With your support of DU’s Heartland Heritage and Habitat Initiative, DU will continue to find solutions for providing quality habitat in the mid-continent’s most important places for migrating waterfowl.

THE HEARTLAND HERITAGE AND HABITAT INITIATIVE NEEDS YOU NOW

Your gift to Ducks Unlimited is invaluable, and it is truly the greatest contribution you can make to secure the future of wetlands and waterfowl. Every dollar you give to Ducks Unlimited is leveraged multiple times to create a conservation impact far beyond your initial gift. In addition, we invest at least 80 cents of every dollar received in our conservation mission. Start making a difference right now for waterfowl, outdoors enthusiasts, and future generations of wildlife and people by making your gift to DU’s Heartland Heritage and Habitat Initiative. Help conserve more than 10,000 acres of key habitats in America’s Heartland with your gift today.

Don’t wait.
Call DU at (701) 355-3500 today to speak with fundraising staff in your area.
Ducks Unlimited is implementing water solutions for all on the Southern Great Plains—solutions that will work for people while still providing for waterfowl. Through this effort, DU is bringing together farmers, ranchers, industry, public entities, and conservation partners to provide habitat in some of North America’s most important waterfowl migration areas.

Among the most notable sections of the Heartland Heritage and Habitat Initiative area are the Platte River, Rainwater Basin, and wetlands dotting the Kansas landscape, such as Jamestown Wildlife Area. These three components of the Southern Great Plains comprise some of North America’s most important waterfowl migration areas and will require unique conservation strategies to ensure a strong future for the birds and the waterfowl hunters and enthusiasts who enjoy them.

Conservation work under the Heartland Heritage and Habitat Initiative, Ducks Unlimited is implementing water solutions for all on the Southern Great Plains—solutions that will work for people while still providing for waterfowl. Through this effort, DU is bringing together farmers, ranchers, industry, public entities, and conservation partners to provide habitat in some of North America’s most important waterfowl migration areas.

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**HEARTLAND HERITAGE AND HABITAT INITIATIVE AT A GLANCE**

**FIVE-YEAR INITIATIVE GOALS (FY 2012-16)**
- Habitat Delivery: 10,019 acres
- Public Revenue: $23.7 million
- Philanthropic Revenue: $2.3 million
- Total Revenue Goal: $26 million

**INITIATIVE STATES**
- Colorado, Kansas, Nebraska, and Wyoming

**CONSERVATION FOCUS**
- Providing water for people and waterfowl on a thirsty landscape
- Conservation work under the Heartland Heritage and Habitat Initiative will focus on continentally significant migration habitat along the Platte River in Nebraska, Colorado, and Wyoming; in Nebraska’s Rainwater Basin; and in publicly managed wetlands in Kansas. Waterfowl in the Central Flyway depend on the wetlands and river habitat in America’s Heartland to rest and refuel as they make their way north to the nesting grounds and south to the wintering grounds. DU is working to restore and protect wetlands and provide water for people and waterfowl on this thirsty landscape. In addition to major donor support, this critical habitat depends on public dollars, which DU is working to secure through public policy efforts.

**CROSS-BORDER CONSERVATION**

Waterfowl are a continentally shared resource, and Ducks Unlimited has worked across North America since 1937 to ensure a strong future for ducks and for waterfowl hunters. By contributing to DU’s Heartland Heritage and Habitat Initiative, you will be supporting important waterfowl habitat conservation in America’s heartland, as well as on the breeding grounds of the Prairie Pothole Region and Western Boreal Forest of the United States and Canada, where the vast majority of birds are produced before beginning their journey to the wintering grounds.

**MAXIMIZING THE POWER OF A DOLLAR**

In many instances, your conservation investment allows DU to leverage your gift with other private, public, and contractual funds, sometimes matching it as many as seven or eight times.