



F I R S T   D E S C E N T S

# TALENT ACTIVATION



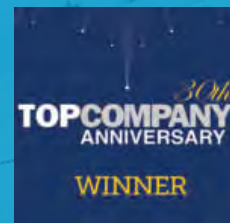
**FIRST DESCENTS  
PROVIDES  
LIFE-CHANGING  
OUTDOOR ADVENTURES  
FOR YOUNG  
ADULTS (AGES 18-39)  
IMPACTED  
BY CANCER AND OTHER  
SERIOUS HEALTH  
CONDITIONS**

# MISSION



# 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



\*In 2020, FD originally planned to deliver 220 programs and ~2,000 unique experiences. As a result of the pandemic, FD suspended 72% of programming for that year. The 62 programs that were implemented include Hero Recharge and online programs, developed in direct response to the pandemic.



# 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 who have since built and maintained a thriving community of adventure and peer support.

## 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. Now, we have the research and experience to prove it. Since 2018, we've continued to develop our programs for those living with MS year after year.

## CAREGIVERS

In an effort to better serve young adults, First Descents continues to expand programs to new communities. We know that serious health conditions impact family members and supporters, though these caregivers are often left without resources and community. Since 2013, we've offered programs to oncology caregivers. As we continue to expand our MS programs, we plan to provide outdoor adventures to MS caregivers as well.

## 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 who serve oncology and MS patients.



# WHO WE SERVE

Philanthropic impact on **YOUR** terms!

We recognize that everyone has their own unique story with illness and their own relationship with adventure and wild places.

Whether an actor, artist, athlete, or musician, we meet you where you're at and provide custom-curated opportunities to support our mission.







Become an Omaze Ambassador 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.





We welcome celebrity participation at our marquis events including the First Descents Ball and 80's Ski Party. We seek musical talent and entertainment to perform at both events and celebrity guests to compliment our alumni speakers.

- **The First Descents Ball**  
March 25, 2023

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

- **First Descents 80's Ski Party**  
Denver | October 15, 2022  
San Francisco | September 30, 2022

First Descents' annual 80's Ski Party is one of the raddest, most excellent parties of the year. So rad that we are bringing the party to both Denver and San Francisco.

[LEARN MORE](#)





# PROGRAM EXPERIENCE

Join us for one of our signature adventure programs ranging from whitewater kayaking, to rock climbing, to surfing. Talent can join as volunteers or drop-in to programs as special guests.

Each program welcomes 15 participants from one of our patient populations (cancer, MS, or healthcare worker).

[LEARN MORE](#)



# PROGRAM EXPERIENCE



Help spread the healing power of adventure by sharing our video and social content. First Descents will work with your social media teams to draft posts and provide images.

This is an easy way to raise awareness about our work, and reach more healthcare workers and young adults impacted by cancer and other serious health conditions.

Y O U T U B E

F D B L O G



## 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.





**STOKE**  
BROKER

Let Stoke Broker plan your next adventure travel experience!

One of the world's first cause-corporations, Stoke Broker is a wholly owned subsidiary of First Descents specializing in custom-curated outdoor adventures. Company profits advance the mission of First Descents.

Whether an iconic river trip, steep heli-ski runs, or exotic surf breaks, Stoke Broker blends peak adventure with luxury to create truly life-defining experiences.



**STOKE BROKER**





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