

DUCKS UNLIMITED
2024 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

1 MILLION ACRES

For the first time in its 87-year history, Ducks Unlimited, Inc. delivered 1 million acres of conservation across the United States in FY24, thanks to over 1 million supporters and partners. This milestone reflects growing public and private interest in wetland restoration. Projects span priority waterfowl breeding and wintering areas, such as the Prairie Pothole Region and the Gulf Coast, focusing on habitat restoration, coastal marsh rebuilding and water quality improvements. After decades of abiding by its single mission, Ducks Unlimited is the world’s largest and most effective private waterfowl and wetlands conservation organization. “One million acres of tangible conservation in one year is an achievement that’s nearly 90 years in the making,” said DU CEO Adam Putnam. “We don’t just advocate for wetlands—our mission moves dirt. Ducks see it. Communities see it. Partners see it. Each acre represents in-the-field success.”



ANNUAL CONSERVATION PROGRESS AND HABITAT ACRES GOALS

2022 RESULT	2023 RESULT	2024 GOAL	2024 RESULT
575,647 ACRES	640,688 ACRES	750,000 ACRES	1,081,227 ACRES

COLLECTIVE CONSERVATION RESULTS

7.8 MILLION U.S. acres conserved since 1984	18.2 MILLION North American acres conserved* since 1937
--	--

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



COX ENTERPRISES COMMITS \$100 MILLION TO DU

*FUNDS WILL SUPPORT THE
CONSERVATION OF PRAIRIE REGION*

At Ducks Unlimited's 87th National Convention, Cox Enterprises announced a \$100 million gift to support conservation in honor of Jim Kennedy, chairman emeritus of Cox Enterprises. The donation will go to Ducks Unlimited's land trust, Wetlands America Trust, to help conserve North America's prairie region, a crucial breeding ground for ducks and geese. Jim Kennedy has been a key partner with Ducks Unlimited for over 50 years, contributing significantly to conservation efforts. This new fund will further accelerate wetland and grassland conservation to protect wildlife and improve water quality for future generations.

DU RECEIVES \$52 MILLION FOR AGRICULTURAL CONSERVATION EFFORTS

*FOUR USDA GRANTS SUPPORT
CLIMATE-SMART AGRICULTURAL
PRACTICES ON WORKING LANDS*

The U.S. Department of Agriculture awarded \$52 million to Ducks Unlimited for four climate-smart agriculture projects under the Regional Conservation Partnership Program. The projects, located in Iowa, Kansas, Nebraska, South Dakota and Wisconsin, will improve water quality, soil health, biodiversity and habitat for waterfowl. The grants are part of a \$1.7 billion Department of Agriculture initiative supporting habitat, additional revenue for farmers and ecosystem services like carbon sequestration and water filtration.



GREAT LAKES/ATLANTIC REGION

DUCKS UNLIMITED'S GREAT LAKES/ATLANTIC REGION COMPLETED 302 PROJECTS AND 525,939 ACRES OF CONSERVATION IN FY24.

NOTABLE PROJECT:

NAWCA Awards \$10.7 Million For Great Lakes Conservation

- DU had four Great Lakes Initiative projects approved by the Migratory Bird Conservation Commission, including the Western Lake Erie Project I (Ohio), Lake Erie Coastal Wetlands IV (Ohio), Green Bay – Marquette Coastal III (Wisconsin) and Northern Montezuma Wetlands Complex V (New York).
- The Commission approved an additional \$2.7 million from the Migratory Bird Conservation Fund to conserve habitat on two national wildlife refuges—Blackwater (Maryland) and Silvio O. Conte (New Hampshire).
- Combined, the four coastal projects could have a conservation impact of more than 10,000 acres of native habitat.

SOUTHERN REGION

IN FY24, DU COMPLETED 565 PROJECTS IN THE SOUTHERN REGION THAT HELPED PROTECT, ENHANCE AND RESTORE 227,467 ACRES ACROSS 13 STATES.

NOTABLE PROJECT:

Protecting Critical Habitat and Slowing Coastal Erosion in Texas

- DU, the U.S. Fish and Wildlife Service, through the Coastal Erosion Planning and Response Act program and Texas General Land Office installed over 16,400 feet of breakwater along Anahuac National Wildlife Refuge's East Bay shoreline to combat coastal erosion, which had been receding by about 4 feet annually.
- Anahuac National Wildlife Refuge, established in 1963, serves as a crucial habitat for migratory birds and diverse wildlife.
- The refuge, recognized as a Globally Important Bird Area, offers recreational opportunities like hunting, fishing and wildlife viewing.



GREAT PLAINS REGION

IN FY24, DU COMPLETED 346 PROJECTS IN THE GREAT PLAINS THAT HELPED PROTECT, ENHANCE OR RESTORE 283,889 ACRES IN SEVEN STATES.

NOTABLE PROJECT:

DU Revitalizes Yampa River State Wildlife Area

- DU Worked with Colorado Parks and Wildlife to repair degraded infrastructure and restore the water management capabilities necessary to support productive waterfowl habitat on Colorado's Yampa River SWA.
- Managers can now seasonally add or remove water from the Yampa River from the wetland impoundments on the SWA, according to habitat needs.
- The SWA provides public access to the river where waterfowl hunters and observers can see significant populations of bobolinks, sandhill cranes and multiple species of ducks and geese.

WESTERN REGION

DU'S WESTERN REGION COMPLETED 31 PROJECTS IN SEVEN STATES DURING FY24, RESTORING, ENHANCING AND PROTECTING 43,932 ACRES.

NOTABLE PROJECT:

Restoring Vital Habitat for Fish, Waterfowl and People in the Klamath Basin

- DU, the U.S. Fish and Wildlife Service and the Klamath Tribes collaborated to reconnect nearly 14,000 acres of historic wetlands with Upper Klamath Lake, restoring vital habitat for the endangered fish and myriad other species.
- The project is an important stopover for thousands of migrating waterfowl in the Pacific Flyway. It will also restore habitat to the endangered c'waam (Lost River sucker) and koptu (shortnose sucker) fisheries, which have been and are essential to the ancient Klamath Tribes' Culture and way of life.
- Phase 1 construction will conclude in December. U.S. Fish and Wildlife Service announced full funding for phases 2 & 3 in October.

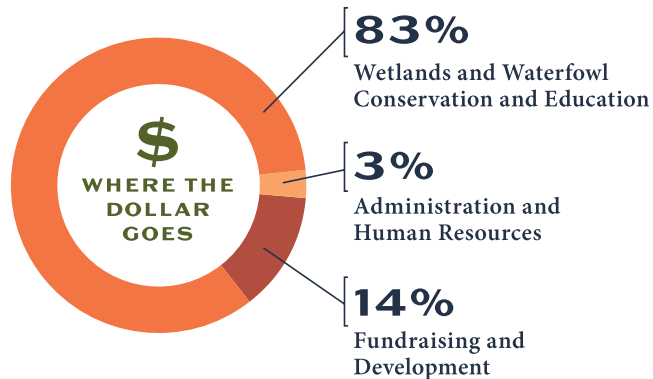
FUNDRAISING AND EVENTS ACHIEVEMENTS

\$99.5 MILLION EVENT INCOME

30,000+ VOLUNTEERS

596,000+ ATTENDEES

5,200 EVENTS



MEMBERS, SPONSORS AND MAJOR DONORS

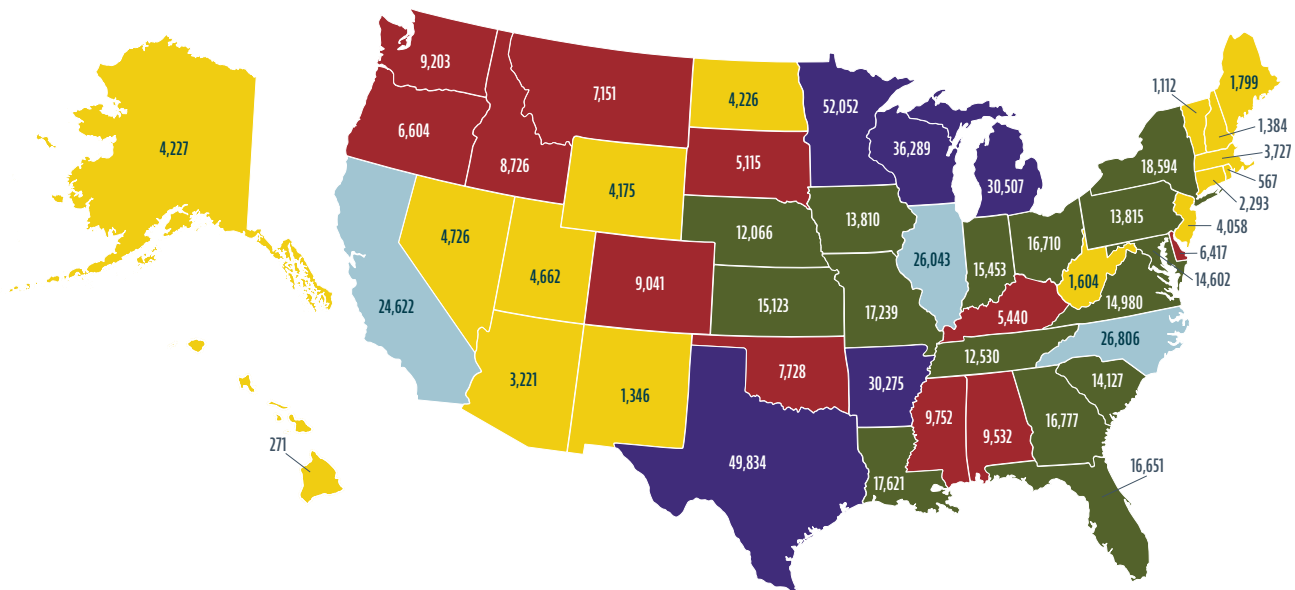
0-5,000

5,001-10,000

10,001-20,000

20,001-30,000

30,001-55,000

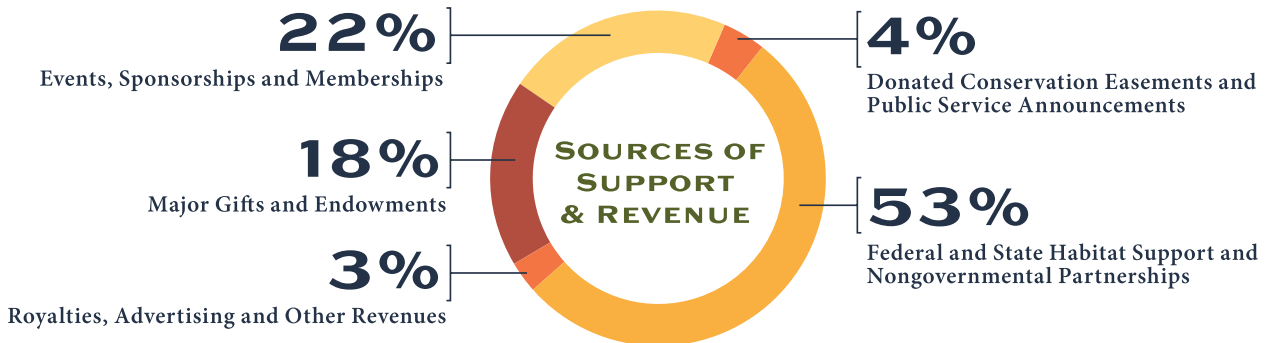
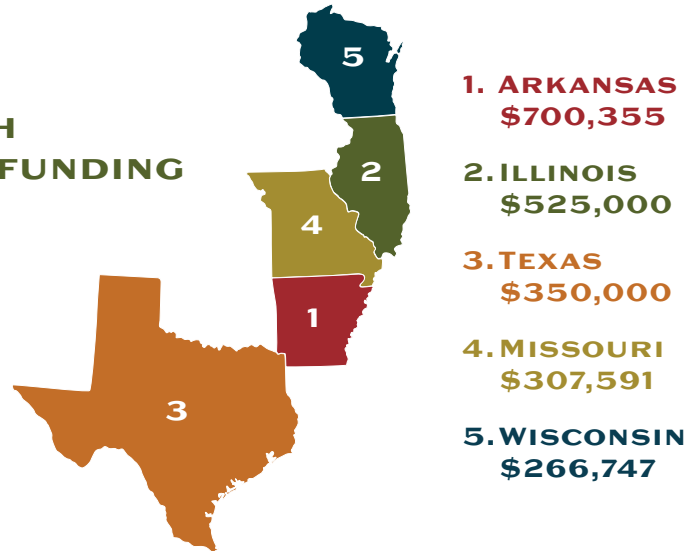


RECORD YEAR FOR STATE AND WILDLIFE AGENCY FUNDING

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 \$121 million, conserving 9.2 million acres. In the past three decades, NAWCA grants have funded nearly 3,400 projects across the continent, with more than 6,900 partners helping to secure \$6.45 billion for 32 million acres of habitat. In FY24, all Lower 48 states contributed a record of over \$5 million to Canadian projects.

TOP 5 STATES WITH LARGEST AGENCY FUNDING CONTRIBUTIONS





For nearly 90 years, Ducks Unlimited has dedicated our research and expertise toward solving the conservation challenges of tomorrow. While our collective journey toward sustainability is complex, we are leading the charge by using science as our guide and relying on the support of our partners to progress for-

ward. We are active in all 50 states, working locally to conserve wetlands, grasslands and forests. With 40% of the world's plants and animals living or breeding in wetlands, we strive to advance new opportunities and methods to help protect, enhance and restore some of the most important habitats in the world.

2024 ECOSYSTEM SERVICES

SEDIMENT REDUCTION

206,348 metric tons of sediment
= approx. one foot of topsoil
across 111 acres

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

PHOSPHORUS REDUCTION

57,472 kg of phosphorus =
fertilize 2,223 acres of soybeans/
year

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

NITROGEN REDUCTION

1,116,023 kg of nitrogen =
fertilize 16,402 acres of
corn/year

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

CARBON SEQUESTRATION

161,177 metric tons of CO₂e =
emissions from 35,897 U.S.
passenger vehicles/year

BENEFITS: reduces greenhouse gases, improves soil health

AVOIDED EMISSIONS

372,337 metric tons of CO₂e
= emissions from 88,652 U.S.
passenger vehicles/year

BENEFITS:
reduces greenhouse gases

WATER STORAGE

31,931 acre-feet =
15,765 Olympic-sized
swimming pools

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

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 to help protect critical and threatened lands and habitats by supporting our work of replenishing groundwater, enhancing water quality, sequestering carbon and increasing biodiversity across landscapes.

OUR PARTNERS

Alabama Power Company

Antioch Foundation

Apache Louisiana Minerals, LLC

Apex Clean Energy, Inc.

Bell's Brewery

BlueTriton

Boeing Company Charitable Trust

Bradish Johnson Co. Limited

Caerus Foundation, Inc.

Cameron, LNG

Cargill, Inc.

CenterPoint Energy Foundation

Cheniere Energy

Chevron U.S.A

Coca-Cola Foundation

Coca-Cola North America

Consumers Energy Foundation

Devon Energy

Directional Properties South LLC

Dominion Energy South Carolina

Dow Inc.

Enbridge Energy Company

EQT

ExxonMobil Foundation

Flint Hills Resources

Flint Hills Resources (TX)

Grow Greene County Gaming Corporation

H-E-B, LP

Holiday Auto Group

Howard Energy Partners

Hyundai Motor Group Metaplant America, LCC

International Paper Company Foundation

Keurig Dr Pepper

Kodiak Gas Services LLC

Logan Aluminum Inc.

*Marathon Petroleum Company
Mandan Refinery*

Marathon Petroleum Corporation

NextEra Energy Resources Foundation

Nucor Steel Jackson Inc

Nucor-Yamato Steel Co.

Nutrien, Inc.

Orion Group

Phillips 66

Post and Courier Foundation

Prairie Meadows Racetrack & Casino

Sempra Houston

Sempra Infrastructure Partners LP

Shell Oil Company

Southwire Company

Spirit AeroSystems

Syngenta

Tampa Electric Company

The Mosaic Company Foundation

The Williams Companies, Inc.

Tubal-Cain Industries

Valero Memphis Refinery

Vermilion Corporation

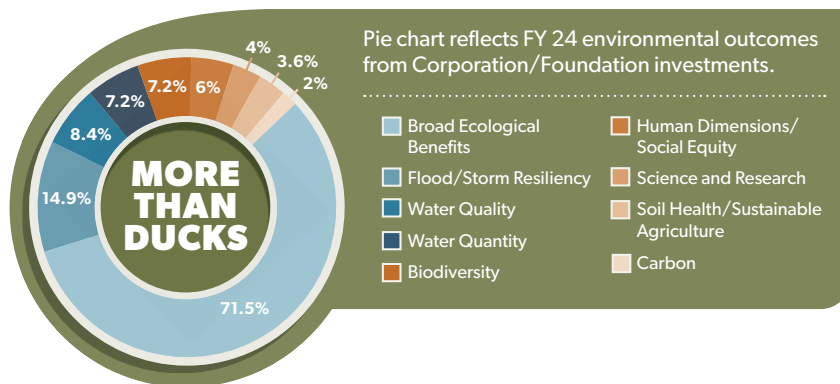
Viking Land Holdings LLC

Vulcan Materials Company

Walmart Foundation

Yamaha Marine

YETI Coolers



From its founding, Ducks Unlimited has used science to guide our conservation, ensuring that every action taken to protect and restore wetlands and uplands will benefit North America's waterfowl. Today, Ducks Unlimited's commitment to science goes even further, as we seek a deeper understanding of how conservation for waterfowl delivers additional ecosystem services. In doing so, we safeguard waterfowl populations while enhancing the health and well-being of people who depend on these landscapes.

RESEARCH SPOTLIGHT: GREAT LAKES MALLARDS

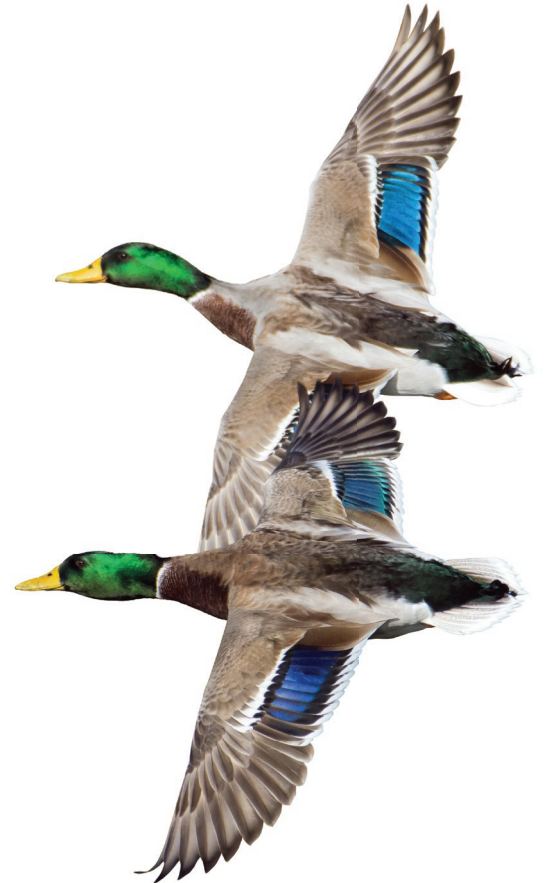
The study "Movement and population dynamics of Great Lakes mallards," led by now Dr. Benjamin Luukkonen of Michigan State University, investigated the impact of hybridization between wild and game-farm mallards in the Great Lakes region. Supported by Ducks Unlimited and several other partners, this research combined genetic data and GPS tracking of 592 hen mallards to assess behavioral and habitat selection differences.

FINDINGS: 44% of the hen mallards observed in the study were genetically wild, while 56% were domestic hybrids or had domestic ancestry. Those with higher domestic ancestry exhibited shorter daily movements, reduced migration and a preference for urban habitats, diverging from the wild population's traditional use of wetlands and migratory behavior. These observations raise concerns for the long-term conservation of wild mallard populations, as hybridization appears to affect ecological fitness and could contribute to the species' regional decline.

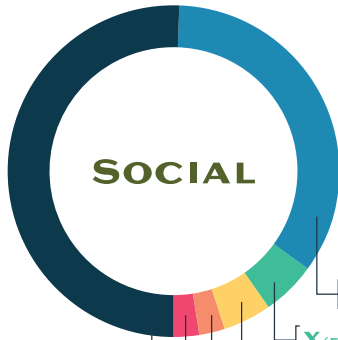
"This new data provides valuable insights that will not only help Ducks Unlimited, but also the larger waterfowl conservation community in sustaining declining wild mallard populations in the Great Lakes region," said Dr. John Coluccy, Director of Conservation Science and Planning for Ducks Unlimited's Great Lakes and Atlantic Region.

Because of the review process of the science metrics, FY23 numbers are only available at this time.

- **27** Total publications in 2023 (25 peer-reviewed, 2 technical reports)
- **49** Active research projects supported or implemented
- **8** Fellowship students and 40 additional graduate students supported, along with 2 post-doctoral researchers
- **40+** University research partners







+77,000
FOLLOWERS
FROM FY 23

INSTAGRAM: 788,746

X (FORMERLY TWITTER): 121,095

TIKTOK: 102,100

LINKEDIN: 58,316

THREADS: 54,600

FACEBOOK: 1,159,485

PRINT & DIGITAL

602,000

SUBSCRIBERS FOR DU MAGAZINE

35,000

SUBSCRIBERS FOR
WETLANDS AMERICA

9.7 MILLION

WEBSITE VIEWS

3 MILLION+

TOTAL DU PODCAST DOWNLOADS



PRESS

16,000+ MEDIA PICKUPS

Forbes

"Ducks Unlimited Builds on History of Success to Launch \$3 Billion Campaign"

 NATIONAL GEOGRAPHIC

"This Little Bird Tells The Story Of The East Coast's Disappearing Marshes"

AP

"ONE MILLION ACRES: Ducks Unlimited, Partners Surpass Wetlands Conservation Milestone"

 **USATODAY.**

"On The Headwaters Of The Klamath River, Water Shortages Test Tribes, Farmers And Wildlife"

MEATEATER

"Congress Just Made It Easier To Waterfowl Hunt"

VISUAL MEDIA

DU TV

DU TV, celebrating its 27th season in 2024, continues as the longest-running waterfowl hunting series, blending thrilling hunts and conservation education.

DU NATION

DU Nation showcases Ducks Unlimited members engaging in various outdoor activities, from hunting to falconry. The series has amassed over 4 million views across 70 films, exclusively available on Ducks Unlimited's YouTube channel.



265 MILLION IMPRESSIONS
ON PUBLIC SERVICE ANNOUNCEMENTS IN 2 YEARS

CAMPUS WATERFOWL

Campus Waterfowl, the largest collegiate waterfowling community, has grown to 16,400 YouTube subscribers and 280,000 total social followers, fostering the next generation of conservationists. Its Collegiate Waterfowl Tour visits schools across all four flyways, spotlighting regional hunting traditions and building community.



68,000 SUBSCRIBERS
ON YOUTUBE

Leading companies and brands recognize Ducks Unlimited as the world leader in waterfowl and wetlands conservation and the premier partner for reaching a dedicated, conservation-minded audience. Through our Corporate Partner Program, our corporate sponsors, product licensees, promotional partners and retailers contribute to wetlands conservation and help share DU's mission with millions of people.

DU'S CORPORATE PARTNERS

Academy Sports + Outdoors

AES

Aiko Brands

ALPS OutdoorZ

American Luxury Coach

Anheuser-Busch

Bass Pro Shops, Cabelas®

BUSCH Beer

BUSCH Light

Carolina Hosiery

Checks Unlimited

CigarClub

Desperate Enterprises

Dos Primos Tequila

Drake Waterfowl Systems

Federal Ammunition

FedEx

First National Bank of Omaha

GUNNER

Higdon Outdoors

iCEV

Itasca Footwear and Apparel

Luxco

Mack's Prairie Wings

Mossy Oak

Mud River Dog Products

New World Graphics

Outdoor Cap

PURINA Pro Plan

Radians Outdoors

Rico Industries

Signature Products Group

SportDOG Brand

Stone Canyon Homes

Streamlight

The McGee Group

United Country Real Estate

VISA

W.R. Case and Sons

War Eagle Boats

Winchester Ammunition

Yamaha

YETI





Ducks Unlimited's conservation efforts span the entire continent through its integrated network of organizations: Ducks Unlimited Inc., Ducks Unlimited Canada (DUC) and Ducks Unlimited de México (DUMAC).



DUCKS UNLIMITED DE MÉXICO

In FY24, DUMAC celebrated its 50th anniversary, marking five decades of significant contributions to waterfowl conservation since its founding in 1974. Established to address the loss of wintering habitat for migratory birds, DUMAC's work has resulted in the conservation of over 2.1 million acres of wetlands, including pristine mangrove ecosystems.



DUCKS UNLIMITED CANADA

Ducks Unlimited Canada (DUC) achieved significant milestones this year, surpassing its conserved acre goal by 24% and influenced acre goal by 41%.

DUC expanded its efforts in early 2024 in the Boreal region. Partnering with Manitoba's government, DUC helped extend the Boreal Wetlands Conservation Codes of Practice to upland areas, which influenced the conservation of an additional 21.2 million acres of wetland-supporting habitat.





DUCK STAMP MODERNIZATION ACT IMPLEMENTATION

In FY24, DU supported the Duck Stamp Modernization Act. The long-standing success of the Duck Stamp program has provided millions of dollars for wetland protection, benefiting waterfowl and other wildlife. The new law allows hunters, collectors and outdoor enthusiasts to purchase digital stamps via smartphone, making the stamp more accessible while still receiving traditional paper copies by mail.

D.C. FLY-IN

More than 80 Ducks Unlimited advocates, including state chairs, policy chairs, senior volunteers and staff, gathered in Washington, D.C., for the 2024 Fly-in in February. They held over 140 meetings, including discussions with 51 members of Congress, promoting legislation to support wetlands and waterfowl habitat. This year, DU also was proud to welcome 11 college students from across the country to experience all that our nation's capital had to offer.



DUCKS UNLIMITED'S TRAP PROGRAM

The Ducks Unlimited TRAP (Team Resource Assistance Program) supported 260 teams in its third full year. Varsity and collegiate teams from 39 states generated an average of \$6,500 in net proceeds per team. As part of Ducks Unlimited's R3 (Recruitment, Retention, Reactivation) strategy, TRAP continues to support the growth of youth shooting sports nationwide.

2024 THIRD TERM SUMMIT

The 11th annual collegiate leadership summit, Third Term, presented by Dive Bomb Industries, took place August 2–4, 2024, in Memphis. Over 300 college volunteers from 80 chapters gathered for conservation education, breakout sessions and networking. The summit allowed students to connect with peers from across the country and gain insight into Ducks Unlimited's national operations.



COLLEGIATE AND
HIGH SCHOOL CHAPTERS



110 CHAPTERS



34 CHAPTERS



CONSERVATION FOR A CONTINENT

— OUR WETLANDS. OUR LEGACY. —



**18.2 MILLION
ACRES CONSERVED
SINCE 1937**

● PROJECTS



SUPPORT OUR WETLANDS






DUCKS
UNLIMITED


CONSERVATION
FOR A CONTINENT
— OUR WETLANDS. OUR LEGACY. —