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 85 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, 2021, DU volunteers hosted more than 4,630 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.

Habitat Conservation Programs (As of Jan. 1, 2022)

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.

For the fiscal year ending June 30, 2021, Ducks Unlimited Inc. had 628,734 adult members and 31,596 youth members. Ducks Unlimited de México had 1,112 members as of December 31, 2021, while Ducks Unlimited Canada ended its fiscal year March 31, 2021 with 60,188 supporters.

<table>
<thead>
<tr>
<th>Program</th>
<th>Canada</th>
<th>Mexico</th>
<th>U.S.</th>
<th>Total Conserved</th>
<th>Total Influenced</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acreage conserved in Canada</td>
<td>6,522,052</td>
<td></td>
<td></td>
<td>15,478,242</td>
<td>15,478,242</td>
</tr>
<tr>
<td>Acreage conserved in Mexico</td>
<td>1,978,321</td>
<td></td>
<td></td>
<td></td>
<td>228,225,927*</td>
</tr>
<tr>
<td>Acreage conserved in the U.S.</td>
<td>6,977,869</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Total Acreage Conserved in North America</td>
<td>15,478,242</td>
<td></td>
<td></td>
<td>243,704,169</td>
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<td>Acres Influenced in North America</td>
<td></td>
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<td></td>
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<td>Total Acreage Influenced and Conserved in</td>
<td></td>
<td></td>
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<tr>
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<td></td>
<td></td>
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</tbody>
</table>

*“Influenced Acres” are lands that DU has conserved through retention or restoration measures with agreements of <10 years (e.g. winter wheat) or that DUC has positively influenced through policy measures available under existing government programs, policies or legislation (e.g., Western Boreal Program Protected Areas Strategy)."
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

During the past fiscal year, 88 percent of DU’s expenditures were converted directly to conservation work vital to ducks, geese and other wetlands-dependent wildlife.

- **Western Boreal Forest**: 18,043,947 acres protected (Quebec: 16,862,170; Yukon: 1,181,777)*
  - Areas Protected are confirmed from interim to final protection.
  - 54,439,639 acres new sustainable (Sahtu Region of the Northwest Territories)

- **Prairie Pothole Region**: 106,382 acres protected, 109,069 acres restored/enhanced

- **Gulf Coast Prairie**: 3,528 acres protected, 12,667 acres restored/enhanced

- **Lower Mississippi River & Tributaries**: 13,574 acres restored/enhanced

- **Central Valley/Coastal California**: 2,435 acres restored/enhanced

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### FUNDRAISING (U.S. ONLY)

(July 1, 2020 – June 30, 2021)

- **Revenue and support in 2020-2021**: $340 million
- **Revenue and support since 1937**: $5.74 billion

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<thead>
<tr>
<th>Sources of Support &amp; Revenue</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Federal &amp; State Habitat Support</td>
<td>35%</td>
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<tr>
<td>Royalties, Advertising &amp; Other Revenues</td>
<td>3%</td>
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<td>Major Gifts &amp; Endowments</td>
<td>13%</td>
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<td>15%</td>
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### WHERE THE MONEY GOES

- **88% Waterfowl & Wetlands Conservation and Education**
- **10% Fundraising & Development**
- **2% Administration & Human Resources**