



SPACE  
FOR HUMANITY



**2023  
ANNUAL  
REPORT**





## Our Mission

Space for Humanity is expanding access to space for all of humanity. That's why we launched the world's first Sponsored Citizen Astronaut Program (CAP), a unique opportunity for leaders from all backgrounds and sectors to experience the Overview Effect: the profound cognitive shift in perspective that occurs when one sees our planet from space.

Our candidates are chosen from a diverse pool of global leaders who share our vision and values. Each citizen astronaut is committed to leveraging their experience to advance the common good and support S4H's mission.

Through our innovative citizen spaceflight program, and our social impact training, we are creating the conditions for a better world, both on Earth and beyond.

We believe that our future in space depends on who we are on Earth, today.





# A Look Back at 2023

2023 was a year of growth for Space for Humanity as we built upon our historic 2022, in which we delivered on our primary mission and sent two Citizen Astronauts to space.

Keisha Schahaff flew aboard Virgin Galactic's Unity, becoming the first Caribbean woman to go to space. But, she was also the first human to go through our newly, in-house developed CAP program, blazing a trail for future Citizen Astronauts.

It was a year to remember for our Vision Circle. They were invited to walk the SXSW red carpet for the Premiere of William Shatner's new documentary. Later in the year, they were on the ground to watch the last flight of 2023 for Virgin Galactic's Unity, at Spaceport America.

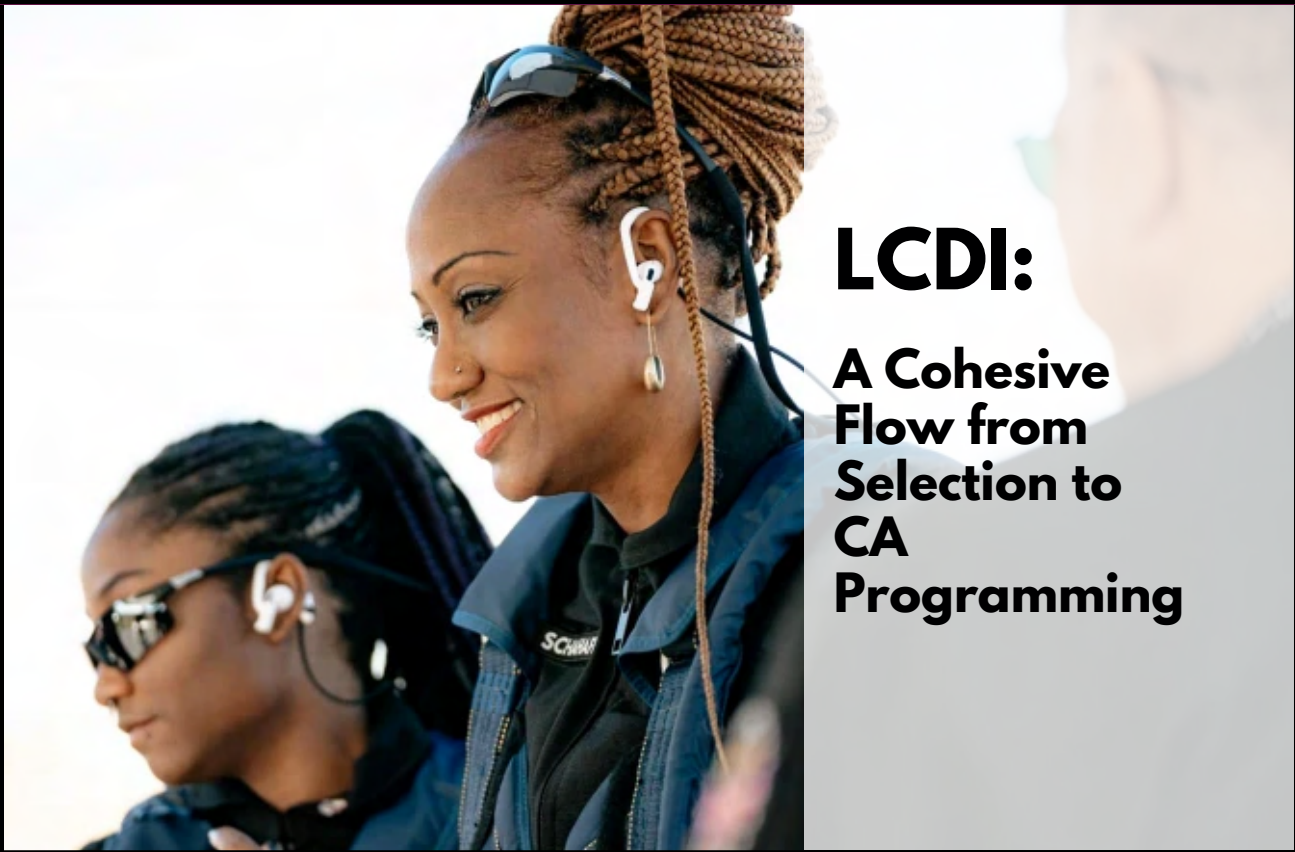
We received the James Kuzma Space Community Advocacy Award, as well as gifted a Zero-G seat to Faber Burgos Sarmiento after he won our #thisismyS4H giveaway.

All the while, our amazing Citizen Astronauts (CA) CA-1 and CA-2 were forging their own distinct journeys. We are proud of their achievements and look forward with anticipation for what's to come.

Last year we were pioneers in human spaceflight, and this year we are seeing this reflected in the space industry. On 25 May, the number of people in space at the same time reached a new high (although not all of them were orbiting the Earth). There were twenty space travelers in total, with eleven on the ISS, three on Tiangong, and six on VSS Unity. The record for the most people in orbit at the same time was also broken five days later on 30 May, when seventeen people were circling the planet; these included six on Tiangong from Shenzhou 15 and 16, seven from Expedition 69 on the ISS, and four from Axiom-2 who joined the ISS crew.

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





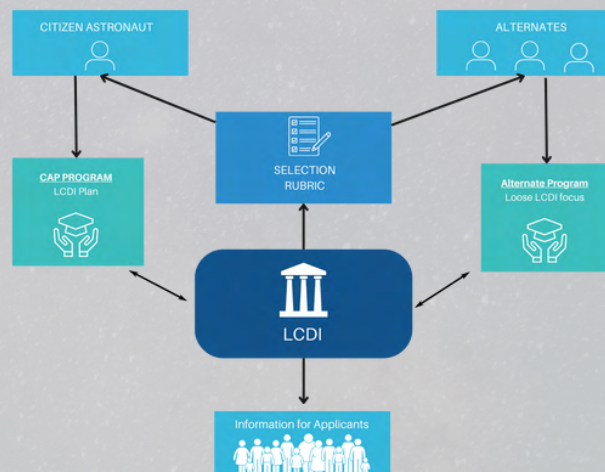
# LCDI: A Cohesive Flow from Selection to CA Programming

The collective impact of our citizen astronauts is our greatest legacy. To achieve maximum impact, our CAP program is built on three pillars: Leadership, Community Development, and Impact (LCDI). These are the core values that guide our selection of CA's and shape their journey with us. Our CA's are not just passengers, but also pilots of change. After their flight, they embark on a year-long LCDI project to make a positive difference in the world. Our LCDI framework also helps our community understand how we choose our CA's and motivates them to join us in creating and growing meaningful leadership, community development, and impact in their own contexts.

### 3-PILLARS \*

<b>Leadership</b>	Leadership: how are they in front of their niche?
<b>Community Development</b>	Community Development: How are they bringing others to their niche?
<b>Impact</b>	Impact: In what ways are they using their niche to change the world?

### COHESIVE FLOW \*



\*Diagrams sourced from S4H "LCDI Breakdown"





# CA Insider Reports:

## CA-1 KATYA ECHAZARRETA

Katya's past year can be best described as a second-stage rocket acceleration, thrusting our CA-1 into the heart of politics, space, 'STEMinism', and the next generation of Citizen Astronauts that will inevitably follow in Mexico and beyond because of her.

Here are a selection of her accomplishments this year:

### POLITICS

- Founded The Katya Echazarreta Space Foundation, a non-profit encouraging Mexicans to develop skills to carry out advanced studies in the space field. planetary, protection of the planet and the environment.
  - Through her foundation, she established Aerospace Camps, fueling the passion for technology and aerospace science in children and young people. Their 2023 mission was a simulation to Mars! They are already calling for collaborators for their 2024 mission.
- Helped pass a constitutional reform to create Space Activities as a national priority, in the Mexican Congress.
- Presented two bills in the Mexican Senate on cyberbullying and achieving gender parity in sports.
- Oversaw the signing of a collaboration agreement to promote the participation of girls and women in science.







## CA-1 KATYA ECHAZARRETA cont.

### PEOPLE & PLACES

- Katya was invited to meet US Vice-President Kamala Harris.
- The Katya Echazarreta Comet Auditorium opened in Zapopan, Jalisco.
- The Katya Echazarreta Planetarium opened in Mexico City.
- Received the keys to “her” city, Guadalajara, Jalisco.
- She attended the Congressional Space Medal of Honor awards ceremony for astronauts Bob Behnken and Doug Hurley.
- Katya made her triumphant return to the iconic Hall H at San Diego Comic-Con, where she once worked, but now shared the stage as part of the panel to help promote the great William Shatner and his new documentary, with S4H Executive Director Rachel Lyons.

### POP CULTURE

- Katya became immortalized in 1/6 scale with Mattel’s Barbie Role Models campaign.
- Received the General Emiliano Zapata Award for Cultural and Educational Merit.
- Nominated for the 2023 Kids' Choice Awards in the DREAMING BIG category.
- Proving that STEM can be fashionably “on fleek”, Katya has pushed the boundaries of the fashion community with her bold style and mission to show STEM is the new black. Here’s a sample of her fashionable accomplishments:
- Wired En Espanol cover.
- Cover of *Forbes* “100 powerful women of Mexico.”
- *Cosmopolitan MX* cover.
- Cover of *Marie Claire Mexico*.
- Walked the Paris Runway for L’Oréal.





# CA Insider Reports: CA-2 SARA SABRY



Citizen Astronaut Two continues her journey to win the hearts and minds of Egyptians, and the wider Arab and African communities she represents. Her passion for accelerating Egypt's participation in space activities continues to shake at the current establishment and the rigid views they sometimes can represent. But we've yet to witness an obstacle CA-2's warm, genuine personality can't melt the moment they meet our second CAP graduate.

Here are a selection of her accomplishments this year:

- Her company Deep Space Initiative is growing quickly! They are currently looking for volunteers for the following positions: Education Project/Program Managers. Head of Logistics. Accountant/Treasurer. Business Development.
- Sara gave a TedXMIU talk where she shared her path to receiving a call to go to space with us, and her secret weapon in the journey, Self-belief.
- She was the subject of a *CNN* article on making space exploration more accessible.
- Sara was featured in a commercial to promote USAID, strengthening Egypt's Family Planning Program.
- She was invited to speak at the *Forbes* Middle East Women's Summit.
- She presented at the ASU "Space2inspire" event with other astronauts such as host Sian Proctor.
- Sara toured Cairo schools and met with the Egyptian press during a publicity tour of the city with Director of Programs, Aisha Said.
- She was a Special Guest on a panel discussion at the Africa50 Infra Forum and General Shareholders Meeting, held in Togo's capital, Lomé.





# CAP participant:

## Keisha Schahaff



On August 10, Keisha Schahaff flew aboard Virgin Galactic's Unity, alongside her 18-year-old daughter, Anastasia Mayers, becoming, not only the first mother-daughter duo, but also the first women from the Caribbean to go to space. Keisha is also the first human to go through our newly in-house developed CAP program, blazing a trail for future Citizen Astronauts.

At the Virgin Galactic press conference that took place directly after her flight, Keisha had a message for future astronauts. "We have to go beyond our fears. We have such big dreams. A lot of times, we are afraid to even voice it because it's too big, and we don't want to be shut down. But it is okay to dream big. This is how we stretch ourselves. You have to go beyond your limit. You just keep taking that next step and you never know how things will align for you. If it can for me, it can for anyone."

Keisha has garnered considerable media attention from her flight, with appearances on *NBC's The Today Show* and *BBC News*, as well as being featured in *CNN*, *Forbes*, *People*, and *Space.com*, among many more.

Antigua and Barbuda has equally embraced Keisha and Anastasia. Richard Branson was witness to Keisha's journey to space live, with Keisha's mother and hundreds of enthralled supporters in Antigua and Barbuda. And Keisha and Anastasia were honored with a new exhibit at the Museum of Antigua and Barbuda entitled, "Antigua and Barbuda Goes to Space."

Through reflection on her spaceflight, Keisha has created her year-long LCDI plan, which includes speaking engagements on health, wellness, and its intersection with space travel and the Overview Effect.

We look forward to the amazing Leadership, Community Development, and Impact she will be spearheading in this next year!



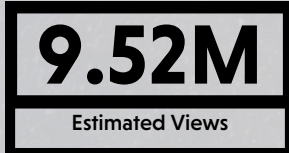




## PR Insights

Our message has grown even more integral in 2023, as we continue to be innovators and leaders in the space sector. No matter the provider, we are committed to our mission being for all. Our Citizen Astronauts found their own media voices, reaching out to their communities and proving again that we back up our mission with action. We are so proud of what has been accomplished.

We're grateful to have been featured in some fantastic outlets in 2023, including:







# In the News

2022

We accepted the James Kuzma Space Community Advocacy Award.



It was announced that S4H would receive 25% of gross producer revenue earned by CCG Guardian from the documentary "You Can Call Me Bill," which explores the life and career of William Shatner.



Executive Director Rachel Lyons was featured on the official Virgin Galactic livestream of the Galactic 02 spaceflight.

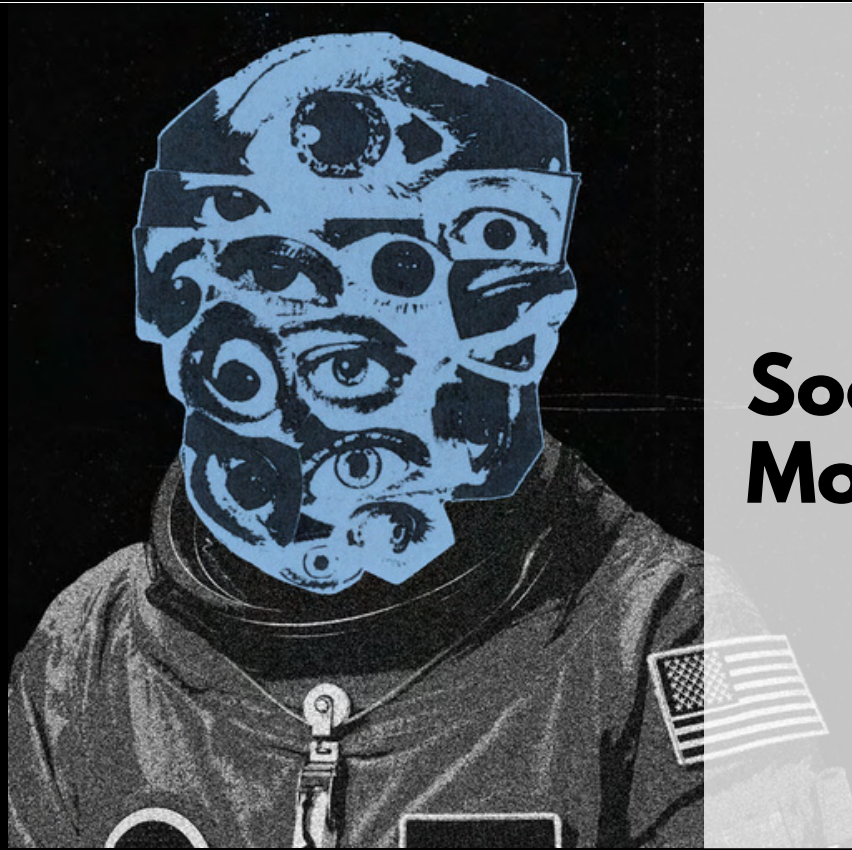


Executive Director Rachel Lyons talked all things S4H with Gadi Schwartz on *NBC News Now* at the historic flight of Galactic 02



2024





## Social Movement

Space for Humanity is a social movement. We are at the forefront of the mission to send leaders to space to experience a cognitive shift that will not only inspire their own actions back on Earth, but also 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.

**151K**

Instagram Followers

**37K**

Facebook Followers

**11.1k**

Twitter Followers

**9.9k**

TikTok Followers

**20.1k**

Threads Followers



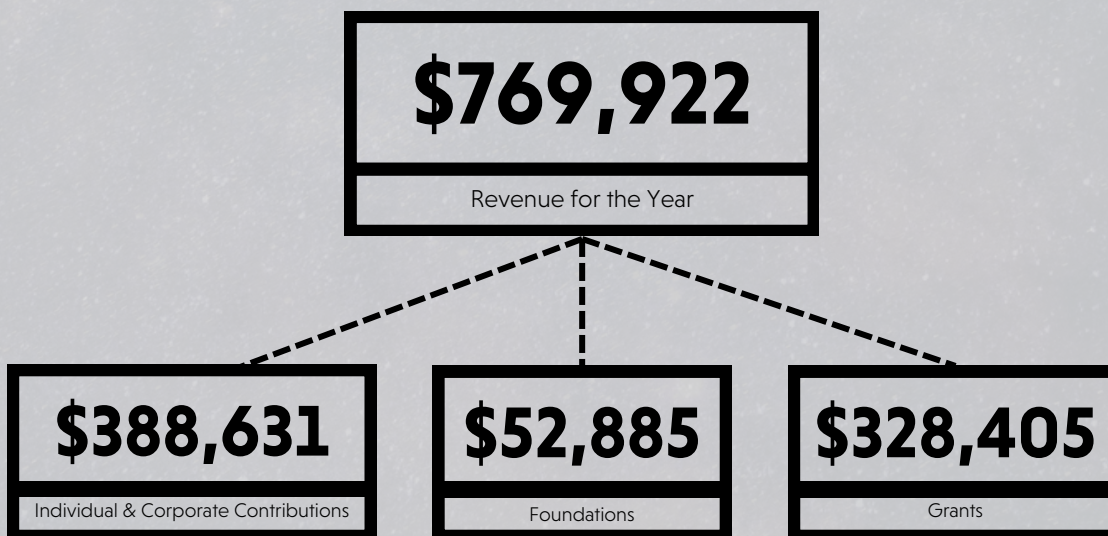
# Forbes

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## By the Numbers

This year's financial numbers are as follows:







# A Farewell Message from the ED

Dear Space for Humanity Friends and Family,

What an amazing year it's been, and an incredible journey since our founding in 2017.

As I step away from the project that gave an outlet to my early and deep-set passion for space, I walk away with immense pride in what was accomplished by the hard work of so many individuals. Two citizen astronauts to space, and the support of a third. Spaceflight partnerships across the sector. Some of the most generous and visionary board members, advisors, and donors in the industry. And, touching the lives of millions — spotlighting the grand perspective of our Earth, floating in space. The true majesty of this planet, and the miracle it is to be here, alongside our fellow humans.

I see nothing more important than this simple truth.

As we close out 2023, I want to thank the many people who have contributed to our success.

To our Citizen Astronauts: We are so inspired by you. Thank you for the incredible work you are doing to steward our mission. The world is better for it, and we're honored to have watched the impact in real-time.

To the team: Thank you for showing up every day. Thank you for making our mission real.

To the board: Thank you for your vision, leadership, and incredible generosity.

Our advisors, inclusion council, and partners: Thank you for your advice and partnership. Our mission is shaped in many ways by each of you – big and small.

To our donors: you are what makes this mission possible. Truly, thank you. Our global impact is only made possible by you.

And of course, to the spaceflight providers: Thank you for your revolutionary work. We are honored to work by your side, on this shared mission, together.

I am inspired by what's to come — for the organization, for the sector, and for those who are committed to this important, shared mission. Thank you so much for all the support you've provided over the years. I'm excited to continue serving the mission in a new way and to welcome in our new leadership in 2024.

In Warmth and Gratitude,

*Rachel Lyons*