



## BACKGROUND

Ducks Unlimited got its start in 1937 during the Dust Bowl when North America's drought-plagued waterfowl populations had plunged to unprecedented lows. Determined not to sit idly by as the continent's waterfowl dwindled beyond recovery, a small group of sportsmen joined together to form an organization that became known as Ducks Unlimited.

Its mission: **habitat conservation**

Thanks to more than 88 years of abiding by that single mission, Ducks Unlimited is now the world's largest and most effective private, nonprofit, waterfowl and wetlands conservation organization. DU is able to deliver its work through a series of

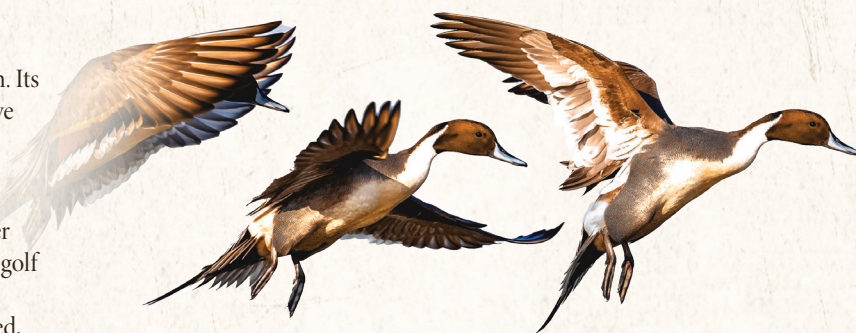
partnerships with private individuals, landowners, agencies, scientific communities and other entities.

Waterfowl are not the only beneficiaries of DU's habitat work. Wetlands improve the overall health of our environment by recharging and purifying groundwater, moderating floods and reducing soil erosion. Wetlands are North America's most productive ecosystems, providing critical habitat to more than 900 wildlife species and invaluable recreation opportunities for people to enjoy. Unfortunately, the United States alone has lost more than half of its original wetlands, and tens of thousands of wetland acres continue to be lost—at an accelerating rate—each year.

## MEMBERSHIP

Ducks Unlimited is a grassroots, volunteer-based organization. Its members are conservationists and outdoor enthusiasts who live primarily throughout the United States, Canada and Mexico.

For the fiscal year ending June 30, 2024, DU volunteers hosted more than 4,500 grassroots fundraising events such as member and sponsor banquets, shooting and fishing tournaments and golf outings. Event dollars represent some of DU's most important sources of revenue. Since event dollars are typically unrestricted, DU is able to spend these funds in our highest priority areas and use them to leverage additional funds from other sources.



## OUR MISSION

Ducks Unlimited's mission is to conserve, restore and manage wetlands and associated habitats for North America's waterfowl. These habitats also benefit other wildlife and people

For the fiscal year ending June 30, 2024, Ducks Unlimited Inc. had 672,618 adult contributors and 42,434 youth contributors. Ducks Unlimited de México had 1,137 contributors, while Ducks Unlimited Canada ended its fiscal year with 5,971 contributors.

|  |                     |
|--|---------------------|
| <i><b>Acres conserved in Canada:</b></i>                             | <b>9,230,977</b>    |
| <i><b>Acres conserved in Mexico:</b></i>                             | <b>2,142,771</b>    |
| <i><b>Acres conserved in the U.S.:</b></i>                           | <b>7,835,728</b>    |
| <i><b>Total Acres Conserved in North America:</b></i>                | <b>19,209,476</b>   |
| <i><b>Acres Influenced in North America:</b></i>                     | <b>261,100,110*</b> |
| <i><b>Total Acres Influenced and Conserved in North America:</b></i> | <b>280,309,586</b>  |

\*"Influenced Acres" are lands that DU has conserved through retention or restoration measures with agreements of <10 years (e.g. winter wheat) or that DUC has positively influenced through policy measures available under existing government programs, policies or legislation (e.g., Western Boreal Program Protected Areas Strategy)."



# HABITAT ACRES CONSERVED

by Ducks Unlimited and Our Partners During Fiscal Year 2024



- **Level 1**  
Breeding Landscapes
- **Level 1**  
Nonbreeding Landscapes
- **Level 2**  
Other Landscape  
Conservation Priorities

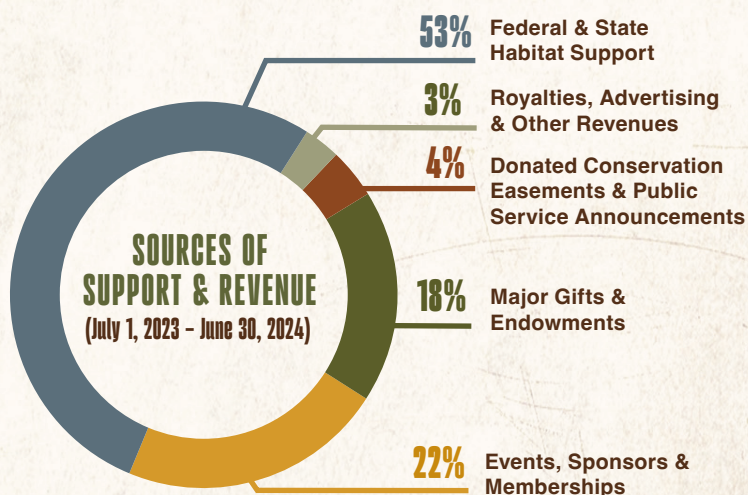
Ducks Unlimited habitat projects are in all 50 U.S. States, every Canadian province and key areas of Mexico. The landscape conservation priorities represent the most critical habitats in North America, where du spends the majority of its resources.

## FUNDRAISING (U.S. ONLY)

JULY 1, 2023 - JUNE 30, 2024

TOTAL REVENUE AND OPERATIONAL SUPPORT IN FY24: **\$333 MILLION**

TOTAL REVENUE AND OPERATIONAL SUPPORT SINCE 1937: **\$6.4 BILLION**



## WHERE THE MONEY GOES

During the past fiscal year, 83% of DU's expenditures were converted directly to conservation work vital to ducks, geese and other wetlands-dependent wildlife.

