

We Are Stewards.



RECYCLED FISH
RECYCLEDFISH.ORG

Recycled Fish is the non-profit organization of anglers living a lifestyle of stewardship both on and off the water, because our lifestyle runs downstream.



We are a 501(c)3 non-profit organization that teaches anglers everyday ways to be stewards of our waters.

On the water, that's things like Catch and Release or Selective Harvest fishing, It's cleaning up trash or using non-toxic tackle.

Off the water, the Stewardship Ethic is changing the way we take care of our lawns,

recycling or buying recycled, turning off the lights when we leave a room or putting in a low flow showerhead. Why? Because everyday choices affect our waters as much as what we do when we're at our favorite lake, stream or beach.

We are unique, and we strategically target anglers.



No other organization engages all anglers about ways they can be stewards of their waters everyday. Other groups focus on species or regions. None take a holistic view. General environmental organizations tend to disengage the angling audience.

We engage, educate and equip anglers specifically, because they have a personal, tangible connection with the waters they fish. Anglers are a large group (60 million - more than play golf and tennis combined), widely socially and geographically distributed, who are passionate about their sport. Leveraging that passion creates positive change for our waters and environment.

Our challenge.



We are at the most promising, exciting time in our organization's nine year history . More on that in the following pages.

At the same time, we face a budget gap. We need your help to raise \$10,000 by March 1, 2012.

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By the numbers:

Over 14,000 stewards from all 50 states and 20 countries.

Over 90% of people who take the Stewardship Pledge learn more about being stewards of our waters within the following year.

Over 65% say they actually changed the way they live.

For every dollar donated to the "On Ice" Tour we can get three gallons of trash off the ice and put three live adult fish back under the ice.

Annual budget has been \$50,000 - \$70,000, growing to \$125,000.



The Sportsman's Stewardship Pledge

Our benchmark program invites anglers take a pledge to be stewards of their waters. This act engages them. They then receive a Stewardship Kit that educates and equips them to be stewards of their waters everyday.



1 Million Stewards

Our new program puts a reusable shoreline cleanup bag and the *lifestyle of stewardship* booklet in 1 million fishing households. An online portal creates incentives and recognition while tracking for the impact of the program. Tangible action on the water, broad-scale solutions everyday.



Recycled Fish "On Ice" Tour

In its fifth year, the "On Ice" Tour has taken us one-on-one with over 200,000 ice anglers at the biggest and most influential events in ice fishing. We bring the Stewardship Ethic to the sport, and it is noticeably shifting the culture of the



Our Stewardship Tip educates thousands of anglers every week.

Every week, simple tip that any angler can do to be a steward of their waters. It's distributed by email blast (over 4,000 subscribers), social media, and content partners. It's also archived to our website.



The Fish Schtick Podcast is fun!

Our story-telling show brings both big names in fishing and guests way off the beaten path. The weekly podcast is available through iTunes and at www.TheFishSchitck.com, and always lands at a conversation about stewardship.

Other programs include S.A.F.E. Angling, Drop in the Bucket, Whack-A-Mussel and more. For a complete list visit RecycledFish.org/Programs.

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Recycled Fish is generating more impact now than ever, at a national level of influence and visibility.

State and national natural resource education Influence: Founder and Executive Director Teeg Stouffer has been invited to speak at the Association of Fish & Wildlife Agencies Conference, AREA Conference, MFWFC Conference, and MAFWA Conference in the past year. Our culturally current approach and immersive, interactive, high energy engagement model have been appealing to fish and wildlife managers .

National leadership impact: Teeg Stouffer will represent the cause and sportsmen across America in February as we convince Senators and Congresspeople to commit BP Oil Spill funds to Gulf Coast Restoration through the RESTORE Act.

Powerful new tools: The “Whac-A-Mussel” game makes a critical - but painfully boring - topic not only interesting, but exciting. Built on the Whac-A-Mole template, Zebra Mussels pop up the holes and anglers beat them back. The game launches at the BASSMASTER Classic and kicks off National Invasive Species Awareness week, along with the 1 Million Stewards program and a special invasive species education card. It follows with a 10-week article series on Fishhound.com, and the game will make appearances nationwide for the next five years.

Our shortfall is the result of a difficult winter.



Cancellations due to unsafe ice for Recycled Fish “On Ice” Tour events have put us \$3500 - \$4500 behind projections, which were based upon last year’s success.

In addition, our programmatic growth is outpacing our funding. We’re careful stewards of our financial resources. In-kind donation and volunteer efforts

allow us to operate on a very lean budget.

We need to close our current gap and create a funding cushion to ensure that we are never in this position again.

Donations can be made online at RecycledFish.org/Donate or mailed to: Recycled Fish | 605 N. 12th Street #3 | Nebraska City, NE 68410

Thank you for helping us to continue building momentum and doing what nobody else is to ensure a future of healthy water for America.
We are more than sportsmen, We Are Stewards.