



AN INTRODUCTION

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WHY YAs

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FD TRIBUTARIES

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KEY NUMBERS

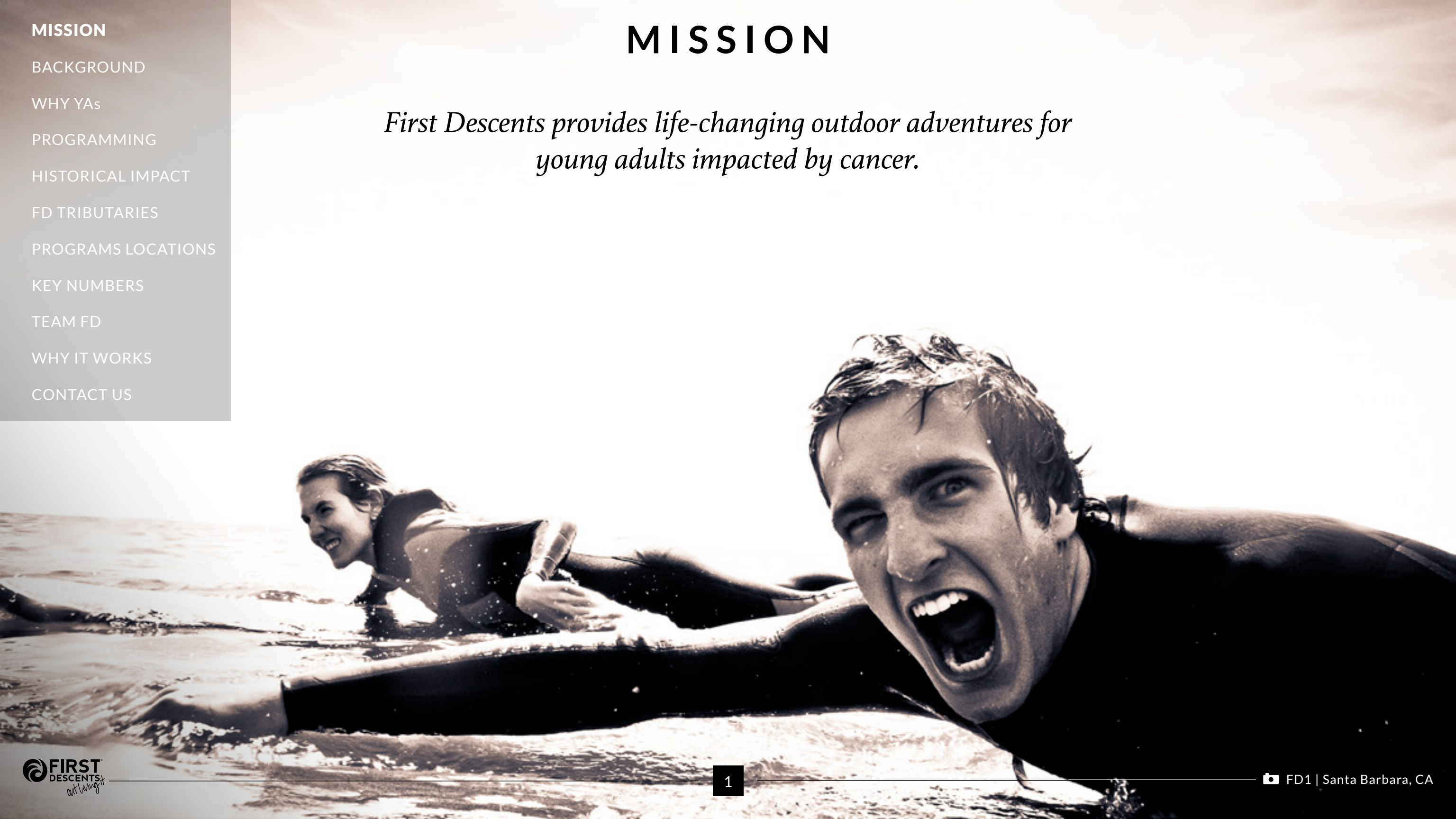
TEAM FD

WHY IT WORKS

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First Descents provides life-changing outdoor adventures for young adults impacted by cancer.



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Cancer goes after anyone and everyone without discrimination, mercy or relent. It breaks spirits, ruins homes, ends lives and steals hope. I saw all of this firsthand when cancer targeted my family, and that's when I targeted cancer.

In 2001, I took 15 young adults with cancer on a weeklong kayak adventure. At the end, several of them told me that it was the most powerful week of their life. Those words lit a fire within me; I was on a mission to give a 'first descent' to everyone in need.

Now 14 years later, we have transformed more than 2,000 lives, expanded to host 45 programs a year, in a wide range of incredible domestic and international locations. We've added surfing, climbing, mountaineering, and hope to expand our sport offerings even further.

There are over 150,000 young adults who are eligible for our programs and currently fighting cancer in the U.S. We are living with a sense of urgency and purpose like never before.

First Descents is a passionate, progressive and driven organization that delivers an authentic and transformative experience to an underserved population. All of this exists because of the help and support of a growing FD community. We hope that you'll be the next to join us in this fight.

Thank you for your consideration,
BRAD LUDDEN, First Descents Founder

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WHY YAs?

*Each year, nearly 70,000 young adults (age 15 - 39) are diagnosed with cancer in the U.S. alone.**

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 de-stigmatizing cancer, fostering a renewed sense of self, and creating a support community.

What happens at FD

During the First Descents experience, young adult survivors and fighters are empowered through conquering legitimate outdoor challenges to push their limits and face their fears, and by doing so, they are able to regain the confidence and self-efficacy lost to cancer. First Descents places an emphasis on each individual's experience and provides the right support for every participant to achieve his or her goals for the week.

Each program is limited to 15 participants, ensuring individualized care, medical attention and an intimate experience with fellow survivors. First Descents programs are available to young adults with cancer regardless of their financial means. A variety of programs are available throughout the year in the U.S. and worldwide.

Through our First Descent, we ascended and transcended from cancer survivors to a family empowered. I've kayaked beyond my turbulent life and paddled my way to OUT LIVING IT! Thanks so much.

- 2014 Participant

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FD was the quintessential experience. I have been having problems becoming comfortable in my new cancer body. My week in FD gave me the chance to know that I can still do whatever I put my mind too. The people there have given a new meaning to friendship and to caring.
-2013 Participant

#OUTLIVINGIT

Here at camp, people with cancer are the majority and people without cancer are the minority. Where else does that happen?
-2014 Participant



Kayaking and cancer brought us together, but the living we experienced formed life long bonds.
-2012 Participant

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PROGRAMMING

FDi: THE ORIGINAL

The original First Descents experience. A multi-day adventure program centered around whitewater kayaking, rock climbing or surfing. Participants go beyond their limits, meet some of the most inspiring people and experience some of the most stunningly beautiful settings in the country.

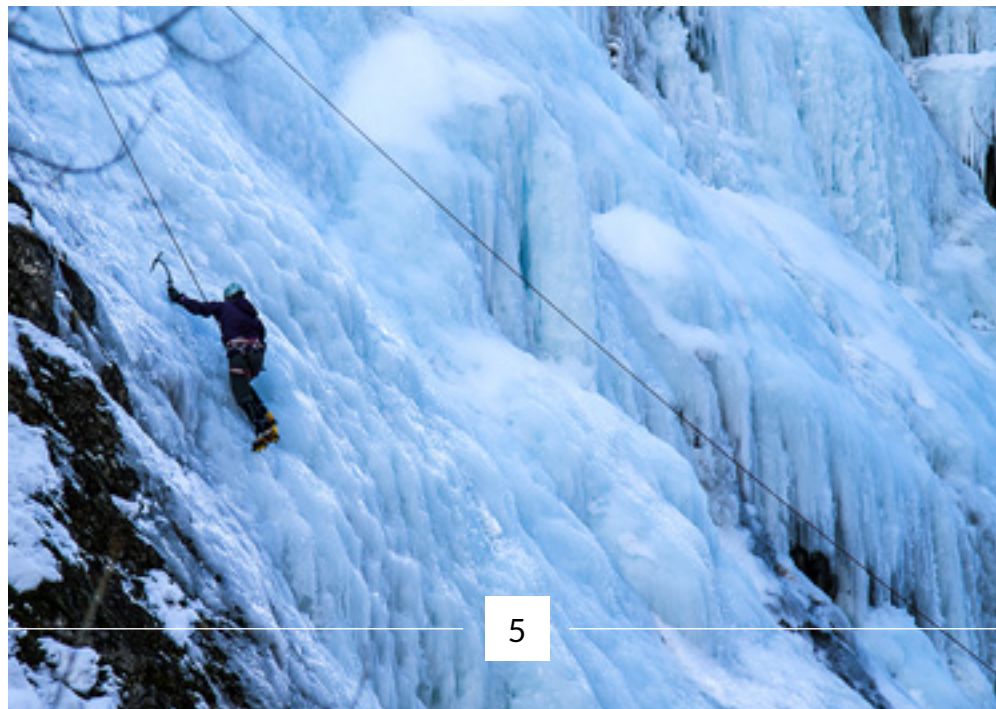
FDX: ADVENTURE INTO THE UNKNOWN

The ultimate adventure experience. FDX is your ticket to pursuing life-long adventure and continuing to live the spirit of FD. First Descents works with our partnering outfitters to reserve spaces on outdoor expeditions happening all over the world. FD alum have the opportunity to select an FDX trip and fundraise to secure a spot on that expedition.

FDi: WEEKEND EXPERIENCES

In an effort to reach even more young adult survivors and fighters, First Descents launched FDi. The “i” stands for introduction. FDi is a weekend program, set near urban areas and hosted in collaboration with medical centers across the country. FDi is the perfect adventure for those who want to experience FD but are unable to attend an FDi program due to health, treatment schedules, or family & work obligations.

First Descents also offers a limited number of programs to caregivers and participants ages 40 – 49.



LEARN MORE ►

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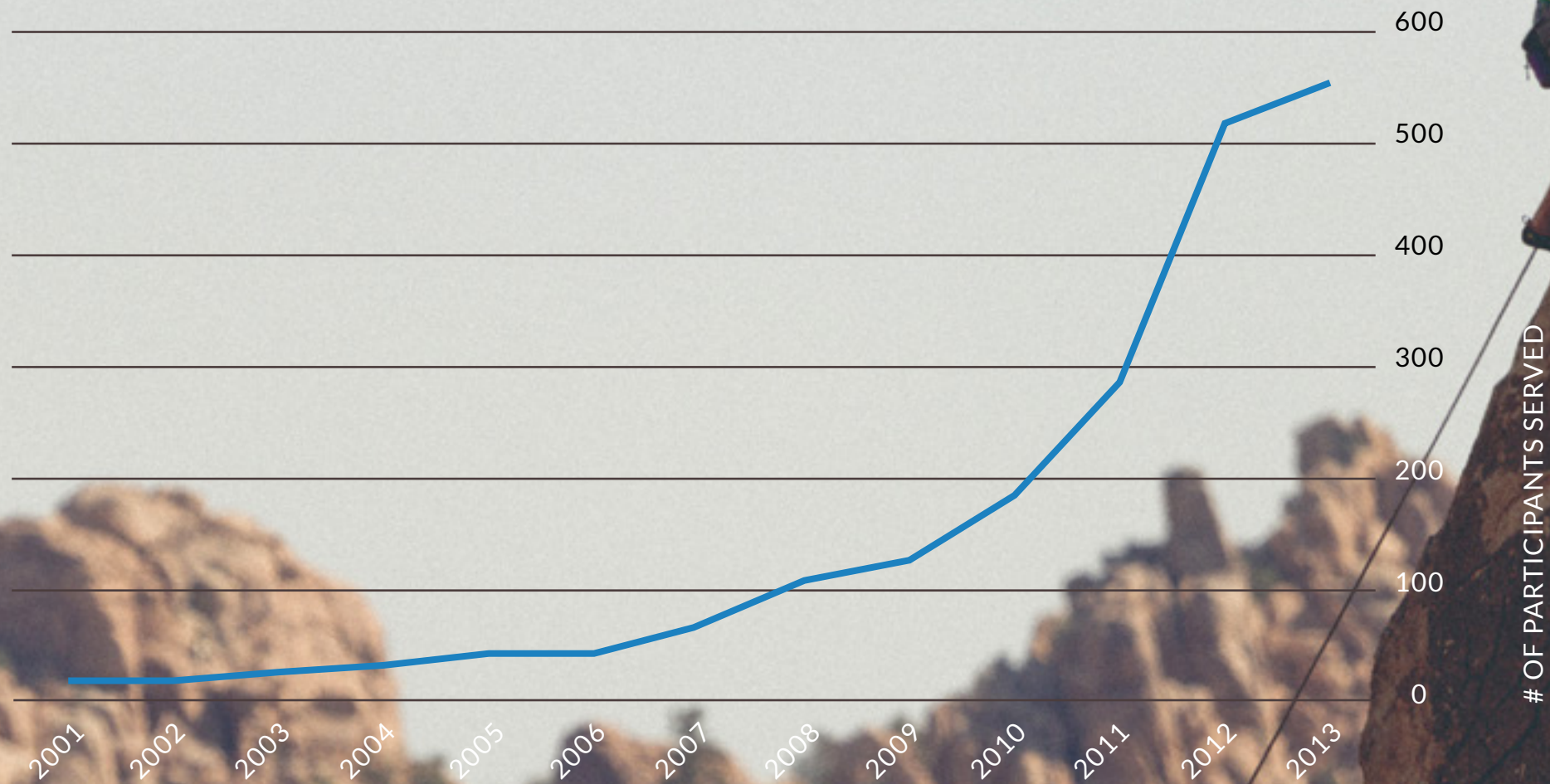
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Throughout its 14-year history, First Descents has impacted thousands of lives.



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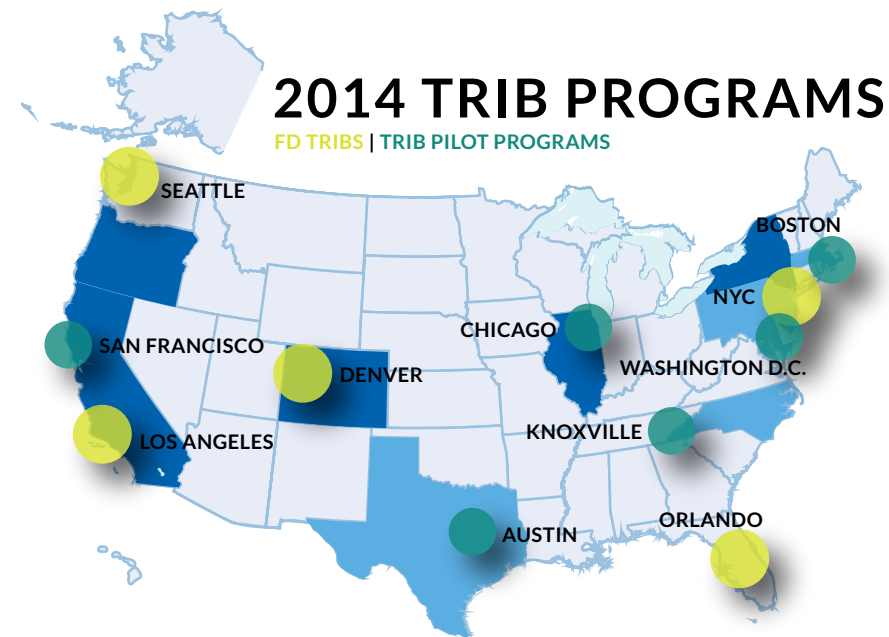
The demand for First Descents programs is more than twice our current capacity.

In order to provide ongoing post-program support at the community level, First Descents launched a new initiative in 2013 to provide the opportunity for year-round adventure experiences through local chapters. Keeping with the theme of rivers, FD have dubbed these chapters Tributaries (Trib).

In 2013, Tribs reached more than 200 people, including 98 alumni and 32 young adults living with cancer who had not attended an FD program. This is significant, considering that, without Trib events, these individuals would have had to wait until 2014 to have an FD experience. Some highlights of the 2013 Tribs events:

- » Overnight river trip on the Upper Colo. River
- » 4 culinary workshops teaching healthy cooking techniques in D.C., New York City, San Francisco, and Denver
- » Beach volleyball and stand up paddling clinic in Southern California
- » Urban kayaking and fireworks during a night-time trip on the Chicago River

I'm a survivor but I'm dealing with side effects and other issues that make it so I can't do a week-long FD program; hopefully next year. I'm so happy for the NYC Trib. It allows me to still get out and do cool things and meet other fighters and survivors in my area who are dealing with the same thing.
 - 2013 Waitlist Member, NYC Trib Participant



Each year, the demand for FD programs continues to grow. Tribs helps FD reach more participants nationwide.



FDtributaries Presents
floatilla
 a weekend of Rafting · Camping · Colorado Love
 For Young Adult Cancer Fighters & Survivors
 The adventure begins at PumpHouse Campground
 Don't miss the Best Weekend of the Summer
 JULY 27th - 28th



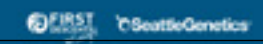
FD TRIBUTARIES PRESENTS
SUNSET LAKESHORE YOGA IN CHICAGO
 JULY 23RD
 6:00-8:30PM
 MONTROSE HARBOR, CHICAGO, IL 60613
 1 HOUR SUNSET YOGA SESSION
 LED BY GERRI BLEIER FROM YOGAVIEW
 CATERED BEACH PICNIC TO FOLLOW



FD TRIBUTARIES
HUI trip
 575 • SHRINE MOUNTAIN INN
 JOIN US AS WE HEAD INTO THE BACKCOUNTRY
 Jul 20 - 22, 2014



fd tributaries
SEATTLE | Sail Onto The Puget Sound
 in style
 Friday, July 18th
 7:00pm-9:30pm



FDTRIBUTARIES
BIOLUMINESCENT Kayak Tour
 ORLANDO - 7/26/14 - 7 TO 10PM
 HAULOVER CANAL LAUNCH

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LOCATIONS

BRITISH COLUMBIA ●

MONTANA ●

OREGON ● IDAHO ●

WYOMING ●

NEW HAMPSHIRE ●

MASSACHUSETTS ●
NEW YORK ●

UTAH ● COLORADO ●

CALIFORNIA ●

NORTH CAROLINA ●

MEXICO ●

VIETNAM

HOOD RIVER, OR



MISSOULA, MT



MOAB, UT



OUTER BANKS, NC



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TRADITIONAL PROGRAMMING

36 PROGRAMS

13 STATES

2 COUNTRIES

414 PARTICIPANTS

FD TRIBUTARIES

13 TRIB EVENTS

7 STATES

137 PARTICIPANTS

FD SOCIAL

 3,962
 13,943
 1,030
 69,131

TOTAL RAISED IN 2013

\$2.17M

TOTAL SERVED

551

DEMAND

1,341 APPLICANTS

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TEAM FD

In 2014, over 300 Team First Descents participants raised over \$700,000 through their Team FD efforts.

As a Team First Descents athlete, participants get a taste of the First Descents secret sauce: the energy, passion, strength, happiness, and life that is experienced at FD programs. The funds raised help keep us Out Living It every day of the year. Events can be personal endeavours, team efforts, mountain tops, tournaments, or whatever else signifies personal challenge.

2014 KEY NUMBERS



WHY IT WORKS

First Descents partnered with clinical psychologist Dr. Robin Rosenberg and Dr. Stephen Kosslyn, founding Dean of the Minerva Schools at the Keck Graduate Institute, to understand the impact of the FD experience on a host of psychological issues common to young adults with cancer. The study showed the FD programs reduce depression, alienation, and fatigue while improving body image, self compassion and self esteem.



STUDY RESULTS ▶

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TO LEARN MORE, PLEASE CONTACT:

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 @FDAdventure

 @OutLivingIt

 @OutLivingIt

www.FirstDescents.org

MANIFESTO

WE ARE A TRIBE. A COLLECTIVE. A TEAM. AND A FAMILY BROUGHT TOGETHER FOR THE MOST DESPICABLE REASON, THE UGLIEST IMPACT: CANCER.

BUT

WE STAND AND PADDLE AND SURF AND CLIMB AND THRIVE TOGETHER NOW NOT BECAUSE OF CANCER,
BUT BECAUSE OF FIRST DESCENTS.

CANCER CAN COME A-KNOCKIN' ALL IT WANTS. IT CAN YELL AND SCREAM AND THROW FITS AND TAKE LIMBS AND MEMORIES. SHAKE ITS CATHETERS AND CHEMO IN OUR FACES.
BUT IN THIS FAMILY, IT'LL GET NOWHERE.

BECAUSE THE ROAR OF THE RIVER, THE SILENCE OF THE SUMMIT, THE CLASH OF THE SURF AND
THE WAR CRIES OF THIS TRIBE WILL ALWAYS WIN.

WE ARE FIRST DESCENTS.
WE ARE **#OUTLIVINGIT.**

And this is our manifesto.