



DUCKS
UNLIMITED

— *Annual Report* —

FISCAL YEAR
2016

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Executive Summary



Team DU produced another great year for the ducks! Thanks to volunteers and supporters like you, Fiscal Year 2016 (FY16) was one for the record books.

FY16 marked the sixth straight year we exceeded our budget goals with total revenues exceeding \$221 million. More than 56,000 Ducks Unlimited volunteers hosted more than 564,000 attendees at some 4,000 events in FY16, raising an impressive \$59 million (including event proceeds and major donor contributions at events) across the United States. This contributed to more than \$90 million in private support from across the nation.

Just as importantly, we have to put those conservation dollars to work. Each year, Ducks Unlimited's goal is for 80 cents of every dollar spent to go toward our conservation mission. We surpassed that goal again last year.

In FY16, Team DU conserved more than 226,000 acres, bringing our cumulative total to more than 13.8 million acres conserved across North America since Ducks Unlimited was founded in 1937.

As our *Rescue Our Wetlands* campaign exemplifies, all DU supporters play a role in raising critical funds for our work across North America. DU's work is funded by members, volunteers, staff, philanthropists, foundations and corporations, as well as through partnerships with state and federal agencies that share our conservation goals. Significant support also comes from advertisements, licensing agreements and royalties generated through the power of the Ducks Unlimited brand.

Our goal for the *Rescue Our Wetlands* campaign is to raise \$2 billion for wetlands conservation. When we launched the public phase of the campaign in 2015, we knew it would take the commitment of every member of Ducks Unlimited for us to succeed. When this campaign concludes in December 2018, DU will go down in history for launching – and successfully completing – the largest wetlands and waterfowl campaign in history. And we are well on our way.

FY16 was also a successful year for Ducks Unlimited in our nation's capital. DU mobilized staff and volunteers to help advocate for the Water Resources Development Act. In April, the Senate passed the energy bill. Included as an amendment to the bill were many elements from the Senate sportsmen's bill, including funding for the North American Wetlands Conservation Act, which was appropriated \$35.15 million, an increase of \$1 million over FY15.

Successes like these don't happen without our volunteers, partners and supporters. For example, our partnership with Bass Pro Shops (BPS) continued in a big way in FY16. As it has since 2013, BPS promoted DU to millions of race fans around the world by featuring our brand on their BPS Chevrolet during the Coke Zero 400. And the Ducks Unlimited Waterfowling Heritage Center inside Bass Pro Shops at the Memphis Pyramid has now welcomed more than 450,000 visitors since opening its doors on April 29, 2015.

Our corporate partner Mossy Oak Brand Camo became the official camouflage pattern of Ducks Unlimited in FY16. Soon you'll be able to hunt sporting a one-of-a-kind Ducks Unlimited Shadow Grass Blades camouflage pattern, featuring the iconic DU duck head logo.

And in late 2015, Drake Waterfowl Systems became a DU Proud Partner, marketing their brand to consumers as the official hunting apparel of Ducks Unlimited.

We also welcomed Axalta Coating Systems as a corporate partner in FY16. A major developer, manufacturer and seller of industrial coatings around the world, Axalta continues to make protecting and conserving natural resources a corporate priority through a five-year wetlands conservation partnership with Ducks Unlimited.

These are only a few of our FY16 success stories. You will read more about these and many other achievements on the following pages.

Thank you for your unwavering commitment to *Rescue Our Wetlands*, to Ducks Unlimited, and to our shared mission to conserve, restore and manage wetlands and associated habitats for North America's waterfowl, other wildlife, and the people who utilize and cherish these vital resources.

Paul Bonderson Jr.
President

H. Dale Hall
Chief Executive Officer



Rescue Our Wetlands

Banding Together for Waterfowl

At DU's 2015 national convention in Milwaukee, we launched the public phase of the *Rescue Our Wetlands* campaign. We also unveiled our much-anticipated goal to raise \$2 billion by the end of the campaign in 2018. While a very ambitious goal, it is evident just one year after the public launch that we're well on our way. To date, Ducks Unlimited Incorporated, Ducks Unlimited Canada and Ducks Unlimited de México have already raised \$1.5 billion toward our continental goal.

Our continued success is still driven by five key priorities. Two campaign priorities focus on waterfowl habitat – the most important Breeding Landscapes and most critical Migration and Wintering Landscapes. Conservation Education focuses on youth programs and other outreach efforts, while Waterfowl Forever provides engagement opportunities for many of our supporters. The Conservation Legacy priority in *Rescue Our Wetlands* includes estate and endowment gifts made during the campaign.

More than any of our fundraising efforts in the past, this campaign is harnessing the power of "One DU." Ducks Unlimited Incorporated, Ducks Unlimited Canada, Ducks Unlimited de México and Wetlands America Trust have teamed up to conserve essential habitat, invest in conservation research and promote policies that enhance important waterfowl landscapes.

We can see the progress of the multi-year campaign now. With wetlands being drained across the continent, the prairies threatened with the plow and more people losing their connection to the outdoors every day, we cannot wait until the end of *Rescue Our Wetlands* to act. In fact, we are putting those funds to work right now through the Breeding Landscapes priority, where



we have secured more than \$475 million so far, and the Wintering and Migration Landscapes priority, with commitments currently at \$375 million.

Through the DU Varsity and Ducks University programs we are fostering the next generation of conservationists. With events like Third Term – an annual leadership summit for our college-age volunteers – to the launch of the new Greenwing website that caters to our youngest members, we continue to engage and educate our younger members.

Waterfowl Forever, the campaign priority at the heart of *Rescue Our Wetlands*, recognizes that all DU volunteers, members and supporters contribute directly to the



California's Erik and Andrew Foraker

Father and Son Help *Rescue Our Wetlands*

There are not many activities over a lifetime that can bond a father and son more than duck hunting. Cold mornings spent in a blind, the joy of harvesting that first mallard and the triumphant trip home with the day's trophies are all special moments that leave lasting memories. This is especially true for Erik Foraker and his son, Andrew. Father and son are members of the West Sacramento Chapter, Life Sponsors and Erik is a member of the President's Council. And both are making a difference in California for Pacific Flyway waterfowl as donors and chapter volunteers.



Erik and Andrew Foraker enjoy time together afield.



success of the campaign and play a vital role in wetlands and waterfowl conservation. To date, we have secured \$476 million dollars – one event, one member, one corporate sponsor at a time.

Including DU in our estate plans is one important way for each of us to leave a Conservation Legacy. Others choose to ensure the long-term financial stability of the organization through direct gifts to the endowment. Through the campaign, we have secured more than \$184 million in legacy commitments. These commitments are especially important as they truly are gifts that keep on giving.

Based on the successes above, it's obvious that DU is well on its way to reaching one of the most ambitious waterfowl and wetlands campaign goals in history. But those attained goals and dollars raised wouldn't be possible without the time, commitment and support of each and every DU volunteer banding together to *Rescue Our Wetlands*.

RESCUE  OUR
WETLANDS
Banding Together for Waterfowl

Richard Lipsey Honored for His *Rescue Our Wetlands* Work

Louisiana conservationist Richard Lipsey's friends honored him this past April by contributing to DU projects at each end of the Mississippi Flyway. The event netted more than \$800,000 and is one of the largest personal tribute events held to date during the *Rescue Our Wetlands* campaign.

Hailing from Baton Rouge, Louisiana, Lipsey has been a Ducks Unlimited sponsor for more than 40 years. He was DU's Louisiana State Chairman in 1981 and served as the Baton Rouge Chapter's general banquet and sponsor banquet chair on numerous occasions. In 2014, Lipsey received an Emerald Teal Award for contributions of more than \$250,000 to DU events. He is currently a Benefactor Sponsor.

"With Richard's support and leadership, Baton Rouge DU has enjoyed much fundraising success," said DU Regional Director Zac Brown. "Now the chapter has shown its appreciation by hosting an event to honor his giving spirit and put habitat on the ground for waterfowl where they breed as well as where they winter."

With the guidance of event co-chairs Scott Singletary and Taylor Bennett, 450 people gathered



Richard Lipsey

at the Pennington Biomedical Research Center in Baton Rouge to celebrate Richard's leadership and dedication.

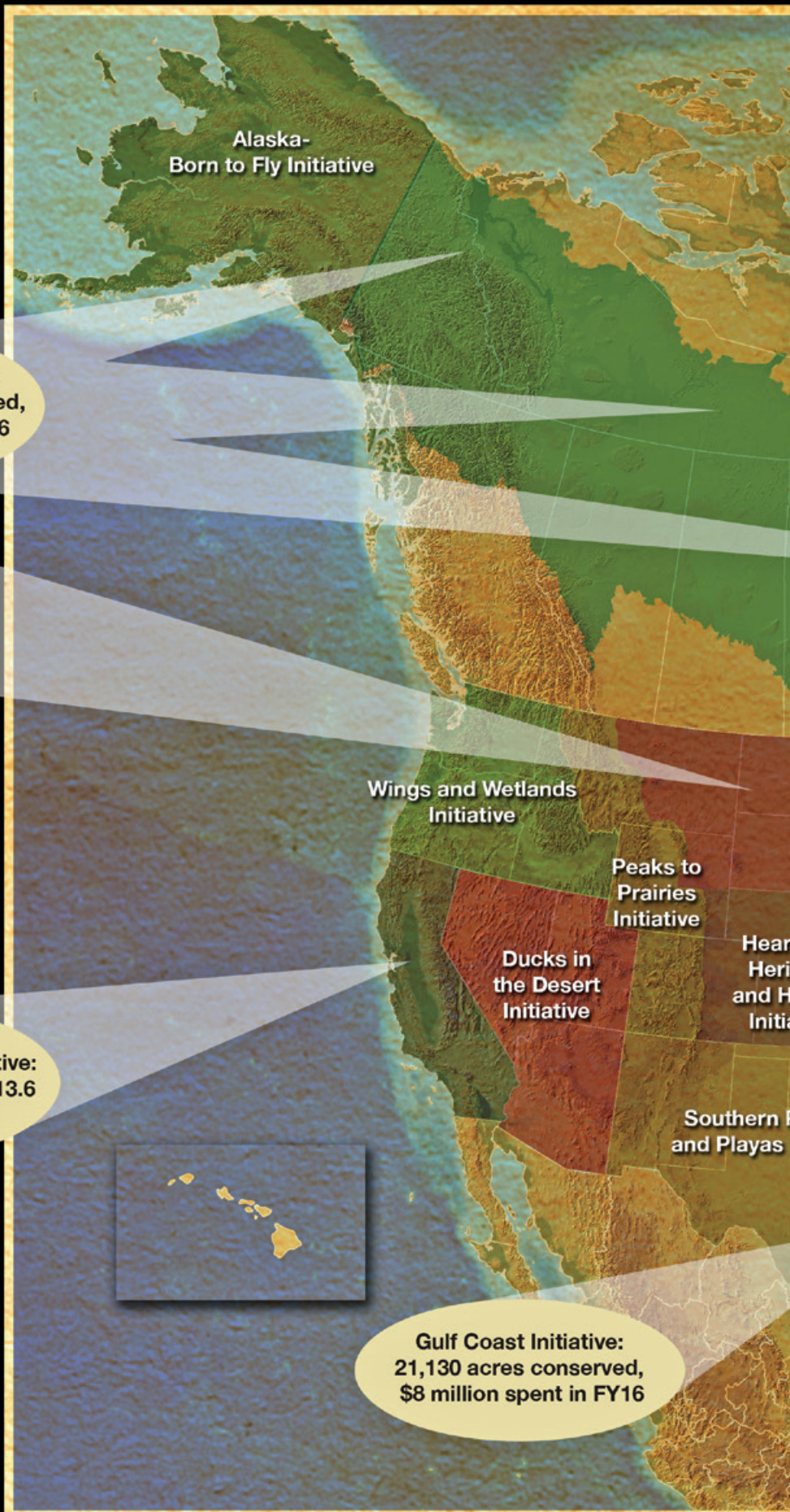
Two DU projects dedicated in Lipsey's honor are the Elmsthorpe Project in Saskatchewan and the Creole Marsh Project in Cameron Parish, Louisiana. With the support of several state agencies and Richard's friends, Ducks Unlimited has restored 160 acres of waterfowl habitat on the breeding grounds and 11,308 acres of critical wintering habitat in Louisiana.

Boreal Forest Initiative:
136 million acres conserved,
\$8.8 million spent in FY16

Preserve Our Prairies Initiative:
136,317 acres conserved,
\$16.8 million spent in FY16

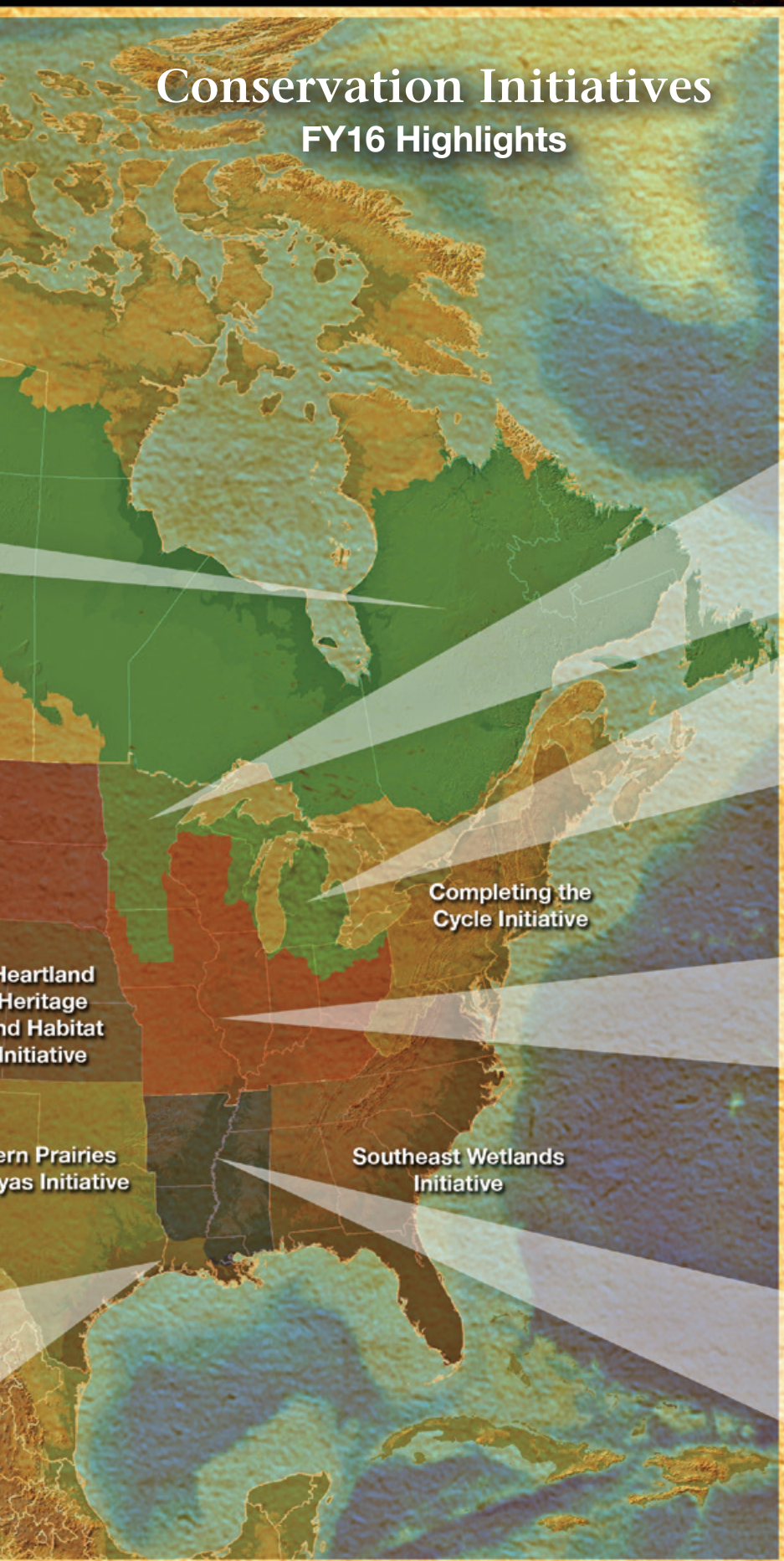
California Wetlands Initiative:
4,276 acres conserved, \$13.6
million spent in FY16

Gulf Coast Initiative:
21,130 acres conserved,
\$8 million spent in FY16



Conservation Initiatives

FY16 Highlights



Living Lakes Initiative:
7,000 acres conserved,
\$12.2 million spent in FY16

Great Lakes Initiative:
3,800 acres conserved,
\$5.3 million spent in FY16

Big Rivers Initiative:
4,000 acres conserved,
\$2.7 million spent in FY16

**Heartland
Heritage
and Habitat
Initiative**

**Northern Prairies
and Grasslands
Initiative**

**Southeast Wetlands
Initiative**

America's River Initiative:
10,700 acres conserved,
\$7.4 million spent in FY16



Conservation Initiatives

Waterfowl and the wetlands and associated habitats they require are a continentally shared resource, and Ducks Unlimited has worked across North America since 1937 to ensure a strong future for wetlands, waterfowl, other wildlife and the people and communities who cherish and appreciate these precious water-based resources.

Ducks Unlimited's conservation programs have always had a strong biological foundation. That science and research tradition continues today. Although a great deal of work has been done and many important questions answered, there is still

much to learn about how the birds respond to landscape, habitat and other environmental changes.

DU has embraced an approach of constant monitoring and evaluation, which allows for continual refinement of its habitat programs. In the end, this adaptive management approach to our mission ensures that each and every dollar invested in conservation programs is used as effectively and efficiently as possible.

In 2012, DU volunteers and staff developed a way to more directly connect conservation and fundraising through 16 regional initiatives

covering North America's highest-priority waterfowl landscapes, highlighted in the map on the preceding pages. Habitat work connected with these Ducks Unlimited initiatives continues daily. It's a never-ending endeavor, fueled by the generous and vital contributions of volunteers and donors like you.

In FY16, Team DU conserved more than 226,000 new acres, bringing our cumulative total to more than 13,845,750 acres conserved in North America since Ducks Unlimited was founded in 1937. You will continue to learn about that work throughout the pages of this report.



How DU Conserves:



- Restoring wetlands and grasslands
- Replanting forests
- Restoring watersheds
- Working with landowners
- Working with partners
- Acquiring land
- Conservation easements
- Management agreements
- Geographic Information Systems



Ducks Unlimited: Our Mission

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



Regional Reports

Ducks Unlimited volunteers, staff and partners worked harder than ever across the country to make a conservation impact in DU's highest-priority areas. Here are a few project highlights from FY16.

Southern Region

New Wildlife Management Area in Virginia

The Virginia Department of Game and Inland Fisheries (VDGIF) announced its purchase of more than 2,600 acres of land in eastern New Kent County in May 2016. This acquisition, approved by the VDGIF board for \$9.3 million, includes more than two miles of frontage on the

York River and five miles along Ware and Philbates creeks.

"Our partners play a very important role in the acquisition and future conservation of these valuable coastal wetlands," said VDGIF Executive Director Bob Duncan. "The support of the U.S. Fish and Wildlife Service, The Wildlife Foundation of Virginia, the Virginia Land Conservation Foundation, Ducks Unlimited, The Nature Conservancy in Virginia, Virginia State Chapter of the National Wild



Ware Creek WMA was dedicated in FY16.

Turkey Federation, the Elis Olsson Memorial Foundation and individuals in the Williamsburg area demonstrates a broad, significant community-level commitment to this acquisition."



Wateree River Dedication – South Carolina

DU partnered with the South Carolina Department of Natural Resources (SCDNR), South Carolina Department of Health and Environ-

mental Control, U.S. Fish and Wildlife Service, Haile Gold Mine, the Wildlife and Sportfish Restoration Act, South Carolina Department of Archives and History, and the U.S. Army Corps of Engineers for the creation of the Wateree River Heritage

Partners gathered to celebrate the establishment of the Wateree River Heritage Preserve and Wildlife Management Area.

Preserve as part of the Haile Gold Mine Mitigation Project.

Ducks Unlimited held an easement on the majority of the Cook's Mountain property, and through the Haile Gold Mine Mitigation Plan added acreage to the easement to protect Cook's Mountain. SCDNR acquired ownership of the area through the mitigation plan and included it in the Heritage Preserve.

Great Lakes/Atlantic Region

Indiana

DU completed the Wabash River Habitat Protection Project, which conserved 3,766 acres of wetlands important for migrating, wintering and breeding waterfowl and other migratory birds along the Wabash River corridor. The project included the creation of the new Indiana Department of Natural Resources Wabashiki State Fish and Wildlife Area.

Minnesota

In Minnesota, Ducks Unlimited gave the Minnesota Department of Natural Resources the tools it needs to create quality waterfowl habitat on the sprawling 3,765-acre Pelican Lake in east-central Minnesota. New infrastructure will improve habitat for diving ducks on an area frequented by hunters from the Minneapolis and St. Paul area.



ALASKA | 424 VOLUNTEERS | 5,847 MEMBERS, SPONSORS AND MAJOR DONORS |
EVENT AND MAJOR GIFT INCOME \$652,098

Western Region

Cocolalla Lake – Idaho

Ducks Unlimited partnered with the Idaho Department of Fish and Game to restore wetland and creek habitat on 55 acres at the southern end of Cocolalla Lake in Bonner County. Several years in the making, the project restored wetlands that had been drained and subsequently farmed for decades, leaving a meadow dominated by a monoculture of reed canarygrass, which has little value for waterfowl or other wildlife.

DU collected feasibility data, performed a topographic survey and groundwater monitoring in 2011 and completed the final design of

Willow Creek Ranch - California

DU is conducting a comprehensive assessment and upgrade of Willow Creek Mutual Water Company's water conveyance infrastructure on Willow Creek Ranch. This infrastructure provides water to about 7,050 acres of privately owned wetlands and rice lands immediately east of Sacramento National Wildlife Refuge (NWR) and immediately north of Delevan NWR in California's Sacramento Valley.

In FY16, DU conducted the third phase of improvements to the ranch's water conveyance system and wetland habitats, enhancing 149 acres of wetlands and 103 acres of rice lands. Funding for this effort was provided by California Wildlife Conservation Board, U.S. Fish and Wildlife Service, Ducks Unlimited and three private landowners.

the wetland and stream restoration elements in 2012. Completed in October 2015, restoration included creation of ponds and other shallow excavations to increase wetland habitat and diversity, raising an ex-

isting road bed, new alignment for sections of Fish Creek, control of the aggressive non-native reed canarygrass and stream channel enhancements.

Great Plains Region



Ducks Unlimited and partners received a \$1 million North American Wetlands Conservation Act (NAWCA) grant to complete the second phase of the Kansas Prairie Wetlands program. The project area includes 11 counties in Kansas identified as areas of significance to North American waterfowl and other wetland birds.

DU donors and partners will match the grant with more than \$2 million in private dollars. Most of the work will take place on almost 5,000 acres of public land. The properties are open to outdoor activities including hunting, fishing, birding, boating, hiking and outdoor education.

NAWCA Grant in Nebraska Means More Public Access For Outdoor Activities

A \$932,706 North American Wetlands Conservation Act (NAWCA) grant awarded to Ducks Unlimited will conserve wildlife habitat in six counties in eastern Nebraska. These lands provide access for hunting, fishing, hiking, birding, boating and outdoor education. Ducks Unlimited and partners are providing \$1.8 million in matching funds for a total of \$2.8 million that will be used to conserve 2,214 acres.

The NAWCA projects will improve wetland habitat critical for migrating waterfowl along the Missouri, Niobrara and Elkhorn rivers as well as other Nebraska wetland complexes. The habitat will help ensure migrating birds arrive on the breeding grounds in good condition each spring.



NAWCA projects will improve habitat and public access in Nebraska.



Ducks Unlimited

Continues Financial Success for FY16

Ducks Unlimited finished FY16 on a high note, continuing its run of successful conservation program achievements. Not only did the year culminate in the accomplishment of DU's 2012-2016 strategic and business plans, the organization achieved broad success across its conservation, fundraising and membership operations.

"We believe conserving, restoring and managing wetlands and associated habitats are vital for North America's waterfowl," said DU Chief Financial Officer Earl

Grochau. "We highly value the contributions and time of our devoted volunteers and supporters towards delivering our DU mission and in ensuring our organization continues to enhance its financial strength for future conservation delivery."

DU's overall support and revenues for FY16 exceeded \$221 million, due in part to solid philanthropy from the company's diversified sources of committee events, major gifts, direct response membership, planned gifts, advertising and royalties. DU also made great strides by work-

Money matters:

Longtime Finance Committee Member Peter Kingman Helps Guide DU

Over the last three decades, Peter Kingman has helped Ducks Unlimited evolve as a conservation organization from his seat on DU's Finance Committee.

Kingman, who lives in Las Vegas with his wife, Marita, and runs his own financial firm, Nevada Trust Company, helped form DU's Finance Committee 31 years ago and is one of the longest serving members, along with DU Past President John Newman of Louisiana. During that time, he and his committee members played a key role in the relocation of DU's national headquarters to Memphis and the formation of the Investment Subcommittee, of which Peter is the longest running member and current co-chair with DU board member Joe Mazon of New Jersey.

"The one thing that sticks out to me about Ducks Unlimited is its

leadership," said Kingman. "There have always been a lot of talented people on staff. And leadership is the theme that comes out of those early days on the Finance Committee and as we grew into the Investment Subcommittee."

The Investment Subcommittee was formed 18 years ago as DU grew and its leaders recognized a need for more innovative investing. The group monitors DU's invested assets, which include endowments and the pension plan, and are investment advisers to the employee 401k plan. When the global economy declined in the late 2000s, Ducks Unlimited weathered the storm in part due to smart decisions made by the subcommittee.

"Peter has contributed significantly to DU through his dedication and longstanding 30-year commitment to both the Investment Subcommit-



Peter Kingman has volunteered for DU for more than 30 years.

tee and Finance Committee," said Ducks Unlimited's Chief Financial Officer Earl Grochau. "He champions the importance of financial and investment prudence and balance, and DU has consistently benefited from Peter's keen insight into the economy and investment markets."



ARKANSAS | 2,383 VOLUNTEERS | 29,435 MEMBERS, SPONSORS AND MAJOR DONORS |
EVENT AND MAJOR GIFT INCOME \$2,714,940



ing with essential governmental, non-governmental and foundation partners to leverage philanthropy for greater conservation impact. In-kind revenue from donated land easements and public service announcements also contributed to DU's success in FY16.

Ducks Unlimited's programs delivered more than \$144 million in "on the ground" conservation and another \$39 million in other mission-related programs and education in FY16.

"Our overall operations resulted in an operational surplus of approximately \$4 million," said Grochau. "Strengthening our balance sheet enables our company to leverage its capacity for greater conservation delivery while effectively and efficiently deploying our human and cap-

ital resources, including our utilization of externally sourced capital funds and debt."

Other significant operational and financial developments in FY16 included the enhancement and growth of DU's habitat revolving lands strategy and solid growth in endowments. DU engaged in an in-

formation technology renovation initiative beginning with our enterprise resource planning system. And Ducks Unlimited attained the 20 standards of charity accountability consistent

with the Better Business Bureau/Wise Giving Alliance.

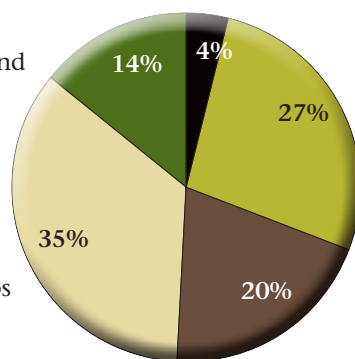
"We thank you for your support, passion and commitment to Ducks Unlimited and look forward to our continued growth and mission delivery," said Grochau.

"We highly value the contributions and time of our devoted volunteers and supporters towards delivering our DU mission."

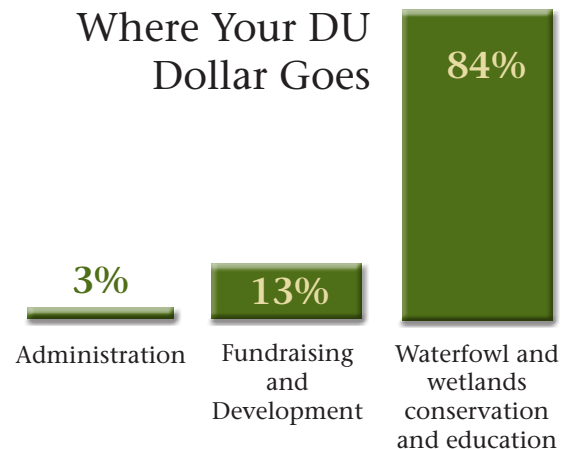
– Earl Grochau, DU Chief Financial Officer

Sources of Support and Revenue

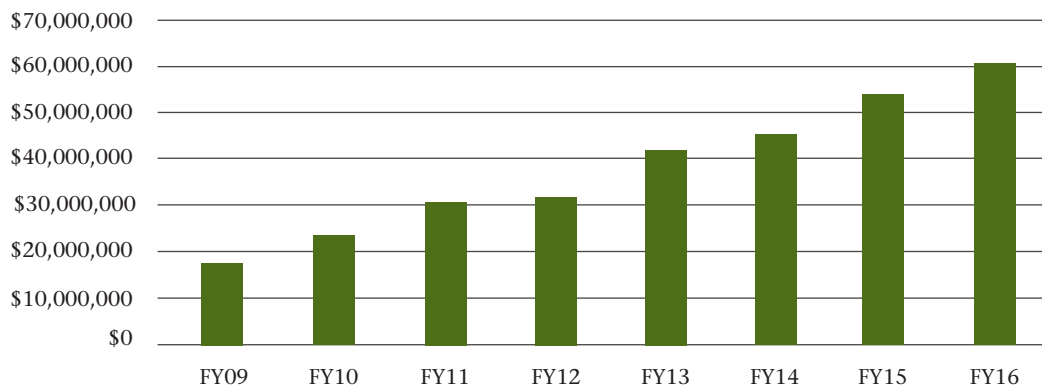
- Events, sponsors and memberships
- Donated conservation easements and public service announcements
- Major gifts and endowments
- Royalties, advertising and other revenues
- Federal and state habitat support and non-governmental partnerships



Where Your DU Dollar Goes



Total Endowments



ARIZONA | 87 VOLUNTEERS | 2,761 MEMBERS, SPONSORS AND MAJOR DONORS |
EVENT AND MAJOR GIFT INCOME \$200,883



DUCKS UNLIMITED, INC. AND AFFILIATE
Condensed Statement of Unrestricted Operations
Years ended June 30, 2016 and 2015

	2016	2015
Support and revenue:		
Philanthropic sources:		
Net proceeds from committee events	\$ 43,482,102	42,276,520
Direct response membership	11,068,624	12,167,143
Use of major gifts	26,815,034	27,604,906
Planned gift maturities	412,607	1,000,000
Royalties	2,859,713	2,973,370
Total philanthropic revenue	84,638,080	86,021,939
Other support and revenue:		
Federal and state habitat reimbursements	64,527,313	69,391,154
Nongovernmental partnerships	24,116,945	29,578,001
State grants	2,863,142	3,209,003
Donated conservation easements	26,103,838	11,423,798
Advertising revenue	2,844,937	2,461,132
Donated educational programming	14,195,462	29,363,853
Non-operating revenues	32,878	5,573,481
Appropriated endowment and quasi-endowment earnings	2,114,422	1,200,438
Other revenues	240,049	94,317
Total support and revenue	221,677,066	238,317,116
Operational expense:		
Program service expenses	182,625,342	193,890,630
Fund-raising expenses	28,884,824	28,060,888
Administrative expenses	6,146,668	5,683,866
Total operational expense	217,656,834	227,635,384
Excess of unrestricted support and revenues over expenses	\$ 4,020,232	10,681,732



CALIFORNIA | 1,425 VOLUNTEERS | 30,088 MEMBERS, SPONSORS AND MAJOR DONORS |
 EVENT AND MAJOR GIFT INCOME \$3,606,648

**DUCKS UNLIMITED, INC. AND AFFILIATE*****Combined Balance Sheets******June 30, 2016 and 2015***

Assets	2016	2015
Cash and cash equivalents	\$ 28,167,911	16,810,707
Restricted cash	6,383,313	5,816,981
Events receivable, net	999,703	922,222
Pledges receivable, net	45,337,625	32,579,176
Habitat conservation and other receivables	22,249,858	25,769,630
Event merchandise inventory	3,660,859	4,982,204
Investments	59,516,820	52,755,511
Land held for conservation purposes	45,599,385	42,018,172
Land, buildings, and equipment, net	21,740,125	22,407,537
Other assets	5,474,264	3,422,157
Total assets	<u>\$ 239,129,863</u>	<u>207,484,297</u>
Liabilities and Net Assets		
Accounts payable and accrued expenses	\$ 12,359,191	13,129,445
Compensation and related accruals	7,801,746	8,038,536
Pension and deferred compensation accruals	16,597,661	8,227,469
Accrued postretirement benefits	675,853	1,012,637
Revolving land line of credit	4,500,000	—
Other liabilities	1,271,475	471,966
Total liabilities	<u>43,205,926</u>	<u>30,880,053</u>
Net assets:		
Unrestricted	63,927,884	67,220,750
Temporarily restricted	103,245,318	90,218,589
Permanently restricted	28,750,735	19,164,905
Total net assets	<u>195,923,937</u>	<u>176,604,244</u>
Total liabilities and net assets	<u>\$ 239,129,863</u>	<u>207,484,297</u>



Fundraising Achieves Record Breaking Year

In 1965, the modern Ducks Unlimited event system was born in Wisconsin when entrepreneurial volunteers thought up a clever idea to include a DU membership in the ticket price of attending an organization-sponsored gathering. The premise behind this marketing plan was simple. DU wanted to grow its membership ranks to



increase funding for conservation and support spreading the word about the organization's work through our membership magazine.

This innovative model is still working 51 years later. In fact, it's operating better than ever. Net revenues delivered through events in FY16 were the largest ever recorded by Ducks Unlimited with almost \$59 million raised. This includes traditional event revenues and major gift payments made through local chapters.

"The fact that our event system engages more than a half-million attendees in their communities every year is a testament to the dedication of the organization's volunteers and staff partners, as well as the gregarious nature of DU supporters," explained David Schuessler, national director of Event Fundraising. "In an age where technology is available at your fingertips, it is heartening to know like-minded people still enjoy gathering, celebrating a great cause, and giving financially to Ducks Unlimited's mission."



While the event model remains essentially unchanged, over time there have been natural improvements to the event system. Online ticket purchasing, email invitations and social media marketing play important roles in helping drive attendance. Merchandise options sourced with econ-

omy-of-scale pricing in mind provide committees a jump start when sourcing quality, affordable event offerings. To accommodate community preferences, a wide variety of event types are promoted to garner as much attention as possible.

"The core of DU's event support will always be the waterfowl hunter, and the organization's focus on the role DU plays in the waterfowling community will never waver," Schuessler added. "Today, more people are recognizing the impact DU's work has on their lives and are finding a way to support that by attending an event. Our events have become more than a party for a cause; they're now a central part of a waterfowling and conservation lifestyle."

Ducks Unlimited's Approved Outfitter Program Provides Your Ticket to Paradise

In 2009, a bond was forged between Ducks Unlimited and DU partner David Denies/Nervous Waters to provide DU events with sporting opportunities at some of the world's premier destinations. With an original donation of 60 hunting trips, the foundation for the Ducks Unlimited Approved Outfitter Program was laid. The program now offers hunting and sport fishing opportunities from Alaska to Argentina and the far reaches of South Africa.

The Approved Outfitter Program, which includes nine outfitters from around the world, also offers group excursions to tropical paradises like St. Thomas and Belize. In FY16, the Ducks Unlimited Approved Outfitter Program netted more than \$853,000 for wetlands conservation.



CONNECTICUT | 153 VOLUNTEERS | 2,840 MEMBERS, SPONSORS AND MAJOR DONORS | EVENT AND MAJOR GIFT INCOME \$435,705

In the Field and on the Town:

DU's National Convention and Annual Field Experiences

National Convention 2016

Ducks Unlimited held its 2016 national convention June 1-5 in Anchorage, Alaska, at the Hotel Captain Cook and Dena'ina Convention Center. The event drew 924 volunteers, partners and other conservationists from the United States, Canada and Mexico.

Thomas Jernigan Jr. of Birmingham, Alabama; Jay Owen of Lafayette, Louisiana; Bill Sarafin of Oregon, Illinois; and Joseph Taylor of Wilmington, North Carolina were elected to Ducks Unlimited's national board of directors during the national convention.

In addition to the elections of new board members, this year's convention featured many opportunities for conservation-related education, special tours, entertainment and presentations by U.S. Senator for Alaska Lisa Murkowski and Pinola Aviary founder and president Paul Dickson of Louisiana.

Live and silent auctions, featuring everything from decoys to diamonds



and donated by everyone from Bass Pro Shops to Winchester, generated nearly \$170,000 for wetlands habitat conservation.

Special thanks to our proud partners First National Bank of Omaha, issuer of the official Ducks Unlimited Visa® card, Purina Pro Plan®, Michael David Winery and Holland & Knight for sponsoring this year's convention.

The 2017 Ducks Unlimited National Convention will be held May 31-June 4 at the San Antonio Marriott Rivercenter, San Antonio, Texas.

DU's 2016 National Convention drew 924 conservationists to Anchorage, Alaska.



Field Experiences

In FY16 more than 400 Ducks Unlimited donors, volunteers and leaders paid their own way to take part in more than 20 field experiences across the continent. These programs feature an exciting and

informative mix of hands-on field work and classroom study over a two-day period and allow volunteers to experience firsthand what Ducks Unlimited is all about—wetlands conservation.

FY16 field experiences stretched from the mangrove swamps of the

Yucatan Peninsula, critical to wintering waterfowl and whistling ducks, to the wide and windy expanses of the Canadian prairies, the coastal marshes of New Brunswick, the Platte River, banding ducks on Red Rock Lakes in Montana and beyond.



Left: Anne Kroecker and Richard Leeds of the Wildlife Forever Fund paddle through the Nisqually National Wildlife Refuge Tidal Estuary Restoration Project.

Right: Ruth Hoef, DU Benefactor from Minnesota, works in the field during the 2016 Prairie Experience.

DELAWARE | 533 VOLUNTEERS | 7,481 MEMBERS, SPONSORS AND MAJOR DONORS |
EVENT AND MAJOR GIFT INCOME \$968,727



DU Varsity and Ducks University:

STARTING YOUNG, SETTING RECORDS



Participants in DU's annual collegiate leadership summit, Third Term, gathered at Ducks Unlimited National Headquarters in Memphis, Tennessee.

In FY15, Ducks Unlimited Varsity and University chapters eclipsed the \$1 million mark in income for the first time in program history. That trend continued into FY16 as combined event income for both programs eclipsed \$2 million, establishing a new benchmark. The two programs combined realized a \$400,000 increase in event income from FY15 to FY16.

"Competition helps drive success and the DU Varsity All-Stars and Sweet 16 programs are doing just that," said DU Manager of Youth and Education Programs Mark Horobetz. "In the Varsity All-Star program's second year, the top 10 high school chapters in the country raised a combined \$197,405, led by a new national champion, The Collegiate School, in Richmond, Virginia."

Area Chair Mary Ottley and Co-Chairs Nick Stepanian, Patrick Kirchmier and Jackson Berling led the way for the number one DU Varsity chapter in the country by signing up more than 25 new Bronze Sponsors and engaging the local business community. "The committee raised more than \$37,000 at their event in FY16, making a huge impact for wetland conservation," Horobetz said.

Another milestone was reached in FY16 with the approval of the National Ducks Unlimited Scholarship Program. The scholarship program is for graduating high school seniors who are DU members and plan on attending an accredited two-year school or community college or four-year college or university. The scholarship program allows Ducks Unlimited to establish and

maintain partnerships at the high school level and it creates another avenue for fundraising. A Youth and Education endowment was established to fund the \$2.25 million scholarship program with an expected launch date of January 2018.

Ducks University chapters set records of their own in FY16 by raising \$1.6 million for the ducks. The university chapter program saw a \$300,000 increase over FY15 and has now eclipsed the \$1 million mark for three consecutive years.

The Aggieland Chapter at Texas A&M University is no stranger to the Sweet 16 program spotlight. Under the leadership of Area Chair Chelsi Borders, the committee regained the title of No. 1 collegiate chapter in the country for FY16 by raising more than \$270,000. The top 16 university chapters raised a combined \$561,805 in FY16 and continue to raise the bar each year with their fundraising efforts.

"One of the things that contributed to the Ducks University program's recent fundraising success is the annual collegiate leadership summit, Third Term," Horobetz said. "The annual summit was held at DU's National Headquarters. More than 150 volunteers from 28 chapters made the journey to Memphis the first weekend in August to learn about DU's mission, conservation education and how to be better philanthropists in their respective communities."



FLORIDA | 868 VOLUNTEERS | 15,058 MEMBERS, SPONSORS AND MAJOR DONORS |
EVENT AND MAJOR GIFT INCOME \$1,511,958



Each spring, Ducks Unlimited announces its Sweet 16 list of top-producing volunteer university chapters and Varsity All-Star high school chapters for the preceding year. The winners for 2015 were announced last May. 2016 winners will be announced in May of 2017. These elite groups are considered the best of the best when it comes to fundraising and overall chapter strength.



THE 2015 SWEET 16 QUALIFYING CHAPTERS

1. Aggieland Chapter, College Station, Texas
2. Tiger Chapter, Baton Rouge, Louisiana
3. Colorado State University
4. North Carolina State University
5. Pirate Chapter of ECU
6. Ole Miss
7. University of Georgia
8. University of Tennessee, Knoxville
9. Milwaukee School of Engineering
10. University of South Carolina
11. Bulldog Chapter, Starkville, Mississippi
12. Bemidji State University
13. Gustavus Adolphus College
14. Missouri State University
15. Georgia Southern University
16. Lamar University



THE 2015 VARSITY ALL-STAR QUALIFYING CHAPTERS

1. The Collegiate School, Richmond, Virginia
2. Charlotte Youth for Conservation, Charlotte, North Carolina
3. South Lafourche High School, South Lafourche, Louisiana
4. Natrona County High School DU, Casper, Wyoming
5. Christian Brothers High School, Memphis, Tennessee
6. Kilgore High School, Kilgore, Texas
7. Broughton High School, Raleigh, North Carolina
8. Cy Woods High School, Cypress, Texas
9. Greenville High School, Greenville, South Carolina
10. Midway High School, Dunn, North Carolina



GEORGIA | 1,012 VOLUNTEERS | 19,571 MEMBERS, SPONSORS AND MAJOR DONORS |
EVENT AND MAJOR GIFT INCOME \$12,282,210



Ducks Unlimited, Partners Focus on Coastal Healing



Wave attenuation devices will help protect the marsh from erosion and rebuild shoreline.

FY16 was an important year for Gulf Coast conservation.

Five years after the Deepwater Horizon disaster claimed 11 lives and dumped nearly 3.2 million barrels of oil into the Gulf of Mexico, officials reached an \$18.7 billion settlement to support continued recovery and restoration efforts.

"This settlement is a critical down payment toward a sustainable Gulf Coast, and these dollars should be dedicated to the restoration of the region's natural resources," said DU Director of Conservation Programs Jerry Holden. "The healthy and sustainable coast that is a fitting legacy for our children will only exist if we make wise use of this once-in-a-lifetime opportunity to invest in the planks that underlie our resource-based economy."

Those planks are the very marshes and mud that make the Gulf Coast a haven for millions of waterfowl each year. The settlement will direct more than \$750 million to Texas and more than \$6.8 billion to Louisiana over

16 years. While that holds tremendous potential, Ducks Unlimited did not wait for the wheels of justice to finish turning before addressing the

Unlimited has received more than \$6 million from the National Fish and Wildlife Foundation (NFWF) for projects to improve migratory

"This settlement is a critical down payment toward a sustainable Gulf Coast."

– Jerry Holden,
DU Director of Conservation Programs

habitat loss crisis in North America's most important and threatened wintering area.

In the years since the spill, Ducks

bird habitat in Texas and Louisiana, the two most important Gulf Coast states for waterfowl. In 2013, two plea agreements established the



HAWAII | 8 VOLUNTEERS | 327 MEMBERS, SPONSORS AND MAJOR DONORS |
EVENT AND MAJOR GIFT INCOME \$5,118



NFWF-managed Gulf Environmental Benefit Fund (GEBF), providing \$2.5 billion for projects benefiting the natural resources of the Gulf Coast. By law, the GEBF in Louisiana will be directed toward diversions and barrier island restoration. In Texas, Ducks Unlimited has received GEBF funds for projects providing shallowly flooded habitats on private lands, as well as a project to restore marshes in Galveston Bay.

In addition to the NFWF funding, DU secured \$22.6 million in North American Wetlands Conservation Act (NAWCA) grants that were supported by BP funding to deliver important U.S. habitat projects for migratory birds impacted by the spill. Some of these grants enhanced breeding ground habitat, while others focused on Gulf Coast restoration.

"Even this devastating disaster had a silver lining," said DU Chief Conservation Officer Paul Schmidt. "Since our founding during the Dust Bowl and Great Depression era, Ducks Unlimited has been making the best out of bad situations for North America's wetlands. While our focus is on wetlands for waterfowl, it's important to remember DU's conservation work makes a huge difference for all wetland dependent species, including people and communities. Gulf Coast wetlands protect nationally important economic infrastructure and provide critical waterfowl, fisheries and cultural resources."

As spill-related funds begin to flow, DU will make the most of our leveraging strength and our wetlands restoration expertise. In FY16, we received a \$1.5 million grant from the Texas General Land Office for breakwater construction at Greens Lake, one of the largest marsh complexes in the Galveston Bay Estuary. This funding was provided through the Coastal Erosion Protection and Restoration Act, and we used it to secure a NAWCA grant, which in turn



Meet Mike Carloss

Ducks Unlimited prides itself on hiring the best, and our manager of conservation programs for coastal Louisiana, Mike Carloss, is recognized as such. The Coalition to Restore Coastal Louisiana selected Mike as the 2016 Distinguished Service Coastal Stewardship Award winner. The Stewardship Awards honor those who demonstrate outstanding commitment to the coast and have made significant contributions to the restoration and conservation of Louisiana's coastal wetlands.

Mike has a long history of doing just that, including more than 20 years with the Louisiana Department of Wildlife and Fisheries (LDWF), two years with the USDA Natural Resources Conservation Service and five years as an adjunct instructor at the University of Louisiana at Lafayette. Mike was front and center for LDWF in 2010 when the Deepwater Horizon disaster occurred.

"Mike has spent his entire career working to save the disappearing habitats of coastal Louisiana," DU Director of Conservation Programs Jerry Holden said. "I applaud the Coalition to Restore Coastal Louisiana for recognizing notable participants in the fight to save our coast. I cannot imagine anyone more deserving."

Appreciating that habitat conservation is our mission and more people need to know about it, Louisiana Ducks Unlimited volunteer leadership also recognized Mike's excellence with the inaugural staff Ambassador for Conservation award. Ron and Jackie Bartels were selected as the 2016 volunteer Ambassadors for Conservation. The awards were designed to recognize individuals who not only support DU, but who also work toward educating others about DU and wetlands conservation. These individuals promote our organization and our conservation mission and bring new people and groups into the DU family.

Mike Carloss on the job in Louisiana.

met our match requirement for the state funds.

We also received a NFWF grant for continuation of marsh terracing and bird island work in Cow Trap Lake at Texas' San Bernard National Wildlife Refuge. Through this phase of the project we topped the bird islands with oyster cultch, the preferred nesting substrate for colonial nesting water birds.

In Terrebonne Parish, DU completed the innovative Lost Lake Shoreline Protection Project this year. This project utilized 420 wave attenuation devices (WADs) designed by Living Shoreline Solutions and fabricated by Lowland Construction Company to create a shoreline protection feature. The WADs can be removed and used elsewhere once the eroding coastal marsh stabilizes



and fills in behind the structure. This erosion control project, funded by our tremendous conservation partner ConocoPhillips Company, is part of ongoing efforts to conserve coastal marsh for mottled ducks and migrating waterfowl.

Louisiana's Carencro Bayou Freshwater Introduction Project was also completed in FY16. The project restored freshwater and sediment inputs to more than 1,500 acres of coastal marsh. Ducks Unlimited produced a short video featuring this project, available on YouTube.com. The project was funded by the National Oceanic and Atmospheric Administration, ConocoPhillips, Ducks Unlimited donors, Apache Louisiana Minerals LLC, Louisiana Coastal Protection and Restoration Authority, Terrebonne Parish, Moore-Odom Wildlife Foundation, Louisiana Department of Wildlife and Fisheries and the North American Wetlands Conservation Council.



Dredged material was used to elevate Pierce Marsh in Galveston Bay, Texas, providing better habitat for wildlife and increased protection for nearby coastal communities.

"Freshwater introduction projects like this rapidly and dramatically improve waterfowl foraging habitat. More importantly, they restore the system processes that maintain and grow coastal marsh. Because

freshwater introduction projects provide everlasting habitat-building benefits, these projects are unique among DU's conservation work," Holden said.



Wave attenuation device placement began at Lost Lake in May 2015.



IDAHO | 658 VOLUNTEERS | 7,963 MEMBERS, SPONSORS AND MAJOR DONORS |
EVENT AND MAJOR GIFT INCOME \$451,990

Taking Responsibility:

AXALTA, STONECO PARTNERSHIPS BENEFIT COMMUNITIES, WETLANDS AND WATERFOWL



Corporations like Axalta Coating Systems and Stoneco partner with Ducks Unlimited because they trust DU to help them deliver on their commitments to their communities and natural resources.



Axalta Coating Systems

Ducks Unlimited and Axalta announced their partnership on Aug. 17, 2015 and have begun to jointly participate in several projects across North America, focusing on the Gulf Coast and Great Lakes Initiatives and Mexico. Axalta is a leading global supplier of liquid and powder coatings for vehicles and industrial applications in the United States and 130 countries around the world. Materials that are coated and protected with Axalta products last longer and are more efficient and productive, a natural connection with Axalta's commitment to protecting and conserving resources through its support of Ducks Unlimited.

"Axalta has continued to demonstrate its enthusiastic support for wetland conservation," said Dale Hall, Ducks Unlimited CEO. "This partnership is an example of how corporations can take a leadership role and

directly benefit the wildlife and water quality in their communities and across landscapes."

Ducks Unlimited has leveraged Axalta's support by using it as match funding to attract federal and local grant dollars. Because of grant opportunities, Ducks Unlimited has multiplied Axalta's initial donation by up to five times.

"Sustainability is and will always be central to Axalta's business. Being a good neighbor and an engaged business partner are fundamental to us," said Charlie Shaver, Axalta Chairman and CEO. "The partnership that Axalta has developed with Ducks Unlimited aligns with our sustainability philosophy and is a clear way for our employees, customers and stakeholders to understand our commitment to responsible sustainability."



STONECO

Conservation Partner

In FY16, Stoneco, Michigan's largest supplier of crushed limestone, sand and gravel, donated a 265-acre former sand and gravel quarry to Ducks Unlimited. The property, appraised at \$2.1 million, is located near Ann Arbor, Michigan.

The former quarry site was active until 2014 and has since been undergoing reclamation. The land has tremendous potential for wildlife habitat development through wetland and grassland restoration, reforestation and habitat manage-

ment. With the right support and fundraising, DU plans to transform the site from a former mining operation into a functional green space that will attract all types of wildlife and benefit the community.

"We are grateful to Stoneco for its generous gift of property," said Todd Bishop, Ducks Unlimited managing director of development. "Having strong partners in our community like Stoneco is pivotal to our conservation work and underlies their dedication to corporate responsibility."



From left: Todd Bishop, DU Great Lakes/Atlantic Region managing director of development; Stoneco's Rick Becker; DU member Tracy Oberleiter of Monroe Bank and Trust; and DU's David Brakhage, director of operations, Great Lakes/Atlantic Region.





Each year, Ducks Unlimited volunteers and staff work with members of Congress, their staffs and federal agencies as lawmakers make decisions that impact conservation, outdoor enthusiasts and the recreational activities we enjoy. In December 2015, an omnibus spending bill was signed into law by the president. The diligent work of DU volunteers and staff paid off as many of DU's top priorities were included in the bill. The North American Wetlands Conservation Act (NAWCA) was funded at more than \$35 million, and the Great Lakes Restoration Initiative (GLRI) was authorized for \$300 million. Using this win as momentum, DU finished strong in FY16. Ducks Unlimited made significant headway on legislation for wetlands, water resources, the Great Lakes and outdoor enthusiasts, thanks in large part to the hard work of our DU volunteers and members.

FY16 NAWCA appropriations were more than \$35 million.

HABITAT IMPACTS SINCE 1991

Grant Funding: \$1.4 billion
Match: \$2.9 billion
Partners: More than 5,000
Projects: 2,553
Acres Affected: 30.7 million



INDIANA | 1,327 VOLUNTEERS | 14,233 MEMBERS, SPONSORS AND MAJOR DONORS |
EVENT AND MAJOR GIFT INCOME \$1,089,852

NORTH AMERICAN WETLANDS CONSERVATION ACT

NAWCA is one of DU's highest policy priorities. The program stimulates public-private partnerships to protect, restore and manage wetland habitats for migratory birds and other wildlife. NAWCA partnership grants play an important role in Ducks Unlimited's mission. These projects also provide recreational opportunities for hunters and other outdoor enthusiasts. In FY16, DU continued to advocate for NAWCA reauthorization, included in the Senate Energy Bill, as well as for program funding at the highest levels.

Since NAWCA funding levels are determined by Congress, getting Congressional support is crucial. In February, more than 50 Ducks Unlimited volunteers and staff met in Washington, D.C. Volunteers participated in more than 60 meetings on Capitol Hill, where pol-

icy conversations centered on robust funding of NAWCA for FY17. Each year, Ducks Unlimited helps circulate letters in both chambers of Congress in support of NAWCA funding. In March, an email campaign was



launched to all DU members. In response, DU members produced more than 4,000 letters to Capitol Hill legislators urging support for NAWCA funding. The letters are then sent to the appropriations committees, as these committees determine funding

levels each year for federal programs.

NAWCA's authorization expired in 2012, and reauthorizing the program is a key goal for improving the appropriations process. This year, the Senate Sportsmen's Bill included language reauthorizing NAWCA for five years at \$50 million. For more than five years, Congress has attempted to pass comprehensive sportsmen's legislation, to no avail. In April, the Sportsmen's Bill got a second chance when the Senate passed the Energy Bill. An amendment to the Energy Bill included provisions from the Senate Sportsmen's Bill, including reauthorization of NAWCA. Now, the House and Senate must combine or conference their versions of the energy bills into one bill for the president's signature, before NAWCA would be reauthorized.



WATER RESOURCES DEVELOPMENT ACT

The Water Resources Development Act (WRDA) was another priority in 2016. From New Orleans Harbor alone, more than 800,000 cubic yards of dredge materials were removed and dumped into the open waters of the Gulf of Mexico, rather than using these materials for habitat restoration projects. Unfortunately, this practice happens throughout our nation's coastal

areas. The proposed WRDA legislation helps address this and several other issues critical to wetland habitat and restoration. In the Senate, programs like the Great Lakes Restoration Initiative and the Long Island Sound Restoration Act were included as provisions in the WRDA bill. In June, DU mobilized volunteers and staff to help advocate for the Water Resources Development Act in the

Senate. DU volunteers and staff sent letters, emailed, called and met personally with Senate offices about the importance of this legislation for conservation. In September 2016, both the House of Representatives and the Senate passed WRDA legislation. The two bills differ in language and must be conferenced. DU is hopeful this will happen before the end of 2016.

DU MAKES A DIFFERENCE

Every DU member's participation matters, and Congress has proven this year that they listen. During the Senate Appropriations markup of the Interior spending bill for 2017, Senator Lisa Murkowski from Alaska noted, "There were 37 members who expressed a level of support for the NAWCA Program. We were able to provide a \$3 million increase over the enacted level for that."

Thirty-seven senators and 126 representatives signed the NAWCA letter, and NAWCA received \$2.5 million and \$3 million increases, respectively, from the House and Senate Appropriation Committees. Ducks Unlimited's efforts resulted in 29 senators asking for WRDA to be brought to the floor. And while we wait for the House and Senate energy bills to be conferenced, DU remains hopeful this will happen before the 2016 calendar year's end, and with the sportsmen's amendment included.



Leaving a Conservation Legacy

DUCKS UNLIMITED GIFT PLANNING



It's no secret that Ducks Unlimited has some of the best supporters around. Many elevate the organization to family status by including Ducks Unlimited in their estate plan. Started in 1995 at the Anchorage National Convention, the Feather Society is the DU legacy society that recognizes these donors for their generosity in leaving a legacy gift to sustain Ducks Unlimited's future.

"The program has grown significantly over the years," said DU Chief Fundraising Officer Amy Batson. "Planned contributions have grown to nearly \$400 million in gift expectancies in the coming years. There are now three full-time DU gift planners who assist our members in making a number of different types of charitable gifts, including current support, life income gifts, and bequest arrangements."

These gifts often not only support the mission of Ducks Unlimited, but help provide for the benefactors and their families. Some gifts provide income for the donor and/or their families. The tax deductions from these gifts often offer a benefit to the family through higher deductions or situations that ease some of the estate tax burden in very large estates.

"One important function of Ducks Unlimited Gift Planning is to educate supporters and increase funding to Ducks Unlimited's Permanently Restricted Endowment," Batson said. "These are gifts invested in the organization while the principal of the gift remains intact. The income generated from these gifts is primarily used in the highest priority areas of Ducks Unlimited's work. To date, we are less than \$10 million away from completing an endowment challenge issued at the 75th Anniversary National Convention in Nashville."



Three generous supporters in 2012 committed \$25 million each to ensure the endowment of Ducks Unlimited will be viable and generate necessary income to continue funding habitat work.

At the same time, these gentlemen challenged the rest of Ducks Unlimited's membership to commit another \$75 million.

There are many ways to join the Feather Society and help DU complete that endowment challenge.

Many make Ducks Unlimited a beneficiary of a life insurance policy or retirement account. Bequests are another popular way to leave a conservation legacy. Life income gifts include charitable gift annuities or charitable remainder trusts, which generate income for those wanting to invest in conservation, while allowing the remainder of these gifts to continue supporting work to ensure wetlands sufficient to fill the skies today, tomorrow and forever.

Meet Gary and Nancy Stuart, Papillion, Nebraska

Gary and Nancy Stuart became DU Life Sponsors in 2009. Using qualified distributions from their individual retirement accounts, they became Grand Slam Life Sponsors, then Diamond Sponsors in Perpetuity. Their philanthropy supports wetlands and waterfowl conservation in Mexico and Canada and their most recent gifts support the **Preserve Our Prairies Initiative**. The Stuarts are also Platinum Level Feather Society members, thanks to a joint spousal planned gift.

"We have been through bad years and good years, but we have always seen in the outdoors God's creation in all its glory. We need to protect that," Nancy said.



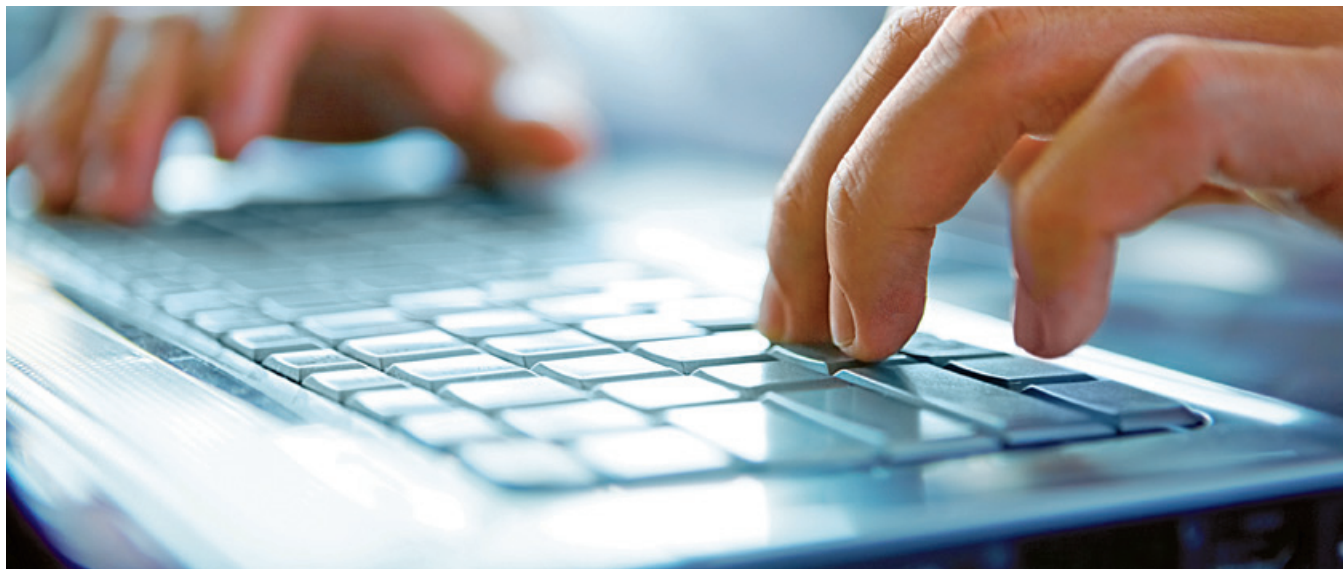
Gary and Nancy Stuart at Ducks Unlimited National Headquarters in Memphis, Tennessee.



KENTUCKY | 1,134 VOLUNTEERS | 7,888 MEMBERS, SPONSORS AND MAJOR DONORS |
EVENT AND MAJOR GIFT INCOME \$618,203

Information Technology Upgrades

KEEP DUCKS UNLIMITED FLYING HIGH



At the 2015 Milwaukee Convention, Ducks Unlimited approved a multi-year plan to replace DU's outdated legacy computer systems with modern, off-the-shelf products. The first step of the plan called for replacing the financial system with a modern Enterprise Resource Planning (ERP) system, along with some necessary phone and network infrastructure upgrades. This new platform provides a modern backbone that will allow DU to integrate other new systems quickly and with less customization as each business area is improved.

On July 1, 2015, a request for proposal was sent to 10 commercial software suppliers, and after reviewing each response in detail, Microsoft's Dynamics AX platform was selected. The contract was signed in early November 2015, and the renovations began immediately.

"We also determined that adopting Microsoft Office 365 would be a necessary step in improving our desktop and email capability," said DU Chief Information Officer Govan Hornor. "By February 2016, Office 365 was installed and a Dynamics AX test system was set up and running."

After much hard work by staff, volunteers and the DU IT Committee, the new financial ERP system was

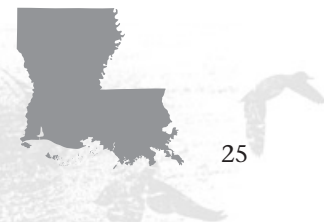
deployed on July 1, 2016, for financial accounting and general ledger processing.

"It is a new day for the DU Finance organization at national headquarters and the regional offices," said DU's Chief Financial Officer Earl Grochau. "The DU ERP renovation team collaborated extremely well during this period of monumental change. Our new modern, off-the-shelf ERP offering, Microsoft Dynamics AX, will leverage greater efficiency and effectiveness as we track, report and analyze future DU business operations."

The new Dynamics AX system also allows DU to improve and streamline business processes across all facets of the organization, from fundraising to conservation project delivery. Budgeting, land management, conservation project management, grant management, purchase orders and inventory management are all areas the new system can improve, and those operations will be incorporated into the new platform in the coming fiscal year.

While one module of the new ERP software is now in place, other capabilities will be tested and incorporated on a priority basis over the next several years as determined by the needs of the organization.

Our new modern, off-the-shelf ERP offering, Microsoft Dynamics AX, will leverage greater efficiency and effectiveness.



Big Growth in President's Council



It is our distinct pleasure to report that President's Council participation grew by more than 20 percent in FY16. These extraordinary supporters from across the United States, Canada and Mexico are among a select group who contribute \$10,000 or more, each year, to the DU mission.

The Ducks Unlimited members recognized in these pages set the example with their support of the *Rescue Our Wetlands* campaign and collectively have contributed millions of dollars to the cause of waterfowl conservation in FY16 alone. Not only are they among Ducks Unlimited's most consistent and significant supporters, but they also truly embody the spirit of the conservation movement.

During our shared time with this special group of leaders, we have rubbed elbows with some of this continent's most dedicated philanthropists, top business leaders and influential and authoritative policy drivers. Waterfowl, wetlands and other wild places have a much brighter future thanks to their generosity and thoughtful advice.



Paul R. Bonderson Jr.
President, Ducks Unlimited Inc.



Steve Maritz
President, Wetlands America Trust

Seeing is Believing

RICHARD AND SUSAN MUZZY OF HOLLAND, MICHIGAN



Richard and Susan Muzzy

President's Council members Richard and Susan Muzzy's support for conservation through Ducks Unlimited goes back 40 years. Starting as a Bronze Sponsor and then as a Life Sponsor who had attended several DU dinners over the years, Richard always understood and appreciated DU's mission. His support came full circle, however, when he met the late DU President Hazard Campbell.

"I met Hazard through our mutual friend and Wetlands America Trustee Deke Welles," he said. "Hazard was always gracious and friendly and after several sporting clay events and more DU dinners he asked me to join him on the Canadian Prairies for a sandhill crane hunt."

It was in Saskatchewan that Richard saw what Ducks Unlimited does on the prairies. "It made a big impression" Richard said. "It was a great opportunity to see the many ways that the prairies can be protected and to experience first-hand the work that DU has done."

Richard and Susan also support local efforts to improve the rivers and streams near their home in Holland, Michigan. Richard and Susan's gifts go to support the **Preserve Our Prairies Initiative**.

MASSACHUSETTS | 334 VOLUNTEERS | 4,779 MEMBERS, SPONSORS AND MAJOR DONORS |
EVENT AND MAJOR GIFT INCOME \$369,934



DU Turns Funding into Habitat



The Great Lakes collectively are our country's largest drinking fountain and duck pond. The vast basin stretches from Minnesota to New York, providing drinking water for 40 million people and habitat for millions of migrating and breeding waterfowl.

One of the largest sources of public funding to protect these important waterways is the Great Lakes Restoration Initiative (GLRI). Established in 2010 to target the most serious issues facing the Great Lakes, the federal program funds projects addressing habitat loss, invasive species, pollution and toxic sediments.

Over the last six years, Ducks Unlimited has put GLRI funding to use in all of the Great Lakes. To date, DU has successfully competed for more than \$27 million in funding and has leveraged that support to complete or initiate nearly 60 projects, positively impacting 16,909 acres of duck friendly wetland habitat.

As the number of Ducks Unlimited projects grows in the region, so do the conservation partnership opportunities. DU has worked with the University of Wisconsin – Green Bay using GLRI funds to plant and study the success of

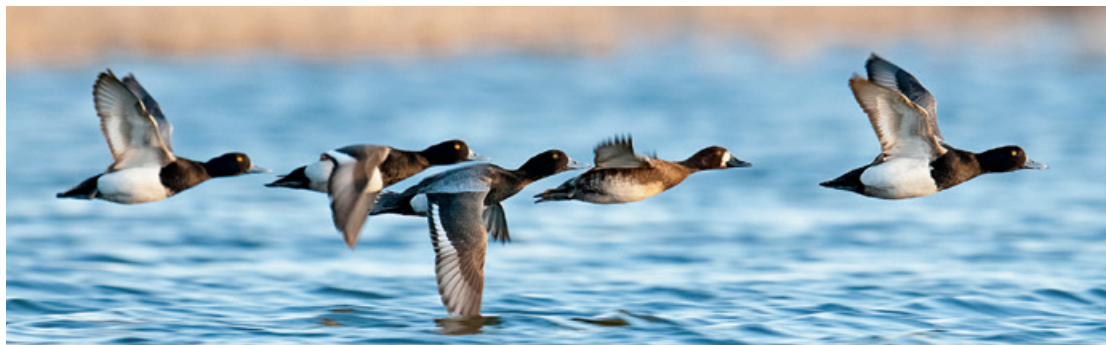
wild rice, wild celery and bulrush in lower Green Bay.

"Ducks Unlimited has been as amazing a partner as you can hope for," said Patrick Robinson, co-director of the University of Wisconsin Environmental Resources Center. "The GLRI funding has given us some much-needed information about what we can do with future habitat restoration in Green Bay."

Numerous waterfowl habitat projects in Ohio, Michigan, New York and Wisconsin are benefiting from the partnership.

"The Great Lakes are healthier today for ducks and people thanks to the Great Lakes Restoration Initiative," said Gildo Tori, public policy director for DU's Great Lakes/Atlantic Region. "GLRI is an essential tool that enables us to put conservation on the ground and accomplish tremendous waterfowl goals."

GLRI has funded nearly 2,100 projects through the work of DU and other conservation groups to improve water quality, protect and restore native habitat and species, prevent and control invasive species, and address other Great Lakes environmental problems.



David Stimac

California's Bay Area Project Partnerships

Many of Ducks Unlimited's conservation projects in California's San Francisco Bay Area show how DU teams with partners to complete large-scale restoration work. In FY16 DU restored 1,579 acres at Cullinan Ranch at San Pablo Bay. Working with partners, DU raised more than \$14 million for planning, design, permitting and construction efforts. At Sears Point, another DU partnership restored 960 acres of tidal marsh and enhanced nearly 400 acres of seasonal wetlands, riparian corridors and upland grasslands.



MARYLAND | 572 VOLUNTEERS | 14,826 MEMBERS, SPONSORS AND MAJOR DONORS |
EVENT AND MAJOR GIFT INCOME \$959,634

California Policy Generates Conservation Habitat

Ducks Unlimited's policy work at the local and state level in California turned a small investment into a significant source of funding for waterfowl conservation for many years to come. DU actively participated in successful campaigns for the statewide \$7.6 billion Proposition 1–Water Bond, and Measure AA for the San Francisco Bay Area, which will use a \$12 per year parcel tax to generate \$500 million over 20 years to fund restoration of wetlands surrounding the San Francisco Bay.

As a result of these two measures, Ducks Unlimited has secured just over \$10 million in grants and has submitted more proposals for restoration work in the future. With some of these initial grant awards, DU began a 1,335-acre tidal restoration in the South Bay Salt Ponds as well as another 1,300-acre restoration project in Yolo Bypass Wildlife Area.



DU Honors Longtime Supporter Bob Marcotte



Bob Marcotte

Former president and longtime Ducks Unlimited volunteer leader Bob Marcotte of Omaha, Nebraska, died Aug. 23, 2016, of natural causes. He was 91.

Marcotte dedicated much of his time to DU during a span of more than six decades, starting in 1957 when he was elected as Nebraska State

and Ducks Unlimited,” said DU CEO Dale Hall. “He gave many dedicated years of service to DU, and without leaders like Bob and their vision for the future of wetlands and waterfowl conservation, we wouldn’t be where we are today.”

As a board member and then as president, Marcotte was instrumen-

“Bob was a true gentleman who had a great passion for conservation and Ducks Unlimited.”

– Dale Hall, DU CEO

Chairman. He was elected to DU’s national board of directors in 1962 and was elected president of DU in 1980. Marcotte served as an emeritus board member until his death.

“Bob was a true gentleman who had a great passion for conservation

tal in shaping Ducks Unlimited, and was part of the search committee that hired the organization’s first executive vice president. He was also on the board when DU’s current, and often replicated, fundraising structure was pioneered.



Public Partners Fuel Conservation Work In 2016



Efforts in Minnesota and Michigan illustrate how strong public support gives Ducks Unlimited a powerful resource to help achieve our conservation mission in FY16.

In Minnesota, Ducks Unlimited acquired and began restoration on a full section of former agricultural land, 640 acres, in the Prairie Pothole Region. Funding for the nearly \$5 million purchase was provided by Minnesota's Outdoor Heritage Fund as recommended by the Lesard-Sams Outdoor Heritage Council. DU is restoring 39 wetlands and 165 wetland acres on the site.

"The Outdoor Heritage Fund reflects the public's enthusiastic support of outdoors recreation in Minnesota," said Jon Schneider, DU's manager of conservation programs for the **Living Lakes Initiative**. "We have a very strong conservation mindset here in the state, and they appreciate the need for wetlands restoration and associated conservation work. Many people grew up in the Prairie Pothole landscape and remember what it looks like."

Dozens of projects were achieved in Michigan through a partnership of public organizations. Most of DU's projects over the last decade have been discussed and supported through the North American Waterfowl Management Plan Steering Committee, composed of numerous agencies and organizations including the state's Department of Natural Resources, U.S. Fish and Wildlife Service, land conservancies and other conservation organizations.

*Strong public support gives
Ducks Unlimited a powerful resource to help
achieve our conservation mission.*



Jeff Moore



MICHIGAN | 2,255 VOLUNTEERS | 32,504 MEMBERS, SPONSORS AND MAJOR DONORS |
EVENT AND MAJOR GIFT INCOME \$2,428,853

Davis Island

AND THE KASTNER FAMILY CONSERVATION EASEMENTS

Lying in the Mississippi River about 20 miles southwest of Vicksburg, Mississippi, Davis Island is filled with history and amazing wildlife habitat.

Nestled in the batture lands between a levee and the river at low-water stage, 32,000-acre Davis Island grows and shrinks with the ever-changing flow of the mighty Mississippi. Though it belongs to multiple landowners today, the peninsula was bought in 1818 by Joseph Davis for cotton production.

A shift in the river in 1867 separated the area from the mainland, making it accessible only by water. That seclusion has kept the island's habitat relatively pristine. Following the Great Mississippi River Flood of 1927 and construction of the main line levees, flooding increased on the island. Frustrated with fighting floods, the Davis family sold the properties in 1953, and the area has been used predominantly as hunting land since. That primary use has further added to the area's value as wildlife habitat.

Now divided by the Mississippi River into Davis Island and Diamond Island to the north, nearly 30 percent of the historic bottomland hardwood property is permanently protected through multiple donated conservation easements. The Mississippi Alluvial Valley has

lost nearly 80 percent of its once 24 million acres of this important habitat type.

Ducks Unlimited's first Davis Island easement was with the Dale family in 2011. "These easements protect critically important bottomland hardwood forests and cultural assets while assuring the easement donors the land they care about will be protected in perpetuity," said DU Manager of Conservation Programs Tim Willis. "Fortunately,

Congress made permanent the enhanced tax incentives for donated easements this year. We look for that move to make it easier for property owners to plan conservation easements going forward."

In FY16, Ralph Kastner Sr. and Jr. protected 1,126 acres of Davis Island through donated conservation easements. The Kastners, equipment tool rental and commercial real estate businessmen from Slidell, Louisiana, are working on additional easements to

forever protect this crucial historical and environmental resource. Three additional easements are in the works, which will ensure more than half of the island's habitat is protected in perpetuity.



In FY16, Ducks Unlimited's Wetlands America Trust recorded 19 new conservation easements protecting more than 16,000 additional acres of wetland and waterfowl habitat. DU/WAT now holds a total of 517 conservation easements that perpetually protect 420,251 acres.



Ducks Unlimited de México

KNOWS HOW TO RESCUE OUR WETLANDS



Ducks Unlimited de México (DUMAC) continues to build on its 40-plus-year history of pioneering conservation by working with national and local governments, farmers and other professionals to meet demanding conservation goals south of the border.

DUMAC's professional staff know Mexico's vast and varied landscape better than anyone and, more importantly, are applying innovative solutions to the issues affecting wetlands and waterfowl in a country with a unique culture and different hunting and land-use traditions than those familiar to residents of the United States or Canada.

To date, that innovative approach to conservation has resulted in DUMAC conserving more than 1.9 million acres of habitat, as well as conducting a satellite-based survey of Mexico that has already invento-

ried 19.7 million acres of wetlands, more than two times what the government thought existed.

DUMAC is on pace with its sister organizations to meet its goal of \$10 million by 2018 through the *Rescue Our Wetlands* campaign, with more than 70 percent of the total raised.

DUMAC is also the premier conservation organization in Mexico, bringing science and data to bear on the nation's wetland and waterfowl challenges. With funding provided by the Bisbee Foundation, DUMAC is documenting the expansion of shrimp farming in the important wintering waterfowl states along Mexico's Pacific Coast. Preliminary results indicate that the extent of shrimp farms in Sonora has increased by 41 percent over the last 12 years, and by 49 percent in Sinaloa. This aquaculture industry growth has detrimentally impacted

the mangrove wetlands in bays that provide key wintering habitats for black brant and other species in the region.

The organization also continues to expand its focus on making waterfowl and wetland conservation relevant and beneficial to Mexican citizens, with its work at Cuitzeo Lake being a foremost example. This significant waterfowl habitat in central Mexico has habitat problems rooted in water quality issues, similar to those of Chesapeake Bay in the United States. DUMAC's work at Cuitzeo Lake not only improves the waterfowl habitat, but also improves the water quality, and quality of life, for the people in the region.

DUMAC will continue to build on its solid foundation of success in the years to come, thanks to the continued support of great volunteers and partners from across North America.

Meet DUMAC President Mickey McMillin



DUMAC President
Mickey McMillin

Ducks Unlimited de México elected Mickey McMillin as the organization's new president during DU's 79th annual convention in June 2016. Formerly a board director and vice president of DUMAC, McMillin was unanimously elected to serve as DUMAC's next president.

McMillin resides in Lake Charles, Louisiana, with his wife Gilda. In addition to being major donors and volunteers for Ducks Unlimited, they are members of DUMAC's John E. Walker III Society – the organization's highest annual giving recognition program. McMillin served on the DU Board of Directors for many years and is a Heritage Sponsor of Ducks Unlimited, Inc., a Life Sponsor of DU Canada, Diamond Heritage Sponsor of Ducks Unlimited de México and a Grand Slam Life Sponsor.



MISSOURI | 2,820 VOLUNTEERS | 22,512 MEMBERS, SPONSORS AND MAJOR DONORS |
EVENT AND MAJOR GIFT INCOME \$3,180,191

State and Federal Agency Partners



State Contribution Program means more habitat conservation in Canada

Ducks Unlimited's record of conservation success is proof effective partnerships drive wetlands and waterfowl conservation.

DU's impact on conservation is enhanced by leveraging dollars raised through DU events, major gifts and other organizational fundraising avenues with state, federal and other funding sources, resulting in a much greater impact on the ground.

In FY16, DU raised \$91.5 million from government and non-governmental partnerships, including \$67.4 million from our state and federal partners. A prime example of an effective partnership is the State Contributions Program to conserve habitat on the Canadian breeding grounds.

Although a few states funded

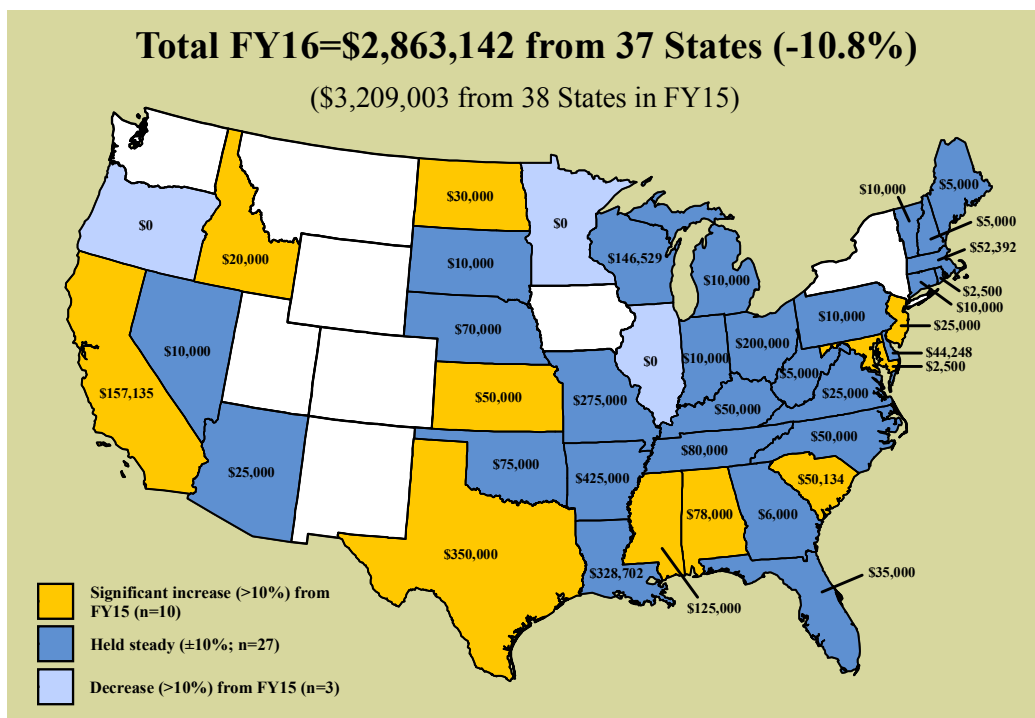
breeding ground work in Canada as early as 1965, support broadened with the signing of the North American Waterfowl Management Plan (NAWMP) in 1986 by the United States and Canada. Mexico signed on in 1994. NAWMP represented the most ambitious wildlife conservation initiative ever, but did not provide funding. Congress passed the North American Wetlands Conservation Act (NAWCA) in 1989, providing the critical funding mechanism for the plan. NAWCA requires non-federal funds to match federal dollars at least 1:1.

The Association of Fish and Wildlife Agencies established the State Contributions Program with an annual \$10 million goal for state agencies to support NAWMP/NAWCA

projects in Canada. Ducks Unlimited committed to match every dollar contributed by states, and to work with DU Canada to match those dollars with NAWCA and Canadian partner funds to deliver waterfowl habitat conservation projects on the breeding grounds.

In FY16, 37 states contributed more than \$2.8 million to Canadian projects. The results of this 51-year international partnership are nothing short of remarkable – state agencies have contributed more than \$88 million to help conserve more than 6.5 million acres of habitat across Canada. These dollars are leveraged with DU funds and NAWCA grant dollars making the total investment in Canadian habitat conservation more than \$350 million.

STATE CONTRIBUTIONS



MISSISSIPPI | 1,170 VOLUNTEERS | 9,728 MEMBERS, SPONSORS AND MAJOR DONORS |
EVENT AND MAJOR GIFT INCOME \$1,013,390



Seeing The Big Picture



Mississippi native is a longtime framer of Ducks Unlimited art



Jerry Brocato shows off some of the Ducks Unlimited art his company has framed for DU events.

Jerry Brocato shares his Ducks Unlimited story with the energy and excitement of a newcomer to the organization, but this Clarksdale, Mississippi, native has been actively engaged for more than 40 years.

"Let me take you back just a bit," Jerry said in explaining how his Greenville-based business recently became the sole framer for Ducks Unlimited's national art package. When he formed Sporting World in 1978, it was a boutique featuring wildlife art, glassware and other specialty gifts.

"The art was just a sideline," Jerry added. "But because it was one of our biggest sellers, we had to open a framing operation. I eventually looked into volume framing because we weren't going to stay in business on gift sales."

In those days, only unframed prints were sent to DU committees, which got bids on framing and had it done locally.

"I was a Ducks Unlimited member, and my brother was an area chairman," Jerry explained. He started framing for about 10 local dinners. Before long, Sporting World was framing art for every Mississippi DU chapter, then for more than 500 dinners across the region.

In 1986, DU headquarters asked about his interest in doing a test. "They were considering a national, semi-framed art package, with one framer in each flyway. We won the bid, it tested well in the Central Flyway, and that set the stage for the national art program," Jerry recalled. And that's how Sporting World became DU's Mississippi Flyway framer.

In 1996, DU started framing the entire national art package with one art framer in each flyway setting each print to specifications, leading to wholesale savings and more uniform packages.

"I want to make sure when I'm not here, Sporting World will be, and my successor will put DU first. I never dreamed of being the national art framer," Jerry said.

That's not Jerry's only contribution to DU's art package.

"Those days hunting flooded timber with Dad, watching ducks and sunlight stream down through the trees inspired me. I can't paint the side of the barn, but I could find an artist to work with, give them my vision, and suddenly a childhood memory is a piece of art."

Jerry has also supported DU as a sponsor. Believing in the mission and inspired by sponsors with no business ties to DU, Jerry has voluntarily upgraded whenever he's able. He is a Legacy Sponsor, Feather Society Member and a Grand Slam Life Sponsor.

Jerry and Sporting World donated archival and museum quality framing for many of the historic documents in the Ducks Unlimited Waterfowling Heritage Center in Bass Pro Shops at the Memphis Pyramid.



David Maass was selected as DU's Artist of the Year for his painting *Late Autumn Greenheads-Mallards*.



MONTANA | 592 VOLUNTEERS | 7,746 MEMBERS, SPONSORS AND MAJOR DONORS |
EVENT AND MAJOR GIFT INCOME \$1,098,385

Sealed Bid Auctions Deliver

Every week Montana volunteer Jim Daugherty invests about 10 hours running one of his three “trap lines”



Rather than fur, this trapper collects slips of paper with bids to buy Ducks Unlimited prints placed on easels at businesses across Montana. In FY16 alone, Daugherty raised \$55,000 for Ducks Unlimited through his sealed bid auctions (SBA).

Daugherty works so hard at the DU fundraising technique he was named the top SBA operator in the country for the past two years. DU Chief Fundraising Officer Amy Batson asked Daugherty where he wanted to go with his SBA work. “I told her ‘I’m going to be number one, but you’re going to have to come and give the award to me. She’s been at our state convention the last two years,’” Daugherty laughed.

It all started with a few SBA print easels in Helena, about 60 miles from his home in Lincoln, Montana. Today, he has 70 easels across the state and word on the street is SBA volunteers in other states, including Nebraska and Delaware, are gunning for his top spot.

Because of driven SBA volunteers like Jim Daugherty, the SBA program continues to bring in unrestricted revenue critical to funding DU conservation projects. By the end of FY16, SBA net revenue boasted a 3 percent increase, with net dollars raised at more than \$578,000.

Daugherty enjoys the competition and raising those important dollars for DU’s mission, but is that the only reason he drives 25,000 miles a year? “I do it to raise money for the ducks,” he said, “and I like talking to people.”

Talking to people can be the most challenging part of this volunteer job, but that personal communication is where he is doing the greatest work for DU. Daugherty calls most of the bidders because each represents a possible connection to building Ducks Unlimited chapters in Montana.



Dan Lerum (left), proprietor of Bushwacker’s Restaurant, Lincoln, Montana, and DU volunteer Jim Daugherty.

“There’s a box on the bid slip to check if you are interested in knowing about an upcoming event or becoming a volunteer,” he said. “I don’t miss a chance to talk to these folks. We’ve gotten volunteers this way and even started a chapter with these calls. Through the SBA program, we started a chapter in Seeley Lake (Montana), and they’ve raised \$15,000 a year for each of the last two years.”

Daugherty and his wife, Linda, are Diamond Heritage Sponsors, Grand Slam Diamond Life Sponsors and members of the Feather Society.

Daugherty raised \$55,000 for Ducks Unlimited in FY16 through his sealed bid auctions



Sharing DU's Vision WITH AMERICA



Duck Blind, visitors experience Arkansas timber duck hunting via video and a simulated Laser Shot duck hunting game.

More than 4,500 school children from the region have visited DU's Waterfowling Heritage Center to learn about DU and conservation. Center staff have developed educational programming that meets academic standards for schools in Tennessee, Mississippi, and Arkansas.

Center staff also conduct free educational programs geared towards children and families.

After three years of planning, DU's Waterfowling Heritage Center opened inside the massive Memphis Bass Pro Shops at the Pyramid on April 29, 2015. Since then, more than 450,000 people have visited this interactive museum, helping to raise awareness about wetlands and waterfowl, the importance of rivers and wetlands, and the critical role hunters play in conserving waterfowl and waterfowl habitat.

The center's 4,600-square-foot of prime space as well as all the display cases and fixtures were generously donated to DU by Bass Pro Shops. Huge DU Waterfowling Heritage Center and Bass Pro Shops logos on the south side of the Pyramid are seen by tens-of-thousands of people daily.

The center includes five main exhibits: The Ducks Unlimited Story tracks the 79-year history of DU. The Waterfowling Heritage section tells the history of waterfowling from Native American and Colonial

eras to the present day. In the Lodge, visitors watch videos and view artwork, taxidermy, and waterfowl artifacts. The Conservation section is all about the important science and habitat work conducted by Ducks Unlimited and its partners. In the



NORTH DAKOTA | 457 VOLUNTEERS | 6,494 MEMBERS, SPONSORS AND MAJOR DONORS |
EVENT AND MAJOR GIFT INCOME \$387,126

DU Public Service Announcement Program



Ducks Unlimited's video public service announcement (PSA) program is the organization's most impactful outreach program targeting the general public across the United States. Produced by DU's Communications team, these 15- to 60-second videos feature broad, impactful messaging related to our mission's benefits for waterfowl, other wildlife, wetlands, water and the people and communities who benefit from our work.

DU's video PSAs are distributed to hundreds of television stations and networks across the U.S., where they are chosen by station programming managers for airing along with standard (paid) commercials during commercial breaks.

As a nonprofit organization, our PSAs are aired at no cost, and the airtime allotted to DU PSAs is considered as donated media value worth the equivalent cost of running a paid advertisement in that market during that same time. Managed through a professional distribution and tracking service, Ducks Unlimited receives a double benefit from the program – our conservation message is seen by millions of people each year at little cost to DU, and the value of the airtime counts as an in-kind donation to the organization.

In FY16, DU's PSAs were shown 13,253 times on 67 stations and networks across the U.S., resulting in 233,384,661 audience impressions, for a total donated media value of \$14,195,462.



DU Films

SOCIAL MEDIA REACTION TO DU FILMS

#Chris Wallace: Man that gets my blood pumping!! Love these short films!

#Nick Marshall: Bryan Buksar wow what an inspirational film!

#tdburnsco: Just spectacular! The DU films are something that I have looked forward to for the last two years!

Online Series

Ducks Unlimited's new online film series premiered in February 2015. This innovative series is charting new territory in video content and delivery. Going beyond the confines of typical outdoor shows, these films take an in-depth look at the lives of people who are passionate about waterfowl hunting and conservation. The unique format, messaging, and high-quality video are connecting with millions

of viewers across North America in new and different ways.

Each season includes six short films—one launched each month from February through July. DU presents these films exclusively online, using our extensive network of fans and followers to promote the films and project sponsors. DU Films sponsors for FY16 were Sitka and Yeti. DU Films can be viewed at www.ducks.org.



DUCanada

TRANSFORMING LANDSCAPES, TRANSFORMING LIVES

North of the 49th parallel, Ducks Unlimited Canada (DUC) is delivering a wide range of transformative conservation. Canada's wetlands are bringing balance to ecosystems. They're providing habitat for waterfowl and other wildlife. They teem with life in an ever-changing landscape.

Across Canada, nearly 9,900 projects have secured 6.4 million acres, and an additional 144 million acres have been influenced through other conservation actions. The Revolving Land Conservation Program continues to be a significant driver of this success, balancing the need for natural habitat within the demands of highly productive landscapes. In the past year alone, 6,066 acres of wetlands and uplands have been conserved through the program.

DUC's research is also transforming what we know about wetlands and wildlife. Studies in the boreal forest are examining waterfowl production in relation to industrial activity to determine the best conservation actions.



DUC conservation easement property in Allan Hills, Saskatchewan.

Partnerships with government are also changing the ways conservation is delivered. Canada's new federal government's keen interest in climate change is putting DUC in a position to offer advice and raise awareness about the role wetlands can play in delivering solutions.

Ducks Unlimited Canada is making great progress toward the *Rescue Our Wetlands* campaign, having secured nearly 70 percent of its \$500 million goal. Through the campaign, DUC is uniting these accomplishments in an unprecedented effort to transform the future of conservation in Canada.



Hazard Campbell: A Legendary Life



Hazard Campbell

There are few words that can convey the incredible zest of former DU Inc. president, longtime supporter and Ducks Unlimited Canada director Hazard Campbell. His contributions and commitment to conservation are legendary, and live on despite his passing in 2016.

For more than 60 years, Hazard proudly served as a volunteer, philanthropist, leader and ambassador. He made his home in Buffalo, N.Y., and was a strong proponent for wetland conservation in both the United States and Canada.

In the 1970s, Hazard helped spearhead fundraising activities in Canada as a charter member of the "Magnificent Seven," the group that held DUC's first dinner in Tillsonburg, Ontario. He was also the longest serving board member in DUC history, having shared his time and talents since 1978.

Hazard was a charter member of the President's Council, a Legacy Sponsor, Gold Feather Society member and a Grand Slam Diamond Sponsor in Perpetuity.

His early contributions to Ducks Unlimited Inc. included service as western New York chairman and as a national trustee. Later, he served as DU Atlantic Flyway regional vice president and Atlantic Flyway senior vice president. He served as president of DU Inc. from 1986 to 1987 and Wetlands America Trust (WAT) president from 1991 to 1993. Campbell most recently served as an emeritus trustee of WAT and a member of the DU Inc. emeritus board.





Wetlands America Trust



One of the driving forces behind DU's success in philanthropy, land protection and policy, Wetlands America Trust (WAT) quietly and effectively works to support the organization's highest priorities. WAT also serves as DU's land trust.

As the first national and one of the largest land trusts accredited by the Land Trust Alliance, WAT oversees the permanent protection of more than 420,000 acres of land across North America. During the past fiscal year, WAT secured 19 additional conservation easements protecting 16,018 additional acres in our highest priority conservation areas.



Wetlands America Trust



In addition, WAT trustees work closely with DU volunteers and staff in pursuit of significant philanthropic support, including playing a lead role in *Rescue Our Wetlands*, one of the largest conservation fundraising campaigns in history. To date, trustees have committed more than \$140 million to DU's philanthropic campaign efforts.

Working closely with DU's board of directors, WAT trustees form a dynamic partnership to ensure the

organization's mission is at the forefront of all decisions regarding support for the organization and conservation as a whole.

As some of the nation's most successful business leaders, WAT trustees have the ability to engage corporate and industry leaders throughout the United States. These relationships provide an opportunity to represent Ducks Unlimited with some of the top decision makers of the business world. For example, WAT President



WAT trustees held a meet and greet with some of the nation's top political leaders. Here, from left to right, Joe Sivewright, CEO of Purina, Speaker of the House Paul Ryan, Jeanne Maritz and Steve Maritz, president of WAT, gather before dinner.



Speaker of the House Paul Ryan, left, shows off his Federal Duck Stamp to WAT Trustee Skipper Dickson.



NEW JERSEY | 265 VOLUNTEERS | 5,447 MEMBERS, SPONSORS AND MAJOR DONORS |
EVENT AND MAJOR GIFT INCOME \$243,803

Meet WAT Board Member Orrin Ingram

Steve Maritz has utilized his association with Purina's leadership team to enhance and expand DU's relationship with this iconic brand. Purina is one of DU's most active corporate partners.

Trustees also use their influence to reach out to lawmakers in Washington to help promote DU's conservation policy priorities. In fact, WAT Trustee Skipper Dickson and his brother Paul were instrumental in legislative efforts to pass the Duck Stamp Act of 2014. Without their help, this critical conservation program would not have achieved this important milestone in increased funding.

WAT trustees have provided exemplary leadership, business acumen and philanthropy to ensure DU's status as one of the world's most respected and effective conservation organizations. Their partnership with the DU board of directors benefits waterfowl, wildlife and people.



Orrin and Lee Ann Ingram enjoy a successful day afield.

A member of the Wetlands America Trust board since 2007, Orrin H. Ingram II is president and CEO of Ingram Industries Inc. He also serves on the board of Coca-Cola European Partners and maintains hunting properties in Tennessee, Kentucky and Florida.

An accomplished and active polo player, he is a former chairman of the United States Polo Association, an honorary director of the Polo Training Foundation and hosts charity polo games at his RiverView Farm in Franklin, Tennessee.

Orrin and his wife, Lee Ann, are Diamond Legacy Sponsors, current members of the President's Council and Diamond Feather Society members.

An avid hunter and conservationist, he also serves on the board of U.S. Sportsman's Alliance and has held several volunteer leadership positions at Vanderbilt University.



DU Board members and WAT trustees pose with Secretary of the Interior Sally Jewell during a meeting in Washington, D.C. From left to right: DU Chairman of the Board George Dunklin, Undersecretary for Natural Resources and Environment Robert Bonnie, Secretary of the Interior Sally Jewell, DU President and WAT trustee Paul Bonderson and WAT President Steve Maritz.



WAT trustees, from left to right, John Tomke, John Paul Morris and Jim Kennedy enjoy a morning duck hunt in Arkansas.



Ducks Unlimited Projects Provide Access for All

Millions of acres of native prairie and Conservation Reserve Program land have been converted to cropland over the last 10 years in the Dakotas and Montana, the heart of the Prairie Pothole Region, where more than half the continent's waterfowl are produced.

"It's getting tougher to find land to hunt on," said Tanner Gue, avid hunter and Ducks Unlimited North Dakota biologist. "With grassland disappearing, there is less quality habitat available, and more people are posting 'No Hunting' signs on their land."

As in most states across the country, finding public-accessible places to hunt in North Dakota is becoming more difficult. Ducks Unlimited's mission is habitat conservation, but DU recognizes public access is a growing concern among our membership, public agency partners and the waterfowling community.

With Colorado's exploding population and resulting development, hunting spots are becoming more crowded. DU is playing an important role in providing additional opportunities for waterfowling and other forms of hunting along the South Platte River. In this arid state,



Many Ducks Unlimited projects provide public access for hunting and other outdoor recreation.

cause there are a lot of people out there," said Martin Grenier, DU's manager of conservation programs for Colorado and Wyoming. "There is a lot of recreational pressure here, so anytime DU can provide access and develop recreational opportunities, we try to pursue that."

northeastern Nebraska, where the Missouri River meets the Niobrara. DU purchased a 1,200-acre property next to Niobrara State Park with a partial donation from landowner Tom Hastings. DU will restore and enhance the property's rich wetland components before turning

DU's policy is to keep all properties in DU ownership open for public hunting and/or recreational access. Most of the parcels are concentrated in the Prairie Pothole Region states of South Dakota and Montana, as well as in Nebraska's Rainwater Basin and along the Platte River.

the river is something of an oasis, making it popular with migrating waterfowl and hunters. Unfortunately, almost all the shoreline is privately owned, making it inaccessible for most.

"Hunting in Colorado is very competitive on the weekends be-

Through DU's Habitat Revolving Fund, Ducks Unlimited purchases land with suitable habitat along the Platte in Colorado and Nebraska, restores the habitat, and then sells the properties with permanent protection in place.

Similar work is happening in

this land over to Nebraska Game and Parks, with the state providing permanent management and public hunting access.

Since the first property was purchased through the program in 1989, DU has permanently protected nearly 75,000 acres using the



NEVADA | 277 VOLUNTEERS | 4,103 MEMBERS, SPONSORS AND MAJOR DONORS |
EVENT AND MAJOR GIFT INCOME \$613,654



Habitat Revolving Fund as a tool to protect habitat at risk of conversion to other land uses. There are currently 24,000 acres in this portfolio across the country. DU's policy is to keep all properties in DU ownership open for public hunting and/or recreational access. Most of the parcels are concentrated in the Prairie Pothole Region states of South Dakota and Montana, as well as in Nebraska's Rainwater Basin and along the Platte River.

When critical habitat is up for sale and threatened with development, DU purchases the land, then makes any necessary habitat restorations, permanently protects it, and after a few years "revolves out" the land, selling it to a conservation-minded buyer with the proceeds going to conserving more habitat. In FY16,

DU acquired 5,000 acres and revolved out about 4,300 acres.

Mike George, DU's director of conservation programs for Colorado, Nebraska, Wyoming and Kansas, makes it clear, "Our primary goal is providing habitat for waterfowl, so we are looking for land with high wetland habitat values or land we can restore to maximize that value, but while we own a property, it's open to all for hunting."

Perhaps one of the best examples of DU's efforts to provide access while conserving critical habitat is the 1,028-acre Verona complex in Nebraska's Rainwater Basin. The land is managed by DU to provide food and shelter for the millions of waterfowl that migrate through the area each spring and fall. About 120 acres are reserved for youth-only

hunting at the Fallen Heroes Marsh, but visitors and hunters of all ages enjoy the overall property complex that includes trails for easy public access.

All of DU's Montana properties are not only protected with conservation easements but also enrolled in the state's Block Management program, which opens them to public access. Working with Montana Fish, Wildlife and Parks, Bob Sanders, DU's Montana manager of conservation programs, included permanent public access for 100 user days in the permanent conservation easement for DU's Pintail Flats property in northeastern Montana.

"We want the land to be open to the public even when it goes back into the hands of a local landowner," Sanders said.

A Duck's-Eye View of Prairie Nests

Science on DU's Coteau Ranch

In collaboration with the University of North Dakota, Ducks Unlimited is bringing the outside world an inside look at waterfowl production in one of the world's most productive nesting grounds, the Prairie Pothole Region. Through this project, University of North Dakota interns set up nest cameras at DU's Coteau Ranch, near Bismarck, North Dakota, and The Nature Conservancy's Davis Ranch next door.

The young biologists gain valuable skills working in the field with DU professionals. At the same time, DU is able to participate in UND's citizen science program, Wildlife@Home, where people from around the world are assisting researchers by viewing and commenting on the thousands of hours of nest-cam video.

"Ducks Unlimited believes that for waterfowl and wetland conservation to reach its full potential, the public must understand and value wildlife, and providing them an opportunity to view wildlife in a natural setting is perhaps the best way to accomplish that," said Kaylan Carlson, DU manager of



Interns from the University of North Dakota set up nest cameras at DU's Coteau Ranch.

conservation planning for the Great Plains Region.

The nest-cam project is also supported by the U.S. Geological Survey, Northern Prairie Wildlife Research Center, The Nature Conservancy, Enbridge's Ecofootprint Grant Program, and the Minnesota Association of Resource Conservation and Development Council.

Corporate Partners

HELP US HELP THE DUCKS



Leading companies and brands recognize Ducks Unlimited as the leader in wetlands conservation and one of the best membership organizations, and brands, in the world. They understand the importance of DU's mission and the critical need to support it with commitments, resources and quality products.

Through DU's Corporate Partner Program, corporate sponsors, product licensees and promotional providers make an impact on wetlands and waterfowl conservation, as well as sharing DU's conservation message with millions of people through our partnered marketing efforts.

Since it was launched in 1985, DU's Corporate Partner Program has generated more than \$100 million in unrestricted funds for conservation – dollars that can be used where ducks need it most. Our generous corporate partners also play a major role in DU's success by underwriting and donating products to fundraising events across the country.

Our Proud Partners

Academy Sports + Outdoors
AES Outdoors
AGIA
America Remembers
American Luxury Coach
Artisans
Axalta Coating Systems
Ball Watch Company
Barton Cotton
Bass Pro Shops
Browning
Calendar Specialists of Minnesota
Carolina Hosiery Mills
CK Power
Constellation Brands
Desperate Enterprises
Direct Checks Unlimited
Drake Waterfowl Systems
Ducks Unlimited Store
First National Bank of Omaha
Gander Mountain
Gator-Tail Outboards
Heininger Automotive
Higdon Outdoors
Itasca Footwear
Jack Daniels
K2 Coolers

Kimlor Mills
LifeLock
Lockton Affinity
Luxco
Mack's Prairie Wings
The McGee Group
MetLife
Mossy Oak Brand Camo
Mud River
Nestle Purina
Open Road Brands
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Remington
Signature Products Group
SportDOG Brand
Star Fish Vision
SweetWater Brewing Company
United Country
VISA
VPI Pet Insurance
W.R. Case and Sons Cutlery
War Eagle Boats
Winchester Ammunition
Yamaha



OHIO | 1,147 VOLUNTEERS | 23,470 MEMBERS, SPONSORS AND MAJOR DONORS |
EVENT AND MAJOR GIFT INCOME \$1,207,088

Mossy Oak Brand Camo



The one-of-a-kind Mossy Oak DU Shadow Grass Blades camo pattern features the DU logo in the pattern.

For more than 30 years, Mossy Oak has concealed hunters from waterfowl, big game, turkeys and just about every other game species imaginable. As a leader in the camouflage industry, Mossy Oak supports programs and organizations committed to conservation, hunting and the shooting sports.

In July 2015, Ducks Unlimited welcomed Mossy Oak Brand Camo as a DU Proud Partner, with a five-year partnership commitment and a one-of-a-kind, brand new Ducks Unlimited Shadow Grass Blades camouflage pattern. Mossy Oak Brand Camo is now the official camouflage of Ducks Unlimited.

For the past 30 years, Mossy Oak has considered waterfowl, and specifically waterfowl conservation, a priority," said Chris Paradise, chief sales officer for Mossy Oak. "Our commitment to the resource and to developing the best camouflage to hunt ducks and geese across North America is second to none here at Mossy Oak. As we announce our long-term partnership with Ducks Unlimited as the organization's official camouflage, we are now able to further our dedication to the resource, our waterfowl licensees and our cherished fraternity of waterfowl hunters across the nation."

"We're proud to call Mossy Oak our partner in conservation," said Amy Batson, DU's chief fundraising officer. "I'm certain Ducks Unlimited supporters will appreciate and proudly wear the new pattern featuring the iconic DU duck head logo."



Drake Waterfowl Systems

Since 2002, Drake Waterfowl Systems has been the market leader for innovative clothing and gear specifically designed for waterfowl hunters. Drake understands what waterfowl hunters demand out of their hunting equipment, as well as the importance of preserving wetlands and other waterfowl habitat for future generations.

In late 2015, Drake became a DU Proud Partner, marketing their brand to consumers as the official hunting apparel of Ducks Unlimited. Drake has been a DU preferred vendor supplying shirts for volunteer committees since 2009, and became a DU Life Sponsor through cash

underwriting and product donations at local fundraising events. Through this new corporate partnership, Drake will contribute more than \$350,000 for DU's conservation work over the next three years.

"We're excited to become a Ducks Unlimited Proud Partner," said Drake co-founder Bobby Windham.

"DU leads the charge in conserving habitat, managing wetlands

and ensuring waterfowl hunting opportunities for our kids, grandkids and beyond," said Tate Wood, co-founder of Drake. "This mission is important to Drake Waterfowl as a company and as outdoorsmen, and we're proud to stand by Ducks Unlimited in these efforts."

