

HEALING AMERICA'S VETERANS  
THROUGH THE THERAPUTIC ART OF FLY FISHING.



EST 2005

# PROJECT HEALING WATERS

**48** STATES  
REPRESENTED

**6,820** VETERAN  
PARTICIPANTS

**\$500** AVERAGE COST\*  
PER VETERAN PARTICIPANT

\*our programs are provided at zero cost to our Veteran participants, nationwide

**\$100** FLY FISHING 101  
FOR 1 YEAR FOR A VETERAN

“PROJECT HEALING WATERS  
DIDN'T JUST INTRODUCE ME TO  
FLY FISHING. IT BROUGHT ME BACK  
INTO A COMMUNITY THAT I LOST  
WHEN I LEFT THE MILITARY.”

CONFLICTS COVERED:  
WORLD WAR 2 KOREA VIETNAM  
GULF WAR POST 9/11

**6,329** ACTIVE  
VOLUNTEERS

**68,267** VETERAN JOINED PHW  
PARTICIPANTS SINCE 2012

**1,427** DIVERSITY &  
INCLUSION  
PARTICIPANTS OF COLOR

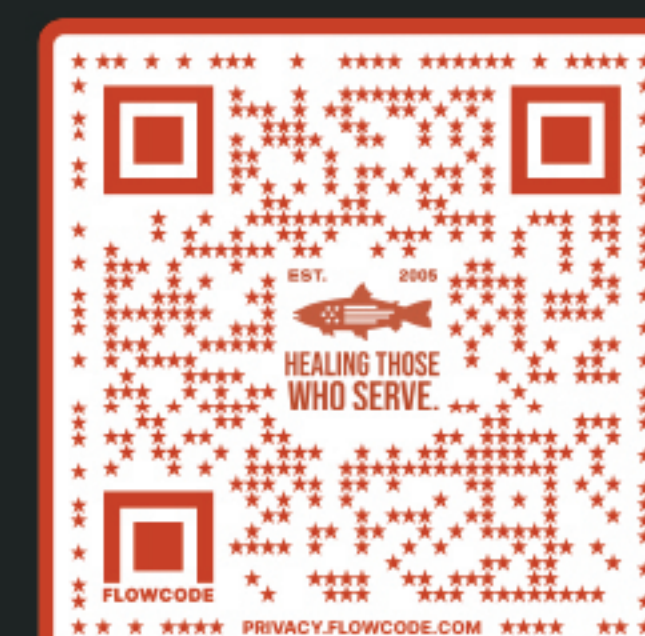
**FEMALE 693**  
PARTICIPANTS

FOR 20 YEARS, WE'VE BELIEVED IN THE RESTORATIVE POWER OF FLY FISHING,  
NOT JUST AS A SPORT, BUT AS A LIFELINE.

OUR PROGRAMS ARE PROVIDED AT ZERO COST TO OUR VETERAN PARTICIPANTS.  
WHETHER YOU SEEK TO PARTICIPATE, VOLUNTEER, OR DONATE IN SUPPORT  
OF THE HEALING JOURNEY OF OUR VETERANS, PLEASE VISIT US ONLINE.

## JOIN US ON THE HEALING JOURNEY.

[WWW.PROJECTHEALINGWATERS.ORG](http://WWW.PROJECTHEALINGWATERS.ORG)



# MISSION-CRITICAL TALKING POINTS FOR PROSPECTIVE DONORS

**OUR SCOPE:** For twenty years, we at PHW have used fly fishing as an adjunct intervention for Veterans & active military in need; our key pillars are the restorative properties of nature and the therapeutic camaraderie and connectedness of fly fishing, fly tying, the art of fly casting and rod building, and conservation alongside one's peers.

**OUR RANGE:** In nearly 200 programs across the nation, our organization benefits Veterans (at no cost to the Veteran) but at an programming cost averaging \$500 per participant annually. We rely primarily on the generosity of a range of investors in the mission, from private individuals to corporations, boosted by other fundraising opportunities. The U.S. Military is arguably the most diverse institution on the planet. We strive to better reflect the community that we serve so we can help each & every Veteran and active service member who could benefit from our Programs.

**OUR AIM:** We have served over 65,000 Veterans since 2012 and actively serve nearly 7,000 annually. The impact of our programs lies in our ability to build resilience & lasting relationships for not only our Veteran participants but also our volunteers. Suicide remains a top-20 cause of death for the entirety of the military and Veteran population according to VA Statistics. However, it is the 2nd leading cause of death for Veterans 45 and younger. We believe that rebuilding the community lost for many Veterans upon their separation from the service will reduce that tragic statistic. Our programs restore relationships similar to the "Battle Buddy" concept at the heart of the camaraderie within our military.

We have created a 'Women on the Fly' Task Force to ensure that we represent a traditionally underrepresented demographic in the fly fishing space. Throughout our Programs in 2023, 10% of our Veterans were women compared to 17% in our Military, a stat expected to double to 34% by 2030. we must match that growth.

**OUR CORE:** Our volunteers are the foundation of Project Healing Waters. Program leadership, instruction, and fishing outings are all led by volunteers, both civilian and military. While continuity of care is critical for post-traumatic growth and increased resilience, at our core is an equally critical continuity of community.

OUR PROGRAMS ARE PROVIDED AT ZERO COST TO OUR VETERAN PARTICIPANTS. WHETHER YOU SEEK TO PARTICIPATE, VOLUNTEER, OR DONATE IN GENEROUS SUPPORT OF THE HEALING JOURNEY OF OUR VETERANS AND MILITARY, PLEASE VISIT US ONLINE AT [www.PROJECTHEALINGWATERS.ORG](http://www.PROJECTHEALINGWATERS.ORG).