



## **OUR VISION**

By the next generation, Trout Unlimited will ensure that robust populations of native and wild coldwater fish once again thrive within their North American range, so that our children can enjoy healthy fisheries in their home waters.



## **OUR MISSION**

To conserve, protect, and restore North America's coldwater fisheries and their watersheds.



## **OUR VALUES**

### **HEALTHY WATERSHEDS & CLEAN WATER**

We are committed to ensuring quantities of cold, clean water sufficient to sustain healthy fish populations and to watershed restoration and wise fisheries management.



### **WILD & NATIVE TROUT & SALMON**

Healthy populations of native and wild fish are the best indicators of watershed health, and we are committed to the protection and restoration of these fish where ecologically sustainable.



### **STEWARDSHIP & ADVOCACY**

As stewards for future generations, we employ sound science and work cooperatively with a broad spectrum of interests in defending and advocating for our natural resource legacy.



### **COMMITMENT TO MEMBERS**

We owe our uniqueness to a passionately committed, diverse, volunteer network of members who pursue our mission in their local councils and chapters. We will sustain this member network through representative governance and a continuous commitment to grassroots support, learning, and development.



### **QUALITY PEOPLE**

In the pursuit of our cause, our most important resource is our people – both staff and volunteers – who sustain and support each other's work.



## **OUR GOALS**

Strengthen TU's leadership in coldwater conservation nationally, regionally & locally.

Better integrate and enhance the development of the TU team.

Increase public awareness of TU and its mission.

Increase and motivate an effective membership.

Diversify and grow sources of revenue.

Achieve financial stability and security.