

PROJECT
HEALING WATERS
FLYFISHING



2015

*Healing those who serve.
It transcends fly fishing.*

A N N U A L R E P O R T



MISSION STATEMENT

Project Healing Waters Fly Fishing, Inc. 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.

Project Healing Waters Fly Fishing

2015 By the Numbers

7,424
**PARTICIPANTS
SERVED**

3,537
VOLUNTEERS

CLASSES

3,460
fly
tying

944
rod
building

1,082
casting

REVENUE



\$3,384,000



Top Three Revenue Sources

Individual Donations
National Events
In-Kind Contributions



**VOLUNTEER
HOURS**

225,934

worth \$5,212,297



2015 Annual Report

Program Growth

Project Healing Waters Fly Fishing, Inc. (PHWFF) served 7,424 disabled veterans who span several generations and combat conflicts, an increase of 17% over 2014. The year ended with 216 programs serving participants from all 50 states. Of significant note is the establishment of a PHWFF program in Landstuhl, Germany, serving disabled U.S. service members and disabled veterans.

Programmatic activities thrived in 2015. Participants tied flies, built rods, received casting instruction and attended local fishing outings. Participation in the annual National Rod Building Contest and National Fly Tying Contest was strong. There were 540 rods built by participants in the rod building contest and over 35 participants submitted flies in the fly tying contest. 155 PHWFF participants enjoyed the trip of a lifetime through the National Destination Trips Program to exciting fishing destinations such as Alaska, Montana, Canada, Maine, Michigan & Colorado. Through a partnership with the Atlantic Salmon Federation, 16 PHWFF participants fished the remote waters in Canada for Atlantic salmon.

Impact

Numbers and statistics are one way to categorize the growth and success of an organization, but PHWFF measures success in changed lives, physical and mental wellness, healthier outlooks and where possible, the transition from participant to volunteer. Several support and leadership roles throughout the organization are filled by individuals who were once participants of PHWFF. This recovery and

transition is best shared in the words of the following individuals:

"If one was inclined to read about the duties and responsibilities of an Army first sergeant they would find everything from simplified descriptions such as, "Beds, beans, bullets, and band aids" to extensive laundry lists



Ira Strouse

that attempt to capture the breadth and depth of the position. At the heart of it all though, the first sergeant is responsible for people. In 1779 Inspector General Friedrich Von Steuben recognized this and instructed that all first sergeants, 'be intimately acquainted with the character of every soldier of the company...'

"I had the honor of being a first sergeant for almost five years with about half of that time in Iraq and Afghanistan. To put it in perspective, a quarter of my career was spent in this position and I was responsible for the morale, health, welfare, and professional development of hundreds of soldiers. It wasn't always easy and it wasn't always pretty but it was the best job of my life.

"Towards the end of that time I was diagnosed with Post Traumatic Stress Disorder and to be frank, the resources available to me were lacking. I was lucky though; through chance timing and circumstances I met Captain Rob Burke who was the Fort Drum Project Healing Waters Fly Fishing Program Lead at the time. I was welcomed into the Project Healing Waters fold and through active participation found glimpses of peace, joy, and occasionally fish."



"The volunteers I met were staunchly committed to helping people and were undaunted by injuries no matter how benign or severe. They solved problems, provided encouragement, taught, and gave freely of their time and resources. Many were veterans but as an entity all maintained the same values that define our military."

"I could see the similarities between what the volunteers were accomplishing and what a noncommissioned officer would do. I used to tell my soldiers that when it gets rough, sometimes you carry your battle buddy and sometimes your battle buddy carries you. Early on I knew that when I found my footing again that I was going to try to help others. I am extremely grateful that Project Healing Waters has given me the opportunity to do so and in so many different ways."

Shared by 1SGT (retired) Ira Strouse, US Army

"Veterans go through many phases of healing after combat, both physical and emotional on many levels. Project Healing Waters became the bridge to heal the wounds in an outdoor physical environment in creating an opportunity for veterans to fly fish with those of similar injuries. Veterans understand each other and

the challenges of what we go through and emotions that are bound up inside. Because we have veterans at all stages of the healing process those farther along reach back and help those behind them and show that there is life after injury. The release or healing happens naturally when veterans share with each other before and after fishing in a non-threatening manner. All this healing happens outside the doctor's office without lab coats and hospital rooms, between those who have been there and met the challenges of war first hand. The acceptance of who we are now has to settle in like that fly settling on the water and that we might not cast like everyone else or tie a fly like everyone else but we can still do it! Just letting a little steam out of the pot of our souls lessens the thoughts of not belonging in a civilian world while our brothers are still there fighting. I hear it often that it stopped the thoughts and actions of suicide. I met many on the river who said PHW saved their life and it does save many lives, because people out of the goodness and kindness of their heart volunteer and give of their limited time to take guys like me fly fishing. God bless you and thank you PHW!"

Shared by SSG (retired) Robert Bartlett, US Army



Personnel

With continued growth and expansion in 2015, service and leadership roles throughout PHWFF opened and were filled by willing and capable volunteers across the country. Regional restructuring, establishment of new programs and attrition presented opportunities for the addition of new personnel. It was through the service, leadership and dedication of 3500+ volunteers in the field and at headquarters that PHWFF was able to serve more than 7400 men and women who participated in our programs last year.

PHWFF's 216 programs are grouped into 19 geographic regions, each led by a Regional Coordinator (RC) with assistance from a Deputy Regional Coordinator (DRC). The RCs and DRCs provide guidance and oversight of programmatic activity through Program Leads (PLs) and Assistant Program Leads (APLs). The PLs plan and conduct the hands-on activities and classes for PHWFF participants; in-

cluding fly tying, fly casting, rod building, fly fishing skills and safety, as well as fishing outings. The RCs and PLs, who serve in volunteer capacities, are a vital link between the national headquarters and volunteers providing the regular, ongoing instruction to our participants.

Each program under the PHWFF banner is a partnership between PHWFF and a local fishing club delineated through a signed Memorandum of Agreement. To date, PHWFF programs are operated by 94 local Trout Unlimited (TU) chapters, 74 International Federation of Fly Fishers (IFFF) clubs and 48 independent fly fishing clubs. Strategic alliances with TU and the IFFF continue to evolve with some programs run cooperatively by both TU and IFFF groups.

Volunteer Awards and Recognition

In recognizing exemplary volunteers and supporters, and acknowledging the great value brought to the organization through their contributions, PHWFF presented awards to the following individuals and organizations in 2015:

Patriot Award – the highest and most prestigious award bestowed upon individuals or organizations providing exemplary support to PHWFF.

RECIPIENTS: Ken Asbury, Harold Harsh, David and Becky Leinweber, William Heresniak, Lawrence Kendzior, Roger Kirby, Kiki Galvin, Steve Payne and Mike Smith

Phil Johnson Leadership Award – this award is presented to individuals exemplifying exceptional leadership.

RECIPIENTS: Ed Carson, Ira Strouse, Ray Markiewicz, Norm Scott and Steve Thompson

PHWFF's online media presence continues its strong growth ... reaching over 70,000 unique individuals per week.

Club Chapter Excellence Award – an award acknowledging Clubs and Chapters excelling in program outreach within their area.

RECIPIENTS: Fly Fishers of Virginia and Long Beach Casting Club

PHWFF in News and Media

2015 saw hundreds of powerful stories capturing Project Healing Waters Fly Fishing programs, activities, and initiatives highlighted by media outlets throughout the U.S. both locally and on the national stage. Of particular note were feature articles in The Wall Street Journal "Second Acts: Former Navy Officer Finds a Way to Help Veterans"; Fox News "Helping Wounded Soldiers and Veterans Through Fly Fishing"; The Boston Herald "Casting About Far More Than Fish"; the Associated Press "Group Helps Brevard Veterans Heal through Fly Fishing"; the Comcast Sports Network "Lefty Kreh Uses Fly Fishing to Give Back"; The Altitude Network "Embracing our Troops"; and The Outdoor Channel "The Fly Rod Chronicles: The Callihans." In addition to traditional media outlets, 2015 saw our work highlighted extensively in new media online, including "Project Healing Waters Teaches Disabled Military Members in Need of Hope" (Ford.com); a short film "Teach a Man to Fish" (University of Tennessee); "Therapeutic Recreation Catching On with Veterans" (Department of Veterans Affairs); "Go Further: Casting a Lifeline" (YouTube: The Ford Motor Company); and "While I'm Here: The Legacy Project" (Outside Magazine).

PHWFF's online media presence continues its strong growth, in outreach to more and more indi-

viduals with our mission and unique form of therapy. Through our website, Facebook, Twitter, Instagram, YouTube, Google+, and LinkedIn we are now reaching over 70,000 unique individuals per week.

Fundraising

Fundraising efforts throughout the field were robust and prolific in 2015. Success was realized through the efforts of a variety of fundraising methods including an increase in third party fundraisers. National events, including the 2-Fly Tournament, Mossy Creek Invitational, Battle at Boxwood, Blasting for the Brave, Healing on the Fly (Detroit, Dallas and New York City) and the Smoky Mountain Grand Slam Challenge were productive fundraisers.

For the first time, PHWFF was awarded an adaptive sports grant by the Veteran's Administration. The grant will be used to host a National Program Rendezvous in 2016 for 200+ PHWFF volunteers, staff and Board of Trustees for training, sharing best practices and standardization of our procedures. Another first, American Airlines awarded Project Healing Waters one million air miles to be used for participant transportation.

Grants supporting regional PHWFF programmatic efforts were awarded across the nation for a number of programs. Examples of organizations awarding grants to PHWFF programs include, but are not limited to the following: the University of Virginia Foundation, the Cecil and Irene Hyllton Foundation, Paralyzed Veterans of America, the Leshner Foundation, the Kessler Foundation and Bama Works.

Financials

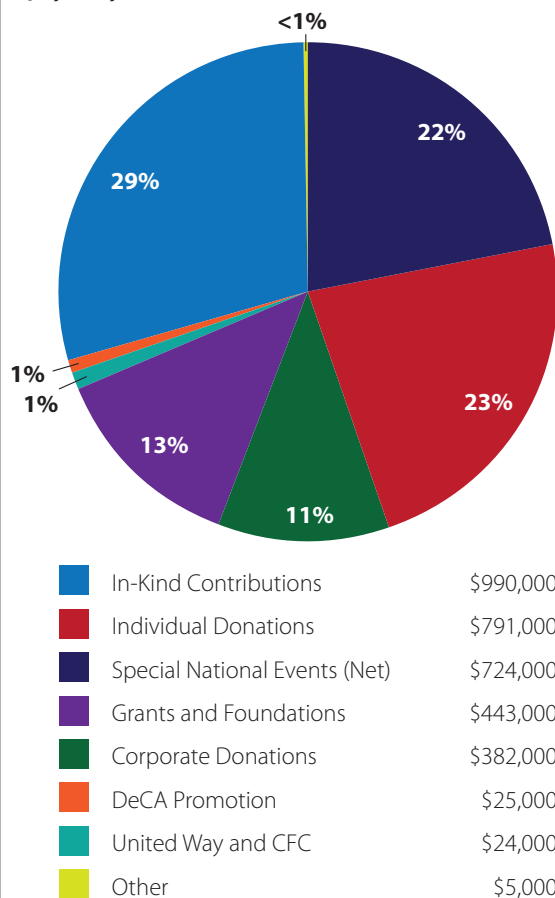
Revenue increased by 18% in 2015 attributable to a rise in revenue from national events, individual donations, field fundraising, corporate donations and a marked increase in in-kind contributions. The three largest revenue streams were in-kind contributions, individual donations (which include money raised through field fundraisers) and National event fundraisers.

Increased efforts in the field to engage in local fundraising contributed significantly to the individual donations revenue category. Volunteer dedication and commitment to raise funds locally has a twofold benefit: in addition to raising much needed funds, it increases awareness of our mission in local communities where programs operate.

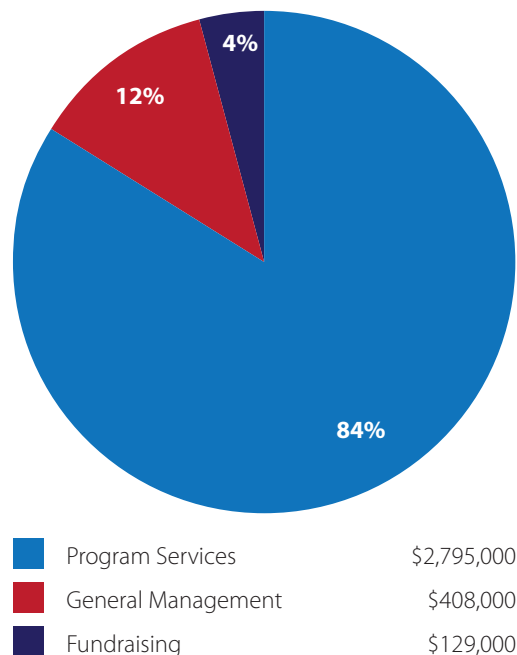
In 2015, 3,537 dedicated PHWFF volunteers contributed 225,934 volunteer hours. Using IRS guidelines, the hours equate to a contribution of \$5,212,297 in non-cash value to PHWFF. Other non-cash donations, including fly tying and fly fishing materials and equipment; meals; guide fees; and lodging, account for 29% of 2015 support and revenue. The donations allow PHWFF to serve more participants and provide them with a variety of fishing venues and experiences with reduced cash outlay.

Looking at expenses, \$2,795,000 was spent on programmatic activity which equates to 84% of total expenses (a 5% improvement over 2014). Fundraising costs were \$129,000, equaling 4% of expenses (a 1% improvement over 2014.) General management and administration costs were \$408,000, a total of 12% of expenses (a 4%

PHWFF 2015 Un-audited Support & Revenue \$3,384,000



PHWFF 2015 Un-audited Expenses \$3,332,000





improvement over 2014.) The expense breakdown leaves our program expense percentage at 84 with the administrative expense percentage at only 16 for the year.

Organizational Structure

The PHWFF Board of Trustees establishes the mission and objectives of the organization. The Board's responsibilities are to set broad policies and provide oversight. This ensures sound fiscal policy and financial management of the organization and acquires necessary resources to support the activities of PHWFF.

The national office is located in Southern Maryland where 6 paid staff members, three dedicated volunteers and subject matter consultants oversee the daily administration of PHWFF. Responsibilities include field support services, planning national events, interaction with donors, volunteers, sponsors and oversight agencies.

The Future

While increasing the number of participants we serve and also increasing program numbers continues to be a focus, the Strategic Plan calls for special attention to marketing over the next three years in an effort to expose PHWFF to a greater number of participants, donors, and volunteers. We expect program growth to continue, and with it strengthened fundraising capacity in more locales across the country. From a national perspective we continue to establish major national events in western states, with a western tournament event on the horizon. Popular trends with multi location events and online giving platforms are

having a positive effect on growing our donor base through new media.

We desire stronger alliances with additional organizations whose missions mirror PHWFF, and continue to work to that end. Industry partnerships in the fly fishing sector continue to grow as well, both at the local and national level, from small independently owned stores to international relations with manufacturers.

Our commitment to continued good stewardship of finances, administration of programs, and supporting and sustaining volunteer leadership is stronger than ever before.

Summary

Embarking on a second decade of dedication to the physical and emotional rehabilitation of disabled active military service personnel and disabled veterans through fly fishing and associated activities, Project Healing Waters Fly Fishing remains true to the basic tenet of our existence: Healing those who serve. It transcends fly fishing.

A handwritten signature in black ink, appearing to read "Douglas M. Dear".

Douglas M. Dear, *Chairman, Board of Directors*

A handwritten signature in black ink, appearing to read "Edwin P. Nicholson".

Edwin P. Nicholson, *Founder and President*

A handwritten signature in black ink, appearing to read "Ellen Killough".

Ellen Killough, *Chief Executive Officer*



Project Healing Waters Fly Fishing Regional List

Including Regional and Deputy Regional Coordinators

1. New England – CT, MA, ME, NH, RI, VT

George Draper, Regional Coordinator
Richard Diamond, Deputy Regional Coordinator
Walter Greene-Morse, Deputy Regional Coordinator

2. New York – New Jersey – NY, NJ

Tamar Martin Franklin, Regional Coordinator
Tim Daly, Deputy Regional Coordinator

3. National Capital – District of Columbia, DE, MD

George Gaines, Regional Coordinator

4. Virginia - VA

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

5. West Virginia - WV

Paul Moore, Regional Coordinator
Bernard Kubisiak, Deputy Regional Coordinator

6. North Carolina - NC

Ryan Harman, Regional Coordinator
John Bass, Deputy Regional Coordinator
Pat Curley, Deputy Regional Coordinator

7. Georgia – South Carolina – GA, SC

Curt Boatman, Regional Coordinator

8. Florida - FL

Stewart Mitchell, Regional Coordinator
Dennis O'Brien, Deputy Regional Coordinator
Mike Reeves, Deputy Regional Coordinator
Anthony Fernandez, Deputy Regional Coordinator

9. Pennsylvania - PA

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

10. Midwest —IA, IL, IN, MI, MN, OH, WI

Richard Lobianco, Regional Coordinator
Kevin Ramsey, Deputy Regional Coordinator

11. Tennessee Valley – AL, KY, TN

Steve Thompson, Regional Coordinator
Ken Swinburne, Deputy Regional Coordinator

12. Heartland - AR, KS, MO, NE, OK

Clinton Carpenter, Regional Coordinator
Jim Gera, Deputy Regional Coordinator

13. Rocky Mountain South — CO, UT

Steve Perry, Regional Coordinator

14. Rocky Mountain Northeast — ND, SD, WY

Derrick Dietz, Regional Coordinator

15. Rocky Mountain Northwest — ID, MT

Jerry Griffin, Regional Coordinator

16. South Central - LA, MS, TX

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

17. Northwest - AK, OR, WA

Chuck Tye, Regional Coordinator
Jerry Lorang, Deputy Regional Coordinator

18. Southwest - AZ, CA, HI, NM, NV

Carole Katz, Regional Coordinator
David Lipscomb, Deputy Regional Coordinator

19. Europe (Germany)

Stephen Graves, Regional Coordinator



PO Box 695 • La Plata, MD 20646



82526

Support our wounded and disabled service members and veterans.

www.projecthealingwaters.org



Project Healing Waters Fly Fishing Inc 



@PHWFF



@PHWFF