

## **EXECUTIVE DIRECTOR REPORT**

January 2020

### **Strategic Plan:**

- Strategic Plan 2020-2022 has been signed and uploaded into the BoD Website.

### **Program:**

- 2020 FX Program Calendar is complete with 20 total Programs
- Applications for all Solo programs are now filled and closed. The team is now recruiting and placing for the Female, Caregiver, and Couples FXs.
- The 3<sup>rd</sup> annual Ice FX with 5 warriors and a son of a warrior in attendance was a huge success overall. The Nelson Reservoir provided us with some great fishing, and a couple of stops at the hot springs that kept everyone warm and in high spirits during the extremely cold conditions. The program team adjusted to a last-minute location change; with Jesse LeNeve securing a new site for lodging and additional support just 5 days before the warriors arrived. Volunteer Rob Fox stepped up as well allowing us to utilize his trailer that doubled as a warming retreat as well as one of his machines and other gear.
- Our first official partnership with the COMMIT Foundation went extremely well. Six WQW Warriors, and one veteran currently studying at MSU were in attendance for the COMMIT Transition Workshop. We combined our volunteer format with Moms helping through the long weekend, with COMMIT's outstanding programming and materials. A Center for Brain Health Instructor also presented during the weekend, giving information to the warriors on best practices to keep your brain healthy, especially helpful for those who have experienced a TBI.
- Commit Event #2 is in the final planning stages to welcome 17 (4 local, 13 out of state) participants to QWR on February 26-27.
- Saul and Audrey will be attending a Portraits of Courage (POC) exhibit opening at the Houston Public Library on February 27 at the request of the Bush Institute. Saul tries to attend and support the POC openings for a few reasons, including being one of the portraits featured in the work, the amount of resources and time they invested in him for the Stand-To Leadership Program, and being a member of President Bush's Team 43. This is a strong relationship that has produced multiple relationships including WQW program partners like the Commit Foundation, Travis Manion Foundation, and multiple WQW Alumni.

### **Fundraising:**

- Emily finalizing 2020 development plan.
- 8 of 17 FX sponsorships secured for the remainder of 2020, not including those 4-5 funded by WTF.
- Gayle has transitioned to hourly Development Consultant to ensure a smooth transition in development, focusing on grants and major gifts.
- WQW registered for Give Big Gallatin Valley, April 30-May 1

- March will be a great time for donor visits to Quiet Waters Ranch. Please connect with Emily if you know of anyone you'd like to be introduced.
- Analysis of the Year End Appeal data indicates that while we sent out approximately 300 less cards, we had an increased response rate, and our average donation was \$30 more than last year. Based on research, the sectorwide trend since passing of the Tax Cuts and Jobs Act: Charities may lose smaller but meaningful donors of moderate income households, but experience a less substantial change in aggregate donations. WQW received \$300K in donations during the 2019 YEA versus \$259K in 2018.

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

- eNewsletter - Jan 24.
- Upcoming events - Fire Pizza Fundraiser March 6, 5 pm - 10 pm
- Marketing - Met with consultant to put together a marketing plan to use in 2020 and for a template for the following years, 2019 Annual Report on track to launch March 1., Meeting with new marketing co. for website project
- NEW LOGO - launched Jan 31!! (website, print materials, gear) No longer distributing materials with the old logo
- Warrior Taste Fest Updates- Securing Vendors, will start weekly calls soon.

#### **Administration:**

- Work continues on setting up the new WQW 401K plan. Expected start date is March 1, 2020.
- Job opening for part-time Administrative Assistant closed. 4 candidates interviewed, 1 selected. Candidate declined the job offer due to fact she lived out of town and the pay was a substantial cut from her previous job (pay range was provided in job announcement). We have selected a few more candidates to interview.
- Job opening for Development Director closed on January 31. Gayle, Mike and Saul are reviewing the 30 applicants to select 8-10 for initial teleconference interviews.
- Slightly used (285 hours) Skid Steer with new snowplow was purchased for the ranch. Old red tractor and implements were traded in to reduce costs and increase storage area at the ranch.