

EXECUTIVE DIRECTOR REPORT

October 2019

Strategic Planning:

- Executive Committee is responsible for overseeing Strategic Planning per the Ex Com's charter
- Conducted first Strat Plan meeting on Oct 8, with a follow up on Oct 28.
Recommendation to stay with current vision statement and alter our vision "Through the experience of fly fishing in Montana, WQW is a catalyst for positive change in the lives of post-9/11 combat veterans and their loved ones."
- Focus more on progression than how many participants – go deeper.

Program:

- FX16 was a couple's event led by alumni couple Ken and Jen Ahrens (Ken was also instrumental in providing an in-depth testimonial for our year end appeal working with Emily). There were 4 couples participating and, based on observation and feedback about the group/size dynamic, tells us that this may be the new ideal size for a couples FX both logistically and to create a more cohesive group.
- FX17 was the last solo event of the year. Tom Stiffler was the TL and Faye participated as a companion for this FX. Jack and Elaine Atkins were in attendance for a couple of meals including sayonara because Warrior Mike Kistel was present during Travis Atkins' Act of Valor which Travis was awarded the Medal of Honor posthumously. A volunteer companion of this FX was so impacted by their experience and WQW's mission and execution that they donated \$10,000 after the event.

Fundraising:

- The Development Team has raised, to date, \$3,020,530 in unrestricted, R&I, M&M, Uihlein Endowment and in-kind donations.
- Abbvie Foundation has invited the Development Team (DT) to submit a \$50,000 grant for another CFX and reunion.
- The Journey Home fundraiser in Milwaukee raised over \$94,000.
- Quiet Waters Ranch and WQW Staff hosted the first Happy Hour to thank Williams Plumbing and Heating and to showcase the Ranch for future fundraisers!
- BoD are invited to volunteer for Sushi for Soldiers at the Kappa Sigma Fraternity, Thursday, November 14th. Call Gayle for details. WQW is one of 5 VSO's selected for Kappa Sigma nationally to support!
- BoD members wanting to help the DT thank donors and corporations for their support in 2019 please call Gayle before December 10th.
- Projections in the form of outstanding pledges + dollars in the door = 2019 Budget Goal as predicted by the DD by >\$1.956M
- Professional development training continues.

Communications/Outreach:

- eNewsletter - October 18 - featured FX's 15 and 16, Mike as interim, The Journey Home Wisconsin fundraiser
- Strategic Communications discussions with AshLee Strong.
- Big Fish Boat Works article on our drift boat posted in 4 newspapers - Billings, Bozeman Daily Chronicle, Boise and Lewistown: https://billingsgazette.com/outdoors/lewistown-builder-crafts-wheelchair-accessible-drift-boat/article_d65c4e5a-f168-50e8-ae50-f8c878eababd.html
- NBC MT filmed FF 101 on FX 17 - <https://nbcmontana.com/news/local/bozeman-non-profit-heals-veterans-through-fly-fishing>
- Third-Party Events - Battle for Quiet Waters with Hyalite CrossFit Oct 26

Administration:

- BoD Meeting
- Former Board Member Meeting
- Faye's Farewell get together.
- 2020 Budget Planning continues with staff. Draft was provided to Ed at the end of October.
- Upcoming events – Volunteer Bash on Dec 9, Staff/Board Christmas Party on Dec 10.