

Winter/Spring 2013

What a Year!

Message from the Executive Director

Indeed. 2012, our ninth year, has been truly our best year. We conducted more Retreats than ever (22) serving more men than ever (260) in more states than ever (17). We added new Retreats in Wisconsin and New Mexico, doubled our full-time staff (see page 4) and for the ninth consecutive year, our annual revenue exceeded the previous year's. And we maintained our track record of putting close to 90% of that revenue directly to use for Program Services, fulfilling our mission to support men with cancer efficiently and effectively.

We improved our infrastructure to enable sustained growth, adding to our Retreat Leadership Team several newly trained Facilitators and Coordinators. And we added a third complete set of fly-fishing gear for our partici-

pants, thanks to generous gifts from Patagonia (boots, waders, vests), Temple Fork Outfitters (rods, reels, line) and Umpqua Feather Merchants (vest supplies and 5,000+ flies).

Our State Teams continued to do amazing work, raising funds (see page 2), building strong volunteer teams and implementing their local Retreats. We added over 100 new volunteers this year, a testament to the kindness and desire to help that abounds in our communities. And our family of financial supporters has grown to over 2,000 individuals, businesses, organizations and foundations, providing a diverse and expansive base of support that ensures our long-term viability. We are touched and humbled by the generosity that continues to carry our mission forward.

For me, the culmination of this wonderful year came just a few days after our 2012 season concluded, at our Annual "Be Well! Fish On!" fundraiser in Denver on November 4th. We had a packed house, and were graced by so many dear friends from our early days to our present. Bringing it all full circle were representatives of three of the four participants from our first-ever Retreat in 2003.

In attendance were Jean Brown, wife of our founder Stu, and her son Tyson, and Kathy Wolf, wife of our friend Charlie Wolf, and her daughter Stephanie. While Stu and Charlie



Andy Freeman, August, 2012 with a nice hat.

are gone, Jean and Kathy's lasting connection with Reel Recovery exemplifies the bonds of friendship and support that Reel Recovery has created.

The third representative was Andy Freeman himself, the sole survivor from that first Retreat, still with his brain cancer and still the irrepressible character he was back in 2003. It's hard to describe the feeling of standing there with him, knowing that even in its infancy, Reel Recovery had helped this man survive and thrive, and that his love for the organization had held strong for nine years. As the crowd embraced him with warm applause, I was overwhelmed by the sense of purpose that we all share; that total strangers have come together to help others, and that this abiding legacy of generosity and care endures in Andy, Jean, Kathy and all of us in the Reel Recovery community.

Be Well! Fish On!



Stan Gofub, Executive Director



Charlie, Stu and Andy, Loveland 2003



Volunteer Spotlight

These are the wonderful facilities that hosted Retreats in 2012. They are all exceptional places, very generous to Reel Recovery and hospitable and caring to all their guests. If you have a chance, please visit and say you're a friend of Reel Recovery!

Arkansas:

Cedarwood Lodge –Flippin

California/Nevada:

Creekside Lodge – Markleeville

Colorado:

Bar Lazy J Ranch – Kremmling
Sylvan Dale Guest Ranch – Loveland

Idaho:

Wild Horse Creek Ranch – Mackay

Louisiana:

White Lake Lodge –Vermilion Parish

Kentucky/Indiana:

Wooded Glen – Henryville

Michigan:

Ranch Rudolf – Traverse City

Missouri:

Rainbow Trout & Game Ranch – Rockbridge

Montana:

Dome Mountain Ranch – Emigrant

New Mexico:

Cow Creek Ranch – Pecos

Oregon:

Big K Ranch – Elkton

Pennsylvania:

Allenberry Resort – Boiling Springs

Texas:

Joshua Creek Ranch – Boerne
Stillwater Lodge – Glen Rose

Utah:

Falcon's Ledge – Altamont
White's Ranch – Paradise

Washington:

Canyon River Ranch – Ellensburg

Wisconsin:

Stoney Creek Inn – Onalaska

For all our nine years, Reel Recovery has been a true “grassroots” organization, depending on our 500+ volunteers across the country to take charge of financing, planning and implementing our Retreats. To ensure long-term sustainability, every State Team does its best to fully fund their Retreat(s) locally, soliciting a range of sponsors including local businesses, foundations, civic organizations and individual donors. Here’s a spotlight on some of the creative fundraising events our Teams have successfully launched:

“Clays for Cancer”

Dave Caravella (in photo), our Missouri State Coordinator, came up with this one in 2010, and it’s been a huge hit! A one-day clay-shooting contest with lunch, great prizes and auction items, the third annual Missouri event held in Walnut Shade in September attracted over 125 shooters and strong sponsorship from a number of local businesses. Dave’s model is proving so successful that our State teams in Texas and Arkansas have now replicated “Clays for Cancer” with great results as well.



“Scramble for Reel Recovery”

Our first-ever Golf Tournament fundraiser, “Scramble for Reel Recovery” was held in Fort Worth, TX in April. Planned and hosted by Texas Team Member Kyle Wright, the full day event attracted over 80 golfers and a number

of non-playing guests who all enjoyed the perfect weather, delicious food and spirited auction. This first effort was so successful that the 2013 event is already on the schedule for April 4th and we’re anticipating an even larger group of duffers to help us support our two 2013 Texas Retreats.

“Strike Out Cancer”

State Coordinator Greg Snyder (in MI sweatshirt) has built a strong and broad network of financial support for the Michigan Program, including substantial grants from local hospitals McLaren and Oakwood. With the help of his Michigan Team, he also has organized an annual Bowling Tourney to benefit Reel Recovery. This year’s event attracted over 110 bowlers and guests, and was a mini-reunion as well, including all the Retreat alumni in this photo. Greg, a past participant himself, has done such a great job, we’ll be adding a second Retreat in Michigan in 2013!



Sharing Their Stories....



Paul B. (with his irrepressible sense of humor) and Cow Creek lunger

"I don't even know where to begin to thank you for bringing Reel Recovery to New Mexico. Being a participant was a thrill of a lifetime for me in so many ways. The words "fabulous, fun, friendly and fly fishing" come to mind, but there is so much more. In two and a half days, my life was deeply touched. I found people who understood where I was coming from with my cancer. I felt one with the participants and the volunteers, whether words were said or not; we understood our fears and what was in our hearts. It didn't matter whether we were in the military, construction, retired; we were men in need, and still are, and we have something strong and wonderful to hold on to now. We all left with the courage to carry on because of this program!"
Paul B., New Mexico Participant, September, 2012

"I just returned from your Utah Retreat at Falcon's Ledge. I found it to be a life-changing experience and want to thank everyone who made it possible for me. What an uplifting three days for me personally; this was a once-in-a-lifetime experience. And all the fond memories of it will remain with me for the rest of my life."
Larry B., Utah Participant, July, 2012



Larry B. (r) with fellow participant Art B.



Bob R. (r) and Buddy Bob S.

"My husband just returned from the Idaho Retreat. He simply ran out of positive descriptions for the incredible time which you gave him. Professional, extremely well run, compassionate & caring guides and personnel, and on and on. He learned so much about fly-fishing, made deep new friendships and had that very needed opportunity to talk to other men who truly understand what the cancer fight is all about. He thought he would never be able to do something like this again; thank you for giving him this precious gift."
Wife of Bob R., August, 2012 Idaho Participant

"Thank you so much for allowing me to participate in an event that I will never forget. I really wasn't sure what to expect when I volunteered to help out with Reel Recovery. I was just hoping to be of some help at a new event that seemed like it was for a great cause... I way underestimated that! Words can't describe the friendships, the stories, the memories that take place at a Reel Recovery event. I can honestly say that I'm honored and humbled to be a part of such a great organization."
Jeremy S. (EMT), Wisconsin Retreat Volunteer, September, 2012



Jeremy S. (rear,center) at Wisconsin Closing



Jeff S. (l) and "Brothers"

"I'm not a group type person, never was. I was my own individual, still am. But my experience this week has opened my mind to just how positive these few days were, making connections with many of you and realizing that allowing someone to know your true feelings is a good thing. Knowing that my thoughts and feelings are shared by others, I now know we are not alone; we are now Brothers. Thinking it, reading it or saying it still chokes me up."
Jeff S., Pennsylvania Participant, June, 2012



Visit our Photo Gallery

Our Photo Gallery on our website is now updated with hundreds of great photos from the 22 2012 Retreats. There are now some 2,000 photos from all 132 Retreats, covering our 9 years of Reel Recovery history. Visit our Gallery and enjoy!

www.reelrecovery.org/photos/main.php



Generous Support in 2012

We thank these major sponsors, and hundreds of other individuals and organizations who joined them in supporting Reel Recovery in 2012. For the ninth straight year, our revenue has grown, enabling us to conduct the most Retreats ever—22 in 17 states—including new Retreats in New Mexico and Wisconsin, all completely free to the participants.

Bozeman Deaconess Hospital*
Brown Bear Society – Texas
Bryan Cave LLP*
Cancer League of Colorado
Cedarwood Lodge – Arkansas
Colorado Neurological Institute
D.A. Davidson & Co. Ex-Officio
Fort Worth Fly Fishers

Genentech
High Sierra Flycasters
Kentucky Cancer Program
Kutak Rock LLP*
McLaren Foundation
Norton Healthcare*
Oakwood Healthcare Foundation*
Patagonia*
Rocky Mountain Cancer Centers
Saint Alphonsus Foundation
Saint Luke's – Idaho

Silicon Valley Bank
Temple Fork Outfitters
Troutbusters of Missouri*
Trout Unlimited – Chapters
Umpqua Feather Merchants
US Bancorp Foundation
Wal-Mart & Sam's Club
Washington Fly Fishing Club
Williams, Inc.

* new supporter in 2012

We Welcome Debbie McKinney to Our Staff



After operating for eight years with only one full-time staff (our Executive Director), we realized we needed to add to our team to keep up with our growth. So in January, Debbie McKinney joined us as Program Administrator. Debbie works closely with our State Coordinators in planning our Retreats, and manages all the Retreat gear, communication with participants and volunteers and a wide range of other day-to-day activities. She is indispensable to us as we continue to grow, and we're delighted to have her as part of the team!

Media News



Now on our home-page, you'll find a brilliant video piece from our 2012 Kremmling Retreat by Dave Delozier at 9NEWS Denver. Coming in Spring 2013, we're looking forward to

a feature presentation about Reel Recovery on Idaho Public Television, as well as a documentary film, "Be Well. Fish On. A Reel Recovery Experience," produced by Travis Swartz.

Donation Form

Here is my gift of:

- \$75 Please send me a Reel Recovery cotton T-shirt. Unisex sizes: *Circle choice below*
Size: S M L XL 2XL 3XL
- \$150 Please send me a Reel Recovery logo wallet and CHUMS brand sunglass retainer.
- \$350 Please send me a Reel Recovery/Patagonia Fleece Vest *Circle size below*
Men's Size: M L XL 2XL
Women's Size: S M L
- \$700 Please send me a Reel Recovery/Patagonia Fleece Jacket *Circle size below*
Men's Size: M L XL 2XL
Women's Size: S M L
- Here's my gift of \$_____. No premium, thanks.

Name _____

Address _____

City/State/Zip _____

Email _____

Check Enclosed VISA Mastercard Discover

Card # _____

Exp. Date _____ Security code _____

Please make checks payable to *Reel Recovery* and mail to **Reel Recovery, 160 Brookside Road, Needham, MA 02492**

THANK YOU FOR YOUR DONATION