



PROJECT
HEALING WATERS
FLY FISHING



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

Robert Fitch
Chair

J. David Rives
Vice Chair

Todd Desgrosseilliers
President & CEO

David Rogers
Treasurer

Bill Howard
Secretary

Dr. Jana Brown

Elizabeth Trenary

Kendyl Hanks

Randy Dix

Adam Fliss

Ryan Harman

Len Zickler

Alex Kenney

Diane Morales

Richard Patterson

Brian Trow

Douglas Dear
Chair Emeritus

Edwin Nicholson
Founder & President Emeritus

FOUNDER'S CIRCLE

Loralee West
Chair

John Bickel

Admiral Gregory Johnson, USN (ret.)

General Gene Renuart, USAF (ret.)

Lance Trenary

Douglas Dear

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*

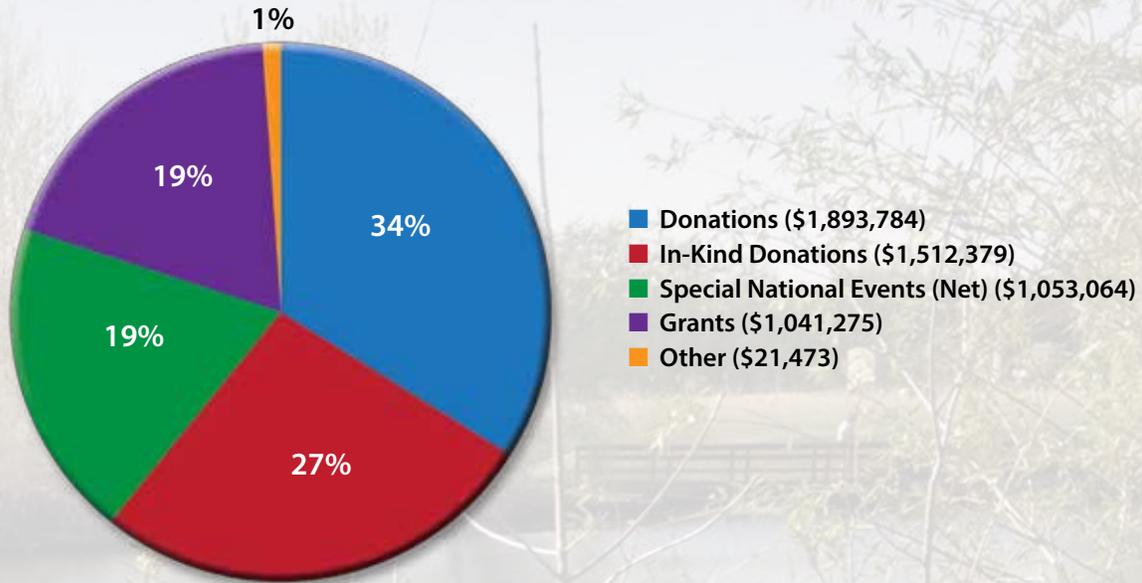
Statement of Financial Position

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:

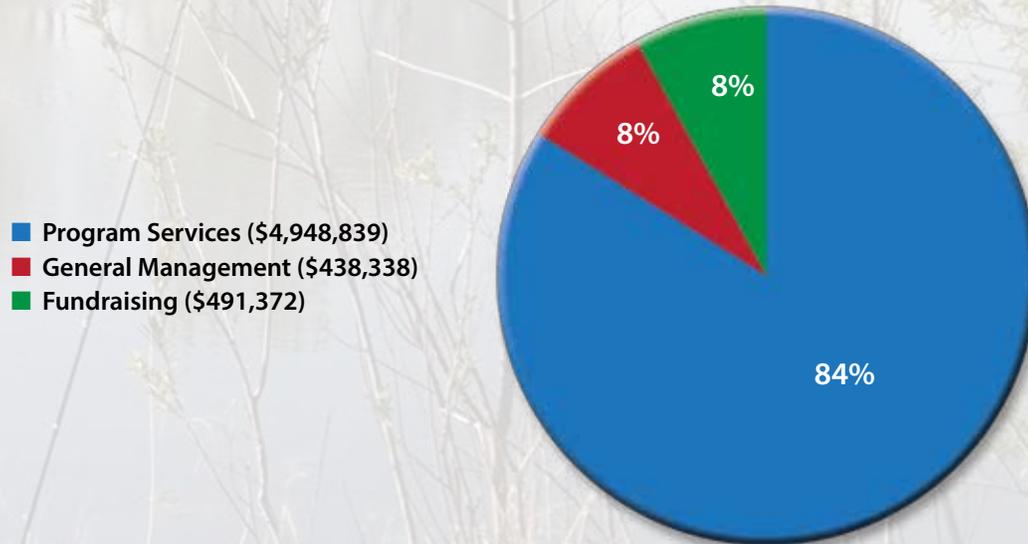
- Our 4th Regional Rendezvous for Regional Coordinators in Long Beach, CA.
- Local training with each region.
- Volunteer skills training where attendees participated in either the Sweetwater Guide School in Big Timber, MT or the Fly Rod Building Workshop hosted by PACBay at their headquarters in Sequim, 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		LIABILITIES	
Cash and cash equivalents	\$ 888,977	Accounts payable and accrued expenses	\$ 155,822
Investments	932,794	Deferred revenue	9,300
Contributions receivable	176,514		\$ 165,122
Prepaid expenses	186,168	NET ASSETS	
Fixed assets, net	192,073	Net assets without donor restrictions	1,628,854
Inventory	70,176	Net assets with donor restrictions	654,026
Other assets	1,300		2,282,880
Total Assets	\$ 2,448,002	Total Liabilities and Net Assets	\$ 2,448,002

Revenue and Expenses for the Year Ended December 31, 2018

REVENUE		EXPENSES	
Contributions and grants	\$ 2,935,059	Program services	\$ 4,948,839
In-kind donations	1,512,379	Management and general	438,338
Special events, net	1,053,064	Fundraising	491,372
Investment income	9,702		
Other revenue	11,771		
Total Revenue	\$ 5,521,975	Total Expenses	\$ 5,878,549

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, make 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

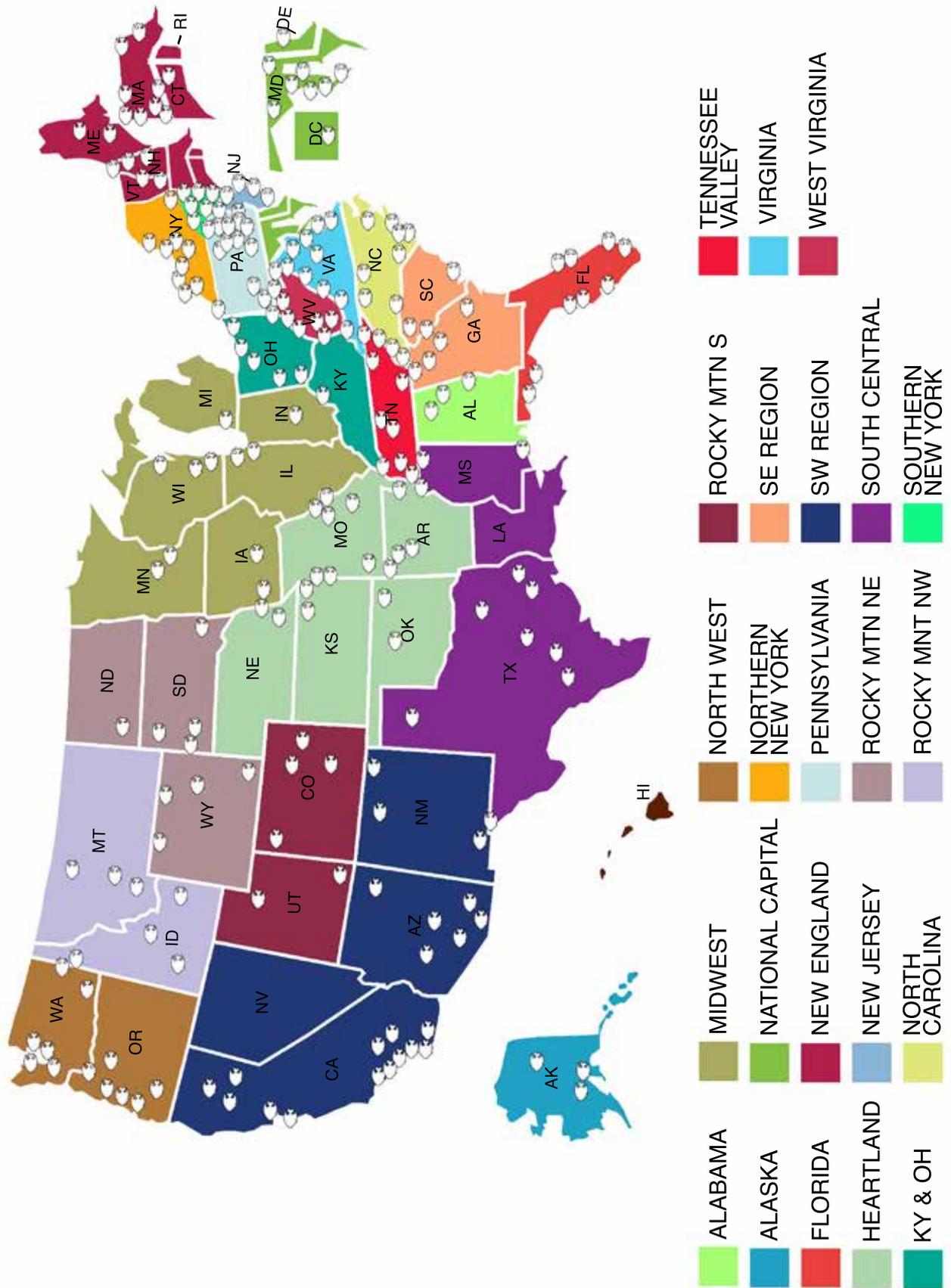
@projecthealingwaters ✓

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



Project Healing Waters Fly Fishing Inc 



@PHWFF



@PHWFF

