A HIGHER STANDARD



2026 ANNUAL REPORT

DUCKS UNLIMITED

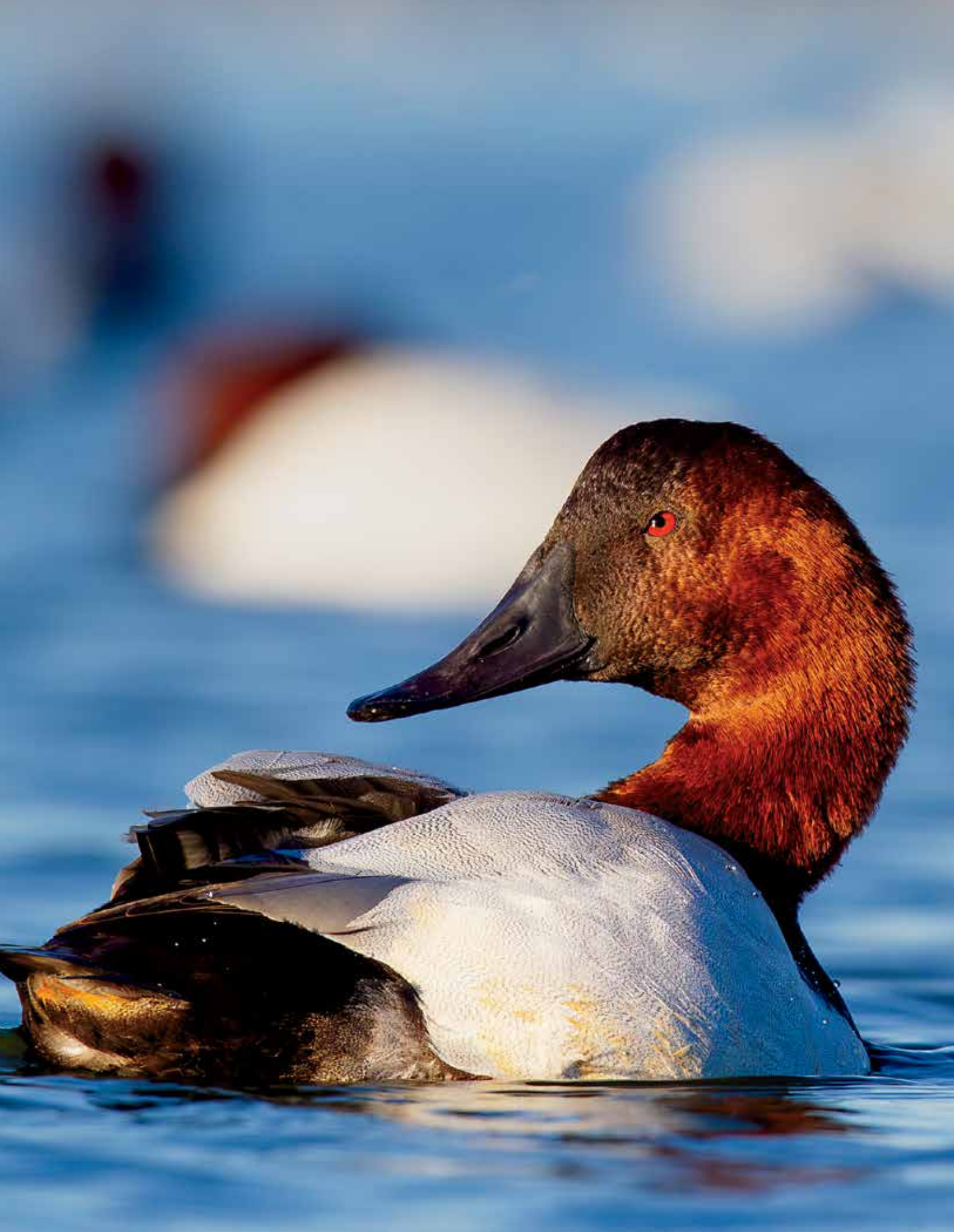


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MICHAEL PETERS

A HIGHER STANDARD

CONSERVATION FOR A CONTINENT GENERATES $4.06 BILLION, WHILE DU DELIVERS 1 MILLION ACRES OF CONSERVATION FOR THREE STRAIGHT YEARS

Fiscal Year 2026 (FY26) was a historic one for Ducks Unlimited, a year that set a new standard for wetlands conservation across North America. This annual report is filled with stories about the people, partners and passion that continue to make conservation history since our founding in 1937. In FY25, we celebrated a banner year for our organization, with record acres of conservation impact and record revenue to make that impact possible. DU has proven once again that, wherever the benchmark is set, we can go beyond it.

People

Our seven-year continental campaign, *Conservation for a Continent*, which concluded in June 2026, raised a record $4.06 billion for unprecedented wetland protection across North America, forged by Team DU's passionate, volunteer-driven culture.

Building on the steadfast leadership of Past DU President Bob Spoerl, Past Chairman of the Board Chuck Smith and those who came before them, DU has earned the trust of farmers, ranchers, and rural communities by bringing people together rather than dividing them.

Our volunteers have guided DU through leadership transitions, COVID disruptions and economic uncertainty while still delivering the most ambitious campaign in DU history.

With FY26 in the books, DU has now delivered more than 1 million acres of conservation annually for three straight years and has restored or protected more than 20 million acres across the continent. Three million acres of conservation for three straight years means clean water, reduced flooding, more opportunities for hunters and more waterfowl and wildlife.

That's a phenomenal, historic example of how 750,000 passionate members and contributors continually save the wetlands and waterfowl we love. In FY26, more than 33,000 Ducks Unlimited volunteers hosted over 6,000 events, generating $115 million in event income, including the sale of 1.8 million hats during our *Conservation for a Continent* campaign.

Another example of passion and commitment comes from Past DU President George Dunklin and his wife, Livia. Their newest contribution to DU's mission is the permanent protection of Reydell Farm, ensuring that this property will continue to benefit wetlands, waterfowl, and people for generations.

Located in Jefferson County, in the heart of the Lower Mississippi Flyway, Reydell Farm encompasses just over 630 acres of forested and emergent wetlands. The property serves as a site for nature-based recreation, wetlands and waterfowl education and research.

SCOTT FINK

The Wetlands America Trust conservation easement will permanently protect its wetlands, bottomland hardwood forests, migratory bird and other wildlife habitat, water quality, open space, and scenic character in the Mississippi River Alluvial Plain.

Money

In FY26, Ducks Unlimited generated impressive revenues of $903.8 million. We continued our focus on efficiency, with 93 percent of our expenditures going toward our habitat delivery and conservation education mission.

Habitat delivery revenue from government grants, partnerships, and donated conservation easements was $693 million—more than $460 million above budget.

Major gift commitments from individuals, foundations, and corporations surpassed $105 million, while new planned giving commitments totaled $69 million.

FY26 major gift cash was nearly $125 million, with estate maturities adding another $20 million in cash. In addition, advertising, corporate relations, and direct marketing contributed $18 million of unrestricted support.

Partnerships

Major achievements in FY26 include breakthrough partnerships and landmark conservation easements.

DU will steward one of the most significant conservation easements ever recorded in United States history, a monumental conservation achievement made possible by Cox Enterprises and the Cox family. Valued in hundreds of millions of dollars, this easement sets a new national benchmark for private land stewardship. The nearly 4,400-acre easement permanently protects Clarendon Farms, one of the last major unprotected tracts in rapidly developing Beaufort County, South Carolina. The newly protected acreage includes over 40 miles of river and marsh frontage, nine islands and several hammock islands, and nearly 1,300 acres of upland forest— landscapes that define the character and ecological health of the Lowcountry.

Once eligible for major commercial and residential development, Clarendon is now protected forever. In recent history, this coastal region has been a focus of highly successful, amenity-rich planned commercial developments, further highlighting Cox Enterprises' and 50-plus-year DU Volunteer James C. Kennedy's profound commitment to environmental stewardship and safeguarding the landscape that defines the natural heritage of the South Carolina Lowcountry.

This annual report is filled with information about a record-breaking, incredibly successful FY26; DU's ongoing sustainability efforts across North America; and the volunteers, supporters, and partners who passionately drive our mission. DU has set the bar high, shattered our goals and surpassed rare milestones, and that's the new standard for the world leader in wetlands conservation.



Rex

Rex Schulz, MD

President
Ducks Unlimited Inc.



Adam

Adam Putnam

Chief Executive Officer
Ducks Unlimited Inc.





DUCKS UNLIMITED COMPLETES HISTORIC $4.06 BILLION CAMPAIGN

DU's most ambitious conservation campaign in history blows past its goal, while delivering generational impact for North America's wetlands and waterfowl

When Ducks Unlimited set out in 2019 to raise $3 billion for North America's wetlands, the goal was already the most ambitious in the organization's history. What unfolded over the next seven years exceeded even the boldest expectations.

At DU's 89th Annual National Convention in Tampa, Florida, officials announced that *"Conservation for a Continent. Our Wetlands. Our Legacy."* generated an unprecedented $4.06 billion for continental conservation, powered by more than 2 million contributors over the campaign's seven-year run. Surpassing the original goal by more than a billion dollars, this stands as one of the greatest fundraising achievements in the history of landscape conservation, a record no conservation organization has ever touched.

"This campaign is the culmination of thousands of acts of generosity, passion, and commitment by our volunteers and contributors to something larger than ourselves," said Mike Benge, campaign chair. "Every volunteer hour invested, every dollar raised, and every acre conserved is a direct reflection of what our supporters believe: that wetlands are worth fighting for, and that together, we can protect them for generations to come."

The dollars raised weren't just a number; they were put to work immediately. Building on the 15 million acres DU and its partners had conserved at the time of the campaign's launch, the effort helped DU surpass 20 million total acres of wetlands and associated habitat conserved since 1937. For three consecutive years during the campaign period, DU recorded more than 1 million acres of conservation, reflecting the mission's urgency and momentum.

That impact was driven by five core conservation priorities that guided every dollar invested. Protecting and restoring critical waterfowl habitat across key **Breeding Landscapes** such as the Prairie Pothole Region, the Great Lakes, and the Boreal Forest ensures that the continent's ducks and geese have places to thrive. Investments in **Migration and Wintering Landscapes** along the Gulf Coast, the Mississippi Alluvial Valley, the Central Valley of California, and the Atlantic Coast kept the flyways healthy and productive. **Conservation Research and Education** expanded DU's scientific capacity while training the next generation of conservation leaders. The **Wetlands Forever** priority mobilized volunteers and community-based projects in areas of greatest need. And through **Conservation Legacy**, generous endowment



DUCKS UNLIMITED

gifts secured the financial foundation to carry this work forward for decades to come.

None of it happened without our people. More than 2 million donors, countless volunteers, and an extraordinary network of partners showed up to make this campaign what it became. *Conservation for a Continent* is their achievement as much as anyone's, and its legacy will be measured not just in dollars and acres, but in the generations of waterfowl, wildlife, and wild places that will flourish because of it.

Ducks Unlimited Surpasses 1 Million Acres of Conservation for Third Consecutive Year

Ducks Unlimited has achieved a remarkable conservation milestone, delivering more than 1 million acres of conservation during the past fiscal year, marking the third consecutive year the organization has surpassed the million-acre benchmark.

The achievement underscores DU's ongoing commitment to fulfilling its mission of wetlands conservation while delivering benefits for waterfowl, wildlife, and people across North America. From restoring critical breeding habitat in the Prairie Pothole Region to protecting coastal marshes, bottomland hardwood forests, and working agricultural landscapes, DU's conservation work continues to make a lasting impact on the continent's natural resources.

"Reaching 1 million acres of conservation in a single year is an extraordinary accomplishment. Doing it three years in a row demonstrates the durability of our mission, the dedication of our staff and volunteers, and the unwavering support of our members, donors, and partners," said Adam Putnam, CEO of Ducks Unlimited. "Every acre conserved today helps ensure a healthier future for waterfowl, wildlife, and future generations of outdoor enthusiasts."

The milestone reflects DU's science-based approach to conservation and its ability to bring together landowners, corporate partners, state and federal agencies, foundations, and local communities to deliver large-scale habitat solutions. Conservation efforts completed during the year included habitat restoration, conservation easements, land protection projects, and improvements that enhance water quality, increase flood resilience, and support biodiversity.

These accomplishments come at a time when wetlands and other critical habitats face increasing pressures from development, landscape fragmentation, and changing environmental conditions. Conserving and restoring wetlands provides benefits far beyond waterfowl habitat, including groundwater recharge, carbon storage, flood mitigation, and improved water quality for communities throughout North America.

ANNUAL CONSERVATION GOALS AND ACHIEVEMENTS		COLLECTIVE CONSERVATION RESULTS
2024 RESULT	1,081,227 ACRES	8.45 MILLION US ACRES CONSERVED SINCE 1984
2025 RESULT	1,262,062 ACRES	
2026 GOAL	950,000 ACRES	20.1 MILLION NORTH AMERICAN ACRES CONSERVED SINCE 1937*
2026 RESULT	1,157,512 ACRES	

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

PRAIRIE MEADOWS

Since 2022, Prairie Meadows has been a steadfast partner in advancing conservation across Iowa through its generous support of Ducks Unlimited and the Central Iowa Clean Water Partnership. Their investments help restore and protect wetlands, improve water quality, and create lasting benefits for wildlife and local communities. Through a shared commitment to conservation and clean water, Prairie Meadows has helped leverage collaborative efforts that deliver meaningful, on-the-ground results across the state. As a philanthropic leader, Prairie Meadows continues to demonstrate how strategic partnerships can make a lasting difference for Iowa's natural resources and future generations.

Over the past three years, DU's conservation teams have worked across millions of acres, accelerating efforts in some of the continent's most important waterfowl landscapes. The organization's ability to consistently exceed the 1 million-acre threshold highlights both the urgency of the conservation challenges facing North America and the scale at which DU and conservation partners are responding.

Since its founding in 1937, Ducks Unlimited has conserved more than 20 million acres across North America, making it the world's largest nonprofit organization dedicated to wetlands and waterfowl conservation. This latest milestone builds on that legacy and reflects DU's continued momentum in delivering meaningful conservation outcomes at a continental scale.

"Conservation is a long-term commitment," said DU Chairman of the Board Bob Spoerl. "This milestone is worth celebrating, but it is also a reminder that our work continues. Together with our supporters, volunteers, and partners, we're making a difference one acre at a time."

As DU looks ahead, the organization remains committed to advancing innovative conservation solutions, strengthening partnerships, and ensuring that future generations inherit healthy wetlands, abundant wildlife populations, and thriving outdoor traditions.

Clarendon Farms Donation by Cox Enterprises Marks One of the Most Significant Conservation Easements in US History

Cox forgoes an enormous potential development opportunity to underscore the importance of conservation

Ducks Unlimited will steward one of the most significant conservation easements ever recorded in US history, a landmark achievement made possible by Cox Enterprises and the Cox family. The nearly 4,400-acre easement permanently protects Clarendon Farms, one of the last major unprotected properties in rapidly developing Beaufort County, South Carolina. Valued in the hundreds of millions of dollars, the easement establishes a new benchmark for private land stewardship and conservation.

Clarendon includes more than 40 miles of river and marsh frontage, nine islands, several hammock islands, and nearly 1,300 acres of upland forest. Together, these landscapes define the character of the South Carolina Lowcountry and provide critical habitat for waterfowl, migratory birds, and other wildlife.

"Our family has always believed that it is important to protect wildlife and their habitats," said Jim Kennedy, chairman emeritus of Cox Enterprises and chairman of the James M. Cox Foundation. "We have worked with Ducks Unlimited for many years and are proud to partner





with them again. They have the expertise to ensure Clarendon remains a protected part of the Lowcountry and benefits the environment for years to come."

Once eligible for significant commercial and residential development, Clarendon is now permanently protected. The decision underscores the Cox family's long-standing commitment to conservation at a time when development pressure continues to reshape the Lowcountry landscape.

"The most important thing we can do for the world is protect wild and natural places," said Alex Taylor, chairman and CEO of Cox Enterprises. "Clarendon is a treasure, and we're excited to know that it will be protected and undeveloped so future generations can enjoy it as we have for decades."

Beyond its wetlands, Clarendon contains extensive longleaf pine forests that provide habitat for quail, deer, turkey, and numerous native species. Its river and marsh frontage within the Port Royal Sound watershed also supports water quality, flood storage, and coastal resilience.

"This project represents the very best of conservation in America," said DU CEO Adam Putnam. "The Cox family chose stewardship over development at a moment when the Lowcountry's natural resources are under intense pressure. Their leadership will benefit waterfowl, wildlife, and people for generations."

The easement strengthens a vital conservation corridor connecting the ACE Basin and the Savannah River, one of the most ecologically important regions on the East Coast. The newly protected acreage builds upon 1,200 acres already under easement since 2009, bringing the total protected area at Clarendon to more than 5,600 acres. It also enhances connectivity within a broader network of more than 20,000 acres of conserved lands, supporting migratory birds, coastal species, and upland wildlife.

The perpetual protection of Clarendon represents one of the most generous voluntary conservation easements in American history. Its benefits to wildlife habitat, water quality, community resilience, and the cultural heritage of the Lowcountry will endure for generations.

The project further reflects the Cox family's distinguished conservation legacy, which includes over 100,000 acres of easements in the Prairie Pothole Region with Ducks Unlimited, protection of Chile's 328,000-acre Hacienda Puchegüín, and efforts to safeguard Georgia's Okefenokee National Wildlife Refuge.





PHOTOS: COURTESY OF COX ENTERPRISES



ED WALL MEDIA

GREAT LAKES/ ATLANTIC REGION

IN FY26, DUCKS UNLIMITED DELIVERED **623,183 ACRES** OF CONSERVATION ACROSS THE GREAT LAKES/ATLANTIC REGION.

Wetlands at Work Across the Great Lakes/Atlantic Region

From farmland draining toward Lake Erie to a rare peatland in suburban Buffalo to a Mississippi River oxbow surrounded by metropolitan St. Louis, Ducks Unlimited and its partners are demonstrating how wetland conservation can benefit wildlife and communities well beyond the hunt.

Across the 21-state Great Lakes/Atlantic Region, that work takes many forms. Some projects test new approaches and measure their results. Others restore rare habitats in unexpected places. Still others combine wildlife conservation with flood resilience and public recreation.

Three projects advanced during fiscal year 2026 illustrate the range of that work and the partnerships making it possible.

A Great Lakes Pilot at Seneca

At Seneca State Game Area in southern Michigan, DU and its partners are transforming former agricultural land into functioning wetlands while studying how those restored acres affect water movement across the landscape.

The Michigan Pilot Site brings together DU; the Michigan Department of Natural Resources; the Michigan Department of Environment, Great Lakes, and Energy; the US Environmental Protection Agency; universities; and other partners. The project also represents a cross-functional effort within DU, involving engineering, conservation, ecosystem services, science, and lands teams.

FY26 marked an important milestone with the completion of the first phase of restoration and the continued expansion of the project footprint.

The work at Seneca goes beyond restoring wildlife habitat. Researchers are monitoring how the wetlands affect water flow, sediment, and nutrients leaving the surrounding landscape. The results provide real-world evidence that strategically restored wetlands can help reduce phosphorus runoff reaching Lake Erie, where excess nutrients contribute to harmful algal blooms.

ALABAMA

673 Volunteers **9,895** Members, Sponsors, and Major Donors
$2,497,842 Event and Major Gift Income



The project also demonstrates the broader benefits wetlands can provide. Restored wetlands can hold water on the landscape, improve water quality, reduce flood risk, provide wildlife habitat and expand opportunities for public outdoor recreation.

When all phases are complete, the project is expected to protect and restore more than 500 acres of public land. Additional land acquisition and restoration are planned, with the next major restoration phase scheduled to begin in December 2026.

By combining conservation delivery, engineering, scientific research and long-term monitoring, the Michigan Pilot Site could also provide a model for wetland restoration elsewhere in the Great Lakes region.



Bringing Back a Rare Buffalo-Area Wetland

In western New York, DU is demonstrating the value of restoring wetlands in developed landscapes.

The 30-acre Blood Road muck site is in the Buffalo suburbs, where a rare medium fen had been altered by drainage. These groundwater-fed peatlands support unique plant communities, but drainage tiles and ditches have changed the site's natural hydrology.

DU acquired the property in 2020 through its New York wetland mitigation program. The program uses funding associated with federally required mitigation for unavoidable wetland impacts to secure, restore, and protect wetlands with high conservation value.

At Blood Road, much of the restoration involved reversing earlier attempts to drain the property. Crews removed or disabled drainage features that carried water away, which helped restore the site's natural hydrology and vegetation.

DU contractors completed construction and planting in 2026, and the site is already seeing increased waterfowl use.

The benefits extend beyond wildlife. In a developed suburban landscape, the restored wetland adds flood storage capacity, retaining water and potentially reducing flooding impacts in surrounding areas.





Building Resilience Along the Mississippi River

Near St. Louis, DU is preparing to put wetlands to work for wildlife and people on a larger scale.

The Lower End Unit at Horseshoe Lake State Park in Madison County, Illinois, is part of DU's Mississippi River Resilience Program. The 2,960-acre public property includes Horseshoe Lake, a remnant Mississippi River oxbow and the second-largest natural lake in Illinois.

Surrounded by the St. Louis metropolitan area, the park provides hunting, fishing, boating, camping, hiking, and bird-watching opportunities. Nearly 30 public duck blinds are located throughout the park, including eight within the project area.

DU has designed and obtained permits for a project to restore 286 acres of wetlands. Horseshoe Lake receives stormwater runoff from about 17,000 surrounding acres, and flood risk has been identified as a concern in local watershed and hazard mitigation plans. The project would replace a failing mobile diesel pump system with a permanent electric pump station, reducing the estimated time required to drain floodwater from 22 days to 10 days.

The restored wetlands would also be managed to benefit waterfowl and other wildlife while maintaining public recreation and hunting access.

DU is advancing the project with the Illinois Department of Natural Resources, the City of East St. Louis, Phillips 66, Apex Energy, America's Clean Water Foundation, Enbridge Energy, and other supporters. The project is designed, permitted, and ready for construction as partners work to secure the remaining implementation funding.



THE M. AUSTIN DAVIS FOUNDATION

Ducks Unlimited proudly recognizes the M. Austin Davis Foundation as a Legacy Sponsor for its unwavering support in advancing DU's conservation mission for more than 20 years. Through the leadership and generosity of brothers Austin and Scott Stephens and their families, the Foundation has made a lasting impact on wetlands and waterfowl habitat across North America.

A cornerstone of their conservation legacy is support for DU's Big Rivers Initiative, including the construction of Kentucky's Big River Pump Station, which will enhance water delivery and habitat management at Ballard Wildlife Management Area. The Foundation has also championed DU's Preserve Our Prairies initiative, protecting critical breeding habitat for waterfowl. Their vision, dedication, and partnership continue to create lasting conservation results for future generations.



Kentucky's Big River Pump Station

GREAT PLAINS REGION

IN FY26, DUCKS UNLIMITED DELIVERED **348,554 ACRES** OF CONSERVATION ACROSS THE GREAT PLAINS REGION.

Central Platte River Acquisition Protects Vital Waterfowl and Crane Habitat

The 478-acre Back-Bar project along the Central Platte River represents a timely, high-impact conservation achievement for Ducks Unlimited and our longtime partner, the Crane Trust, a fellow conservation nonprofit focused on the river. This landscape is a shared conservation priority for both organizations. The project came together quickly, with the acquisition approved in August 2025 and closing on December 17, 2025. Without DU's assistance, this opportunity likely would have been lost. The project permanently protects



(From left) Doug, Allison, and Austin Frey.

critical habitat within one of North America's most important migration corridors in the Central Flyway, supporting millions of migratory birds annually, including waterfowl, sandhill cranes, the endangered whooping cranes, songbirds, and other wetland-dependent wildlife. This stretch of the Platte River is recognized as one of the largest crane roosting areas in the world. The acquisition also demonstrates the strength of DU's partnerships and conservation expertise along the Platte River, where collaboration among public and private partners is

ARKANSAS

1,014 Volunteers **29,570** Members, Sponsors, and Major Donors

$5,165,163 Event and Major Gift Income



GARRETTDERRPHOTOGRAPHY.COM



PHILKAHNKE/BANDED.COM

essential to building a connected network of protected floodplain wetlands, wet meadows, and adjacent agricultural lands. Despite unique circumstances, the effort advanced from approval to closing in just a few months through the collaboration and dedication of DU senior volunteers and staff, the Crane Trust, and key private funders. Funding included a $500,000 lead gift from Doug and Allison Frey, along with support from the North American Wetlands Conservation Act (NAWCA) through the US Fish and Wildlife Service's Division of Bird Habitat Conservation. The property was transferred to the Crane Trust on August 13, 2026, and now becomes part of the Trust's nearly 10,000-acre protected habitat complex, which DU has played a significant role in building, restoring, and enhancing over many years.

Dakota Skipper Conservation Bank

In the fall of 2025, Ducks Unlimited received approval from the US Fish and Wildlife Service for the first-of-its-kind Species Conservation Bank in the Prairie Pothole Region (PPR) of North Dakota. The Dakota skipper is a threatened butterfly that lives in the same priority I landscape as North America's breeding waterfowl. This overlap in habitat presented a unique opportunity for our project to restore and perpetually protect native grasslands and wetlands that benefit both Dakota skippers and waterfowl. DU coordinated closely with state and federal regulators, private landowners, and the energy industry to establish this marketplace to offset impacts to Dakota skipper habitat. Developers will be able to purchase credits from the "bank" to responsibly account for their project impacts and receive regulatory certainty. At the same time, DU can utilize the funding to target other high-priority habitat opportunities in the PPR. This collaboration is a testament to DU's innovation and ability to provide environmental solutions to all stakeholders while creating diversified revenue streams to further the organization's mission.



Montana Grassland Restoration

Among Montana DU's largest restoration projects in FY26 was a grass reseeding effort funded through the Arthur M. Blank Family Foundation. In Phillips County, two landowners converted more than 2,200 acres of cropland back to grass and will add grazing infrastructure to support sustainable grazing management practices. These reseeding projects help connect larger native range and pasture tracts, increasing prairie habitat connectivity across Montana's Prairie Pothole Region. These projects were a collaborative effort involving the US Fish and Wildlife Service Partners for Wildlife Program, Pheasants Forever, and the Prairie Pothole Joint Venture.

Ducks Unlimited Receives $1.5 Million Grant to Support Sustainable Agricultural Practices

The National Fish and Wildlife Foundation (NFWF) awarded two grants totaling $1.5 million to DU for projects in Kansas and Iowa through its Conservation Partners Program (CPP). This initiative leverages grant money with matching contributions, like those from PepsiCo in Iowa, to fund conservation-focused endeavors.

The grants, which were part of an $8.7 million award to eight states, will help generate an additional $6.4 million in matching contributions for a total of $15.1 million earmarked specifically to support voluntary conservation practices on agricultural and ranching lands in the Midwest and West.

"Across the country, private landowners help safeguard some of the most valuable fish and wildlife habitats through active stewardship and conservation," said Jeff Trandahl, executive director and CEO of NFWF. "These awards reinforce a shared commitment to voluntary stewardship, and to supporting landowners and producers as they sustain agricultural productivity, keep working lands working, and conserve working landscapes for wildlife."

Collectively, the grants will provide technical assistance to help producers implement sustainable practices, such as cover crop planting, soil health education, and grazing management, which will improve irrigation, and enhance riparian habitat. The result will put 1,900 management plans into effect and improve more than 490,000 acres.

"Done correctly, conservation-minded ag practices can provide a boon for wildlife and the landscape and improve a producer's bottom line at the same time," said DU Manager of Conservation Programs Matthew Hough. "Thanks to the NFWF grants and matching funds, we'll be able to continue financially supporting farmers and ranchers through the learning curve and implementation process that some of our programs require."



DU GOLD BENEFACTORS JACK RIESSELMAN AND TRISH NEIFERT GIVE BIG IN BIG SKY COUNTRY

Introduced to waterfowl hunting at an early age, Jack has been a passionate ambassador for wetlands ever since. He later shared that tradition with his wife, Trish, who now proudly serves as the golden retriever handler in the blind. Together, they are Major Sponsors, Feather Society members, and familiar faces at DU events and national conventions. Jack's commitment to Ducks Unlimited spans more than 40 years of volunteer service, including his and Trish's leadership as co-chairs of the Montana Sponsor Event in Bozeman.

"Fifty years ago, I doubted Ducks Unlimited could make a meaningful conservation impact," Jack said. "I could not have been more wrong."

During a Prairie Experience tour, the couple visited Coteau Ranch and were inspired by a display honoring Prairie supporters with personalized ducks. This year, they became Prairie supporters themselves, earning a place on that wall.





TODD J. STEELE

SOUTHERN REGION

IN FY26, DUCKS UNLIMITED DELIVERED **166,732 ACRES** OF CONSERVATION ACROSS THE SOUTHERN REGION.

Nearly 3,300 Acres along Louisiana's Red River Protected

Ducks Unlimited has permanently protected nearly 3,300 acres of critical wildlife habitat near Shreveport, Louisiana, through the acquisition and subsequent transfer of the Cannisnia property to the US Fish and Wildlife Service. The conservation success was made possible through the generous support and vision of the Campbell family, the property's previous owners and longtime stewards, along with the significant philanthropic support of the Paul and Beverly Dickson and Skipper and Cindy Dickson families, whose generosity helped make the land acquisition possible.

Located in the Red River Valley, the Cannisnia property encompasses thousands of acres of bottomland hardwood forest and wetlands that provide essential habitat for migratory birds, resident wildlife, and a wide variety of fish and aquatic species. Protecting this landscape is especially important in one of Louisiana's most heavily altered and degraded watersheds, where large blocks of intact bottomland habitat have become increasingly rare.

"Thanks to the critical support of the Campbell family, Ducks Unlimited has expanded habitat protection in Caddo and Red River parishes," said DU Southern Region Senior Director of Operations Jerry Holden. "This acquisition safeguards an iconic Red River Valley landscape, strengthens a larger network of protected habitat, and creates lasting conservation benefits for wildlife and future generations."

For more than two decades, the Campbell family managed the property as a family hunting retreat while maintaining and enhancing its exceptional habitat values. Their stewardship helped create a haven for wintering and migrating waterfowl, white-tailed deer, wild turkey, and countless other wildlife species that depend on bottomland hardwood ecosystems.

"Our family is thrilled to partner with Ducks Unlimited to protect almost 3,300 acres of bottomland hardwood wetlands and associated habitats," said Chris Campbell. "We could not be more pleased knowing that this property will have a significant conservation impact along the Red River Valley and will remain protected for future generations to enjoy."

CONNECTICUT

96 Volunteers **2,157** Members, Sponsors, and Major Donors
$519,096 Event and Major Gift Income



The property's conservation value extends far beyond its boundaries. The Cannisnia tract provides secure wintering habitat for migratory waterfowl traveling the Mississippi Flyway; supports nesting and brood-rearing habitat for wood ducks and other birds; and contributes to improved water quality, flood attenuation, and ecosystem resilience throughout the watershed.

Following its acquisition by Ducks Unlimited, the property was transferred to the US Fish and Wildlife Service, ensuring its long-term protection and professional management as part of the National Wildlife Refuge System. The addition further expands a growing network of conserved lands in northwest Louisiana and complements nearby protected areas, including Bayou Pierre Wildlife Management Area and Red River National Wildlife Refuge.

In addition to safeguarding critical habitat, the transfer will create opportunities for public access and outdoor recreation.

Moody Tract: A Lasting Gift for Gulf Coast Wetlands

Along the upper Texas coast, where prairie, marsh and bay meet, the 3,609-acre Moody Tract is part of more than 120,000 protected acres in the Texas Chenier Plain. Once famous for the canvasbacks that gathered on Lake Surprise, this expansive wetland is increasingly valuable in a changing coastal landscape.

Ducks Unlimited worked with the Moody Foundation to secure the tract's future. The Foundation donated its 87.5 percent ownership interest, while The Elkins Foundation, Wood-Next Foundation, and DU's Habitat Revolving Fund financed the acquisition of the remaining 12.5 percent. DU now aims to permanently conserve the property within the National Wildlife Refuge System.

Coastal marshes like the Moody Tract provide vital wintering and migration habitat for ducks in the Central and Mississippi Flyways. Lake Surprise's historic canvasback concentrations reflect the tract's rich food resources, water quality, and importance within the Gulf Coast habitat network.

Its value reaches beyond canvasbacks. The tract supports mottled ducks, migratory birds, fish and other wildlife, while healthy wetlands improve water quality and help protect coastal communities. Preserving large, connected habitat is critical as wetland loss, erosion and development reshape the region.



The trustees' donation reflects the Moody Foundation's long-term commitment to Texas landscapes and wildlife. For DU, it creates both an opportunity and a responsibility to honor the tract's history through lasting stewardship.

DU's Habitat Revolving Fund enabled swift action, turning a generous private gift into a permanent public conservation benefit.

Permanent protection will allow management at the scale coastal wetlands require. Controlled burning, grazing, shoreline protection, levee maintenance, and nature-based restoration can improve habitat and resilience.

Marsh Island Refuge Big Impoundment East Water-Control Structure

Back in the mid-1980s, Ducks Unlimited delivered its first conservation project in Louisiana. It was the installation of two large water-control structures in the 8,000-acre "Big Impoundment" waterfowl-management unit at Marsh Island Refuge in Iberia Parish. Fast-forward 40 years, and DU is at it again. In 2026, DU is replacing one of the two original water-control structures, which had deteriorated over time. Through a partnership with the Louisiana Department of Wildlife and Fisheries (LDWF), DU is using funding from the North American Wetlands Conservation Act, the James M. Cox Foundation of Georgia, Louisiana Outdoors Forever, and LDWF to construct the 8-barrel variable-crested water-control structure at a total project cost of $3,500,000. Construction is ongoing and is expected to be completed this fall.



MEET LLOYD AND MICHELLE GOODE

Lloyd and Michelle Goode have made Ducks Unlimited their foremost philanthropic passion and a priority in giving back to God's creation through lasting contributions to North American wetlands conservation. They have been privileged to help Ducks Unlimited secure a 1,400-plus-acre conservation easement in northeastern North Carolina, as well as a tax credit for a portion of their 185-acre Virginia property, which serves as their primary residence. Their shared enthusiasm for the organization has made fundraising an enjoyable and rewarding part of their lives.

Over more than 50 years of service, the Goodes have held numerous leadership positions within Ducks Unlimited, including North Carolina state chairman and senior regional vice president. They also helped establish Sound CARE, an initiative that has raised more than $28 million for wetlands conservation. Among their proudest accomplishments was helping lead both their state and region to national recognition as top-performing programs.

Today, Lloyd and Michelle continue their service through leadership roles in Virginia and on Ducks Unlimited's National Scholarship Committee.





Ducks Unlimited volunteers, board members, and conservation leaders from the Arkansas Game and Fish Commission and Governor Sarah Huckabee Sanders gathered in Little Rock, Arkansas, in early 2026 to celebrate George and Livia Dunklin for their steadfast commitment to conservation.

Reydell Farm: George and Livia Dunklin

For Past DU President George Dunklin Jr. and his wife, Livia, conservation has never been a single project or moment. It is a shared commitment carried through decades of leadership, service, and hands-on stewardship in Arkansas. Their newest contribution, the permanent protection of Reydell Farm, ensures that this legacy will continue to benefit wetlands, waterfowl, and people for generations.

"George embodies the very best of Ducks Unlimited," said DU Chief Executive Officer Adam Putnam. "His passion for the Natural State's wetlands and his commitment to the people who depend on them have shaped conservation in ways that will be felt for generations. George doesn't just support the mission; he lives it every day."

Located in Jefferson County, in the heart of the Lower Mississippi Flyway, Reydell Farm encompasses just over 630 acres of forested and emergent wetlands. The property serves as a site for nature-based recreation, wetlands and waterfowl education, and research. This area is currently managed through a series of wells, pumps, levees, and water-control structures.

The easement will protect bottomland hardwoods, swamp forests, streams, and riparian forests along Bayou Meto in perpetuity. This mosaic of wetlands provides water storage, water purification, and groundwater recharge functions, benefiting fish, wildlife, and plant communities in the Bayou Meto watershed.

Less than two miles south of the George Dunklin Jr. Bayou Meto Wildlife Management Area, Reydell Farm will add more than 630 acres to a larger network of permanently conserved habitat. That connection will give migratory waterfowl additional places to feed, rest, roost, nest, and breed in one of the Mississippi Flyway's most important wintering landscapes.



The Reydell Farm conservation easement turns a lifetime of stewardship into a permanent promise. By protecting a vital piece of the Bayou Meto landscape, George and Livia are leaving more than a record of service: They are leaving healthy wetlands, connected habitat, and new opportunities for research and education that will endure for generations.

WESTERN REGION

IN FY26, DUCKS UNLIMITED DELIVERED **19,044 ACRES** OF CONSERVATION ACROSS THE WESTERN REGION.

From Vision to Action: Great Salt Lake Charter 2034 Pairs Bold Commitment with On-the-Ground Action

In a historic step toward restoring one of North America's most important wetland ecosystems, Ducks Unlimited recently joined the State of Utah and a broad coalition of partners in signing the Great Salt Lake Charter 2034, a 10-year commitment to improving the health of the Great Salt Lake and its surrounding wetlands.

The charter arrives at a critical moment. Years of drought, population growth and water diversions have contributed to dramatic declines in lake levels, threatening wildlife habitat, air quality, recreation and local economies. In response, state leaders, conservation organizations, businesses, and private partners have rallied around a shared goal: ensuring the Great Salt Lake remains a thriving resource for future generations.

For DU, the charter represents more than a promise. It builds on decades of conservation work across the Great Salt Lake Basin and highlights the type of projects needed to restore water flows and strengthen wetland resilience. One current example is the Miller Pond restoration project, where DU and its partners are rebuilding critical wetland infrastructure to improve habitat and water management within the Great Salt Lake ecosystem.





GEORGIA

701 Volunteers **16,202** Members, Sponsors, and Major Donors

$47,910,066 Event and Major Gift Income



GARKKRAMER.NET

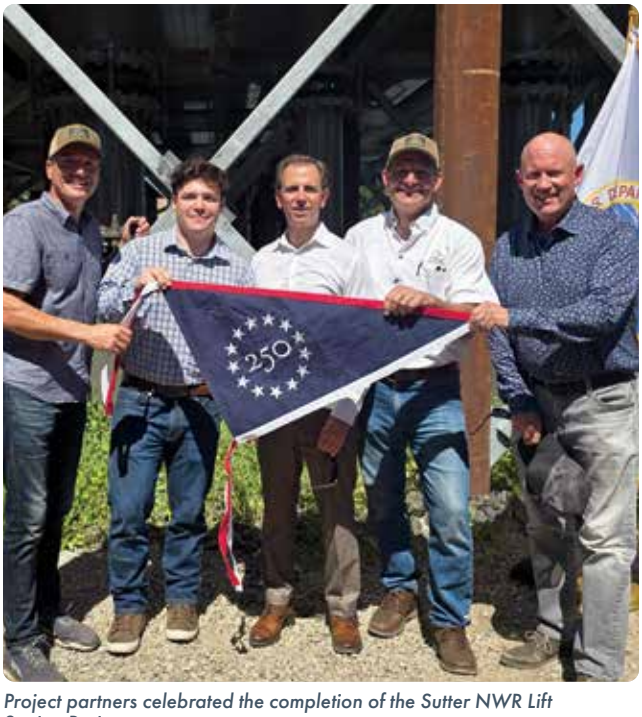


MARC EPSTEIN

"The urgency is clear, and so is the opportunity," said Jeff McCreary, DU's director of operations for the Western Region. "DU is fully committed to this landscape—for people, for wildlife, and for the millions of waterfowl that depend on it—now and for generations to come."

At Miller Pond, located west of the Legacy Shorelands Preserve, DU is leading a restoration effort to address these challenges. The project focuses on rebuilding a deteriorated levee that was originally constructed in the 1930s to create managed wetlands. After suffering significant flood damage in the 1980s and decades of decline, the levee lost its ability to control water movement effectively, allowing water to spread unchecked across state sovereign lands and contributing to the expansion of invasive phragmites.

Once completed, the project will reconstruct the primary berm, build a smaller northern berm, and install five water-control structures across 627 acres. These improvements will allow land managers to capture, store, and strategically release water more effectively while creating healthier habitat conditions for waterfowl and shorebirds.



Project partners celebrated the completion of the Sutter NWR Lift Station Project.

New Lift Station Brings Reliable Water Delivery to Sutter National Wildlife Refuge

The US Fish and Wildlife Service, Ducks Unlimited, and the Bureau of Reclamation joined partners to celebrate the completion of the Sutter National Wildlife Refuge (NWR) Lift Station Project. This major infrastructure improvement will enhance wetland management and habitat for migratory birds in California's Sacramento Valley.

Established in 1945, Sutter NWR is part of the Sacramento National Wildlife Refuge Complex, which provides critical habitat for more than 1.5 million ducks and nearly 1 million geese each year. For decades, the refuge faced water-management challenges because it lacked the infrastructure to access available water supplies during periods of low water. As a result, managed wetlands often received only 30 to 40 percent of the water needed to support habitat during key seasonal periods.

"This project is a testament to what can be achieved through collaboration," said Jeff McCreary, DU's Western Region director of operations. "By working together, we've delivered a solution that will immediately improve water reliability and enhance habitat for waterfowl and other migratory birds."

HAWAII

8 Volunteers **245** Members, Sponsors, and Major Donors
$6,225 Event and Major Gift Income



Alaska Born to Fly Initiative Expands Conservation Efforts in the Last Frontier

Ducks Unlimited CEO Adam Putnam announced a major expansion of the Alaska Born to Fly Initiative during the Alaska Oil and Gas Association's annual conference in Anchorage, reinforcing DU's commitment to conserving one of North America's most important waterfowl breeding regions.

The initiative will focus on protecting critical waterfowl habitat across Alaska while building partnerships with industry leaders, Native communities, and public agencies.

"Ducks Unlimited is proud to be a conservation organization that gets things done through partnerships, and our history of working with the oil and gas industry is proof of that," Putnam said. "The Alaska Born to Fly Initiative is not just an investment in waterfowl habitat, it's an investment in the future of Alaska's landscapes, people, and wildlife."

Alaska is one of only four regions designated by DU as a Level I waterfowl breeding area, the organization's highest conservation priority. The state produces more than one-third of all ducks and half of all geese harvested in the Pacific Flyway, making it a cornerstone of North American waterfowl populations.

However, changing wetland conditions in areas such as the Yukon-Kuskokwim Delta and Yukon Flats, along with indications of declining waterfowl populations in some regions, highlight the need for additional conservation investment.

The expanded initiative will build on DU's existing work in Alaska, including waterfowl surveys, banding efforts, and research on wetland change. Planned investments include long-term wetland monitoring, science-based support for responsible development, and efforts to maintain hunting and outdoor recreation opportunities.



DU CEO Adam Putnam announced a major expansion of DU's Alaska Born to Fly Initiative.



TODD J. STEELE

THE YEAR IN REVIEW

Event Fundraising Finishes Campaign Strong Despite Challenges

FY26 was another record-breaking year for DU's Event Fundraising Division, its fifth record-breaking year in a row. It was a fitting end to the historic *Conservation for a Continent* campaign. Still, it was not achieved without overcoming economic challenges that impacted business costs and consumer confidence in the second half of the year.

That kick-started a fantastic fall event season marked by minimal weather interruptions and strong performance across the country, including DU's two annual national online fundraising efforts: the National Trip Auction in August and Into the Vault in late November and early December.

However, smooth sailing during the fall would give way to rough seas in the spring, as the impact of rising gas prices crept into event halls across the country.

"It wasn't a glaring impact overnight," DU Chief Event Fundraising Officer David Schuessler said. "A little less for our Shotgun of the Year here, and a trip or two from our Approved Outfitter Program not selling there. A few weeks into spring, and you could start to tell."



DU CEO Adam Putnam fires up the crowd at the annual Blackhawk Gala in California.

ILLINOIS

1,316 Volunteers **24,824** Members, Sponsors, and Major Donors
$16,975,686 Event and Major Gift Income



PATRICK AND JENNIFER O'CONNOR

Benefactor and Grand Slam Heritage Sponsors Patrick "Pat" and Jennifer O'Connor share a passion for conserving landscapes that support waterfowl across the continent.

Pat's journey began through local events in Canada. Alongside friend Kevin McFadden, he helped establish Ride to the Lake, which recently celebrated its 10th year as a cycling fundraiser from Winnipeg to Kenora, generating more than $3.1 million to date for Ducks Unlimited Canada (DUC), including more than $400,000 in 2026. Pat has served as DUC vice president, president, and currently serves as board chair. He also serves on the Board of Directors for Ducks Unlimited. For Jennifer, DU's science-based approach and lasting impact reinforce the couple's dedication to the mission.

"Waterfowl do not recognize borders," Pat said. "Conserving the places they depend on takes people working together across the continent."



GARYKRAMER.NET

The DU event system is built on two major principles: increased attendance at events drives success, and increased attendance only happens through an increase in volunteers, those passionate men and women who represent the organization in more than 2,400 local chapters nationwide.

"Attendance is the answer to most event problems, and volunteer growth is the key," DU National Director of Event Fundraising Brett Baker said. "Even in a challenging year like FY26, our attendee base grew by 8 percent, and we recruited new volunteers at a rate of four per day. That's what kept us strong in the face of the spring challenges, and that's what will ensure our success moving into FY27. When you get that flywheel cranking, it's a very powerful force that is hard to stop."



California's Blackhawk Gala is a perennial DU Top 10 event.

Ducks Unlimited Expo Returns to Memphis

After several years in Texas, the Ducks Unlimited Expo (DUX) returned to Memphis August 1-3, 2025, delivering a record-setting weekend that brought together outdoor enthusiasts, duck hunters, conservation supporters, volunteers, and industry leaders from across the country.

Held at the Renasant Convention Center, DUX welcomed more than 20,000 attendees and featured over 250 exhibitors representing 45 states. Visitors explored the latest hunting gear, outdoor products, dog training resources, and conservation exhibits as they prepared for the upcoming waterfowl season.

The event had a significant impact on both Ducks Unlimited and the local community. In its first year back in Memphis, DUX generated $495,000 in net proceeds for wetlands conservation. Combined with an additional $50,000 net raised by the Memphis chapter, the weekend generated more than half a million dollars to support DU's conservation mission. Many exhibitors and sponsors also reported record-breaking sales, with some vendors selling out of inventory before the event ended.

DUX's success extended well beyond the convention center. Through partnerships with sponsors, exhibitors, and social media influencers, the event generated more than 78 million organic impressions. Ducks Unlimited content alone generated over 4 million video views, more than 250,000 engagements, and thousands of clicks, introducing new audiences to DU's conservation work and outdoor heritage.

The Expo also served as the backdrop for DU's biennial National Leadership Conference (NLC), which brought hundreds of volunteer leaders and fundraising staff to Memphis. These dedicated volunteers help make more than 6,000 Ducks Unlimited fundraising events possible each year. By hosting NLC alongside DUX, attendees had opportunities to connect with vendors, exchange ideas, and strengthen relationships with fellow conservation supporters from across North America.

Conference participants heard updates on habitat conditions, celebrated volunteer achievements, and gained insights from industry leaders, including Mossy Oak Founder and CEO Toxey Haas. Together, NLC and DUX highlighted the passion and commitment that drive Ducks Unlimited's conservation success.

Another highlight of the weekend was the opening of *Canada Goose: Etched in Time, Carved in Wood* at the Ducks Unlimited Waterfowling Heritage Center inside Bass Pro Shops at the Pyramid. The exhibit showcases decoys from the Peterson Collection and celebrates the release of a companion book by Mark Petrie, DU's Western Region director of conservation science and planning. More than 100 guests attended the opening event, which featured DU leadership, Waterfowling Heritage Center supporters, and members of the public.







The exhibit opened to visitors during DUX weekend and quickly became a popular attraction, offering a unique look at the craftsmanship, culture, and history of waterfowling traditions.

The successful return of DUX to Memphis demonstrated the city's strong connection to waterfowling heritage and conservation. With record attendance, strong fundraising results, national leadership engagement, and widespread digital reach, the 2025 Expo proved that Memphis remains a natural home for one of the outdoor industry's premier events.



MARC EPSTEIN

National Convention Highlights

Ducks Unlimited's 89th National Convention in Tampa welcomed 925 attendees from across North America, including representatives from all 50 states, Canada, and Mexico. Attendance was the highest in several years.

One of the highlights of this year's convention was the transition of officers and directors, as Dr. Rex Schulz was elected president, Bob Spoerl became chairman of the board, Tammi Kircher became first vice president, and after six years at the top of DU's volunteer leadership, Chuck Smith joined the distinguished ranks of our past presidents. Fourteen new directors also joined the DU Board of Directors.

The 89th National Convention featured several engaging committee meetings and educational business sessions on Friday and Saturday. During the Friday business session, Chuck Smith unveiled that, for the third year in a row, DU delivered more than 1 million acres of conservation, a feat that had never been achieved before 2024, and secured a record $425 million in total operating revenue.

Attendees also heard about the state of conservation across the continent. They enjoyed engaging presentations from a variety of special guest speakers, including Carlton Ward, National Geographic photographer, Zippy Duvall, president of the American Farm Bureau Federation, Arnie Bellini, founder of Live Wildly, and Ken Eubanks, president of the Congressional Sportsman's Foundation, who each shared their unique perspectives and conservation stories.

DU CEO Adam Putnam and American Farm Bureau President Zippy Duvall discuss the collaborative relationship between conservation and agriculture.



MEET FLORIDA'S KENNETH KING

Kenneth "Ken" King's 40-plus years of dedication to Ducks Unlimited began with a simple piece of advice from Dr. O.E. Frye Jr., the retired director of the Florida Game and Fresh Water Fish Commission and one of Ducks Unlimited's earliest regional directors.

"After a morning waterfowl hunt together, Dr. Frye told me it was time to put something back," Ken said.

Inspired by those words, he helped organize Florida's first non-stag Ducks Unlimited banquet in Clearwater in 1981. The event became one of the state's most successful inaugural fundraising banquets. It marked the beginning of more than a decade of volunteer leadership, during which Ken helped establish DU chapters throughout Florida and raise critical funds for wetlands conservation.

Today, Ken's commitment has grown from volunteer leadership to philanthropic leadership, including Diamond Benefactor, President's Council member, and Diamond Feather Society member. An active supporter of Ducks Unlimited, Ken participated this year in DU's National Convention in Tampa, the Southeastern Wildlife Exposition (SEWE) in Charleston, and the National Geographic Alaska Expedition.





Convention attendees looked on as DU announced the final Conservation for a Continent campaign total.



DU Managing Director of Lands Kate Hackett and DU Great Plains Region Director of Public Policy Ryan Taylor delivered a timely update on the importance of conservation easements.

The Mosaic Company was honored with DU's Corporate Conservation Achievement Award for its exceptional contributions to conservation in North America. Bruce Bodine, President and CEO of the Mosaic Company, accepted the award and delivered remarks.

Attendees were also treated to three topical and engaging presentations from DU's conservation staff. DU Director of Conservation Programs Brandy Neveldine and Manager of Conservation Programs Elizabeth Guthrie updated attendees on the state of the ducks in the Atlantic Flyway; Managing Director of Lands Kate Hackett and Director of Public Policy Ryan Taylor provided highlights of our conservation easement program; and DU Project Manager of Sustainability and Ecosystems Services Dr. Jerad Henson described the latest technologies being deployed in waterfowl science.

The Saturday Night Gala was also a tremendous success. The live auction was as energetic as ever, inspiring spirited competition and raising more money than any DU convention live auction in recent history, nearly $300,000.

Near the conclusion of the Saturday business session, DU CEO Adam Putnam delivered the annual CEO report in his typical fashion: rousing, inspirational, and energetic. He shared his perspective on how far the organization has come and how much opportunity lies ahead.

But the main event of this year's national convention was the highly anticipated conclusion of the ambitious, seven-year *Conservation for a Continent* campaign. Speculation was rampant throughout the week as attendees wondered whether DU exceeded its $3 billion campaign goal, or, rather, by how much. Bob Spoerl, newly minted as chairman of the board, built the tension for the final reveal. As the number appeared on the screen, the reaction was one of celebration mixed with shock, as DU announced that the campaign had raised $4.06 billion, more than $1 billion over its goal.

KENTUCKY

346 Volunteers **6,179** Members, Sponsors, and Major Donors

$1,120,968 Event and Major Gift Income



GARRETTDERRPHOTOGRAPHY.COM



(From left) Ducks Unlimited Podcast hosts Dr. Mike Brasher, Wade Shoemaker, and Dr. Jerad Henson.



CLAYTON HOLMES

Ducks Unlimited Podcast

The *Ducks Unlimited Podcast* consistently ranks among the top outdoor and wilderness podcasts, bringing audiences engaging, entertaining discussions focused on waterfowl, science, research, hunting, migration, and more. Hosts Dr. Mike Brasher, Wade Shoemaker, Katie Burke, and Dr. Jerad Henson lead compelling conversations about ducks and geese with special guests, *Ducks Unlimited* magazine contributors, state and federal agency biologists, and DU conservation staff from throughout North America. More than eight podcasts are released monthly and are available on most podcast listening platforms. In FY26, the *Ducks Unlimited Podcast* averaged 55,000 downloads per month and more than 16,000 listeners per episode.

DU TV

As America's longest-running waterfowl series, *Ducks Unlimited Television* (*DU TV*) continues to bring the best in North American waterfowl hunting adventures and wetlands conservation education. *DU TV's* co-hosts, Fred Zink, Doug Larsen, and Julia Stallings, are dynamic personalities who keep audiences entertained and informed about Ducks Unlimited's mission. Filming locations in 2026 included Quebec, Kansas, New Jersey, New York, Wyoming, and other places around North America. In 2025, *DU TV* reached over 2.2 million homes, making it one of the most popular outdoor television programs. New episodes air from July through September exclusively on the Sportsman Channel. Classic episodes are available anytime on YouTube or MyOutdoorTV.



ASCEND

Ascend by Ducks Unlimited is a multimedia platform, web series, and podcast created by and for women in the outdoors. It aims to build a welcoming community for female outdoor enthusiasts, from beginners to experts, to share stories, learn practical skills, get gear advice, and celebrate conservation. The Ascend brand focuses on a wide range of outdoor pursuits, including waterfowl and upland hunting, fishing, practical "how-tos," fit-focused gear reviews, and mentorship. New episodes air weekly on YouTube.

DU Social Media

Ducks Unlimited's social media presence is built to inform, educate, and entertain supporters while strengthening their connection to the organization and its wetlands conservation mission. Each social platform provides a unique opportunity to reach and engage different audiences through relevant content focused on waterfowl, hunting, science, conservation, and the outdoor lifestyle.

Through these digital touchpoints, DU works to build meaningful relationships with its growing online community while increasing awareness of the organization's mission. Social media also provides an important pathway for turning engaged followers into members, volunteers, donors, and advocates for wetlands and waterfowl conservation.

PRIORITIES

- Engage, inform, educate, and entertain DU's growing social audiences through high-quality content centered on waterfowl, waterfowl hunting, wetlands conservation, science, and the people who make our mission possible.
- Grow and strengthen DU's digital community by creating relevant, platform-specific content that encourages meaningful interaction and builds stronger connections between supporters and the organization.
- Support fundraising, membership, and organizational goals by maintaining DU's trusted voice and developing content that complements strategies from the Digital Media and Marketing Team.
- Drive meaningful traffic to *ducks.org* through strategic content distribution, timely storytelling, and editorial initiatives that support advertising, fundraising, and organizational priorities.
- Maintain DU's position as the leading voice for waterfowl, waterfowl hunting and wetlands conservation while identifying emerging platforms, formats, and digital opportunities that can introduce DU's mission to new audiences.



STEVE OEHLENSCHLAGER

MAINE

72 Volunteers **1,774** Members, Sponsors, and Major Donors
$410,713 Event and Major Gift Income

SOCIAL MEDIA PLATFORMS

FACEBOOK

DU's largest social media platform—1,334,710 followers—with 122,700 new followers during FY26. Facebook continues to be a top-performing platform for generating visibility, engagement, and traffic. During FY26, Facebook generated 137.6 million views, 2 million content interactions (45.5 percent over FY25), and 464,500 link clicks (55.6 percent over FY25).

INSTAGRAM

DU's top platform for maintaining brand awareness—839,000 followers—with 70,200 new followers during FY26. The platform continues to expand DU's reach and connect supporters with engaging visual content centered around waterfowl, hunting, science, and conservation. During FY26, Instagram generated 44 million views and 96,900 link clicks.

TIKTOK

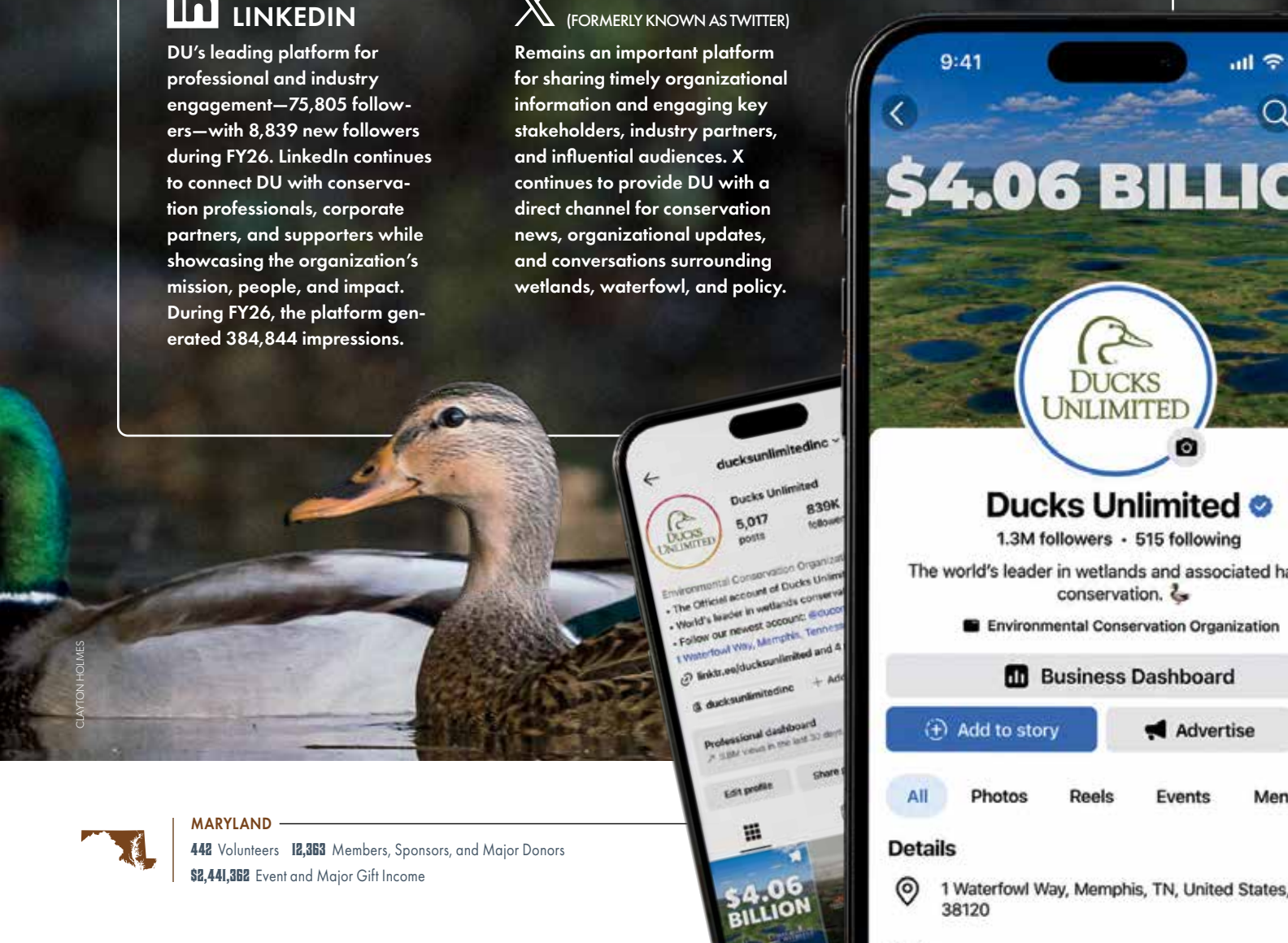
Continues to be an important platform for expanding DU's reach through short-form video and introducing the brand to new and younger audiences. During FY26, the platform grew to 268,561 followers, adding 11,552 new followers. TikTok also supports DU's broader social media strategy by extending video content and branding efforts across platforms. During FY26, TikTok generated 210,631 impressions.

LINKEDIN

DU's leading platform for professional and industry engagement—75,805 followers—with 8,839 new followers during FY26. LinkedIn continues to connect DU with conservation professionals, corporate partners, and supporters while showcasing the organization's mission, people, and impact. During FY26, the platform generated 384,844 impressions.

(FORMERLY KNOWN AS TWITTER)

Remains an important platform for sharing timely organizational information and engaging key stakeholders, industry partners, and influential audiences. X continues to provide DU with a direct channel for conservation news, organizational updates, and conversations surrounding wetlands, waterfowl, and policy.



CLAYTON HOLMES

MARYLAND

442 Volunteers **12,363** Members, Sponsors, and Major Donors

$2,441,362 Event and Major Gift Income



SUSTAINABILITY

Ducks Unlimited's State of Sustainability

Since 1937, DU has approached conservation the same way: through science, partnership, and unwavering commitment to the landscapes that wildlife and people depend on. In today's shifting landscape, conservation work demands flexibility and resolve. In recent years, DU's conservation team has adapted to changing environmental, economic, and social conditions while delivering measurable, lasting benefits for wetlands, wildlife, and communities.

Reviving a Salt Pond, Restoring the Bay

With a generous gift from Google, DU along with the South Bay Salt Pond Restoration Project and California researchers are implementing a large-scale restoration and research project on degraded salt ponds just steps from Google's headquarters in Mountain View, California. For over 100 years, salt production has carved up the Bay Area's tidal marshes into industrial ponds, taking a toll on water quality, wildlife, and the overall ecosystem. DU and partners are taking action to reverse the damage of time by restoring Pond A1, a 275-acre pond, which will sequester carbon, provide nature-based shoreline protection, improve water quality, and provide crucial habitat for waterfowl and other waterbirds. Alongside partners, DU is using this project to dig into the science of carbon removal, testing new ways to measure how much a restored wetland can remove from the atmosphere.

As Goes Kansas, So Goes the World

The Ogallala Aquifer stretches across eight states and 111 million acres, supplying drinking water to millions of people and supporting nearly a third of the nation's agricultural production. Almost all of its recharge comes from playas, shallow, clay-lined wetlands that filter rainfall back into the aquifer. But decades of land-use change have degraded roughly 80 percent of these playas, slowing the recharge this region depends on. DU's Ogallala Aquifer Program is working to reverse that trend. Through playa restoration and invasive species removal across Nebraska, Kansas, Texas, and Colorado,

MASSACHUSETTS

148 Volunteers **3,065** Members, Sponsors, and Major Donors
$1,464,615 Event and Major Gift Income



FY26 SUSTAINABILITY OUTCOMES OF DU'S CONSERVATION WORK

DUCK PAIRS: 12,635 BREEDING PAIRS

Protected habitat capable of supporting up to an estimated 12,635 breeding pairs of ducks in the Prairie Pothole Region.
Species: Mallard, blue-winged teal, northern pintail, northern shoveler, and gadwall
(Data source: HAPET-USFWS 2021. Wetland basins with waterfowl pair estimates.)

NITROGEN REDUCTION

1,957,918 kg of nitrogen removed
= fertilize 28,776 acres of corn/year

Benefits: Enhances water quality, provides healthier habitats for aquatic wildlife

PHOSPHORUS REDUCTION

202,894 kg of phosphorus removed
= fertilize 7,847 acres of soybeans/year

Benefits: Enhances water quality, decreases algae blooms and algal toxins

SEDIMENT REDUCTION

213,840 metric tons of sediment removed
= one foot of topsoil across 116 acres

Benefits: Enhances water quality, improves water flow in streams and rivers

WATER STORAGE

233,618 acre-feet
= 76.1 billion gallons of water

Impacts: Reduces stormwater and irrigation runoff, reduces the risks of flooding, increases water quantity

AVOIDED EMISSIONS

2,748,262 metric tons of carbon dioxide equivalent (CO_2e)
= emissions from 597,488 U.S. passenger vehicles/year

Benefits: Reduces greenhouse gases

CARBON SEQUESTRATION

205,752 metric tons of carbon dioxide equivalent (CO_2e) = emissions from 44,729 U.S. passenger vehicles/year

Benefits: Reduces greenhouse gases, improves soil health

ANDREW CASHMAN

DU and its partners are rebuilding the natural systems that keep water flowing back into the ground. In just the past three years, that work has helped return nearly 2 billion gallons of water to the aquifer, while significantly cutting the nitrogen and phosphorus runoff that degrades water quality. This June, that work took center stage during a two-day bus tour across western Kansas, where producers, food companies, lenders, researchers, and conservation organizations came together to talk through the future of water in the region. DU's Abe Lollar presented on our playa restoration work, highlighting the connection between wetland conservation and the long-term health of the Ogallala.



Turning Working Forests into Wildlife Habitat

Thanks to a $255,000 grant from the Richard King Mellon Foundation, DU is helping kick off a new pilot project with Green Diamond Resource Company aimed at restoring approximately 100 acres of degraded montane meadow habitat in Oregon's Upper Klamath River watershed. Montane meadows are biodiversity-rich ecosystems situated between 7,500 and 8,500 feet in elevation, supporting diverse plant communities and providing crucial habitat for birds, pollinators, and other wildlife. Restoring montane meadows improves streamflow, supports groundwater recharge, and provides a natural buffer against wildfire, all while rebuilding habitat for wildlife. The project will also generate biodiversity credits, giving companies a way to invest in real conservation outcomes and offset environmental impacts directly.



TODD J. STEELE

PUBLIC POLICY

Ducks Unlimited Continues Public Policy Success in FY26

In FY26, Ducks Unlimited reinforced its position as North America's leader in wetlands conservation through a series of significant public policy achievements at the federal and state levels. From helping advance historic conservation investments in the Farm Bill to mobilizing hunters and conservationists through the high-profile "Don't Drain the Duck Factory" campaign in July 2026, DU demonstrated how strategic advocacy can produce lasting benefits for wetlands, waterfowl, and communities.

DU leaders attended the grand opening of the Theodore Roosevelt Presidential Library in Medora, North Dakota. DU CEO Adam Putnam participated in a panel discussion celebrating Roosevelt's legacy of conservation, and later, Secretary Doug Burgum announced an expansion of hunting and angling access on America's public lands, recognizing the immense impact hunters and anglers have on conserving America's natural places.

State-level advocacy remained active, with DU staff and volunteers hosting events in Illinois, Oklahoma, California, and Colorado to advance priorities important to hunters, anglers, and waterfowl conservation.



DU staff and volunteers gather for the Colorado Sportsmen's Day at the Capitol.

MINNESOTA

1,858 Volunteers **50,186** Members, Sponsors, and Major Donors
$7,164,160 Event and Major Gift Income



DU staff, volunteers, and college students from across the country gather for the Washington, DC Fly-in.

In Oregon, DU fought a proposed ballot initiative, IP28, that would effectively end all hunting and fishing statewide. Meanwhile, Texas Land Commissioner Dawn Buckingham announced $13 million in funding for DU to support coastal conservation projects along the shorelines of national wildlife refuges in Texas.

DU's on-the-ground efforts to maintain and strengthen relationships in Washington, DC were as impactful as ever, with very strong attendance at the Capitol Hill Dinner and Auction, Fly-in, and Congressional Baseball Game.

The House of Representatives and the Senate advanced versions of the Great American Outdoors Act 250, which would invest $1.9 billion in public lands and national parks if passed.

House Agriculture Committee Chairman GT Thompson introduced his 2026 Farm Bill, which was passed by the committee and later by the House of Representatives, with bipartisan support.

DU helped advance this legislation, which will preserve more than $10 billion in conservation funding and protect the nation's largest source of federal support for voluntary conservation on private lands.

US Department of Agriculture Secretary Brooke Rollins released the Farmer and Rancher Freedom Framework, highlighting conservation easements, a major priority for DU, as a vital tool for landowners to conserve habitat on working lands. The President's Make America Beautiful Again commission, led by Interior Secretary Doug Burgum, announced a strategy to restore America's natural places, prioritizing conservation methods championed by DU.

Arguably, the biggest success was DU's leadership in defending the nation's most important waterfowl breeding habitat through the "Don't Drain the Duck Factory" advocacy campaign. Launched in the summer of 2026 in response to a federal review of regulations governing wetland easements in the Prairie Pothole Region, the campaign rallied DU members, hunters, landowners, and the entire hunting community around a clear message: maintain existing protections for wetlands that produce most of North America's ducks. More than 219,000 people signed petitions and submitted comments to the US Fish and Wildlife Service (USFWS) in defense of the agency's long-standing "no impact" policy for protected wetlands. As a result, USFWS announced no further action would be taken at this time..



Bipartisan members of Congress attend DU's annual Capitol Hill Dinner and Auction in Washington, DC.



CLAYTON HOLMES

DUCKS UNLIMITED DE MÉXICO

Ducks Unlimited de México Makes Major Conservation Gains

Ducks Unlimited de México (DUMAC) plays a critical role in sustaining North America's waterfowl populations and is celebrating its significant conservation achievements of the *Conservation for a Continent* campaign. DUMAC's work sends waterfowl back to the breeding grounds healthy and better able to produce the next fall flight.

Key species rely heavily on Mexico's wetlands during the winter months. For example, up to 84 percent of the continent's blue-winged teal depend on Mexico's mangroves and other wetlands, while as much as 25 percent of the entire North American northern pintail population winters there.

Mangrove Conservation Along the Gulf Coast

Mangrove ecosystems are among DUMAC's highest conservation priorities. During the campaign, DUMAC completed restoration projects that restored over 21,500 acres of mangrove habitats impacted by roads, harbors, and other infrastructure that disrupted natural water flows.



Blue-winged teal winter in mangrove habitat restored through DUMAC's Isla Arena restoration project in Campeche.

MISSOURI

1,157 Volunteers **17,149** Members, Sponsors, and Major Donors
$3,492,189 Event and Major Gift Income



One of the boldest conservation efforts in DUMAC's history focuses on protecting the quarter-million acres of mangroves in the Ria Celestun Biosphere Reserve. This internationally recognized wetland is threatened by both coastal erosion and excessive sedimentation caused by poorly designed roads.

"DUMAC is leading efforts to develop both the scientific foundation and revenue needed to conserve this area," said DUMAC President Jack Hole. "These wetlands provide exceptionally important habitats for blue-winged teal and other waterfowl and serve as nursery grounds for sportfish like tarpon and snook and commercial fisheries such as shrimp."

Eelgrass Conservation Along the Pacific Coast

Eelgrass habitats are another DUMAC conservation priority and the reason that up to 65 percent of North America's Pacific black brant winter along Mexico's west coast. "During the campaign, DUMAC protected over 94,000 acres of eelgrass habitat through a 15-year conservation agreement with the Seri Indigenous community," said DUMAC Chief Executive Officer Eduardo Carrera.

DUMAC also restored 6,720 acres of degraded intertidal wetlands in the region, with migratory waterfowl, shorebirds, and other aquatic species rapidly returning.



Pacific black brant fly over Canal del Infiernillo. This site benefits from the conservation agreement between DUMAC and the Seri First Nation, which supports the protection of key migratory bird habitat.

Restoring Freshwater Wetlands Along the Laguna Madre

The Laguna Madre is North America's most important wintering area for redheads, and inland wetlands provide the freshwater they need after feeding in the lagoon's hypersaline waters.

"Agricultural expansion and the resulting increased water use for irrigation have significantly altered freshwater wetlands in the region," Hole said. To address these challenges, DUMAC restored hydrology and improved habitat conditions across 8,167 acres of freshwater wetlands and secured long-term conservation agreements protecting more than 25,500 acres of adjacent upland habitat, helping ensure the long-term sustainability of the restored wetland systems.



Northern pintails winter in freshwater wetland habitat restored through DUMAC's conservation efforts in Laguna Madre, Tamaulipas.



STEVE OEHLENSCHLAGER

DUCKS UNLIMITED CANADA

Canadian Conservation Impacts

Strong conservation outcomes are only possible through strong partnerships, and Ducks Unlimited Canada (DUC) remains proud to work alongside organizations across North America to advance our shared mission of healthy wetlands, abundant wildlife, and resilient landscapes. As conservation challenges continue to evolve, collaboration, science-based decision-making, and community support remain at the heart of lasting impact.



Phosphorus research in a small Ontario wetland.

NEBRASKA

950 Volunteers **11,441** Members, Sponsors, and Major Donors
$3,889,516 Event and Major Gift Income



Since 1938, DUC has supported the conservation and restoration of more than 9.44 million acres and influenced more than 250 million acres. As of April 2026, DUC is the steward of over 6.37 million acres across 14,624 habitat projects.

Over the past year, DUC demonstrated resilience and adaptability while continuing to deliver meaningful conservation outcomes despite significant funding and operational challenges. Through disciplined leadership, transparent communication, and strong continental partnerships, our organization maintained its focus on long-term conservation success.

The organization's impact continues to be driven by the dedication of volunteers, donors, partners, and staff who contribute their time, expertise, and resources to conservation efforts across the country. Volunteers remain central to DUC's success, supporting fundraising initiatives, governance and community engagement while helping ensure resources are invested responsibly and effectively.

DUC also continues to strengthen the continental conservation partnership that has delivered results for generations. Canada is proud to have raised over $750 million to support *Conservation for a Continent.* In recent years, this collaborative spirit has helped mobilize significant support for conservation across the continent, reinforcing a shared commitment to some of North America's most important waterfowl and wetland landscapes.

Together, these achievements reflect the simple truth that conservation succeeds when people come together around a common purpose. Through collaboration, stewardship and a shared commitment to the future, DUC and its partners continue to demonstrate that conservation not only endures, but it also thrives.



2025 Duck and Run starting gate in Quebec, Canada.

MEET BRIAN AND JULIE HORNUNG

Brian and Julie Hornung's commitment to conservation is reflected not only in their generous support but also in the leadership and passion they bring to Ducks Unlimited's mission. As Platinum Legacy Sponsors, they made a tremendous commitment in fall 2025 to advance conservation efforts across Wisconsin and support DU's Wood Duck Breeding Season Dynamics and duckDNA studies. Their philanthropy is complemented by hands-on involvement, with Brian serving on DU's Conservation Programs Committee and as chairman of the Champions in Conservation Event. Professionally, Brian is chief operating officer of J.H. Findorff & Son, where he has built a career grounded in leadership and innovation. Brian and Julie are also proud parents of two children and recently became grandparents.





GARRETTDERRPHOTOGRAPHY.COM

WETLANDS AMERICA TRUST

Steve Maritz, chairman of Wetlands America Trust (WAT), was one of the keynote speakers at Ducks Unlimited's 89th National Convention in Tampa. Maritz acknowledged the leadership and philanthropic support of his fellow WAT trustees in helping Ducks Unlimited significantly exceed the $3 billion goal of the comprehensive campaign, *Conservation for a Continent*. It has been a tradition since DU's first campaign, *Habitat 2000*, that the WAT trustees play a lead role in the organization's campaigns.



Wetlands America Trust chairman Steve Maritz touted the success of the Conservation for a Continent campaign at DU's National Convention in Tampa, Florida.

NEW HAMPSHIRE

50 Volunteers **1,333** Members, Sponsors, and Major Donors
$206,011 Event and Major Gift Income

WAT provides specialized business expertise as well as financial and philanthropic support to Ducks Unlimited. WAT's trustees are business leaders, conservationists, and experts who manage the fiduciary responsibility for Ducks Unlimited's endowment and landholdings, as well as Wetlands America Trust, one of the nation's largest accredited land trusts.

In addition to efforts to support and provide leadership for *Conservation for a Continent*, WAT is pleased with the impact and reach of *Wetlands America* magazine, which showcases DU conservation priorities across North America and highlights important partnerships critical to our conservation delivery.

WAT trustees play a key role in DU's policy efforts and conduct the spring board meeting in Washington, DC, to coincide with DU's Capitol Hill Dinner. Several members of Congress and numerous agency partners attend this annual gathering. The WAT summer meeting was held in Calgary, Alberta, Canada, where trustees met with Canadian stakeholders and with members of Ducks Unlimited Canada's staff and board.

In FY26, recognizing the importance of permanently protecting waterfowl and wildlife habitat, WAT intensified its focus and conserved more than 11,000 acres through conservation easements, setting a record for the organization. Remarkably, this achievement was eclipsed only by another historic milestone: surpassing 500,000 acres protected within WAT's conservation easement portfolio, a testament to the organization's enduring commitment to conservation at scale.



RYAN CAMPBELL

S.K. ROCKWELL CONSERVANCY

A champion of collaborative conservation, the S.K. Rockwell Conservancy invests in the rehabilitation, preservation, and maintenance of the world's most precious natural environments while advancing education, innovation, and community engagement. Established by Steven Kent Rockwell, a longtime supporter of Ducks Unlimited's mission, the Conservancy is guided by the belief that protecting the planet's natural resources is a shared responsibility. Recently, the S.K. Rockwell Conservancy made a transformative $3 million commitment to help DU and the Pennsylvania Game Commission advance wetland restoration at State Game Lands (SGL) 277 in western Pennsylvania. This project will enhance 140 acres across 26 wetland impoundments, restoring critical wildlife habitat, strengthening ecological resilience, and sustaining the natural systems that define the region's conservation heritage. This investment builds on the shared impact of DU and the Conservancy, which have worked together in recent years to restore and expand protected lands at SGL 151 and SGL 284.

Steven Kent Rockwell





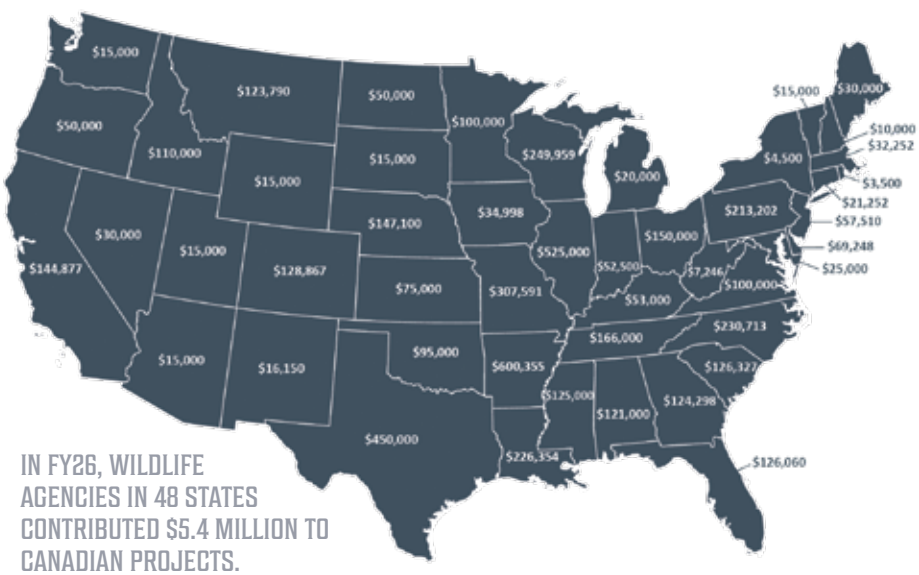
STATE AND FEDERAL PARTNERSHIPS

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

In FY26, wildlife agencies in 48 states contributed $5.4 million to Canadian projects, which was matched by Ducks Unlimited and Ducks Unlimited Canada and leveraged to secure North American Wetlands Conservation Act (NAWCA) grants. Over the past 61 years, state wildlife agencies have contributed more than $131 million to help conserve over 9.4 million acres of habitat across Canada.

Partnerships fuel Ducks Unlimited's conservation efforts across North America, leveraging donations from events, major gifts, and other fundraising activities to multiply available funding. Without these partnerships, Ducks Unlimited's influence on the landscape would be considerably smaller. A prime example of such a collaboration is the Association of Fish and Wildlife Agencies' Fall Flights Program, which works to conserve habitat in Canada's breeding grounds.

Two events significantly increased support for breeding grounds across the continent: the North American Waterfowl Management Plan (NAWMP), adopted in 1986, and the NAWCA, signed in 1989. To support NAWMP and provide the necessary nonfederal matching funds through NAWCA, the Association of Fish and Wildlife Agencies established the Fall Flights Program to help state wildlife agencies fund projects in Canada. In response, Ducks Unlimited committed to matching each dollar contributed by state agencies. Since 1991, more than $7.2 billion in funding has advanced the conservation of wetland habitats and wildlife across more than 33.1 million acres of habitat in all 50 U.S. states, Canada, and Mexico, while engaging more than 7,100 partners in more than 3,400 projects.



IN FY26, WILDLIFE AGENCIES IN 48 STATES CONTRIBUTED $5.4 MILLION TO CANADIAN PROJECTS.

NEW MEXICO

71 Volunteers **1,647** Members, Sponsors, and Major Donors
$495,436 Event and Major Gift Income

FINANCIAL SUMMARY

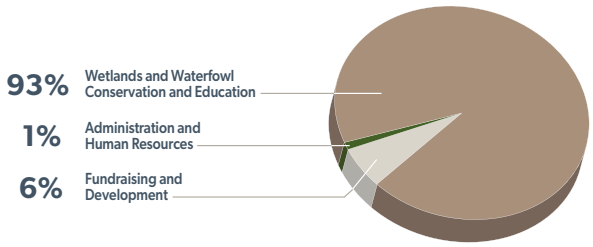
Team DU Continues Breaking Financial Records in FY26

Fiscal Year 2026 (FY26) was a historic one for Ducks Unlimited, a year that raised the bar for wetlands and waterfowl conservation across North America. DU's seven-year continental campaign, *Conservation for a Continent*, which concluded in June 2026, raised a record $4.06 billion for DU's mission. Guided by our volunteers, we stayed the course through leadership transitions, COVID disruptions, and economic uncertainty to shatter the campaign's ambitious goal by a wide margin.

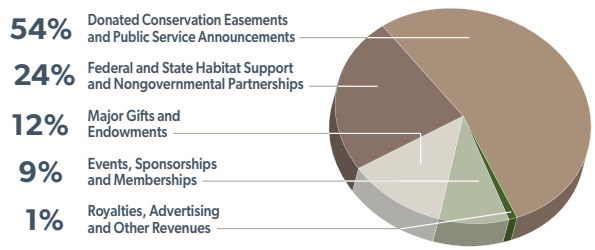
To fuel our continental conservation work, Ducks Unlimited generated impressive revenues of $903.8 million. We continued our focus on efficiency, with 93 percent of our expenditures going toward habitat delivery and conservation education. More than 33,000 DU volunteers hosted over 6,000 events, generating $115 million in event income. Habitat delivery revenue from government grants, partnerships, and donated conservation easements was $693 million, more than $460 million above budget.

Major gift commitments from individuals, foundations, and corporations surpassed $105 million, while new planned giving commitments totaled $69 million. Major gift cash was nearly $125 million, with estate maturities adding another $20 million in cash. In addition, advertising, corporate relations, and direct marketing contributed more than $18 million of unrestricted support.

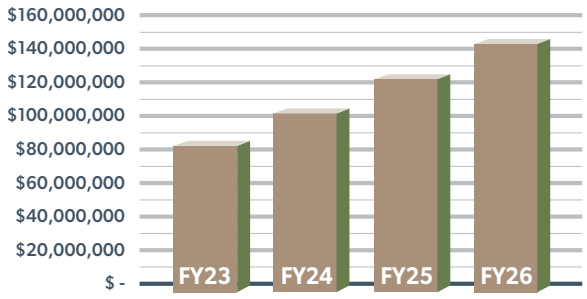
WHERE YOUR DOLLAR GOES



SOURCES OF SUPPORT AND REVENUE



TOTAL ENDOWMENTS



NEW YORK

770 Volunteers **18,861** Members, Sponsors, and Major Donors

$4,411,455 Event and Major Gift Income

Ducks Unlimited Inc. and Affiliates

Consolidated Balance Sheets

June 30, 2026 and 2025

Assets		2026	2025
Cash and cash equivalents	$	64,626,415	47,325,587
Restricted cash		39,600,997	20,526,247
Investments		154,699,765	132,884,331
Pledge receivables, net		140,786,805	161,672,163
Habitat receivables		75,108,978	45,817,646
Magazine and other receivables		15,583,935	10,742,249
Prepaid expenses		11,398,713	10,384,324
Event merchandise inventory		11,427,386	10,308,479
Trade lands		2,710,257	3,082,604
Land held for conservation purposes		72,521,218	86,149,060
Land, buildings, and equipment, net		10,205,902	9,875,968
Right of use assets		8,220,667	8,147,094
Other assets		1,400,949	1,338,646
Total assets	$	608,291,987	548,254,398
Liabilities and Net Assets			
Accounts payable and accrued expenses	$	20,442,888	17,514,295
Accrued postretirement benefits		193,429	412,000
Compensation and related accruals		15,911,607	14,067,824
Deferred compensation accruals		918,004	972,290
Deferred revenue		72,493,699	40,287,982
Land financing		—	3,500,000
Lease liabilities		8,619,875	8,541,875
Notes payable		1,000,000	1,000,000
Other liabilities		979,544	992,015
Total liabilities		120,559,046	87,288,281
Net assets:			
Without donor restrictions		167,692,693	147,284,107
With donor restrictions		320,040,248	313,682,010
Total net assets		487,732,941	460,966,117
Total liabilities and net assets	$	608,291,987	548,254,398



Ducks Unlimited Inc. and Affiliate

Consolidated Statements of Support and Revenues without Donor Restrictions and Expenses

Years Ended June 30, 2026 and 2025

	2026	2025
Operational revenue:		
Philanthropic financial sources:		
Net proceeds from events	$ 68,878,560	65,746,593
Direct marketing	12,018,058	9,977,643
Unrestricted major gift	13,047,265	11,603,957
Restricted major gift released	92,895,967	70,965,590
Planned gift maturities	1,500,000	1,500,000
Licensing and sponsorships	3,192,879	3,116,131
Total philanthropic revenue	191,532,729	162,909,914
Governmental reimbursements	163,179,051	178,853,345
Non-governmental funding	51,632,422	39,889,435
Donated conservation easements	478,195,352	15,249,550
Total habitat delivery revenue	693,006,825	233,992,330
Advertising	2,801,743	2,648,407
Donated educational programming	10,932,945	16,045,768
Interest Income	1,598,904	1,299,725
Spend from Investments	3,927,771	3,700,064
Other revenue	23,315	99,751
Total other operational support and revenue	19,284,678	23,793,715
Total operational revenue	903,824,232	420,695,959
Operating expense:		
U.S. habitat delivery	275,874,907	269,957,689
Support for Canadian programs	32,648,993	22,137,717
Support for Mexican programs	1,132,499	1,234,767
Donated conservation easements	478,195,352	15,249,550
Total habitat conservation	787,851,751	308,579,723
Government relations	6,387,919	5,882,719
Communications & publications	12,317,614	12,480,888
Donated educational programming	10,932,945	16,045,768
Education delivery	17,071,946	15,207,791
Membership services	5,202,631	4,409,052
Total conservation education	51,913,055	54,026,219
Total program	839,764,806	362,605,942
Event fundraising	18,246,518	16,895,297
Direct marketing	10,206,109	7,826,265
Development & advertising	21,987,659	22,547,889
Total fundraising	50,440,286	47,269,451
Corporate services & administration	11,486,319	8,694,631
Total central support	11,486,319	8,694,631
Total operating expense	901,691,411	418,570,024
Operating surplus	2,132,821	2,125,935
Nonoperational:		
Habitat revolving fund activity	5,036,845	489,667
Other non-operational activity	620,927	1,241,374
Board-directed endowments	13,265,998	13,158,338
Non-operating surplus	18,923,770	14,889,379
Operating & non-operating surplus	$ 21,056,591	17,015,314



TODD J. STEELE

YOUTH ENGAGEMENT

DU Scholarship Program

Paisley Williams, of Prairieville, Louisiana, was this year's recipient of the 2026 Susie Konkel DU National Scholarship.

Williams co-chaired the Ascension High School Varsity Chapter in 2023 and became chair in 2025. In addition to her already impressive high school resume, Paisley volunteered with 12 local adult chapters across the state, assisting wherever needed. Her family background and growing up among the state's diverse wildlife helped shape her passion for DU and its mission.

In addition to the $10,000 national scholarship, DU awarded 60 scholarships to deserving high school seniors from across the country: 10 conservation scholarships at $1,000 each and 50 varsity scholarships for $500 each.

The DU National Scholarship program would not exist without the generosity of donors across the country who have endowed it in perpetuity, including Susie Konkel. Her support for the national scholarship was instrumental in ensuring that this program helps deserving high school seniors continue their education.



Paisley Williams

OHIO

797 Volunteers **17,037** Members, Sponsors, and Major Donors
$4,545,463 Event and Major Gift Income



2025 Third Term

The twelfth annual collegiate leadership summit, Third Term, presented by Dive Bomb Industries, took place July 18-19, 2025, in Memphis. Over 300 college volunteers from 96 US chapters and two Canadian chapters traveled to Memphis for a weekend of conservation education, breakout sessions, leadership training, and networking. In addition to the title sponsor, Pete and Marilyn Coors sponsored the Saturday night awards gala along with the Richard King Mellon Foundation, ALPS Brands, and Corrinne Hertz. Third Term enables students to meet fellow volunteers from across the nation while learning more about DU's operations and conservation mission.

DU TRAP

DU TRAP (Team Resource Assistance Program) supported 200 shooting sports teams in its fourth full year. High school and college teams from 35 states participate in the program, receiving an average of more than $7,500 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.



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 FY26, 23,224 people earned the DU certification, bringing the total to more than 57,500 conservationists across 46 states. The certification is designed to prepare individuals for a meaningful career in natural resources management, help the next generation understand ecology issues, and gain experience in wildlife and habitat conservation. The Ecology Conservation and Management Certification exam consists of 100 questions. The test assesses knowledge and skills related to the following weighted industry standards: ecological principles, species identification, and wildlife and habitat conservation management.

As the testing platform, iCEV:

- Provides secure testing technology for certification exams.
- Regulates the testing environment.
- Works with secondary and post-secondary academic institutions, workforce development associations, and the public at large to offer certification options for career advancement.
- Provides certification verification to employers for potential job applicants.
- Offers optional study guide material.

For more information
email **customersupport@cevmultimedia.com** *or call* **800-922-9965**



RYAN CAMPBELL

CORPORATE PARTNER PROGRAM

For 89 years and counting, Ducks Unlimited has partnered with leading companies and brands that share a commitment to conserving North America's wetlands and waterfowl. Together, these partnerships create meaningful opportunities to advance conservation, engage customers and employees, and connect more people to the outdoors.

Through DU's Corporate Partner Program, sponsors, licensees, retailers, and promotional partners help deliver lasting conservation outcomes across the continent. These partnerships provide critical financial support for habitat conservation while also raising awareness of the vital role wetlands play in sustaining wildlife, communities, and economies.

The companies recognized in the following pages represent a diverse group of conservation leaders whose investments strengthen DU's mission and extend its impact. Their support helps conserve and restore wetlands where they are needed most, ensuring a healthier future for waterfowl, wildlife, and generations of outdoor enthusiasts to come.

2026 CORPORATE PARTNERS

AIKO Brands
American Luxury Coach
ALPS Outdoorz
Anheuser-Busch
Art Brand Studios/Wild Wings
Carolina Hosiery Mills
iCEV Multimedia
Chêne Fest
Concho
Desperate Enterprises
Direct Checks Unlimited
Drake Waterfowl Systems
Duck Camp
Duck Club Bourbon
Duckman Jam
Federal Ammunition
FedEx
Finest Known
First National Bank of Omaha
GMC
Gunner Kennels
Guns.com
Higdon Outdoors
Hook + Gaff
Itasca/CO Lynch
Kuiu
Liberty Cooper
Liberty Safe
The McGee Group
Mossy Oak
New World Graphics
onX Maps
Outdoor Cap
Purina
Radians
SPG
SportDOG
Streamlight
Team Ice
Tec-X/W.R. Case
Turtlebox Audio
Tom Beckbe
War Eagle Boats
VISA
Western Spirits
William Chris Vineyards
Winchester Ammunition
YETI

OREGON

379 Volunteers **6,566** Members, Sponsors, and Major Donors
$3,295,551 Event and Major Gift Income

CORPORATE PARTNER PROFILES

At Ducks Unlimited, our corporate partners are the cornerstone of our mission to protect and restore North America's wetlands. From brand associations to offering DU-licensed products, we're not just boosting DU brand visibility, we're empowering our partners to take an active, pivotal role in shaping the future of conservation.

Tom Beckbe Partnership Delivers for Conservation, Outdoor Heritage



Ducks Unlimited expanded its portfolio of mission-driven partnerships with the launch of a long-term collaboration with premium outdoor brand Tom Beckbe. Rooted in a shared appreciation for conservation, outdoor traditions, and quality craftsmanship, the partnership has quickly become a standout success for both organizations.

Introduced publicly at the Ducks Unlimited Expo (DUX) in 2025, the Tom Beckbe x Ducks Unlimited collection features 17 products, including jackets, vests, shirts, hats, and bags, which reflect the heritage and functionality valued by both brands.

The partnership was established with a clear purpose: to create premium products that support Ducks Unlimited's conservation mission while expanding awareness of the importance of wetlands and wildlife habitat conservation. A portion of sales from the collection directly benefits DU's efforts to conserve, restore, and manage wetlands across North America.

Consumer response exceeded expectations. The collection achieved its full first-year sales goal within just five weeks of launch.

"We are proud to partner with Ducks Unlimited, one of the most accomplished conservation organizations in the world," said Radcliff Menge, founder of Tom Beckbe. "Tom Beckbe originated from a deep belief in the importance of passing the sporting tradition from one generation to the next, and there isn't a group of people who are more deeply invested in environmental stewardship than the staff and members of Ducks Unlimited."

GMC Named Proud Partner and Official Truck of Ducks Unlimited



In FY26, Ducks Unlimited welcomed GMC as a Proud Partner and the Official Truck of Ducks Unlimited, uniting two respected organizations committed to quality, performance, and conservation.

The partnership reflects a shared dedication to preserving outdoor spaces while supporting the people who depend on and enjoy them. GMC has built its reputation by delivering premium trucks and SUVs designed to help people confidently access and experience the outdoors.

As the Official Truck of Ducks Unlimited, GMC joins DU in advancing conservation initiatives that strengthen the connection between outdoor recreation and environmental stewardship. The partnership aligns GMC's legacy of capability and innovation with DU's mission to conserve, restore, and manage wetlands across the continent.

"Partnering with Ducks Unlimited allows us to connect with members who align with GMC in helping people access and preserve the outdoors they care for and depend on," said Global Vice President, Buick GMC, Michael MacPhee. "Our Professional Grade GMC trucks and SUVs are designed for people who don't just enjoy the outdoors, they invest in it, whether off-roading, camping, fishing, or exploring remote places."



JOHN BEER

PRESIDENT'S COUNCIL

Your generosity continues to advance Ducks Unlimited's mission in meaningful and measurable ways. This year's accomplishments underscore that the President's Council remains one of DU's most effective engines for conservation delivery.

The President's Council's support drove DU's conservation achievements by safeguarding critical wetlands and priority landscapes across North America and surpassing 1 million acres conserved or restored for the third consecutive year.

Your participation was central to the conclusion of DU's historic *Conservation for a Continent* campaign at the national convention. The campaign's legacy, 5.7 million acres of conservation, is shaping healthier ecosystems for waterfowl, wildlife, and communities across the continent.

Beyond these achievements, your commitment reflects a shared belief in the importance of wetlands, waterfowl, and the traditions we value. President's Council members set DU's highest standard for philanthropy, strengthening our ability to plan long term and ensuring that DU remains a conservation leader for generations.

As DU enters its 90th anniversary year, your continued engagement is vital. Together, we will build on this year's progress, accelerate habitat delivery, and advance our vision of wetlands sufficient to fill the skies with waterfowl today, tomorrow, and forever.

Rex Schulz MD

Rex Schulz, MD
President
Ducks Unlimited Inc.



RHODE ISLAND

41 Volunteers **632** Members, Sponsors, and Major Donors
$250,635 Event and Major Gift Income



JAMES LEASH/SHARP-EYEIMAGES.COM

MAJOR SPONSORS JASON AND ELIZABETH HILL OF CYPRESS, TEXAS



While their paths to the outdoors began differently, Jason and Elizabeth Hill of Cypress, Texas, found common ground in a deep appreciation for nature, family traditions, and conservation.

Jason comes from a multigenerational duck-hunting family and began hunting with his father at age 9, later sharing that tradition with his two sons and his daughter. Elizabeth did not grow up hunting, but after marrying into the family, she quickly came to value the connection to nature and time spent outdoors together. Those shared experiences inspired their support of Ducks Unlimited. As Heritage Sponsors, Grand Slam Life Sponsors, and President's Council members, Jason and Elizabeth have helped advance DU's highest conservation priorities, international projects, and programs in Canada and Mexico, as well as conservation efforts through DU's Gulf Coast Initiative in Texas.

"We share the same values, traditions, and legacies of DU," Jason said. "We hope our support encourages future generations to understand the importance and benefits of land conservation and wildlife education."



SOUTH CAROLINA

985 Volunteers **15,710** Members, Sponsors, and Major Donors

$3,178,275 Event and Major Gift Income

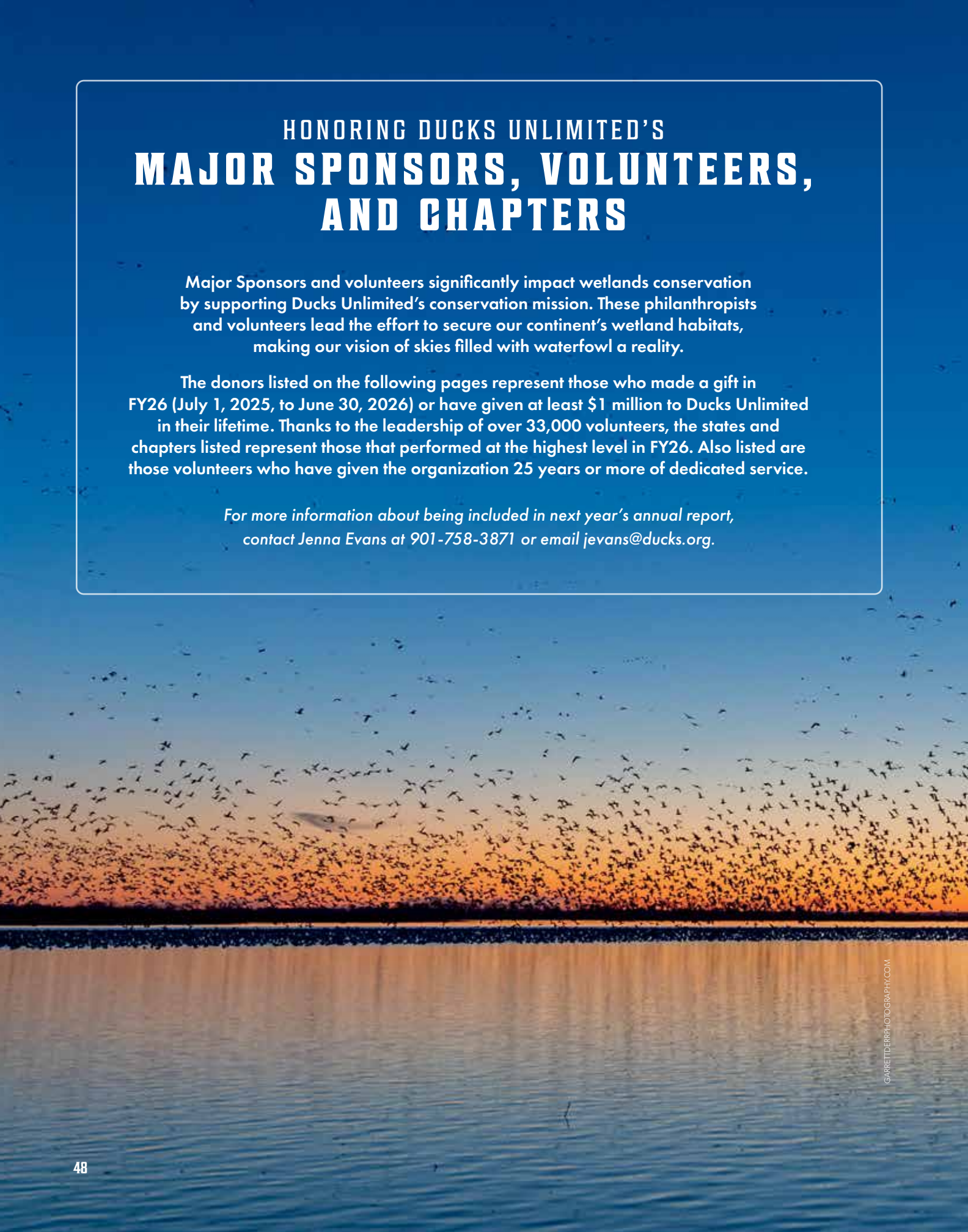
HONORING DUCKS UNLIMITED'S

MAJOR SPONSORS, VOLUNTEERS, AND CHAPTERS

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

The donors listed on the following pages represent those who made a gift in FY26 (July 1, 2025, to June 30, 2026) or have given at least $1 million to Ducks Unlimited in their lifetime. Thanks to the leadership of over 33,000 volunteers, the states and chapters listed represent those that performed at the highest level in FY26. Also listed are those volunteers who have given the organization 25 years or more of dedicated service.

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



GARRETTDERRPHOTOGRAPHY.COM

MAJOR SPONSORS, VOLUNTEERS, AND CHAPTERS

CELEBRATING A CONTINENTAL ACHIEVEMENT

DEAR DUCKS UNLIMITED FAMILY,

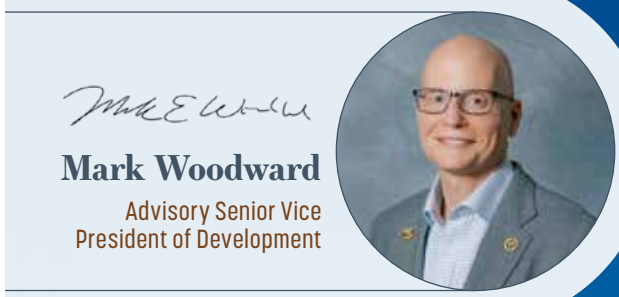
Thanks to you, FY26 was a landmark year. Together, we celebrated the successful completion of our *Conservation for a Continent* campaign. This unprecedented effort united more than 2.1 million supporters and raised an extraordinary $4.06 billion for conservation across North America. Because of your commitment, Ducks Unlimited conserved more than 5 million acres during the campaign, pushing our cumulative impact to 20 million acres conserved since 1937.

Yet the true significance of this achievement isn't measured in acres or dollars alone. Behind every milestone are people who turned passion into action and who chose to invest their time, talent, and treasure to make a difference. Whether through philanthropic support, event participation, volunteer leadership, advocacy, or public and private partnerships, your dedication turned an ambitious goal into meaningful conservation results.

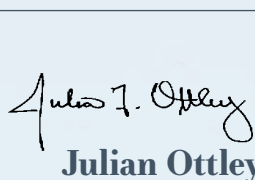
Just as important, you strengthened the Ducks Unlimited community by welcoming new people to our mission, inspiring others to become conservation leaders, and helping build a network of supporters whose collective impact reaches far beyond the campaign. The success we celebrate today belongs to you. It is proof of the unifying power of passionate people working together toward a common cause.

As your Advisory Senior Vice Presidents for Development and for Event and Volunteer Management, we are honored to serve alongside you. In the pages that follow, we proudly recognize our Major Sponsors, Feather Society members, and volunteers whose leadership, generosity, and dedication helped shape this remarkable year.

Thank you for making this historic achievement possible. As we look ahead to Ducks Unlimited's 90th anniversary, we do so with appreciation for all you have helped accomplish and confidence in what we can continue to achieve together.



Mark Woodward
Advisory Senior Vice President of Development



Julian Ottley
Advisory Senior Vice President, Event & Volunteer Management





PHOTO CREDIT

SOUTH DAKOTA

469 Volunteers **6,756** Members, Sponsors, and Major Donors

$1,190,571 Event and Major Gift Income

STATE EXCELLENCE AWARDS

State Excellence Awards are based on growth versus the prior calendar year in three categories: volunteers, event attendance, and event income. Using growth in event income as a base qualifier, a Bronze Award is given for growth over the prior year in one category. A Silver Award is given for growth over the previous year in two categories. A Gold Award is given for growth over the prior year in three categories. States which achieve the Gold level for three consecutive years are awarded Platinum status. States with five consecutive years at the Gold level are awarded Diamond status.

Diamond

Idaho	Wyoming

Platinum

Alabama	New Mexico	Oklahoma	West Virginia
Arizona	North Carolina	Texas	Wisconsin

Gold

California	Illinois	Montana	Pennsylvania
Delaware	Kansas	New Hampshire	Rhode Island
Florida	Michigan	New Jersey	South Carolina
Georgia	Missouri	Ohio	Vermont

Silver

Alaska	Connecticut	Massachusetts	New York
Arkansas	Maine	Mississippi	

Bronze

Indiana	Maryland

Top Ten Traditional Events

1. Charlotte, NC Sponsor Gala
2. Ellis County, TX Dinner
3. Charleston, SC Oyster Roast at SEWE
4. Lavaca County, TX Banquet
5. Rice Belt, TX Dinner
6. Midland, TX Dinner
7. North Carolina State University Dinner
8. Kenosha, WI ULINE Dinner
9. North Country, NY Gun Bash
10. Brandywine, DE Sportsman's Banquet

Top Ten All-Income Events

1. Lake Forest, IL Evening of Conservation
2. Blackhawk, CA Gala
3. Houston, TX Evening of Conservation
4. Lake Minnetonka, MN Dinner
5. Baton Rouge, LA Sponsor Dinner
6. University of Wisconsin–Stevens Point Dinner
7. Madison, WI Champions in Conservation
8. Houston, TX Legacy Gala
9. Charlotte, NC Sponsor Gala
10. New York City, NY Dinner



UNIVERSITY ALL-AMERICAN CHAPTERS

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

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

National Champion

University of Wisconsin - Stevens Point



Gold All-American $75,000+

Appalachian State University
Auburn University
East Carolina University
Louisiana State University
Mississippi College School of Law
North Carolina State University
Oklahoma State University
Texas A&M University
University of Alabama
University of Mississippi
University of Nebraska

Silver All-American $50,000–$74,999

California State University, Chico
Clemson University
Colorado State University
University of Kansas
University of Virginia
Virginia Tech University

Bronze All-American $25,000–$49,999

Abraham Baldwin Agricultural College
Baylor University
College of Saint Benedict and Saint John's University
Delaware Valley University
Ferris State University
Florida Gulf Coast University
Georgia Southern University
Hampden-Sydney College
Iowa State University
McNeese State University
Michigan State University
Mississippi State University
Montana State University
Purdue University
Southeastern Louisiana University
Southern Arkansas University
State University of New York Cobleskill
Texas A&M University–Kingsville
Texas Tech University
The Citadel
University of Arkansas
University of Georgia
University of Minnesota
University of Minnesota–Duluth
University of Nevada–Reno
University of North Carolina–Chapel Hill
University of North Carolina–Wilmington
University of Wisconsin–Stout
University of Wisconsin–Whitewater

VARSITY ALL-STAR CHAPTERS

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

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

National Champion

Memphis University School, Tennessee



Gold All-Star Chapters $30,000+

Broughton High School, North Carolina
Buckshot Youth for Conservation, Texas
Christian Brothers High School, Tennessee
Jackson Academy, Mississippi
Jackson Preparatory School, Mississippi
Lewisburg High School, Mississippi
Polytech High School, Delaware
South Florida Youth for Conservation, Florida
St. Christopher's School, Virginia

Silver All-Star Chapters $20,000–$29,999

Briarcrest Christian School, Tennessee
Collegiate School, Virginia
Honeoye Lake Youth for Conservation, New York
Indian River High School, Delaware
Lowry High School, Nevada
Salesianum School, Delaware

Bronze All-Star Chapters $10,000–$19,999

Ascension Youth for Conservation, Louisiana
Bulldog Youth for Conservation, Virginia
Canandaigua Lake Youth for Conservation, New York
Charlotte Youth for Conservation, North Carolina
E.D. White Catholic High School, Louisiana
First Preparatory Christian Academy, Georgia
Fountain Lake High School, Arkansas
Jesuit High School, Louisiana
Pacelli High School, Georgia
Raleigh Youth for Conservation, North Carolina
Searcy High School, Arkansas
St. Agnes Academy, Tennessee
Sussex Tech High School, Delaware

GREENWING HONOR ROLL EVENTS

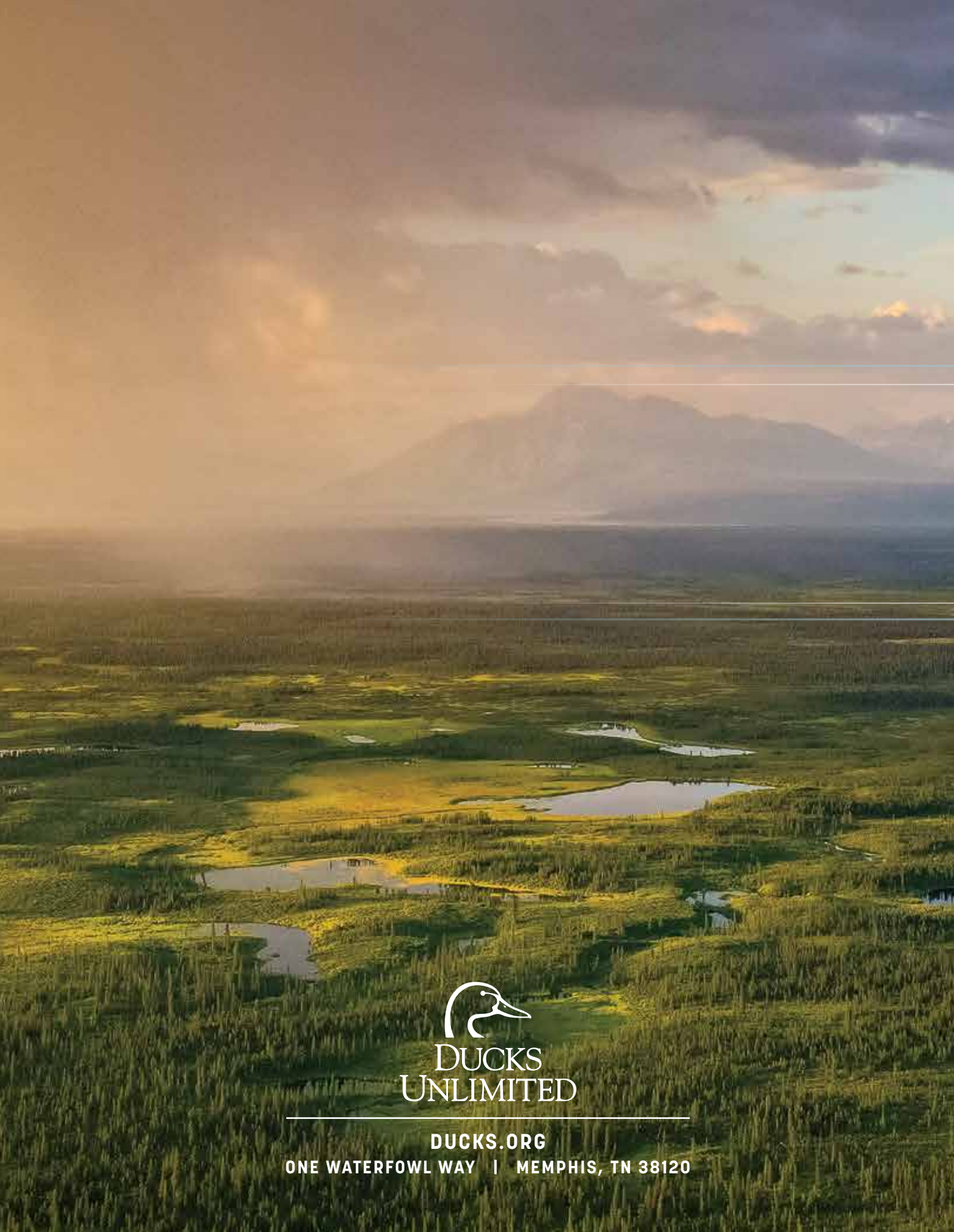
The Greenwing Honor Roll comprises the 11 largest youth events in the country based on equal rating of membership and event income from their Greenwing events.





Honor Roll Events

1. **Ron and Jackie Bartels' Kids' Conservation Fest, Louisiana**
2. **Coastal Georgia Greenwing Day**
3. **Northeast Illinois Greenwing Day**
4. **Wilson County Greenwing Day, North Carolina**
5. **The Villages Chapter Greenwing Hunt, Florida**
6. **Chattanooga Area Greenwings Youth Day, Tennessee**
7. **Fergus Falls Greenwing Day, Minnesota**
8. **Freeborn County Greenwing Day, Minnesota**
9. **Rome Greenwing Day, Georgia**
10. **Meeker County Greenwing Day, Minnesota**



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