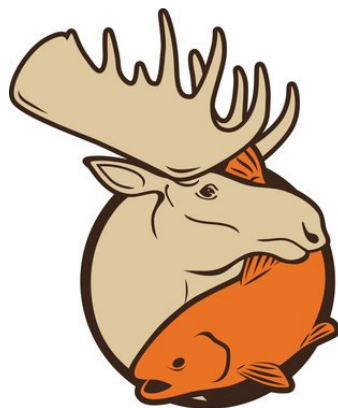


2021

# IMPACT REPORT



**SFBW**

SPORTSMEN FOR THE  
BOUNDARY WATERS

[sportsmenbwca.org](http://sportsmenbwca.org)



# CONTENTS

- **1 - A LETTER FROM THE EXECUTIVE DIRECTOR**
- **2 - OUR MISSION**
- **3 - 2021 ACHIEVEMENTS**
- **4 - 2021 GOALS**
- **5 - ADVOCACY**
- **6 - ENGAGEMENT HIGHLIGHTS**
- **7 - FINANCES**
- **8 - GET INVOLVED**
- **9 - MEET THE TEAM**



# A LETTER FROM THE EXECUTIVE DIRECTOR

My relationship with the Boundary Waters began when I was 12 years old during my first fishing trip with my Dad. It was chock-full of everything a spring fishing opener trip can throw at you; amazing fishing, freezing rain, high winds, sunny days, a snowstorm, campfires, lessons in safety and stewardship principles, being wet and miserable, and so much more. And I loved it. It was a trip that would solidify my connection to the outdoors for the rest of my life.

The Boundary Waters represents some of America's most accessible public lands and waters. Hunters and anglers travel to the Boundary Waters for a one-of-a-kind chance to pursue lake trout, walleye, smallmouth bass, northern pike, whitetail deer, and ruffed grouse in a true backcountry landscape. The BWCA also allows for families of all backgrounds and children of any age to participate in a Wilderness trip. Few other destinations allow for this unique, special experience, and the few places we have in America that provide the backdrop for this experience must have proper protections in place.

Lodges, outfitters, guide services, local businesses, and so many more benefit from the clean water in the BWCA. Without steps forward to protect the BWCA from sulfide-ore copper mining, polluted water, and its impacts on fish and wildlife would depress business around the Boundary Waters and negatively impact the regional outdoor economy.

We must work towards a positive outcome on behalf of this community, a community that values the priceless outdoor experiences that places like the BWCA provide, and for our future generations that deserve to experience these wild places as we have.

Spending time outdoors is what rejuvenates and energizes us. The importance of preserving places like the Boundary Waters that provide that experience is immeasurable. Our adventures in nature are what inspire us to explore, and what shape us into the diehard outdoor enthusiasts and conservationists that we are. I, for one, want very much for my little girls and for all future generations to have those same experiences.

**For the woods,**



**Lukas Leaf, executive director**

# OUR MISSION

To protect the integrity of the Boundary Waters Canoe Area Wilderness and its watersheds for huntable and fishable populations of fish and wildlife, now and forever through advocacy and education

Through Sportsmen for the Boundary Waters's advocacy programs, SFBW interacts with outdoor businesses, local camps, non-profit organizations, and a variety of other stakeholder groups interested in the permanent protection of the Boundary Waters. Through partnerships and collaborations with the broader Boundary Waters community, SFBW invests time and resources into programs aimed at making the BWCA, and organizations that outfit trips there, available to communities in an equitable, diverse, and inclusive manner.

We are currently working with organizations that represent hundreds of thousands of hunters and anglers nationwide who share in a collective belief that healthy public lands are essential to sustaining our hunting and angling traditions. Additionally, this coalition believes that America must have a comprehensive strategy to secure raw materials for renewable energy technologies in ways that don't compromise important fish and wildlife habitats and outdoor recreation.

Our mission is directed at the entire outdoor recreation community, and more specifically at hunters and anglers. 140,000 jobs in Minnesota are outdoor industry jobs, of which 40,000+ are related to hunting and fishing. The Boundary Waters is the most visited Wilderness in America, and thousands of those visitors fish and hunt on their trips each year. Lodges, outfitters, guide services, and locals all benefit from the clean water in the BWCA and overwhelmingly advocate for their protection at events we organize, facilitate, or partner on.

## 2021 ACHIEVEMENTS

From leading the efforts in the conservation community on federal legislative advocacy to working with federal agencies on the withdrawal announcement in October, Sportsmen for the Boundary Waters has worked hard to make a difference in 2021, and 2022 is shaping up to be a phenomenal year for the BWCA.



SFBW has continued our work to bolster bipartisan support for BWCA protection directly in Congress. In April 2021, Rep. Betty McCollum reintroduced legislation, H.R. 2794, or the Boundary Waters Wilderness Protection and Pollution Prevention Act in the United States House of Representatives to permanently protect the Boundary Waters watershed from proposed copper-nickel mining in its watershed. This legislation also received a hearing in the House Natural Resource Committee.

This year, SFBW has shown support for that very same BWCA legislation and other agency action with nearly 20,000 messages to Congress and federal agencies from across the country, plus tens of thousands more from our conservation group partners.

SFBW has began research and development for new programs outside of the sulfide-ore copper mining issue including; Moose Population, Chronic Wasting Disease (CWD), Aquatic Invasive Species (AIS), and Critical Minerals. We are excited to embark on a new chapter of work, yet are still hyper focused on the current issue at hand.

SFBW joined the Hunt Fish 30x30 Coalition, a group of over 50 conservation organizations seeking to conserve 30% of our nations land and water by 2030.

SFBW launched its official merchandise store in the spring of 2021 with Artisans Inc., along with collaborations with partners and artists including Ed Anderson. We are very excited to have the opportunity to showcase these designs on behalf of the BWCA and our work to protect it.

On October 20, federal agencies announced a review of all hard rock federal mineral leases in the watershed of the BWCA, kicking off a 2 year moratorium on any further leasing or development of new leases upstream of the Boundary Waters. This was a huge step forward for the BWCA and could eventually lead to a 20-year mineral withdrawal in the region, banning copper-nickel mining during that time period.

In November 2021, the Minnesota DNR announced the formal review of rules related to the siting of non-ferrous mineral leasing in the watershed of the BWCA. After a 30-day comment period, the MN DNR will determine whether they have discretion to review development of any nonferrous mineral leases on state lands in the watershed.

We look forward to building off of these achievements and for what the future holds.



**2022 IS GOING TO BE A BIG YEAR FOR THE BWCA, FROM AGENCY ACTION TO MOVEMENT IN CONGRESS.**

## **GOALS FOR 2022**

**Future work to ensure permanent protection of the Boundary Waters is underway and SFBW continues to lead the effort in our community.**

### **What Comes Next**

- Work closely with government agencies, key decision-makers, and national NGO partners during the federal withdrawal comment period to showcase the support for Boundary Waters protection within the conservation community.
- Have federal agencies announce the cancellation of Twin Metal's mineral leases in the watershed of the Boundary Waters, as well as a reversal of an unlawful legal opinion concerning the renewal of those leases.
- Receive a 20-year mineral withdrawal for the Boundary Waters and Superior National Forest.
- Movement forward towards the passage of permanent protection legislation in Congress.
- Further develop working relationships with state & national NGO partners within the hunting, fishing, and conservation community to increase our chances of permanent protection for the Boundary Waters through both state and federal strategies.



## THANK YOU FOR ADVOCATING ON BEHALF OF THE BOUNDARY WATERS

### ADVOCACY & ENGAGEMENT HIGHLIGHTS

Total Messages To Decision Makers

**18,264**

Social Media Impressions

**1.3 million**

Website Visitors

**100,000**

Comment Period With Partners

**40k messages sent**

Total Number Of Donors & Donations

**1K+**

Increase In Revenue

**8%**

Through Sportsmen for the Boundary Waters's advocacy programs, SFBW interacts with outdoor businesses, local camps, non-profit organizations, and a variety of other stakeholder groups interested in the permanent protection of the Boundary Waters.

SFBW's most impactful work will be to continue to engage and grow our community in the outdoor world while educating people on the importance of conserving our wild landscapes and water for future generations.

Sportsmen for the Boundary Waters will continue to be a leading voice for the outdoor recreation community in NE Minnesota, and work to increase our advocacy efforts on behalf of our cherished businesses that rely so heavily on the outdoor recreation economy that the Boundary Waters supports.

Thank you again for your ongoing support. Without you, Sportsmen for the Boundary Waters could not have connected thousands of hunters and anglers from across the country to the decision makers who can make permanent protection for the BWCA a reality.

# ENGAGEMENT

72%

Increase in direct actions taken to Congress, Federal Agencies, and local decision makers

## **Advocacy Increase**

2020: 10,621 messages sent

2021: 18,264 messages sent

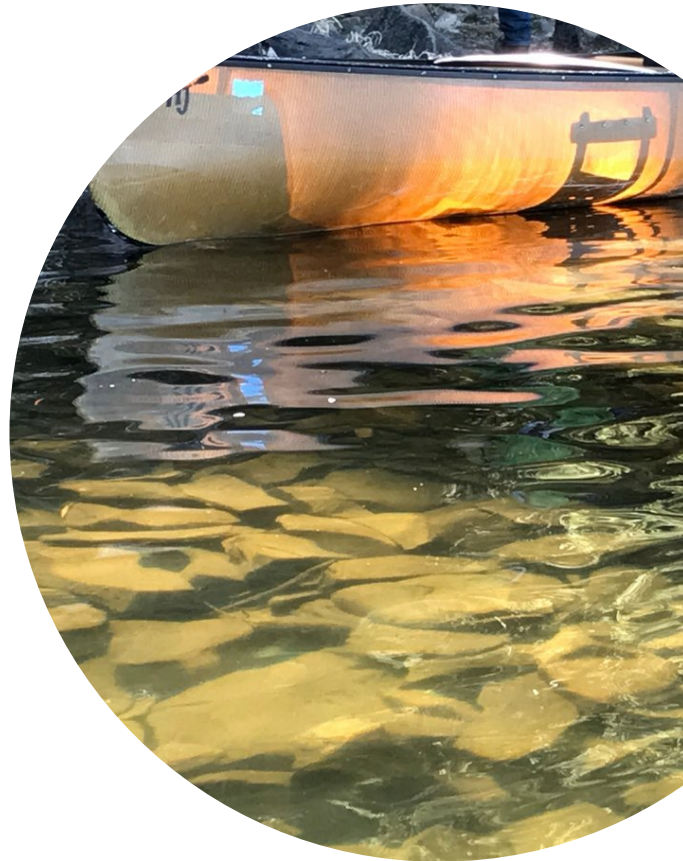
## **Active Member & Supporter Increase**

2020: 23,432 members

2021: 31,699 members

35%

increase in total active members



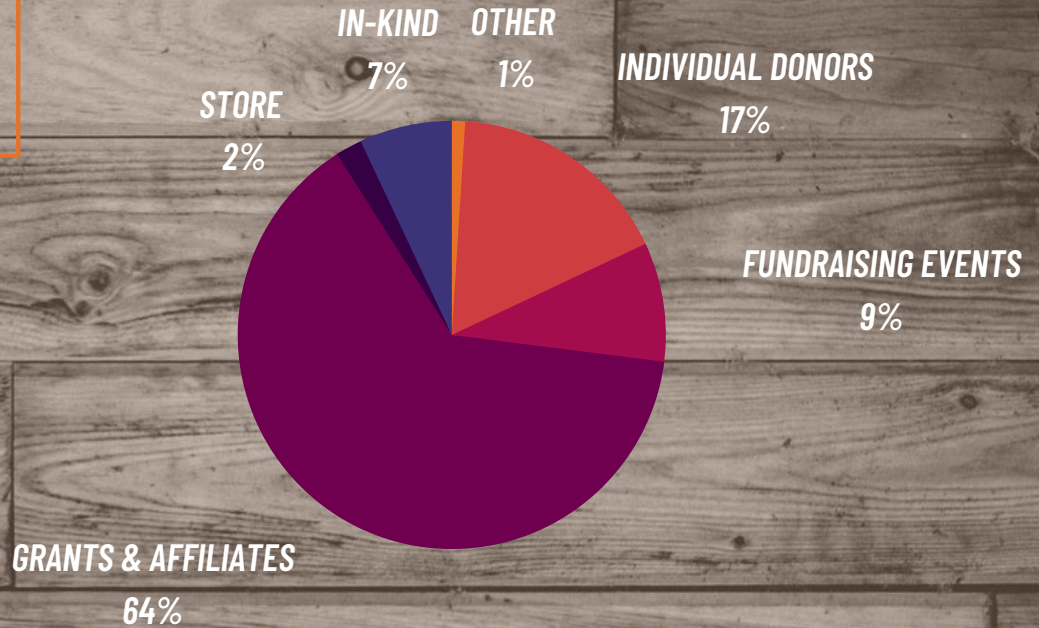


## 2021 FINANCIALS

Your support makes a difference.

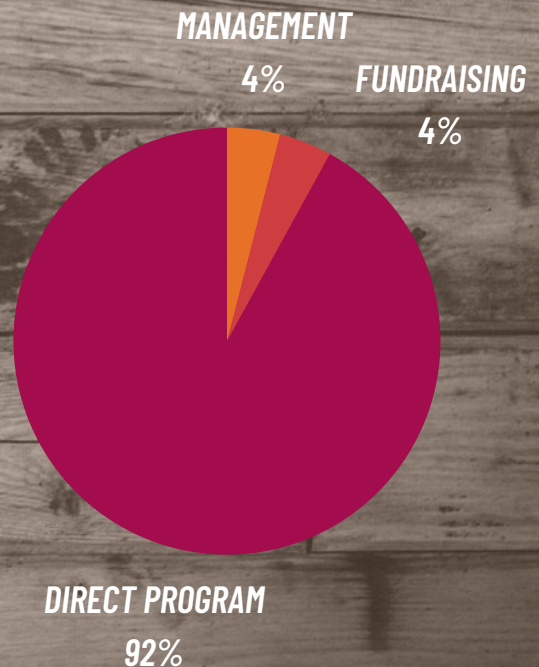
### REVENUE

\$286,661.26



### EXPENSES

\$267,686.20



KNOW THAT .92 CENTS OF EVERY SINGLE DOLLAR WE RECEIVED WENT DIRECTLY TO OUR WORK TO PROTECT THE BOUNDARY WATERS.

# GET INVOLVED

01

## TAKE ACTION

Send a message directly to your decision-makers at federal agencies, the State Capitol or in D.C. Whether its an online message or a phone call, your voice matters now more than ever.

02

## VOLUNTEER

Sign up at [sportsmenbwca.org](https://sportsmenbwca.org) to volunteer at events both virtual and in-person, help organize direct engagement, and to stay updated on everything BWCA.

03

## SPREAD THE WORD

Digital platforms are the best tool for you to reach others and get them involved. Share a petition, post on social media, and join other great conservation organizations working to protect our wild places.

04

## CONTRIBUTE TO SFBW

Know that every dollar goes towards our efforts to permanently protect the Boundary Waters.

## MEET THE TEAM

SFBW's strength is in our partnerships across the country



### THE SFBW TEAM

- Lukas Leaf, executive director
- Spencer Shaver, conservation director
- Jake Dahlke, digital content manager

### BOARD OR DIRECTORS

- Bob St. Pierre, chair
- Rob Drieslein, vice-chair
- Doug Scott, treasurer
- Mark Neuzil, secretary
- Julia Peebles
- Ashley Peters
- Dave Seaton
- Hansi Johnson

### NATIONAL PARTNERS


- Backcountry Hunters & Anglers
- Theodore Roosevelt Conservation Partnership
- National Wildlife Federation
- American Sportfishing Association
- Trout Unlimited
- Izaak Walton League of America
- Fly Fishers International
- American Fly Fishing Trade Association
- National Deer Association

### STATE PARTNERS

- MN Chapter, Backcountry Hunters & Anglers
- Minnesota Outdoor Heritage Alliance
- Minnesota Conservation Federation
- MN Chapter, Trout Unlimited
- MN Division, Izaak Walton League

### BUSINESS PARTNERS

- Simms Fishing
- First Lite
- Patagonia
- Outdoor News
- Omnia Fishing
- Piragis Northwoods
- Ely Outfitting Co
- Hungry Jack Outfitters
- Camp Chef
- Hyperlite Mountain Gear
- Wenonah Canoe
- Bob Mitchell's Fly Shop
- Mend Provisions
- Exped
- Far Out Flyfishing
- Fly Box
- Wintergreen Dogsled Co.



“HOWEVER IT IS INTERPRETED, LOVE OF THE LAND IS THE LODESTONE THAT MAKES POSSIBLE THE SACRIFICE OF TIME, ENERGY, AND MONEY REQUIRED TO CARRY ON ANY EFFORT TO SAVE A PORTION OF THE NATURAL SCENE OR THE EARTH ITSELF FROM THE IMPACT OF MAN'S MANIPULATIONS.”

SIGURD F. OLSON

