



2025 YEAR *in* REVIEW





MISSION

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

HOW WE CONSERVE



HABITAT DELIVERY

Enhancing, restoring and protecting habitats across landscapes



SCIENCE

Maximizing each conserved acre through scientific research to optimize conservation efforts



POLICY

Advocating for policies nationwide that help conserve wetlands and waterfowl habitat



FUNDRAISING

Raising public and private funds to provide a sustainable future for waterfowl and wildlife

Bob

Bob Spoerl

PRESIDENT
DUCKS UNLIMITED



Adam

Adam Putnam

CHIEF EXECUTIVE OFFICER
DUCKS UNLIMITED



MORE THAN ONE MILLION ACRES OF CONSERVATION FOR SECOND CONSECUTIVE YEAR

In FY24, Ducks Unlimited had a million reasons to be thankful. That's because, for the first time in its 87-year history, DU and its partners delivered one million acres of conservation across the United States in one year.

That achievement reflected the hard work, passion and ambition of more than a million supporters, partners, private landowners, hunters, corporations, major donors, and state and federal agencies. However, the real test was one of consistency: could it be repeated?

In FY25, DU answered that question with a resounding "yes." For the second consecutive year, DU has surpassed one million acres of conservation in a single year. Even better, it set a record with 1,262,062 acres. This remarkable achievement demonstrates the enduring impact of the success achieved in FY24.

Since its founding in 1937, DU has conserved over 19 million acres of historical land across North America. It's important to note that annual acres represent acres that have been impacted in one year. This can include long-term and permanent projects as well as short-term efforts such as agricultural cover crop programs and revisited project sites. On the other hand, historical acres include only long-term conservation agreements, ranging from 10 years to perpetuity, and project sites are counted only once. In short, only a portion of the annual acres count toward the historical acre totals.

FY25's accomplishments came in a year when a massive review of government grant spending led to many grants being temporarily paused or canceled. Despite these challenges, DU was still able to raise the bar for acres of conservation in a single year, which is a testament to the resilience of its mission to conserve wetlands and other waterfowl habitats for future generations. With the ongoing Conservation for a Continent fundraising campaign, which aims to raise \$3 billion by 2026, enthusiasm for DU's mission has never been higher.

As part of that campaign, DU continues to conserve vital waterfowl breeding habitat with funds from Cox Enterprises' \$100 million gift to support conservation in honor of Jim Kennedy, chairman emeritus of Cox Enterprises and chairman of the James M. Cox Foundation. This generous gift will continue to support protection and restoration efforts in America's Prairie Pothole Region.



ANNUAL CONSERVATION AND HABITAT ACRES GOALS

2023 RESULT	2024 RESULT	2025 GOAL	2025 RESULT
640,688 ACRES	1,081,227 ACRES	950,000 ACRES	1,262,062 ACRES

COLLECTIVE CONSERVATION RESULTS

8.13 MILLION US ACRES CONSERVED SINCE 1984	19.6 MILLION NORTH AMERICAN ACRES CONSERVED* SINCE 1937
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**The cumulative number of restored, protected, and managed acres under DUI, DUC, and DUMAC since 1937.*



GREAT LAKES/ATLANTIC REGION

In FY25, Ducks Unlimited delivered 674,179 acres of conservation across the Great Lakes/Atlantic Region

Notable Project:

Minnesota's Indian Lake Waterfowl Management Area (WMA) Celebrates 10 Years of Conservation

- \$4 million project in the Prairie Pothole Region, a priority 1 area for Ducks Unlimited.
- Starting in 2017, DU acquired five separate properties that have been added to Indian Lake WMA, expanding the site to over 600 acres. Each tract was restored and enhanced, providing nesting habitat for waterfowl and other grassland-dependent birds.
- With funding from Minnesota's Outdoor Heritage Fund and the North American Wetlands Conservation Act (NAWCA), a new water-control structure and outlet pipeline were recently constructed, allowing Minnesota Department of Natural Resources site managers to perform temporary water level drawdowns, allowing sediments to consolidate and native plants to grow.

SOUTHERN REGION

In FY25, Ducks Unlimited delivered 197,161 acres of conservation across the Southern Region

Notable project:

Chandeleur Islands Restoration Project

- Breton National Wildlife Refuge (BNWR) supports diverse habitats, beaches, dunes, mangroves, salt marsh, and the Gulf's largest seagrass beds, critical for endangered Kemp's ridley sea turtles, wintering redheads, and Louisiana's largest colonial waterbird population, including the unique Chandeleur Gull.
- BNWR has lost nearly 90% of its landmass over 200 years. To prevent submergence in 20 to 40 years, the Coastal Protection and Restoration Authority (CPRA) and the US Fish and Wildlife Service are leading a \$350 million restoration project to rebuild beaches, dunes, marshes, and protective structures, aiming to restore over 2,100 acres of habitat and sustain natural island processes.
- The project is primarily funded by Deepwater Horizon Oil Spill settlement money. Ducks Unlimited partnered with CPRA and others to secure an additional \$3 million NAWCA grant to expand restoration scope and extend the islands' ecological and societal benefits.



GREAT PLAINS REGION

In FY25, Ducks Unlimited delivered 359,123 acres of conservation across the Great Plains Region

Notable project:

Baker University and DU Team Up to Manage Wetlands

- Baker University, the Kansas Alliance for Wetlands and Streams (KAWS) and DU teamed up to manage the Baker University Wetlands, nearly 1,000 acres of highly biodiverse upland and riparian habitat that includes over 600 acres of wetlands.
- Restoration will include embankment construction, installation of new water-control structures, and borrowing and grading to help equalize water levels and restore run-off, allowing managers to promote desirable, moist-soil vegetation via timely flood and drawdown practices.
- The new partnership seeks to build collaborations with community leadership and conservation organizations to enhance opportunities for conservation and educational opportunities.

WESTERN REGION

In FY25, Ducks Unlimited delivered 31,600 acres of conservation across the Western Region

Notable project:

New State and Burnham Dams in Utah

- Completed full reconstruction of the State Canal Dam, which delivers 90% of freshwater inflows to Farmington Bay WMA, and upgraded Burnham Dam to improve water conveyance from the Jordan River to Great Salt Lake.
- Designed and installed a storm drain box upstream of the Burnham Dam so that the state Utah Division of Water Rights could install their monitoring equipment, which is all housed in a publicly accessible database and enabled accurate measurement of inflows and supporting long-term water management for 18,000 acres of wetlands.
- Improved water-control capacity and flow efficiency, benefiting over 5,000 acres of emergent wetlands, reducing invasive species like phragmites, and supporting bird species across the Great Salt Lake ecosystem.

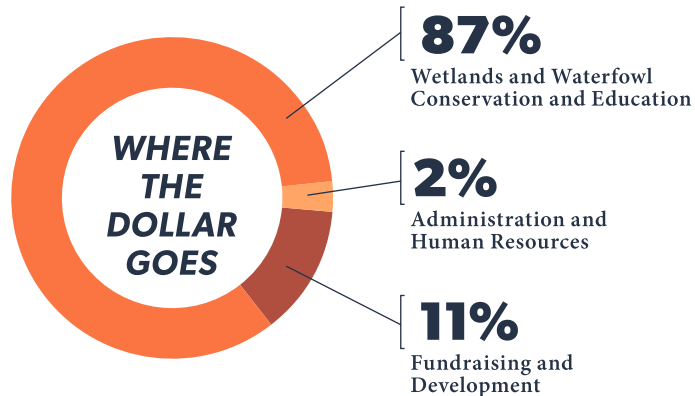
FUNDRAISING AND EVENTS ACHIEVEMENTS

\$106 MILLION EVENT INCOME

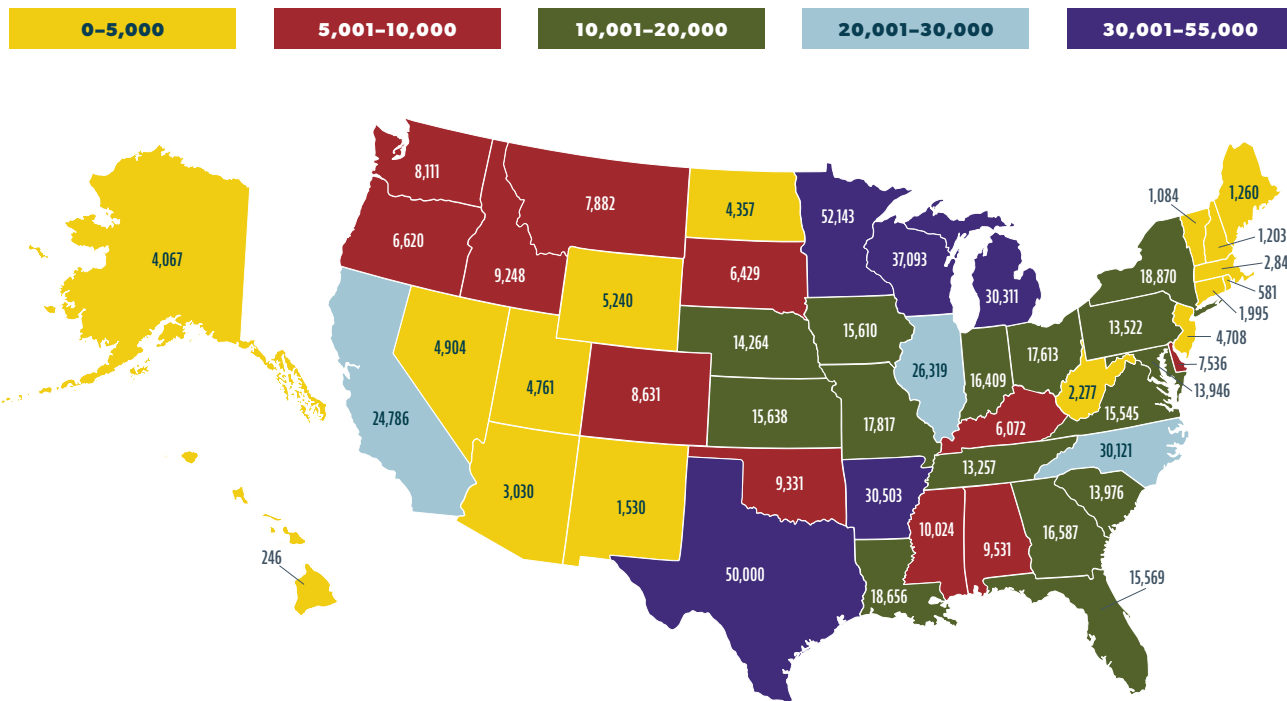
31,500 VOLUNTEERS

713,000 ATTENDEES

5,850+ EVENTS



MEMBERS, SPONSORS AND MAJOR DONORS

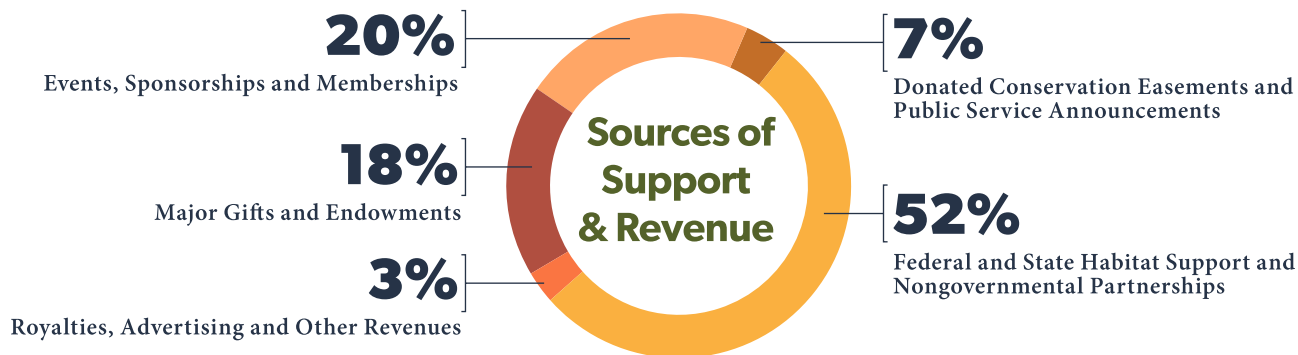
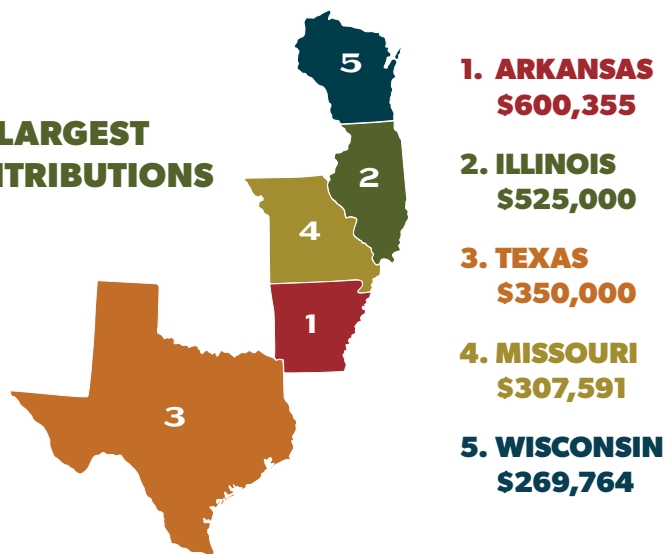


RECORD YEAR FOR STATE AND WILDLIFE AGENCY FUNDING

Partnerships are essential to Ducks Unlimited's mission, expanding its conservation impact across North America. A standout collaboration is the Association of Fish and Wildlife Agencies' Fall Flights Program, supporting habitat conservation on Canadian breeding grounds. Through the program, state wildlife agencies and Ducks Unlimited

have contributed over \$127 million, conserving 9.4 million acres. Over the past 35 years, NAWCA grants have funded over 3,300 projects across the continent, with 7,000 partners helping to secure \$6.8 billion for nearly 33 million acres of habitat. In FY25, all Lower 48 states contributed a record \$5.2 million to Canadian projects.

TOP FIVE STATES WITH LARGEST AGENCY FUNDING CONTRIBUTIONS





Since 1937, Ducks Unlimited has met the evolving challenges of conservation with science, partnerships, and an unwavering commitment to its mission. In today's rapidly evolving landscape, conservation work requires flexibility and determination. In 2025, DU's conservation teams adapted to changing environmental, economic, and social conditions while delivering measurable, lasting benefits for wetlands, wildlife, and communities.

SUSTAINABILITY OUTCOMES OF DU'S FY25 CONSERVATION WORK

NITROGEN REDUCTION

2,471,159

kilograms of nitrogen removed = fertilize
36,319 acres of corn/year

BENEFITS

*Enhances water quality, provides a
healthier habitat for aquatic wildlife*

PHOSPHORUS REDUCTION

112,168

kilograms of phosphorus removed = fertilize
4,339 acres of soybeans/year

BENEFITS

*Enhances water quality,
decreases algae blooms and algal toxins*

SEDIMENT REDUCTION

170,586

metric tons of sediment = one foot of
topsoil across 92 acres

BENEFITS

*Enhances water quality, improves water
flow in rivers and streams*

WATER STORAGE

108,217

acre-feet = 53,428 Olympic-sized
swimming pools

BENEFITS

*Reduces stormwater and irrigation
runoff, reduces the risk of flooding, and
increases water quantity*

AVOIDED EMISSIONS

557,122

metric tons of carbon dioxide (CO₂e) =
emissions from 129,865 U.S. passenger
vehicles/year

BENEFITS

Reduces greenhouse gases

CARBON SEQUESTRATION

136,498

metric tons of carbon dioxide (CO₂e) =
emissions from 31,818 U.S.
passenger vehicles/year

BENEFITS

*Reduces greenhouse gases, improves
soil health*

CORPORATIONS INVESTING IN CONSERVATION

Ducks Unlimited relies on national and local corporations to strengthen and expand our efforts to deliver conservation solutions for the future. These innovative, conservation-minded organizations are investing in efforts to help protect critical and threatened lands and habitats by supporting our work to replenish groundwater, enhance water quality, sequester carbon, and increase biodiversity across landscapes.

OUR PARTNERS

<i>Apache Louisiana Minerals, LLC</i>	<i>Duke Energy Foundation</i>	<i>Nucor-Yamato Steel Co.</i>
<i>Apex Clean Energy Inc.</i>	<i>Enbridge Energy Company</i>	<i>Nutrien Inc.</i>
<i>Bass Pro Shops and Cabela's Outdoor Fund</i>	<i>EQT Foundation</i>	<i>Otter Tail Corporation Foundation</i>
<i>Bayou Irrigation District and Company</i>	<i>Evergny</i>	<i>Phillips 66</i>
<i>BMO Bank</i>	<i>First Horizon Foundation</i>	<i>Prairie Meadows Race Track and Casino</i>
<i>BNSF Railway Foundation</i>	<i>Florida Power and Light Company</i>	<i>RiceTec Inc.</i>
<i>Boeing Company Charitable Trust</i>	<i>Founders Federal Credit Union</i>	<i>Ring Power Corporation</i>
<i>Cameron LNG</i>	<i>Google LLC</i>	<i>Shell Oil Company</i>
<i>Capital Farm Credit</i>	<i>H-E-B, LP</i>	<i>Southwire Company</i>
<i>Cargill</i>	<i>Hyundai Motor America</i>	<i>Spies Corporation</i>
<i>CenterPoint Energy Foundation</i>	<i>Illinois Tool Works Foundation</i>	<i>The Mosaic Company Foundation for Sustainable Food Systems</i>
<i>CF Industries Foundation</i>	<i>International Paper Company Foundation</i>	<i>The Truss Company and Building Supply, LLC</i>
<i>Chevron USA</i>	<i>J&R Restaurant Group</i>	<i>Trace Minerals</i>
<i>CN</i>	<i>Kinder's</i>	<i>Tractor Supply Company</i>
<i>Coca-Cola North America/Foundation</i>	<i>Koch Companies Community Fund</i>	<i>UMB Financial Corporation Charitable Foundation</i>
<i>Comporium</i>	<i>Kodiak Gas Services LLC</i>	<i>Vulcan Materials Company Foundation</i>
<i>ConocoPhillips Company</i>	<i>Leupold and Stevens Foundation</i>	<i>Walmart Foundation</i>
<i>Devon Energy</i>	<i>Marathon Petroleum Company/Foundation</i>	<i>Woodside Energy</i>
<i>Diageo</i>	<i>Meta</i>	<i>Yamaha Marine</i>
<i>Dominion Energy Charitable Foundation</i>	<i>Nestle Purina</i>	<i>YETI Coolers</i>
<i>Dow Chemical Company Foundation</i>	<i>Nevada Gold Mines</i>	
<i>Dow Inc.</i>	<i>Nucor Steel Arkansas</i>	
<i>Dubuque Racing Association</i>	<i>Nucor Steel Memphis</i>	







PRINT & DIGITAL

585,000

READERS FOR

DUCKS UNLIMITED MAGAZINE

40,000

READERS FOR

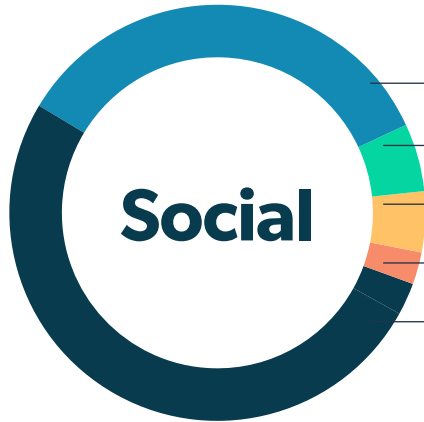
WETLANDS AMERICA MAGAZINE

9 MILLION

WEBSITE VIEWS IN FY25

3.5 MILLION+

TOTAL DU PODCAST DOWNLOADS



Instagram: **817,000 followers** +28,020 from FY24

X: **121,706 followers** +611 from FY24

TikTok: **257,009 followers** +154,909 from FY24

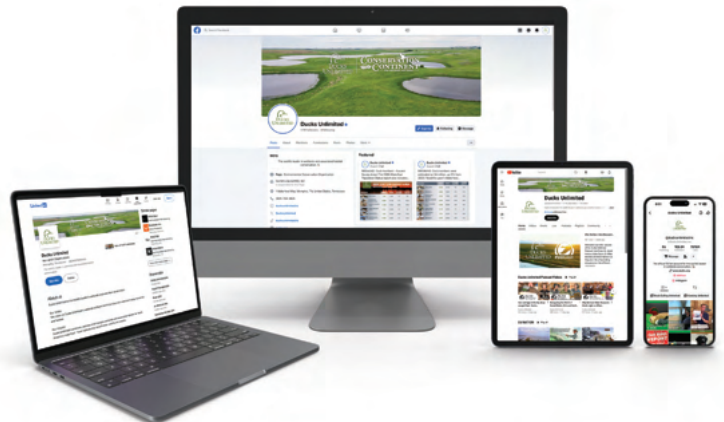
LinkedIn: **66,966** +8,650 from FY24

Facebook: **1,231,020** followers



+192,190

FOLLOWERS
FROM FY24



PRESS

70,000+ media pickups, including 7,000+ in print

The New York Times

“A Story About Salmon That Almost Had a Happy Ending”

knowable MAGAZINE
FROM ANNUAL REVIEWS

“How farmers can help rescue water-loving birds”

TC the cool down

“Wealthy benefactor's big donation could transform crucial wetlands...”

ESPN

“Tampa Bay Buccaneers bring back rally duck for regular season finale”

yahoo!news

“Continental duck numbers hold steady, feds say in status report”

VISUAL MEDIA

DU TV

As America's longest-running waterfowl series, *DU TV* continues to bring the best in North American waterfowl hunting adventures and wetlands conservation education. The 2025 season was the 28th in the series, a significant milestone in outdoor television programming.

DU NATION

DU Nation showcases Ducks Unlimited members enjoying various outdoor activities. To date, more than 100 films have been produced, garnering more than 4.5 million views across all Ducks Unlimited media platforms.



233 MILLION IMPRESSIONS

On Public Service Announcements in two years

YouTube

138,000 SUBSCRIBERS



DU MEDIA SHOWCASE

For nearly 90 years, leading companies and brands have trusted Ducks Unlimited as the premier leader in wetlands and waterfowl conservation. Through DU's Corporate Partner Program, brand sponsors, product licensees, promotional partners and outdoor retailers deliver impactful conservation results while connecting millions to our mission. Since its inception in 1985, the Corporate Partner Program has generated more than \$100 million in unrestricted conservation funds, which are invested where ducks need them most.

DU CORPORATE PARTNERS

Academy® Sports & Outdoors

AES

AIKO Brands

ALPS Outdoorz

American Luxury Coach

Anheuser-Busch

Art Brand Studios

Bajio

Bass Pro Shops® Cabelas®

Bird Dog Whiskey

BUSCH® Beer

BUSCH® Light

Carolina Hosiery

Checks Unlimited®

Desperate Enterprises

Dos Primos Tequila

Drake Waterfowl®

Duck Camp

Federal Ammunition®

FedEx®

Finest Known

First National Bank of Omaha

Guns.com

GUNNER®

Higdon Outdoors

Hook + Gaff Watch Company

iCEV

Itasca Footwear & Apparel

Liberty Safe

Luxco®

Mack's Prairie Wings®

Mossy Oak®

New World Graphics

onX Maps

Outdoor Cap®

PURINA® Pro Plan®

Radians Outdoors

Rico Industries

Signature Products Group

SportDOG® Brand

Streamlight®

The McGee Group®

Tom Beckbe®

Turtlebox Audio

United Country Real Estate

VISA

W.R. Case and Sons®

War Eagle Boats®

William Chris Vineyards

Winchester Ammunition

Yamaha

YETI®







DUCKS UNLIMITED DE MÉXICO

For Ducks Unlimited de México (DUMAC), FY25 was a year to remember. As DUMAC celebrated its 50th anniversary, it was a time to celebrate the organization's tremendous accomplishments for North America's waterfowl. In 2024 alone, DUMAC conserved 24,642 acres of Mexico's highest-priority waterfowl habitats, and over its 50-year history, it has completed 643 projects, totaling almost 2.2 million acres of conservation. In FY25, DUMAC celebrated another historic milestone: A record 203 generous major donors joined the John E. Walker President's Society. At the event celebrating DUMAC's 50th anniversary, attendees committed over \$1 million in cash, pledges, and event revenue.



DUCKS UNLIMITED CANADA

Ducks Unlimited Canada's (DUC) 87-year legacy of waterfowl conservation is built on an enduring continental partnership that unites passionate individuals, organizations, and communities across borders. This collaboration fuels our shared mission and drives meaningful impact for nature across North America. In wetlands conservation, every acre counts. In FY25, DUC successfully conserved over 147,000 acres across Canada, exceeding its goal by more than 37,000 acres.



CONSERVATION LEGISLATION

DU leaders joined partners in Washington, D.C., to celebrate the president's "Make America Beautiful Again" executive order. The order establishes a commission, chaired by Interior Secretary Doug Burgum, to advise on the future of US conservation and environmental policy. DU will support the new commission and ensure that duck hunters and waterfowl habitats have a seat at that table.

As Congress debated the contentious passing of the President's One Big Beautiful Bill, DU worked to ensure that \$10 billion in Inflation Reduction Act funds were allocated to Farm Bill conservation programs.



CAPITOL HILL DINNER AND AUCTION

DU's reputation on Capitol Hill remains strong, as evidenced by the continued enthusiastic turnout at the Capitol Hill Dinner and robust participation in the Washington, DC, Fly-In. These relationships have enabled DU to navigate political sensitivities and anticipate upcoming challenges. As the previous Congress was winding down in December, the US House of Representatives and Senate passed America's Conservation Enhancement Reauthorization Act. This was a big

victory for some of DU's most important conservation programs, including NAWCA. This Congress, the House and Senate passed the Wetlands Conservation and Access Improvement Act. This bill ensures that interest generated by Pittman-Robertson Act funds will continue to be invested in NAWCA. DU board member Mikk Anderson testified before the House Committee on Natural Resources to support this bill.



DUCKS UNLIMITED'S TRAP PROGRAM

DU TRAP (Team Resource Assistance Program) supported 250 shooting sports teams in its fourth full year. Varsity and college teams from 42 states participate in the program, receiving an average of more than \$7,300 in net proceeds to support their efforts. DU TRAP leverages DU's corporate partnerships and logistical networks to provide shooting sports teams with a turnkey fundraising solution, allowing coaches to focus on coaching rather than fundraising. By harnessing DU's purchasing power and fundraising expertise, DU TRAP supports the growth of youth shooting sports and R3 (Recruitment, Retention, Reactivation) engagement.

COLLEGIATE AND HIGH SCHOOL CHAPTERS

13% of DU Hires
are former university volunteers

DU ECOLOGY CONSERVATION AND MANAGEMENT CERTIFICATION

The Ducks Unlimited Ecology Conservation and Management Certification was launched in October 2019 and is hosted on the iCEV industry certification online testing platform. In FY25, 23,840 people earned the DU certification, bringing the total to more than 37,000 conservationists across 35 states.

The certification is designed to prepare individuals for a meaningful career in natural resources management, help the next generation understand ecological issues, and gain experience in wildlife and habitat conservation.



130 CHAPTERS
110 Chapters in 2024



54 CHAPTERS
34 Chapters in 2024



**19.6 MILLION
ACRES CONSERVED
SINCE 1937**

 **PROJECTS**



SUPPORT OUR WETLANDS





DUCKS.ORG

ONE WATERFOWL WAY
MEMPHIS, TN 38120