



DUCKS
UNLIMITED

SETTING RECORDS

ANNUAL REPORT
— 2023 —





FY23

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EXECUTIVE SUMMARY



Over the past 86 years, Ducks Unlimited's volunteers, members and supporters have conserved more than 16 million acres of wetlands and waterfowl habitat. And we have worked with our partners to protect 1 billion acres of Canadian Boreal Forest. Fiscal Year 2023 (FY23) was another example of how 684,000 members and over 1 million supporters continue to save the wetlands and waterfowl we love. Since 1937, it's always been about mud, money and members.

MUD AND MONEY

Team DU produced exceptional numbers in FY23, as 641,000 acres of habitat were protected or restored. FY23 also saw Ducks Unlimited generate impressive revenues of \$318.5 million. And 30,000 Ducks Unlimited volunteers hosted more than 560,000 attendees at 4,555 events in FY23. Event income set an all-time organizational record with \$91.7 million.

Each year, Ducks Unlimited promises to spend at least 80 percent of all funds raised on our conservation mission. We met that goal again in FY23, with 84 percent of our

expenditures going toward habitat delivery and conservation education mission.

FY23 habitat delivery revenue from government grants and partnerships was a record-breaking \$155 million, \$28 million above budget, with \$2 million in additional philanthropy going to the prairies for wetland and grassland conservation.

Major gift commitments totaled \$54.4 million, while major gift cash exceeded \$54.6 million (\$10.6 million above budget). In addition, planned giving commitments surpassed \$29 million.

MEMBERS AND SUPPORTERS

We couldn't achieve great things without more than 1 million partners and supporters, like our latest Corporate Conservation Achievement Award winner First Horizon Bank. Established in 1864, First Horizon has more than 400 locations across the southern United States and invests in causes and communities where they can positively impact the people they serve.

Headquartered in Memphis, they have been a proud partner in conservation on several fronts. First Horizon supports DU as our primary banking partner. In 2021, the

First Horizon Foundation awarded a lead gift of \$1 million for Ducks Unlimited Park in West Memphis, Arkansas. And First Horizon Foundation is a presenting sponsor of the *Wings Over Water* IMAX film.

Or Bass Pro Shops. In the last three years alone, more than \$2 million in Bass Pro Shops contributions has led to more than 76,000 acres of habitat conserved. On top of that, we are working with Bass Pro Shops and country recording artist Garth Brooks to raise more funds for conservation in the coming year.

THE MOTIVATION

We are making a difference and having fun doing it. And that difference, over the last 86 years, continues to be based on science and sustainability.

We protect wetlands habitat. We partner with farmers, ranchers and landowners. We do this because it works, and it works at a continental scale.

For example, in February 2023, more than 65 members of Team DU, including state chairs, state policy chairs, senior volunteers and members of the DU Board of Directors, gathered in our nation's capital to meet with members of Congress and advocate for legislation to protect and restore wetlands and migratory bird habitat. Farmers and ranchers feed the country and are great stewards of the land. Our members know that successful conservation delivery starts with successful public policy, and there's no better place to deliver that message than our nation's capital. Team DU volunteers, sponsors, members and supporters know our conservation work never ends.

Ducks Unlimited Inc., Ducks Unlimited Canada, Ducks Unlimited de México and Wetlands America Trust continue to make DU's vision of abundant wetlands a reality through a new, \$3 billion comprehensive campaign. The campaign, *Conservation for a Continent* was publicly launched at DU's 86th Annual National Convention in Las Vegas.

The ambitious effort will expand on the more than 16 million acres Ducks Unlimited, Ducks Unlimited Canada and Ducks Unlimited de México have already conserved across North America.

Conservation for a Continent also builds on the success of DU's \$2 billion *Rescue Our Wetlands* campaign, which concluded in December 2018. *Rescue Our Wetlands* raised an astonishing \$2.34 billion from more than 2 million donors and conserved 2,236,435 acres.

So, this annual report is filled with information about a very successful FY23, DU's sustainability efforts across North America and the volunteers who passionately drive our mission.



Chuck

Chuck Smith
President
Ducks Unlimited

Adam

Adam Putnam
Chief Executive Officer
Ducks Unlimited

SETTING RECORDS

Sunday, January 29, 2023, marked the 86th anniversary of Ducks Unlimited, the world's largest wetlands and waterfowl conservation organization.

Our work has led to the conservation of more than 16 million acres and counting, thanks to tireless support from generations of DU members, volunteers and partners who are part of the organization's mission to conserve and restore wetlands and other vital habitats for North America's waterfowl.

"Thanks to the passion and steadfast dedication of our more than 1 million volunteers, members and supporters, Ducks Unlimited has produced phenomenal results in 86 years," said DU President Chuck Smith.

DU is the world's largest and most effective private, nonprofit waterfowl and wetlands conservation organization. We deliver results through partnerships

with private individuals, landowners, agencies, scientific communities and other entities.

In FY23, 641,000 acres of habitat were protected or restored.

"Ducks Unlimited's original investment in recovering devastated waterfowl populations was limited to protecting prairie wetlands in Canada," said DU CEO Adam Putnam. "In 1984, we began work inside the United States, and we've since conserved more than 16 million acres of wetlands and worked with partners to protect 1 billion acres of Canadian Boreal Forest. Our founders would be proud to know their vision not only lives on but also saves over half a million acres of critical habitat each year."

Here are the stories of our record-breaking conservation success, starting with habitat conservation projects across the nation.





FY23 NATIONWIDE CONSERVATION RESULTS

1,040
HABITAT PROJECTS

640,688
ACRES DELIVERED

7.3 Million
U.S. ACRES CONSERVED SINCE 1984

16.2 Million
NORTH AMERICA ACRES CONSERVED SINCE 1937

ANNUAL CONSERVATION PROGRESS AND PLANNING HABITAT ACRES DELIVERED

2023 GOAL	2023 RESULT	2022 RESULT	2021 RESULT
520,000	640,688	575,647	565,485

HABITAT PROJECT

A parcel of land that Ducks Unlimited is responsible for protecting, managing or restoring.

DELIVERED

The total number of completed habitat accomplishments in a fiscal year measured in acres.

CONSERVED

The cumulative number of restored, protected and managed acres under DUI, DUC, and DUMAC since 1937.

GREAT LAKES/ATLANTIC REGION

Ducks Unlimited's Great Lakes/Atlantic Region completed 265 projects and impacted 137,312 acres in FY23. More than 1,000 active conservation projects exist across 21 states.



USDA's \$35 Million Conservation Grant Impacting 240,000 Acres

For the first time in its 86-year history, Ducks Unlimited partnered with the National Pork Board, Nestlé and other organizations to provide on-farm, climate-smart solutions to farmers in Iowa, Minnesota and Missouri. DU will help administer the funding provided by a \$35 million grant from the U.S. Department of Agriculture, working with producers to deliver on-site technical support.

The program, which will improve soil conditions, limit nutrient runoff and reduce greenhouse gas emissions, is expected to positively impact 240,000 acres across the three states.

This program exemplifies the potential for commodity groups, private industry and conservation organizations to work toward common goals and offer data-driven solutions to farmers seeking to continuously improve their operations and receive financial credit for those efforts.

"There are several agricultural practices we will be incentivizing through this partnership," said Billy Gascoigne, director of agriculture and strategic partnerships for DU. "Our technicians can assist producers with planting cover crops, no-till seed planting, livestock integration, grass buffers and wetland buffers."

This suite of agricultural services ensures that fewer sediments and nutrients leave the field and enter waterways used by waterfowl, other wildlife and people. Planting fall cover crops after harvest maintains soil health throughout the winter and provides additional forage for livestock. This added food source results in improved management of native grasslands, which waterfowl use for nesting cover.

No-till planting practices help with carbon sequestration. When ag fields are disked to prepare for spring planting, the carbon in the soil escapes. This has been linked to increased greenhouse gases entering the atmosphere. Grass buffers act as a filter, slowing the flow of runoff and capturing sediment and nutrients before they enter streams and rivers.

"These sustainable ag practices not only improve the overall health of our environment but also provide cost savings to farmers," said Mark Flaspohler, DU director of agriculture programs for the Great Lakes Region. "Waterfowl and other wildlife will benefit from these on-farm changes as well because of the positive effect it will have on water quality and native habitats."



H2Ohio Receives \$270 Million to Improve State's Water Quality

H2Ohio is widely regarded as one of the most progressive water-quality management programs in the United States. Ohio made an initial investment of \$172 million in 2020 but has increased that amount to \$270 million for 2024. Legislators prioritized wetlands, allocating \$30 million per year (over the next two years) to habitat restoration, a \$5 million increase to this arm of the H2Ohio initiative.

Created to address harmful algal blooms (HABs) on Lake Erie caused by nutrient runoff, H2Ohio also focuses on the state's failing drinking water supplies, wastewater, home sewage treatment systems and lead contamination from aging water pipes and fixtures.

DU has partnered with the Ohio Department of Natural Resources (ODNR), Ohio Water Partnership and more than 40 other organizations to restore and enhance wetlands to filter nutrients before they reach waterways. This reduces the impact of HABs responsible for the degradation of native habitat and water quality in Lake Erie, which supplies more than 12 million people with drinking water.

"We know that restoring and protecting Ohio's rivers, lakes and streams improves water quality and conservation efforts for wildlife all across the state," ODNR Director Mary Mertz said. "We're grateful for the continued funding of this important work and look forward to growing our partnership with groups like Ducks Unlimited, who contribute an invaluable conservation contribution."



Farmers in Iowa, Minnesota and Missouri will enroll 240,000 acres in the USDA's Climate-Smart Commodities program.



DU's first completed H2Ohio project at a 100-acre family farm in northwest Ohio.





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A new dike will return the natural flow of tidal waters to the marsh.

Herring River to Undergo \$60 Million Salt Marsh Restoration

Over a century ago, the Herring River Estuary was a pristine 1,100-acre tidal marsh. At the time, the Herring River was critical in linking freshwater to the saltwater bay of Wellfleet Harbor. But in 1909, a dike was built at Chequessett Neck Road that impeded the natural flow of water, altering the estuary’s ecology and transforming it from salt marsh to freshwater wetlands.

DU is partnering with the National Park Service, U.S. Fish and Wildlife Service, National Oceanic and Atmospheric Administration Restoration Center, Massachusetts Division of Ecological Restoration, Wellfleet Conservation Trust, Friends of Herring River, the Town of Wellfleet and others

on a \$60 million project to replace the dike with a bridge and implement vegetative and sediment management to reestablish natural salt marsh conditions. The bridge will be equipped with control gates to return the natural flow of tidewater to the marsh.

“The Herring River Estuary is the largest tidally restricted estuary in the northeast, and this project is a once-in-a-century opportunity to address the impacts of past generations,” said DU Regional Biologist Bri Benvenuti. “The scale and success of the Herring River Restoration Partnership is an excellent example of what can be achieved when conservation and community partners come together.”



DICK AND JEANNE MICKA: CHAMPIONS FOR THE GREAT LAKES

A legend in Monroe County and the Michigan waterfowling community, Dick Micka is a long-time conservationist and wetland champion who has been instrumental in efforts to develop the Detroit River International Wildlife Refuge, protect the marsh at Pointe Mouillee and restore the River Raisin. Dick and his wife, Jeanne, are Ducks Unlimited Heritage and Grand Slam Life Sponsors and ardent supporters of DU’s efforts to conserve wetland habitat in the Great Lakes.

Dick Micka



SOUTHERN REGION

Ducks Unlimited's Southern Region delivered 187 projects, impacting more than 73,286 acres in FY23.

Richland Creek WMA Enhancements

Corporate and conservation partners are coming together to enhance wetlands in Texas's Richland Creek Wildlife Management Area (WMA) to improve wildlife habitat and water resources in the Trinity River Basin.

Working with the Texas Parks and Wildlife Department (TPWD), Ducks Unlimited constructed 206 acres of new wetlands in the WMA. Water from the Trinity River will flood the wetland complex during the winter to provide habitat for various bird species, and in the spring, water from the wetlands will flow back into the river. The design of the wetlands should reduce sediment, nitrogen and phosphorous levels in the water, which will help improve water quality overall in the Trinity River by reconditioning more than 200 million gallons of water annually.

"The Texas Parks and Wildlife Department is excited to be working alongside Ducks Unlimited and the Texas Water Action Collaborative on this important project," said John Silovsky, TPWD's Wildlife Division director. "Ducks Unlimited is a longstanding partner that has directly assisted the TPWD in constructing approximately 1,350 acres of wetland habitat on Richland Creek WMA since 1987."

PepsiCo is on board, too.

"As one of the world's largest food and beverage companies, we recognize that PepsiCo not only has an opportunity, but a responsibility to use our scale and reach to ensure a more sustainable future," said Tim Carey, vice president of sustainability at PepsiCo Beverages North America. "We recently announced PepsiCo Positive, a strategic



EMILY AUSTIN/ DU

Waterfowl benefit from the newly created wetlands.





end-to-end transformation of our business and supply chain, with sustainability at the center of how we will create growth and value and inspire positive change for the planet and people. We're proud to put that into action through a partnership with Ducks Unlimited to implement this important water replenishment project in the Trinity River Basin."

The Texas Water Action Collaborative partners, Facebook (Meta), Bonneville Environmental Foundation and a private family foundation also support the project.

"We are so pleased to be a part of the Texas Water Action Collaborative," said DU Director of Development Bob Locke. "It's been a great opportunity to bring corporate and foun-

dation partners to a strong working relationship with TPWD and Texan by Nature. Adequate conservation of natural resources, especially water, will take the combined efforts of all of us."

"Collaborative cross-industry partnerships for conservation yield impactful results and accelerate conservation action," says Joni Carswell, CEO and president of Texan by Nature. "Texas's population of 29 million people is expected to double by 2050, putting pressure on the state's land, water, wildlife and infrastructure. As the 10th largest economy in the world and a GDP of \$1.9 trillion, new water opportunities and conservation investments are needed to maintain economic leadership."

Nansemond Indian Nation Reacquires Ancestral Lands

In a precedent-setting land transfer, Ducks Unlimited acquired from a private owner more than 500 acres of ancestral land of the Nansemond Indian Nation and then returned it to the tribe for protection and stewardship. This historic gift of the forested wetlands of Cross Swamp will enable the Nansemond to develop a conservation program, educate tribal youth about their historic ties to the land and strengthen coastal resilience for future generations. This project received support from Dominion Energy, the Enviva Forest Conservation Fund, the North American Wetlands

Conservation Act, the Virginia Outdoors Foundation and The Mary Morton Parsons Foundation.

After decades of work to achieve federal recognition, which occurred in 2018, and more than 350 years of efforts to reacquire access to their ancestral territory, the Nansemond Indian Nation celebrates this achievement for equity and conservation.

"We are filled with joy to have the Cross Swamp property returned to our people. This land was inhabited by our ancestors long before the arrival of English settlers, and now





we will again own and manage it as a cultural and natural resource,” said Nansemond Tribal Chief Keith Anderson. “Today marks an important milestone in the restoration of our heritage.”

In addition to ensuring that the wetlands and critical habitat remain protected, the Nansemond will shepherd the property as a cultural and environmental education space. Now that the tribe owns the property, they will have greater access to federal programs and services to assist with their stewardship goals.

“Cross Swamp consists of forested wetlands that provide critical habitat for various birds, wildlife and plants,” said DU Director of Conservation Programs Emily Purcell.



EMILY AUSTIN, DU

Left to right: U.S. Representative Rob Wittman (VA); Assistant Chief Dave Hennaman; Chief Keith Anderson; Dr. Karen Waldrop, chief conservation officer, Ducks Unlimited; Ken Custalow, tribal relations manager, Dominion Energy.



DUCKS UNLIMITED

Aerial view of the Cross Swamp tract.

“By protecting this historic landscape, this project ensures future generations of the Nansemond Indian Nation can reconnect with the land and enjoy this iconic area in the Atlantic Flyway. Additionally, the City of Suffolk will forever benefit from the additional ecosystem services that wetlands provide, including improved water quality, carbon storage and flood reduction.”



MEET OKLAHOMA’S ETSSELL “OTTO” EMDE JR.

Etsell “Otto” Emde Jr. has been a passionate DU supporter and steadfast volunteer in Oklahoma for more than 34 years. He serves on the National Youth and Education Committee and as the state’s youth and education chair. Otto is a Ducks Unlimited Heritage Sponsor, Grand Slam Sponsor in Perpetuity and Gold Feather Society Member who understands the importance of cross-continental conservation, supporting work from the breeding grounds of Canada to the wintering grounds in Mexico.

Left to right; Oklahoma State Campaign Chairman Jared Cullison, Etsell “Otto” Emde Jr., Region 8 Senior Vice President Richard Godfrey.



GREAT PLAINS REGION

In FY23, DU completed 290 projects on the Great Plains and helped conserve 353,357 acres in seven states—areas with added recreational benefits like kayaking, hiking, biking and wildlife watching.

DU, Phillips 66 and ZooMontana Open the Foster Waterfowl Refuge

In 2022, Ducks Unlimited, Phillips 66 and a host of other partners, sponsors, supporters and donors assembled at Billings' ZooMontana for a ribbon-cutting ceremony to open the \$1.5 million Foster Waterfowl Refuge, one of the largest projects in the zoo's history and the first of its kind in the Big Sky State.

Thanks to the help of DU personnel like Montana Manager of Conservation Programs Abby Rokosch and Great Plains Region Director of Conservation Science and Planning Kaylan Kemink, visitors now have an up close and personal view of various waterfowl species making a pit stop on their migration routes.

Several educational kiosks throughout the display highlight facts about the types of birds that possibly visit the refuge, how other wildlife species benefit from wetlands and how visitors can pledge to do more to help conserve and protect the landscape's resources. There is also a raised observation deck, underwater viewing windows and boardwalks to help visitors get up close and personal with the wetlands.

"This project has been something that I've been thinking

of since I started at the zoo 12 years ago," said ZooMontana Director Jeff Ewelt. "It's the largest project the zoo has taken on in the current administration. Seeing what this landscape has transformed into today has been an amazing experience. I want to thank everyone who worked and supported the project for believing we could make this happen."

The refuge design intends to host migrating waterfowl as they move through the urban area, exposing zoo visitors to DU's conservation work across the continent. At the end of the tour, visitors are asked to fill out a postcard with a pledge to support conservation within six months of their visit. People who take the pledge will be challenged to help clean up a local wetland, join a wetland conservation organization or buy a federal duck stamp.

"With more than 100,000 guests visiting ZooMontana annually, this is a great opportunity to illustrate the value of wetlands to a broad and diverse audience," said Kemink. "We have designed a research project to help us learn if a call to action will increase positive environmental behaviors when coupled with a visit to the zoo's exhibit."



Foster Waterfowl Refuge



Improving Water Quality and Enhancing Wetlands in Jackson, Wyoming

Late last July, Ducks Unlimited staff joined the Wyoming Game and Fish Department, representatives from Jackson, Wyoming, and a congregation of supporters, donors, and partners to dedicate a wetlands enhancement project that not only restored and created new public wetlands but also improved the water quality flowing from the town's wastewater treatment facility, and into the area's free-flowing rivers.

One of the project's key features was the installation of small levees and modernized water-control structures that improved water management and fish passage. The result allows managers to control the inflow and outflow of water from the entire wildlife habitat area, provide better recreational opportunities for hikers, bikers, waterfowlers and

bird watchers and provide more habitat for migratory species like swans, which frequent the site.

While the project required a fundraising effort that generated just over \$1.5 million, migratory birds and other wildlife are already exploring the new landscape, and the activity is expected to intensify in the coming years. Other species downstream will also feel the project's effects: the inflow into the Snake River, a world-recognized trout fishery, is cleaner than it's been in decades.

At the dedication ceremony, DU Director of Development Chris Hildebrandt said, "This is one of the best examples in the entire western United States of how wetlands are being used directly to help additionally filter treated wastewater. It's just an awesome win-win project."



DU and a host of partners restored wetlands in Jackson, Wyoming.





Nebraska's Rainwater Basin is a popular stop for waterfowl.

Just Add Water

Nebraska's Rainwater Basin is one of the most popular stopovers for waterfowl during their long migration north, thanks to the region's unique shallow wetlands. A DU initiative kick-started in 2019 will help ensure funding is available to address annual water-shortage issues, ensuring these crucial habitats will be flooded when waterfowl need them most.

The water development fund is the result of a partnership between DU, the Nebraska Game and Parks Commission, the U.S. Fish and Wildlife Service and the Rainwater Basin Joint Venture. The fund will pay for water to be pumped into the basin's wetlands, which have suffered as the Cornhusker State continues to endure drought conditions. In its infancy,

the partnership is still raising funds from private donors to achieve its \$7 million goal. However, private gifts received thus far have generated thousands of dollars from an interest-bearing bank account used to fund pumping efforts on publicly accessible land.

At some point, the fund will pay for improving wells, pumps and power sources that deliver much-needed water and help purchase additional wetland acres from private interests, which will be transferred later to public ownership. With the support of DU's major donors and partners, the water development fund has the potential to perpetually restore, protect and fill wetlands for future generations.

PHILLIPS 66

Since 2013, Phillips 66 has invested over \$4 million to support more than 35,000 acres of conservation in 11 states, from California to New Jersey and Texas to Wyoming. These projects improve wildlife habitat, water quality and community resilience nationwide.

"From coastal projects that improve community resilience to the new waterfowl refuge at ZooMontana, which provides natural habitat and wetland education opportunities, we are pleased to work with Ducks Unlimited to make a difference in the places we live, work and play," said Phillips 66 Manager of Social Impact Courtney Meadows.



WESTERN REGION

Ducks Unlimited's Western Region completed 54 conservation projects and impacted 14,584 acres in FY23. There are more than 460 active conservation projects across nine states.

One of California's Most Popular Wildlife Areas Benefits from Massive DU Project

Take a trip to Gray Lodge Wildlife Area, and it's easy to see why it's one of California's most heavily visited wildlife areas.

The Sutter Buttes, the world's smallest mountain range, loom in the distance as thousands of ducks, geese and other waterbirds take flight from mist-covered ponds lined with stands of cottonwoods and willows.

The more than 100,000 birders and hunters who visit this state-managed wildlife area each year will continue to enjoy these spectacular sights in perpetuity, thanks to a \$52 million Ducks Unlimited infrastructure project completed in 2023.

Ducks Unlimited oversaw design, environmental compliance and construction of 5 1/2 miles of upgrades to the canals that ship water from the Thermalito Afterbay reservoir north of Gray Lodge to the 9,100-acre wildlife area north of Sacramento.

The project also replaced four county road bridges, seven

large water-control structures, three farm bridges and 45 structures that move water into farm fields.

Ducks Unlimited's primary partner on the project was the Biggs West Gridley Water District. Other Gray Lodge Water Supply Improvement Project partners included the U.S. Bureau of Reclamation and the California Department of Fish and Wildlife.

Gray Lodge isn't just critical to waterfowl. The wildlife area also provides habitat for dozens of other species, including the giant garter snake, which is protected under the state and federal Endangered Species Acts.

The project complements a decade of projects when Ducks Unlimited overhauled much of the water-delivery system inside the wildlife area.

Those improvements gave property managers more flexibility on when and how they flood and dry out wetland units.



Snow geese and other waterfowl at the Gray Lodge Wildlife Area in California.





Dusky Canada geese take flight.

Wildlife Area Near Portland Gets Boost from DU

The pump and water-delivery system supporting 1,400 acres of wetlands on Oregon's most popular wildlife area received an essential upgrade thanks to a longstanding partnership between Ducks Unlimited and the Oregon Department of Fish and Wildlife and funding from major donors.

In 2022, Ducks Unlimited completed the first phase of a water-delivery upgrade to the McNary Lake wetlands inside the 11,643-acre Sauvie Island Wildlife Area. Thirty minutes from Portland, Sauvie Island is Oregon's most visited wildlife area. More than 1 million people visit yearly to bird watch, fish, waterfowl hunt or spend a day at the beach.

These latest upgrades allow wetland managers to flood wetlands early in the fall migration, providing the first migrating shorebirds, ducks and geese with flooded habitat

that can be difficult to find as they make their way down the Pacific Flyway.

The project's second phase began in 2023 to replace a badly outdated pumping station with a new one that includes a state-of-the-art screen to prevent trapping endangered fish. The pump project is funded thanks to Tim Boyle, the president and CEO of Columbia Sportswear. Boyle gave a generous \$300,000 donation to Ducks Unlimited to complete the work.

Sauvie Island is used by dozens of wildlife species, including dusky Canada geese. The dusky is one of seven Canada goose subspecies that winters in northwest Oregon and southwest Washington. Dusky Canada geese have a small population, which requires careful management of critical habitats on their wintering grounds.





CHAD YAMANE, DU

Ducks Unlimited Working to Save the Great Salt Lake

Last year, conditions were especially bleak on the Great Salt Lake, one of the Pacific Flyway's most important habitats for waterfowl and other migratory birds. Lake levels were dropping to dangerous levels. The lake's fragile salinity levels had increased to the point that aquatic invertebrates that birds depend on for food were starting to die.

Ducks Unlimited sprang into action and launched its sweeping Great Salt Lake Initiative to save the lake and the surrounding wetlands.

The initiative set an ambitious goal of raising \$5 million in just five years. Within a year, DU had raised \$2 million in

private donations, pushing the organization to hit its fundraising target.

That funding is already being put to good use, starting with DU securing an additional \$1 million from the North American Wetlands Conservation Act. Earlier this year, DU began fixing a long-neglected levee, which is critical to the 19,000-acre Ogden Bay Waterfowl Management Area. When finished, it will help keep the Weber River from damaging the wildlife area's habitat for many years to come. Several other habitat projects are slated to break ground in the coming months.



MEET JIM YOUNG

What does a high school football referee and Ducks Unlimited have in common?

The answer is simple: Jim Young. It just so happens that Young, of Fairbanks, Alaska, not only puts on the white hat under the Friday night lights but has been wearing the Ducks Unlimited hat for as long as he can remember. As Alaska's newly appointed state campaign chair and Benefactor Sponsor, Young has served in numerous volunteer roles over the years for DU. He has achieved great success for Alaska as state chair and area chair. Young's deep roots and passion for wetland conservation keep DU's conservation mission at the forefront of his local community.

We can't thank him enough for tossing his yellow flag for Alaska high school football and proudly flying the DU flag for future generations.

Jim Young





THE YEAR IN REVIEW

Conservation for a Continent. Our Wetlands. Our Legacy.
aims to secure support, donations, and commitments
totaling at least \$3 billion by 2026.

DU's New \$3 Billion Campaign to Raise Record Amount for Wetlands Conservation

Ducks Unlimited Inc., Ducks Unlimited Canada, Ducks Unlimited de México and Wetlands America Trust continue to make our vision of abundant wetlands a reality through a new, \$3 billion comprehensive campaign.

Conservation for a Continent was first celebrated at our 86th Annual National Convention in Las Vegas.

The campaign, one of the largest ever launched in North America devoted to landscape conservation and the future of our outdoor heritage, will fund ambitious projects to build back nature in all 50 states, Canada and Mexico. The goal is to secure support, donations and commitments totaling at least \$3 billion by 2026.

Team DU is on track to conserve 1 million acres annually in the United States alone by 2028.

"*Conservation for a Continent* is more than a statement," said Ducks Unlimited President Chuck Smith. "It's a promise to improve wetlands across North America on a scale large enough to improve quality of life for waterfowl, people and other wildlife."

The campaign is built on five priorities guided by science and vital to the survival of wetlands, waterfowl, communities and ecosystems that rely on those resources:

Breeding Landscape Conservation—Supports DU initiatives to protect and restore threatened breeding habitat across the continent.

Migration and Wintering Landscape Conservation—Will support efforts to protect and restore wintering and staging habitat along North America's coasts and the central and southern United States.

Conservation Research and Education—DU is the world's leading science-based nonprofit organization dedicated to wetlands and waterfowl. This campaign will support the science needed to inform our conservation efforts on the most critical landscapes to wildlife and people.

Wetlands Forever—This priority focuses on funding programs to encourage volunteerism and mission-focused projects where the need is greatest.

Conservation Legacy—This component focuses on growing DU's endowment to ensure a strong organization sustaining critical conservation work for decades.

Conservation for a Continent builds on the success of our previous fundraising campaigns: the \$2.34 billion *Rescue Our Wetlands* campaign, which concluded in 2018, and the \$1.88 billion *Wetlands for Tomorrow* campaign, which ended in 2010.





For the second straight year, the East Cooper Oyster Roast at SEWE was the largest traditional income event in the country.

Event Fundraising Sets Records

For the second straight year and third time in five years, the 30,000 volunteers and associated staff in the Ducks Unlimited event fundraising system set an all-time organizational record with \$91.7 million raised through 4,580 chapter events nationwide.

“We’ll look back on FY23 and consider it a stars-aligning year,” said DU National Director of Event Fundraising Tim Fehringer. “It’s safe to say that the volunteers and staff that make up the DU event fundraising team have put the challenges and negative fundraising impacts of the two-year Covid pandemic behind them as they reach for new heights, raising crucial funds that drive the organization’s wetlands and waterfowl mission. It’s also time for us to realize that while the pandemic was a tough time in the event fundraising

business, we emerged from it better prepared to raise revenue for our conservation work.”

One of the primary reasons for Fehringer’s confidence is the \$5.5 million net online fundraising revenue stream quickly built during the stay-at-home time of COVID-19 that uncovered the desire of DU supporters, both existing and new, to interact with the organization through web-generated auctions and raffles.

“It’s easy to look back and kick yourself for not trying it sooner, but it took something like a pandemic to force DU and other groups to loosen all inhibitions when there was no in-person fundraising happening anywhere across the country,” said DU Chief Event Fundraising Officer David Schuessler. “Our decision to hire staff dedicated to these efforts at the onset of FY23 proved good; we grew our existing online business and allowed other staff to focus on our traditional efforts, which also grew over the prior year.”

FY23 was record-breaking and set the standard for future growth in the event fundraising division.



THE NICHOLS FAMILY

The Nichols family, longtime DU supporters and Gold Benefactor Sponsors, are incredibly passionate about conservation in the Chesapeake Bay region. Ray, his son Charles and daughter Michelle own several farms on the Eastern Shore of Maryland and one in Virginia. They have long supported waterfowl-focused wetland conservation projects across the region. Additionally, since the late 1970s, Ray and the Nichols family have assisted Ducks Unlimited by providing auctioneers to help with auctions at DU fundraising events.

Left to right: Michelle Nichols-Neff, Ray Nichols and Charles Nichols.



Ducks Unlimited Park, West Memphis, Arkansas

Big River Park Conservancy, the umbrella 501(c)3 organization over Big River Crossing, Big River Trails and now Ducks Unlimited Park, has named Chris Ware as its new executive director and successfully secured 1,500 acres of land in the Arkansas floodplains to move forward with a comprehensive wetlands conservation effort, restoring the land to its natural habitat.

Ware, a native Memphian, has led West Tennessee conservation and land stewardship efforts since 2017 on behalf of TennGreen, a Big River Park Conservancy partner, as their general counsel and project manager. Ware has been practicing law for 12 years, specializing in estate, business

planning, and land conservation. He played an active role in developing the now-named Ducks Unlimited Park through TennGreen and as a member of the board of directors of Big River Park Conservancy.

Ducks Unlimited Park, accessed from Downtown Memphis via Big River Crossing, comprises 1,500 acres of land and features a seven-mile paved trail loop and a half-mile out-and-back trail with stunning views of the Mississippi River, Memphis skyline and West Memphis agriculture. Ducks Unlimited Park also connects to the Big River Levee Trail System, which includes more than 110 miles of riverside trails atop the Mississippi River's levee system.

“Putting our expertise to work in our company's backyard is a significant opportunity for our organization, one we do not take lightly,” said DU CEO Adam Putnam.

In addition to Ducks Unlimited, Ducks Unlimited Park project partners include the City of West Memphis, Marion, Arkansas, First Horizon Foundation, Nucor, Ingram, NexAir, International Paper, Hyde Family Foundation, Poplar Foundation, AutoZone, TennGreen Land Conservancy, Simmons Bank and McVean Trading.



Ducks Unlimited Park comprises 1,500 acres of land, a 7-mile paved trail loop and a half-mile out-and-back trail.

DU's 86th National Convention Wins Big in Las Vegas

Ducks Unlimited's 86th National Convention in Las Vegas, Nevada, was a tremendous success. With nearly 1,000 DU members, supporters and conservation enthusiasts in attendance, the energy on stage and in the audience was high and attendees witnessed DU launch its most ambitious capital campaign ever.

The main event of the Friday business session was the fireside chat between DU CEO Adam Putnam, Bass Pro Shops founder Johnny Morris and legendary music icons Garth Brooks and Huey Lewis. The group discussed their shared passions for hunting and conservation, memorable

moments on tour and everything in between. Attendees also were the first to learn of a brand-new partnership between DU and Garth Brooks.

Several accolades were shared during the two-day business sessions. Conservation icon Johnny Morris took to the stage to present Ducks Unlimited with the Bass Pro Shops Conservation Partner of the Year Award while also announcing a special donation—the Ducks Unlimited logo would be featured on the No. 19 Toyota Camry of Martin Truex, Jr. during the NASCAR Coke Zero Sugar 400 at Daytona International Speedway in August 2023.





Left to right: Garth Brooks, Johnny Morris, Huey Lewis and Adam Putnam.

First Horizon Bank's Chairman, President and CEO Bryan Jordan accepted DU's 2023 Corporate Conservation Achievement Award, which recognizes corporations that have made exceptional contributions to conservation in North America.

DU First Vice President Bob Spoerl orchestrated one of the most captivating presentations of the business sessions—a panel discussion highlighting the journey of four DU volunteers, featuring panelists Tammi Kircher, Ed May, Gary Salmon and Nels Swenson.

Shortly after that panel concluded, DU board members George Dunklin and Connie Parker presented Dave Bowers with the Ducks Unlimited 2023 Excellence in Policy Volunteerism Award for securing the largest sum of dedicated conservation dollars ever approved in Michigan.



Left to right: First VP Bob Spoerl, Nels Swenson, Tammi Kircher, Ed May and Gary Salmon.

In a moment filled with emotion and reverence, DU Chairman of the Board Doug Schoenrock and DU officers honored the life and impact of the late Jim Konkel, one of DU's most dedicated volunteers in recent years, presenting Jim's sister, Susie Konkel, with a special tribute.

Dozens of excellent presentations, discussions and social events happened throughout the week. DU's trip to Las Vegas was capped off when Putnam delivered closing remarks and announced the most ambitious conservation capital campaign in history, *Conservation for a Continent: Our Wetlands. Our Legacy*. This new campaign aims to raise more than \$3 billion for wetlands conservation in North America and is already well on its way to accomplishing that inspired goal.



Leaders from Ducks Unlimited Inc., Ducks Unlimited Canada and Ducks Unlimited de México joined to announce the most ambitious capital campaign in conservation history.

DU TV and DU Nation

Ducks Unlimited Television entered the 2023 filming season with one goal: to continue providing outstanding waterfowl hunting entertainment while maintaining solid audience education for DU's waterfowl and wetlands conservation mission.

The series captured incredible footage around North America, beginning with Louisiana's early teal season and ending with Oklahoma's mixed-bag ducks. A special treat this season was the return of former *DU TV* co-hosts Marc Pierce and Jared Brown. These men were instrumental in *DUTV's* early success, and both continue to be first-class DU supporters and passionate land stewards.



DU TV co-host Doug Larsen whistles at some wigeon on the Great Salt Lake.



DU South Texas Regional director Clint Pace hosted a DU Nation Texas teal adventure.

New in 2023 is Ducks Unlimited's engaging YouTube series, *DU Nation*. This series covers waterfowl hunting adventures and encompasses the outdoor lifestyle DU members from all walks of life enjoy. *DU Nation* features diverse subjects, from alligator gar and salmon fishing to youth outdoors introduction and classic waterfowl hunting destinations.

DU Nation cameras also captured superb retriever footage in the field and competition for the coveted Grand Hunting Retriever Champion title. Spearfishing, invasive species hunting, behind-the-scenes waterfowl taxidermy, mallards in timber, it's all on *DU Nation*.

Campus Waterfowl: A Season of Growth and Impact

Campus Waterfowl continues to thrive and evolve, making significant strides in engaging and educating the next generation of waterfowl enthusiasts.

What started as a vision has become a thriving community of passionate collegiate waterfowl hunters. The Collegiate Waterfowl Tour, now entering its fifth season, has connected students nationwide and amplified our commitment to conservation.

This unique video series takes viewers on an immersive

journey across the country, capturing collegiate waterfowl hunters' camaraderie, dedication and conservation efforts.

Showing an impressive 22.2 percent growth in our Campus Waterfowl audience, the series got more than 5.4 million views across social media last season.

Campus Waterfowl is introducing a new video series, the Collegiate Waterfowl and Wetland Research Tour. This initiative highlights graduate students at the forefront of





waterfowl and wetland research. Their groundbreaking work contributes immensely to our understanding of these vital ecosystems. This video series provides an in-depth look at what the researchers do in a field season, what they encounter and why they do this research. It's a testament to the importance of their research and the passion of those who dedicate their lives to it.

"As we look ahead, we are excited about the potential of

the Campus Waterfowl program to inspire more students, researchers and enthusiasts to join us in our mission. Together, we can make a lasting impact," said R3/Media Campus Waterfowl Productions Coordinator Derek Christians. "Together, we are fostering a generation of responsible, informed and enthusiastic conservationists committed to safeguarding the future of waterfowl and conserving our cherished wetlands."



Idaho's Vandal chapter members show off a mixed bag.

DU Social Media

Ducks Unlimited's social media uses digital capabilities to inform, entertain and educate DU supporters.

PRIORITIES

- Engage, inform and entertain the broad audience of DU supporters on each platform by representing waterfowl, waterfowl hunting and conservation messaging with quality content created by editorial staff.
- Maintain the organization's credibility and voice through social media to support the Digital Media and Marketing Team's fundraising strategies.
- Drive targeted and volume traffic to *ducks.org* utilizing quality content and editorial strategies to support initiatives, plans and goals.
- Remain the leading voice for waterfowl hunting, waterfowl and conservation across all platforms and seek new opportunities to grow and build in new platforms.
- Continue to grow these audiences and expand into new platforms using editorial content and discretion.

PLATFORMS

Facebook

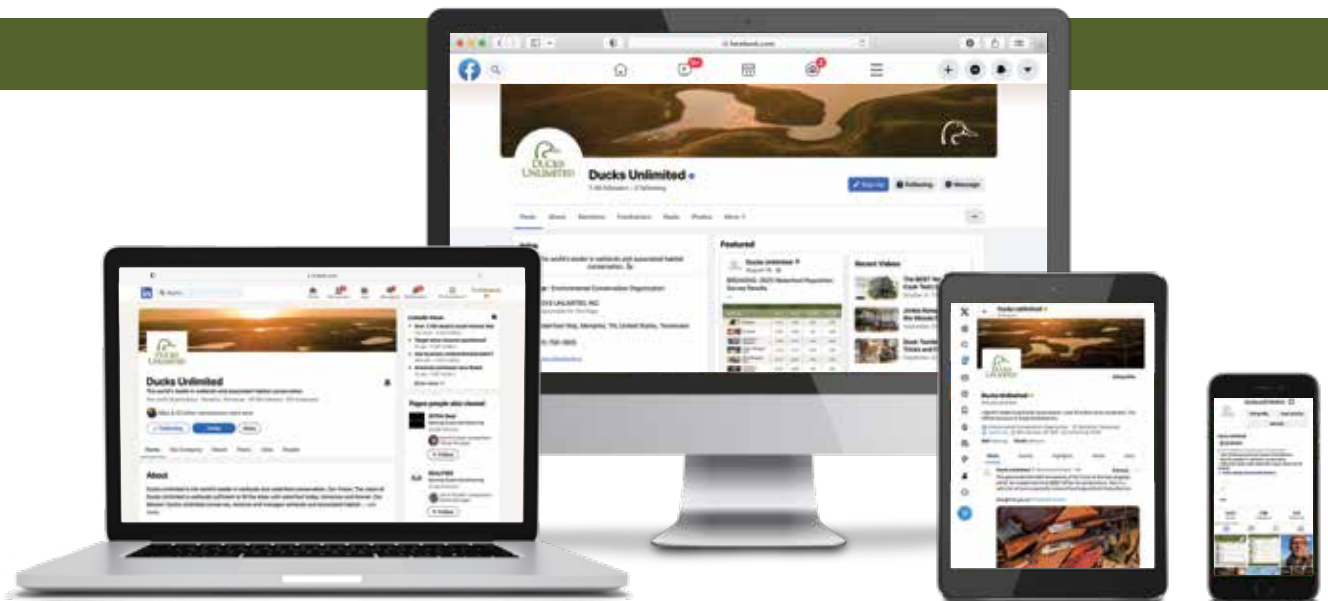
DU's largest platform: **1,155,802 followers** (+568 over FY22). It remains the best platform to generate impressions, engagement and link clicks. During FY23, DU's Facebook generated 110,795,548 impressions and 2,399,963 engagements (paid and organic combined).

Top performing posts during FY23: DU Member Photo Contest, DU Podcast: Episode 426 *The Golden Age of Waterfowling* and *Why Wetlands Are Important*.

Instagram

DU's top platform for maintaining DU's brand: **776,300 followers** (+22,480 over FY22). During FY23, DU's Instagram had 53,071,329 impressions and 1,049,609 engagements.





Top performing posts in FY23: Migration Alerts, wood duck reel and DU Podcast Episode 426, *The Golden Age of Waterfowling*.

LinkedIn

DU's best platform for more official organizational messaging and promoting conservation partnerships: **49,822 followers** (+10,327 over FY22). DU's LinkedIn generated 1,404,608 impressions and 56,868 engagements during FY23.

Top performing posts in FY23: ExxonMobil Awards DU \$500,000, Job Postings, and Federal Duck Stamp.

Twitter or X

DU's top platform for organizational information, stakeholder engagement and opinion elites: **120,691 followers** (-532 from FY22). While followers dropped, impressions reached 6,478,700, and engagements numbered 26,693 during FY23.

Top performing posts in FY23: Ducks Unlimited Expo (DUX), retweet of Oklahoma Department of Wildlife and George Dunklin to Natural State Advisory Council.

ADDITIONAL BRAND AWARENESS AND PLATFORMS

TikTok

DU's top growth platform in FY23: **94,514 followers** (+30,001 over FY22). Users engage with the platform passively. It is also used to help support branding efforts on other platforms.

Top performing posts in FY23: Faulk's Game Calls Master Craftsman Art LeJeune, Easy Duck Marinade and Deer in Decoys.

Threads

DU's newest platform: **10,200 followers**. Built by Instagram, Threads is similar to Twitter or X for text updates and joining conversations. This platform is linked to DU's Instagram account.



THE ANDREA WAITT CARLTON FAMILY FOUNDATION

The Andrea Waitt Carlton Family Foundation, a Platinum Legacy Sponsor, is a generous partner in northwest Iowa's Okoboji and Spirit Lake area. Their support enables Ducks Unlimited to acquire, restore and protect critical wetlands in the area, including a transformational gift ensuring the permanent protection of the 90-acre Reed property. Andrea and her family are leading the way in improving the lives of residents and the many visitors who frequent the Iowa Great Lakes.

Left to right: Sam Waitt, Bob Kronebusch, Jennifer Kronebusch, Wesley Carlton, Andrea Waitt Carlton, Rick Carlton and Janet Bendixen.



PUBLIC POLICY

Each year, Ducks Unlimited's public policy team advocates for essential conservation priorities while identifying potential threats to DU's mission. Sometimes that plays out in full public view, but much of that work is often done behind the scenes. And it occurs in Washington, D.C., and state capitals across the country.

Capitol Hill Dinner and Auction, Fly-In

In FY23, more than 700 guests attended DU's annual Capitol Hill Dinner and Auction in Washington, D.C., including then sitting Speaker of the House Kevin McCarthy and nearly 60 bipartisan members of Congress.

In February, Ducks Unlimited state chairs, state policy chairs, senior volunteers and members of the DU Board of Directors also gathered in Washington, D.C., for the annual

Fly-In to meet with more than 40 members of Congress and advocate for legislation to protect and restore wetlands and migratory bird habitat.

Between the two marquee events, DU met with many high-profile decision-makers, including McCarthy, House Majority Leader Steve Scalise, Senate Republican Leader Mitch McConnell, Senate Environment and Public Works Chair Tom Carper, House Ag Committee Chair GT Thompson, Senate Ag Committee Chair Debbie Stabenow, Sen. Tim Scott and many more.

As a result of the strong relationships with influential lawmakers on both sides of the aisle forged by DU staff and volunteers, the North American Wetlands Conservation Act (NAWCA) received record funding—\$50 million—in legislation to fund the federal government passed by Congress.



More than 60 bipartisan members of the House and Senate were in attendance for DU's Capitol Hill Dinner in Washington, D.C.

Rice Stewardship Partnership

U.S. Department of Agriculture Secretary Tom Vilsack announced the USA Rice-Ducks Unlimited Rice Stewardship Partnership will receive \$80 million in funding through its Partnership for Climate-Smart Commodities program—the largest single grant in Ducks Unlimited's history. DU was also a major partner in Climate-Smart grants with Trust In Food (\$40 million), the National Pork Board (\$20 million) and Whitaker Grain (\$4.9 million).





Great Lakes/Atlantic Conservation Wins

DU's public policy work is not limited to Washington, D.C. In Michigan, DU staff and volunteers pushed for a significant investment in the future of Great Lakes water quality. Those efforts paid off when Gov. Gretchen Whitmer and the state legislature allocated \$13 million to restore coastal habitat and inland wetlands.

DU helped secure the first hunting license fee increase in

Maryland since 1989, which is expected to generate a further \$8 million in revenue for the Maryland Department of Natural Resources. The legislation will also raise an additional \$200,000 annually in state duck stamp fees, codified breeding ground habitat work (Fall Flights) into law and created a revolutionary new program to bring underserved communities into hunting.

Canada Bird Import Regulations

Under the leadership of DU Senior Waterfowl Scientist Dr. Mike Brasher and Director of Agriculture and Sustainability Policy Julia Peebles, DU was heavily involved in advising the import regulations of game birds from Canada after last year's avian influenza outbreak. After several discussions with waterfowl scientists from Ducks Unlimited, USDA's Animal and Plant Health Inspection Service (APHIS) revised a previous rule banning the import of hunter-harvested game birds from Canada while maintaining strong measures to prevent the spread of highly pathogenic avian influenza. APHIS continued consultation with DU and this year issued a new, less strict rule with support from DU.



SUSTAINABILITY

Since 1937, Ducks Unlimited has been the premier wetland conservation organization North America looks to for deliverable solutions that work for nature and people. As conservation leaders, we are responsible for setting positive examples of sustainability that impact the continent's health, wealth and well-being.

With an astounding 40 percent of the world's plants and animals living or breeding in wetlands, Ducks Unlimited is advancing new opportunities and methods to help protect, enhance and restore some of the most critical habitats in the world. As we continue to develop, implement and deliver environmentally impactful programs and practices, we are conserving landscapes that help communities and people as much as wildlife.



FY23 HIGHLIGHTS

DU and partnering organizations such as USA Rice, National Pork Board and Trust In Food received three USDA Partnerships for Climate-Smart Commodities grants totaling \$155 million. In the fall of 2022, the USDA announced that it would invest \$3.1 billion in 141 projects through this effort to expand climate-smart commodities and provide direct and meaningful benefits to agriculture production. These projects will provide technical and financial assistance to underserved producers to implement climate-smart production practices voluntarily on working lands and pilot innovative and cost-effective methods for quantifying, monitoring, reporting and verifying greenhouse gas benefits.

A collaboration between DUI and the University of Georgia's Institute for Resilient Infrastructure Systems (IRIS) will allow graduate students to research wetlands as natural infrastructure, engineering guidance, economic analysis and monitoring and adaptive management. Natural infrastructure uses biological processes and ecosystem services to support engineering objectives,

such as reducing flood damages, protecting coastlines from storms or securing safe and ample water supplies. Graduate students will research projects focused on the inequitable impact of floods, monitoring floodplain reconnection, scales of natural infrastructure and overcoming policy and regulatory restraints, followed by internship opportunities to work with private sector and government partners in planning, designing and implementing real-world natural-infrastructure projects.

As sustainability issues continue to be high-priority drivers of change, DU began investing in new ways to maximize the collective impact. DU's dedication to its sustainability efforts prompted a need for growth in areas such as agriculture, science and research and communications. As America's leader in wetland conservation, sustainability is at the core of our strategy to continue to protect, restore and enhance our nation's lands. We drive sustainable and science-driven solutions that build resilience to create positive change to better our communities and planet.



MORE THAN DUCKS

Sediment Reduction

255,247 metric tons of sediment = approx. one foot of topsoil across 138 acres

BENEFITS: enhances water quality, reduces sediment pollution, improves water flow in rivers and streams

Phosphorus Reduction

118,379 kg of phosphorus = 4,745 acres of soybeans

BENEFITS: enhances water quality, decreases algae blooms and algal toxins

Nitrogen Reduction

2,122,344 kg of nitrogen = 31,193 acres of corn

BENEFITS: enhances water quality, reduces greenhouse gas emissions, provides healthier habitat for aquatic wildlife

Carbon Sequestration

16,907 metric tons of CO₂e = 3,676 U.S. passenger vehicles for a year

BENEFITS: reduces greenhouse gasses, improves soil health

Avoided Emissions

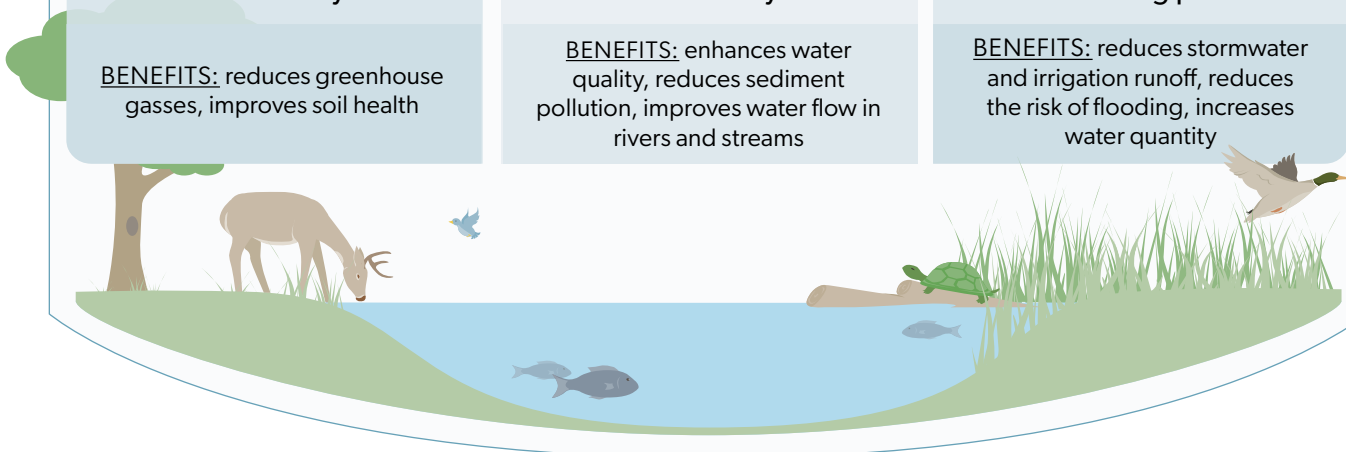
103,691 metric tons of CO₂e = 22,541 U.S. passenger vehicles for a year

BENEFITS: enhances water quality, reduces sediment pollution, improves water flow in rivers and streams

Water Storage

25,639 acre-feet = 12,630 Olympic-sized swimming pools

BENEFITS: reduces stormwater and irrigation runoff, reduces the risk of flooding, increases water quantity



MORGAN CAMERON, DU



DR. RAY HENKEL, DENVER, COLORADO

Born in New York City, Dr. Ray Henkel followed in the footsteps of his older brothers, Mike and Bill, who took him duck hunting at 10. These early memorable experiences cemented a love for waterfowl and habitat conservation. During college in upstate New York and his professional career as a successful geophysicist, Dr. Henkel remained an active sportsman. Today, he is a Ducks Unlimited Legacy Sponsor and Gold Feather Society member. These beautiful memories and experiences inspired his generous support of DU with his brothers.

"I have seen some of DU's projects firsthand and have always been impressed with the competence and results of its work," he said. "I want helping in these efforts to be part of my legacy."

Dr. Ray Henkel



DUCKS UNLIMITED DE MÉXICO

Ducks Unlimited de México Saves and Protects Critical Wetlands

Mexico's Sayula Lagoon is a 65-square-mile reservoir that has historically been one of the 32 priority wetlands for migratory waterfowl in Mexico, particularly in the country's Central Region. Although this area is home to vast wildlife species, its average water levels have gradually decreased since 1993, coinciding with a four-lane highway that runs parallel to the lagoon, modifying the area's natural hydrology. Although the neighboring basins help to feed other lakes, the Sayula Lagoon has been most affected, and its importance has decreased for the migratory waterfowl that have used this wetland during the winter.

To address the problem, Ducks Unlimited de México (DUMAC) signed a collaboration agreement with the Ministry of Environmental and Territorial Development, the Intermunicipal Environment Board and the Municipality of Atoyac in 2023. According to the terms of this agreement, DUMAC would have the task of carrying out actions aimed at restoring, protecting and managing restoration and

conservation efforts throughout the basin. The goal was to address harmful threats to wetland basins, including input from various state and municipal representatives.

After signing, work began immediately, and the first task was creating a spillway that connected separate portions of the lagoon so water could better flow between them. At the same time, DUMAC engineers set their sights on the nearby wastewater treatment plant and how to improve water quality at its outflow, which flows about two liters per second and is available to just over 1,000 people.

But the most significant achievement has been the restoration and improvement of wetlands through efforts including soil-health programs, the implementation of waterfowl and shorebird monitoring and designated protection and conservation from the state of Jalisco. It is one of the most essential waterfowl sanctuaries in the Central Region of Mexico, and thanks to the efforts of DUMAC, it will likely remain that way for countless generations.



Spillway and flood level signs at a wetland restoration area.



DUMAC staff and Jalisco environmental officials signed a memorandum of understanding to work on conserving wetlands in the state.



JACK AND BETSY WITT, GLENWOOD SPRINGS, COLORADO

Throughout their busy and successful professional careers, Jack and Betsy Witt have lived all across the country in places like Texas, Maryland and Colorado. One thing has remained constant throughout, their unwavering support for DU. The Witts have been active volunteers, President's Council members and international supporters for over 25 years. Jack is an at-large board member on DU's National Board and Conservation Programs Committee and provides strategic leadership as part of the Lands Subcommittee.

Betsy and Jack Witt





DUCKS UNLIMITED CANADA

DU Canada Celebrates 85th Anniversary with Historic Conservation Achievements

Ducks Unlimited Canada (DUC) marked its 85th anniversary with several history-making conservation achievements. Landmark habitat gains, major investments in wetland research and a renewed commitment to inspiring and empowering future generations of conservation leaders tell the story of this milestone year.

Over the past year, DUC conserved more than 187,000 acres of essential waterfowl habitats. This brings its total cumulative conservation footprint to 9.1 million acres since the organization was established in 1938.

Maintaining the Magic at McIntyre Ranch

Sitting atop the peaks of southern Alberta's Milk River Ridge is a breathtaking expanse of rolling grasslands and glistening wetlands. The McIntyre Ranch spans an incredible 55,000 acres faithfully managed for generations by conservation-minded ranch families. Now, this legacy of land stewardship will continue forever.

The Thrall family, owners of the ranch, have worked closely with DUC and The Nature Conservancy of Canada on a conservation agreement that will protect the natural integrity of McIntyre's grasslands and wetlands. This monumental undertaking represents the largest private land conservation project across the Canadian prairies and the largest conservation agreement in Canadian history.



The 55,000-acre McIntyre Ranch in southern Alberta is the largest private conservation agreement in Canadian history.

While DUC proudly reflects on 85 incredible years of conservation, looking to the future has never been so important. As wetlands, waterfowl and migratory birds face incredible challenges, DUC is focused on finding solutions to create a healthy, sustainable world for the next 85 years and beyond.



GOING BIG FOR CONSERVATION

DUC achieved a major milestone this year by mapping 25 percent of the Boreal Forest. A total of 363 million acres have now been identified and classified, which will help inform land-use planning and future conservation activities throughout the region.

More than \$20 million was mobilized for wetland science through DUC's participation in three unique research projects funded by the Government of Canada's Climate Action and Awareness Fund. This pioneering research will provide a greater understanding of how wetlands act as nature-based climate solutions.

DUC has committed to a transformative \$18 million renovation of its national headquarters and award-winning Wetland Discovery Centre at Oak Hammock Marsh in Manitoba. The goal is to create a state-of-the-art national wetland education and engagement center.

Oak Hammock Marsh in Manitoba.





WETLANDS AMERICA TRUST



Wetlands America Trust Leading the Way

As has been a tradition since DU's first continental campaign, *Habitat 2000*, Wetlands America Trust (WAT) is stepping forward with the launch of the new campaign, *Conservation for a Continent*.

The \$3 billion continental undertaking marks the fourth time WAT trustees have played a key role in the leadership phase of DU's ambitious comprehensive effort to secure a record amount of funding for the organization's highest conservation priorities.

In addition to efforts to support and help provide leadership for *Conservation for a Continent*, WAT is pleased to have produced its third edition of *Wetlands America* magazine. This innovative publication showcases DU conservation priorities throughout North America.

Trustees conducted their 2023 spring board meeting in Washington, D.C., and met with several members of Congress and agency partners. WAT trustees play a key role in DU's policy efforts.



DU CEO Adam Putnam and WAT Chairman Steve Maritz honored Dr. Fritz Reid for his leadership of our continental efforts to conserve vital waterfowl habitat in the Boreal Forest.



Former Speaker of the House Kevin McCarthy participated in a reception at WAT's annual meeting in Washington, D.C., and acknowledged the role of WAT trustees and DU volunteers in public policy efforts.





WAT trustees voted unanimously to play a lead role in the launch of the Conservation for a Continent campaign at their meeting on the Eastern Shore.

About Wetlands America Trust

The goal of Wetlands America Trust is to provide specialized financial and philanthropic support to Ducks Unlimited. It's been that way since WAT was created more than 25 years ago, and it will remain the primary focus for decades to come.

WAT's main role is the fiduciary responsibility for DU's endowment and landholdings. WAT is also one of the nation's largest accredited land trusts, holding conservation easements on more than 450,000 acres.

Three committees lead the daily activities of the Trust. Chaired by Joe Sivewright and using the trustees' vast personal and business networks to recruit new hunter-

conservationists, the Development Committee undertakes individualized and directed fundraising for DU.

Past DU President John Tomke chairs the Government Affairs Committee, building strong relationships with policymakers and educating public officials on policy issues essential to DU's conservation mission.

The Governance Committee, led by Doug Oberhelman, identifies and recommends potential trustees and manages WAT's governance considerations.

WAT Trustees are all recognized leaders in business and their professions. Each is a passionate waterfowl hunter who is committed to habitat conservation.

For more information about WAT and how you can get involved, please visit www.wetlandsamericatrust.org.



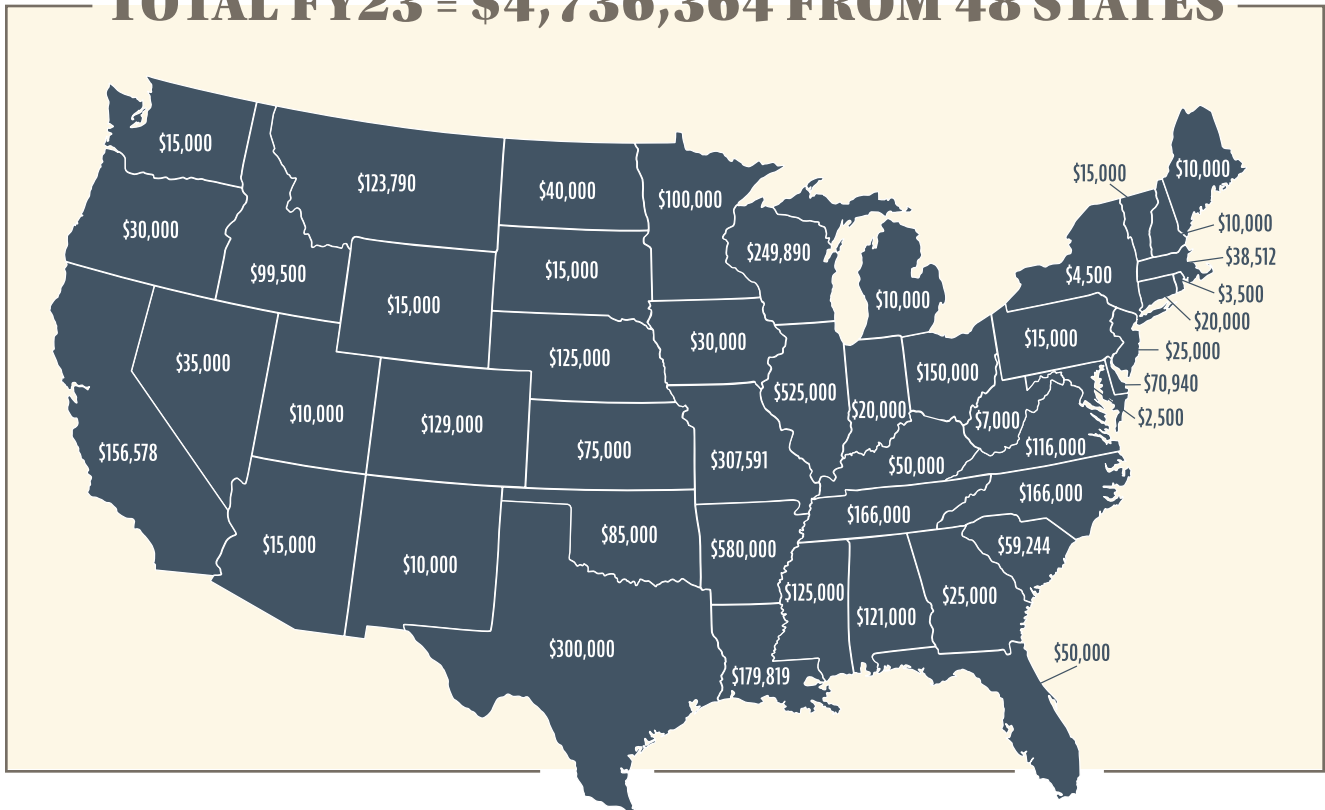
CRANE TRUST AND DU PARTNER FOR VIEWING OF THE GREAT CRANE MIGRATION

More than 1 million Sandhill Cranes converge on Nebraska's Platte River annually in the spring. This is the world's largest gathering of cranes in one place. It is truly one of the most breathtaking wildlife spectacles in North America. DU and the Crane Trust partnered to offer a one-of-a-kind immersive experience for a group of Wetlands America Trust members. The event educated attendees about the work being done to protect and maintain the integrity of this phenomenal landscape. As part of the event, DU Advisory Senior Vice President and WAT Trustee Doug Frey, Allison Frey and Austin Frey were honored for their generosity in funding the purchase of a tract of land now protected in this landscape.

Left to right: Austin Frey, Allison Frey and DU Advisory Senior Vice President of Sustainability and WAT Trustee Doug Frey.

STATE & FEDERAL PARTNERSHIPS

TOTAL FY23 = \$4,736,364 FROM 48 STATES



A Record Year for State Wildlife Agency Funding for Canadian Habitat Projects

Partnerships drive Ducks Unlimited’s conservation mission across the continent, turning contributions from events, major gifts and other fundraising sources into something much bigger. Without partnerships, Ducks Unlimited’s impact on the landscape would significantly diminish. A prime example of an effective partnership is the Association of Fish and Wildlife Agencies’ Fall Flights Program to conserve habitat on the Canadian breeding grounds.

Two events drove continental support for the breeding grounds: the adoption of the North American Waterfowl Management Plan (NAWMP) in 1986, and the signing of the North American Wetlands Conservation Act (NAWCA) in 1989.

In support of NAWMP and recognition of the need for non-federal match funding with NAWCA, the Association of Fish and Wildlife Agencies established the Fall Flights Program for state wildlife agencies to support projects in Canada. In response, Ducks Unlimited committed to matching every dollar contributed by the state agencies with one dollar from DU’s fundraising efforts.

In the past three decades, NAWCA has funded over 3,300 projects totaling \$2 billion in grants in all 50 states and in areas of Canada and Mexico. More than 6,790 partners, including non-governmental organizations, state agencies, private landowners and industry, have contributed another \$4.2 billion to impact more than 32 million acres of habitat.

We hit a milestone in 2023. All states in the Lower 48 will contribute to Fall Flights for the first time in program history. These states will contribute \$4.7 million to Canadian projects, which get matched by Ducks Unlimited and leveraged to secure NAWCA grants. The results are incredible—\$18.8 million—and when you factor in the U.S.–Canadian exchange rate, that adds up to nearly \$25 million of conservation funding hitting the ground in Canada.

Over its 58-year history, this international partnership has enabled state wildlife agencies to contribute more than \$116 million to help conserve over 6.6 million acres of habitat across Canada.

YOUTH & EDUCATION PROGRAMS

DU's TRAP Program

In the second full year of DU TRAP (Team Resource Assistance Program), the program has grown to 275 participating teams—a 71 percent increase over FY22. Varsity and college teams from 38 states are using the program and averaging more than \$4,500 in net proceeds to support their teams. DU TRAP utilizes our corporate partnerships and logistical networks to provide shooting sports teams with a turnkey fundraising program, allowing coaches to coach rather than fundraise. DU TRAP harnesses DU's purchasing power and fundraising skills to support the growth of youth shooting sports as part of R3 engagement.



Youth Engagement coordinators represented Ducks Unlimited's TRAP program at Scholastic Clay Target Program Nationals.



Teams that participate in TRAP receive a patch for every shooter.

Ducks Unlimited Scholarship Program

DU awarded 62 scholarships to graduating high school seniors from across the country. FY23 marks the sixth consecutive year for the program, which has seen much success since its inaugural year in 2018. For 2023, the \$10,000 National Scholarship winner was Emma Cornelison, from Salisbury, North Carolina.

This highly competitive scholarship is based on the student's educational achievements, personal endeavors and volunteer history with DU. Applications are reviewed by a volunteer selection committee appointed by Ken Carroll, Advisory Senior Vice President of the National Youth & Education Committee.



Emma Cornelison



Third Term

The ninth annual collegiate leadership summit, Third Term, presented by Axalta, took place Aug. 5-6, 2022, in Memphis. Over 200 college volunteers from 64 chapters traveled to Memphis for a weekend of conservation education, breakout sessions and networking. This allowed students to meet and greet fellow volunteers from across the country while learning more about DU's operations from a national perspective.

The Saturday night awards banquet, presented by AgAmerica Lending, capped off the event. The evening allows DU staff to recognize and thank the college volunteers and their respective chapters for their dedication and passion for DU's mission. The Third Term awards, designed to complement the All-American awards for the top collegiate fundraising chapters nationwide, took center stage as various chapters were called up front to the applause and cheers of their constituents in the room.



2022 Third Term participants gathered for a photo.

DU Ecology Conservation and Management Certification

The Ducks Unlimited Ecology Conservation and Management Certification was launched in the fall of 2019 with the help of DU's education partner, iCEV. This career and technical education certification aims to provide a pipeline of qualified and committed individuals to careers in ecological principles, wildlife management, habitat, forest, grasslands, wetlands and waterfowl conservation and management.

All Ducks Unlimited employees can prepare for the certification exam and certify for free. Earning an industry certification allows individuals to validate their knowledge and skills, remain current with industry practices and develop as company leaders.

Benefits of the certification include:

- enhancing your knowledge of DU's conservation mission
- keeping skills current
- continuing education units credit for wildlife biologists



MEET DU VOLUNTEER RANDY BARNES

Randy Barnes, the owner of Barnes Oil & Propane and a dedicated Ducks Unlimited volunteer, was one of the founding members of the Ridge Flyway Chapter 28 years ago. An avid outdoorsman and new DU Life Sponsor, Randy recently purchased a farm in North Dakota (the same one on which he started hunting over 20 years ago), where he shares outdoor opportunities with others while showcasing the importance of the Prairie Pothole Region and how DU dollars benefit wetlands, wildlife and people.

Randy Barnes (right) and his grandson, Parker.



FINANCIAL SUMMARY

Ducks Unlimited Celebrating Impressive Numbers and New Records in FY23

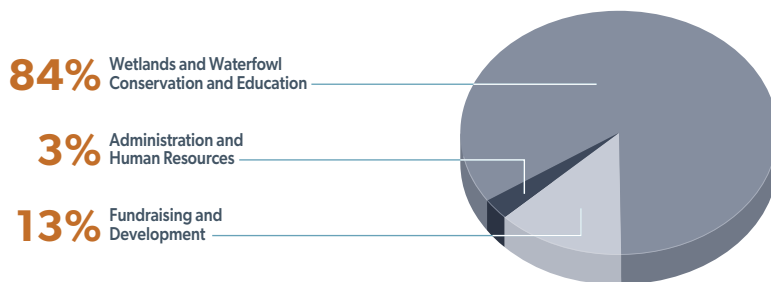
In FY23, Team DU generated impressive revenues of \$318.5 million. And 30,000 Ducks Unlimited volunteers hosted more than 560,000 attendees at 4,580 events in FY23. Event income set an all-time organizational record with \$91.7 million raised.

Each year, Ducks Unlimited promises to spend at least 80 percent of all funds raised on our conservation mission. We met that goal again in FY23, with 84 percent of our expenditures going toward our habitat delivery and conservation education mission.

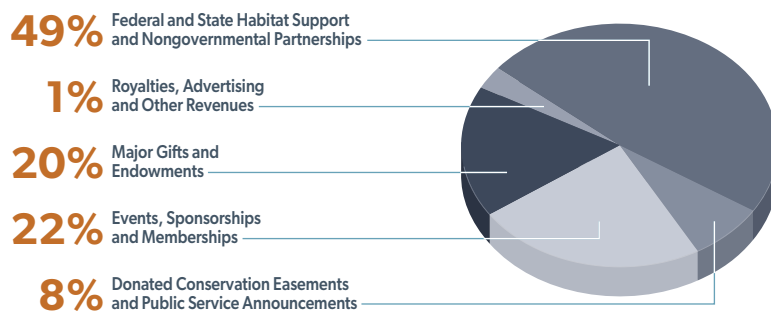
FY23 habitat delivery revenue from government grants and partnerships was a record-breaking \$155 million, \$28 million above budget. For the third year in a row, DU will invest an additional, unbudgeted \$2 million in funding for the permanent protection of wetlands and grasslands on the prairies of the United States and Canada.

FY23 major gift commitments totaled \$54.4 million, while major gift cash exceeded \$54.6 million, \$10.6 million above budget. Planned giving commitments surpassed \$29 million.

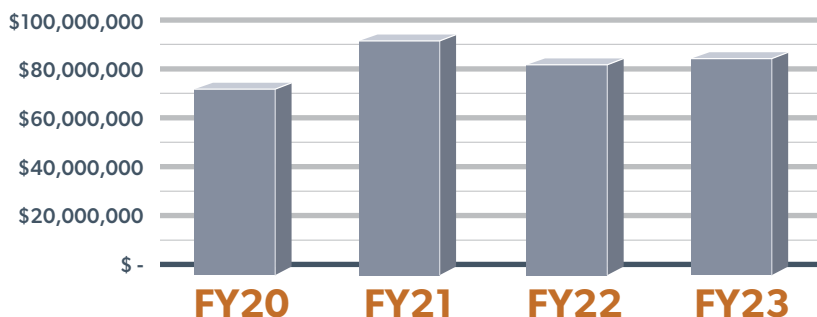
WHERE YOUR DOLLAR GOES



SOURCES OF SUPPORT AND REVENUE



TOTAL ENDOWMENTS



Consolidated Balance Sheets

June 30, 2023 and 2022

Assets	2023	2022
Cash and cash equivalents	\$ 38,971,569	34,954,808
Restricted cash and cash equivalents	14,814,363	18,504,516
Events receivable, net	158,380	497,329
Pledges receivable, net	96,435,881	94,861,122
Habitat conservation and other receivables	56,785,410	52,384,760
Event merchandise inventory	7,803,956	8,547,605
Investments	98,153,377	90,344,397
Land held for conservation purposes	89,927,524	91,544,492
Land, buildings, and equipment, net	10,534,596	12,293,352
Right of use assets	8,384,249	—
Trade lands	9,611,500	9,611,500
Prepaid pension costs	—	3,576,511
Other assets	6,904,146	5,538,665
Total assets	<u>\$ 438,484,951</u>	<u>422,659,057</u>
Liabilities and Net Assets		
Accounts payable and accrued expenses	\$ 20,811,587	25,757,935
Compensation and related accruals	12,503,987	11,169,266
Deferred revenue	42,131,843	38,830,809
Deferred compensation accruals	1,066,629	1,146,829
Accrued postretirement benefits	1,051,996	1,428,076
Revolving land line of credit	—	15,321,601
Notes payable	534,716	2,133,082
Lease liabilities	8,250,253	—
Other liabilities	1,107,084	1,119,555
Total liabilities	<u>87,458,095</u>	<u>96,907,153</u>
Net assets:		
Without donor restrictions	120,539,148	106,605,591
With donor restrictions	<u>230,487,708</u>	<u>219,146,313</u>
Total net assets	<u>351,026,856</u>	<u>325,751,904</u>
Total liabilities and net assets	<u>\$ 438,484,951</u>	<u>422,659,057</u>



Consolidated Statements of Support and Revenues Without Donor Restrictions and Expenses
Years ended June 30, 2023 and 2022

	<u>2023</u>	<u>2022</u>
Operational revenue:		
Philanthropic financial sources:		
Net proceeds from events	\$ 59,252,363	54,116,725
Direct response	12,309,036	13,442,952
Major gifts use	56,251,597	49,623,841
Planned gift maturities	1,250,000	842,601
Licensing and sponsorships	<u>2,262,776</u>	<u>2,426,470</u>
Total philanthropic revenue	131,325,772	120,452,589
Other operational support and revenue:		
Governmental reimbursements	135,798,248	114,704,659
Non-governmental partnerships	19,304,943	20,893,607
Donated conservation easements	9,471,250	2,667,250
Advertising revenue	2,529,187	2,776,272
Donated educational programming	14,703,242	10,717,315
Spend from investments	5,292,840	1,774,929
Other revenues	<u>72,526</u>	<u>2,693,120</u>
Total operational support and revenue	<u>187,172,236</u>	<u>156,227,152</u>
Total operational support and revenue	<u>318,498,008</u>	<u>276,679,741</u>
Operational expense:		
Program service expenses:		
Wetlands and Waterfowl conservation		
U.S. habitat delivery	188,160,599	165,501,836
Conservation easements	9,471,250	2,667,250
Government relations	4,613,183	3,966,261
Ducks Unlimited Canada	16,250,564	15,767,941
Ducks Unlimited de Mexico	1,302,814	1,410,020
Conservation education:		
Magazine and publication	4,494,112	4,792,044
Communications and conferences	8,001,466	7,219,210
Donated educational programming	14,703,242	10,717,315
Education delivery	12,033,969	10,376,651
Membership services	<u>3,487,964</u>	<u>3,712,463</u>
Total program service expenses	<u>262,519,163</u>	<u>226,130,991</u>
Fundraising expenses:		
Field operations	14,708,185	12,682,573
Direct response	10,290,019	10,264,650
Major gift development and advertising	<u>15,993,758</u>	<u>12,384,148</u>
Total fundraising expense	40,991,962	35,331,371
Administration	<u>9,885,727</u>	<u>8,045,119</u>
Total operational expense	<u>313,396,852</u>	<u>269,507,481</u>
Operational surplus	<u>5,101,156</u>	<u>7,172,260</u>
Nonoperational:		
Revolving land contributions	1,360,162	4,000
Net loss on land sales	(225,151)	(1,055,668)
Other quasi-endowment contribution/(loss)	2,093,810	(4,499,854)
Unappropriated quasi-endowment earnings/(loss)	322,884	(3,895,233)
Net periodic benefit cost other than service cost	<u>(2,480,524)</u>	<u>(996,772)</u>
Nonoperating loss	<u>1,071,181</u>	<u>(10,443,527)</u>
Excess/(Deficit) of support and revenues without donor restrictions over expenses	<u>\$ 6,172,337</u>	<u>(3,271,267)</u>



CORPORATE PARTNER PROGRAM

Leading companies and brands recognize Ducks Unlimited as the world leader in waterfowl and wetlands conservation and the best membership organization to partner with to reach a dedicated audience of conservation-minded consumers.

Backed by 86 years of conservation delivery, over 1 million supporters and a powerful brand promotional strategy, the DU brand is unmatched in the conservation world and a preferred choice for sustainability-focused companies.

Corporate America understands the importance of wetlands to wildlife and people and the critical need to support that mission with commitments, resources and quality products and services. Through DU's Corporate Partner Program, corporate sponsors, product licensees, promotional part-

ners and retailers impact wetlands conservation and share DU's mission with millions.

Since its launch in 1985, DU's Corporate Partner Program has generated more than \$100 million in unrestricted funds for conservation—dollars that can be used where ducks need it most. Our generous corporate partners also play a significant role in DU's success by underwriting events, donating products for fundraising and investing advertising dollars in DU media channels.

Our Corporate Partners

Academy Sports + Outdoors
AES Outdoors
American Luxury Coach
Anheuser-Busch
Artisans Apparel
Bass Pro Shops | Cabela's
Busch Beer
Busch Light
C.C. Filson Co.
Carolina Hosiery
Checks Unlimited
CigarClub
Daviess County Bourbon
Desperate Enterprises
Direct Checks

Drake Waterfowl Systems
Federal Premium Ammunition
FedEx
First National Bank of Omaha
General Tire
GUNNER
Higdon Outdoors
Itasca Footwear and Apparel
Mack's Prairie Wings
Mossy Oak
Mud River Dog Products
New World Graphics
Outdoor Cap Company
Purina Pro Plan
Pyramex

Rico Industries
Signature Products Group
Smathers and Branson
SportDOG Brand
Star Fish Vision
Stone Canyon Homes
The McGee Group
United Country Real Estate
VISA
W.R. Case and Sons Cutlery
War Eagle Boats
Winchester Ammunition
Yamaha
YETI



Corporate Partner Profiles

At Ducks Unlimited, partnering with leading manufacturers to offer DU-licensed products is an excellent strategy for increasing brand awareness and promoting conservation for future generations. Whether through a collection of private-label goods or a co-branded product offering, DU's licensees drive brand preference and build loyalty while generating countless consumer impressions.

Many of the world's most iconic brands recognize DU as the leader in wetlands conservation and have played a significant role in helping DU conserve more than 16 million acres across North America. Milestones like these and our organization's rich history motivate corporations to invest in the DU mission.

New World Graphics

New World Graphics became a corporate partner of DU in 2020. New World opened its doors in Athens, Georgia, in 1991 and has been offering screen-printed and embroidered sportswear embellishment for collegiate-branded products since 1997. New World's products include major universities, conferences and top-tier post-season events, including the College Football National Championship.

During its first term as a DU partner, New World exceeded sales projections by 150 percent, generating over \$2 million in total sales and earning DU over \$125,000 in royalties.

Since the launch of this partnership, New World has introduced DU to the Collegiate Sportsman Collection. It has positioned the DU brand alongside 15 top collegiate brands in the Southeastern

Conference, BIG 12, Atlantic Coast Conference and Sunbelt Conference with the University of Alabama, Appalachian State University, University of Arkansas, Auburn University, Clemson University, University of Georgia, Georgia Southern University, Louisiana State University, Mississippi State University, University of Missouri, University of Mississippi, University of South Carolina, University of

Tennessee, Texas Tech University and West Virginia University.

Throughout the partnership with New World Graphics, DU has successfully identified other business opportunities for DU and New World Graphics by introducing them to leading brands like Guy Harvey, Outdoor Cap and Gunner Kennels, which resulted in new business and added revenue for the DU mission.



Filson

DU's Officially Licensed Products are manufactured by leading companies in their respective industries. Filson is no stranger to producing the highest quality products. In the fall of 2020, Filson and DU, two iconic American heritage brands, announced the launch of an assortment of limited edition, co-branded products. The collection of apparel and accessories features the iconic duck head trademark, and proceeds from each item sold support DU's conservation efforts.

Filson has a long-standing heritage in the outdoors. They are committed to supporting DU's conservation mission while sharing similar goals of sustainability and the promotion of outdoor recreation.

In FY23, Filson sold more than 36

styles of DU co-branded products, which generated slightly over \$1 million in sales. The DU brand was positioned in 11 different Filson retail stores across the United States, with over 720,000 e-blasts to Filson consumers and online, all because of Filson's promotional efforts.

Understanding the importance of DU's mission and the critical need to support the organization through commitments, resources and quality products has been essential to DU's success. Partnerships provide a platform for shar-

ing DU's conservation message with millions of people around the world. The generosity of our Corporate Partners has and will remain a critical role in the success of DU.

FILSON
SINCE 1897



PRESIDENT'S COUNCIL

President's Council Celebrates Another Record-Breaking Year



Chuck Smith

PRESIDENT
DUCKS UNLIMITED INC.

I am excited to report that the President's Council had another record-breaking year for membership in FY23. We ended calendar year 2022 with 547 devoted members.

As a council member, you are part of one of the most generous and influential groups in conservation. Your unwavering support is the foundation of many Ducks Unlimited programs and the cornerstone of our success.

You are among North America's finest philanthropists who collectively contributed more than \$22 million to our conservation mission last year. Thank you!

As members of the President's Council, you are instrumental in making conservation happen. Your commitment to our mission has helped DU conserve over 16 million acres of habitat since our founding in 1937. Your generosity enabled DU to protect and restore more than 641,000 acres of habitat this year alone.

Thank you for all you have done and will do to help DU conserve, restore and manage wetlands and associated habitats for North America's waterfowl, other wildlife and people.



CHIP CARLSON: CONSERVATION RUNS IN THE FAMILY

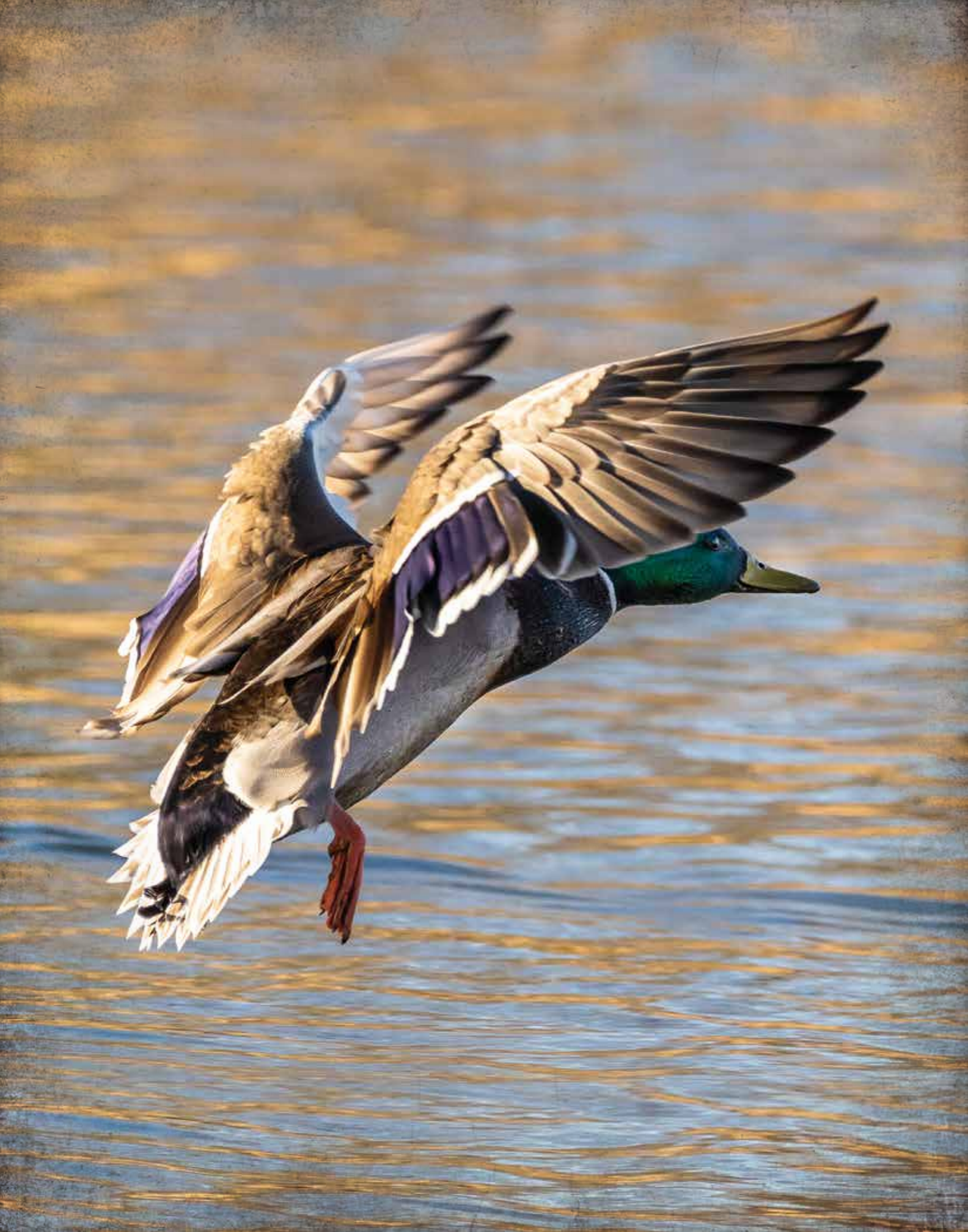
Chip Carlson carries on many family traditions: CEO of Henry Carlson Construction, passion for the outdoors and a sincere interest in giving back to conservation through Ducks Unlimited.

Chip Carlson's late father, Henry, was a 50-year supporter, Benefactor and President's Council member of Ducks Unlimited. Chip continues in his father's footsteps as a DU Benefactor member, seven-year President's Council member and past chair of the Sioux Falls, South Dakota, DU Chapter.

He remembers the first duck he harvested on the Big Sioux River when he was 12. Fifty years later, he has witnessed drastic changes to the prairie pothole landscape. Chip and his wife, Jennifer, will continue supporting DU's sustainable agricultural programs on the prairies and passing on a healthier landscape to the next generation.

Chip Carlson







HONORING DUCKS UNLIMITED'S MAJOR SPONSORS, VOLUNTEERS AND CHAPTERS

Major sponsors and volunteers significantly impact wetlands conservation by supporting Ducks Unlimited's mission. These philanthropists and volunteers lead the effort to secure our continent's wetland habitats to make our vision of skies filled with waterfowl a reality.

The major sponsors listed on the following pages represent those who made a gift in FY23 (July 1, 2022 to June 30, 2023) or have given at least \$1 million to Ducks Unlimited in their lifetime. Thanks to the leadership of over 30,000 volunteers, the states and chapters listed represent those that performed at the highest level in 2023. Also listed are those volunteers who have given the organization 25 years or more of dedicated service.

For more information about being included in next year's annual report, contact Jenna Evans at (901) 758-3871 or email jevans@ducks.org.

*Celebrating an Incredible Year:
Thank You for the Successes You Made Possible*

This past year is worth celebrating, thanks to you and our many members, sponsors, volunteers and partners. Eighty-six years and more than 16 million acres of wetlands and associated habitat conserved across North America. Each one of you made this record-breaking year possible.

On the following pages, it is our distinct pleasure to recognize our Major Sponsors, Feather Society members, volunteers, key leaders and wetlands champions whose unflagging dedication ensures our skies remain filled with waterfowl today, tomorrow and forever.

We celebrate the past year's success while recognizing that continued work will be done. With the announcement of our new \$3 billion campaign, *Conservation for a Continent*—the largest continental wetlands campaign in history—we have a renewed sense of purpose and urgency in our cause as we battle against the loss of habitat happening daily. Together as Team DU, we will persuade, advocate, negotiate and fight for wetlands and waterfowl, just as we have since 1937.

Representing you as the Senior Advisory Vice Presidents for Development, Membership and Events and Volunteer Management is truly an honor. We will continue to work alongside you to ensure future generations can enjoy our most precious resources.

Our mission is possible because of your dedication and support. We hope you feel great pride in the important work you have accomplished. Thank you for all you do!



Robert M. Bengé

Mike Bengé

ADVISORY SENIOR VICE PRESIDENT
OF DEVELOPMENT



Kathleen Christian

Kathleen Christian

ADVISORY SENIOR VICE PRESIDENT
OF MEMBERSHIP



Jim Talbert

Jim Talbert

ADVISORY SENIOR VICE PRESIDENT OF
EVENTS & VOLUNTEER MANAGEMENT



STATE EXCELLENCE AWARDS

State Excellence Awards are based on growth versus the prior fiscal year in three categories: volunteers, event attendance and event income. Using growth in event income as a base qualifier, a Bronze Award is given for growth over the prior year in one category. A Silver Award is given for growth

over the prior year in two categories. A Gold Award is given for growth over the prior year in all three categories. States with three years in a row at the Gold level are awarded Platinum status. States with five consecutive years at the Gold level are awarded Diamond status.

PLATINUM

Idaho

GOLD

Alabama
Colorado

Idaho
Indiana

Mississippi
Tennessee

Virginia
Wyoming

SILVER

Alaska
Arkansas
Arizona
California
Connecticut
Georgia
Iowa
Kansas
Kentucky

Louisiana
Massachusetts
Maryland
Minnesota
Missouri
North Carolina
North Dakota
New Hampshire
New Jersey

New York
Ohio
Oregon
Rhode Island
South Carolina
Utah
Vermont
West Virginia

BRONZE

New Mexico

Top 10 Traditional Events

1. East Cooper, SC, Oyster Roast
2. Ellis County, TX, Dinner
3. Charlotte, NC, Sponsor Gala
4. Blackhawk, CA, Annual Gala
5. Appoquinimink, DE, Spring Fling
6. Midland, TX, Dinner
7. Reno, NV, Dinner
8. Corsicana, TX, Dinner
9. North Carolina State University Banquet
10. Fort Worth, TX, Banquet

Top 10 All Income Events

1. Lake Forest, IL, Evening of Conservation
2. Houston, TX, Legacy Gala
3. Blackhawk, CA, Gala
4. Houston, TX, Evening of Conservation
5. East Cooper, SC, Oyster Roast
6. Baton Rouge, LA, Sponsor Banquet
7. Marsh Lake, MN, Shoot and Banquet
8. Seattle, WA, Banquet
9. Birmingham, AL, Gala
10. Kenosha, WI, Dinner



UNIVERSITY ALL-AMERICAN CHAPTERS



These collegiate champions exceeded \$25,000 in funds raised in a calendar year through the following streams:

- Event income from all events (minimum \$5,000 in event income to qualify)
- Chapter silent bid auction income
- Donor-directed major gifts

NATIONAL CHAMPION:

NORTH CAROLINA STATE
UNIVERSITY CHAPTER



GOLD ALL-AMERICAN \$75,000+

Texas A&M-College Station
University of Wisconsin-Madison
University of Mississippi
East Carolina University

Louisiana State University
University of Nebraska-Lincoln
University of Virginia
University of Wisconsin-Stevens Point

SILVER ALL-AMERICAN \$50,000-\$74,999

Auburn University
Chico State University
Colorado State University
Texas A&M-Kingsville

Texas Tech University Chapter
Abraham Baldwin Agricultural College
University of Minnesota

BRONZE ALL-AMERICAN \$25,000-\$49,999

Appalachian State University
Mississippi State University
Citadel College
Coastal Carolina University
University of North Georgia
Ferris State University
Georgia Southern University
Gustavus Adolphus College
Kansas State University
McNeese State University
Minnesota State University-Mankato
Oklahoma State University

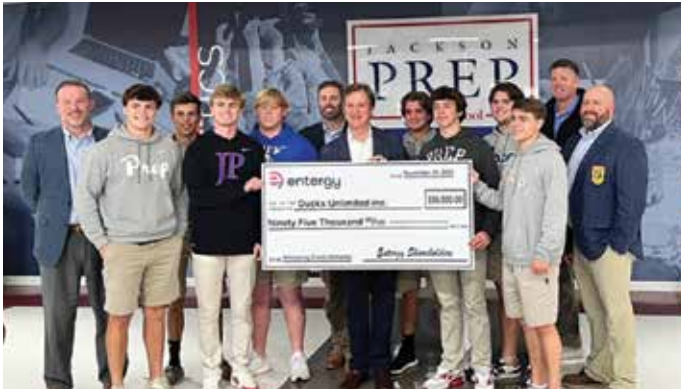
State University of New York Environmental Science
and Forestry Chapter
State University of New York-Cobleskill
University Of Alabama
University of Arkansas
University of Georgia
University of Louisiana-Lafayette
University of Nevada-Reno
University of North Carolina-Wilmington
University of Idaho
Virginia Military Institute
Virginia Tech University



VARSITY ALL-STAR CHAPTERS

NATIONAL CHAMPION:

JACKSON PREP HIGH SCHOOL,
MISSISSIPPI



These high school chapters exceeded \$10,000 in funds raised in a calendar year through the following revenue streams:

- Event income from all events (minimum \$2,500 in event income to qualify)
- Chapter silent bid auction income
- Donor-directed major gifts

GOLD ALL-STAR \$30,000+

Broughton High School, NC
Christian Brothers High School, TN
Collegiate School, VA
Honeoye Lake Varsity, NY
Jackson Academy, MS
Leon County High Schools, FL
Memphis University School, TN
Pacelli High School, GA
Wolverines of Belen, FL

SILVER ALL-STAR \$20,000-\$29,999

St. Agnes Academy, TN
Buckshot Varsity, TX
FPCA Coastal, GA
Springfield High Bulldog, LA
St. Christopher High School, VA

BRONZE ALL-STAR \$10,000-\$19,999

Canandaigua Lake Varsity, NY
Lowry High School, NV
Northshore Panthers, LA



GREENWING HONOR ROLL CHAPTERS



The Greenwing Honor Roll comprises the 11 largest youth program chapters in the country based on equal rating of membership and event income from their Greenwing events.



The Jackie Bartels' Kids Conservation Fest in Louisiana featured something for kids of all ages.

HONOR ROLL

1. Thibodaux, LA
2. Chattanooga-Hamilton County, TN
3. Wilson County, NC
4. The Villages, FL
5. Decatur, AL
6. Lake Cumberland, KY
7. South Mississippi Sporting Clay, MS
8. Helena, MT
9. Southern Minnesota
10. Clinton Sampson County, NC
11. Greater Kansas City, MO





DUCKS.ORG

ONE WATERFOWL WAY | MEMPHIS, TN 38120



DUCKS.ORG

ONE WATERFOWL WAY | MEMPHIS, TN 38120