

PROJECT
HEALING WATERS
FLYFISHING

2020

ANNUAL REPORT

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.

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greetings

Dear Friends,

Thank you for making 2020 a resounding year of success for Project Healing Waters Fly Fishing, Inc! I remain humbled by the opportunity to lead our team of talented staff and dedicated volunteers as we expand our unique brand of physical and emotional healing to a growing number of disabled active duty and disabled veteran participants in our therapeutic fly fishing programs across the country. Although the COVID-19 pandemic presented some unexpected challenges this year, throughout 2020 we continued to make solid progress in several areas:

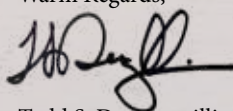
9765 disabled active duty and disabled veteran participants were served through our Regional and National Programs. 4295 PHWFF volunteers contributed 259,488 hours to lead and manage our programs through partnerships with local fly fishing organizations, the Department of Veterans Affairs, Department of Defense military installations, industry partners, veteran-focused organizations, and other nonprofit organizations. Thanks to our ability to operate in the virtual environment, these volunteer hours enabled 5,736 Fly Tying Classes, 1,872 Fly Rod Building Classes, 1,233 Fly Casting Classes, 1,610 Fly Fishing Education Classes, 273 Fly Fishing Outings. A few additional highlights from 2020:

- **PHWFF concluded 2020 with 19 geographic regions nationwide which included 225 Regional Programs and four National Programs.**
- **PHWFF continued to serve on the Veterans Affairs Voluntary Services (VAVS) National Advisory Council as a Strategic Engagement Member and on its Executive Committee.** PHWFF also serves as the Secretary and Treasurer for VAVS Partners, Inc. This membership included a Memorandum of Agreement with VAVS to increase our Department of Veterans Affairs registered volunteers and our commitment to increase programs at the Veterans Health Administration facilities nationwide
- **PHWFF continued to improve program management through a web-based registration and program management system.** As a three to five year project, our Salesforce Contact Relationship Management (CRM) System continues to bring improved program management and reporting to our organization.

The emphasis for 2021 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 building teamwork for our growing volunteer force.

Thanks to everyone's collective efforts, PHWFF continues to serve our nation's active military personnel and 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

Our performance in 2020 reaffirmed the strength of our unique brand of healing and the resilience of our Cause. During that time, we were all tested in ways that we did not anticipate as we welcomed in the New Year in January. Those tests also strengthened our commitment to each other, our mission, our program services, and the strength of our financial position. While 2020 was not an easy year, it brought us all closer in many ways as we demonstrated our flexibility in an ever-changing world.

We believe that our nation needs nonprofit organizations like ours. In March 2020, we responded with speed and agility to the emerging COVID-19 pandemic. We quickly understood that change was essential for us to continue to provide our program services despite the restrictions mandated by the growing public health crisis. As we pivoted to virtual core program activities, we also shifted all efforts to virtual fundraising to ensure that we continued to raise the funds necessary to ensure our success.

As we evaluated our position in March 2020, we quickly realized that the COVID-19 pandemic would delay returning to in-person activities at least until spring of 2021. Therefore, we re-baselined our 2020 budget to reflect this new reality for our Cause. Our review included reorganizing our fundraising priorities, delaying some general management expenses until 2021, and refocusing our program service revenue and expenses on delivering high quality program services in the virtual environment. These changes also required us to completely revise our fundraising plan – replacing it with a new plan that completely relied upon virtual fundraising activities and events. As you can see from our balance sheet included on this page and, thanks to an amazing team effort throughout 2020, we rose to meet and exceed every new fundraising challenge. The charts on the next page provide a graphic representation of our revenue and expenses for 2020. We remain eternally grateful to all our loyal and generous donors, event sponsors, and grantors who stood by us during this challenging year.

Although our revenue decreased by 34% over last year, our financial position remains strong. Much of this decrease is from in-kind donations that experienced a 47% reduction from 2019. This is representative of our inability to travel along with the meals, lodging, guide fees, and other goods and services that we normally generously receive as donations in-kind. We also received a Paycheck Protection Program (PPP) loan. This is reflected in the liabilities section of our balance sheet. The Small Business Administration forgave this loan on March 11, 2021.

Finally, our amazing volunteers continued to provide the engine that runs our Cause. During 2020 they contributed over 259,000 hours equating to a fair market value of approximately \$7 million. We remain forever grateful to their dedication and commitment to our Cause!

Balance Sheet as of December 31, 2020

ASSETS

Cash and cash equivalents	\$	1,226,036
Investments		519,438
Contributions receivable		266,122
Prepaid expenses		111,256
Fixed assets, net		220,784
Inventory		60,423
Other assets		4,550
Total Assets	\$	2,408,609

LIABILITIES

Accounts payable and accrued expenses	\$	308,421
Deferred revenue		-
	\$	308,421

NET ASSETS

Net assets without donor restrictions		1,256,835
Net assets with donor restrictions		843,353
		<u>2,100,188</u>
Total Liabilities and Net Assets	\$	2,408,609

Revenue and Expenses for the Year Ended December 31, 2020

REVENUE

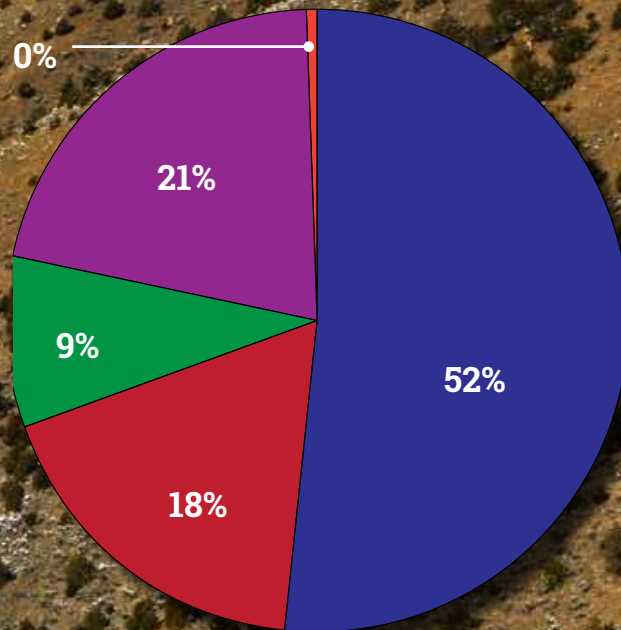
Contributions and grants	\$	2,760,552
In-kind donations		671,397
Special events, net		320,765
Investment income		10,336
Other revenue		5,126
Total Revenue	\$	3,768,176

EXPENSES

Program services	\$	2,131,502
Management and general		678,578
Fundraising		403,592
Total Expenses	\$	3,213,672

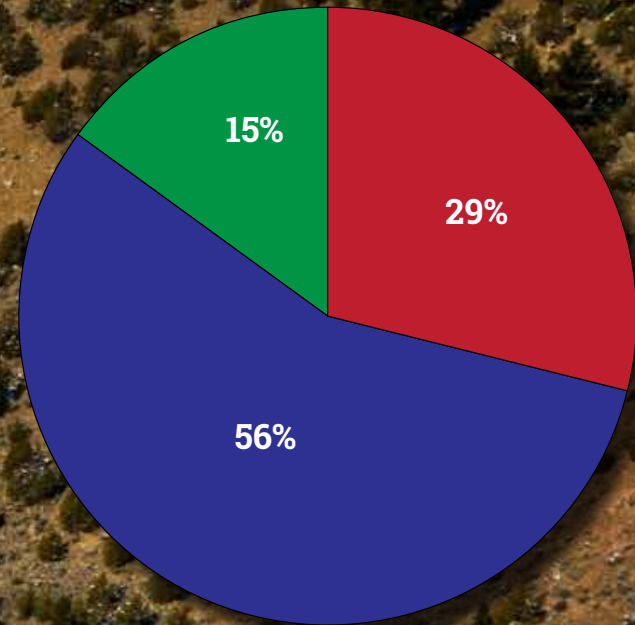
Source: Project Healing Waters Fly Fishing, Inc.'s 2020 Audited Financial Statements for the year ending December 31, 2020

PHWFF 2020 Audited Support & Revenue



- Donations
- In-Kind Donations
- Special National Events
- Grants
- Other

PHWFF 2020 Audited Expenses as a Percentage of Total Revenue



- Program Services
- General Management and Fundraising Expenses
- Excess Revenue Over Expenses

HEALING WATERS® FLY FISHING 2020



9,765 Participants

4,295 Volunteers

259,488 Volunteer Hours

225 Programs

Fly Tying – 5,736

Fly Rod building – 1,872

Fly Casting – 1,233

**Fly Fishing
Education – 1,610**

IT GOES WITHOUT SAYING that 2020 presented unprecedented challenges. In the face of a pandemic, Project Healing Waters had to find a safe way to bring care and community to disabled veterans while completely rethinking how best to heal those who serve during the isolation and uncertainty of COVID-19.



In Person. From January-March 2020, our program activities were held in person.






Virtual. From April-December 2020, all program activities were held virtually.

Fly Tying:  **2,266**
 **3,470**

Fly Rod Building:  **1,394**
 **478**

Fly Casting:  **379**
 **845**

Fly Fishing Education:  **483**
 **1,127**

Outings:  **273**

Cost to Participants: \$0

Grants

The pandemic resulted in significant changes in grant opportunities and how non-profits operate, including our own. In 2020, we pivoted to new ways of serving our program participants while working to keep them, volunteers, and staff safe. In 2020, grants attributed to 21% of the organization's total revenue. PHWFF remains grateful to our generous grantors who awarded 24 grants in support of our 225 regional programs. Our top 2020 grantors include:

Department of Veterans Affairs, Bob Woodruff Foundation, The John Stinger Ferry Charitable Foundation, The Stanley E. Hanson Foundation, The Henry E. Haller Jr. Foundation, Philoptochos Society, Inc., the Dominion Energy Charitable Foundation, and the Cecil & Irene Hyllton Foundation.

The Henry E. Haller Jr. Foundation issued a grant in response to a request submitted to the Foundation by William C. Boyce, age 12. The Haller Foundation was started in 2000 by William's grandmother Linda B. Haller and her husband Henry E. Haller Jr. The Haller Foundation supports many causes dedicated to helping the men and women who have served our country in the military, but it was William, an avid young fly fisherman, who brought Project Healing Waters Fly Fishing to the attention of the Foundation. The grant was donated in support of the Willoughby program in Northeast Ohio and was used to support program technology needs and core program activities during the pandemic. We are grateful for William and proud of our new partnership with the Foundation.

The Bob Woodruff Foundation (BWF), a national partner has supported the mission and work of PHWFF from 2014 to present. The BWF national grant supported virtual program costs to include conferencing software, fly tying tools and materials needed to support our 225 programs during the pandemic. In 2020, the BWF issued a white paper stating, "Our veterans and their families are often the first to volunteer and the last to ask for help. They endure through adversity and are valuable contributors in communities around the country. Even now in times of great challenge, they will seek opportunities to help." We are appreciative of the support received from the Bob Woodruff Foundation.

A charitable grantor continued its support to PHWFF which furthered Phase 2 of our Salesforce Contact Relationship Management (CRM) System project. The grant supported hours for the buildout of Phase 2 of our CRM system which also included web development, support for the Judgify platform which allowed programs to participate in virtual competitions, virtual fly tying and general support.

The pandemic and the uncertainty it caused made more clear the power of our robust and resilient mission to help heal disabled active military service personnel and disabled veterans nationwide. We are grateful to every grantor for their continuous support and dedication to advancing our cause.

grants



virtual programming

2020 Virtual Programming

In March 2020, in-person program activities were temporarily suspended due to the pandemic as the health and well-being of our participants and volunteers is of paramount importance. The entire PHWFF organization quickly pivoted to hosting virtual program meetings to stay connected and to continue improving as fly tiers, fly rod builders, and fly anglers. PHWFF programs hosted virtual meetings on local Facebook Pages, YouTube, Messenger, Zoom and Microsoft Teams.

PHWFF partnered with Postfly to provide supplies such as prepackaged fly tying material kits, fly tying vises and fly tying tool kits. Postfly shipped directly to PHWFF participants for their use at home while engaging in virtual PHWFF program meetings.

Many PHWFF programs purchased A/V equipment and hardware for their virtual programming activities. Equipment ranged from basic for use with smartphone or tablets to more advanced setups using laptops and streaming software. Throughout 2020, it was the creativity and ingenuity of our program volunteers that led to amazing high quality content for virtual programming.



"I think even after all this mess is said and done you should continue to have these live broadcasts. I am new to everything fly tying and this has been very helpful to me. Thank you all!"

— Veteran, Maryland





“What I like the most is the comradery and laughter that you hear while on the calls. Many of our veterans suffer from PTSD and other invisible wounds, and when you hear them talking and laughing together you know that even if only for a short time those inner demons are at peace.”

— Shane Hallowell, US Army, Charleston SC

national competitions



2020 National Competitions

Due to COVID-19, both the 8th Annual Fly Tying Competition and the 12th Annual Fly Rod Building Competition were conducted online through Judgify a virtual platform. Judgify was used to host the online submission of competition entries and the two rounds of online judging.

The Fly Tying and Fly Rod Building Competitions are held every year and all skill levels are welcome and encouraged to enter. We enjoyed witnessing the remarkable flies and fly rods submitted by our veteran participants. In 2020, there were 52 total entries in the Fly Tying Competition and 174 in the Fly Rod Building Competition.

Both competitions have three categories: Beginner, Intermediate & Advanced. Two rounds of judging take place during both competitions. The first round is conducted by public judging that narrows down the competition entries to the top 6 or top 10% (whichever of the two is greater) of total entries than moves onto the final round of judging. The final round of judging is conducted by an expert panel of judges who determine 1st, 2nd and 3rd place in each category. The winners of these competitions receive Orvis gift cards and award plaques with their names engraved and their participating category and place.

“No medicine has been invented that cures a broken soul better than Mother Nature and a fish on a fly you tied.”

**— James Boden,
US Army Joint Base Lewis-McChord**





For the first time in a very LONG time, I was able to start a complex project and see it through to ultimate completion...With this rod build, I dedicated it to a special group of men and women and made them a vow that, in THIS, I would not fail.

— Johnson City TN Program





overview

Fundraising Summary

Since 2007, PHWFF has successfully provided support to disabled veterans along their journey to recovery. Maintaining conservative financial policies has enabled us to help active disabled military personnel and disabled veterans heal without discrimination. Supporting the physical and emotional recovery and rehabilitation of active disabled military members and disabled veterans is our highest goal.

In 2020, PHWFF re-baselined organizational budgets and experienced continued success. During a dark time in our nation, there was still light: the unwavering commitment of our amazing donors and supporters who did not retreat under the pressure of a global pandemic, but instead continued their efforts to help us help the deserving disabled veterans who participate in our programs.

As the devastating global spread of COVID-19 became a reality around the world, our work and

mission were too important to quit! The pandemic forced us to pivot to virtual fundraising events which allowed us to share our story and fundraise in a safe environment. As a result, we were able to continue our support to program participants at no cost to them. We enjoyed success in several national virtual fundraisers: Southern Maryland Slam, Healing on the Fly Boston, Healing on the Fly New York City and Giving Tuesday, one of our biggest fundraisers of 2020.

We delivered! No one could have known how 2020 would become the year of disruption and change. But together, our program participants, volunteers, staff, board of trustees, individual, corporate and foundation partners ensured that PHWFF was able to respond and deliver virtual programs when our disabled veterans needed us most. We are confident that the faithful commitment that we experienced during the dark days of 2020 will continue. Thank you for believing in us and thank you for seeing us through tough times.

DIGITAL MEDIA STATS

Website



**16,000+ unique visitors
per month (organic)**



**32,000+ page views
per month (organic)**

Email



17,000+ subscribers

Social Media



**Facebook National blue-check
verified Facebook Page:
75,000+ organic likes**



**Connected Network of
Community-based
program pages:
162 program pages
20,000+ organic likes**



**Facebook Groups:
20,000+ members**

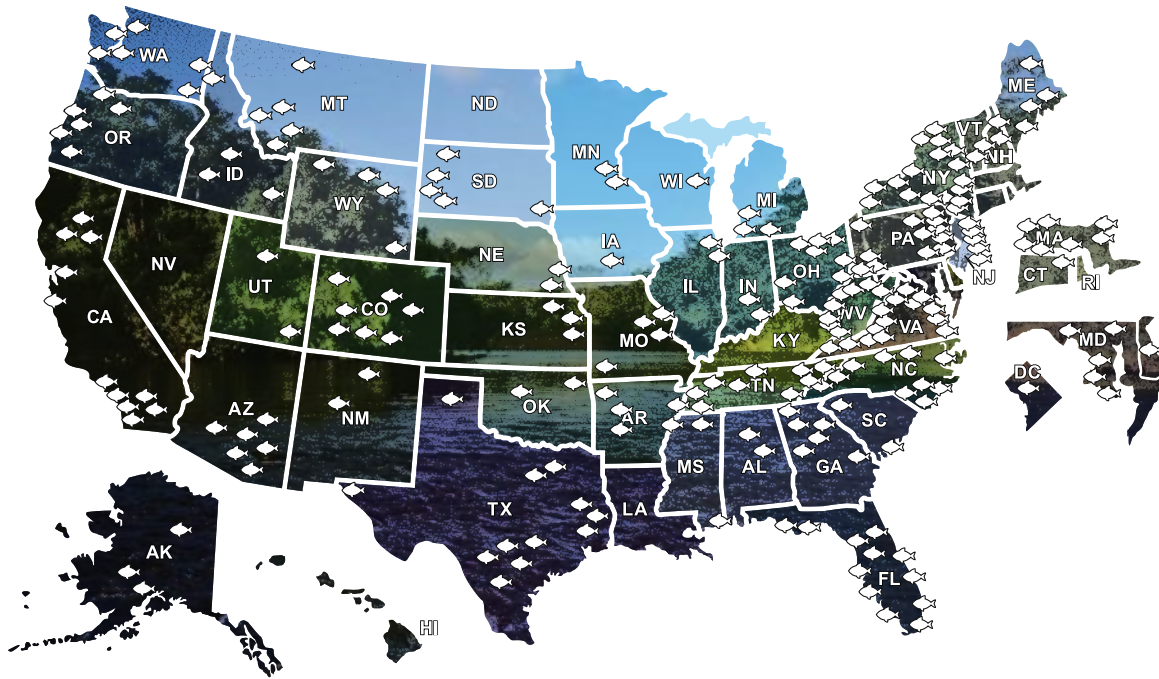


**Twitter
4,700+ organic followers**



**Instagram
14,000+ organic followers**

2020 regions and programs



Casting a lifeline in 2020

Project Healing Waters Fly Fishing hosted more than 3,500 virtual activities and meetings to ensure disabled veterans received a continuum of care and supportive community during the COVID-19 pandemic.

Alaska	National Capital	North Carolina	Rocky Mountain South	Tennessee Valley
Florida	New England	Northwest	South Central	Virginia
Heartland	New Jersey	Pennsylvania	Southeast	West Virginia
Midwest	New York	Rocky Mountain North	Southwest	

2020 regional coordinators

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

Alaska - AK

Jan Schnorr, RC
Bob Bechtold, 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

Jeff Reinke, RC
Diane Wantz, DRC

National Capital - DC, DE, MD, VA

Curt Boatman, RC
Julie Keene, DRC

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

Joe Cresta, RC
Sabrina Beganny, DRC

New Jersey - NJ

Abraham Jacinto, RC

New York - NY

Tim Daly, RC
Harry Kerrigan, DRC
David Bollman, DRC
Steve Caviasco, DRC
John Propster, DRC

North Carolina - NC

Tom Carpenter, RC
Ryan Harman, DRC

Northwest - ID, OR, WA

Alan Fitzpatrick, RC
Steve Balogh, DRC

Pennsylvania - PA

David Riggio, RC
Heide Cebreck, DRC
Glenn Klinger, DRC

Rocky Mountain North - MT, ND, SD, WY

Derrick Deitz, RC
Cody Lewis, DRC
John Lynn, DRC

Rocky Mountain South - CO, UT

Crystal Woolen, RC
Jerry Griffin, DRC

South Central - LA, TX

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

Southeast - AL, GA, MS, SC

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

Southwest - AZ, CA, HI, NM, NV

Carole Catz, RC
David Lipscomb, DRC

Tennessee Valley - KY, TN

Russ Ambrose, RC
Marylin Rogan, DRC
Tim Lewis, DRC
Frank Sospenzi, DRC

Virginia - VA

Bill Campbell, RC
Jim O'Brien, DRC

West Virginia - WV

Bubba Holt, RC
Brandon Rudisil, DRC

Executive Staff

Todd Desgrosseilliers – President & Chief Executive Officer

Emily Hendricks – Chief Administrative Officer

David Folkerts – Chief Operations Officer

Stacey Crooks – Chief Development Officer

Dan Morgan – Chief Marketing & Media Officer

Susan Wagner – Chief Financial Officer

Terrie Horstkamp – Controller




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Project Healing Waters Fly Fishing Inc 



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www.projecthealingwaters.org