

## EXECUTIVE DIRECTOR REPORT

August 2019

### Strategic Planning:

- Longevity Proposal – Faye, Aaron, Saul and Joe met to identify what success would look like. Some finishing touches are still needed before being presented to staff and board in terms of how this objective will be reflected in a strategic plan. Here is what we have so far:

**Objective:** Cultivate individualized long-term relationships with warriors by altering the framing of program opportunities to promote long term engagement with the organization by understanding what *should ideally* happen after the FX concludes.

### Key Results:

1. Before end of year, establish if we can define an ideal candidate for each program for those that have a service-oriented mindset.
2. Before the end of the year, establish reporting infrastructure to measure previous participant engagement through volunteer activities.
3. Year over year increase of previous participant engagement through volunteer activities by XX%.
4. Before the next board retreat, develop a report detailing the disposition of warriors that return in a volunteer capacity including, why they participated and the challenges associated with their continued participation.

### Program:

#### 2019

- FX12 and FX13 went well. Higher Ground helped recruit 6 warriors for a Solo FX. Several of the participants said it was the best veteran trip they have ever been on (“don’t tell Higher Ground”).
- [iRest](#) practitioner. This has been pushed to the backburner due to other organizational priorities. Still intend to schedule iRest on an R&R day sometime this year as experiment.
- Lawrence has resigned for personal reasons after 5.5 years on staff. Head Guide, Jesse Leneve, is going to fill in the interim (for remaining 2019 FXs). Saul and Faye are working on a long-term plan.

#### 2020

- Coaching FX planning meetings. Will continue next year. Option under consideration: hiring a professional coach to staff in order to make program sustainable (hiring/evaluating coaches, etc.).
- MOU from Boulder Crest Retreat. On hold for now as other programmatic opportunities have unfolded.
- Saul and COMMIT Foundation have committed to two partner programs in 2020. In January, WQW will host a 2-4 day Transition Workshop for WQW alumni at QWR.

Curriculum led by COMMIT. In February, WQW will host a 2-4 day Transition Workshop for veterans that COMMIT recruits at QWR. We will use "Moms." No fishing will be involved. Who pays for what is still being worked out.

- Moving forward with a Smith River FX next year and one Ice FX.
- Planning on one FX with the Travis Manion Foundation. Logistics are currently being worked out.

#### **Fundraising:**

- Received increased grant from private family foundation from \$5,000 to \$15,000.
- Received new \$10,000 grant from AT&T regional for Women's FX in September.
- Lots of WTF wrap-up. Surveys to participants. Proposal forthcoming from staff being developed on whether to host a golf tournament next year.
- Third party events: Williams Plumbing & Heating (\$20K, same as last year), Sweet Pea parking (\$1,500), Truck Pull (TBD), Mustangs Game \$250 and new intro to Exxon, Kappa Sigma Beach Bash (TBD)
- National partnership with Kappa Sigma fraternity (\$5,000)

#### **Communications/Outreach:**

- eNewsletter
- AshLee Strong (NAB) has secured MT PBS to do a feature segment on WQW.
- Military Times attended FX. Journalist was quite uncooperative so I'm not sure if they will do a story.

#### **Quiet Waters Ranch:**

- Caretaker House. Funds have been received! Atkins family has given their blessing on naming it "The Sgt. Travis Atkins Caretaker House Made Possible By The Generous Support of the Yellowstone Club." Signage has been ordered. Ashlee Strong is working on a dedication/media event for October.

#### **Administration:**

- Board Meeting
- Finance & Budget Meeting
- Logo discussion with Ex Com