



impossible2Possible

2010

EDUCATE



INSPIRE

EMPOWER

Annual Report

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ACTING EXTRAORDINARY: INDEX

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.

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A MESSAGE FROM



THE BOARD CHAIR

As Director of impossible2Possible I could not be more proud of the path this organization has taken and the direction we are headed. The projects undertaken in 2010 were absolutely some of the most rewarding and fulfilling experiences of my life and we could not have achieved such success without the support and dedication from the people that fill the pages of this report.

The year kicked off with the i2P 2010 H2O Initiative and saw Ray Zahab and Kevin Vallely pushing their mental and physical limits with a world record crossing of frozen Lake Baikal in Siberia. This expedition was our first opportunity to introduce the high quality Digigone software as part of the i2P Experiential Learning Programs to participating schools as we transmitted live into classrooms from the expedition! The H2O Initiative began on the frozen shores of Lake Baikal but it ended in the dry deserts of the northern Sahara in Tunisia with four Youth Ambassadors pushing their mental and physical limits. As part of the i2P mission to empower young people, we challenged all participating students to raise funds for clean water projects in Africa. The students were clearly up to the challenge (raising nearly \$30,000!) and we are very proud to say those clean water projects are now benefitting thousands in the local communities in Uganda and Kenya.

We kept busy in the summer with the i2P Annual Picnic/fun run with a beautiful run through Ray's backyard of Gatineau park and ending at Les Saisons coffee shop in Chelsea, QC, Canada. The entire team spent countless hours preparing for our fall Youth Expedition to the Amazon jungle! The educational topic was biodiversity and the Youth Ambassadors were faced with the daunting task of trekking nearly 100 miles through the dense Tapajos National Forest. Again, participating students were challenged to raise funds - except this time for a school in the indigenous community of Taquara. To date the students have raised over \$13,000 and construction has started with the school expected to be completed in the coming months!

In 2011, our goals are to continue expanding the i2P Experiential Learning Program by incorporating new topics, resources, creating more programs for students to engage in, and building solid relationships with partners and sponsors.

A special thank you goes out to all of our volunteers and sponsors that have given so much to this wonderful cause over the last year. Without your support we would not have come close to the astounding heights reached in 2010!

Sincerely,

A MESSAGE FROM



OUR FOUNDER

Hey Everyone!!!,

In 2007 when I put my hands into the Red Sea, after running 4500 miles (7500km) across the Sahara, the thought that WE are ALL capable of the extraordinary in our lives was solidified in my mind. At the time, I wished there was a way that the Youth of today could know this in every fiber of their being. My dream is that they didn't have to wait until they were 40 to discover their potential. Or even worse, never discover it at all.

I do not believe in coincidence. I have a belief that people enter our lives at exactly the right times and many of those people help us to reach for the stars. My wife, Kathy and my buddy Bob are just two of those people in my life. With their help, and the help of a group of incredible friends, we conceptualized impossible2Possible - an organization with the specific goal of inspiring, educating and empowering this incredible generation of young people.

The i2P Team has been dedicated over these past few years to providing young people both on our expeditions, and in classrooms with the best possible challenge based learning programs, combined with opportunities to impact positive change globally.

We are a large team now, and as I continue to volunteer with i2P everyday I wake up knowing that with a great team, hard work, and dedication i2P will continue to grow, evolve and learn to provide our youth with unique and collaborative ways of empowering not only themselves- but those around them.

From the Sahara to now, to the future, I thank you for supporting i2P, and our core philosophy of empowering youth in a meaningful way.

Today's Youth are tomorrow's Leaders.

Thank You!

A handwritten signature in black ink, appearing to be 'Patrick Doyle', followed by a small circular doodle containing a smiley face.

PATRICK DOYLE: IN MEMORIAM

Patrick Doyle was a great friend, mentor, and inspiration to me - not to mention the person knocking on my door to take me out for my very first run way back in 2003. In late 2010 Patrick passed away, but his spirit, energy and wisdom will continue to shape what we do at i2P. He will be missed, but not forgotten, and we dedicate this Annual Report to a great friend.

- Ray



2010: BY THE NUMBERS

650

Kilometers covered in 13 days - the fastest ever crossing of Lake Baikal.

420

Kilometers travelled by i2P Youth Ambassadors through the Northern Sahara and the Amazon jungle.

28

New additions to our roster of Staff, Advisors, and Ambassadors.



**RUNNING
TUNISIA
2010**



\$43,000

Amount raised for Amazon school building and African clean water projects by participating students.

24,500

Number of participating students in 2010.

\$1.7M

Total Advertising Equivalency Value in 2010 for i2P across all initiatives and expeditions.

ABOUT US



MISSION & VISION

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

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

GOALS

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.

OUR PROGRAMS



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

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.*

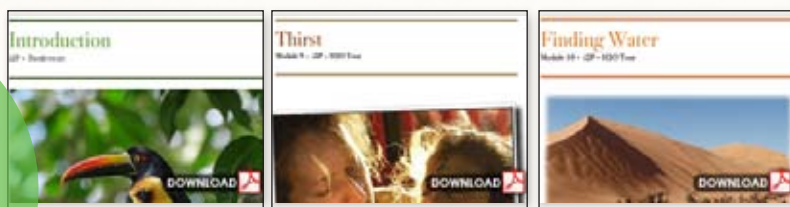
SELLING HOPE: H₂O AUCTION



The grade 9 class at D'arcy McGee HS created, and then auctioned off, 15 Siberian Express-themed paintings at Les Saisons Coffee Shop in Chelsea, QC to help support the 2010 H₂O Initiative.

Together, they raised over \$1000, and their donation helped fund the construction of 2 wells in Uganda.

5



Visit impossible2possible.com for the full library of archived expedition modules and other educational resources.

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 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.





inspirational

Upon arriving back from the Amazon rainforest, children in my community who had followed our journey **wanted to learn all about my trek with the i2P team**. The interaction via Digigone made them feel like they were a part of it all through the jungle, heat, rain and mud, watching us trek through the remote rainforest and visit various communities in the Tapajos region gave them an **appreciation on how other communities live their lives**.

- Jessie Lilly
i2P Youth Ambassador
Expedition Amazon



THE i2P TEAM



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 from McGill University.

Kathy

ADAMS



Director of Business Operations

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

Peter

THUM



Advisor

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

Jaime

MOLINA



Business Advisor

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

EDUCATION & SCIENCE

Mark

DOHN



Science and Education Program Coordinator

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

Matt

HOWE



Education Coordinator & Logistics

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

Katherine

BELENDIUK



Program Development/Advisor

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

Adriana

ROSSI



Education Advisor

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

Dr. John

ITTELSON



Education & Technology Advisor

Director, Instructional Technologies, California Virtual Campus; Consultant, CalStateTEACH.

Joseph

BLANKUSH



Research Assistant

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

Leona

CHATWOOD



Research Assistant

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

Peter

SHELDON



Research Assistant

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

Don

HENDERSON



Technology Education Advisor

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

EXPEDITION LOGISTICS & PREPARATION

Anton

STRANC



Expedition Logistics Advisor

Director of Information Technology; Athlete and logistical expert.

Donovan

WEBSTER



Expedition Logistics Advisor

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

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".

Judith

STUHNBERG



Expedition Logistics Advisor

Photography Agent; B.A History & Geography, La Sorbonne, Paris. Multilingual.

Alan

SKINNER



Satellite Comms. Advisor

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

Brendan H.

DOHERTY



International Affairs Advisor

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

Richard

WEBER



Arctic Logistics Advisor

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

Michael

KENNEY



Arctic Logistics Advisor

Matrix Aviation Solutions, focus on Arctic Logistics; Degree from St. Francis Xavier University.

Mark

MORRISON



Sponsor Relations Advisor

B.A., University of King's College; Director of Logistics and Operations, Ottawa Folk Festival.

Tess

GEDES



Advisor

Sports Events Organizer; Ultramarathoner; Avid Volunteer.

Dr. Brian

KRABAK



Medical Advisor

Clinical Associate Professor, University of Washington; Medical Director, Racing the Planet.

Graham

MORFITT



Medical Advisor

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

RELAY FOR LIFE: MAKING HISTORY



On June 17-18th, 2010, at Millenium Park in Orleans, Ontario, i2P team members and their friends and family gathered together to help *make cancer history*. The Relay for Life is a 12-hour relay - hosted by the Canadian Cancer Society - that aims to raise funds and awareness for the fight against cancer.

The event was organized by Jordan Thoms, and team members walked or ran distances ranging from one lap to over 100km, and raised a total of \$8500 dollars - all the while having a ton of fun.

YOUTH ENGAGEMENT & PREPARATION

Jill

GILDAY



Youth Ambassador Coordinator

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

John

ZAHAB



Youth Fitness Advisor

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

Lucy

WAINWRIGHT



Youth Ambassador Nutritional Consultant

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

Jay

ANKERSMIT



Advisor

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

Nomar

GARCIPARRA



Advisor

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

Dr. Emma

STODEL

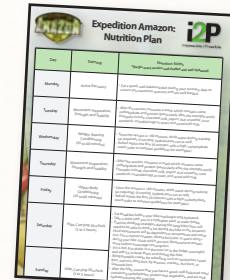


Advisor

Educator; Coach; eLearning Consultant; BA; MSc; PhD; Post-Doctoral Fellow.

TRAIN LIKE AN AMBASSADOR!

The Youth Ambassador training programs and nutritional guidelines for Running Tunisia and Expedition Amazon are available on their respective Expedition micro-sites.



VISUAL ARTS, SOUND & WEB

GOING THE DISTANCE: 100 MILE RUN FOR KIDS

Shawn Cooper and Andrew Coy, two average runners with busy lives, wanted to find a way to help kids.

What they conceived seemed, at first, impossible: 100 miles from the Liberty Bell in Philadelphia to the Penn State Children's Hospital in Hershey, Pennsylvania.

They persevered, and completed the run in 23 hours, while raising more than \$5,000 and helping the kids who need it most.



Kevin

VALLEY



Videographer & Photographer; Advisor

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

James

MOLL



Filmmaker; Advisor

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

Irena

MIHOVA



Film Producer; Advisor

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

Sean James

BOYER



Advisor

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

Todd

SHANNON



Digital Communications Coordinator

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

Nick

GRAVEL



Web Presence & Logistics

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

Check out "The Ambassador", i2P's quarterly newsletter - launching in 2011.



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.
- **Darcy AFRICA** - Counselor; Ultra Running Veteran.
- **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.
- **Jordan THOMS** - Teacher; *All-round i2P Volunteer*.
- **Ripley DAVENPORT** - Combat Paramedic; Adventurer.
- **Matt NELSON** - Founder, *The Endurance Trust*.
- **Tin HO CHOW** - Social Entrepreneur; Fellow, *TED*.
- **John HUSTON & Tyler FISH** - Unassisted trip to the South Pole.
- **Laurel ROSENE** - Youth Volunteer & Mentor.
- **Rick BALL** - Multiple WR Holder; Amputee.
- **Team TRAILWINDERS** - Jay, Mark and Lara.
- **Nathalie SAMSON & Jeff DEAN** - *One Filter, One Family*.
- **Steve GAUL** - Cancer Survivor; Activist.
- **Chris CHRISTIE** - Fire Fighter; Photojournalist.
- **Theresa CARRIERE** - Personal Trainer; Cancer Survivor.
- **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*.
- **Angie DELORME** - *Team Diabetes Canada* Supporter.
- **Shirlee ROSS** - Co-founder, *RunbyRun*.
- **Tessum WEBER** - Arctic Guide; Student.

Many of our Inspirational Ambassadors have accomplished truly incredible things - things deserving of much more detail that we are able to provide in this Annual Report. To learn about each Ambassador and to read more about their stories, please visit: <http://impossible2possible.com/about/iambassadors>.



BOARD OF DIRECTORS



Ray Zahab - President



In 2006/7, Ray and two other runners ran the entire width of the Sahara Desert-7500 kms (4600 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 8 major expeditions to date and was recently a member of the South Pole Quest, the Siberian Express teams and in early 2011 ran the length of the Atacama Desert.

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 sponsorships, integrated new team members, led the Youth Ambassador selection committee, and helped drive the fundraising and building of two clean water wells in Africa and a school in the Amazon. Bob is an accomplished amateur athlete as well, having completed several ultra distance events (50, 75 and 100 milers, 100K, and 120K); multiple legs of the Canada OneXOne and Atacama Extreme Expeditions, and all of the Baffin Island, Running Tunisia, and Amazon Expeditions.

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 daughters, Mia Sahara and Anika.

From
impossible...

“

Speaking with students after Running Tunisia was beyond inspiring for me. At the two elementary schools, I was floored with how **compassionate** and **eager** the kids were to make a difference for their African counterparts who do not have access to clean water. There was no hesitation or ‘can we do it?’, it was simply **‘let’s do this, if we all try hard, it will work!’**.

- Jill Gilday
i2P Youth Ambassador
Running Tunisia, 2010

”

...2 Possible.



2010 IN REVIEW



In what is now traditional fashion, founder Ray Zahab kicked off 2010 for impossible2Possible by **embarking on and completing an incredible journey**. This time, it was Ray and Kevin Vallely completing the fastest known transection of icy Lake Baikal in Siberia - fighting fierce winds, uneven ice, and fatigue over 13 days to complete the run. The momentum continued through two amazing Youth Expeditions, countless speeches and events, our Annual Picnic/Fun Run, and an impressive array of media coverage and fundraisers. We can only provide so much detail on all of these incredible accomplishments, so read on, and let us know if you have any questions about each subsegment!

SIBERIAN EXPRESS FOR WATER

The Siberian Express for Water kicked off the 2010 H2O Initiative - a half-year focus on water quality and access around the world. The purpose of the initiative was to focus the Education Program on water, and to **challenge the participating students to fundraise for two clean water projects in Africa**.

The first stage of the 2010 H2O Initiative saw i2P go to a place where water is in abundance - Lake Baikal in Siberia, the world's most voluminous lake. Ray and Kevin were completely isolated, and thus completely self-sufficient, and even encountered one storm that knocked their tent 90° horizontal. The team persevered and inspired students through their lessons and actions. The archived Expedition materials and educational modules can be found at www.siberianx.com.



ULTRA INSPIRING: MILES MATTER



In a display of inspiration and dedication, many in the i2P family trained for, and completed (sometimes even winning!) several Ultramarathons in 2010 - the events ranged from 50 miles to over 100 miles.

Laurie Colon, and Sandi Nypaver (Baffin Expedition alum) were among many in this impressive group, while Laurie once again raised money to support i2P's programs.

RUNNING TUNISIA

The 2nd stage of the 2010 H2O Initiative took place in a completely contrasting locale to Siberia - the water-starved Northern Sahara in Tunisia. Running Tunisia was the 2nd i2P Youth Expedition in the World Expedition Series, and saw *Jill Gilday, Connor Clerke, Andy Dilla, and Kajsa Heyes* run a marathon per day for over a week - 268km in total.

In what was probably the most physically demanding i2P Expedition to-date, the Youth Ambassadors struggled at times, but in true i2P spirit overcame their physical and mental limits and were able to successfully complete the Expedition. The Experiential Learning Programs saw schools have the opportunity to **connect directly with their peers** during the expedition; asking questions and witnessing scenes such as the team visiting an oasis, clean water projects, and more!

While the effort and dedication shown by the Youth Ambassadors was certainly admirable, the work done by students in their schools was even more impressive. Students following the Expedition **combined to raise \$30,000 for clean water projects** in Uganda and Kenya. While the Expedition lasted just over a week, the positive impact on the people of those regions will last a lifetime!



i2P ANNUAL PICNIC

Once again on the first weekend in August, we gathered many of the i2P team together for our Annual Picnic/Fun Run. This year's edition saw team members fly in from places as diverse as Puerto Rico, Miami, Pennsylvania, Ohio, and California, and it also represented the first time that many members of the i2P Team were able to meet each other (including Youth Ambassador Alum).

The run took us through the beautifully rugged terrain of Gatineau Park in Quebec - from Lac Phillipe to the finish in Old Chelsea - and included running alongside a riverbed, over historic covered bridges, past a water-powered mill, through bear country, up the Luskville Escarpment, and over many of Ray's favorite training trails. Over 24 hours, the team bonded, feasted on foods both healthy and not, and were able to appreciate all of the hard work that had gone into building the organization over the previous 12 months.

It also served as a verbal discourse for many of the Expeditions that had been completed over the prior year, from Kevin Vallely talking about perilous moments on Lake Baikal, to Sandi Nypaver, Tamara Banks, and Jill Gilday swapping stories about what it was like to be a Youth Ambassadors on Expeditions in two very diverse locales (Baffin Island and Tunisia).

Lastly, and most bittersweet: It represented the last chance for many in the i2P family to run with Patrick Doyle. Patrick was integral to the early success of i2P, and was a constant source of motivation and inspiration. He will definitely be missed by all of us.

EXPEDITION AMAZON

The Fall i2P Youth Expedition was ground breaking in a number of ways: it represented the largest and most robust Educational Program to-date (nearly 16,000 students from over 108 schools participated), required arduous logistical and administrative preparations, and saw the students following along piloting a new Expedition feature known as [The Exploratory Program](#). This program saw Youth Ambassadors tasked with answering questions directly composed by the participating schools as the Expedition unfolded - on topics as diverse as habitat loss, deforestation, and food security.

It also featured a very colourful and easygoing group of Youth Ambassadors ([Isaiah Gilson](#), [Sierra Smith](#), [Jessie Lilly](#), and [Bridget Beury](#)), and their constant uplifting spirits and positive attitudes meshed well with the local Amazonian schoolchildren they met with on the trek. Throughout the Expedition, Students following along raised funds to build a school for the youth of the FLONA region of the Tapajos - a tangible legacy for the participating students that will allow their peers to have the same access to education they are fortunate enough to receive.

In addition, the curriculum for Expedition Amazon was created to be congruent with the United Nations Educational, Scientific, and Cultural Organization's (UNESCO) [International Year of Biodiversity](#). As part of this partnership, the team studied the effects of Biodiversity loss in an area that contains some of the most robust, yet, threatened species on the planet. It was an incredible learning experience for us, and all together represented an Expedition we will look back fondly on for many years to come.



SPEAKING & MEDIA HIGHLIGHTS

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 2010, as well as some of the more notorious media coverage received throughout the year.

SPEAKING ENGAGEMENTS

- The Economist : World in 2011
 - TEDxSMU
 - Various Ottawa Youth Groups
 - IndigenACTION Program
 - Apple Distinguished Educators Conferences (Orlando and Ottawa).
 - Gatorade Symposium
 - Stillwater Educator's Conference
 - Explore Magazine
 - University of Guelph
 - TEDxYouth
 - Nebraska Educational Conference
 - TEDxDallas
 - REI - Corporate
 - TEDxOntarioEducation
 - IDEACITY
 - IEG Conference
 - Royal Geographic Society: Hong Kong
 - TEDxIBYork
 - World Affairs Council

MEDIA HIGHLIGHTS

- Torchbearer Award Recipient
- CNNi
- WakeUp! Award Recipient
- Runner's World
- CTV
- CBC
- Outside Online
- The Hour
- Outside Magazine

Fashion Statement For A Cause

In 2010, we extended the availability of i2P merchandise to include technical shirts - in addition to our regular t-shirts - and they were a hit. Friends and supporters of i2P have been seen wearing them all over the world, from the pages of magazines, to Ironman triathlons, to Expeditions, to casual strolls on the beach, to around the house.

Pick up your shirt today (all proceeds go towards our Experiential Learning Programs) from our online store at <http://impossible2possible.com/?s=support>.



SEND US YOUR PHOTO!

Have a picture of yourself rocking your i2P tee-shirt?

We'd love to have it, and perhaps even feature you (with your permission, of course) in future publications.

Please send it to tshannon@impossible2possible.com.

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 2010, 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.

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!

THANK YOU!



BUSHTUKAH:
ORIGINAL SUPPORTER.



Bushtukah, based in Ottawa, ON, has been with i2P since the beginning - providing support, equipment, and advice for our diverse and differing Expeditions.

We'd like to thank Bob Laughton and his energetic and knowledgeable team for their support and encouragement over the years!

COMMUNITY SUPPORT



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

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

LORENA VALES: INTEGRAL FORCE



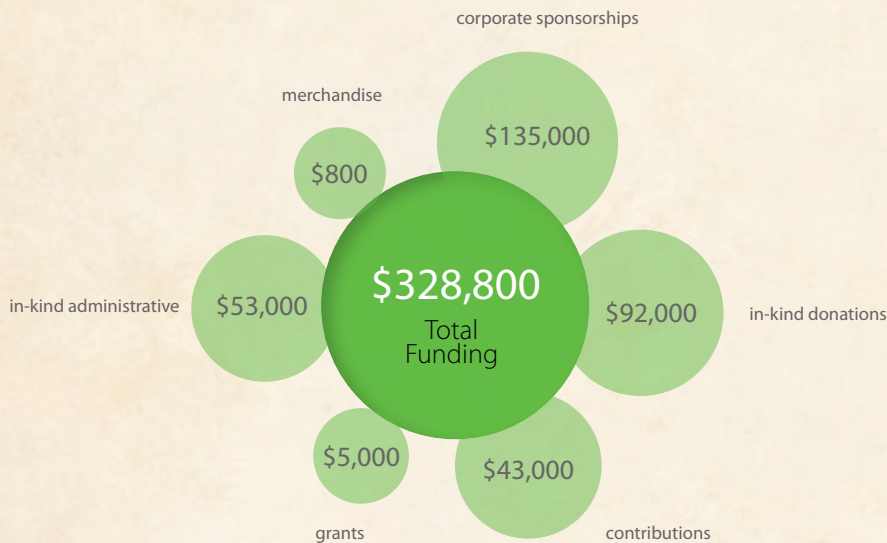
Lorena Vales is like many of those who donate their time and effort to i2P: an incredible help behind the scenes who also happens to be an inspiring athlete.

In addition to helping us with our salesforce.com platform, she completed her first ultra in 2010 - the Bulldog 50K in Malibu Creek State Park in Calabasas, California.

We thank Lorena for her contributions, and wish her the best of luck on her future races!

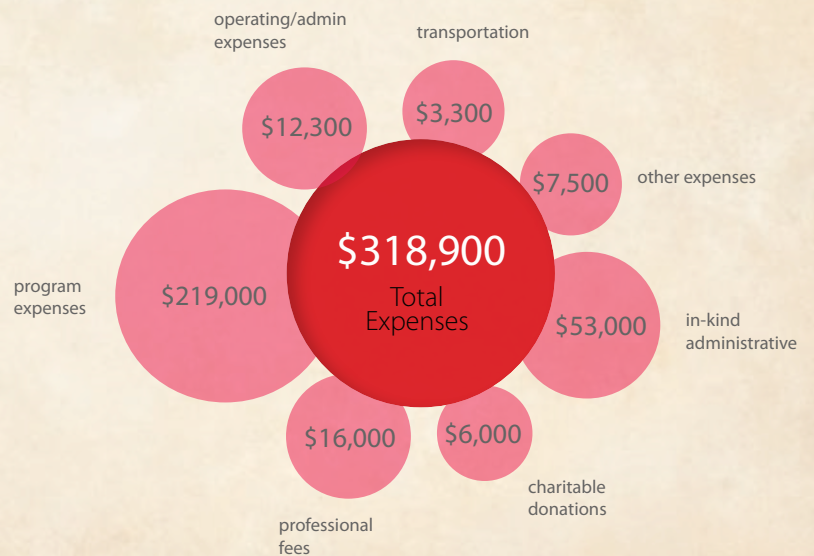


FUNDING BY SOURCE



SOURCE	PERCENTAGE
corporate sponsorships	41.06%
in-kind administrative	27.98%
in-kind donations	16.12%
contributions	13.08%
grants	1.52%
merchandise	0.24%

SOURCE	PERCENTAGE
program expenses	69.06%
in-kind administrative	16.71%
professional fees	5.05%
operating/admin expenses	3.88%
other expenses	2.37%
charitable donations	1.89%
transportation	1.04%



* Detailed financial statements available upon request.

International Education

While our Expeditions venture to interesting and exotic International locales, it has been slightly unexpected that the schools registering to follow along are so International in scope as well. In 2010, it was our pleasure to deliver our (free!) Experiential Learning Programs to tens of thousands of students spread across many different countries.

This international distribution ensures that a myriad of cultures, experiences, and viewpoints are included in the questions that are asked of the Expedition Teams, and allows us to deliver curriculum that is relevant for people of all ages and backgrounds.

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.



CANADA

- YUKON TERRITORY
- NORTHWEST TERRITORIES
- SASKATCHEWAN
- ONTARIO
- QUEBEC
- NUNAVUT
- NEWFOUNDLAND
- BRITISH COLUMBIA

INTERNATIONAL

- RUSSIA
- KENYA
- INDIA
- GERMANY
- JAPAN

UNITED STATES OF AMERICA

- NORTH DAKOTA
- IDAHO
- FLORIDA
- MINNESOTA
- KANSAS
- VIRGINIA
- ILLINOIS
- OREGON
- NORTH CAROLINA
- WISCONSIN
- INDIANA
- PENNSYLVANIA
- COLORADO
- NEBRASKA
- MARYLAND
- PUERTO RICO
- IOWA
- MASSACHUSETTS
- NEW YORK
- CALIFORNIA



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*:
bcocx@impossible2Possible.com

Educational Inquiries -

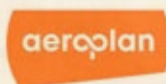
Matt Howe, *Educational Coordinator*:
mhowe@impossible2Possible.com



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Bellflower, CA
United States 90706

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<http://www.impossible2possible.com>



EDUCATE • INSPIRE • EMPOWER

2008: ONEXONE Relay, Canada

The i2P team ran 80km consecutively in every province and territory; Hundreds ran alongside daily and 10,000 students participated along online.

2009: Geographic South Pole

World record trek to the bottom of the earth; Millions of people, including 3,500 students, participated while learning about climate change and ozone depletion.

2009: Baffin Island, Canadian Arctic

The first i2P Youth Expedition - a seven day traverse of the Akshayuk Pass. 5,000 students participated, and they learned about climate change and social issues facing Canada's North.

2010: Lake Baikal, Siberia

World record trek transecting the World's most voluminous lake. 8,500 students participated and learned about global water issues.

2010: Sahara Desert, Tunisia

The second i2P Youth Expedition saw four Youth Ambassadors run a marathon a day across the dunes of the Sahara. 8,500 students participated in a continuation of our water module - in a starkly contrasting locale.

2010: Amazon Jungle, Brazil

The third i2P Youth Expedition took our Experiential Learning program about Biodiversity to the Amazon Jungle. Over 16,000 students followed along from all over the world.

It has been an incredible three years since i2P was founded in 2008. Together, we've been able to bring tens of thousands of students along to some of the most remote and most interesting places on Earth, accompanied by Experiential Learning Programs focused on water issues, biodiversity issues, climate change, and more.

The most important element to our continued success is **you!**
Please keep following along at www.impossible2possible.com.



Impossible2Possible (i2P) is a US 501c3 and Canadian non-profit organization dedicated to using 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. All of our programs are free.

To learn more, please visit www.impossible2possible.com