

# ANNUAL REPORT



2012

inspire



educate



empower



**i2P**  
impossible2Possible



# TABLE OF CONTENTS

A Message From The Board Chair	1
A Message From Our Founder	2
2012: By the Numbers	3
About Us	4
Our Programs	5
Extraordinary Acts Update	7
The i2P Team	8
Board Of Directors	15
2012 In Review	19
2012's Youth Ambassadors	23
Media	25
Sponsors	27
Advocacy & Partnerships	29
Donors	30
Funding By Source & Expenses By Type	31
Get Involved/Contact Us	32

CHECK THESE SIDEBARS THROUGHOUT THE ANNUAL REPORT TO SEE PROFILES OF TEAMMATES WHO WERE INTEGRAL TO OUR SUCCESS IN 2012, ADDITIONAL RESOURCES TO CHECK OUT, OR TESTIMONIALS FROM PEOPLE LIKE YOU!

<i>Jay Solman</i>	6
<i>Ferg Hawke</i>	13
<i>Jeff Dean</i>	16
<i>Nathalie Samson</i>	16
<i>Todd Shannon</i>	23
<i>Jordan Thoms</i>	30

> acting extraordinary



THE TEAM IN  
BOTSWANA





# A MESSAGE FROM THE BOARD CHAIR

BOB COX IN THE  
ATACAMA DESERT



This might come as a bit of a surprise to you, but I am astonished to be sitting down and writing my 5<sup>th</sup> letter for an i2P Annual Report! When Ray and I started impossible2Possible it was truly a dream, but there were two of us who shared that same big audacious dream, making things seem more realistic. Our journey since those early days has not been easy and just like every other entrepreneur out there who chases a dream we faced (and continue to face) incredible obstacles with each and every educational program put forth. But wavering and/or quitting is not our style and since day 1 we have been committed to delivering ground breaking and life altering programs to Youth Ambassadors and students in classrooms from all reaches of the globe.

Ray and I believe we can improve education, we believe we can make an impact in the lives of young people, we believe we can inspire people from all walks of life to push their limits. But all of those beliefs are meaningless if we don't stand behind them with action. Over the last 5 years we have been blessed to share our dream with the i2P army of volunteers. A group of people who through selfless acts and dedication help us create the action and follow through of our altruistic idea to change the world.

2012 marked a change from years past as we solely focused on one large Youth Expedition in the fall. This mind-boggling journey to Botswana included 8 youth ambassadors running ultra-marathons across the Kalahari Dessert and the Makgadikgadi Salt Pan. The i2P team basically traversed the entire country as we studied the effects of drought in the region. This year also saw something we've never done before. We stopped an expedition before reaching the finish. As Ray was running across South America, mother nature had other ideas and with less than a week to go a series of furious storms were unleashed and literally flooded the countryside of Argentina. With the eyes of students upon us and without any safe alternatives our decision was easy. The Expreso de los Andes also included the 1st i2P fitness challenge where nearly 500 students, teachers, and administrators challenged themselves to get fit!

Thanks to all our students, volunteers, partners, and sponsors for your dedication and hard work throughout the year. Please enjoy our look back at 2012, it was quite a year!

A handwritten signature in black ink that reads "Bob Cox".

Bob Cox  
Executive Director/Co-Founder



# A MESSAGE FROM OUR FOUNDER

Hey Everyone!!!

What an amazing year it has been! I feel like I say that every Annual Report...but I have to share with you that once again the lives changed....the students reached....the extraordinary barriers that i2P Youth overcame this year have once again proven to me that we are ALL capable of the exceptional in our lives.

When Bob and I founded impossible2Possible after the *Running The Sahara* expedition, we could have never anticipated the energy and enthusiasm that would travel both ways. From expedition to classroom, and back from the classroom to the expeditions. We dreamed of an organization that would be FREE for schools and students to participate in, and would give i2P Youth Ambassadors an opportunity to experience what *Running The Sahara* was all about - by allowing them to re-define themselves, and then share their lessons live with students all over the globe.

Thank you everyone for your support and belief in what impossible2Possible is trying to achieve. And thank you for another amazing year!!!



Ray Zahab  
Founder



RAY AND  
HIS WIFE  
KATHY  
**ENJOYING  
A RUN  
TOGETHER**



# 2012: by the numbers

INTERESTING I2P FACTS

STUDENTS WHO  
**COMPLETED** THE  
I2P FITNESS  
CHALLENGE!

43M

TOTAL **KILOMETERS**  
**RUN** BY RAY ZAHAB  
DURING EXPRESO  
DE LOS ANDES.

500

ANNUAL  
**FACEBOOK**  
IMPRESSIONS

1,700 KM

12

CALORIES BURNED  
**PER DAY** BY YOUTH  
AMBASSADORS IN  
BOTSWANA!

(THAT'S THE EQUIVALENT  
OF 4000 BANANAS!)

20K

HOURS - THE  
LONGEST  
**CONTINUOUS**  
RUN DURING THE  
PCH 150.

40,000

STUDENTS WHO  
PARTICIPATED IN  
OUR **EXPERIENTIAL**  
**LEARNING PROGRAMS**



# ABOUT US

**YOUTH ALUMN  
CONNOR CLERKE**  
RE-JOINED THE  
I2P TEAM DURING  
EXPRESO DE  
LOS ANDES.



## 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.

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!

### inspire

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.

### empower





# 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.

truly groundbreaking



EXPERIENTIAL  
LEARNING  
IN ACTION:

A LIVE VIDEO  
CONFERENCE  
FROM THE  
KALAHARI





## 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.

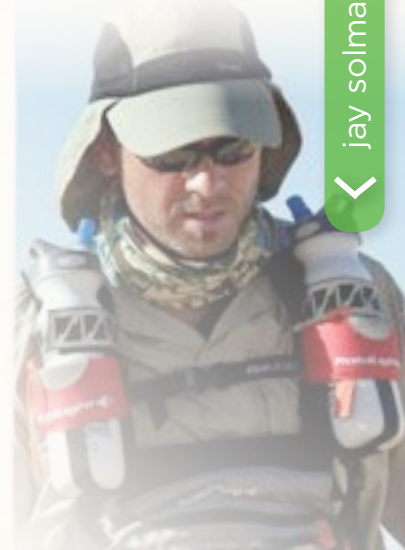
By facilitating grassroots level fundraising, linking students and adults to select charitable partners, providing motivation and support, and embracing the causes of our Ambassadors and friends, i2P is helping to spearhead actions that will make a difference.

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

### EXPERIENTIAL LEARNING IN ACTION:

STUDENTS ASKING  
QUESTIONS DURING  
EXPRESO DE LOS ANDES

*Jay Solman is part of the Education Team at i2P. With input from faculty at Simon Fraser University, the Education team develops new and dynamic curriculum for each new youth expedition. Jay believes that i2P represents a new paradigm for engaging youth in inquiry based learning combined with the spirit of adventure. He is an avid ultra runner and has competed in ultra marathons all over, including the 250km Sahara Race, Fat Dog 100 and the White River 50.*



< jay solman



# extraordinary acts update



## TAQUARA SCHOOL - BRAZIL

In 2011, the permanent school and eco-tourism facility - that was fundraised for during Expedition Amazon - was completed in the Flona dos Tapajos region of Brazil. The school has enriched the community of Taquara, and the community just recently received its first computer to assist with educating its youth.



## IMICALECI - UGANDA

In 2010, the shallow well funded by i2P was completed by Ryan's Well in Ayang Village in Uganda. It serves 67 households, providing them with vital daily access to water!



## KULU AMIK - UGANDA

Also completed in 2010, the shallow well in Kulu Amik was completed at a school site.

It serves 127 households, and at the opening the village was especially thankful to the i2P family!



## SAMBARU RAINWATER HARVESTING PROGRAM - KENYA

Givingwater.org has recently completed its project to install rainwater-harvesting systems at 7 schools in Kenya. These projects will help to improve the quality of life of students in vulnerable, water-stressed, and drought-affected areas.

Overall, over 4,150 students will be positively affected by this project - which was an integral part of the i2P Twenty10 H2Initiative.



**THANK YOU!**

TO ALL OF  
THOSE THAT  
CONTRIBUTED  
TO THESE  
PROJECTS!



# 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

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

AFFLECK

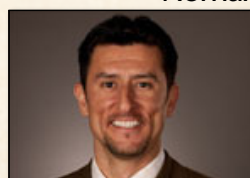


Science and Education Director

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

Nomar

GARCIA-PARRA



Advisor

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

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.

## OPERATIONS

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

THE TEAM  
PLANNING A  
ROUTE  
THROUGH  
UTAH.





**ADRIANA ROSSI**  
DURING  
EXPEDITION AFRICA

**Grant**



**MOWBRAY**

Chief Financial  
Officer

Chartered Accountant;  
CFO, Butterfield Bank;  
BA, University of British  
Columbia.

**Brad**



**SMITH**

Partnership  
Development Director

Experienced HR Executive;  
eMBA, uOttawa; B.Com,  
University of Manitoba.

**Nick**



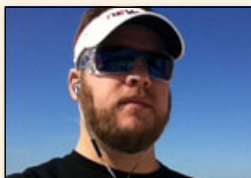
**GRAVEL**

Web Presence  
& Logistics

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

## education & science

**Matt**

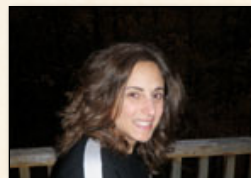


**HOWE**

Education Coordinator  
& Logistics

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

**Adriana**



**ROSSI**

Education Advisor

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

**Heather**



**THORKELSON**

Education Advisor

Life Coach; Business  
Strategist; Experience  
managing school staff.

**Dr. Greg**



**WELLS**

Exercise, Science &  
Physiology Advisor

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

### 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.

If you are a teacher, visit our website to register your school (it takes less than 5 minutes), and download our brochure that outlines the features of our Experiential Learning Programs.





Dr. George



AGNES

Education Advisor

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

Jay



SOLMAN

Education Advisor

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

Don



HENDERSON

Technology  
Education Advisor

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

Peter



SHELDON

Research Assistant

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

Leona



CHATWOOD

Research Assistant

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

Jill

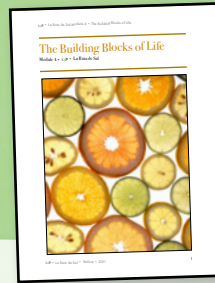


BURDO

Technology  
Integration Advisor

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

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!



*As a pediatrician I work to keep kids well so they can go out and change the world. As a parent I strive to give my children the education, skills, courage, and confidence to believe they really can change the world. i2P takes young adults out into that world, in new and amazing ways, and gives them unique and powerful experiences that really do change the world. Each expedition is a condensed, super-potent, content-filled, in-depth, hands-on course in changing the world.*

*Dr. Shawn Cooper*



JAY SOLMAN  
OF SIMON  
FRASER  
UNIVERSITY  
**REVIEWING  
THE DAY'S  
EDUCATIONAL  
CONTENT**



# expedition logistics

Judith



STUHNBERG

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.

Anton



STRANC

Expedition Logistics Advisor

Director of Information  
Technology; Athlete and  
logistical expert.

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".

Brendan H.



DOHERTY

International Affairs Advisor

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

Kevin



LIN

i2P Asia Coordinator

World renowned athlete;  
Graduate of National  
Chung Cheng University.

Cristian



SIEVEKING

i2P Chile Coordinator

Logistics Expert;  
Veteran Ultra-marathoner.

## 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.

John



TOTH

Logistics & Leadership Training Advisor

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

OUR LOGISTICS TEAM  
ALWAYS HELPS  
TO ENSURE THAT  
**WE ARE SAFE AND  
ON THE RIGHT TRACK**



# youth engagement & prep

John

ZAHAB



Youth Fitness Advisor

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

Jill

GILDAY



Youth Ambassador Coordinator

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

Ferg

HAWKE



Youth Expedition Advisor

Famed Ultrarunner & Triathlete; Physical Trainer & Nutritional Consultant.

Derrick

SPAFFORD



Youth Fitness Advisor

Owner, Spafford Health & Adventure. Fitness Coach; Professional Trail & Snowshoe Runner.

Holly

GRANT



Nutrition Advisor

Registered Dietician, Certificate in Sports Nutrition, International Olympic Committee (IOC).

Jay

ANKERSMIT



Advisor

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

Jennifer

NICHOLS



Nutrition Advisor

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

Lucy

WAINWRIGHT



Nutrition Advisor

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

## YOUTH ENGAGEMENT & PREP

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.



FERG HAWKE  
AND  
KATHY ADAMS:

INCREDIBLE  
YOUTH  
MENTORS





# visual arts, sound, and web

Todd



SHANNON

Digital Communications Coordinator

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

Jordan



THOMS

Social Media Coordinator

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

Kevin



VALLELY

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.

Sean James



BOYER

Advisor

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

## 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.

**JORDAN THOMS  
ON LOCATION  
DURING EXPRESO  
DE LOS ANDES**

*After being told that he had high blood pressure in the 1980s, Ferg Hawke took up running and has since become a legendary ultrarunner. He has been a run guide for 4 i2P Expeditions, where he has been invaluable in providing advice and guidance to our Youth Ambassadors. We are proud and honoured to call him a member of our team!*



ferg hawke



To learn more about  
our Inspirational Ambassadors  
and their stories, please visit:  
<http://impossible2possible.com/about/iambassadors>.



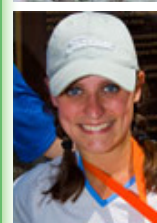
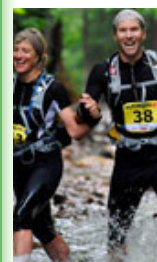
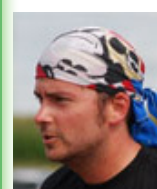
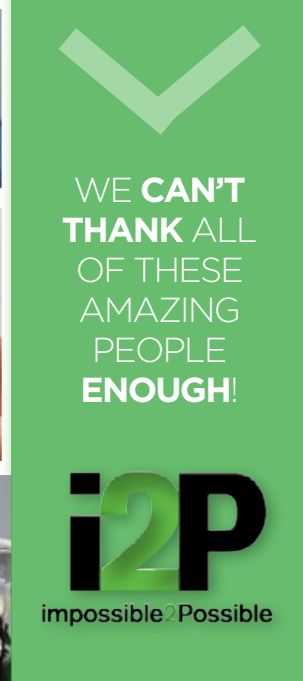
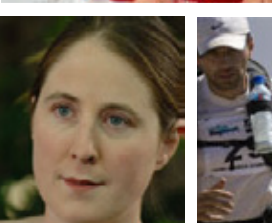
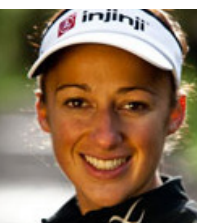
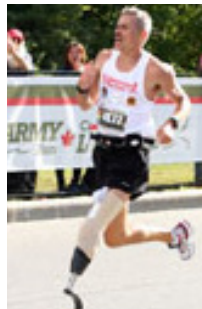
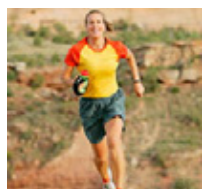
# inspirational ambassadors

- 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..
- Darcy **AFRICA** - Professional Ultrarunner..
- Tessum **WEBER** - Arctic Guide; Student.
- Meagan **McGRATH** - Mountaineer; *Seven Summits*.
- Blake **CROSSLEY** - MPH & Oxfam Volunteer.
- Marnie **McBEAN** - Multiple Olympic Gold Medallist.
- Greg **LEO** - Marathon Maniac; Speaker.
- Hannah **McKEAND** - Explorer; *Blizzard Expeditions*.
- Mehmet **DANIS** - Dental Surgeon; Ultrarunner.
- Darren & Sandy **VAN SOYE** - Trekking the Planet
- Angie **DELORME** - Team Diabetes Canada Supporter.
- Matt **NELSON** - Founder, *The Endurance Trust*.
- Charlotte **VASARHELYI** - Engineering Specialist; Speed Record for the Bruce Trail.
- Tin **HOCHOW** - 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*.



WE CAN'T  
THANK ALL  
OF THESE  
AMAZING  
PEOPLE  
ENOUGH!

**i2P**  
impossible2Possible





# BOARD OF DIRECTORS

WE ARE HONORED  
TO WELCOME  
**GRANT MOWBRAY**  
TO THE TEAM  
AS CFO IN 2012!

The impossible2Possible Board of Directors provides the overall management and direction necessary to continue growing our organization. Their leadership is integral to our success, and the board has expanded to include two new members in 2012!

## RAY ZAHAB

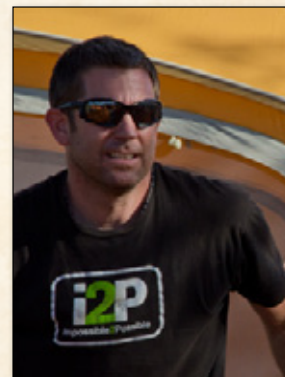
### PRESIDENT



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 13 major expeditions to date, including several world firsts and he holds records that still stand today.

### TREASURER

## BOB COX



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 fundraising. 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.

## EWAN AFFLECK

### DIRECTOR, SCIENCE & EDUCATION



Dr. Affleck has been a part of i2P since its inception, bringing his skills as a physician, administrator and ultra runner to the team. Ewan oversees the organization's Education team, responsible for developing curriculum and liaising with Universities and schools.

Ewan is a mentor to the Youth Ambassadors helping interpret and relate what they are experiencing on the ground to classrooms all around the world.



## KATHY ADAMS

### SECRETARY



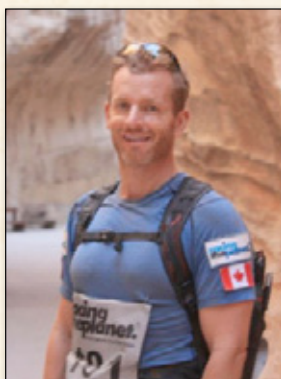
Kathy combines her career as an environmental advisor and a fondness for ultra distance running to constantly learn and push herself past her perceived limits. She is passionate in her goals of helping to find solutions for many of the social issues affecting young people at home and abroad. Kathy volunteers 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.

### CHIEF FINANCIAL OFFICER

Grant is a Chartered Accountant and accomplished ultra runner. As the CFO, Grant provides our organization with expert financial reporting, planning, and investment direction.

Grant shares i2P's vision of cultivating a generation of leaders, using adventure as a medium to encourage youth to reach beyond their perceived limits. He is also a vegetarian and an advocate for animal rights.

## GRANT MOWBRAY



jeff dean

Jeff and Nathalie (below left) crossed paths with the i2P family when they reached out to Ray, in the hopes he would provide them with guidance for their first run in Cambodia, for their non-profit OneFilterOneFamily. They received support for that expedition as well as two others that followed, and have raised enough donations to provide over 150 families with access to clean drinking water in rural Cambodia!

nathalie samson



In addition to their philanthropic efforts, Jeff and Nathalie spread the word about i2P at every opportunity, proudly sew i2P logos onto their gear and clothing, and attend events and support runners & friends (like Kathy Adams) at races near and far. In return, they ask for nothing, and humbly state that "i2P believed in us long before we believed in ourselves." We are proud to count them among our teammates, and look forward to seeing what they accomplish in the future!

BOB, RAY,  
AND KEVIN  
ENJOYING  
THE  
SCENERY  
IN CHILE.





From  
impossible...





> to possible.

“

If my generation wants to be successful we are going to have to start learning how to fail forward. We are going to have to start developing resiliency and learning how to adapt and overcome in the face of adversity and change.

- Hannah Elkington,  
Youth Ambassador

”



# 2012 IN REVIEW

RAY SETTING  
THE PACE  
DURING  
AUGUST'S  
**BAFFIN RUN**



2012 saw countless inspiring and impressive achievements from many members of the i2P family, including our most ambitious Youth Expedition to-date in Africa, another world-first from Ray in South America, and some notable projects closer to home in California (PCH 150) and Northern Canada (Baffin Run).

What is most impressive, however, were the initiatives achieved by the true heroes of impossible2Possible - our students and Alumni.

Last year saw 500 students complete the inaugural Student Challenge - where participants committed to train for, and complete, a distance of their choosing throughout the Expreso De Los Andes Expedition.

In addition, our Youth Ambassador Alumni undertook a challenge to themselves cover 8,000 km and raise funds between Expreso de Los Andes and Expedition Africa.

These achievements are detailed further below, and we are incredibly proud of each and everyone involved with each of these programs.

Lastly, we are proud to welcome several new partners, sponsors, and supporters on board, all of whom helped make Expedition Africa the most comprehensive and well-rounded Youth Expedition so far.

The PCH 150 began at the United States/Mexico border, and ended 3 days later - with many accumulated smiles, tears, and drops of sweat - at the famed Santa Monica Pier. Conceived by Bob Cox and his friend, Joe Henry, as a way to push their limits and raise awareness for the upcoming Youth Expedition, the route took the two men past several landmarks, notable vistas, and interesting landscapes as they traversed the Pacific Coast Highway (PCH).

Supported along the way by their friends and family, the duo succeeded in their quest, and both set a new record for distance covered over a 3 day span.



**pch  
150**



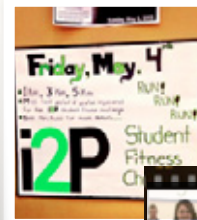
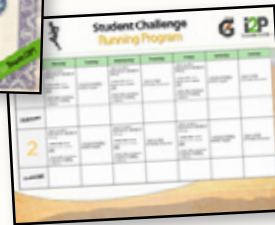
# expreso de los andes

in January 2012, Expreso de los Andes saw Ray attempt to cross the South American continent from Concon, Chile to Buenos Aires, Argentina. He was accompanied by a supporting team including Bob Cox, Kevin Vallely, Dr. Greg Wells, Jordan Thoms, and Cristian Sieveking. Joining them in a final non-stop stretch was Youth Ambassador Alumni Connor Clerke!



The Expedition featured a three-tiered challenge with the purpose of educating, inspiring, and empowering administrators, teachers and students to take on a Health & Physical Activity Challenge. Simultaneously, school Principal George Singfield committed to and trained for some boundary breaking challenges of his own - the Ottawa Half Marathon and a 50km trail run in fall 2012! 'Principal George', Ray, Kevin, and the entire i2P team inspired over 500 students to accept the fitness challenge and get in shape! Participants received resources, motivation, coaching, finishers' certificates, and i2P wristbands for their successful completion of the challenge! In addition, several schools organized races to celebrate the end of the training program, and Oak-land Jr. High in Minnesota even helped raise funds for a new fitness facility!

challenge participation



## student challenge

CROSSING  
INTO  
ARGENTINA





# alumni run

Every Youth Ambassador leaves their expedition filled to the brim. With excitement, with amazement, with gratitude. And it was in the spirit of these feelings that the alumni came together as a team to create The Alumni Run - an attempt to collectively run 8,000km "from" Buenos Aires "to" Gabarone - and bridge the excitement between Expreso de los Andes and that fall's Youth Expedition to Botswana.

At the same time, the alumni blogged about their experience and raised money in support of expedition Botswana through the i2P's First Giving page. They were incredibly successful, and blew the kilometre goal out of the water, totalling 8,810 km!

Jessica Kenny (Expedition India) did an incredible job of keeping track of all of the kilometres; Kajsa Heyes (Running Tunisia), Jill Gilday (Running Tunisia), and Jessie Lilly (Expedition Amazon) were instrumental in rallying the alumni and preparing fundraising documents to get the challenge started.

Overall, it was a great start to what we hope are many more events of this kind spearheaded by the alumni. Thank you to everyone who so willingly donated their mileage and their money!

This challenge was proof that when we work together as a team, impossible2Possible can truly make incredible things happen and inspire people all around the world!

Last August, Ray Zahab and Ferg Hawke said farewell to their Inuit hosts and set out to tackle the Akshayuk Pass - a 100km/60 mile stretch in Canada's Arctic - on a completely self-supported run across Baffin Island.

The 5th largest island in the world, Baffin Island is an incredible mix of rugged landscape, unforgiving rivers, and breathtaking mountains. While slowed significantly by higher than expected glacial water and fog, Ray and Ferg successfully completed their non-stop trek in 31 hours.

However, Ray and Ferg's run was merely a warm-up for what is to come! They did the trek to kick-off excitement about Expedition Africa, but also as a precursor to 2013's Expedition Gobi - a 2,000km trek across the Gobi Desert's widest point. Be sure to follow along as they attempt yet another ambitious world first!



## baffin run

STUDENTS AT  
OAK-LAND JR. HIGH  
AT THE SUCCESSFUL  
COMPLETION OF  
THE FITNESS  
CHALLENGE!







# expedition africa

In October, impossible2Possible returned to the incredible continent of Africa and, in particular, the country of Botswana. 8 Youth Ambassadors ran across some of the most beautiful regions in the country of 2 million people, including the Makgadikgadi Pans and Okavango Delta.

Their route took them throughout the Kalahari Desert, which is currently thirsting and starved by drought. Appropriately, the educational topic for this Expedition was "*Water and its Effect on Human Development and Biodiversity*", and students were presented with curriculum that was broken into three phases: (1) Engagement and Stimulation of Imagination; (2) Learning to Use the Scientific Method and its Adaptations, and (3) Perspective and Awareness.

For the first time, the Youth Ambassadors were divided into two teams. For the first 4 days, one team was responsible for running support & educational work, while the other team was focused on running. Following a day in which they all ran together, the Youth Ambassadors then switched responsibilities. As a result, the i2P Youth Ambassadors were able to both share the experience of running ultra marathons day after day and the experience of what it takes to execute an international expedition.

In addition, the Expedition was accompanied by the release of a limited-edition tee shirt. Utilizing a crowdsourcing platform for the first time, the order threshold of 250 was passed in a matter of days, and helped to generate excitement for the journey.

Expedition Africa also welcomed Transamerica Financial as an official Partner. Mixing in concepts of financial literacy and planning for the future helped create a robust and engaging curriculum that was well-received at schools all over the world.

Lastly, we(e)press donated 100% of the proceeds for their latest fiction book - Hart's Halo - to the Expedition. The book expertly weaves math, science, and adventure into a captivating story.



THE TEAM  
PUSHING ON  
DURING THE  
FINAL DAYS  
IN **BOTSWANA.**



# 2012 Youth Ambassadors

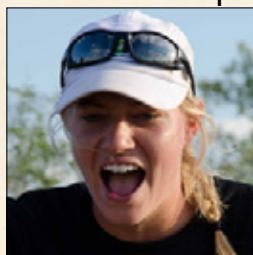


## INTERESTED IN APPLYING?

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.

Hope

MCCARTY



New London, CT

Hope is currently the the Assistant Track & Field coach at Connecticut College, and plans to return to Ohio University next year to begin her Masters.

Nansen

WEBER



Quebec City, QC

Nansen is just starting a Commerce degree at Laval University in Quebec City, Canada. He is also a passionate wildlife and landscape photographer.

Breanna

CORNELL

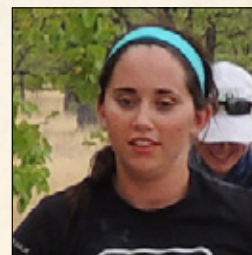


Grand Rapids, MI

Breanna is completing her undergraduate degree in environmental engineering at MTU. She hopes to work with water quality in the future.

Marie

DONOVAN



Tucson, AZ

Marie is finishing up her first of two years in the Master's program at the University of Arizona's School of Middle Eastern and North African Studies, in Tucson, AZ.

Hannah

ELKINGTON



Durham, ON

Hannah is currently working for Durham Regional Police Service as the Program Coordinator of the Youth In Policing Initiative.

Saskia

VAISEY

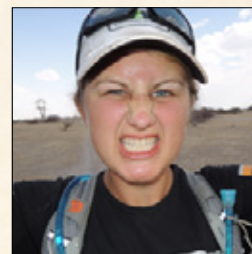


Vancouver, BC

Saskia will bike from Vancouver to Inuvik this summer, then enter her first year of university.

Gillian

HINTON



Kelowna, BC

Gillian is finishing up her undergraduate degree in Human Kinetics at UBC Okanagan.

Brenna BUSH

Steve DROST

Abby CONRAD

Greg HUNT

Transamerica

In addition to our Youth Ambassadors, Transamerica provided a "Fantastic Four" - emerging leaders who helped with the Expedition.



*Todd has been with us since the beginning, when he reached out to Bob and Ray and (innocently) asked how he could lend a hand to such an interesting organization. Since then, he has helped design and put together our Annual Reports, Newsletters, Expedition Previews, Sponsorship Documents, Brochures, Posters, Advertisements, and Expedition Curriculum, among other things.*

*He joined the team for Expedition India, and achieved a long-standing goal to witness an Expedition firsthand. We are happy to have him as part of the team, and thank him for his continued support!*





inspiring.

“

Having followed the i2P Youth Expeditions over the past few years, I was thrilled to have the opportunity to learn first hand how adventure/experience-based learning is created and implemented. The concept is fascinating and exciting, but coming from Australia where there is little to no programs of this kind, I was unsure how it works in reality. I mean how do the experiences of seven North American 16 – 21 year olds, running across the Kalahari Desert in Botswana, translate into a education program that is followed by 10,000 students all across the world?

My eyes were quickly opened with the collaboration and hard work of the Education and Research Team (headed up by Professor George Agnes and Jay Solman from Simon Fraser University), the Expedition Team and the Logistics Team (who were based in Canada). **Most impressively however, were the seven students who not only ran long distances day after day but kept their minds open and engaged to the environment they were running through and the people they met.**

From these experiences they were able to make intelligent connections and analysis on the impact this had to water availability in the Kalahari. Despite being pushed to their physical and emotional limitations, the Youth Ambassadors would then convey their understandings and experiences through videos, images, questions and experiments – with the support of MVS and digigone technology. **I have a feeling that i2P is developing and growing stronger with every expedition and I am so excited to see the growth in the years to come.**

- Samantha Gash  
Expedition Guide  
Botswana 2012

”



RAY NEVER MISSES  
THE CHANCE TO  
**CAPTURE CONTENT**  
FOR A STORY

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 2012, as well as some of the media coverage we received through a variety of sources.

## SPEAKING ENGAGEMENTS

- Queen's University
- Dalhousie University
- Apple International Education
- uOttawa - Global Outlook Conference

## MEDIA COVERAGE

- Canadian Review of Materials - January 2012
- Breathe Magazine - January 2012
- Canadian Running - February 2012
- Vancouver Sun - February 2012
- UofT News - February 2012
- Enroute Magazine - March 2012
- Explore Magazine - Spring 2012
- Explore Magazine - April 2012
- Speaker's Spotlight - May 2012
- Explorer's Web - October 2012
- SFU News Online - October 2012
- PRWeb - November 2012
- iRun - November 2012

Notice a media mention of i2P? be sure to let us know so that we can share it with our networks!

help us





# annual social media recap



impossible2Possible is an organization that is strongest when its stakeholders are involved, motivated, and inspired to reach beyond their limits each and every day. Also, since so many of our stakeholders are scattered all across the globe, we utilize social media as our primary means to communicate with and engage with our audiences.

Under the incredible stewardship of Jordan Thoms and his team, our social media presence made several monumental gains in 2012 - and especially during Expedition Botswana. Check out the numbers below!

## FACEBOOK



<https://www.facebook.com/Impossible2Possible>

**2.5M**

IMPRESSIONS DURING  
EXPEDITION BOTSWANA

**2154**

POSTS IN 2012

**170%**

INCREASE IN FANS DURING  
2012 - from 5,139 to 13,895



## TWITTER



@GOi2P

@RayZahab



**311%**

2012 INCREASE IN FOLLOWERS  
- from 537 to 2,209

**1890**

TWEETS IN 2012



## INSTAGRAM



@GOi2P

**331%**

2012 INCREASE IN FOLLOWERS  
- from 897 to 3,872

**165**

LIKES PER PHOTO



UPLOADING  
**CONTENT  
DIRECTLY**  
**ON EXPEDITION**  
IS AN INTEGRAL  
PART OF OUR  
EXPERIENTIAL  
LEARNING  
PROGRAMS!



# SPONSORS

THANK YOU TO  
ALL OF OUR  
SPONSORS FOR  
HELPING TO  
INSPIRE. EDUCATE  
AND EMPOWER!



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 2012, 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!







*impossible2Possible gave me the opportunity of a lifetime to trek Baffin Island. I went into it understanding the implications of the expedition - pushing my physical limits and most importantly educating and inspiring the schools that were following and learning from our experiences. However, I was not prepared for the immense outpouring of positive changes in my own life that would result. i2P taught me to be all that I can be, and that feeling has never left me. To this day i2P has been a second family full of individuals that inspire and educate myself and others through all that they do. I am so thankful to be a part of such a genuine, impactful, and truly ground-breaking organization. Now as a Youth Ambassador Alum I strive to help others discover that nothing is impossible to them.the world.*

*Amanda James*



WE **PROUDLY**  
DON OUR  
SPONSOR'S  
LOGOS  
ON OUR  
EXPEDITION  
GEAR AND  
SUPPLIES!

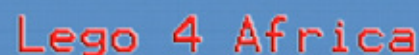


kids,  
communities.

# ADVOCACY & PARTNERSHIPS

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.



INSPIRATIONAL  
AMBASSADOR  
**NATHANIEL  
CROSSLEY &  
LEGO 4 AFRICA**





# 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!

**We wanted to extend a big thank you to everyone who made donations in 2012!**



*After hearing Ray speak at the University of Ottawa, Jordan rushed out and bought his book. Then, he sent Ray a note saying "Thank you for your inspiration!" To his surprise, Ray emailed back immediately and said "Call me tomorrow," followed by at least 20 exclamation marks! They met at a local Bridgehead Coffeehouse and Jordan's involvement with i2P began. He'd always wanted to become a teacher (he eventually did), and using adventure as a medium to teach and inspire youth sounded perfect.*

*Jordan has since been indispensable for i2P, handling much of our social media, managing logistics on expedition, and is always eager to help with any project we have on the go!*

thank you to everyone!

> jordan thoms



MULTIPLE  
"MINIMAL  
IMPACT  
RUNNING  
CLINICS"  
**DONATED  
THEIR  
PROCEEDS  
TO I2P!**



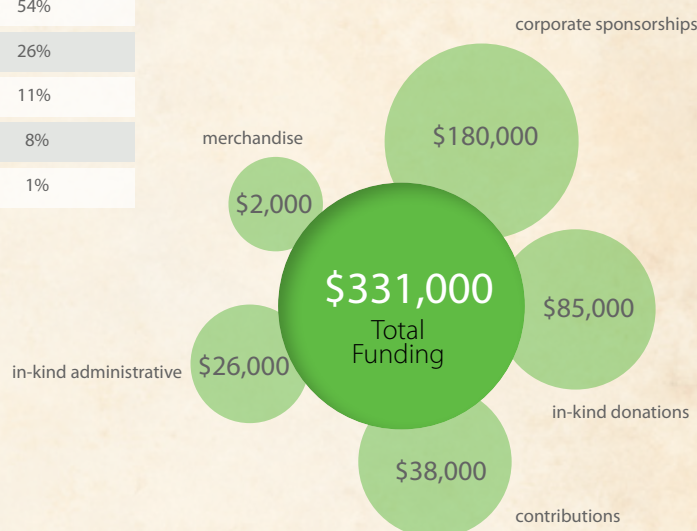
# FINANCIAL STATEMENTS

OUR CROWDSOURCED  
ORDER ON TEESPRING  
**REACHED ITS GOAL**  
IN A MATTER OF DAYS.

\* Detailed financial statements available upon request.

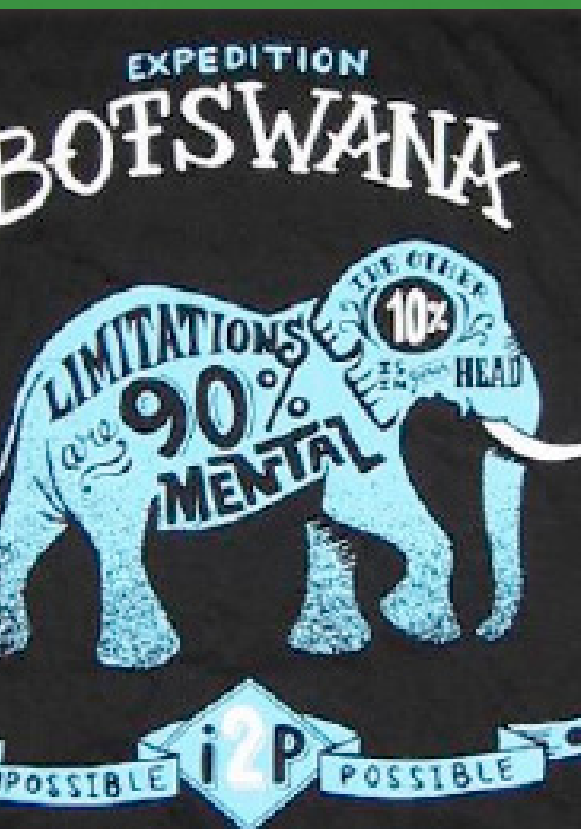
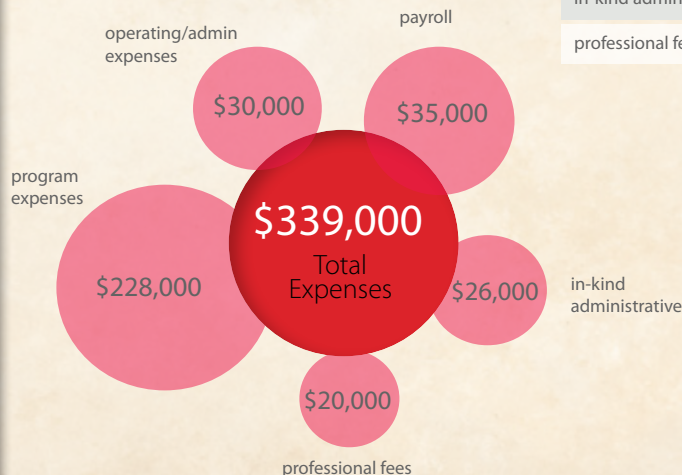
## funding by source

SOURCE	PERCENTAGE
corporate sponsorships	54%
in-kind donations	26%
contributions	11%
in-kind administrative	8%
merchandise	1%



## expenses by type

SOURCE	PERCENTAGE
program expenses	67%
payroll	10%
operating/admin expenses	9%
in-kind administrative	8%
professional fees	6%





# 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 -

Bob Cox, *Executive Director*:  
[bcox@impossible2Possible.com](mailto:bcox@impossible2Possible.com)

## Educational Inquiries -

Matt Howe, *Educational Coordinator*:  
[mhowe@impossible2Possible.com](mailto:mhowe@impossible2Possible.com)



**Mail:**  
9706 Maple Street  
Bellflower, CA  
United States 90706



**Follow:**  
[@goi2P](https://twitter.com/goi2P)  
[@RayZahab](https://twitter.com/RayZahab)



**Like Us:**  
<http://www.facebook.com/Impossible2Possible>



**View:**  
[@goi2P](https://www.instagram.com/goi2P)

**vimeo**

**Watch:**  
<http://vimeo.com/i2p>



**Wear:**  
Visit our on-line store!



THE  
**TRUE  
HEROES**  
OF  
IMPOSSIBLE  
2  
POSSIBLE!





[www.impossible2possible.com](http://www.impossible2possible.com)

