



ANNUAL REPORT

2018





FILLING THE SKIES WITH WATERFOWL

Above

BEGINS WITH SAVING THE WETLANDS

Below

Wetlands. They are essential to all waterfowl. They are essential to other wildlife as well. And they are essential to you.

Wetlands are critical breeding grounds and habitat for waterfowl and other wildlife. They purify polluted waters, and they reduce the destructive power of storms and floods.

These natural systems are often an overlooked resource, as evidenced by the loss of more than 80,000 acres of wetlands every year. Ducks Unlimited is fighting to reverse this trend.

Our annual report is a story about the men and women who have sacrificed to help Ducks Unlimited conserve, restore and manage North America's wetlands.





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A photograph of two men standing side-by-side in front of a dark wood-paneled wall. The man on the left has a beard and is wearing a dark suit with a light blue shirt and a green and blue patterned tie. The man on the right has a beard and is wearing a tan suit with a light blue shirt and a red patterned tie. Both men are smiling. A white rectangular box with a thin border is centered over the image, containing the text "FILLING THE SKIES WITH WATERFOWL BEGINS WITH" in a serif font, followed by "Outstanding Leadership" in a large, elegant script font.

FILLING THE SKIES WITH WATERFOWL BEGINS WITH

Outstanding Leadership

EXECUTIVE SUMMARY

Sustainability |sə-ˌstā-nə-ˈbi-lə-tē| **noun:** the ability to be maintained at a certain rate or level.
Avoidance of the depletion of natural resources to maintain an ecological balance.

Sustainability is more than a buzzword. It is a crucial concept and an ambitious goal. Ducks Unlimited's bold conservation vision is based on sustainability. We are conserving and protecting wetlands and associated habitats, and we have done it better than any other organization for more than 81 years. Thanks to the sustained efforts of volunteers and supporters like you, fiscal year 2018 (FY18) was another record year.

FY18 marked the eighth consecutive year we exceeded our budget goals with total revenues surpassing \$221 million, including over \$94 million in philanthropic support from members, volunteers, major sponsors and corporate supporters.

Each year, Ducks Unlimited's promise is to dedicate at least 80 cents of each dollar that we spend to conservation. We met that goal again in FY18 with 83 percent of our revenues going toward our mission.

Our much more ambitious goal for the current *Rescue Our Wetlands* campaign is to raise a record \$2 billion for wetlands conservation by the end of calendar year 2018, and we're on track to blow that goal out of the water! When we launched the public phase of the campaign in 2015, we knew it would take the efforts of every Ducks Unlimited supporter for us to succeed. When the campaign concludes in December 2018, DU will go down in history for launching – and successfully completing – the most ambitious wetlands and waterfowl campaign in history.

And we're putting those dollars to work right now. In FY18, Ducks Unlimited impacted 328,000 acres and conserved another 277,858 acres, bringing our U.S. cumulative total to nearly 6 million acres conserved since we began U.S. conservation work in the 1980s. Impacted acres include conserved and revisited acres plus short-term acres such as those in the Rice Stewardship program and Farm Bill programs like the Environmental Quality Incentives Program. Throughout North America, more than 14.3 million acres have been conserved since DU was founded in 1937.

Also, DU's Youth and Education programs continue to grow. In October 2017, Ducks Unlimited launched its National Scholarship Program, and Dawson McLamb from Roseboro, North Carolina, was selected as the first DU national scholarship recipient of a \$10,000 scholarship.

It's all about sustained effort. And Team DU would not exist without the commitment of volunteers, members, staff, philanthropists, foundations and corporations, and partnerships with private landowners and state and federal agencies that share our conservation goals. Support also comes from advertisements, licensing agreements and royalties.

One special partner, Bass Pro Shops, received Ducks Unlimited's 2018 Corporate Conservation Achievement Award at DU's 81st Annual Convention in Indianapolis, Indiana. The award recognizes corporations from across North America for their exceptional contributions to conservation.

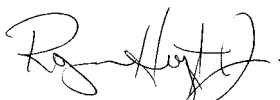
Bass Pro Shops continues to support DU generously and in many ways. Their donations include more than 4,500 square feet of space for the DU Waterfowling Heritage Center in the Bass Pro Shops at the Pyramid in Memphis, Tennessee, and representation in the Wonders of Wildlife National Museum and Aquarium, which opened in 2017 in Springfield, Missouri. Founder Johnny Morris and Bass Pro also promote DU on their race cars, providing significant visibility in NASCAR. In addition, Bass Pro Shops has raised more than three quarters of a million dollars for DU during an annual round-up month by empowering its customers to support DU's conservation mission and round up their purchases to the nearest dollar.

In October 2017, Nestlé Purina PetCare Company became the newest corporate sponsor of the USA Rice/Ducks Unlimited Rice Stewardship Partnership. Through a \$2 million commitment over four years, Nestlé Purina's investment will help keep working ricelands healthy, preserve wetlands and create habitat for waterfowl and other wildlife.

In January, Ducks Unlimited announced a \$5 million contribution by Energy Transfer (ET) in support of wetland conservation in Ohio and Louisiana. ET's operations overlap several of DU's priority landscapes and provide excellent opportunities to support DU's conservation work.

FY18 was another successful year for DU in our nation's capital. Ducks Unlimited held its inaugural volunteer public policy training and fly-in in Washington, D.C., in December 2017. Nearly 50 DU state chairs, state policy chairs, senior volunteers and board members from 26 states gathered in the nation's capital to advance DU's public policy priorities. The volunteers received training from DU's governmental affairs team and attended meetings on Capitol Hill. During the three-day event, DU volunteers had more than 100 visits with congressional leaders. More than 400 people attended a reception in the Senate, which celebrated DU's 80th anniversary and conservation legacy.

These are only a few of our many FY18 achievements. You will read more about these and many other FY18 success stories on the following pages. Thank you for your sustained commitment to *Rescue Our Wetlands*, to Ducks Unlimited, and to our conservation mission that provides sustainable benefits for waterfowl, other wildlife and communities across North America.



Rogers Hoyt, Jr.
President



H. Dale Hall
Chief Executive Officer



FILLING THE SKIES WITH WATERFOWL BEGINS WITH

Rescuing Our Wetlands

RAISING MORE THAN \$2 BILLION FOR WATERFOWL AND WETLANDS

In 2012, Ducks Unlimited, Ducks Unlimited Canada, Ducks Unlimited de México and Wetlands America Trust launched *Rescue Our Wetlands*, a seven-year comprehensive fundraising campaign with a goal of raising \$2 billion for waterfowl and wetlands by December 31, 2018.

Rescue Our Wetlands is Ducks Unlimited's most ambitious fundraising campaign to date and the largest waterfowl and wetlands campaign in history. Even though the campaign is in its final phase, the need to secure breeding, migration and wintering habitats vital for North America's waterfowl remains urgent. That's why the final months of *Rescue Our Wetlands* are so critical to its ultimate success.

The campaign focuses on five priorities vital to the survival of wetlands as well as the waterfowl, other wildlife, ecosystems and communities that rely on those resources. Below are examples from FY18:

Breeding Landscapes

One focus of improving and conserving habitat is through DU's easement partnership with the U.S. Fish and Wildlife Service. Thanks to this partnership, FY18 proved to be another tremendous year. During FY18, the partnership protected 101,471 acres including 77,680 acres of grassland and 23,791 acres of wetlands in the Prairie Pothole Region of North Dakota, South Dakota and Montana.

Two highlights of the easement program in FY18 were the

Adam Roth easement and the Binder easement. DU was able to help young rancher Adam Roth in South Dakota by purchasing two grassland easements as well as a wetland easement protecting 79 wetland acres and 743 grassland acres. The Binder easement protected 1,178 acres of priority wetlands and grasslands in McPherson County, South Dakota.

Migration and Wintering Landscapes

Ducks Unlimited recently completed a third year of restoration and enhancement projects at the San Joaquin River National Wildlife Refuge in central California. Work at the Nelson Lake, N. Vierra, S. Vierra and Woolington wetlands locations conserved 293 acres of wetlands and 76 acres of uplands. These efforts complemented earlier efforts in 2016 and 2017 at White Lake, Pelican, Ringneck and Page-Goose wetland complexes that conserved 726 acres of wetlands and associated uplands.

Phase II of this project, which focuses on restoring hydrological connectivity between the San Joaquin River and its floodplain, is part of a \$1 million North American Wetlands Conservation Act grant Ducks Unlimited was recently awarded. Phase II will be surveyed, designed and permitted in 2019 with construction starting in 2020. Named the Oxbow Project, this phase will restore 1,340 acres of riparian and emergent wetlands and will improve habitat for waterfowl, salmonids and other wildlife.





Youth and Education

DU's Youth and Education program continues to make great strides for the conservationists of tomorrow. During FY18, DU awarded its first-ever scholarship during the annual convention in Indianapolis. Dawson McLamb from Roseboro, N.C., was presented with the inaugural DU national scholarship for \$10,000.

Also in FY18, DU's Varsity and University programs continued to flourish. During the last year, the Varsity and University chapters across the nation have brought in more than \$2.5 million in revenue for conservation.

Conservation Legacy

Gifts to DU's permanent endowment are an exceptional way to show support for conservation in perpetuity.

Peter Jackson and his late wife, JoAnne, are longtime DU supporters and have named Ducks Unlimited as a beneficiary of their estate, which includes a 275-acre farm outside Buffalo, New York.

"I've been involved with DU since the early 1970s," Peter said. "I have named Ducks Unlimited as a beneficiary of my estate because I think it's the best organization a person can donate to. We do it all: biology, research, science and policy work. We do our research and we are the authority on wetlands conservation."

Waterfowl Forever

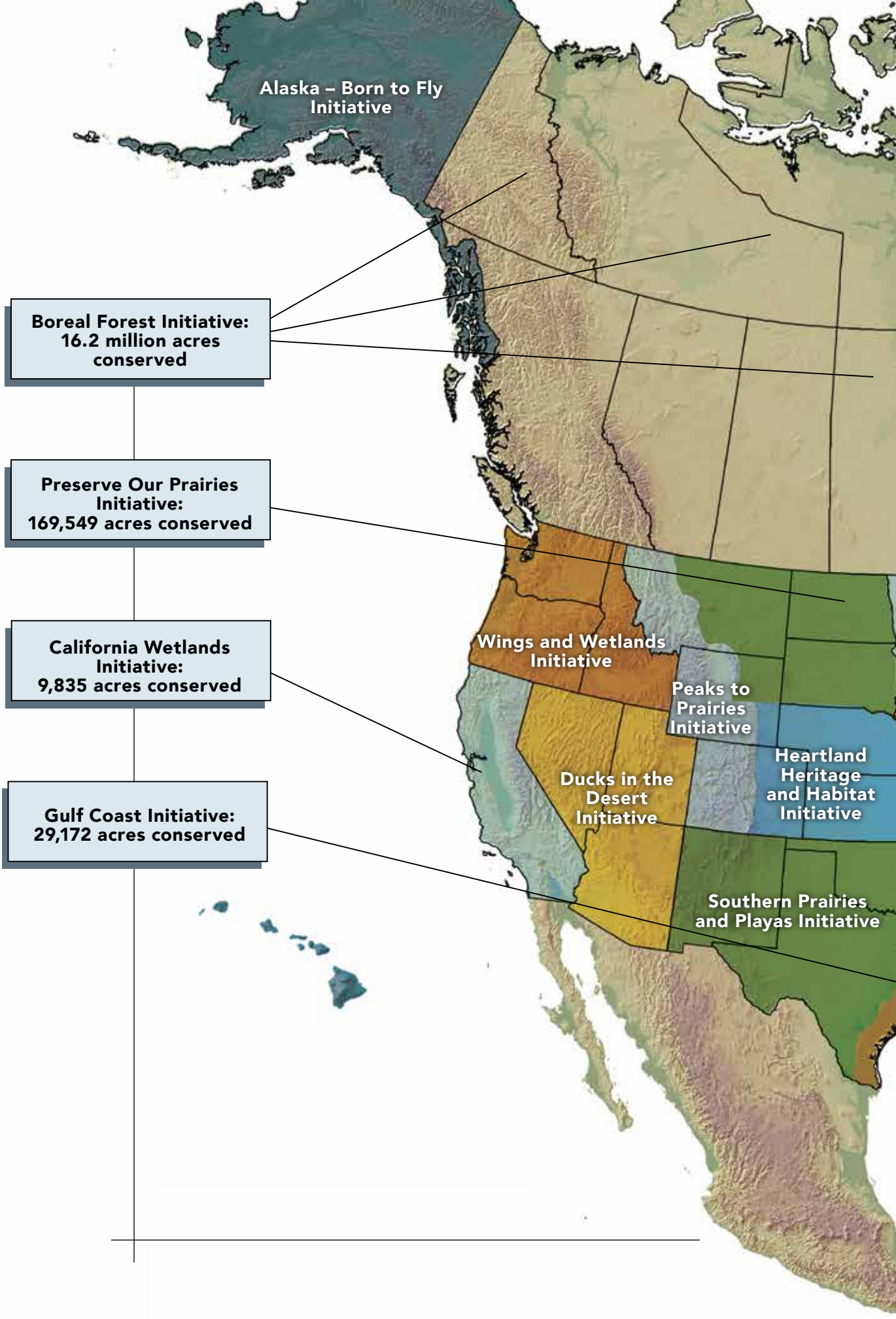
In his first speech as DU President, Rogers Hoyt Jr. emphasized the benefits of unrestricted income to further DU's mission because it gives DU the discretion to focus on areas of greatest need. Since that time, the event fundraising revenue stream has continued to grow.

In FY18, more than \$60 million was raised through unrestricted sources including events, major gifts, membership, advertising and corporate support. This marks the eighth consecutive year that budgeted goals have been surpassed.

Conclusion

With the campaign in its final phase, DU volunteers, staff and supporters are running an amazing race. When the campaign officially concludes at the end of 2018, we'll know we did everything we possibly could to conserve wetlands and help waterfowl during this campaign.

It's time to recommit, to dig deeper, to give from the heart. If you care about the future of our continent's wetlands and waterfowl, the time is now to band together to *Rescue Our Wetlands*.



Alaska – Born to Fly Initiative

**Boreal Forest Initiative:
16.2 million acres conserved**

**Preserve Our Prairies Initiative:
169,549 acres conserved**

**California Wetlands Initiative:
9,835 acres conserved**

**Gulf Coast Initiative:
29,172 acres conserved**

Wings and Wetlands Initiative

Peaks to Prairies Initiative

Heartland Heritage and Habitat Initiative

Ducks in the Desert Initiative

Southern Prairies and Playas Initiative



Conservation Initiatives

FY18 HIGHLIGHTS

**Living Lakes Initiative:
5,191 acres conserved**

**Great Lakes Initiative:
2,471 acres conserved**

**Big Rivers Initiative:
6,673 acres conserved**

**America's River
Initiative:
9,354 acres conserved**

**Southeast Wetlands
Initiative:
22,830 acres conserved**

**Completing
the Cycle
Initiative**

FILLING THE SKIES WITH WATERFOWL BEGINS WITH

Taking the Initiative

CONSERVATION INITIATIVES: RESCUING WETLANDS AND WATERFOWL

Waterfowl, wetlands and associated habitats are a continentally shared resource, and Ducks Unlimited has worked across North America for 81 years to ensure a strong future for wetlands, waterfowl, other wildlife and the people and communities who appreciate these water-based resources.

Ducks Unlimited's conservation programs have always been based in science. DU is constantly monitoring, evaluating and refining our habitat programs to ensure every dollar invested in conservation programs is used as effectively and efficiently as possible.

In 2012, DU volunteers and staff developed a way to more directly connect conservation and fundraising through 16 regional initiatives covering North America's highest-priority waterfowl landscapes, highlighted in the map on the preceding pages.

Habitat work on these Ducks Unlimited initiatives continues throughout the year, fueled by the generous contributions of volunteers and donors like you.

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total to nearly 6 million acres conserved since we began U.S. conservation work in the 1980s. Impacted acres include conserved and revisited acres plus short-term acres such as those in the Rice Stewardship program and Farm Bill programs like the Environmental Quality Incentives Program. Throughout North America, more than 14.3 million acres have been conserved since the organization was founded in 1937.

"DU's policy efforts and the hard work of our volunteers, partners and staff will be more important than ever in the coming years," said DU Chief Scientist Dr. Tom Moorman. "DU, along with our waterfowl conservation partners at the state, federal and private levels, must continue with the cooperative progress that led to more than 14 million acres conserved, and expand that effort wherever possible to meet ongoing or new threats to wetlands and waterfowl habitat in North America."

In the following pages, you will read about the people and projects that made Ducks Unlimited the world's largest non-profit organization dedicated to conserving North America's continually disappearing waterfowl habitats.

OUR MISSION

Ducks Unlimited conserves, restores, and manages wetlands and associated habitats for North America's waterfowl. These habitats also benefit other wildlife and people.



HOW DU CONSERVES:

- Restoring wetlands and grasslands
- Replanting forests
- Restoring watersheds
- Working with landowners
- Working with partners
- Acquiring land
- Conservation easements
- Management agreements
- Geographic Information Systems

FILLING THE SKIES WITH WATERFOWL BEGINS WITH

Regional Support

Since 1937, Ducks Unlimited volunteers, staff, supporters and partners across the United States have made a conservation impact on millions of acres in DU's highest-priority areas. Here are highlights from just a few of our FY18 projects.

SOUTHERN REGION

Delta National Forest's Greentree Reservoir

In a partnership with the U.S. Forest Service, DU reconnected one of the greentree reservoirs (GTRs) on Delta National Forest to Long Bayou to restore hydrology. The 60,000-acre Delta National Forest is north of Vicksburg, Mississippi, in the floodplain of the Mississippi River. It is one of the few hardwood forests remaining in the Mississippi Delta and the only national forest comprised entirely of bottomland hardwoods. Delta National Forest is an important partner in the Lower Mississippi Valley Joint Venture and an emphasis area of the North American Waterfowl Management Plan. The Forest Service annually manages about 10,000 acres of forested wetland habitat primarily for wintering waterfowl. Other partners include the Mississippi Department of Wildlife, Fisheries and Parks, Mississippi Land Trust and Cypress Brake Tree Farms. All the Delta National Forest GTRs are open to public waterfowl hunting.

Bear Island Wildlife Management Area

Working with the South Carolina Department of Natural Resources, DU enhanced managed wetlands on 1,750 acres in eight impoundments for waterfowl, wading birds and shorebirds in the West Unit of Bear Creek Wildlife Management Area (WMA), one of the most popular WMAs for waterfowl in South Carolina.



A partnership formed to help fund DU's work, including the North American Wetlands Conservation Council, Dewees Island Conservancy, Dewees Island Property Owners Association, South Carolina Conservation Bank, South Carolina Department of Natural Resources, The Nature Conservancy, Wetlands America Trust, and William Thomas.

GREAT LAKES/ATLANTIC REGION

Minnesota

Since 1909, Freeborn Lake in southern Minnesota struggled to survive. That was the year the outlet of this 2,222-acre shallow lake was dammed to control flooding and promote farming. The unintended consequence of installing the dam was a stagnant lake with water levels unable to naturally fluctuate with wet and dry seasons. Freeborn County turned to Ducks Unlimited for help in 2014. The solution was replacing the aging, failing dam with a modern water-control structure. The project was funded in large part through a 2014 Minnesota state appropriation from Minnesota's Outdoor Heritage Fund as recommended by the Lessard-Sams Outdoor Heritage Council.





©Andrew Martin, Field Ecologist, Delaware Wild Lands.

Ducks Unlimited biologists Jake McPherson, left, and Jim Feaga research the coastal wetlands in central Delaware.

Delaware

Rising sea levels are inundating Delaware’s coastal wetlands with more water than they can handle, damaging valuable Atlantic Flyway waterfowl migration spots. In 2018, Ducks Unlimited teamed up with Delaware Wild Lands to save some of that important habitat from the effects of salt-water intrusion along Delaware Bay. The project site, located on lands owned by Delaware Wild Lands, consisted of two degrading wetlands, coastal forest and marginally productive agricultural land.

Ducks Unlimited installed berms and low-cost, low-maintenance infrastructure to help keep out the saltwater. This project wrapped up a \$1 million Delaware North American Wetlands Conservation Act (NAWCA) grant with the original goal to preserve, restore or enhance more than 1,100 acres. The program grew to include 3,100 acres throughout the state.

GREAT PLAINS REGION

Playa Conservation in Kansas, Nebraska and Colorado

Conservation of playa lakes is essential to maintaining water levels in the Ogallala Aquifer, a vital source of water for farmers, ranchers, industry and communities in Kansas, Nebraska and Colorado. Ducks Unlimited focuses on these shallow wetland habitats because they not only recharge the aquifer, but also provide significant migration habitat for waterfowl in the Central Flyway. Playa lakes are located almost entirely on private lands, which requires partnering with landowners to protect and restore these habitats. DU received a \$2.5 million Regional Conservation Partnership Program grant and a more than \$600,000 NAWCA grant to provide landowners with cost-share options for restoration practices as well as fund staff to implement programs.

Creating and Protecting Habitat in Montana

Word-of-mouth advertising, attractive conservation programs and hard work by Ducks Unlimited and partners over the last couple of years created a complex of more than 11,000 acres of protected Prairie Pothole Region wetlands and grasslands.

Ducks Unlimited first purchased the 1,760-acre Phillips County property and worked with the Montana Department of Fish, Wildlife and Parks to protect the grassland and keep it open for public access before selling the land to a local rancher. An adjacent landowner protected part of his land with an easement, then two other neighbors did the same. The complex grew when DU later acquired another piece of land next to public land, bringing the total to more than 11,000 acres.

WESTERN REGION

Conservation work continues at Oregon’s Summer Lake

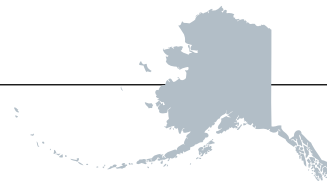
Ducks Unlimited celebrated its 30th year of conservation work at Oregon’s Summer Lake in FY18, where DU’s first Beaver State project was completed in the fall of 1987. Since 2003, DU has completed six more projects benefiting more than 6,300 acres in the Summer Lake Basin, with DU’s most recent project taking place at the North River Ranch Unit along the Ana River. DU staff will eventually implement a series of low-profile dams and water-control structures to restore proper water flow.

California’s McArthur Swamp

In Northern California, Pacific Gas and Electric Company donated 4,491 acres at the McArthur Swamp to the Fall River Resource Conservation District, which immediately turned the land into a permanent conservation easement held by Ducks Unlimited. This newly protected acreage at McArthur Swamp is just north of the town of McArthur in eastern Shasta County.



Ducks Unlimited’s work is returning this lake, once filled with stagnant green water, back to healthy waterfowl habitat.



FILLING THE SKIES WITH WATERFOWL BEGINS WITH

Sustained Success

DUCKS UNLIMITED SUSTAINS FINANCIAL SUCCESS

Ducks Unlimited's 2018 fiscal year is in the books and the organization celebrated another year of advancement in the delivery of its conservation mission. DU saw significant philanthropic, financial and conservation achievements in its strategic plan, which was in its second year in FY18 and will run through FY24.

Ducks Unlimited's overall support and revenues for FY18 exceeded \$221 million, fueled by continued strong philanthropy from events, major gifts, direct response membership, royalties and planned gifts, despite challenges presented by the Gulf storms of 2017.

Team DU exceeded its 80 percent program efficiency target with 83 percent of DU's expenditures in FY18 going toward program services, delivering more than \$142 million in on-the-ground conservation and another \$40 million in mission-related programs and education.

Ducks Unlimited's revenue strength was also significantly influenced by leveraging the organization's philanthropy with critical governmental, nongovernmental and foundation partners for enhancing conservation impact, as well as in-kind donations of conservation easements and public service announcements. DU exceeded \$220 million in total operational support and revenue in each of the last four fiscal years.

Ducks Unlimited, Inc. operations were again positive with an operational surplus of approximately \$1.5 million and a

nonoperational deficit of \$1.1 million, driven by net losses on the sale of certain conservation lands and planned endowment spend related to our information technology renovation.

"DU continues to invest in its information technology platforms, enhance the delivery of its ecological services and expand its conservation mission delivery capabilities as a result of our solid and sustained financial and operations success," said DU Chief Financial Officer Earl Grochau. "Ducks Unlimited again successfully attained all the standards of charity accountability by the Better Business Bureau and Wise Giving Alliance."

Ducks Unlimited is pleased to report its consolidated financial statements with accompanying notes, as of June 30, 2018, were again audited by an external accounting firm resulting in an unqualified audit opinion indicating DU's financial statements are a true and fair representation of the organization's finances.

"This is the second year of a new strategic plan and we are pleased with the results around financial growth, conservation delivery and the state of our philanthropic program," said Grochau. "Our success is critically dependent on the fiscal investments DU volunteers and supporters make each year, which increases the organization's financial strength for future conservation delivery."



Joe and Jena Stough

MEET JOE AND JENA STOUGH

Joe Stough is an entrepreneur, founder of Syntex software company, and the Chief Operating Officer for WAITR, a new food delivery app. He and his wife, Jena, are avid outdoors people and owners of SWLA Sportsman LLC, an outfitting service in southwest Louisiana.

With obvious passion for conservation and strengths in technology, Joe has served on the

Conservation Programs Committee, the Technology Committee and Science Subcommittee. As a rice farmer, Joe also serves on the USA Rice-Ducks Unlimited Rice Stewardship Partnership steering committee.

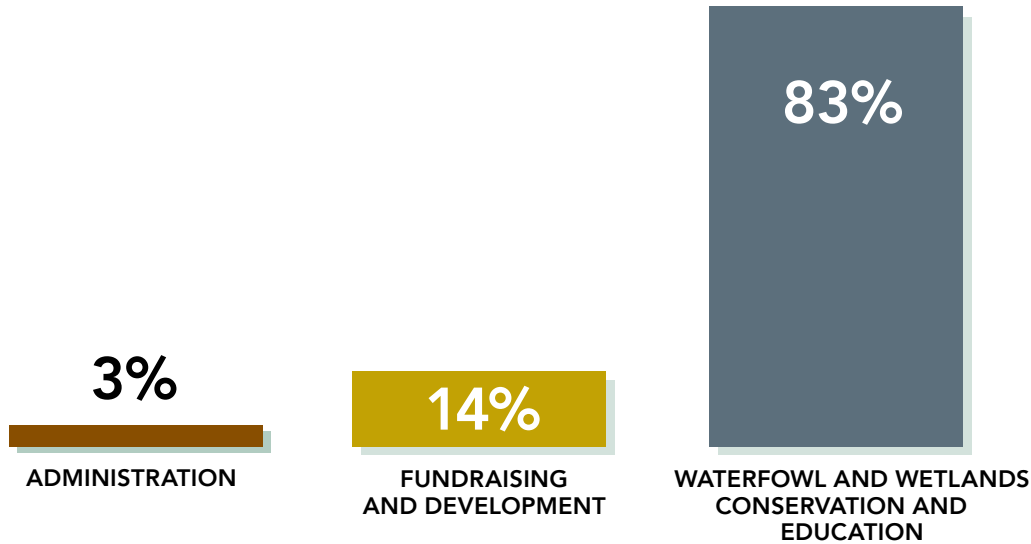
Joe and Jena are Benefactor Sponsors and members of the President's Council. They are also DU Canada Life Sponsors, DUMAC Heritage Sponsors and

members of the John E. Walker III Society.

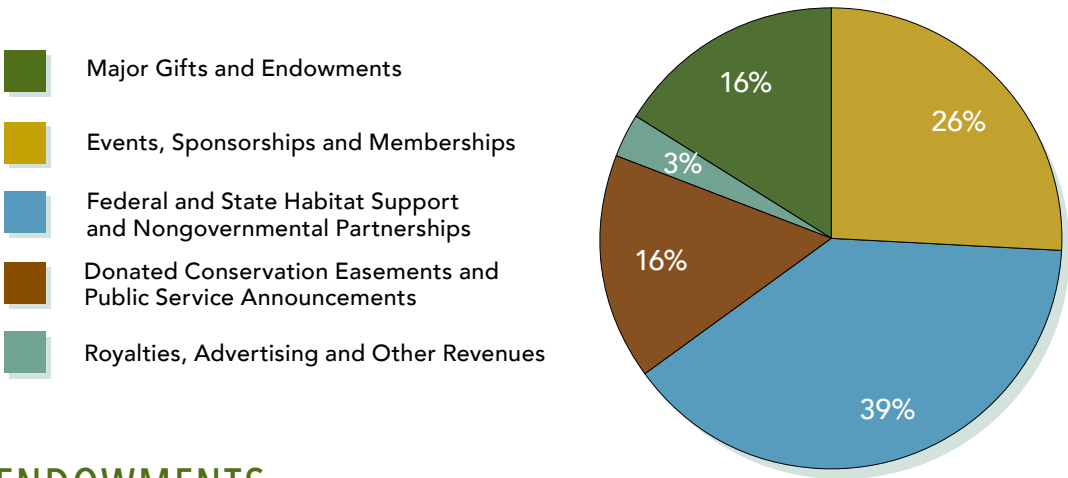
"We got involved with DU because we believe in the mission and appreciate the great work DU does for the ducks," Joe said. "We are now more deeply involved because of the community of volunteers and DU staff who are simply good people."



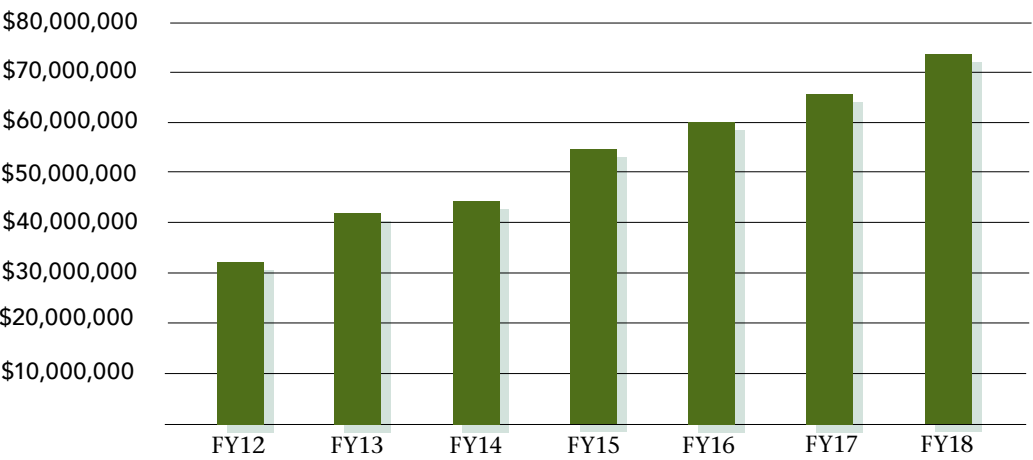
WHERE YOUR DOLLAR GOES



SOURCES OF SUPPORT AND REVENUE



TOTAL ENDOWMENTS



DUCKS UNLIMITED INC. AND AFFILIATE

CONSOLIDATED BALANCE SHEETS

JUNE 30, 2018 AND 2017

Assets	2018	2017
Cash and cash equivalents	\$ 19,543,061	13,432,220
Restricted cash and investments	30,655,462	34,985,032
Events receivable, net	1,240,649	1,182,603
Pledges receivable, net	42,287,219	40,757,228
Habitat conservation and other receivables	29,969,818	26,704,206
Event merchandise inventory	3,203,947	3,477,598
Investments	74,074,676	70,161,284
Land held for conservation purposes	50,014,421	49,241,465
Land, buildings, and equipment, net	19,503,993	21,345,441
Other assets	17,134,591	13,106,388
Total assets	<u>\$ 287,627,837</u>	<u>274,393,465</u>
Liabilities and Net Assets		
Accounts payable and accrued expenses	\$ 15,558,639	13,365,372
Compensation and related accruals	7,727,545	8,219,715
Deferred revenue	9,824,383	8,593,233
Pension and deferred compensation accruals	5,518,440	10,353,437
Accrued postretirement benefits	505,862	645,340
Revolving land line of credit	7,670,528	6,600,000
Other liabilities	1,591,567	1,390,821
Total liabilities	<u>48,396,964</u>	<u>49,167,918</u>
Net assets:		
Unrestricted	81,581,931	76,919,324
Temporarily restricted	123,025,527	119,051,565
Permanently restricted	34,623,415	29,254,658
Total net assets	<u>239,230,873</u>	<u>225,225,547</u>
Total liabilities and net assets	<u>\$ 287,627,837</u>	<u>274,393,465</u>



DUCKS UNLIMITED INC. AND AFFILIATE
CONSOLIDATED STATEMENTS OF
UNRESTRICTED SUPPORT AND REVENUES AND EXPENSES
YEARS ENDED JUNE 30, 2018 AND 2017

	2018	2017
Operational revenue:		
Philanthropic sources:		
Net proceeds from committee events	\$ 45,351,077	44,464,535
Direct response membership	11,607,413	11,541,173
Major gifts	34,395,769	27,108,665
Planned gift maturities	561,920	807,787
Royalties	2,237,730	2,510,912
Total philanthropic revenue	94,153,909	86,433,072
Other operational support and revenue:		
Federal and state habitat reimbursements	59,522,743	60,016,072
Nongovernmental partnerships	23,044,675	22,840,368
State grants	3,415,794	3,405,307
Donated conservation easements	18,953,776	23,838,564
Advertising revenue	2,500,501	3,119,110
Donated educational programming	16,300,717	18,013,086
Appropriated endowment and quasi-endowment earnings	3,138,770	2,611,495
Other revenues	161,405	295,577
Total operational support and revenue	221,192,290	220,572,651
Operational expense:		
Program service expense:		
Waterfowl conservation:		
U.S. habitat delivery	107,640,059	100,393,264
Conservation easements	18,953,776	23,838,564
Government relations	3,353,479	3,063,150
Ducks Unlimited Canada	11,172,896	12,655,084
Ducks Unlimited de Mexico	1,000,116	985,599
Conservation education:		
Magazine	4,175,067	3,952,945
Communications and conferences	6,537,088	6,060,253
Donated educational programming	16,300,717	18,013,086
Education delivery	9,632,450	9,119,778
Membership services	3,429,458	3,281,432
Total program service expenses	182,195,106	181,363,155
Fund-raising:		
Field operations	11,772,995	11,146,405
Direct response membership development	8,919,334	8,906,108
Major gift development and advertising	10,482,411	9,842,924
Total fund-raising expense	31,174,740	29,895,437
Administration	6,353,777	6,346,771
Total operational expense	219,723,623	217,605,363
Operational surplus	1,468,667	2,967,288
Nonoperational:		
Revolving land contributions	44,209	1,288,689
Net losses on land sales	(1,895,459)	(253,040)
Other quasi-endowment (distributions) contributions	(1,625)	4,375
Unappropriated quasi-endowment earnings	710,273	2,034,202
Nonoperating (loss) surplus	(1,142,602)	3,074,226
Excess of unrestricted support and revenues over expenses	\$ 326,065	6,041,514

FILLING THE SKIES WITH WATERFOWL BEGINS WITH

Successful Events



EVENT FUNDRAISING SURPASSES GOALS FOR 8TH STRAIGHT YEAR

Despite historic challenges from Hurricanes Harvey and Irma during the first quarter of FY18, Ducks Unlimited's event fundraising system continued its multiyear growth trend and exceeded budget goals for the eighth consecutive year.

For the first time in recent memory, all operational aspects of the organization's event system grew in FY18, including unrestricted and major gift revenue, attendance, adult members, youth members, existing business, new business over lost business, sponsors and volunteers.

"FY18 did not produce the largest revenue increase we've had during this run of success, but to me it is the most memorable," said David Schuessler, national director of event fundraising. "The storms that made landfall in August and September did so in areas that are critical to our event fund-

raising efforts, especially along the Texas Gulf Coast where we have an unusually high density of chapters and large population of very generous supporters."

There were plans in place for significant growth in FY18 to support the final push of the *Rescue Our Wetlands* campaign. These would prove vital once it became clear that a considerable number of events

would understandably not be held due to direct storm impacts and recovery efforts.

"Naturally, our initial concern was for our staff, volunteers and members living in the impacted areas," added Schuessler. "But, eventually we had to assess the lost revenue a disaster of this size would bring, and we knew it would be significant. At some point in late September we held calls with event fundraising staff around the country and asked

In total, more than 56,000 volunteers banded together to host over 4,000 events in FY18, netting more than \$66 million in support for Ducks Unlimited's conservation mission.



CONNECTICUT

144 Volunteers | 2,545 Members, Sponsors and Major Donors
Event and Major Gift Income \$271,538

for their opinions on how they felt the year would progress. Based on those conversations we were confident we would more than make up for the storm-related losses, and that's exactly what happened."

In total, more than 56,000 volunteers banded together to host over 4,000 events in FY18, netting more than \$66 million in support for Ducks Unlimited's conservation mission.

"We've done well at educating those who enjoy the outdoors to understand that a DU event is more than just a fun gathering for waterfowl hunters," said Shawn de Cento, senior vice president for event and volunteer management.

"Our supporters' passion for duck and goose hunting will always be the genesis of our existence and the core appeal for the majority of our local chapters and events. Now, due to exceptional communications efforts, new people are starting to understand how the work we do benefits more than just waterfowl and waterfowl hunters, and that's great for the future of the organization and event fundraising. Our events are simply fun for anyone to attend. Our goal is to not only provide an opportunity to support DU, but also a chance to socialize and come together with like-minded people for a single cause that benefits many."

DUCKS UNLIMITED ANNOUNCES DIRECTORS OF THE YEAR

Ducks Unlimited announced the 2017-2018 recipients of the National Regional Director of the Year award and the National Director of Development of the Year award. Hunter Pridgen, Scott Anderson and Adam DeHaan were recognized for their outstanding fundraising leadership efforts during the 2018 fiscal year.

National Regional Directors of the Year

Hunter Pridgen was named National Regional Director of the Year for his efforts as a staff member in Region 4, an area that encompasses Mississippi, Alabama, Arkansas, Tennessee and Louisiana. Pridgen, a resident of Greenwood, Mississippi, covers central and north Mississippi and works with volunteer committees in this area hosting fundraisers for DU. Pridgen raised more than \$1 million for DU's conservation mission in the fiscal year ending June 30, 2018.

Scott Anderson was named National Regional Director of the Year for his efforts as a staff member in Region 3, an area that encompasses Minnesota, Wisconsin and Michigan. Anderson, a resident of Bemidji, Minnesota, covers northern Minnesota and works with volunteer committees in this area. Anderson raised more than \$1.2 million for DU's conservation mission during the fiscal year.



Hunter Pridgen



Scott Anderson



Adam DeHaan

National Director of Development of the Year

For a third time, Adam DeHaan, senior director of development for Minnesota and Iowa, was named National Director of Development of the Year. Securing nearly \$2 million in new major gift commitments and \$1.1 million in cash during fiscal year 2018, DeHaan again achieved great results for DU.



FILLING THE SKIES WITH WATERFOWL BEGINS WITH

A Strong Identity

DEDICATED TO THE DUCK HEAD

If you are familiar with Ducks Unlimited, it may seem like you see the logo everywhere.

"The duck head is one of the top logo designs in the United States and is certainly one of the most recognizable. That's due, in part, to the fact that it's on millions of shirts, hats and vehicles," said Doug Barnes, DU's creative director, "but more importantly, it's clean and simple. You look at it and know what it is."

The logo has stood the test of time. Ducks Unlimited has had the same logo since the early 1970s. In the late 1960s, DU Canada President Lorne Cameron doodled the duck head while designing stationery for himself. He then turned it over to commercial artist Ernie Wilson who finalized it into the symbol we use today.

"We have tweaked the color a bit over the years and changed the spacing in the words beneath, but it's essentially never been changed," Barnes said.

DU board member Ed May of Oregon says when he sees Ducks Unlimited's iconic logo he is reminded of DU's mission.

"When I see the logo, I think of the dozens of wetlands I have visited that were developed or enhanced by Ducks Unlimited. Visiting those places always warms my heart," May said, who also serves on the national Membership Committee. "I also believe it stands for character, quality and integrity. The logo allows me to proudly show my connection to DU and wetlands conservation."

DU's advisory senior vice president for membership, Kathy Christian, says DU's conservation mission is part of the power behind the logo, and many just want to be a part of the Ducks Unlimited family.

"When you become a member of Ducks Unlimited, you

are personally advancing the conservation mission just by wearing DU's logo," Christian said. "Wearing the logo also shows you are part of the DU community, folks who live and breathe the outdoors and view conserving habitat as a personal responsibility."

DU's membership programs ensure the logo is visible to thousands of DU supporters. More than 725,000 logo decals are distributed annually to active members, and you can

see these decals proudly displayed on vehicles across the nation. Ducks Unlimited's direct response team supports the strength of the brand by mailing more than 250,000 items branded with the DU logo to new and renewing members

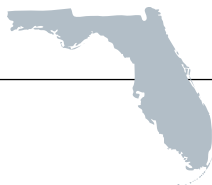
annually. The team looks for gift options that are unique and that prominently show the DU logo. Not only do these items allow DU members to show their support, they also raise more than \$12 million annually in revenue for DU's conservation mission.

Ducks Unlimited's Chief Marketing Officer Steve Pacheco says licensed partners who sell DU logoed products, such as Cabela's and Bass Pro Shops, are attracted to DU's reputation.

"Aligning with DU's powerful and memorable brand enables a company to associate with DU's key attributes of leadership, prestige, quality, affinity and accomplishment," Pacheco said. "Positive goodwill is clearly a competitive advantage in the marketplace today. You are known by the company you keep – and aligning with DU puts you in very good company."

The brand is also promoted through merchandise at DU events. Each year, local committees get to choose from hundreds of items, including artwork, firearms and other promotional merchandise.

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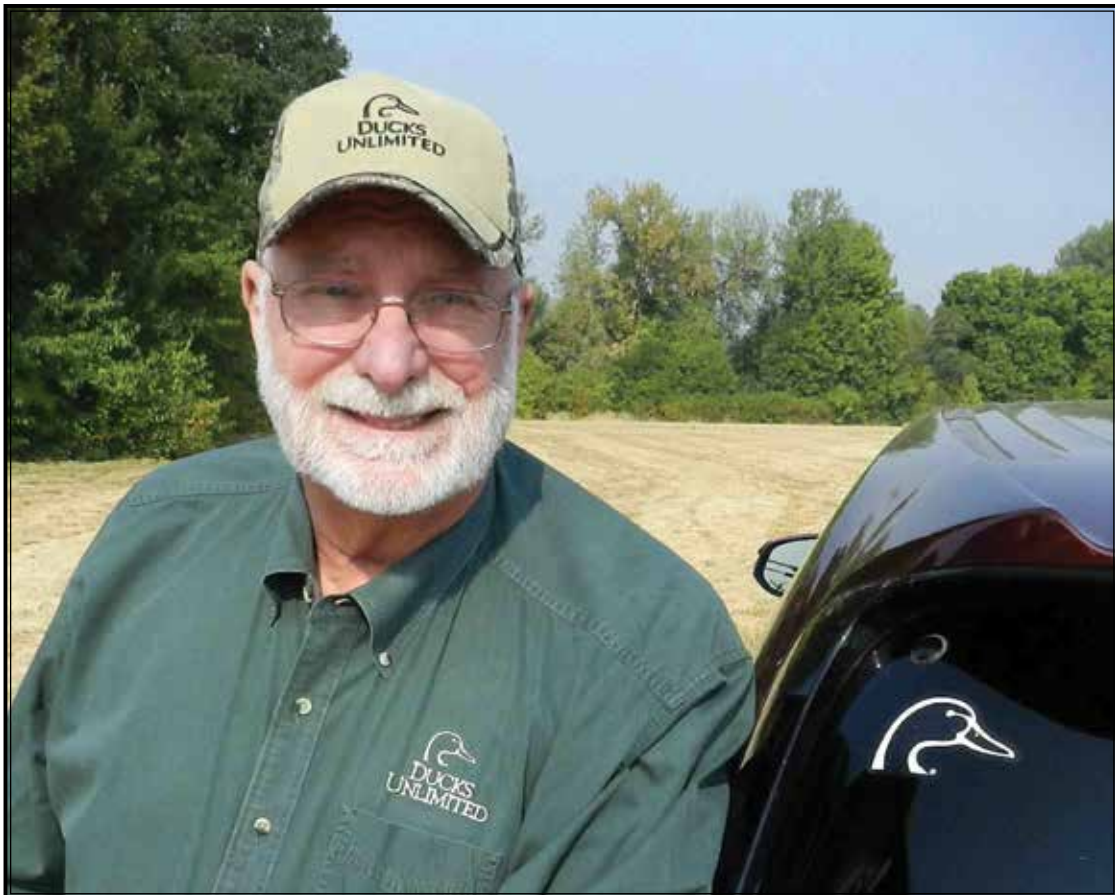
"We want items that will raise money for DU, and will draw attendees' attention," said Tom Anderson, chair of DU's General Merchandise Subcommittee. "We seek interesting things they can't buy at a store, that will give them a chance to talk about Ducks Unlimited with their friends."

A new camo mini motorbike is a popular item to bid on at this year's DU events. The bike is done up in DU Mossy Oak Shadow Grass Blades camo and prominently features the duck head logo on the front of the bike.

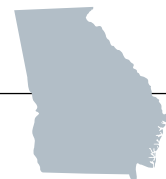
"Some event planners like to ride it into the room," Anderson said. "The kids' motorbike can really excite the crowd."

As DU's creative director, Barnes gets numerous requests from supporters to use the logo.

"I am the most honored when someone calls asking to have the logo on a memorial marker," he said.



Ducks Unlimited board of directors member Ed May and his truck proudly sport the DU logo. As part of the Membership Committee, May works to grow supporter numbers, which means more people sporting the duck head.



FILLING THE SKIES WITH WATERFOWL BEGINS WITH

California Conservation

DU PROJECTS PROTECT NATIVE WETLANDS ACROSS THE STATE

California is a picturesque state filled with diverse terrain. From deserts to mountains to the sandy beaches along the Pacific Ocean, there is a little bit of something for everyone, including waterfowl. Conserving what remains of California's native wetlands continues to be of vital importance to Ducks Unlimited, and in FY18, DU focused on several projects within the state.

In Northern California, Ducks Unlimited began work on its largest conservation grant ever in 2018, partnering with the Biggs-West Gridley Water District (BWGWD) to improve water

delivery to one of the jewels of Northern California, Gray Lodge Wildlife Area. The project will eventually provide 13,000 acre-feet of new water conveyance capacity for the area.

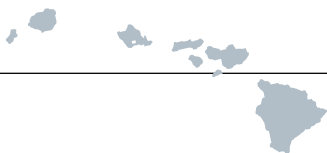
The California Natural Resources Agency awarded funding of up to \$52,450,000 to improve BWGWD's water conveyance system, which does not currently have the capacity to deliver the required water to Gray Lodge to meet habitat objectives while also meeting agricultural water delivery obligations in the region. The environmental review and design process

is underway on this project, and it is tentatively scheduled for construction in early 2019.

Just west of Gray Lodge, Ducks Unlimited played the role of hero late in FY18 by purchasing a piece of property adjacent to the Sacramento National Wildlife Refuge slated to be developed into a gas station and RV park. The property is adjacent to a freeway and a prime hunting unit of the refuge. DU acquired the land in a very short time, ultimately stopping the development with a plan to make the property part of the refuge.



Project work at San Joaquin River National Wildlife Refuge covered Nelson Lake, North and South Vierra and the Woolington Unit.



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DU began work on its largest conservation grant ever in FY18, partnering with the Biggs-West Gridley Water District to improve water delivery to Gray Lodge Wildlife Area.

In the Bay Area, DU is finishing up the second construction season on a 60-acre tidal restoration at Elkhorn Slough in the Monterey Bay area. Ground elevations are being raised two to three feet across the site, which will allow tidal marsh plants to grow and improve habitat value for waterfowl and marine wildlife. The 60 acres were connected back to the main channel of Elkhorn Slough, and daily tides will quickly bring in the seed and sediment to vegetate the marsh.

Finally, in central California, Ducks Unlimited recently completed the third year of restoration and enhancement projects at the San Joaquin River National Wildlife Refuge. Work within Nelson Lake, N. Vierra, S.



DU completed the second year of work on the San Joaquin River National Wildlife Refuge in FY18.

Vierra and Woolington wetlands conserved 293 acres of wetlands and 76 acres of uplands. These efforts complemented earlier efforts in 2016 and 2017 at the White Lake, Pelican, Ringneck and Page-Goose wetland complexes that conserved 726 acres of wetlands and associated uplands.



Doug Federighi

LONGTIME VOLUNTEER DOUG FEDERIGHI HONORED

Ducks Unlimited board member, major sponsor and volunteer Doug Federighi, of Lafayette, California, died April 25, 2018, of natural causes.

Federighi's DU career started in the early 1990s and he served as advisory senior vice president for conservation programs and chairman of the Conservation Programs Committee from 2015-17. He was a member of the Public Policy Committee, a member of the Finance Committee, a member of the Ducks Unlimited de México board of directors and a long-standing member of Ducks Unlimited Canada's board of directors.

Doug first started waterfowling in the mid-1960s in California's Suisun Marsh. His waterfowl interests moved to the Grasslands when he joined Gustine Land and Cattle Company in 1979, serving as its grounds chairman, vice president and board member. He was a life member and served many years on the Executive and Regulations committees for the California Waterfowl Association.

Doug became a member of the Grassland Water District board of directors in 1998, culminating his years of participation in promoting habitat solutions and conservation issues affecting his beloved Grasslands.



A Convergence of Excellence

DU NATIONAL CONVENTION DRAWS CONSERVATION LEADERS, TOP VOLUNTEERS

Ducks Unlimited held its 2018 national convention May 30-June 3, at the J.W. Marriott in Indianapolis, Indiana.

The event drew volunteers as well as conservation leaders and partners from the United States, Canada and Mexico.

Tammi Kircher of Keokuk, Iowa; Sam Smolik of Houston, Texas; Pepper Snyder, San Jose, California; and Jan Young, El Dorado Hills, California, were elected to Ducks Unlimited's board of directors during the national convention.

In other business, the council of state trustees and national delegates elected Doug Schoenrock of Huntsville, Alabama, to serve as first vice president of the organization. Ronal Roberson of Charleston, Mississippi, was elected to serve as advisory senior vice president of youth and education, and Robert Spoerl, Waupaca, Wisconsin, was elected regional vice president of Region 3. All other board members remained the same from the prior year.



From left, DU CEO Dale Hall, DU President Rogers Hoyt Jr., U.S. Secretary of the Interior Ryan Zinke and DU Chairman of the Board Paul Bonderson Jr. show off the Charles Jobes Navy Seal decoy the group presented Zinke following his address at the 2018 Ducks Unlimited National Convention.



Television personality and conservationist Jeff Corwin hosted the inaugural Wings Over Wetlands Awards Gala.

This year's convention featured opportunities for conservation-related education, special tours and entertainment, and presentations by U.S. Secretary of the Interior Ryan Zinke and FedEx Founder and CEO Frederick W. Smith.

The inaugural Wings Over Wetlands Awards Gala, held to honor DU's top donors and volunteers, was hosted by conservationist, environmental journalist and television personality Jeff Corwin.

Special thanks to our proud partner First National Bank of Omaha, provider of the official Ducks Unlimited Visa card, for sponsoring the 2018 convention.



DU'S FIELD EXPERIENCES: WATERFOWL AND WETLANDS UP CLOSE

Field Experiences are one of the ways Ducks Unlimited educates volunteers, major donors and partners about the science that underpins all DU programs. Two days of classroom and hands-on field work informed DU supporters of how their contributions are making a difference.

In FY18, more than 500 DU supporters paid their own way to take advantage of more than 30 field experiences from the Yucatan Peninsula in Mexico to the Canadian Boreal Forest and from the Maritimes of eastern Canada to the wetlands of San Francisco Bay.



DU Field Experiences are for all ages of people and dogs.

BASS PRO SHOPS RECEIVES CORPORATE CONSERVATION ACHIEVEMENT AWARD



Bass Pro Shops, North America's premier outdoor and conservation company headquartered in Springfield, Missouri, received the Ducks Unlimited Corporate Conservation Achievement Award, June 1, at DU's 81st Annual National Convention in Indianapolis, Indiana.

The award was accepted by noted conservationist and Bass Pro Shops founder and WAT trustee Johnny Morris.

"Bass Pro Shops continues to support DU with amazing donations," Ducks

Unlimited Chairman of the Board Paul Bonderson Jr. said. "These donations include more than 4,500 square feet of space in Bass Pro Shops at the Pyramid in downtown Memphis, Tennessee, to showcase our history and conservation work, and representation in the Wonders of Wildlife National Museum and Aquarium which opened last year in Springfield, Missouri. Johnny and Bass Pro also donate space on their race cars providing significant visibility in NASCAR."

In addition, Bass Pro Shops has raised more than three quarters of a million dollars for DU during an annual round up month by empowering its customers to support DU's conservation mission and rounding up their purchases to the nearest dollar.

"Johnny Morris and his son, John Paul, have been longtime partners, conservationists and supporters of DU and our mission personally and professionally," Bonderson said. "Johnny and Bass Pro's unwavering commitment to advancing critical conservation initiatives is a true blessing."

Inside Bass Pro Shops at the Pyramid, along the banks of the Mississippi River in downtown Memphis, the Ducks Unlimited Waterfowling Heritage Cen-

ter features exhibits and artifacts that tell the history of wetlands, waterfowl hunting in North America, and the important role sportsmen and women play in conserving our precious wildlife and habitat.

Ducks Unlimited President Rogers Hoyt Jr., Ducks Unlimited CEO Dale Hall and Bonderson presented the award to Morris.



From left, DU Chairman of the Board Paul Bonderson Jr., President Rogers Hoyt Jr., CEO Dale Hall and Bass Pro Shops Founder Johnny Morris.



FILLING THE SKIES WITH WATERFOWL BEGINS WITH

Strong Relationships

CORPORATE SPONSORS AND LICENSEES SUSTAIN DU'S MISSION

Leading companies and brands recognize Ducks Unlimited as the world leader in wetlands and waterfowl conservation and the best membership organization to partner with to reach a dedicated audience of conservation-minded consumers. Backed by 81 years of conservation delivery, 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 DU's mission, the benefit of functional 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 our corporate sponsors, product licensees, promotional partners and retailers impact wetlands conservation and share DU's mission with millions of people. Since it was launched 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 major role in DU's success by underwriting events, donating products for fundraising, and investing advertising dollars in DU media channels.

Our Corporate Sponsors and Licensees

Academy Sports + Outdoors	First National Bank of Omaha	Orvis
AES Outdoors	Gator-Tail Outboards	Outdoor Cap
Allegro Fine Foods	Higdon Outdoors	Pyramex
America Remembers	Identity Check Printers	Remington
American Luxury Coach	Itasca Footwear	Signature Products Group
Artisans Apparel	Jack Daniels	SportDOG Brand
Axalta Coating Systems	K2 Coolers	Starfish Vision
Ball Watch Company	Kimlor Mills	SureCan
Barton Cotton	Luxco	SweetWater Brewing Company
Bass Pro Shops	Mack's Prairie Wings	United Country
Browning	The McGee Group	Visa
Calendar Specialists of Minnesota	MetLife	W.R. Case and Sons Cutlery
Desperate Enterprises	Mossy Oak Brand Camo	War Eagle Boats
Drake Waterfowl	Mud River Dog Products	Winchester Ammunition
Ducks Unlimited Store	Nestlé Purina	Yamaha
	Open Road Brands	



AXALTA AND BASS PRO SHOPS

In August 2017, the Ducks Unlimited duck head logo circled Bristol Motor Speedway in Tennessee, thanks to generous donations from corporate partners Bass Pro Shops and Axalta Coating Systems.

Dale Earnhardt Jr. raced the No. 88 Axalta Coating Systems/Ducks Unlimited car and Martin Truex Jr. drove the No. 78 Bass Pro Shops/Ducks Unlimited car during the Monster Energy NASCAR Cup Series for the Saturday night race at the famed track. Both cars featured special paint schemes with the DU logo on both back fenders, along with “Ducks Unlimited” painted in large letters.

“It’s amazing to think that the DU logo was present on

not one, but two, cars that weekend at Bristol,” said DU CEO Dale Hall. “What’s better is both paint schemes were donations by Bass Pro Shops and Axalta. The generosity and commitment of both companies to conservation never ceases to amaze me.”

Throughout the race, both cars found their way inside the top 20, but due to Truex’s pit road penalties and Earnhardt’s loose race car, both ended up falling off the lead lap.

Although the DU cars couldn’t find their way into Victory Lane, the Ducks Unlimited brand was given great exposure on NASCAR’s famous World’s Fastest Half Mile.



Martin Truex Jr. piloted the Bass Pro Shops/Ducks Unlimited entry in the August night race at Bristol Motor Speedway.



Dale Earnhardt Jr. drove the Axalta Coating Systems/Ducks Unlimited car in the August 2017 night race at Bristol Motor Speedway.

YAMAHA OUTDOORS

For more than a decade, Ducks Unlimited and Yamaha Outdoors have partnered to raise nearly \$4 million for wetlands conservation.

As part of that partnership, each year Yamaha donates several of its category-leading and proven off-road side-by-side vehicles, like the all-new Wolverine X4, and ATVs like the Kodiak 450 EPS, to DU’s State Raffle Program.

“With so many great DU volunteers, state committees and staff, programs like these are successful because every-

one is working toward the same goal – raising money for wetlands conservation,” said Jim Alexander, senior director of corporate relations. “It also helps tremendously when you have great corporate support in a partner like Yamaha, donating quality products that cause all DU supporters to get excited.”

Yamaha Outdoors is excited about Ducks Unlimited too.

“Yamaha is the powersports leader in supporting conservation and public land access. Our work with Ducks

Unlimited is another example of how we’re giving back to our communities and customers each year,” said Steve Nessler, Yamaha’s RV marketing manager. “We hope DU members will continue to raise funds for conservation and enjoy Yamaha’s tough and durable vehicles to get out and enjoy their waterfowling adventures.”



FILLING THE SKIES WITH WATERFOWL BEGINS WITH

Sound Policy

NAWCA AND FARM BILL

The North American Wetlands Conservation Act (NAWCA) is a grant-matching program, stimulated by public-private partnerships to protect, restore and manage wetland habitats for migratory birds and other wildlife. NAWCA partnership grants play a key role in DU's mission and our volunteers help ensure this program remains a priority for Congress each year.

To support the program's funding, each year DU circulates and encourages signatures to Dear Colleague letters in both chambers of Congress. Through strategies that included engaging grassroots, a congressional briefing, targeted meetings, phone calls and an email blast that generated more than 16,000 letters to members of Congress, the Dear Colleague campaign ended with the most signatures NAWCA has garnered in more than 10 years – 192 in the House and 52 in the Senate from members of both parties.

In March, President Trump signed the FY18 omnibus spending bill, which included \$40 million for NAWCA. Although FY19 funding has not been set, DU is hopeful we will continue to see growth for NAWCA by receiving robust funding in the coming year, due in large part to the great work of DU's volunteers and staff.

The Farm Bill expired at the end of September 2018, and just like NAWCA, volunteers throughout the year represented DU nationwide and in Washington to make our priorities known. The Farm Bill represents the largest and one of the most important conservation investments for private land in the country. Critical habitat for wildlife is conserved through conservation programs provided for in the Farm Bill.



DU Minnesota State Chair Ruth Hoefs is pictured here with Minnesota Rep. Rick Nolan.

DU has amazing volunteers, like Minnesota State Chairwoman Ruth Hoefs, who represented DU at a Farm Bill listening session at the Minnesota Farmfest in Willmar, Minnesota, in front of House Agriculture Chairman Mike Conaway and Ranking Member Collin Peterson. Hoefs addressed the need for conservation-related agriculture programs.

COLORADO WATERFOWL STAMP INCREASE

In 1989, the Colorado State Legislature authorized the Colorado Waterfowl Stamp, which authorized Colorado Parks and Wildlife (CPW) to issue a \$5 stamp for waterfowl hunting to generate funding for wetlands conservation. Since its inception, the Colorado Waterfowl Stamp, along with Great Outdoors Colorado, has been a key funding source for the CPW Wetlands Program and has preserved, restored and enhanced nearly 220,000 acres of wetlands and adjacent habitat, including almost 200 miles of streams.

The price of the stamp has remained \$5 since 1990, while

the need for wetland conservation projects in Colorado has increased.

Led by DU Board Member Mikk Anderson, DU volunteers and staff in Colorado worked with CPW and partners in the legislature to restore funding for wetlands in Colorado by passing a bill that doubles the state waterfowl stamp's cost to \$10 and allows up to 25 percent of stamp funds to go to conserving the Canadian Prairies. This May, in the presence of DU representatives and our conservation partners, Colorado Governor John Hickenlooper signed the bill into law.



SOUTH CAROLINA CONSERVATION BANK

The South Carolina Conservation Bank (SCCB) protects valuable natural resources through land acquisition and conservation easements. The South Carolina General Assembly reauthorized the SCCB in 2018. Passage of the legislation was possible because of the strong leadership of Michael McShane, DU at-large board member and Public Policy Committee member, as well as the support of South Carolina DU volunteers and staff. The legislation was led by Sen. Chip Campsen, chairman of the Senate Fish, Game and Forestry Committee

and a duck hunter and DU member, and Rep. Brian White, chairman of the House Ways and Means Committee.

"The Conservation Bank's voluntary, incentive-based approach has protected almost 300,000 acres at a cost of just \$500 an acre," said Sen. Campsen. "Now that it is permanently reauthorized, it will protect more acres, preserving South Carolina's natural resources for the benefit of generations to come."

WISCONSIN WETLANDS BILLS

The 2017 Wisconsin legislative session was challenging. Despite having one of the strongest hunting and fishing economies in the country, legislators introduced House and Senate bills that proposed to eliminate protections from 1 million acres of nonfederal wetlands. DU volunteers and staff made trips to the capitol to meet with bill sponsors to educate them about the

consequences of their legislation. DU organized a broad coalition of conservation partners to craft positions and provide feedback for alternative proposals that would minimize wetland impacts. DU's state policy chair and national board member Nels Swenson testified at a joint committee hearing on natural resources and members of the state policy team attended town-

hall meetings across the state. DU volunteers and staff conducted targeted legislative outreach. This effort resulted in a compromise bill that maintained strong protections for most nonfederal wetlands in Wisconsin while also alleviating permitting burdens that some developers face.



DU Government Affairs Representative Kyle Rorah (left) and DU Public Policy Committee member Nels Swenson during a committee meeting where DU was asked to testify.



Solid Leadership

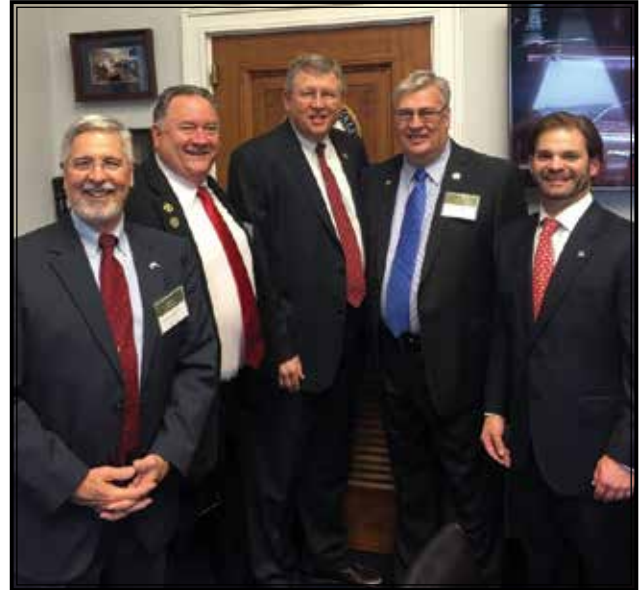
DUCKS UNLIMITED STATE LEADERSHIP FLY-IN TO CAPITOL HILL

At the 2017 DU national convention in San Antonio, President Rogers Hoyt, Jr. announced the four pillars of his presidency, one of them being public policy. Hoyt challenged the state chairs and other volunteers to join him in Washington, D.C., for Ducks Unlimited's first state chair policy training and fly-in.

"I have been involved in this organization for more than 30 years and public policy and advocacy has always been a principal issue for me," said Hoyt. "Helping to ensure that our congressional leaders understand the role that our volunteers play is vital to me and a pillar of my presidency. No other conservation organization has the heart and passion that we have at Ducks Unlimited. When our volunteers come to Capitol Hill, our elected officials listen."

The inaugural policy training and fly-in in Washington was held in December. Nearly 50 Ducks Unlimited state chairs, state policy chairs, senior volunteers and members of the Ducks Unlimited board of directors, representing 26 states, gathered to learn how Ducks Unlimited helps build support with elected officials and how to do their part to advocate for conservation-related policies.

Volunteers started the week by learning about Ducks Unlimited's policy priorities, before taking part in meetings the



From left, DU Conservation Outreach Biologist Kirby Brown, DU board member Rusty Legg, Oklahoma Rep. Frank Lucas, Oklahoma DU State Chair Bill Hoffman and Texas State Policy Chair James Nau discussed wetlands conservation at the fly-in.



Michael Scuse, Mike McShane, Al Montna, USDA Secretary Sonny Perdue (center), DU President Rogers Hoyt Jr., John Tomke and DU CEO Dale Hall met during the fly-in.

next day on Capitol Hill. During the three-day event, Ducks Unlimited volunteers met with more than 100 offices on Capitol Hill, including meetings with members from both House and Senate leadership. The meetings were focused on some of DU's biggest policy priorities — funding and reauthorization of the North American Wetlands Conservation Act and conservation provisions in the upcoming Farm Bill.

Ducks Unlimited also hosted a reception in the Senate for Capitol Hill staff, members of Congress, administration officials, Ducks Unlimited volunteers and staff, and corporate partners. More than 400 people attended the reception to celebrate the organization's conservation legacy and 80 years of strong partnerships for Ducks Unlimited.



FILLING THE SKIES WITH WATERFOWL BEGINS WITH

Dedicated Partners

USA RICE AND DUCKS UNLIMITED: STEADFAST PARTNERS

There are many victories to celebrate when reflecting on the first five years of the USA Rice-Ducks Unlimited Rice Stewardship Partnership. Our focus on optimizing water and nutrient management, energy efficiency and wildlife habitat to make rice farming more sustainable is steadfast. In five years, we have developed a field team of more than 20 knowledgeable staff who serve rice producers and work with the Natural Resources Conservation Service (NRCS) at 90 field offices covering rice country.

This partnership received funding for eight Regional Conservation Partnership Projects (RCPP) across all six rice-growing states. Project leaders include the California Rice Commission, Ducks Unlimited, the Lower Colorado River Authority and USA Rice. Collectively these projects provide more than \$80 million in financial assistance for conservation practices, positively impacting more than 1,000 farms and 770,000 acres through 2024.

We have a 22-member financial sponsor and advisory team that provides support for work on the ground and direction from across the supply chain. In October 2017, Nestlé Purina PetCare joined Rice Stewardship as the newest corporate sponsor with a \$2 million commitment over four years. Today, Rice Stewardship funders span the supply chain and agriculture industry, including the NRCS, National Fish and Wildlife Foundation, Walmart Foundation, Mosaic Company Foundation, Nestlé Purina PetCare, Chevron U.S.A., Freeport-McMoRan Foundation, Irene W. and C.B. Pennington Foundation,



DU Rice Stewardship staff members Hannah Taylor, left, and Kyle Soileau label water samples from rice fields in Louisiana.

RiceTec, BASF, American Rice, Inc. – Riviana Foods, Inc., Delta Plastics, Anheuser-Busch InBev, Wells Fargo, Farmers Rice Milling Company, Horizon Ag, Turner's Creek & Bombay Hook Farms, MacDon Industries, Corteva, Riceland Foods and DU Major Sponsors.

Our combined publicity and policy efforts designed to tell the conservation story that is rice farming and to secure conservation programs and funding in major legislation continue to succeed. People take note when the agricultural industry, individual growers, conservation organizations, federal and state agencies and corporations speak with a unified voice.

"Supporting Rice Stewardship is consistent with Nestlé Purina's purpose and values," said Joe Sivewright, Nestlé Purina's CEO, WAT trustee and an avid waterfowler. "We exist as a company to create richer lives for pets and the peo-

ple who love them, and this includes stewarding natural resources for future generations."

Young farmers who are primary operators in rice production make up just 8 percent of the national total. Through targeted efforts, 22 percent of Rice Stewardship contract holders are young farmers. The next generation of farmers is embracing natural resource conservation, and the USA Rice-Ducks Unlimited Rice Stewardship Partnership will be here to help them for years to come.



FILLING THE SKIES WITH WATERFOWL BEGINS WITH

Innovative Technology



INFORMATION TECHNOLOGY: CRM SYSTEM UPGRADES CONTINUE

Ducks Unlimited continued to make significant progress during FY18 in its multiyear effort to upgrade its Constituent Relationship Management (CRM) system, known throughout the organization as the Ducksystem, which is the information and data support system for DU's fundraising efforts.

After an extensive selection process during the first half of FY18, Ducks Unlimited selected Blackbaud's CRM product in November 2017 as DU's new CRM that will allow DU staff to use the raw data from fundraising efforts in a similar manner provided by the current Ducksystem, but with many more capabilities.

"DU's engine is conservation. That is what we're all about," said DU's Chief Information Officer Govan Hornor. "Blackbaud's CRM is going to help super-charge our fuel intake and essential-

ly enable the organization to go faster."

Fast-adapting CRMs have become a necessity in today's world of fundraising, assisting organizations like Ducks Unlimited in keeping track of ticket purchases at events, gathering information on past and present members, and collecting any data related to fundraising efforts. The legacy Ducksystem was first implemented by DU in 2004 and has been a workhorse over the years, but as technology has advanced, the organization has outgrown aspects of the system.

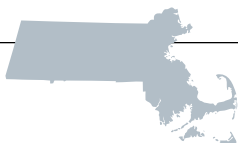
Blackbaud is an industry-leading supplier of software and services specifically designed for nonprofit organizations whose products focus on fundraising, website management, analytics and other services.

Once Blackbaud was selected, Ducks Unlimited entered into a discovery

phase with the company in January to make sure their systems could meet DU's needs before purchasing the entire product. After several months working together and determining Blackbaud would be a good match, DU entered into a contract at the end of FY18 for the full product, which will take 24 months to configure and build.

The Ducks Unlimited IT team is working through all DU's information systems, updating and replacing legacy systems created in-house with commercial off-the-shelf systems.

"This is the largest and most complex system of our portfolio because it keeps up with our greatest asset, which is our customers, volunteers and donors," said Hornor. "We need to protect them with great care."



Decisive Direction

PRESIDENT'S COUNCIL: SUSTAINED SUPPORT FOR DUCKS UNLIMITED



DU's President's Council was created 13 years ago to give philanthropists an opportunity to be part of the initiatives and priorities of Ducks Unlimited. It has grown into one of the most important and prestigious groups in the organization.

The council honors the loyalty, leadership and generosity of our most distinguished and dedicated supporters. From modest beginnings with a handful of members, President's Council now includes more than 360 members, exceeding an ambitious 2017 membership goal by 35. These donors provided more than \$23 million in support for the organization's highest priorities in FY18.

Since its creation, Ducks Unlimited leadership has counted on the partnership of the council to demonstrate the importance of waterfowl, wetlands and clean water for all of us.

I sincerely appreciate the wealth of advice, guidance and support of the members of the council. Each of you makes it possible for Ducks Unlimited to carry out our conservation mission.

A handwritten signature in black ink, appearing to read "Rogers Hoyt Jr.".

Rogers Hoyt Jr.
President, Ducks Unlimited Inc.



Dan and Patty Kreitman

MEET PRESIDENT'S COUNCIL MEMBERS DAN AND PATTY KREITMAN

Dan and Patty Kreitman support a lot of youth programs because young conservationists are the future of Ducks Unlimited.

"Young people are essential if we are to continue our outdoor traditions. Otherwise, all we do is a lost cause," Dan said.

It is this kind of commitment that defines members of DU's President's Council. Dan and Patty are Heritage Sponsors and help underwrite DU's annual Third Term youth leadership conference. The conference is de-

signed to educate and inspire conservation leaders in colleges and universities around the country.

Part of Dan and Patty's contributions help with registration and travel expenses for five University of Nebraska students to attend the annual conference at Ducks Unlimited's national headquarters in Memphis, Tennessee. They also provided a challenge gift to fund the production of DU's *Puddler* magazine in FY19.



FILLING THE SKIES WITH WATERFOWL BEGINS WITH

A Strong Foundation



Wetlands America Trust

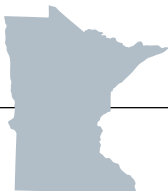
THE FOUNDATION OF *RESCUE OUR WETLANDS*

Wetlands America Trust (WAT) is the land trust arm of Ducks Unlimited and serves as the organization's foundation, overseeing more than 500 conservation easements throughout the United States. These easements protect more than 439,000 acres of habitat and are permanently protected from development.

In FY18, WAT added 16 new easements and more than 15,000 acres to its portfolio, helping to ensure DU's mission is fulfilled for generations to come.



Tom Martineau / www.therawspirit.com



MINNESOTA 3,307 Volunteers | 46,535 Members, Sponsors and Major Donors
Event and Major Gift Income \$4,985,885



U.S. Secretary of the Interior Ryan Zinke poses with WAT trustees, guests and spouses on the steps of the Lincoln Memorial following the tour he led of the catacombs.

Rescue Our Wetlands

While December 31, 2018, marks the official conclusion of the *Rescue Our Wetlands* campaign, WAT trustees provided the bedrock upon which the campaign was built. Their leadership gifts jumpstarted the campaign in its earliest phases and were some of the first commitments counted toward the ambitious \$2 billion goal.

Public Policy

More than 25 WAT trustees participated in the annual Ducks Unlimited Capitol Hill Dinner this past year in Washington, D.C. Trustees joined senior DU volunteers and staff on the Hill and met with key members of the House and Senate in support of DU's efforts in Washington. Conservation-related legislation passed in D.C. is critical to maintaining positive impacts on our mission and priorities across the United States.



WAT Trustee Dan Ray (left) and DU board member Mike McShane present Speaker of the House Paul Ryan a hand-made turkey call during the annual Capitol Hill Dinner.

New Trustee

In FY18, Wetlands America Trust welcomed its newest trustee, David Grieve. Grieve joined the WAT board in early 2018 and brings with him a wealth of knowledge and experience in the corporate world. Grieve, of Sonoma, California, is CEO and founder of A&C Ventures and is also the managing partner of Diversified Restaurant Group. Grieve has invested in and developed commercial real estate for more than three decades and manages a diverse portfolio of nearly 200 retail properties and development investments across 35 states.

"With his recent philanthropic commitment, which supports our highest conservation priorities in the West, David joins the ranks as one of Ducks Unlimited's most generous leaders," said Dan Thiel, WAT's chief operating officer. "His philanthropic support is an excellent expression of concern for North America's disappearing wetlands and his confidence in DU's conservation efforts."



WAT Trustee and founder/CEO of Bass Pro Shops Johnny Morris addresses the group during the WAT summer meeting at Big Cedar Lodge near Branson, Missouri.



FILLING THE SKIES WITH WATERFOWL BEGINS WITH

Healthy Soil

CONSERVATION FROM THE GROUND UP

A May South Dakota wind storm was a good reminder for Ducks Unlimited South Dakota Manager of Conservation Steve Donovan of why soil health is important.

"It turned into a real dust storm," Donovan said. "The wind filled some ditches with soil in one day. It was ugly."

To address that issue, Ducks Unlimited developed soil health programs in the Prairie Pothole Region of North Dakota and South Dakota that will help landowners hang on to their topsoil and improve profitability and wildlife habitat. DU shares producers' costs for practices including establishing cover crops, conserving wetlands, planting grassland and incorporating cattle on cropland.

"The hardest part of everything is starting something new. This program made it easier," said North Dakota farmer and rancher Donn Nelson. "We had dabbled a bit in soil health programs and now we have expanded those practices."

Nelson says his North Dakota farm produced phenomenal crops in the last few years, a fact he attributes to adding cover crops and grazing livestock on them.

"We are growing more biomass, which allows us to improve soil health and address salinity issues. Cover crops

help us manage water," he said. "We have seen bumps in soil fertility, and it's helping us grow more desirable crops. We are also seeing fewer weeds."

Nelson is one of the producers who provided advice on how to make the programs more attractive to farmers and ranchers. Working on the ground with landowners to conserve wetlands in cropland-dominated areas is connecting DU to landowners who have not previously participated in its conservation programs.

"We are working with people and groups whose primary motivation is soil health, not ducks," said Jonas Davis, North Dakota manager of conservation programs. "Our biologists have also been able to interest some landowners in other projects, such as wetland restorations, because they were working with them on soil health."

Soil health practices improve adjacent wetlands by reducing runoff and sedimentation.

"You look at farms where soil health is practiced religiously, those farms have abundant wildlife," Donovan said. "We didn't invent the concept of soil health, but the ship is moving in that direction. It makes sense for us to get behind it,



North Dakota rancher Cody Sand shares his experiences with conservation agencies and organizations.



"If we don't have healthy functioning soils, our quality of life declines. Soils are foundational to ecosystem productivity - everything from food supply and nutrition to the health of wildlife populations depends on healthy soils."



DU is encouraging farmers and ranchers to keep something green on their fields year-round, which protects wetlands and provides nesting cover.

because it's good for waterfowl and other wildlife."

One key aspect of the program is integrating cattle into cropland management. DU shares the cost of installing fencing and water systems.

"This program will also enhance the quality of their grasslands by shifting grazing to the cover crops," Davis said. "This is a win-win for producers and grassland-dependent wildlife species in a critical portion of the Prairie Pot-hole Region."

Donovan says DU has long known cows and ducks get along well.

"Grasslands managed correctly for livestock production also provide excellent habitat for waterfowl and other

wildlife," he said. "Using cover crops as livestock forage will provide similar benefits to wildlife, while improving soil health and providing additional income to producers."

Brad Schmidt is one of two DU agronomists working with landowners in South Dakota to improve their soil. Schmidt says soil is the basis of the land's productivity, whether that is for crops or for wildlife.

"If we don't have healthy functioning soils, our quality of life declines. Soils are foundational to ecosystem productivity - everything from food supply and nutrition to the health of wildlife populations depends on healthy soils," Schmidt said.

Schmidt also farms with his family and can share his own experiences with soil health practices. Agronomists look for each producer's issues and work to help make things better.

"For some it could be profitability; others could be needing more time with their families," Schmidt said. "You can be an agronomist but you kind of turn into a psychologist, sociologist and an animal science person to help these folks figure out what they need to make their operations run more efficiently."

Most importantly, farming is a business that needs to make money.

"If they are not making money, we are not doing our jobs as conservationists either," Schmidt said. "Plus, we make the environment better, not just for farmers but everyone who lives out there as well, including people who live downstream and depend on water originating in the Dakotas."

DU North Dakota Regional Biologist Tanner Gue says these programs are about more than ducks, in that they benefit local and downstream communities as well.

"These practices can benefit the overall health of the community by improving water, for example," Gue said. "Putting cattle onto cover crops in the colder months can improve a producer's quality of life. They have more time with their families when they are not having to bust hay."



DU biologists check on a solar panel providing power to a new watering station. DU provided cost-share for establishing a rotational grazing system.



DU biologist Tanner Gue (left) meets with a North Dakota landowner to go over progress on establishing a grazing rotation system.



Buckeye Partnerships

HOWARD MARSH RESTORATION PROJECT ATTRACTS THOUSANDS OF VISITORS

A major conservation project designed to immerse people and ducks in Great Lakes wetlands opened in northwest Ohio, drawing huge crowds in its first few months of operation and promising new waterfowling opportunities in the fall.

Ducks Unlimited, Metroparks Toledo and the Ohio Division of Wildlife created Howard Marsh, Metroparks Toledo's newest park. Since 2013, the partners have transformed the 1,000-acre former agricultural land back to wetlands and other habitat to benefit ducks and provide recreational opportunities. Ducks Unlimited engineered the project.

Since its opening, visitors have enjoyed six miles of walking trails around the marsh units and a quarter mile of boardwalk through the marsh. About seven miles of navigable water and two kayak launch docks provide a unique experience for paddlers.

The park opened in April, just in time for thousands of birders who began arriving in the region for the Biggest Week in American Birding festival. Toledo Metroparks conservatively estimates 10,000 people visited Howard Marsh in the first 10 days it was open.

And for the first time in a Toledo Metropark, waterfowl hunting will be allowed this fall. Eric Zgodzinski of Port Clinton, Ohio, is a member of the Ottawa County Ducks Unlimited chapter.

"Anytime we get the ability to have additional land where people can do some public hunting, the better off we are," he said. "And it goes beyond hunting. We are restoring the land to its natural usage, which is helpful for a multitude of reasons, including clean water. Without clean water, we're all going to have issues."

Howard Marsh filters rainwater runoff from surrounding



Ducks Unlimited was instrumental in restoring Howard Marsh, a 1,000-acre coastal marsh near Toledo, which features public access for hunting, hiking and canoeing.

farms and neighborhoods before it reaches Lake Erie, removing pollutants that contribute to algae blooms. "Howard Marsh is a gleaming example of what happens when Ducks Unlimited and our partners unite for a historic conservation project," said David Brakhage, director of conservation operations for Ducks Unlimited's Great Lakes/Atlantic Region. "People, waterfowl and other wildlife get rejuvenated habitat, and Lake Erie gets improved water quality."

Howard Marsh is the largest Ducks Unlimited engineering effort in the Great Lakes. The 500-page engineering design plan allows the marsh to withstand 26 inches of rain in 24 hours.

"This area is an outdoors lover's paradise with world-class natural features, yet as far as we've come, we still have room for improvement," said Dave Zenk, executive director of Metroparks Toledo. "Lake Erie's water quality issues



The new habitat was an immediate success in 2018, drawing large numbers of ducks, shorebirds and bird watchers throughout the spring and summer.

are well known, and restoring wetlands is part of the solution."

The project was made possible by funding from the Great Lakes Resto-

ration Initiative, National Oceanic and Atmospheric Administration, the Ohio Division of Wildlife, Metroparks Toledo and Ducks Unlimited.

ENERGY TRANSFER CREATING TWO OHIO WETLANDS

Lake Erie's southwest coastal region has lost more than 95 percent of its historic wetlands to development. Birds no longer have these places to nest and rest. Western Lake Erie is plagued each summer with algae that blooms from nutrient runoff from surrounding agricultural land.

Ducks Unlimited's conservation strategies in the Great Lakes are focused on restoring and protecting breeding habitat in upland/wetland complexes in Ohio and other states, and on migration habitats in large coastal marsh systems along the lakes.

To improve the Great Lakes region's ability to support both waterfowl and people, Ducks Unlimited recently purchased two farms from willing landowners with the intent to restore them to wetland habitat.

The former farmland is in Ottawa County, Ohio. The first, a 50-acre tract called the Weber property, was purchased in 2017. The second, a 78-acre tract called the Schiller property, was purchased in 2018.



As part of a \$5 million Energy Transfer commitment, Ducks Unlimited will restore this land back to wetlands and upland habitat, directly improving bird habitat and Great Lakes water quality. The land will be transferred to the U.S. Fish and Wildlife Service for inclusion in the Ottawa National Wildlife Refuge. Ducks Unlimited hopes to have the properties transferred this year and restored in 2019.

FILLING THE SKIES WITH WATERFOWL BEGINS WITH

Ducks Unlimited de México

SUSTAINED PARTNERSHIPS AND POLICIES WORK FOR WILDLIFE AND PEOPLE



Ducks Unlimited de México is training Mexican professionals to conduct waterfowl surveys.

Since its founding in March 1974, Ducks Unlimited de México (DUMAC) has conserved more than 1.96 million acres of wetland habitat, inventoried more than 29.3 million acres for Mexico's most important wetlands, and provided advanced natural resource conservation training to nearly 600 professional managers working in Mexico and other Latin American countries.

From seagrass habitat in Tamaulipas to mangrove restorations in the Yucatan Peninsula and reestablishing rice habitat in Campeche, DUMAC continues working with national and local governments, farmers, ranchers and other professionals to meet wintering habitat needs.

DUMAC is training Mexican professionals to implement a national monitoring program to survey waterfowl populations that use Mexico's wetlands as wintering habitat. This information will be used to update the National Strategy for

the Conservation of Waterfowl in Mexico, developed by DUMAC 12 years ago. These surveys represent the continuation, with Mexican professionals, of the midwinter surveys carried out by the USFWS from 1940 to 2006.

Because the waterfowl hunting community in Mexico has always been small, DUMAC reaches beyond them, working with people in local communities to show them how wetland conservation benefits their quality of life.

Funding from the Pennington Foundation, Ed and Sally Futch Charitable Foundation, Owl Foundation, Texas Parks and Wildlife Department, Gonzalo Rio Arronte Foundation, the Mexican Federal Government and private U.S. donors was leveraged with North American Wetlands Conservation Act funds and other grants to deliver more than \$2 million of conservation science, education and restoration of waterfowl habitat in the past year.

MARY MARGARET HAMILTON IS INVESTING IN MEXICO

Mary Margaret Hamilton was adamant her gifts to Ducks Unlimited impact the people who live and work in Mexico's Lake Cuitzeo watershed. She wanted the work she supported to help people as well as waterfowl.

The Lake Cuitzeo Project, one of 28 key wetlands for waterfowl in Mexico, fit the bill perfectly. The project involves the construction of three wastewater treatment plants and numerous chemical toilets in the rural communities surrounding the lake. Nearly 1,700 residents benefit

from the projects. The work also includes development of a management plan to guide resource usage and wetland restoration.

"I'm here for the conservation" Hamilton said. "DU is a fabulous organization doing incredible work across the continent, and the toilets and treatment plants provide better hygiene for Mexico's citizens. As a social performance professional, I appreciate that." Hamilton is a Diamond Sponsor in Perpetuity, Grand Slam Life Sponsor and a DUMAC board member.



Mary Margaret Hamilton



Government Cooperation

STATE CONTRIBUTIONS CONTINUE TO DRIVE HABITAT PROJECTS IN CANADA

Sustainable partnerships are the backbone of waterfowl conservation across the continent. Ducks Unlimited takes contributions raised through DU events, major gifts and other fundraising sources and makes them bigger. Without these partnerships, Ducks Unlimited could not do what we do. The State Contributions Program is a prime example of how these important, sustained partnerships conserve habitat on the Canadian breeding grounds.

Two events helped drive continental support for the breeding grounds—the North American Waterfowl Management Plan (NAWMP), adopted in 1986, and the North American Wetlands Conservation Act (NAWCA), signed in 1989. In support of the NAWMP and in recognition of the need for nonfederal match funding with NAWCA, the Association of Fish and Wildlife Agencies established the State Contributions

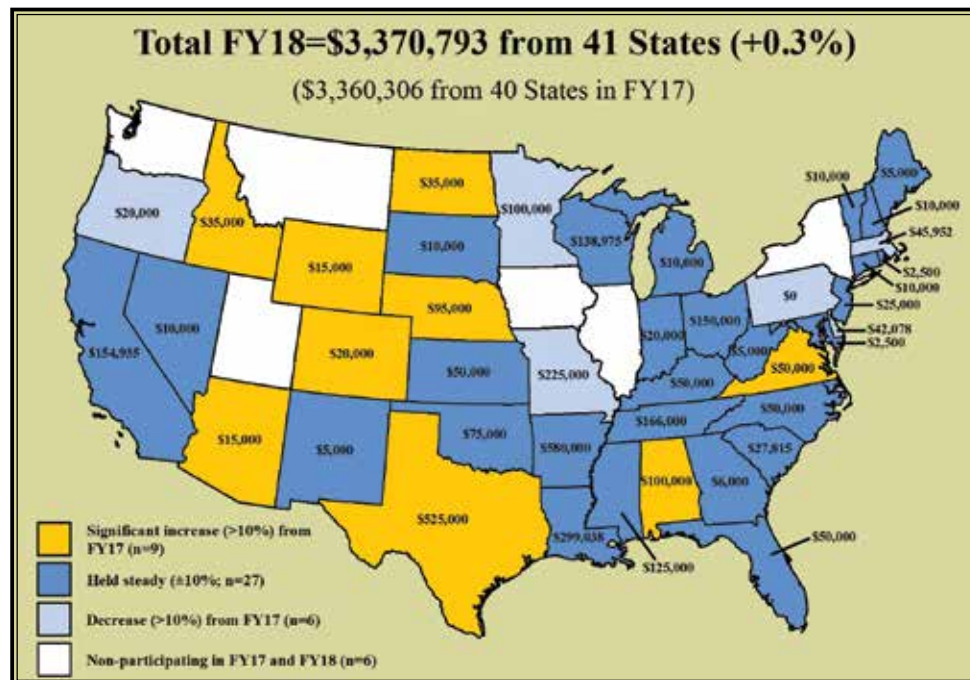
Program for state agencies to support projects in Canada. Ducks Unlimited matches every dollar contributed by the state agencies with one dollar contributed by DU from events, major gifts and other fundraising efforts.

A record number of states and record funding occurred in FY18 as 41 states contributed more than \$3.37 million to Canadian projects. That amount gets matched by Ducks Unlimited

A record number of states contributed \$3.37 million in FY18.

then multiplied by NAWCA, resulting in more than

\$13.5 million for wetlands conservation. Factor in a current Canadian exchange rate of 1 to 3 and that adds up to more than \$18 million of conservation funding on the ground in Canada. The results of this international partnership are nothing short of remarkable. Over the last 53 years, state agencies have contributed more than \$96 million to help conserve over 6.5 million acres of habitat across Canada.



Protecting the Vulnerable

LOUISIANA'S ROCKEFELLER WILDLIFE REFUGE

Rockefeller Wildlife Refuge is one of the most biologically diverse areas in the nation. Nestled along the Gulf of Mexico in Cameron Parish, Louisiana, its coastal marshes and live-oak dominated ridges provide habitat for millions of birds as they migrate through or winter on the refuge.

Bordering the Gulf of Mexico for 26.5 miles, the refuge extends inland 6 miles toward Grand Chenier. When the Rockefeller Foundation donated the property to the state in 1919, it encompassed approximately 86,000 acres. Unfortunately, like much of coastal Louisiana, Rockefeller's marshes are being lost at an alarming rate. Beach erosion has taken a heavy toll on the refuge, and the most recent surveys indicate only 71,000 acres remain.

Coastal land loss is threatening the people, wildlife and industries along Louisiana's coast. The state has already lost more than a third of its coastal marshes and continues to lose around 10,000 acres each year to subsidence, erosion and sea level rise. Entire communities have relocated farther inland as their land is covered by open water. With much of the nation's energy, shipping and seafood industries centered here, Louisiana's coastal land loss is a national cultural and eco-

Ducks Unlimited and the Louisiana Department of Wildlife and Fisheries have been working together to enhance wetland habitat on Rockefeller Refuge for more than 25 years.

nomie crisis. As part of the most important and imperiled wintering habitat for waterfowl, it is also a continental waterfowl crisis.

Beginning in 1991 with the Price Lake project, DU

has partnered with the Louisiana Department of Wildlife and Fisheries (LDWF) to complete six projects improving more than 16,000 acres of Rockefeller's important coastal marsh. By improving water management infrastructure in the area, these projects have also enhanced 14,000 acres of adjacent marsh.

"I can tell you that the decades-long DU-LDWF partnership is truly tremendous and greatly appreciated by both groups," said DU Director of Conservation Programs Mike Carloss, who retired from LDWF after three decades. "Together, we are improving public lands for waterfowl, other wildlife and the people who enjoy them."

Rockefeller is also nationally and internationally known for its pioneering wildlife, fisheries and wetlands research.

"We continue to research the best management techniques for coastal wetlands in southwest Louisiana," said LDWF Program Manager Phillip "Scooter" Trosclair.

The most recent project to restore coastal marshes in Unit



The 55-year-old structure used to manage salinity and water levels in Rockefeller Refuge Unit 4 was failing.



DU BANDS TOGETHER IN TEXAS TO HELP IN HURRICANE HARVEY RESCUE AND RECOVERY

In August 2017, Hurricane Harvey dumped more than a trillion gallons of water on Texas alone. Thirteen million people were put under flood watches or warnings, and 58 Texas counties were under disaster declaration. About one-third of Houston, the fourth largest city in the country, was flooded. The coastal cities of Beaumont and Port Arthur were pummeled with 26 inches of rain in 24 hours, and the rain continued to fall.

At least 88 people died in the Texas flooding, and thousands lost everything they owned. Estimates put eventual total losses at as much as \$75 billion.

With many staff members, thousands of volunteers and more than 75,000 members in Texas and Louisiana, Ducks Unlimited's family in the region quickly fell into two categories: those impacted and those helping others. Many were both.

"The 'DU Family' is more than just a moniker. Staff, volunteers and members pulled together to help each other get to safety and salvage what they could,"

Texas Manager of Conservation Programs Todd Merendino said. "At times like that you really grasp just how important faith, family, friends and even strangers can be."

DU Regional Director Jason McKey had more than a foot of water in his house in Katy, Texas. DU volunteers and staff showed up to help Jason and his neighbors recover.

"Matt Bunn, Edd Hanson and John Taylor were the epitome of Team DU," McKey explained.

Director of Development Matt Bunn, East Texas District Chairman Edd Hanson and Kilgore DU Committee member John Taylor drove 300 miles to launch Edd's boat and help flood victims.

"These men were willing to do anything for me and my family during this difficult time. I am truly blessed to call them friends and, better yet, family," McKey said.

The three used the boat to get McKey's flooded house packed up, and then they turned their attention to the



DU members banded together to help Hurricane Harvey flood victims in Texas.

needs of his neighbors.

Even during one of the worst disasters to hit Texas in decades, the DU family spirit could be seen firsthand.



Innovative structure design included use of concrete T-walls that should better withstand the coastal environment and provide better management abilities.

4 enhanced more than 5,000 acres and incorporated a new water-control structure that has the potential to significantly improve coastal wetland management.

"Rockefeller Wildlife Refuge staff wanted to figure out a new design for water-control structures that would simplify construction in coastal environments, have user-friendly operation functions, and withstand the harsh environmental conditions. Partnering with experienced and knowledgeable staff from Ducks Unlimited, we developed a prototype that could revolutionize water-control structures in the future," Trosclair said.



Coastal restoration projects are often challenging as equipment must be barged in. The most recent project to restore coastal marshes on Rockefeller Wildlife Refuge enhanced more than 5,000 acres.

Rockefeller Refuge is open to the public for recreational fishing, crabbing, shrimping and other activities such as bird-watching and sightseeing. To enhance public use, this project features approximately 340 linear feet of fishing piers.

The \$1.5 million project is part of DU's Gulf Coast Initiative. Partners on this project included DU, LDWF, Coastal Protection and Restoration Authority, the North American Wetlands Conservation Council, Phillips 66, Coastal Conservation Association's Building Conservation Trust, ConocoPhillips and Axalta Coating Systems.



Capable Management

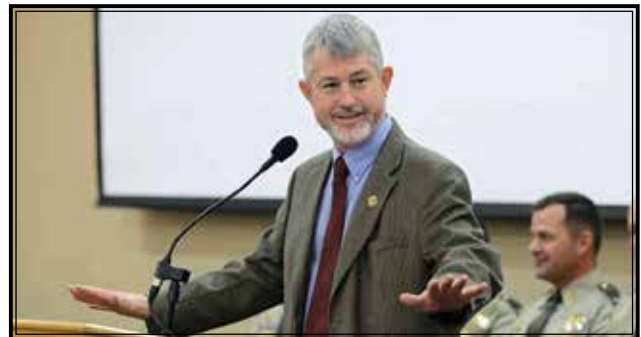
NEW DUCKS UNLIMITED LEADERS APPOINTED IN FY18

Nick Wiley leads DU's conservation programs

In November, Ducks Unlimited announced the hiring of former Florida Fish and Wildlife Conservation Commission (FWC) Executive Director Nick Wiley as its new chief conservation officer.

Wiley is a certified wildlife biologist with more than 31 years of experience in fish and wildlife management. He served as president of the Association of Fish and Wildlife Agencies (AFWA) during 2016-17. He is the current chair of the Council to Advance Hunting and the Shooting Sports and was appointed to the North American Wetlands Conservation Council and Neotropical Migratory Bird Conservation Act Advisory Group. He previously served both organizations while executive director of the FWC.

"While I've been honored to be a part of the FWC for nearly 30 years, I'm excited to have joined Ducks Unlimited and appreciate the opportunity to lead our conservation programs,"



Nick Wiley

Wiley said. "I strongly support DU's conservation mission, and I'm proud to be a part of our excellent professional team working for the largest wetlands and waterfowl organization in North America."

Wiley began his new role in January 2018.



Steve Pacheco

Steve Pacheco named DU's new chief marketing officer in May.

Steve Pacheco, a Memphis native, has 30 years of experience in advertising and marketing, including more than 20 years with FedEx, where he was managing director of advertising and sponsorship marketing. Previously, Pacheco worked for International Paper and was a partner in a Memphis-based advertising and design agency.

Pacheco and his teams produced more than a dozen Super Bowl commercials, as well as FedEx Cup, NFL and NASCAR advertising campaigns, and won numerous national and international awards for integrated ad campaigns and television commercials.

In 2013, he was honored by both the American Advertising Federation and The Advertising Club of New York. He is a graduate of the University of Memphis. He and his wife, Debbie, have two sons.

"I am excited to be part of a world-class organization focused on a truly noble mission at an important time of growth for Ducks Unlimited," Pacheco said. "DU is an incredibly motivated team of staff, volunteers, supporters and sponsors connected by great vision, outstanding leadership and backed by a powerful brand that means so much to so many."



FILLING THE SKIES WITH WATERFOWL BEGINS WITH

A Knowledgeable Base

DU PUBLIC SERVICE ANNOUNCEMENT PROGRAM PAYS DIVIDENDS

DU's public service announcement program continues to be one of the organization's most visible and effective outreach programs.

Produced by Ducks Unlimited's Communications team and managed by a professional distribution and reporting agency, the 15- to 60-second videos feature messaging about wetlands and their many benefits, supported by beautiful imagery and graphics.

The PSAs are distributed to more than 800 television stations and networks across the country. Because DU is a nonprofit organization, our PSAs are aired at no cost, and the airtime allotted to our PSAs is considered as donated media value worth the equivalent cost of running paid advertising in that market during the same time of day. Ducks Unlimited receives a double



benefit from the PSA program – our conservation message and brand are seen by millions at minimal cost to DU, and the value of the donated airtime counts as an in-kind donation to the organization.

In FY18, Ducks Unlimited's PSAs were shown 60,572 times on 364 stations and networks across the United States, resulting in 356,785,012 audience impressions, for a total donated media value of \$16,300,717.



FY18 WAS A RECORD-BREAKING YEAR FOR ONLINE FUNDRAISING

Ducks Unlimited's digital media program produced record-breaking results in FY18. The www.ducks.org website, Waterfowl 360, the DU mobile app and our social media channels continued to serve as valuable resources for waterfowl hunters and kept supporters connected to our mission throughout the year.

In FY18, more than 5 million people logged on to www.ducks.org, and many made online gifts, generating more than \$4 million in online fundraising, membership and ad revenue.

Support from our social media fans also set new records, with more than 13,000 people joining from Facebook, many of whom were new members of the organization.

DUCKS UNLIMITED DIGITAL MEDIA: DID YOU KNOW?

- During the last 10 years, the DU website has generated more than \$25 million in revenue.
- On average, 20,000 people visit the DU website each day during hunting season.
- In FY18, 70 percent of all www.ducks.org web traffic came from mobile phones and tablets.
- 1.8 million people follow DU's social media channels on Facebook, Instagram, Twitter, YouTube and LinkedIn.
- The DU Waterfowl Migration Map is the most heavily trafficked feature of the DU website. It has generated 200 million page views since debuting in 2007.



FILLING THE SKIES WITH WATERFOWL BEGINS WITH

Ducks Unlimited Canada

MAKING SUSTAINABILITY MAKE SENSE

From forestry to fisheries, agriculture to urban development, Ducks Unlimited Canada (DUC) provides conservation solutions that benefit individuals, industries and the environment.

"Sustainability is a concept most Canadians subscribe to," said DUC CEO Karla Guyn. "The challenges are defining what sustainability means to a wide variety of people, and how to translate it on the ground."

Over the past year, DUC continued its partnership with forestry companies to integrate wetland and waterfowl conservation into ongoing forest management planning and field operations.

Across Canada's agricultural landscapes, DUC's work with cattle producers continues to gain ground thanks to a shared commitment to soil, watershed and wildlife health. It's also attracted fast-food giant McDonald's Canada to join forces with DUC through the Canadian Roundtable for Sustainable

Beef. This spring, McDonald's Canada announced it would be the first company in Canada to serve Canadian beef from certified sustainable farms and ranches.

"The agricultural industry is our oldest and strongest partner," Guyn said. "McDonald's commitment demonstrates the extent of our conservation impact, from the farm gate to the end consumer."

DUC's list of partners and the types of conservation gains being achieved is long and diverse. On the east coast, DUC received \$1 million from the federal government for fish-passage restoration and research. In densely populated areas, cities and municipalities are looking to DUC for green infrastructure solutions that will protect



DUC's partnerships with forestry companies are delivering solutions that marry conservation and sustainable development in the boreal forest.

communities from extreme weather. Home builders and developers across the country are hiring DUC to create natural and sustainable landscapes for residents to enjoy.



From left, Waterfowl Research Foundation board member and DU Diamond Heritage Sponsor Ben Campbell joined DU Director-at-Large and Gold Legacy Sponsor Mike Woodward, Heritage Sponsor Scott Stammerjohn and DU National Director of Development Rich Smith on the prairies of Canada.

SUSTAINED SUPPORT FOR WATERFOWL AND THE HAZARD K. CAMPBELL CONSERVATION LEGACY

For more than four decades Waterfowl Research Foundation (WRF) has supported scientific study and conservation of waterfowl and wetlands in the United States, Canada and Mexico.

"For generations the foundation has supported the big work that Ducks Unlimited does," said WRF President Arthur Romaine. "Hazard Campbell was a legendary figure in both DU and WRF, and we honor his conservation legacy and celebrate his unparalleled leadership with this latest commitment."

This latest effort stretches the foundation across the prairie landscape in Canada and the United States. As part of the Preserve Our Prairies Initiative, WRF will partner with DU and other organizations to secure conservation easements on 110,000 acres in the United States and Canada.



FILLING THE SKIES WITH WATERFOWL BEGINS WITH

Remembering Our Friends

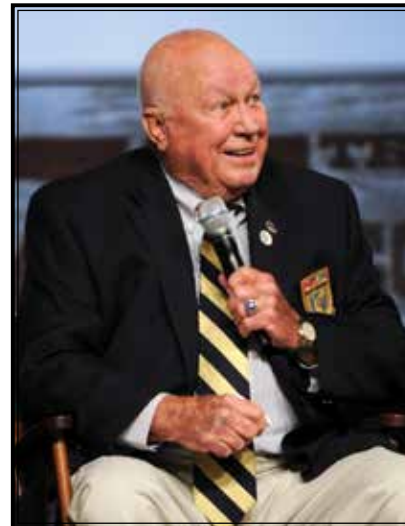
DU HONORS LONGTIME LEADER HARRY KNIGHT

Former Ducks Unlimited president and longtime volunteer leader Harry Knight, of Williamsburg, Virginia, died Feb. 22, 2018, of natural causes. He was 87 years old.

Knight dedicated much of his time to DU during a span of more than four decades, starting in 1973 when he was elected vice chairman of DU's Peninsula Chapter in Virginia. He was elected to DU's national board of directors in 1981 and was elected DU's 31st president in 1988. He also served as vice president of the Ducks Unlimited Foundation, now known as Wetlands America Trust. Knight served as an emeritus board member until his death.

During his tenure as DU president, Knight oversaw the construction and relocation of DU national headquarters from Chicago to Memphis, Tennessee. One of the high points of Knight's DU career was the 1989 signing of legislation that allowed Pittman-Robertson funds to be distributed internationally. The highlight for Harry came when he had the honor of introducing then-President George H. W. Bush during DU's sixth International Waterfowl Symposium after the signing.

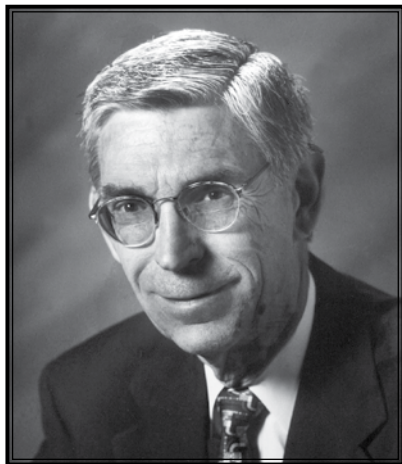
Knight was a longtime member of the historic Waterhen Lodge in Manitoba, and the retired vice president and general manager of Kingsmill in Williamsburg, Virginia.



Harry Knight

DUCKS UNLIMITED REMEMBERS LONGTIME VOLUNTEER JULIUS WALL

Former Ducks Unlimited and Ducks Unlimited de México president and former Ducks Unlimited Canada board



Julius Wall

member Julius Wall died Tuesday, January 2, 2018, in Kansas City, Missouri.

A Ducks Unlimited volunteer and sponsor for more than four decades, Wall was a DU Diamond Benefactor, Grand Slam Life Sponsor, Charter Member of the President's Council, DUMAC Heritage Sponsor, Charter Member of DUMAC's John E. Walker III Society and a Silver Feather Society member.

In addition to numerous other DU volunteer positions, Wall was Ducks Unlimited's 35th president, serving from 1998-2000. He served a term as president of DUMAC from 2005-2007, served several years as a member of the Ducks Unlimited Canada board, and was a founding chairman and current member of the Ducks Unlimited, Inc. emeritus board.

Wall also served as a trustee and treasurer of Wetlands America Trust.

Wall was a native of Henry County, Missouri, and practiced law for more than 55 years. After graduating from then Central Missouri State University, he served two years in the United States Army, including a year of service in Korea. He then entered the University of Missouri-Columbia School of Law where he received a juris doctor degree with honors.

In October 2002, Ducks Unlimited dedicated the President's Marsh, a 600-acre wetland complex that is part of Missouri's 14,000-acre Four Rivers Conservation Area, to DU past presidents and Missouri natives Wall, Louis Egan and S. Preston Williams.

Looking to the Future



DU CEO Dale Hall, First Vice President Doug Schoenrock and DU President Rogers Hoyt Jr. presented national scholarship winner Dawson McLamb (second from left) with a Charles Jobes decoy during the 2018 DU National Convention in Indianapolis.

INAUGURAL DU VARSITY SCHOLARSHIPS AWARDED

In October 2017, Ducks Unlimited launched its National Scholarship Program, and Dawson McLamb from Roseboro, North Carolina, was selected as the first DU national scholarship recipient of a \$10,000 scholarship. While at work one afternoon, McLamb received a phone call from Ducks Unlimited President Rogers Hoyt informing him that he would be awarded a \$10,000 scholarship. After a brief conversation, he hung up with Hoyt and started back to work from his break. Still in shock from what had just happened, McLamb called Hoyt back.

"I needed to make sure I heard him correctly when he said I was the national scholarship winner," McLamb said. "It was such a cool experience to receive a call from the DU president about the scholarship."

In May, McLamb and his parents attended the 81st Ducks Unlimited National Convention in Indianapolis, Indiana, where he was recognized at the Wings Over Wetlands gala. "Prior to convention, I had only been to local DU banquets. To see that many people come together for a common cause

and see the work everyone has put into making it successful was an awesome experience," said McLamb. "I was told at convention that we as DU volunteers come for the cause but stay for the people. In my short time with DU, I have made a lot of connections with people from all backgrounds, but they share a common goal. Those connections have truly been a blessing."

In the first year, 180 graduating high school seniors who are DU members submitted their applications for the opportunity to receive one of 61 one-time scholarships. The applications were reviewed by a volunteer selection committee appointed by the advisory senior vice president for youth and education. Scholarships are awarded at the following levels: 50 DU Varsity Scholarships at \$500, 10 DU Varsity Conservation Scholarships at \$1,000 and one DU Varsity National Scholarship of \$10,000.

The 2019 Ducks Unlimited National Scholarship Program launched in October and will award another 61 scholarships.









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