



ReelCovey

UNHOOK ADDICTION, HOOK FISHING



EXECUTIVE SUMMARY



ReelCovey is a faith-driven initiative that harnesses the restorative power of fishing to support individuals on their journey to addiction recovery. Rooted in the belief that time spent on the water fosters healing, resilience, and renewal, our program provides structured opportunities for personal growth, community connection, and spiritual restoration.

Our mission is to unhook addiction, hook fishing through Christ and outreach by create access to fishing as a therapeutic outlet by offering fishing licenses, organizing retreats, and hosting faith-based outreach events. Through these efforts, we break down barriers to recovery, equipping individuals with both practical tools and emotional support to rebuild their lives.

At the heart of ReelCovey is the conviction that faith, fishing and fellowship can provide a path forward. Addiction isolates, but recovery thrives in a community. By fostering mentorship, accountability, and shared experiences, we empower individuals to reclaim their purpose and embrace a future filled with hope and restoring their family space.

With a strong foundation in personal experience and a deep connection to the fishing industry, ReelCovey is positioned to make a lasting impact. Our vision extends beyond individual recovery—by raising awareness and advocating for accessible outdoor therapy, we aim to reshape how addiction recovery is supported in communities nationwide.

ReelCovey isn't just about fishing; it's about faith, freedom, and a future restored.



EXECUTIVE DIRECTOR

Nicole Jacobs

NICOLE JACOBS



BOARD OF DIRECTORS

Executive Director



Nicole Jacobs

Secretary



Mitch Petrie

Treasurer



Dave Cotter

Marketing



Jess Veafetzek





MISSION STATEMENT



REELCOVERY STRIVES TO
UNHOOK ADDICTION, HOOK
FISHING THROUGH CHRIST
AND OUTREACH.



A grayscale photograph showing several hands holding smooth, rounded stones. Each stone is painted with a different word or phrase in a stylized, hand-painted font. The words include 'TRUST', 'GOD', 'FEAR', 'Worship', 'Faith', 'Repent', and 'Love'. The hands are positioned around the stones, some holding them up and others resting them. The background is a plain, light color.

VALUES



ReelCovey

F AITH

Rooted in Christ, we embrace His ability to heal and restore lives.

R ELATIONSHIPS

Recovery flourishes through strong connections that renew individuals and families.

E MPOWERMENT

We provide individuals with the skills, knowledge, and confidence to rebuild their lives.

S ECOND CHANCES

We believe in grace, redemption, and offering everyone a path to begin anew.

H EALING

Fishing and other activities are tools for transformative healing and renewal.





STRATEGY



COMMUNITY FISHING EVENTS

Hosting retreats, urban events, tournaments, and group outings that promote healing, camaraderie, and personal growth.

HEALING THROUGH FAITH-BASED SUPPORT

Connecting participants with faith and encouragement programs that provide spiritual guidance during their recovery journey.

AWARENESS & ADVOCACY

Sharing inspiring recovery stories through media outreach, community partnerships, and public speaking engagements.

RECOVERY LICENSE PROGRAM

Offering financial assistance for individuals in recovery to obtain fishing licenses, encouraging outdoor engagement.

TRAINING WORKSHOPS

Providing lessons on fishing techniques and recovery-based life skills that contribute to long-term stability and success.



A group of six women are standing on the deck of a boat, smiling at the camera. In front of them, a large quantity of fish, likely salmon, are laid out on a white tarp. The women are dressed in casual outdoor attire, including t-shirts, leggings, and hats. Some of the t-shirts have logos, including one that says "JESUS LOVES YOU" and another that says "ReelCovey". The background shows the open ocean under a clear sky.

MISSION MEASURES OF SUCCESS



PARTICIPATION GROWTH

Track the increase in the number of individuals engaged in our programs, utilizing our established growth metric system.

PARTICIPANT EXPERIENCE

Gather feedback highlighting the personal impact of our programs, illustrated through growth metric storytelling to showcase individual transformations.

RECOVERY IMPACT

Document stories of transformation, milestones in sobriety, and instances of spiritual growth among participants.

COMMUNITY ENGAGEMENT

Measure the expansion of partnerships with recovery centers, churches, and outdoor organizations to enhance collaborative efforts and outreach.

SUSTAINABILITY

Monitor the success in securing funding, donations, and sponsorships to ensure the continued viability and growth of ReelCovery.





VISION





ReelCovey will become a nationwide movement, known for its innovative approach to addiction recovery through fishing and faith-based outreach. We envision a future where lakes and rivers are not just places of escape, but sanctuaries of healing, redemption, and new beginnings.

Through our work, we will change lives, restore hope, and bring countless individuals closer to God and a brighter future.





OUTCOME & RESULTS





2024

August REELCOVERY WAS ESTABLISHED

September

REELCOVERY KICK-OFF EVENT

90% turn out rate we had 44 people registered with 10 children.

REELCOVERY OUTREACH AT MN WALK FOR RECOVERY

We attended the MN Walk for Recovery to help educate the public about our programs and offerings and data collections for member/participant inquiries.





2025

February

INNAGURAL RECOVERY ICE FISHING EVENT

We had over 80 registrants; 60 adults and 20 children with a 80% turnout rate.

May

SPRING INNER-CITY SHORELINE FISHING EVENT

We had over 40 registrants; adults and children.

June

INNAGURAL WOMEN'S FISHING RETREAT

We brought seven women in recovery to Lake Michigan for a 2-day guided fishing retreat. We worked with a local charter business to provide a transformative fishing experience. We also spent 50% of the trip working through the Life Recovery Bibles that ReelCovery provided, along with therapeutic discussions guided by a licensed counselor.





2025

July

SUMMER INNER-CITY SHORELINE FISHING EVENT

We had over 60 registrants; both adults and children.

September

RECOVERY OUTREACH AT MN WALK FOR RECOVERY

We attended the MN Walk for Recovery for the second year to help educate the public about our programs and offerings and get individuals registered for our upcoming inner-city shoreline fishing event. We registered over 75 individuals, setting ReelCovery up for the largest inner-city shoreline fishing event so far.

Coming Up in October

FALL INNER-CITY SHORELINE FISHING EVENT

Slated to be our largest event to date.



A grayscale photograph of a group of people, including children and adults, fishing along a shoreline. They are standing in tall grass near a body of water. In the background, there are trees and parked cars. A large black rectangular box is overlaid on the center of the image, containing the text "INNER-CITY SHORELINE FISHING EVENTS" in white, bold, sans-serif capital letters.

INNER-CITY SHORELINE FISHING EVENTS







FISHING RETREATS







FREE FISHING LICENSE PROGRAM





IMPACT STORIES

**"THANK YOU FOR CREATING AN OPPORTUNITY FOR MY KIDS AND I
TO DO SOMETHING TOGETHER OUTDOORS AND CONTINUE TO
REBUILD OUR RELATIONSHIP."**

**"THANK YOU FOR GIVING ME STUFF TO DO IN RECOVERY AND
FOCUS ON NOT USING."**

**"THANK YOU VERY MUCH. I ALSO LEFT A MESSAGE ON YOUR
WEBSITE. THE PROMISES ARE COMING TRUE. MY BOYS COULD HAVE
GIVEN UP ON ME AND THESE EVENTS ARE HELPING ME REBUILD MY
RELATIONSHIPS WITH MY LOVED ONES. THANK YOU FROM THE
BOTTOM OF MY HEART. "**



A black and white photograph of a fish being pulled into a fishing net. The fish is on the left, its body partially inside the net. The net is made of a fine mesh and is being pulled upwards. In the lower right, a fishing lure with a striped pattern is visible in the water. The background is a body of water with ripples and splashes.

FUNDING REQUEST





To establish ReelCovery as an effective faith-based recovery support program, we require dedicated support to strengthen and expand our infrastructure, programming, and staff. This investment will enable us to build a solid foundation that ensures adequate staffing and funding while allowing us to meet the needs of the recovery community.

With this support, we can develop critical components such as community and stakeholder engagement, volunteer management, data collection and evaluation, marketing and communication, fundraising and sustainability, financial management, leadership development, and board governance.

Establishing these key areas is essential to our long-term success and ability to serve those in need.





FINANCING REELCOVERY

To finance our first year's budget successfully, we need \$1,000,000. ReelCovey to date has been able to rely on volunteers and donation of in kind support to reduce operation costs. Dedicated funding from various private donors and board member donors allowed us to operate our first fiscal year budget.

FINAL THOUGHTS

Over the past six months much attention has been focused on increasing access to fishing and recovery support and activities. ReelCovey helps individuals maintain harm reduction and restoration of the family environment through the transformation power of faith in Christ and fishing.





THANK YOU

