



MID-ATLANTIC YOUTH ANGLERS & OUTDOORS PARTNERS

STEM EDUCATION AND CONSERVATION DRIVING PARTICIPATION IN FISHING AND HUNTING

TODD PRIDE

MANAGING PARTNER & LEAD COACH

Southern NY * Central & S.E. PA * New Jersey * Delaware * Maryland

HQ: Camp Oak Hill, Nottingham, Southern Lancaster County, PA

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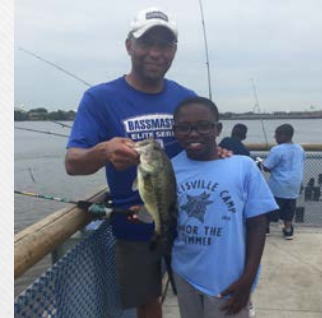
Sports & Recreation · Youth Organization



MID-ATLANTIC YOUTH ANGLERS & OUTDOORS PARTNERS

Our mission is to grow participation in outdoors and conservation activities by introducing and training urban and metropolitan region youth and their supporting adults in the "STEM path to college" in fishing, boating, archery, hunting, agriculture, equine, and wildlife education activities

- Over 11,000 youth introduced and trained over our 10 years
- Implemented fishing and outdoors programming at every contact point for youth: before the school day, first period of schools, middle of day, last period and *after-school (primary focus channel)
- Central to *All* Training – Conservation and Wildlife Education
- Recruited and Hosted 1st major professional TV fishing tournament to a major media market – 2014 Bassmaster Elite Series on the Delaware River (broke the 40 year attendance record for major TV fishing events – 40,000 people and over 100 million TV viewers to date)
- Developed new participation model for the fishing and boating industry – “First Catch Centers” – currently piloting in PA (Fish and Boat Commission) and Texas





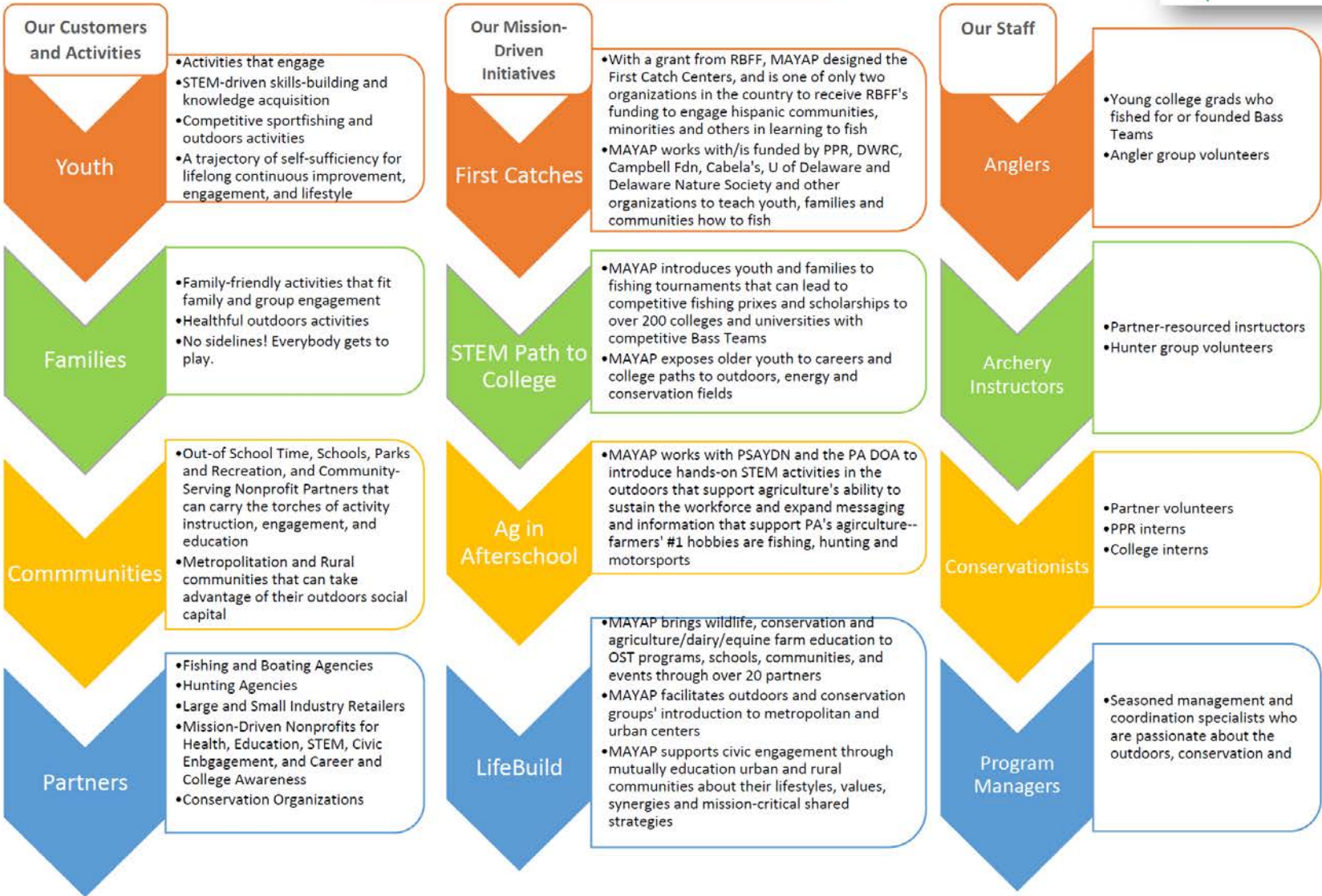
How

- Direct Delivery of fishing, hunting (wildlife education), archery training
- Train-The-Trainer – after-school program staff, school teachers, parent “leaders”





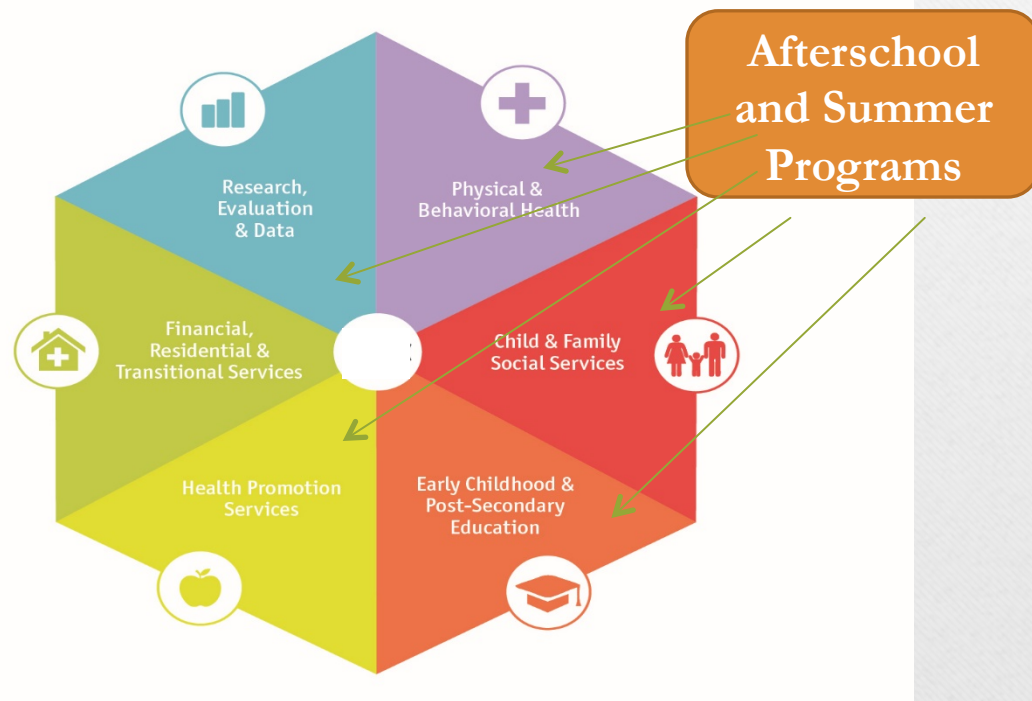
Multilevel engagement in fishing, hunting, outdoors, wildlife, agriculture, and conservation education.



Example: MAYAP-Outdoors Recreation and Conservation Education Partnership



Afterschool and Summer Enrichment (ASE) Programs are the Vehicle for Long-term, Reinforceable Engagement: In Philadelphia **Over 16,000** Families are Served Annually by Nonprofit ASE Programs Funded by State and Local \$'s







Sports & Recreation - Youth Organization



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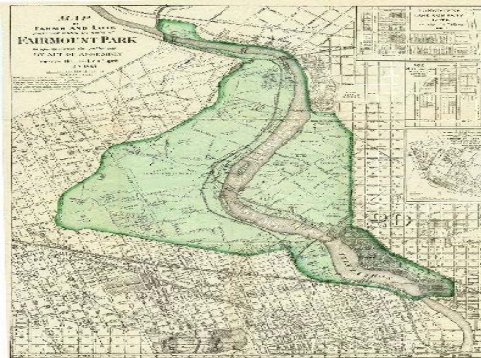
Expanding Outdoors Recreation and Conservation Education in Philadelphia and Urbanized Towns and Suburbs



Pennsylvania – *Penn's Woods*

Fairmount Park

10,000 acres - world's largest municipal owned urban park
Philadelphia's largest land mass



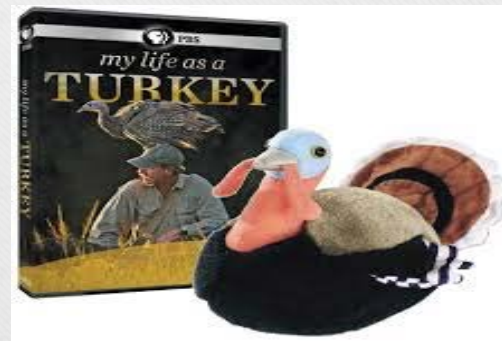
MidAtlantic Youth Anglers and Outdoors

Fairmount Park *plus* John Heinz National Wildlife Refuge – 1,000 Acres

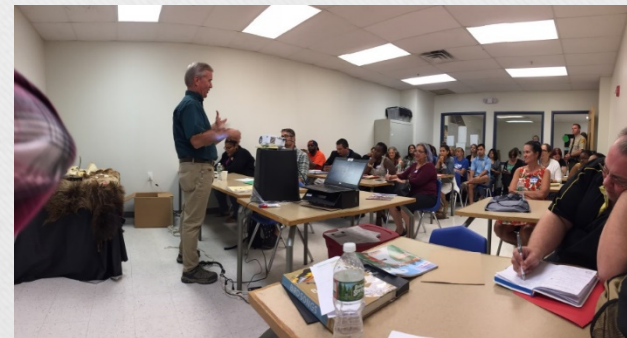


Hands-On STEM-Driven Lesson Plans:

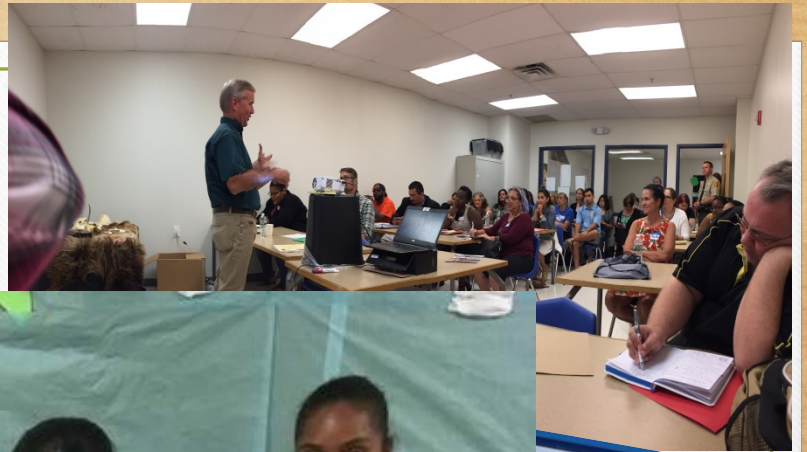
Constructing small and large-scale structures from building birdhouses to archery ranges to wildlife decoys to planting *riparian buffers....



Example: Keystone Elk Country Alliance partnership, it's a Beautiful Thing: Train-the-Trainers, Enhance *Existing* Capacity



MidAtlantic Youth Anglers and Outdoors





Strategic Partners

-
- PA Statewide Afterschool and Youth Development Network
 - PA Audubon Society
 - PA Game Commission
 - PA Fish and Boat Commission
 - PA Dept. of Conservation and Natural Resources
 - PA Department of Agriculture
 - National Dairy Producers Organization
 - Keystone Elk Country Alliance
 - Cabela's
 - Franklin Institute
 - Education Plus Health
 - Big Picture, Inc.
 - Philadelphia Youth Sports Collaborative
 - Union Sportsmen's Alliance
 - Camp Oak Hill
 - Education Works
 - Delaware Green Jobs Program
 - Delaware Nature Society
 - Nemours Estate (DE)
 - PA Humanities Council
 - Philadelphia Parks and Recreation
 - Theodore Roosevelt Conservation Partnership
 - Recreational Boating and Fishing Foundation
 - Independence Seaport Museum
 - Penn State Master Watershed Stewards Program
 - Lower Susquehanna Riverkeeper
 - The Land Conservancy of Southern Chester County
 - Willistown Conservation Trust
 - Cecil County Land Trust (MD)
 - *And growing!*



The Big Why

-
- Anglers and Hunters, the natural resource “user” group paying to support it...
 - Fishing and hunting license purchases
 - \$3.2 Billion economic impact – Mid-Atlantic states (PA, NY, NJ, DE, MD)
 - Avg. spent annually per angler - \$1,290 / hunter - \$2,034
 - USFWS Sports Restoration Tax
back to states - average 10% of purchases
 - Life long Passions
 - Education basis (STEM) and Conservation basis



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