FIRST DESCENTS PROVIDES LIFE-CHANGING OUTDOOR ADVENTURES FOR YOUNG ADULTS (AGES 18-39) IMPACTED BY CANCER.
I’ve said this before, but it’s worth noting again — if you’ve ever gone farther than you thought you could, climbed higher than you figured was possible, run a rapid or caught a wave or finished a race that beckoned you beyond your limits, then you know. You understand adventure’s capacity to empower us, and make us more whole.

In 2017, the power of First Descents continued to ripple its way through communities across the country. FD Tribs grew exponentially, with a nearly 72% increase in membership throughout 15 different cities. This growth contributed to our effort to establish long-term adventure communities, where our tribe can continue to connect with each other, and tap into the healing power of adventure.

To this end, First Descents has become an unstoppable community. One that isn’t afraid to peer over the horizon line, or look beyond the safety net — or for that matter, toss the safety net aside entirely. First Descents is all of you. It’s our our participants, our volunteers, our staff, and those who donate time, money, and ideas to this extraordinary phenomenon. It’s coming together and cheering each other on and tapping into the most human element in a way that cracks our adventurous spirits wide open.

As we charge forward into this new territory, we do so with 17 years of proof that adventure works. It heals, and that is something well worth sharing with as many people as we possibly can.

“FIRST DESCENTS IS ALL OF YOU. IT’S OUR PARTICIPANTS AND OUR VOLUNTEERS AND OUR STAFF AND THOSE WHO DONATE TIME AND MONEY AND IDEAS TO THIS EXTRAORDINARY PHENOMENON.”
Since its inception, First Descents (FD) has provided life-changing outdoor adventures for young adults impacted by cancer. We have come to learn FD’s impact is far-reaching, and often extends to the friends and loved ones of those we serve. This mission touches each member of our team, our board, our donors, and hundreds of volunteers who make our work possible each year.

And while we’re proud of everything we’ve accomplished, our work has just begun. As we look to the future, a few questions guide our thinking:

What if First Descents was included in every treatment plan for young adults diagnosed with cancer nationwide?

How can we partner with hospitals to design custom programs for their young adult patients? What if we literally prescribed adventure?

We know adventure and community fosters healing, complementary to clinical care. Not every healthcare intervention involves a prescription drug or a hospital stay, and we have research to prove it.

In 2017, First Descents conducted an externally led strategic planning effort for the first time in its history. Benefits of the plan include greater focus, ownership, clarity and unity throughout the organization, and ultimately support FD’s ability to have an even greater impact in the lives of those we serve. The strategic priorities are quite simple: Expand Programs, Build Communities, and Prescribe Adventure.

THANK YOU for your interest and continued support of First Descents! Onward, to the next adventure.

“[OUR] STRATEGIC PRIORITIES ARE QUITE SIMPLE: EXPAND PROGRAMS, BUILD COMMUNITIES, AND PRESCRIBE ADVENTURE.”
Cancer is the leading disease-related cause of death in adolescents and young adults (AYAs) and continues to be the fastest growing and most underserved oncology demographic.

* Poor improvement in five-year survival rates
* Minimal peer support
* Rare and aggressive tumor biology
* Lack of participation in clinical trials
* Disrupts normative milestones of adulthood

Why Young Adults

70,000 adolescents & young adults are diagnosed annually

640,000 young adults in the U.S. are living with cancer
2017

AT A GLANCE

1,049

UNIQUE EXPERIENCES PROVIDED

103

OUTDOOR ADVENTURE PROGRAMS

$3.66M

RAISED

6,994

PROGRAM DAYS
First Descents was honored to be selected as the 2017 Top Company in the nonprofit category for our vision and dedication to impacting the lives of young adults living with and surviving cancer.

First Descents was recognized as one of OUTSIDE's Best Places to Work in 2017. Each year, OUTSIDE recognizes the top 100 companies from across the United States. The winning companies are those that value productivity in combination with an active, eco-conscious lifestyle, for a fulfilling experience inside and outside the office. This recognition highlights First Descents’ culture that blends engaging work with an active ‘Out Living It’ lifestyle that our staff and community truly embody everyday.

Since 1988, ColoradoBiz Magazine’s Top Company Awards program has recognized Colorado companies of all sizes for their continuous commitment to excellence. First Descents was honored to be selected as the 2017 Top Company in the nonprofit category for our vision and dedication to impacting the lives of young adults living with and surviving cancer.

“EVERYTHING WE DO AS AN ORGANIZATION IS CENTERED ON HELPING YOUNG ADULTS IMPACTED BY CANCER DEFY THEIR DIAGNOSES AND FULLY EMBRACE OUT LIVING IT AS AN ONGOING PART OF THEIR LIVES.”
FIRST DESCENTS FOUNDER BRAD LUDDEN
FIRST DESCENTS PARTNERED WITH SLALOM CONSULTING TO DEVELOP A STRATEGIC ROADMAP TO GUIDE PROGRAM EXPANSION AND SUSTAINABILITY THROUGH 2020 AND BEYOND.

HORIZON 2020 OBJECTIVES:

EXPAND PROGRAMS
With more than 640,000 young adult cancer survivors in the U.S., FD is committed to expanding outdoor adventure programs to improve survivorship and quality of life.

BUILD COMMUNITY
Young adult survivors often experience feelings of isolation and alienation. FD will strengthen local adventure communities by adding more regional multi-day programs that nurture supportive peer relationships and provide ongoing skills development.

PRESCRIBE ADVENTURE
Hospitals often lack age-appropriate survivorship programs for young adults. FD will strengthen existing and build new networks of healthcare professionals to reach more young adults earlier in their cancer journeys.

A SPECIAL THANKS TO THE KIRK MACKENZIE CHARITABLE GIFT FUND, WALTON FAMILY FOUNDATION, AND RISE ABOVE IT FOR UNDERWRITING THIS IMPORTANT INITIATIVE.
First Descents is committed to ongoing impact evaluation. Research studies demonstrate improved psychosocial health outcomes and continued participant satisfaction.

- **100%** of participants reported increased ability to cope with cancer and its effects.
- **81%** reported increased self-efficacy.
- **99%** would recommend First Descents to a friend.
- **61%** reported increased social support.
- **17%** of participants who reported feeling depressed before and after First Descents.
- **7%**
First Descents is dedicated to providing healthy meals and nutrition education at our programs. We believe in the healing properties of food and the benefits that can be gained from sharing amazing meals. At each program, professional chefs prepare all meals for participants focusing on a whole food approach to eating. Most importantly, meals taste great, inspire healthy living and teach participants about the healing power of real food.
OUR GROWING IMPACT

**EXPERIENCES PROVIDED**

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<tr>
<th>Year</th>
<th>2011</th>
<th>2012</th>
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<td>685</td>
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**PROGRAMS ADMINISTERED**

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<th>Year</th>
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<th>2012</th>
<th>2013</th>
<th>2014</th>
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<td>Count</td>
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<td>36</td>
<td>40</td>
<td>58</td>
<td>91</td>
<td>103</td>
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</tbody>
</table>
MEET. CONNECT. ADVENTURE.

First Descents Tributaries offer local adventures and community support for young adults impacted by cancer.

2016 LOCATIONS + PARTICIPATION

2017 LOCATIONS + PARTICIPATION
HIGHLIGHTS

JAN - DEC 2017
Began Monthly Community Meet-ups in DC/Baltimore, LA, Denver, and Portland

APRIL - JUNE 2017
Genentech Staff Volunteer at Q2 Local Programs

MAY 2017
2017 MinneBall Raised $20,536 for FD

JULY 2017
First program held in Salt Lake City

AUGUST 2017
First multi-day program held in Chicago

SEPTEMBER 2017
First Annual Brooklyn Bash raised $22,265 and welcomed 120 people

JAN - DEC 2017
Unique Trib Experiences provided increased from 480 in 2016 to 517 in 2017
The Out Living It Project is FD’s grassroots fundraising platform that combines adventure, creativity, and philanthropy. Launch your own unique fundraiser or join an existing project to raise funds and awareness for First Descents. *To date, the Out Living It Project has raised $4.8M across 7,418 Projects with 17,298 Supporters.*
First Descents feature events bring together the FD community with the ultimate goal of extending the healing power of adventure to as many young adults impacted by cancer as possible. This year, we danced the night away at The First Descents 80’s Ski Party, tossed kegs and axes at Man of the Cliff, and celebrated our Local Adventure Communities at the 11th Annual First Descents Ball!

**FIRST DESCENTS 80'S SKI PARTY**

Raised $29,116 and welcomed 486 guests

**11TH ANNUAL FIRST DESCENTS BALL**

Raised $818,236 and welcomed 396 guests

**MAN OF THE CLIFF 2017**

Raised $35,497 and welcomed 1,300 guests over two days
BOARD OF DIRECTORS
Founder Brad “Man Salmon” Ludden
Chairman Brent “Sunday” Goldstein
Vice-Chair and Secretary Debbie King “Zipper” Ford
Treasurer Michael “Volcano” Kantor
Medical Director Larry “Larry Boy” Smith
Josh “Bear” Behr
Alix “Snooki” Berglund
Brad “Uncle Brad” Reiss
Dr. Brandon Hayes-Lattin
Eva “Pacman” Ho
Jeremy Shevlin
Joel “Fuji” Appel
Kip “Wombat” Cross
Tanum Davis “UniKitty” Bohen
Honorary Director – Rochelle “Hefty” Shoretz

STAFF
Founder Brad “Man Salmon” Ludden
Executive Director Ryan “Wolf” O’Donoghue
Chief of Staff Melissa “Master Splinter” Markle
Global Experience Developer Willie “Sweet D” Kern
Partnerships and Recruitment Manager John “Fever Dog” Scheid
Director of Programs Peta “Moneypenny” Sheridan
Senior Program Manager Paul “Crash” Kelly
Senior Program Coordinator Andy “Panda” Frame
Program Coordinator Riley “Chum” Schumm
Director of Community Engagement Julie “Fruit Boots” Kinamore
Community Engagement Coordinator Lizzie “Dizzy” LaCour
Community Engagement Coordinator Brooke “Noodles” Barry
Director of Development and Marketing Ray “Fridge” Shedd
Marketing Manager Becca “Turtle” Rohrer
Marketing Coordinator Anna “006” Kenyon
Development Coordinator Andrew “Tops” Coulter
Development Officer Emma “Piano Pat” Burick
Director of Finance and Operations Adam “Toby” Schuster
Finance and Operations Coordinator Ella “Lady Smith” Kerr
IN 2017, OUR GENEROUS COMMUNITY GENERATED MORE THAN $3.6 MILLION REPRESENTING A BANNER FUNDRAISING YEAR.

IN RECOGNITION OF OUR FINANCIAL TRANSPARENCY, GUIDESTAR AWARDED FD WITH ITS COVETED PLATINUM RANKING.
REVENUE

TOTAL REVENUE
$3,665,582

GRANTS + CONTRIBUTIONS
$2,083,169

OLI PROJECT INCOME
$580,580

SPECIAL EVENTS
$542,046

IN-KIND CONTRIBUTIONS
$281,882

PROGRAM SERVICES REVENUE
$180,010

OTHER
($2,107)
EXPENSES

70% of 2017 expenses were allocated to programs, providing 1,049 unique adventure experiences.

- Programs: $2,256,080 (70%)
- Development: $772,612 (24%)
- General Administration: $208,049 (6%)
<table>
<thead>
<tr>
<th>ASSETS</th>
<th>Value</th>
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<tr>
<td>Cash and Cash Equivalents</td>
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<td>Contributions and Grants Receivable, net</td>
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<td>Prepaid Expenses</td>
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<td>Other Assets</td>
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<td>Furniture and Equipment, net</td>
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<td><strong>Total Assets</strong></td>
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<table>
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<tr>
<th>LIABILITIES AND NET ASSETS</th>
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<tr>
<td>Accounts Payable and Accured Liabilities</td>
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<tr>
<td>Deferred Revenue</td>
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<td><strong>Total Liabilities</strong></td>
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<td>Unrestricted</td>
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<tr>
<td>Temporarily Restricted</td>
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<td><strong>Total Net Assets</strong></td>
<td><strong>$2,138,237</strong></td>
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<table>
<thead>
<tr>
<th>TOTAL LIABILITIES AND NET ASSETS</th>
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<tbody>
<tr>
<td></td>
<td><strong>$2,192,635</strong></td>
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### STATEMENT OF ACTIVITIES

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<tr>
<th></th>
<th>Unrestricted</th>
<th>Temporarily Unrestricted</th>
<th>2017 Total</th>
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<tbody>
<tr>
<td><strong>Revenue + Support</strong></td>
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<tr>
<td>Grants and Contributions</td>
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<tr>
<td>OLI Project Income, net</td>
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<tr>
<td>Special Events, net</td>
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<tr>
<td>Program Services Revenue</td>
<td>$180,010</td>
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<tr>
<td>In-kind Contributions</td>
<td>$281,882</td>
<td>$281,882</td>
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<tr>
<td>Other</td>
<td>$(2,106)</td>
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<tr>
<td>Net Assets Released from Restrictions -</td>
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<tr>
<td>Satisfaction of time and program restrictions</td>
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<tr>
<td><strong>Total Revenue + Support</strong></td>
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<td>$296,060</td>
<td>$3,665,582</td>
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<tr>
<td><strong>Expenses:</strong></td>
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<td>Program Services -</td>
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<tr>
<td>Adventure Programs</td>
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<tr>
<td></td>
<td>$2,256,080</td>
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<td>$2,256,080</td>
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<tr>
<td>Supporting Services -</td>
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<tr>
<td>Management and General</td>
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<tr>
<td>Total Supporting Services</td>
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<td>$428,839</td>
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<td><strong>Net Assets, Beginning of Year</strong></td>
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<td>$1,301,025</td>
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DONORS

$100,000+
GENENTECH
HOGAN LOVELLS
WALTON FAMILY FOUNDATION

$50,000 - $99,999
ANONYMOUS
CHAD MCWHINNEY
DAVITA UNIVERSITY
MICHAEL GROSS FAMILY FOUNDATION
RITZ CARLTON BACHELOR GULCH
SUBARU

$25,000 - $49,999
GRADY & LORI DURHAM
HEALTHLINE MEDIA
JOEL & TIFFANY APPEL
JOFFY BASTARD
JON & MINDY GRAY FAMILY FOUNDATION
KIRK MACKENZIE CHARITABLE GIFT FUND
NANCY OAKS
PETE RIVE & NATASHA DVORAK
SCOTT LYNES
TANUM DAVIS & SEAN BOHEN
THE ANSCHUTZ FOUNDATION
THE CHAR AND CHUCK FOWLER FAMILY FOUNDATION
THE MUSK FOUNDATION
THE PRECOURT FOUNDATION
THE TAPPAN FOUNDATION
WACKY WARRIORS

$10,000 - $24,999
ALEXA SHUMAN
ANNENBERG FOUNDATION
CHARLOTTE & CHUCK FOWLER
CHUCK & JINNY LUDDEN
COLIN FRYER
CONNECTICUT CHALLENGE
COREPOWER YOGA
DAVID & IZABEL FLOWERS
DEAR JACK FOUNDATION

EILEEN & LOWELL APTMAN
GEORGE KARL FOUNDATION
HAYMAKERS FOR HOPE, INC.
JEREMY HENRICHON
JIM AND CARMEN SEPIC
KATHLEEN MACKENZIE
LORRI GOLDBERG
MARC & LINDSEY GUTMAN
MELLAM FAMILY FOUNDATION
MICHAEL KANTOR
PRATHER’S MARKET
RK FOUNDATION
SCOTT & MICHELLE BROOKS
SHINE FOUNDATION
TAKEDA PHARMACEUTICALS
THE BEHR TEAM
THE SEABURY FOUNDATION
TIMOTHY WATKINS
TRIFORD FOUNDATION
TROY COX & ADEO ALDAY
TURNER BRAND EXPERIENCE
VAIL RESORTS
YOUNG TEXANS AGAINST CANCER

$5,000 - $9,999
ALICIA & JOHN TLAPEK
BARBARA MCCAFFERTY FAMILY FOUNDATION
BRENT & LISA GOLDSTEIN
CAROLYN GOLTRA
CATHLEEN ROBINSON
CRAWFORD FAMILY FOUNDATION
DAN AND JUDY STONER
DANA FARBER CANCER INSTITUTUE
DR. ALEXANDER ROBB AND DR. JENNA TJOSEM-ROBB
AND THE CROWN FAMILY
ELLE AND MICHAEL LANNING
EMILY STAUFFER
EMMETT FOUNDATION
GARY MUSKETT
GARY ROHR
HARMON FOUNDATION, INC.
HUGH HOWARD HOUSEN (HHH) FOUNDATION
JAMES AND CAROLYN BRETT CHARITABLE FOUNDATION
JIM & CAROLYN BADENHAUSEN
KATE SVITEK MEMORIAL FOUNDATION
KATIE MORGAN
KEVIN & JILL KANE
LATRICE DARRELL
LAURA BEUNING
MAPLE FAMILY FOUNDATION
MARTIN AND PATRICIA BOYLE
DONORS

MARY BRIDGE CHILDREN’S HOSPITAL
MAX & ELAINE APPEL
MICHAEL POTTS
MINDY BOYUM
NORTON CANCER INSTITUTE
OPTIMUM EVENTS
OVERBROOK FAMILY ADVISED FUND OF SERENA ALTSCHUL
RICHARD & MARGOT BADENHAUSEN
ROB AND NANCY SAMIT
ROBERT ALLISON
SAM & PEGGY GROSSMAN FAMILY FOUNDATION
SHINESTY
STANCHINA FAMILY FOUNDATION
THE CHILDREN’S HOSPITAL OF PHILADELPHIA
THE DENVER BEER COMPANY
THE KENNETH KING FOUNDATION
TOM & ANGELA CIVIK
VAIL VALLEY SURGERY CENTER, LLC
WILLIAM NEWTON JR. AND ANNE FRENCH CHARITABLE
LEAD ANNUITY TRUST
YOURCAUSE, LLC TRUSTEE FOR CHEVRON HUMANKIND
MATCHING GIFT PROGRAM

$2,500 - $4,999

AARON GEORGEGLAS
ANNA BARATELLE
ASSOCIATION OF CORPORATE COUNSEL COLORADO
CHAPTER
BERNIE & JENNIFER RIBERDY
BILL & CHERYL JENSEN
BRADY & KRISTEN DOLSEN
BRUCE & MARNI GUTKIN
COMMUNITY FOUNDATION OF NORTHERN COLORADO
CORRINE BAWTHINIMER & JODDE MASON
CRAIG AND LYNN LUBBOCK
DAKINE
DEBORAH & MARK HARRINGTON
DENISE WARD
DONALD & KATHY WOODS
DONNA SULLIVAN
E.H. AND M.E. BOWERMAN ADVISED FUND
EDWARD CARYE
EPPERSON FAMILY FOUNDATION
FORT WORTH AYA ONCOLOGY COALITION
HAL & COURTNEY ROBERTSON
HEATHER & JP MCINERNY
HOWARD POSTAL
JAMES & CRYSTAL DEAN
JANET CALLAHAN
JENNA SEOANE
JENNIFER MILLS
JOEL HEATH
KIP CROSS & JESSICA MARTIN
KRISTIN L. GARDNER FOUNDATION
KRISTOPHER CUMBERMACK
MARTHA WILLIAMS
MATTHEW ERICKSON
MELISSA PUGH
NANCY E. BARTON FOUNDATION
OHSU KNIGHT CANCER INSTITUTE
QUIETKAT
RENEE NOLAND
RISE ABOVE IT
ROB MAHAN FOUNDATION
ROBERT ANDERSON
ROBERTO IBAÑEZ ATKINSON & MARIA PAZ CALVO
SAMMI’S CHEETAH RUN
SECRET AGENTS OF CHANGE
TESARO
THE FOUR SEASONS
TIFFANY GRUNWALD, M.D.
UNITED WE SING
UNIVERSITY OF NORTH CAROLINA CHAPEL HILL
VELOCITY GLOBAL
WELLS FARGO FOUNDATION
WHITEWATER KING OF NEW YORK
WINC.
WOODRUFF FAMILY FOUNDATION

$1,000 - $2,499

808 DISTILLERY LLC
AARON CORSON
ALEX ISAACS
ALLEN LUND COMPANY
ALWAYS KEEP PEDALING (AKP) FOUNDATION
AMANDA MILLS
AMANDA ROBICHAUD
AMY LIN
ANDREW RODRIGUEZ
ANDREW WYKSTRA & DR. KRISTA DURAN
ANDY RULE
ANGELA ROSSI & SCOTT LEACH
ANNA NOLAND
ANNIE BOSS
ANTHONY FUSCO
DONORS

APRIL CAPIL
ASCENT CAPITAL MANAGEMENT
AVA GOLCHIN
BAILEY FAMILY FOUNDATION
BARRY & MARYLYN GOODMAN
BEN & SHIRLEY EISLER
BERNARDO FLASTERSTEIN
BESPOKE EVENT GROUP
BIBLER RESOURCES COMPANY
BILL & SARAH ROSS
BLACK DOG FOUNDATION, INC.
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BRUCE & ELLEN WINSTON
BRUCE AND LINDA PUHLE
CARRIE ACCARDI
CASEY BROWN
CATHY CONTE
CHANDLER REALTY
CHARLES GRAVELY
CHRIS & STEPHANIE SILVERSMITH
CHRISTINA & STUART SMITH
CHRISTINE MCBETH
CHRISTOPHER DAUTHER
CHRISTOPHER MONTROSS
CHRISTY HANSON
CLICKS AND CLIENTS
CLP JEWELRY
CRESTONE CAPITAL ADVISORS
CUBA EDUCATIONAL TRAVEL
DALETTE HABENICHT
DAN KNOWLES
DANIEL KAUFMAN
DAVE & ALLI ANGULO
DAVID CORKERY
DAVID GORDON
DAVID PODEIN
DAVID RUF
DEERHAMMER WHISKEY
DOMINIC DELUCA
DR. KEN AND DR. HOLLY ADNAN
DRTDA/ BIGHORN TOYOTA
DST SYSTEMS INC., MATCHING GIFTS PROGRAM
DUKE UNIVERSITY HEALTH SYSTEM
EDITH GLAZER
EDWARD QUINN
EILY & STACY TOYAMA

ELISA TRIGG
ELIZABETH PITCAIRN
ELLEN HAHN
ERIC FRETZ
ERIKA AND MATT FITZGERALD
FAITH GOLDSTEIN
FIFTY-NINE 22 MLK
FISHPOND USA
FOLSOM SKIS
FREEPORT-MCORAN COPPER & GOLD FOUNDATION
GEE JOHNSON
GEORGE BILLINGS
GINO DILELLO
GOLDIE LIU
GREG ISHII
GRETCHEN FAULKNER
HANS & ALIX BERGLUND
HAP & DARCI POOL
HARRY AND SUSAN FRAMPTON
HELEN HARTMAN
HELENE & ANDREW GLICK
JAMES PATRICK GRIFFITH FOUNDATION
JANET HARVEY
JEFF & LAURI O'BRIEN
JEFFREY BISKUP
JEFFREY HOFFMAN
JEN MORRIS
JENNIFER FOLEY
JEREMY & SANDRA SHEVLIN
JEREMY GOLDSTEIN
JESSICA GUERRERO
JESSICA MENG
JF HODGES & JENNIFER INGRASSIA
JILL CLIFTON
JIM DEAN
JODI MARSH
JOHN & CHRISTY CHASE
JOHN KIRK
JOHN OURISMAN
JOHN STEWARD
JON & CAILTYN BEALL
JON KINNING
JONATHAN WENK
JONI & PAUL GOTTHELF
JOSH MCKINLEY
JULIE AND AARON CARLSON
JUSTIN BALL
JUSTIN BRUNS
KAREN R. CHAKMAKIAN CHARITABLE FUND
KATHERINE MILHAM
KATHY EATON
KATY & CHRIS LLOYD
DONORS

KELLY & JAMIE MALIN
KELLY HOFFMAN
KENDALL BAYNE FOUNDATION
KENT AND VICTORIA LOGAN
KEVIN & ELIZABETH KEATING
KEVIN ZIMMERMAN
KYM SINCLAIR
LAND O'LAKE
LARRY PRATHER
LARRY SMITH
LAUREN BORJON
LAWRENCE AND KIMBERLY WEINBERG FUND
LEONID YUFFA & CAMI COOPER-YUFFA
LIQUID LAB NYC
MARC KLEES
MARCIA DONZIGER
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MARK GOODREMONT
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MATTHEW COONEY
MATTISON FAMILY CHARITABLE FUND
MELISSA CHEN
MELISSA LAWRENCE
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