



ABOUT THE RECREATIONAL BOATING & FISHING FOUNDATION



WHO WE ARE

The Recreational Boating & Fishing Foundation (RBFF) is a nationally recognized nonprofit that has been at the forefront of advancing recreational boating and fishing for more than 25 years. In collaboration with industry leaders and government agencies, RBFF drives participation, fuels conservation efforts, and champions the restoration of our nation's vital aquatic ecosystems.

WHAT WE DO

As the nation's sole organization fully dedicated to expanding participation in boating and fishing, RBFF is committed to ensuring a thriving and continuously growing customer base. Through strategic initiatives and partnerships, RBFF drives sustainable industry growth while fostering a strong, engaged community of boaters and anglers.

- **Consumer Engagement:** RBFF leverages its powerful Take Me Fishing™ brand to inspire and educate Americans about the joys and benefits of fishing and boating, and the importance of conservation. By increasing awareness and providing essential 'how-to' and 'where-to' information, we empower everyone to enjoy a successful and memorable day on the water. Learn more at [TakeMeFishing.org](https://www.TakeMeFishing.org).
- **Stakeholder Engagement:** RBFF supports and empowers state, federal and industry partners with research, programs and tools to help them better recruit, retain and reactivate (R3) anglers and boaters. In return, state and industry partners from Alaska to Florida support RBFF—greatly valuing the role we play in increasing participation. Learn more at [RBFF.org](https://www.RBFF.org).

HISTORY



HOW WE'RE FUNDED

Anglers and boaters fund RBFF through a unique **'user-pay, public-benefits' system** called the *Sport Fish Restoration and Boating Trust Fund*. Envied around the world, the Fund is directly supported by the sport fishing industry, along with anglers and boaters themselves through fishing license sales, and excise taxes on fishing tackle and motorboat fuel. This legislatively mandated system, reviewed and reauthorized by Congress every five years, includes supporting a national outreach and communication program which has been awarded to RBFF since 1998 through a competitive grant process administered by the U.S. Fish & Wildlife Service.



OUR IMPACT

RBFF plays a vital role in attracting Americans to fishing and boating and retaining them for a lifetime. In addition, RBFF's stewardship and promotion of the fishing and boating industries helps create an economic wave of positive benefits for people and communities across the country.

58
MILLION

Nearly 58 million Americans (19% of the population) ages 6+ went fishing in 2024. That's an all-time high, up significantly over the past 10 years.

\$230.5
BILLION

Anglers spend \$230.5 billion in total economic impact in the U.S. each year.

1.1
MILLION

Fishing supports 1.1 million American jobs across all 50 states.

\$2
BILLION

Anglers generate \$2 billion annually for fisheries conservation, habitat restoration and angler & boater access efforts in the U.S.

\$36.8
BILLION

Boating and fishing participants contribute \$36.8 billion annually to the outdoor recreation economy, making them the #1 driver of the sector.



Sources: *Special Report on Fishing*, American Sportfishing Association, Bureau of Economic Analysis and Southwick Associates.

Learn more about us
at **[RBFF.org](https://rbff.org)**



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