



MILITARY & VETERAN WELLNESS  
**BOULDER CREST**  
RETREAT

# CONSTRUCTION CAMPAIGN REPORT 2011-2014

HEALING HEROES. ONE FAMILY AT A TIME.

A 501(C)(3) NONPROFIT ORGANIZATION



## BOULDER CREST

Healing Heroes. One Family at a Time.

WELLNESS RETREAT

## BOARD OF DIRECTORS

Ken Falke  
*Chairman and Founder*

Fred Malek  
*Vice Chairman & Co-Founder*

Jennifer Marino  
*Executive Director*

John Coster

Mike Dignam

Tracey Ellis

Chris Ferguson

Bruce Gates

Tony Giachinta

Steve Kupka

Brian MacDonnell

Shane Moore

Brian Rathjen

Henry Stoever

Rob Veltre

Michael Westphal

MSgt Rob Wilkins  
*USAF (Ret.)*

Timothy R. Yost

## HONORARY BOARD

The Honorable John Lehman  
*Former Secretary of the Navy*

General Henry Shelton  
*U.S. Army (Ret.)*

General Peter Pace,  
*U.S. Marine Corps (Ret.)*

Admiral William J. Fallon,  
*U.S. Navy (Ret.)*

General Norton Schwartz,  
*U.S. Air Force (Ret.)*

Leroy Petry, SFC (Ret.)  
*Medal of Honor Recipient*

Rocky Bleier,  
*Veteran & Former NFL Player*

## FROM THE CHAIRMAN

Dearest Friends,

This report is a compilation of our construction campaign that started in September of 2011. What started out as a “good idea” around our dining room table, is now a reality and a much more impactful result than Julia and I initially dreamed of.

In 2011, our idea moved in to action thanks to Loudoun County leadership supporting the rezoning of 37 acres of our land. During our first board meeting we all agreed that we needed to have \$4 million raised before beginning construction. In May of 2012, we had a groundbreaking ceremony thanks to several very generous donations. In less than 18 months, the cabins were built and families were enjoying the beauty of the retreat and in September 2013, all of the construction was complete and we were open for business.

By December of 2014, we had hosted over 800 guests, logged more than 8000 volunteer hours, hosted eight smaller nonprofits to run their programs and raised \$11.4 million. Our dream is now a reality. Boulder Crest Retreat for Military and Veteran Wellness is the nation’s first dedicated private facility for combat veterans and their families.

As a young boy growing up in a very military community, I saw how Vietnam veterans were treated and there was no way I could see this happening to this generation of warriors. Although the majority of our guests at the retreat are in fact post 9/11 Iraq and Afghanistan combat veterans, the retreat is open to anyone who has served in combat. To date, we have hosted families from every conflict since and including World War II.

Our belief at Boulder Crest Retreat is that military and veteran personnel and their families are some of the most resilient and productive citizens in our great country and that many of them are just in need of a recharge, and redirection. Our goal is that this generation of warriors will become as productive here at home as they were on the battlefield and be recognized as the next greatest generation.

In January of 2015, we kicked off a second campaign to raise \$10 million to expand and enhance our programs delivered here at Boulder Crest Retreat. Ultimately, we will raise an endowment to ensure Boulder Crest Retreat is here for a long time. We remain honored and humbled to serve and we are most appreciative of the accomplishments of our staff, our volunteers, our donors and the oversight and influence provided by our board of directors and our honorary advisory board.

On behalf of the retreat’s leadership, staff, and my family, please accept our sincere gratitude for your ongoing support. It is your support and generosity that makes it possible for us to execute our mission and achieve our goals.

Enjoy this report and feel free to contact us with any feedback. Our goal is simply to be the best we can be and “Heal Heroes, One Family at a Time”!

With heartfelt appreciation,



Ken Falke  
Chairman

## ABOUT

Boulder Crest Retreat for Military and Veteran Wellness is the country's first privately-funded rural retreat dedicated to providing free, evidenced-based, non-pharmacological healing solutions for combat-related stress. Our safe, trusted, and sacred space hosts wounded warriors (with both male and female programs), families, Gold Star families, couples, and caregivers.

Set on 37 acres in the foothills of Virginia's Blue Ridge Mountains, the Retreat offers guests a supportive, peaceful and homelike environment where they can forget the stresses of war and clinical environments while nurturing the healing process.

Since opening in September 2013, Boulder Crest Retreat has served more than 800 combat veterans and family members across our three key programs:

- Family rest and reconnection stays that range from 2-7 days
- Short-duration, high-impact group retreats ranging from 3-15 days
- One-day reintegration seminars on topics that include financial literacy and employment.

These programs are available to active-duty, reserve, National Guard personnel and veterans with combat stress related injuries and their families. The guest's military sponsor must be a combat veteran and can be from any current or past war or conflict.

The Retreat also provides its space and resources free of charge to accredited nonprofit Military Service organizations

(MSOs) and Veterans Service Organizations (VSOs) to host their own proven programs for those in need.

Boulder Crest Retreat offers a comprehensive curriculum of evidence-based healing and supportive interventions for combat-related stress such as: meditation, yoga, group sessions, Somatic Experiencing (SE), and Eye Movement Desensitization and Reprocessing (EMDR). We also offer recreational therapies including: fishing, photography, archery, gardening and nutrition, swimming, canoeing, kayaking, biking, golfing, horseback riding and hiking along the Appalachian Trail. Additional programs are offered to assist service members and their families with their transition to life after service, including: training to enhance careers, financial and mortgage literacy and other skills needed for reintegration back into their communities. The retreat features four ADA-accessible cabins, a beautiful community lodge, an on-site equine therapy operation, fishing pond, bird sanctuary, archery range, children's playground, walled organic therapeutic garden, labyrinth, and nature trails.

Boulder Crest Retreat defines success as "doing better tomorrow than you are doing today." Our nation's wounded warriors and their families face many challenges, obstacles and uncertainty as they rebuild lives that are forever changed as a result of their brave military service and personal sacrifices made to protect our freedom. We work closely with every individual to set personal goals that are realistic and achievable. We provide high impact, real world solutions that foster resiliency and offer mentorship (in live and virtual environments) for what we call "access to forever care".

## LEADERSHIP AWARDS

- Loudoun County, Virginia Sheriff's Leadership Award
- VFW Post 9760 Leadership Award
- MOAA Caregivers Award
- Hillier Ignite Warrior for Warriors Award



## WHY WE EXIST

We exist to heal our military members, veterans and their families dealing with combat-related stress.

## THE PROBLEM WE ARE SOLVING

Life is hard. Life is challenging, stressful and full of ups and downs. No group of men and women know that better than our nation's combat veterans. It is estimated that more than 2 million men and women are battling the effects of combat-related stress in the wake of 13 years of war.

The current mental health system, with its reliance on a one-size-fits-all approach, has proven lacking and ill-equipped to address the nature and scale of the combat-related stress challenges facing combat veterans and their families. These service members, veterans and their families deserve and require a safe and non-clinical setting to heal so they can begin to bring their unique set of skills, experiences and strengths to bear here at home.

## WHAT WE BELIEVE

- We believe healthy veterans contribute significantly to society.
- We believe combat-related stress is contagious, therefore, to heal combat veterans, you must focus on the entire family.
- We believe that a rural, calm setting is a key component of the healing and recharge process.
- We believe in a privately-funded model, not a "strings attached" model, generating innovation, flexibility and individualized care required to address the challenges of combat-related stress.
- We believe in evidence-based mental health practices, not story-based practices.
- We believe that a comprehensive wellness model encompasses Mind, Body, Spirit and Financial elements.

## BUILDING BLOCKS TO OUR SOLUTION

- Leverage our early combat stress recovery program successes.
- Partner with leading academic institutions to develop robust program evaluation metrics.
- Develop a technology platform that ensures program benefits are sustained once participants return to their daily lives.
- Create the nation's first comprehensive curriculum for combat stress recovery, inclusive of therapist and participant guides and train-the-trainer programs (for therapists and military mentors).
- Scale the Boulder Crest Retreat model to at least 10 communities across the nation in the areas of the greatest veteran populations.

# INVESTORS

We are grateful to the Retreat's long list of generous donors for their support during our Construction Campaign. Listed below, we wish to recognize campaign investments of \$25,000 and above.

## \$1 MILLION AND ABOVE

Annenberg Foundation  
Clark Charitable Foundation  
Clark Construction Group, LLC  
Ken and Julia Falke

---

## \$500,000 - \$999,999

NikiPro Foundation, Inc.  
Richard King Mellon Foundation

---

## \$250,000 - \$499,999

Altria Group, Inc.  
Fred and Britlan Malek

---

## \$100,000 - \$249,999

Bruce and Joyce Gates  
PAE  
Shoulder 2 Shoulder, Inc.  
Torque Foundation (Lammot du Pont)

---

## \$50,000 - \$99,999

Boot Campaign  
Capital One Bank N.A.  
Clune Construction Company  
Dynamic Aviation Group, Inc.  
Federal Realty  
Ford Motor Company Fund  
J.F. Lehman & Company (John Lehman)  
JPMorgan Chase & Co.  
Loudoun Road Runners  
Molly's Cockles and Mussels, LLC  
Monoflo International (Henning Radar)  
National Philanthropic Trust  
NewDay Financial, LLC  
NewDay USA Foundation  
Newman's Own Foundation  
The Ohrstrom Foundation  
Resnick Family Foundation  
Veterans Management Services, Inc.  
(Shane and Jenny Moore)

## \$25,000 - \$49,999

American Freedom Foundation  
B. F. Saul Company  
CRGT Inc.  
CI Capital Partners  
Coalition to Salute America's Heroes  
Epling Landscaping and Lawn Service,  
Inc. (Wayne and Sherry Epling)  
Hillier Ignite Foundation  
Jersey Mike's  
Joe Weider Foundation  
Medical Properties Trust, Inc.  
Somerset Investment Company, Inc.  
SunTrust Foundation  
USO  
Veterans United Foundation  
The Wise Foundation

---

## IN-KIND DONATIONS

AllSite Construction  
American Woodmark Foundation  
Armed Services YMCA  
Cochran's Lumber and Millwork  
The Continental Products Company  
GE  
Hilton Worldwide  
The Home Depot Foundation  
LifeCycle Construction Services  
Luck Stone  
Jim McKay Chevrolet  
Mitsubishi  
Roadstar Internet  
Rocky Top Log Furniture  
Rugs-Direct.com  
Trex Company  
United Rentals

---

A very special thank you to Starkey Construction and Epling Landscaping for the beauty created at the space.

# VOLUNTEERS



Hilton Worldwide is a longstanding supporter. Each year employees volunteer at Boulder Crest Retreat during their Global Week of Service in October. Hilton's team built our chicken coop, installed camping grills and planted hundreds of flowers throughout the Retreat.



Beautiful handmade quilts adorn the beds in the Retreat's four cabins. Lap quilts are a signature gift in our guest family welcome baskets. This expert handy-work is the result of ongoing support from Joshua's Hands, the Waterford Quilters Guild and other dedicated organizations and individuals.



Ford Motor Company employees took time away from the office to help paint the Retreat's barn for our two horses, Clayton and Gabriel. In addition, Ford volunteers erected the Retreat's teepee, which is used for meditation, art and music therapy.



There is keen interest from neighbors and community organizations in helping prepare healthy, hot meals for Retreat guests. So many have pitched in to cook and serve up their great recipes.



Members of the Fairfax County Fire Department Urban Search and Rescue Team, NFL Former Players Association, and local community volunteers cleared our Nature Trail along the creek. The trail is a popular spot for guest families with children.



Many local civic organizations support Boulder Crest Retreat. These groups experience much joy in delivering their special services! The Leesburg Rotary helps in many ways, from cash donations and organizing fundraising events to cooking meals and assisting with cleaning.

# FUNDRAISERS



Grassroots support for the Retreat is growing nationwide. Just outside of Pittsburgh, Pennsylvania in the beautiful town of Sewickley, our longest running event began as a high school service project by one of our board member's son, Robbie Veltre. The Brave American Classic 5K is now a "best of" Pittsburgh spring runs and draws nearly 500 runners and walkers annually.



Golf tournaments are a regular feature of the Retreat's fundraising events calendar each year and always a terrific opportunity for corporate and individual participation. The leadership and staff of Veterans Management Services, Inc. and CGRT, Inc. organize and serve as presenting co-sponsors for the Retreat's successful annual tournament.



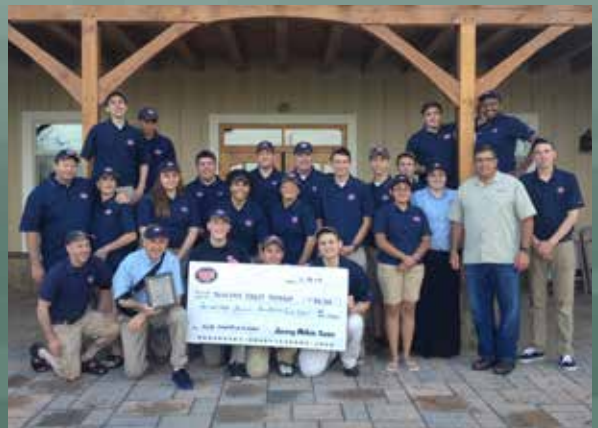
The Leesburg, VA River Creek community brings creativity, energy and style to our annual Boulder Crest Retreat Hoedown event. Their idea for raising funds around an authentic small town, hoedown experience was born from a special appreciation for our mission, our rural setting, and our on-site equine therapy program.



Area runners looking for a steep challenge found the right event with the Loudoun Road Runners 10K Trail Run during Veterans Day Weekend at Camp High Road in Middleburg, Virginia. Fall foliage is always at its peak. Participants receive quite a workout and the participation every year continues to grow.



Our Healing Heroes Ride is an annual motorcycle poker run that turned out more than 500 riders and guests for an afternoon of high stakes poker, great food and fun! Patriot Harley Davidson and the Berryville VFW Post 9760, hosted our starting locations and the Retreat was the final destination!



Jersey Mike's 'Day and Month of Giving' program has brought BCR into focus in our community. Store owners from 17 Jersey Mike's Sub shops (and growing) in Northern Virginia and West Virginia participate and commit 100% of store sales to the Retreat.

## TESTIMONIALS

*"We wanted to send a quick note to thank you for the wonderful weekend. Our only complaint is that the time went by too fast! We were blown away by how new and nice everything in the cabin was. The fireplace was awesome that first snowy day and when the weather warmed up we enjoyed standing out on the porch and taking in the view. You can see a lot more stars out there than back at our place in DC.*

*The volunteers were great too! Friday's dinner was not only highlighted by a warm reception, but steak and shrimp with homemade cupcakes for dessert - we felt quite spoiled. We arrived early and took turns playing on the instruments and checking out the movie and book collections. Having a toddler in our group made the multitude of instruments very entertaining. We also were able to find one of his favorite movies to bring back to the cabin. I think he watched it about six times in the next 36 hours.*

*Saturday when we went to the archery range it was more of the same - awesome people donating their time. My friend and I had our own bows and didn't require much assistance, but my wife came out to shoot, as well as another couple who was staying at the retreat and they needed more guidance. The two volunteers made their way around to all of us, but really took time to help the beginners and their patience was obvious.*

*After a day of activities our group split with my wife and I deciding to do equine therapy. We spent about two hours, meeting, grooming and then riding the horses. Katie was wonderful in offering us options with the horses and explaining the process and answering questions. We felt very safe and well taken care of at all times.*

*Sunday we took another walk to visit the horses and then got things packed up and headed out. As I said, it all went by too fast. Two quick notes, the general store is great. The staff and locals were very friendly and patient as we put in multiple sandwich and ice cream orders. Also, my wife and I stopped off in Leesburg for brunch on our way home. The downtown is quite nice and had a lot of dining options.*

*We got back home feeling refreshed from our weekend away. It was nice to turn off our work phones and connect with one another.*

*We look forward to returning next year for a longer visit if possible."*

.....

*"As one of the couples fortunate enough to participate in the retreat, it was truly 3 days we will be forever indebted to you. It has changed our life. My husband has really opened himself up, asking for help dealing with issues that have haunted him for the past 12 years. He is able to recognize it is not a sign of weakness, but a true sign of strength to be open and honest. I thank you, from the bottom of our hearts."*

.....

*"When I thought there was no hope left for me, the program opened doors and opportunities for me, as well as transformed my life forever. I have many new tools to keep on the right path. Thank you, BCR, for giving me my life back."*

.....

*"After years of therapy, technology and medication, I was finally shown a real PATHH. A path that doesn't seem so daunting to walk. Thank you BCR, I am going to take advantage of this second chance at life that I deserve."*

.....

*"The retreat for myself was amazing. I was able to see my sisters from a previous retreat, as well as reconnect with my husband. For my husband, it was a very emotional experience. I can honestly say that for the first time since his injuries, I saw a rare glimpse of the man that I married 19 years ago. It was extremely cleansing for his soul. He showed emotions that I haven't seen him show in over 10 years. Thank you!"*



## STATEMENT OF FINANCIAL POSITION

As of December 31	2011	2012	2013	2014
<b>ASSETS</b>				
Cash	\$122,166	\$778,846	\$390,430	\$693,283
Pledges receivable, current	\$-	\$270,000	\$456,398	\$783,384
Net land, property, & equipment	\$406,412	\$2,459,556	\$5,555,431	\$6,257,739
Other assets	\$1,257	\$73,418	\$1,284,437	\$1,319,702
Total Assets	\$529,835	\$3,581,820	\$7,686,696	\$9,054,108
<b>LIABILITIES</b>				
Accounts payable & other liabilities	\$10,888	\$90,337	\$246,614	\$159,729
Line of credit	\$-	\$-	\$800,000	\$-
Total Liabilities	\$10,888	\$90,337	\$1,046,614	\$159,729
Total Net Assets	\$518,947	\$3,491,483	\$6,640,082	\$8,894,379
Total Liabilities & Net Assets	\$529,835	\$3,581,820	\$7,686,696	\$9,054,108
<b>STATEMENT OF ACTIVITIES</b>				
Contributions	\$634,047	\$3,213,583	\$3,832,236	\$3,568,783
Special events	\$-	\$-	\$129,252	\$466,142
Other revenue	\$-	\$-	\$71	\$5
Total gross revenue	\$634,047	\$3,213,583	\$3,961,559	\$4,034,930
Less special event direct costs	(-)	(-)	(84,727)	(125,878)
Net Public Support & Revenue	\$634,047	\$3,213,583	\$3,876,832	\$3,909,052
<b>PROGRAM SERVICES</b>				
Total Program Services	\$117	\$26,179	\$348,430	\$1,123,599
<b>SUPPORTING SERVICES</b>				
Management & General	\$6,126	\$36,705	\$63,599	\$142,133
Fundraising	\$108,857	\$178,163	\$316,204	\$389,023
Total Supporting Services	\$114,983	\$214,868	\$379,803	\$531,166
Total Expenses	\$115,100	\$241,047	\$728,233	\$1,654,755
Change in Net Assets	\$518,947	\$2,972,536	\$3,148,599	\$2,254,297
<b>Net Assets, Beginning of the Year</b>	\$-	\$518,947	\$3,491,483	\$6,640,082
<b>Net Assets, End of the Year</b>	\$518,947	\$3,491,483	\$6,640,082	\$8,894,379

# MISSION

TO PROVIDE FREE, WORLD CLASS, SHORT-DURATION, HIGH-IMPACT RETREATS FOR COMBAT VETERANS AND THEIR FAMILIES.

---

# VISION



REVOLUTIONIZE A MODEL OF HEALING THAT INTEGRATES EVIDENCE-BASED THERAPIES, A SAFE, PEACEFUL SPACE AND UNPARALLELED CUSTOMER SERVICE TO IMPROVE PHYSICAL, EMOTIONAL, SPIRITUAL AND ECONOMIC WELLBEING FOR OUR NATION'S COMBAT VETERANS AND THEIR FAMILIES.

---

THANK YOU FOR YOUR CONTINUED SUPPORT

18370 Bluemont Village Lane  
Bluemont, Virginia 20135

Phone: 540-554-2727  
Email: [info@bouldercrestretreat.org](mailto:info@bouldercrestretreat.org)

 [facebook.com/BoulderCrestRetreat](https://facebook.com/BoulderCrestRetreat)  
 [@BCRforHeroes](https://twitter.com/BCRforHeroes)

*For more information please visit [www.bouldercrestretreat.org](http://www.bouldercrestretreat.org)*

