



PROJECT  
HEALING WATERS  
FLY FISHING

The logo features the words "PROJECT", "HEALING WATERS", and "FLY FISHING" in a sans-serif font. "HEALING" and "WATERS" are in blue, while "PROJECT" and "FLY FISHING" are in green. A stylized sun with rays is positioned behind the word "HEALING", and a silhouette of a fish is superimposed over the sun.

2 0 1 8   A N N U A L   R E P O R T

***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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#### **FOUNDER'S CIRCLE**

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General Gene Renuart, USAF (ret.)

Lance Trenary

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Ken Asbury



To our participants, volunteers, staff, partners and donors,

Thank you for another wonderful year of growth and improved quality of service across our programs. The dedication, compassion and the professionalism of our volunteers has resulted in an effective healing process for the deserving servicemen and women who sacrificed for our freedom.

Our staff, supported by the Board of Trustees work closely to ensure that PHWFF remains focused on participant growth, protecting our brand, compliance, financial stability and the mission that our Founder, Ed Nicholson established over fourteen years ago.

PHWFF will continue forward with the generosity of our good-hearted donors, and the collaborative efforts of our partners. In the future, we will begin the process of instituting an endowment that will provide a sound corpus of funds for continuous activities under the proud banner of Project Healing Waters Fly Fishing.

A handwritten signature in black ink, appearing to read "Robert Fitch".

Robert Fitch, *Chair*



Dear Friends,

My thanks to everyone for making 2018 a resounding success! I remain humbled by 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 2018, we made solid progress in several areas: We increased the number of PHWFF volunteers, which also increased the number of donated hours. We managed 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.

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. 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 also 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 has brought improved program management and reporting to our organization.

In 2019, we will conduct a National Program Rendezvous to train and build teamwork for our growing volunteer force; deliver a National Casting Program and Competition; and expand our National Destinations Program. We will also continue to increase our strategic partnerships in support of our mission.

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

Warm Regards,

A handwritten signature in black ink, appearing to read "Todd S. Desgrosseillers".

Todd S. Desgrosseillers, *President & CEO*

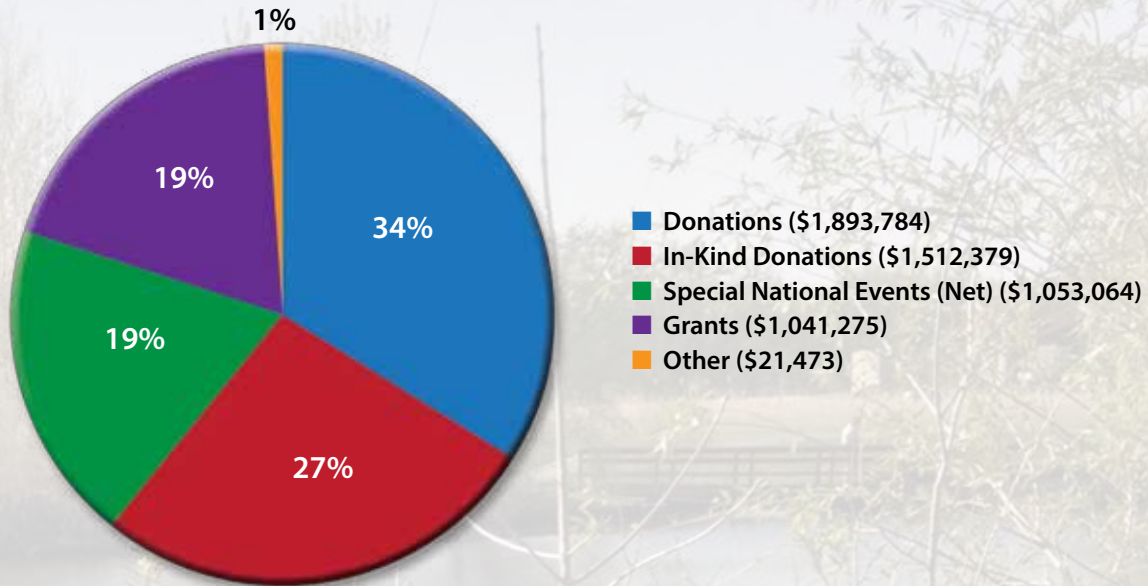
## Statement of Financial Position

PHWFF's focus in 2018 was to train our dedicated volunteers. Over \$343,000 was spent on 2018 training events which allowed us to enhance the great skills of our volunteer leadership. As a result, PHWFF recorded its first net loss since the organization's incorporation. The organization budgeted to spend its surplus of accumulated funds for this specific purpose in FY 2018. Training opportunities offered in 2018 included:

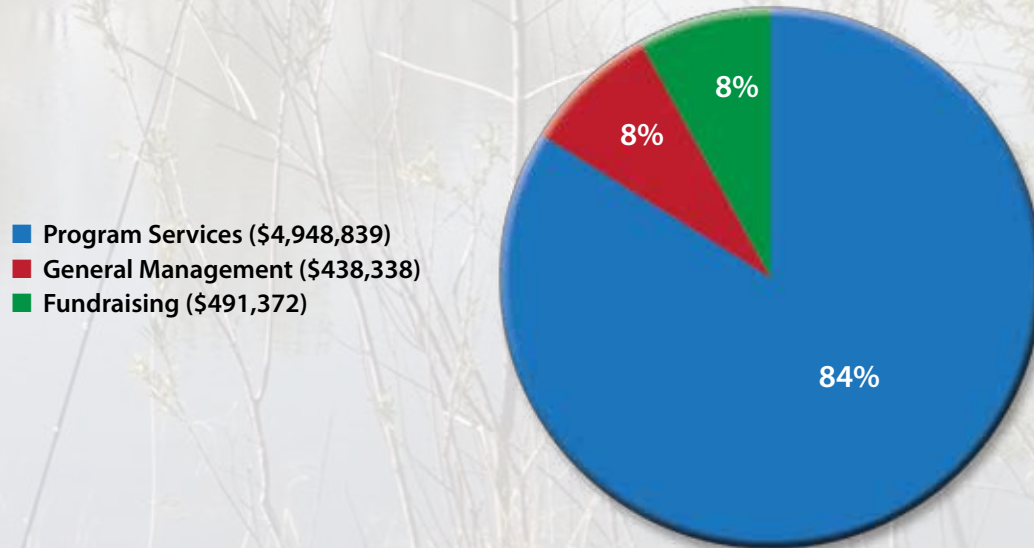
- Our 4th Regional Rendezvous for Regional Coordinators in Long Beach, CA.
- Local training with each region.
- Volunteer skills training where attendees participated in either the Sweetwater Guide School in Big Timber, MT or the Fly Rod Building Workshop hosted by PACBay at their headquarters in Sequim, WA.

Revenue increased 12% over the prior year, thanks to continued support from our local donors, grantors and sponsors. Volunteers continue to amaze us with their dedication towards PHWFF. Volunteers donated over 309,000 hours of their time to PHWFF in 2018 which equates to a contribution of \$7.8 million in a non-cash value, using IRS guidelines. Additionally, donations of materials and supplies, travel and meals, and services increased from the prior year by 17% which is equivalent to an estimated fair market value of \$1.5 million. PHWFF is proud to maintain moderate management and fundraising costs year after year. In 2018, 84% of our revenue went directly to fund programs supporting our cause.

## 2018 Audited Support & Revenue \$5,521,975



## 2018 Audited Expenses \$5,878,549



### Balance Sheet as of December 31, 2018

#### ASSETS

Cash and cash equivalents	\$	888,977
Investments		932,794
Contributions receivable		176,514
Prepaid expenses		186,168
Fixed assets, net		192,073
Inventory		70,176
Other assets		1,300
<b>Total Assets</b>	<b>\$</b>	<b>2,448,002</b>

#### LIABILITIES

Accounts payable and accrued expenses	\$	155,822
Deferred revenue		9,300
	<b>\$</b>	<b>165,122</b>

#### NET ASSETS

Net assets without donor restrictions		1,628,854
Net assets with donor restrictions		654,026
		2,282,880
<b>Total Liabilities and Net Assets</b>	<b>\$</b>	<b>2,448,002</b>

### Revenue and Expenses for the Year Ended December 31, 2018

#### REVENUE

Contributions and grants	\$	2,935,059
In-kind donations		1,512,379
Special events, net		1,053,064
Investment income		9,702
Other revenue		11,771
<b>Total Revenue</b>	<b>\$</b>	<b>5,521,975</b>

#### EXPENSES

Program services	\$	4,948,839
Management and general		438,338
Fundraising		491,372
<b>Total Expenses</b>	<b>\$</b>	<b>5,878,549</b>

Source: Project Healing Waters Fly Fishing, Inc.'s 2018 Audited Financial Statements for the year ending December 31, 2018

**8,307** participants

**4,001** volunteers

**309,151** volunteer hours

**4,902** fly tying classes

**1,214** fly rod building classes

**1,464** fly casting classes

**1,124** fly fishing education classes

**1,605** fly fishing outings

**\$0** cost to participants



## Grants

In 2018, grants accounted for 18% of the organization's total revenue! Through the support of our grantors, PHWFF was able to offer 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 gain ground in strengthening our capacity to continue executing initiatives vital to supporting the needs of our growing organization.

A generous grant helped PHWFF continue our main effort to develop and implement a Contract Relationship Management (CRM) System. The CRM allows us to 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.

We are grateful to every grantor for their continuous support and commitment to advancing our cause.



*"It allows us to escape from the world for a little while. Making connections with more veterans to see we are not alone. With other veterans, we regain our sense of purpose."*



*while, reset in the calms of nature, and find more  
one in the struggles. Through helping and connecting  
se we lost after our transition to the civilian world."*





## National Training

New Volunteer Leader Training Classes were held in 2018 at PHWFF headquarters. The training provided new volunteer leaders the opportunity to learn the policies and procedures for operating a PHWFF program. It also provided networking opportunities with other PHWFF volunteer leadership.

## Regional Rendezvous

Thanks to the Bob Woodruff Foundation, our 4th Regional Rendezvous took place in Long Beach, CA. This training provided a unique opportunity for PHWFF Regional Coordinators to gather in-person for training, share best practices, team building, and to further learn about the complex issues associated with the reintegration and rehabilitation challenges faced by the veterans served by PHWFF.

## Regional Training Conferences

Twenty Regional Training conferences were held in 2018 for over 400 volunteer leaders. These training conferences were held locally in each PHWFF region. The training provided orientation and training on PHWFF policies and procedures in a personal and interactive environment, as well as sharing practices to improve regional programs.

## Sweetwater Guide School

Eleven PHWFF volunteers attended a week-long “train-the-trainer” course for guides near Big Timber,

MT. The course 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 had a track record of dedication to volunteering and a commitment to passing on the skills they learned at the guide school to other PHWFF volunteers and participants. Most of the volunteers who were selected to attend this course were disabled veterans who started out in PHWFF as participants in the program and are now giving back as volunteers.

## Fly Rod Building Workshop

Project Healing Waters Fly Fishing and Pacific Bay International joined forces and brought 10 PHWFF volunteers together for a special training event at their facility in Sequim, Washington. The volunteer training was focused on equipping and empowering PHWFF volunteers with the education and instruction necessary to teach disabled veteran participants how to build beginner fly rods for the 2019 PHWFF National Fly Rod Building Competition. In addition to the workshop at PacBay, there were two other fly rod building workshops conducted in North Carolina and Texas lead by a PHWFF instructor.





## National Programs & Competitions

### National Fly-Tying Competition

The National Fly-Tying Competition showcases participant's fly-tying skills in a fun contest. The remarkable patterns and flies submitted across the country is most impressive. The finalists from the competition have an opportunity to attend the International Fly-Tying Symposium and the Fly Fishers International Expo to exhibit their fly-tying skills.

### National Fly Rod Building Program & Competition

The National Rod Building Program & Competition affords participants an opportunity to build their own fly rod as a 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 get recognized for their newly developed skills at the national level. Winning participants are given an opportunity to improve their rod building skills by attending a bamboo rod building school or a PHWFF National fly fishing outing.

### National Casting Competition

In 2018, PHWFF held its inaugural National Casting Competition aimed to provide participants a fun and challenging casting game which improved their casting abilities and furthered their physical and rehabilitative recovery.

Thirty-seven 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.

## National Outings

In 2018, 415 participants attended 52 "outings of a lifetime" through the National Destinations Program. Destinations included world class fishing locations in Montana, Michigan, Alaska, Maine, Florida, Colorado, North Carolina, Virginia, Tennessee and international locations in Canada. PHWFF Participants who attend National Outings must be active participants in their local PHWFF program where they learned the basics of fly fishing and fly tying. As a result, 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.

### Freedom Ranch

Freedom Ranch is one of our many national destination outings. Located in Wise River, MT, Freedom Ranch sent 160 disabled veterans on a therapeutic fly fishing outing, with the generous support of the George and Betty Harbaugh Charitable Foundation. Freedom Ranch provides the experience of a lifetime for PHWFF program participants.



## Fundraising Summary

In 2018 PHWFF Programs realized continued success in fundraising efforts throughout the country. We employed a variety of creative and standard approaches to raise funds to support local program activities. Through a tireless volunteer effort, we once again exceeded our fundraising goals — meeting 136% of our planned fundraising objectives. The organization's external supporters also continued to contribute through third party fundraising efforts affirming that our Cause is honorable, recognizable, and well-endorsed throughout the nation.

We also enjoyed success in several national long-standing fundraising efforts; the Mossy Creek



2-Fly, Battle at Boxwood and Smoky Mountain Grand Slam. Our goal for all events remains keeping costs low through volunteer and community support to direct the largest amount of each dollar raised to support our more than 200 programs nationwide.

In its third year, Healing Saturday is a one-day nationwide PHWFF local program fundraising event. Healing Saturday also promotes community aware-

ness as well as volunteer and participant recruiting. Many programs partnered with local fly shops and set up tables to engage customers with promotional materials, fly tying demonstrations, and displays of fly rods built by program participants. In 2018, we held over fifty Healing Saturday events across the country.

In 2018, PHWFF also made a concerted effort to build local program presence on social media. This effort enabled us to capitalize on our continued rapid media footprint growth. 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.



Invitational, the Broadmoor Invitational, Healing on the Fly New York City, Healing on the Fly Boston,

**PHWFF was featured in hundreds of media outlets throughout 2018, including the following highlights:**

- **Disabled Veterans Help Each Other Heal Through Fly Fishing**, *Shell Rotella*
- **Wes. A Fly Fishing Story**, *Fly Fishing Film Tour*
- **Vets Coming Home**, *East Tennessee PBS*
- **The 8th Annual Battle at Boxwood**, *Altitude Sports / World Fishing Network*
- **Project Healing Waters – 2018 BLM Alaska**, *Bureau of Land Management*
- **Carolina Impact: Help for Vets**, *North Carolina PBS*
- **United by Nature**, *The Nature Conservancy*
- **Barnwood Builders** (2 episodes), *DIY Network and the Discovery Channel*
- **Fly Fishing at Fort Bragg with Project Healing Waters**, *The Fly Rod Chronicles*
- **Project Healing Waters Helps Disabled Veterans Recover Through Fly Fishing**, *Las Cruces Sun News*
- **Fly Fishing Is Therapy For Disabled Vets**, *The Oklahoman*
- **Project Healing Waters Helps Veterans Cope With Stress Through Fly Fishing**, *ABC-5 Boston*
- **Omaha Fly Fishing Tournament Helps Veterans Find Peace Of Mind**, *The Omaha World Herald*

## 2018 Annual Report Social/Web Stats



**187%**

**increase in website visitors  
(2018 vs. 2017)**

***projecthealingwaters.org***



**69,421**

**Page Likes**

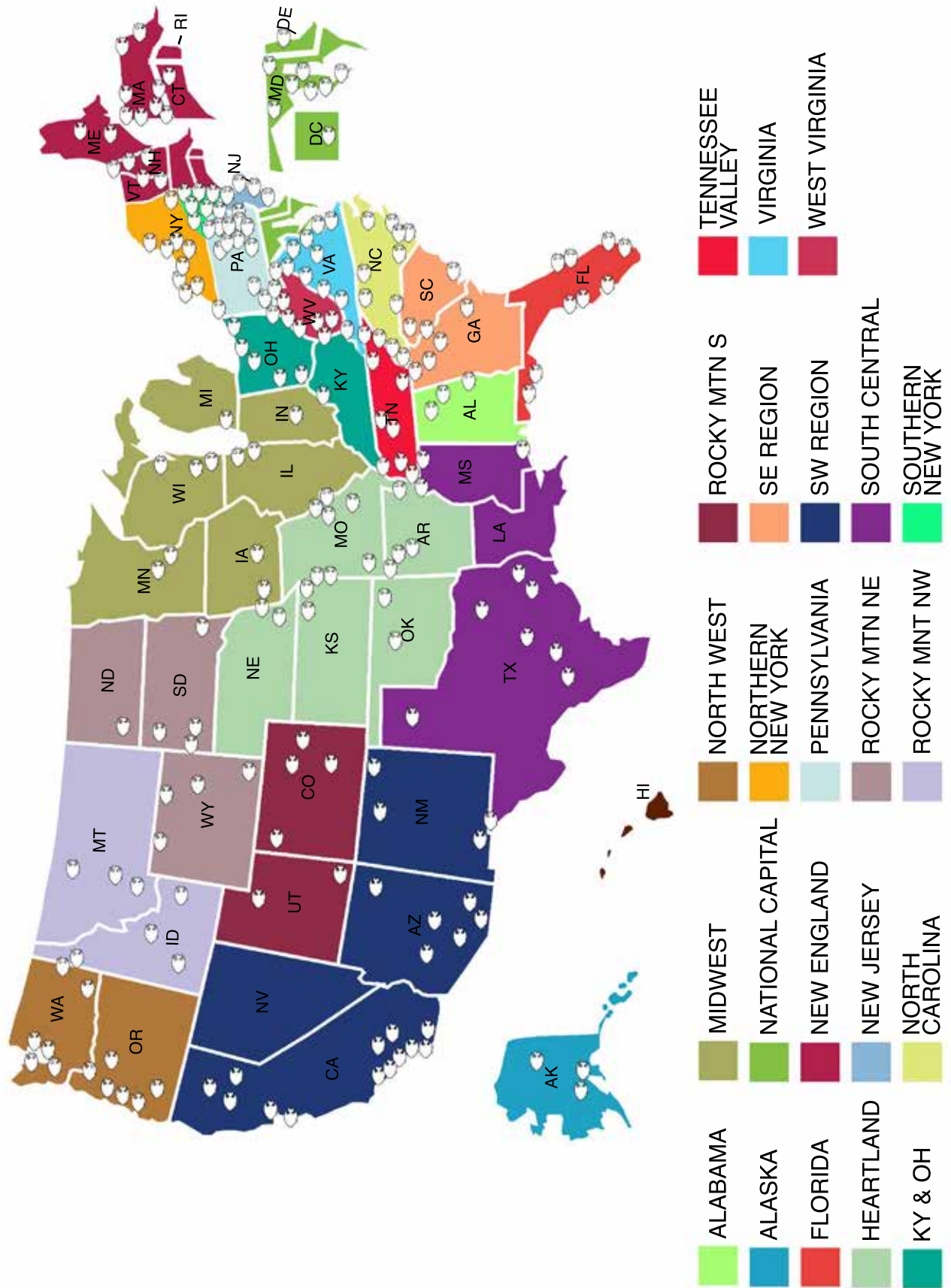
***@projecthealingwaters*** ✓

**113**

**PHWF Program  
Facebook Pages**

***Connected through a comprehensive  
network aimed at engaging  
their local communities***

## 2018 Regions and Programs Map



# Regional Coordinators and Deputy Regional Coordinators

*Year Ending 2018*

## **1. Alabama - AL**

Richard Haynes, Regional Coordinator  
Eric Cohen, Deputy Regional Coordinator

## **2. Alaska - AK**

Jan Schnorr, Regional Coordinator  
Leslie Holland-Bartels, Deputy 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  
Alex Serota, Deputy Regional Coordinator

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

Amy Milne, Regional Coordinator  
Lester Mead, Deputy Regional Coordinator

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

D. Brent Miller, Regional Coordinator

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

Richard Lobianco, Regional Coordinator  
Chris Jackson, Deputy Regional Coordinator

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

Larry Braswell, Regional Coordinator  
Julie Keene, Deputy Regional Coordinator

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

George Draper, Regional Coordinator  
Joe Cresta, Deputy Regional Coordinator

## **10. New Jersey - NJ**

Bill Hayes, Regional Coordinator

## **11. North Carolina - NC**

Ryan Harman, Regional Coordinator  
Pat Curley, Deputy Regional Coordinator  
Tom Carpenter, Deputy Regional Coordinator  
Brad Parsanko, Deputy Regional Coordinator

## **12. Northern New York - NY**

Ed Veaudry, Regional Coordinator

## **13. Northwest - OR, WA**

Alan Fitzpatrick, Regional Coordinator  
Jerry Lorang, Deputy Regional Coordinator

## **14. Pennsylvania - PA**

Dave Riggio, Regional Coordinator  
Heide-Marie Cebrick, 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**

Sylvia Bach, Regional Coordinator  
David Heberer, Deputy Regional Coordinator

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

Crystal Woolen, Regional Coordinator

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

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

## **19. Southern New York - NY**

Tim Daly, Regional Coordinator  
Steven Caviasco, Deputy 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  
Marilyn Rogan, Deputy Regional Coordinator

## **22. Virginia - VA**

Ray Babineau, Regional Coordinator  
Bob Crawshaw, Deputy Regional Coordinator  
Jim O'Brien, Deputy Regional Coordinator  
Bill Campbell, Deputy Regional Coordinator

## **23. West Virginia - WV**

Brandon "Bubba" Holt, Regional Coordinator

## 2018 Executive Staff

Todd Desgrosseilliers, *President and CEO*

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

David Folkerts, *National Programs Officer*

Daniel Morgan, *Media Director*

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. 



@PHWFF



@PHWFF

