

Your PF



2019 ANNUAL REPORT



**UPLAND HABITAT,
OUTDOOR HERITAGE:**

*Members make
the mission happen*



Your PF

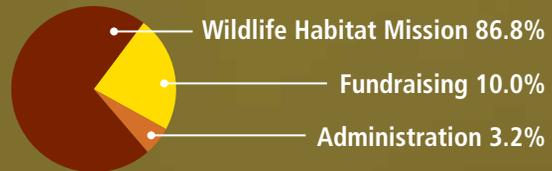


conserve
improve
restore
educate
advocate
acquire

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.

WHERE YOUR DOLLARS GO



REVENUE DATA

FISCAL YEAR 2019

2019 Revenue	\$78,114,554
2019 Mission Spending	\$66,161,904
2019 Total Spending	\$76,194,931

UPLAND ACHIEVEMENTS

SINCE 1982

Acres Impacted	19 Million+
Habitat Projects	551,000+
Land Acquisitions	1,616
Acres Acquired & Made Public	203,468



You ARE PHEASANTS FOREVER

When's the last time you read an entire annual report?

I'm asking you to read this one. Not because we think it's a more efficient, informative and effective presentation than ever (it is), but because, in the end, it is about you.

That's the Pheasants Forever model — where local chapter dollars stay under local control, and where volunteers, members and donors are recognized as the organization's lifeblood.

Every step of the way, it is you who makes it all work, and it all comes down to habitat and heritage, advocacy and education ... the cornerstones of PF's upland conservation mission.

2019 was an important year for habitat, with the 2018 Farm Bill's conservation title finally kicking into gear.

A general Conservation Reserve Program (CRP) signup was announced on December 8, 2019. Pheasants Forever's advocacy in Washington D.C. is relentless, and it helped. We went from 24 to 27 million acres of CRP. Landowners want it. Add in expirations, and this is an 8-million-acre opportunity for upland habitat in CRP alone.

Consider the suite of other conservation programs in the Farm Bill — Working Lands for Wildlife and Environmental Quality Incentives Program are examples — and there is \$30 billion worth of conservation opportunity to get into the ground.

In all, the Farm Bill conservation title is the single biggest tool we all have to impact upland habitat across the pheasant range, and PF's battalion of 142

Farm Bill biologists is working right now to get that habitat signed up in 2020 and in the ground in 2021.

Here's what you can do: Let landowners know that Farm Bill conservation programs are out there and available, as are those PF Farm Bill biologists to help get it into the ground.

These conservation programs also provide a toolbox of conservation solutions for the work Pheasants Forever continues to do with agribusiness in the form of precision agriculture, which melds productive, profitable agricultural practices with wildlife habitat in a circle that also benefits soil and water quality. See the article on page 36 in this issue for more on precision ag.

Here's what you can do: Get the win-win precision ag message out to farmers and ranchers you may know. We can only talk to about 10 percent of producers at best. Chapters, leaders, committees and individual members can help get the message to folks in the other 90 percent.

PF remains committed to land acquisition to make acres permanently public for outdoor recreation in general and hunting in particular. 2019 was a hallmark year in this respect: PF passed the 200,000-acre mark in lands acquired and made forever public since inception. These lands are the Wildlife Management Areas, Waterfowl Production Areas and other public tracts where you and I hunt.

Here's what you can do: Stay on the lookout at the local level for acquisition opportunities — willing



sellers with the right acres and the right mindset for conservation and creating a legacy. Contact your state or regional rep to get a project going.

Yes, we need land both private and public in prime habitat. But we also need hunters to maintain the equation. By now you've heard of our country's dwindling hunter numbers. PF is partnering with other non-governmental organizations, as well as many state DNRs, in the effort to retain, reactivate and recruit hunters. It's essential to the future of wild places and habitat because hunters and shooters fund 80 percent of conservation in America.

Here's what you can do: Take somebody hunting, mentor them, build a new hunter for the future of conservation. Replace yourself and add another hunter to the outdoor family.

Boots on ground, shovels in dirt, action in Washington D.C., events and projects in your community and state ... PF is hard at work and will not let up. Together let's make 2020 even better for upland habitat and the hunting lifestyle.

It's your PF.

*Howard K. Vincent
President and CEO, Pheasants Forever*

Your PF



volunteer
habitat
heritage
local
teach
member
time

Chapters DRIVE THE HABITAT AND HERITAGE MISSION

Pheasants Forever’s unique model, with chapters retaining 100-percent decision-making control over their locally-raised funds, drives PF’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.

The accompanying charts and tables throughout this report tell the “numbers” part of the 2019 chapter story. But also consider

the individual lives affected by the work PF chapters do: the joy of hunting a new plot of land made forever public thanks to PF and partners; the smiles on the faces of kids outdoors on a mentored hunt or pollinator project; the laughter and fun (and funds raised in support of the habitat and heritage mission) at a local banquet.

But there is no time to rest.

Organizationally, we are approaching a critical time for “changing the guard” of chapter leadership. Long-time volunteers are starting to look back on great PF careers, and we need great

people to hand reigns to. Consider it a part of your conservation legacy to work to get new generations involved in Pheasants Forever at the local chapter level.

Start with yourself. Everybody wants you, and every chapter needs your skills and energy. Become an officer. Chair an event. Guide at a youth event, or just be the cook or cleanup crew. Work a brush cut or habitat burn. Run the raffle at your local banquet.

Your membership in the national organization is essential. Your involvement with your local chapter is critical. You are PF.

2019 TOP 10 CHAPTERS BANQUETS BY MEMBERSHIPS

Pheasant Country (SD)	650
Northfork Tailgunners (KS)	435
Calgary (CN)	394
Northern South Dakota (SD)	379
Ida County (IA)	369
St Clair County (MI)	340
Bay/Midland (MI)	323
Northern Polk (IA)	311
Plymouth County (IA)	278
Rosebud (SD)	267

2019 TOP 10 CHAPTERS EDUCATION AND OUTREACH SPENDING

Red River Valley (ND)	\$159,685
Park High River Valley Roosters (MN)	\$84,871
Stearns County (MN)	\$84,591
High Plains (WY)	\$46,250
Carroll County (IL)	\$39,947
Northfork Tailgunners (KS)	\$34,590
Dickinson County (KS)	\$33,546
Tri-County (MN)	\$32,601
Black Swamp (OH)	\$29,433
Washington County (MN)	\$29,043



Staff Photo



Anthony Hauck

CHAPTERS SPENDING \$50,000 OR MORE FOR HABITAT
FISCAL YEAR 2019

Phillips County (CO)	\$292,297	West Central Missouri (MO)	\$77,962
Fayette County (IA)	\$181,301	Dubuqueland (IA)	\$73,856
Yuma County (CO)	\$165,764	Otter Creek (IL)	\$66,595
Lee County (IA)	\$124,295	Renville County (MN)	\$62,500
Washington County (IA)	\$115,961	Northeast Colorado (CO)	\$53,873
Northwest Suburban (MN)	\$100,000	Clayton County (IA)	\$53,819
Northern Colorado (CO)	\$86,692	Twin Rivers (IA)	\$50,548
Sac County (IA)	\$86,230		



Your PF



acquire
restore
improve
public
forever
sign up
fund



2019 TOP 25 CHAPTERS NESTING COVER ACRES

Northern South Dakota (SD)	3,392
Bootheel Bobwhites (MO)	1,162
Cherokee Strip QF/PF (OK)	700
Elkhorn Valley (NE)	613
Plymouth County (IA)	600
West Central Missouri	570
Williams County (OH)	447
Rock Creek (NE)	392
Central Nebraska (NE)	385
Lewis & Clark (NE)	371
Great River (IA)	367
Clay County (MN)	307
Loup/Platte Ringnecks (NE)	306
Boone County (NE)	301
Upper Iowa River (IA)	300
2C Quail Forever (MO)	294
Rainwater Basin (NE)	291
Prairie Creek (IA)	280
K-16 Quail Forever (KS)	267
Washington County (IA)	264
K-16 Quail Forever (KS)	250
La Salle County (IL)	232
Dodge County (NE)	220
Eaton County (MI)	215
Bureau County (IL)	203



Chapters, Grants & Partnerships MAKE HABITAT HAPPEN

Pheasants Forever chapters, and all they do for the uplands, comprise the core of PF's habitat mission. Next to memberships and chapter banquets, grant dollars are the most important resource Pheasants Forever has for delivering upland habitat. Most grants go to acquiring new public lands and restoring them, as well as improving existing public acres.

Grant dollar spending is one way to track habitat put into the ground each year. Habitat project spending was down 24% in 2019, compared to a record year in 2018. 2019 spending was back to about 2016 levels. PF has averaged 13 percent growth in habitat spending over recent years.

But here's the good news: The grant money not spent in 2019 is still there, waiting and ready for 2020; we just need the projects to spend the dollars on this year, and we think we will get them. What can you do? Look for land acquisition opportunities in your area and alert your local chapter leaders, or contact PF at contact@pheasantsforever.org.

One of PF's biggest habitat delivery tools is the Farm Bill biologist program, which continues to grow and delivers nearly 1 million acres of habitat on private lands every year.

Why is the habitat related to the Farm Bill so important? Because it's landscape scale, because it's a boon for wildlife, and because it improves soil and water quality across the pheasant range.

In addition, Conservation Reserve Program (CRP) and related Farm Bill conservation title programs deliver significant public-access opportunity via very popular state walk-in hunting programs.

Chapters, grants and the Farm Bill deliver critical funding for habitat, but none would be there without PF's partners:

- The United States Department of Agriculture's Natural Resources Conservation Service (NRCS) and its commitment to the Farm Bill biologist program.
- State game and natural resources departments, who ultimately take over and manage public lands such as wildlife management areas and game production areas.
- The U.S. Fish and Wildlife Service (USFWS), which receives and administers the thousands of acres that annually end up as Waterfowl Production Areas and other federal lands open to hunting.
- The Bureau of Land Management (BLM), which teams up with PF to manage working lands critical to upland birds and open-range wildlife in the West.

Partners also provide essential funding and resources to keep key positions working directly on the land. Examples include: PF Habitat Specialists in Kansas, South Dakota, Montana, Nebraska

and Pennsylvania; juniper clearing crews on BLM lands; Illinois' habitat strike team; and restoration crews in places like Minnesota and Iowa, where acquisition activity for forever-public lands is strong.

What are PF's habitat priorities in 2020?

GENERAL CRP SIGN-UP

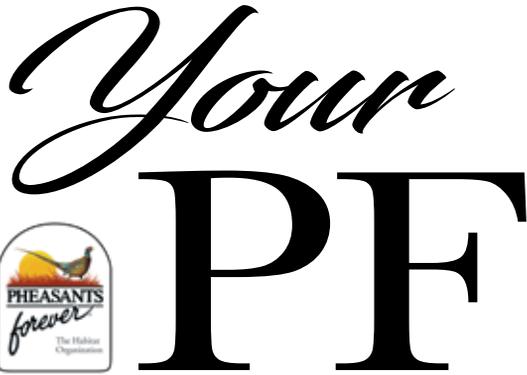
There is a critical, 8-million-acre opportunity on our doorstep (a 3 million acre increase in general CRP acreage from the 2018 Farm Bill, plus 5 million expiring acres) to get new upland habitat in the ground while keeping other acres in.

WORKING LAND PROGRAMS

We will continue helping landowners sign up for and implement classic Farm Bill working lands programs; examples include the Environmental Quality Incentives Program (EQIP), Conservation Stewardship Program (CSP) and continuous CRP.

ACQUISITION

PF will continue finding and using all dollars available — from chapters, government grants and state funding sources such as Minnesota's and Iowa's land and legacy amendments, and donations from individuals and organizations — to acquire lands that are marginal for agricultural purposes but full of opportunity to improve soil and water quality, as well as quality of life, by putting acres into upland habitat and placing them in the public trust forever.



give
share
entrust
generous
commitment
purpose

Gifts **CREATE HABITAT AND DEVELOP OUTDOOR HERITAGE**

On behalf of everyone at Pheasants Forever, thank you to all those who made a gift in 2019. 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 this is your PF, so we hope you'll make a gift in 2019.

Since 1982, Pheasants Forever has created and 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.

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 Forever has embarked on a 5-year journey 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 make 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.

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 anchors to the organization's success. PF continues to need your support, and 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.

Your PF



stand up
act
advocate
funding
outreach
opportunity
voice



A Pheasants Forever Family:
**TOGETHER WE GET IMPORTANT
POLICY WORK DONE**

Find a complete 2019 legislative summary in the Capitol Insider section (page 92) of this issue. Here we take an opportunity to thank all our volunteers and staff that contributed to the progress of all those bills that grow upland wildlife habitat and provide places to hunt.

This year our grassroots outreach was stronger than ever. We celebrated multiple legislative successes for wildlife, and moved other bills closer to becoming law at both the state and federal level.

It was a PF Family effort and we could not have done it without you!

When we needed your help, you picked up the phone, sent an email or attended a town hall. Members of the National Youth Leadership Council traveled to D.C. to advocate face-to-face with members of Congress. As constituents it is your voice that matters the most, and you were heard.

There are hundreds of pieces of state and federal legislation that we track every year, as well as provisions and language that we support and those that we oppose. We analyze the legislation and engage on bills that are line with the PF/QF mission; we put up a strong defense on legislation that would negatively impact the PF/QF mission, the North American model of wildlife conservation, and science-based wildlife management.

In recent months, we asked you to contact Congress to support full

funding for the Land and Water Conservation Fund, to modernize the Pittman Robertson Fund, and to support the Recovering America's Wildlife Act. The calls you made and feedback you shared helped us move all three of those measures out of their respective committees.

Pheasants Forever has a strong reputation on Capitol Hill as a powerhouse in conservation policy. We learned that in several instances, because of your and our contact with their offices, congressional members were swayed to vote the way we asked them to vote.

We also want to thank each of you that helped promote the recent CRP sign-up. While not a direct legislative ask, you helped bring awareness to the program and begin the drive for enrollment.

If you took action by contacting your members of Congress, state legislators or any number of elected officials on behalf of Pheasants Forever — THANK YOU AGAIN! If you didn't get the chance to contact an elected official in 2019, we promise there will be new opportunities in 2020.

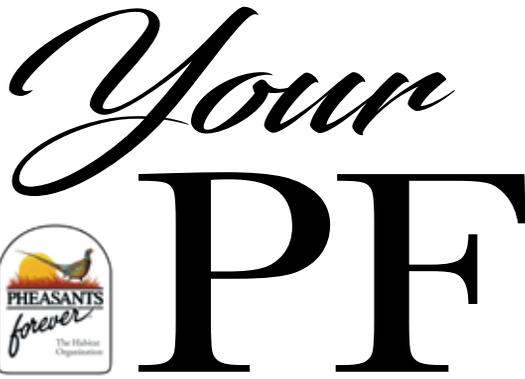
Legislation has long-lasting effects on wildlife habitat. Your membership and your voice matter, and both help us get important work done on wildlife and conservation policy. As 2020 goes on, keep up with developments at pheasantsforever.org/stories.

**CHAPTERS CONTRIBUTING
\$10,000 OR MORE TO
LEGISLATIVE ACTION FUND
FISCAL YEAR 2019**

Brookings County (SD)	\$10,000
Deer Creek (OH)	\$10,000
Gallatin Valley (MT)	\$10,000
Grand Valley (MI)	\$10,000
High Plains (NE)	\$10,000
Iowa County (IA)	\$10,000
McLeod County (MN)	\$10,000
Mower Co Habitat & PF (MN)	\$10,000
Northern Colorado (CO)	\$20,000
Northern South Dakota (SD)	\$10,000
Outagamie Area (WI)	\$10,000
Pheasant Country (SD)	\$10,000
Phillips County (CO)	\$25,000
Pikes Peak (CO)	\$10,000
Pipestone County (MN)	\$10,000
Racine County (WI)	\$25,000
Republican Valley (NE)	\$10,000
Ringneck Renegades (KS)	\$15,000
Rock Creek (NE)	\$10,000
Saline Co Uplanders PF/QF (KS)	\$10,000
Southeastern Wisconsin (WI)	\$10,010
Southwest Georgia (GA)	\$10,000
Stearns County (MN)	\$20,000
Yankton Area (SD)	\$10,000
GRAND TOTAL	\$295,010



Josh Dahlstrom



opportunity
mentor
teach
tradition
encourage
inspire
engage

Sharing Outdoor Traditions HELPS SAVE THE UPLANDS AND OUTDOOR HERITAGE

The uplands are the most threatened habitat type in North America. Hunting participation rates overall, and of upland hunting in particular, continue to plummet. The call of our uplands must be about more than just hunting each autumn: We must also rally for conservation action. Cultivating generations of hunter conservationists and land stewards is critical to the Pheasants Forever mission.

Four pillars serve as the foundation for PF's education and outreach initiatives:

- **Habitat Education.** Grow an informed public that appreciates and supports wildlife habitat conservation and the benefits it provides — clean water, clean air, soil protection and a healthy environment to live in.
- **Conservation Leadership.** Cultivate generations of engaged and informed conservation advocates in communities across the country.

- **Hunting Heritage.** Recruit, retain and reactivate generations of hunter conservationists.

- **Shooting Sports.** Provide a pathway of opportunity from shooting sports participant to hunter conservationist.

In 2019, Pheasants Forever & Quail Forever chapters hosted over 1,900 outreach events across the country that engaged participants in these pillars.

Chapters continued to embrace our No Child Left Indoors™ (NCLI) initiative, sharing our outdoor traditions and conservation ethic with 114,868 youth in 2019. In addition, chapters contributed a record-breaking \$555,505 to our NCLI fund. Through matches and grants, the Education & Outreach team leveraged those dollars at a rate of 3:1 to deliver grassroots programs, volunteer training workshops, event grants for chapters and E&O positions across the country.

Engaging adults as new

conservation advocates is critical. In 2019, chapter events provided opportunities for 82,367 adult participants who had interests in learning to hunt, shooting sports or wildlife habitat.

The women of Pheasants Forever and Quail Forever launched Women on the Wing. The goal: inspire and provide opportunities for more women to become engaged, dynamic conservationists. Women on the Wing will deliver local events designed to cultivate new sportswomen; connect women landowners, farmers and ranchers; and create a community of women dedicated to carrying on our upland traditions and Pheasants Forever's mission.

In addition, hunter mentoring of adults will be critical to stop the long-term decline in hunter participation. We must inform and inspire today's license buyers to take time to mentor and share the uplands with a new or lapsed hunter.

Upland hunting traditions are a gift that must be shared all-around.

**CHAPTERS CONTRIBUTING
\$10,000 OR MORE TO
NO CHILD LEFT INDOORS™
FISCAL YEAR 2019**

Cedar River Ringnecks (NE)	\$11,000
Crawford County (OH)	\$10,000
East Medicine (MN)	\$10,000
Eel River (IN)	\$10,000
Little Blue River (NE)	\$10,000
Llano Estacado (TX)	\$10,000
Northern Colorado (CO)	\$10,000
Northwest Suburban (MN)	\$10,000
Red River Valley (ND)	\$20,000
Southwest Georgia (GA)	\$10,000
TOTAL	\$111,000
GRAND TOTAL ALL CHAPTERS	\$555,505

habitat
heritage
legacy
advocacy
wildlife
pollinators
pheasants
hunting
“rooster!”



You Are Pheasants Forever

Upland habitat. Hunting heritage. Conservation Advocacy. Outdoor legacy.

It's our shared mission: Everything that happens at Pheasants Forever happens by the member, through the member, for the member.

You.

Your work at the grassroots level to restore and improve habitat, and

to fund acquisitions that put upland habitat acres into the public trust forever, make a difference now as it will for generations to come.

Taking a new person into the field — child, young adult or adult alike — creates the next generation of hunter conservationists while bolstering our ranks now.

Your membership and your voice mean the world as PF

advocates for upland conservation in state capitols and Washington D.C. When we ask, your emails, calls and letters move mountains.

And your dollars go right back into the mission to create an upland legacy forever.

We're already hard at work on 2020's priorities. How will you join in?

It's your PF. 

Thank you to our corporate partners in conservation!

