Mission Statement

The Mission of FFI is to support, enhance and preserve fly fishing opportunities. Fundamental to this mission is FFI’s commitment to support conservation, education and programs to support the fly fishing community.”

Strategic Vision

“Fly Fishers International will expand its relevance as the definitive voice for fly fishers of all fish in all waters around the world. We strive to be recognized as a leader in conservation of fishes and their habitats, for our excellence in fly fishing education and support of the fly fishing community.”

Core Values

- FFI is driven by our mission at all levels of the organization including the Board of Directors, Operations, Councils, Clubs and our members. We work together toward achievement of our common Mission and Strategic Vision.
- FFI conservation advocacy and action is based on sound science.
- FFI is committed to excellence in all areas of fly fishing education that include conservation, fly casting, fly tying and fly fishing skills.
- FFI believes that informed fly fishers become stewards of our natural resources.
- FFI operates through collaboration and partnerships with other like-minded organizations, agencies and industries.
Actions

FFI will focus efforts in the following areas towards achievement of its Mission and Strategic Vision for fly fishers around the world:

- Increase the awareness of FFI as the sole organization that is dedicated to fly fishers of all fish in all waters around the world.
- Increase FFI followers and members within the fly fishing community.
- Support FFI Councils and Clubs in the delivery of programs and value to members and the fly fishing community.
- Continue to develop and expand focus on our three pillars of conservation, education and community programs.
- Continue to strengthen the effectiveness of the Board of Directors.
- Facilitate leadership training for Councils and Clubs.
- Fully implement the FFI “Strategic Fundraising Policy and Plan”.
- Continue to support and expand conservation and industry partnerships.

It shall be the responsibility of the BOD and its Committees to achieve and/or support the above Mission and Strategic Vision through completion of approved task assignments and annual work plans.