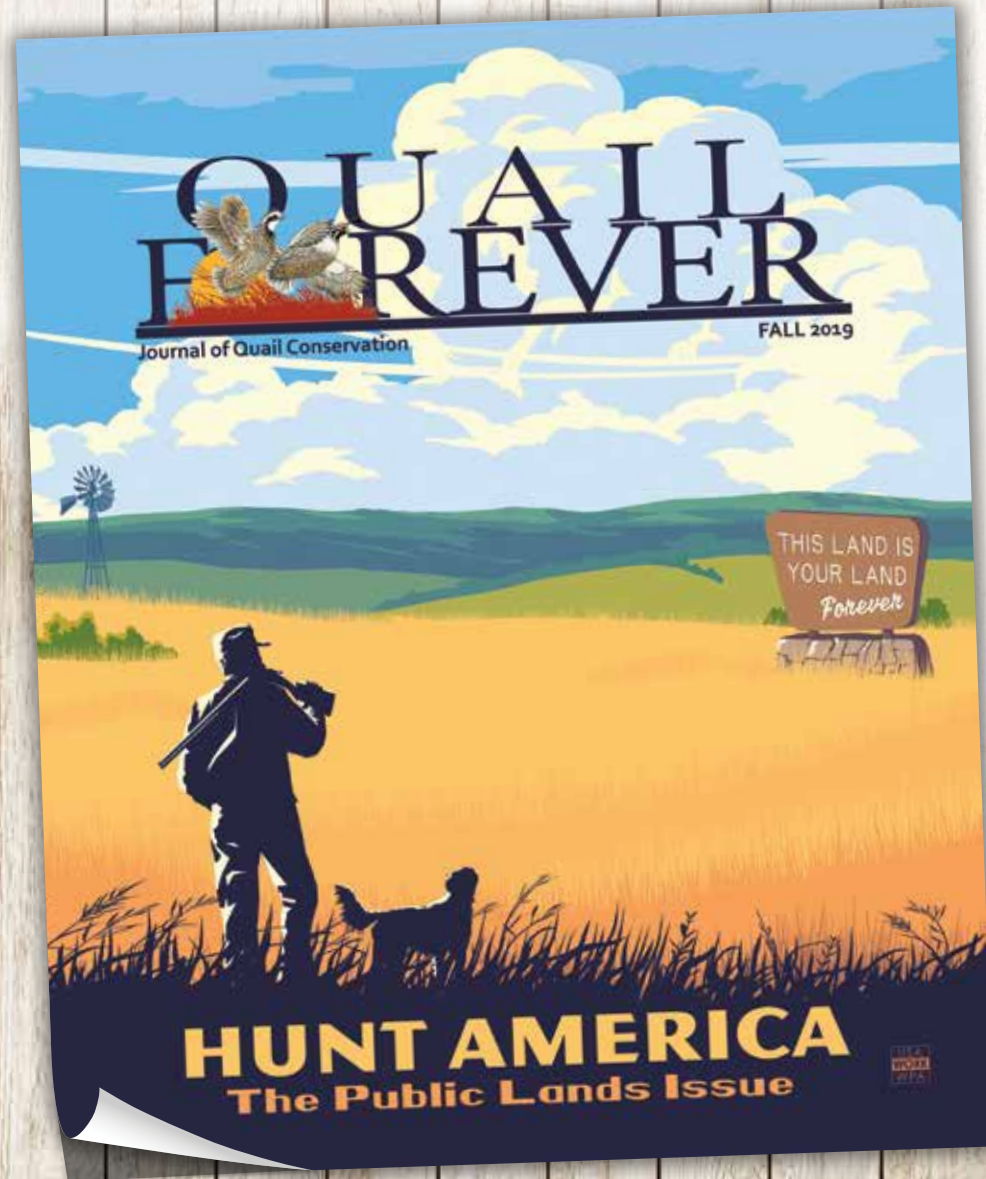


SHOW OFF YOUR PASSION FOR QF



Celebrate our public land heritage with this limited-edition poster of our Fall 2019 Quail Forever Journal cover!

Inspired by the vintage travel posters of the 1930s, this 18 x 24 original artwork poster is a great way to show your support for public lands and The Habitat Organization.

ONLY \$5 plus shipping and handling

Limited supply available, so get yours before they're gone!

ORDER ONLINE AT QuailForever.org/PublicLandsPoster

WE Believe



2019 QUAIL FOREVER ANNUAL REPORT



UPLAND HABITAT,
OUTDOOR HERITAGE:

*Members make
the mission happen*

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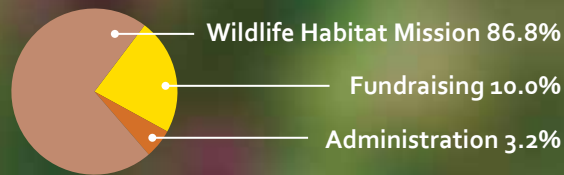
WE Believe



Mission Statement

Quail Forever is dedicated to the conservation of quail, pheasants, and other wildlife through habitat improvements, public awareness, education, and land management policies and programs.

WHERE YOUR DOLLARS GO



REVENUE DATA FISCAL YEAR 2019

2019 Revenue	\$4,821,873
2019 Mission Spending	\$4,194,037
2019 Total Spending	\$4,676,932

UPLAND ACHIEVEMENTS SINCE 2005

Acres Impacted	19 Million+
Habitat Projects	551,000+
Land Acquisitions	1,616
Acres Acquired & Made Public	203,468

We BELIEVE

Here's something to ponder: At a time when quail populations in some parts of the country are at historic lows, at a time when hunter participation and new hunter recruitment continues to drop, and at a time when the economic and environmental pressures on our remaining uplands seem to grow more unrelenting with each passing year, membership in Quail Forever is at an all-time high.

Why?

Why would over 18,000 members (and growing daily) from all walks of life; across all political, cultural and geographical divides consciously make the decision to join Quail Forever?

It's simple, really. Because they believe. Because we believe.

We believe in the Quail Forever mission and in the dedicated employees, chapter members, volunteers, and partners out there delivering that mission and achieving triumphs both small and large. Triumphs in habitat conservation, enhancement, and creation. Triumphs in advocacy, hunter recruitment and retention. Triumphs in new and innovative ways to fundamentally rewrite the quail conservation narrative from one of despair to one of hope and optimism. Triumphs that, taken together, paint a picture far removed from the grim drumbeat we hear every day.

That's the power of belief.

And as you will see in this report, 2019 was a year of challenges met and overcome.

As an organization, Quail Forever broke the million-acre mark on acres improved by our chapters, with over 17,000 individual projects affecting over one million acres of habitat since 2006. In 2019 alone our Quail Forever Farm Bill biologists initiated over 8,600 landowner contacts that positively affected almost 278,000 acres.

On the national scene, the 2018 Farm Bill's conservation title finally kicked into gear. A general Conservation Reserve Program (CRP) signup was announced on December 8, 2019. Quail Forever's advocacy in Washington D.C. is relentless, and it helped. We went from 24 to 27 million

acres of CRP. Landowners want it. Add in expirations, and this is an 8-million-acre opportunity for upland habitat in CRP alone.

Consider the suite of other conservation programs in the Farm Bill — Working Lands for Wildlife and Environmental

Quality Incentives Program are examples — and there is \$30 billion worth of conservation opportunity to get into the ground.

In all, the Farm Bill conservation title is the single biggest tool we all have to impact upland habitat across quail country, and our dedicated staff of Farm Bill biologists is working right now to get that habitat signed up in 2020 and in the ground in 2021. Because we believe.

However, belief must be paired with action, and it's crucial to inform landowners that Farm Bill conservation programs are out there and available, as are those QF Farm Bill biologists to help get it into the ground.

As important as habitat is, it's equally important to realize we need hunters to maintain the equation. QF is partnering with other non-governmental organizations, as well as many state DNRs, to retain, reactivate and recruit hunters. It's essential to the future of wild places and habitat because hunters and shooters fund 80 percent of conservation in America.

Take somebody hunting, mentor them, build a new hunter for the future of conservation. Replace yourself and add another hunter to the outdoor family.

Boots on ground, shovels in dirt, action in Washington D.C., events and projects in your community and state ... QF is hard at work and will not let up.

Because we believe.



By Howard K. Vincent
President & CEO

Howard K. Vincent
President and CEO
Quail Forever

WE Believe



Chapters DRIVE THE HABITAT AND HERITAGE MISSION

Quail Forever’s unique model, with chapters retaining 100-percent decision-making control over their locally-raised funds, drives QF’s success. This allows chapter volunteers to develop wildlife habitat projects and conduct conservation events in their communities, all while belonging to a national organization with a strong voice regarding state and federal conservation policy.

The accompanying charts and tables tell the “numbers” part of the 2019 chapter story. But also consider the individual lives affected by the work QF chapters do: the joy of hunting a new plot of land made public thanks to QF and partners; the smiles on the faces of kids outdoors on a mentored hunt or pollinator project; the laughter and fun (and funds raised in support of the habitat and heritage mission) at a local banquet.

But there is no time to rest. Organizationally, we are approaching a critical time for “changing the guard” of chapter leadership. Long-time volunteers are starting to look back on great QF careers, and we need great people to hand the reins to. Consider it a part of your conservation legacy to work to get new generations involved in Quail Forever at the local chapter level.

Start with yourself. Everybody wants you, and every chapter needs your skills and energy. Become an officer. Chair an event. Guide at a youth event, or just be the cook or cleanup crew. Work a brush cut or habitat burn. Run the raffle at your local banquet.

Your membership in the national organization is essential. Your involvement with your local chapter is critical. Together, we believe.

Southern Wyoming (WY)	306
Missouri River Valley (MO)	257
Flint River (GA)	200
Silver Creek (IL)	193
Northern Kentucky (KY)	193
Keeper of the Plains (KS)	172
Cherokee Strip QF/PF (OK)	157
Marion County (KS)	154
Otter Creek (IL)	154
Route 36 (KS)	148

Great River (IA)	23,024
Southwest Georgia (GA)	12,200
Northern Kentucky (KY)	12,128
North Fork (OK)	10,765
2 C Quail Forever (MO)	10,117
Smoky Mountain (TN)	8,944
K-16 Quail Forever (KS)	8,634
Wachtel fur Immer (NE)	7,859
Little Bluestem (IL)	7,746
Mid MO Uplanders (MO)	7,194

West Central Missouri (MO)	77,962
Otter Creek (IL)	66,595
Southwest Georgia (GA)	40,000
Big Rock (AR)	39,788
Silver Creek (IL)	20,792
Volunteer (TN)	20,625
Missouri River Valley (MO)	20,531
Bootheel Bobwhites (MO)	19,331
Mark Twain (MO)	15,814
St. Louis (MO)	14,905
Total for All QF Chapters	709,824

Bootheel Bobwhites (MO)	1,162
Cherokee Strip QF/PF (OK)	700
West Central Missouri (MO)	570
K-16 Quail Forever (KS)	517
Central Nebraska QF (NE)	385
Great River (IA)	367
2 C Quail Forever (MO)	294
Smoky Mountain (TN)	148
Wachtel Fur Immer (NE)	147
Oklahoma #89 (OK)	104
Total for All QF Chapters	4,935



WE *Believe*



LARRY DITTO / DANITADELIMONT.COM

Chapters, Grants & Partnerships **MAKE HABITAT HAPPEN**

Quail Forever chapters, and all they do for the uplands, comprise the core of QF's habitat mission. Next to memberships and chapter banquets, grant dollars are the most important resource Quail Forever has for delivering upland habitat. Most grants go to acquiring new public lands and restoring them, as well as improving existing public acres.

Grant dollar spending is one way to track habitat put into the ground each year. Habitat project spending was down 24 percent in 2019, compared to a record year in 2018. 2019 spending was back to about 2016 levels. QF has averaged 13 percent growth in habitat spending over recent years.

But here's the good news: The grant money not spent in 2019 is still there, waiting and ready for 2020; we just need the projects to spend the dollars on this year, and we think we will get them. What can you do? Look for opportunities in your area and alert your local chapter leaders, or contact QF at contact@quailforever.org.

One of QF's biggest habitat delivery tools is the Farm Bill Biologist program, which continues to grow and delivers about 1 million acres of habitat on private lands every year.

Why is the habitat related to the Farm Bill so important? Because it's landscape scale, because it's a boon for wildlife, and because it improves soil and water quality across the quail range. In addition, Conservation Reserve Program (CRP) and related Farm Bill conservation title programs deliver significant public-access opportunity via very popular state walk-in hunting programs.

Chapters, grants and the Farm Bill deliver critical funding for habitat, but none if would be there without QF's partners:

- The United States Department of Agriculture's Natural Resources Conservation Service (NRCS) and its commitment to the Farm Bill biologist program.
- State game and natural resources departments,

who ultimately take over and manage public lands such as wildlife management areas and game production areas.

- The U.S. Fish and Wildlife Service (USFWS), which receives and administers the thousands of acres that annually end up as Waterfowl Production Areas and other federal lands open to hunting.
- The Bureau of Land Management, which teams up with QF to manage working lands critical to upland birds and open-range wildlife in the West.

Partners also provide essential funding and resources to keep key positions working directly on the land. Examples include: QF Habitat Specialists in Kansas, South Dakota, Montana, Nebraska, and Pennsylvania; juniper clearing crews on BLM lands; Illinois' habitat strike team; and restoration crews in places like Minnesota and Iowa, where acquisition activity for forever-public lands is strong.

What are QF's habitat priorities in 2020?

Hunting Heritage

There is a critical, 8-million-acre opportunity on our doorstep (a 3 million acre increase in general CRP acreage from the 2018 Farm Bill, plus 5 million expiring acres) to get new upland habitat in the ground while keeping other acres in.

Working Land Programs

We will continue helping landowners sign up for and implement classic Farm Bill working lands programs; examples include the Environmental Quality Incentives Program (EQIP), Conservation Stewardship Program (CSP) and continuous CRP.

Acquisition

QF will continue finding and using all dollars available — from chapters, government grants and state funding sources to acquire lands that are marginal for agricultural purposes but full of opportunity to improve soil and water quality, as well as quality of life, by putting acres into upland habitat and placing them in the public trust forever.

WE *Believe*



Gifts CREATE HABITAT AND DEVELOP OUTDOOR HERITAGE

On behalf of everyone at Quail Forever, thank you to all those who made a gift in 2019. Your support came at the right time for upland habitat and gamebirds. As you've seen in this annual report, the gifts you made helped us accomplish a great deal.

But our work is never done, so we hope you'll make a gift in 2019.

Since 2005, Quail Forever has created and protected critical wild lands, sustained healthy populations of both pheasants and quail, and developed future generations of hunter-conservationists. With the health of America's uplands and wildlife at stake, along with our own health and outdoor traditions, Quail Forever's vision and strategic, mission-driven approach to conservation are more important than ever.

Across North America, wildlife habitat is rapidly disappearing. Since 2009, the Great Plains have lost more than 53 million acres of grasslands — an area the size of Kansas — to development, and only 5 percent of the United States' original prairie landscapes remain. Historically, longleaf pine woodlands covered over 90 million acres across the Southeast. Today, less than 3 percent remain. Western public landscapes are in peril as changes in management jeopardize upland bird populations.

Looking ahead, we are excited to announce that Quail Forever and Pheasants Forever has embarked on a 5-year journey to:

- Help impact 9 million acres of wildlife habitat nationwide, and permanently protect 75,000 acres through fee-title acquisition and conservation easements.
- Reach 1.5 million participants with new and expanded education and outreach programs to

engage them in outdoor recreation, shooting sports, hunting and habitat conservation.

- Leverage the full strength of our grassroots organization, ensuring our collective voice is heard on Capitol Hill; and make conservation a key part of our national dialogue by advocating for policies that work for wildlife and for our communities.

We cannot achieve these ambitious goals without the collective support of our partners, donors, and chapter leaders and members like you. You are the muscle and voice of Quail Forever, and you have the opportunity to spread the message of habitat conservation, hunting heritage and advocacy in your community.

It is through public and philanthropic support that will be able to pass along the hunting legacy to future generations of hunters, conservationists and volunteers. Now is the time.

WAYS TO GIVE

- Upgrade your membership to the Life, Patron or Gold Patron level
- Consider a significant gift to a specific program or initiative
- Sponsor or host a program or event
- Join the Habitat Legacy Society by including Quail Forever in your will
- Make a gift of land or establish a conservation easement
- Give to the Forever Stewardship Fund

The generosity of QF's benefactors is astounding. It's one of the anchors to the organization's success. QF continues to need your support, and you can make a difference that will last forever.

For more information on ways to give and approaches for structuring a lasting gift in support of upland habitat conservation, please contact David R. Bue, QF vice president of development, at 218-340-5519 or dbue@quailforever.org.

QUAIL FOREVER HABITAT STATISTICS FISCAL YEAR 2019

Farm Bill Biologist Projects

Nesting cover, controlled burns, wetlands, woody cover and food plots

Acres Impacted	277,957
Landowner Contacts	8,666

Chapter Projects

	2019	Since 2006
FOOD PLOTS		
Projects	1,133	10,516
Acres Covered	11,607	86,900
Dollars Spent	\$143,204	\$949,022

NESTING COVER

Projects	250	2,772
Acres Covered	4,935	48,603
Dollars Spent	\$143,553	\$1,434,067

WOODY COVER

Projects	5	261
Acres Covered	23	1,139
Dollars Spent	\$3,448	\$157,092

WETLANDS

Projects	2	55
Acres Covered	67	1,052
Dollars Spent	\$0	\$4,064

MAINTENANCE

		Since 1999
Projects	341	3,639
Acres Covered	34,421	903,659

WE Believe



GARY KRAMER

A Quail Forever Family: **TOGETHER WE GET IMPORTANT POLICY WORK DONE**

This year our grassroots outreach was stronger than ever. We celebrated multiple legislative successes for wildlife, and moved other bills closer to becoming law at both the state and federal level.

It was a QF Family effort and we could not have done it without you!

When we needed your help, you picked up the phone, sent an email or attended a town hall. Members of the National Youth Leadership Council traveled to D.C. to advocate face-to-face with members of Congress. As constituents it is your voice that matters the most, and you were heard.

There are hundreds of pieces of state and federal legislation that we track every year, as well as provisions and language that we support and those that we oppose. We analyze the legislation and engage on bills that are in line with the PF/QF mission; we put up a strong defense on legislation that would negatively impact the PF/QF mission, the North American model of wildlife conservation, and science-based wildlife management.

In recent months, we asked you to contact Congress to support full funding for the Land and Water Conservation Fund, to modernize the Pittman-Robertson Fund and to support the Recovering America's Wildlife Act. The calls you made and feedback shared helped us move all three of those measures out of their respective committees.

Quail Forever has a strong reputation on Capitol Hill as a powerhouse in conservation policy. We learned that in several instances, because of your and our contact with their offices, congressional members were swayed to vote the way we asked them to vote.

We also want to thank each of you who helped promote

CHAPTERS CONTRIBUTING \$3,000 OR MORE TO LEGISLATIVE ACTION FUND CALENDAR YEAR 2019

Bootheel Bobwhites (MO)	3,000
Central Nebraska (NE)	3,000
Keeper of the Plains (KS)	3,000
Lincolnland (IL)	3,000
Otter Creek (IL)	3,000
Silver Creek (IL)	3,000
Southwest Georgia (GA)	10,000
Wachtel Fur Immer (NE)	3,000
GRAND TOTAL	\$31,000

the recent CRP sign-up. While not a direct legislative ask, you helped bring awareness to the program and helped us begin to drive enrollment.

If you took action by contacting your members of Congress, state legislators or any number of elected officials on behalf of Quail Forever — THANK YOU AGAIN! If you didn't get the chance to contact an elected official in 2019, we promise there will be new opportunities in 2020.

Legislation has long-lasting effects on wildlife habitat. Your membership and your voice matter, and both help us get important work done on wildlife and conservation policy. As 2020 goes on, keep up with developments at quailforever.org/stories.

WE Believe



Sharing Outdoor Traditions HELPS SAVE THE UPLANDS AND OUTDOOR HERITAGE

The uplands are the most threatened habitat type in North America. Hunting participation rates overall, and of upland hunting in particular, continue to plummet. The call of our uplands must be about more than just hunting each autumn: We must also rally for conservation action. Cultivating generations of hunter conservationists and land stewards is critical to the Quail Forever mission.

Four pillars serve as the foundation for QF's education and outreach initiatives:

Habitat Education. Grow an informed public that appreciates and supports wildlife habitat conservation and the benefits it provides — clean water, clean air, soil protection and a healthy environment to live in.

Conservation Leadership. Cultivate generations of engaged and informed conservation advocates in communities across the country.

Hunting Heritage. Recruit, retain and reactivate generations of hunter conservationists.

Shooting Sports. Provide a pathway of opportunity from shooting sports participant to hunter conservationist.

In 2019, Pheasants Forever & Quail Forever chapters hosted over 1,900 outreach events across the country that engaged participants in these pillars.

Chapters continued to embrace our No Child Left Indoors® (NCLI) initiative, sharing our outdoor traditions and conservation ethic with 114,868 youth in 2019. In addition, chapters contributed a record-breaking \$555,505 to our NCLI fund. Through matches and grants, the Education & Outreach team leveraged those dollars at a rate of 3:1 to deliver grassroots programs, volunteer training workshops, event grants for chapters and E&O positions across the country.

Engaging adults as new conservation advocates is critical. In 2019, chapter events provided opportunities to 82,367 adult participants who had an interest in learning to hunt, shooting sports or wildlife habitat.

The women of Pheasants Forever and Quail Forever launched Women on the Wing. The goal: inspire and provide opportunities for women to become engaged, dynamic conservationists. Women on the Wing will deliver local events designed to cultivate new sportswomen; connect women landowners, farmers and ranchers; and create a community of women dedicated to carrying on our upland traditions and Quail Forever's mission.

In addition, hunter mentoring of adults will be critical to stop the long-term decline in hunter participation. We must inform and inspire today's license buyers to take time to mentor and share the uplands with a new or lapsed hunter.

Upland hunting traditions are a gift that must be shared all-around.

CHAPTERS CONTRIBUTING \$3,000 OR MORE TO NO CHILD LEFT INDOORS™ CALENDAR YEAR 2019

Great River (IA)	5,000
K-16 Quail Forever (KS)	3,000
Llano Estacado (TX)	10,000
Mid MO Uplanders (MO)	3,000
North Fork (OK)	5,000
Southwest Georgia (GA)	10,000
Wachtel Fur Immer (NE)	6,000
Grand Total	\$42,000

We Believe in Quail Forever

Upland habitat. Hunting heritage. Conservation Advocacy. Outdoor legacy.

That is both our mission and the foundation upon which we base the faith of our belief in what we're doing. Everything that happens at Quail Forever happens through the strength of what we believe.

We believe.

We believe in our work at the grassroots level to restore and improve habitat, and to help fund acquisitions that put upland habitat acres into the public trust forever, make a difference now as it will for generations to come.

We believe that taking a new person — child, young adult or adult alike — creates the next generation of hunter conservationists while bolstering our ranks now.

We believe that your membership and your voice mean the world as QF advocates for upland conservation in state capitols and Washington D.C. When we ask,

your emails, calls and letters move mountains. Because you — and we — believe.

We believe in the fundamental concept of putting every dollar raised right back into the mission to create an upland legacy forever.

We're already hard at work on 2020's priorities. The hard work remains. The challenges are still there.

But in the face of those challenges we will do what we've done for the past 15 years of unparalleled growth and achievement: We'll meet them. Because we believe. 🐦

Thank you to our corporate partners in conservation!

