

WARRIORS & QUIET WATERS FOUNDATION

EXECUTIVE DIRECTOR REPORT

March 2020

Program:

- The program team has been working diligently to create the Virtual Fishing Experience (VFX) for the warriors whose FXs have been cancelled (so far). The VFX will take place on Google Classroom and over videoconferencing to work with an assigned guide on various fishing techniques. We will also be producing supplement videos of the other FX elements such as volunteers, moms, staff, and board (more info to follow on these). Those 2020 Warriors who engage and commit to their VFX will be sent their rod, hip pack, shirt, and hat as a "VFX Care Package" with directions on what day to open each item in the package. Our intent is to connect with them, get them excited about becoming a part of the WQW Family and about 2021 when they are able to attend for real, get some hands-on experience with casting transcending the virtual element: and of course, fly fishing! An activity they can distance with and enjoy safely. Launch date of April 13 is planned.
- To engage with our alumni during these uncertain times, Audrey and Saul launched "WQW Connection," a private page on Facebook. A place for our participants, alumni, and alumni spouses to communicate, connect, share, and possibly find each other for some fishing. Less than 24 hours since its launch, over 80 alumni have joined, and lots of fishing memories are being shared. The program team has plans to implement pieces of the virtual FX into this Facebook page as helpful information for our alumni. Saul, Audrey, and Jesse are the admins on the page and are maintaining frequently to keep up the engagement. The old "WQW Alumni" Facebook page has been retired due to lack of engagement.
- The program team is meeting daily about the future, how to best engage 2020 Warriors, prepping for possible scenarios, and trying to be innovative during these times to remain a gold standard program in the space.

Development:

- Q2 Grant Applications - Bob Woodruff Foundation, Operation Hat Trick, Yellowstone Club Community Foundation, Montana Big Sky Film Grant.
- Solso Family Foundation and Gianforte Family Foundation have offered to change grant restrictions to unrestricted dollars if helpful.
- Check-in calls scheduled with Kendeda Fund, Rumsfeld Foundation, and Oak Foundation week of 4/6
- NAB Job Description finalized by 4/10 with help from Phil Uihlein and Jim McCray
- Planned Giving Brochure finalized by 4/10. Will be available digitally.

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- Owner of the 1941 Studebaker is applying for the vehicle to be a charitable auction feature at September Barrett-Jackson in Las Vegas.

Communications/Outreach:

- eNewsletter - Mid April
- Annual Report- sent in round 3 of edits, looking at maybe one more round and then sending to print
- Upcoming events - NA - all have been cancelled due to COVID
- Marketing - Marketing Plan in last stage, presented to BOD on March 28.
- Warrior Taste Fest Updates- We are on hold for this until April 24. Will decide mid-May if we move forward with this.
- Planning out digital content for FB and IG that will engage our audience and show we are still engaging participants whose FXs got cancelled and giving back to the community that has always supported us.

Administration:

- WQW's new 401k is up and running, replacing the Simple IRA plan that was in use.
- WQW Health and Vision Insurance ends on April 30. New policy will be selected early next week with similar coverages and cost.
- Capital Reserve Study company has been contracted; site visit at QWR is complete, waiting on visit to office spaces.
- Survey meetings continue with folks at Clemson University; however, execution has been halted pending future events.
- Board "Retreat" was held electronically on March 28.
- All staff members have been working from home due to pandemic (since March 16).