

ONTARIO FEDERATION OF ANGLERS AND HUNTERS

The VOICE of Anglers and Hunters



Fishing: Here in Ontario, anglers enjoy year round world class fishing. OFAH members and member clubs work tirelessly to promote fishing and conservation.

Conservation: In 1928, a grass roots alliance of conservationists formed the Ontario Federation of Anglers and Hunters. Today, we are the preeminent voice for wildlife conservation in Ontario. Together with our partners, we work on a variety of conservation initiatives.

Hunting: Hunting is a long and proud tradition. On behalf of Ontario's trained and licensed hunters, OFAH works to protect hunting heritage and for the sound management of wildlife.



As a leader in fish and wildlife conservation, the Ontario Federation of Anglers and Hunters (OFAH) will continue to work for the protection and enhancement of hunting heritage and the enhancement of hunting opportunities.

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As the VOICE of anglers and hunters, the OFAH will promote and protect the traditions, customs and practices of fishing and hunting, and for fish and wildlife conservation.

STRATEGIC PLAN 2016-2020

The OFAH supports and will continue to encourage and support the quality of life that represents the natural resources of my country, its soil, its water, its forests, its wildlife, its fish and its hunting and fishing heritage.

The OFAH will encourage, conduct and lead proactive fish and wildlife management, individually and in cooperation with others, to ensure the conservation of resources, the protection and enhancement of our hunting and fishing heritage, and the provision of benefits to anglers and hunters, and by extension, to all of the people of Ontario.



Strategic 2016-2020 Plan

Vision Statement

To ensure a future that includes healthy lakes and forests, bountiful fish and wildlife, and accessible opportunities for all Ontarians to share our passion for fishing, hunting, trapping and conservation.

Mission Statement

As the voice of anglers and hunters and as a leader in fish and wildlife conservation in the Province of Ontario, the OFAH will:

- Strive to ensure the protection of our fishing, hunting and trapping heritage, and the enhancement of fishing, hunting and trapping opportunities;
- Promote and encourage safe and responsible participation; and
- Champion the conservation of Ontario's fish and wildlife resources.

Core Values

The Voice of Anglers and Hunters

As the voice of anglers and hunters, the OFAH will professionally represent Ontario's anglers and hunters, their fishing and hunting rights and traditions, and their passion for fishing, hunting, and fish and wildlife conservation.

Hunting and Fishing Heritage

The OFAH works to protect and enhance Ontario's rich traditions of fishing, hunting and trapping, and the quality of life they represent. This includes a strong focus on youth education and involvement.

Conservation

The OFAH will promote, encourage, and strive to ensure the conservation of Ontario's fish and wildlife, their habitats, and the ecosystems that support them, to ensure sustainable benefits for all Ontarians.

Partnerships

The OFAH embraces and seeks partnerships that are common to our conservation goals and objectives.

Grassroots

The OFAH is guided by its grassroots democracy and the conservation insights of passionate anglers, hunters and trappers from all parts of the province and all walks of life, who volunteer their knowledge and time.

Goals and Objectives



Fishing and Hunting

Goal: To maintain and increase sustainable fishing and hunting opportunities

Objectives:

- To strive for the optimization of the quantity and quality of fishing and hunting opportunities
- Contribute to a better understanding of fish and wildlife management and the science that is needed to support it
- Develop and maintain partnerships with industry, government, and non-government organizations to advance mutual goals and interests
- To ensure management agencies deliver responsible policies and practices

Representation

Goal: To use grassroots and professional representation to advocate on behalf of the entire angling and hunting community

Objectives:

- To develop, support and enhance a responsive, dedicated and diverse representation that strongly reflects the needs, expectations and goals of our full membership

Education, Outreach and Promotion

Goal: To increase awareness of the OFAH and its initiatives

Objectives:

- Actively promote the importance of the OFAH, anglers, hunters and trappers in their role of actively supporting conservation
- To educate the public and assist them in forming positive perceptions about angling, hunting and trapping through proactive communication and messaging
- To identify and challenge misconceptions and negative perceptions about angling, hunting and trapping
- Increase participation in fishing, hunting and trapping and other conservation activities

Membership

Goal: To grow and diversify the OFAH membership

Objectives:

- Increase OFAH member satisfaction and retention
- Increase the number of OFAH members
- Attract a younger demographic to join/support the OFAH

Fundraising

Goal: To explore all opportunities to grow and enhance the donor base of members and non-members to contribute funds to enable the delivery of OFAH conservation programs and initiatives

Objectives:

- Increase the number of donors and amounts donated annually to the OFAH
- Engage new and existing corporate partners

Sound Business Management

Goal: To effectively manage the business of the OFAH

Objectives:

- Maintain balanced budgets that grow corporate equity/cash reserves and allow for reinvestment in the organization
- Monitor and respond to external changes impacting the business
- Review and update our disaster recovery and emergency preparedness protocols annually
- Continue to invest the time required to foster and develop business partnerships



Conservation is the protection, use and management of natural resources to supply benefits at optimal sustainable levels for present and future generations of Ontarians.

Since 1928, the Ontario Federation of Anglers and Hunters has been the leader in fish and wildlife conservation across the province, working on behalf of all anglers and hunters to ensure our heritage is maintained and new opportunities are created or developed to experience the outdoors.



**ONTARIO FEDERATION
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**4601 Guthrie Drive,
PO Box 2800,
Peterborough, ON
K9J 8L5**

**Phone: 705-748-OFAH
(6324)**

www.ofah.org