

# 2017

ANNUAL REPORT



PROJECT HEALING WATERS FLY FISHING, INC.

*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

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Edwin Nicholson  
Founder & President Emeritus



Dear Friends,

I want to thank everyone for making 2017 a resounding success for Project Healing Waters Fly Fishing! I'm humbled for the opportunity to have led our talented staff and dedicated volunteers as we expanded our service to a growing number of disabled active duty and disabled veteran participants in our fly fishing programs throughout the country. Throughout 2017, we made solid progress in several areas:

- **Over 8,400 disabled active duty and disabled veteran participants served through local programs.** Over 3,500 PHWFF volunteers contributed over 269,494 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, and other veteran-focused organizations.
- **PHWFF includes 24 geographic regions nationwide and 216 local programs.**
- **PHWFF joined the Veterans Affairs Voluntary Services (VAVS) National Advisory Council as a Strategic Engagement Member.** This membership included a Memorandum of Agreement with VAWS to increase our VA registered volunteers and our commitment to increase programs at VA facilities nationwide.
- **Improved program management through a web-based registration and reporting system.** Our Salesforce Contact Relationship Management (CRM) System will bring improved program management and reporting to our organization.

The emphasis for 2018 is to continue to provide our program services to an ever-increasing number of eligible participants. We will continue to provide consistent program delivery by developing and implementing a National Training Program for our growing volunteer force; develop and deliver a National Casting Program and Competition; and expand our National Destinations Program.

Thanks to everyone's collective efforts, PHWFF continues to serve our nation's disabled veterans as a premier nonprofit organization. Thank you for your dedication to our cause!

Warm Regards,

Todd S. Desgrosseilliers  
President & Chief Executive Officer



To our Participants, Volunteers, Staff, Partners and Donors,

Thank you for another amazing year ensuring that Project Healing Waters Fly Fishing continues growing and expanding our outreach to our nation's disabled veterans. We remained true to our mission and stand in awe of the volunteers that consistently give of their time and their love to mentor our participants.

Time and again we hear about the importance of the program meetings that occur on a regular basis throughout this country. The trust, camaraderie, mutual respect, compassion and the environment that allows participants to share their stories of healing make PHWFF a very unique and effective program.

Our organization is in a period of transition. The regional training conferences resulted in improved delivery of our services across our programs. Our Board of Trustees demonstrated a renewed level of commitment to our Cause and our Founder's Circle is poised to advise our Board on our strategic direction. Collectively we travel on a path that guarantees a future of participant growth, financial stability, compliance, and a commitment to our mission. Our partnerships form an important pillar in our efforts as we mentor our participants through their own transitions in life.

Our Founder, Ed Nicholson provided a vision for PHWFF over 12 years ago. He set an important example for us all to help "heal those who served" our great nation. We shall never forget those that sacrificed for our freedoms. Together we will give them hope and help them heal.

Robert Fitch, Chairman

### Statement of Financial Position

PHWFF's support from our generous donors has increased year after year. In 2017, our revenue increased 14% over the previous year and 8% over our projected budget. PHWFF continued to maintain low overhead costs resulting in 85% of revenue spent on program expenses. PHWFF received nearly \$1.3 million in donated materials, services and travel related expenses which allowed us to stretch our monetary donations further to help even more disabled veterans and disabled military service personnel. Over the next few years, PHWFF plans to invest in a rigorous training curriculum to enhance our volunteers' skills and introduce new tools to assist them when working with our participants.

As an organization that has programs nationwide, PHWFF's success is mainly due to our great group of volunteers who run over 200 programs. Whether they are handing out pamphlets at fly fishing shows, helping in the classroom with fly tying or rod building, or setting up tables at fundraising events, our dedicated volunteers help support our participants and programs in numerous ways. In 2017, PHWFF volunteers contributed 269,494 hours which, using IRS guidelines, equates to a contribution of \$6,505,585 in a non-cash value to our organization.

#### Balance Sheet as of December 31, 2017

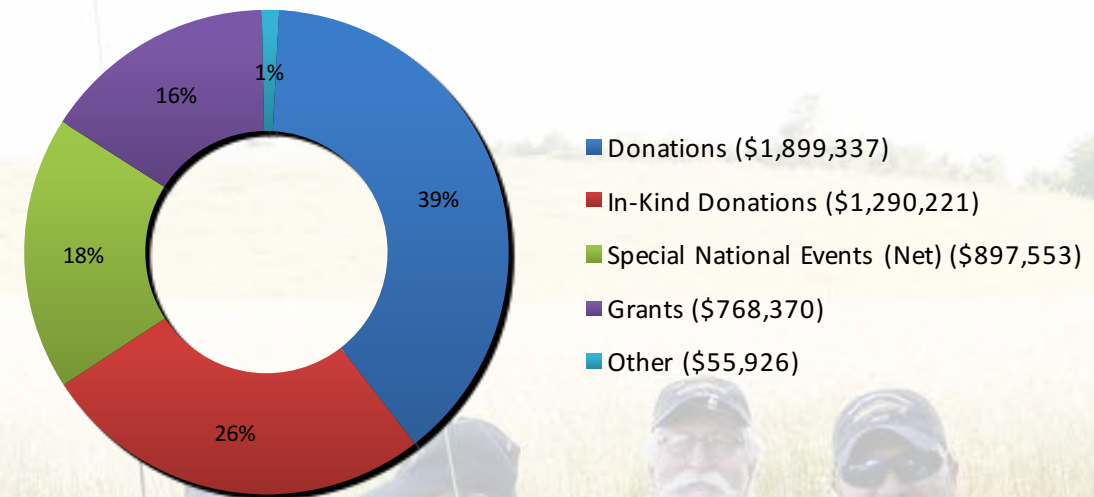
ASSETS		LIABILITIES	
Cash and cash equivalents	\$ 2,190,082	Accounts payable and accrued expenses	\$ 135,658
Investments	143,225	Deferred revenue	8,125
Contributions receivable	134,003		\$ 143,783
Prepaid expenses	110,895	NET ASSETS	
Fixed assets, net	157,849	Net assets without donor restrictions	1,863,080
Inventory	45,883	Net assets with donor restrictions	776,374
Other assets	1,300		2,639,454
<b>Total Assets</b>	<b>\$ 2,783,237</b>	<b>Total Liabilities and Net Assets</b>	<b>\$ 2,783,237</b>

#### Revenue and Expenses for the Year Ended December 31, 2017

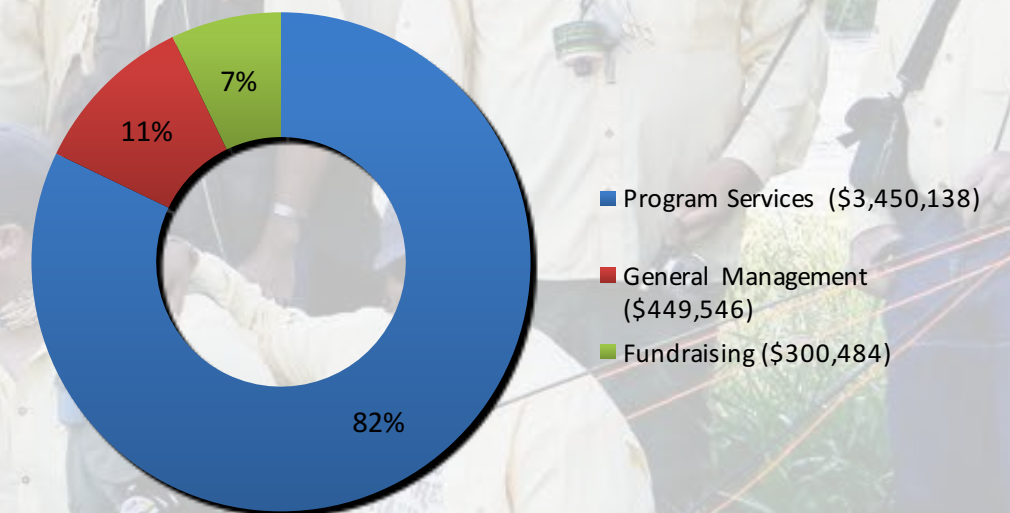
REVENUE		EXPENSES	
Contributions and grants	\$ 2,667,707	Program services	\$ 3,450,138
In-kind donations	1,290,221	Management and general	449,546
Special events, net	897,553	Fundraising	300,484
Investment income	2,615		
Other revenue	53,311		
<b>Total Revenue</b>	<b>\$ 4,911,407</b>	<b>Total Expenses</b>	<b>\$ 4,200,168</b>

Source: Project Healing Waters Fly Fishing, Inc.'s 2017 Audited Financial Statements for the year ending December 31, 2017

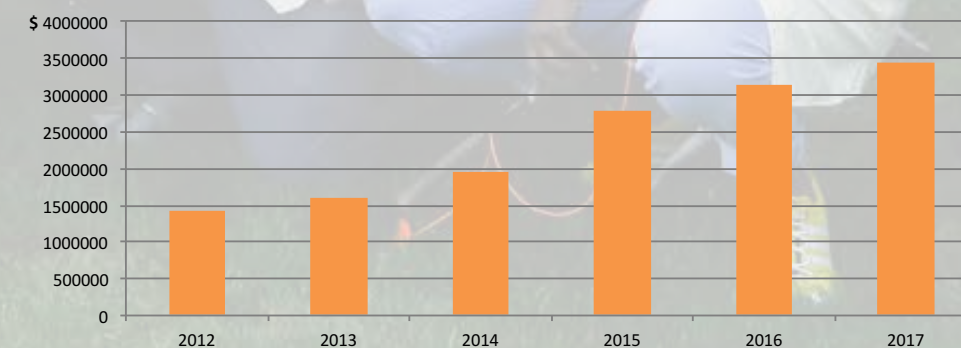
### 2017 Audited Support & Revenue \$4,911,407



### 2017 Audited Expenses \$4,200,168



### Program Expenses



**8,470** participants  
**3,636** volunteers  
**269,494** volunteer hours  
**4,482** fly tying workshops  
**1,096** fly rod building workshops  
**1,549** fly casting workshops  
**693** fly fishing education workshops  
**1,775** fly fishing outings  
**216** programs  
**20%** of volunteers are former participants  
**\$0** cost to participants



**IN 2017, GRANTS ACCOUNTED FOR 16% OF THE** organization's revenue! Through the support of our grantors, PHWFF was able to provide more fly fishing materials, education, and outings to the disabled active military service personnel and the disabled veterans (participants) we serve. Grant revenue enabled PHWFF to take great strides in capacity building, as well as implement several new projects to support the needs of our rapidly growing organization.

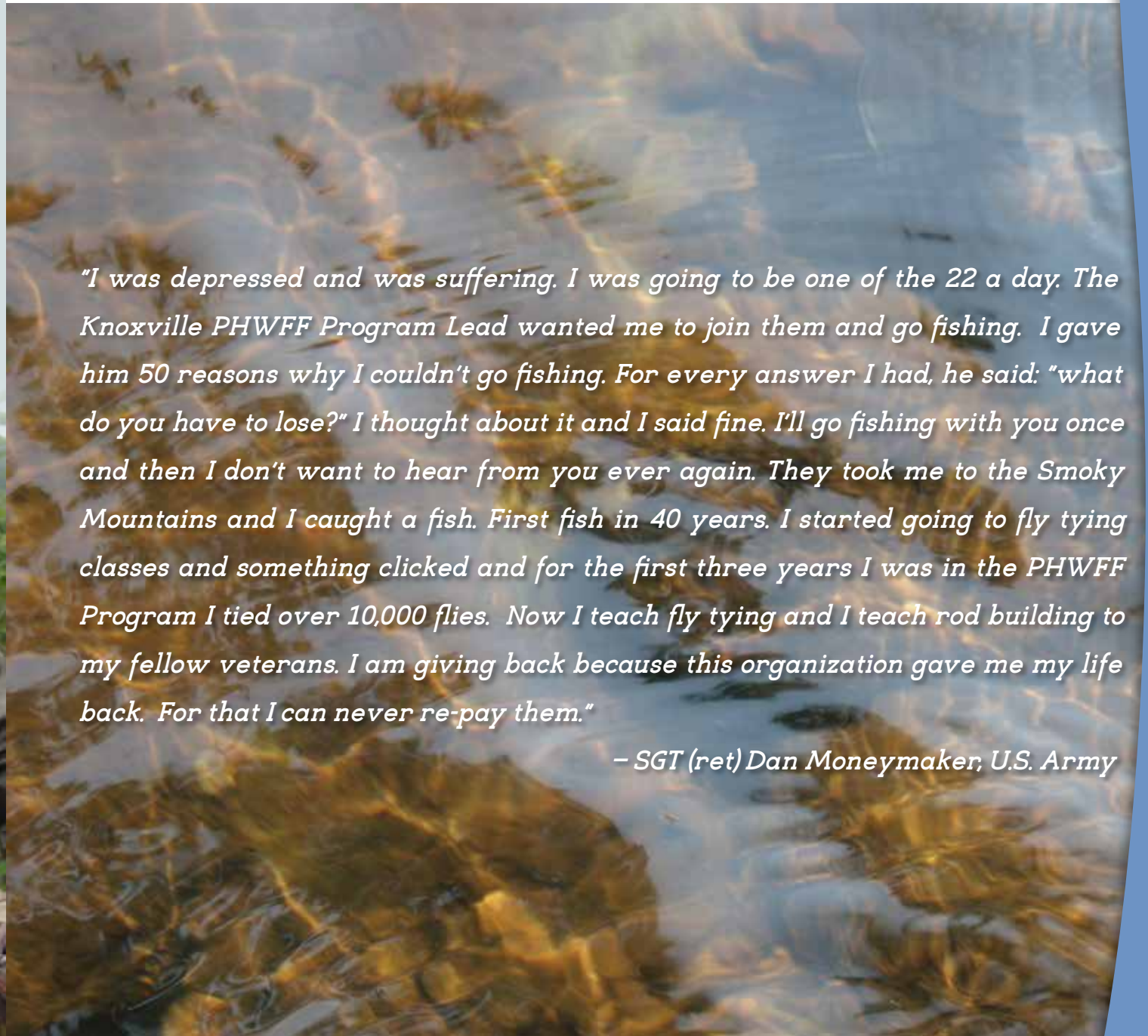
Grants helped PHWFF make a significant investment in technology with the development of a customized Contact Relationship Management (CRM) System. The CRM allows us to connect with participants, volunteers, and

supporters to foster relationships, cultivate program growth, and maximize impact. It streamlines the collection and use of program, participant, and volunteer data. Data tells our story and is vital to the health of PHWFF and continued confidence of our supporters.

PHWFF has a team of highly skilled staff and an incredible network of dedicated volunteers who made a positive difference in the lives of the participants we served. We hope that PHWFF supporters will stay the course as we continue to bring meaningful experiences and emotional rehabilitation to those we serve. We are very grateful to all grantors for your continued support and dedication in furthering our mission.

*"I was depressed and was suffering. I was going to be one of the 22 a day. The Knoxville PHWFF Program Lead wanted me to join them and go fishing. I gave him 50 reasons why I couldn't go fishing. For every answer I had, he said: "what do you have to lose?" I thought about it and I said fine. I'll go fishing with you once and then I don't want to hear from you ever again. They took me to the Smoky Mountains and I caught a fish. First fish in 40 years. I started going to fly tying classes and something clicked and for the first three years I was in the PHWFF Program I tied over 10,000 flies. Now I teach fly tying and I teach rod building to my fellow veterans. I am giving back because this organization gave me my life back. For that I can never re-pay them."*

*– SGT (ret) Dan Moneymaker, U.S. Army*



*I found that the camaraderie and fellowship after the class was an integral component of this program. My time spent at the Ox Bow club will never be forgotten. It was great to sit around and listen as other participants finally released some of the things they have been holding on to. It was nice to watch and hear as one of the Vietnam era participants told me "I'm finally home". It was at that point that I realized the importance of this program. And yes, I left with a beautiful finished bamboo fly rod and new title of Rod Maker." – GySgt (ret) Willis Davis USMC*

*"I do NOT consider my blindness as a disability, but rather I think of it as an inconvenience and an obstacle to overcome. I am still a novice fly fisherman but I enjoy it so much that I now wonder why I didn't start fly fishing at an earlier age. Just think of the years I wasted NOT fly fishing." – GySgt Mike Doyle, USMC*



*"We cannot thank PHWFF enough for creating the conditions and the environment that allowed us to talk about hardship and to realize there is a way past difficult experiences." – Rolando Rodriguez, a disabled USMC veteran*

*An old friend once told me "not all war wounds are visible"; he is exactly right. After combat I have become a more humble person, I live every day to the fullest, but I will tell you PHWFF has saved some of my brothers and sisters in arms lives, (literally). For that I will be forever grateful to be part of a wonderful organization and feeling as "I belong" and I am finally "home". Thank you PHWFF and thank you for all the volunteers. God Bless and tight lines! – MAJ Lorry Ann Flux, US Army Combat Nurse*



### Fly Tying

The annual National Fly Tying Competition featured over 50 entries from PHWFF Participants. This competition showcases veteran participants' fly tying skills and creativity garnered from program classes and independent study in a casual, fun contest. This annual program has grown each year since its inception in 2012. The remarkable patterns and flies submitted from our participants across the country is most impressive. The five finalists from the PHWFF competition attended the International Fly Tying Symposium. 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.



### Fly Rod Building

Over 742 participants took part in the annual National Rod Building Program & Competition representing 22 PHWFF Regions and 98 PHWFF Programs. 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 have the opportunity to improve their

rod building skills by attending a bamboo rod building school or attend a PHWFF National fly fishing trip.



### Outings

In 2017, 168 participants went on 32 "trips of a lifetime" through the National Outings Program. Destinations included world class fishing locations in Montana, Michigan, Alaska, Maine, Florida, Colorado, North Carolina, Virginia, Tennessee and even international locations in Canada. PHWFF Participants that attend National Trips 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.

## Fundraising Summary and Overview ~ 2017

In 2017 PHWFF Programs realized continued success in fundraising efforts throughout the country. A variety of creative and standard approaches were employed to raise funds to support local program activities. Through the tireless efforts of volunteers, fundraising goals were met and often exceeded. Supporters external to the organization continued to contribute through third party fundraising efforts affirming that the cause is honorable, recognizable and endorsed.

Several national longstanding fundraising efforts were again successful, notably the 2-Fly Tournament, Mossy Creek Invitational, Battle at Boxwood, Smoky Mountain Grand Slam Challenge and Healing on the Fly New York City. With New York as the model, a second Healing on the Fly event was added in Boston. Our goal for all events is to keep costs low through volunteer and community support in order to direct the largest amount of each dollar raised to programs.

In its second year, Healing Saturday is a one-day nationwide PHWFF fundraising event at the program level. While the effort is focused on fundraising to support local programs, it also promotes community awareness and recruitment of volunteers and participants. Many programs partnered with local fly shops and set up tables to engage customers with materials, fly tying demos and displays of fly rods built by program participants. Over forty Healing Saturday events were held across the country.

To capitalize on the continued rapid growth of PHWFF's media footprint, a concerted effort was made to build local program presence on social media. Local programs received training to use PHWFF social media platforms, such as Facebook - generating greater awareness of our cause to serve disabled active military personnel and disabled veterans.



2-Fly Tournament



Battle at Boxwood



Healing on the Fly Boston



The Mossy Creek Invitational

## PHWFF was featured in hundreds of media outlets throughout 2017, including the following highlights:

- **People Magazine:** "Maryland Man Helps Other Wounded War Veterans Find Peace and Healing Through Fly Fishing" – May 2017
- **The Outdoor Channel:** "The Seahunter" featuring GySgt (ret) Willis "Duke" Davis, USMC – July 2017
- **Outside Magazine:** "On Fly: Southern Louisiana" May 2017
- **The Department of Veterans Affairs:** "VA Voluntary Service Next Generation Volunteers: What's Your Why?" October 2017
- **Fly Fisherman Magazine:** "The 7<sup>th</sup> Annual Battle at Boxwood" August 2017
- **Folks Magazine:** "Reel Them In" July 2017
- **WCNC NBC Charlotte, NC:** "Fly fishing program serves those who served our country with healing" July 2017
- **DVIDS:** "Kodiak Chief Petty Officers Association of Kodiak cast a lifeline to veterans" September 2017
- **New Jersey Herald:** "Disabled military and vets enjoy healing power of fly fishing" September 2017
- **St. Louis Post-Dispatch:** "Fly Fishing for vets" July 2017
- **The Drake:** "Unexpected Journey" March 2017
- **Comcast Newsmakers:** "Healing Those Who Serve" October 2017
- **NBC-7 San Diego:** "Your Corner: Project Healing Waters Fly Fishing" June 2017

This past year we officially launched a redesigned, mobile responsive website! It's the same address but features an all-new look and expanded capabilities.

*"It is a huge leap forward for us. Our goal with this new website is to provide our volunteers and other users with a one-source informational experience for PHWFF. Put simply, it is focused on fulfilling our mission and bringing our programs to more disabled veterans."*

— Todd Desgrosseilliers, CEO



**53%**  
increase in monthly  
website visitors  
[projecthealingwaters.org](http://projecthealingwaters.org)



**20.6%**  
increase in Facebook  
Page followers

Project Healing Waters Fly Fishing Inc. ✓

The **VISION** of PHWFF is to be the nation's premier nonprofit organization – collaborating with communities to embrace healing for program participants. Our disabled active military and disabled veterans deserve the best we can offer as they transition and manage their healing process. PHWFF is proud of the 3,636 volunteers who dedicated their time to make healing possible.



#### Clarity of Purpose

*Define and align our work and its impact on our participants*



#### Sustainability

*Develop resources and position PHWFF for future success*



#### Leadership

*Steer and steward efforts toward SMART results (specific, measurable, attainable, relevant, time-bound)*

## PHWFF Maximizes Impact



#### Operational Excellence

*Manage and marshal PHWFF's resources to accomplish our mission*



#### Continuous Improvement

*Use information to adapt, improve and evolve for the future*

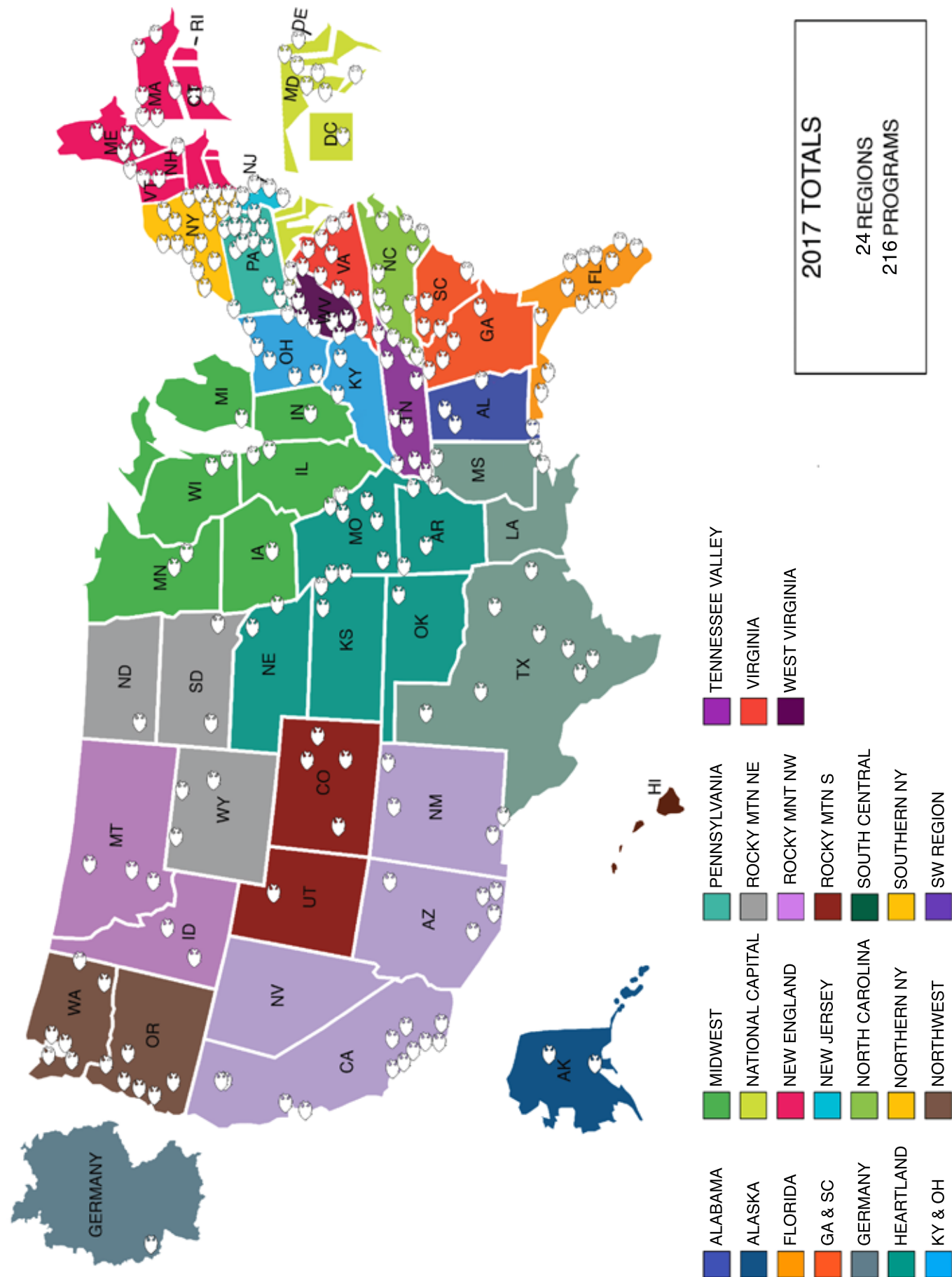


#### Strategic Collaboration

*Leverage the community for greater impact for our participants*

**COMPASSION** through recovery, **ACCOUNTABILITY** to all stakeholders, **CONSISTENCY** throughout the organization, and instilling a sense of **COMMUNITY** of dignity, passion, respect, and humility – these are the **CORE VALUES AT THE HEART OF PHWFF**.

**PHWFF'S GOAL** is to serve 10 – 15% more disabled veterans per year. The Board of Trustees manages the Strategic Plan to leverage resources towards this goal. According to the U.S. Census Bureau, there are 3.8 million disabled veterans throughout the country – PHWFF served 8,470 in 2017. Community support in the form of volunteers and contributions will make this goal a reality.



## Project Healing Waters Fly Fishing Regional List

### 1. Alabama - AL

Richard Hayes, Regional Coordinator  
Eric Cohen, Deputy Regional Coordinator

### 2. Alaska - AK

Jan Schnorr, Regional Coordinator

### 3. Florida - FL

Stewart Mitchell, Regional Coordinator  
Ron Bloomquist, Deputy Regional Coordinator

### 4. Georgia - South Carolina - GA, SC

Curt Boatman, Regional Coordinator  
Mark Pierce, Deputy Regional Coordinator

### 5. Heartland - AR, KS, MO, NE, OK

Amy Milne, Regional Coordinator  
Lester Mead, Deputy Regional Coordinator

### 6. Kentucky - Ohio - KY, OH

Kevin Ramsey, Regional Coordinator  
D. Brent Miller, Deputy Regional Coordinator

### 7. Midwest - IA, IL, IN, MI, MN, WI

Rich Lobianco, Regional Coordinator  
Chris Jackson, Deputy Regional Coordinator

### 8. National Capital - Washington DC, DE, MD, VA

George Gaines, Regional Coordinator  
Julie Keene, Deputy Regional Coordinator

### 9. New England - CT, MA, ME, NH, RI, VT

George Draper, Regional Coordinator  
Jeff Spaulding, Deputy Regional Coordinator  
Richard Diamond, Deputy Regional Coordinator

### 10. New Jersey - NJ

Bill Hayes, Regional Coordinator

### 11. North Carolina - NC

Ryan Harman, Regional Coordinator  
Dr. Pat Curley, Deputy Regional Coordinator

### 12. Northern New York - NY

Ed Veaudry, Regional Coordinator

### 13. Northwest - OR, WA

Charles Tye, Regional Coordinator  
Jerry Lorang, Deputy Regional Coordinator

### 14. Pennsylvania - PA

Skip Hughes, Regional Coordinator  
Heide Marie Cebrick, Deputy Regional Coordinator  
Dave Riggio, Deputy Regional Coordinator

### 15. Rocky Mountain Northeast - ND, SD, WY

Derrick Dietz, Regional Coordinator  
Spencer Amend, Deputy Regional Coordinator

### 16. Rocky Mountain Northwest - ID, MT, WA

Jerry Griffin, Regional Coordinator  
Sylvia Bach, Deputy Regional Coordinator

### 17. Rocky Mountain South - CO, UT

Steve Perry, Regional Coordinator  
David Carrillo, Deputy Regional Coordinator

### 18. South Central - LA, MS, TX

David Inbody, Regional Coordinator  
Bill Adams, Deputy Regional Coordinator  
Walter McLendon, Deputy Regional Coordinator

### 19. Southern New York - NY

Tim Daly, Regional Coordinator

### 20. Southwest - AZ, CA, HI, NM, NV

Carole Katz, Regional Coordinator  
David Lipscomb, Deputy Regional Coordinator

### 21. Tennessee Valley - TN, MS

Russ Ambrose, Regional Coordinator  
Phil Landry, Deputy Regional Coordinator

### 22. Virginia - VA

Ray Babineau, Regional Coordinator  
Chuck Jocen, Deputy Regional Coordinator  
Bob Crawshaw, Deputy Regional Coordinator  
Jim O'Brien, Deputy Regional Coordinator

### 23. West Virginia - WV

Paul Moore, Regional Coordinator  
Bernard Kubisiak, Deputy Regional Coordinator

### 24. Germany

Stephen Graves, Regional Coordinator

## PHWFF Executive Staff

Todd Desgrosseilliers, *President and CEO*

Megan Pierce, *Executive Vice President and Chief Program Officer*

David Folkerts, *Chief Operations Officer*

Daniel Morgan, *Chief Marketing Officer*

Emily Hendricks, *Chief Administrative Officer*

*Thank you to the following photographers whose work  
is featured on the pages of this Annual Report:*

*Ed Felker, Doug Buerlein, Dan Morgan, Erica Lewis, Matt Romano,  
Thomas Woodring, Wayne Nobles, Jim Kissane*



PO Box 695 • La Plata, MD 20646




**#82526**

Support our wounded and disabled  
service members and veterans.

**[www.projecthealingwaters.org](http://www.projecthealingwaters.org)**



Project Healing Waters Fly Fishing Inc 



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