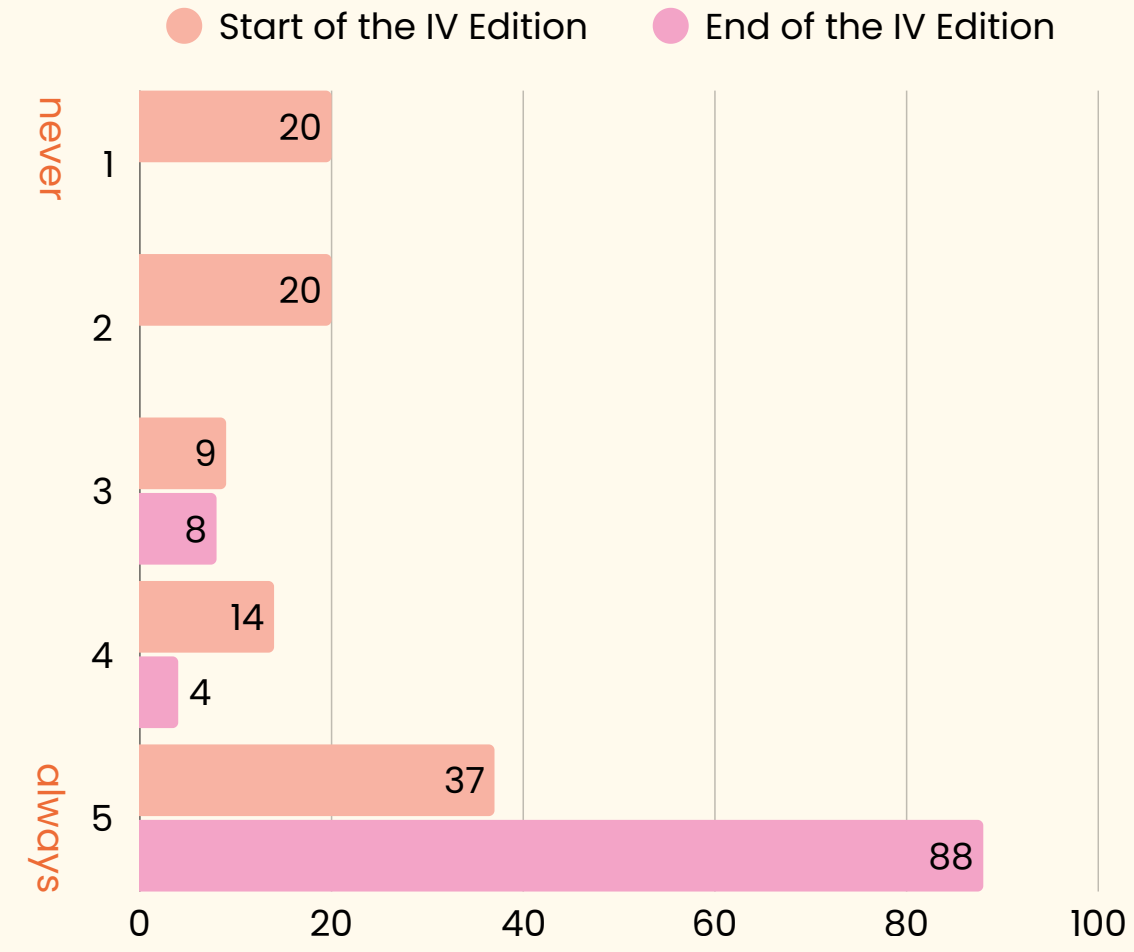
2024 INTERVENTION IN NUMBERS



2024 INTERVENTION IN NUMBERS



“WHEN OTHERS GIVE UP TRYING TO SOLVE A PROBLEM, I ALSO GIVE UP”

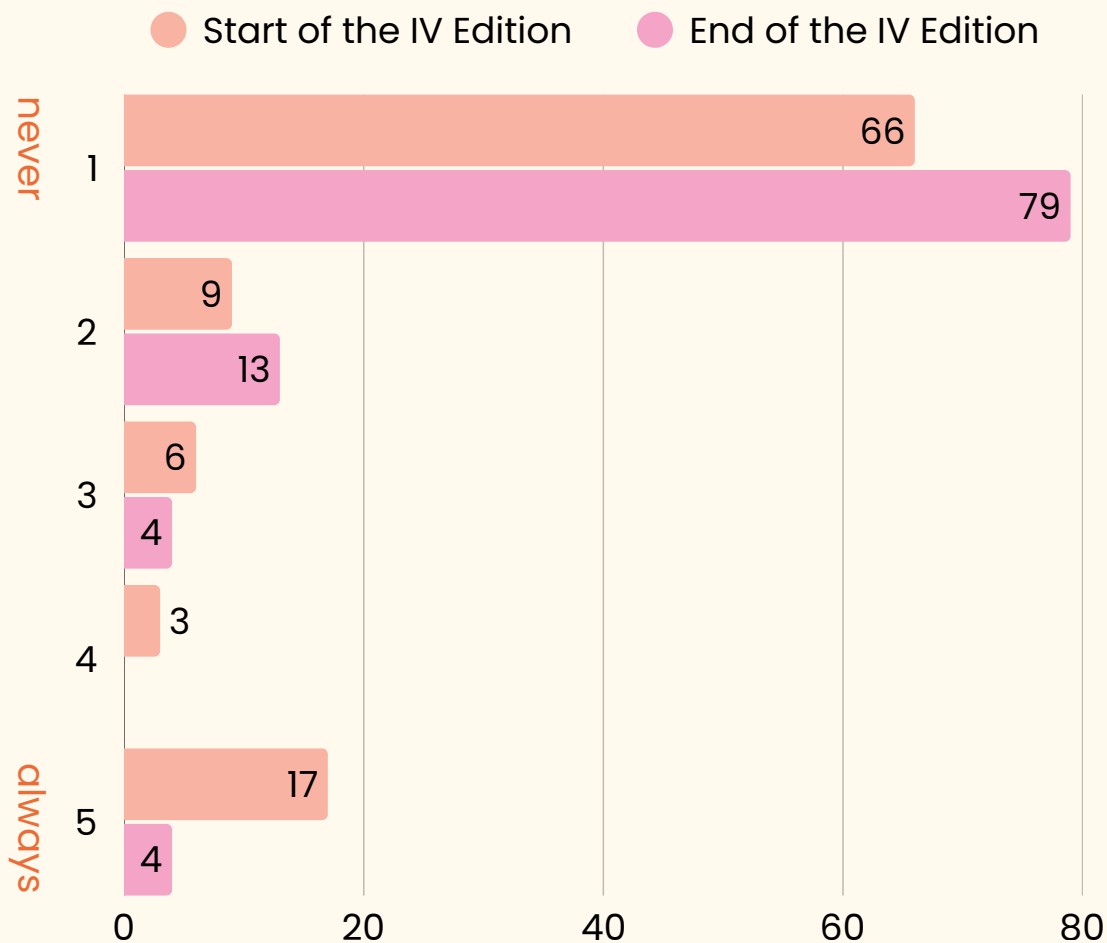


“I CAN THINK OF SEVERAL WAYS TO GET THE THINGS THAT ARE MORE IMPORTANT TO ME”

2024 INTERVENTION IN NUMBERS

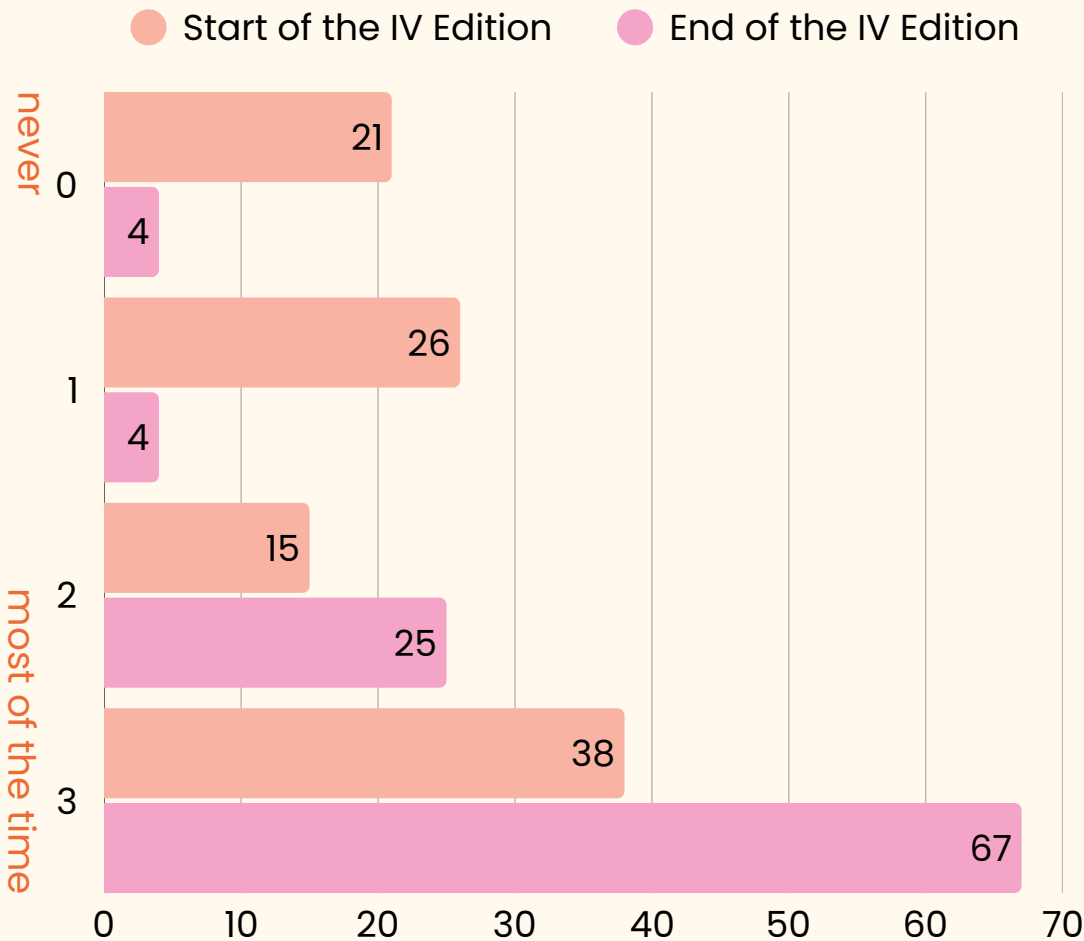


At the beginning of the intervention, **68%** of the girls were able to correctly identify **at least one emotion**, whereas by the end of the intervention, all of them were able to do so.



“WHEN I FEEL SAD OR ANGRY,
I DO EVERYTHING I CAN TO
NOT FEEL THAT WAY”

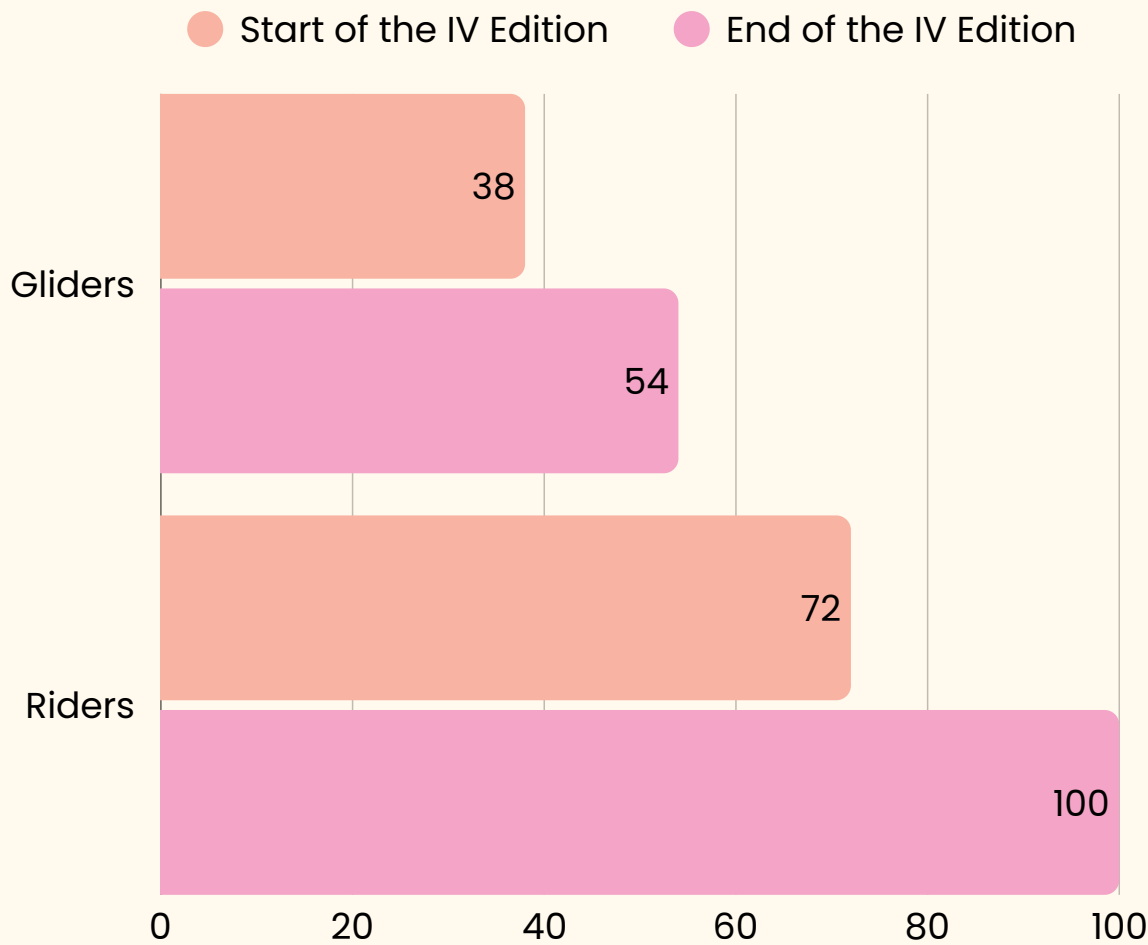
Additionally, at the start of the intervention, **27%** of the girls were able to identify **5 or more emotions**, a percentage that **increased to 38%** by the end of the intervention.



“WHEN I CAN'T DO SOMETHING
THAT IS IMPORTANT TO ME,
I FEEL LIKE I'M NOT GOOD
ENOUGH”

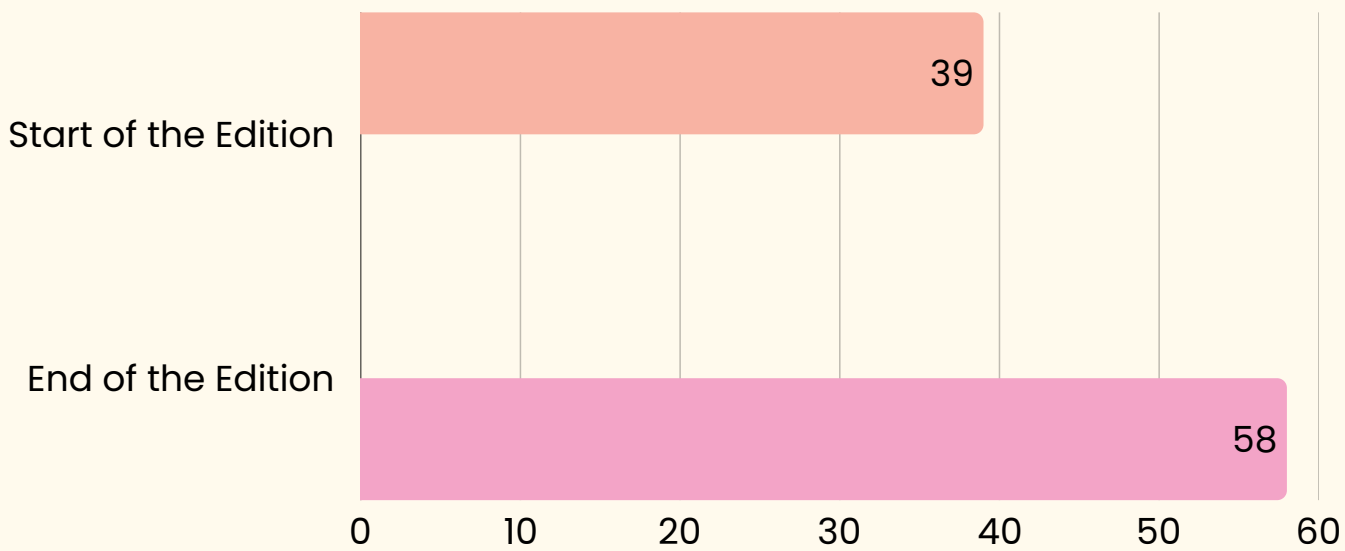
2024 INTERVENTION IN NUMBERS

FEMALE EMPOWERMENT
SEXUAL AND MENSTRUAL EDUCATION



PERCENTAGE OF BENEFICIARY GIRLS WHO IDENTIFY CHANGES INHERENT TO TRANSITION FROM CHILDHOOD TO ADOLESCENCE (MORE THAN 1 CORRECT ANSWER)

PERCENTAGE OF RIDERS WHO KNOW MORE THAN 1 CONTRACEPTIVE METHOD

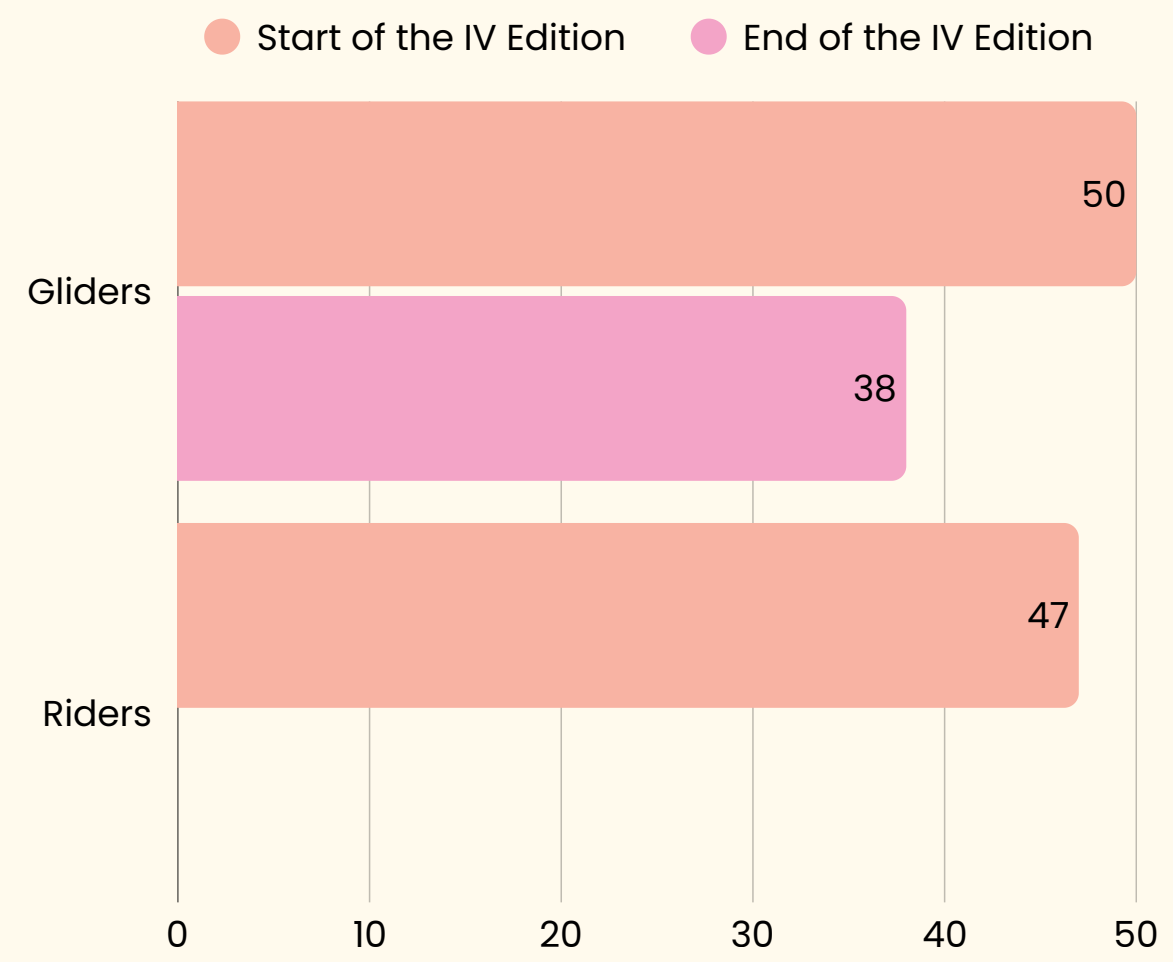


Due to the nature of the content in the graph above, which is released to the use of contraceptive methods and, consequently, to the topic of sexual relationships, the data presented refers exclusively to the group of beneficiaries called 'Riders', composed of participants from an older age group than the 'Gliders', and, consequently, with a higher likelihood of having already started their sexual life.

2024 INTERVENTION IN NUMBERS



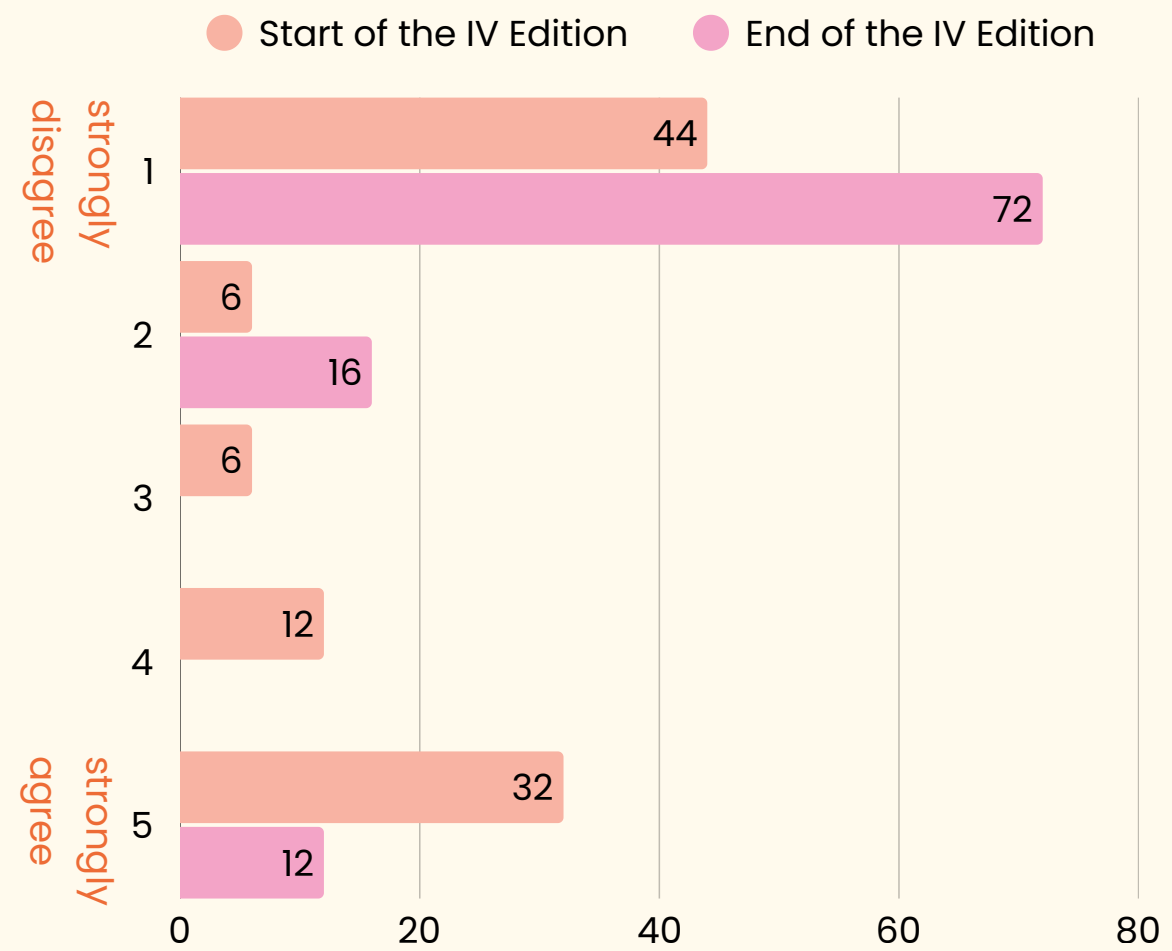
USE OF CLOTH AS THE ONLY MENSTRUAL PRODUCT



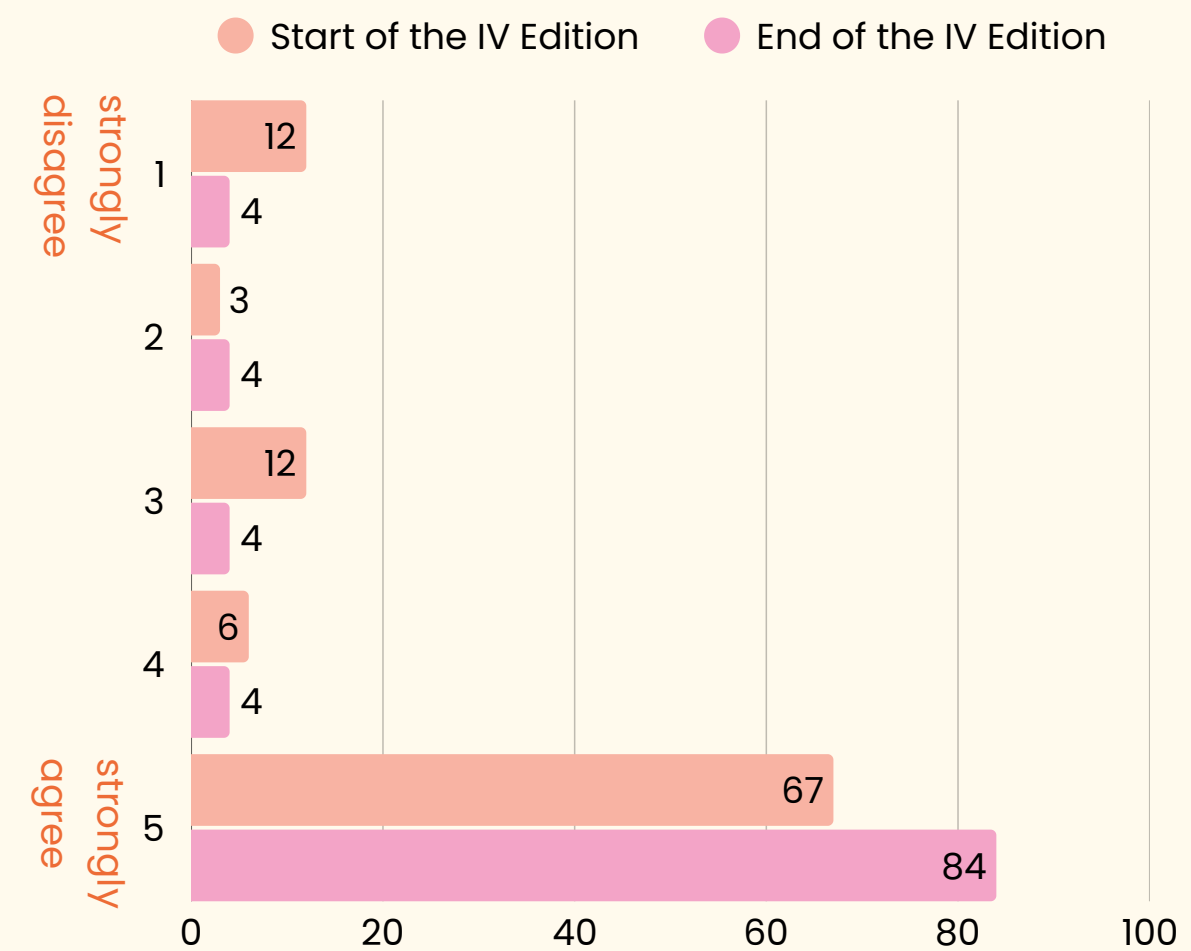
At the beginning of the intervention, **17% of the beneficiaries exhibited risky sexual behaviors; by the end, none** of the beneficiaries maintained such behaviours .



2024 INTERVENTION IN NUMBERS



“A WOMEN HAS THE OBLIGATION TO DO ALL THE HOUSEHOLD CHORES AND TAKE CARE OF THE CHILDREN, EVEN WITHOUT HELP”



“A WOMEN’S OPINION SHOULD BE CONSIDERED JUST AS A MAN’S, BOTH AT HOME AND IN THE COMMUNITY ”

2024 INTERVENTION IN NUMBERS

TIMELINE	JAN- JUN	JUN - AUG	OUT	APR - DEC
PROGRAMME	Gliders & Riders 4th Edition in Santana + Clube da SOMA	PRO Programme, 1st edition in Santana + Clube da Soma	Gliders & Riders, Pilot Project in Principe	SOMA Club, in Santana
Planed Home Visits	12 hours (per girl)	N/A	4 hours (per girl)	3 hours (per girl)
SURF THERAPY	132 hours (per girl)	N/A	N/A	N/A
PSYCHO-EDUCATION + EMPOWERMENT	33 hours (per girl)	N/A	12 hours (per girl)	N/A
SUP THERAPY & SWIMMING	N/A	N/A	48 hours (per girl)	N/A
STUDY SUPPORT	48 hours (per girl)	N/A	24 hours (per girl)	Incluido nas horas das sessoes abertas
OPEN SESSIONS	N/A	24 hours (per girl)	N/A	60 hours (per girl)
ENGLISH SESSIONS	N/A	24 hours (per beneficiary)	N/A	N/A
IT SESSIONS	N/A	24 hours (per beneficiary)	N/A	N/A
SURF SESSIONS	N/A	72 hours (per beneficiary)	N/A	60 hours (per girl)
MENSTRUAL PRODUCTS	N/A	N/A	540 Menstrual Pads	N/A
SNACKS	4 per week per girl	N/A	N/A	N/A
FIELD VOLUNTEERS	14	5	2	4



ZEZINHA D'ASSUNÇÃO'S STORY

Cultural and Community Relations
Manager at SOMA

In 2024, SOMA realized one of its most ambitious dreams since its founding: the creation of a local team, enriched by the presence of young women who were once beneficiaries of the Intervention. This is a milestone in SOMA's history and represents an important step in the sustainability and continuity of the impact generated in communities.

"I LIKE WORKING AT SOMA. I FEEL GOOD AND HAPPY TO HAVE JOINED THE TEAM. I'VE LEARNED A LOT OF THINGS, INCLUDING ENGLISH, COMPUTERS, MET NEW PEOPLE AND PARTICIPATED IN WORKSHOPS. I BELIEVE THAT ONE DAY I WILL BE ABLE TO GIVE MY OWN WORKSHOP. I FEEL A BIT MORE OPEN PROFESSIONALLY BECAUSE I'VE GAINED SKILLS THAT WILL HELP ME IN THE FUTURE, LIKE MANAGING TEAMS, FOR EXAMPLE."



"LOOKING BACK A YEAR AND COMPARING IT TO THE PRESENT, I HAVE EVOLVED AND MANAGED TO BE MORE CONFIDENT IN MYSELF AND BELIEVE THAT I CAN AND CAN DO SOMETHING IN LIFE (I GAINED CONFIDENCE) AND WITH THE HELP OF THE OTHER VOLUNTEERS I FEEL GOOD."

Sustainability is one of the fundamental pillars of SOMA's operations. The creation and training of a local team guarantees the continuity of projects and activities on the ground. This approach promotes an increasingly community-centered approach and strengthens local autonomy, creating solid foundations for lasting change.

LEGAL AND INSTITUTIONAL RELATIONS



LEGAL

Recognition and Registration as NGDO, granted by Camões, I.P, under Law n.º 66/98 de 14 de outubro.

INSTITUTIONAL RELATIONS IN STP

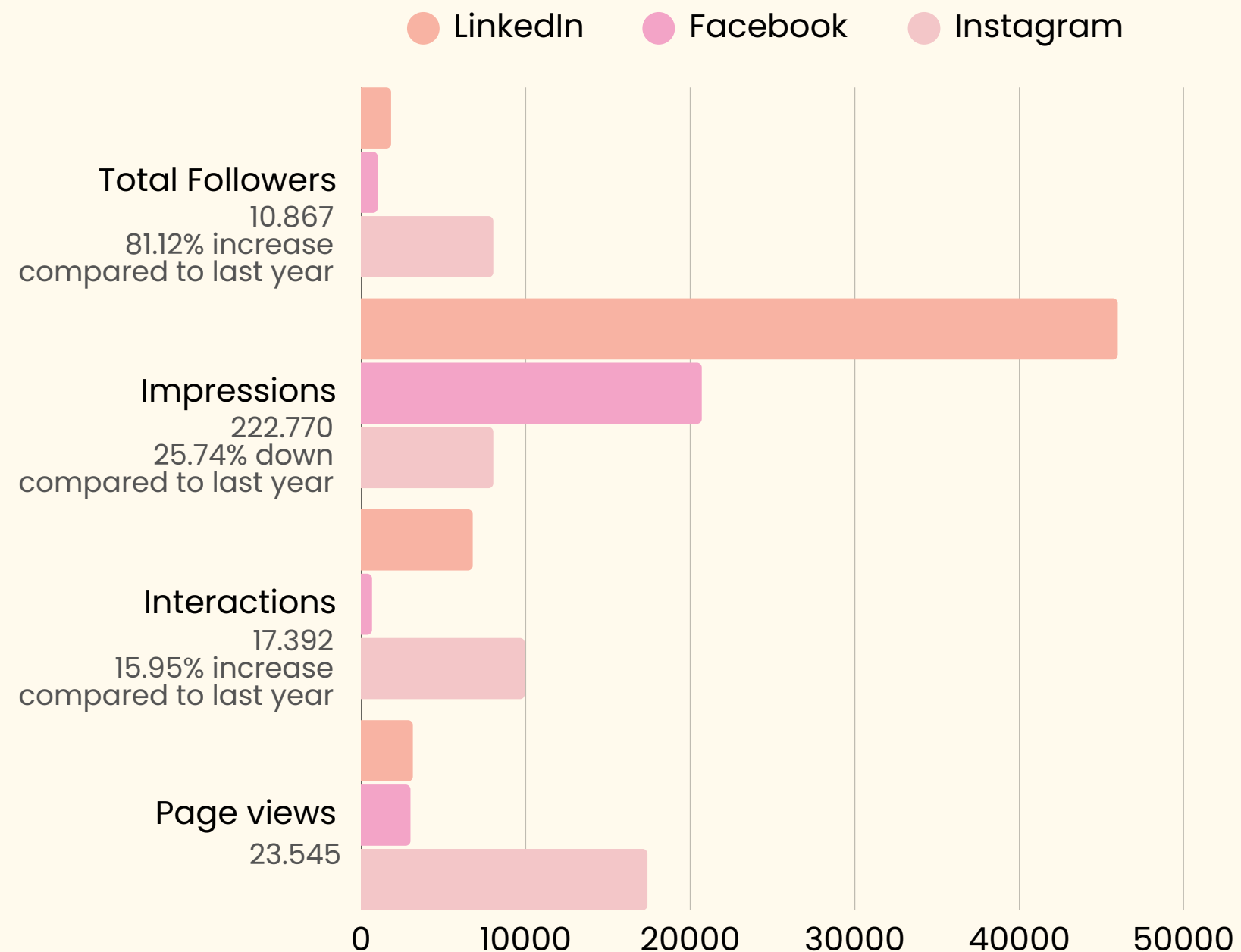
Throughout 2024, SOMA was present in several spaces for reflection and collective construction, reaffirming its commitment to the promotion of human rights and sustainable development in São Tomé and Príncipe.

SOMA proudly participated in the **1st Sea Conference in São Tomé and Príncipe**, represented by the local representative, Clara Silva. As part of the international event Oceanation São Tomé and Príncipe 2024, this conference debated crucial topics on ocean preservation and marine sustainability, representing an important step in SOMA's commitment to the protection of marine ecosystems.

SOMA was also represented in the **presentation conference of the Manual of Flows and Guidelines for the Protection of Children and Adolescents Victims of Violence**, held in the District of Cantagalo.



We've also been present at the inaugural edition of the **Women's Development Academy**, represented by our Local Cultural Manager, Zélia Assunção, and the Field Coordinator, Clara Pichel. This three-day intensive training developed by "Sebe Nón: Educar para a Igualdade", from the ONGD WACT, brought together 30 women from the District of Lobata at the National Institute for the Promotion of Equality and Gender Equity (INPG). The program focused on Economic and Financial Literacy, Rights and Duties, and Political Participation, empowering participants with knowledge and tools to drive positive change in their communities.



HIGHLIGHTS AND MEDIA PRESENCE IN 2024

After the best year ever for SOMA Surf in terms of media coverage, 2024 was a year of consolidation, maintaining a regular presence in the media, with 15 mentions on TV channels and online platforms.

One of the most memorable moments of our media presence in 2024 happened in the summer, when SOMA Surf hosted Bruce Buttery and Tarry Buttery, two CNN International correspondents in Africa. For two weeks, they reported on SOMA's work in São Tomé, which was later broadcast on CNN International's **Inside Africa** program.

Additionally, SOMA Surf was highlighted in an article on the International Olympic Committee (IOC) website, where projects funded by the **Olympism 365** fund – including SOMA Surf – were highlighted as part of the **Beyond Sport & Women Win** initiative.

COMMUNICATION



MAIN PUBLICATIONS

- 03/08/2024 | **Record** | "SOMA Surf reinforces the importance of supporting female empowerment" | Online
- 07/04/2024 | **Metro** | "Something amazing is happening in the waters of the 'African Galapagos'" | Online
- 05/22/2024 | **Sapo (Marketeer)** | "Surfing Through The Odds" wins four awards at the Telly Awards" | Online
- 06/11/2024 | **Media & Advertising** | "Coming Soon is a finalist at the Gerety Awards with 'Surfing Through the Odds' (with video)" | Online
- 06/17/2024 | **ECO** | "Portugal with 8 entries on the shortlist at the Cannes Festival" | Online
- 06/17/2024 | **Brand Images** | "Portugal has 6 works in competition at Cannes Lions 2024" | Online
- 18/06/2024 | **iF Design** | "SOMA Surf - Proud Surfers of the African Women. Surf therapy and female empowerment program" | Online
- 09/11/2024 | **Briefing** | "Creativepool Annual Awards: there are awards for Portugal" | Online
- 14/09/2024 | **CNN International | Inside Africa** | TV
- 09/26/2024 | **RTP Africa** | "Miradouro de Lua" Talk Show | TV

- 12/11/2024 | **Sapo (Marketeer)** | "These are the finalists for El Ojo 2024" | Online
- 11/25/2024 | **International Olympic Committee** | "Olympism365: Funding local innovators for social development through sport" | Online
- 11/25/2024 | **Sapo (Marketeer)** | "ADCE Awards: Portugal wins 9 awards (1 Gold, 3 Silver and 5 Bronze)" | Online
- 26/11/2024 | **Ibbonline** | "Creative, Memorable and Immersive: Shutterstock on the Future of Brand Storytelling" | Online



Summary



13 appearances in digital media



2 reports on international television



Featured in renowned publications such as CNN, IOC and Metro

COMMUNICATION



SOMA SURFING AT INTERNATIONAL EVENTS

SOMA on Stage at the Sundance Film Festival

The year began with SOMA traveling to the USA, represented by our founder, Francisca Sequeira, to participate in the Sundance Institute Film Festival. There, she presented the documentary about SOMA's work, *Surfing Through The Odds*. Relive the moment here.

Private Screening of SOMA Documentary in London

In February, the SOMA documentary continued to gain prominence, this time at the Brunswick Center in London during a private screening hosted by Shutterstock Studios, which showcased the vision behind this groundbreaking project.

Sharing Our Mission at Airbus

In November, SOMA had the opportunity to present its mission at Airbus to more than 200 participants (in person and online), including the General Director of Airbus Portugal. This presentation resulted in significant donations for SOMA's latest project on Príncipe Island.

RECOGNITION IN COMMUNICATION 2024: AWARDS AND DISTINCTIONS

In 2024, SOMA Surf achieved notable recognition, earning a total of 13 distinctions on prestigious national and international platforms. These awards celebrate our commitment to creativity, social impact and promoting gender equality through surf therapy and the power of visual storytelling. Below is a summary of each distinction:

OLY House Film Festival

The film Surfing Through The Odds was awarded Best Short Film and screened at the Paris 2024 Olympic Games Film Festival.

Portuguese Creativity Club

In one of the biggest creativity festivals in Portugal, SOMA won five awards, including the Specialized Press Grand Prize.

Telly Awards (USA)

Surfing Through The Odds got: Gold in Social Responsibility
Silver in Social Impact and Diversity, Equity and Inclusion
Bronze in the Non-Profit category

COMMUNICATION AWARDS

IF Social Impact Prize 2024



Winner in the Gender Equality category, this distinction guaranteed financial support of €2,500 for projects aligned with the United Nations Sustainable Development Goals.

CreativePool



Bronze in the Social Good category, with the first curated collection of images dedicated to black girls in surfing.



Webby Awards

People's Choice Award in the Charitable Organizations/NGOs category.



Marketing Awards

Gold in Social Responsibility and Bronze in Communication and Public Relations.



Epica Awards

Recognition for SOMA's narrative impact, in an international festival judged exclusively by journalists.



The Eye of Ibero-America

Bronze for creating the world's first commercial archive featuring black girls surfing



ADCE – Art Directors Club of Europe

Silver for visual innovation and representation in the archive of black girls in surfing.



Eficacia – Awards for Communication Effectiveness

Silver for the measurable impact and transformative message of Surfing Through The Odds.



Clio Sports Awards

Silver and Bronze for the film Surfing Through The Odds, recognizing creativity in sports communication.

Shortlists:



Cannes Lions

Nomination in the Diversity and Inclusion in Sports subcategory



Gerety Awards

Nomination in the “Work for Good” category, with the collection of images of black girls surfing.



London Breeze Film Festival

Award for Best International Short Documentary and Honorable Mention for the IMPACT award, again with the documentary Surfing Through The Odds.

IMPACT OF FUNDS RAISED

SOURCE	AMOUNT	%
Individual Donations	8,350.33	8.56%
Corporate Donations	48,377.39	49.57%
Social Business	3,148.80	3.23%
Volunteering Program	5,897.00	6.04%
Public & Private Donations	31,813.33	32.60%
TOTAL REVENUE	97,586.85	100%

CATEGORY	AMOUNT (€)	%
Intervention Costs	43,402.97	47.21%
Administrative and Management Costs	46,348.15	50.42%
Social Business Costs	2,182.17	2.37%
TOTAL COSTS	91,933.29	100%

MAIN DONORS & GRANTS



Consolidation in Two Territories

- São Tomé & Príncipe
- Launch the first official edition following the pilot project in Príncipe.
- Strengthen presence and impact in both islands

School-Centered Networks

- Education Integration
- Build stronger partnerships with local schools.
- Align SOMA's interventions with academic institutions for greater impact.

School-Centered Networks

- Social Business Development
- Create and grow social enterprises to fund SOMA's operations
- Diversify revenue streams beyond grants and donations

Vision For 2025

STRATEGIC PLAN

Local Workforce

- Achieve 50% Local Staff: Ensure at least half of the operational team on the ground is locally based.
- Invest in training, leadership, and capacity-building of local staff

International Expansion

- Global Network & Visibility
- Expand SOMA's reach to build a global support network
- Attract partners for funding, mentorship, and technical expertise.

Decentralized Leadership

- Shared Governance Model
- Reduce dependency on the founder.
- Strengthen team autonomy, leadership, and institutional sustainability.

ACKNOWLEDGEMENTS

WE ARE DEEPLY GRATEFUL TO OUR FINANCIAL PARTNERS WHOSE SUPPORT MADE OUR INTERVENTIONS POSSIBLE THROUGHOUT 2024:

HBD Principe Collection
Decathlon Foundation
EPIC Travel
Shutterstock
Rotary Foundation
Rotary Club de Setúbal

A special thank you to our local partners in Príncipe and São Tomé, especially the schools, church and community centers that opened their doors to SOMA.

To our dedicated team and volunteers — your commitment is the heart of SOMA.

We thank the young people and families of Sao Tome and Principe who continue to trust and grow with us: SOMA exists because of you



[DONATE HERE](#)

