

ANNUAL REPORT 2012

WAVE ACADEMY



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Message from the Founder and Executive Director

Thanks to the phenomenal support and generosity of our growing circle of friends in the community, the Academy made remarkable progress in 2012, achieving all of its stated goals while advancing in other exciting and unexpected ways as well.

As a result, over the course of its second year of operation, the Academy not only met all the requirements and organizational needs of a startup non-profit, it also set the stage for making a truly transformational impact on the public's understanding and the medical community's acceptance of warm water therapy as an effective treatment for individuals facing a range of medical and other challenges.



Among the milestones in 2012, our Academy launched its Pilot Apprentice Training (PAT) program, enrolling and awarding scholarships to five outstanding students who embody the values and fortitude required of our graduates. All five successfully completed the program and are now licensed, credentialed Aquatic Bodywork Practitioners ambitiously spreading the experience of warm water therapy throughout the San Diego community and beyond.

With the PAT program in full swing, the Academy was able to begin making warm water therapy available to individuals with special needs who could not afford treatment on their own. Among them were military personnel returning from Iraq and Afghanistan and suffering from post-traumatic stress disorder (PTSD). Preliminary results were so positive that the Academy is mobilizing to conduct and complete a major case study in 2013. This research represents the Academy's greatest priority in the year ahead, and we will devote a major share of our energy and resources toward this effort.

Over the past year, we also provided warm water therapy to end-of-life patients and their caregivers. In light of the promising results, the Academy is exploring a possible partnership with the healthcare community to greatly expand treatments for such patients in the future. We look forward to continuing the dialogue in the months ahead.

As we look back on the Academy's achievements over the past year, it's important to note that this progress has its roots in the bold vision and hard work of the legendary men and women who created the five different and distinct applications that are combined in the Academy's warm water regimen. Mindful of this, we wish to acknowledge the core founders of these ever-evolving water treatment expressions. They are Harold Dull, creator of WATSU®, Theri Thomas, Aquaternatives®, Peggy Schoedinger P.T. the originator of Adaptive WATSU®, Alexander George, the creator of Healing Dance® and WaterDance, developed in 1987 in Switzerland by Arjana C. Brunschwiler (psychotherapist) and Peter Schröter (psychologist).

Looking closer to home, our achievements over the past year were made possible by our advisors, board members, donors and other friends in the community, many of whom are recognized with deep appreciation in this report. The outstanding generosity of our donors in 2012 resulted in a 300% increase in private gift and grant support over 2011. This represents a breathtaking advance for any organization – all the more so for one as young as ours.

For those of you who have helped our Academy come so far in such a short time, we are deeply grateful for your generosity of time, treasure and talent. We encourage your continued support and engagement, knowing that the most important, challenging and rewarding work still lies ahead. For those who are new to the Academy and just dipping your toes in the water, we welcome your interest and we beckon you to dive in – the water is warm!

With deep appreciation,

A handwritten signature in black ink, appearing to read 'Dave Towe'.

Dave Towe

Our Mission

The Wave Academy is a not-for-profit (501c3) organization dedicated to expanding the role of warm water therapy as a powerful tool in the healing and advancement of individuals, communities and the human condition.



Our Objectives

To accomplish our mission, the Wave Academy:

- Supports and conducts research on the transformative and healing benefits of warm water therapy and educates the public about these benefits.
- Provides scholarships that enable individuals with merit and financial need to become credentialed warm water therapists.
- Provides financial assistance to special needs individuals who stand to gain the most from warm water therapy but are unable to afford treatment on their own.

Our longer-term objective is to establish the nation's first learning center for aquatic therapy, with its campus to be built in San Diego. This first-of-its-kind center will provide treatment, outsourced training by credentialed practitioners and ongoing analysis and assessment of healing and other benefits derived from warm water therapy.

"Dave Towe's desire to share his mastery of the powerful healing and therapeutic opportunities of warm water therapy has my committed and overwhelming support. I am honored and delighted to be a part of the effort to help make this truly remarkable therapy available to those most in need of growth and wellness."

— Erin O'Rourke,
Vice President, Academy Board of Directors

Major 2012 Accomplishments

Launch of Pilot Apprentice Training Program and Provision of Scholarships

In 2012, the Academy launched its Pilot Apprentice Training (PAT) program, a rigorous one-year, 500-hour land- and water-based curriculum and training regimen. Five outstanding and committed individuals enrolled in the course and completed their training, which included 50 hours of post-instruction apprenticeship. Today, all five are licensed and credentialed Aquatic Bodywork Practitioners, with hands-on experience and training in working with special needs populations.

The Academy is also proud to report that all five PAT students in 2012 were eligible to receive scholarship support, and thanks to the generosity of our donors, we were able to award such support to every one of them.

Improving Access to Warm Water Therapy

The Academy began making warm water therapy available to people who otherwise could not afford treatment. Grant funds targeted session costs, providing discounted rates and pro bono services to qualified individuals.

Exploring Partnership Opportunities to Treat End of Life Patients

Also in 2012, the Academy funded warm water treatments for end-of-life patients and their caregivers. Here, too, we saw enormous potential for wider benefit. As a result, the Academy has initiated discussions with healthcare providers about creating a partnership to greatly expand hospice patients' access to warm water treatment in 2013 and beyond. This would be the first partnership of its kind in the nation and would further establish warm water therapy as a bona fide medical treatment.

Major 2012 Accomplishments

Treating Military Personnel with Post Traumatic Stress Disorder (PTSD)

The Academy began providing warm water therapy to military veterans suffering from post-traumatic stress disorder (PTSD), hypothesizing that warm water treatment would reduce their symptoms. Working with two PTSD volunteers over an 8-week period, we studied the effects of their treatment using the same widely recognized and standardized PTSD measurement tools applied by the U.S. military.

Preliminary results were extremely favorable and as a result, evaluation is now underway to study the impact of warm water therapy on 30-50 volunteer veterans clinically diagnosed with PTSD. The test will conclude in late August of 2013, and we are hopeful that the findings will enable the Academy to quickly expand and serve the greater San Diego county veteran population.



Major Support and Participation from the Community

Over the past year, the Academy benefited tremendously from the generosity, talent and experience of individuals serving on its Advisory Board and Board of Directors, in addition to other key donors and volunteers. Their commitment and dedication in 2012 were reflected in the following ways:

- In-kind support and professional expertise guided the creation of the Academy's first marketing video for potential clients and donors.
- In December, the Academy held its first outreach event to educate the philanthropic community about the benefits of warm water therapy and invite them to support the Academy's mission. Leading benefactors Donna and Erin O'Rourke co-hosted the intimate VIP event at Donna's breathtaking seaside home in La Jolla.
- Thanks to our friends in the community who opened their homes and pools to the Academy, our practitioners were able to serve more people and more communities, including San Diego, Palm Springs and Los Angeles.

Academy Contributors

Our success over the past year was largely due to the Academy's growing family of philanthropists, a number of whom provided significant contributions over the past year. We are pleased and grateful to recognize the following for their generosity in 2012:

Donna O'Rourke

**Anonymous
Bret Gerber
Nancy & Mike DeFay
Foundation for the
Development
of Human Potential
Francie Mortenson
Erin O'Rourke**

**Jean G. Ashby and Kenneth
Burger
Renee Bagley
Dan Becker
Julie and Doug Bodenstab
Linda and Bill Casto
Amanda and Seth Collins
Gretchen Gainor
Andrew Gross
Deb Haggerty
Innerlight Development
Foundation
Jon R. Kurtin**

**Phil Nader
Camille Rothenburg
Randy Royster and Maria
Griego-Raby
Robyn and David Sharp
Sheryll Strang
Barbara Sullivan
Elizabeth Sullivan
Ruth Sutton
Dave Towe
Dee Towe
David Vogel and Larry Fulton
Kelley Worrall**

Wave Academy Board of Directors & Advisors

Statement of Income and Expenses in 2012

	FY 2012 Actual Expense	Total by Category
Income		
Individual Contributions	228,125.15	
Foundation Grants	52,100.00	
Total Income	280,225.15	
Expenses		
Student Awards and Grants		46,270.25
Scholarships (7 awards)	40,290.25	
Stipends for training-related expenses	5,980.00	
Operations		6,443.63
Dues and subscriptions	1,150.62	
Equipment rental	213.15	
Supplies	1,506.49	
Postage and shipping	165.95	
Printing and copying	414.29	
Liability insurance	2,592.00	
Bank charges and other fees	216.62	
Miscellaneous expenses	184.51	
Staff salary/benefits		11,935.33
Exec. Director salary	9,560.82	
Exec. Director benefits (health)	2,374.51	
Contract services		21,234.40
Administration (non-profit setup)	11,200.00	
Administration (programmatic)	6,464.40	
Legal and other fees	3,570.00	
Community Outreach and Education		12,670.67
Writing/design for web/print	10,610.13	
Travel and meetings	124.21	
Donor relations activities	1,936.33	
Total Expenses	98,554.28	
Income Over Expenses	181,670.87	

Francie Mortensen, President
Civic Leader and Philanthropist

Erin O'Rourke, Vice President
Community Advocate

Dan Becker, Secretary & Treasurer
Real Estate Agent

Nancy DeFay
Community Liaison

Dave Towe, Executive Director
Visionary and Aquatic Therapist
Former Corporate Executive

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**Jill Borman, Advisor**  
Associate Nurse Executive/Research and  
Clinical Nurse Specialist in  
Adult Psychiatric Nursing  
Veterans Affairs SD Healthcare System

**Brian Daly, Advisor**  
Development Strategist

**Bret Gerber, M.D., Advisor**  
Certified Pediatrician

**Phil Nader, M.D., Advisor**  
Retired Professor of Pediatrics, UCSD

**Craig Stuart, Advisor**  
President and CEO of HYDRO-FIT, Inc.

**Sherman Tamm, Advisor**  
World-Wide Channel Marketing  
Strategy and Readiness

**Dr. Monica Traystman, Research Advisor**  
Health To Go and Inner Life Coach



## How You Can Help Support the Academy's Efforts

Community support makes it possible for the Academy to fulfill its mission to expand the role of warm water therapy in healing and transforming lives.

Here are some examples of how your support can make a difference:

**A gift of \$100** will create the opportunity for a terminally ill patient or a disabled veteran with financial need to receive a warm water therapy session at no cost to them.

**A gift of \$800** will provide a PTSD-diagnosed military soldier or veteran with eight warm water therapy sessions over a two-month period, at no cost to them. This represents their enrollment in the Academy's major 2013 research study on the impact of such therapy on PTSD patients.

**A gift of \$5,000** will provide critical scholarship support to an outstanding young man or woman who is struggling financially but determined to complete their training to become a licensed warm water therapy practitioner.

**A gift of \$20,000** will support the professional staffing necessary for the Academy to conduct the nation's most ambitious and comprehensive research project to date on the potential benefits of warm water therapy for military personnel suffering from post-traumatic stress disorder (PTSD). Such a gift will also make it possible for 50 men and women in uniform to enroll in – and possibly gain major benefit from – this major study.



For more information about how you can support Wave Academy,  
Please call us at (619) 777-6441

Checks may be made payable to "Wave Academy" and mailed to:  
P.O. Box 33688  
San Diego, CA 92163

You may also visit us at: [www.waveacademy.org](http://www.waveacademy.org)

## Thank You!