



impossible2Possible

2011

EDUCATE >



INSPIRE >

EMPOWER >

Annual Report



Several i2P team members, advisors, ambassadors & friends sought to spread the i2P message with their own initiatives and extraordinary acts, or were integral to the success of i2P in 2011. Throughout this year's report, we will detail their incredible (and often inspirational) stories and accomplishments.

ACTING EXTRAORDINARY: INDEX >

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EXPEDITION INDIA >





# A MESSAGE FROM THE BOARD CHAIR

BOB COX >

**I am humbled**.....I'm humbled that in 4 years the i2P dream has come so far, I'm humbled that collectively we (volunteers, partners, i2P team members) have delivered our experience-based learning program to more than 50,000 students around the world, I'm humbled at the number of volunteers who have dedicated themselves to such a worthy mission, I'm humbled at the strength and dedication our Youth Ambassadors have shown through some extraordinary circumstances, I'm humbled at the support from our families who stand by us while we are out working around the world, I'm humbled at all the teachers that have taken part in the program and now include it as a regular part of their classroom, I'm humbled at the countless messages we receive from around the world about the lives i2P has impacted, I'm humbled at our corporate partners (both old and new) that believe so deeply in what we do, I'm humbled at the Extraordinary Acts achieved by people in the i2P community, I'm humbled by the students who push themselves inside and out of the classroom, and everyday I'm humbled by my best friend and business partner who is 100% dedicated to everything i2P does.

For me, the message is simple: **YOU INSPIRE ME!** Over the last 4 years you've all inspired me day-in and day-out and your inspiration encourages me to push harder to develop new and exciting programs that deliver the i2P message to more and more people around the world. With your continued support I am confident we will continue to grow and reach students all over the world.

Humbled more than I ever thought I would be,



Bob Cox  
Executive Director/Co-Founder



In 2011, Chris became an integral part of the i2P family. His year was filled with excitement, including the fastest foot crossing of the Caminho da Fe or "Path of Faith" in Brazil with two good friends, Tony Portera and Jarom Thurston. He travelled 345 miles in just over 7 days and competed in and completed the Brazil 135 along the way. The year also included several 100 milers and culminated in running the Badwater 135, "the world's toughest footrace", where he finished 16th overall in his rookie attempt!

CHRIS ROMAN: **INSPIRING DEBUT** >

“

Limitations are 90% mental. The other 10% is all in your head.

- Ray Zahab

”

# A MESSAGE FROM OUR FOUNDER

2011 was an incredible year that saw huge growth in awareness not only for the organization but for young people and the impact that they individually can have on our planet. Never before has my belief that we are all capable of the extraordinary been proven with such impact. So many great stories of inspiration and dedication from our youth, volunteers and every one of our supporters. i2P is managing to bring people together globally and bring them together under the power of spirit, generosity and strength, all of which are signs of the current love we have for something in our lives that is challenging, something that is socially responsible and something that we can be inspired by and then go forth and inspire others with. It is amazing. Supporting youth to come together as a team, real or virtual, to work together and support each other emotionally, mentally and even physically...is what impossible2Possible is all about. Learning, achieving, inspiring as a team...all to make a difference. Again, amazing!

Some additional things that were pretty awesome which took place this past year were having the opportunity to deliver a Keynote Speech to the University of Ottawa from above 3,000m in the Andes Mountains and the publication of the first issue of our i2P Newsletter. Both are fantastic methods, using today's technology, for spreading this driving passion we all have for education and adventure.

I'm very excited about the years ahead and all the great adventures and opportunities for empowerment that are being put into place. Our youth, in the classroom and out in the world, are going to be presented with opportunities beyond their greatest expectations. Opportunities to challenge themselves and their peers to make a huge difference socially as well as individually, all with the power of their own amazing abilities and some guidance of the i2P Team. I'm stoked to be there to support them in these life changing adventures and to travel the globe with them and face head-on the issues that are important to us all.

Continuing to offer youth this opportunity to realize that everyone can achieve what may seem impossible is my greatest passion – we are all capable of the extraordinary! Seeing that moment on a young person's face, when they come to this realization for the first time is the power that fuels me!

- Ray



RAY ZAHAB >





# 2011: BY THE NUMBERS



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## 12,213

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Students who participated in our Experiential Learning Programs, bringing the total to 52,281 since i2P was founded.

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## 44

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Volunteers and team members helping us achieve our mission.

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## 2,085 KM

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Total distance\* completed by Youth Ambassadors on 2 Expeditions in 2011.

\* A marathon = 42.2km



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## 20

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Days it took Ray Zahab to run 1,200km across the driest place on Earth - the Atacama Desert in Chile.

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## 9

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Youth Ambassadors who participated in Expeditions.

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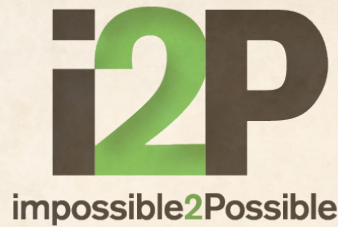
## 50 KM

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The distance\* ran on the fifth day of Expedition India - the largest single day total ever by Youth Ambassadors.



# ABOUT US



## MISSION & VISION

The **mission** of impossible2Possible (i2P) is to use the platform of adventure and technology to **educate, inspire, and empower** the global community to reach beyond their perceived limits and make positive change in the world.

The **vision** of i2P is to cultivate a generation of leaders who, through direct experience, education, and the use of groundbreaking technology, are prepared to pioneer social and environmental action throughout the world.

## GOALS >>

### educate

Before action and change must come education and awareness. Through a 21st century education program grounded in experiential learning and reciprocal communication, i2P makes use of television, film, the internet, and other groundbreaking new media to deliver social, environmental, historical, cultural, and scientific issues from around the world directly to the classroom.

### inspire

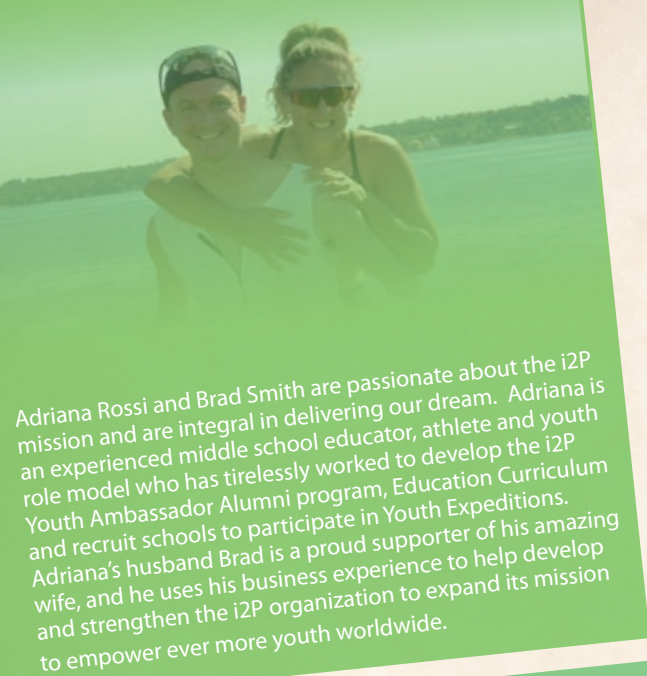
i2P's Youth Ambassadors, world-class explorers, advisors, teammates and friends host high-profile adventures, designed to push their physical and mental limits, in some of the most socially and environmentally sensitive regions of the world. These journeys allow the explorers to act as conduits of inspiration, while using the theatre of adventure to introduce the global community to the notion that nothing is impossible!

### empower

i2P provides the platform, resources, and spirit to assist people, young and old, and from every situation and circumstance, to get involved in their global community and make a difference.







Adriana Rossi and Brad Smith are passionate about the i2P mission and are integral in delivering our dream. Adriana is an experienced middle school educator, athlete and youth role model who has tirelessly worked to develop the i2P Youth Ambassador Alumni program, Education Curriculum and recruit schools to participate in Youth Expeditions. Adriana's husband Brad is a proud supporter of his amazing wife, and he uses his business experience to help develop and strengthen the i2P organization to expand its mission to empower ever more youth worldwide.

## ADRIANA & BRAD: DYNAMIC DUO >

# OUR PROGRAMS

impossible2Possible's mission and message come to life through interactive learning programs, elite adventures, Youth Expeditions, and Extraordinary Acts initiatives. i2P's dynamic, entertaining web and media presence weaves a common bond between the programs, and is grounded in the philosophy of Experiential Learning.

## EDUCATION PROGRAMS

There is a sense of adventure in everyone; a yearning to step beyond the commonplace and routine. i2P taps into such adventurous senses to deliver Experiential Learning – a

philosophy of education that aims to tie concrete lessons with abstract experiences – to students of all ages through online education resource materials produced by leading researchers, professionals, and educators. Other elements include in-class speaking engagements; interactive social media; workshops; and most importantly, direct links of communication during expeditions. The program gives students fascinating opportunities to see, feel, and touch education like never before – an approach that has been called 'truly ground breaking'.

The Industrial Revolution was a time in history when exponential gains were made to everyday life functions and capabilities of mankind. The modern world, and much of its innovations, feats, and possibilities, emerged from this great era. Today, we are once again amidst great change in history, as technological advancements are not only shrinking our world, but also concepts and knowledge of what life is like for those living on the other side. The i2P Experiential Learning Program is designed to leverage technological advancements in communication to deliver a world of intrigue, where students are introduced to issues of social and environmental consequence, and challenged to be part of the solution.





## YOUTH INSPIRATION

**i2P World-Class Expeditions:** Dramatic, bold, record-breaking expeditions featuring world-class adventurers exploring socially and environmentally sensitive regions around the world, these expeditions are designed to push the boundaries of endurance and what is deemed possible. People of all ages are invited to follow along via live and interactive websites.

**Youth Expeditions:** A natural extension of our world-class expeditions, i2P Youth Expeditions pair world-class explorers with i2P Youth Ambassadors throughout a series of unique and challenging adventures. During these expeditions, the Youth Ambassadors are the primary sources of communication with classrooms and students all over the world, directly sharing their experiences and inspiring their peers as they push their mental and physical limits.

## EXTRAORDINARY ACTS

With every fiber of our being, we believe that we are all capable of anything that we put our minds to. i2P supports this philosophy by providing a platform and resources for students to become agents of change, and celebrates their efforts on our web page.

By facilitating grassroots level fundraising, linking students and adults to select charitable partners, providing motivation and support, and embracing the causes of our Ambassadors and friends, i2P is helping to spearhead actions that will make a difference.

Our dream is to mobilize one million young people to commit Extraordinary Acts in the world.

### RUN FOR WATER: RAISING AWARENESS & FUNDS >>>

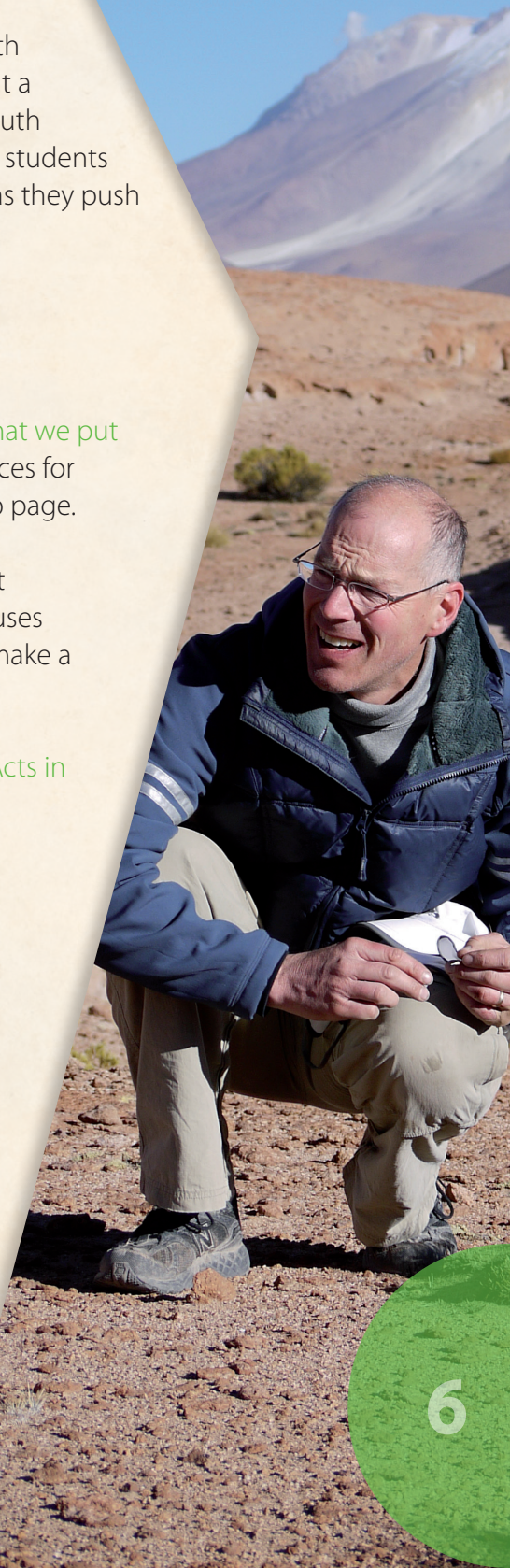
The annual 'Run for Water' event attracts a wide range of participants and athletes and, at the same time, raises awareness - and funds - for people in the developing world who lack one of life's basic necessities - clean water. Since 2008, the Run for Water volunteer board has staged a run which has grown to include a gala event, a race expo and extensive involvement with students who learn about what it means to become compassionate global citizens. All the funds raised go towards helping building clean water projects in some of the most remote and desolate areas of southern Ethiopia. i2P's Ray Zahab has proudly supported and spoken at the event in Abbotsford, BC for the last few years and is looking forward to continued involvement!



# RUN FOR WATER

## CHEMISTRY > LESSON IN BOLIVIA

DR. GEORGE AGNES,  
SIMON FRASER UNIVERSITY





# INSPIRATIONAL



The best part of the experience for me, however, was getting to interact with the students. When the day was tough and our bodies were in pain, the questions submitted by students had a way of **making every drop of sweat and every ounce of pain worth it.**

- Patrick Doughty  
i2P Youth Ambassador  
Expedition India





In June of 2011 Connor hosted a Speakers Night with NGO *Hope for the Nations* and Ray Zahab to educate and inspire people to not only push beyond their perceived physical and mental limits, but become aware of the various issues going on around the world. Four days later, he ran 130km non-stop along the lakes and rivers of the Okanagan Valley to contrast the immense amount of clean, fresh drinking water we have here in Canada compared to so many other parts of the world.

CONNOR CLERKE: ONE WORLD >>

# THE i2P TEAM

impossible2Possible is comprised of an extremely well-rounded mixture of functional experts, both full-time and volunteer, who each contribute indispensable skills and unmatched dedication towards helping us achieve our goals.

## OPERATIONS

The Operations Team is responsible for the overall management of impossible2Possible, including day-to-day activities, goal setting, strategic planning, sponsorships, and finance.

Ray

ZAHAB



Founder & Expeditions Director

Adventurer & world record holder; Board member of several non-profit organizations.

Bob

COX



Co-Founder & Executive Director

B.A. in Political Science, Public Policy from CSUN; Adventure Runner.

Dr. Ewan

AFLECK



Science and Education Director

Medical director of the Yellowknife Health & Social Services Authority; MD, McGill University.

Kathy

ADAMS



Director of Business Operations

Environmental Advisor, EDC; Experienced Ultra Marathoner, Guide, and dedicated Mother.

Peter

THUM



Advisor

Entrepreneur; Founder of Ethos Water & Giving Water; Advisor to several non-profit organizations.

Jaime

MOLINA



Business Advisor

Founder, VIP Fitness; B.Com, Bradley University; Business Development Expert.





# ADRIANA ROSSI > IN INDIA

Don

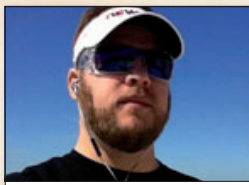


HENDERSON

Technology  
Education Advisor

Senior Manager, Creative Expression for Apple Education; Visual Artist; Chair, New Media Consortium.

Matt



HOWE

Education Coordinator  
& Logistics

M.Ed, University of Manitoba; BA, Sociology; Apple Distinguished Educator.

Katherine



BELENDUK

Program Development/Advisor

Sponsored ultrarunner & triathlete; Ph.D. candidate in clinical and developmental psychology.

Adriana



ROSSI

Education Advisor

Educator; President, Leadership Ventures; M.A from Royal Roads, B.Ed from McGill University.

Dr. Greg



WELLS

Exercise, Science &  
Physiology Advisor

Scientist & Physiologist; Author, *Superbodies*; Professor, UofT; Olympic Broadcast Personality.

Jill



BURDO

Technology  
Integration Advisor

B.A, Humanistic Studies, Notre Dame; M.S Ed, Nova Southeastern; Apple Distinguished Educator.

Dr. George



AGNES

Education Advisor

Chemistry Professor, Simon Fraser University; Associate Dean of Graduate Studies.

## EDUCATION & SCIENCE

The Education & Science Team helps to develop curriculum for Expeditions that is congruent with international best-practices, while also ensuring content delivery is engaging and effective via new technological capabilities. They also act as a primary liasons for interacting with schools and teachers to get them signed up.

Jay

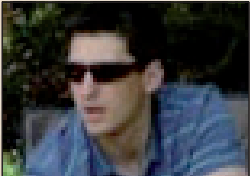


SOLMAN

Education Advisor

Ombudsperson, Simon Fraser University; Ultra-Marathoner; Member, Team Trailwinders.

Joseph



BLANKUSH

Research Assistant

B.A. English & Education, St. Olaf College; Athlete; Currently pursuing M.D.

Leona



CHATWOOD

Research Assistant

Teacher; Library Technician; Library and IT Diploma, Algonquin College.

Peter



SHELDON

Research Assistant

Reporter, CBC; BPHE & BSc, Queen's University; BJ Radio Journalism, King's College.





Michael



HOOD

Expedition Advisor

Officer, Royal Canadian Air Force; MA, International Relations, Auburn University.

Judith



STUHRENBURG

Expedition Logistics Advisor

Photography Agent; B.A History & Geography, La Sorbonne, Paris. Multi-lingual.

Donovan



WEBSTER

Expedition Logistics Advisor

Journalist; Author; Co-founder, Physicians Against Landmines/ CIR.

Dr. Shawn



COOPER

Medical Advisor

Pediatrician; International Advocate for Child Rights and Education.

Marshall



ULRICH

Expedition Logistics Advisor

Ultrarunning Legend; Author; First person to complete "Triple Crown of Extreme Sports".

John



TOTH

Logistics &amp; Leadership Training Advisor

Former US Army Officer; Master Parachutist and Pathfinder; Masters from SAMS.

Graham



MORFITT

Medical Advisor

Owner & President, Modern Outpost Enterprises; Degree in Physics, UBC.

## TRIBE MEDICAL GROUP: EMPOWERING HEALTH

Tribe Medical Group came onboard for the 2011 Expedition India. Both i2P and Tribe Medical Group have very synergistic goals and this is hopefully the beginning to a long lasting relationship. Tribe Medical Group has a mission to provide orthopedic surgeons with uncompromising quality in product, service and medical education. i2P strives everyday to encourage healthy-active lifestyles using adventure and education as our platform. Tribe Medical Group's pursuit for less invasive healing for patients, follows suit with i2P ideals and together we hope to spread both our messages in unison. Thanks to the Team at Tribe Medical!



## EXPEDITION LOGISTICS

A key component to every i2P project is logistics. Working overseas we rely on a tremendous team of people who have a wealth of experience working in some of the most remote regions of the world. The i2P logistics team embodies the can-do spirit of the organization and helps us navigate challenges - wherever on earth they occur.



THE TEAM ON INDIAN RAILWAYS



Brendan H.



DOHERTY

International  
Affairs Advsiar

Lawyer and Diplomat;  
Chief of Party for the  
Public International Law  
& Policy Group.

Richard



WEBER

Arctic Logistics  
Advisor

Operations Director of  
Artic Watch - the most  
Northern lodge in the  
world; Polar travel expert.

Anton



STRANC

Expedition Logistics  
Advisor

Director of Information  
Technology; Athlete and  
logistical expert.

CHILEAN SUNSET >

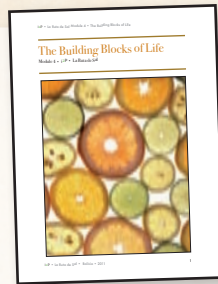
Tess



GEDDES

Advisor

Sports Events Organizer;  
Ultramarathoner; Avid  
Volunteer.



Visit [impossible2possible.com](http://impossible2possible.com) for the full library of archived expedition modules and other educational resources, including questions of the day, student exercises, lab results, and more!

## CRISTIAN SIEVEKING: INDISPENSABLE IN SOUTH AMERICA >>>

Prior to The Atacama Extreme, the i2P team had the good fortune of meeting Cristian Sieveking, an incredible Chilean runner who is an even more amazing human being. Cristian immediately offered his support and resources leading up to the Atacama expedition and was a valued member of the team in helping to coordinate the route, accommodations, and much more! Since then Cristian has become a vital member of the i2P international logistics team, contributing his expertise to the World Expedition Series in Bolivia and along with plans for future projects in South America.

Cristian utilized his running time on the expedition wisely and in the weeks following ran the Racing The Planet Ultra Marathon, The Atacama Crossing. A 250km 6-day stage race, where he pushed his limits to a 1st place finish in his age group!!!

Congratulations Cristian, and we are honored to have him as part of the team!





## YOUTH ENGAGEMENT & PREPARATION

The Youth Engagement & Preparation team helps to ensure that Youth Ambassadors are fully prepared, both physically and emotionally, to successfully complete an Expedition. They do this through regular check-ins, fitness and nutritional programs, advice, and mentoring initiatives.

### TRAIN LIKE AN AMBASSADOR!

The Youth Ambassador training programs and nutritional guidelines for Expedition Bolivia and Expedition India are available on their respective Expedition micro-sites.



The programs our experts put together are based around the **philosophy of building upon a strong foundation**. The strength and stability programs are concentrated around developing hip, core and shoulder stability – while performing functional movement patterns to achieve this. The endurance plan is developed with a primary base component - and then gradual increases in volume and intensity (with periodic “unloading or “recovery” weeks) are layered over top to peak towards the start of the expedition.

Ferg

HAWKE



Youth Expedition  
Advisor

Famed Ultrarunner & Triathlete; Physical Trainer & Nutritional Consultant.

Jill

GILDAY



Youth Ambassador  
Coordinator

Alum, Running Tunisia; Student, University of Calgary; Former Amateur Speed Skater.

John

ZAHAB



Youth Fitness  
Advisor

Certified strength and conditioning specialist; Personal trainer for several Canadian Olympians.

Jay

ANKERSMIT



Advisor

Athletic Therapist, Director & Head Athletic Therapist, Ottawa High Performance Centre.

Lucy

WAINWRIGHT

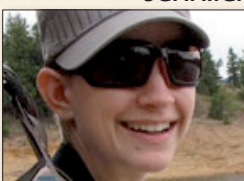


Youth Ambassador  
Nutritional Consultant

Double Olympian, Kayak; BSc Sport Science, MSc Exercise Physiology and an IOC Diploma.

Jennifer

NICHOLS

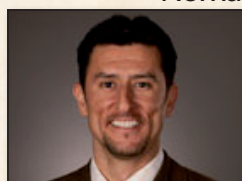


Nutrition Advisor

Master of Cellular/ Molecular Nutrition, University of North Carolina.

Nomar

GARCIAPARRA



Advisor

Former All-Star Major League Baseball Player; Founder, the Nomar 5 Fund; Philanthropist.

JOHN ZAHAB  
IN BOLIVIA



## i2P VISUAL ARTS, SOUND & WEB

The visual arts, sound and web team help us deliver our message to the forefront in a variety of ways - from online, to video, in print and on-screen.

Kevin



VALLEY

Videographer &  
Photographer; Advisor

World-class explorer,  
journalist and architect;  
Multiple world record  
holder.

James



MOLL

Filmmaker; Advisor

Emmy & Oscar winning  
filmmaker; Founder of the  
Shoah Foundation and  
Allentown Productions.

Irena



MIHOVA

Film Producer; Advisor

Founder & CEO, i'm  
creative; Co-producer,  
Running the Sahara.

Sean James

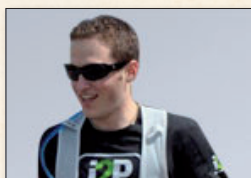


BOYER

Advisor

Post-secondary educated  
Musician & Composer; B.A.  
from McMaster University.

Todd

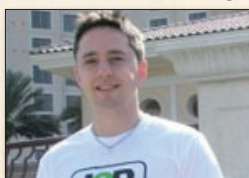


SHANNON

Digital Communications  
Coordinator

B.Com - Marketing,  
uOttawa; MBA, Queen's  
University; Design and  
branding expert.

Nick



GRAVEL

Web Presence  
& Logistics

Sales, Marketing &  
Internet Communications  
Specialist; B.Eng from  
Carleton University.

Jordan



THOMS

Social Media  
Coordinator

B.S. and BEd, University of  
Ottawa; Teacher; Athlete;  
Social Media Specialist.

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#!/Impossible2Possible](https://www.facebook.com/#!/Impossible2Possible)



[www.twitter.com/goi2P](http://www.twitter.com/goi2P)  
[www.twitter.com/rayzahab](http://www.twitter.com/rayzahab)

## BLOGGING REMOTELY

DR. GREG WELLS,  
UNIVERSITY OF TORONTO



To learn more about  
our Inspirational Ambassadors  
and their stories, please visit:  
[http://impossible2possible.com/about/  
iambassadors](http://impossible2possible.com/about/iambassadors).



# INSPIRATIONAL AMBASSADORS

- Jen **SEGGER** - Professional Athlete; Coach.
- Will **LAUGHLIN** - Social Network Advisor.
- Hayley **WICKENHEISER** - Olympic gold medalist; *Right to Play*.
- Adam **LEWANDOWSKI** - Volunteer; Humanitarian.
- Majka **BURHARDT** - Writer, Climber & Guide.
- Tim **BORLAND** - Ultra Runner.
- Dr. Stefania **LICARI** - Ultra Runner; Medical Doctor.
- The Band: **WHY** - Musicians; Activists.
- Jodi **BIGELOW** - Adventure Racer; Kayaker; Teacher.
- Norma **BASTIDAS** - Activist for Cone Rod Dystrophy.
- Samantha **GASH** - Professional Ultrarunner.
- Tessum **WEBER** - Arctic Guide; Student.
- Meagan **McGRATH** - Mountaineer; *Seven Summits*.
- Blake **CROSSLEY** - MPH & Oxfam Volunteer.
- Marnie **McBEAN** - Multiple Olympic Gold Medalist.
- Greg **LEO** - Marathon Maniac; Speaker.
- Hannah **McKEAND** - Explorer; *Blizzard Expeditions*.
- Mehmet **DANIS** - Dental Surgeon; Ultrarunner.
- Jordan **THOMS** - Teacher; *All-round i2P Volunteer*.
- Angie **DELORME** - Team Diabetes Canada Supporter.
- Matt **NELSON** - Founder, *The Endurance Trust*.
- Charlotte **VASARHELYI** - Engineering Specialist; Speed Record for the Bruce Trail.
- Tin **HO CHOW** - Social Entrepreneur; Fellow, *TED*.
- John **HUSTON** & Tyler **FISH** - Unassisted trip to the South Pole.
- Laurel **ROSENE** - Youth Volunteer & Mentor.
- Rick **BALL** - Multiple WR Holder; Amputee.
- Team **TRAILWINDERS** - Jay, Mark and Lara.
- Nathalie **SAMSON** & Jeff **DEAN** - *One Filter, One Family*.
- Steve **GAUL** - Cancer Survivor; Activist.
- Chris **CHRISTIE** - Fire Fighter; Photojournalist.
- Theresa **CARRIERE** - Personal Trainer; Cancer Survivor.
- Shirlee **ROSS** - Co-founder, *RunbyRun*.
- Steven **FEIGENBAUM** - Co-Founder, *In Motion for a Million*.
- Matt **HILL** & Stephanie **TAIT** - Founders, *Run for One Planet*.
- Lisa **SMITH-BATCHEN** - Ultramarathon Legend.
- David **HOUGHTON** - Ultracyclist; Author.
- Marie **WHEELER** - Founder, *First Nations' Youth Athletes*.
- Nathaniel **CROSSLEY** - Fundraiser; Aspiring Triathlete.
- Jim **WILLETT** - Personal Trainer; Cancer Survivor.
- Chris **TRETER** - *Run Across Ethiopia*.
- Tony **STAFFORD** - Inspirational Athlete; Former Smoker.
- Joe **HENRY** - M.Ph; Completed the *Hunger 500*.





# BOARD OF DIRECTORS

JAISALMER, INDIA >

**Ray Zahab** - President



In 2006/7, Ray and two other runners ran the entire width of the Sahara Desert - 7,500 kms (4,600 miles) in 111 days with no rest days - and in the process learned of the seriousness of the water crisis in Africa. The run was documented in a film directed by Oscar winner James Moll and narrated by Matt Damon. One of the goals of the film is to raise awareness for the water crisis in Africa. Ray is an established ultra marathoner and speaker who uses his athletic career to support initiatives and causes he believes in. Ray is official Athletic Ambassador for the ONEXONE organization and is a board member of the Ryan's Well Foundation. Ray has completed 11 major expeditions to date, including several world firsts and he holds records that still stand today.

**Bob Cox** - Treasurer



Bob's passion for our fragile planet was formed from spending much of his youth surfing the Pacific Ocean. As i2P's Executive Director and Treasurer, Bob has coordinated partnerships, integrated new team members, led the Youth Ambassador selection committee, and helped drive the fundraising and building of two clean water wells in Africa and a school in the Amazon. Bob is an accomplished amateur athlete as well, having completed several ultra distance events (50, 75 and 100 milers, 100K, and 120K); multiple legs of the Canada OneXOne and Atacama Extreme Expeditions, and all of the Baffin Island, Running Tunisia, and Amazon Expeditions.

**Kathy Adams** - Secretary



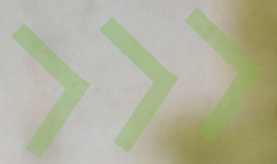
Kathy combines her career as an environmental advisor and a fondness for ultra distance running to constantly learn and push herself past her perceived limits. She is passionate in her goals of helping to find solutions for many of the social issues affecting young people at home and abroad. Kathy volunteers her time as a board member of the Ryan's Well Foundation, acts as a youth liaison during i2P expeditions, and hopes to pass on a legacy of learning and giving to her daughters, Mia Sahara and Anika.



From  
impossible...



# 2 POSSIBLE



Before the Expedition I was not sure if I could run so far every day, but I didn't let the kilometers overwhelm me. I took one step at a time, and before I knew, it was all over. What I realized is that **there is no limit for the human will.**

- Harshveer Saluja  
i2P Youth Ambassador  
Expedition India



# 2011

## YEAR IN REVIEW

2011 was an incredibly adventurous year with the entire i2P team pushing their limits like never before!

i2P founder, Ray Zahab achieved another first-ever milestone by becoming the first person in history to complete a 1,200km north to south crossing of the Atacama Desert, in Chile. As is now an i2P tradition, we planned, and Youth Ambassadors executed, two extremely difficult “World Expedition Series” events. The first being a journey to the high Andes in Bolivia with a run across the Salar de Uyuni where Youth Ambassadors ran at elevations above 14,000 feet while delivering a curriculum to students focusing on Chemistry. During the heat of summer months (the hottest weekend of the year!) when students were out on summer break Ray and i2P Athletic Ambassador Will Laughlin went out and completed what most people would consider unthinkable, by running the length of Death Valley National Park. This wasn’t the longest event of Ray’s career, but stands as one of his toughest.

When the fall came around and school was back in session, i2P took the “World Expedition Series” to India, where a team of Youth Ambassadors ran 270km across the Great Thar Desert. Keeping with relevant world topics the focus was access to health care and students got a chance to look into the many different facets and variances of health care around the world.

Of course between these incredible achievements the i2P team was as busy as ever with developing new relationships, such as the addition of Simon Fraser University who came on board to develop the educational curriculum and bring it to a whole new level of excellence. Ray and Kathy hosted the i2P Annual Picnic where volunteers and friends joined together for a summer feast in Chelsea, Quebec, and as usual Ray was out speaking all over the world spreading the i2P message to corporations, schools and esteemed organizations.

In the pages that follow we will share more details of the events mentioned above and we hope you’ll enjoy because we surely enjoyed delivering our unique education program and inspirational messages, every step of the way!







## ATACAMA EXTREME

On February 12th 2011, i2P founder Ray Zahab completed the **Atacama Extreme!** The Atacama Desert in Chile is considered to be the driest place on earth and this weather contributes to the incredibly difficult terrain experienced throughout the journey. The expedition began near the Peruvian border, north of Arica, and ended in the Province of Copiapo approximately 1,200km later. The expedition took a total of 20 days to complete and Ray ran an average of 60km per day while carrying a pack full of emergency camping supplies. i2P co-founder, Bob Cox, came along and headed up logistics, communications, and even got in some running from time to time. Due to the remote nature of the expedition Ray relied on minimal daily water/food re-supplies which made his journey that much more difficult. During the expedition, Ray communicated via videoconferencing to participating students and they inspired him to push through some of the toughest moments! The educational topic during this Expedition was biodiversity, in a contrasting follow-up to Expedition Amazon from 2010. Daily video journals touched on topics such as **history, industry, life and desert environment**.

## SCIENCE OF THE RUN: WITH DR. GREG WELLS

For both Expedition Bolivia and Expedition India, Dr. Greg Wells accompanied the i2P Team and performed groundbreaking experiments on human physiology and how the human body adapts at altitude (Bolivia) and in heat (India). Dr. Wells' research has been internationally renowned, and he is well known for his **Superbodies** segments that aired during the 2010 Winter Olympics.



The results of his research studies on the Youth Ambassadors to date have yielded some fantastic data. The most interesting finding so far that we will explore in detail on future expeditions relates to how the human body adapts despite the incredible stresses that are placed on it. During both expeditions we could see how the bodies were stressed and breaking down on the first and second days, and then how the body started adapting to be able to handle the stresses of running marathon distances at altitude or in the heat. This adaptation has rarely been explored in the scientific literature and we look forward to continuing to build our database of information about how the human body can adapt to become fitter and healthier in extreme conditions on future expeditions. We look forward to assisting Dr. Wells with his research on upcoming Expeditions!





NOW

BEFORE



Matt had the opportunity of a lifetime to meet Ray Zahab in Orlando, FL, at an Apple Distinguished Educator Conference and his life has never been the same. As a technology integration specialist in Stillwater, MN, he is able to help students take on Global and Environmental Challenges and assist them with conquering their goals through unique interactive educational and real world experiences that the i2P expeditions offer. Being inspired by Ray's stories and accomplishments and a personal challenge to get in shape, Matt began running himself. From a non-runner, through hard work and dedication, Matt has now run several half-marathons, a marathon, and will run his first 50K in 2012.

## MATT HOWE: LIFE-CHANGING >>

# EXPEDITION BOLIVIA



The fourth stage of the i2P World Expedition Series took the i2P Experiential Learning Program to the **landlocked South American country of Bolivia**, a land rich in history, minerals, and incredibly contrasting geography.

Five Youth Ambassadors (Ryan, Jessica, Barbara, Ashley, and Brandon) were selected to push their limits in **terrain like no other i2P team has experienced before**. They ran an average of nearly a marathon per day for 6 days at altitudes between 12,500 and 14,500 ft!!

The Education Program, developed by Simon Fraser University, examined the world of chemistry (in conjunction with the United Nations International Year of Chemistry [IYC]) and the role that it plays in the region.

Along the way, the i2P team had the stunning opportunity to run across the **Salar de Uyuni**, a truly unique landmark situated in the South

Western corner of Bolivia. With an area of 10,000 square kilometers and barely one meter of elevation variation across the entire surface, the Salar de Uyuni is also one of the most uniformly flattest areas on the planet.

Lastly, **the entire Expedition was filmed by cantaloupe.tv**, who accompanied the Team during the journey across Bolivia. The full documentary detailing the trials, tribulations, highs, and lows of the experience is available for viewing on the impossible2Possible website.



## EXPEDITION BOLIVIA >







## DEATH VALLEY

In August, Ray Zahab and Will Laughlin completed the world's first off-road transection of Death Valley – a national park in the U.S. states of California and Nevada, that is the **hottest and driest location in North America**. The terrain is varied and difficult, containing a diverse desert environment of salt-flats, sand dunes, badlands, valleys, canyons, and mountains.

Will and Ray began at the north park boundary, and headed toward the south park boundary – a distance of about 300km (180 miles)! While running through Death Valley, the team battled challenging ground, **experienced temperatures as high as 127°F**, and faced navigational issues early on. Despite facing these scorching temperatures & uneven terrain, their entirely off-road adventure was done with minimal resupply! They had to carry enough hydration for 20-30km sections, the distance they travelled before having access to their crew again.

They finished their Death Valley Expedition in 4 days and 15 hours! Their progress could be tracked in real-time using the online tracker & daily multimedia on the [www.rundeathvalley.com](http://www.rundeathvalley.com) website. **Congratulations on another world-first, Ray and Will!**

### GOOD GUYS TRI: LEVERAGING SPORT TO DO SOME 'GOOD'



Good Guys Tri (GGT) is a non-profit initiative that was founded by Mike Herzog and several others in the Fall of 2011 with a goal to engage in great causes and leverage the love of endurance sport to do some good. So far, they have been incredibly successful in raising their profile amongst the endurance community as well as funds for our Youth Ambassador Programs via special events and web-based auctions – greatly contributing to our ability to Educate, Inspire, and Empower the global community.

Even though they have a growing stable of partnerships and altruistic volunteers – including Solefit Orthotics, SWTechnologies, Euro-Sports, RunEffortlessly.com, and Michael Michaud – Good Guys Tri will continue to grow with the help and support of people like you! Please visit their website ([www.goodguystri.ca](http://www.goodguystri.ca)), Like them on Facebook, Follow them on Twitter, and be sure to check out their web based auctions, in addition to looking out for them competing in events in cities near you!

As an organization that donates a portion of its proceeds to i2P, we are grateful to have the dedication and support of Good Guys Tri, and we wish them all the best in their efforts!

good  
guys TRI







## EXPEDITION INDIA



The fifth stage of the i2P World Expedition Series took the i2P Experiential Learning Program to the region of the Thar Desert – also known as the “Great Indian Desert”.

It is the world’s seventh largest and one of the most inhospitable deserts on the planet. Four Youth Ambassadors (Emma, Harshveer, Jessica and Patrick) were selected to push their limits in a region like no other i2P team had experienced before!

They ran an average of nearly a marathon per day for 7 days, covering a total of 270km through the vast & expansive Thar Desert. In addition, the i2P Youth Ambassadors acted as lead researchers for our **most expansive and robust Experiential Learning Program to-date**. They visited local clinics, communities, and schools and lead a discourse on the ever-important topic of World Health. For the first time during an i2P Expedition, a complementary team of doctors, scientists and educators supported the Education Program with a separate series of experiments, observations and reports, which gave students an inside look at hospitals and health agencies, and the role that World Health plays in that region!

As the Youth Ambassadors traversed this varied and diverse region, they communicated their adventure using educational challenges, live videoconferencing, photos & videos and experiments! While the team was faced with limited connectivity and had to get creative in order to deliver content to the thousands of students following along at home, the Youth Ambassadors were able to find time to interact in meaningful ways with their peers.

Lastly, in covering 50 kilometers during Day 5 of the Expedition, the Youth Ambassadors set a new “record” for the longest single-day distance completed during the World Expedition Series - **issuing an unofficial challenge to future Youth Ambassadors**. Congratulations Veer, Emma, Jessica and Patrick!

EXPEDITION INDIA >







# 2011's YOUTH AMBASSADORS

Ryan



MONTGOMERY

Pendleton, OR

A dedicated athlete & volunteer, Ryan is now a freshman at Brigham Young University in Utah.

Ashley



HASSARD

Toronto, ON

Recently-graduated with a degree in Sociology from the University of Western Ontario. Ashley has also volunteered in Ghana since Expedition Bolivia.

Jessica

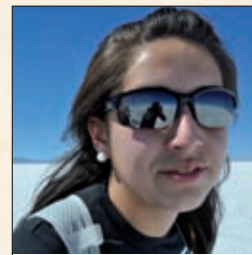


SUVAK

Cleveland, OH

A recent graduate of Notre Dame College's Marketing and Fine Arts Program, Jessica now resides in Cleveland.

Barbara



DAVILA

Santiago, Chile

Barbara is a talented high school soccer player who was i2P's first Youth Ambassador from outside of North America.

Brandon



SAND

Saskatoon, SK

Brandon is from the Mistawasis First Nation, and is a dedicated advocate for native rights and culture.

Jessica



KENNY

Painesville, OH

Jessica just completed her pre-nursing degree at Lake Erie College, and hopes to go into Pediatrics in the future.

Emma



COOK-CLARKE

Calgary, AB

Emma is now in her first year at the University of Calgary, and she spent 9 months travelling the world after graduating from high school.

Harshveer

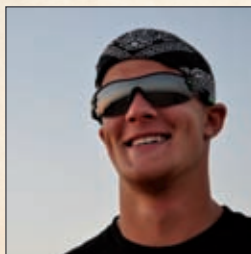


SALUJA

Ranchi, India

Originally from Ranchi, India, Harshveer has a degree in Business Administration from Mumbai University, and wants to pursue a Master's degree in the future.

Patrick



DOUGHTY

Platteville, WI

Patrick is now a senior at the University of Wisconsin, where he is studying Construction Management and International Business.

Patrick is an all-around athlete who enjoys spending time outside.

## INTERESTED IN APPLYING?

If you are between the ages of 17 and 21, you could be a Youth Ambassador for an i2P Expedition.

Keep your eyes peeled on our website for Application Instructions for upcoming Expeditions, which usually occur in the Spring and Fall.



# MEDIA

impossible2Possible makes a concentrated effort to spread our message and word of our efforts as often as possible. Listed below are some of the events that i2P spoke at in 2011.

## SPEAKING ENGAGEMENTS

- Clinton Global Initiative
- Canadian Olympic Team
- Amsterdam University
- University of British Columbia
- Queen's University
- University of Ottawa
- Apple Distinguished Educators
- Simon Fraser University
- United States Embassy, Ottawa
- Economic Faculty Rotterdam
- Engineers Without Borders
- Run for Wells

Ray Zahab was featured in both cover stories and advertisements in several partner publications throughout 2011.



2011 saw i2P's first print advertisements appear in Explore, iRun, and Breathe magazines!



i2P Members gave several keynote speeches - at forums all around the world and for a wide variety of audiences!

an opportunity to  
yourself, what would





# MOTIVATIONAL



Still, for Zahab, **the scenery outshone the misery**. In addition to such natural wonders of the ancient world as Inca trails and geoglyphs, Zahab was surrounded by mountains the whole way. The coolest thing? Video conferencing with thousands of school kids who got the full gross-out factor of Zahab's epic blister—in real time.

- Explore Magazine  
April 2011





# SPONSORS

As a non-profit organization, i2P relies on corporate sponsors to help us achieve our goals. At i2P, we embrace the value of our sponsors, and look to spread their message in conjunction with our own. In 2011, we were honored to announce several additions to our growing network of established and well-respected supporters. The contributions from our sponsors can include monetary contributions, gear donation, resource and knowledge transfer, assistance in delivering our education programs or promotion through various media outlets.

If you are interested in learning more about sponsorship, please contact our Executive Director, Bob Cox, at [bcox@impossible2possible.com](mailto:bcox@impossible2possible.com).

We would like to give a tremendous thank you to all of our sponsors, and we hope they will stay on board for future adventures that inspire, educate and inspire!

# THANK YOU!

## BOLIVIAN FINISH





# COMMUNITY SUPPORT

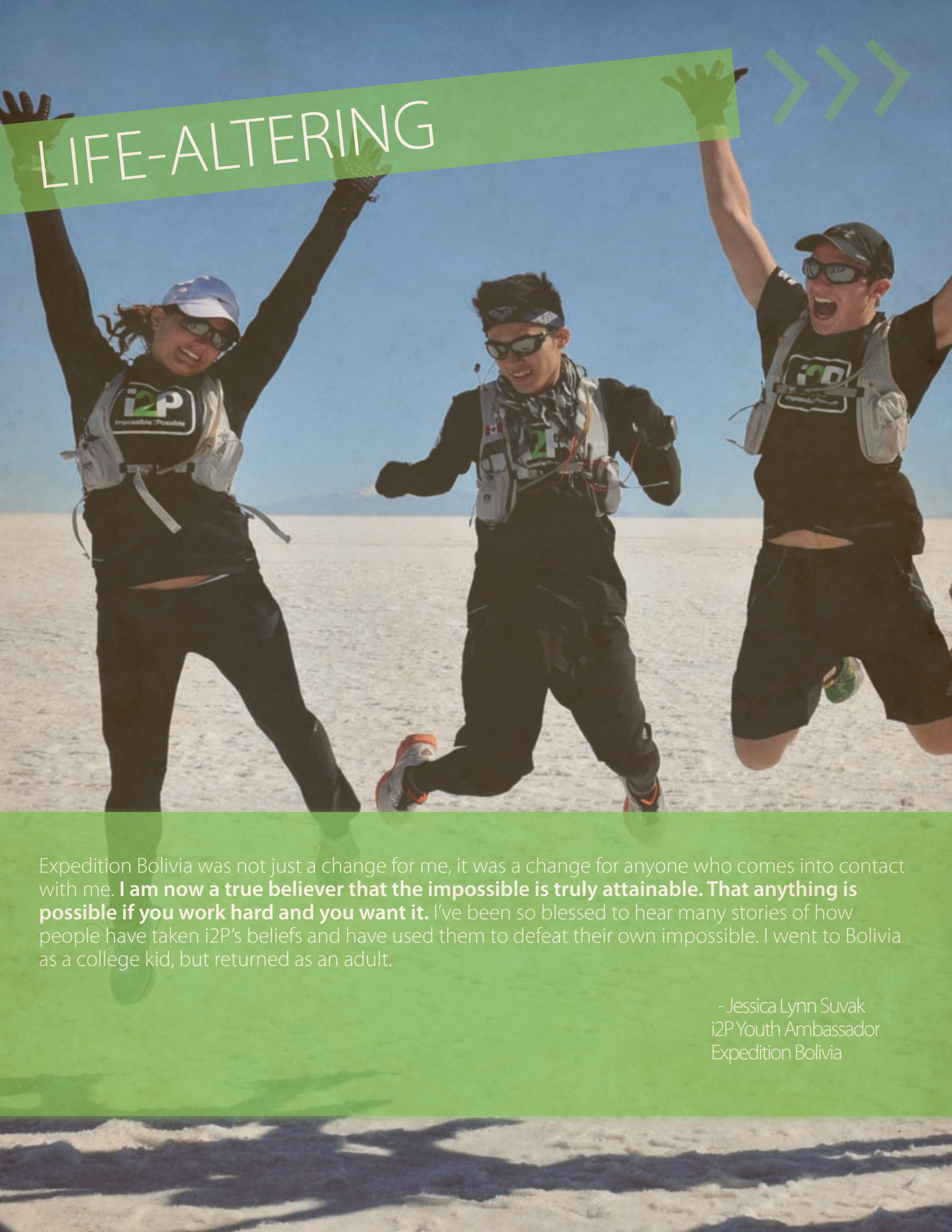
One of the most rewarding residual effects of our organization is being able to have a positive impact on our communities, partners, and like-minded organizations. We also thank them for their incredible support that they have given us, as we feel they truly are mutually beneficial partnerships. The organizations listed below are all doing exceptional work, and we encourage you to visit our website for links to learn more about their efforts.

Another humbling aspect we have experienced over the years has been the dedication of communities and supporters in constantly promoting impossible2Possible to the general public - whether it be in person or via social media. It is the efforts of these incredible people that has allowed us to continuously grow and evolve, while being able to educate, inspire, and empower a much greater number of people than we ever could on our own.

## THANK YOU!







# LIFE-ALTERING

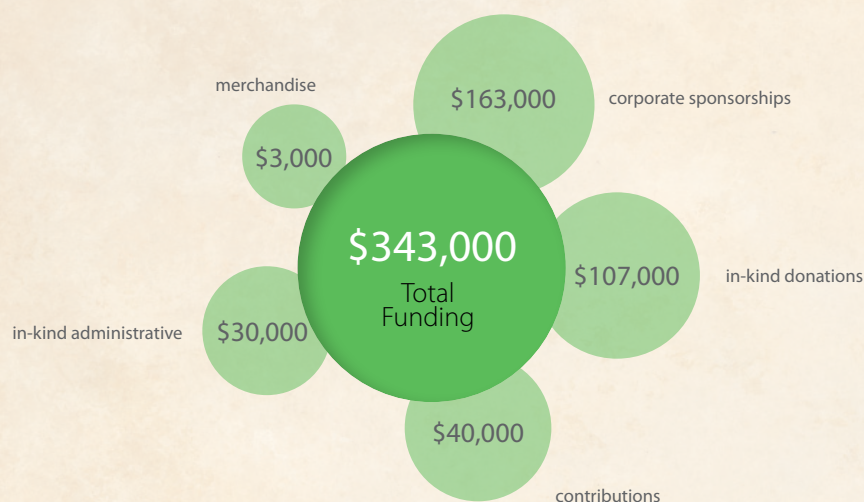
Expedition Bolivia was not just a change for me, it was a change for anyone who comes into contact with me. **I am now a true believer that the impossible is truly attainable. That anything is possible if you work hard and you want it.** I've been so blessed to hear many stories of how people have taken i2P's beliefs and have used them to defeat their own impossible. I went to Bolivia as a college kid, but returned as an adult.

- Jessica Lynn Suvak  
i2P Youth Ambassador  
Expedition Bolivia



\* Detailed financial statements available upon request.

# FUNDING BY SOURCE



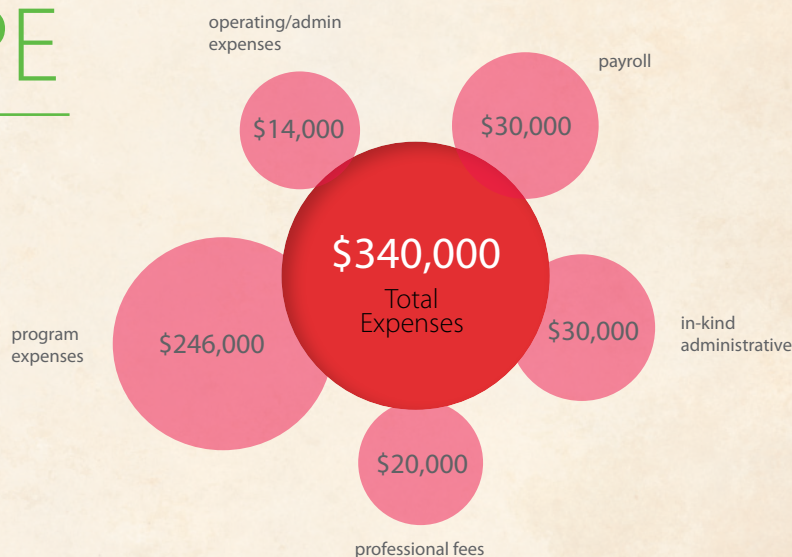
SOURCE	PERCENTAGE
corporate sponsorships	48%
in-kind donations	31%
contributions	12%
in-kind administrative	9%
merchandise	1%

Totals may not add due to rounding.

# EXPENSES BY TYPE

SOURCE	PERCENTAGE
program expenses	72%
in-kind administrative	9%
payroll	9%
professional fees	6%
operating/admin expenses	4%

Totals may not add due to rounding.





# DONORS

All of our programs are 100% free to schools, students, and Youth Ambassadors, and Ray Zahab - our founder - is himself a volunteer who donates his endorsements and time to i2P.

We'd like to ensure that these programs remain free for generations to come, and our donors make an immeasurable effort towards securing this long-term objective.

**There is no contribution too small!** Every little bit helps us continue our mission to Educate, Inspire, and Empower!

## THANK YOU!

**We wanted to extend a big thank you to everyone who made donations in 2011!**

In addition, there were two separate opportunities for i2P supporters to purchase i2P apparel -co-designed with Sugoi.

The line featured short and long sleeve technical shirts, arm warmers, jackets, toques, and wrist bands.

The launch of the clothing line was a successful step in our efforts at making i2P a sustainable organization. Look for the line to grow in the coming years!







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United States 90706



**Follow:**

@goi2P  
@RayZahab



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**vimeo**

**Watch:**

<http://vimeo.com/i2p>



**Wear:**

Visit our on-line store!

# GET INVOLVED/ CONTACT US

Your help and donations are what make i2P what it is today. Our legion of volunteers and ambassadors allow us to offer such diverse and impactful programs.

Donations help us to ensure that we never have to cancel a project or expedition because of a lack of resources. If you would like to get involved by either donating gear for an upcoming project or expedition, funds for our youth programs, or your time as a volunteer, please visit our website, join the conversation with thousands of others on Facebook and Twitter, or drop us a card in the mail.



**General Inquiries -**

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**Educational Inquiries -**

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I2P's REAL HEROS >