

THE MANIFESTO



2012 YEAR IN REVIEW

man·i·fes·to [man-uh-fes-toh]

noun, plural man·i·fes·toes.

a public declaration of intentions, opinions, objectives, or motives, as one issued by a government, sovereign, or organization.

WELCOME TO THE 2012 FD YEAR IN REVIEW

We're not huge on rules at FIRST DESCENTS. But intentions, opinions, objectives and motives? Those we firmly believe in. Because we're also not your run-of-the-mill organization. This isn't your average crew of folks. We're not out doing status quo stuff. And 2012 was anything but an ordinary year. Our participants, programming, volunteers, teams and commitment to extraordinary experiences for young adults with cancer made 2012 our most groundbreaking year yet. We accomplished a lot together for hundreds of people in eleven states and three countries, immersed in unmatched river, rock, mountain and surf experiences.

Yes, 2012 was exceptional. But, despite this marking our 12th circle around the sun, we don't really measure accomplishments in years here. More like moments—the important ones, the ones that come to define us.

By that measure, we've done a lot. Enough to know that there's still so much more to do.

Welcome to the year in review. We're incredibly proud of the successes herein, but as you read through, keep one thing in mind:

WE'RE JUST GETTING STARTED.

**WE ALL HAVE TO START SOMEWHERE.
BUT IF THE
JOURNEY IS
WORTH IT, THE
END IS NEVER
IN SIGHT.**



A man with a prosthetic leg is climbing a dark, textured rock face. He is wearing a blue t-shirt, khaki shorts, a white helmet, and a climbing harness. His right leg is a prosthetic, and he is using it to push off the rock. The background shows a bright, green, forested area through a narrow opening in the rock. The text is overlaid on the right side of the image.

**DON'T EVER LET CANCER
GET THE BETTER OF YOU.**

**MAKE DAMN
SURE YOU
SHOW IT THE
BEST OF YOU.**

EXTENDING THE RAD



In 2012, and as it is with any good first descent, we here at FD found ourselves pushing our limits, facing huge challenges and having to focus on our mission and core values, cling to our beliefs, trust our instincts and lean on each other to navigate our biggest rapid yet: the need to extend the FD experience to more and more young adults with cancer.

Many things happened in 2012 that made it so huge. Here are just a few highlights:

We challenged ourselves with the ambitious goal to nearly double the size of the organization and the number of programs we offer. We hosted 45 programs around the country and the world. Yep, we took FD international! Participants crushed it in Costa Rica surfing glassy waves on beautiful beaches and I had the pleasure of kayaking deep canyons and trekking over 15,000 foot mountain passes in Peru alongside 15 other FD Family members. As weird as it may sound, I found myself laughing at cancer because, there atop remote mountains, surrounded by my closest friends, we had beat cancer! We were, in fact, Out Living It!

FIRST DESCENTS continues to evolve and innovate to meet the requests of our participants by creating and implementing several FDi (introductory) programs around the country. FDi's are weekend programs built in partnership with medical centers. FD runs the program and the

Center fills it with their patients. The testimonials from those weekends were every bit as powerful as a week-long program; the barriers to entry were lowered and many of our FDi participants have gone or will go onto an FD1.

We began the long awaited journey to quantify our programs by partnering with Stanford's Head of Behavioral Sciences, Dr. Stephen Koslyn, and his partner, a clinical psychologist, Dr. Robin Rosenberg. We're anxiously awaiting the results from the study but are confident they'll reveal what we've known all along—these programs dramatically change lives!

For years, we here at FD have been trying to scale our programs by consistently delivering the same life-changing adventure, and I'm excited to announce that this year, thanks to the hard work of Corey Nielsen and Willie Kern—our Global Experience Developers and “soul curators”—FD has found a way to teach other Purveyors of Rad (our Lead Staff) to deliver the FD experience to the young adults who attend our programs time and time again.

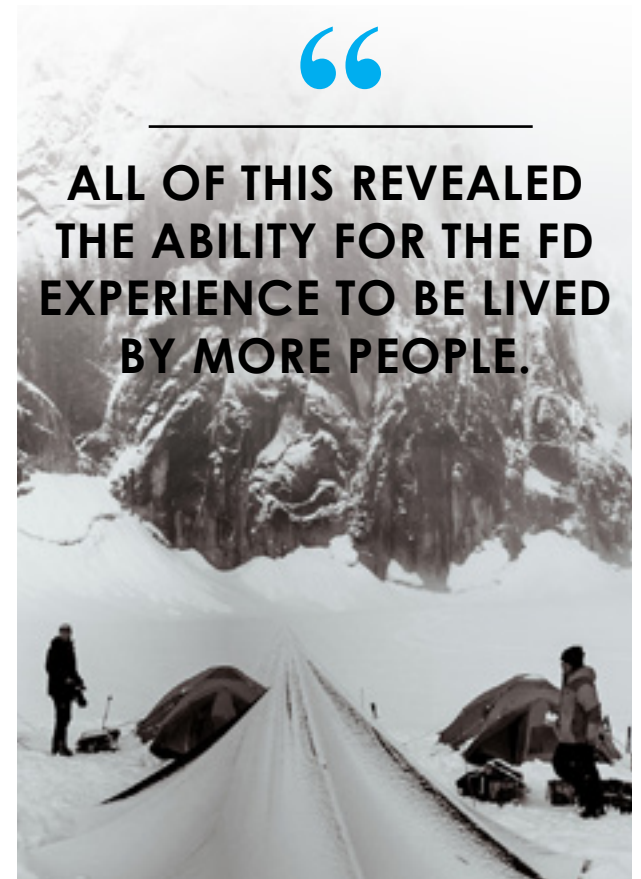
All of this revealed the ability for the FD experience to be lived by more people, in more places and in new and amazing ways. With this realization, we're on a mission to hand it out, free of charge, to as many people as possible moving forward. We all deserve to be OUT LIVING IT!

As always, I want to extend a HUGE thanks to all of you who've made it possible. This adventure is OURS and only exists with the collective belief that outdoor adventure is powerful, transformative and necessary. Thank you for believing with us and doing so much to make it possible! We're just getting started.

Brad Ludden
CEO
FIRST DESCENTS

“

**ALL OF THIS REVEALED
THE ABILITY FOR THE FD
EXPERIENCE TO BE LIVED
BY MORE PEOPLE.**



CANCER CAN BE A LONELY PLACE.
WE ARE NOT ALONE.



PROGRAMMING

2011

First Descents
provided 27 programs
for 283 participants.

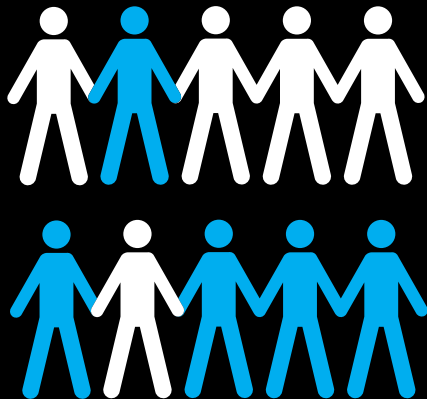
VS

2012

First Descents
provided 45 programs
for 515 participants.

45
PROGRAMS

67%
PROGRAM
GROWTH



515
PARTICIPANTS



WHY YOUNG ADULTS?

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

In contrast to both younger and older patients, survival rates for young adults have not increased since 1975. Trapped between pediatric and adult oncology, young adults often don't experience tailored quality of care. Young adult cancer fighters and survivors face a unique set of challenges including infertility, loss or lack of insurance, loss or lack of financial independence, re-entry to the workplace and secondary malignancies. These challenges are frequently accompanied by psycho-social 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, renewing a sense of self and creating a supportive community. Our programs have proven to be an incredibly effective way of reaching a demographic of fighters and survivors that has traditionally been reluctant to reach out for conventional resources.

Locations:


**OR, MA, NC, CA, UT, CO, WY, NY, MT,
ID, AK**

Peru, Costa Rica, US

EMBRACE IRONY.

**MY CANCER =
MY FIRST DESCENT.**



A person is seen from behind, sitting on a surfboard in the ocean. The person is wearing a white tank top with a colorful graphic on the back. The ocean is dark with small waves, and the sky is filled with soft, colorful clouds from a sunset or sunrise. The text is overlaid on the right side of the image.

MY BODY IS NOT A TEMPLE.

MY MIND IS.



26%
GROWTH IN
FACEBOOK LIKES

800
NEW FOLLOWERS
ON TWITTER

MARKETING + PR

SPREADING THE WORD. SPREADING THE LOVE.

Marketing efforts at FIRST DESCENTS spanned traditional and new media in 2012, focusing heavily on developing powerful content and multi-media distribution. Most notably, #OutLivingIt took a stronghold in the social space as both the FIRST DESCENTS official tagline and a great way for our participants, volunteers, sponsors, and staff to tell the world how they're doing just that. The result is a cross-pollinated integration of the FIRST DESCENTS philosophy in a recognizable, relatable, excitable way.

We also worked with our public relations partner, Outside Media, to solidify strategic editorial placements and coverage. This earned media led to millions of free impressions as well as local, regional, national, and global brand exposure. Notably, FIRST DESCENTS participants contributed to a blog on Huffington Post called *Generation Why*, highlighting generational health and wellness issues.

“

**I FEEL THE SUN ON MY COLD, WET
FACE. MY FIRST DESCENT MAY HAVE
BEEN FLAWED, BUT IT PROVED MY ABIL-
ITY TO REALLY LIVE.**

Shelley Nolden from *Letting Go of Fear: How Risking My Life
on a River Helped Me to Live Again*
Huffington Post: Generation Why



CANCER IS NOT A ONE TRICK PONY.

THE FD FAMILY INCLUDES ALL WHO FIGHT.





2012 INNOVATIONS

FDi

In an effort to reach more young adult cancer fighters, we designed and launched FDi (FD Intro) in 2012 with great success. Each two-to-three day weekend program is hosted in collaboration with cancer centers nationwide. The goals of the FDi program are to establish and maintain partnerships with medical centers, lower the barriers to entry for patients (to be inclusive of more ethnic diversity, cultural diversity, socioeconomic diversity, those still in treatment or otherwise unable to attend a weeklong program), and connect young adult patients with other survivors in their local area. The program was met with great success, and FIRST DESCENTS was thrilled to provide FDi adventures at some of the nation's most renowned cancer centers in 2012.

FDrock

We were thrilled to pilot our first caregiver program, FDrock, in 2012. FD participants were given the opportunity to nominate the "rock" who had been by their side through diagnosis, treatment, recovery and survivorship, to attend an FD adventure experience of their own. FDrock is one of the many ways FD is attempting to improve the lives of young adults with cancer—by addressing the whole patient. The need for partner/caregiver respite is well documented, and FIRST DESCENTS is excited to be able to provide FDrock programs, after years of requests from our participants.

FDX INTERNATIONAL

In 2012, we took our epic FDX adventure programs across the globe. FD participants reached fundraising goals of sponsoring a first-time FD1 participant, packed their bags and their passports, and set out on adventures of a lifetime. Our FDX'ers sought surf in Costa Rica and multi-sport challenges in Peru, in addition to exploring some of the United States' most pristine destinations—the Main Salmon River and Denali National Park. FDX continues to be the ultimate adventure for our FD alumni, combining the opportunity for pursuing adventure alongside FD family with embracing the challenge of giving back to the FD community through Team FIRST DESCENTS fund raising.

ALUMNI ADVISORY BOARD

In 2012, we set a goal to improve alumni communications, opportunities to stay involved, and engagement in both program and organization-wide initiatives. We invited a select group of amazing FD alumni to form our first Alumni Advisory Board. The AAB is led by a Chair, and organized into three subcommittees (Programs, Marketing, Development) that each work closely with a staff liaison to ensure movement, transparency and actionable steps between the AAB, staff and Board of Directors. We're thrilled to have the Alumni Advisory Board representing the voice of our young adult fighters and survivors; helping to guide the FD experience and further our mission.

RESEARCH

Thanks to funding from corporate sponsor Genentech, we were thrilled to embark on a quantitative research project aimed at measuring the psychological effects of the FIRST DESCENTS experience. We identified six elements to study: body image, self-compassion, self-esteem, depression, alienation and isolation. Our hope was that the results of the project will give us some quantitative data highlighting what our participants have been telling us for years—that their lives and their survivorship have been significantly improved by experiencing FIRST DESCENTS. An equally important study goal is to gain a better understanding of the psychological characteristics of our participants in order to continue to improve our programs.



TEAM FIRST DESCENTS

In 2012, TEAM FIRST DESCENTS continued to be our largest single source of funding, raising a record \$861,916 through 534 athletes. We had serious and amateur athletes alike, participating in Ironmans, Kayak events, Yoga challenges, and the Leadville 100 Mountain Bike endurance race. We partnered with REVO to host the 3rd annual Climbathon and raised more than \$50,000. We even had 10 exceptional athletes who trained raised more than \$30,000 as they trained for the NYC Marathon-that-wasn't.

But maybe the best thing that happened with Team First Descents in 2012 was Camp Call Me Maybe. This group of 14 who attended a surf camp in North Carolina truly embraced the culture of #OutLivingIt when they committed to participating in TFD events across the country to raise enough money to fund a week-long program. We are so proud of each and every one of them for embracing challenge and paying it forward to support other young adult fighters.

534
ATHLETES

\$861,916
RAISED



WHEN THE ANSWERS DON'T YET EXIST,

**WE RELY ON FORESIGHT + IMAGINATION
TO FIND THEM.**



2012 LEADERSHIP



BOARD OF DIRECTORS

Joel Appel, Director
Josh Behr, Director
Jennifer Feikin, Vice Chair
Brent Goldstein, Chairman
Eva Ho, Treasurer
Debbie King Ford, Secretary
David Lee, Director
Brad Ludden, CEO/Founder, Director
Corey Nielsen, Director
Brad Reiss, Assistant
Rochelle Shoretz, Alumni Participant
Larry Smith, Medical Director
Brian Wickman, Alumni Participant

ALUMNI ADVISORY BOARD

Anne Meisner, Chair
Rochelle Shoretz, Board of Directors Liaison
Christina Dixon
Andy Fleming, Development Subcommittee Chair
Meghan Kearney, Programs Subcommittee Chair
Susan Rafferty
Jasan Zimmerman, Marketing Subcommittee Chair
Craig Stein
Alix Berglund
Beth Pointer
David Podein

2012 STAFF

Brad Ludden, CEO and Founder
Kelly Malin, COO
Rebekah Koenigbauer, Director of Marketing
Whitney Lange, Director of Programs
Nina Sharma, Director of Development
Chris Sizemore, Director of Operations
Lisa Goldstein, Team FIRST DESCENTS Manager
Peta Sheridan, Programs Manager
Matt Glowinsky, Programs Coordinator
Julie Kinamore, Programs Coordinator
Jenna Catalona, Marketing Coordinator
Erin Kelly, Team FIRST DESCENTS Coordinator
Paul Kelly, Administrative Coordinator
Willie Kern, Global Experience Developer
Corey Nielsen, Global Experience Developer

MEDICAL ADVISORY BOARD

Holly Adnan, RN
Ken Adnan, MD
Archie Bleyer, MD
Penny Damaskos, PhD, LCSW, OSW-C
Robbie Gluckson
Kristin McMaster, MSW
Daniel H. Silverman, MD, PhD
Marc Slatkoff, MD
Larry Smith, MD
Michelle Snyder, MBA
Ruth Tesar
Laurence Tokaz, MD
Pamela Tokaz, LMFT, LPC, MSN
Brad Zebrack, PhD
Wendy Nekritz, MD

FINANCIALS

Statement of Financial Position

December 31, 2012

Assets

Cash and cash equivalents	\$	483,326
Grants receivable		88,000
Contributions receivable		41,190
Prepaid expenses		98,220
Inventory		4,071
Property and equipment, net		91,373
Other assets		5,195

Total Assets		\$811,375
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Liabilities and Net Assets

Accounts payable and accrued expenses	\$	115,073
Payable to related party		-

Total Liabilities		\$115,073
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Commitments and contingencies

Net Assets

Unrestricted	\$	646,302
Temporarily restricted		50,000

Total net assets	\$	696,302
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Total liabilities and net assets		\$811,375
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FINANCIALS

Statement of Activities - December 2012

	Unrestricted	Temporarily Restricted	Total
Support, revenue and gains			
	December 31, 2012		
Team FD	\$ 665,508	\$ -	\$ 665,508
Net store (loss)	3,638	-	3,638
Net event income	338,573	-	338,573
General contributions	332,972	-	332,972
Grants	515,546	50,000	565,546
Other income	543	-	543
Net assets released from restriction	150,000	(150,000)	-
Total support, revenue and gains	2,006,780	(100,000)	1,906,780
Expenses			
Program services	1,587,807	-	1,587,807
Administrative	107,829	-	107,829
General donor development	245,186		245,186
Total expenses	1,940,822	-	1,940,822
Change in net assets before other expenses	65,958	(100,000)	(34,042)
Other income (expenses)	101,363	-	101,363
Change in net assets	167,321	(100,000)	67,321
Net assets, beginning of period	478,981	150,000	628,981
Net assets, end of period	\$ 646,302	\$ 50,000	\$ 696,302

FINANCIALS

Supporting Services

Statement of Functional Expenses December 2012

Description of Expenses	Programs	Fundraising			Total
		Team FD	Development	Administrative	
Salaries and wages	\$ 378,175	\$ 47,982	\$ 144,947	\$ 52,489	\$ 623,593
Payroll taxes and benefits	68,553	6,172	18,522	9,825	103,072
Accounting, legal, and consulting fees	-	-	-	18,396	18,396
Alumni outreach	25,297	-	-	-	25,297
Bank and merchant fees	-	48,905	4,543	827	54,275
Conferences and meetings	9,450	-	139	-	9,589
Contract staff	376,460	-	19,909	5,870	402,239
Cost of direct benefit to donors	-	-	378,100	-	378,100
Cost of goods sold	-	-	8,919	-	8,919
Depreciation	18,158	-	6,504	636	25,298
Dues and subscriptions	-	-	-	1,348	1,348
Event entries	-	77,634	-	-	77,634
Events	-	-	660,835	-	660,835
Insurance	6,913	-	-	4,306	11,219
IT/web development	9,317	-	1,084	-	10,401
Marketing	29,662	5,342	4,127	-	39,131
Participant recruiting	46,858	-	-	-	46,858
Payroll processing expenses	1,109	-	508	340	1,957
Postage and shipping	4,649	6,041	886	-	11,576
Program equipment and vehicle rentals	78,282	-	-	-	78,282
Program facilities rent	195,514	-	-	-	195,514
Program meals	92,325	-	-	-	92,325
Program supplies	31,556	-	-	-	31,556
Public relations	19,088	-	6,666	-	25,754
Rent, utilities, and supplies	26,231	3,948	18,260	8,318	56,757
Travel and meals	170,210	384	19,091	5,474	195,159
Total	\$1,587,807	\$196,408	\$1,293,040	\$107,829	\$3,185,084
Less expenses netted against revenue:					
Other Team FD costs	-	118,774	-	-	118,774
Events	-	-	660,835	-	660,835
Cost of direct benefit to donors	-	77,634	378,100	-	455,734
Direct store expense	-	-	8,919	-	8,919
Total Expenses	\$1,587,807	-	\$245,186	\$107,829	\$1,940,822
Functional expenses as a percentage of total expense	81%	0%	13%	6%	100%

2012 DONORS

Thank you to the hundreds of individuals, foundations, and corporations that collectively donated more than \$2 million to make 2012 our most successful year to date.



\$100,000+

Genentech
Brad & Kammi Reiss

\$50,000+

The Anschutz Foundation
Kirk & Kathy Mackenzie

\$25,000

Joel Appel
Deckers Outdoor Corporation
Grady & Lori Durham
Jennifer Feikin
Jon & Mindy Gray Family Foundation
Nancy Lazkani of Icon Media Direct
Oakley, Inc.
The Palette Fund

\$10,000+

Eileen & Lowell Aptman
Rich & Linda Behr
Tre Behr
Scott & Ellen Burke
John & Cora Davis
Custom Rubber Products
Downey-Short Foundation
Empowered Wealth Foundation
Epic Foundation, Inc.
Debbie & Rob Ford
Goldman Sachs Gives
Gross Family Foundation
Jimmie Johnson Foundation
Katie Jozwicki
Chuck & Jinny Ludden
Millennium Pharmaceuticals
Allison Molina
Gordon & Betty Moore Foundation
Emily Mueller
The Precourt Foundation
Renaissance Mountaineering

Michael & Carol Staenberg
Jeff & Diana Wiepking
Jasan Zimmerman

\$5,000+

Nicole Adams
Clifford Atkinson
John Baker
Elysa Barron
Josh & Jennifer Behr
Hans & Alix Berglund
Stephen & Nancy Boyd
Buckley Firefighters Association
Nicole Bunting
Amy Lee Casey
Eugene Eder Charitable Foundation
Colin Fryer
The James J & Joan A Gardner
Family Foundation
Peter & Christy Geyer
Brent & Lisa Goldstein
Great Divide Brewing Company
Jerry Haffey
Scott Henrikson
Kyle Herren
Joe & Margie Hubert
John Jaran
Janice Jones
KC & Janice Jones
Michael & Kori Kleinstuber
Gwen Libstag
Guy Locascio
Marble City Brewing Company
Mellam Family Foundation
Doug & Katherine Milham
Morphotek
Gary & Christine Muskett
Sue Rushmore
Eric & Susan Wagenknecht
Danny Young

\$2,500+

Ron Amass
Bill & Liz Armstrong
Marian & Patrick Beirne
Doug & Melissa Bonnette
Douglas & Chantelle Braham
Jennifer & Billy Burns
Leslie Capin
Deknota LLC
Margaret Duffy
East West Partners
Englewood Mortgage Company
Susan Ferrari
First American Title Insurance Company
Fuller | Sotheby's International Realty
Gulf Coast Community Foundation
Bruce & Marni Gutkin
Eva Ho
Kristen Jackson
Tania Jackson
Paul Johnson
The Kind Cyclist
Steve & Elizabeth Kris
Mark & Linda Kogod
Land Title Guarantee Company
Larry & Deb Linne
Location3 Media, Inc.
Shauna Mayer
Johnny & Kasha McDade
Chad McWhinney
Monticello Associates
Larry & Mary Kay Mueller
Michael Plotnick
Howard & Linda Postal
Michael & Gwen Potts
Rocky Mountain Cancer Centers
Rick & Pamela Rolph
Dale Sand
Rick & Susan Schmitz
Slifer Smith & Frampton / VARE
Steadman Hawkins Clinic, LLC
UPS
Craig Vaccaro

\$1,000+

Bill & Lori Amass
Ameritel Corporation
Anheuser-Busch
David & Terry Appel
Max & Elaine Appel
Applied Research Associates
Aronson Foundation
Martin Atkin
The Atkins Family Foundation
Reagan Barnett
Richard Badenhausen
RJ & ML Badenhausen Charitable Fund
Mark Baisch
Charles Baker
Michelle Baldasare
Bank of America Charitable Foundation
Melissa Barrett
John Barry
Jason & Karson Beaty
Laurence & Carolyn Belfer
Davis Berg
Theresa Berger
Eric & Carolyn Berkman
The Bibler Foundation, Inc.
Jeffrey & Sara Biskup
Joanne Blumhardt
Raquel Borgenicht
Adam Borowski
Gus & Eleanor Bramante
Bob & Susan Breeden
Caroline Bridges
Randy & Michelle Brunschwig
Russell Bundy
Michael Bushnell
Chris Carrera
Il Chung
Citizens Bank
Tim Clark
The Columbine Foundation
The Community Foundation for the
National Capital Region
Rodney & Caryn Cohen

Ryna and Melvin Cohen Family
Foundation
David Corkery
Crabtree's Photoworks
Crestone Capital Advisors
Allison DeFrancesco
Trace & Betty Devanny
Christina Dixon
Patricia Eastman
Doug Ebner
Lillian Edwards
Einhorn Charitable Trust
Ben & Shirley Eisler
Alyssa Englund
Epic Shore to Shore
Fidelity Charitable Gift Fund
Betsy Fink
Flex Watches
Julias J Franchini Family Charitable
Foundation
Graham & Shawwna Frank
Bob & Margo Freeman
Eric & Jennifer Fretz
John Geller
Peter Ginsberg
Michael Glassman
Barbara Goldberg
Carol Goldberg
David & Iris Gordon
Joe & Heidi Groeger
Mark Hallenback
Stuart Halpert
Carolyn Hanson
Kate Heckman
Timothy & Claudia Helmig
Betsy Hendrickson
Highland Investments
Jeffrey & Lezley Hoffman
Hometown Heros Inc
Steve & Molli Hourihan
Michael Kantor
Hikaru Isihara
Dr. Ron Israeli
Jewish Communal Fund

Kevin & Jill Kane
Danny Kaufman
John Kelly
Dave & Bridget Kornder
Janet Kritzer
David Lanoha
Melissa Lawrence
Jennifer Lewan
Linda Lipsius
Jamie & Kelly Malin
Robert & Judy Mann
Gary Mark
Gary McAleenan
Geoff & Lindsay McFarlane
Jeff & Anne Meisner
Brad & Holly Mendelson
Susan Milhoan
Alon & Rikki Mor
Barry Nekritz
Erin Newman
Michael Noble
Charles Nulsen III
Ryan O'Donoghue
Thiry O'Leary Foundation
Dave & Teresita Olson
The Overbrook Foundation
Kirsten Ovind
Ed & Maria Peats
Justin & Erin Peereboom
Darci Pool
Alex Porter
Merle & Rita Postal
RBC Capital Markets
Peter Rabley
Ragnar Relay
Gary & Amy Reiss
Rise Above It
Gary & Beth Rohr
Daniel & Sharon Roitman
Joshua Sager
Jeff Schertz
Christina Schleicher
Andrew & Lori Schuman
Kern & Jan Serota

Kim Sharkey
Rochelle Shoretz
Carole Simpson
Elena Sirpolaidis
Joanna Smith
Larry & Missi Smith
Snow and Associates
Minyoung Sohn
Apryl Steele
Howard & Cathy Stone
Randy Stone
Robert & Yogi Strait
Gayle Strong
Ryan & Trista Sutter
Swallow Hill Music Association
Brenda Swenson
TAG Associates LLC
Greg Tarpay
Tennessee Valley Canoe Club, Inc.
Larry & Pam Tokaz
Twin Eagle Resource Management
The Ulvin Family Fund of Lutheran
Community Foundation
United States Student Aid Funds
United Way of King County
Urban Taco McKinney Avenue, LLC
Urge Media, Inc.
Weston Snowboards
Dori Webb
Thomas Westphal
Brian Wickman
Willie Wickman
What Would Willie Want
Timothy Wiebe
Patricia & Pat Winkel
Fred & Patti Winocur
Bruce & Ellen Winston
Jared Wollaston
Peter & Sue Worley
Paul Yarin
Joseph Yemini
Chris & Mary Beth Younger
Carol & Gianluca Lewis Zilli
Kevin & Whitney Zimmerman

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.