



AFFTA Fisheries Fund

“Protect the Resource”



INTRODUCTION

The United States enjoys abundant fishing opportunities. This is not an accident but rather the result of an active and ongoing effort to manage for healthy and abundant fisheries. From the very beginning, anglers have been the vanguard of this conservation effort.

STEWARDSHIP & CONSERVATION

The American Fly Fishing Trade Association (AFFTA) is dedicated to guiding the sustainable growth of the fly fishing industry through both trade development and resource stewardship. AFFTA has excelled at leveraging the sport’s outsized cultural, economic, and policy clout to defend the fish and aquatic habitats that are the foundation of fly fishing in the United States.

In 2014, AFFTA established the AFFTA Fisheries Fund (AFF) as a nonprofit organization to fully focus on fisheries conservation issues and amplify the fly fishing industry’s conservation voice.

FLY FISHING CLOUT

Together, AFFTA and the AFF bring a needed and powerful voice to fisheries conservation. The power derives from our members – a collection of 1,000+ economically and geographically diverse guides, outfitters, retailers, manufacturers, and others from all 50 states and beyond. AFFTA’s membership comprises some of the most conservation-minded companies in the country, and AFFTA and AFF work to leverage the full power of their voices to move the needle on important fisheries conservation issues.

STEWARDSHIP

A commitment to conservation and responsible use; the responsibility to manage lands and waters wisely in order to leave a rich legacy for future generations.

STRATEGIES & IMPACT

Recognizing that the long-term enjoyment of wild places and quality fly fishing requires a sustained commitment to stewardship and conservation, AFF works to:

1. **Educate and mobilize** anglers on fisheries conservation and stewardship issues.
2. **Increase funding** for on-the-ground conservation through its small grant fund.
3. **Engage diverse stakeholders** in policy formulation and its implementation.
4. **Promote the ethical and sustainable use** of aquatic resources.

VISION

Establish AFF as the fly fishing industry's conservation go-to, promoting abundant and healthy fisheries and embracing all fisheries from headwaters to marine waters.

2023 FOCUS

- Dedicate \$50,000 or more in grant support to grassroots fisheries conservation projects—from habitat restoration and species conservation to increasing opportunity and access for underserved communities.
- Grow a united, sustainable campaign with the fishing industry, conservation community, and conservation-minded anglers capable of defending/ strengthening fisheries conservation as well as undertaking decisive actions to address the impacts of climate change.
- Generate \$400,000+ in new partnerships, earned media, and dedicated funding for AFFTA/AFF efforts on behalf of fisheries and their habitats.

SMALL GRANTS TO GREAT PARTNERS

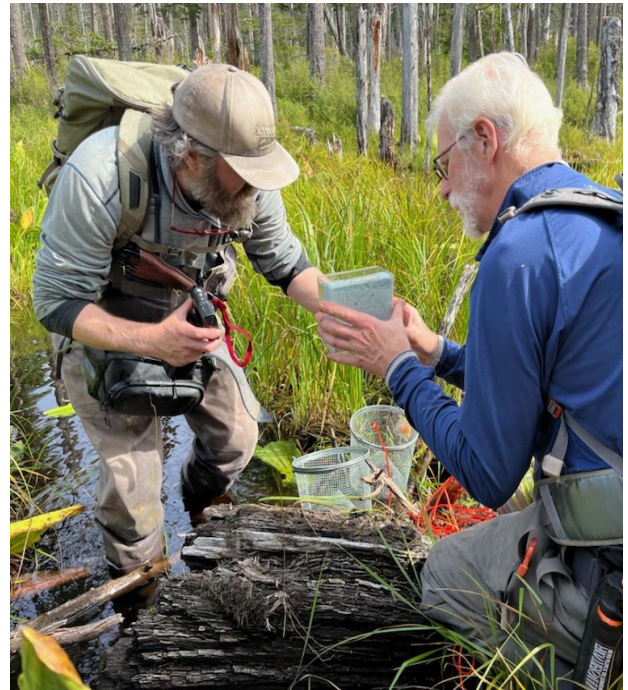
AFF is proud to provide small grants to support organizations working to restore aquatic habitats, enhance fisheries, promote invocative science, and increase awareness. Four examples:

Bighorn River Side Channel Reactivation, Bighorn River Alliance (Montana)

Alaska Fish Habitat Mapping and Community Science Project, Trout Unlimited (Alaska)

Menikanaehkem Youth Initiative, Menominee Tribe (Wisconsin)

Bonefish Tagging, Bonefish & Tarpon Trust (Florida)



Volunteers sampling Alaska streams for anadromous species

SOME EXAMPLES OF AFF'S IMPACT

On-the-ground conservation. Providing more than [\\$265,000 in grants](#) for fisheries enhancement, habitat restoration, and education projects across the U.S.

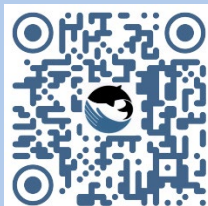
Science to policy. Convening a blue-ribbon panel and authoring the report [Recommendations to Improve the Health and Sustainability of America's Marine Fisheries](#), offering policy solutions to improve our marine fisheries.

Climate Impacts. Launching the [Tomorrow's Fish](#) campaign to raise knowledge and awareness and inspire anglers to engage in actions that build climate-ready fisheries.

National campaigns. Helping to raise more than \$100,000 from industry and friends to stop the Pebble Mine and protect the abundant and sustainable fisheries of Alaska's Bristol Bay.

Quick response. Within months of Hurricane Dorian providing \$17,000 to help Bahamian fishing families recover from the devastation.

To learn more about our projects and contribute to our work, please visit: <https://afftafisheriesfund.org/>



Photos courtesy of Brian O'Keefe & Riley Gallagher