



# FACT SHEET

Our mission is to conserve, restore and manage wetlands and associated habitats for North America's waterfowl. These habitats also benefit other wildlife and people.

## BACKGROUND

Ducks Unlimited got its start in 1937 during the Dust Bowl when North America's drought-plagued waterfowl populations had plunged to unprecedented lows. Determined not to sit idly by as the continent's waterfowl dwindled beyond recovery, a small group of sportsmen joined together to form an organization that became known as Ducks Unlimited. **Its mission: habitat conservation.**

Thanks to decades of abiding by that single mission, Ducks Unlimited is now the world's largest and most effective private waterfowl and wetlands conservation organization. DU is able to multilaterally deliver its work through a series of partnerships with private individuals, landowners, agencies, scientific communities and other entities.

Waterfowl are not the only beneficiaries of DU's habitat work. Wetlands improve the overall health of our environment by recharging and purifying groundwater, moderating floods and reducing soil erosion. Wetlands are Nature's most productive ecosystems, providing critical habitat to more than 900 wildlife species and invaluable recreation opportunities for people to enjoy. The United States alone has lost more than half of its original wetlands and continues to lose more than 80,000 acres of the wetlands most important to wildlife each year.

## HABITAT CONSERVATION PROGRAMS (As of January 1, 2010)

Acreage conserved in Canada:	6,159,821
Acreage conserved in Mexico:	1,805,993
Acreage conserved in the U. S.:	4,283,142
<b>Total Acreage Conserved in North America:</b>	<b>12,248,956</b>
<b>Acres Influenced in North America:</b>	<b>47,656,894*</b>
<b>Total Acreage Influenced and Conserved in North America</b>	<b>59,905,850</b>

## MEMBERSHIP (As of January 1, 2010)

Canada:	103,973
Mexico:	4,134
U.S. Adult members:	604,902
U.S. Greenwing members (17 and under):	60,351
<b>Total Members:</b>	<b>773,360</b>

*\*Acres conserved in Canada through retention/restoration with agreements of <10 years or that DUC has influenced through policy measures.*

## MEMBERSHIP

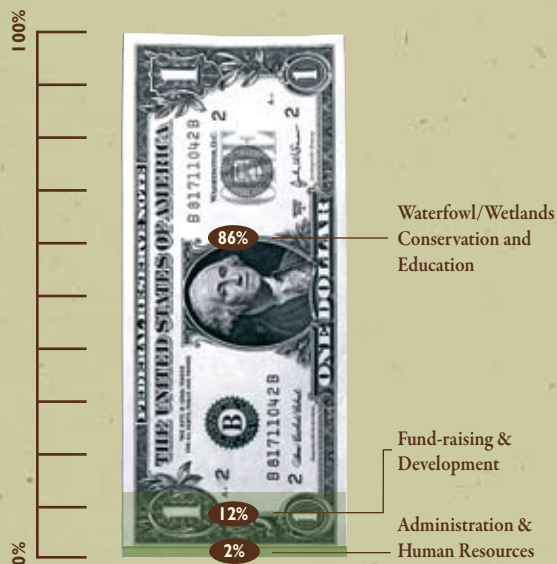
Ducks Unlimited is a grassroots, volunteer-based organization. Its members are conservationists and outdoor enthusiasts who live primarily throughout the United States, Canada and Mexico.

For the fiscal year ending June 30, 2009, DU volunteers hosted more than 4,600 grassroots fund-raising events such as member and sponsor banquets, shooting and fishing tournaments and golf outings. Event dollars represent some of DU's most important sources of revenue. Since event dollars are typically unrestricted, DU is able to spend these funds in our highest priority areas and use them to leverage additional funds from other sources.



During the past fiscal year, **86 percent** of DU's expenditures were converted directly to conservation work. This habitat is needed desperately by ducks, geese and other wetland-dependent wildlife to survive.

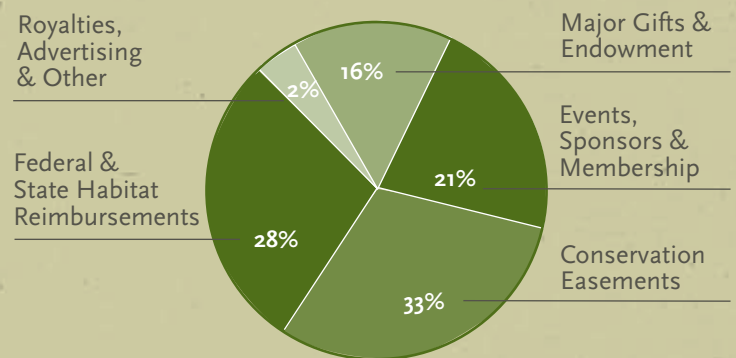
### WHERE THE MONEY GOES (July 1, 2008 – June 30, 2009)



### FUND-RAISING (U.S. only) (July 1, 2008 – June 30, 2009)

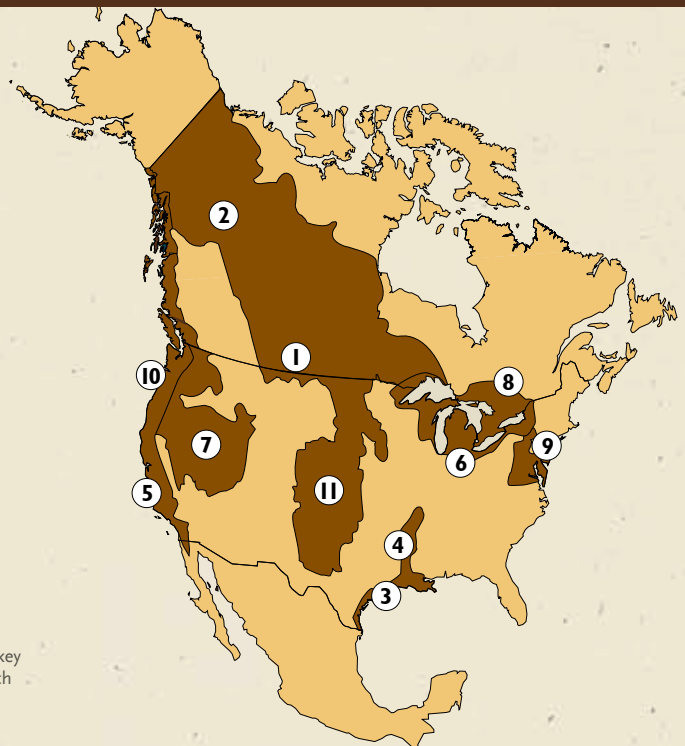
Revenue and support in 2008-2009 **\$200.4 million**  
 Revenue and support since 1937 **\$3.16 billion**

### SOURCES OF SUPPORT AND REVENUE (July 1, 2008 – June 30, 2009)



### DUCKS UNLIMITED'S PRIORITY AREAS FOR WATERFOWL AND WETLANDS CONSERVATION \*

- 1 Prairie Pothole Region
- 2 Western Boreal Forest-Canada
- 3 Gulf Coastal Prairie
- 4 Mississippi Alluvial Valley
- 5 Central Valley/Coastal California
- 6 U.S. Great Lakes System
- 7 Great Basin
- 8 Hardwood Transition/Lower Great Lakes/  
St. Lawrence Plain-Ontario
- 9 Mid-Atlantic Coast
- 10 Pacific Northwest
- 11 Southern Great Plains



\* Ducks Unlimited habitat projects are in all 50 U.S. states, every Canadian province and in key areas of Mexico and Latin America. The above represent the most critical habitats in North America, where DU spends the majority of its resources.