



Whether you're an avid outdoor recreationist or a resident of a metropolitan area who relies on wetlands for clean drinking water, you can be part of this wetland recovery dream team by making a gift to the California Wetlands Initiative today.



CALIFORNIA WETLANDS NEED YOU NOW
Your gift to Ducks Unlimited is invaluable, and it is truly the greatest contribution you can make to secure the future of wetlands and waterfowl. Every dollar you give to Ducks Unlimited is leveraged multiple times to create a conservation impact far beyond your initial gift. In addition, we invest at least 80 cents of every dollar received in our conservation mission. Start making a difference right now for waterfowl, outdoorsmen, and future generations of wildlife and people. Join us in *Banding Together for Waterfowl*. Help us *Rescue Our Wetlands* today.

Don't wait.
Call DU at **(916) 852-2000** today to speak with fundraising staff in your area.



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RESCUE OUR
WETLANDS
Banding Together for Waterfowl

**CALIFORNIA
WETLANDS INITIATIVE**



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RESTORING THE GOLDEN STATE WETLANDS TO HEALTHY WINTERING HABITATS AND HELPING PROVIDE WATER SOLUTIONS FOR WATERFOWL, OTHER WILDLIFE, AND CALIFORNIANS

California is in the midst of a historic drought that is threatening to change water availability and the landscape of the state's remaining wetlands, which provide critical wintering grounds for waterfowl and continually enhance water quality for rural and metropolitan areas. Less than 10 percent of California's historic wetlands, which once provided abundant resources for people, agriculture and wildlife, remain today.

Ducks Unlimited has been working in California since the 1980s to conserve tens of thousands of wetland acres through restoration, enhancement and protection measures. The California Wetlands Initiative helps find water solutions for all of the state's inhabitants through direct efforts, policy initiatives

and scientific rigor. DU also works as a team with other skilled experts—public agencies, non-profit organizations, and private landowners—to ensure quality waterfowl habitat and to provide opportunities for public hunting and other waterfowl-related recreation.

You can help rescue California's wetlands by supporting proven conservation strategies through the California Wetlands Initiative. Whether you're an outdoor enthusiast or a city dweller relying on wetlands for clean drinking water, you can band together with us by making a gift to California's wetlands today.



CALIFORNIA WETLANDS INITIATIVE IMPACT

The California Wetlands Initiative is a crucial part of Ducks Unlimited's *Rescue Our Wetlands* Campaign, a seven-year, \$2-billion effort aimed at changing the face of conservation in North America. *Rescue Our Wetlands* is the largest wetlands and waterfowl conservation campaign in history.

Covering one of the five highest-priority habitats for North American waterfowl, the California Wetlands Initiative focuses on the restoration, enhancement and protection of wetlands used by millions of waterfowl in the state each year.

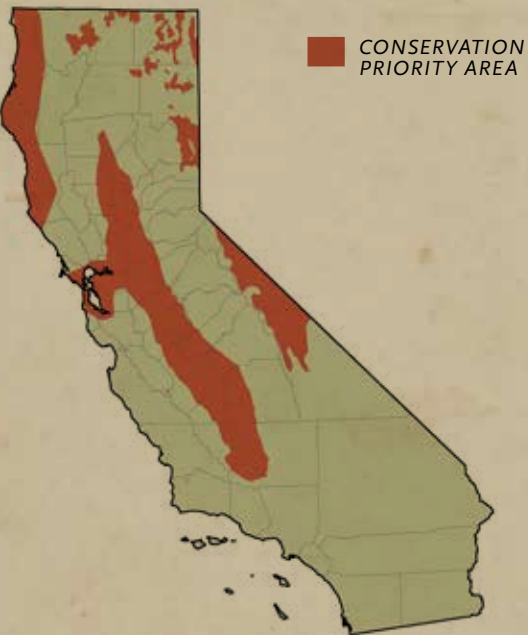
INITIATIVE STATES AND PROVINCES

California

INITIATIVE GOALS:

Your contribution toward the California Wetlands Initiative is part of the *Rescue Our Wetlands*'s Wintering and Migration Landscapes target of **\$484 million**.

Supporting the California Wetlands Initiative is pivotal in fulfilling DU's vision of wetlands sufficient to fill the skies with waterfowl today, tomorrow and forever. Visit www.ducks.org/rescue for details.



DU'S PLAN FOR CALIFORNIA'S WETLANDS

Funding derived from the California Wetlands Initiative enables Ducks Unlimited to conduct important science, public policy, and out-reach efforts, as well as conserving the breeding habitats important to waterfowl that migrate and winter in the state.

DU's research and evaluation efforts are the foundation upon which our direct conservation programs and our policy and outreach work are based. Three areas of particular concern under the California Wetlands Initiative are the San Francisco Bay Area, the Central Valley, and the Lower Klamath Basin. While each area

offers a unique set of needs and challenges, water management issues are among the highest concerns across the board.

With your gift to the California Wetlands Initiative, Ducks Unlimited will continue to work with partners and landowners to address water shortages and management concerns from a waterfowl perspective. DU will also remain focused on restoration in the high-priority Central Valley, where 95 percent of historic wetlands critical to millions of wintering waterfowl have been lost and continue to disappear each year.

CROSS-BORDER CONSERVATION



While thousands of miles separate California's wetlands from breeding habitats in Alaska, the boreal forest of Canada, and the prairies, they are crucial to the survival of many waterfowl species. These breeding grounds are where millions of Pacific Flyway ducklings are hatched each year. DU is working to identify and protect the most important boreal wetlands and address ongoing threats to the U.S. and Canadian prairies.

When you give to DU's California Wetlands Initiative, your gift will go to projects close to home, but will also ensure that the breeding grounds on both sides of the border will be protected *before* restoration is required. Birds don't recognize borders and neither do DU's conservation efforts.

MAXIMIZING THE POWER OF A DOLLAR

In many instances, your conservation investment allows DU to leverage your gift with other private, public and contractual funds, sometimes matching it as many as seven or eight times.



A LEGACY OF PERMANENT PROTECTION

For decades, Ducks Unlimited has used conservation easements to protect important waterfowl habitat from high-density development across the nation. These easements provide permanent landscape protection while allowing landowners to retain and enjoy their lands. In California, privately owned habitats often include some of the last remaining wetland complexes in the region, making easements a key part of DU's conservation strategy under the California Wetlands Initiative.

Conservation easements also serve double duty by providing permanent habitat protection and serving as an asset when Ducks Unlimited seeks public funding. The monetary value of the easements provides DU with an important non-federal match when applying for North American Wetlands Conservation Act (NAWCA) grants or other state and federal funding programs.