



PALEONTOLOGY



2013

ECOSYSTEM SERVICES

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A MESSAGE FROM THE BOARD CHAIR



2013 was an absolutely incredible year! With three expeditions that followed the mission and message to Educate, Inspire, and Empower we reached thousands of students and an even greater audience through our robust social media campaigns. We were able to share the experiences and lessons of Youth Ambassadors, Ray, and all team members as we pushed the limits of what some think is impossible.

In May, the impossible2Possible team proudly completed our first United States expedition in one of the most beautiful theatres of adventure we have ever traveled. The Grand Staircase Escalante is a National Monument situated in Southern Utah and just outside the incredible town of Kanab. The experience-based educational program focusing on Paleontology was one of the most informational and exciting programs ever put forth by the i2P education team. Through our experiences with the people and exploring the wonderment of its natural beauty we have established roots and friendships in a place we will all travel back to and explore for years and years to come.

Starting in late June and spanning through July and early August Ray set out to run across the Gobi Desert in Mongolia. This was an epic challenge with obstacles coming from all angles. In true Ray Zahab fashion he approached each hurdle with the fervor and zealous nature he brings to each of his endeavors. The experience was shared across all i2P platforms and people of all walks were able to follow and learn from this incredible journey! The expedition culminated with Ray covering a mind blowing 2000 kilometers and doing so almost exclusively running solo!!!

The i2P team rounded out the year with something we've never done before! Youth Ambassadors started high up in elevation in the Peruvian Andes and ran through and studied multiple ecosystems as they wound their way down through mountains, cloud forests, and rainforests all the way down to the basin of the Amazon Jungle!

This experience tested the team's resilience and proved that through proper planning, hard work, and determination we can truly achieve what we set our minds to.

I want to thank all those who contributed to 2013 and helped us make it a truly remarkable year!!!

Thank you,

Bob Cox
Executive Director/Co-Founder





A MESSAGE FROM OUR FOUNDER

Hey Everyone,

Each year the impossible2Possible Team works as hard as we can to bring what we feel is some of the best Experiential Learning programs on the planet to classrooms all over the world!

Our goal? **Education, Inspiration and Empowerment.**

This past year saw i2P Youth Ambassadors head out on expeditions that were gruelling tests of their own limits...personal challenges that were shared through live satellite telecasts into classrooms, video and photos, all loaded to a live website during each expedition. Our i2P Youth Ambassadors brought their expeditions into classrooms, and classrooms onto their expeditions!!! Yay technology!

Our Financial Literacy Program proved very effective in engaging young people through stories of resiliency to take a second look at their spending and saving habits, and has become a guide to better planning, life skills and preparation for young people everywhere.

Personally, **as each year goes by, I become more confident in our future generation of leaders.** If our Youth Ambassadors and the classrooms following are windows to our future then the future is very bright!!!

Thank you!

Ray Zahab
Founder



2013: BY THE NUMBERS



25.1
MILLION

TOTAL FACEBOOK
IMPRESSIONS

KM RUN ON
I2P EXPEDITIONS

2455

1

DINOSAURS
UNCOVERED LIVE ON
VIDEOCONFERENCE!

671

PARTICIPATING
CLASSROOMS

TOTAL YOUTH
AMBASSADORS TO DATE

41



From
impossible...

TO POSSIBLE



ABOUT US



MISSION & VISION

Mission: impossible2Possible (i2P) is a non-profit with the goal of breaking the boundaries that bind modern education by merging inspiration and empowerment with mind blowing learning adventures and state of the art communication technology. Our experience-based learning expeditions deliver the world to the classroom and the classroom to 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

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!

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**.

EDUCATE.
INSPIRE.
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.**

CONTACT i2P TO HAVE RAY OR ONE OF
OUR YOUTH AMBASSADORS VISIT
OR VIDEO CONFERENCE WITH
YOUR SCHOOL!



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.





2013: IN REVIEW

YOUTH EXPEDITIONS: UTAH AND PERU

In May, 2013 impossible2possible had their first ever expedition held in the United States. Five Youth Ambassadors joined the i2P team to run in the Grande Staircase Escalante National Monument in **Utah**.

A scenic run took the youth ambassadors 255km through a rugged landscape of gulches, canyons and multicolored cliffs. The expedition theme was "Running Through Time" and the route chronologically traced the history of life on earth from 255 million years ago to the present.

The journey took the Ambassadors through rock formations that held countless fossils that were able to indicate what had environment existed there in the past. The run through time explored many different environments, from rich coral reefs, to lush forests and wetlands. Dr. Alan Titus set the stage for each daily run, telling the ambassadors about the geology of the land they were about to run through. A highlight of the expedition was when the ambassadors joined Dr. Scott Sampson on an active dig site to **help excavate a hadrosaur**. This taught the ambassadors about the demanding field work of paleontologists and let them get their hands dirty chipping away at the rocks to reveal a species lost in time. The amazing landscape and exploration of environments preserved in time allowed the youth ambassadors to successfully complete the 255km run through time.

In November, 5 Youth Ambassadors (including impossible2Possible's first Australian Youth Ambassador) ventured to **Peru** as part of the 8th stage of the World Expedition Series. After 6 days and close to 200km, the run culminated in the heart of the Amazon Basin. This, the Amazon Rainforest, was the perfect backdrop for an educational curriculum focused on "Ecosystem Services", which concern the benefits derived by various organisms and other elements found in the environment. The team and students around the world learned about 8 different ecosystem services: potatoes, oxygen, quinine, coca, water, mahogany trees, mosquitoes and gold and their value to humans.

Discussions centered on the importance of biodiversity and how often, the monetary value ascribed to these particular ecosystem services does not adequately reflect the value that they contribute to sustaining and improving human life. One of the most powerful experiences was that which occurred when team members went to a local school to distribute a hockey bag full of school supplies collected by a middle school classroom in Ottawa, Canada. **The excitement and gratitude displayed by the children on the receipt of a pencil touched the heart of all involved.**

Continued on next page...



But what was even more powerful was what they gave in return. In honour of the occasion, one of the little girls recited a poem she had written. It was about a pencil and how, though something small and seemingly irrelevant, it can be used to do such great things. It was this Spanish poem that captured the essence of the expedition and of impossible2Possible itself.

THE GOBI CROSSING

On June 23rd, Ray began a 2,000km journey across Mongolia and the Gobi Desert. Mongolia is the least densely populated country on earth, and is also the world's second-largest landlocked country. Crossing the desert from one edge to the other, Ray encountered expansive grasslands, giant sand dunes, and even had the chance to experience the annual Mongolian Naadam Festival - locally termed "eriin gurban naadam" which translates to "the three games of men". The games include Mongolian wrestling, horse racing, and archery.

Using running as a tool for exploration, travelling along nomadic dirt roads and through villages, Ray was truly able to experience what everyone else gets to. Witnessing Mongolian nomadic lifestyle, he was also transcending time. Much of what Ray experienced has been that way for hundreds of years. Along the way, he had the opportunity to connect with amazing people and families, hearing their inspiring stories, and exploring the most remote parts of the beautiful Gobi Desert. As Ray battled injury, the searing heat, and endless fatigue for the last section of the expedition, his wife Kathy joined him for the final 300km stretch. Making their way toward the western edge of the Gobi Desert, just 35 days since Ray began the journey, they finished at a beautiful oasis just on the edge of the desert.

Ray was accompanied by a diverse support team, which included Bob Cox, Judith Stuhrenberg, and Mongolian expedition leaders for logistics, and Zachary Shields, Natalia Gubareva, Jon Golden, and Amber Zan as film crew & photography. They not only recorded the expedition, but also created a robust film archive sharing the stories of the people and culture of Mongolia, and the environment and all of the beauty and the challenges of the Gobi Desert.

These captured experiences were then shared live via website, along with live tracking and live videoconferencing for classrooms from around the globe.

VISIT <http://impossible2possible.com/gobi/>
FOR ARCHIVED VIDEOS & PHOTOS
FROM THE EXPEDITION!





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.

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!



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.



ONEFILTER
FAMILY



Parque Nacional
DEL MANU



**NATURAL
HISTORY
MUSEUM
OF UTAH**

Colorado Plateau
Geosystems, Inc.

Ryan's Well
FOUNDATION



STUDENTS ON ICE
expeditions
ANTARCTICA • ARCTIC

ONE X ONE
HOPE BELONGS TO EVERYONE



GreenNexus

givingwater

Lego 4 Africa



good
guys **TRI**

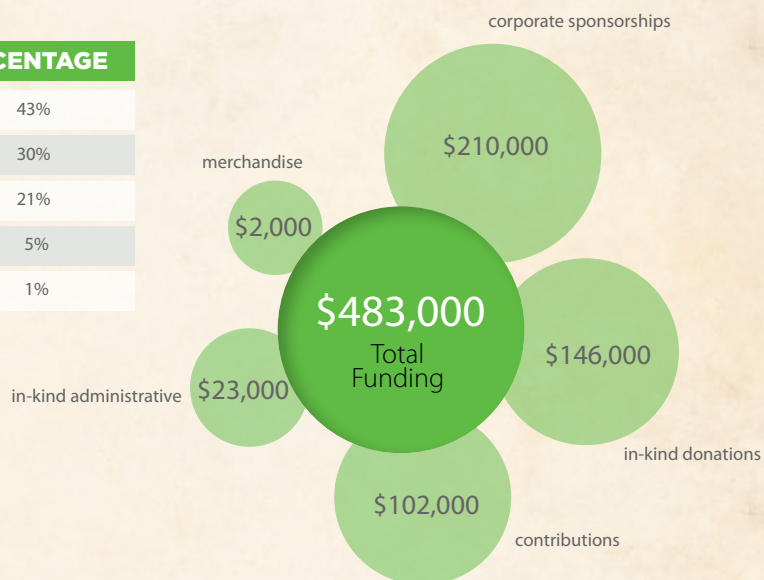


FINANCIAL STATEMENTS



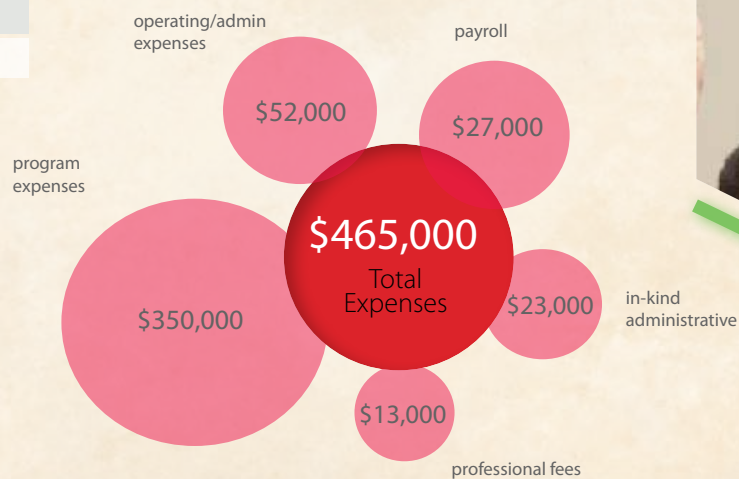
FUNDING BY SOURCE

SOURCE	PERCENTAGE
corporate sponsorships	43%
in-kind donations	30%
contributions	21%
in-kind administrative	5%
merchandise	1%



SOURCE	PERCENTAGE
program expenses	75%
operating/admin expenses	11%
payroll	6%
in-kind administrative	5%
professional fees	3%

EXPENSES BY TYPE





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.

VISIT OUR WEBSITE TO SEE OUR PHENOMENAL TEAM OF STAFF, VOLUNTEERS AND AMBASSADORS!



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