



THE MISSION CALLS

Creating upland wildlife
habitat and hunting
heritage always

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ANNUAL REPORT

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TOM MARTINEAU

MISSION STATEMENT

Pheasants Forever's mission is to conserve pheasants, quail and other wildlife through habitat improvements, public access, education and conservation advocacy.



It all happens through **partnerships**. No one organization could weather such a storm alone. In testament to the power of partnerships, the pheasant habitat mission was delivered through our valued and close-working relationships with United States Department of Agriculture (USDA) Natural Resources Conservation Service (NRCS), state game and fish departments, state departments of agriculture, United States Fish and Wildlife Service (USFWS) and many more.

that was, is gone. Our travel and operating budgets were trimmed right down. We became better at our jobs and at communicating — streamlining processes, talking more, using technology smarter, and in general just being more diligent, efficient and effective ... on top of everything we do.

Covid-19 has made us more nimble, more streamlined, more decisive, more efficient (with both money and time), and more effective at delivering upland wildlife habitat and hunting heritage.

In the reports that follow — on chapters, habitat, legacy, advocacy and heritage — you will see those themes repeated: nimbleness and courage and making tough decisions as we face the new world of upland conservation.

As I said at the start: Who would have asked for a worldwide pandemic to make their organization act faster, be more efficient and become stronger? No one. But PF chapters, volunteers, members, donors, partners, sponsors and employees all answered the uplands' call in 2020.

Thanks for sticking with us in what could have been a tough year. Imagine what we'll do together in 2021 and beyond.

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

OUR COMMITMENT IS UNDAUNTED

With 2020 under Pheasants Forever's collective belt, we know one thing for sure: It takes more than a worldwide pandemic to distract PF from its upland wildlife habitat and hunting heritage missions.

What makes Pheasants Forever so strong even in the face of a challenge the size of Covid-19?

It all starts with our **unique local chapter model** — where dollars raised locally stay under local control. In a year like this, where fundraising became a challenge as banquets and other activities were cancelled, chapters stepped up with new funding ideas and initiatives ... and by supporting the organization's membership and revenue needs (see list on page 79).

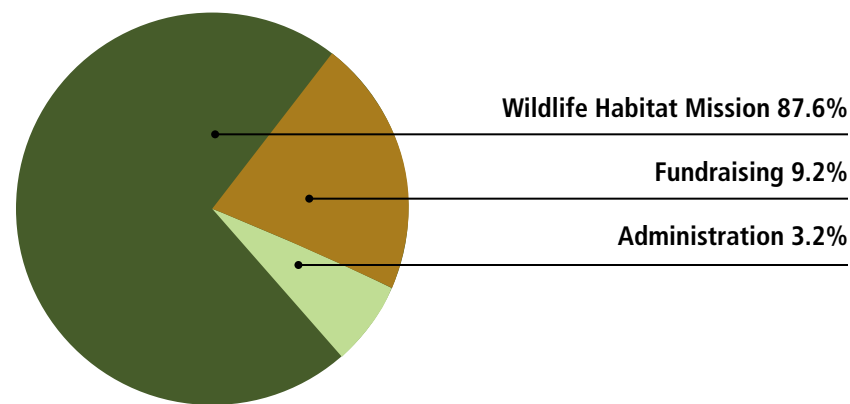
Much of it is thanks to support from our **corporate sponsors**, whose steadfast commitment to the uplands has meant the world to Pheasants Forever and its mission during challenging times.

And at its most grassroots level, it comes down to **every member, donor and volunteer** who gave generously of their money, time, talent and skills to Pheasants Forever. You provide the dollars and numbers and clout we need to get things done on the ground for the birds ... and in Washington D.C.

For all this, I am thankful. It has been a truly productive year at PF, with few beats missed in delivering our upland habitat and hunting heritage missions. But I also need to thank one other essential group: **our employees**.

The old normal, whatever

WHERE YOUR DOLLARS GO



REVENUE DATA | FISCAL YEAR 2020

2020 Revenue	\$79,924,406
2020 Mission Spending	\$70,546,594
2020 Total Spending	\$80,543,700

ACHIEVEMENTS SINCE 1982

20 MILLION+
ACRES IMPACTED

560,000+
HABITAT PROJECTS

1,675
LAND ACQUISITIONS

212,194
ACRES ACQUIRED
& MADE PUBLIC



STAFF PHOTO

“OUT OF ADVERSITY COMES OPPORTUNITY” – BENJAMIN FRANKLIN

Pheasants Forever chapters have not been immune from the impacts of Covid-19.

Since mid-March, over 225 fundraising events have been cancelled out of an abundance of caution for our membership and volunteers. Despite this disruption, our mission has not stopped. Pheasants Forever chapter leaders have demonstrated that with great adversity comes innovation. PF volunteers have found unique ways to continue to deliver mission at the local level as well as support critical state programs and national initiatives.

Since PF’s inception, the traditional banquet has been the foundation of chapter fundraising while also significantly contributing to organizational memberships. When guidelines prevented these types of events, chapters found unique and creative ways to engage their supporters: drive-thru and drive-in banquets, online auctions and sweepstakes, and a variety of outdoor gatherings. Sponsors and members of this organization want to support our mission now more than ever!

Chapters showed creativity in engaging supporters. In fact, 54 chapters have “paid it forward” by underwriting the cost of their membership rosters in 2020. Thirty states have seen membership increases from the prior year, in large part due to the commitment and generosity of chapters.

Each spring, chapters across the country pull up their sleeves and actively engage in habitat projects in their local communities. Covid-19 did not interfere in our ability to distribute and plant thousands of acres of winter food plot mixes. With social distancing, volunteers were able to continue the management of our grasslands by conducting prescribed burns or invasive plant removal. Chapters helped thousands of landowners establish habitat plantings through seed programs and drill rentals. As schools moved to online learning, our chapters adapted and provided virtual pollinator education events.

Without the leadership and financial contributions from chapters across the country, PF would not be able to: complete dozens of land acquisitions we do each year; contribute to state public access programs; or

employ hundreds of wildlife biologists to help landowners achieve their conservation goals. Our advocacy and legislative efforts at state and national levels would be void if it were not for the commitment that chapters make annually to our Legislative Action Fund. And no other organization engages youth in conservation education to the success of PF & QF, thanks to chapter volunteer efforts and contributions to our national No Child Left Indoors initiative. Chapter support of in these programs exceeded all-time levels in 2020!

As the calendar turns to 2021, Pheasants Forever chapters will continue to face many of the same obstacles as 2020. But with the demonstrated commitment and innovation of our volunteers, we must be optimistic: The PF mission will not stop.

TOP 10 CHAPTERS | EDUCATION AND OUTREACH SPENDING (2020)

Red River Valley (ND)	\$129,210
Park High River Valley Roosters (MN)	\$49,023
Northern Polk (IA)	\$33,091
High Plains (WY)	\$31,659
Cedar River Ringnecks (NE)	\$28,261
Dickinson County (KS)	\$27,160
North Central Pennsylvania (PA)	\$25,610
Mondak (ND)	\$25,205
Carroll County (IL)	\$24,729
Tri-County (MN)	\$24,667

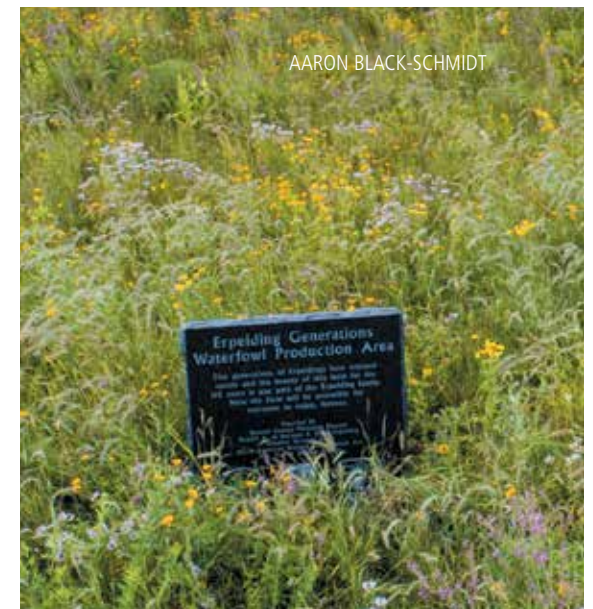
2020 TOP MEMBERSHIP CHAPTERS

Covid-19 may have cancelled most fundraising banquets in 2020, but these 54 chapters went “above and beyond” to support Pheasants Forever membership and revenue in 2020.

Allegan County (MI)	Grant County (SD)	Ozark Mountain (AR)
Arkansas River Valley (AR)	Hancock (OH)	Pipestone County (MN)
Audubon County (IA)	Henry County (OH)	Rock County (MN)
Black Swamp (OH)	Ida County (IA)	St. Clair County (MI)
Buffalo Ridge (MN)	Illinois Pioneer (IL)	Sargent County (ND)
Cedar-Wapsi (IA)	Kandiyohi County (MN)	Seneca county (OH)
Clinton County (IN)	Kidder County (ND)	Schuylkill County (PA)
Clinton County (MI)	Lake McKenna (ND)	Smoky Hill River (KS)
Columbia/Marquette (WI)	Marion County (IA)	Snake River (ID)
Commonwealth (KY)	Marion County (OH)	Southeast Wisconsin (WI)
Deer Creek (OH)	Martin County (MN)	Southwest Wisconsin (WI)
East Medicine (MN)	Mile High (NE)	Stubble Ducks (KS)
East Texas Gateway (TX)	Mission Valley (MT)	Three Rivers (IA)
Erie/Ottawa/Sandusky (OH)	Muscatatuck (IN)	Union County (OH)
Flathead Valley (MT)	Nicollet County (MN)	Wabash Valley (IN)
Franklin County (IA)	Nobles County (MN)	Washtenaw County (MI)
Gallatin Valley (MT)	Ogle County (IL)	Wessington Springs (SD)
Grand Valley (MI)	Otter Tail County (MN)	Winneshiek County (IA)

CHAPTERS SPENDING \$50,000 OR MORE ON HABITAT (2020)

Nobles County (MN)	\$355,916
Phillips County (CO)	\$321,513
Upper Snake River (ID)	\$214,805
Yuma County (CO)	\$158,519
Dubuqueland (IA)	\$127,564
West Central Missouri (MO)	\$107,791
Twin Rivers (IA)	\$82,060
Northern Polk (IA)	\$74,495
Jackson County (MN)	\$73,953
Northern South Dakota	\$61,675
Clinton County (IA)	\$59,055
Cornhusker (NE)	\$56,250
Clayton County (IA)	\$54,269
McKenzie County (ND)	\$54,080
Washington County (IA)	\$53,861
Crawford County (IA)	\$53,598





RESILIENCY IS THE CORE OF THE HABITAT MISSION

Despite the challenges presented by Covid-19, Pheasants Forever’s focus on pheasant habitat — improving what we have, making more of it on the landscape, and acquiring new acres that become permanently public — did not waver in 2020. Covid-19 impacted the way we worked, but not our commitment to delivering wildlife habitat accomplishments.

RESILIENCY

As good upland gamebird habitat is resilient and productive even in the face of challenge, so too Pheasants Forever met the habitat challenges presented by 2020 head-on. If there is a common theme for the habitat year 2020 at Pheasants Forever, it’s resiliency.

Our Farm Bill wildlife biologist program, and the habitat those 190-plus employees deliver through the suite of Farm Bill conservation programs, is one of the cores of The Habitat Mission. “PF meets agriculture at the farm” is literally how it happens. But with Covid, that face-to-face interaction was largely eliminated, especially as field offices shut down in March and April.

Yet we learned how to cope and adapt. While re-enrolling CRP acres was a challenge (CRP is

currently at its lowest enrollment ever, at about 21 million acres), we are hopeful that an improved sign-up environment will help us re-enroll many more acres in 2021. However, restorations of CRP have been strong; the habitat we have is vibrant and productive.

RESTORATION

Habitat work on restoring and enhancing public lands happened at a significant pace in 2020. Simply put, making better upland gamebird habitat on existing public lands is a priority at Pheasants Forever and among our many partners, and our teams secured multiple grants and completed significant project accomplishments in 2020.

Passage of permanent funding for the Land and Water Conservation Fund (LWCF) and passage of the Great American Outdoors Act (GAOA) will be key to keeping our country’s upland habitat vibrant and healthy.

PARTNERSHIPS

More than ever, Pheasants Forever’s critical habitat partnerships served as the very core of our habitat initiatives. Habitat only happens through a teamwork

approach, and Pheasants Forever’s key partners include the United States Department of Agriculture’s (USDA) Natural Resources Conservation Service (NRCS), state game and fish departments, the United States Fish and Wildlife Service (USFWS), Bureau of Land Management (BLM), the National Fish and Wildlife Foundation (NFWF) and exciting new partnerships emerging with such organizations as state departments of agriculture.

ACQUISITIONS

One reason Pheasants Forever supporters stick with the organization so loyally is the work we do to acquire new acres and make that land public forever. These tracts become state wildlife management areas (WMAs), game production areas (GPAs), federally owned Waterfowl Production Areas (WPAs) and more.

2020 saw a 3-year high in the number of acres Pheasants Forever closed on with its partners and made permanently public: 6,058 acres. That’s almost 10 square miles of places where you and your dog can roam and hunt at will, your family can hike and explore, and wildlife can live. It will be never be

taken off the public rolls, and it is yours forever.

COMMITMENT

Resiliency. Restoration. Partnerships. Acquisitions. Pheasants Forever’s habitat mission work continued undaunted in 2020, even in the face of Covid-19. We are looking forward to getting back to “more normal” times and seeing where the opportunities take us. Our commitment is unwavering: Pheasant habitat that also serves other upland wildlife remains the core of what PF does.



TOP 30 CHAPTERS | NESTING COVER ACRES 2020

Northern South Dakota (SD)	10,205
Flint River (GA)	2,800
Cherokee Strip QF/PF (OK)	1,600
Central Nebraska (NE)	1,204
Yellowstone Valley (MT)	977
Williams County (OH)	799
Yankton Area (SD)	775
Oregon Trail (NE)	752
Webster County (NE)	537
Lewis & Clark (NE)	532
Brookings County (SD)	520
Dodge County (NE)	472
Elkhorn Valley (NE)	460
Great Plains (NE)	426
Washington County (NE)	415
Cody Ringnecks (NE)	399
Loup/Platte Ringnecks (NE)	378
High Plains (NE)	368
Little Blue River (NE)	354
Eaton County (MI)	347
Story County PF/QF (IA)	341
West Central Missouri (MO)	340
Central Montana (MT)	330
Lower Elkhorn Valley (NE)	317
East Central Kansas QF (KS)	281
Republican Valley (NE)	279
Seneca County (OH)	259
Carroll County (IL)	236
Heritage (NE)	228
Winnebago County (IL)	220

AARON BLACK-SCHMIDT

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FARM BILL BIOLOGIST PROJECTS 2020

Nesting cover, controlled, burns, wetlands, woody cover and food plots
Acres Impacted = 1,123,755 | Landowner Contacts = 32,133

GIVING TO THE UPLANDS CREATES WILDLIFE HABITAT AND PUBLIC LANDS

To date, hundreds of individuals, families, corporations, foundations and conservation partners have rallied around Call of the Uplands® by making a \$10,000-plus gift in support of the campaign's mission outcomes. These dedicated members of the upland community have given their hard-earned money, sacrificing other wants, because they care deeply about the future of upland habitat, upland hunting and public lands.

Thanks to their support, the leadership of the Pheasants Forever Team, our volunteers, and many others, Call of the Uplands is off to a tremendous start and is on pace to achieve the campaign's mission delivery goals and fundraising goals. This campaign is leveraging the full strength of the organization during a time when our country is experiencing adversity on many levels.

Call of the Uplands is generating outcomes across the country by delivering over 400 different strategic initiatives and national level programs designed to ensure the upland wildlife habitat tradition remains forever. Through Call of the Uplands we are making a difference in targeted landscapes across the county and in your backyard. Some examples:

- Working with ranchers in the Pacific Northwest to improve sage grouse habitat for the benefit of many species as well as the ranching community.
- Partnering on northern bobwhite quail reintroduction and pheasant restoration efforts in Pennsylvania.
- Engaging national and state level public policy efforts designed to increase funding for upland habitat conservation and public access.
- Acquiring lands and opening them to public use across the Midwest, and striving to expand these efforts across the country.
- Developing new pathways to hunting and conservation through our Women on the Wing program and other efforts designed to create the next generations of hunters.
- Delivering aspects of the National Wild Pheasant Conservation Plan across the country while remaining the primary voice of "the long-tailed bird."

Call of the Uplands is generating outcomes for the uplands, and we're poised to do even more as we charge ahead in this crusade. Thank you to all those who made a gift to the organization in 2020, including those who wish to remain anonymous. Your gifts are creating a bright future for wildlife habitat conservation during challenging times.



For more information on Call of the Uplands or to make a gift, please visit www.calloftheuplands.org or contact:

David R. Bue
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218-340-5519
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TIM WHALEN



SHUTTERSTOCK

PHEASANTS FOREVER HABITAT STATISTICS (FISCAL YEAR 2020)

CHAPTER PROJECTS	2020	SINCE 1982
FOOD PLOTS		
Projects	6,073	292,435
Acres Covered	57,199	2,052,439
Dollars Spent	\$11,197,942	\$259,574,411
NESTING COVER		
Projects	2,236	157,135
Acres Covered	36,010	3,135,607
Dollars Spent	\$12,254,477	\$191,368,840
WOODY COVER		
Projects	47	52,174
Acres Covered	255	127,342
Dollars Spent	\$430,822	\$23,272,892
WETLANDS		
Projects	80	4,086
Acres Covered	487	86,631
Dollars Spent	\$1,516,457	\$10,578,872
LAND ACQUISITIONS		
Number	21	1,575
Acres Covered	2,555	197,637
Dollars Spent	18,255,653	\$235,059,698
MAINTENANCE (Since 1999)		
Projects	1,711	53,795
Acres Covered	93,246	3,569,866
EQUIPMENT		
Dollars Spent	\$667,139	\$19,174,419
PUBLIC AWARENESS AND EDUCATION		
Dollars Spent	\$6,356,746	\$107,161,694



ACHIEVING VICTORIES FOR UPLAND CONSERVATION POLICY

In Washington D.C. during an unprecedented year, Pheasants Forever achieved remarkable victories for conservation.

The broad conservation wins began with passage of the Great American Outdoors Act (GAOA). GAOA includes \$900 million per year every year for the Land and Water Conservation Fund (LWCF) and \$12 billion over five years for backlog maintenance on national parks and public lands.

Then in October Congress again passed a large conservation package, America's Conservation Enhancement Act (ACE) which, amongst other initiatives, reauthorizes the North American Wetlands Conservation Act (NAWCA) at \$300 million for 5 years.

FARM BILL

On October 1 2020, 5.4 million acres of Conservation Reserve Program (CRP) grasslands expired. USDA's Farm Service Agency did enroll 3.4 million acres into general CRP, 1.2 million acres into the grassland program, and there are ongoing acres enrolled in continuous CRP practices.

However, this all points to another net loss of CRP, with USDA not achieving the congressional target

cap of 27 million total acres. We continue to pressure USDA for significant enrollment in 2021 to meet the goals Congress put in place, and that PF supported in the 2018 Farm Bill.

In contrast to lagging CRP enrollment, the Natural Resources Conservation Service (NRCS) is on track for implementing other key Farm Bill programs. Conservation programs like Environmental Quality and Incentives Program (EQIP, about \$2 billion per year) and easement programs (about \$500 million per year) are at historic funding and implementation levels.

In addition, under NRCS's Working Lands For Wildlife (WLFW) initiative, we anticipate increased interest and funding for pheasants, prairie grouse, pollinators, bobwhite quail, western quail and other species under these funding pools.

GRASSLANDS AND CLIMATE

The Sportsmen and Sportswomen's Climate Statement, which focuses on natural solutions as a key component of climate resiliency, was officially released in October of 2020 and a website (ourlandwaterwildlife.org) was published to define the role of



natural solutions. Our PF & QF policy web page (pheasantsforever.org/ConservationPolicy) now reflects the organization's climate position and efforts; this page also provides a place for you to get regular updates on all our policy work.

THE FUTURE

PF continues to look for new channels to expand grasslands policy. We are considering new opportunities to engage in climate policy as it relates

to Farm Bill, and other legislation and funding sources. We endorse voluntary conservation programs and policies that economically support farmers, ranchers and landowners, while enhancing habitat and recreational access opportunities.

The work will continue full speed in 2021. When you see a call-to-action request on any policy issue, please take the time to connect with your elected officials. Your grassroots voice is critical: When you speak up, wildlife and conservation win!



CHAPTERS CONTRIBUTING \$10,000 OR MORE TO LEGISLATIVE ACTION FUND 2020	
Racine County (WI)	\$25,000
Northern Colorado (CO)	\$20,000
Plymouth County (IA)	\$20,000
Adair County (IA)	\$20,000
Southeastern Wisconsin (WI)	\$10,001
Tri-County (MN)	\$10,000
McLeod County (MN)	\$10,000
Nobles County (MN)	\$10,000
Winnebago/Hancock (IA)	\$10,000
Pipestone County (MN)	\$10,000
Northern South Dakota (SD)	\$10,000
Grand Valley (MI)	\$10,000
McKenzie County (ND)	\$10,000
High Plains (NE)	\$10,000
Northern Polk (IA)	\$10,000
Yankton Area (SD)	\$10,000
Seward County (NE)	\$10,000
Saline County Uplanders PF/QF (KS)	\$10,000
Sheridan/Johnson County (WY)	\$10,000
Osborne County (KS)	\$10,000
Pheasant Country (SD)	\$10,000
Pikes Peak (CO)	\$10,000
Rock Creek (NE)	\$10,000
GRAND TOTAL	\$275,001



MARISSA JENSEN

WHEN THE HUNTING HERITAGE MISSION CALLS, YOU ALWAYS ANSWER

2020 brought challenging times. But even through the worldwide Covid-19 pandemic, the commitment to share our hunting heritage, outdoor traditions and passion for upland habitat has been carried on undaunted. Chapters, partners, sponsors and supporters have all answered the call and collectively helped us deliver this part of Pheasants Forever's mission in innovative ways, while contributing financially at an unprecedented level.

The goal for our education & outreach (E&O) efforts is to cultivate new generations of informed and engaged hunter-conservationists. Tools include a combination of authentic experiences, training events and strategic partnerships. Collectively, chapters and our team hosted 737 safe outreach events in 2020 that provided opportunities to 80,000 youth, families and interested adults across the country.

Regardless of a person's age, gender or cultural experience, our E&O mission offers three paths for engagement:

HABITAT EDUCATION

Create a public that appreciates and supports wildlife habitat and

the benefits it provides to clean air and water, soil conservation and our overall quality of life.

CONSERVATION LEADERSHIP

Cultivate generations of engaged and informed conservation leaders in communities across the country.

HUNTING HERITAGE

Recruit, Retain and Reactivate (R3) new generations of hunter-conservationists through strategic initiatives and hands-on events.

In addition, 683 current hunters (both men and women) recognized their responsibility to share their appreciation for the outdoors by taking our mentor pledge. They took someone else under their wings and got them out hunting. They shared their knowledge, skills and time to recruit, retain and reactivate hunter conservationists. Imagine the impact we could have if each one of us did the same.

Chapters once again answered our call for contributions to our No Child Left Indoors initiative by contributing more than \$657,000 toward our youth and

family engagement strategies. Historically, those dollars are matched several times and put to work developing programs, training opportunities for volunteers and partners, and national outreach efforts.

In 2020, those contributions were critical in providing an opportunity during the Covid-19 pandemic to develop new and safe forms of engagement such as virtual habitat-ed events, the hunter mentor challenge and a host of new training and engagement resources. Without those contributions, and match supplied by sponsors and supporters, we would not have accomplished the benchmarks shared above.

To all of those of you who provided solutions to challenges and answered the call of the uplands over the past year, thank you! We couldn't have achieved the accomplishments shared in this report without you. Those challenges will never stop, and we need you now more than ever.

To those who haven't answered that call, consider this: If those of us who care deeply about wild places, our beloved uplands, the wildlife that live there and our upland traditions don't take action, who will?

THE UPLAND HABITAT MISSION CALLED. YOU DELIVERED.

In many ways, it's hard to believe the accomplishments the entire Pheasants Forever family delivered amid a global pandemic. Covid-19 could have brought everything to a stop. But you, as the member and the volunteer and the chapter leader and the valued donor, would not let that happen. Creativity, grit, determination and your dollars ... it all came into play into putting more upland habitat in the ground, creating more public lands upon which to hunt and recreate, and getting more new hunters in the field to carry on the conservation tradition. Thanks for a great 2020, and here's to an even better 2021.

CHAPTERS CONTRIBUTING \$10,000 OR MORE TO NO CHILD LEFT INDOORS™ 2020	
Five Valleys (MT)	\$35,000
Plymouth County (IA)	\$20,000
Adair County (IA)	\$20,000
Cedar River Ringnecks (NE)	\$15,000
Kinnickinnic (WI)	\$10,000
Little Blue River (NE)	\$10,000
East Medicine (MN)	\$10,000
McKenzie County (ND)	\$10,000
Plains Sportsman (NE)	\$10,000
Dakota/Thurston (NE)	\$10,000
Saline County (NE)	\$10,000
Llano Estacado (TX)	\$10,000
Northern Colorado (CO)	\$10,000
GRAND TOTAL	\$180,000

THANK YOU TO OUR CORPORATE SPONSORS

