

Winter/Spring 2010

Open Hearts, Inspiring Acts Message from the Executive Director

We are not going to send you a bill." What? "This Retreat was such a blessing for us, we want to give back and do all we can to help Reel Recovery." Ken and Mary Ann Green, owners and managers of the Cedarwood Lodge stunned us with these words as we were bringing the 2009 Arkansas Retreat to a close. They had already showered us with warm hospitality and wonderful home-cooking, and now were offering it all for free. "Running Cedarwood was never about the money - it is about the river and working together to share it with friends. You gave us a very special opportunity to do that. Thank you."



Mary Ann and Ken Green, Cedarwood Lodge

After six years and 74 Retreats in 13 states, I continue to stand in wonder and awe at the generosity of the people we get to meet as we do this work. People like Ken and Mary Ann, making this

extraordinary, spontaneous offer in the midst of a terrible economy.

People like Paul and Art Bruchez, whose family has been deeply touched by cancer and wanted to "give back" by not only providing free access to their private gold-medal waters on Reeder Creek Ranch for our 2009 Kremmling, CO Retreat, but also committed to underwriting the entire lodging and meal costs for that Retreat.

People like Robin Wheeler Lambert, who had lost her father to cancer, and was so moved by what Reel Recovery offers to men like her dad, that she organized "Reel Aid", a five-band benefit concert to raise funds and awareness for our Program in the Southern Region.

People like Dale L. in California, who when told by one of our volunteers that the Northern California Retreat was "on the bubble" due to funding concerns, wrote a \$5,000 check in honor of this volunteer's service to Reel Recovery, and to ensure that the Retreat would continue to serve California men.

People like Doug Steinke in Nebraska, who initiated the annual



Stan Golub (r) with Ken Richards and Robin Lambert at "Reel Aid" benefit concert

Hunting Down Cancer online auction that has raised over \$18,000 for Reel Recovery in the past two years.

In this day and age, with these economic conditions, that we still encounter these unsolicited acts of exemplary generosity is remarkable and inspiring. This letter is a thank-you note to them, and to all of you in our Reel Recovery community who give so much from your hearts; you carry us on your shoulders as we strive to make life with cancer a little more manageable for the men we serve, and for that, we are deeply grateful.

Be Well! Fish On!

Stan Golub
Executive Director



OUR HOST FACILITIES

If you have a chance to visit any of our Retreat hosting facilities, please tell them you're a friend of Reel Recovery. They are all exceptional places, very generous to Reel Recovery and hospitable and caring to all their guests.

Arkansas:

Cedarwood Lodge

California:

Clearwater Lodge on the Pit River
Wilderness Unlimited's Bidwell
Ranch

Colorado:

Bar Lazy J Ranch
Reeder Creek Ranch
Sylvan Dale Guest Ranch
Taylor Creek Cabins
4UR Ranch

Kentucky/Indiana:

Wooded Glen

Michigan:

Ranch Rudolf
Gates Au Sable Lodge

Montana:

Blue Damsel Lodge
Dome Mountain Ranch

Nevada (Markleeville, CA):

Creekside Lodge
Pleasant Valley Fly Fishing Preserve

New York:

Beaverkill Valley Inn

Oregon:

Big K Ranch

Pennsylvania:

Allenberry Resort

Texas:

WB Ranch
Joshua Creek Ranch

Utah:

Falcon's Ledge

Washington:

Canyon River Ranch

Volunteer Spotlight:

Ken Richards

Introducing Reel Recovery to Arkansas

A throat cancer survivor, Ken attended our 2007 Kentucky Retreat, the closest to his home in Bentonville, AR. At the end of the Retreat, he declared, in no uncertain terms, that he would bring Reel Recovery to Arkansas. Well, true to his word, he delivered on his promise, and in October 2009, we conducted our first-ever Arkansas Retreat. The Retreat on the White River in Flippin, AR was a tremendous success, with 15 participants coming from 6 neighboring states, and 25 gracious volunteers proving that Southern hospitality isn't just a cliché. It's the real deal! Thanks Ken and your entire Arkansas Team.



Kathleen Forsey

Champion of Our Cause in Utah

Kathleen has been our leading light in Utah since we began our program there in 2004, first in her role as Program Director with the Utah Cancer Specialists and now as our own volunteer event chair, organizing our annual Spring Bash Fundraiser in Salt Lake City. With Kathleen's heartfelt leadership, this event has grown every year to the level that we can now conduct three fully funded Utah Retreats each year. This is purely a labor of love for Kathleen, grounded in her life-long

dedication to serving cancer patients, and we are so grateful for the community of support she has built for Reel Recovery in Utah.

Bob Macias

The Rock of Nevada

Dating back to 2004, when we first began our Nevada and California Retreats, Bob Macias has been a force of nature in leading our efforts in those states. Like a compassionate drill sergeant, Bob coordinates our Retreats with a uniquely effective presence; no one leads a casting instruction quite like Bob! He has helped build a remarkable team of dedicated volunteers that ensures every Retreat is fully funded, staffed and subscribed, with a caring and thorough attention to the well-being of each and every participant. Always humble and deferring credit to others, Bob will be chagrined to be featured here; but he deserves it, and the hundreds of men who have benefited from his service would agree.



Sharing Their Stories . . .



James P. (r), Oregon Participant

Your program is amazing. It was a highlight for my Dad in his last few months on Earth. We envision him now fishing on the Umpqua in spirit. We hope that Reel Recovery can continue to lighten the load for cancer victims for many years to come. **The Family of James P., Oregon Participant**

The Reel Recovery Retreat was unique and so meaningful. It touched me to the very core. I am so grateful for the opportunity and I thank you from the bottom of my heart for allowing me to participate in the awesome journey we experienced together.

Charlie C., 2009 Utah Participant



Charlie C., Utah, 2009



This was the most wonderful group of people I have ever had the privilege of spending time with, and the most beneficial experience I have ever had. **Willie W., 2009 Pennsylvania Participant**

John passed away on December 16. I want to tell you how much the Reel Recovery trip meant to him. When he went into hospice, he brought his RR framed photo and the box of flies with him.

If there's a highlight to cancer, I'd say Reel Recovery was it for John: the scenery, the serenity, and the support as much as the fish! Thank you for making beautiful memories for him. **Cyndi B., wife of Colorado Retreat Participant**



John B. (center) with Friends



This was the best time of my life! It's by far the best thing out there for men with cancer. **Gary B., 2009 Colorado Participant**

It was four days after leaving the hospital that I was able to participate in the Markleeville Retreat. I was physically very weak, but the staff and volunteers made the days so rewarding. I brought away from the retreat an appreciation

Last weekend was life changing for me. The retreat allowed me to step out of myself and see what really is out there. I have a new outlook on life and am raring to go. I know if the retreat had this effect on me as a buddy . . . it must have been amazing for the participants. I am committed to keeping the Reel Recovery dream alive in our state.

Zach H. (left), 2009 Arkansas Fishing Buddy



for others fighting this insidious disease. I brought away hope for the future reflecting on my own specific situation and how things are improving, day to day, regardless of the dire numbers forecast eight months ago. And I brought away strength in the bond of support offered by the men in the group. **Terry W., 2009 Nevada Retreat Participant**

– News of Note –

Reel Recovery Merchandise Now Available!

Visit our new Online Store (www.reelrecovery.org/store) or call 1-800-699-4490 to purchase Reel Recovery logo items! Fly fishing gear from Temple Fork Outfitters and Jim Teeny, fishing shirts from Ex-Officio, fun accessories from Recycled Waders and CHUMS; these are some of the high quality, co-branded items now available. The best part: for every purchase, a substantial portion of the price goes directly to support Reel Recovery's Retreat Program!



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... percent of your donation goes into our Program Services. We operate with a very low overhead, ensuring that your contributions go where you want them to go: to serve our participants!

Generous Support in 2009

We thank these major donors, and the hundreds of other individuals and organizations who joined them in supporting Reel Recovery in 2009. Thanks to their generosity in the face of a severe economic downturn, we were able, once again, to meet our commitment to provide every Retreat completely free of charge to our participants.

Meaningful Numbers

1000+

... individual donors, organizations and businesses that support Reel Recovery

70

... percent of revenue comes from individual donors

400+

... dedicated volunteers all across the country giving their time and hearts to serve our participants

850

... men, with all forms of cancer, at all stages, served by Reel Recovery since 2003

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... minute it takes to help us help men with cancer by donating online at www.reelrecovery.org

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| Brown Bear Society – Texas * | Kentucky Cancer Program |
| Cancer League of Colorado | Korkers |
| Carson-Tahoe Cancer Center | Montana Cancer Specialists* |
| Cedarwood Lodge – Arkansas* | Oakley |
| Colorado Cane Conclave | Reeder Creek Ranch – Colorado* |
| Colorado Neurological Institute | Silicon Valley Bank |
| Enterprise Rent-A-Car Foundation | Temple Fork Outfitters* |
| Ex-Officio | Trout Unlimited – Chapters |
| Genentech | Umpqua Feather Merchants* |
| High Sierra Flycasters | Wal-Mart & Sam's Club |
| Hunting Down Cancer | Washington Fly Fishing Club |
| John Wayne Cancer Foundation | Williams, Inc. |
| J.K. Mullen Foundation | |

* new supporter in 2009

Reeder Creek Ranch's Art Bruchez (l) and Program Director Coy Theobalt

