

# Help us grow the future of boating and fishing.

George H.W. Bush  
*Vamos A Pescar*<sup>TM</sup> Education Fund

Investing in a new generation of anglers,  
boaters and conservationists



# "A wonderful program for sharing the wonders of fishing with an ever-broadening audience of American families."

— President George H.W. Bush



President George H.W. Bush and Bass Pro Shops Founder & CEO Johnny Morris salute each other at an Education Fund event in April 2016.

**Hands-on learning. Smiles all around. And new generations of Americans to enjoy and protect our waterways for decades to come.**

Thanks to donors like you, Education Fund grants are awarded so multi-generational, multi-cultural families can learn fishing, boating, conservation and water safety skills. They get to discover the joy of spending time on the water...together!

## History of the George H.W. Bush *Vamos A Pescar™* Education Fund

**The idea began** with Johnny Morris, the founder and CEO of Bass Pro Shops. Johnny wanted to honor former President George H.W. Bush's love of fishing and history of conserving and protecting America's water resources.

**Teaming up with the Recreational Boating & Fishing Foundation (RBFF)** and their *Vamos A Pescar™* initiative, Johnny put his heart — plus a sizeable start-up donation — into a new education fund that helps families, specifically America's growing number of Hispanic families, in key metro communities learn the skills they need to enjoy fishing and boating. RBFF and Johnny named the fund for former President George H.W. Bush, who was honored by the gesture and excited about the concept. Other private and public donors soon got on board with their own generous contributions.

## Images from the 2016 Grant Programs



Fishing camps, boating safety camps, and family fishing workshops helped introduce children and families to casting, fishing, canoeing and environmental education.

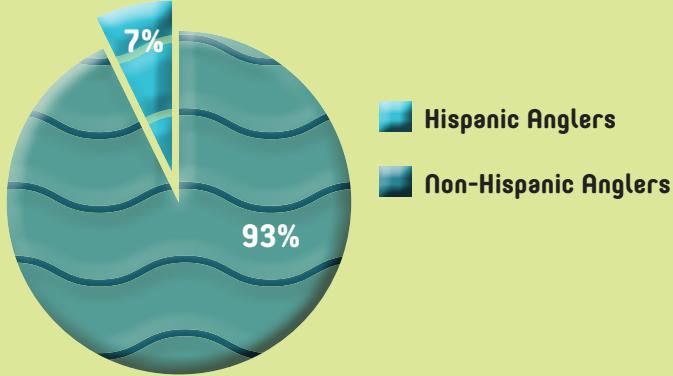


A young girl caught her first fish with the help of a Bass Pro Shops employee.

## Why is the George H.W. Bush *Vamos A Pescar*<sup>TM</sup> Education Fund needed?

### Out of 46 million total anglers in the United States

only 3.4 million, or 7 percent, are Hispanic. In contrast, Hispanics currently make up 17 percent of the U.S. population [54 million], and are projected to grow to 20 percent of the U.S. population by 2020, making this a critical audience to engage for the future viability of fishing and boating. Families of all ethnicities are actively searching for ways to unplug, unwind, and reconnect with each other – fishing and boating help them do that!



Today, the Education Fund supports meaningful, localized programs that are making a difference in the lives of America's multi-cultural families – and in the future of our water resources. Each time a fishing license or boat registration is purchased, money from those transactions goes back to states for aquatic education, access and conservation and preservation projects at the state level.

### Take the next step.

#### For more information or to donate

visit [www.takemefishing.org/educationfund](http://www.takemefishing.org/educationfund) or  
contact Rachel Auslander at [rauslander@rbff.org](mailto:rauslander@rbff.org)



Children learned boating safety through hands-on activities.



Donations were used to host multicultural families on fishing and boating trips and for workshops covering boating, fishing and water safety skills.

Your donation is matched at least 1:1

Your donation is matched by participating State Fish & Wildlife Agencies who are required to match dollar for dollar, and have the ability to match with Sport Fish Restoration Fund dollars up to 3:1. That means a \$25,000 donation automatically becomes \$50,000 and could grow to as much as \$100,000 on the ground for these grant programs. **100% of your gift goes to worthy, qualifying education programs.**

### Appreciation for your generosity

begins with recognition of donors by name on TakeMeFishing.org, VamosAPescar.org, RBFF's Annual Report, the NewsWaves industry e-newsletter, and the RBFF State Marketing Workshop program book, a potential combined reach of approximately 10 million people each year.

Additional special recognition goes to donors at the Newsmakers Tier and Leadership Circle levels.

### \$50,000+ Newsmakers Tier

Donors are designated as Newsmakers in all donor recognition vehicles and honored with a prestigious joint press release announcing their contribution to the fund.

### \$25,000 Leadership Circle

Donors are designated as Leadership Circle members in all donor recognition vehicles.

**"I just wanted to say thank you for all the time you are dedicating to this program. It means the world to my son."** -Alicia from Katy, TX

When you contribute to the George H.W. Bush *Vamos A Pescar*<sup>TM</sup> Education Fund, you join these leading supporters of fishing, boating and conservation:

Founding Partner



Newsmakers Tier



## Take the next step.

To learn more, go to [TakeMeFishing.org/EducationFund](http://TakeMeFishing.org/EducationFund)

To make a 100% tax-deductible donation, contact RBFF Senior Manager of Strategic Partnerships, Rachel Auslander: [rauslander@rbff.org](mailto:rauslander@rbff.org), 703.519.9546

The George H.W. Bush *Vamos A Pescar*<sup>TM</sup> Education Fund is a project of:



### Our Mission

The George H.W. Bush *Vamos A Pescar*<sup>TM</sup> Education Fund is a grant program that, in cooperation with State Fish & Wildlife Agencies, funds local initiatives that focus on engaging multicultural families in multiple hands-on fishing, boating and conservation activities.