




2014 YEAR IN REVIEW



OUT LIVING IT

A person is surfing on a wave in the ocean. The wave is breaking to the right, creating white foam. The surfer is positioned on the left side of the wave, riding the face. The ocean is a deep blue, and the sky is a lighter blue with some clouds. The horizon is visible in the distance.

Cancer steals your joy, your money, your future, and your identity. After diagnosis you fight, not just your cancer and treatment, which are endured with prayers, but also to reclaim living. First Descents, honestly seemed too good to be true—an adventure where I didn't need to worry about money or planning, where I could just be me, and I can be myself here, even the cancer-y parts. This week has been a breath of fresh air after the long exhale of achieving remission. I've challenged myself surfing! I've made fast friends and I've laughed. I don't think I can capture how deeply this trip makes me feel well. Thank you!

P.S Have you ever stood on a surfboard riding a wave to the shore? It's glorious! Thanks for making it possible.

Cinnamon, 2014 Participant

FOUNDER LETTER

While First Descents has evolved over the last 14 years, one thing has remained the same—our belief that the FD experience should be made available to as many young adults affected by cancer as possible.

I'm proud to say we are fulfilling that belief now more than ever. As of this past year, and thanks largely to the support of all of you, the FD community is growing, thriving, connecting, adventuring, and collectively out living it more than ever before!

Our strategic approach to defining our audience, pinpointing their needs, and developing quality programming that meets those needs drives our thoughtful expansion and growth. The First Descents team's relentless dedication to

providing quality experiences can now be seen in a variety of offerings throughout the world.

The conclusion we came to at the FD Headquarters in 2014? We're no longer a niche organization providing a limited number of experiences. The First Descents mantra is taking hold throughout the country, and the world, and the community to which our participants, staff, supporters, and volunteers have contributed since 2000 is growing in an unshakable way—both within the FD infrastructure and well beyond it.

And so I get to summarize 2014 with a single thought: outstanding work! First Descents has become a collaboration of impressive and meaningful proportions, thanks in large part to the thousands of people, the unsung heroes, who know its value, and who believe in the strength in numbers.

Onward,

Brad Ludden
First Descents Founder



LETTER FROM THE EXECUTIVE DIRECTOR

Dear Friends,

On behalf of the First Descents (FD) team and the thousands of people impacted through your support of our mission, thank you!

During the past year, donors, staff, and volunteers have stepped up in a big way—helping FD to address the growing need for programs and services that empower young adults affected by cancer.

In 2014, First Descents served 425 participants through its week-long and multi-day programs, and over 400 participants through 26 local community adventures in 11 cities nationwide.

FD's signature week-long programs were executed more effectively than ever before, and FD Tributaries—a newer program that offers single and multi-day adventures in local communities—created more opportunities for alumni and young adults living with cancer new to FD to begin out living it with peers in their local area.

Additionally, a study of First Descents' programs was recently published in the *Journal for Psychosocial Oncology*. This is an important step for the organization, affirming the efficacy of FD's programs through evidence-based research. The findings have informed important changes

to our programs model, and will ultimately enable FD to better serve its constituents.

First Descents began an internally led strategic planning effort that—once completed—will be our lighthouse for future impact. The plan will clearly outline FD's goals and objectives, and will define the necessary strategies and tactics to achieve success during the next 5 years. No doubt the biggest change in strategy is FD's future programs design.

In 2015, the team will implement a new model that will effectively double the number of first-time participants served through week-long adventures. Likewise, we will double the number of Tributaries offerings for our community.

First Descents is partnering with the Curtis Center Program Evaluation Group at the University of Michigan's School of Social Work to conduct a follow-up research effort. In addition to delving deeper into the positive psychosocial impact of our programs, the team will further evaluate the benefits of continued support through new avenues such as Tributaries.

The primary goal is to understand improvements to health outcomes for those who engage with First Descents. Overall, this initiative illustrates FD's leadership commitment in the fields of Adolescent and Young Adult Oncology and

Outdoor Behavioral Health.

We are also excited to announce a new chapter for our community of fundraisers. Over the years, we have collectively participated in a host of incredibly fun and meaningful running, cycling, swimming and paddling events to support our mission through Team First Descents.

In an effort to redefine what it means to participate in the adventure and creativity that supports those we serve, what was traditionally known as Team First Descents will transition into the greater Out Living It Project. This new platform will harness the power of our community and illustrate the impact of our shared efforts.

There are countless ways to contribute your passion and energy to First Descents through the Out Living It Project, whether you join one of the organized Team Events or plan a fundraising event in your backyard.

We are incredibly thankful to those who support First Descents, and encourage those new to the family to join us on our mission. Together, we can make a difference.

Thank you for your support!

Ryan O'Donoghue, Executive Director

**EACH YEAR, NEARLY 70,000 YOUNG ADULTS (AGE 15 - 39)
ARE DIAGNOSED WITH CANCER IN THE U.S. ALONE.***

SURVIVAL RATES HAVE NOT IMPROVED SINCE THE 1970s.

Young adults with cancer face a unique set of challenges including infertility, loss or lack of insurance, loss or lack of financial independence, re-entry into the workplace, and secondary malignancies. These challenges are frequently accompanied by issues such as feelings of alienation and isolation, depression, and decreased self-confidence.

First Descents uses outdoor adventure as a catalyst for addressing these issues by destigmatizing cancer, fostering a renewed sense of self, and creating a community of peer-to-peer support. Our programs have proven to be incredibly effective.

2014 KEY NUMBERS



11 STATES and 4 COUNTRIES

300 FIRST-TIME PARTICIPANTS SERVED THROUGH FD PROGRAMS

TRIBS 27 TRIB EVENTS SERVED 11 CITIES AND 412 PARTICIPANTS

828 EXPERIENCES PROVIDED

700 CHOSE TO JOIN THE OUT LIVING IT PROJECT RAISING \$600,000

\$2.59M TOTAL RAISED IN 2014

INNOVATIONS

FD's biggest innovation in 2014 was the decision to sunset FD2 programs. This strategic change to our programs model will allow First Descents to serve more first time participants by adding more FD1 programs to the schedule, while continuing to support our FD alumni with more through FDX programs and a more consistent offering of Tribs adventures. We feel that this evolution in the programs model serves the young adult cancer oncology community more effectively while supporting our alums efficiently and responsibly.

In 2014, Tribs reached 412 people, including 200 alumni, 58 primary caregivers (or "rocks"), and 87 young adults living with cancer who had not yet attended an FD program. For new participants, Tribs serve as a great introduction while they await their first week-long program.

Some 2014 highlights include:

- » Stand-up paddling (Class I-III rapids) and camping on the Upper Colorado River
- » Bioluminescent night kayaking in Orlando
- » Surfing in San Diego
- » 2-night backcountry hut trip with snow safety awareness education on Vail Pass
- » Culinary workshops in SF and NYC teaching healthy cooking techniques
- » Rock climbing in Chicago, Denver, Seattle, and Los Angeles

FD also began efforts to form more permanent chapters in 10 cities with the highest alumni populations: Boston, NYC, DC/Baltimore, Orlando, Minneapolis, Los Angeles, Seattle, San Francisco, Denver, Austin. FD also created scholarships for those alums located outside of these cities to travel or come in for events.

PARTNERSHIPS

The main goal for strategic partnerships in 2014 was to align with relevant brands to create revenue streams to help offset costs and build brand visibility with new audiences. Through unique online and retail campaigns with long-standing and new partners alike, we were able to gain more traction than ever before and create valuable case studies for future partnerships. Here are a few examples:



Online fundraising campaign



Financial support for Tribs, product donations to programs, and social media fundraiser



Co-branded online campaign generating proceeds from sunglass sales



First Descents coffee blends sold online and with retail partners



POLARTEC

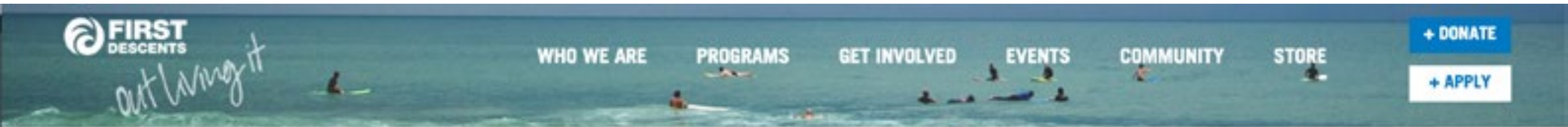
Donated all of the fabric for our Out Living It Project apparel



Partnership on inspiring film festival event

ONLINE EXPERIENCE

Following the full website overhaul in 2013, we continued to make changes that serve our community more effectively. In 2014, we updated the Programs page to better highlight our locations and provide visuals for participants as they prepare for their first FD experience. We also updated the Tribs page by creating a portal for each Trib location to post blogs, activities and make it easier for our participants to find and join the closest Trib to their hometown. Finally, we completely re-branded TeamFD into the Out Living It Project by adopting Classy, a new platform that allows for easier setup and functioning of fundraising pages and also allows for more creative events beyond athletic challenges.



FIRST DESCENTS
TRIBUTARIES
meet. connect. adventure

FDtributaries are community-based groups designed to support and connect our growing alumni community, and prospective FD participants, at a local, more accessible level; sustaining the spirit of Out Living It throughout the year. In 2015, FDtributaries are in 10 urban locations across the country.



In 2014, over 700 participants and 4,300 supporters raised over \$600,000 through their Out Living It Project efforts.

Previously Team FD, the newly renamed Out Living It Project is where the First Descents community fosters a spirit of adventure, creativity, and philanthropy. OLI Projects are unique ways to fundraise for First Descents and range from marathons to back yard barbecues to meditation challenges. Anyone can join a project or create a project of his or her own design.

8th ANNUAL FIRST DESCENTS BALL

March 28, 2014



2nd ANNUAL FALL AFFAIR

October 12, 2014



80s SKI PARTY
November 15, 2014



EVENTS

At the heart of every First Descents event is our goal to serve as many young adults as possible, while offering a wide range of ways our community can be involved. Our mix of formal galas with 80's ski events, lumberjack competitions, Donut Mess with Me Cancer Run/Walks, and casual urban affairs, allows our communities both in Colorado and nationwide to stay connected to the cause year-round.

2014 was our most successful year of events in history, thanks in huge part to our incredible alumni and caregiver speakers, Conor "Prez" Hall, and "Mama Pearl" for sharing their inspiring stories at our events. That paired with the help of our event partners, Bespoke Event Group helped to turn our annual gatherings into opportunities to tell the First Descents story like never before. The 2014 First Descents Ball sold out 400 seats in 30 days, proving to us that our events offer a unique experience that inspires returning and new guests alike to join the FD family.

At First Descents, we are constantly in awe and honored by the energy and support at our annual events. We are always looking at new opportunities to celebrate the First Descents community in new regions, and with new engaging experiences.

\$540,000

RAISED

FULL-TIME STAFF

Staff

Brad “Daril” Ludden
Founder

Jenna “Lucy” Catalona
Marketing Manager

Ryan “Wolf” O’Donoghue
Executive Director

Paul “Crash” Kelly
Programs Manager

Sarah “Huddle” Hubbard
Director of Marketing

Ramsay “Firefly” Pierce
Development Officer

Peta “Uncle Pete” Sheridan
Director of Programs

Joshua “Wildflower” Serna
Programs Coordinator

Willie “Sweet D” Kern
Global Experience Developer

Amber “Face” Rodgers
Development Coordinator

Corey “Daryl” Nielsen
Global Experience Developer

Kevin “Kappy” Gallagher
Programs Coordinator

Julie “Fruit Boots” Kinamore
Director of Tributaries and
Alumni Engagement

LEADERSHIP TEAM

Board of Directors

Brent “Sunday” Goldstein
Chairman

Joel “War Child” Appel

Josh “Bear” Behr

Jennifer “Shivvers” Feikin

Debbie King “Zipper” Ford

Eva “Pacman” Ho

Brad “Daril” Ludden
Founder

David Lee

Corey “Daryl” Nielsen

Brad “Uncle Brad” Reiss

Rochelle “Hefty” Shoretz

Alumni Liaison

Larry “Larry Boy” Smith
Medical Advisor

Alumni Advisory Board

Andy “X2C” Fleming
Chairman

Teresa “Red Writer” Barrett

Alix “Snooki” Berglund

Lisa “Wombat” Butch

Natalie “Maverick” Conforti

Christina “Braveheart” Dixon

Tal “Knuckles” Friedman

Meghan “Carnage” Kearney

Anne “Sunshine” Meisner

David “Podo” Podein

Beth “Ripple” Pointer

Nate “Scooter” Post

Susan “Hawk” Rafferty

Craig “Mountie” Stein

Jason “Fuel” Zimmerman

Medical Advisory Board

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Ken Adnan, MD

Archie Bleyer, MD

Wendy Nekritz, MD

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Ms. Robbie Gluckson

Daniel H. Silverman, MD, Ph.D.

Marc Slatkoff, MD

Larry Smith, MD

Ms. Michelle Snyder

Ms. Ruth Tesar

Leonard S. Sender, MD

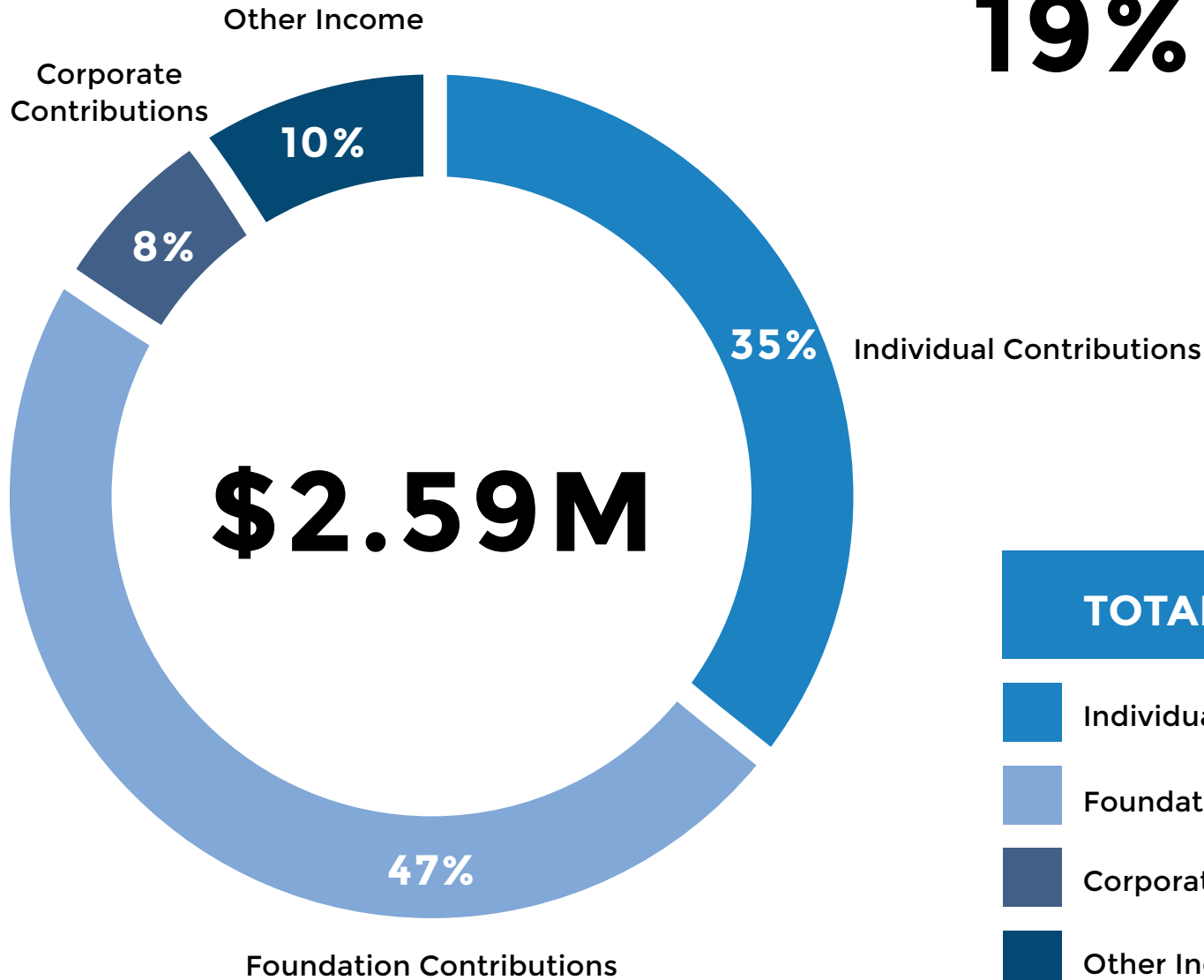
Laurence Tokaz, MD

Pam Tokaz, MD

Brad Zebrack, Ph.D.

SUMMARY OF REVENUE

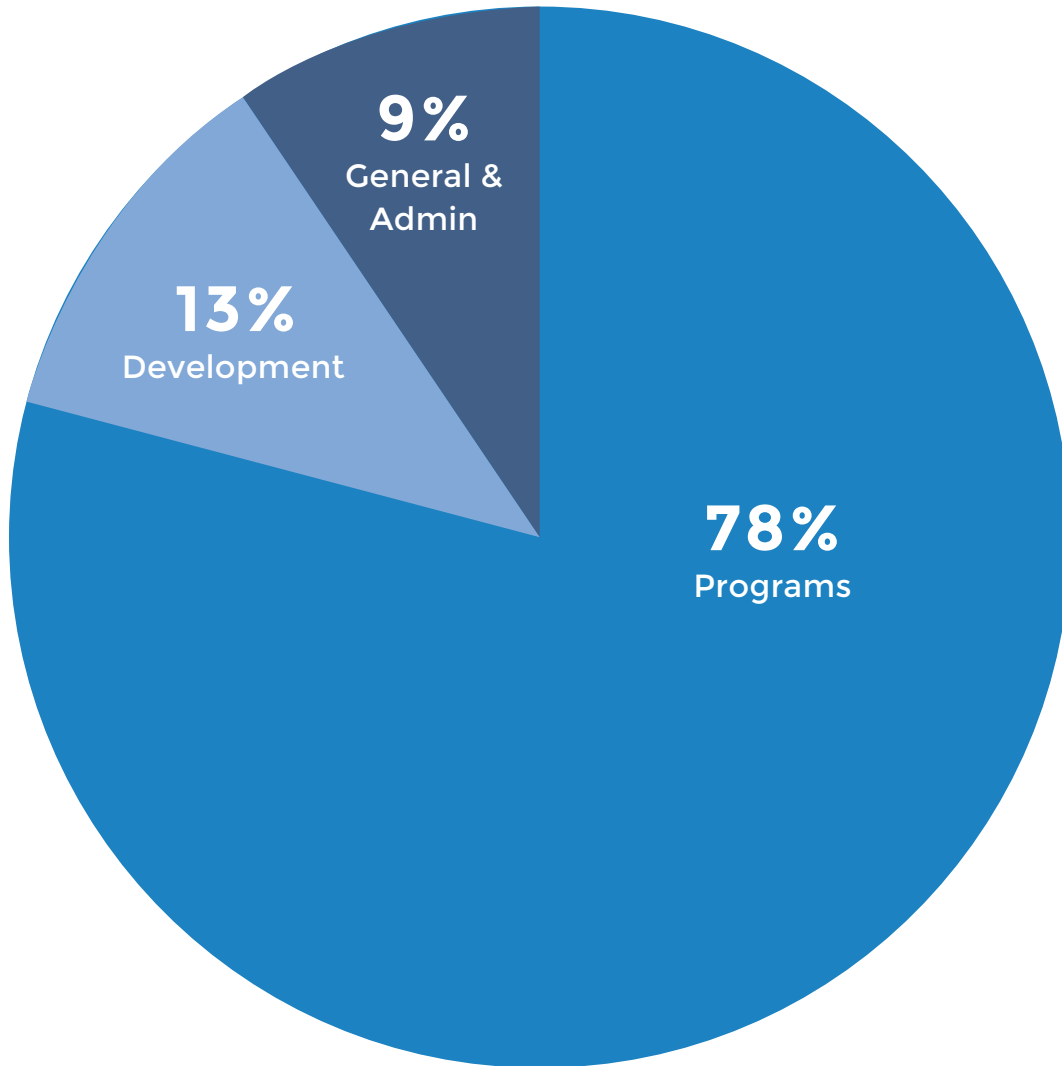
19% GROWTH OVER 2013



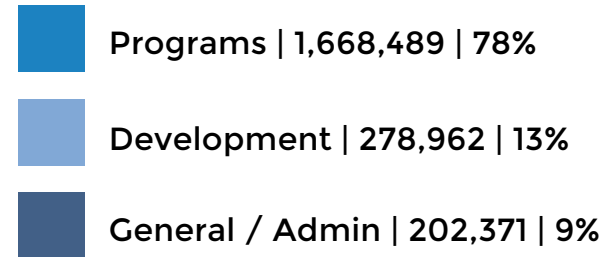
TOTAL REVENUE: \$2,585,647

- Individual Contributions | 912,294.69 | 35%
- Foundation Contributions | 1,214,686.63 | 47%
- Corporate Contributions | 213,951.22 | 8%
- Other Income | 244,714.10 | 10%

SUMMARY OF EXPENSES



TOTAL EXPENSES: \$2,149,371



CONSOLIDATED STATEMENT OF FINANCIAL POSITION

Assets	2013	2014
Cash and Equivalents	859,286	609,144
Current Contribution Receivable	78,472	170,603
Prepaid Expenses	172,615	83,765
Long-term Contributions Receivable	237,500	-
Other Assets	21,643	26,914
Total Assets	1,369,516	890,426

Liabilities & Net Assets	2013	2014
Liabilities		
Accounts Payable and Accrued Expenses	89,334	40,070
Deferred Revenue	4,000	10,000
Total Liabilities	93,334	50,070
Net Assets		
Unrestricted	1,038,682	840,356
Temporarily Restricted	237,500	-
Total Net Assets	1,276,182	840,356
Total Liabilities & Net Assets	1,369,516	890,426

CONSOLIDATED STATEMENT OF ACTIVITIES

Revenue	Unrestricted	Temporarily Restricted	2014 Total
Support			
Individuals	601,889	212,500	814,389
Corporations	168,581	-	168,581
Foundations and Other Organizations	1,179,687	25,000	1,204,687
In-Kind	34,005	-	34,005
Less: Net Direct Benefit to Donor	(106,183)	-	(106,183)
Special Event Revenue			-
Contributions	694,932	-	694,932
Ticket Sales	54,362	-	54,362
Less: Net Direct Benefit to Donor	(455,078)	-	(455,078)
Other Income	175,952	-	175,952
Total Revenue	2,348,147	237,500	2,585,647

Expenses

Program Services	1,668,489	-	1,668,489
Management & General	202,371	-	202,371
Fundraising	278,962	-	278,962
Total Revenue	2,149,821	-	2,149,821
Management & General	198,325	237,500	435,825
Fundraising	840,356	-	840,356

Net Assets, End of Year	1,038,682	237,500	1,276,182
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**Pending financial review*

DONORS

\$100,000+

Genentech

\$40,000 - \$99,000

The Anschutz Foundation

The Harold W. & Mary Louise Shaw Foundation

DaVita University

Kirk & Kathleen Mackenzie

Michael Gross Family Foundation

Nancy Lazkani / Icon Media Direct

\$25,000 - \$39,000

Greer Charitable Gift Fund

Sean Bohan

Chad McWhinney

Joel Appel

Connecticut Challenge

Covidien Charitable Gift Fund

Dear Jack Foundation

Jon & Mindy Gray Family Foundation

Lori & Grady Durham

Louis Legacy Foundation

Rise Above It (RAI)

The Char & Chuck Fowler Family Foundation

The Palette Fund

Wacky Warriors

\$10,000 - \$24,000

Downey- Short Foundation

Carolyn Thompson

The Aptman Family

Rich & Linda Behr

Scott Lynes

Doug & Kathy Milham

Josh & Jennifer Behr

Jennifer Feikin

Rick & Marianne Knight

Georgia Benson

Bruce & Marni Gutkin

Triford Foundation

Eugene Eder Charitable Foundation

Entertainment Partners -

Who Wants To Be A Millionaire

InVision Communications

Kimbal Musk

Shine Foundation

Staenberg Family Foundation

Takeda Pharmaceuticals

The Offield Family Foundation

Travis Stork

\$5,000 - \$9,900

Hap & Darci Pool

Nancy Oaks

Colin Fryer

Bonfire Brewing

Gary & Christine Muskett

Frankki Bevins

McWhinney Holding Company

Tarkio Kayak Adventures

Newton & French

Sam & Peggy Grossman Family

Foundation

Ryan O'Donoghue

Bryce Denton

Beth Blumhardt

John Johns

Sean Fay

Robert Holton

The Tappan Foundation

Vail Valley Surgery Center, LLC

Zack Neumeyer

Joe Piellucci

Aprill Lane

Marcia Donziger

The Precourt Foundation

Eva Ho

Man of the Cliff

Pfizer Foundation

Alexis Trown

Diana Stobo

Sean Fay

Hubbard Family Foundation

Justin Brooks Fisher Foundation

DONORS

Land Title Guarantee Company
McKinsey & Company Inc.
Mellam Family Foundation
Namaste Solar Foundation
Ritz-Carlton, Bachelor Gulch
Rulon Stacey
The Outdoor Foundation
Tom Bailey
Wendy Yates
Woodruff Family Foundation

\$2,500 - \$4,999

Ron & Cheryl Crews
Great Divide Brewing Company
American Endowment Foundation
Carel & Marc Slatkoff
Kelly Boucher
Garbanzo Mediterranean Grill
Sara Distin
Smith Optics
Tal Friedman
Brent & Lisa Goldstein
Susan Marion Offield
South Denver Beer Festival
Robert Allison
Catalyst Foundation
E.H. & M.E. Bowerman Advised Fund
Oregon Community Foundation
Noble Energy, Inc.

Oregon Health & Science University
Wear Yellow Nebraska
Fitch Ratings, Inc.
Southern Comfort
Stephen Glover
Amy Gray
Guro LLC
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Larry & Missi Smith
Adam and Linda Appel Lipsius
Health Quest Foundation
Damon Georgelas
Christopher Johns Sara Lazkani
Brad & Holly Mendelson
Englewood Mortgage Company
FirstBank
Howard & Linda Postal
Jeanne Lebish
John & Mildred Holmes Family Foundation
John Geller
Kristin Gardner
Kristin Gardner Community Foundation
Nebraska Cancer Specialists
Rob Schuham
Rocky Mountain Cancer Centers
Stephen Tanzer
Tiffany Peterson
Timothy & Claudia Helmig

\$1,000 - \$2,499

Susan & Don Krapinski
Seth Wong
The Perfect Petal
Patrick Shooltz
Silicon Valley Community Foundation
Bruce & Ellen Winston
Hamilton Stolpen
Jennie Riberdy
Better with Bacon, Inc.
Char and Chuck Fowler
Colorado Demonstration Skiing
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Lawrence Kendall
Melissa Lawrence
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Milly Gonzalez
Paul Johnson
Russell Bundy
Slifer Smith & Frampton / VARE
Tiffany Glucksman
Unum
Tennessee Valley Canoe Club, Inc.
John Doherty

DONORS

\$1,000 - \$2,499

Jennifer Mills
Angela Rossi
Deborah Newman
Alli Ward
Gayle Strong
Town of Avon
Elizabeth Rentel
Nina Sharma
Ken & Holly Adnan
Merck Foundation
Bank of America Charitable Foundation
Bruce & Carrie Bernards
Jon & Aimee Kinning
Morgen Newman & Kayti Sullivan
Alix and Hans Berglund
Teresita & Dave Olson
Jon Zalisk
Janet Cowie
Rachel Yingling
Lisa & Lee Siegel
Angela Copeland
Bank of America Corporation
Boundless Nutrition
Burns Family Foundation
Carrie Accardi
Corporate Office Properties Trust
Eric & Meg Kinneberg
LeAnne Ciola

Mark & Linda Kogod
Todd Heustess
Wendy & Mike Carey
Wesley Walton
Michelle Esquivel
Corey & Lisa Nielsen
Surfing For Life Foundation
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Kirsten Farnsworth
Craig Yarde
Dagger Kayak
Emma Griffith
Jared Harris
George Billings
Cary Paul
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Deborah Gutfeld
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Jeff Mihm
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Sara Connell
Kristin Harvey
Jay Horton
Jordan Kessler
Ace Adventure Rafting
Melissa Chen
Joanne Levy
Craig Belgard
Ryan Smith
Sevenly, Inc.
AHS Drama Club Musical
Kelly Matty
Staci Foster
Tensie Axton
James Voorn
Team Hardcore
Annie O'Rourke

DONORS

\$1,000 - \$2,499

Beth Pointer
Robert & Debbie King Ford
Abigail Elise
Alan White
Ann Stern
Barbara Goldberg
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Ben Selznick
Bibler Resources Company
Bill & Sarah Ross
Bob & Kim Hammer
Bond Camp
Brandy Ficek
Brennan Hughes
Casey Schilling
Daniel Kaufman
Darlene Fritz
David & Lori Schnadig
David Wilson
Debra & Jim Scahill
Donna & Rich Priolo
Epperson Family Foundation
Eric & Jennifer Fretz
Gaines Wehrle
Greg Carlisle
Heather Antos
Highland Investments

Howard & Cathy Stone
Howard & Diane Zack
Hunt Alternatives Fund - Swanee Hunt
Family Foundation
James Edwards
Jan & Kern Serota
Jane Ellison
Jeffrey & Lezley Hoffman
Jerry Gill
Jonathan Georger
Karen Chakmakian
Keith Sizemore
Kelley Peace
Kevin Suing
Lawrence & Kimberly Weinberg
Marc Stern
Mark Biggin
Mary & Donald Taylor
Mary Marren
Matt LeBlanc
Matthew Kane
Melissa Nickerson
Meredith Hartery
Methodist Hospital Foundation
Michael Wehrle
Neil & Marcy Cohen
Peter Yesawich
Philip McManus
Phyllis Johnson

Raymond Ludden
Richard Badenhausen
Robert & Carol Burman
Rogers Corporation
Rutman Family Fund
Ryan & Trista Sutter
Scott Braun
Susan Hubbard
Tanum Davis
Tyler L Rigg Memorial Foundation
Ulrike von Mehta
Wayne Sauer
Whitney Smith
Wilson Dow Group

A person is climbing a large, dark rock face. The climber is wearing a helmet and a harness, and is positioned on the right side of the frame. The rock face is textured and has a vertical crack. The background shows a forest with trees and a path. The word "ONWARD" is written in large, white, bold letters across the center of the image.

ONWARD

www.FIRSTDESCENTS.org