



# PARTNERSHIP INFORMATION

NOVEMBER 1st - NOVEMBER 8th







# OVER VIEW

impossible2Possible (i2P), a US 501c3 non-profit and our mission is to **expand the boundaries that bind modern education**. We create free experience based, peer to peer learning programs that combine education, inspiration, and empowerment. With a new world combination of mind-blowing adventures and state of the art communication technology, we deliver the world to the classroom and the classroom to the world!

To achieve our mission of free educational programs for all, i2P relies on like-minded corporate partners who strive to make a positive impact on youth around the globe.

Impossible2Possible is grounded in volunteerism. In fact, i2P's Founder, Ray Zahab, dedicates his life

to our mission. Since our inception he has led the way by volunteering his time and donating personal endorsements. All, in an effort to achieve the i2P mission.

In this document we outline partnership opportunities, i2P's social and traditional media power, along with an overview of our upcoming educational adventure. Our hope is that like-minded organizations see the combined values of educating, inspiring, and empowering youth while sharing their message with a global audience!

*Bob Cox*

Bob Cox,  
Executive Director

*Ray Zahab*

Ray Zahab  
Founder



**Partnership Information**



In 2013, i2P achieved an incredible **43.6M** impressions via social media!

This was made possible by a large number of engaged and active stakeholders.



# OUR MEDIA POWER



## INSPIRING:

FOUNDER, RAY ZAHAB SHARES THE POWERFUL I2P MESSAGE ALL OVER THE GLOBE.



**Partnership Information**





# OUR MEDIA POWER

We perform detailed analytics to measure our effectiveness throughout all social media platforms, and compare ourselves to benchmark brands. One of our key analytics is actual **engagement with our brand pages and platforms**.

Compared to organizations of all sizes including large multi-national brands, impossible2Possible has a **significantly more engaged and active audience** that follows i2P updates and initiatives on a constant basis. This exceptional audience engagement is shared across partner platforms when relationships are engaged and activated.

## ENGAGEMENT QUOTIENT

Percentage of our followers who engage in our posted content



88%



## EMPOWERED AUDIENCE



21,937 Fans



11,356 Followers



4,718 Followers



## LIKES & IMPRESSIONS

5,139



Q1 2012



Q1 2014

EXPONENTIAL GROWTH!

TOTAL 2013 IMPRESSIONS

43.6M



Partnership Information



# EXPEDITION OVERVIEW



# EDUCATIONAL OUTLINE



Partnership Information





# EXPEDITION OVERVIEW

SFU

For the 10th stage of the impossible2Possible World Expedition Series a Youth Ambassador team will venture to a remote and unforgiving region of the planet that is **known for its majestic beauty**. The Lost Coast is the most undeveloped region of the California coast. The combination of beauty and rugged terrain is an incredible setting for the i2P Youth Ambassador team to push their mental and physical limits, while Educating, Inspiring, and Empowering thousands of students around the world!

The education program is **multi-faceted** with every aspect **benefitting youth of all ages**. Students will engage in critical concepts consisting of forest and marine ecology, the importance of wilderness to our planet, and financial literacy.

## FINANCIAL LITERACY

- The importance of gaining and understanding financial knowledge
- Discovering financial fitness
- Building personal resiliency
- Dedication to your financial future
- The concept of social entrepreneurship

## EDUCATION TOPICS

### WILDERNESS EDUCATION

- What is wilderness?
- Why is Wilderness important?
- How do we protect wilderness?
- Why is it important to protect wildlife?
- How does wilderness impact the earth?
- What is the Wilderness Protection Act?
- What is leave no trace camping?
- What impact does development have on wilderness?

### FOREST & MARINE ECOLOGY

- An Introduction to the Geology and Climate of the Lost Coast
- Marine Ecology along the Lost Coast
- Ocean Forests – Kelp
- Salmon Spawning: A simple yet complex ocean-forest relationship
- Redwood and Sequoia Forests
- History, economics and culture of the region
- Salmonids: A Terrestrial to Ocean Connection
- Climate Change



Partnership Information





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



**RUNNING  
TUNISIA**  
2010





**THANK YOU!**

