

FACT SHEET



BACKGROUND

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

Thanks to more than 80 years of abiding by that single mission, Ducks Unlimited is now the world’s largest and most effective private, nonprofit, waterfowl and wetlands conservation organization. DU is able to deliver its work through a series of partnerships with private individuals, landowners, agencies, scientific communities and other entities.

Waterfowl are not the only beneficiaries of DU’s habitat work. Wetlands improve the overall health of our environment by recharging and purifying groundwater, moderating floods and reducing soil erosion. Wetlands are North America’s most

productive ecosystems, providing critical habitat to more than 900 wildlife species and invaluable recreation opportunities for people to enjoy. Unfortunately, the United States alone has lost more than half of its original wetlands, and tens of thousands of wetland acres continue to be lost—at an accelerating rate—each year.

MEMBERSHIP

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

For the fiscal year ending June 30, 2018, DU volunteers hosted more than 3,900 grassroots fundraising events such as member and sponsor banquets, shooting and fishing tournaments and golf outings. Event dollars represent some of DU’s most important sources of revenue. Since event dollars are typically unrestricted, DU is able to spend these funds in our highest priority areas and use them to leverage additional funds from other sources.

(As of January 1, 2019)

OUR MISSION

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



HABITAT CONSERVATION PROGRAMS (As of Jan. 1, 2019)

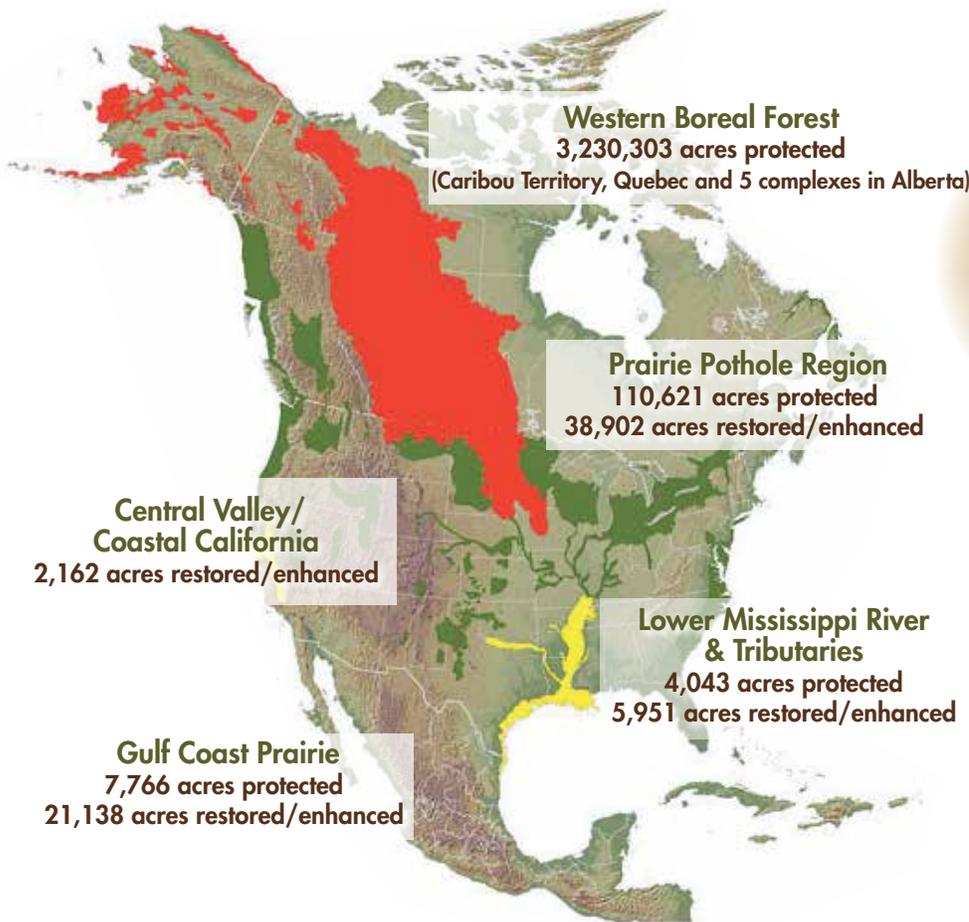
Acreage conserved in Canada:	6,456,698	Acres Influenced in North America:	177,514,637*
Acreage conserved in Mexico:	1,965,760	Total Acreage Influenced and Conserved in North America	191,993,009
Acreage conserved in the U.S.:	6,055,914		
Total Acreage Conserved in North America:	14,478,372		

**Acres conserved in Canada through retention/restoration with agreements of <10 years or that DUC has influenced through policy measures.*

As of January 1, 2019, Ducks Unlimited Inc. had 622,122 adult members and 43,947 youth members. Ducks Unlimited de Mexico had 4,704 members, while Ducks Unlimited Canada had more than 126,841 supporters.

HABITAT ACRES CONSERVED

BY DUCKS UNLIMITED AND OUR PARTNERS DURING FISCAL YEAR 2018



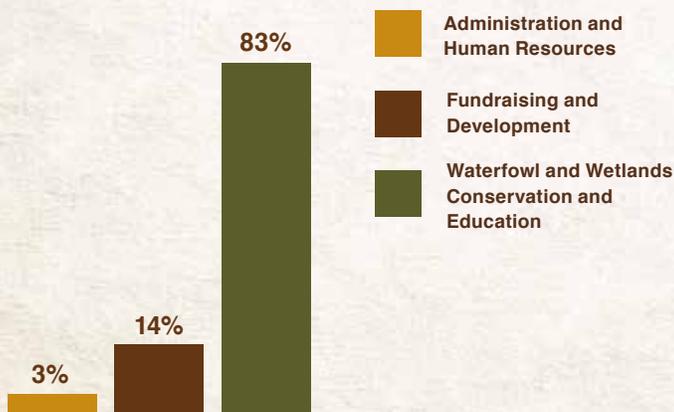
- **Level I Breeding**
- **Level I Non-Breeding**
- **Additional Landscape Conservation Priorities**

Ducks Unlimited habitat projects are in all 50 U.S. states, every Canadian province and in key areas of Mexico. The Landscape Conservation Priorities represent the most critical habitats in North America, where DU spends the majority of its resources.

WHERE THE MONEY GOES

(July 1, 2017 – June 30, 2018)

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



FUNDRAISING (U.S. ONLY)

(July 1, 2017 – June 30, 2018)

Revenue and support in 2017-2018 \$220 million
Revenue and support since 1937 \$5 billion

SOURCES OF SUPPORT AND REVENUE

(July 1, 2017 – June 30, 2018)

