

F I R S T D E S C E N T S

# CORPORATE PARTNERSHIPS



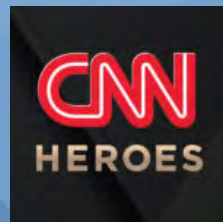


**FIRST DESCENTS  
PROVIDES  
LIFE-CHANGING  
OUTDOOR ADVENTURES  
FOR YOUNG  
ADULTS (AGES 18-39)  
IMPACTED  
BY CANCER AND OTHER  
SERIOUS HEALTH  
CONDITIONS**



# ACKNOWLEDGMENTS

**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 AND OTHER SERIOUS HEALTH CONDITIONS.**



# ACKNOWLEDGMENTS



## PROBLEMS

Cancer is the leading disease-related cause of death in adolescents and young adults (AYAs).

MS is the most common neuroinflammatory disease affecting young adults.

Cancer, MS, and all serious health conditions present unique challenges and obstacles to young adults.

## OBSTACLES

80,000 adolescents & young adults are diagnosed with cancer each year

Minimal peer support

Rare and aggressive tumor biology

Lack of participation in clinical trials

Disrupts normative milestones of adulthood

Higher rate of depression and psychosocial distress in young adults impacted by MS and cancer

## FD PROGRAM OUTCOMES

# 100%

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

# 81%

REPORTED INCREASED SELF-EFFICACY

# 99%

OF PARTICIPANTS WANT TO STAY INVOLVED

# 17% ↓ TO 7%

PARTICIPANTS WHO REPORTED FEELING DEPRESSED BEFORE AND AFTER FIRST DESCENTS

# WHY IT WORKS?



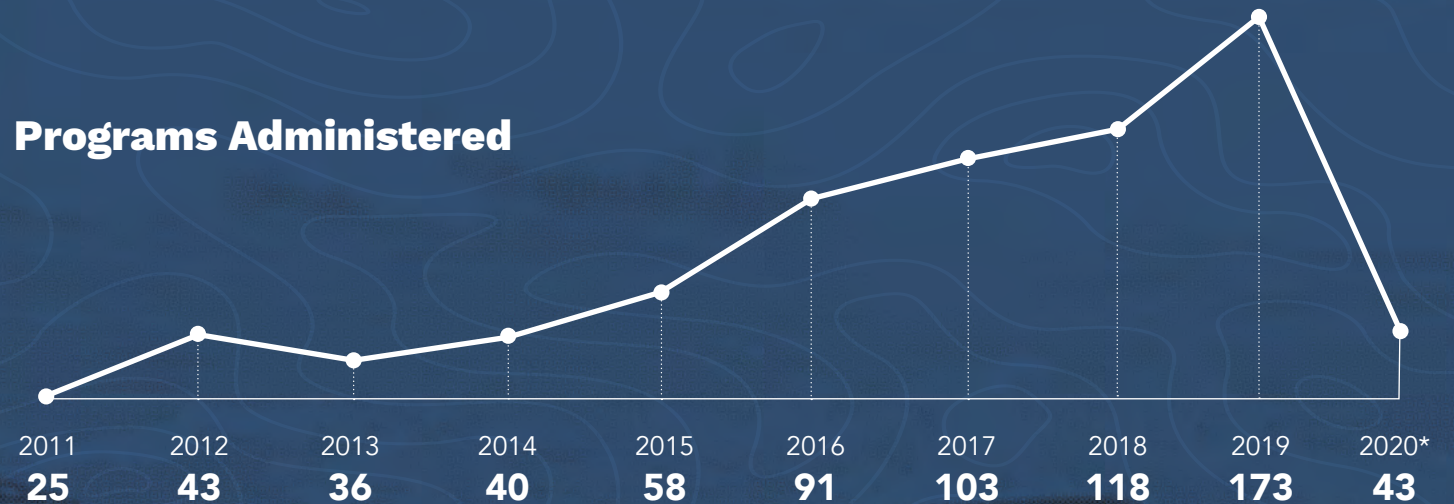


# OUR GROWING IMPACT

## Experiences Provided



## Programs Administered



\*As a result of COVID-19, First Descents suspended 85% of in-person oncology and multiple sclerosis programming. Originally, First Descents planned to provide 2,000 outdoor experiences across 220 programs nationwide. 2020 numbers also represent 178 healthcare workers served across 13 Hero Recharge programs.



# WHO WE SERVE



## YOUNG ADULTS LIVING WITH AND SURVIVING CANCER

Founded in 2001, First Descents' mission was to serve young adults impacted by cancer. Since that first whitewater kayaking program, we've provided outdoor adventures to thousands of oncology participants.

## YOUNG ADULTS LIVING WITH MULTIPLE SCLEROSIS

In 2018, First Descents piloted our first program for young adults impacted by MS. After FD Founder Brad Ludden was recognized in 2016 as a Top 10 CNN Hero, we realized that adventure could be transformative for young adults impacted by other serious health conditions. Since 2018, we've continued to scale our programs for those living with MS year after year.

## HEALTHCARE WORKERS

In partnership with the Dunkin Joy in Childhood Foundation, First Descents launched HERO RECHARGE - outdoor adventure programs for frontline healthcare workers in 2020. Initially focused on healthcare workers fighting on the COVID-19 frontlines, First Descents plans to scale our healthcare worker programming to those serving oncology and MS populations.



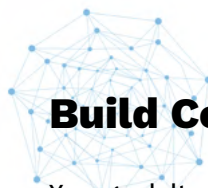
# WHO WE SERVE





## Expand Programs

With more than 640,000 young adult cancer survivors living in the U.S., First Descents (FD) will expand programs to improve survivorship and quality of life. Further, FD will explore and develop programs for young adults coping with other health conditions.



## Build Community

Young adults coping with health conditions often experience feelings of isolation and alienation. FD will strengthen local adventure communities and nurture supportive peer relationships that provide ongoing healing.



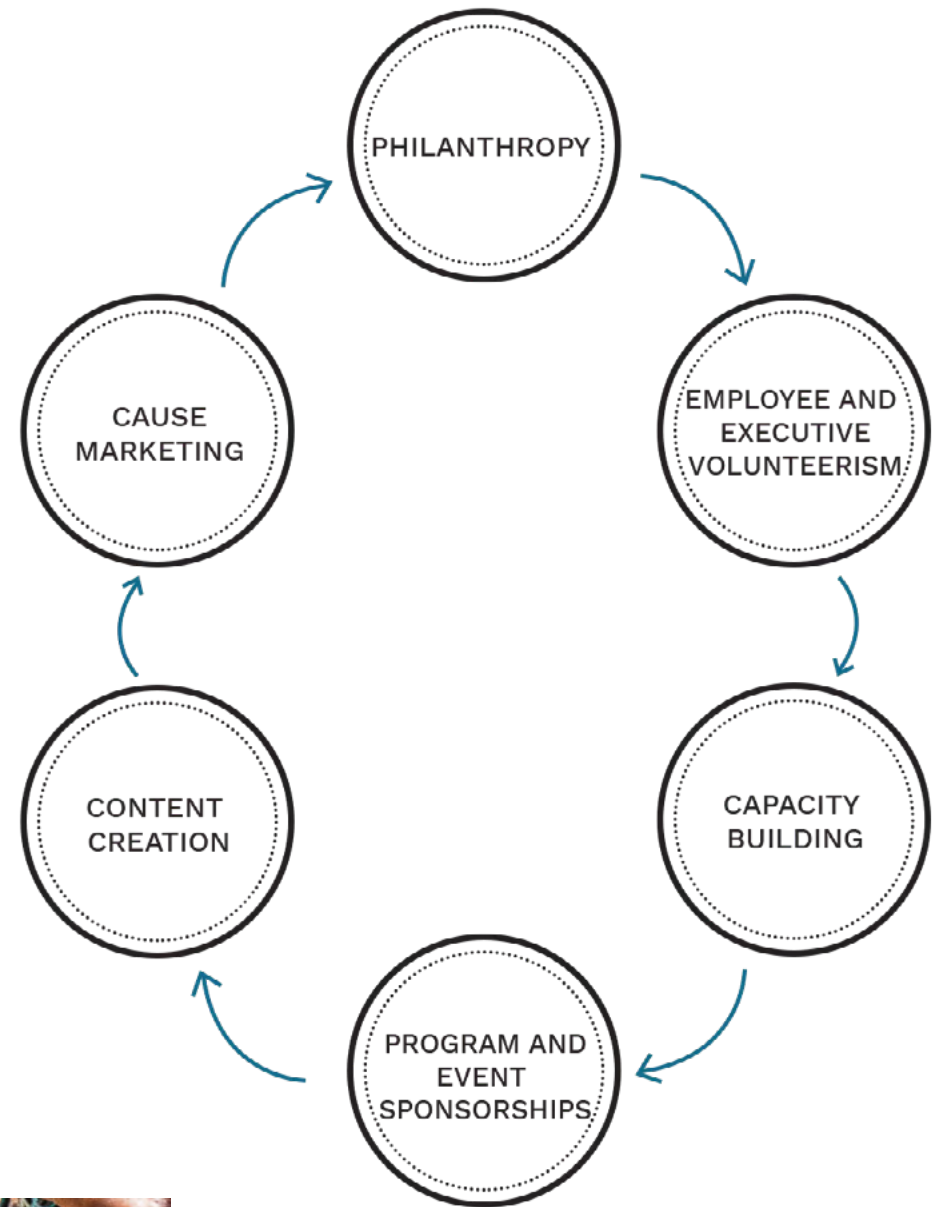
## Prescribe Adventure

Hospitals lack age-appropriate psychosocial survivorship programs for young adults. FD will build upon its network of healthcare professionals to reach more young adults earlier in the treatment process.





First Descents builds partnerships with companies seeking meaningful corporate social responsibility activation.



PARTNERSHIP MODEL



With over 10,000 participants served, there are endless opportunities to create stories together about the healing power of adventure, community, and resilience in the face of a cancer or MS diagnosis.

Engage in joint brand storytelling opportunities and content creation for use in marketing and community engagement.

Examples Include:

- Out Living It Blog Features
- Internal Communications Content
- Visual Asset Creation (films, narrative documentaries, photos, etc.)
- Cause Marketing Materials

## Out Living It Blog

These are the stories from our team, supporters, and members of the FD community that teach us every day what it means to Out Live It.





First Descents specializes in cause marketing efforts with national brands. Join us and take your corporate social responsibility to the next level by building cause marketing campaigns that extend the healing power of adventure to more young adults impacted by cancer and MS. Examples include:

- Digital campaigns and point-of-sale activations highlighted across First Descents' communications channels and in our 40,000+ newsletter
- A co-branded consumer packaged good promoted on your company website and our online store with proceeds benefitting First Descents
- A percentage or portion of proceeds from an existing product line promoted across your company and First Descents' communication channels in support of First Descents' programming



**stio**<sup>®</sup>

  
**fishpond**<sup>®</sup>

**SMITH**

**YETI**<sup>®</sup>



**CAUSE MARKETING**



For over 20 years, First Descents has built large-scale events that help us expand programs, build community, and Prescribe Adventure to more participants. Activate your brand and engage employees at First Descents feature events:

- **The First Descents Ball**  
October 23, 2021  
April 2, 2022

Our annual 400 person gala in Beaver Creek, Colorado that raises nearly \$1 million for First Descents each year.

- **Out Living It Festival**  
July 7-10, 2022

A multi-day, multi-sport festival that will convene 500 people for live music, outdoor activities, community meals, and so much more as we celebrate the healing power of adventure and community.







Become an Omaze Ambassador or Partner and help raise leadership funds for First Descents!

[Omaze](#) designs next-level experiences and prize opportunities that raise funds and awareness for charities. Their all-pro staff work directly with your team to coordinate content and social media outreach, creating tremendous impact with a proven, turn-key approach.

First Descents has a storied partnership with Omaze with more than \$1,000,000 raised since 2019.





# CNN HEROES

First Descents is a leader in outdoor adventure programming and healthcare innovation.

Invite First Descents Founder and CNN Hero Awardee Brad Ludden to speak 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







**STOKE**  
BROKER

Stoke Broker and First Descents create life-defining outdoor adventures that ignite impact.

As one of the world's first cause-corporations, Stoke Broker offers custom-curated adventure experiences for individuals, companies, and nonprofit organizations. All profits benefit First Descents and help fuel program expansion for young adults impacted by cancer and other serious health conditions.

Plan your next corporate retreat with Stoke Broker to include First Descents in your CSR objectives.







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