FIRST DESCENTS 
CORPORATE PARTNERSHIPS
First Descents (FD) is the leader in adventure-based healing. Through outdoor adventure, community building, and skills development, FD improves long-term survivorship and quality of life for young adults impacted by cancer.
WHY YOUNG ADULTS

CANCER IS THE LEADING DISEASE-RELATED CAUSE OF DEATH IN YOUNG ADULTS. WITH ROUGHLY 70,000 NEW DIAGNOSES ANNUALLY, YOUNG ADULTS REPRESENT THE FASTEST-GROWING AND MOST UNDERSERVED CANCER DEMOGRAPHIC.

YOUNG ADULTS COPING WITH CANCER FACE IMPORTANT HEALTH LIMITATIONS THAT RESEARCH SHOWS RESULT IN HEIGHTENED LEVELS OF PSYCHOSOCIAL DISTRESS, INCLUDING DEPRESSION, ANXIETY, AND ALIENATION.

70,000 young adults are diagnosed annually
Poor improvement in five-year survival rates
Minimal peer support
Unique psychosocial challenges
Lack of participation in clinical trials
Disrupts normative milestones of adulthood
FIRST DESCENTS’ LOCAL ADVENTURE COMMUNITIES PROVIDE UNIQUE OPPORTUNITIES TO PARTNER REGIONALLY AND SUPPORT CANCER SURVIVORS, MEDICAL CENTERS, AND COMMUNITIES IN THE PLACES WHERE YOUR EMPLOYEES WORK AND LIVE.
WHY IT WORKS

Externally led impact studies demonstrate First Descents’ effectiveness in reducing depression, anxiety, and alienation while improving self-efficacy, body image, and resilience - key determinants of psychosocial health.

100% OF PARTICIPANTS REPORTED INCREASED ABILITY TO COPE WITH CANCER AND ITS EFFECTS

17% EXPERIENCED DEPRESSION

100% OF PARTICIPANTS WOULD RECOMMEND FIRST DESCENTS TO A FRIEND

97% SAID FIRST DESCENTS MET THEIR EXPECTATIONS

99% WANT TO STAY INVOLVED

99% WOULD RECOMMEND FIRST DESCENTS TO A FRIEND

7% REPORTED DEPRESSION

PARTICIPANTS ORIGINALLY HAVING THE GREATEST SYMPTOMS OF PSYCHOLOGICAL DISTRESS SAW THE LARGEST GAIN FOR THE LONGEST TIME. IN OTHER WORDS, THOSE WHO NEED FD THE MOST, SAW THE MOST BENEFIT.

PARTICIPANTS FELT RECONNECTED TO THEIR BODIES AND MORE CONFIDENT IN THEIR PHYSICAL ABILITIES. THEY ALSO FELT AN INCREASE IN RESILIENCY AND FELT LIKE THEY HAD MORE RESOURCES TO NAVIGATE THE HEALTH SYSTEM AND THEIR OWN TREATMENT SCHEDULES.

LEARN MORE
PARTNERSHIP MODEL

FIRST DESCENTS BUILDS PARTNERSHIPS WITH COMPANIES SEEKING MEANINGFUL CORPORATE SOCIAL RESPONSIBILITY ACTIVATION
FIRST DESCENTS PRIORITY INITIATIVES

PROGRAM EXPANSION
UNDERWRITE PROGRAM EXPANSION AND ACHIEVE IMPACT AT SCALE.

COMMUNITY BUILDING
SUPPORT LOCAL ADVENTURE COMMUNITIES AND STRENGTHEN REGIONAL PROGRAMS THAT SUSTAIN SOCIAL CONNECTION AND PEER SUPPORT.

HEALTHCARE PARTNERSHIPS
SUPPORT FIRST DESCENTS’ ABILITY TO PRESCRIBE ADVENTURE AND IMPROVE CANCER SURVIVORSHIP THROUGH INTEGRATED PARTNERSHIPS WITH MEDICAL CENTERS NATIONWIDE.

PRESCRIBE ADVENTURE
FIRST DESCENTS
ENGAGE IN JOINT BRAND STORYTELLING OPPORTUNITIES AND CONTENT CREATION FOR USE IN MARKETING AND COMMUNITY ENGAGEMENT INITIATIVES. EXAMPLES INCLUDE:

- OUT LIVING IT BLOG POST
- INTERNAL COMMS CONTENT
- VISUAL ASSET CREATION
- CAUSE MARKETING MATERIALS

Out Living It Blog

These are the stories from our team, supporters, and members of the FD Tribe that teach us every day what it means to Out Live It.
FIRST DESCENTS SPECIALIZES IN CAUSE MARKETING EFFORTS WITH NATIONAL BRANDS.

- Digital and point-of-sale activation highlighted across First Descents’ communications channels and in our 35,000+ newsletter

- A co-branded consumer packaged good promoted on your company website and our online store with proceeds benefitting First Descents

SMITH  fishpond  FLUIDSTANCE  Teatulia®  ORGANIC TEAS  stio®
EVENT SPONSORSHIPS

ACTIVATE YOUR BRAND AND ENGAGE EMPLOYEES AND CUSTOMERS AT FEATURE EVENTS:

• THE FIRST DESCENTS BALL - MARCH 30, 2019
• FIRST DESCENTS CLIMBATHON - JULY 14, 2018
• MAN OF THE CLIFF - OCTOBER 15-16, 2018
• THE FD 80’S SKI PARTY - OCTOBER 26, 2018

SPONSORSHIPS INCLUDE CUSTOM PRESENCE MARKETING AND COMPELLING EXECUTIVE CLIENT ENGAGEMENT OPPORTUNITIES.

LEARN MORE
PRESENTATIONS AND THOUGHT LEADERSHIP

FIRST DESCENTS IS A LEADER IN OUTDOOR ADVENTURE PROGRAMMING AND HEALTHCARE INNOVATION.

INVITE FIRST DESCENTS FOUNDER AND CNN HERO Awardee BRAD LUDDEN TO SPEAK TO AT YOUR EVENT OR TO ADDRESS YOUR ORGANIZATION. BRAD HAS DELIVERED INSPIRATIONAL KEYNOTES TO NATIONALLY RECOGNIZED BRANDS ON THE FOLLOWING TOPICS:

- CONQUERING UNCHARTED WATERS
- MANAGING CHANGE, STRESS AND INNOVATION WITHIN YOUR COMPANY
- INCORPORATING THE HEALING POWER OF ADVENTURE TO IMPROVE OVERALL HEALTH
CORPORATE LEADERSHIP PROGRAMS

WORK WITH FIRST DESCENTS TO PLAN YOUR NEXT LEADERSHIP RETREAT.

FD COORDINATES LEADERSHIP PROGRAMS CENTERED AROUND LEGITIMATE OUTDOOR ADVENTURE EXPERIENCES WITH A UNIQUE GIVE-BACK APPROACH.

"SPENDING A WEEK WITH OUR TEAM AND FIRST DESCENTS HELPED US REFOCUS ON OUR ORGANIZATION IN A UNIQUE WAY. IT WAS TRULY A CORPORATE RETREAT LIKE NO OTHER"

- MICHELLE ESQUIVAL
  GENENTECH
CONTACT

RAY SHEDD, Director of Development & Marketing
RAY.SHEDD@FirstDescents.org
303.847.0312

BECCA ROHRER, Marketing Manager
BECCA.ROHRER@FirstDescents.org
303.854.9152

WWW.FIRSTDESCENTS.ORG