



# Project Healing Waters Fly Fishing, Inc. 2011 Annual Report

"Just as a salmon run brings new life and rejuvenation to a river, rivers are bringing rejuvenation and recovery to Veterans all across the United States through Project Healing Waters." — SFC, USA Special Forces

OUR MISSION IS STRAIGHTFORWARD: PROJECT HEALING WATERS FLY Fishing is dedicated to the physical and emotional rehabilitation of disabled active military service personnel and veterans through fly fishing and fly tying education and outings. We provide opportunities for participants to learn fly fishing, tying, casting and rod building with experienced volunteers in both the classroom setting and on the water. Ours is not an event-driven program. Our on-going classes have helped participants by providing an activity for their hands and their minds; the camaraderie that has developed among the participants, and between participants and volunteers, has been remarkable.

Project Healing Waters Fly Fishing, Inc. (PHWFF) is maturing as an organization and has witnessed impressive growth since its inception. The original program at Walter Reed Army Medical Center in 2005 has expanded to now include programs at 119 locations in 41 states after adding 26 new program in 2011, an increase of 28%. During the financial planning for 2012, it was apparent that our Regional Coordinators expect additional growth in 2012, and, as a result, our budget for next year reflects the expectation of continued expansion of programs in a \$1.4M budget approved by the Board of Trustees.

Our organization, including the Board, staff, Regional Coordinators and Program Leads in the field, continue to be optimistic about our growth and the achievements that have sustained this growth. We are gratified that the work of Project Healing Waters Fly Fishing continues to find acceptance with participants, hospital staff and volunteers alike. The fact that we are receiving more unsolicited requests for program starts at VA medical centers and clinics is a reflection of the increasing awareness of and appreciation for our program and its benefits.

Though the economy remained tumultuous in 2011, the generosity of people and organizations ensured that the efforts of PHWFF could continue our long-term relationships with those who placed service to our country before their own welfare. We appreciate the support of all who have contributed to PHWFF.

# **Project Healing Waters Fly Fishing Organization**

The PHWFF Board of Trustees establishes the mission and objectives of PHWFF. The Board is responsible for establishing broad policies, providing oversight to ensure sound financial management, and acquiring adequate resources to support the activities of PHWFF.

Warren Phillips is our new Chief Executive Officer and is responsible for operations and management; he serves in this capacity as a volunteer. Warren has an outstanding background as a leader in industry, academia, and philanthropy. Our Founder Ed Nicholson retains the title of President. The national headquarters of PHWFF in La Plata, Maryland, includes three paid staff members, supplemented by several volunteers, who perform the administrative tasks of running PHWFF. We began working out of donated office space during 2011 and expect to move into leased space in February 2012. This will consolidate the work of staff in one location.

The country is divided into fourteen geographic regions, each with its own Regional Coordinator who oversees the various programs in that region. These Regional Coordinators, along with their Program Leads, are all volunteers and serve

During 2011, PHWFF conducted 30 national and international trips that took 76 participants to some of the finest fishing locations, including Alaska, Bahamas, Montana, Colorado, Michigan and Virginia.

as the link to our participants as they plan and conduct the hands-on activities for participants. Each program is managed at the local level and based at a Department of Veterans Affairs (VA) facility (97), Department of Defense military facility (10), Warrior Transition Units (7) or other locations (5). The steady growth in the number of PHWFF programs allows us to serve a greater number of men and women each year.

The Regional Coordinator Committee (RCC) was chartered in 2011 to act as a communications bridge between the Program Leads, Regional Coordinators (RC) and staff, and to provide more autonomy at the regional level. Comprised of three senior Regional Coordinators, the RCC has assumed leadership of a number of projects and is planning the second Regional Rendezvous for RC's in July 2012 in Spokane.

PHWFF also relies on an extensive network of volunteers who make it possible for us to reach out to participants nationwide. The volunteers conduct on-going classes and share their knowledge about fly fishing with the participants. Classes include fly casting, fly tying, rod building, and fly fishing, in addition to fishing outings. During 2011, these volunteers assisted more than 3000 participants learn the art of fly fishing. We are indebted to these volunteers who have donated 97,000 hours in 2011 to help us achieve our mission; at the hourly rate of \$21.36, those volunteer hours have a cash value of more than \$2,000,000.

# Highlights of 2011

The Patriot Award is our highest form of recognition given to an individual or group who has made substantial contributions to the mission of PHWFF. Patriot Awards were presented in 2011 to Phil Johnson, Ed Felker, and Cathy and Roy Magarigal for their outstanding contributions and personal sacrifices to support PHWFF.

Again this year, each region recognized a Volunteer-of-the-Year and two Participants-of-the-Year to acknowledge individuals who had distinguished themselves. We are grateful to Orvis and Temple Fork Outfitters for providing rods and reels for the worthy recipients. More information about the recipients can be found on our website.

Just as we recognize outstanding supporters, volunteers and participants, so too do we receive recognition from those we serve. Staff at hospitals and clinics have presented us with recognition awards, and disabled veterans themselves have given us heartwarming tokens of their appreciation.

During 2011, PHWFF conducted 30 national and international trips that took 76 participants to some of the finest fishing locations, including Alaska, Bahamas, Montana, Colorado, Michigan and Virginia. Additionally, PHWFF took many more participants to local fishing venues.

International programs have provided global recognition and this year generated exchange trips with our allies in Canada (Project Healing Waters Canada) and the UK (Fishing for Heroes) to fishing locations in Canada, the UK and USA. Given the success of these trips, it is expected that they will be repeated and possibly expanded in 2012.

Attendance at the International Fly Fishing Tackle Dealers Show demonstrated almost universal recognition of our program by the fly fishing industry and a willingness to enter into mutually beneficial business relationships.

The van purchased by PHWFF with the \$30,000 grant provided by the Philip L. Graham Fund has been an asset to the programs in the National Capital area. It has

been used to transport wounded warriors and disabled veterans to 17 fishing outings, to fly fishing shows, fly tying events and special dinners in their honor, and to car-pool the volunteers to various classes. The van is an attention grabber on the highways because of the graphic design wrap that was custom made for our vehicle. On the road, people honk and give us the "thumbs up" sign as they drive by.

Once again in 2011 we experienced considerable media coverage. PHWFF was featured in episodes of Curtis Fleming's Fly Rod Chronicles, including the Big Horn River trip, the 2-Fly at Rose River Farm, and two episodes of the Smith River, MT. The Battle at Boxwood was filmed in 2011 and is scheduled to air in February 2012 on the Outdoor Channel.

scheduled to air in February 2012 on the Outdoor Channel.

Fly Rod Chronicles included PHWFF participants and did segments about PHWFF in three other shows that aired in 2011: the Brazos Ranch in New Mexico, Part I and Part II, and a Harman's North Fork Invitational in West Virginia. Our 2-Fly Tournament was highlighted on an ABC local broadcast and a video about PHWFF was shown during halftime of Sunday Night Football in November. PHWFF was showcased in countless articles in local newspapers and magazines, as well as TV spots all over the country.



In July, Douglas Dear, Chairman of the Board of Trustees, was named L.L. Bean Outdoor Hero after nationwide voting. A few months later, PHWFF won the Toyota Halftime Handoff during Sunday Night Football. These awards brought us \$5,000 and \$10,000, respectively, along with significant publicity. We now have a PHWFF YouTube channel that exhibits all the existing videos about PHWFF, and we utilize Facebook, Constant Contact and Twitter to keep in touch with our supporters.

The rod building contest that occurs in the first three months of the year has become a very popular activity. In 2011, 130 rod kits were built, more than three times the number in 2009, and 220 kits have been ordered for the 2012 season. Another drift boat was constructed by our participants to add to the PHWFF fleet, this one in Asheville, NC. Detailed information about our fishing trips and other events can be found under "Events & Activities" on our website: www.projecthealingwaters.org.

### The Future

In 2012, we expect that the number of programs will increase, as will the number of participants and volunteers. With the end of the war in Iraq, there will be a continued emphasis on expanding within the VA healthcare system. We are hopeful about developing a relationship with an Eastern Shore developer for a volunteer training facility. Other goals for the year will be the development of a Strategic Plan and obtaining more volunteer support to augment the paid staff at the national level. Using nonprofit benchmarking, we will continue to develop the capabilities and effectiveness of the PHWFF Board of Trustees.

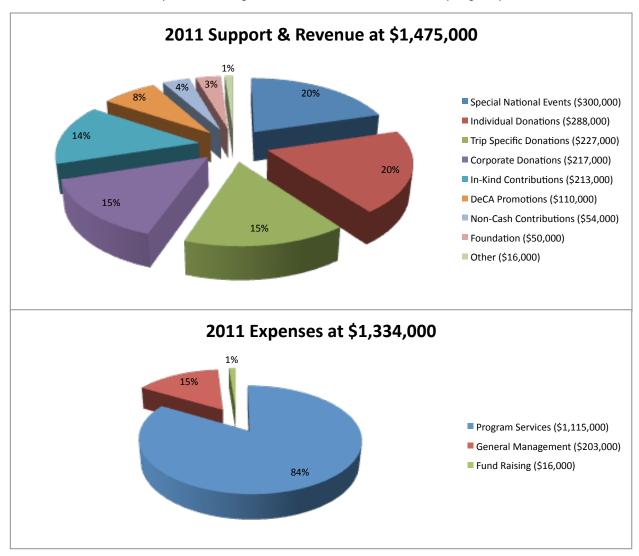
Relationships will deepen with Trout Unlimited and the Federation of Fly Fishers. Currently, TU chapters manage PHWFF programs in 48 locations and FFF clubs do the same in 47 locations, with an additional 26 programs operated by independent groups. TU has appointed Alan Folger as Director of a new Veterans' Service Program. A major component of his responsibilities is to help identify TU chapters who are willing to take on the responsibilities of a PHWFF program in their community. We will forge new relationships with others, such as the Sierra Club. Involvement in saltwater fishing will increase.

The second Regional Rendezvous will be held concurrently with the Federation of Fly Fishers Fair in Spokane. This will be two days of engagement by the Regional Coordinators aimed at sharing best practices, discussing common problems and effective solutions. Following the Rendezvous, the Board of Trustees will have its meeting, and then we will play an active role in the FFF Fair itself for the seventh consecutive year by hosting a workshop about PHWFF and an information booth.

Name recognition will no doubt increase even more as media coverage continues to be outstanding. Documentary filmmaker Steve Hasty has been visiting many of our programs for months to film fishing trips and classes for his upcoming documentary about PHWFF. The final film will be available at the Sundance Film Festival in the fall.

### **Financial Health**

From a financial perspective, fiscal year 2011 was another successful year for Project Healing Waters Fly Fishing, Inc. Most importantly, we were able to increase the number of programs and participants as the result of a 38% increase in contributions. Our major fundraisers, the 2-Fly Tournament at the Rose River Farm, the Mossy Creek Invitational at the Mossy Creek Lodge, and the Defense Commissary Agency (DeCA)



Cause Marketing initiative, were again successful and together represented approximately one-third of the total revenue received in 2011. Increasingly, we see more fundraising at the local level, a sign of strong support in the communities we serve.

After participating in many CFC events in the fall of last year, 2011 was our first year of income from the Combined Federal Campaign, the world's largest and most successful annual workplace charity campaign. It provides all federal civilian, postal and military employees the opportunity to contribute to approved non-profit organizations. Donations in 2011 amounted to \$20,000; we look forward to increasing that total in 2012.

Network for Good is another mechanism available for making donations to PHWFF. The total received was \$37,600. PayPal donations added \$6500. Other donation opportunities and employee giving programs are listed on our website.

Because of our conservative management approach and the commitment of 100% of Board members who each made personal cash donations, we are in a stronger financial position at the end of 2011 and our cash reserve is \$625,298, an increase of \$43,000. Our goal is to have a ready reserve of a full year's budget for emergency purposes. We have no debt and the Board has approved a \$1.4 million budget for 2012. The ratio of program-to-administrative expenses, an important indicator for non-profits, was an impressive 85%.

A special club has been created to recognize the first 100 individuals who contribute more than \$10,000. We hope to announce its success in our 2012 Annual Report.

Askey, Askey and Associates, a certified public accounting firm, conducted an official independent financial operations audit in 2011. As in previous audits, the outcome of the examination was successful in reinforcing the sound financial management practices employed by PHWFF.

We have already become more pro-active in applying for grants in 2012. Along with the solid growth in funding, the organization has continued its development of clear policy and procedures statements. It has also focused efforts of the Board on Governance and financial controls to ensure the donations are properly used to benefit those who need our assistance.

## Summary

With hard work and the generosity of the many volunteers and contributors, coupled with the unflagging spirit and enthusiasm of our volunteers and staff, our dedication to making a difference in the lives of our participants will succeed. One of our top priorities is fundraising. It is indeed the lifeblood that allows us to achieve our mission and be an enduring and viable organization that can serve the disabled active military service personnel and veterans.

Our sincerest thanks to all for the success we achieved in 2011. We know any success we have is the result of the support of so many and we are grateful. We hope you will again join us as we look forward to doing even more in 2012!

Warren R. Phillips

CEO

Edwin P. Nicholson

Rillers Edwin P. linhalsone

Founder and President

Douglas M. Dear

Chairman, Board of Directors

"I owe my gratitude to all those that helped [my son] through this rough time.

Thank you, and please continue to help others." [Mother]

"PHWFF is therapy for the mind and soul... We use our hands, minds, arms and our ability to create and explore a world that is new to all of us disabled vets." [E-3, USA]

"PHWFF allows each Veteran to heal in his own way. The results are inspiring!" [SFC, USA]

"This program helps me more than I could have ever imagined." [SGT, USA]

"Through the art and meditative therapy of fly-fishing, I am beginning to find peace and tranquility in my life, relatively free of internal conflict. Life challenges still remain; however, my ability to cope with these challenges is stronger now." [Lt. Col (Ret.), Canada]

"... I had just had my left leg amputated below the knee, leaving me a double amputee.

PHWFF turned out to be the perfect thing to help my recovery. I looked forward to getting out and fishing, which provided me much needed motivation in the seemingly endless physical therapy sessions I was enduring at the time." [SGT, USAF]

"Being outdoors with nature and with the patience and understanding of my healthcare team, commander, 1SG and PHWFF volunteers somehow eased the physical pain and brought peace to my mental being. For the first time, my days were not dark, somehow there was a light at the 'End of the Tunnel." [SFC, USA]

"I will never be able to thank you enough. I am a stronger person both physically and mentally due directly to PHWFF." [CPT (Ret.) USA]

"I owe Project Healing Waters Fly Fishing more than I could ever say. I was run down and had lost myself. Fly tying every week and fishing most every week is a dream and helps me get through my struggles and find myself again." [SPC (Ret.) USA]

"The experiences I had will forever assist me in the battle to be a functional member of society - something I was not until I was introduced to fly fishing and the wonderful care and gratitude of PHWFF volunteers and staff." [Disabled Veteran]

New England Region Programs Augusta, ME / Togus VAMC

rebec Valley Chapter TU/ Maine Council TU

Bedford, MA / Edith Nourse Rogers Memorial Veterans Hospital

Massachusetts Bay Flyfishers

Brockton, MA / VA Boston Healthcare Systems,

Brockton Campus Southeast Mass TU

Providence, RI / Providence VAMC

Portsmouth, NH /Vet Center

Great Bay Chapter

Northampton, MA/ Northampton VAMC

White River Junction, VT / WRJ VAMC

Western NY / PA Region Programs
Batavia, NY / VA Western NY Healthcare
system at Batavia

Lake Erie Chapter FFF

Buffalo, NY / Buffalo Vet Center

Buffalo, NY / VA Western NY Healthcare

system at Buffalo Western New York TU

Canandaigua, NY / Canandaigua VAMC Canandaigua Lake TU

Altoona, PA / James E. Van Zandt Medical Center

Erie, PA / Erie VAMC

Pittsburgh, PA / Aspenwall VAMC

Mid-Atlantic Region Programs
Lyons, N3 / Lyons Campus of the VA
New Jersey Health Care
PHWFF New Jersey

Ft. Drum, NY / Ft. Drum WTU

Tug Hill / Black River Chapter TU

New York, NY / Manhattan Campus of the VA NY Harbor Healthcare System

Veteran Anglers of New Yo

Northport, NY / Northport VAMC

Syracuse, NY / Syracuse VAMC Iroquois / Madison Chapter TU

Utica, NY / Rome VA Outpatient Clinic

Allentown, PA / Allentown VA Outpatients Clinic Hokendagua Chapter TU

Wilkes-Barre, PA / Wilkes-Barre VAMC

Stanley Cooper Sr. Chapter TU

National Capital Region Programs
Bethesda, MD / Walter Reed National

Military Medical Center PHWFF National

Ft. Meade, MD / Ft. Meade WTU

Potomac Patuxent Chapter of TU

Perry Point, MD / Perry Point VAMC

Ft. Belvoir, VA / Ft Belvoir WTU

Quantico, VA / Quantico Marine Corp Base

Tennessee Valley Region Programs
Johnson City, TN / Mountain Home VAMC
Cherokee Chapter TU

Nashville, TN / Nashville VAMC

Mufreesboro, TN/ Tennessee Valley Heathcare System Alen C. York Campus

Lynchburg Fly Fishing Club

Ft. Campbell, KY / Ft. Campbell WTU

The Virginias Region Programs
Newport News, VA / Ft. Eustis WTU

Richmond, VA / Hunter McGuire VAMC

Salem, VA / Salem VAMC

Beckley, WV / Beckley VAMC

Hampton, VA / Hampton VAMC

Huntington, WV / Huntington VAMC Kanawha Valley TU

Clarksburg, WV / Clarksburg VAMC Mountaineer Chapter 153 TU

Mid-South Region Programs Atlanta, GA / Atlanta VAMC

Fly Fishing for Vets, Inc.

Asheville, NC / Asheville VAMC North Carolina Fly Fishing Tea

Charlotte, NC / Charlotte VA Outpatient Clinic

Cherokee, NC / Cherokee

Durham, NC / Durham VAMC

Jacksonville, NC / Camp Lejeune Marine Corps Base Fly Fishers in Friendship and Fidelity

Richlands, NC / Richlands United Methodist Church

Salisbury, NC / W.G. Hefner VAMC

Wilmington, NC / Wilmington CBOC Fly Fishers in Friendship and Fidelity

<u>Deep South Region Programs</u> Bay Pines, FL / Bay Pines VA Health Care System

Eglin AFB, FL / Eglin VA Center

Miami, FL / Miami VA Health Care System

New Smyrna Beach, FL / New Smyrna VA Health Care System

Mid Coast Fly Fishers

Pensacola, FL / Pensacola FL JAAC Center North West Florida Fly Fishers

Tampa, FL / James A. Haley Veterans' Hospital

Tampa Bay Fly Fishing Club

Biloxi, MS / Gulf Coast Veterans Healthcare System

ippi Coast Fly Fisher

Rocky Mountain Region Programs Hot Springs, SD / VA Black Hills Care System Hot Springs Campus

Veterans on the Fh

Denver, CO / VA Eastern Colorado Health

Care System Front Range Fly Fishers

Ft. Carson, CO / Ft. Carson WTU Pikes Peak Fly Fishers / Cheyenne Mountain TU

Grand Junction, CO / Grand Junction VAMC

Helena, MT / VA Montana Health Care System

Sheridan, WY / Sheridan VAMC Little Big Horn TU Chapter

South Central Programs
Shreveport, LA / Overton Brooks VAMC

Amarillo, TX / Amarillo VA Health Care System

Ft. Hood, TX / Ft. Hood WTU

Lufkin, TX / Charles Wilson VA Outpatient Clinic

San Antonio, TX / Brooke Army Medical Center

The Heartland Programs
Leavenworth, KS / VA Eastern Kansas Health
Care System - Dwight D. Eishenhower VAMC
Free State Fly Fishers

Topeka, KS / VA Eastern Kansas Health Care System

Wichita, KS / Robert J. Dole DVA MC & RO

Ft. Leonard Wood, MO / General Leonard Wood ACH

Springfield, MO / Springfield Vet Center

St. Louis, MO / St. Louis VAMC (Jefferson Barracks

Ozark Fly Fishers

Omaha, NE / Omaha VA Nebraska - Western Iowa

Health Care System Cornhusker Fly Fishers, Inc.

Memphis, TN / Memphis VAMC

Mid-South Fly Fishing Organization

Fayetteville, AR / Feyetteville VAMC

Midwest Region Programs Hines, IL / Edward Hines Jr. VA Hospital

Indianapolis, IN / Richard L. Roudebush VAMC

Detroit, MI / John D. Dingell VAMC

Iron Mountain, MI / Oscar G. Johnson VAMC

Saginaw, MI / Aleda E. Lutz VAMC

Minneapolis, MN / Minneapolis VAMC

St. Cloud, MN / St. Cloud VAMC

Cincinnati, OH / Cincinnati VAMC

Northern Kentucky Fly Fishers, Inc. / Buckeye United Fly Fishers, Inc.

Dayton, OH / Dayton VAMC

Cleveland, OH / Louis Stokes VAMC

Appleton, WI / Appleton Clinic Central Wisconsin TIJ

Milwaukee, WI / Zablocki VAMC

Northwest Region Programs
Anchorage, AK / Joint Airbase Elmendorf / Ft. Richardson

Juneau, AK / Juneau VA Outpatient Clinic

Boise, ID / Boise VAMC

Ted Trueblood Chapter TU

Idaho Falls, ID / Idaho Falls VAMC

Portland, OR / Portland VAMC - Vancouver

Campus Tualatin Valley TU

Salem, OR / Salem Vet Center

White City, OR / VA Sourthern Oregon Rehab

Southern Oregon Fly Fishers

Ft. Lewis, WA / Ft. Lewis WTB

Lakewood, WA / VA Puget Sound Healthcare System - America Lake Division

South Sound Fly Fisher

Seattle, WA / VA Puget Sound Healthcare System -Seattle Division

Washington Fly Fishing Club

Spokane, WA / Spokane VAMC

Spokane Fly Fishers Fishing Organization

Southwest Region Programs Phoenix, AZ / Phoenix VAMC

Show Low, AZ / Show Low VA Health Care Clinic

Tucson, AZ / Southern Arizona VAHCS

Sierra Vista, AZ / Ft. Huachuca WTU

Tucson, AZ / Dry Creek Outfitters

Tucson, AZ / Four Corners

Barstow, CA / Cal Vet Home of Barstow

Loma Linda, CA / Loma Linda VAMC

Fresno, CA / Central California Healthcare

Long Beach, CA / VA Long Beach Healthcare System Long Beach Casting Club

Martinez, CA / Martinez VA Outpatient Clinic

Napa Valley, CA / (Yountville) Pathway Veteran's Home

San Diego, CA / Balboa Naval Hospital

Sepulveda, CA / Vet Center Sepulveda

Albuquerque, NM / New Mexico VA Health Care System

Taos, NM / Taos VA Clinic

Reno, NV/ Reno

Las Cruces, NM / Las Cruces Vet Center

El Paso, TX / Ft. Bliss WTB

Honolulu, HI / Tripler AFB

Salt Lake City, UT / Salt Lake City Healthcare System

# 2011 Regions and Programs map

HEALING NWATER

