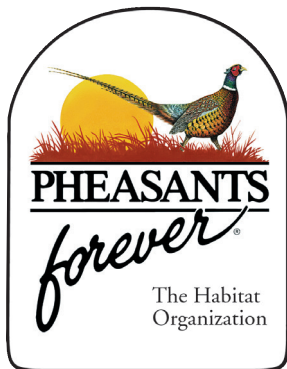




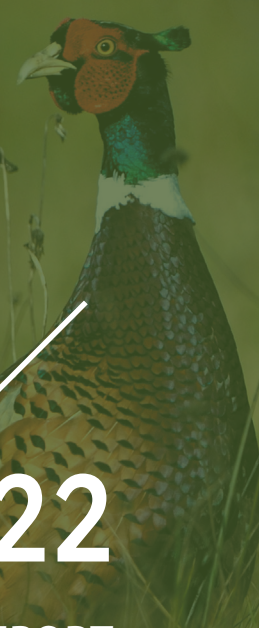
The mission is habitat, the goal is **FOREVER**



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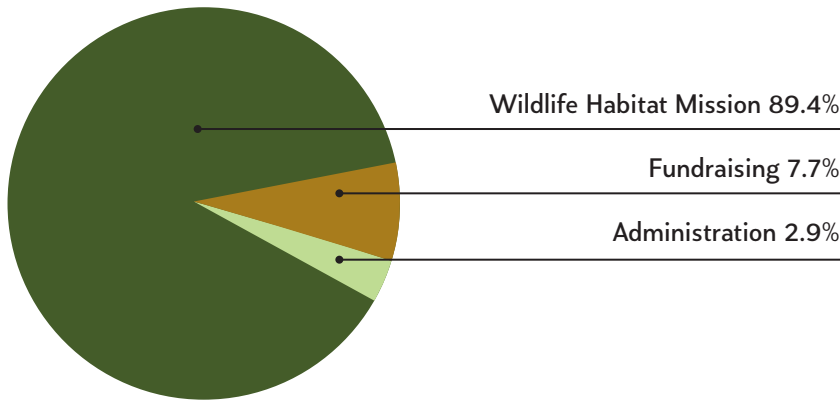




## MISSION STATEMENT

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

## WHERE YOUR DOLLARS GO



## REVENUE DATA | FISCAL YEAR 2022

2022 Revenue	\$103,848,769
2022 Mission Spending	\$88,292,280
2022 Total Spending	\$98,767,635

## ACHIEVEMENTS SINCE 1982

**24 MILLION+**  
ACRES IMPACTED

**575,300+**  
HABITAT PROJECTS

**1,771**  
LAND ACQUISITIONS

**225,382**  
ACRES ACQUIRED  
& MADE PUBLIC





**FIND YOUR CALL. OWN YOUR CALL. SHARE YOUR CALL.**

Across this country. Across state lines, areas of interest and income brackets. No matter what we bring — or what brings us — to the uplands, we each find ourselves here. In a time when division can happen, those of us who share this passion have found something powerful to unite us: The Pheasants Forever Mission.

2022 was a big year for that mission, as you will see in the coming pages of this annual report.

It was also the year your passion, generosity and hard work came together to make the Call of the Uplands® campaign the most significant and successful fundraising campaign in Pheasants Forever's 40-year history. We raised more than \$565 million, and

we restored, enhanced and protected more than 11 million acres of critical wildlife habitat on private and public lands — exceeding our original goal of 9 million acres during the six years of the campaign.

When the uplands called, you answered.

It is gratifying to reflect on the success of 2022 here, and to celebrate accomplishments of the entire Call of the Uplands campaign on the pages that follow. And yet, as a key part of the Pheasants Forever family, you know what really matters: What is yet to come.

A successful campaign isn't the end of the story we're writing together ... one acre, one bird, one unforgettable moment at a time. It is just the end of a chapter. The true power and significance of what we accomplished together lies ahead.

Over the past six years, all of us have stepped up, using our voices, talents and resources in better, more efficient, unprecedented ways — and it shows in what we accomplished together for Pheasants Forever, for our country and for our wild places. We have so much to be proud of. Let's keep the spirit of Call of the Uplands alive.

We are drawn to the uplands for different reasons. But we are united in our mission to ensure this land and

the wildlife it sustains thrives — today, and always. These are our uplands. This is your legacy.

What do you cherish most about the experiences our wild lands offer? What do you want to do to ensure these experiences endure for generations? How do you want to be remembered? What ideas do you have that you haven't yet been able to bring to life?

Find your call — by determining where your passions, talents and interests overlap with PF's enduring mission and most urgent work.

Own your call — by putting your skills, talents and resources to work for PF in new, different or more significant ways.

Share your call — by telling your story in ways and places that inspire others to get involved.

For the lands we treasure and for all who treasure them: Find your call. Own your call. Share your call.

Because the mission is habitat and the goal is forever.

Howard K. Vincent  
President and CEO, Pheasants Forever



## UPLAND HABITAT AND PUBLIC ACCESS ALWAYS AT THE CORE OF THE MISSION

Habitat is the mission at Pheasants Forever. Everything we do as a PF team — volunteers, chapter leaders, employees, supporters and partners — comes down to upland habitat for our namesake ring-necked pheasant and all the other wildlife that benefits with it.

As you can see in the charts included on these pages, 2022 was another great year. In total, Pheasants Forever created and improved nearly 2.5 million acres of pheasant and upland wildlife habitat. It was the organization's third year in a row of double-digit growth in that key measurable.

What is not included in that number is this critical aspect of our work: creating public access to the habitat created.

In 2022, we renewed and leaned into our ongoing focus on that angle of the habitat equation — making sure more people have more access to more wild places ... whether those lands are new publicly owned acres, or private acres open to hunting through walk-in access programs.

PF remains active in partnering with a variety of states. Some examples? Nebraska's Open Fields and Waters program. Community-based habitat and access programs in

South Dakota. Corners for Wildlife in Kansas and Colorado.

We are also excited about the continued growth of our technical assistance program. Our ever-growing team of Farm Bill biologists are in the field every day in the pheasant range, helping landowners navigate what programs to use to help put vital upland habitat in the ground ... and then get the work done.

Pheasants Forever and Quail Forever now employ the most wildlife biologists of any private organization in the country, and are second only behind the United States Fish and Wildlife Service in number of biologists on staff. Our partnerships with the USDA's Natural Resources Conservation Service, state wildlife agencies, and others, remain the backbone of this program.

Creating permanently protected lands remains integral to the core of the Pheasants Forever habitat mission. PF remains ever-committed to acquiring the right kinds of lands for wildlife, restoring them into upland habitat, and then turning those acres over to state and federal partners as wildlife management areas, game production areas, waterfowl production areas and more.

As with private lands, these public places need habitat management too. Uplands remain vibrant and

productive only through prescribed fire, grazing, brush and tree cutting, mowing, new plantings and other work that keeps habitat renewed. In 2022 we continued expanding our Habitat Specialist program across the pheasant range, supporting state wildlife agencies and USFWS in managing public lands.

As we look ahead to 2023 and beyond, upland wildlife habitat — and access to it — remains the core of the PF mission. But our work benefits so much more: We are committed to communities and economies across the pheasant range that benefit when hunters show up during pheasant season ... when lifetime memories are made in the field for families and friends.

Habitat is forever the PF mission. Onward we go.







AARON BLAGK-SCHMIDT

**FARM BILL BIOLOGIST  
PROJECTS 2022**  
Acres Impacted = 1,789,410  
Landowner Contacts = 37,915

**TOP 25 PF CHAPTERS  
NESTING COVER  
ACRES 2022**

Clayton County (IA).....	1,525
Fayette County (IA).....	1,444
Allamakee County (IA).....	1,005
Elkhorn Valley (NE).....	801
Yankton Area (SD).....	772
Mitchell Co. Pioneer (IA).....	690
Otter Creek (IL).....	678
Delaware County (IA).....	614
Washington County (IA).....	560
Sugar River Valley (WI).....	533
Black Hawk County (IA).....	510
Hardin County (OH).....	503
Shiawassee County (MI).....	480
Great Plains (NE).....	430
Buchanan County (IA).....	386
Williams County (OH).....	380
Oregon Trail (NE).....	348
Mercer County (OH).....	347
Poweshiek County (IA).....	342
Erie/Ottawa/Sandusky (OH).....	340
Cody Ringnecks (NE).....	335
Ida County (IA).....	324
Chickasaw Co. Pioneer (IA).....	324
Sac County (IA).....	321
Wyandot County (OH).....	294

**PF CHAPTER HABITAT STATISTICS (FISCAL YEAR 2022)**

<i>PROJECTS</i>	<i>2022</i>	<i>SINCE 1982</i>
<b>FOOD PLOTS</b>		
Projects	4,694	300,988
Acres Covered	82,872	2,206,094
Dollars Spent	\$16,190,627	\$289,494,627
<b>NESTING COVER</b>		
Projects	1,727	161,163
Acres Covered	25,380	3,192,458
Dollars Spent	\$17,410,798	\$226,817,390
<b>WOODY COVER</b>		
Projects	48	52,267
Acres Covered	201	127,709
Dollars Spent	\$692,000	\$24,715,144
<b>WETLANDS</b>		
Projects	53	4,180
Acres Covered	612	87,696
Dollars Spent	\$2,148,488	\$13,904,280
<b>LAND ACQUISITIONS</b>		
Number	14	1,606
Acres Covered	1,824	201,458
Dollars Spent	\$17,683,141	\$272,122,942
<b>MAINTENANCE</b>		
Projects	1,286	<i>Since 1999</i> 56,703
Acres Covered	33,677	3,691,997
<b>EQUIPMENT</b>		
Dollars Spent	\$760,055	\$20,470,152
<b>PUBLIC AWARENESS AND EDUCATION</b>		
Dollars Spent	\$6,719,777	\$119,244,268



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## CHAPTERS REMAIN THE HEARTBEAT OF PF

\$1,149,554,364. For the past 40 years, the chapters of Pheasants Forever and Quail Forever have allocated more than \$1.1 billion toward our our habitat mission. Yes, that's *billion* with a B.

And that's exactly the reason chapters are the heartbeat of our organization.

Without question, our volunteers are the most dedicated and giving individuals in the conservation world. Our grassroots model entrusts our chapters to not only raise locally generated dollars, but most importantly, strategically allocate 100 percent of those funds toward mission-impacting endeavors in their own communities.

So, what does \$1.1 billion get you?

- More than 600,000 habitat projects impacting 10 million acres.
- More than 1,700 land acquisitions that have protected or created critical wildlife habitat for public access ... forever.
- And hundreds of thousands of new hunters introduced to our beloved heritage.

A billion-plus dollars didn't arrive in one check.

- It came from a volunteer in Minnesota taking their lunch break to walk Main Street and ask local businesses for a donation for

the upcoming banquet.

- It came from a volunteer in Pennsylvania sitting all weekend at a sport show selling raffle tickets for a gun.
- It came from volunteers in North Dakota meeting the first Tuesday of every month, planning and preparing for golf outings, sporting clay shoots and other fundraisers.

None of this is glamorous. None of this made the news. But collectively, it has made us the strongest and most impactful conservation organization on the planet. Through blood, sweat and tears, Pheasants Forever and Quail Forever volunteers have dedicated their lives to conserving pheasants, quail and other upland wildlife.

Not for fame and certainly not for compensation, our chapter volunteers have been the foundation of this organization for 40 years and will be for the next hundred.

Our chapters have Answered the Call during our Call of the Uplands® campaign.

- Our chapters not only rebounded after Covid, but flourished. From winter survival food plots to native grass seedings, PF chapters continue to fund, install and assist on thousands of habitat projects a year.
- Chapter funding builds wildlife management areas and private-lands access programs

throughout the country — places open to all hunters.

- Our Farm Bill biologist program depends on chapter support, as do as our advocacy efforts on both state and federal programs.

Chapters drive dollars into these programs, which ultimately creates habitat in their backyards.

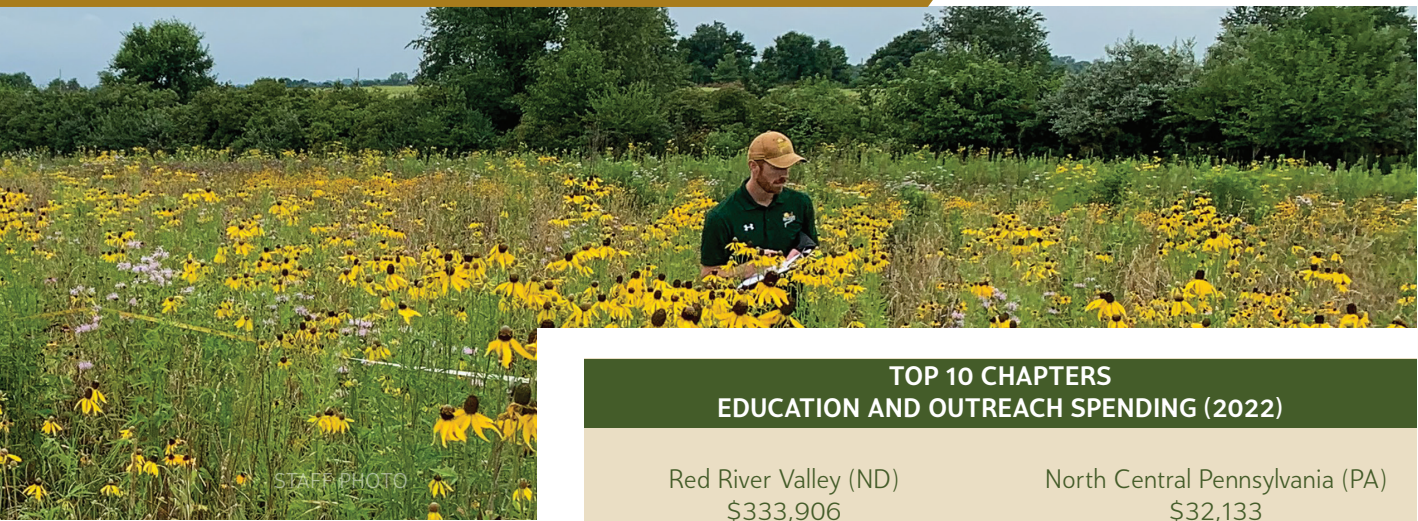
During the Call of the Uplands campaign, our chapters have evolved. Our youth mentor hunts continue, but we also inspire new adult hunters to our outdoor heritage. Through targeted events, chapters are opening their arms to younger and more diverse audiences. Chapters have embraced new technologies that don't restrict becoming a member of the organization based on the individual's ability to attend the annual banquet.

While much has been accomplished, the uplands have never needed us more. Until we can say, "We have too many pheasants," or "There is too much quality upland habitat for my dog and me to hunt," our job is not finished.

Thank you, all chapters and volunteers, for all you did in 2022 and all you are doing in 2023. You are the heartbeat of the Pheasants Forever mission. If you aren't a volunteer yet and want to be part of life-impacting and meaningful experiences, please consider Answering the Call this year. Because forever starts now.



## CHAPTERS



STAFF PHOTO



### TOP 10 CHAPTERS EDUCATION AND OUTREACH SPENDING (2022)

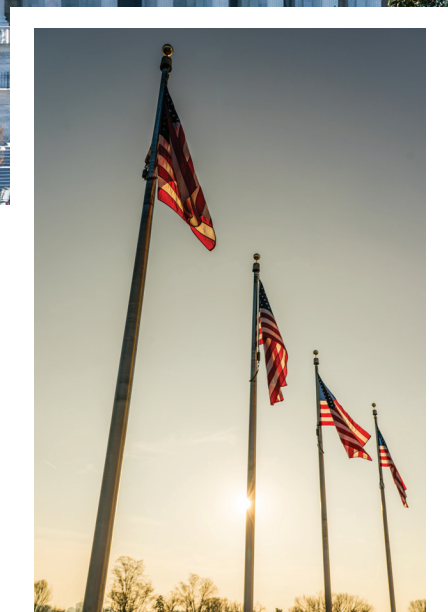
Red River Valley (ND)	\$333,906	North Central Pennsylvania (PA)	\$32,133
Stearns County (MN)	\$106,403	Poweshiek County (IA)	\$29,805
Lincoln Heritage (IL)	\$61,374	East Medicine (MN)	\$28,628
Flathead Valley (MT)	\$58,658	Iowa County (IA)	\$27,584
Cedar River Ringnecks (NE)	\$35,407	Plymouth County (IA)	\$25,310

### CHAPTERS SPENDING \$50,000 OR MORE ON HABITAT (2022)

Phillips County (CO)	\$277,055	Black Hawk County (IA)	\$83,659
Fayette County (IA)	\$268,888	Crawford County (IA)	\$82,781
Clayton County (IA)	\$213,345	Erie/Ottawa/Sandusky (OH)	\$73,988
Yuma County (CO)	\$208,378	Northeast Indiana (IN)	\$73,671
Nobles County (MN)	\$170,538	Pheasant Country (SD)	\$68,238
Mitchell County Pioneer (IA)	\$124,025	Delaware County (IA)	\$68,030
Sugar River Valley (WI)	\$116,475	Otter Creek (IL)	\$59,675
Washington County (IA)	\$105,163	Shelby County (IA)	\$58,511
Butler County (IA)	\$102,222	Columbia/Marquette (WI)	\$57,647
Buchanan County (IA)	\$98,180	Winnebago/Hancock (IA)	\$55,568
Pierre/Fort Pierre (SD)	\$97,908	Plymouth County (IA)	\$53,896
Sibley County (MN)	\$85,585	Eaton County (MI)	\$53,006

### TOP 10 MEMBERSHIP CHAPTERS (BANQUET MEMBERSHIPS 2022)

Pheasant Country (SD)	639
Northern South Dakota (SD)	453
Bay/Midland (MI)	361
St Clair County (MI)	332
Grand Valley (MI)	320
Macomb County (MI)	316
Cherokee County (IA)	313
Ida County (IA)	299
Dickinson County (KS)	297
Plymouth County (IA)	292



## MAKING THE CALL OF THE UPLANDS HEARD

To begin, the Pheasants Forever and Quail Forever Government Affairs team thanks all Legislative Action Fund donors — chapters and individuals alike, at every giving level — for helping us achieve another successful year. Nothing in Washington is accomplished without a groundswell of support. Thank you!

Our members can be proud to know that their support of the North American Grasslands Conservation Act resulted in a bill introduction in the U.S. Senate: a remarkable feat!

On the very day of bill introduction, our National Youth Leadership Council was in D.C. advocating for PF & QF legislative priorities. They were on-site to see our work and our mission in action. Our charge in the next Congress will be to introduce bipartisan bills in both the House and Senate, and advance them as far as we can in the 2-year legislative cycle.

The Recovering America's Wildlife Act (RAWA) made it very close to the finish line this Congress. RAWA passed out of the House on a bipartisan vote, and out of the Senate Environment and Public Works Committee. The PF & QF

Government Affairs team worked with our partners to include RAWA at the end of 2022 as part of the Omnibus package, but it fell short of final inclusion. RAWA enters the 2023 legislative cycle as a priority conservation initiative for Congress.

As we enter 2023, all eyes will be on reauthorization of the Farm Bill, which expires at the end of September. The 2018 Farm Bill provided nearly \$30 billion in funding for conservation programs, and one of our top priorities for 2023 is to ensure this important funding remains in the conservation title.

The Government Affairs team, in coordination with other PF & QF staff and our partners, has been working to develop our principles and priorities for Farm Bill reauthorization, to share with Agriculture Committee members and staff.

In addition to funding, Farm Bill reauthorization presents an opportunity to advance key policy priorities related to program policy and delivery, including for the Conservation Reserve Program (CRP), Environmental Quality Incentives Program (EQIP), Regional Conservation Partnership Program (RCPP) and others.

In 2022, several Farm Bill

conservation programs received a significant influx of funding through the Inflation Reduction Act, totaling nearly \$20 billion to be spent on private lands conservation. We are committed to helping USDA deliver and implement this funding, and look forward to working with Congress to build on this historic investment in priority programs.

Finally, the Government Affairs team expanded their roles with their appointments to several key Federal Agency Advisory Committees, including the Collaborative Forest Landscape Restoration Program Advisory Committee, the Hunting and Wildlife Conservation Council and the North American Wetlands Conservation Council (NAWCA). It is critical to have a strong voice for pheasants, quail and all upland wildlife on these key committees.





PF & QF Government Affairs team, from left: Andrew Schmidt, Bethany Erb and Jim Inglis.

**CHAPTERS CONTRIBUTING \$10,000 OR MORE TO LEGISLATIVE ACTION FUND (2022)**

Northern Colorado (CO)	Pipestone County (MN)	Saline Co. Uplanders PF/QF (KS)
\$25,395	\$10,000	\$10,000
Phillips County (CO)	St. Clair County (MI)	Sheridan/Johnson Co. (WY)
\$25,000	\$10,000	\$10,000
Pheasant Country (SD)	Northern South Dakota (SD)	Macomb County (MI)
\$25,000	\$10,000	\$10,000
Mile High (NE)	Dubuqueland (IA)	Fox River Valley (WI)
\$15,000	\$10,000	\$10,000
Heartland (NE)	Grand Valley (MI)	Mondak (ND)
\$13,000	\$10,000	\$10,000
Clayton County (IA)	Kinnickinnic (WI)	Pelican River (MN)
\$11,000	\$10,000	\$10,000
Capital City (MI)	Washtenaw County (MI)	Rock Creek (NE)
\$11,000	\$10,000	\$10,000
Pikes Peak (CO)	Southeastern Wisconsin (WI)	Nicollet County (MN)
\$10,730	\$10,000	\$10,000
Tri-County (MN)	McKenzie County (ND)	James Valley (ND)
\$10,000	\$10,000	\$10,000
McLeod County (MN)	High Plains (NE)	Southwest Indiana (IN)
\$10,000	\$10,000	\$10,000
Stearns County (MN)	Four Seasons (NE)	Llano Estacado (TX)
\$10,000	\$10,000	\$10,000
Black Hawk County (IA)	Republican Valley (NE)	
\$10,000	\$10,000	



## HELPING OTHERS FIND THEIR OWN PATH TO THE UPLANDS

Forever is a long time. It never ends. And neither can our mission.

Pheasants Forever and Quail Forever is committed to working with chapters, volunteers, partners and land managers to share our passion and appreciation for pheasants, quail and wild upland places. Outdoor and hunting heritage are critical to the core habitat mission. We:

- Recruit, retain and reactivate hunters (R3), and cultivate them into hunter conservationists.
- Make wildlife habitat relevant and important to communities by engaging them in our conservation mission.
- Inspire generations of conservation advocates and leaders.
- Advise and guide landowners and land managers on how to steward high-quality wildlife habitat on their lands, while complementing other desired priorities.

By providing a variety of opportunities to experience the uplands, we inspire individuals to find their own unique “path to the uplands.” Our three Path to the Uplands pillars — Habitat Education, Conservation Leadership and Hunting Heritage — help PF &

QF grow and innovate in engaging new audiences in new locations.

### HABITAT EDUCATION

Milkweed in the Classroom is a turnkey habitat education program available to educators and students in the classroom. Program support includes all materials needed to grow native plants (seed, soil, planting containers, grow light) and a curriculum that meets all national science standards. This program now reaches more than 140 classrooms across 16 states.

National Pollinator Week is celebrated the last full week in June all over the world. The awareness created during this week helps connect the dots for the general public on how quality pollinator habitat equals vital brood-rearing habitat for pheasants and quail. Our pollinator week celebration includes an online campaign and the sale of pollinator kits that can be used by families, chapters, clubs and schools to create pollinator habitat in their own backyard. This past year alone we engaged in hands-on habitat work across 40 states.

### CONSERVATION LEADERSHIP

Our National Youth Leadership Council has long been the flagship

of our Conservation Leadership efforts. In 2022 we launched the pilot for Journey to Conservation Careers, a program that will provide opportunities for an unlimited number of high school students to explore conservation principles and careers through a variety of online modules and curriculum.

Our Women on the Wing initiative is growing. It engages women conservationists in hunting and the shooting sports. Thanks to incredible chapter volunteers, generous partners and hard-working staff, we’ve held over 100 hunter R3 events, inspiring more than 1,500 participants in 22 states.

### HUNTING HERITAGE

One-day learn to hunt events were the original outreach events hosted by chapters. In 2022 we expanded to weekend and multi-day learn to hunt experiences for targeted audiences. These events build friendships and develop a network of support for participants to continue their path to becoming self-identified hunter-conservationists.

And we have harnessed the power of 12 million licensed hunter-conservationists across the country by annually offering a mentor pledge, a formal commitment by current hunters to share their knowledge and skills with novice or lapsed hunters.





MATT ADDINGTON

All this is made possible by you – Pheasants Forever volunteers, partners, sponsors and supporters. Collectively in 2022, we hosted almost 2,000 events that opened the gates for 106,657 people to find their own Path to the Uplands.

**THE MISSION IS HABITAT AND THE GOAL IS FOREVER**

Looking back is fine.

2022 was a good year for Pheasants Forever and its mission, and for closing out the monumental Call of the Uplands campaign.

But looking ahead is better.

The uplands will continue to call. To all of us.

We will hear it in the cackle of our namesake bird, the ring-necked pheasant, on a fine spring morning. We will hear it in the buzz of bumblebees on wildflowers on a warm summer afternoon. We will hear it in our own voices when we shout “Hen!” and wish her well, on the last flush at sunset of an autumn evening.

The habitat mission endures. It is forever.

**CHAPTERS CONTRIBUTING \$10,000 OR MORE TO PATH TO THE UPLANDS™ (2022)**

Red River Valley (ND) \$80,000	High Plains (NE) \$10,000
Five Valleys (MT) \$55,000	Seward County (NE) \$10,000
Mile High (NE) \$15,000	Northern Colorado (CO) \$10,000
Four Seasons (NE) \$11,000	Mondak (ND) \$10,000
Kinnickinnic (WI) \$10,000	Northwest Suburban (MN) \$10,000
East Medicine (MN) \$10,000	Mid-Dakota (SD) \$10,000
McKenzie County (ND) \$10,000	Red Hills (FL) \$10,000

**THANK YOU, PHEASANTS FOREVER CORPORATE SPONSORS**

