



VetsBoats Annual Report 2025

Restoring Purpose. Building Community. Sailing Forward.

Prepared October 2025

Mission and Vision

Mission:

To restore veterans' health, confidence, and community connection through the proven therapeutic benefits of sailing and wooden boat restoration.

Vision:

A nationwide network empowering veterans and families through maritime training, teamwork, and inclusion—connecting military service to community leadership and lifelong well-being.

VetsBoats' national plan combines **structured sponsorship levels** with an integrated **fundraising framework** designed for both institutional partners and individual donors. Funds raised enable free therapeutic sailing programs, vessel upkeep, veteran crew training, and sustainable national expansion.

Sharing a Journey from isolation/loneliness to participation/community to restoring purpose/power

Dedication

Admiral James Stockdale's story has always stood as a personal reminder of what resilience really means. After eight years of torture and isolation as a POW, he lived by one principle, known as the Stockdale Paradox: face reality, but never lose faith. That balance feels as relevant in ordinary life as it does in combat or command: Recognize the hard truth of where you are, while holding fast to the belief that you'll prevail in the end.



Every veteran we've known who found peace after service lives by that same quiet courage. It's not about optimism — it's about endurance.



This organization was founded on the belief that veterans, like boats, are designed for resilience. Both carry scars from service, requiring care, maintenance, and purpose to remain strong. Wooden boats in particular are living metaphors for recovery—they require teamwork, attention, and respect for nature's rhythm. Veterans who engage in their restoration rediscover craftsmanship, patience, and belonging.

Fair winds and following seas, Admiral. Your example keeps us steady through our own storms.

From the Helm

This year marked our most ambitious and fulfilling chapter yet. The VetsBoats Foundation continued to advance its mission of restoring health, well-being, and purpose to military veterans and their families through the transformative power of sailing, craftsmanship, and community service.

Our roots remain deep in the Bay Area, where 2026 promises major expansion in our local programs. The completion of Clover will enable us to offer expanded sailing days, new community partnerships, and a broader range of activities serving veterans and their families right here at home. Our commitment to local impact is stronger than ever—with targeted donor support, we are poised to reach more veterans in the Bay Area than in any previous year.



VetsBoats has grown from humble beginnings as a small volunteer effort in Sausalito into an emerging national movement that unites veterans, boat owners, and community partners across the country. Our fleet expanded, our partnerships multiplied, and our programs reached more veterans than ever before. In 2025 alone, we hosted over 20 sailing days, served more than 620 veterans and family members, and continued work on our national flagship vessel, Clover—now nearly ready to launch after years of dedicated restoration.

Looking ahead to 2026, our goals include both robust growth in the Bay Area and a strategic expansion of programs nationwide. The motto for 2025—Changing Veterans, One Sail at a Time—captures the heart of what we do. Veterans heal together on the water, rebuilding trust, teamwork, and confidence while learning new skills that carry them into civilian life.

Whether your support is focused locally or aimed to propel our mission across America, your partnership is vital. Thank you for helping us build a future where veterans thrive—here at home and wherever the wind may carry us next.

— **Terry Moran, Founder**

2025 Highlights

Healing Sails and Growth

- **28 sailing outings completed**, serving 620 veterans in the Bay Area from all branches in partnership with *Call of the Sea*, *Wylie Charters*, *AdventureCat Sailing Charters*, *Sailing for Veterans*, *Indian Lake Yacht Club*, and member Boat Owners
- Over **96% reporting improved morale** and stronger peer connections.
- Our fleet grew to **16 operational vessels**, expanding access from our headquarters in Sausalito to Springfield Ohio and Cape Cod MA.



Flagship Restoration – Clover's Transformation

Clover, our 68-foot 1938 cutter, neared completion of her multi-year restoration. Veterans from the *VA Palo Alto* and *Sacramento Centers* worked side by side, learning maritime and trade skills that included rigging, woodworking, and deck restoration. *Clover* will soon begin her first sea trials as a national symbol of unity and perseverance.



Program Expansion

It's time for a larger vision, still rooted in the shared purpose of serving those who have secured our freedom — but now powered to grow well beyond our local efforts. VetsBoats plans to evolve into a national platform—a living, collaborative model that empowers local organizations to save veterans' lives. To do this we will share what we've built—our methods, our relationships, our story—so that others can create their own program tailored to their needs. The VetsBoats guiding principle remains unchanged: helping veterans move from isolation to community and purpose. Now we are inviting anyone who shares our goal to join us, personalize it, and help it grow.

Two New Chapters Launched in 2025

Ohio Chapter - Salvation Navy



We are proud to announce the opening of a new VetsBoats chapter in Ohio, operated in partnership with the Salvation Navy and supported by the Indian Lake Yacht Club. The Ohio chapter will carry forward VetsBoats' mission by providing local veterans with opportunities for adventure, camaraderie, and healing on the water—helping them transition from isolation to active, purposeful participation in a supportive community.



Cape Cod Chapter - Sailing For Veterans



We are proud to announce that SailingForVeterans.org is joining the VetsBoats network to expand access to the healing power of sailing for veterans nationwide. By partnering with SailingForVeterans.org, VetsBoats will deepen its reach and impact—offering even more veterans the chance to find camaraderie, purpose, and renewal on the water. Together, our organizations are committed to delivering transformative sailing and restoration programs, fostering a supportive community, and building new pathways to resilience for every veteran we serve.

Charter for Expansion in 2026

Our new Charter, VetsBoats National Expansion, outlines how we will transition from a local model of impact to a unified, scalable national presence that will unite people nationwide around action, belonging, and hope. Highlights include:

- Unified Program Model: Consistent safety and training standards, measurable well-being outcomes, and recognition systems for volunteers and captains.
- Partnership-Driven Growth: Formal partnerships with VA departments, VFW posts, American Legion chapters, and other veteran service organizations.
- Sustainable Operations: Fiscal discipline, a low-cost-per-participant focus, and transparent metrics tied to engagement and outcomes.



Community Partnerships

- Collaborations expanded with a Three-Tier Network:
 - Members – Individual boat owners supporting veteran-focused events
 - Chapters – Regional teams advancing measurable local programs
 - Affiliates – Nonprofits partnering under our brand for shared resources & visibility
- National Flagship – Clover: Her goodwill voyages will connect chapters, share best practices, and symbolize our collective service.

Through this framework, VetsBoats will grow from a proven local leader into a national force for healing. Together, we can make maritime intervention accessible wherever there's a veteran in need.

Media and Outreach

- Launch of the *VetsBoats Foundation Podcast and YouTube Channel*, featuring real stories of recovery, leadership, and resilience from participants.



Measured Impact

Using validated metrics like the **Well-Being Index**, VetsBoats measures and reports quantifiable improvement in wellness, leadership, and inclusion.

Key 2025 Outcomes:

- **95% participant satisfaction** across all programs.
- **75% retention and re-engagement rate** (participants returning to volunteer or train peers).
- Veterans reported significant increases in “sense of purpose” and “community belonging” within six months of engagement.

- Over **1,000 veteran touches** (direct participants and family members supported through outreach and events).



Organizational Structure and Governance

VetsBoats Foundation operates through a **federated national model** as outlined in the **2025 National Charter**, emphasizing standardization, service quality, and scalability.

Three Levels of Participation:

- **Members:** Individual boat owners hosting veteran sails under the VetsBoats banner.
- **Chapters:** Regional program hubs leading events and volunteer coordination.
- **Affiliates:** Partner nonprofits sharing training systems, evaluation tools, and branding assets.

All volunteers complete background checks, adaptive sailing safety training, and trauma-informed instruction. The **Clover Fleet Recognition System** honors Bronze, Silver, and Gold status for veteran engagement and service contributions.

2025 Board of Directors

- **Terry Moran**, Chair & Founder (Navy Veteran)
- **Phillip Connolly**, Treasurer (Army Veteran, Ret.)
- **Matt Cline**, Board Media & Outreach
- **Tom Gilheany**, Safety & Cybersecurity Advisor
- **Tony Maffei**, Veteran Advocacy & Development
- **Ashley Matchett Woods**, Branding and Marketing

Volunteer and Community Engagement

- **150+ community volunteers** across California and partner states.
- Volunteers logged nearly **3,500 cumulative hours** in sailing, restoration, and outreach service.
- *Clover's* restoration involved work from disabled veterans, students, and retirees—blending mentorship with mission.
- Recognition rewards (logbooks, shirts, and event honors) strengthened long-term volunteer retention.

Corporate volunteer groups from maritime, logistics, and technology companies participated in shoreline maintenance, equipment upgrades, and onboard instruction—building a foundation for future national sponsorship partnerships.

Financial Overview (2025 Operational Summary)

Annual reporting follows strict fiscal oversight and cost-efficiency metrics, averaging **under \$100 per veteran participant**—demonstrating exceptional stewardship and sustainable growth.

Revenue Sources:

- Individual donors and memberships: 35%
- Corporate/Foundation grants: 40%
- Event sponsorships and partnerships: 15%
- Vessel donations and in-kind support: 10%

Primary Expenses:

- Program operations & equipment: 50%
- Boat maintenance & restoration: 25%
- Outreach & evaluation: 15%
- Administration & compliance: 10%

VetsBoats remains committed to a **low-cost-per-participant** model and uses transparent reporting standards verified by **GuideStar** and **Candid Bronze Rating** benchmarks.

Looking Ahead to 2026

The coming year will mark a pivotal milestone as **VetsBoats transitions from regional initiative to national network**. Goals include:

- Serving **2,000 veterans and family members** across 10 active affiliates.
- Launching the **Clover National Voyage**, connecting chapters nationwide and showcasing best practices.
- Establishing formal partnerships with *Warrior Sailing*, *Sail to Prevail*, and veterans' justice programs in the Pacific Northwest and Southeast U.S.
- Expanding our *Cohort Sailing and Volunteer Credentialing System* with digital evaluation dashboards and unified national training modules.

The long-term goal: to foster a network where no veteran sails alone, and every program remains accessible, sustainable, and deeply human.

Reflections

2025 reaffirmed that sailing is more than recreation—it is **rehabilitation through purpose**, a space where veterans regain strength and belonging. With every voyage, restoration, and partnership, VetsBoats expands the reach of its mission: to connect veterans with life, community, and meaning once more.



Fair winds and following seas,
The VetsBoats Board of Directors