Since 1964, Fly Fishers International (FFI) has been an organized voice for fly fishers around the world. We represent all aspects of fly fishing—from the art of fly tying and casting, to the protection of and access to fisheries around the world.

A 501c3 non-profit organization originally called The International Federation of Fly Fishers, FFI is driven by three fundamental pillars:

CONSERVATION / EDUCATION / COMMUNITY

Together, these pillars provide the foundation for our vision of the future of fly fishing—a future in which anglers have access to prime waters and fish can thrive in healthy, protected habitats; in which learning never stops and artistry is not forgotten; and that recognizes the true value of camaraderie. If we want this legacy to be experienced by future generations, we have to work to make that happen—and that can only happen if we work together.
For most of us, fly fishing is more than just a sport. It’s been central to our lives in many ways, providing a much-needed break from the daily grind, giving us time on the water we’ll never forget, as well as friendships that will last a lifetime. That’s why we are especially excited to present our 2016 Annual Report and announce our organization is undergoing a significant evolution that we believe will better reflect the importance fly fishing plays in all our lives. The new name of our organization is Fly Fishers International (FFI), and with it comes a reinvigorated approach to our programs, mission, and purpose.

Our core values remain unchanged—to serve as a strong advocate for fly fishing in all waters for all fish, to preserve and promote the arts of fly casting and fly tying, and to help ensure future generations can enjoy these same one-of-a-kind experiences.

**SO WHY THE CHANGE?**

Change can be difficult, and we want you all to know that the process leading up to this evolution involved thousands of hours of in-depth discussions and thoughtful debate among board members and dedicated volunteers.

Rebranding and a potential name change was originally identified by the Strategic Planning Committee when it met in May of 2015. Why was it being discussed? Certainly, one key issue revolved around the name: based on research, fly anglers do not find the name “International Federation of Fly Fishers” appealing, nor did it sound like a modern organization. Looking at the average age of IFFF membership, organizational goals for growth, and a perceived lack of relevance among some fly fishing groups, we knew it was time to ask some hard questions.

Early on, questionnaires were sent to three sample populations: the general fly fishing community, current IFFF members, and members who had allowed their IFFF membership to lapse. Although the three sample populations were diverse in terms of their demographics and relationship to the Federation (members versus non-members), their comments were consistent. One of the most jarring results was that up to 88% of non-member fly anglers had never even heard of the International Federation of Fly Fishers (and we’ve been around since 1964). Another result made it clear, while our core mission was still very relevant, there was a disconnect between what we do in the context of our mission, and what people think we do.

Overall, the survey results were quite clear: our organization needs to do a much better job of informing both members and the general public of what we do, and why that mission is critical to ensuring our opportunity to fly fish doesn’t vanish. From protecting public access to passing on the art of fly tying, or teaching two-handed casting, to addressing overcrowding and habitat degradation, there is a clear need for the voice of the fly fisher to be heard.

As many of you have rightly pointed out, organizational change will not simply occur with the change of our name. A great deal of hard work lies ahead. We recognize the need to do a much better job of increasing public awareness for the great work our organization continues to accomplish, and for taking better advantage of the partnerships, potential projects, and other opportunities that could benefit from FFI’s help in making positive impacts.

The following FFI 2016 Annual Report clearly identifies our future and the progress we are making as the primary voice of fly fishers and fly fishing.

But these efforts won’t be nearly as effective without your help. If you are not already a member, we invite you to join Fly Fishers International as we work together to cultivate conservation, education and community within the sport of fly fishing.

LEN ZICKLER
President/CEO

TOM LOGAN
Chairman of the Board of Directors
Conservation is one of the founding principles of Fly Fishers International. Contributing over 50 years of conservation work, FFI is proud to continue protecting our fisheries and angling opportunities for the future.

As William Nelson, President of the McKenzie Flyfisher’s Club stated so clearly in 1964 –

“We have been slow to realize the role of political pressures in conservation, and are of the opinion now, that the united desire for the things that are necessary to perpetuate...[our sport] fly fishing is the only way to keep from losing the things we hold so dear.

– our unified mission continues.

Today our Conservation Committee works with local clubs and councils to identify projects worthy of funding through our Grants Program. Over the past year FFI invested over $60,000 at the local level on conservation-related projects, leveraging hundreds of thousands of dollars of value for public access and conservation purposes.

The Conservation Committee also works with local, state and federal agencies, as well as conservation partners, to ensure our natural resources are safe for future generations.
RECENT CONSERVATION EFFORTS INCLUDE:

PUBLIC LANDS & WATERS OF THE UNITED STATES POLICY

This newly established policy guides our decisions when considering our support of issues related to protecting our natural resources.

PESHATIN MILL PUBLIC ACCESS PROJECT, NORTH CENTRAL WASHINGTON

Thanks to the financial support of over 350 donors (including Trout Unlimited, the Washington Council of Fly Fishers International, and Fly Fishers International), a 14-acre section of Wenatchee River waterfront has been preserved for public access. The Washington Department of Fish and Wildlife will manage the acreage as a primitively developed, non-motorized access site for public fishing, hiking, and other low impact recreational use.

SUPPORT OF THE NATIONAL MONUMENTS AND ANTIQUITIES ACT

FFI is strongly opposed to any attempt to reclassify our National Monuments through Executive Order and fully supports the long-standing provisions of the Antiquities Act of 1906.
The Learning Center’s core belief is that through education, including both angling skills and environmental stewardship, fly fishing will grow and be preserved for future generations.

The Learning Center will focus on four educational resource areas:

» Fly Tying
» Fly Fishing Skills
» Fly Casting
» Conservation

The main objective is to offer quality educational resources for the angler. Everything that encompasses fly fishing, including all waters and all fish, will be included hoping to offer something for all interests and levels.
OUR WORK COMMUNITY

The three pillars of Fly Fishers International—Conservation, Education and Community—together provide the foundation of our vision for the future of fly fishing. It is only through our community of anglers working together that we will ensure:

» The preservation of opportunities to fly fish through conservation of natural systems;
» Learning never stops and artistry is not forgotten;
» The true value of companionship & camaraderie.

If we want this legacy to be experienced by future generations, we will have to work together to make it happen.

Fly Fishers International is working hard on your behalf as the voice of anglers around the world. Our vision is to ensure the legacy of fly fishing continues so that all can experience the joy that can only be realized with fly rod in hand.

Fly Fishers International is dedicated to bringing people to our quiet sport. Mentoring is central to our outreach! Clubs and Councils around the world offer many opportunities for volunteer activities. Most clubs have ongoing conservation and education programs providing members many opportunities to learn, develop and share their fly fishing experience with others.

Share the gift of fly fishing with someone you know or love! Get a fly rod in their hands or take them fishing. We all remember the first time we held a fly rod—a memory none of us will ever forget!
OUR IMPACT
BY THE NUMBERS

36,131
FOLLOWERS
ON SOCIAL MEDIA

17 COUNCILS & 200+ CLUBS INTRODUCED
49,760 PEOPLE TO FLY FISHING

30+ LETTERS SIGNED TO PROMOTE FISHERIES HABITAT & ACCESS PRESERVATION

$62,864 INVESTED IN LOCAL CONSERVATION PROJECTS

67% YEAR-OVER-YEAR INCREASE IN FACEBOOK FOLLOWERS

173,943 VOLUNTEER HOURS LOGGED IN 2016

175+ GUIDES AND INDUSTRY PARTNERS

EXPANDED SUPPORT FOR STRATEGIC PARTNERS:
Project Healing Waters, Casting for Recovery, Reel Recovery, and Boy Scouts of America

219 SHORELINE MILES PURCHASED OR PROTECTED FOR HABITAT OR RECREATIONAL USE
Over the past two decades, our focus has been serving our existing members. Unfortunately, our total membership dropped by 287 in 2016. Since the majority of our member loss has been due to old age, we have identified the need to increase our member recruitment efforts.

We’re happy to report that through our member recruitment campaign, we have added 1,070 new members so far in 2017. We are now within 324 members of our goal of 12,000 total members by the end of the year. We would like to recognize our clubs and councils, who have been instrumental in this growth.

With our new membership initiatives, and focus on attracting a younger and more diverse population, we will be implementing programs more attractive to the younger angler. We know younger anglers respond to activities including hands-on learning opportunities.

To this end, we are exploring new approaches to attract that younger and more diverse membership through a variety of casual casting clinics and fly tying events including “Brew Ties” and “Hackles and Hops”.

We are very excited about the future of FFI. The response has been very favorable to our new brand image and the programs we will be offering. Stay tuned as our progress continues.
The financial condition of our organization remains strong and healthy. You will see by our financial statements our financial position continues to grow in a positive direction. This is due in part to the safe and conservative investment of our assets, favorable market conditions and membership growth.

Our fundraising efforts in 2016 were very successful. In prior years, our best fundraising realized $76,000 in contributions. We set and ambitious goal for 2016 to raise $100,000—a 30% increase!

The great news for 2016 is $182,777 was raised. Our fundraising included two major contributions and additional pledges to our President’s Club.

Fundraising is critical to the realization of our program goals. Our Conservation, Education and Community programs rely on significant financial support. Our desire is to continue to expand our education and conservation grant funding opportunities. Toward this end we have reorganized our development committee and will be implementing a more comprehensive approach to our fundraising efforts.

Our fundraising goal for 2017 is even more ambitious. We’ve set a goal of $246,000 in fundraising for 2017. In order to achieve this very ambitious goal we will need all hands on deck. We have initiated a grant management program and hired a contract grant writer.

Additionally, if you haven’t chosen to participate in the President’s Club, we would ask you to do so. Leadership and program managers have been clamoring for significant organizational change. In order to accomplish our very ambitious goals, we will need to build on our sound financial footing.

### ASSETS

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Cash/Cash Equivalents</td>
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<td>Accounts Receivable</td>
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<td>Prepaid Expenses</td>
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<td>Pledges Receivable</td>
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<td>Inventory</td>
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<tr>
<td>Fixed Assets - Net</td>
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<td>Other Assets - Net</td>
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<tr>
<td>In-Kind Donations</td>
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<td>Investments</td>
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**TOTAL ASSETS**  
$1,652,420

### LIABILITIES & NET ASSETS

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<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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<tr>
<td>Accounts Payable/Accrued Liabilities</td>
<td>$19,587</td>
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<tr>
<td>Acquired Salaries &amp; Related Benefits</td>
<td>$12,422</td>
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**TOTAL LIABILITIES**  
$32,009

### NET ASSETS

<table>
<thead>
<tr>
<th>Description</th>
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<tbody>
<tr>
<td>Permanently Restricted</td>
<td>$255,471</td>
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<tr>
<td>Temporarily Restricted</td>
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<td>Board Designated Funds</td>
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<tr>
<td>Unrestricted</td>
<td>$1,332,839</td>
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**TOTAL NET ASSETS**  
$1,620,411

**TOTAL LIABILITIES & ASSETS**  
$1,652,420

The reports are combined financials of Fly Fishers International and International Federation of Fly Fishers Foundation.
### COMBINED STATEMENT OF ACTIVITIES & CHANGE IN NET ASSETS

<table>
<thead>
<tr>
<th>SUPPORT &amp; REVENUE</th>
<th>UNRESTRICTED</th>
<th>TEMPORARILY RESTRICTED</th>
<th>TOTAL</th>
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<tbody>
<tr>
<td>Education</td>
<td>$206,108</td>
<td>27%</td>
<td>$206,108</td>
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<tr>
<td>Membership</td>
<td>$312,862</td>
<td>41%</td>
<td>$312,862</td>
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<tr>
<td>Gifts</td>
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<td>20%</td>
<td>$182,777</td>
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<td>Interest Income</td>
<td>$25,747</td>
<td>3%</td>
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<td>Merchandise (Net)</td>
<td>$13,966</td>
<td>2%</td>
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<tr>
<td>Miscellaneous &amp; In-Kind Donations</td>
<td>$9,985</td>
<td>1%</td>
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<tr>
<td><strong>TOTAL SUPPORT &amp; REVENUE</strong></td>
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<td><strong>$756,440</strong></td>
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### EXPENSES

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<tr>
<td><strong>PROGRAM SERVICES</strong></td>
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<tr>
<td>Education</td>
<td>$228,004</td>
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<td>Conservation</td>
<td>$39,658</td>
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<tr>
<td>Membership</td>
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<td>$237,240</td>
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<tr>
<td><strong>SUPPORTING SERVICES</strong></td>
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<td>Management &amp; General*</td>
<td>$120,895</td>
<td>18%</td>
<td>$120,895</td>
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<tr>
<td>Fundraising</td>
<td>$23,067</td>
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<td><strong>TOTAL EXPENSES</strong></td>
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<td><strong>$655,114</strong></td>
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### OTHER INCOME AND EXPENSES

<table>
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<tr>
<th>OTHER INCOME AND EXPENSES</th>
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<tbody>
<tr>
<td>Unrealized Gain from Investments</td>
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<td>($7,466)</td>
<td>($54,038)</td>
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<tr>
<td>Interest Expense</td>
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<td>$613</td>
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<tr>
<td>Investment Fees</td>
<td>$2,694</td>
<td>814</td>
<td>$3,508</td>
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<tr>
<td><strong>TOTAL OTHER INCOME AND EXPENSES</strong></td>
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<td></td>
<td><strong>($49,917)</strong></td>
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</table>

### CHANGE IN NET ASSETS

**$151,243**

### NET ASSETS, BEGINNING OF YEAR

**$1,469,468**

### NET ASSETS, END OF YEAR

**$1,620,411**

*Note: FFI works continuously to minimize our overhead expenditures so that we can allocate more resources toward the causes we’re passionate about. Our goal is to remain at less than 20% of funds going toward overhead. Related, FFI works to achieve a Gold rating from GuideStar and Gold Seal rating from the Better Business Bureau Wise Giving Alliance.*
Our membership agrees that Fly Fishers International need to continue to build upon our critical relationships with industry partners.

One of FFI’s fundamental platforms is education, fueled by the wealth of information available through our Learning Center—arguably one of the most comprehensive archives of fly fishing knowledge available anywhere. Literally thousands of anglers are introduced to and continue to learn about fly fishing, which simultaneously provides our industry partners a focused opportunity to showcase their products and services to these dedicated sportspeople.

And remember, FFI isn’t just focused on one fish or one fishery—“all fish, all waters” continues to be central to our mission. For that reason, your company can avoid being seen as choosing favorites when it’s time to give back.

Based on the advice of industry experts, we have undertaken several initiatives focused on cementing stronger connections with the fly fishing industry:

» We’ve enhanced our presence at trade shows around the country, as we roll out our new name, brand, and reinvigorated vision. As with all organizations, consistency in brand messaging is essential—so our presence across all channels, including tradeshows and other public venues, now uniformly reflects our new brand.

» Building from our successful rod incentive program, we’ve expanded the offering to now encompass a more comprehensive industry partnership, providing a broader range of products to councils and clubs for fundraising and program development purposes.

With a partnership, FFI’s industry partners enjoy special recognition on our website, in FFI social media, and in our quarterly magazine, *Flyfisher Magazine*. FFI also serves as a de facto ‘one-stop’ product “hub,” so our industry partners know that their gear—and their partnership—will be handled with the appropriate care and respect.
FFI has established a working relationship with the National Fish Habitat Partners. We are members of several partnerships and in some cases serve on committees of the organization. You can find more information about the NFHP by visiting their website at fishhabitat.org.
THANK YOU TO OUR GENEROUS SUPPORTERS

FLY FISHERS INTERNATIONAL DONORS

We are proud to recognize donors who have donated $500 or more in the past year. These funds help FFI continue our important work in conservation, education and as the voice of all fly fishers. These gifts may be dedicated by the donor to a cause they are passionate about.

GIFT OF $10,000+
» Howe Foundation

GIFT OF $5,000+
» The Charles S. Lipke Trust
» Yvon Chouinard Family Trust
» YOT Full Circle Foundation

GIFT OF $1,000+
» Thomas Gadacz
» John Herritt
» Henry Hoffman
» Patricia Jankowski

» James Maus
» Robert Tritsch
» Bruce Williams
» The North Umpqua Foundation

GIFT OF $500+
» Jean Black
» A. Cargill
» Carl Galeana
» Keith Groty
» Steve Jensen
» Gregory Johnson
» Herb Kettler

» Dean Lewis
» Thomas Patch
» Robert Sales
» John Sullivan
» Michael Webb
» Washington Fly Fishing Club
» Chesapeake Council - FFI

PRESIDENT’S CLUB

The Board of Directors established the President’s Club to recognize and encourage major giving through yearly and monthly payment plans. These funds are used to support operations of the organization, providing for a stable, long-term cash flow and may not be further restricted or directed.

PLATINUM $25,000+
» Paul H. Moseley
» Robert “Bob” Long

GOLD $15,000+
» Jim & Dorothy Schramm
» Edwin R. “Bill” Stroh

SILVER $10,000+
» Don Bishop
» Larry Gibbs
» Gary Grant
» Great Lakes Council - FFI

» Roger & Sandra Miller
» Scientific Anglers
» Richard Fredrick Trisman
» Len & Dawn Zickler

BRONZE $5,000+
» John Breslin
» Richard & Mary Brown
» Ron Cordes
» Lew & Tilda Evans
» Bud Frasca
» Philip Greenlee
» Keith Groty
» Carl & Maura Johnson
» David James
» Tom & Debra Jindra
» Herb Kettler

» Ron Knight
» Dean Lewis
» Tom Logan
» Douglas Lovell
» Roger Maler
» Sheryl Mustain
» Northern California Council - FFI
» Tom Sadler
» Fred Schmitz
» Michael Stewart
» Ron Winn
BOARD OF DIRECTORS

TOM LOGAN
Chairman of the Board

LEN ZICKLER
President/CEO
Executive Committee

FRANK JOHNSON
First Vice President
Executive Committee

JAMES MAUS
Treasurer
Executive Committee

HERB KETTLER
Secretary
Executive Committee

PHILIP GREENLEE
Past President
Executive Committee

TILDA EVANS
Executive Committee
Fly Fishing Fair Steering Committee Chair

MOLLY SEMENIK
Executive Committee

MIKE STEWART
Executive Committee
IFFF Foundation President

RICK WILLIAMS
Executive Committee
Conservation Sr. Advisor

BUD FRASCA
Executive Committee

GLENN ERIKSON
Executive Committee

JIM SCHRAMM
Legal Counsel

DUTCH BAUGHMAN
Board Member

BRUCE BROWN
Board Member

DAVID DIAZ
Board Member

DON GIBBS
Board Member

KEITH GROTY
Board Member

KUNI MASUDA
Board Member

DAVE PETERSON
Board Member

JIM RAINIE
Board Member
Senior Adviser

JEN RIPPLE
Board Member
Senior Adviser

MICHAEL SCHWEIT
Board Member
SW Council President

BURR TUPPER
Board Member
NE Council President

DAVID PAUL WILLIAMS
Board Member
Flyfisher Editor-in-Chief

PROGRAM LEAD VOLUNTEERS

RICK WILLIAMS
Casting Board of Governors

TOM LOGAN
Fly Tying Board of Governors

MOLLY SEMENIK
Learning Center

DAVE PETERSON
Conservation

BURR TUPPER
Development
5237 US Highway 89 South #11 / Livingston, MT 59047
P 406.222.9369 / F 406.222.5823
flyfishersinternational.org

PHOTOS COURTESY OF: Ben Pierce, Brian McGeehan, Brian O’Keefe, David A. Thompson, Henry O. Wells, Jim Klug, and Tom Logan