



News

Winter/Spring 2021

Standing Together, Standing Strong

Message from the Executive Director

First the good news: Reel Recovery is still standing, and standing strong! We are surviving the unprecedented challenges that the pandemic and economic crisis have created, thanks to the generosity of our loyal supporters and some creative fundraising initiatives. We have been able to retain our staff (of 3) and continue to engage our volunteers and community as we prepare to safely resume Retreats sometime in 2021. Our foundation is strong and our resilience indomitable!

But without a doubt, 2020 has been our most challenging year in our 17-year history. And it started with such exciting promise: we had just completed our best year ever, with 32 Retreats in 21 states, and were planning to add at least two in the U.S. and a new one in Australia. We had strengthened our Board of Directors and our Volunteer Leadership Team was exceptional—41 experienced State Coordinators

eager to launch the 2020 Season. We had 275 men already signed up before March 1, and were hoping to serve more than 400 during the year and reach our 4,000-man milestone. Personally, I had never been more enthused and energized about a Retreat Season.

And then came March, and the necessary shut down of our Spring Retreats. We still had hopes that we could conduct Retreats in the Fall, but as each month passed, it became apparent that there was no clear path to conduct our activities safely. The health and safety of our participants and volunteers was, and always will be, paramount, and we eventually cancelled all our U.S. Retreats and all our in-person fundraising and recruiting events.

Those decisions were not taken lightly, and, in fact were heartbreaking for our Staff and Volunteers, all of whom are so very dedicated to serving our men. We know that some men

will not make it to the next season, and that others may be at too high risk to attend, even when we do establish new safety protocols. That is crushing.

But our heartbreak also fuels our resolve; we are undaunted, and determined to resume our Retreats as soon as safely possible. We have over 700 volunteers ready to go; facilities eager to welcome us back; healthcare partners sharing our story with their patients; medical advisors providing expert counsel; donors who have kept faith in our mission; and so many fish wanting to tighten those lines. The Reel Recovery community is standing together and standing strong, and I know we will not only survive, but eventually thrive in the months and years ahead.

Be Well! Fish On!

Stan Gofub, Executive Director



New Zealand 2020



New Zealand 2020



Generous Support in 2020

We thank these major sponsors, and hundreds of other individuals and organizations who have supported Reel Recovery so far in 2020. In these challenging economic times, we cannot understate our gratitude and appreciation for the financial support we continue to receive. These generous contributors have been vital to our sustainability; please consider joining them as we prepare for a better year in 2021.

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|------------------------------------|-------------------------------------|
| Art & Shirley Adams | High Sierra Flycasters |
| Affordable Housing Access | Greg Horstman |
| American Legion – Posts | Mike Juenger |
| Jenny Arfmann | Lions Club of Webster Groves, MO |
| Michael Bateman | Mechanicsburg Club |
| Bon Secours Richmond Health System | Merck Foundation |
| Cancer League of Colorado | Glen Milliman |
| CAPTRUST Community Foundation | Northwest Oklahoma City Rotary Club |
| David Carlton | Jim Norton |
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| Cedarwood Lodge—Arkansas | Mike Nyalko |
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| Clark-Skamanian Flyfishers | Daniel Paige |
| Richard Coppage | Joe Pauletto |
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| Dean Seeman Foundation | Max Rasmussen |
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| Martin Fay | St. Luke's Health System |
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| Fly Fishers of Virginia | Milus Scruggs |
| Fredrick H. Barth Foundation | Sonoma County Assessor's Office |
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| Frieda and William Hunt | Sportsmen's Club of Fort Worth |
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| Genentech | Texas Oncology-Central Austin |
| Goat Peak Ranch | Trout Unlimited—Chapters |
| Tom Grant | The Tyler Foundation |
| Guadalupe River Trout Unlimited | US Bancorp Foundation |
| Carol & Andy Harris | U.S. Family Foundation Project 143— |
| John Harris | The Master's Fund |
| Jeff Hedges | VFW—Posts |
| | Wal-Mart |

Fish On! Fish-A-Thon!

We've had to get creative this year with our fundraising, as all of our usual in-person events were cancelled. So in October, we launched our first-ever *Fish-A-Thon*, a safe, socially-distant way for our supporters to get out and fish for a good cause. Over 70 anglers participated, generating 250 individual donations, totaling close to \$40,000!

It was a fun, engaging way to raise money and awareness, and we plan to do it again in the Spring.



Success Down Under!

A true bright spot for us in 2020 has been the success of our New Zealand Program. We were able to conduct our first Retreat in February, before the pandemic, and a second Retreat in November. Our spirits rejoice to see Reel Recovery in action, wherever

in the world, bringing joy, connection and hope to men living with cancer. In 2021, we're looking to expand to the South Island of NZ, as well as our first Retreat in Australia. Good on ya, mates!

Help us Thrive!

2020 has been a year of survival, for Reel Recovery and so many other non-profits and small businesses. We know economic times are still tough, but if you are able, please help us *thrive* in 2021, resuming our programs safely and serving men who need our healing Retreats. Every dollar is important, so please join us today so we can continue this good work together. Use the form below or donate online at reelrecovery.org/year-end-giving-campaign.

Please Give Us A Hand!

DONATION FORM

- \$75 Please send me the Reel Recovery Mesh Cap
- \$150 Please send me a Reel Recovery Short Sleeve T-shirt *Circle size below*
Unisex Size: S M L XL XXL XXXL
- \$350 Please send me a Reel Recovery Long Sleeve DriQ Shirt (loose fit) *Circle size below*
Men's Only Size: S M L XL XXL
- \$700 Please send me a Reel Recovery/TFO Super Combo—9ft, 5wt. 4pc Fly Rod, Reel, Line and Case.
- Here's my gift of \$_____. No premium, thanks.

THANK YOU FOR YOUR DONATION

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Address _____

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Email _____

Check Enclosed VISA Mastercard Discover

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Exp. Date _____ Security code _____

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