



## *Why Trout Unlimited?*

The purpose of this document is to provide you with talking points to talk about TU to friends, anglers, and potential supporters. Your role as a TU Ambassador is critical to achieving our mission. Consider using these statements and supporting information alongside your own stories as an angler and conservationist to create a personal TU elevator pitch. The 2017 Annual Report has more TU facts and stories that you can use at your discretion.

Trout fishing is a pastime by millions of Americans. It connects families, as well as communities, to nature. Trout rely on cold, clean waters to survive and reproduce naturally—without the habitat, there are no fish, and without the fish, there is no fishing. Since 1959, Trout Unlimited has been focused on protecting, reconnecting, restoring, and sustaining coldwater fisheries. The organization has grown exponentially in recent years, now working with an annual budget of nearly \$50 million, and involving 300,000 members and supporters throughout the United States. There is no other organization of this scale and reach specifically focused on the work that improves habitat vital to trout and salmon. Trout Unlimited is a science-driven organization that practices a unique form of collaborative stewardship that brings industry, state and federal agencies, and others together. And the effects of TU's work on clean water are felt thousands of miles downstream, benefitting millions of people, whether they enjoy trout fishing or not.

**TU is a complete conservation organization.** From on-the-ground restoration work to policy work in the halls of government, TU is unique in its approach to conservation.

**TU offers uniquely-focused expertise.** No other organization can claim the same level of diverse staffing and volunteer expertise, from biologists, policy experts, communicators, organizers, trustees and support staff, *specifically focused* on improving trout and salmon habitat.

**TU is a community.** We consist of staff and volunteers who work in our home waters to make lakes, streams and their watersheds healthier for everyone.

**TU is non-partisan.** As an organization, our focus is on protecting, reconnecting and restoring our waters, not political agendas.

**TU is driven by science.** Sound science applied with experience and common sense help us consistently accomplish conservation success both on the ground and in the policy arena.

**TU is collaborative.** We work with all stakeholders that share our goals—from industry and corporations to governmental agencies and fellow conservation groups—to accomplish conservation success.

**TU is a medium to communicate.** Through our media and membership, our reach is huge, and allows us to share successes, challenges and calls to action far and wide.

**TU is a good investment.** With 87 percent of all funds raised going directly to conservation, we put our money to work on the ground. Moreover, because many of TU's efforts are leveraged through its vast volunteer network, in terms of physical work accomplished, dollars invested in TU yield over eight-times return on investment.

**TU is FUN.** Our organization recognizes that most of its members and supporters are anglers, and come to TU because they love to fish. Fishing is our “front door,” to engaging present and future generations of anglers as conservation advocates.



## Mission

To conserve, protect and restore North America's coldwater fisheries and their watersheds.

## Vision

By the next generation, Trout Unlimited will ensure that robust populations of native and coldwater fish once again thrive within their North American range, so that our children can enjoy healthy fisheries in their home waters.

## Core Values

- We are driven by our mission, and all levels of the organization—members, staff, chapters, councils, NLC, and board—work together toward a common vision.
- We work to find solutions to problems rather than simply treating symptoms.
- We base our decisions on sound science and share our science to help guide other partners.
- We operate through collaboration and partnership.
- We are innovative and entrepreneurial.
- We are committed to excellence and to providing best in class service to our members, leaders, staff, and supporters.
- We are non-partisan.
- We believe that educated and informed anglers make good stewards.
- We are optimists and believe in a better future.

## Framework

We protect the highest quality rivers and streams—the sources of cold, clean water.

- 3 million acres protected in 2017.

We reconnect high-quality streams to downstream areas through changes to law and policy, and by removing unneeded dams and addressing stream blockages such as perched culverts.

- 737 miles reconnected in 2017.

We identify and restore areas where we see the highest return on investment for coldwater fish.

- 361 miles restored in 2017.

We sustain this work over time by investing in kids, veterans, volunteers and the communities in which we live.

- 734,000 volunteer hours in 2017, and over 7.1 million hours in the past 10 years
- In the past decade, Trout Unlimited volunteers accounted for \$92,524,260 to implement our mission locally, including over 11,000 unique conservation projects.
- 1,600 education projects that engaged youth in 2017, and over 15,000 in past 10 years.