

2017

FIRST DESCENTS

ANNUAL REPORT



MISSION



FIRST DESCENTS PROVIDES LIFE-
CHANGING OUTDOOR ADVENTURES
FOR YOUNG ADULTS (AGES 18-39)
IMPACTED BY CANCER.



FOUNDER'S LETTER

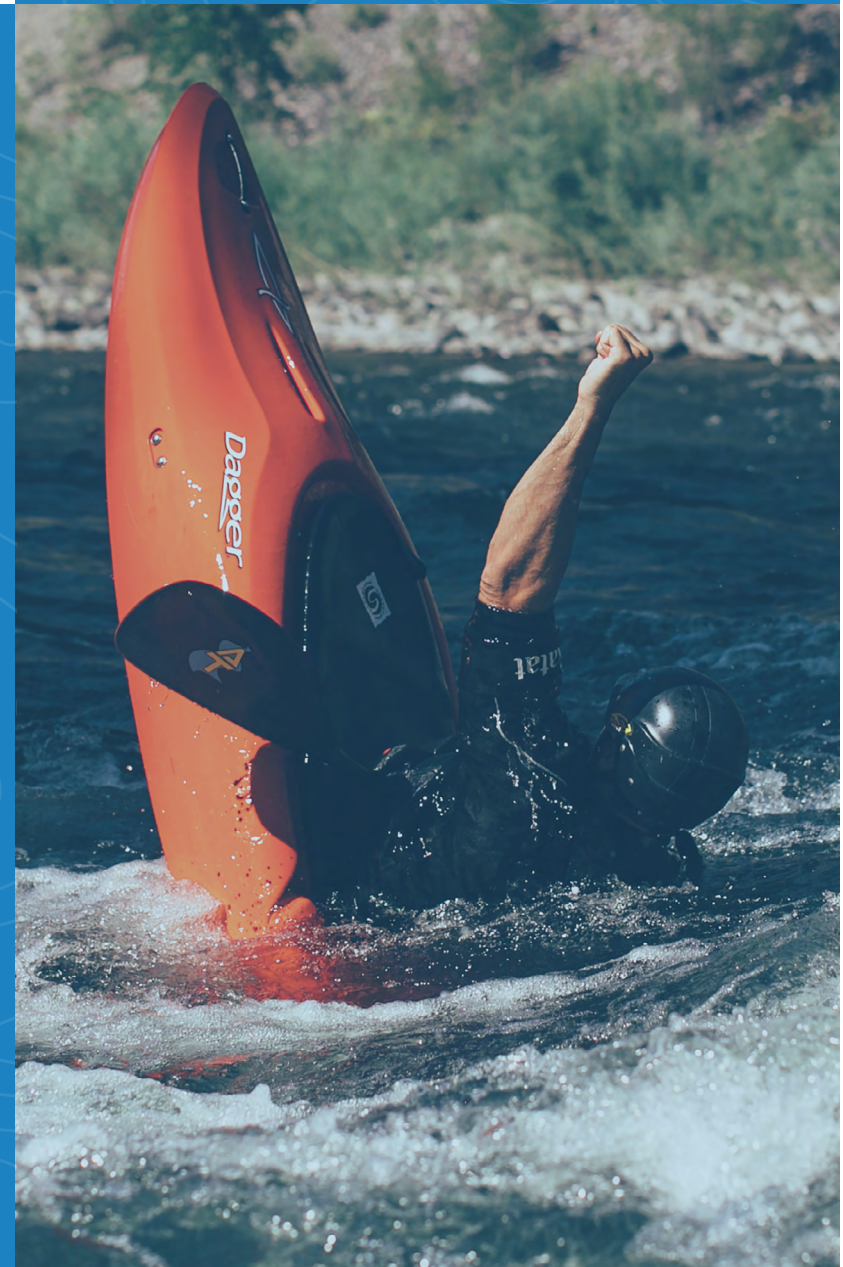
I've said this before, but it's worth noting again — if you've ever gone farther than you thought you could, climbed higher than you figured was possible, run a rapid or caught a wave or finished a race that beckoned you beyond your limits, then you know. You understand adventure's capacity to empower us, and make us more whole.

In 2017, the power of First Descents continued to ripple its way through communities across the country. FD Tribes 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 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."**



EXECUTIVE DIRECTOR'S LETTER

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."**

THE

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.

FORGOTTEN

DEMOGRAPHIC

70,000

ADOLESCENTS & YOUNG ADULTS ARE DIAGNOSED
ANNUALLY



WHY YOUNG ADULTS

*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

640,000

YOUNG ADULTS IN THE U.S. ARE
LIVING WITH CANCER

2017

AT A GLANCE



UNIQUE
EXPERIENCES
PROVIDED

1,049

OUTDOOR
ADVENTURE
PROGRAMS

103

RAISED

\$3.66M

6,994

PROGRAM
DAYS

2017 ACKNOWLEDGEMENTS



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



STRATEGIC ROADMAP

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.

PROGRAMS

TOTAL PROGRAM DAYS

2017 6,994 ↑

2016 6,489

EXPERIENCES PROVIDED

2017 1,049 ↑

2016 1,003

TOTAL PROGRAMS

2017 103 ↑

2016 91

2017 VOLUNTEERS

273

VOLUNTEERS

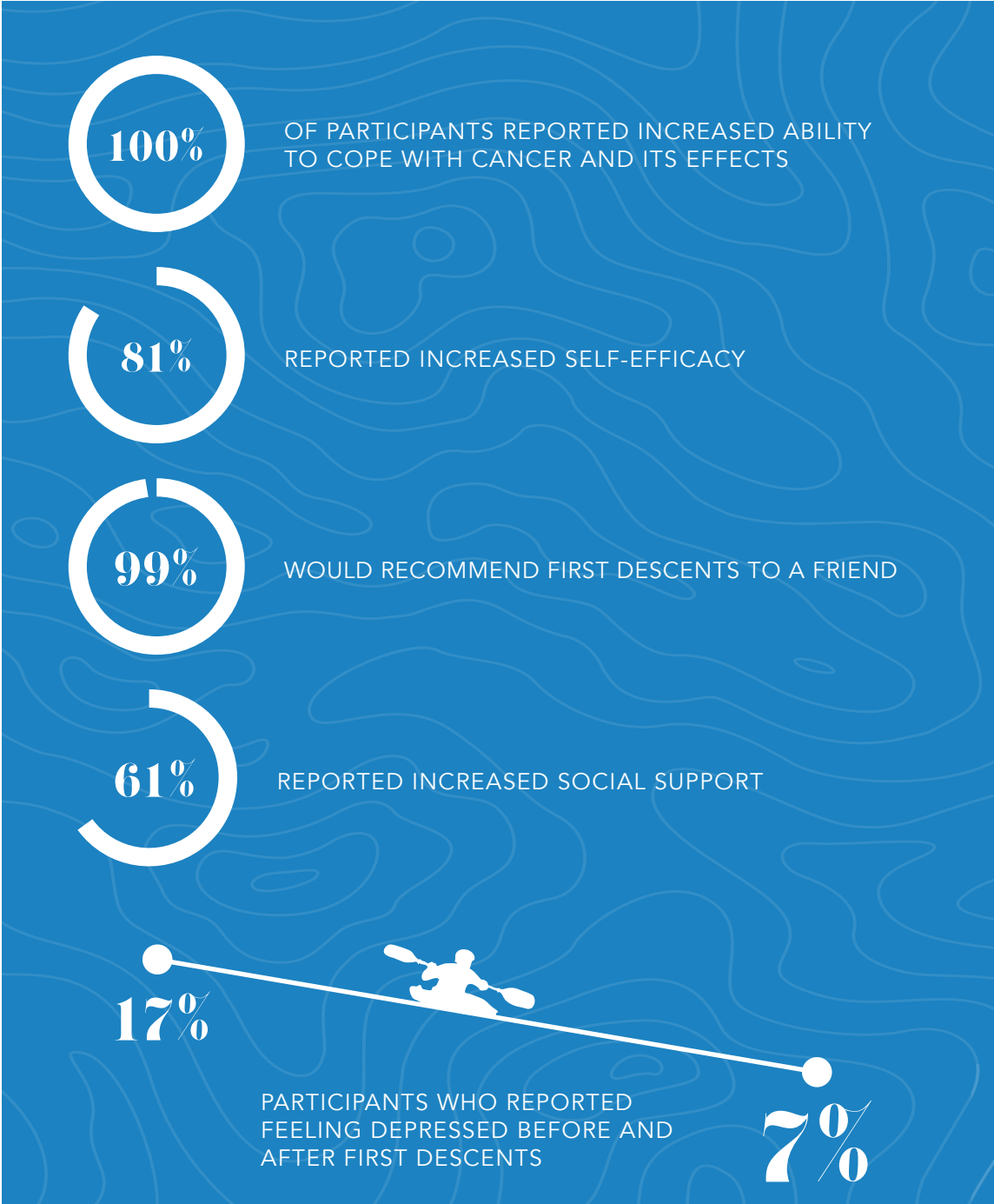
13,730

VOLUNTEER HOURS



First Descents is committed to ongoing impact evaluation. Research studies demonstrate improved psychosocial health outcomes and continued participant satisfaction.

IMPACT



NUTRITION

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.

AT A GLANCE



PARTICIPANT MEALS
PROVIDED

20,982

PROGRAM CHEFS

26

RIPE AVOCADOS
CONSUMED

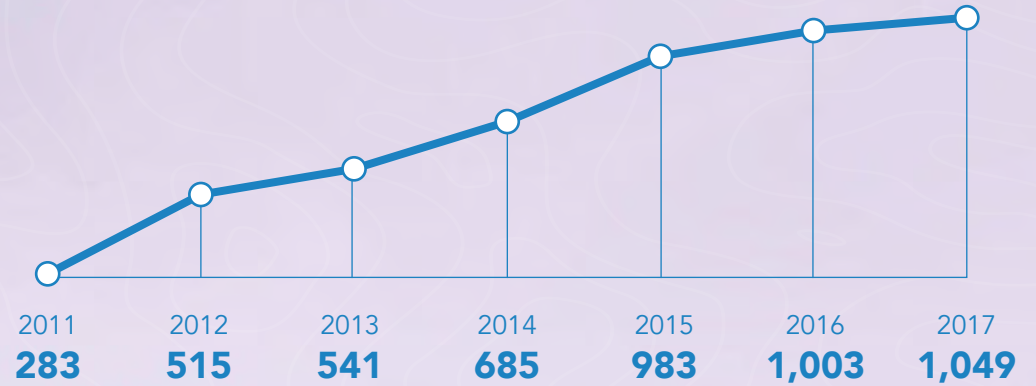
1,600



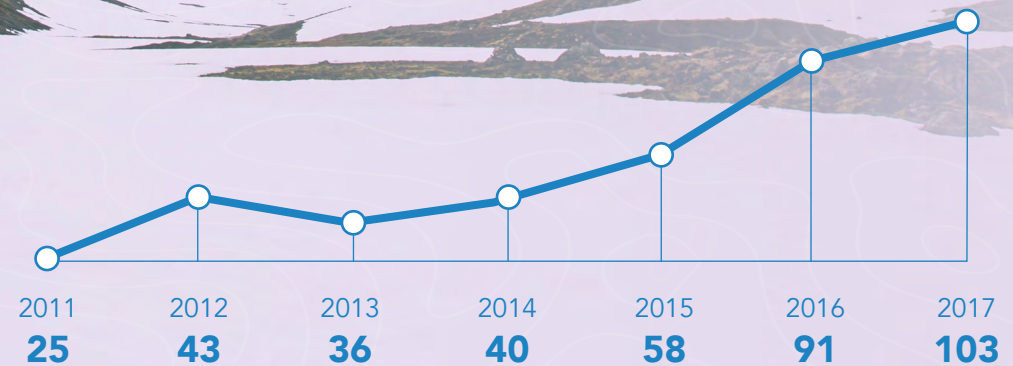
OUR GROWING IMPACT



EXPERIENCES PROVIDED



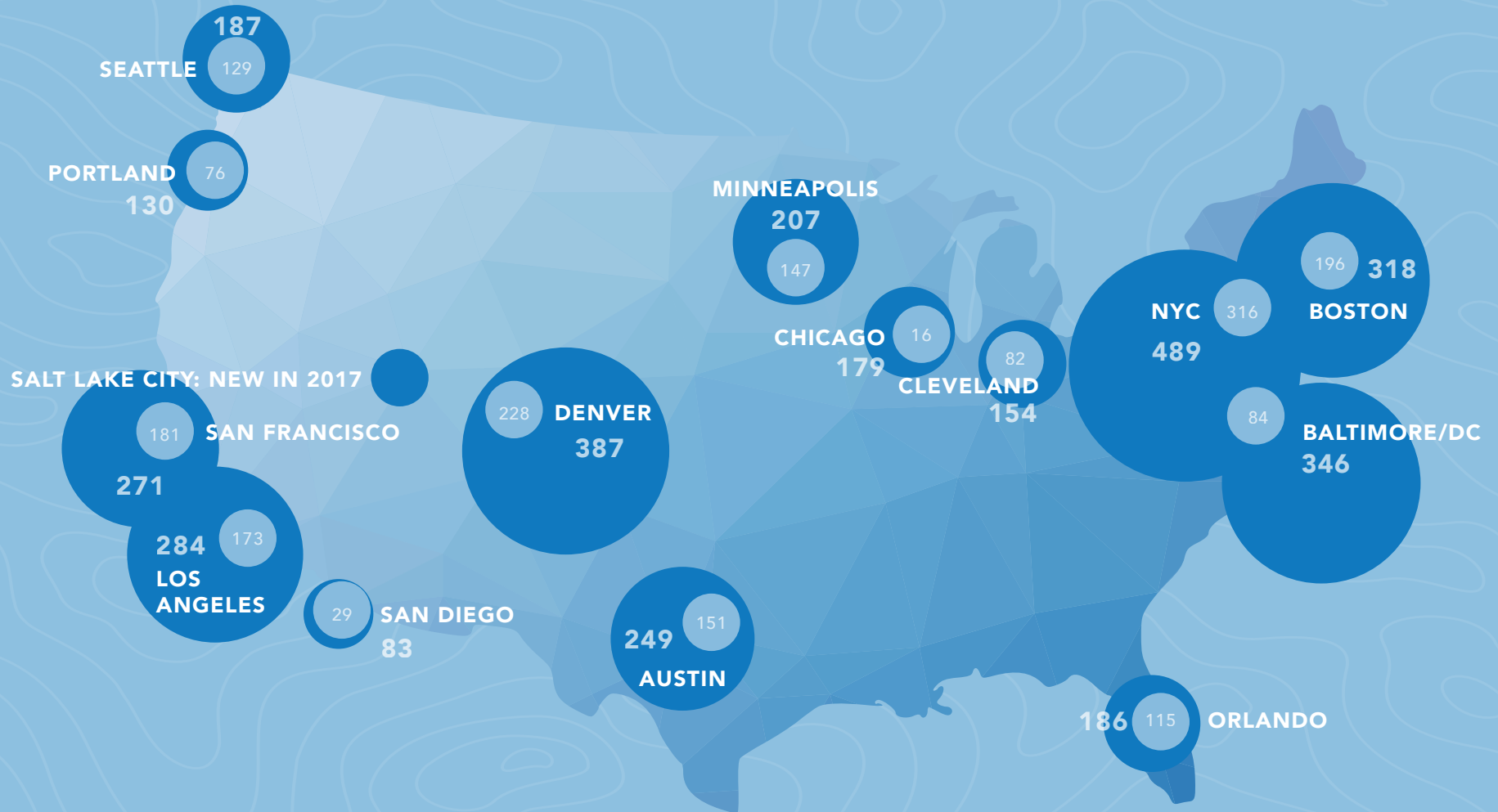
PROGRAMS ADMINISTERED



FIRST DESCENTS TRIBUTARIES

MEET. CONNECT. ADVENTURE.

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



TRIBS: OUR COMMUNITY

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



OUT LIVING IT PROJECT

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.**

\$580,580.63

RAISED

4,112

SUPPORTERS

311

PROJECTS

LEARN MORE



EVENTS

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 80S 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 "Money Penny" 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



FINANCIALS



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

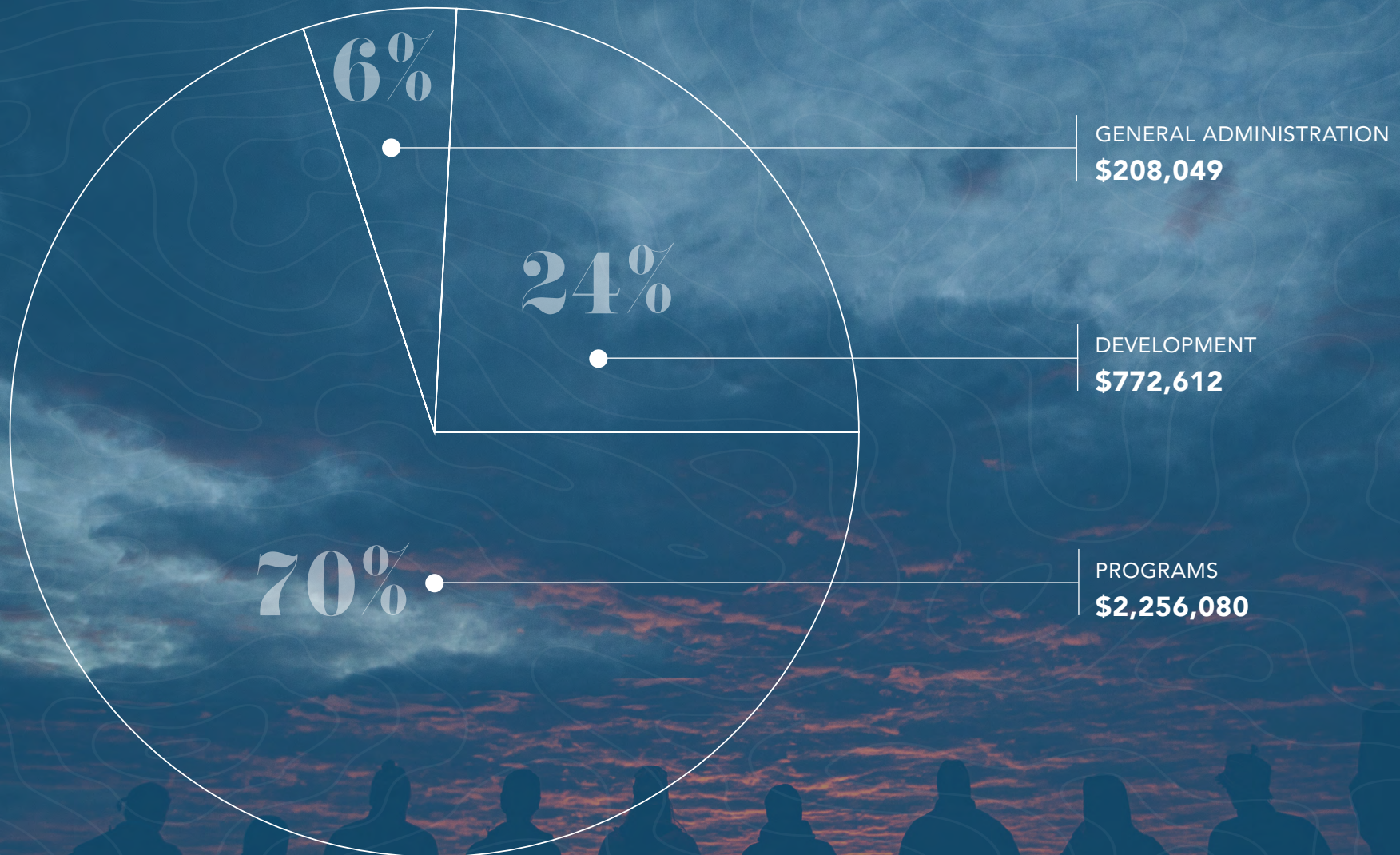
PROGRAM SERVICES REVENUE
\$180,010

OTHER
(\$2,107)

EXPENSES



70% OF 2017 EXPENSES WERE ALLOCATED TO PROGRAMS, PROVIDING 1,049 UNIQUE ADVENTURE EXPERIENCES.



STATEMENT OF FINANCIAL POSITION



ASSETS

Cash and Cash Equivalents	\$1,266,911
Contributions and Grants Receivable, net	\$738,066
Prepaid Expenses	\$139,559
Other Assets	\$8,919
Furniture and Equipment, net	\$39,179

Total Assets **\$2,192,635**

LIABILITIES AND NET ASSETS

Accounts Payable and Accrued Liabilities	\$53,643
Deferred Revenue	\$755

Total Liabilities **\$54,398**

NET ASSETS

Unrestricted	\$837,212
Temporarily Restricted	\$1,301,025

Total Net Assets **\$2,138,237**

TOTAL LIABILITIES AND NET ASSETS **\$2,192,635**

STATEMENT OF ACTIVITIES



	Unrestricted	Temporarily Unrestricted	2017 Total
Revenue + Support			
Grants and Contributions	\$687,894	\$1,395,275	\$2,083,169
OLI Project Income, net	\$580,580		\$580,580
Special Events, net	\$542,046		\$542,046
Program Services Revenue	\$180,010		\$180,010
In-kind Contributions	\$281,882		\$281,882
Other	\$(2,106)		\$(2,106)
Net Assets Released from Restrictions - Satisfaction of time and program restrictions	\$1,099,214	\$(1,099,214)	\$ -
Total Revenue + Support	\$3,369,521	\$296,060	\$3,665,582
Expenses:			
Program Services - Adventure Programs	\$2,256,080	\$ -	\$2,256,080
	\$2,256,080	\$ -	\$2,256,080
Supporting Services - Management and General	\$208,049	\$ -	\$208,049
Fundraising	\$772,612	\$ -	\$772,612
Total Supporting Services	\$980,662	\$ -	\$980,662
Total Expenses	\$3,236,742	\$ -	\$3,236,742
Change in Net Assets	\$132,778	\$296,060	\$428,839
Net Assets, Beginning of Year	\$704,433	\$1,004,964	\$1,709,398
Net Assets, End of Year	\$837,212	\$1,301,025	\$2,138,237

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
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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 TJOSSEM-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

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MAX & ELAINE APPEL
MICHAEL POTTS
MINDY BOYUM
NORTON CANCER INSTITUTE
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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

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ANNA BARATELLE
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BERNIE & JENNIFER RIBERDY
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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
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DONORS

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GEE JOHNSON
GEORGE BILLINGS
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NEIL & MARCY COHEN
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ROBERT BURMAN

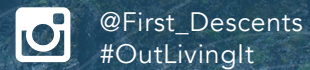
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WHITNEY EVANS FUSTON
WILLIAM KYLE
WILLIE KERN
WILSON DOW GROUP
WYATT LUENENBORG



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