



2025 Annual Report

CONNECT

Everything Pheasants Forever does is about connecting:

- Wildlife, including our namesake bird, to habitat.
- Habitat to habitat.
- People to conservation.
- Hunters and other recreationists to access.
- Youth and not-yet hunters to hunting and conservation.
- Voices to advocacy efforts for wild things and places that don't have a voice.

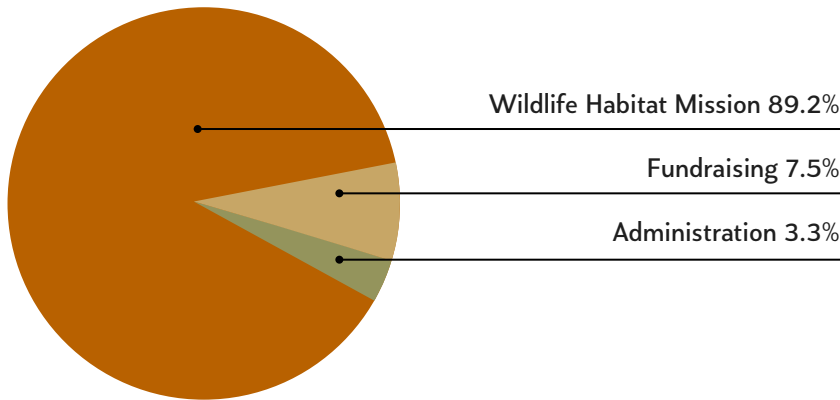
Here's how we as a PF & QF Community connect things that matter ... and how your volunteerism, support and commitment make it all happen.



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



FINANCIAL DATA | FISCAL 2025

Revenue	\$140,684,658
Mission Spending	\$122,617,645
Total Spending	\$137,554,755

HABITAT ACHIEVEMENTS

SINCE 1982

31.6 MILLION+
ACRES IMPACTED

589,900+
HABITAT PROJECTS

1,908
LAND ACQUISITIONS

243,342
ACRES ACQUIRED
& MADE PUBLIC



PRESIDENT'S MESSAGE

and donors work collaboratively, it proves that their investment is multiplied in impact. Funders value partnerships; connecting them with grassroots efforts and individual stories creates shared responsibility and success.

MAKING CONNECTIONS

The key to connecting these groups lies in communication and shared experiences. That's why chapters and our team host field days, habitat classes, youth hunts, banquets, fundraisers and other community events that allow volunteers, donors and funders to see the results firsthand.

Sharing those stories on the pages of our journals, and via video and social media platforms, keeps everyone inspired and engaged. Recognizing contributions publicly fosters pride and reinforces the sense of belonging to a larger mission.

WHY CONNECTIONS MATTER

Upland habitats face increasing pressure. Without coordinated action, we risk losing both wildlife and the cultural heritage of hunting and outdoor recreation. By connecting and uniting volunteers, donors and funders, we create a resilient network that can adapt, grow and protect these landscapes for generations to come.

Together, we will ensure that upland conservation is not just a project but a legacy — built on collaboration, sustained by passion, and celebrated through shared success.

President & CEO
Pheasants Forever and Quail Forever

idea but an active, thriving movement.

DONORS: FUELING THE MISSION

Donors provide the financial resources that make conservation projects possible. Their contributions fund everything from team members to seed, equipment, and educational programs that amplify volunteer efforts.

But donors want more than a transaction — they want connection. When they see the faces behind the work and hear the stories of restored prairies or improved hunting grounds, their investment feels personal. When our donors meet our volunteers, perhaps even by attending habitat days, it strengthens that bond and inspires continued support.

FUNDERS: SCALING THE VISION

Large-scale funders — state and federal agencies, foundations and corporations — bring the capacity to expand conservation beyond local projects. They want to see measurable outcomes, and they want to see how our volunteers and donors work together.

When we show funders how our network of PF & QF team members, volunteers, chapters

CREATING CONNECTIONS

Upland conservation and hunting traditions thrive when people come together with a shared purpose: protecting and restoring habitat, sustaining wildlife, and ensuring future generations can experience the outdoors.

Building strong connections between volunteers, donors and funders is essential to achieving these goals, and is at the root of everything Pheasants Forever and Quail Forever does. Each group plays a unique role. And when their work aligns, the impact can be transformative.

CHAPTERS AND VOLUNTEERS: THE HEART OF CONSERVATION

Volunteers are the boots on the ground. They get their hands dirty. They restore habitat, do prescribed burns and maintain public access areas. Their passion shows up in real-world impact on the land and sends a powerful story to others — one of commitment and community.

Volunteers are our best ambassadors, showing that conservation is not just an

CONNECTING: THE CORE OF THE HABITAT MISSION

Two factors drive the productivity of upland habitat for pheasants and quail.

The first is nesting cover. It is *the* limiting factor for pheasant and quail populations. No nesting habitat equals no bird production, period. PF & QF have recognized this from the start.

But as we evolved, another truth emerged: Connecting habitat blocks creates sustainable, huntable, impactful populations of gamebirds at the zone, state and national levels.

Isolated pockets of upland habitat can produce birds. But complexes of connected upland habitats create the biggest impact.

PF & QF work to build this connectivity on a larger scale. The “Back 40” is still good. But it is even better when reasonably close to, or connected to, another piece of productive habitat.

With some exceptions, most bobwhite quail live their life within a half-mile of where they were hatched; most ring-necked pheasants, about a mile-and-a-half. Without connectivity, weather events (such as winter blizzards) and predator pressure can eliminate an entire population, with no way to repopulate.

For pheasants, the barriers to habitat connectivity are large

expanses of open space — usually agricultural fields without habitat patches, pockets, corners and corridors. A piece of good nesting habitat more than three miles from another, without habitat in between, makes that piece isolated and in danger of losing all its pheasants.

For quail, physical barriers are the primary enemy of habitat connectivity. For bobwhite quail in the Southeast, dense forest prevents quail from moving between pieces of good cover. In the Plains and Midwest, large expanses of open ag fields in winter are often the barrier. In the West, invasive trees — juniper, cedar and mesquite to name a few — can be the culprit. Removing these trees, and better pasture management through rotational grazing plans, are key to improving connectivity.

While PF & QF completed over 180,000 acres of habitat restoration on public lands last year, the majority of our 2.6 million acres of technical assistance and habitat work focused on nesting and brood-rearing habitat on private lands. These private land projects create essential nesting cover and habitat connectivity on the landscape.

Hunters need places to hunt, and these private land acres also feed that purpose. Through our Public Access to Habitat (PATH) program, PF & QF helped secure public hunting access to over 515,000

acres of high-quality habitat on private lands. New initiatives in North Dakota, Oklahoma and Michigan will build on the instant success of PATH in South Dakota and Nebraska.

Our technical assistance also connects hunters to places to hunt via existing walk-in hunting partnerships with other states in the pheasant and quail ranges, with Minnesota, Iowa and Kansas coming to mind.

Connecting hunters to these landscapes also benefits local communities when hunters bring their bird dogs and dollars to local economies.

Permanent protection is another part of the PF & QF habitat mission, with the organization’s total acres protected to-date surpassing 243,000 acres this year. These critical properties serve as permanent habitat “anchors” on the landscape: habitat acres from which other public and private land projects can spoke out and increase the gamebird population potential of the larger area.

Everything PF & QF does is about connections. Birds to habitat. Habitat to habitat. Hunters to access. And rural communities to revenue when hunters come.

Onward we go. Thank you for all you do for The Habitat Organization.



**FARM BILL BIOLOGIST
PROJECTS 2025**

Acres Impacted
= 2,048,356
Landowner Communications
= 43,656

**TOP 25 PF CHAPTERS
NESTING COVER
ACRES (2025)**

Fayette County (IA).....	1123
Mondak (ND).....	1047
Winneshiek County (IA).....	900
Elkhorn Valley (NE).....	873
Dakota Southeast.....	800
Seneca County (OH).....	757
Bay/Midland (MI).....	648
Lincoln Heritage (IL).....	593
Iowa County (IA).....	573
Clayton County (IA).....	500
Corn Country (NE).....	490
Tomorrow River (WI).....	452
Fremont/Mills (IA).....	444
Southwestern Nebraska (NE).....	439
Ida County (IA).....	375
Allamakee County (IA).....	357
Carroll County (IL).....	328
La Salle County (IL).....	262
Montgomery County (IL).....	250
Otter Creek (IL).....	237
Webster County (IA).....	235
Illinois Pioneer (IL).....	229
Eaton County (MI).....	227
Nemaha Valley (NE).....	211
DeWitt County (IL).....	210

PF & QF CHAPTER HABITAT STATISTICS (FISCAL YEAR 2025)

<i>PROJECTS</i>	<i>2025</i>	<i>SINCE 1982</i>
NESTING COVER		
Projects	710	164,457
Acres Covered	18,162	3,245,484
Dollars Spent	\$22,321,468	\$287,483,280
WETLAND RESTORATIONS		
Projects	33	4,345
Acres Covered	410	89,751
Dollars Spent	\$2,038,107	\$23,123,265
WOODY COVER		
Projects	54	52,395
Acres Covered	310	128,473
Dollars Spent	\$4,844,875	\$32,703,347
FOOD PLOTS		
Projects	1,246	307,821
Acres Covered	53,223	2,351,899
Dollars Spent	\$19,491,541	\$339,098,326
LAND ACQUISITIONS WITH CHAPTER INVOLVEMENT		
Number	12	1,651
Acres Covered	941	205,628
Dollars Spent	\$16,992,985	\$341,682,450
MAINTENANCE		
Projects	452	<i>SINCE 1999</i> 59,256
Acres Covered	15,599	3,763,327
EQUIPMENT		
Dollars Spent	\$985,569	\$23,382,456
PUBLIC AWARENESS AND EDUCATION		
Dollars Spent	\$8,188,505	\$143,054,444



CONNECTING WHAT MATTERS MOST

Everything Pheasants Forever and Quail Forever do is about connecting — people, wildlife and landscapes — in ways that make conservation stronger and more enduring.

Across the country, local PF & QF chapters form a vast network of volunteers, supporters and advocates, all pulling in the same direction and building lasting connections that sustain both wildlife and the people who care about it.

CONNECTING WILDLIFE TO HABITAT

At the heart of our mission are the upland birds that define us — pheasants, quail and prairie grouse.

But their stories are tied to something larger: healthy grasslands, clean water, and thriving ecosystems that support countless species. Every acre of habitat restored or improved through PF & QF projects becomes a living connection between wildlife and the places they need to survive ... and thrive.

Through record chapter support of our conservation delivery programs, we are positioned to accelerate our efforts on public and private lands. Our work is more than just grass and cover; it is a

promise that the next generation will still hear the cackle of a rooster or the whistle of a bobwhite.

CONNECTING PEOPLE TO CONSERVATION

Behind every acre of restored habitat stands a community of people — volunteers, landowners, biologists and supporters. PF & QF chapters bring them together, fostering relationships that turn shared values into action.

Banquets, Hands-On Habitat workdays and community events aren't just fundraisers; they are gatherings where people connect over a common purpose — leaving the land better than we found it.

CONNECTING HUNTERS TO ACCESS

Public access is the bridge that links habitat to opportunity. Through initiatives like the Build a Wildlife Area® program, Public Access to Habitat, and state partnerships, PF & QF chapters help open doors for hunters, hikers, bird watchers and other recreationists.

Every acre of access creates another chance to experience the outdoors, deepening the connection between people and the landscapes we work so hard to protect.

CONNECTING YOUTH TO THE FUTURE OF CONSERVATION

From mentored hunts to Learn-to-Shoot events, chapters introduce thousands of young people and new hunters to the uplands each year. These experiences plant the seeds of conservation stewardship and ensure the future of our outdoor traditions.

It's not just about teaching someone to hunt; it's about connecting them to something bigger than themselves.

CONNECTING VOICES TO ADVOCACY

Wildlife and wild places can't speak for themselves. That's why PF & QF chapters unite their voices in advocacy, standing up for strong conservation policies, funding, and habitat-friendly farming practices. In 2025, PF & QF chapters rallied to support our Legislative Action Fund at a historical height.

Together, our voices carry farther and make a difference where it counts.

Every acre, every bird, every new volunteer — it all comes down to connecting. As a member of this community, your time, support and passion make it all happen. Together, we connect what matters most.



TOP 25 BANQUET MEMBERSHIP CHAPTERS (2025)

Pheasant Country (SD).....	750
Brookings County (SD).....	740
Northern South Dakota (SD).....	729
Martin County (MN).....	609
Northern Polk (IA).....	539
Plymouth County (IA).....	439
St Clair County (MI).....	385
Shelby County (IA).....	372
Nicollet County (MN).....	352
Calgary (CN).....	334
Platte Area (SD).....	314
Cherokee County (IA).....	310
Ringneck Rustlers (KS).....	306
Ida County (IA).....	301
Northern Colorado (CO).....	300
Eaton County (MI).....	297
Audubon County (IA).....	296
Poweshiek County (IA).....	294
Mercer County (OH).....	269
Smoky Hill (KS).....	266
Bay/Midland (MI).....	263
Mondak (ND).....	261
Kandiyohi County (MN).....	255
Grand Valley (MI).....	254
Dickinson County (KS).....	253
Livingston County (IL).....	253
Washington County (NE).....	253

CHAPTERS SPENDING \$50,000 OR MORE ON HABITAT (2025)

Bay/Midland (MI)	\$255,163	Lincoln Heritage (IL)	\$80,519
Phillips County (CO)	\$224,383	Northern South Dakota (SD)	\$79,068
Clayton County (IA)	\$203,736	Nobles County (MN)	\$77,220
Twin Rivers (IA)	\$197,288	Highland (IL)	\$73,005
Pheasant Country (SD)	\$182,605	Iowa County (IA)	\$70,964
Yuma County (CO)	\$179,003	Northeast Indiana (IN)	\$66,334
Fayette County (IA)	\$150,099	Mahaska County (IA)	\$66,077
Mitchell County Pioneer (IA)	\$111,048	Erie/Ottawa/Sandusky (OH)	\$61,425
Dubuqueland (IA)	\$89,575	Dakota (ND)	\$59,889
Heartland (NE)	\$85,000	Delaware County (IA)	\$59,841
Mower Co Habitat & PF (MN)	\$83,257	Three Rivers (IA)	\$55,106
Northern Polk (IA)	\$83,037	Lee County (IA)	\$50,396
Kandiyohi County (MN)	\$81,504	Metro Area (MN)	\$50,226



TOP 10 CHAPTERS EDUCATION AND OUTREACH SPENDING (2025)

Stearns County (MN)	\$122,183	K-16 Quail Forever (KS)	\$44,879
Lincoln Heritage (IL)	\$119,897	Johnson County PF & QF (KS)	\$43,584
Washington County (MN)	\$74,413	Pipestone County (MN)	\$40,301
Chickasaw County Pioneer (IA)	\$55,462	Ringneck Rustlers (KS)	\$39,152
Central Indiana (IN)	\$55,386	Cherokee County (IA)	\$38,263



PF 2025 ANNUAL REPORT

A HISTORIC YEAR FOR PF & QF ADOCCACY

In Washington, D.C., President Trump's second administration undertook the biggest overhaul of the federal government in generations, reshaping the way our organization — a close conservation partner to the U.S. Department of Agriculture (USDA) and Department of the Interior — does business, in ways good, bad, and yet to be understood.

At the time of this writing, Congress still hasn't passed a full five-year Farm Bill (overdue since 2023). But in Spring 2025 we were honored to have a PF & QF Board Member testify on the importance of Farm Bill conservation programs at a hearing before the Senate Committee on Agriculture, Nutrition and Forestry, and Congress included a truly historic funding increase for USDA conservation and access programs in the One Big Beautiful Bill Act (OBBBA).

There were also lawmaker attempts in the OBBBA to sell federal public land across the West, which PF & QF and our members helped to quash, thereby preventing the potential loss of hundreds of millions of

acres of habitat and public access.

In the states, PF & QF Government Affairs greatly expanded our presence, working on policy across more than two dozen capitals. We engaged heavily on conservation funding, delivering supportive testimony to legislative committees overseeing dedicated funding in four different states, as well as on the economic value of public land for recreation.

The funding umbrella also covers license plates. Our team has been working to authorize PF- or QF-branded automobile plates, which will drive dollars toward our habitat mission. In addition, we worked in several states to ensure the benefits of hunting license fee increases outweigh any strains on hunters. We worked to protect science-based decision-making about hunting seasons and locations; to keep hunters and allies on commissions and boards; to incorporate hunter education into school curricula; and to ensure passage of a law allowing Sunday hunting in Pennsylvania for the first time in hundreds of years.

Crucially, we helped our members and supporters connect with their elected officials and the political process in a new way. The 2025 launch of our new online Upland Action Center will ensure that from

now on, our network of half-a-million hunters and conservationists can make their voices heard on policy issues from Washington, D.C. to Washington state — with just the touch of a button.

Already, you have spoken over 30,000 times on issues from public lands to CRP to state budgets. Keep an eye on your inbox and our social media channels for information on more ways to act.

Whether it's protecting dedicated conservation funding, supporting wildlife management policies, or expanding hunter access, PF & QF will be tracking and engaging on these issues in 2026. With your help, we can ensure conservation programs stay strong, habitat considerations are included in policy decisions, and upland hunters and conservationists are heard at every level of government to maintain the places and traditions we all love.





CHAPTERS CONTRIBUTING \$10,000 OR MORE TO LEGISLATIVE ACTION FUND (2025)

Big Stone County (MN)	Carroll County (IA)	Northfork Tailgunners (KS)
\$20,000	\$10,000	\$10,000
Grand Valley (MI)	Dakota (ND)	Golden Triangle (MT)
\$20,000	\$10,000	\$10,000
Carver County (MN)	Northern South Dakota (SD)	Deer Creek (OH)
\$20,000	\$10,000	\$10,000
Sargent County (ND)	Northern Prairie (IA)	Mondak (ND)
\$20,000	\$10,000	\$10,000
Oregon Trail (NE)	Black Hills (SD)	High Plains Roosters (KS)
\$20,000	\$10,000	\$10,000
Sibley County (MN)	Flathead Valley (MT)	Darke County (OH)
\$20,000	\$10,000	\$10,000
Republican Valley (NE)	Kinnickinnic (WI)	Miami County (OH)
\$20,000	\$10,000	\$10,000
Iowa County (IA)	Wapello County (IA)	Pelican River (MN)
\$20,000	\$10,000	\$10,000
Four Seasons (NE)	Crawford County (IA)	Rock Creek (NE)
\$18,000	\$10,000	\$10,000
Ransom County (ND)	Southeastern Wisconsin (WI)	Flint Hills (KS)
\$16,000	\$10,000	\$10,000
High Plains (NE)	Le Sueur County (MN)	Mercer County (OH)
\$16,000	\$10,000	\$10,000
Plymouth County (IA)	Bay/Midland (MI)	Washington County (NE)
\$15,000	\$10,000	\$10,000
Pipestone County (MN)	Hancock County (OH)	Glacial Ridge (MN)
\$15,000	\$10,000	\$10,000
Smoky Valley (KS)	Chickasaw County Pioneer (IA)	Rice County (MN)
\$15,000	\$10,000	\$10,000
James Valley (ND)	Seward County (NE)	Osceola County (IA)
\$15,000	\$10,000	\$10,000
Solomon Valley (KS)	Rock Island/Henry County (IL)	Wessington Springs (SD)
\$15,000	\$10,000	\$10,000
Stearns County (MN)	Phillips County (CO)	Northwest Suburban (MN)
\$13,000	\$10,000	\$10,000
Full Circle Farms (SD)	Yuma County (CO)	Blue Earth County (MN)
\$13,000	\$10,000	\$10,000
Clay County (IA)	Mississippi Longtails (MN)	High Plains (TX)
\$12,000	\$10,000	\$10,000
Northern Colorado (CO)	Corn Country (NE)	Southwest Indiana (IN)
\$10,395	\$10,000	\$10,000
McLeod County (MN)	Dakota/Thurston (NE)	Southern Wyoming (WY)
\$10,000	\$10,000	\$10,000
Yellow Medicine County (MN)	Iroquois River (IN)	
\$10,000	\$10,000	
Chisago County (MN)	Pawnee Valley (KS)	
\$10,000	\$10,000	

CONNECTING TO POSSIBILITIES

The first time Brynlee held a handful of soil in her classroom, she didn't think much about conservation. She was eight, more interested in whether the tiny seeds would actually grow under the hum of fluorescent lights.

Her teacher smiled as the class planted milkweed, explaining how monarch butterflies depended on it. Weeks later, when the first green shoots appeared, something shifted. The plants were alive because of her hands. At that moment, Brynlee realized that wildlife conservation wasn't abstract; it was personal.

Moments like Brynlee's happen every day through our Pheasants Forever and Quail Forever education programs, designed to connect people to conservation. From grade school classrooms to online career pathways and professional training, these efforts meet people where they are, building knowledge while nurturing a sense of belonging.

Conservation becomes about relationships — with the land, with wildlife, and with one another — fostering emotional bonds through hands-on experiences.

PF & QF continue to expand our formal efforts within schools across the country. In fact, through deliberate programs we were able to impact students from 46 different states in 2025, inspiring over 4,000 individuals to become the next generation of conservation leaders.

For young learners, programs such as Milkweed in the Classroom and the Pollinator Habitat Outreach Program turn curiosity into connection. Students don't just learn ecological concepts, they experience them.

They discover patience while waiting for seeds to sprout, responsibility in caring for living things, and confidence when their efforts create real habitat. Conservation is a team sport where everyone plays, regardless of size, strength or background. Volunteers, teachers, staff and youth work side by side, showing wildlife stewardship is truly for everyone.

As students grow older, their desire to act intensifies. They want purpose, impact, and a future aligned with their values. Through initiatives like Journey to Conservation Careers and Virtual Career Fairs, young adults learn that conservation needs more than biologists. It

needs storytellers, accountants, designers, fundraisers and leaders.

Youth begin to imagine possibilities rather than being told what path to take. Empowered with knowledge, mentors and networks, they begin to see how their skills can contribute to something larger.

For early resource professionals, education and engagement remains just as vital. Through programs like Habitat University, Learn to Hunt and Hands-On Habitat, individuals refine their skills, learn techniques, and reconnect with the mission that brought them to conservation in the first place. Professional development strengthens not only careers but entire communities, ensuring conservation efforts remain effective and relevant.

Years after that first classroom project, Brynlee stands in a restored prairie with her trusted bird dog at her side. Beside her is the landowner, chapter volunteers, and few colleagues ... all connected by a shared purpose. As the sun rises, she doesn't remember every lesson she learned, but she remembers how conservation made her feel: purposeful, determined and optimistic.

That is the power of conservation education. It



transforms passive observers into engaged participants, connects people across generations, and invests in the people behind the future of wildlife.

Through connection, conservation becomes not just something we protect — but something we belong to.

Thank you for being part of PF’s unique upland conservation community.

CHAPTERS CONTRIBUTING \$10,000 OR MORE TO PATH TO THE UPLANDS™ (2025)

Five Valleys (MT) \$30,000	Shiawassee County (MI) \$10,000
Oregon Trail (NE) \$20,000	Corn County (NE) \$10,000
High Plains (NE) \$16,000	Dakota/Thurston (NE) \$10,000
Four Seasons (NE) \$12,000	Mondak (ND) \$10,000
Chisago County (MN) \$10,000	Osceola County (IA) \$10,000
Plymouth County (IA) \$10,000	Blue Earth County (MN) \$10,000
Flathead Valley (MT) \$10,000	High Plains (TX) \$10,000
East Medicine (MN) \$10,000	Missouri River Valley (MO) \$10,000
Isanti County (MN) \$10,000	Red Hills (FL) \$10,000
Mississippi Longtails (MN) \$10,000	



CONNECTING TO, WITH AND FOR THE UPLANDS

Yes, Pheasants Forever is The Habitat Organization. But as a PF Family — members of every level, employees, donors, supporters and partners alike — we might also well be considered The Connecting Organization.

We connect our namesake bird, the magnificent ring-necked pheasant, to the habitat it needs.

We connect habitat to habitat, working to grow the imprint and impact of wild places.

We connect people to wild places through that habitat, and through public access to it.

We connect folks of every age to the wonders of conservation.

And we connect all our voices to the advocacy efforts supporting our shared cause for grassland creatures whose voices are limited

to a rooster's cackle on a cool spring morning, the waft and buzz of butterfly and bee wings on a warm summer afternoon, the huff of a bird dog's breath on a crisp autumn evening, and the whisper of cold winter wind through a cattail marsh.

Keep connecting — with Pheasants Forever, and with the places you love and that matter.

Onward we go.

THANK YOU, PHEASANTS FOREVER NATIONAL SPONSORS

