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ACTING EXTRAORDINARY: INDEX

In 2009, several i2P team members, advisors, ambassadors & friends sought to spread the i2P message with their own initiatives and extraordinary acts.

Throughout this year's report, we will tell their incredible, and often inspirational stories.

I Believe Run: Twinspiration
Greg Leo: Mile Maniac
Bethlehem: Shining Stars
Laurie Colón: Living Proof
Algonquin Park Crossing
Jen Segger: On A Quest
Mehmet Danis: Cpt. Courage
20



impossible2Possible





a message from our founder

Hey Everyone!

Wow! 2009 was an incredible year! It started with a BANG as we made it to the South Pole in record time! The South Pole Quest marked our first experiential learning program and Kevin, Richard, and I were inspired by all 3,000 students following along from across North America. As we sat huddled in our tent on Antarctica, answering questions and interacting with students, we were incredibly inspired to push forward for the next day's effort!

In August, i2P held our inaugural company picnic, except our picnic was a little different than most. We ran from Montreal City Hall to Ottawa City Hall, a total distance of 202kms! We had lots of friends come out to join us during the 30 hour affair and everyone had a wonderful time....except for a few blisters!

The Baffin Island Youth Expedition was the culmination of a lot of hard work by a lot of people. The experiential learning program saw an increase in participants by 2,000 students, bringing the total number of youth following the journey to 5,000! In addition, our Youth Ambassadors were inspired every day knowing they were the conduits of information and inspiration for so many following along at home and in the classroom. For the i2P team, it was amazing to see the Youth Ambassadors grow in front of our eyes and contribute to many incredible things once they returned home!

This is truly an organization founded on the belief that we are capable of achieving the impossible!

But to achieve the impossible we always need a lot of help, and I want to personally thank each and every adviser, sponsor, and volunteer that supported us throughout 2009. It is through your efforts that we have achieved so much and will continue to do so in the future!

Cheers.





2009: by the numbers

SOUTH POLE QUEST

1130

3,000

2.2B

Kilometers from Hercules Inlet to the Geographic South Pole.

Students participating in the Experiential Learning Program.

Media impressions achieved in 2009.



53

STAFF, ADVISORS, AMBASSADORS AND VOLUNTEERS ALL OVER THE WORLD HELPING US SPREAD OUR MESSAGE.

BAFFIN YOUTH EXPEDITION

100

5,000

\$411,531

Kilometers traveled along the Akshayuk Pass.

Students participating in the Experiential Learning Program.

Advertising Equivalency Value achieved by the expedition.

I BELIEVE RUN: TWINSPIRATION

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.

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.

In December, i2P Youth Ambassador Sandi Nypaver and her twin sister Rachel set out on the 'I Believe Run Across Ohio', with the goal of running the 260 miles from Cincinnati to Cleveland.

The Nypavers, juniors at Lake Erie College, conceptualized the run as a way to not only motivate others but also to raise money to help those who needed something to 'believe' in again. While the run was ultimately cut short at 200 miles due to injury, the twins were able raise more than \$2,000 for the United Way of Ohio.

Rachel and Sandi have also founded Students Making a Difference, an organization that encourages students to become active volunteers in their communities.





Impossible2Possible's mission and message come to life through interactive learning programs, record-breaking expeditions, youth adventures, and extraordinary acts initiatives. i2P's dynamic, entertaining media presence weaves a common bond between the programs, and is grounded in the philosophy of experiential learning.

Education Programs:

OUTHPOLEQUES

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:

<u>i2P World-Class Expeditions</u>: 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 interactive websites.

<u>Youth Expeditions</u>: 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 limitations.

Leadership Camps: i2P Youth Leadership Camps serve to educate and equip young leaders to become effective peer-to-peer ambassadors of global social and environmental issues.

The program is carried out through seminars that provide mentoring, public speaking training, and instruction for young leaders interested in pioneering social & environmental action.

our programs - cont'd

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.



in 2009, ranging from a 4 mile fun-run to his first Ironman. He also became a 'Marathon Maniac' by completing back-to-back marathons in the same weekend.

GREG LEO: MILE MANIAC

Inspired by i2P founder Ray Zahab

to push himself beyond his perceived

limits, accomplished athlete Greg Leo

Greg raised \$1 for every mile that he covered, which he donated toward helping fund i2P's programs. All told, he raised more than \$1,000 in 2009, and has even more ambitious plans in the works for next year!



impossible2Possible.com



From impossible...



- Amanda Cobbs-Russell i2P Youth Ambassador Baffin Island Expedition







Founder & **Expeditions Director**

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

Bob



Co-Founder & **Executive Director**

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

Dr. Ewan



Science and **Education Director**

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

Mark



Science and Education Program Coordinator

Apple Distinguished Educator; Competitive cyclist; B.A, Anthropology from Miami of Ohio.

John



Youth Fitness Advisor

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

Kevin



Advisor

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

Anton



Logistical Director

Director of Information Technology; Athlete and logistical expert.

Katherine



Youth Development Coordinator

Sponsored ultrarunner & triathlete; Ph.D. candidate in clinical and develop-mental psychology.

Don



Education Advisor

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

Peter



Advisor

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

Richard



Polar Logistics Advisor

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

Adriana



Education Advisor

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

Kevin

Z



Advisor/Ambassador

World renowned athlete; Graduate of National Chung Cheng University, Sport & Leisure Education



Jen

Advisor/Ambassador

Professional adventure racer; Ultramarathon runner; Personal Trainer.

Todd



Digital Communications Advisor.

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

Dr. Shawn



Medical Advisor

Pediatrician; International Advocate for Child Rights and Education.

James



Advisor

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

Will



Social Networks Advisor

Vice President, Business Development for Vive, Inc; Accomplished ultramarathoner.

Sean James



Advisor

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

Alan



Communication Advisor

Over 20 years experience in the field of satellite communication; Owner and President of SCSI.

Nick



Web Presence & Logistics

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

Brendan H.



Advisor

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

the i2P team - cont'd

inspirational ambassadors

- Hayley WICKENHEISER -Olympic gold medalist; Right to Play Ambassador.
- Adam LEWANDOWSKI -Volunteer; Humanitarian.
- Majka BURHARDT -Writer, Climber & Guide.
- Tim BORLAND -Ultra Runner; Completed the A-T Cure Tour.
- 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.
- Darcy AFRICA -Counselor; Ultra Running Veteran.
- Meagan McGRATH -Mountaineer; Completed the Seven Summits.
- Blake CROSSLEY -Make Poverty History & Oxfam Volunteer.
- Marnie McBEAN -Multiple Olympic Gold Medallist.
- Greg LEO -Marathon Maniac; Inspirational Speaker.

 Mehmet DANIS -Winner, Atacama Crossing; Dental Surgeon.

- Jordan THOMS -Volunteer; Aspiring Teacher.
- Matt NELSON Founder, The Endurance Trust; Avid Adventurer.
- Tin HO CHOW -Social Entrepreneur; Fellow, TED.
- Steven FEIGENBAUM Co-Founder, In Motion for a Million; Volunteer.
- John HUSTON &
- Tyler FISH First Americans to reach South Pole Unassisted;

 Forward Expeditions & Outward Bound.
- Laurel ROSENE -Youth Volunteer & Mentor; Ottawa Riverkeeper.
- Rick BALL -Multiple World Record Holder; Inspirational Speaker.
- Team TRAILWINDERS -Jay Solman, Marc Bremner and Lara Rintoul.
- Nathalie SAMSON &
- Jeff DEAN One Filter, One Family;

 Water Activists.
- Steve GAUL -Cancer Survivor; Activist.

BETHLEHEM: SHINING STARS

Located in Saskatoon, SK, Bethlehem Catholic High School is an exemplary illustration of the power of experiential learning.

Opened in 2007 with a focus on social justice, the school has been active in a variety of initiatives: the WaterCan Project, UNESCO's Associated Schools Project, and several i2P expeditions.

Visited by the i2P Team during the Canada ONEXONE in 2007, Bethlehem was also one of the schools whose logo accompanied Ray, Richard and Kevin to the South Pole.

The students have taken the i2P education modules and adapted them as posters to hang throughout their hallways, built a display case to house key learnings and memorabilia from expeditions, and even constructed a mock well where students can drop change in to help fund water projects around the world.

BETHLEHEM

STARS



board of directors



Ray Zahab - President



Ray has won numerous international ultra marathons of distances from 100 to over 200 miles in length in some of the harshest conditions on the globe. In addition to being a member of the record setting Sahara Desert Crossing & South Pole Quest team, Ray is a well established speaker who uses his athletic career to support philanthropic causes. Ray is the official Athletic Ambassador for the ONEXONE foundation, a TED fellow, a SpreadTheNet Representative, and a board member of the Ryan's Well Foundation.

Bob has been in athletics all of his life, and recently found his stride in endurance endeavors such as the Canada OneXOne, the Oceanside 70.3

Triathlon, multiple 50k's, two i2P Youth Expeditions, and a top ten finish at the San Francisco 24hr footrace. His passion for our fragile planet was formed from spending much of his youth surfing in the Pacific Ocean. In 2007, Bob met Ray at a LIVESTRONG event in Texas and from that day forward the two men have dedicated their lives to spreading the message and vision of i2P.

Bob Cox - Treasurer



Kathy Adams - Secretary



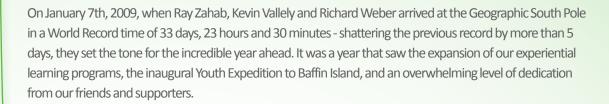
Kathy combines her career as an environmental advisor and a fondness for ultra distance running to constantly learn and push herself past her perceived limits. She is passionate in her goals of helping to find solutions for many of the social issues affecting young people at home and abroad. Kathy volunteers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







2009 in review



South Pole Quest Speaking Tour:

Upon completion of the historic trek, the i2P Team embarked on a speaking tour across North America to share stories, lessons and highlights of the expedition. Ray, Richard and Kevin visited numerous schools in 2009, speaking not only about climate change and dangerous crevasses, but also about the power of positive thinking and how we all can make a difference in the world. In the end, they were often times more inspired by the positive attitudes and enthusiasm that they saw in the students who they themselves were supposed to be inspiring. This tour reinforced the notion that the power of inspiration is reciprocal, and we are honored to be able to interact on a regular basis with the leaders of tomorrow who encourage and push us to be the best that we can be.





Baffin Island Youth Expedition:

The inaugural leg of the i2P World Expedition Series, the Baffin Island Youth Expedition saw five young people, selected from applicants across North America, embark on the adventure of a lifetime - hiking, eating, and sleeping amongst sweeping glaciers, polar ice and jagged granite mountains in the heart of Canada's Arctic, pushing themselves

beyond their physical and mental limits. Led by a team of elite adventurers, the i2P Youth Ambassadors trekked 100km across the Akshayuk Pass in Nunavut, Canada.

The entire expedition was accessible via a live interactive website to students, parents, teachers, and classrooms all over the world, with daily

educational modules describing social and environmental issues unique to the Arctic region.



2009 in review - cont'd.

The five Youth Ambassdors - Thomsen D'Hont, Amanda Cobbs-Russell, Kathleen Merrit, Sandi Nypaver, and Tamara Banks - pushed through unexpected snow, unstable bogs, and difficult elevation changes, all the while blogging and interacting with the more than 5,000 students who participated in the Experiential Learning Program. The expedition also featured the unveiling of the *Epic Tracker* system, which presents online viewers with instant and accurate information about the team's location via GPS, in addition to location-specific photos and updates.

Montreal2Ottawa:

In what we hope will become an annual tradition, members of the i2P Team embarked on the roughly 200 kilometer journey from Montreal to Ottawa - City Hall to City Hall - in early August. They were joined by an incredible number of supportive friends and family for what was originally to be a test of the Epic Tracker's capabilities, but which morphed into something different altogether.

It served as a coming together for many in the i2P family who had only previously communicated via e-mail or video conference, and acted as a personal barometer for many who were training for upcoming races and events. After roughly 30 hours, and more than a few cups of coffee, the team arrived in Ottawa with renewed enthusiasm, while the planning had already begun for 2010.

LAURIE COLÓN: LIVING PROOF

Inspired from the moment she first learned about i2P, Laurie Colón of Painesville, OH believed the crucial action was reaching out to young people on a global scale, and letting them know that, no matter what age, they are capable of making a difference and following their dreams.

Laurie began writing about this in her blog - spreading the i2P message to her family, friends, and running groups across the country. She also started a fundraising initiative for UNICEF and raised over \$500 in 2009.

A supportive and inspiring person in her own regard, Laurie is also an incredible athlete. She recently qualified for the 2010 Boston Marathon, something she previously thought to be impossible!







Speaking Engagements:

One of the vehicles of growth for i2P in 2009 was our relentless pursuit to spread our message. From large-scale conferences and international events to town halls and school auditoriums, it rang out that we are all capable of pushing past our perceived limitations and achieving what we may think is impossible. Youth Ambassadors, advisors, and other team members broadcast the i2P message through speeches, magazine articles, and blog postings.

The highlight of the year was when Ray was asked to present at the 2009 TED (short for Technology, Education & Design) Conference in Long Beach, California. An annual invite-only event, TED is home to the world's utmost achievers and creative thinkers. Ray's talk, about the South Pole Quest Expedition and the founding of i2P, is available for viewing and sharing at www.ted.com.







Other marquee speaking engagements included The Economist: World in 2010, a Gala that was held in Hong Kong in December to discuss issues and opportunities for the year ahead; IdeaCity in Toronto, hosted by Moses Znaimer and hailed as "Canada's Premiere Meeting of the Minds"; The Royal Geographic Society; and the World Affairs Council, a leading foreign affairs forum.

Sometimes a story is more powerful when it is delivered on a peer-to-peer level, allowing for a more vicarious understanding of the experience. For this reason we believe in the importance of having Youth Ambassadors directly disseminate their trials and tribulations to the youth of North America. The Baffin Island Ambassadors hit the ground running, and have shared their stories in multiple schools across Canada and the United States. In addition, a residual effect of this effort is that each and every Youth Ambassador is able to practice and perfect the art of public speaking, with the ultimate goal of making a positive impact!

Media Coverage:

Crucial to our efforts is the commitment to 'take our message to the airwaves' as often as possible. We are very lucky to have the support of several large-scale, dedicated media outlets interested in helping us educate, inspire and empower the global community. Some of the highlights of our media coverage from 2009 include:

Online - Proudly featured on CNN.com, Apple.com, Outside Online, Discovery Channel and Yahoo!.

Television - Stories aired on CNN, Fox News, BBC News, Global News, Canada AM and CTV during both the South Pole Quest and Baffin Island Youth Expedition.

Print - Covered in *The Californian* (USA), *The Sun* (Canada), *The Globe and Mail* (Canada), *The Ottawa Citizen* (Canada), *Trail Runner* Magazine , *Merit Times* (Taipai), and *Explore* Magazine.

ALGONQUIN PARK CROSSING

In late November, 7 young runners set out to push their mental and physical limits in an attempt to run 60k nonstop across Algonquin Park.

In challenging Ontario's largest park, they also challenged themselves - many of the runners doubled, or even tripled, the furthest they had run before.

They finished in 6.5 hours, and in the process learned a lot about themselves and what they were capable of.

The team consisted of: Heather Low, Jordan Thoms, Tony Tran, Laura Perry, Patrick Bunting, Robert Bunbury & Todd Shannon. Several of them are already planning their next event!







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 2009, we were honored to announce several additions to our growing network of established and well-respected supporters.

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 and educate!

































AlpineAire Foods











community support

Another one of the levers of our incredible growth in 2009 was the undaunted and relentless support we saw from our communities and partners.

Every action, be it donating time and effort, buying a t-shirt, following our expeditions day and night, or showing support on Facebook or Twitter, motivated and encouraged us to keep striving to reach our goals.

Our partners are our greatest asset, and we're honored to be affiliated with, and able to assist, such great organizations and people.





















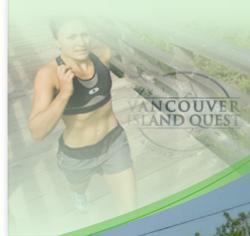




Adventure Athlete & i2P Ambassador, Jen Segger has accomplished a great deal before her 30th birthday including becoming, in 2008, the youngest woman to ever finish the famed 'Badwater Ultramarathon".

This year, in addition to accompanying the team to Baffin Island, she embarked on the Vancouver Island Quest - a 750km, 4 day running and biking expedition transecting Vancouver Island from North to South in an effort to inspire young women to push themselves and to showcase the beauty of her home Province.

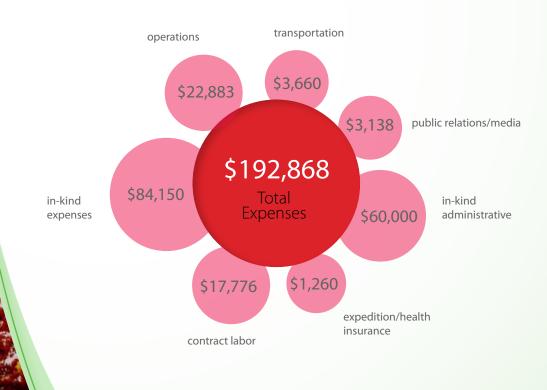
A documentary is expected in 2010 from 1iOpen Productions, and we look forward to Jen's next adventure!





funding by source & expenses





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, and donations help us to ensure that we never have to cancel a camp or expedition because of a lack of resources. If you would like to get involved by either donating gear for an upcoming camp 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, or drop us a card in the mail.

MEHMET DANIS: CPT. COURAGE

In April, Mehmet Danis, a Captain and Dentist in the Canadian Forces, won the 2009 Atacama Crossing - a grueling 250km endurance race across one of the driest places on Earth.

Mehmet was running on behalf of the United Way, and 'took the heat' while raising over \$4,500 for the cause. He also joined the team for a portion of the run from Montreal to Ottawa, setting the pace and keeping spirits high.

As an i2P Ambassador, Mehmet delivers talks across North America, helping to spread the belief that ordinary people are capable of extraordinary things. He truly personifies the spirit of i2P and helps us to reach out to and inspire the next generation!



twitter



vimeo





Mail:

9706 Maple Street Bellflower, CA United States 90706

Follow:

http://twitter.com/RayZahab

Become a fan:

http://www.facebook.com/Impossible2Possible

Watch:

http://vimeo.com/i2p

Wear: http://www.impossible2possible.com/?v=support

Donate Miles:

http://www.impossible2possible.com





additional resources

Visit impossible2possible.com to download educational modules or more detailed information about our initiatives and expeditions, or for more information about our upcoming projects.

South Pole Quest Expedition:

Module 1: The Race to the South Pole – an Educational Opportunity

Module 2: Amundsen & Scott

Module 3: Solar Power

Module 4: Very cold Dinosaurs

Module 5: Fueling the Fire

Module 6: Where the Wild Winds Blow

Module 7: Global Warming in the Antarctic

Module 8: A Hole in the Ozone

Module 9: Breathing at Altitude

Module 10: Crevasses!

Module 11: Greenhouse Gases & Antarctic Ice

Module 12: The Wonder of Anti-freeze Fish

Module 13: The Meteorite Store

Module 14: Penguins in Peril

Module 15: Water, Water Everywhere

Module 16: The Gift of Traditional Knowledge

Module 17: A Day at the Beach

Module 18: Sleeping under the Midnight Sun

Module 19: Vitamins and Bacteria

Module 20: Ice Flows

World Expedition Stage 1: Baffin Island

Module 1: Introduction

Module 2: Exercise Your Brain

Module 3: Into the Pass

Module 4: History of the People

Module 5: Dinnertime on the Tundra

Module 6: Hunger

Module 7: Ursis Maritimus

Module 8: Fools for Gold

Module 9: Wayfinding

Module 10: The Cold War

Module 11: Place of Fish

Module 12: Greenhouse for the Arctic

Module 13: Heavy Water

Module 14: Celestial Water

Module 15: The War on Water



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

