

A large, detailed photograph of an iceberg floating in dark teal water, serving as the background for the report cover.

Annual Report 2022



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Our Mission

Space for Humanity is expanding access to space for all of humanity. We created the planet's first Sponsored Citizen Astronaut Program, giving leaders from all walks of life the opportunity to apply to go to space and experience the Overview Effect: the cognitive shift in awareness that occurs when a human being looks down on the Earth from space.

Candidates are selected to experience space travel from a diverse group of leaders from around the planet. Each citizen astronaut is committed to leveraging their experience for the collective good and to support S4H's mission.

Through our citizen spaceflight program, social impact training, and collaborative efforts to educate the public, we are setting the stage to create the world we want, both here on Earth and throughout the cosmos.

We believe our future in space will be determined by who we are on Earth, today.



How We Achieve Our Mission

LEADERSHIP

Citizen Astronaut Impact Training and
community building.

PERSPECTIVE

Inspiring people to live and lead from
an Overview Perspective.

COLLABORATION

Facilitating meaningful conversations and
powerful connections.

A Look Back

2022 was a historic year for Space for Humanity as we delivered on our primary mission and sent two Citizen Astronauts to space. Our accomplishments made global news, expanding our impact exponentially. It was an incredible year for furthering the democratization of space.

Beyond S4H, there were also a number of breakthroughs in the space industry at large. Some of the most inspiring images in existence were delivered from the James Webb Space Telescope, taking us back in time 13.7 billion years. 32 people went to space in the first 8 months of 2022: 14 astronauts ventured into orbit and 18 flew on suborbital flights. We also took "one giant leap" forward, as humanity once again launched a mission to the moon with Artemis-1. Humanity has truly entered a cosmic renaissance.

Now that we've seen the big picture, let's zoom in on the specific achievements within our organization.

20 22

Applications

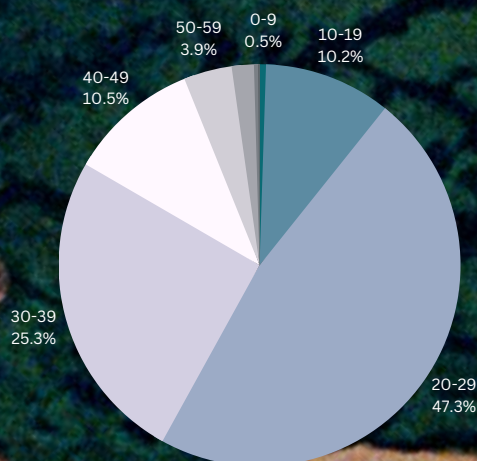
From the moment our Citizen Astronauts touched back down to Earth, their cultural influence has sparked the flames of passion in a whole new generation of applicants. In 2022, our reach literally spanned the globe! Our influence reached whole new communities, believing they could change the world through our program. Our work strengthened others, especially in the home communities of Katya (Mexico) and Sara (Egypt). They represent a global consciousness with a passion for our mission to go to Space, for Earth.

Allow us to showcase some of these remarkable individuals.

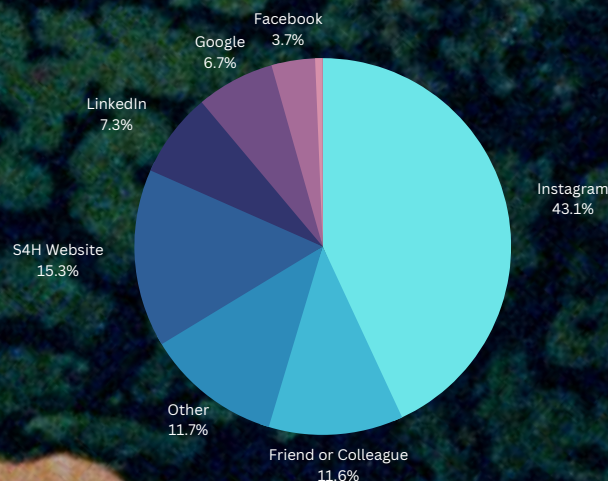
Fast Facts

- Applications were open August 1 - November 15, 2022
- 2,921 applications received
- 137 countries represented
- 51% male, 46.4% female
- Almost a 20% increase in representation in the 20-29 age range
- A large increase (43%) in Instagram reach in the latest round of Applications

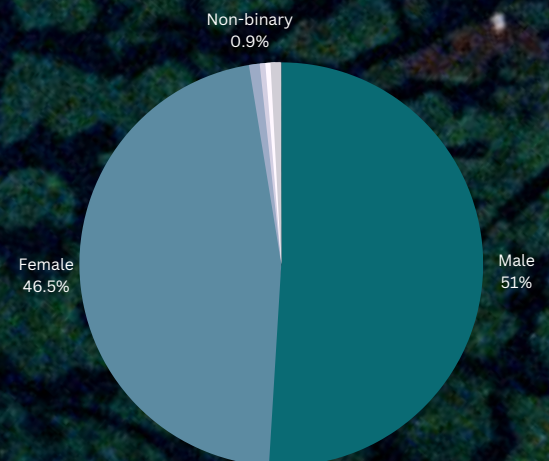
Age



How They Found Us



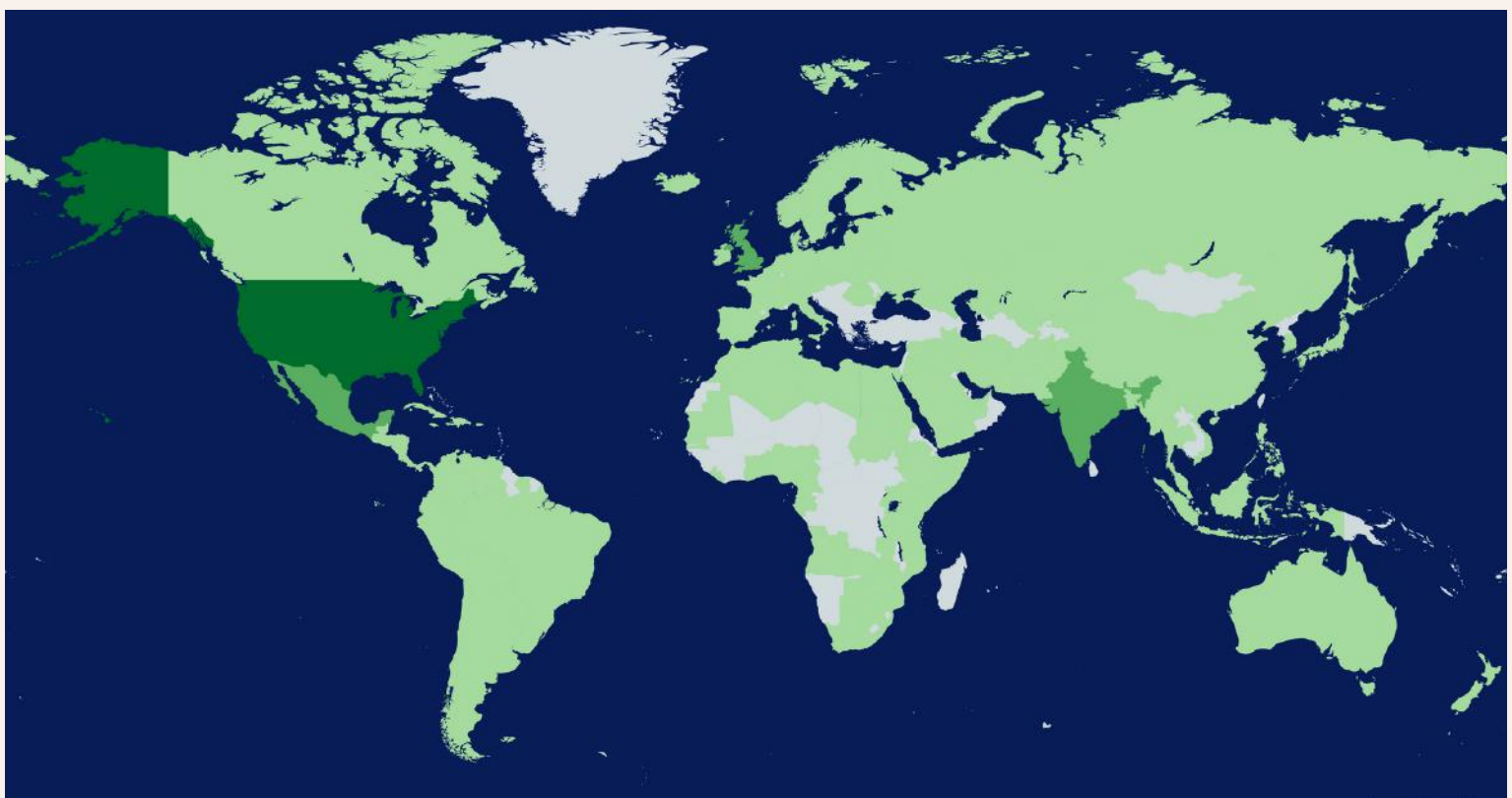
Gender



Representation by Country

137

Countries represented



Top 5 countries represented: USA MEXICO INDIA UNITED KINGDOM INDIA

*Shade of green highlights number of applications from a specific country



The Selection Process

This year, a strategic priority was creating our unbiased selection process. We created a rubric that looks at individuals' Leadership, Impact, and Community Development (LICD). We screen for individuals who are poised to use this perspective-shifting experience and create a lasting impact in the world.

We partnered with a group of teachers from all over the world to use our custom rubric to assess applicants. Each teacher is trained in unbiased selection.

We assess artists separately, as these individuals have unique skill sets. This ensures equity for our diverse range of applicants.

We then do background checks on all finalists and explain our program and confirm their commitment to create an impact plan and become a S4H partner for one-year, post-flight. This impact plan will look different based on the individual's niche area of interest or art form and highlight their LICD. If selected, we work together preflight to hone the details of their customized impact plans.

If they are an artist, there is an additional step where their artwork will be blindly assessed by three members of our arts council. They will look at the following criteria:

- Is their work compelling/magnetizing?
- Are they skilled in their craft?
- Is their ethos in alignment and have a connection to the S4H Mission?

The next step in the selection process is a panel interview looking at the applicant's alignment to the S4H Mission, articulation and clear vision of their LICD, understanding and excitement of the impact of their possible space flight.

Our Program

In 2022, Space for Humanity developed and implemented our Citizen Astronaut Program. We had great success with our Citizen Astronauts, and learned a lot along the way which we continue to use to strengthen the whole program.

Flight + Training

Pre-Flight Training

Physical, psychological, emotional, and mental preparation for the Overview Effect spaceflight experience.

Spaceflight

Citizen Astronauts go to space, and have the opportunity to view Earth from space, alongside their crew.

Post-Flight Integration

Practical application of the perspective gained in spaceflight, and how this applies to life, personal values, leadership, and humanitarian efforts.

Impact

The collective impact of our Citizen Astronauts is our greatest legacy. We believe this is how we create greater societal change.

Citizen Astronaut Life + Leadership Agreement

New values and perspectives applied to measurable social impact goals and leadership roles. Implemented and supported by S4H on an ongoing basis.

Citizen Astronaut Community

Cohort community cultivated for ongoing support, collaboration, and meaningful relationships.

Citizen Astronaut-1

Katya Echazarreta

From the tear-filled moment we told her she'd be our first Citizen Astronaut (CA) to go to Space, Katya has walked the walk of a CA. From her ability to connect with people from all over the world, to her dedication to creating profound change in Mexico via her post-flight platform, meeting with leaders including the Mexican President and congress, Katya has amazed us with her devotion to true social change.



- Flew to Space on Blue Origin's NS-21 on June 4, 2022.
- Became the first Mexican-Born woman to go to space.
- Met with Mexican President to talk about her initiatives in STEM.
- Met with Mexico City Premiere and received the key to the city.
- Honorary Doctorate from OMLID World Leaders.
- Vogue Mexico cover and feature & Glamour Mexico Woman of the Year.

Katya wanted others to not just be inspired, but have tangible ways to reach their dreams and enter into the budding Space industry in her home country of Mexico. She will be announcing her impact plans in this Spring and, like everything she does, it promises to sweep us all along for the ride!

Citizen Astronaut-2

Sara Sabry

Our second Citizen Astronaut, Sara Sabry, is a trailblazer carving her own path. Only two months after the launch of our first Citizen Astronaut, Sara became the first African woman, Arab woman, and the first Egyptian person to reach space. Sara completed her Citizen Astronaut Training Program with Space for Humanity while concurrently pursuing her doctorate in Aerospace Sciences at the University of North Dakota.



- S4H's second Citizen Astronaut.
- Flew to Space on Blue Origin's NS-22 on August 4, 2022.
- First African & Arab woman, and Egyptian person to go to Space.
- Founded the Deep Space Initiative.
- Egypt's first analog astronaut.
- IAF Emerging Space Leader.

Since her return from space, Sara has been working tirelessly to establish partnerships that will have a lasting impact on Egypt's space industry. Through her company, Deep Space Initiative, she is expanding access and opportunities for space research globally. Her current research focuses on three key areas: astronaut health and performance, space transportation systems, and space architecture.

Sara has thoughtfully flown Egyptian artifacts to space and will be gifting these to the President of Egypt and the Egyptian Space Agency to be showcased in their lobby, and the Grand Museum of Egypt.

Other Accomplishments

Developed Relationships with Flight Providers

We continue to prioritize amazing relationships with the flight providers. Collaborations include two spaceflight seats reserved with Blue Origin, a campaign with Virgin Galactic resulting in a randomly selected winner going to space (2021), the first full mission reserved with Worldview, flight #26 reserved with Space Perspective, and special VIP attendance for our Vision Circle to Axiom's AX-1 launch. As an organization, we remain flight provider agnostic and will continue to stay true to our mission and send our CA's to space whenever seats become available and affordable to do so.

Created Alternate Program

We created a specific training program for Citizen Astronaut finalists, understanding that at any moment an alternate CA may be selected to replace a previously selected candidate. Those alternates must be as prepared for a potential space flight as possible and S4H is providing mental preparation and post flight leadership, community development, and impact programs for those individuals.

Conducted Psychological Research on Citizen Astronauts

In Partnership with PhD Researcher, David Yaden of Johns Hopkins, we conducted research on Citizen Astronauts and alternates to measure the psychological shifts occurring when someone goes to space. We have not yet shared the results publicly, but they favorably point to the feasibility of our mission.

Expanded Our Vision Circle

Vision Circle grew to 16 people in 2022. We hosted them for two special retreats, including a VIP access retreat to the Axiom-1 mission, as well as one in Denver where we ideated, came together as a community, and celebrated our amazing accomplishments.

Digitally Speaking

Space for Humanity is a social movement. We are at the forefront of the movement to send leaders to space to experience a cognitive shift that will not only inspire their own actions back on Earth, but to inspire the next generation to see space as a frontier that all can access. We heavily leverage this fact into our social media presence and with the reach of our two Citizen Astronauts our engagement continues to grow exponentially.

153K

Instagram Followers

37K

Facebook Followers

10.9k

Twitter Followers

9.9k

TikTok Followers

42

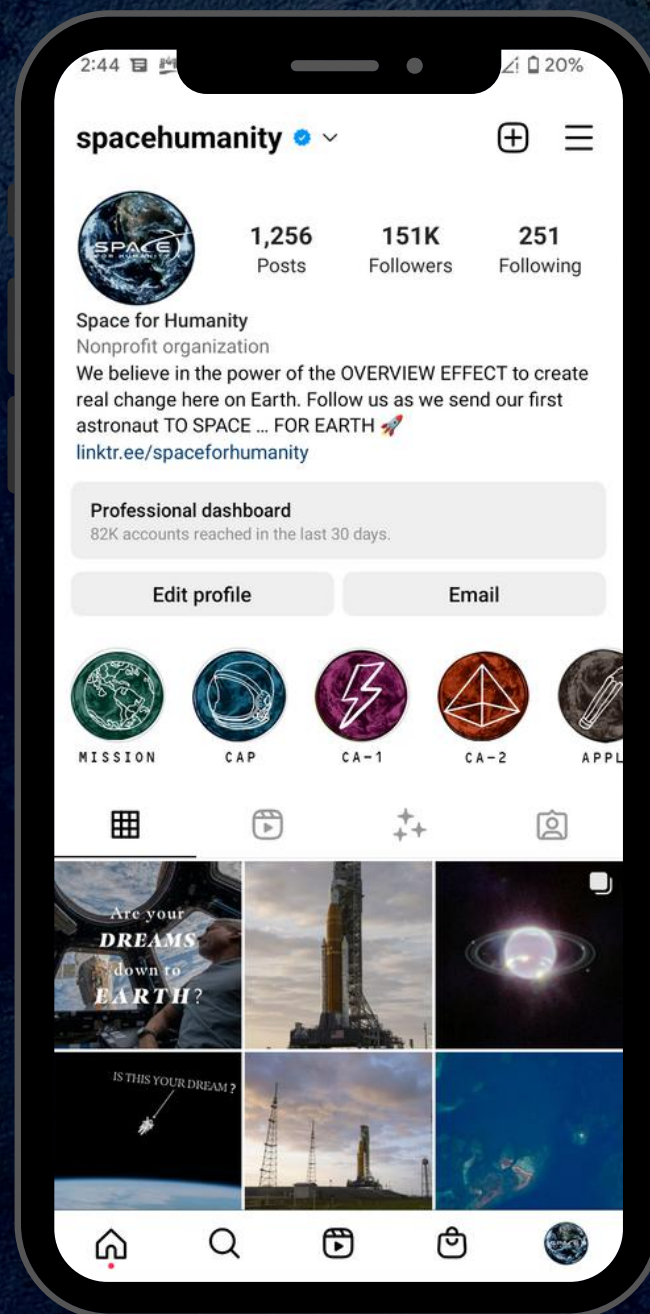
Emails Sent in 2022

97,480

Website Sessions in 2021

10

Humans of our Planet IG Lives



Our Global Reach

At Space for Humanity, we truly believe that space is for everyone. We're thrilled to have a diverse and growing community that shares our passion for the transformative experience of space travel and we strive to continue making it more accessible than ever to all of humanity.

Launching our first two Citizen Astronauts has exponentially grown our global reach allowing us to spread our message far and wide. We're grateful to have been featured in some fantastic outlets in 2022, including:



1.79B

Audience

10.9M

Estimated Views

89.6K

Social Shares

94.3K

Engagements

Out of this World

\$1.3M

Revenue for the Year

\$381K

Individual & Corporate
Contributions

\$585K

Foundations

\$371K

Grants

A World of Opportunity

With access to space opening up in a multitude of ways: between missions to the moon, the best images we've ever seen of the universe being shared publicly, and commercial spaceflight taking off (pun intended!), we recognize we are at a true inflection point in human history.

As we expand out further in the cosmos, our mission with Space for Humanity is committed to "how" we do it.

We believe there is an exciting, long-lasting path ahead for humanity. This path honors the well-being of people and the planet.

We believe the possibility of this path depends on the perspective of everyone here, and space is an important tool for that transformation.

In 2022, our primary mission came to fruition. In 2023, we are excited to continue moving forward with the same momentum.

In 2023, we will:

- Select our next Citizen Astronaut(s)
- Iterate and Expand our Citizen Astronaut Program Curriculum
- Expand our global reach, Vision Circle, and community
- Work with spaceflight providers to increase access to space in a myriad of ways (stratospheric, suborbital, etc.)

Stay tuned!

Thank You

This mission would not be possible without the incredible work from the team, the board, our donors, advisors, spaceflight providers, and alliance network.

To the team: thank you for showing up every day to make this mission happen.

To the board: thank you for your leadership.

Our advisors, inclusion council, and partners: thank you for your invaluable partnership, and advising. Our mission is shaped in many ways thanks to the work and ideas that come out of our meetings.

To our donors: you are what make this mission possible. Truly, thank you. The accomplishments you read above are made possible by your generosity.

And of course, to the spaceflight providers: thank you for your revolutionary work. Thank you for your support. Thank you for believing in the importance of this mission. We are grateful to work by your side.

