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LETTER FROM LEADERSHIP

Dear Friends,

As we reflect on the past year, we are filled with immense pride and gratitude for the journey that the Send It Foundation has undertaken. 2023 marks a significant chapter—it was a year of settling into our maturity, a coming of age for our organization.

Today, we are proud to have impacted the lives of over 600 young people facing cancer. We have provided countless empowering moments that offer respite from disease, moments of joy and exhilaration, reminders of the strength and power that lie inside us all, and human connections that bring support and encouragement into the future.

A highlight of 2023 was witnessing the alumni leadership role come to life with alumni leading all nine adventures this year. We held our first leadership retreat, marking a significant milestone for Send It as we pass the torch to the next generation. As past participants take on leadership roles, we not only recognize the incredible journeys of our alumni but also ensure that their valuable experiences continue to shape and inspire future programs. Moving towards greater sustainability, we transitioned away from a volunteer-based model to compensate our dedicated alumni trip leaders. And, our team has expanded, now a full staff of passionate individuals dedicated to propelling our mission forward. Building on the success of previous years, we have forged deeper relationships with our partners and our fundraising efforts reached new heights in 2023. New funding and multi-year commitments represent a collective belief in the Send It mission. This tangible support gives us the latitude to expand programming and reach more individuals in the years to come.

As we approach our tenth year, Send It’s core values of family, adventure, and community remain deeply embedded in everything we do. While our programming and team evolve, our soul and heartbeat remain the same.

We are grateful for your partnership and your belief in the Send It mission. Together, we will continue to empower individuals, foster life-changing connections, and inspire a community bound by the spirit of adventure.

KATIE SCHOU
EXECUTIVE DIRECTOR
Katie Schou

CAROLINE SCHOU
PROGRAM DIRECTOR
Caroline Schou

KEEP sending it!

Katie Schou & Caroline Schou
TO INSPIRE POSITIVITY, COURAGE, AND GRATITUDE IN YOUNG ADULT CANCER FIGHTERS AND SURVIVORS THROUGH THE GIFT OF OUTDOOR ADVENTURE & COMMUNITY
Our Manifesto

One day there will be a cure for cancer. Until there is, we fight.

Doctors and scientists fight with treatments and tests, therapies, and surgeries. We fight cancer with things hospitals and 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.
A YEAR OF GROWTH

600+ Participants Served To-Date

Infrastructure Investments for Program Growth

Alpenglow Partnership

Record-Breaking Year in Fundraising

Inaugural Leadership Retreat
In the early days, our founder, Jamie’s sisters and volunteer staff led our trips. Now a diverse team of over 20 paid Send It alumni, profoundly impacted by their Send It experiences, return to lead our trips. This was the first time to convene this incredible group of alumni trip leaders. Together, we deepened our understanding of leadership, Diversity, Equity and Inclusion (DEI) and the unique essence of Send It adventures. The collective energy, diverse experiences, and new ideas from this incredible group of alumni are propelling Send It forward into an exciting new chapter.

In September, Send It held our first staff leadership retreat in the Tahoe backcountry, marking a new era of leadership.

“Every participant I know from a Send It trip has had a meaningful life change as a result and most of us want to keep coming back both to be with our community but also to serve.”

—NILS, SEND IT ALUMNI LEADER

WATCH LEADERSHIP VIDEO
EVERY YEAR, OVER 89,500 NEW ADOLESCENT AND YOUNG ADULTS ARE DIAGNOSED WITH CANCER IN THE UNITED STATES.

Young adults are one of the fastest-growing yet most underserved groups in cancer care.

In addition to treating their cancer, this group faces distinct challenges, including:

- Social isolation
- Financial stress
- Missed school & job opportunities
- Emotional & mental distress
- Infertility
- Body insecurities

THE WHY

SEND IT ADDRESSES THESE CHALLENGES, EMPOWERING YOUNG ADULTS WITH CANCER THROUGH THE HEALING POWER OF OUTDOOR ADVENTURE + COMMUNITY
THE HOW

THE HEALING POWER OF OUTDOOR ADVENTURE

Send It is about experiencing the grandeur of the outdoors as a place for refuge from the physical and emotional overwhelm of cancer; to experience play, awe, and joy. It is on the ski slopes, in the waves, on the trail where participants have the opportunity to connect more deeply with themselves and their bodies, cultivating resilience and courage through challenge—tools that support us through adversity and translate directly to the fight for life.

Scientific research backs the healing effects of engaging with the natural world. Outdoor adventure not only bolsters both physical and mental well-being, but also enhances self-confidence. (Source: PubMed, NCBI, ScienceDirect)

“The experience of connecting with others who get it, paired with the euphoria of learning and doing well at a new skill that I never dreamed I would be good at has been a very healing experience. I feel so supported and excited about the next chapter life has to offer!”

—TERESA, SEND IT ALUMNI

COMMUNITY

In the face of cancer’s difficulties, Send It offers a supportive community. Participants find solace and connection with peers who understand their journey. Through shared experiences and camaraderie, we create a space where healing and support thrive.

“I felt like an outsider in my own body, until Send It provided me a community that allowed me to act, feel, even joke about how much cancer actually sucks. I am and will forever be grateful for the friendships, laughs, cries, and everything that Send It stands for, most importantly the feeling of belonging again.”

—CAROLINE, SEND IT ALUMNI
Send It provides **outdoor adventures** for **young adult** (ages 21–40) **cancer patients and survivors**, removing them from their cancer experience and creating the space to play, connect, and have fun in the outdoors.

Programs are **multi-day adventures** in **Lake Tahoe**, the **Sierra Wilderness**, and **San Francisco Bay Area**. Adventures are designed around activities such as skiing, surfing, mountain biking, climbing and backpacking, creating a vital community through shared experience.

**New Program!**

In 2023, we launched a new **Sailing Therapy program** on **Lake Tahoe** for Tahoe local young adult cancer survivors.
OUR IMPACT

63 TOTAL PROGRAMS

120 PARTICIPANTS SERVED IN 2023

600+ TOTAL UNIQUE EXPERIENCES

95% OF 2023 PARTICIPANTS EAGER TO STAY INVOLVED

100% OF 2023 TRIPS LED BY ALUMNI LEADERS
The Vy Nguyen Koller Grant is designed to inspire and empower young adult cancer survivors to activate their dream adventures, embrace the challenges and the beauty of the outdoors, push boundaries, and live for today.

Named for Send It alumni, this grant aims to provide the necessary support for individuals who have longed to achieve their dreams but lacked the means to do so. By supporting and sharing these stories of grant recipients ‘sending it’, the foundation hopes to inspire others to do the same.

2023 Grant Recipients:

- JONATHAN HUTTON
- LISA SCIILIANO
- ASHLEY ANDREWS

“The freedom and lightness of unpowered flight is a beautiful contrast to the weight I’ve been carrying dealing with the physical and mental realities of recurrent head/neck cancer.”

—JONATHAN HUTTON
After a morning of surfing, a few of us were in the hot tub discussing how a group of literal strangers could become so close so quickly. It’s the cancer thing, sure.

All of us, including the staff, understand the life-quake of a cancer diagnosis. We recognize the literal and figurative scars. But it’s more than that. For one, all of us sought this out. **We sought out community and adventure. We sought healing instead of numbing. We sought ways to trust our bodies again.** Not everyone chooses to handle cancer like that. Which made all of us more open to the experiences and connections.

I believe that there are few places in society where you can show up as your **truest, most authentic self**, especially after cancer. A Send It trip is one of those places.

These are people who see your most complicated self and don’t even flinch. They understand parts of you that you may not be ready to understand yourself. They give you space to talk about cancer, to feel it, to be in it. They don’t make you feel like you have to hide the fact that you’re not okay yet.”
Today, there are over **700 cancer patients** from across the US on the Send It waitlist. Responding to this existing and growing need requires that we push our limits to reach new horizons and **serve more individuals on the waitlist** than we are today.

Serving more participants has always been a strategic priority. However, Send It is a family-led, grassroots effort. The **magic of the Send It experience lies in our intimate, family-oriented approach**, and staff’s deep personal ties to cancer, enabling us to create tailored experiences that resonate deeply with each individual we serve. The challenge is, **how do we serve more participants without compromising the familial ethos of a Send It trip?**

**WHAT’S AHEAD**

In 2023, we focused on fortifying our infrastructure, laying the groundwork for sustainable expansion. **As we look to 2024 and beyond**, we are well positioned to increase the Send It impact through **more adventure opportunities serving double the number of individuals** than in years past, **cultivating community** beyond the adventures through the alumni network and regional programming, and **strengthening partnerships** to sustain our growth ambitions.

**FOCUS AREAS:**

1. **EXPAND IMPACT THROUGH NEW ADVENTURES:**
   - 20+ programs annually by 2027

2. **CULTIVATE COMMUNITY THROUGH REGIONAL PROGRAMMING**

3. **FORTIFY PARTNERSHIPS TO SUSTAIN GROWTH**

4. **REACH PARTICIPANTS IN UNDERSERVED COMMUNITIES**
SENDtember is an annual month-long fundraising campaign of “sending it” to raise funds and awareness of Send It.

Over 30 alumni and supporters launched their own fundraising campaigns, making this year our most successful SENDtember yet.

This SENDtember, Send It alumni, Laura rode over 80 miles on her bike in just one day for the 80,000 adults diagnosed with cancer this year.

Together with a generous matching partner, we raised over $100,000.
In 2023, the Send It Foundation was honored to be selected as a **non-profit beneficiary** of the Alpenglow Sports Winter Speaker Series, a celebrated annual event in the outdoor adventure community, drawing an audience of over **4,000 people** each year.

Through our collaboration, featuring speaker **Brette Harrington**, event sales and the generous support from an anonymous Donor Party, we **raised $58,459 in the first year** of our two-year partnership. **These funds have been instrumental in allowing us to focus on capacity building**—compensate our alumni trip leaders and add two new employees to our small team—enabling us to expand our offerings and reach more people in a manner that is both sustainable and aligned with Send It’s values.

**Fundraising Event Highlights**

**Dollars Raised**

$58,459
2023 Revenue

- Foundation Grants & Other Donations: $233,656 (52%)
- Individual Donations: $182,050 (40.5%)
- Corporate & Matching: $6,153 (1.5%)
- Special Event Revenue: $23,603 (5%)
- In-Kind Contributions: $4,480 (1%)

Total Revenue: $449,942
2023 EXPENSES

TOTAL EXPENSES

$422,783

Programs

$276,988 (66%)

General Administrative

$94,207 (22%)

Development

$51,588 (12%)
**Partnership is vital to the Send It Foundation.**

Our **program partners** ensure our participants are well-prepared with the skills and equipment for their adventures.

Our **grant partners**, with their generous support, fuel our organization’s growth, enable the creation of new programming, and help us expand our reach.

These combined efforts have been instrumental in creating transformative experiences for young adults facing cancer, amplifying the impact of the Send It mission.
OUR TEAM

KATIE SCHOU
EXECUTIVE DIRECTOR

CAROLINE SCHOU
PROGRAM DIRECTOR

SARA GAVRYCK
MARKETING COORDINATOR

LEE DONLON
PROGRAM COORDINATOR

BOARD OF DIRECTORS:

• KATIE HALSTED
• AVERELL MCFERRAN
• MARGOT SCHOU
• DAVE CARBONELL
• DAVE DENICKE
• JULIETTE KERN
“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, + DO 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, SEND IT FOUNDER
THANK YOU!

Thank you for your belief in the Send It mission and for being an integral part of our community.

Your support has been instrumental in creating transformational moments of joy and exhilaration that offer respite from illness, and reminders of the strength within. Together, we continue to empower lives, and inspire a community bound by the spirit of adventure. Send It!
2023 DONOR LIST

$50,000+

Alpenglow Sports
Kurzontkowski-Jensen Family Gift Fund
Anonymous

$10,000-$25,000

American Endowment Foundation
Kim & Larry Colvin
Estate of Allison Herren
Martis Camp Community Foundation
Giancarlo Sangiacomo
Tahoe Mountain Resorts Foundation
Albert Zavattero

$5,000-$9,999

Bindon Foundation
Ruben & Augie Carbonell
Alice Dietrich
Anne Page Palmer

$2,500-$4,999

David Carbonell
Clarence E. Heller Charitable Foundation
Paul & Sue Evans
Ian's Charitable Giving
Lahontan-Parasol Foundation
McDonough Ryan Foundation
Corey Goodman
Willie Halsted
Chris Hansen
Muriel Harris

$1,000-$2,499

Brooke & Stephen Anderson
Kerry Camisa
Greg & Sue Conley
Peter Evans
Jack Fritschi
Andrew Koller
Markun Zusman & Compton LLP
Megan Murphy
Craig Nile
Sydney & John Randazzo
Jani & Terry Ross
Rolf & Mayann Schou
Harry & Suzanne Smith
The Trium Group
Jean Wackrow
Alexander Walsh
Mary Watkins
Elly West

$500-$999

Matthew Absher
Cindy Aschbacher
Steven and Sheila Boyd
Betsy Cale
Lisa Canepa
Lori Cauffman
Cohen Howard, LLP
Matthew Connelly

Dianne Cox
Kathryn L Curtis
Jessie Davidson
George and Katherine Davidson
Dave Denicke
Kristen Finnegan
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