
SEND IT FOR SHANE

2023
ANNUAL
REPORT



senditforshane.com

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Introduction

Shane was born in Elmhurst, IL, grew up in Center Valley, PA, and went on to attend the University of Utah. Utah became his home and with the exception of holidays, he never left. He was a passionate skier, a loyal friend (and Cubs fan), an amazing brother, and a beloved son.

Skiing was truly his passion - one that was first brought to light at Bear Creek Mountain Resort in Macungie, PA. That first six-inch jump with his step-brother, TJ, ignited something in him that only grew stronger over time.

Once he went off to college, those few inches of air turned into cliff jumps and backflips. Although his family could barely watch his videos on social media without wincing, he was having the time of his life. From afar, we all admired how he lived his life - headstrong with a passion for happiness. As much fear as those backflips sometimes provoked in us, they also provoked thoughts about our own life choices, motivating us to embrace our inner Shane more often.

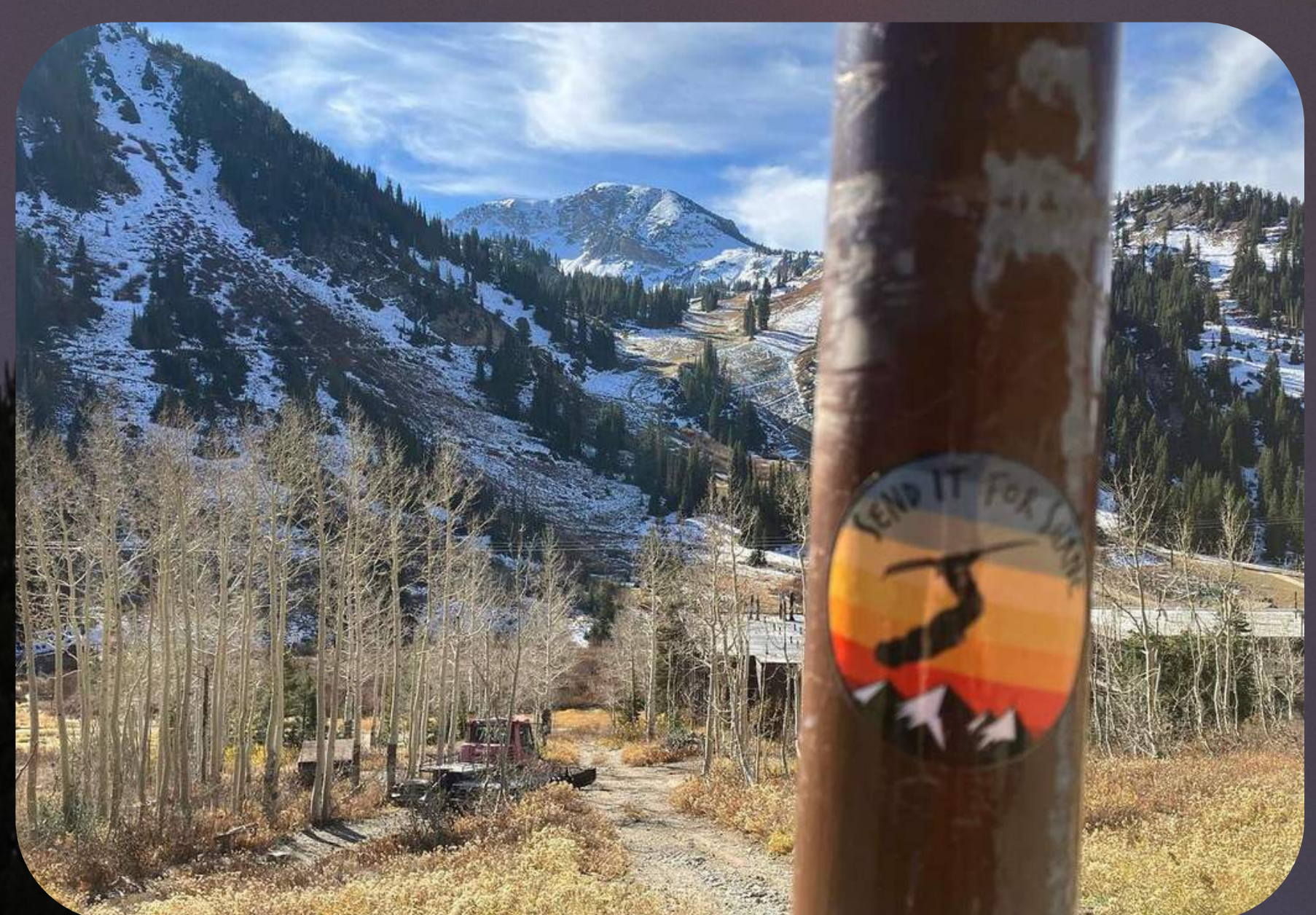
Shane is deeply missed by everyone who knew him. After his accident in August 2021, we were in shock and terribly saddened at the thought of the light he brought to all of our lives getting dimmer and dimmer as time went on. We wanted to be sure his love of life, shaped by his love for skiing and acting as his North Star, leading him to his true home and genuine friends, lived on for as long as possible.

Send It For Shane, a 501(c)3 authorized non-profit, was created to do just that. Our goal is to honor him and motivate others to pursue happiness with the #SENDIT philosophy, a concept Shane learned of through skiing that pushed him to face his fears and embark on his own distinctive path. Our hope is to motivate youth and provide those with fewer resources than others to explore the outdoors, experience the joy of skiing, and through mentorship, guide them towards embracing their true selves, equipped with life skills that will shape their future.



Here, There, Everywhere

From the breathtaking slopes of St Anton am Arlberg in Switzerland to numerous states throughout the US, our journey to keep Shane's spirit alive, inspire others to pursue happiness, and provide opportunities for youth has continued to resonate with others.



Overview of 2023 Milestones



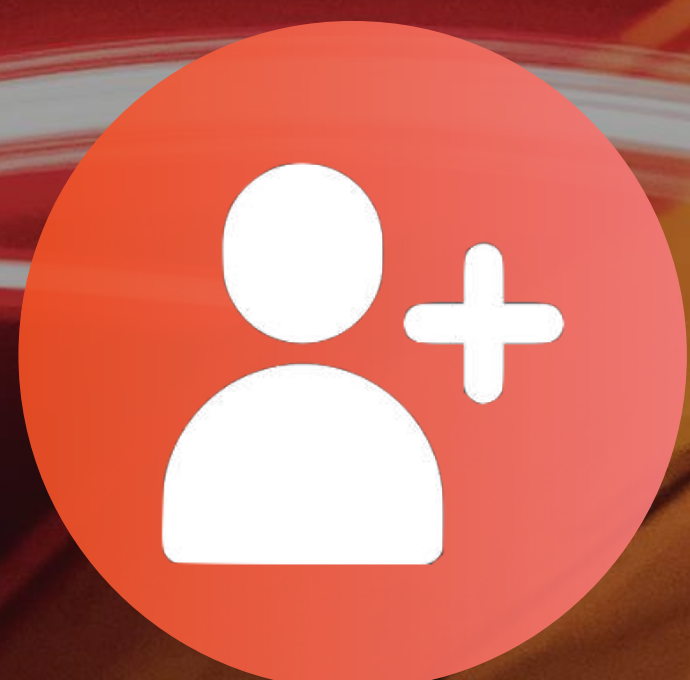
Reached a total of 16 kids sponsored into SOS Outreach's mentorship program



Collaborated with 2 schools



Surpassed \$25,000 milestone thanks to family, friends, and those who did not know Shane personally but have been impacted by his story



Surpassed 500 followers on social media



Launched our website and experienced nearly 1,500 website visits throughout 2023

2023 Statistics



74.5% open-rate of email newsletters



46% increase in email sign-ups since the website launched



55.4% increase in Instagram followers between September and December 2023



Maintained an average of 1.5K accounts reached per month on Instagram

SECTION 2

YEAR IN REVIEW



SEND IT FOR SHANE

Q1

January 24, 2023

Ski Utah Interconnect Tour

The SOS Outreach Interconnect Tour is a fundraiser created by and for SOS Outreach.

The tour provides a handful of participants a guided tour of six premier Utah resorts: Deer Valley, Park City Mountain, Solitude, Brighton, Alta, and Snowbird, along with the exquisite backcountry terrain in between. The day proved to be a perfect blend of excitement and challenges.

“We had the perfect amount of snow,” says TJ, “If we had more, it would’ve been canceled...it was perfect.”



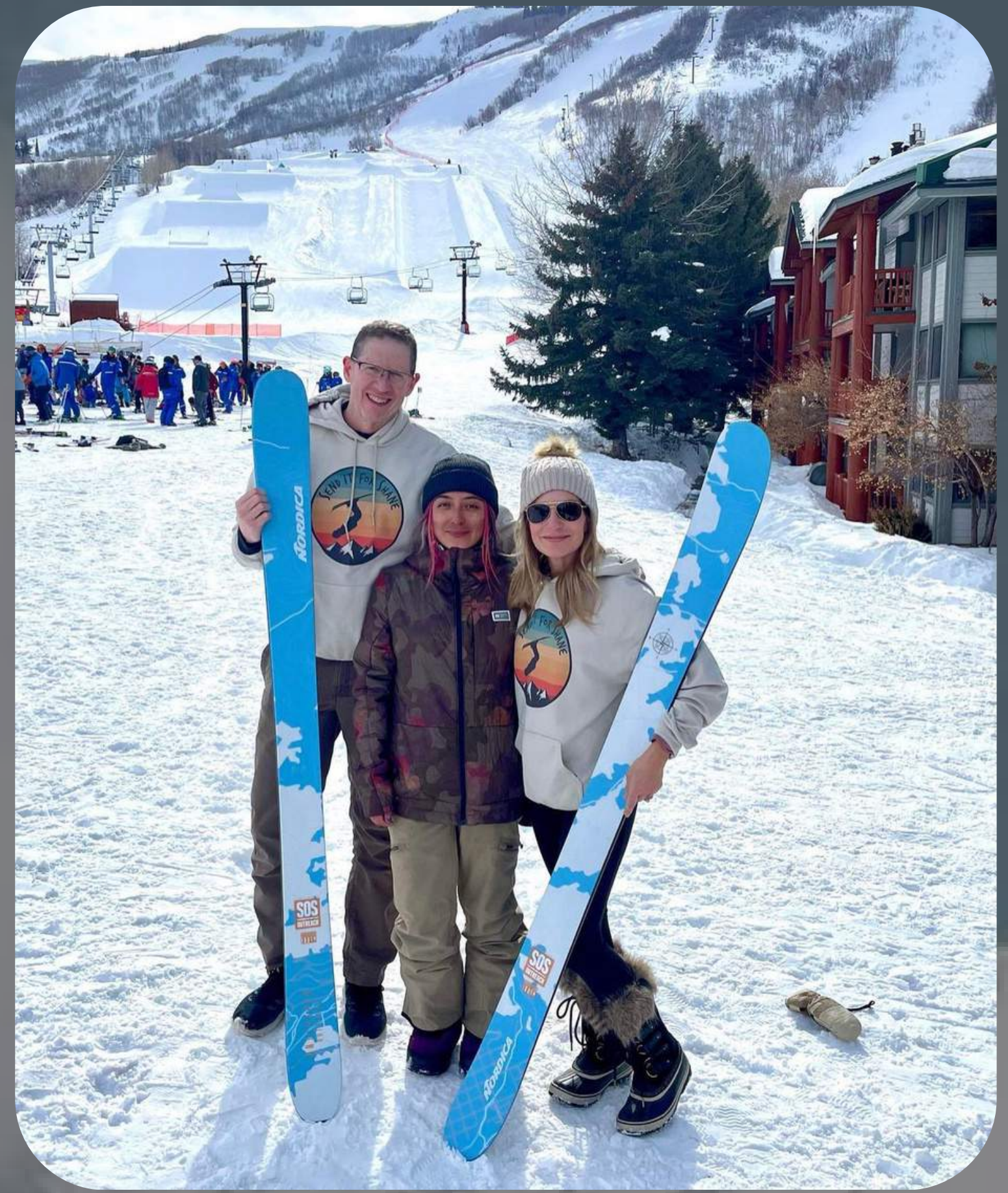
February 11, 2023

SOS Ride Day

On Saturday, February 11th, 2023, a sizable group of us compiled of Send It For Shane team members as well as other family and friends of Shane gathered in Utah to participate in an SOS Ride Day. These occasions serve as platforms for mentors to share wisdom about mountain etiquette, encourage the kids to face their fears, demonstrate the importance of situational awareness, and translate the core values and teachings of SOS Outreach into the real world.

We were lucky enough to meet the kids we sponsored into SOS Outreach's program, the #ShaneShredders, spend awesome quality time together, and enjoy the beautiful Deer Valley resort.

Thank you SOS for working with us and for allowing us to participate and meet the #ShaneShredders.



February 19, 2023

Donation to Abriendo Mendes

Our friend Craig Thatcher, along with his bandmates Chico Huff, Billy Wear, and Cliff Starkey, has been actively supporting the Abriendo Mendes charity in Costa Rica for several years. Abriendo Mendes has been dedicated to educating, protecting, and inspiring children and their parents, particularly their mothers, in Costa Rica through their comprehensive programs that involve skills development, entrepreneurship, nutrition development, and musical programs for over 13 years.

On February 19, 2023, Craig's band performed a free benefit show that raised over \$10,000 in donations for the group. Thanks to your donations to SI4S, we were able to make a contribution towards the band's travel expenses that are all self-funded by the band members.

Support Craig and his band by visiting www.craigthatcher.com and support Abriendo Mendes at www.abriendomendes.org!



February 24, 2023

SOS Outreach x Nordica Ski Giveaway

Shane was known for random acts of kindness and we wanted to continue spreading the love. When SOS Outreach collaborated with Nordica and Christy Sports to create a pair of special edition skis, we saw an opportunity to create a delightful experience for our supporters by offering them a chance to win their own pair.

Background About the Skis

Students and alumni of SOS Outreach, Veronica Saint Jane, Heidy Hernandez, Frida Quintero, and Delaney Muro, collaborated with Nordica to design the *Nordica Unleashed Outreach Ski*. These beautiful sky-blue skis included a topographic map of Silverton, Colorado, the tallest, steepest ski area in North America. It's also the location of one of SOS Outreach's most anticipated annual events, the SOS Outreach Powder Challenge.

We were lucky enough to meet Heidy at the SOS Ride Day on February 11th!

About the Giveaway

We wanted to foster a sense of community, engagement, and, of course, embrace the spirit of random acts of kindness. We hosted a giveaway on our Instagram, aiming to have some fun with those who support SI4S while bringing attention to the impactful work of SOS Outreach.

The giveaway, announced on February 13th and running through March 5th, had simple rules: follow us and SOS Outreach on Instagram, tag a friend in the comments of our announcement post, and tag us in post or story showing how you #sendit4shane.

All valid entries were assigned a number and entered into a generator to randomly select a winner, who ended up being none other than Michael Smith, a long-time family friend!

This endeavor celebrated Shane's kind spirit and contributed to supporting SOS Outreach and its mission to empower youth through education, skill development, and outdoor adventures.

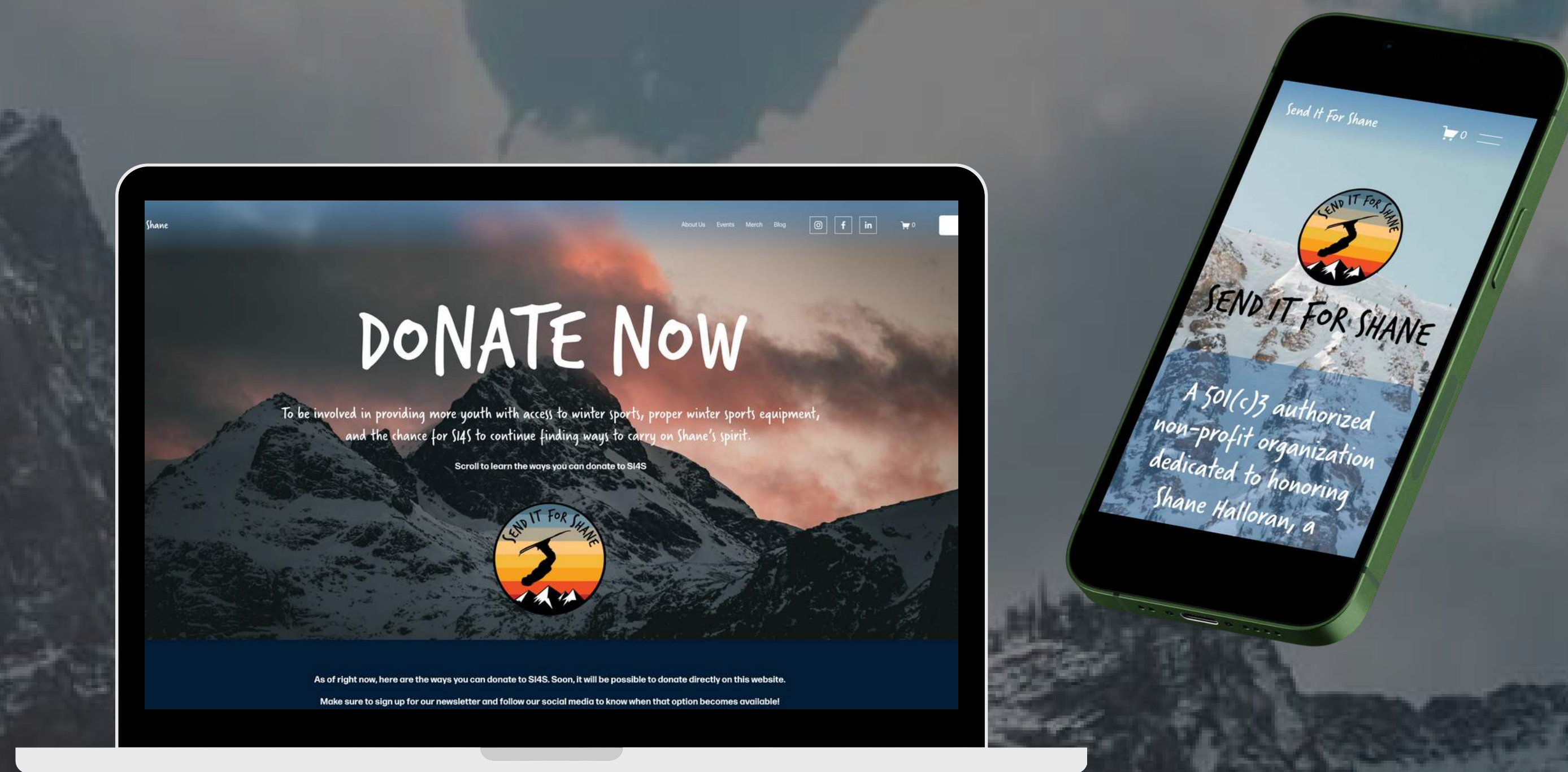
Thank you to everyone who participated in this giveaway!



March 1, 2023

Official Website Launch

After many months in the making, we unveiled the Send It For Shane website on March 1st! This was a labor intensive yet incredibly fulfilling project. We deeply appreciate all of your feedback!



As a relatively young organization, we are continually refining our mission and goals. The website is where you can discover everything about Send It For Shane in its current state and witness our evolution over time.

In the first month, our website experienced:



292

Visitors



22

Emails
Collected



792

Pageviews

Q2

April 8, 2023

SI4S x Lost Tavern Beer

In January 2023, our family-friend, Kurt Miller, reached out to staff at Lost Tavern Brewing to inquire about brewing a beer in honor of Shane. With the help of Evan, one of Shane's childhood friends who happened to be an employee of Lost Tavern, and another LT employee, Kenny, we finalized a flavor profile and some important dates such as Brew Day and the day the beers would be packaged.

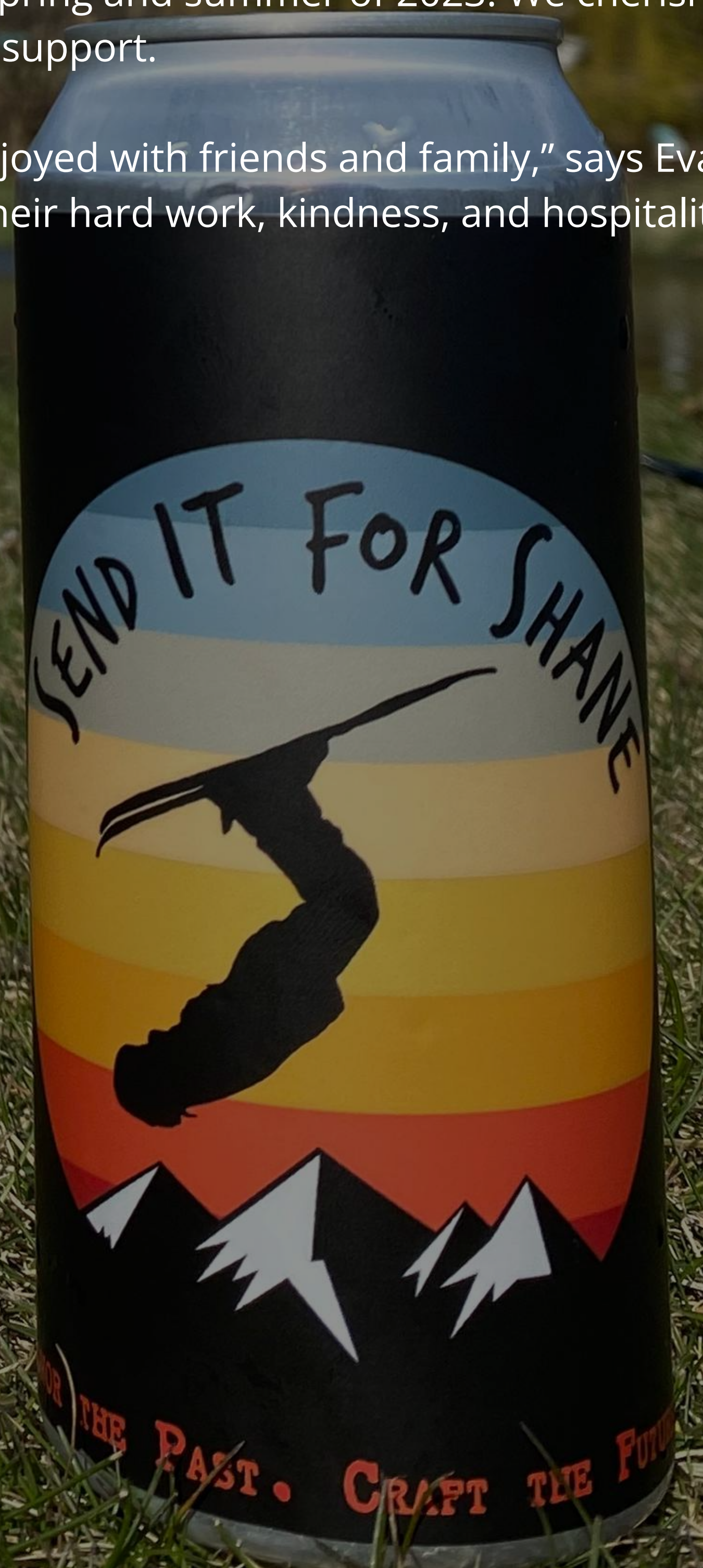
The beers were officially scheduled to be packaged on March 31, 2023, allowing us to announce the beer on April 8 and plan a release date for April 18. Lost Tavern generously invited those who were willing and able from the SI4S team to witness the Brew Day process in person and kindly invited us to host an event to celebrate and try the SI4S Cream Ale!

We settled on April 22 for the event, and Lost Tavern set up delicious catering provided by The Gastrotruck. If you're in the Lehigh Valley and need a food truck any time soon, definitely check these guys out!

This event left us filled with love and gratitude for Shane and for all of you who continually participate in keeping his spirit alive.

It was so awesome to see everyone enjoying the SI4S x Lost Tavern beer throughout the spring and summer of 2023! We cherish all of the photos that were shared throughout that time and we sincerely thank you for your support.

"It's the kind of beer that can be shotgunned on a golf course, sipped mid backflip, and enjoyed with friends and family," says Evan Holland. Thank you so much to Kurt Miller for getting the ball rolling and the LT staff for their hard work, kindness, and hospitality!



May 29, 2023

Official Merchandise Launch

We successfully launched merchandise at the end of May! This launch included two coozies, the classic SI4S stickers, the highly requested Lost Tavern Brewing x SI4S tees we initially made as thank you's to the LT staff, a new version of the Celebration of Life tee we gave away at Shane's Utah Celebration of Life in July 2022, and the #ShaneShredders Sweatshirt we gave to the Shredders on the February 11th SOS Ride Day.

We do our best to price things fairly while also ensuring we're making money that can be put back into the organization. As time goes on, we'll continue streamlining all of our processes to make purchasing SI4S merchandise as seamless as possible!

If you are an artist out there interested in collaborating with us in the future, please never hesitate to reach out!



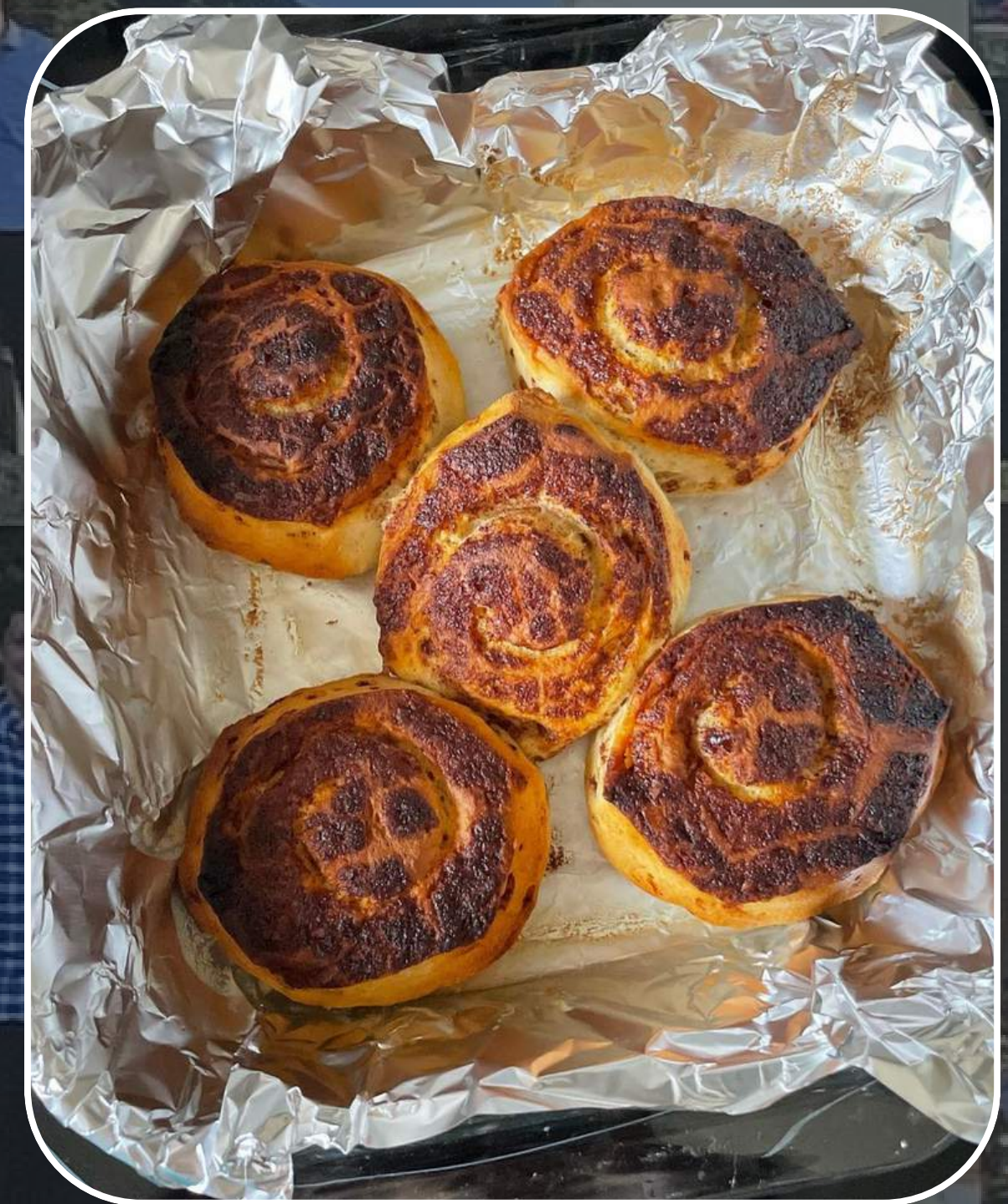
Q3

July 9, 2023

Shane's 27th Birthday

This year, we didn't have a big gathering for Shane's birthday. It's so wonderful to get together, but it's also nice to see how everyone honors Shane in their own way.

Across the country, Shane was celebrated with a hike to his resting spot on Mt. Baldy (hikes to familiar places with new faces), Oreos, chocolate cake (may have not been Portillo's but it's the thought that counts), shirtless, Happy Gilmore swings, and (slightly burnt but still delicious) cinnamon rolls - just how he would have liked it (although he probably would've been a little bummed about the cinnamon rolls).



Q4

School Collaborations

Elon University - Integrated Marketing Communications



In August, Hannah was put in contact with an Elon University professor, Nanelle Napp, via a college friend, Jules Francis, who has stayed in touch with Nanelle since taking her class. Nanelle teaches her class with the goal of providing legitimate marketing assistance to a non-profit organization. As Nanelle discussed some of her ideas for the Fall 2023 semester, Jules graciously recommended that Nanelle have her class focus on assisting Send It For Shane! Jules connected Hannah and Nanelle and they began brainstorming from there.

After a few meetings, Nanelle and Hannah picked a few marketing objectives for the students to choose from. Hannah met with the students and they began working on their presentations. In November, the students presented their ideas to Hannah.

"I was in complete awe of the ideas the students came up with. They were so unique, yet so attainable, and I am so excited to bring them to life in 2024 and years to come!" Hannah says about the collaboration.

Thank you so much to Jules Francis for suggesting Send It For Shane as the focal point for this class and putting Hannah & Nanelle in contact with one another, to Nanelle for the great conversations and willingness to help Send It For Shane grow and thrive, and to the Elon University students who worked hard to derive a plan that will help us do exactly that.

Murray High School Ski Club



As of November 2023, TJ has become the advisor of the ski club at Murray High School, where he currently teaches! This club has over 150 students involved and we look forward to continue assisting them in any way we can.

To all those at Murray High School, we are so sorry to hear about the loss of your beloved English teacher, Lisa Griffin, who lost her battle to cancer in December 2023. Based off the Murray High School Facebook post, she seems like an incredible person who is loved by many and unfortunately gone way too soon, something we unfortunately understand all too well. The next time you #senditforshane, #senditforlisa, too.

November 2023

Start of SOS Outreach Season

In 2022, serendipitous circumstances connected us with SOS Outreach, a national mentorship program that teaches young people about important life values such as courage and discipline through winter sports. We sponsored 8 kids into their program last year and are grateful to have sponsored 8 more in 2023.

Supporting SOS Outreach is a way we fulfill our mission of providing youth with opportunities to experience the joy of skiing and embark down healthy paths. It is thanks to your donations that we are able to do so. Thank you for supporting Send It For Shane!

Thank you so much to our SOS rep, Palmer Daniels, for keeping us in the loop, and to the amazing mentors of the #ShaneShredders and good friends of Shane, Hunter Bingaman and Logan Rice, for sharing your on- and off-mountain wisdom with the kids.



December 2, 2023

Release of Ski Season Merchandise

This past fall we spent a lot of time designing new merchandise and revamping our development, shipping, and handling processes in order to have a smooth, successful merchandise launch. Luckily, the launch of our ski season merchandise on December 2, 2023 went much smoother than our first one! We strive to improve our methods with every sale.

About The Ski Season Merchandise

This is our first round of what we call, "The SI4S Basics," which are permanent pieces available on our website indefinitely (with the exception of when we sell out and have to restock inventory). They may be slightly updated as the years go by, but we hope to always have these available.

This launch includes our first embroidered pieces with specialty QR codes on the back. That way, when someone inevitably compliments your sweatshirt and asks where it's from, you can turn around and direct them straight to our website.

These sweatshirts are made with sustainable methods and materials and have been embroidered by a wonderful small business local to Salt Lake City, [GPD Creative](#), which is expertly owned and operated by Israel Gaertner.

Thank you to everyone who has purchased our Ski Season Merchandise!



2023 ANNUAL REPORT

SECTION 3



SEND IT FOR SHANE

2024 Goals



Raise \$16,000 to double the amount of kids we sponsor into SOS Outreach's program for our final contracted partnership year with them.



Continue providing funds for transportation, snacks and meals, proper clothes, equipment, or whatever else may be needed to school ski clubs.



Establish a stronger social media presence on Facebook because we know we have a large audience there.



Establish a stronger social media presence on LinkedIn to form more connections with the non-profit world.

How To Donate

As of right now, we accept donations via selecting “Custom Donation” in the merchandise section of our website, Venmo, sending a check, and corporate donations.



venmo @senditforshane



When shopping for merchandise on our site, select “Custom Donation”



Mail a check to *First National Bank, 801 S. Van Buren Road, Eden, NC 2788*



To learn more about corporate donations, we suggest contacting your employer’s HR department. You can also ask about Benevity, a company that enables large corporations to discover which causes/charities are important to their employee and provide donation matching programs.

Thank You

We are forever thankful to each of you for sharing your love and care, for the efforts put in by our team members to keep this going, and for our memories with Shane. We of course wish things were different, but are trying to make the world a better place in the face of this tragedy, especially for kids. We really appreciate all of your help and love.

Thank you to all of you who have supported Send It For Shane, whether through direct donations, merchandise purchases, engaging with us on social media, sharing ideas to advance our mission, or most importantly, carrying Shane's spirit in your hearts and every run down the mountain, shirtless Happy Gilmore golf swing, or random act of kindness.

We are looking forward to what can be accomplished and celebrated in 2024! How will you #sendit4shane in 2024?! Let us know on our social media or by emailing us at senditforshane@gmail.com. If you have a cause that SI4S might be able to help, please let us know.

Send It!

Love,



LOVE, HOW DO
YOU
SHANE