

Dear Sender One Community,

Each year, around this time, I sit down to set goals for myself, my family, and for Sender One.

As I look ahead to 2021, I took some time to reflect on our 2020 goals.

Like many of you, I can't remember a year in which we experienced so many highs and lows.

I first dealt with the disappointment of the goals we didn't meet. We were not able to have a staff holiday party; we have not celebrated any birthday parties in Sender City since March; we were not able to introduce climbing to many people; we did not open the Playa Vista bouldering gym or the Santa Ana training center; we set targets for our team on staff development, training, and raises. While many staff members learned new skills out of necessity, we said goodbye to many talented, dedicated people, some of whom have been with us since Sender One's beginning seven years ago. Instead of growing our team, we are at less than a third of the staff we started the year with.

I acknowledged, accepted, and parted ways with the events that were canceled, the goals that were not achieved, and the people we lost. And that was hard. Very hard. Then, I began to recognize the adversity and hardship of this long year had actually created and brought out hidden depths of resilience, courage, and adaptability. Looking back at 2020, I've never been more proud of Sender One. In light of that I made a list of all the things we accomplished in 2020:

- We brought our yoga community online, something we'd never considered before; and took our retail shop online, something we'd been talking about for at least a few years. Through our online shop, we sent our community our love and hope with our handmade, Sender One branded hang boards and masks.
- We washed every hold and scrubbed every corner. Our gyms are seriously in the best shape they have ever been. Every day feels like the first day we opened.

- Our youth programs have grown in ways we couldn't have imagined, including a cohort of Climb Onward with Online Learning (COOL) Camp. The students formed a special friendship and bond with the other kids and coaches after their online classes every day.
- We connected with climbing gyms across California and formed a coalition to work together on behalf of all of us. The coalition's efforts resulted in changes to guidelines that helped climbing gyms statewide.
- After the second shutdown, when morale was at its lowest point, community members submitted videos of support to the staff that kept us going just a little longer.
- And, in what seems like a previous life, we hosted competition climbing's last big party before the pandemic: the Pan American Championships, where Alannah Yip and Colin Duffy qualified for the Olympics.

Every year, for Q4, our staff writes hand-written thank you cards to our community. This year, where it can be easy to forget to be thankful, we have had the highest staff participation since we started the tradition. I have always believed that when we are struggling, we can still do our part to help others. I hope these thank you cards give you a small piece of hope and help you get through this next lockdown.

Lastly, I'm happy to report that we will finally begin construction on the SNA training center and Playa Vista bouldering gym in the first part of the year. We will be updating you with more information on our social media pages in the new year. I'm looking forward to climbing with all of you in 2021!!

Stay safe and healthy until we climb together again,

With love and gratitude,

Alice Kao

Co-Founder, CEO

