



# CORPORATE PARTNERSHIPS



# OUR **MISSION**

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





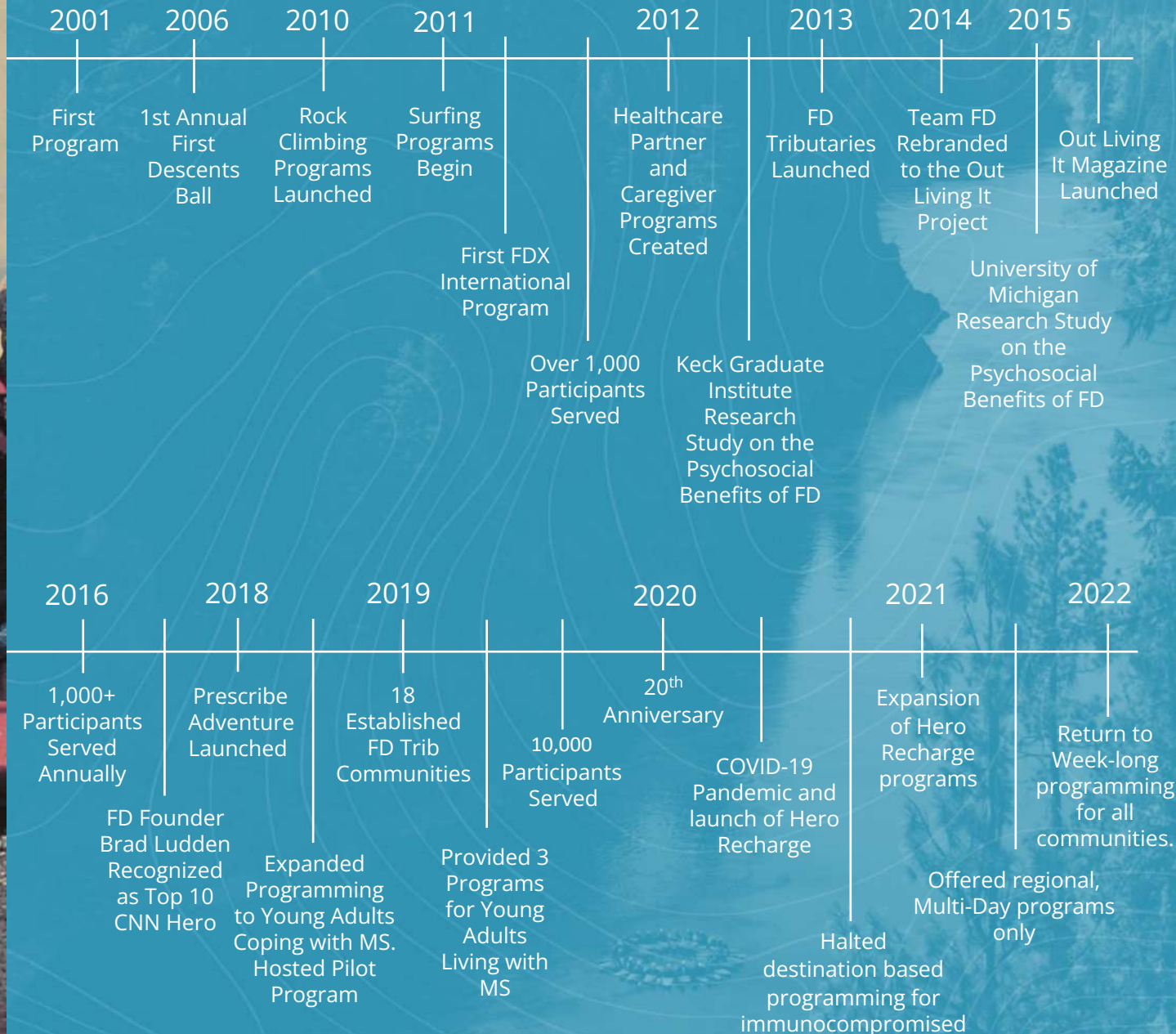
# FIRST DESCENTS' PROGRAMS EMPOWER PARTICIPANTS

to **CLIMB**, **PADDLE**, and **SURF** beyond their diagnosis,  
reclaim their lives, and connect with others doing the same.





# 22 YEARS OUT LIVING IT





A photograph of three people rock climbing a large, craggy rock face under a cloudy sky. One climber is near the top, another is in the middle, and a third is lower down. Ropes and gear are visible.

# 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.



# WHY IT WORKS

## PROBLEMS

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

Multiple Sclerosis is the most common neuroinflammatory disease affecting young adults.

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

## OBSTACLES

- ❌ 90K+ young adults are diagnosed with Multiple Sclerosis and 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%

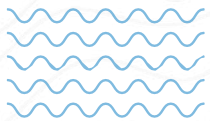
PARTICIPANTS WHO REPORTED FEELING DEPRESSED BEFORE AND AFTER FIRST DESCENTS







# PROGRAMMATIC OFFERINGS



## Core Programs

Core Programs are available to young adults impacted by cancer and multiple sclerosis, caregivers, and healthcare workers.



## Community Adventures

Community Adventures are adventure experiences created and facilitated by FD alumni and members of the FD community who wish to continue to adventure on with their new peers.



## Prescribe Adventure

FD partners with healthcare professionals to improve the emotional and physical health of young adult patients. Whether partners refer patients to our programs, sponsor a program and/or partner in other ways with FD, we are committed to address the unique needs of the young adult community.



# HOW TO GET INVOLVED





# PARTNERSHIP MODEL

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





# CONTENT COLLABORATION

HOW TO GET INVOLVED

It's no surprise that digital content is one of the most effective ways to reach, engage and further establish a connection with a targeted audience. At First Descents, we are committed to creating and delivering content that supports young adults impacted by cancer and MS while promoting the Out Living It lifestyle.

With more than 90K young adults being diagnosed with Cancer and MS each year, there is a need and endless opportunities to deliver powerful stories centered around the healing power of adventure, community, and resilience in the face of a diagnosis.

## **Get Involved :: Collaborate & Co-Create Content**

- Sponsor FD's content series
- Collaborate on digital shorts
- Incorporate brand into content

**100  
MINUTES  
PER DAY**

the amount of time the average adult  
will spend watching videos online



**92%  
WORLDWIDE  
REACH**

audience for online videos



# CONTENT: MINDFULNESS

HOW TO GET INVOLVED

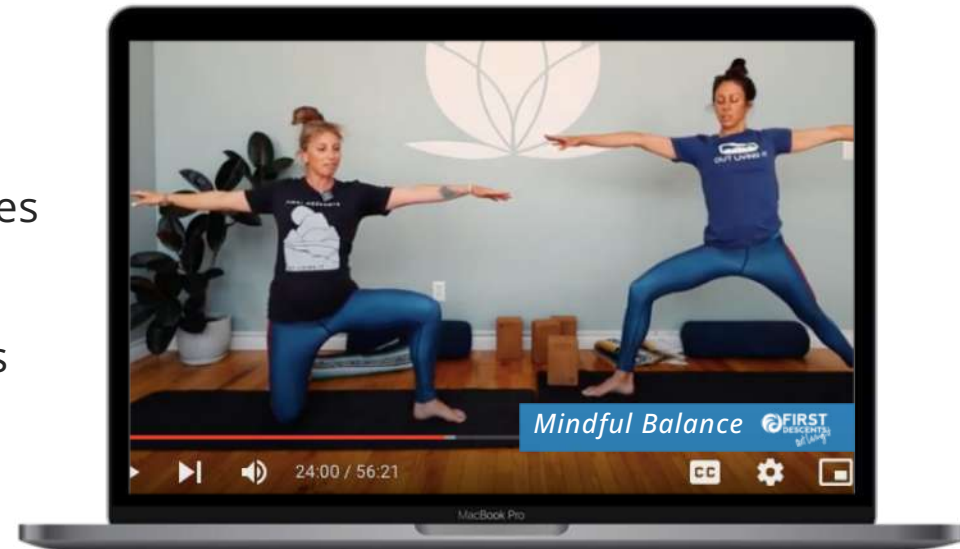
First Descents believes in the importance of self-care, healing and mindfulness and have created content that introduces and promotes yoga, meditation, and mindfulness to young adults impacted by cancer and MS, as well as frontline healthcare workers and caregivers.

## ***Mindfulness series***

- A series of mindfulness practices (Movement, Meditation, Moments) designed specifically to address the needs of the FD community.

## ***Mindfulness Mondays series***

- Monthly livestream community mindfulness with FD's Mindfulness Lead, Tara O'Donoghue featuring special guests sharing their stories and practices





# CONTENT: NUTRITION

HOW TO GET INVOLVED

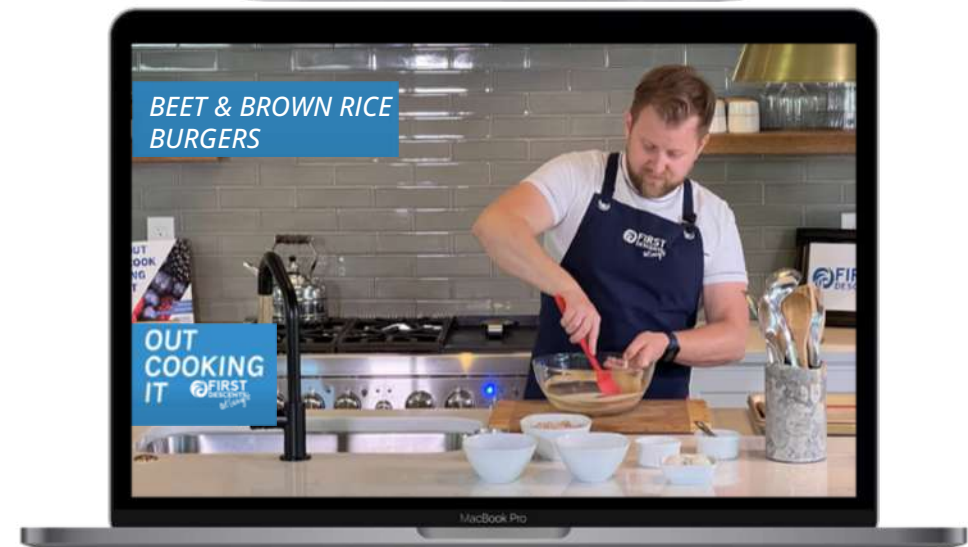
First Descents believes in the healing properties of healthy food and is committed to providing nutritional education. We partner with health-supportive chefs who are not only eager to share their love of cooking and nutrition but also excited to share the step-by-step process with viewers to make at home.

## First Descents Kitchen LIVE series

- Live streaming series hosted by FD's Lead Chef, Mia Lewis and featuring special guests to educate and entertain viewers all while preparing a meal together.

## Out Cooking It series

- Recorded series of 3-4 minute cooking episodes featuring FD chefs preparing a recipe from the Out Cooking It cookbook.





# CONTENT: ADVENTURE

HOW TO GET INVOLVED

First Descents' "Adventure" content features thrilling video that invites the audience in to experience adventure through the eyes and stories of others while motivating, educating and preparing them to seek out their own adventures in the spirit of Out Living It.

## ***How To Adventure series***

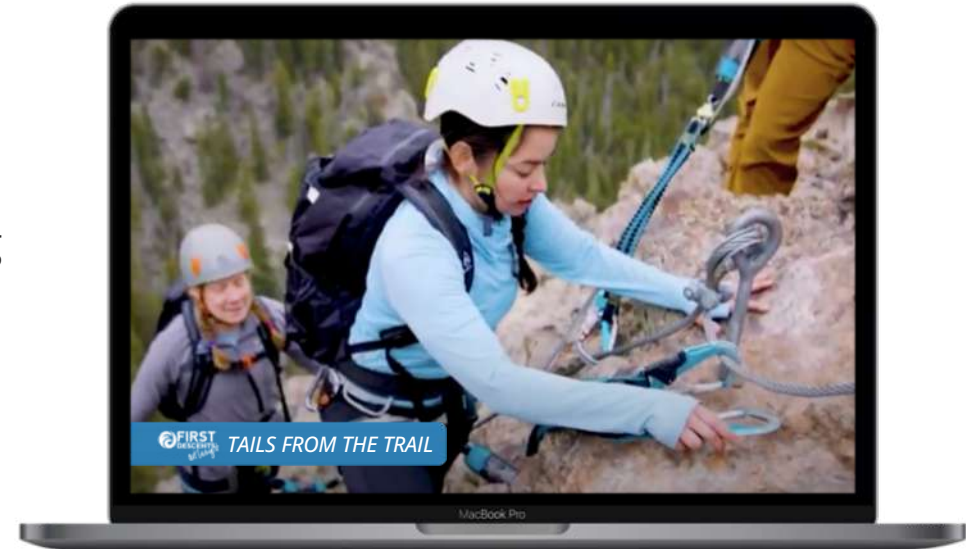
- Hacks, tips & tricks for outdoor adventuring (ex. pack for a day hike, tune your bike, photography)

## ***Tales from the Trails series***

- Digital shorts highlighting adventures and stories of those Out Living It

## ***Out Living It LIVE w/First Descents***

- Live streaming interviews, stories and Q&A sessions with outdoor influencers





# CAUSE MARKETING

HOW TO GET INVOLVED

First Descents specializes in cause marketing efforts with national brands. Join us and take your corporate social responsibility to the next level by building a cause marketing campaign that extends the Healing Power of Adventure to more young adults impacted by cancer and MS.

- Digital campaigns and point-of-sale activations highlighted across First Descents' communications channels to 50K+
- Co-branded merchandise promoted on your company website and our online store with proceeds benefitting First Descents
- Percentage of proceeds from an existing product line promoted across your company and First Descents' communication channels in support of First Descents' programming
- And many other collaborations...





# FIRST DESCENTS' EVENTS

HOW TO GET INVOLVED

## **5<sup>th</sup> Annual First Descents Silverton Shred**

February 7 & 8, 2023

Colorado's most influential leaders, philanthropists, and entrepreneurs converge on Silverton, CO for two days of the ultimate mountain experience. Two days of private guided skiing & heli-skiing, topped off with live music, live auction and more. All proceeds advance the mission of First Descents



## **Aspen Powder Turns & Après**

March 6 & 7, 2023

An intimate evening with First Descents and thrilling day cat skiing the backside of Aspen Mountain with two-time world champion professional skier, Chris Davenport. This curated event is designed to bring awareness while raising funds that will fuel the FD mission.



## **16<sup>th</sup> Annual First Descents Ball**

March 24 & 25, 2023

Our annual 350 person gala in Beaver Creek, Colorado is attended by some of the most influential business leaders, entrepreneurs and philanthropists from around the world and raises \$1M+ for First Descents each year.





# OUT LIVING IT PROJECT (OLIP)

**\$5.7 MILLION**

RAISED

**25,013**

SUPPORTERS

**8,193**

PROJECTS

The Out Living It Project (OLIP) is First Descents' grassroots fundraising platform that combines adventure, creativity and philanthropy. Launch your own unique fundraiser or join a team event to raise funds and awareness for First Descents.

Over 20% of our funding comes from people stepping up and supporting First Descents through the Out Living It Project! All funds raised through directly support FD's mission of providing outdoor adventures for young adults impacted by cancer and other serious health conditions.



HOW TO GET INVOLVED



# PRESCRIBE ADVENTURE

HOW TO GET INVOLVED

## 1,200+

HEALTHCARE PROFESSIONALS ENGAGED  
THROUGH PRESCRIBE ADVENTURE

## 525+

MEDICAL CENTERS AND HEALTHCARE  
ORGANIZATIONS REFERRING PATIENTS

First Descents partners with medical centers to extend our free adventure programs to more young adults in need of psychosocial support. Research shows that our Programs improve quality of life and survivorship, and we're reaching more young adults through our growing network of healthcare professionals than ever before.

Prescribe Adventure is our ongoing initiative to engage healthcare professionals to empower their patients by referring them to experience community connection and life-changing adventure with FD.

Below are just a few of the incredible medical centers with whom we partner:





# CORPORATE PROGRAMS

HOW TO GET INVOLVED



**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 and include First Descents in your CSR objectives.









---

## CHRIS DOLAN

Marketing & Communications Director  
chris.dolan@firstdescents.org  
303.548.2695

[www.firstdescents.org](http://www.firstdescents.org)

 @FirstDescents1

 @FirstDescents

 @FirstDescents

 @First\_Descents  
#OutLivingIt