

Recycled Fish continued to grow in 2009 in both size and impact. Our message, “our lifestyle runs downstream” came to life through programs and events designed to engage, educate and equip anglers to live the “lifestyle of stewardship” every day.



2009 Annual Report



Recycled Fish membership rose from 8382 domestic members 2008 to 10,294 by the end of 2009. Add in the 395 international members, and we grew by over 2300 people in 2009. That's annual growth of 26% and a membership of over 11,000.

But does it matter? Yes!

We did a survey of our members to measure the impact of taking the Sportsman's Stewardship Pledge. Over 92% said they had learned more about “living a lifestyle of stewardship” after taking the Pledge, and 65% said they had actually changed the way they live. With over 11,000 people, that's not just a drop in the bucket.



In its second year on hard water, the Recycled Fish “On Ice” tour executed 23 live event days across the Ice Belt. The program brings the Stewardship Ethic to life for the ice fishing community by providing bags for live fish transportation and lake cleanup, an angler hospitality station for angler engagement,

education, and to take the Stewardship Pledge, and distribution of educational materials.

We covered a lot of ice! Our teams had 11,500 one-on-one interactions with anglers, seven media appearances, 4700 handouts, and over 700,000 event, online, and highway impressions to advance the ethic.



The first year for the Recycled Fish 24 Hour Fish-A-Thon was a success.

Anglers around the country fished around the clock to raise awareness for the problems facing our fisheries and money to help solve those problems. At the same time, they competed for prizes (based upon both fishing and fundraising) including a trip with a PAA Pro Angler or to Minnesota's North Woods at Spring Bay Resort.

10 teams from Nebraska to Pennsylvania, Minnesota to Georgia put in a collective 720 hours, caught and released several hundred fish, and raised \$6,000 for the cause.

What's more, we generated extensive national grassroots and media awareness - a critical component to our mission. This program is setting up to become our primary annual fundraiser.



Top to bottom: An angler in Brainerd, MN brings his fish to weigh in - live and submerged in water - during the 2nd Annual Recycled Fish “On Ice” Tour. Our “lifestyle of stewardship” message transcends generations. Andre Xiong with a walleye caught during the first 24 Hour Fish-A-Thon.

Stewardship Tips

Written by Recycled Fish's Mark Olson, the weekly 'Stewardship Tip' email gives one simple tip that anyone can do to help our waters through everyday living. It suggests the action, gives an outline of why it matters and what to do, and where to go find more information. In 2009 we sent 52 tips to an average readership of just under 5,000 people per week.



Recycled Fish, Moldy Chum (fly fishing blog at www.MoldyChum.com) and Mauro Media (www.MauroMedia.com) joined forces to create "The Fish Schtick," a new online radio show / podcast in 2009.

Hosted by Teeg Stouffer, Brian Bennett and produced by Michael Mauro, the show features guests from across the world of fishing. Providing a cross-section of the sport and its personalities, each show has a conservation under-current.

We produced 25 episodes in 2009 with a listenership of roughly 500 - 800 per episode.



S.A.F.E. Angling (Sustaining Angling, Fish and Ecosystems) speaks to the lifestyle of stewardship when an angler is on the water.

Including products and practices to help us make a positive impact on the waters we fish, SAFE Angling entered the retail space in 2009 with SAFE Angling Tackle Kits.

These tackle kits include lead-free and biodegradable weights, lures and floats. Circle and cam-action hooks and educational information on the how, and why, to use all of it rounds out the kit.

SAFE Angling Tackle kits were launched in partnership with Minnesota Pollution Control Agency, Minnesota DNR and a handful of environmentally responsible tackle manufacturers.

In 2009 we sold roughly 600 SAFE Angling Tackle kits and got placement in 9 online and bricks and mortar retailers.



These seasonal events held at Islamorada Fish Company inside Bass Pro Shops taught outdoor and fishing oriented lessons in a fun, interactive environment.

Together with live cooking demonstrations, wine and beer tastings, talks on stewardship, a silent auction and door prizes, these events generally had 60 - 90 attendees and raised \$500 - \$900 apiece.

Corporate, Government, Non-Profit and Media Partnerships are what make our work possible. Corporate partnerships help fund the mission and open doors,



such as the Dick's Sporting Goods relationship which provided access to the Bassmaster Classic and Toyota Texas Bass Classic. Government partnerships like ours with MN PCA and MN DNR provided funding and legwork to launch SAFE Angling Kits. Media and non-profit partnerships help spread the word and increase mutual, missional impact. Finally, partnership with passionate anglers provides both our volunteer base and one of our most important funding streams - paid Premium Memberships. Individual sportsmen and women are at the heart of our mission. Find a complete listing of our partners at RecycledFish.org/partners.



This report highlights our top programs. In addition, appearances at national events like the Bassmaster Classic, ICAST, Fly Fishing Retailer and The Toyota Texas Bass

Classic helped generate tens of thousands of interactions with anglers. Local events conducted across the country, such as our Go!Mozingo tournament in Missouri, or the World O! Water in Omaha, Nebraska, helped bring the message to life on a community level. Dozens of media appearances at television, print and radio helped reach a broad audience.



Social media tools such as Facebook and Twitter, with new

online tools at our website including an Online Store, were important to our growth in 2009 as well, and represent thousands of interactions.

For more on these and other programs, please visit our website at www.RecycledFish.org. Questions? Teeg Stouffer, Executive Director, is available at fishrecycler@recycledfish.org or (402) 873-7255.



2009 Fiscal Summary

Recycled Fish strives to steward its financial resources as carefully as we have committed to stewarding our waters. In 2009 we operated as an all-volunteer organization, paying no salaries. While unsustainable for the long term, it allowed us to maintain delivery of our programs and continue to grow.

2009 Revenue Streams (Approximated Percentages)

Corporate Partnerships & Sponsorships ...	40.3%
Private & Government Grants	11.0%
Premium Memberships	4.6%
Fundraisers & Donations	43.0%
SAFE Angling Kits	1.1%

Revenue

Contributions, gifts, grants, and similar amounts received	\$50,874
Program service revenue including government fees and contracts	\$114
Membership dues and assessments	\$245
Investment income	\$0
Gross sales of inventory, less returns and allowances	\$4,062
Less: cost of goods sold	\$110
Gross profit from sales of inventory	\$3,952
Total revenue	\$55,185

Expenses

Benefits paid to or for members	\$29,184
Salaries, other compensation, and employee benefits	\$0
Professional fees and other payments to independent contractors	\$223
Occupancy, rent, utilities, and maintenance	\$1,799
Printing, publications, postage, and shipping	\$13,340
Other expenses (travel, printing, meetings, telecommunication)	\$5,549
Total expenses	\$50,095

Net Assets

Excess for the year	\$5,090
Net assets or fund balances at beginning of year	\$-3,747
Net assets or fund balances at end of year	\$1,343

Program Expenses

Stewardship Pledge, Membership Blitz	\$ 12,298.28
On Ice, Okoboji Hardwater Open, Ice Tour	\$ 7,317.58
GoMozingo	\$ 3,054.76
Fish-A-Thon	\$ 2,463.82
Angler Appreciation Nights	\$ 796.86
Gear Lending Program	\$ 300.00
Total	\$ 26,231.30

Approximately 75% of the remaining \$20,911 in 2009 expenses is indirectly associated with the Sportsman's Stewardship Pledge program, the remaining 25% covers development and administrative costs.

Recycled Fish is a 501(c)3 non-profit organization. Our complete Form 990 is available at Guidestar.com. We have been rated a 'Top Non-Profit' by Great NonProfits available through GuideStar.