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.

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

*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.
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)

- Administration and Human Resources: 83%
- Fundraising and Development: 14%
- Waterfowl and Wetlands Conservation and Education: 3%
- Events, Sponsors and Memberships: 26%
- Donated Conservation Easements and Public Service Announcements: 16%
- Federal and State Habitat Support: 39%
- Major Gifts and Endowments: 18%
- Royalties, Advertising and Other Revenues: 3%