

**CANCER CLIMB & TREK FOR
PROSTATE AWARENESS
MT SHASTA 14,162'
JULY 14 – 21, 2011
The Bob Boardman Memorial Climb**

Thank you for your interest in the 2012 expedition. Our fundraising expeditions began in 2001 with a climb of Mt Aconcagua in the Argentine Andes. Since then, we have had climbs all over the world including: Mt Blanc in the French Alps, Yosemite, El Misti in the Peruvian Andes, Mt Kilimanjaro in Africa, Mt Elbert & Massive in the Colorado Rockies, Glacier National Park and Mt Cotopaxi in Ecuador. This year's expedition will visit and climb 14,162' Mt Shasta in the Cascade Mountains of extreme Northern California. Our goals: Increase awareness about prostate health issues and how to deal with them, raise critically needed funds for ongoing outreach and education, inspire men and their families with hope.

My name is Ken Malik. I have participated in all of the prior expeditions. I am also a prostate cancer veteran of over 16 years, as well as the co-founder and executive director of the Prostate Awareness Foundation (www.prostateawarenessfoundation.org). PAF is the organization for which you will be donating your time and energy. The foundation is a not for profit 501(c) (3) corporation.

There will be two teams on this year's expedition: A climbing team and a trekking team, there will also be a group of supporters and volunteers helping to make this year's expedition a success. We will have space for a maximum of 40 participants (up to 16 climbers / 24 trekkers). Members will include prostate cancer veterans, family members and their supporters. The climbing team will attempt a technical climb of 14,162' Mt Shasta. The trekking will share in the camaraderie of the expedition while hiking on Mt Shasta and the surrounding mountains and supporting the climbing team. Everyone should be in top physical condition to maximize the experience. Past participants have ranged in age from 25 to 76. As always, women are welcome to participate. A prostate friendly menu will be available to all participants. There will be daily discussions on prostate health issues.

We hope you will give serious consideration to taking part in this challenge. **We would like to ask for your commitment by March 15th.** This allows us time to properly plan logistics. Your early commitment will allow you to put yourself in the required physical fitness level to ensure your maximum enjoyment and success. It will also allow you the time to reach your minimum fundraising requirement. We would love to have you join us on this great adventure. **Your deposit check will assure your place on the expedition.**

Please read the enclosed information carefully. It will provide answers to your questions. We need your participation and support to help PAF remain a viable source of critically needed, non-biased information about prostate cancer healing and prevention.

Ken Malik

DETAILS

CLIMBING TEAM:

You do not need to have prior technical climbing skills, just be in top physical condition. This is a 2 ½ day challenge with much of it spent over 10,000' so altitude sickness can be a factor. All days will be long and strenuous. Summit Day will be 14-16 hours with an elevation gain of about 4,500'. You will need to be in good enough physical condition to trek 6 to 8 miles per day, while carrying a pack of up to 55 lbs. Summit day we will only carry what we need for the day, about 15-20lbs. Mt Shasta is considered an easy technical climb. But Mt Shasta has a reputation for changeable weather and people do die each year climbing it. Safety will be our number one objective. We will climb the West Face Route and will be using *SWS Expeditions* (www.swsmtns.com) as our professional guide service. We were given a nice discount from our outfitter because of the PAF mission. Included in our expedition fee: guides, mountaineering skills and safety workshop, breakfasts & dinners while on the mountain, tents, park fees and technical equipment (crampons, ice axes, ropes, harness, helmet, carabineer). Not included: mountaineering boots, down jackets, backpacks, sleeping bags and mattresses – you can rent all of these items or you can bring your own. You will need to bring your own snacks and lunches.

TREKKING TEAM:

For those who love the outdoors and want to trek and tackle the mountains but who do not want to do a high altitude technical climb. We all will be camping on beautiful Lake Siskiyou (the climbing team will camp on Mt Shasta for 2 nights). While the climbing team is on the mountain there are many hiking trails available for the trekkers to explore. You can bring a fishing pole, camera and participate on the level you feel capable. Be part of the action! Everyone will chip in and help our volunteer staff maintain the camp.

APPROVAL POLICY:

To ensure the integrity of the expedition all potential candidates will undergo a screening process conducted by the *PAF Expedition Review Board* to insure a proper fit with the goals, expectations and safety of the expedition.

EQUIPMENT:

The weather at Lake Siskiyou in the Mt Shasta Area in July will be between 80 and 100 degrees in the day and as low as the 40's at night. The climate is dry with little humidity. For hiking, you should dress in layers in order to be prepared for all conditions. For the climbing team dressing in layers is critical. Weather conditions in the mountains can change rapidly. Expect night time temperatures to be below freezing. Afternoons can bring thunderstorms in the mountains. For the climbing team, please review the attached equipment list provided by SWS mountain guides. Also attached is a trekking equipment list for your review.

CAMPING:

Our basecamp is Lake Siskiyou Camp-Resort at 3,500' (www.reynoldsresorts.com) 3 ½ miles from town. We will be car camping so there is no need for any of us to backpack in equipment (except the climbing team which will help transport equipment to base camp on Mt Shasta for the two nights on the mountain. Facilities on Lake Siskiyou include a marina, restrooms with hot showers, grocery store, restaurant and snack bar (we will be

cooking meals at our campsite), beach and laundry. You will need to bring your own tent, sleeping bag and air mattresses. More info to follow once you sign on for the expedition. Your expedition fee includes the cost of camping and meals eaten in camp.

PRE & POST CLIMB HOTEL:

The Days Inn Santa Rosa is our official hotel for the pre and post climb. The cost of staying at the hotel is not included in your expedition fee. We have been given special discounted rates for our stay. We have reserved a block of rooms for the following nights: Friday, 7/13, Saturday, 7/14, Friday, 7/20, Saturday, 7/21, you can stay additional nights.. The cost per room per night is: \$99 for 2 double beds or \$105 for 2 queen beds. Please call the Days Inn at 707-568-1011, ask for Kent the manager and mention the Prostate Awareness Foundation expedition to reserve your room.

THE ITINERARY:

Please plan on arriving into Santa Rosa (an hour and a half north of San Francisco) no later than Saturday afternoon July 14th in time for a 5pm team meeting. We would highly recommend coming in on Friday and using Saturday to relax and to pick up last minute supplies.

DAY	DATE	DESTINATION & DESCRIPTION
Saturday	7/14	Travel to Santa Rosa for a 5pm team meeting. Gear Check and dinner afterwards.
Sunday	7/15	Team breakfast at 7pm. 8pm departure for Mt Shasta. 5 hour drive. Lunch in Red Bluff or Redding. Setup camp. Team hike, time permitting. Dinner in camp.
Monday	7/16	All hike to Castle Crag 9,000' - 8 miles. 2200' elevation gain. Breakfast and dinner in camp.
Tuesday	7/17	Trekking Team: enjoy Lake Siskiyou or the town of Mt Shasta. Breakfast and dinner in camp. Climbing team: 7am Breakfast in camp. Meet guides, gear check. Trek from Bunny Flat to Hidden Valley, 4-5 hrs. Hidden Valley Camp. 2,800, elevation gain. Skills and safety seminar and practice. Dinner in camp. Bed by 7pm
Wednesday	7/18	Trekking Team: Breakfast in camp. Hike on Mt Shasta. Route to be determined. 2,200' Elevation gain. Dinner in camp. Climbing Team: Breakfast by 2am. Begin Summit attempt. 4,500' elevation gain. Summit Ceremony, Descend by 1pm to avoid Possible Thunder storms.
Thursday	7/19	Eat & sleep at Hidden Valley base-camp. Trekking Team: 7am breakfast. Trek from Bunny Flat (6,860') to Horse Camp (9,400') to meet Climbing team and hike back to trailhead together.

Thurs (Continued)		Arrive back at Lake Siskiyou early afternoon.. Celebration dinner at Lake Siskiyou camp.
Friday	7/20	Break camp early and return to Santa Rosa. Lunch on the road. Sleep at Days Inn. Team dinner in Santa Rosa.
Saturday	7/21	Sightseeing in Sonoma County.
Sunday	7/22	Head home. PLEASE do not book your return home until this date just in case of bad weather on the mountain

TRANSPORTATION

Plan on flying into San Francisco airport no later than early Saturday afternoon 7/14 in order to travel to Santa Rosa and be at the 5pm team meeting. We highly recommend traveling on Friday and arriving in Santa Rosa to stay Friday night. You can catch the Sonoma County Airport Express bus from SFO airport to the Sonoma County Airport and we can arrange to pick you up there. The trip takes about 2 hours. This bus runs every hour on the half hour. The fare is about \$65 roundtrip and is not included in the Expedition Fee. Please review your flight options and book your flights with enough time to assure availability at a good price. We have arranged 2 large vans to transport gear, tents and food up to base camp. This cost is included in the expedition fee. If you are a local participant, please try to plan to bring your own vehicle or carpool with another local.

EXPEDITION COST:

Trekking Team: includes breakfast, lunch and dinner, firewood, campground fee, van rental, fuel, tee shirt, celebration dinner on Friday night . It does not include snacks, beverages beside water, food and lodging before and after the climb, transportation to Sonoma County from out of town.

Total Expedition fee	@ \$375
Deposit to be paid by 3/15	@ \$175
Balance due by 7/1	@ \$200

Climbing Team: includes all of the above plus the expedition inclusions noted in the Climbing Team details on the 1st page. Does not include lunches on the mountain, snacks, beverages other than water, food and lodging before and after the climb, rental equipment not provided by outfitter, transportation to Sonoma County from out of town.

Total Expedition Fee	@ \$900
Deposit to be paid by 3/15	@ \$400
Balance due by 7/1	@ \$500

FUNDRAISING AND FINANCIAL REQUIRMENTS:

While PAF wishes to provide as much help as possible to each fund-raising participant, our 501(c)(3) charitable organization also is required to follow certain IRS guidelines regarding how many of your donated dollars can be used to help cover expenses. Here are the financial goals and guidelines you will need to meet in order to make the *Mt Shasta Cancer Climb & Trek for Prostate Awareness* a success:

Each participant is being asked to **raise a minimum of \$2,000 in contributions for PAF**. After this level is reached, any additional contributions are eligible for a rebate until you reach the full amount of your "hard costs". These hard costs include airfare to

and from San Francisco, accommodations while on the expedition, expedition fees noted above.. “Hard Costs” do not include equipment cost, the “out of pocket” pre and post climb R&R and any other incidental expenses. **For each dollar you raise over and above the minimum requirement of \$2000, .33 cents of each dollar raised can be applied toward these documented hard costs.**

“TEAM APPROACH” TO REACHING YOUR GOAL:

A provision has been made for significant others or family member participation. If you have a spouse or “significant other”, father, brother or sister who would like to participate, the minimum contribution for a two person team will be \$2,500 or \$3,000 for a family of 3. Once this level is reached, you are entitled to claim a rebate for the “hard costs” just like individual fund raisers. Teams must be reviewed and approved by the PAF expedition review board.

ACCOUNTING:

PAF will keep a full and fair accounting of all incoming donations and submit regular reports to each climber as to the status of their fundraising efforts and mail thank you letters to all your donors. Remember, the more money you raise, the less expensive your personal costs for the expedition become if you choose to take a rebate on your “hard costs”. All donations should be made payable to PAF and are tax deductible. **Please ask your donor to reference your name on the check memo line so we know which climber to credit.**

FUND RAISING FLIER:

We will supply you with marketing literature for the climb. This will include a one page two sided copy flier that describes the climb and its goals on one side and a list of incentive gifts at various different levels of donation on the other side. This flier, along with return envelopes will be available to you no later than late March 15th so you can begin your fund raising efforts in earnest. Please let us know how many copies you will need .

FUNDRAISING SUPPORT:

We will support you in your fundraising efforts by providing promotional literature, promotional premiums for contributors and helpful media awareness press releases tailored to your city and location. We will also help you with ideas to efficiently fundraise and assure your success. We feel there is more than adequate time for us to accomplish our individual goals. The time to start is now! Ken Malik will call you to discuss your fundraising ideas and offer guidance, suggestions and share with you how other expedition members are reaching their goals. You can always reach Ken at 415-407-3961 or kamalik@sbcglobal.net

DONOR CONTRIBUTION OPTIONS:

PAF can accept either check or credit card contributions. However, we do not have an “in-house” credit card system. We use www.firstgiving.com to manage credit card donations. You will be able to feature your picture and story at this site. Gail Etzler the administrator for the PAF will setup your fundraising website once you pay your deposit and supply us with your picture and story. She will then notify you with the name of your personal webpage so you can inform your potential donors.

OTHER RESPONSIBILITIES:

Picture & Story:

We need your photo by email along with a short story (a paragraph or two will do) about why you are participating. Your story and picture will be placed on the website at

www.prostateawarenessfoundation.org **PLEASE WORK ON THIS NOW SO WE CAN PLACE YOU ON THE WEBSITE AS SOON AS POSSIBLE.**

SONOMA COUNTY PRE OR POST CLIMB ACTIVITIES: Sonoma County is a great destination spot for vacationers. There are countless wineries to visit, redwood forests to explore, great coastline and beaches, fantastic bike trails, great food and the weather is always nice. Consider coming in early or staying after the expedition to relax and enjoy the ambiance.

For questions and or to reserve your place on the expedition:

1) **Contact Ken Malik at 415-407-3961. Let him know you are interested and take part in a brief telephone interview. You can also contact Ken at kamalik@sbcglobal.net and arrange the phone meeting.**

2) **Once you are approved by the review committee please make your deposit check for trekking/support team for \$175 or for the climbing team \$400 payable to PAF and mail to:**

PAF

Attn: Ken Malik

PO Box # 2934

Santa Rosa, CA 95409

**PLEASE PASS THIS INFORMATION ON TO OTHERS WHO
MAY BE INTERESTED IN JOINING THE EXPEDITION**