Dear Friends,

2019 was a banner year for the Send It Foundation, and we are deeply grateful for the continued support of this community who believe in the Send It mission. While this report is primarily dedicated to sharing the work and impact Send It achieved in 2019, we must also acknowledge the challenges we face in our country today through the global pandemic. This year has challenged the way we operate, connect, and engage with one another. Now more than ever, as a vulnerable population to Covid-19, the young adult cancer survivors we serve need our support.

While 2020 has thrown us all off course, 2019 was an exceptional year for the Send It Foundation and provided the stability to not only withstand these turbulent times, but enabled us to re-focus and pivot towards new ways of fulfilling the Send It mission.

What remains profoundly evident, is that the outdoors provides a powerful venue for deep human connection, healing, and awe-inspiring moments. Together, we are extremely proud of what the Send It Foundation has become and how Jamie’s legacy continues to inspire and impact so many people every day.

The ‘Send It’ ethos reaches far beyond the participants we serve and touches every member of our team, our partners and volunteers, and donors. We are deeply grateful for this growing community - the incredible people who trust us to lead them on adventures, the partnerships we have forged, our supporters who make this all possible, and for the continuous reminder that this life is so precious and to always SEND IT!

With love,

Katie Schou & Caroline Schou
Executive Director & Program Director
ONE DAY THERE WILL BE A CURE FOR CANCER.
UNTIL THERE IS, WE FIGHT.

Doctors & scientists fight with treatments & tests, therapies & surgeries.

We fight cancer with things hospitals & labs can’t provide.

We fight by going outside.

We fight with bikes and skis and surfboards.

We fight with fresh air, altitude, adrenaline, and adventure of all kind.

We fight on the mountain, in the ocean.

We fight from the sand, from the hot tub, and from the porch.

We fight with good food and even better meals.

We fight with laughter, and tears, and tears of laughter.

We fight by telling stories and making new ones.

We fight by creating community and camaraderie.

We fight with positivity and gratitude.

We fight for it. We fight for each moment, because each day is a beautiful gift.

Send it.
The mission of the Send It Foundation is to inspire positivity, courage, and gratitude in young adult cancer fighters and survivors through the gift of outdoor adventure and community.

**2019**

- 10 Total Programs
- 81 Experiences Provided
- 33 Alumni Served
- 400+ Participant Waitlist
- $415,963 Funds Raised

**YEAR TO DATE**

- 257 Total Experiences
- 170 New Participants Served
- 85 Alumni Served
- 33 Adventure Programs
CANCER IN YOUNG ADULTS IS ONE OF THE FASTEST GROWING AND MOST UNDERSERVED ONCOLOGY DEMOGRAPHICS.

This year, it is estimated that nearly 90,000 adolescents and young adults (AYA) will be diagnosed with cancer in the U.S. Because of their age, young adults are caught between the worlds of pediatric and adult oncology.

A cancer diagnosis for this age group comes with a different set of medical and emotional issues and challenges, often creating a sense of isolation from friends and family. This is a time in life when there are already big transitions (new jobs, defining relationships, making moves and adulting).

As a young person with a cancer diagnosis, you may feel like your independence is stripped at a time when you were just starting to gain it.

“Being diagnosed with this life-threatening disease at such a young age, less than a month before I was set to return for my final year of university, felt like a betrayal. Essentially, cancer robbed me of my health and my youth, but chemotherapy transformed my body into a vessel I no longer recognized and couldn’t call my own.”
- Layla
The needs of this age group are different - no better, no worse, but different. Some of the most common and most overlooked issues AYA cancer patients face include:

- **Social isolation**
- **Fertility**
- **Financial resources, financial planning, and financial toxicity**
- **Loss sense of purpose, hopes and dreams**
- **Body insecurities, sex and dating fears**
- **Fear of recurrence, late effects from treatment and secondary cancers**

The completion of treatment is something to celebrate. However, there is a belief that when treatment is over, cancer is over and everything goes back to normal. More often, it is when medical treatment ends that the reality of cancer sets in and the emotional healing begins.

Survivors seek connection to make sense of it all, and to understand what just happened.

"The first time I spoke to another young adult survivor I was like, ‘wow, you get it’. That camaraderie is really important. The stories of strength and hope they can share with you can help pull you out of the darkness when you feel as though you have nothing left.” - Erik
THE POWER OF SEND IT

Community

Cancer is difficult. Showing emotions, and expressing vulnerability is important too. For Send It participants, being among peers who have been through a similar experience provides a deeper sense of camaraderie and support that isn’t always available in their ‘normal’ lives.

“It has given me a family, a community brought together by our lowest lows to witness each other’s highest highs. We have laughed together, cried together, and cried from laughing together. It is a group of people who fill my heart like no other group can” - Layla
THE POWER OF SEND IT

Adventure Therapy

The outdoors provides an opportunity for participants to push their personal limits, and to connect with themselves and their bodies in ways that have not been available since before diagnosis.

Experiences in nature can help us navigate both the clinical and personal consequences of cancer - supporting us to develop coping strategies to come out of the experience with a more positive sense of self, and hope for the future.

“The biggest thing for me was the revelation that we all have an inner strength that empowers us to achieve things and live through experiences we never previously thought possible. I experienced that in the grandeur of the outdoors on my Send It trip and I continue to hold these ideals close in my life today.” - Erik
PROGRAMS

2019 Adventures

Squaw Valley Ski x 3  
Surf & Ride  
Surf & Hike  
Alumni River Rendezvous  
Backpack the Sierras, Desolation x 2  
Climb & Paddle Tahoe  
Climbing Day in Houston, TX

Send It adventures are designed around activities like skiing, surfing, paddle boarding, mountain biking, and rock climbing; building a vital community through shared experience.

Over the past five years, Send It has become a robust community and a valuable resource for healing, camaraderie, and continued support.

Participants have flourished emotionally and physically from these moments - empowered by adventure, and fueled by new friendships.

“The controlled fear of trying something new with a group of total strangers - like backpacking with Send It - lets me work out my emotions around my fears in a really constructive way, and that’s the beauty of something like Send It”

- Aleah
The Third Annual Send It Jam was a night to remember! An inspiring panel discussion with Send It alumni, a rocking Send It band, an epic silent auction, and so many friends and community made the Send It Jam our biggest fundraising event of the year.

Special thank you to our amazing sponsor, Glenfiddich!

$86,454
Each year, Hilti NA recognizes its team members for living the company’s purpose of “Building a Better Future” in the communities they live and work through the Legacy Cup Award. 2019’s winner was Send It alumna, Doreen DiSalvo who chose Send It as her partner charity. As the winner, Doreen had the opportunity to share her Send It experience with her colleagues and fundraise within the company. The Legacy Cup highlights the value of giving back, and Hilti matched all donations from its team members to raise a total of $73,538 for Send It.

Send It friend and PGA Golfer, Joel Dahmen, generously awarded the Send It Foundation his $50,000 winnings from the Birdies For Love tournament. As a cancer survivor himself, Joel is an incredible partner and advocate for programs serving young adult cancer survivors. Way to Send It, Joel!

Much gratitude for the continued partnership of Qatalyst Partners in their third year of sponsorship! The Qatalyst team has been integral to the growth and success of Send It programming. Thank you for making 2019 the best yet!
Nissan's ‘Calling All Titans’ campaign celebrates people using their trucks to help those around them. In 2019, Nissan celebrated Jamie Schou, a Titan of his community, and the Send It Foundation. Jamie's kind-hearted, adventurous spirit lives on through his family, his foundation, and his 2006 Nissan Titan - which, to this day, serves as the ‘Send It Titan’ for all of Send It's adventure programs. When the Send It Titan was in need of significant repairs, the company stepped in to keep Jamie’s Titan on the road, sending it.

Nissan joined Send It on the 2019 Surf & Ride Adventure to participate and capture the Send It experience.
SUMMARY OF REVENUE

Total Revenue: $415,963

- Individual Contributions - $200,582 [48.2%]
- Corporate & Matching - $142,588 [34.3%]
- Special Event Revenue - $47,814 [11.5%]
- Foundation Grants - $23,039 [5.5%]
- Other - $1,940 [.5%]

49% growth from 2018
SUMMARY OF EXPENSES

Total Expenses: $231,512

Programs: $134,546 [58%]
Fundraising / Development: $53,354 [23%]
General & Administrative: $43,611 [19%]
Program Partners are integral to the Send It experience, providing in-kind gear donations, financial support, volunteer support on programs, and raising awareness through their platforms. We are proud of our growing partnerships with local companies, and grateful for their sustained support.
The overwhelming need for continued care for young adult cancer survivors remains profoundly clear. Send It continues to provide a community of peer support, camaraderie, and a crucial source of strength and empowerment for participants. Today, the waitlist exceeds 300 young adult patients nationwide.

Our goals each year inspire us to develop more meaningful programs, expand our reach in new ways, and to sustainably grow our organization to meet the growing need.

We are small, nimble, and able to pivot in today’s environment and provide resources and support to the patients we serve through regional single-day adventures, virtual offerings (workshops, yoga, campfire connection), a new AYA cancer podcast, and regional alumni-led programming.
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THANK YOU TO OUR DONORS

We wouldn’t be able to ‘Send It’ without your generous contributions.
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$75,000 +
Hilti North America

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IN GRATITUDE

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Send It was formed by my story and my joys, but I hope the future is written by all that choose to wear it, share it, and find experiences from it. It is all of yours to grow, expand and do great good with. The terrors of this disease have provided me with the wonderful opportunity and desire to create something greater that I know will benefit so many! I leave it in your hands.”

- Jamie Schou
10075 W. River Street, Suite 204, Truckee, CA 96161
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