

2018 PHEASANTS FOREVER ANNUAL REPORT



Chip Laughton



GROUND COVERED, MILES TO GO



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MISSION STATEMENT:

Pheasants Forever is dedicated to the conservation of pheasants, quail and other wildlife through habitat improvements, public awareness, education, and land management policies and programs.

A HISTORY OF UPLAND ACHIEVEMENTS SINCE 1982

- 18 Million+ Acres Impacted
- 540,000+ Habitat Projects
- \$867 Million+ Habitat and Education Program Expenditures
- 1,565 Land Acquisitions
- 197,498 Acres Acquired and Made Public

Tom Carpenter

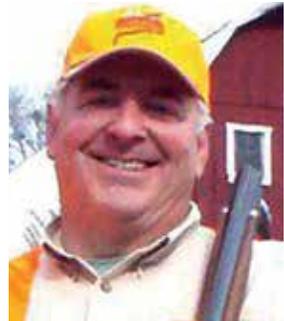
WHERE YOUR DOLLARS GO 2018

- 1: Mission 90.1%
- 2: Fundraising 7.6%
- 3: Administration 2.3%

2018 Revenue: \$97,346,083

2018 Mission Spending: \$96,369,297

GROUND COVERED, MILES TO GO



By Howard K. Vincent
President & CEO

Dear Pheasants Forever Supporter,

You know what puts your dog on birds, birds in the air and roosters in the gamebag: covering ground. You also know that Pheasants Forever is about much more than piling up birds. But the hunting analogy holds true to the habitat mission: Cover ground, keep going for more miles, make success happen.

In 2018, Pheasants Forever grew once again in dollars generated for upland conservation. That translated into more acres than ever improved and acquired, more youth in the outdoors, more adults discovering hunting and in turn supporting conservation, more habitat for pollinators, and better soil and water quality.

It could be easy to rest on such accomplishments. But the challenges are still daunting. There are miles to go for what's still at risk:

Upland Habitat — Places that benefit gamebirds we hunt, grow wildlife well beyond what we hunt, and improve the very lives we live.

Places to Hunt — Public lands for you, your family, anyone, to enjoy for hunting, hiking, birding and

wildlife watching, dog training and activities far beyond.

Hunting Heritage — New hunters (from every generation) to carry on the conservation mission. People who hunt, care; and people who care, act.

Your role is critical. You joined Pheasants Forever. You care. You act — by giving your energy and time and financial support, and by being an advocate for the uplands when Pheasants Forever asks. We promise to keep covering ground. We will:

Add to the Pheasants Forever toolbox for supporting existing conservation programs and initiating new ones focusing on habitat for pheasants and quail, soil and water quality, pollinators, sage grouse, prairie chickens, songbirds ... every creature of the uplands, including you.

Keep up the good fight in Washington D.C. for policies and programs that will benefit upland habitat conservation. Pheasants Forever will hold its place at

the table with our country's other major non-governmental conservation organizations (NGOs). Your membership, coupled with your voice, are the only ways we can do it with clout.

Put more upland acres on the ground by maximizing the dollars Pheasants Forever generates and working with our key partners to turn, on average, every \$1 into \$4 for upland habitat programs and placing more boots on the ground to make them happen.

As we can't do any of those jobs without you, we can't do them without other key partners, including state fish and game departments, federal agencies, other NGOs, and our national sponsors.

This annual report is a chance to celebrate what was accomplished in 2018. But like a good day in the field, there's more ground to cover and more success to come.

We are committed for 2019, and the years ahead.

*Howard K. Vincent
President and CEO
Pheasants Forever*



CHAPTERS

CHAPTER WORK ANCHORS THE PHEASANTS FOREVER MISSION

Pheasants Forever’s unique model, with chapters retaining 100-percent decision-making control over their locally-raised funds, continues to be the driving force behind the organization’s success. This allows chapter volunteers to develop wildlife habitat projects and conduct conservation events in their communities, all while belonging to a national organization with a strong voice regarding state and federal conservation policy.

As our chapters go, so goes Pheasants Forever. The accompanying charts and tables tell the “numbers” part of the 2018 chapter story.

Recognizing top chapters and their habitat accomplishments is important indeed. But so is thinking about the lives affected by the work all our chapters do:

- **The joy** in a hunter’s heart as he and his dog explore a new-acquisition wildlife area now open to the public
- **The smile** on a kid’s face when she bags her first rooster on a mentored hunt
- **The laughter** heard, and new friendships made, at an annual banquet.

So to all our chapters: Thank you for a great 2018. But as with every other aspect of PF’s mission, there is no time to rest.

TOP 25 CHAPTERS CREATING NESTING COVER ACRES 2018

Northern South Dakota (SD)	4,789
Elkhorn Valley (NE)	2,101
Delaware County (IA)	1,901
Fayette County (IA)	1,762
Black Hills (SD)	1,365
Allamakee County (IA)	1,340
Tri-County (IL)	1,020
Lewis and Clark (NE)	987
Washington County (IA)	985
Illinois Pioneer (IL)	972
Fremont/Mills (IA)	929
2 C Quail Forever (MO)	870
Central Nebraska (NE)	863
Buffalo Ridge (MN)	800
Northeast Indiana (IN)	727
Southwest Wisconsin (WI)	725
Loup Platte Ringnecks (NE)	696
Yankton Area (SD)	680
Nemaha Valley (NE)	677
Whiteside County (IL)	666
Sac County (IA)	644
Otter Creek (IL)	638
Lee County (IA)	580
Henry County PF/QF (IA)	562
La Salle County (IL)	551
TOTAL FOR ALL CHAPTERS	45,710



Staff Photo

TOP 10 CHAPTER BANQUETS BY MEMBERSHIPS 2018

Pheasant Country (SD)	686
Calgary (CN)	469
Northfork Tailgunners (KS)	422
Northern South Dakota (SD)	407
Ida County (IA)	373
Ingham County (MI)	354
St Clair County (MI)	335
Winnebago County (IL)	333
Bay/Midland (MI)	313
Ringneck Rustlers (KS)	292
TOTAL FOR ALL CHAPTERS	50,330





TOP 10 CHAPTERS FOR EDUCATION AND OUTREACH SPENDING 2018

Red River Valley (ND)	\$145,003
Stearns County (MN)	\$81,759
Northwest Suburban (MN)	\$79,985
Park High River Valley Roosters (MN)	\$73,454
Poweshiek County (IA)	\$48,577
Carroll County (IL)	\$45,832
Northern Colorado (CO)	\$45,712
Lee County (IA)	\$38,421
Southeastern Ohio (OH)	\$34,414
High Plains (WY)	\$33,404
TOTAL FOR ALL CHAPTERS	\$3,187,321

CHAPTERS

Across the country, it is starting to become challenging to find new folks to pick up chapter leadership reigns. Consider it a part of your conservation legacy to get new generations involved in Pheasants Forever.

And get involved yourself. Maybe it's an officer position, or the chair of an event. But you don't have to think big to make a difference. Guide at a youth event, or just be the cook. Work a day at a brush cut or habitat burn. Run the raffle at your local banquet. Heck, just attend a banquet, spend a few bucks for habitat, and have a good time!

Whether you think big or small, just think PF and upland habitat. In 2018, PF chapters covered miles and miles. The accompanying charts attest to that. Your membership in the national organization is essential, but your involvement with your local chapters is critical. That's the true power of PF.

Thanks again to every chapter for all the work done in 2018, and here's to a productive 2019 and more miles covered for upland habitat and hunting heritage.



Todd Sauers

CHAPTERS SPENDING \$50,000 OR MORE FOR HABITAT 2018 (Fiscal Year)

Plymouth County (IA)	\$588,486
Clayton County (IA)	\$483,500
Delaware County (IA)	\$324,609
Fayette County (IA)	\$216,760
Phillips County (CO)	\$207,830
Butler County (IA)	\$144,908
Chickasaw County Pioneer (IA)	\$126,867
Winneshiek County (IA)	\$124,691
Sac County (IA)	\$116,903
Meeker County (MN)	\$116,500
Yuma County (CO)	\$105,355
Buchanan County (IA)	\$102,242
Webster County (IA)	\$81,038
Allamakee County (IA)	\$79,860
Northeast Indiana (IN)	\$79,443
Turkey River (IA)	\$78,488
Otter Creek (IL)	\$77,651
Franklin County (IA)	\$69,565
Story County PF/QF (IA)	\$69,373
West Central Missouri (MO)	\$67,962
La Salle County (IL)	\$67,464
Elkhorn Valley (NE)	\$66,587
Northeast Colorado (CO)	\$64,251
Hancock County (OH)	\$59,575
Chippewa County (MN)	\$57,900
Upper Snake River (ID)	\$53,398
Chippewa Valley (WI)	\$52,283
Black Hawk County (IA)	\$51,806
South Central Minnesota (MN)	\$50,000
TOTAL FOR ALL CHAPTERS	\$8,049,781



We
added

30

Farm Bill
Biologists

HABITAT

CREATING MORE UPLAND HABITAT, MAKING IT BETTER

Just as pheasants need diversity on the landscape and in their habitat, Pheasants Forever's success on the ground hinges on a diverse set of programs and initiatives. The Conservation Coast-to-Coast feature stories in this issue offer a flavor of all that's going on in your region and beyond.

2018 was a good year for making new habitat, and making existing habitat better, as you can see from the summary chart at right.

The success of our Farm Bill Biologist program is unparalleled. We added 30 Farm Bill Biologists (FBBs) across the pheasant range in 2018, and now have more than 140 FBBs total, along with 38 coordinating biologists, working to help landowners improve their acreage for agriculture and wildlife alike.

These biologists live and work right in the communities they serve, with the goal of creating a working landscape that keeps conservation in mind. This is an important front line for PF, and it could be called "community-based conservation" because of its goals of keeping family producers on the landscape, which helps towns and people across the pheasant range.

FBBs partner with landowners. Pheasants Forever in turn partners with a wide variety of agencies and organizations that are mission-critical. Key partners include state wildlife agencies, and the

Department of the Interior's (DOI) U.S. Fish and Wildlife Service, Bureau of Land Management, and now even the National Parks Service. Our key partnership with the United States Department of Agriculture (USDA) includes the Natural Resources Conservation Service (NRCS), Farm Service Agency (FSA) and the Forest Service. In addition, we work closely with other conservation and sportsmen organizations and local partners such as soil and water conservation districts (SWCDs).

We are anticipating expanded opportunities working with DOI and USDA to maximize conservation and wildlife benefits across the country. This is an especially important goal, considering the new Farm Bill with its increases in CRP acreage and increased funding and programs for wildlife (see Capitol Insider, page 8). In particular, Environmental Quality Incentives Program (EQIP), Agricultural Conservation Easement Program (ACEP) and Voluntary Public Access and Habitat Incentive Program (VPA-HIP) are creating wildlife habitat. These voluntary conservation programs will be key in helping farmers, ranchers and landowners plan and implement conservation practices on their land.

PF's most lasting legacy is the network of permanently-protected and forever-public lands we generate. State legacy

amendments will continue to be key in this regard.

One example is Minnesota's Clean Water, Land & Legacy Amendment that leverages taxpayer dollars with donor and chapter dollars, and matching funds and grants, to acquire marginal lands and convert them into publicly-owned places for wildlife and for hunting.

IWILL, Iowa's Water and Land Legacy, a Natural Resource and Outdoor Recreation Trust Fund, will do similar work when it gets funded in that state. Working to get amendments such as these funded will be critical for the future of upland conservation in this country.

Pheasants Forever's important partnerships and creative work will continue in the areas of precision agriculture and corporate sustainability as well. The practice is proof positive that profitable agricultural production and wildlife habitat really do go hand-in-hand. The idea here is not to see what farming can do for conservation, but rather what conservation can do for farming.

Finally, pollinator habitat and water quality programs continue growing as key parts of the "PF Mix." What's good for bees, butterflies and water quality is also good for gamebirds, and our work with partners such as the NRCS, state departments of agriculture, and local SWCDs, is essential.

PHEASANTS FOREVER HABITAT STATISTICS 2018 (Fiscal Year)

Farm Bill Biologist Projects 2018 SINCE 1982

Acres Improved 1,009,1966.7 Million
Landowner Contacts 29,613175,749

Chapter Projects 2018 SINCE 1982

FOOD PLOTS

Projects 6,934 280,448
Acres Covered 55,979 1,952,403
Dollars Spent \$17,156,814 \$234,563,263

NESTING COVER

Projects 3,243 153,268
Acres Covered 45,710 3,076,611
Dollars Spent \$21,277,729 \$165,278,705

WOODY COVER

Projects 70 52,073
Acres Covered 341 126,666
Dollars Spent \$535,908 \$22,438,093

WETLANDS

Projects 69 3,964
Acres Covered 964 85,503
Dollars Spent \$20,111 \$8,793,184

MAINTENANCE (Since 1999)

Projects 1,463 50,517
Acres Covered 90,511 3,406,220

EQUIPMENT

Dollars Spent \$620,171 \$17,728,365

PUBLIC AWARENESS AND EDUCATION

Dollars Spent \$7,773,719 \$93,498,870



2018 HUNTING HERITAGE ACCOMPLISHMENTS (Fiscal Year)

YEAR	EVENTS	YOUTH PARTICIPANTS	ADULT PARTICIPANTS
2018	6,918	336,916	116,202
2017	4,036	210,439	99,953

HERITAGE

REVIVING THE NATIONAL HUNTING TRADITION

In 2018, Pheasants Forever chapters set a new benchmark for sharing our hunting heritage and outdoor traditions with youth and families. We are committed to cultivating generations of hunter-conservationists and informed conservation advocates. It's critical to the upland habitat mission.

To this end, chapters hosted more events for more participants than ever before, far surpassing 2017's record accomplishments.

In addition, chapter contributions to the No Child Left Indoors® Fund reached an all-time high of \$488,750. Top chapters are listed below. Through matches and grants, the PF Education & Outreach Team leverages those dollars at a 9:1 rate to deliver grassroots programs such as shooting team and shooting sports endowments, chapter event grants, hunter mentor training programs (in 8 states this year) and workshops, and additional Education & Outreach coordinator positions.

Yet there are more miles to go. Hunter numbers continue to decline. Upland habitat, and grasslands specifically, face monumental challenges. We are making the call of our uplands about more than just hunting; it will become a rally cry for upland conservation action.

This past year, PF joined a

national hunter recruitment, retention and reactivation (R3) movement made up of state, federal, private, corporate and non-profit stakeholders. Traditional pathways to producing new hunters and conservation advocates are not working. Engaging new audiences in hunting — not only youth, but every generation — is critical. Four pillars anchor this effort:

Habitat Education — Grow an informed public that appreciates and supports wildlife habitat conservation and the benefits it provides to clean water, clean air, soil protection and a healthy environment.

Conservation Leadership — Cultivate generations of engaged and informed conservation leaders in communities across the country.

Hunting Heritage — Recruit, retain and reactivate hunting conservationists through strategic and outcome-based national R3 initiatives.

Shooting Sports — Provide a pathway of opportunity from shooting sports participant to hunting conservationist.

Pheasants Forever is here to help chapters and volunteers think differently about the kind of outreach events we host, the audiences we engage, and how to nurture and mentor the next generation of hunting conservationists. We're excited about these new initiatives and can't wait to engage you in them.

Make it your personal challenge to mentor someone who wouldn't otherwise get the chance to hunt, and that includes adults.

CHAPTERS CONTRIBUTING \$10,000 OR MORE TO NO CHILD LEFT INDOORS™ PROGRAM 2018

Red River Valley (ND)	\$21,000
Pikes Peak (CO)	\$15,000
Four Seasons (NE)	\$11,000
East Medicine (MN)	\$10,000
Northern Colorado (CO)	\$10,000
Northwest Suburban (MN)	\$10,000
Outagamie Area (WI)	\$10,000
Volunteer (TN)	\$10,000
TOTAL FOR ALL CHAPTERS	\$488,750



2018 FARM BILL PASSES

ADVOCACY

WORK CONTINUES ON LEGISLATION AND POLICY

The mere words “legislation” and “policy” seem like yawn-starters. But no two factors are more important to upland conservation.

2018 was a busy year for the Pheasants Forever Government Team. From Washington, D.C. to state capitols, we are constantly engaged legislatively and administratively with our federal and state agency partners on the upland habitat mission.

Our team, chapter leaders and volunteers participated in numerous hearings and listening sessions across the country. We pushed for increased and enhanced habitat, along with improved access at the local level where boots hit the ground.

These efforts support the conservation programs and tools needed to benefit pheasants, quail, other wildlife and all our natural resources.

Within that context, the 2018 Farm Bill, signed into law December 20, was critical. PF’s government affairs team worked tirelessly toward making sure the bill’s conservation title provided billions of dollars annually to impact tens of millions of acres across our country; many of those lands are open to public hunting, fishing and recreation. This was only possible because you as members and volunteers made your collective voice heard.

In 2018 PF also engaged on Land and Water Conservation

Fund (LWCF) legislation, which we were pleased to see pass out of both the House and Senate Committees with permanent authorization and improved funding. In addition, the Restore Our Parks Act moved out of the Senate Energy and National Resources committee with LWCF. We will continue our efforts to get both these important pieces of legislation signed into law.

Our National Youth Leadership Council (NYLC) officers were in D.C. last summer advocating for the Recovering America’s Wildlife Act (RAWA), which could provide more than \$10 billion for our nation’s wildlife over the next decade if passed and adopted.

Yes, Pheasants Forever was

busy in D.C. over the last year. But as importantly, you as donors, chapter leaders and volunteers also engaged elected officials in your own state. Believe us when we say it again: Your voice is heard.

Numerous hearings and efforts on critical legislation that would deliver the mission of upland habitat conservation and access will continue in 2019. Keep up-to-date on our social media channels, and please continue answering PF’s requests for you to contact your lawmakers.

Accomplishments have been made, but there are miles to go. Working with a new congress will be a learning curve in 2019 as we work to move for meaningful legislation for conservation beyond the new Farm Bill.



Elsa Gallager

CHAPTERS CONTRIBUTING \$10,000 OR MORE TO LEGISLATIVE ACTION FUND 2018

Ingham County (MI)	\$50,000
Five Valleys (MT)	\$30,000
Racine County (WI)	\$25,000
Northern Colorado (CO)	\$20,000
Flint Hills (KS)	\$11,000
Branch County (MI)	\$10,000
Eel River (IN)	\$10,000
Gallatin Valley (MT)	\$10,000
High Plains (NE)	\$10,000
McLeod County (MN)	\$10,000
Northern South Dakota (SD)	\$10,000
Pheasant Country (SD)	\$10,000
Pikes Peak (CO)	\$10,000
Pipestone County (MN)	\$10,000
Republican Valley (NE)	\$10,000
Rock Creek (NE)	\$10,000
Saline County Uplanders PF/QF (KS)	\$10,000
Southeastern Wisconsin (WI)	\$10,000
Stearns County (MN)	\$10,000
Tri-County (MN)	\$10,000
Yankton Area (SD)	\$10,000
TOTAL FOR ALL CHAPTERS	\$971,750



OUR AMBITIOUS GOALS

LEGACY

GIFTS MAKE OUR UPLAND HERITAGE FOREVER

On behalf of everyone at Pheasants Forever, thank you to all those who made a gift in 2018. Your support came at the right time for upland habitat and gamebirds. As you've seen in this annual report, the gifts you made helped us accomplish a great deal.

But our work is never done, and there are more miles to go. So we hope you'll make a gift in 2019.

Since 1982, Pheasants Forever has protected critical wild lands, sustained healthy populations of both pheasants and quail, and developed future generations of hunter-conservationists. With the health of America's uplands and wildlife at stake, along with our own health and outdoor traditions, Pheasants Forever's vision and strategic, mission-driven approach to conservation are more important than ever before.

Across North America, wildlife habitat is rapidly disappearing. Since 2009, the Great Plains have lost more than 53 million acres of grasslands — an area the size of Kansas — to development, and only 5 percent of the United States' original prairie landscapes remain. Western public landscapes are in peril as changes in management jeopardize upland bird populations.

Looking ahead, we are excited to announce that Pheasants

WAYS TO GIVE

- Upgrade your membership to the Life, Patron or Gold Patron level
- Consider a significant gift to a specific program or initiative
- Sponsor or host a program or event
- Join the Habitat Legacy Society by including Pheasants Forever in your will
- Make a gift of land or establish a conservation easement
- Give to The Forever Stewardship Fund

The generosity of PF's benefactors is astounding. It's one of the pillars of to the organization's success. With miles to go, though, PF continues to need your support. You can make a difference that will last forever.

For more information on ways to give and approaches for structuring a lasting gift in support of upland habitat conservation, please contact David R. Bue, PF vice president of development, at 218-340-5519 or dbue@pheasantsforever.org.

Forever is embarking on a journey over the next five years to:

- Help impact 9 million acres of wildlife habitat nationwide, and permanently protect 75,000 acres through fee-title acquisition and conservation easements.
- Reach 1.5 million participants with new and expanded education and outreach programs to engage them in outdoor recreation, shooting sports, hunting and habitat conservation.
- Leverage the full strength of our grassroots organization, ensuring our collective voice is heard on Capitol Hill; and making conservation a key part of our

national dialogue by advocating for policies that work for wildlife and for our communities.

We cannot achieve these ambitious goals without the collective support of our partners, donors and chapter leaders and members, like you. You are the muscle and voice of Pheasants Forever, and you have the opportunity to spread the message of habitat conservation, hunting heritage and advocacy in your community.

It is through public and philanthropic support that we will be able to pass along the hunting legacy to future generations of hunters, conservationists and volunteers. Now is the time.

pheasantsforever.org/legacy



Tom Carpenter



2018 PHEASANTS FOREVER ANNUAL REPORT

NOW is the time

QUEST

A PROMISE AND A CHALLENGE

Somewhere along the line, autumn's afternoon light changed. The sun's rays rake in copper-gold and low across a sweep of grass and dried wildflower stems that looks like it could have been here since the prairie primeval.

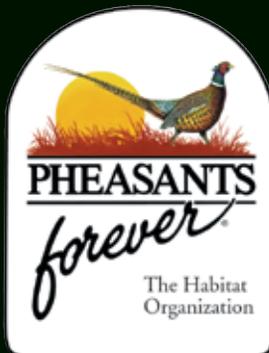
Both you and the dog are hungry for more. Just one more rooster. There are miles yet to go.

As you promise yourself, your family and future generations (and not to forget your dog and dogs yet to come) a place to hunt and experience the uplands, so you also know there is a challenge still ahead. As evasive as a tricky old rooster is, so is the challenge of putting more upland habitat back on the landscape, and making the habitat we do have better.

Pheasants Forever promises to keep up the fight for the uplands. We need you — in every way — to help meet that ongoing challenge.

It's time to step off again and keep going.

Now is the time.



A Final
**THANK
YOU!**



2018 PHEASANT'S FOREVER ANNUAL REPORT

**THANKS TO OUR CORPORATE
PARTNERS IN CONSERVATION**



SOUNDGEAR™
POWERED BY Starkey Hearing Technologies™



PARTNERS