

A man wearing a light blue shirt, dark pants, a cap, and sunglasses is sitting in a wheelchair on a wooden platform at the edge of a river. He is holding a fishing rod, and a green fly is captured in mid-air, having just been cast from his line. The background is a dense forest of tall evergreen trees under a clear blue sky. The river flows from the left towards the right, with some rocks visible in the water.

2019

ANNUAL REPORT

PROJECT

HEALING  WATERS
FLY FISHING

mission

Project Healing Waters Fly Fishing, Inc. (PHWFF) is dedicated to the physical and emotional rehabilitation of disabled active military service personnel and disabled veterans through fly fishing and associated activities including education and outings.



Board of Trustees

Robert Fitch, *Chair*

J. David Rives, *Vice Chair*

Todd Desgrosseilliers, *President & CEO*

Elizabeth Trenary, *Secretary*

David Rogers, *Treasurer*

Adam Fliss

Kendyl Hanks

Alex Kinney

Jim Maus

Jim Rainey

Bryan Roach

Brian Trow

Len Zickler

Douglas M. Dear, *Chairman Emeritus*

Edwin Nicholson

Founder & President Emeritus

Founder's Circle

Loralee West, *Chair*

Ken Asbury

John Bickel

Douglas Dear

John Gottschalk

Walter Havenstein

Admiral Gregory Johnson, USN (*ret.*)

General Gene Renuart, USAF (*ret.*)

Lance Trenary

greetings

To the Project Healing Waters Fly Fishing Family,

The PHWFF “Family,” its participants, volunteers, staff, donors, partners, Board of Trustees and Founder’s Circle Members have continued to focus on changing and saving the lives of our deserving disabled participants.



Patriotism, compassion and dedication are the hallmarks of our organization. 2019 was another year of growth across PHWFF. We have seen many new participants join our programs and have been pleased to see over 20% of our participants transition to become volunteers.

As our Founder, Ed Nicholson once said, “The role of PHWFF really was a bridge. A bridge from the dark side of the river to the bright side.” As a result of his vision and leadership, PHWFF created a Founder’s Circle in his honor. Chaired by Loreale West, the Founder’s Circle endorsed the initiation of an Endowment Campaign. We have welcomed new Board of Trustee members who will complement our dedicated Board by bringing requisite experience as we plan for the launch of the campaign.

Project Healing Waters Fly Fishing is unique in many ways. Regularly scheduled meetings are the cornerstone of the healing process. Our participants can tie flies, build rods and most importantly, “bond” with fellow veterans. On occasion they can cast a fly they tied with a rod they built and experience the joy of catching a fish.

Many thanks to our generous donors, remarkable partners, awesome staff and selfless volunteers for allowing PHWFF to provide opportunities for our participants to heal. Our Family is amazing!

Humbled and Honored,


Robert Fitch, *Chairman*

Dear Friends,

I want to thank everyone for making 2019 a resounding success for Project Healing Waters Fly Fishing, Inc! I remained humbled for the opportunity to lead our talented staff and dedicated volunteers as we expanded our unique brand of physical and emotional healing to a growing number of disabled active duty and disabled veteran participants in our fly fishing programs throughout the country. Throughout 2019, we continued to make solid progress in several areas:



Over 8,500 disabled active duty and disabled veteran participants served through local programs. Over 3,700 PHWFF volunteers contributed over 277,000 hours to lead and manage each program locally through partnerships with local fly fishing organizations, the Department of Veterans Affairs, Department of Defense military installations, industry partners, veteran-focused organizations, and other nonprofit organizations. These volunteer hours enabled 5,072 Fly Tying Classes, 1,552 Fly Rod Building Classes, 1,685 Fly Casting Classes, 1,699 Fly Fishing Education Classes, 1,694 Fly Fishing Outings. Highlights include:

- PHWFF concluded 2019 with 21 geographic regions nationwide that expanded to include 230 local programs.
- PHWFF continued to serve on the Veterans Affairs Voluntary Services (VAVS) National Advisory Council as a Strategic Engagement Member and was elected to serve on its Executive Committee. PHWFF also serves as a Secretary and Treasurer for VAVS Partners, Inc. This membership included a Memorandum of Agreement with VAVS to increase our VA registered volunteers and our commitment to increase programs at VA facilities nationwide.
- PHWFF continued to improve program management through a web-based registration and reporting system. As a three to five year project, our Salesforce Contact Relationship Management (CRM) System will bring improved program management and reporting to our organization.

The emphasis for 2020 is to continue to develop and implement our Salesforce Contact Relationship Management System to improve program service delivery to our eligible participants. We will continue to provide consistent program delivery by conducting training and build teamwork for our growing volunteer force; deliver a National Casting Program and Competition; and our National Destinations Program.

Thanks to everyone’s collective efforts, PHWFF continues to serve our nation’s disabled veterans as a premier nonprofit organization by providing a community where our participants can heal. Thank you for your dedication to our Cause!

Warm Regards,


Todd S. Desgrosseilliers, *President & Chief Executive Officer*

financials

Statement of Financial Position

PHWFF's target in 2019 was to proceed with the build-out of our Contact Relationship Management (CRM) System. The CRM is critical to our mission as it helps to reduce the administrative burden on our small staff and volunteers by improving our data collection and ensuring accountability to our participants and donors. The CRM improved our ability to provide guidance and support to our nationwide volunteer force as they represent the organization and assist disabled veterans along their journey to recovery. The CRM also provided us with pro-active engagement that allowed us to tell our story, which is vital for continued success and the confidence of those who support our cause.

Phase I of the CRM project was designed to create programmatic solutions. These solutions included volunteer and participant registration, program reporting and dashboards, creating core program activity management and integrations with other national programs, integration with organizational websites and training for users. Phase II of the CRM project includes the implementation of development and fundraising solutions and the Learning Management System (LMS) in 2020. The organization spent \$175,000 in support of the CRM to-date.

In 2019, revenue increased from the prior year by 4%. We are deeply thankful to our loyal donors, grantors, and sponsors for their ongoing support. Our volunteers continued to astonish us with their dedication towards our cause. In 2019, volunteers contributed over 277,000 hours which is equivalent to an estimated fair market value of over \$7.0 million using the Government's latest index rate. Additionally, in-kind donations of materials and supplies, travel, meals, and services, slightly decreased from prior years. In-kind donations provided substantial support for an estimated fair market value of over \$1.2 million. PHWFF is proud to maintain a low management and fundraising percentage year after year. In 2019, 83% of our revenue directly funded programs in support of our disabled veteran participants.

Balance Sheet as of December 31, 2019

ASSETS		LIABILITIES	
Cash and cash equivalents	\$ 722,443	Accounts payable and accrued expenses	\$ 411,226
Investments	512,918	Deferred revenue	-
Contributions receivable	330,032		\$ 411,226
Prepaid expenses	94,714	NET ASSETS	
Fixed assets, net	253,213	Net assets without donor restrictions	1,014,514
Inventory	42,290	Net assets with donor restrictions	531,170
Other assets	1,300		1,545,684
Total Assets	\$ 1,956,910	Total Liabilities and Net Assets	\$1,956,910

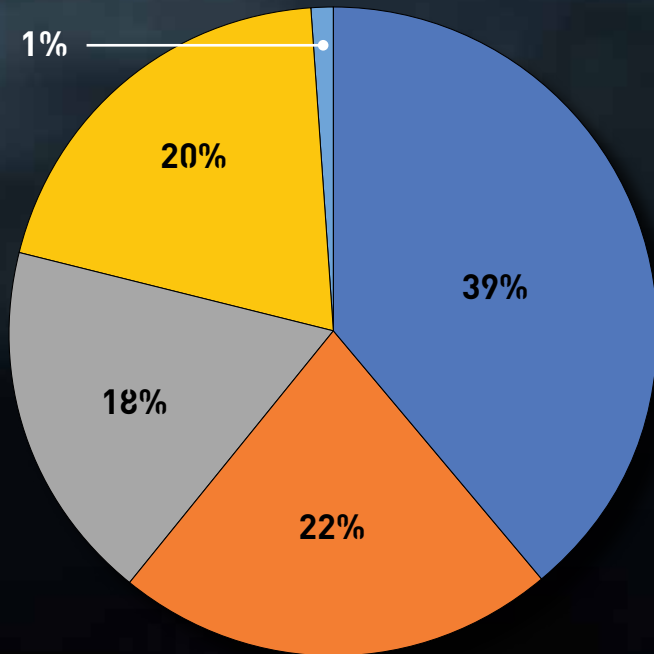
Revenue and Expenses for the Year Ended December 31, 2019

REVENUE		EXPENSES	
Contributions and grants	\$ 3,399,802	Program services	\$5,350,768
In-kind donations	1,276,429	Management and general	721,967
Special events, net	1,021,607	Fundraising	407,024
Investment income	30,934		
Other revenue	13,791		
Total Revenue	\$ 5,742,563	Total Expenses	\$6,479,759

Source: Project Healing Waters Fly Fishing, Inc.'s 2019 Audited Financial Statements for the year ending December 31, 2019

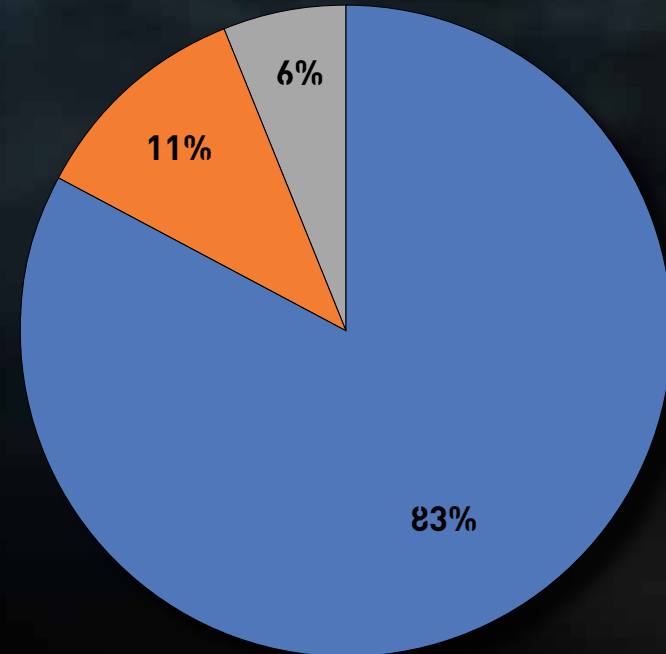


PHWFF 2019 Audited Support & Revenue \$5,742,563



- Donations (\$2,265,859)
- In-Kind Donations (\$1,276,429)
- Special National Events (Net) (\$1,021,607)
- Grants (\$1,133,943)
- Other (\$44,725)

PHWFF 2019 Audited Expenses \$6,479,759



- Program Services (\$5,350,768)
- General Management (\$721,967)
- Fundraising (\$407,024)

impact

8,593 participants

3,751 volunteers

277,256 volunteer hours

5,072 fly tying activities

1,552 fly rod building activities

1,685 casting activities

1,699 fly fishing education activities

1,694 outings

230 programs

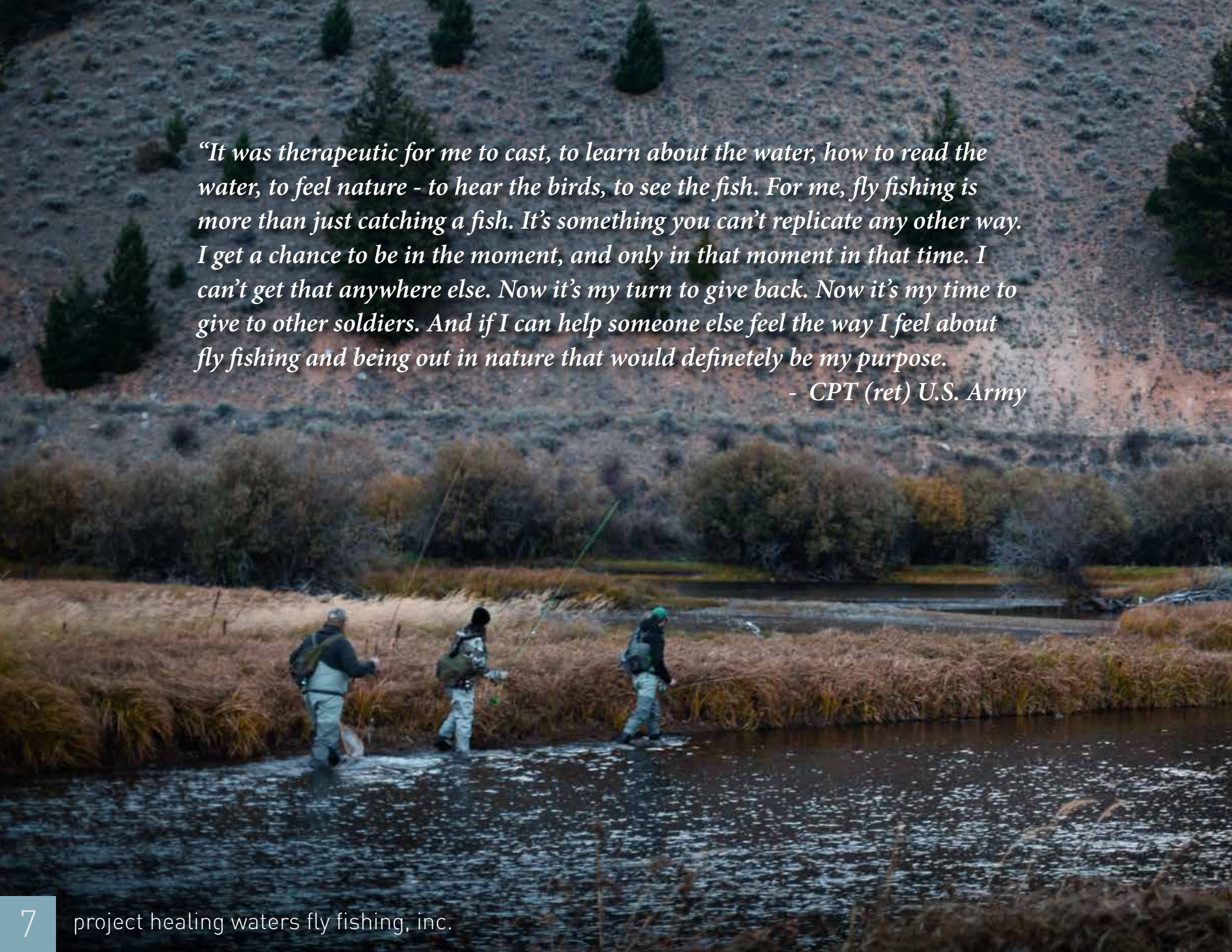
\$0 cost to participants

Grants

In 2019, grants attributed to 18% of the organization's total revenue. Through the support of our grantors, PHWFF was able to continue its mission and work offering materials, education, and outings to the disabled active military service personnel and the disabled veterans we serve without any cost to the participant. Grant revenue enabled PHWFF to forge ahead as we strengthened our capacity to continue executing initiatives that are critical to supporting the needs of our growing organization.

A generous grantor helped PHWFF continue our 3 to 5-year Salesforce Contact Relationship Management (CRM) System project. The CRM allows us to proactively engage with volunteers and supporters and build lasting connections with participants. The CRM optimizes data collection and allows us to tell our story, which is crucial for continued success and the confidence of our supporters. The CRM also enables us to follow our participants as they migrate from one location to another to ensure connectivity to our programs.

PHWFF has a team of steadfast and highly qualified staff and volunteers who made a positive difference in the lives of the participants we served. We are hopeful that PHWFF's supporters will continue to bring significant experiences and emotional rehabilitation to those who sacrificed for our country. We are grateful to every grantor for your continuous support and commitment to advancing our cause.

A photograph of three fly fishermen wading in a river. They are wearing waders and carrying fishing gear. The river is surrounded by tall grasses and a rocky hillside in the background. The scene is captured in a cinematic style with soft lighting.

“It was therapeutic for me to cast, to learn about the water, how to read the water, to feel nature - to hear the birds, to see the fish. For me, fly fishing is more than just catching a fish. It’s something you can’t replicate any other way. I get a chance to be in the moment, and only in that moment in that time. I can’t get that anywhere else. Now it’s my turn to give back. Now it’s my time to give to other soldiers. And if I can help someone else feel the way I feel about fly fishing and being out in nature that would definitely be my purpose.

- CPT (ret) U.S. Army

A landscape photograph showing a river valley. In the foreground, there is a river with some white water rapids. The middle ground is dominated by tall, dry, golden-brown grasses. In the background, a steep, rocky hillside rises, dotted with several dark green evergreen trees. The overall lighting is soft, suggesting a late afternoon or early morning setting.

“It gives you hope when for a very long time there wasn’t any hope.”

- Sgt. (ret) U.S. Army

national training

Volunteer Leader Training

Two Volunteer Leader Training classes were held in 2019 with one class in May and the other in September. There was a total of 43 new volunteer leaders who attended these training classes held at the PHWFF headquarters office in LaPlata, MD. The training was conducted by President & CEO Todd Desgrosseilliers and provided these new volunteer leaders the opportunity to learn all the rules, policies and procedures for operating a PHWFF program. These training classes also enabled volunteer leaders to network with each other, share information and ask questions on best practices in operating a PHWFF program.

National Program Rendezvous (NPR)

Project Healing Waters Fly Fishing (PHWFF) held a national training conference called the National Program Rendezvous (NPR) from March 1-3, 2019. The event was focused on training and better equipping PHWFF volunteer leaders with the skills and knowledge needed to help heal the disabled active military service personnel and disabled veterans they serve in their communities.

Over 200 volunteer leaders, staff and Board of Trustees gathered for two days of training and collaboration aimed at providing consistent therapeutic experiences at each PHWFF program across the country. Special guest speakers at the NPR included Veterans Health Administration, Director of Voluntary Services, Sabrina Clark; Bob Woodruff Foundation, Director of Programs and Partnerships, Meg Harrell; VA Central Office, Voluntary Service Specialist, Ginny Hoover; South Texas Veteran Healthcare System, Suicide Prevention Coordinator, Larry Stokes; Host of

The SeaHunter, Rob Fordyce; and key members of the PHWFF leadership team.

Training sessions for volunteer leaders focused on key areas of importance to further the PHWFF mission and included: Forming Partnerships with VA Voluntary Service, How to Be Successful and Why it Matters; Operation S.A.V.E. Program, Suicide Prevention Training; Casting Competition Demonstration; Regional and Program Fundraising; the Contact Relationship Management System; and more.

This was the second NPR since PHWFF was founded in 2005. The eagerness to learn and the excitement during the conference was palpable throughout the weekend. With training, team building, and sharing of best practices during NPR, PHWFF volunteer leadership will continue to serve more disabled active military service personnel and disabled veterans throughout the United States in the decades to come.



Sweetwater Guide School

There were 12 PHWFF volunteers from across the nation who attended a week-long “train-the-trainer” fly fishing guide course at Sweetwater Guide School near Big Timber, MT. The course was taught by professional guides who provided training and instruction on fly tying, knot tying, fly casting, CPR/AED/First Aid, drift boat rowing and guiding, wade fish guiding, entomology, and fly fishing skills, techniques and strategies. The PHWFF volunteers who were selected to attend this course were required to have a track record of high dedication to volunteering with their local PHWFF program and a commitment to passing on the skills, knowledge and instruction they learned at the guide school to other PHWFF volunteers and participants.

Fly Rod Building Workshop

Pacific Bay International hosted four fly rod building workshop classes at their facility in Sequim, WA that was attended by a total of 40 PHWFF volunteers. The workshop training was focused on equipping and empowering PHWFF volunteers with the education and instruction necessary to teach disabled veteran participants how to build fly rods.

national programs

National Fly Tying Competition

The annual National Fly Tying Competition had 86 entries from PHWFF participants. This competition showcases veteran participations' fly tying skills and creativity garnered from program classes and independent study in a casual, fun contest. This annual program grew by over 30 entries in comparison to the previous year. The remarkable patterns and flies submitted from our participants across the country is very impressive. The finalists from the PHWFF competition attended the International Fly Tying Symposium where they found out who placed 1st, 2nd & 3rd place in the competition. While attending the two-day symposium the finalists demonstrated their fly tying skills at the PHWFF booth and met and learned from fly tying professionals from all over the country.



National Fly Rod Building Program & Competition

There were 1,125 participants, representing 20 PHWFF Regions and 135 PHWFF Programs, that took part in the annual National Fly Rod Building Program & Competition. This annual competition affords our participants the experience of building their own fly rods as part of their physical and mental rehabilitation. It is a way for them to further exhibit the skills and creativity developed from program classes, meetings, and independent study. The rod building program gives participants the chance to be recognized for their newly developed rod building skills at the national level. Winning participants attended the International Custom Rod Builders Exposition in Winston-Salem, NC and a two-day fly fishing outing in the Smoky Mountains near Cherokee, NC.

National Casting Competition

In 2019, our organization held the second year of the National Casting Competition. This competition aimed to provide PHWFF participants a fun and challenging casting game that improves their casting abilities and furthers their physical and rehabilitative recovery. The Modified 5-Weight Combination Game is the chosen format for the competition as it presents casting situations similar to those encountered when fly fishing. Forty PHWFF programs participated in the local competition, and each program crowned a disabled veteran casting champion who moved on to compete for the regional title. There was a total of fifteen PHWFF regions that took part in the 2019 competition. Each PHWFF region held a competition to determine the regional champion and runner up. The PHWFF regional champions and runner ups then attended the national competition finals at the



Fly Fishers International Expo in Bozeman, MT. The regional champions competed in a Cup Bracket and regional runner ups competed in the Plate Bracket where 1st, 2nd and 3rd place was decided for each bracket.

National Outings

In 2019, 369 participants went on 51 "outings of a lifetime" through the National Outings Program. Destinations included Freedom Ranch for Heroes in Wise River, MT where PHWFF partners with The Harbaugh Foundation to offer 20 outings a year for 160 disabled veterans. PHWFF participants that attend National Outings must first be active participants in their local PHWFF program where they learn the basics of fly fishing and fly tying. As a result, PHWFF participants have the opportunity to apply their fly fishing skills during outings which invariably supports their healing journey and creates a life time of memories.

overview



Fundraising Summary

Since 2007 PHWFF has shone a light on the need to support disabled veterans along their journey to recovery. Our programs experienced exponential growth from one program at Walter Reed Army Medical Center to 230 programs nationwide.

In 2019, PHWFF programs experienced continued success in fundraising endeavors across the country. We engaged in diverse methods of fundraising to generate revenue to support local program activities. Through a vigorous volunteer effort, we experienced a year of tremendous fundraising. PHWFF's external champions continued to contribute through third party fundraising efforts affirming that our Cause is reputable, distinguishable, and well-endorsed throughout the nation.

We also enjoyed success in several national fundraising efforts: The Mossy Creek Invitational, the Broadmoor Invitational, Healing on the Fly Northern Virginia, Healing on the Fly New York City, Healing on the Fly Boston, and the Southern Maryland Grand Slam. Our goal for all events remains to keep costs low through volunteer and community support to direct the largest amount of each dollar raised to support our more than 230 programs nationwide.

For the fourth year in a row, PHWFF held a nationwide fundraiser, Healing Saturday, a one-day event which provides local programs an opportunity to raise awareness and fundraise locally. Healing Saturday also promotes community awareness as well as volunteer and participant recruiting. Many programs partnered with local fly shops and fly fishing clubs, and set up tables to engage customers with promotional materials, fly tying demonstrations, and displays of fly rods built by program participants. In 2019, we again held over fifty Healing Saturday events across the country.

In 2019, PHWFF also made a vigorous attempt to continue building our national and local program presence on social media. This attempt enabled us to capitalize on the growth of our strong media footprint. Local programs received ongoing training to use PHWFF social media platforms, such as Facebook, to produce greater awareness of our Cause to continue to serve disabled active military personnel and disabled veterans. PHWFF continued to serve disabled veterans along their healing journey — because they have served all of us in our nation's time of need.

2019 MEDIA HIGHLIGHTS

1- Facebook, Inc.

- In honor of Veterans Day, Facebook Inc produced and published a special film featuring Sgt Lisa Ornelas U.S. Army (ret) from our Long Beach, California program. This beautiful film captures the essence of our cause and our unique brand of healing. “She battled PTSD for years after her tour in Iraq and finally found support in an unlikely place—a fly fishing group for veterans that helped her heal.”
- PHWFF was proud to be featured in a short video from Facebook Blueprint that highlights our work empowering volunteer leaders as they connect with their local veteran and angling communities on Facebook.

2 - The Ocean Conservancy

Project Healing Waters Fly Fishing was honored to partner with the Ocean Conservancy and the Lower Keys Guide Association to celebrate our Veterans, Florida and the Ocean. “The ability to be with others with similar struggles, to be able to enjoy each other’s company and genuinely laugh with one another is a spectacular gift, and participating in this event was a great adventure. I thoroughly enjoyed the cleanup and look forward to participating again as well as in other events with Ocean Conservancy in the future!” – Becky Fortin, U.S. Army Veteran. This short film was prominently featured in the Super Bowl Village in Miami.

3- The Seahunter - 3 Episodes featuring PHWFF veteran participants.

- After showing up to surprise Charlie Trawick at a Project Healing Waters program meeting, Rob Fordyce takes Charlie to his own home waters to catch some fish and reflect on life.
- Rob Fordyce takes Sabrina Beganny from Project Healing Waters on an unforgettable fishing trip.
- Rob Fordyce surprises Jim Graham at Freedom Ranch for Hereoes for a special episode of the Seahunter - “God’s Country.” This episode is an official selection in the 2020 Bozeman International Film Festival.

4- PBS

Northwest Profiles is a PBS show that highlights people, places, and events of interest in the Pacific Northwest. We’re proud to have our Coeur d’Alene, Idaho program and Rocky Mountain Northwest Region highlighted by this great show

5- Department of Veterans Affairs

Free Fly Fishing for Veterans Provides Serenity and Connection: www.blogs.va.gov/VAntage/63372/free-fly-fishing-project-healing-waters/

6- West Virginia Public Broadcasting

How Fly Fishing Saved a Veterans Life: <https://www.wvpublic.org/post/how-fly-fishing-saved-veterans-life#stream/0>

7- Rex & Gerry Hike to Heal Veterans

projecthealingwaters.org/announcements/mission-accomplished-gerry-and-rex-hike-to-heal-veterans/

media

2019 WEBSITE STATS



19.1%

increase in unique website visitors
(2019 vs 2018)
projecthealingwaters.org

2019 SOCIAL MEDIA STATS



72,000

Facebook Page Followers
@projecthealingwaters

151

Program Facebook Pages
connected through a
comprehensive network aimed
at engaging their communities



13,456

Instagram Followers
@PHWFF



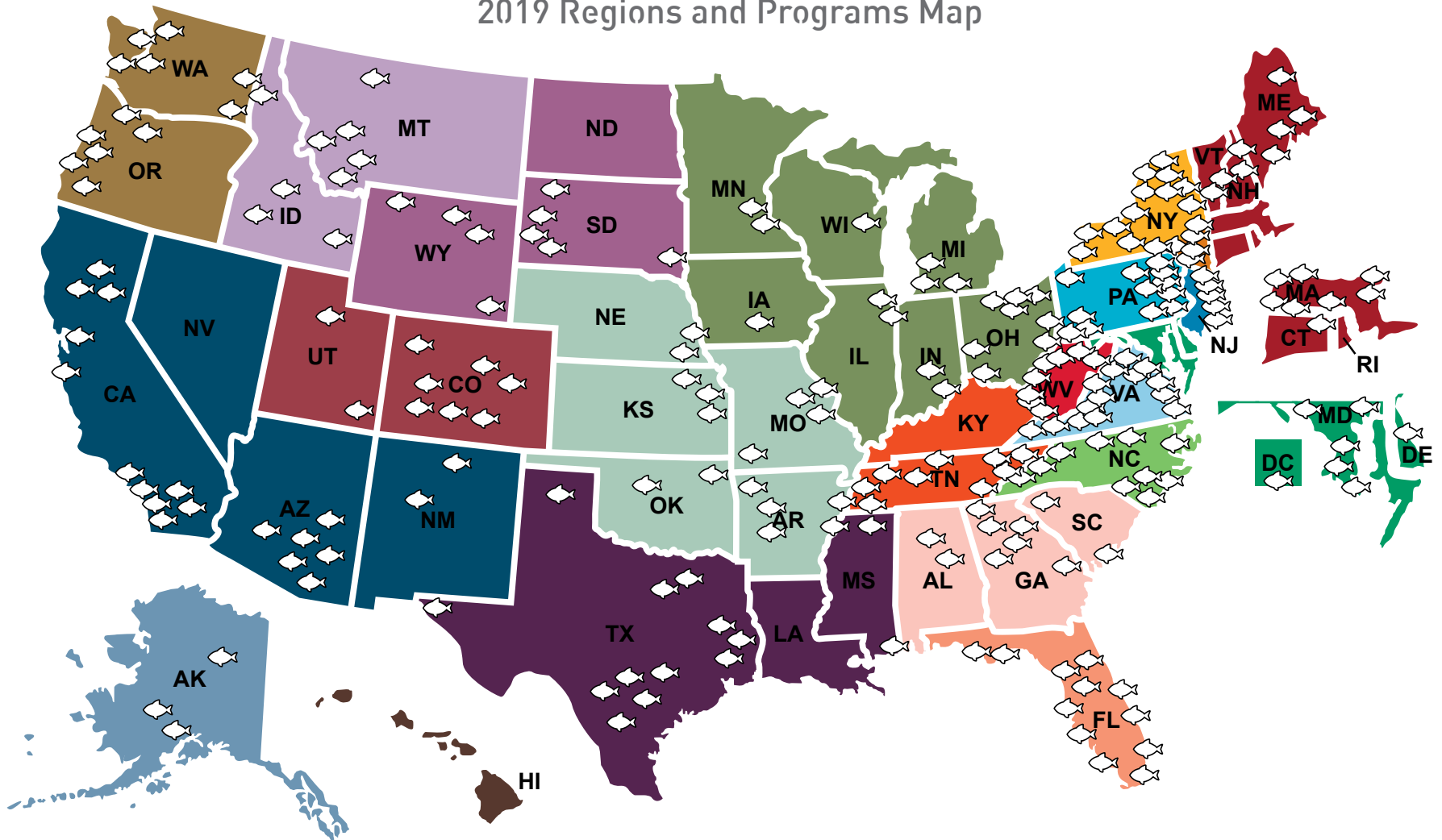
4,879

Twitter Followers
@PHWFF



Dynamic, integrated and responsive email system

2019 Regions and Programs Map



- | | | | | |
|---|--|---|---|---|
|  Alaska |  National Capital |  Northern New York |  Rocky Mountain North West |  Southern New York |
|  Florida |  New England |  Northwest |  Rocky Mountain South |  Southwest |
|  Heartland |  New Jersey |  Pennsylvania |  South Central |  Tennessee Valley |
|  Midwest |  North Carolina |  Rocky Mountain North East |  South East |  Virginia |
| | | | |  West Virginia |

2019 coordinators

Regional Coordinators (RC) and Deputy Regional Coordinators (DRC)

Alaska ~ AK

Jan Schnorr, RC
Leslie Holland-Bartels, DRC

Florida ~ FL

Stewart Mitchell, RC
Ron Bloomquist, DRC

Heartland ~ AR, KS, MO, NE, OK

Amy Milne, RC
Lester Mead, DRC

Midwest ~ IA, IL, IN, MI, MN, OH, WI

Jeffrey Reinke, RC
D. Brent Miller, DRC

National Capital ~ DC, DE, MD, VA

Curt Boatman, RC
Julie Keene, DRC

New England ~ CT, MA, ME, NH, RI, VT

Joe Cresta, RC
Joshua Gerasimof, DRC
Sabrina Beganny, DRC

New Jersey ~ NJ

Bill Hayes, RC

North Carolina ~ NC

Tom Carpenter, RC
Ryan Harman, DRC

Northern New York ~ NY

Ed Veaudry, RC
John Propster, DRC
David Bollman, DRC

Northwest ~ OR, WA

Alan Fitzpatrick, RC
Steven Balogh- DRC
Jerry Lorang-DRC

Pennsylvania ~ PA

Dave Riggio, RC
Heide-Marie Cebrick - DRC

Rocky Mountain Northeast ~ ND, SD, WY

Derrick Dietz, RC
Cody Lewis, DRC

Rocky Mountain Northwest ~ ID, MT, WA

Sylvia Bach, RC
David Heberer, DRC

Rocky Mountain South ~ CO, UT

Crystal Woolen, RC
Jerry Griffin, DRC

South Central ~ LA, MS, TX

Mike Schlimgen, RC
Johnny Walker, DRC
Walter McLendon, DRC
Erik Larsen, DRC

Southeast ~ AL, GA, SC

Mark Pierce, RC
Alex Serota, DRC
Cullen McClure, DRC

Southern New York ~ NY

Tim Daly, RC
Steven Caviasco, DRC
Harry Kerrigan, DRC

Southwest ~ AZ, CA, HI, NM, NV

Carole Katz, RC
David Lipscomb, DRC

Tennessee Valley ~ KY, MS, TN

Russ Ambrose, RC
Marilyn Rogan, DRC
Timothy Lewis, DRC

Virginia ~ VA

Bill Campbell, RC
Bob Crawshaw, DRC
Jim O'Brien, DRC

West Virginia ~ WV

Brandon "Bubba" Holt, RC
Brandon Rudisill, DRC



Executive Staff

Todd Desgrosseilliers, President and CEO

Larry Braswell, National Programs Director

Stacey Crooks, Chief Development Officer

Julia Ferguson, Chief Programs Officer

David Folkerts, National Programs Officer

Tiffany Goudie, Fundraising Director

Emily Hendricks, Chief Administrative Officer

Terrie Horstkamp, Controller

Mackenzie Hudson, Grants Director

Daniel Morgan, Media Director




PO Box 695 • La Plata, MD 20646



#82526



Project Healing Waters Fly Fishing Inc 



@PHWFF



@PHWFF

www.projecthealingwaters.org