



Annual Report
2021



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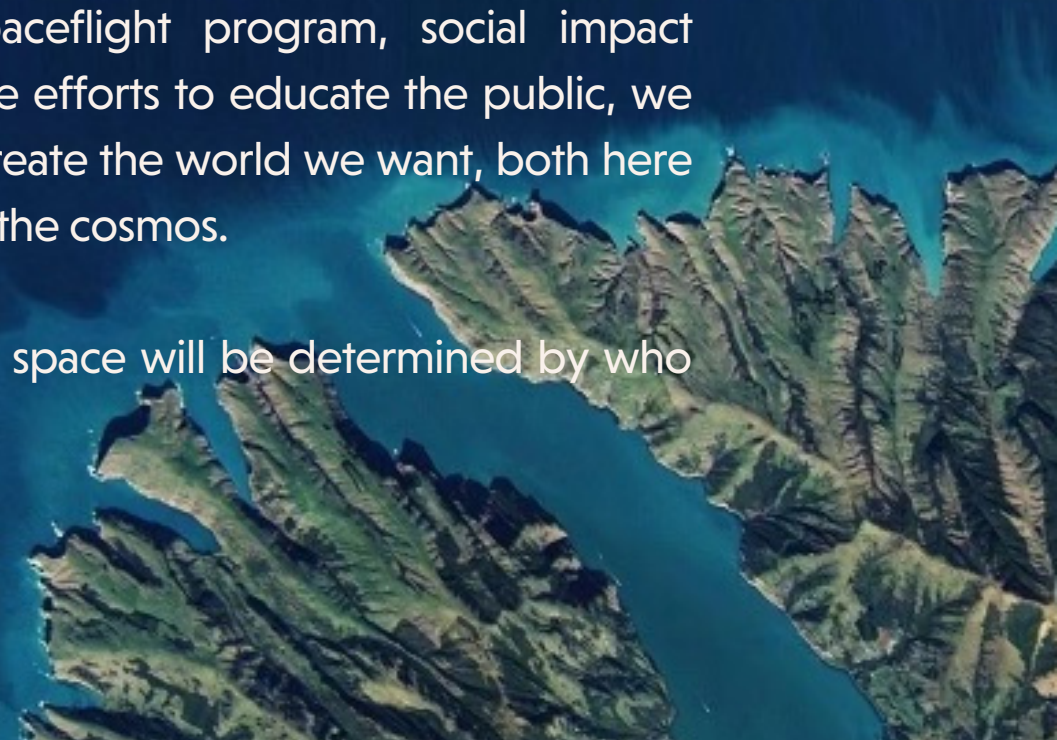
Our Mission

Space for Humanity is expanding access to space for all of humanity. The nonprofit is organizing the planet's first Sponsored Citizen Astronaut Program, where leaders, from any walk of life, can apply for an opportunity 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.

Each year, a new crew is selected from a diverse group of leaders from around the globe. Upon their return, each citizen astronaut has a commitment to leveraging that experience for the collective good.

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 collaborations.

2021 A Look Back

2021 was a transformative year for spaceflight, space travel and Space for Humanity. We saw many records set and "firsts" including the inaugural Blue Origin and Virgin Galactic spaceflights. Additionally, the oldest and the youngest person, the first openly LGBTQ+ person, the first black female to pilot a space craft, and so many more all occurred this past year. Here's what it looked like for our organization.

2021 Highlights



Re-opened Round 1 of First Citizen Astronaut Program

Space for Humanity relaunched the world's first Citizen Astronaut Program receiving applications from all over the world for our one-of-a-kind initiative to sponsor and send community leaders and change-makers to space. The Citizen Astronaut Program (CAP) is designed to physically and psychologically optimize citizen astronauts for experiencing the Overview Effect and navigating a potential cognitive shift. Upon returning from space, they are supported in their integration process and prepared for leadership training. Applications officially closed February 15, 2022 for review and Round 2 notifications.

Moved One Step Closer to Humanity-1 Mission

By completing the Round 1 application process, we are closer to making Humanity-1 a reality for our future citizen astronauts. At this time we remain flight provider agnostic and are actively working with all providers in the industry to secure seats for our future citizen astronauts. Humanity-1 is expected to launch 2023.

The collective impact of our citizen astronauts and Humanity missions will be our greatest legacy.



Became Omaze x Virgin Galactic Sweepstakes Beneficiary

On July 11, 2021, Virgin Galactic Founder, Sir Richard Branson, selected Space for Humanity as their Omaze sweepstakes beneficiary. This incredible honor brought a surge of interest in our organization and our mission. It also, of course, was a major source of our revenue for the year. Approximately \$1.7 million were raised and then donated to Space for Humanity. The contest received media impressions estimated between 600 million and over one billion. Our team was thrilled to see the diverse, global reach of the contest, highlighted by the fact that the winner was a mother from Antigua. She will become the first astronaut of this beautiful island nation.

Space for Humanity's executive director, Rachel Lyons, accompanied Branson to Antigua to surprise Keisha. The announcement received incredible publicity as it was shared on TV shows like Today Show and, and social media pages like Virgin Galactic with 1.8M followers, Omaze with 500K+ combined, and Sir Richard who's accounts total 17.2 million followers combined.

\$1.7M

Approx. dollars raised

196

Countries participated

164,348

Donations in 52 days





Completed a Virtual Art Residency

In partnership with SUPERCOLLIDER, we selected and matched up four artists with four scientists – and they created art together! The primary goal of this residency was to explore the frontiers of space and art through creative inquiry and artistic expression.



Received Global Recognition & Interest

Space For Humanity's reach grew in lockstep, receiving recognition as an organization fundamentally changing the future of space access for humanity from both Virgin Galactic and Blue Origin.



Watched Founder, Taylor, Go To Space

Our founder, Dylan Taylor, journeyed to space with Blue Origin #NS-19 as part of their first-ever six-person crew. While Taylor joined the mission independent of Space for Humanity, it was amazing to watch the experience solidify the importance of S4H's mission in Dylan's eyes, as well as in the eyes of so many people involved.



Sent a Piece of S4H to Space

A piece of Space for Humanity has gone to space. During his Blue Origin mission, Dylan Taylor brought with him commemorative tags. As well as this S4H designed patch.

Digitally Speaking

The digital world allows us to reach the far corners of our real world. Space for Humanity heavily leverages our social media presence, to share our message of inclusivity within space exploration with all those who interested, passionate.

122K

Instagram Followers

33

Emails Sent in 2021

6,542

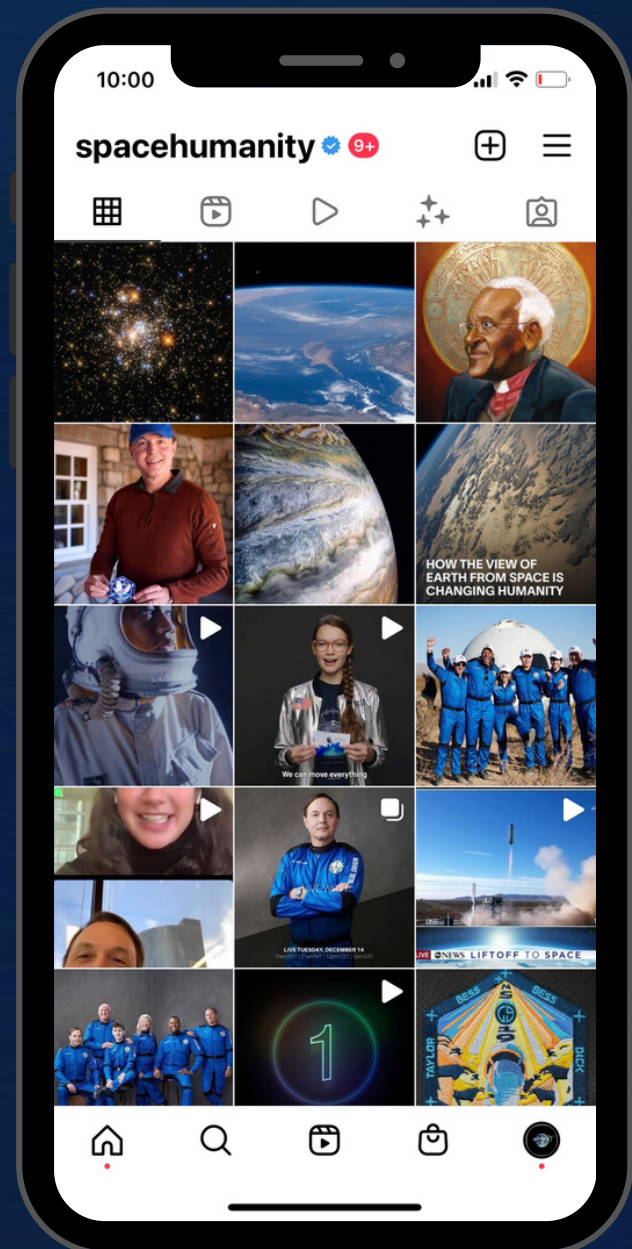
Twitter Followers

49,242

Website Sessions in 2021

13

Humans of our Planet IG Lives



Our Global Reach

In order to mobilize a collaborative movement to amplify the Overview Perspective that is truly inclusive, we need to take a global approach. We are proud to say that, as part of our Citizen Astronaut Program, we reached the far corners of the earth.

We received over 7,000 total applications from over 100 countries including Romania, India, Australia, Turkey, United Kingdom, Botswana and more. Applicants included a paraplegic former skydiving instructor, a Mongolian astronomer, 90-year-old Holocaust survivor, and so many more incredible people from across the globe.

As the first program of its kind, we believe this reach will set a tone for our future work of changing the world through inclusive space travel and the cognitive shift of the Overview Effect.



Out of this World

Space for Humanity ended 2021 with an impressive \$3.76M of revenue, \$3.52M higher than the prior year. Funding came from a variety of revenue sources and will allow for long-term strategic planning and growth. Space for Humanity has begun receiving crypto currency donations through its newly established Gemini account, with the first major crypto donation coming in late 2021.

\$3.76M

Total Revenue in 2021

\$1.24M

Virgin Galactic x Omaze

\$1.50M

Individual Contributions

\$1.0M

Blue Origin Donation

*** \$1.25M**

Long-Term Pledge

A World of Opportunity

It's an incredibly exciting time for commercial space, and we are eager to support more leaders that are committed to using their Overview Effect experience to create positive change on Earth. 2021 was a pivotal year for so many, and certainly for Space for Humanity. We're grateful for the generous support we have received across the sector.

In 2022, We Will:

- Complete the development of our Citizen Astronaut Program
- Select our very first sponsored crew for the Humanity-1 Mission
- Develop the foundation for our Overview Cohort Community where our future citizen astronauts will receive ongoing support and inspiration as they apply their new perspective here at home.

These advancements in our program will serve as a framework for our Citizen Astronaut Program for years to come. Their collective impact on the world will be our greatest legacy. We have entered a new era of space exploration and Space for Humanity is poised to play a vital role in ensuring that it is accessible for everyone. We live on an interconnected, miraculous planet. To ensure its vitality, we go To Space, for Earth. Thank you to all of our supporters for making this mission possible. We are grateful for your partnership!

