



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



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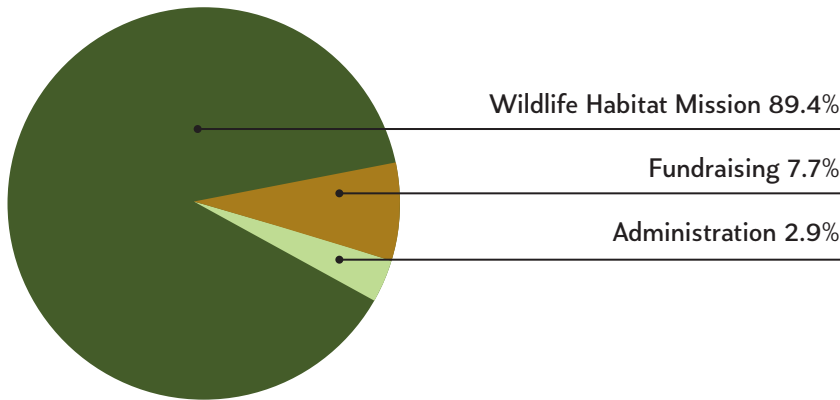
ANNUAL REPORT



MISSION STATEMENT

Quail Forever’s mission is to conserve quail, pheasants 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

QF & PF COMBINED
SINCE 1982

24 MILLION+
ACRES IMPACTED

575,300+
HABITAT PROJECTS

1,771
LAND ACQUISITIONS

225,382
ACRES ACQUIRED
& MADE PUBLIC



CHAD LOVE



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 Quail 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 our most significant and successful fundraising campaign. 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 Quail 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 Quail 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 QF's enduring mission and most urgent work.

Own your call — by putting your skills, talents and resources to work for QF 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, Quail Forever



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

Habitat is the mission at Quail Forever. Everything we do as a QF team — volunteers, chapter leaders, employees, supporters and partners — comes down to upland habitat for our upland birds and all the other wildlife that benefits with them.

As you can see in the charts included on these pages, 2022 was another great year. In total, PF & QF combined created and improved nearly 2.5 million acres of 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.

QF remains active in partnering with a variety of states. Some examples? Nebraska's Open Fields and Waters program. Walk-in hunting programs in Texas and Oklahoma. 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 quail 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 Quail Forever habitat mission. QF 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 quail 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 QF mission. But our work benefits so much more: We are committed to communities and economies across the quail range that benefit when hunters show up during quail season ... when lifetime memories are made in the field for families and friends.

Habitat is forever the QF mission. Onward we go.



JENNIFER WARD

**TOP 10 QF CHAPTERS
MAINTENANCE ACRES
2022**

| | |
|----------------------------|-------|
| Ventura County (CA) | 5,120 |
| Cherokee Strip QF/PF (OK) | 1,780 |
| SE. North Carolina (NC) | 1,462 |
| Southern Arizona (AZ) | 690 |
| SC Quail Forever (SC) | 380 |
| Shortgrass (MO) | 330 |
| Flint River (GA) | 300 |
| Mark Twain (MO) | 276 |
| Red Hills (FL) | 250 |
| Missouri River Valley (MO) | 226 |

**TOP 10 QF CHAPTERS
NESTING COVER ACRES
2022**

| | |
|----------------------------|-----|
| Otter Creek (IL) | 678 |
| Central Nebraska (NE) | 252 |
| Wachtel Fur Immer (NE) | 101 |
| County Line (IL) | 88 |
| Fescue Fighters (IL) | 60 |
| Little Bluestem (IL) | 56 |
| Snake River (ID) | 50 |
| Missouri River Valley (MO) | 50 |
| Cherokee Strip QF/PF (OK) | 36 |
| Midlands (SC) | 33 |

**TOP 10 QF CHAPTERS
FOOD PLOT ACRES
2022**

| | |
|--------------------------|-------|
| Music City (TN) | 2,513 |
| 2C Quail Forever (MO) | 1,728 |
| Wyota (MO) | 1,636 |
| Mark Twain (MO) | 1,528 |
| Heart of the Ozarks (MO) | 1,125 |
| Northern Kentucky (KY) | 1,040 |
| Beaver Pond (NC) | 875 |
| Conecuh Forest (AL) | 810 |
| St Louis (MO) | 720 |
| Kentucky Lake (TN) | 699 |



FARM BILL BIOLOGIST PROJECTS 2022

Acres Impacted = 599,538
Landowner Contacts = 15,955





CHAPTERS REMAIN THE HEARTBEAT OF QF

\$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 volunteers taking the time out their busy lives to help with the often hard and time-consuming business of doing

whatever it takes to help plan and prepare successful banquets in their communities.

None of this is glamorous. None of this makes 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 quail, pheasants 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, QF 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 quail," 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 Quail 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.



JASON JONES

**TOP 10 CHAPTERS
HABITAT SPENDING (2022)**

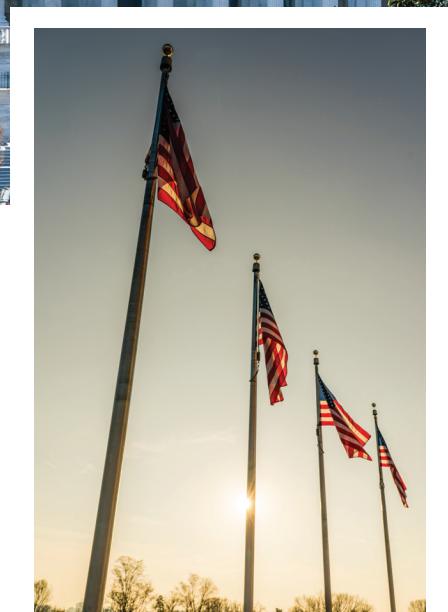
| | |
|--|-----------------------------------|
| Otter Creek (IL) \$59,675 | Music City (TN) \$22,037 |
| West Central Indiana (IN) \$49,008 | Indian Territory (OK) \$14,000 |
| Missouri River Valley (MO) \$32,242 | Llano Estacado (TX) \$13,434 |
| Southwest Georgia (GA) \$28,654 | Conecuh Forest (AL) \$13,073 |
| Southern Arizona (AZ) \$26,066 | Kentucky Lake (TN) \$12,331 |



JAKE MCCLAIN

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

| | |
|------------------------------------|-------------------------------------|
| Smoky Mountain (TN) \$16,274 | North Fork (OK) \$11,726 |
| Little Bluestem (IL) \$14,740 | Great River (IA) \$10,696 |
| Northern Kentucky (KY) \$14,071 | Southern Wyoming (WY) \$10,600 |
| Red Hills (FL) \$11,886 | Big Hill CSC (OK) \$10,500 |
| Wachtel Fur Immer (NE) \$11,858 | K-16 Quail Forever (KS) \$10,234 |



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 quail, pheasants and all upland wildlife on these key committees.



AARON BLACK SCHMIDT

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



QF CHAPTERS CONTRIBUTING \$3,000 OR MORE TO LEGISLATIVE ACTION FUND (2022)

| | | | |
|-------------------------|----------|-------------------------|---------|
| Llano Estacado (TX) | \$10,000 | K-16 Quail Forever (KS) | \$3,000 |
| Southwest Indiana (IN) | \$10,000 | Lincolmland (IL) | \$3,000 |
| Wachtel Fur Immer (NE) | \$6,000 | Marion County (KS) | \$3,000 |
| North Georgia (GA) | \$5,000 | Music City (TN) | \$3,000 |
| Sandy Ridge (AR) | \$5,000 | Otter Creek (IL) | \$3,000 |
| Southwest Georgia (GA) | \$5,000 | Route 36 (KS) | \$3,000 |
| East Texas Gateway (TX) | \$3,000 | | |



HELPING OTHERS FIND THEIR OWN PATH TO THE UPLANDS

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

Quail Forever and Pheasants 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.



CHAD LOVE

All this is made possible by you — Quail 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 Quail 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 the whistle of a bobwhite 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 the flush of a covey on a fine springmorning.

The habitat mission endures. It is forever.

QUAIL FOREVER CHAPTERS CONTRIBUTING \$3,000 OR MORE TO PATH TO THE UPLANDS™ (2022)

| | | | |
|----------------------------|-------------|-----------------------------|------------|
| Red Hills (FL) | \$10,000.00 | St Louis (MO) | \$3,000.00 |
| Wachtel Fur Immer (NE) | \$6,000.00 | Lake Country (VA) | \$3,000.00 |
| Great River (IA) | \$5,000.00 | Ventura County (CA) | \$3,000.00 |
| Ridgecrest (CA) | \$5,000.00 | K-16 Quail Forever (KS) | \$3,000.00 |
| Southwest Georgia (GA) | \$5,000.00 | Adams County Sportsman (OH) | \$3,000.00 |
| North Georgia (GA) | \$5,000.00 | Crown City (OH) | \$3,000.00 |
| Missouri River Valley (MO) | \$3,000.00 | | |

THANK YOU, QUAIL FOREVER CORPORATE SPONSORS

