



SEND IT

# ANNUAL REPORT 2022





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# DEAR SEND IT COMMUNITY,

We are thrilled to present our 2022 annual report and reflect on the growth and evolution of Send It in the last year. Send It has stayed true to its roots as a family-run organization, while expanding our reach and impact in new and exciting ways.

Send It continues to touch the lives of young adult cancer survivors through empowering adventure and a healing community of peer support. At the heart of our growth is our incredible alumni community, who have found deep meaning and purpose in the Send It experience and now return as alumni leaders, inspiring the next generation. Our alumni leadership program allows Send It to grow organically, building our capacity to expand programming and reach more cancer survivors in need of healing and connection.

We are grateful for you, our growing community - the participants who we serve, our partners, and supporters who make it possible. The spirit of Send It is one that we hope can inspire anyone and everyone, not just those with a cancer diagnosis. Thank you for your support. Keep Sending It!

With love and gratitude,

Katie Schou & Caroline Schou  
Executive Director & Program Director



# 2022 IN REVIEW



11

Adventures

2 exciting new programs:  
Quincy Bike trip &  
Mindfulness in Nature



4

Regional alumni-led  
adventures



120

New participants  
served



489

Experiences hosted  
to date

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.

*Send it.*

# OUR MISSION

INSPIRING POSITIVITY, COURAGE, AND GRATITUDE IN YOUNG ADULT CANCER  
FIGHTERS AND SURVIVORS THROUGH THE GIFT OF OUTDOOR  
ADVENTURE AND COMMUNITY.

# WHY WE SEND IT

**Cancer in young adults is a rapidly growing and underserved oncology demographic, needing our attention and support.**

Every year, over 80,000 new young adults (ages 21-40) are diagnosed with cancer in the United States alone. The issues and challenges this age group faces are unique. On top of treating their cancer, they also struggle with:

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



# ALUMNI LEADER SPOTLIGHT

Jessie Davidson - Alumni Leader

Caroline Schou called to me over her shoulder, "Follow my tracks!" and down the steepest slope we went. All the tension I had been holding in my body evaporated.

**My body felt strong and capable. I felt alive. This is the feeling of being on a Send It trip. It is the support to try hard things. It's an invitation to open your heart and connect. It is a proving ground to feel how far you and your body have come.**

As a former Send It participant turned trip leader, I now have the opportunity to create this feeling for other young adults who have been affected by cancer. It's a special honor to be invited to represent Send It, and it also feels like paying it forward.

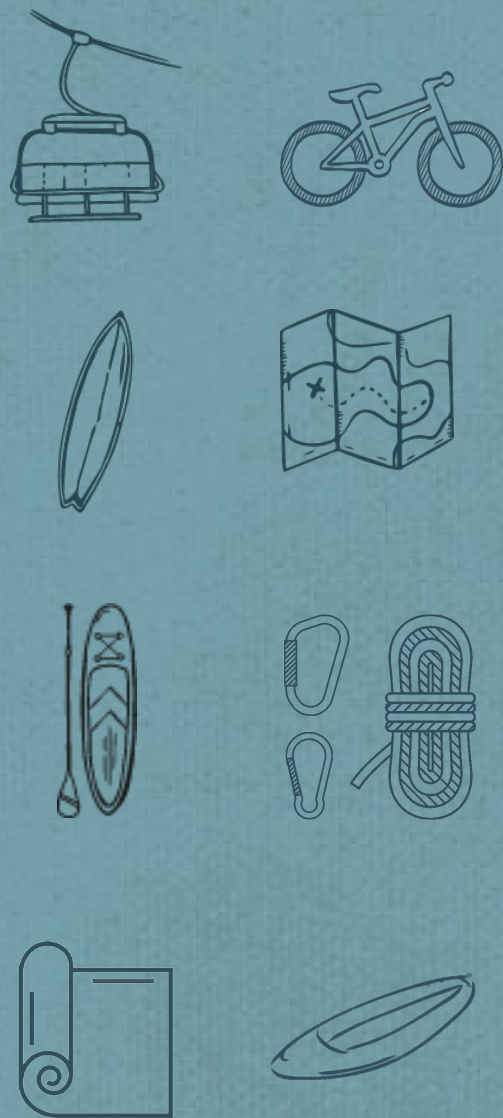
My first Send It trip was just a few months after being diagnosed and treated for breast cancer. I barely knew how to talk about cancer and I was just starting to understand what I had gone through. What I found in Send It was a community of friends who I could talk openly with, learn from, and connect deeply with.

The first time I led a trip, I had just been diagnosed with a recurrence. I felt overwhelmed by what I was facing, but I knew that, like on every Send It trip, there would be healing given and received. By being encouraging and supporting, I was encouraged and supported.

"I felt overwhelmed by what I was facing, but I knew that, like on every Send It trip, there would be healing, given and received."



# 2022 PROGRAMS



## SKI & SNOWBOARD

**PALISADES TAHOE**

January 10-14, January 31 – February 4  
March 7-11



## MOUNTAIN BIKE

**QUINCY, CA**

March 13-15



## SURF & RIDE

**STINSON BEACH**

May 16-21  
June 13-18

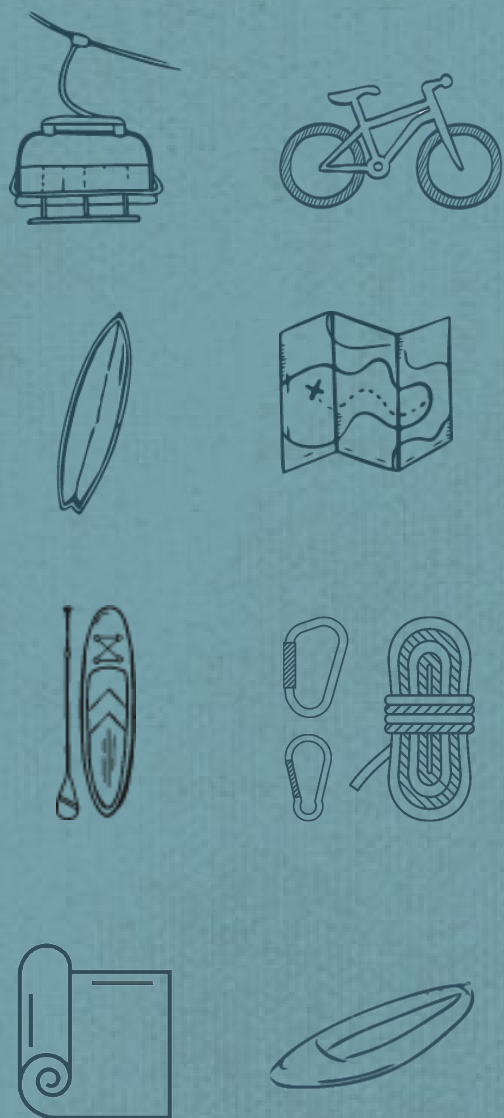


## BACKPACKING

**DESOLATION WILDERNESS**

August 7-12  
August 14-19

# 2022 PROGRAMS



## CLIMB & PADDLE

LAKE TAHOE  
March 7-11



## MINDFULNESS IN NATURE

STINSON BEACH  
October 20-24



## RIVER RAFTING

SOUTH FORK AMERICAN RIVER  
July 23-27

## REGIONAL DAY TRIPS

DALLAS DAY HIKE  
SEATTLE BIKE DAY  
GIG HARBOR, WA PADDLE BOARD DAY  
LAKE TAHOE SAILING

# THE POWER OF SENDING IT





# ADVENTURE THERAPY

Cancer patients are often confined to hospital rooms and doctors offices. 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 diagnosis.

*"This trip has helped me to keep going and feel like I am strong and can do hard things. Sometimes it's easy to forget that. I have some mistrust of my own body, and it's a good reminder that even though my body has been through a lot, it can still do hard things." - Send It alumni*

Experiences in nature can help with both the clinical and personal challenges of cancer, enabling individuals to emerge with greater self-efficacy and a renewed sense of hope for the future.



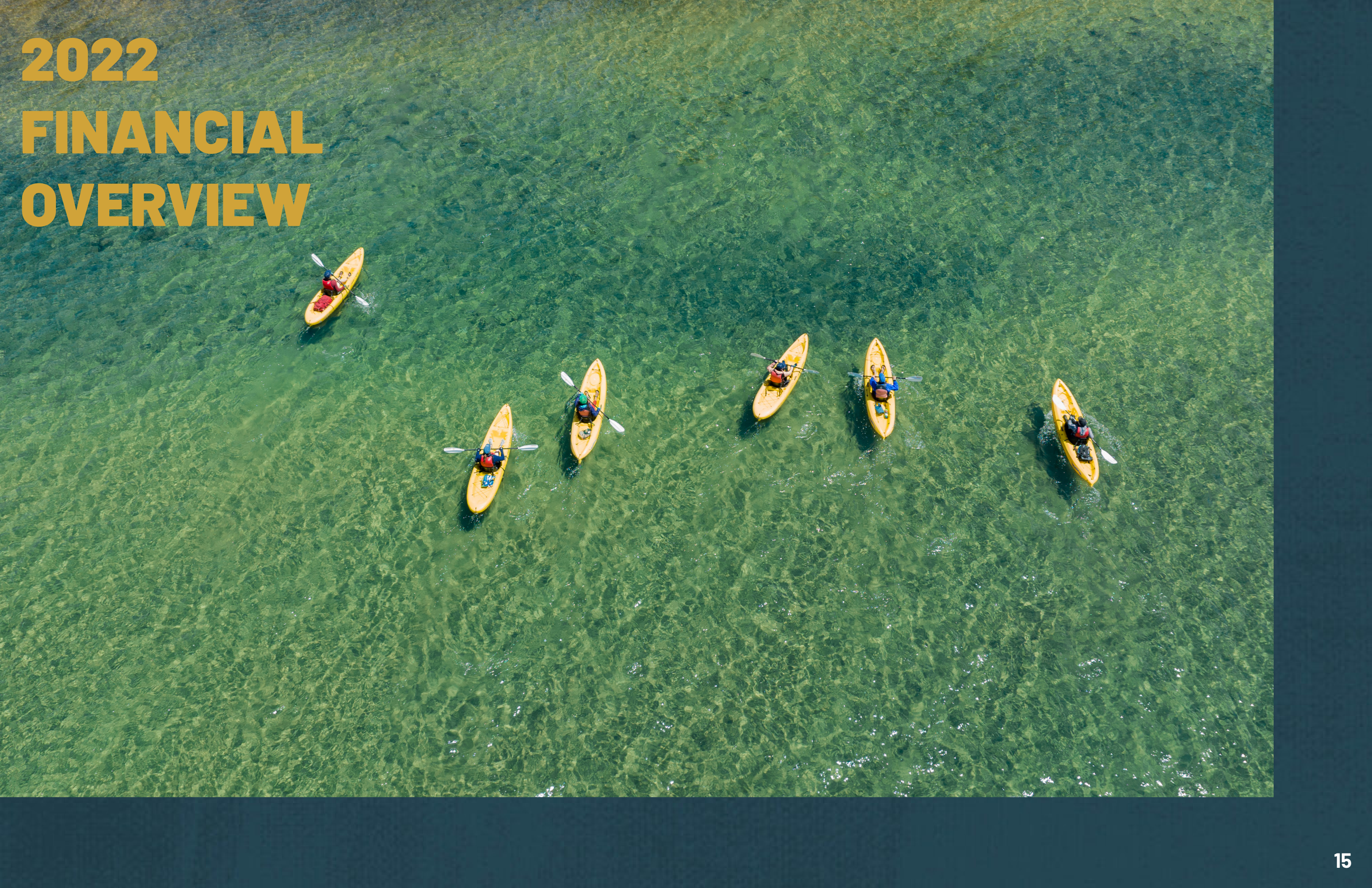
# COMMUNITY

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 gained so much more from this experience than I could have ever hoped for...I gained true friendships and a new community where I feel welcome and supported. I gained confidence from just attending something like this with a bunch of strangers. I feel a little more healed, a little more whole, and a little more me." - Send It Alumni*

“My first Send It adventure sparked the belief that not only could I reclaim my body but that, if I could fight to survive, my physical capabilities were limitless.” – Send It alumni





# 2022 FINANCIAL OVERVIEW

# SUMMARY OF REVENUE & EXPENSES

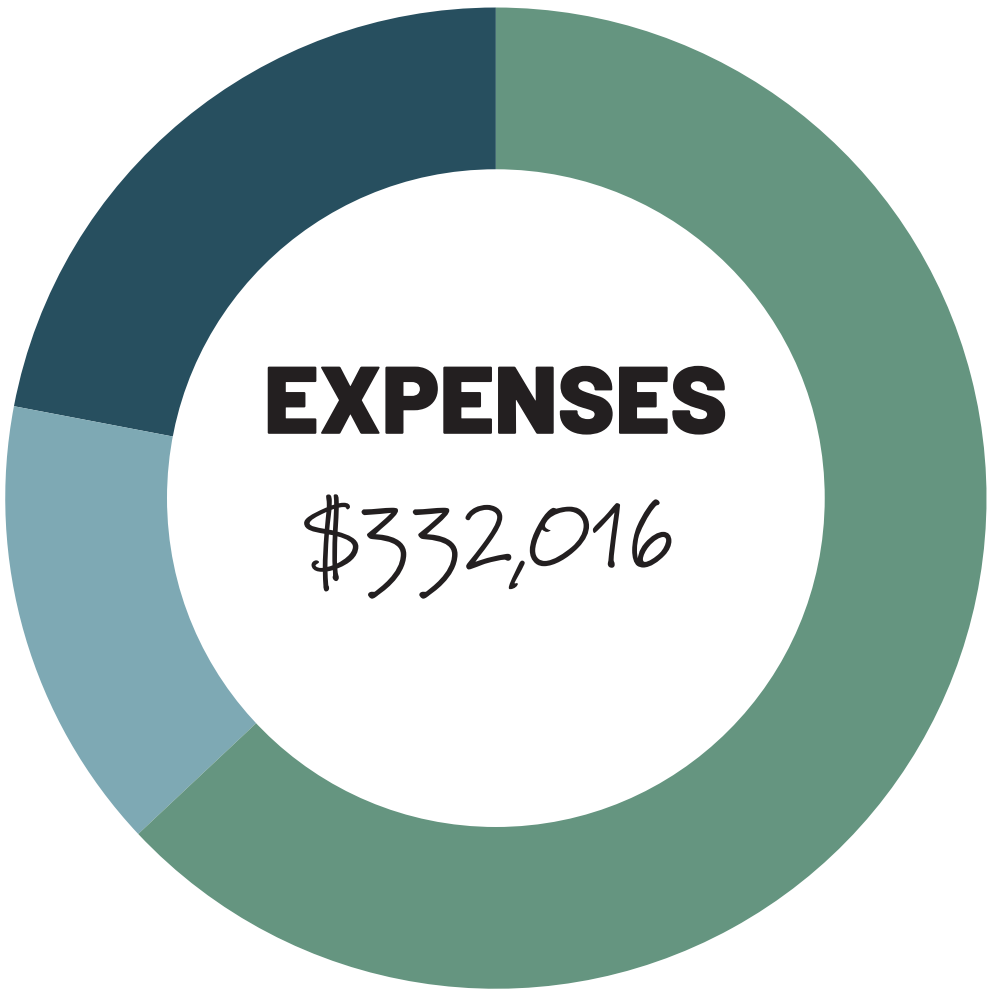
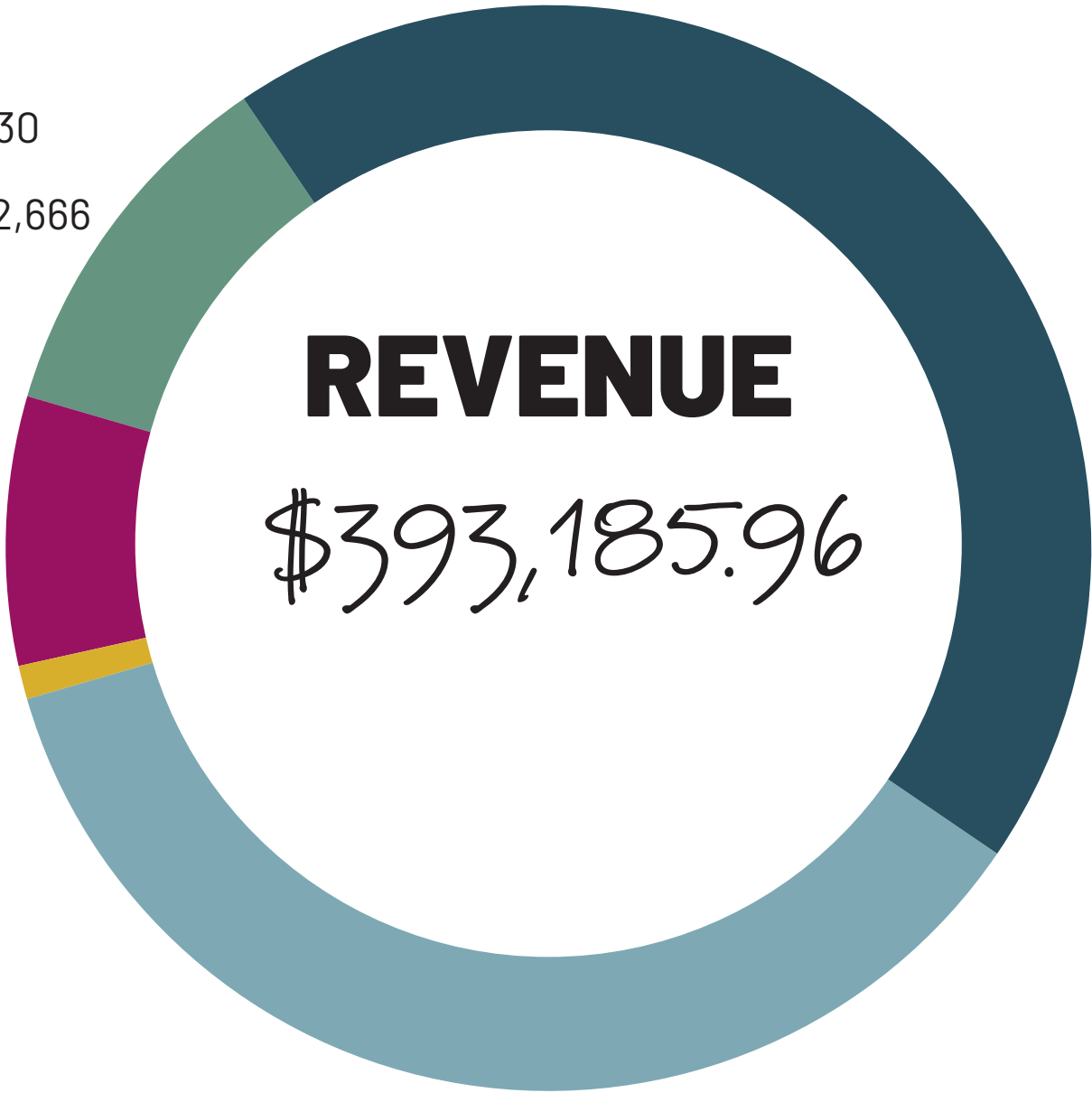
Send It is proud to report another year of strong support from our amazing donors who enable us to serve more young adults impacted by cancer each year.

As we look towards sustainable growth in the years ahead, we remain committed to fiscal prudence to ensure high-quality programming for every individual we serve. We are deeply grateful for the dedication and support of this community.

## 2022 REVENUE

- 11% Corporate & Matching Donations: \$43,861.30
- 44% Foundation Grants & Other Donations: \$172,666
- 36% Individual Donations: \$143,143.84
- 1% In-Kind Contributions: \$2,764.76
- 8% Special Event Revenue: \$29,988

**Total: \$393,185.96**



## 2022 EXPENSES

- 63% Programs: \$209,435
- 15% MG&A: \$49,611
- 22% Development: \$72,971

**Total: \$332,016**

# FUNDRAISING EVENTS



A month of sending it in September to celebrate and honor young adults affected by cancer.

**\$28,696 RAISED**



Virtual Auction

**\$26,438 RAISED**





# THE VY NGUYEN KOLLER GRANT

In 2021, we launched the Vy Nguyen Koller Grant designed to inspire and empower young adult cancer survivors to embark on their dream adventures, embrace the challenges and the beauty of the outdoors, push boundaries and live for today.

Named after 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 the stories of the grant recipients “sending it,” the foundation hopes to inspire others to do the same.

## 2022 Vy Nguyen Koller Grant Recipients:

- **Ashley Andrews**  
Alumni leader, Ashley completed a Wilderness First Responder course.
- **Lisa Siciliano**  
Lisa wanted to conquer her fear of heights and is planning an exciting ziplining adventure in Hawaii.
- **Mariela Chavez**  
Mariela, who was pregnant with her second child when diagnosed, always dreamed of taking her kids to Disneyland. Thanks to the grant, she was able to turn this dream into reality.
- **Maritza Figy**  
Maritza was looking for an outlet to get outside and adventure in her city. She was awarded funding for a new bike!

# 2022 PARTNERS

Our partners are integral to the Send It experience providing program support, in-kind donations, financial support, and raising awareness through their platforms. We are energized by the commitment of our partners, proud to work with local organizations, and grateful for their sustained support.



## PROGRAM PARTNERS



## CORPORATE & GRANT PARTNERS



# WHAT'S AHEAD

Send It continues to provide a community of peer support, camaraderie, and a crucial source of strength and empowerment for participants. **Today, Send It's waitlist exceeds 700 young adult cancer patients from across the US.** It is our charge and our opportunity to expand the Send It Impact and touch as many lives on that waitlist as possible. As we look ahead to 2023, our focus shifts to building capacity so that we can expand our reach in new ways, and sustainably grow our organization to meet the evolving needs.

DEVELOP ALUMNI  
LEADERSHIP PROGRAM

INVEST IN PROGRAM  
LEADERS AND STAFF

EXPAND REGIONAL  
PROGRAMMING

BUILD CAPACITY  
INTERNALLY

AMPLIFY OUR IMPACT  
THROUGH NEW  
PROGRAMMING



# SEND IT TEAM

## BOARD OF DIRECTORS

Katie Hoch, Board Chair  
Averell McFerran, Vice Chair  
Margot Schou, Secretary  
Dave Dennicke, Treasurer  
Dave Carbonell, Medical Director, Member at Large

## STAFF

Katie Schou, Executive Director  
Caroline Schou, Program Director  
Kerry Camisa, Development Director  
Lee Donlon, Program Coordinator

## ALUMNI COUNSEL

Alfonso Gomez  
Heather McLeod  
Jay Carter  
Juliette Kern  
Maritza Figy  
Pronoma Debnath



“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 Schov



# IN GRATITUDE

**\$100,000 +**

Park L. Loughlin Charitable Trust

**\$25,000 – \$50,000**

Kurzontkowski-Jensen Family Gift Fund  
Qatalyst Group

**\$10,000 – \$24,000**

Albert Zavattero  
Beth Brody  
Martis Camp Community Foundation  
Tahoe Mountain Resorts Foundation

**\$5,000 – \$9,999**

Augustina Carbonell  
Alice Dietrich

Muriel Harris  
Mike and Tracy Kennedy  
Anne Page Palmer

**\$2,500 – \$4,999**

Mary McLain  
Peter Evans  
Nick Greece  
Lisa and Scott Halsted  
Ian Simmons

# IN GRATITUDE

## \$1,000 – \$2,499

Lahontan - Parasol Foundation  
NFL Players Association  
The Trium Group  
Randall Agnew  
Stephen and Brooke Anderson  
Jennifer Barth Pasic  
Eric Bryce  
Greg and Sue Conley  
Dianne Cox  
Paul and Sue Evans  
Brett Foley  
Corey Goodman  
Caroline Lefaivre  
Megan Murphy  
Michael Pence  
Sydney and John Randazzo  
Mackenzie Rhodes  
Katie Schou  
Harry and Suzanne Smith  
Dr. Paul Van Nice

## \$500 – \$999

Big Truck  
Coliseum Electric Corp  
Cindy Aschbacher  
Bill Belcourt  
Abagail Booher  
Steven and Sheila Boyd  
Michelle Burgess  
Karen Calby  
Betsy Cale  
Lisa Canepa  
George and Katherine Davidson  
Joey Evans  
Kristin Foley  
Jack Fritschi  
Jenny Geresy  
Jamie Gilman  
Haley Gramig  
Danielle Jezienicki  
Gage and Charlene Johnson  
Gil and Tinker Judson  
Shiraz Kaderali

Bridgeen Keys  
Tad Lacey  
Grace Lee  
John Leggat  
Marc Lieberman  
Stephen Lister  
Deborah Lockwood  
Mehdi Moheimani  
Hamid Moinpour  
Sweet Peaks  
Joby Pritzker  
Jani Ross  
Robert Seiple  
Amy Shaffer  
Lauren and Jason Shelley  
Jane Singer  
Aaron Stabel  
Matthew Webb  
Alexandra Williams  
M Yamini  
Pamela Zamore

An aerial photograph of a beach with several surfers. The surfers are positioned in a loose line across the frame, each holding a surfboard. The surfboards are in various colors: blue, green, and yellow. The surfers are wearing dark wetsuits. The beach is sandy and wet, with some white foam from the ocean waves visible. The overall tone is dark and moody.

# CONNECT

Senditfoundation.org  
@senditfoundation  
info@senditfoundation.org

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Truckee, CA 96161

Send It is a registered 501c3  
tax exempt non-profit  
Tax ID# 36-4771251