



## 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.



## THE MISSION CALLS

CREATING UPLAND WILDLIFE HABITAT AND HUNTING HERITAGE ALWAYS

power of partnerships, the quail habitat mission was delivered through our valued and close-working relationships with United States Department of Agriculture (USDA) Natural Resources Conservation Service (NRCS), state game and fish departments, state departments of agriculture, United States Fish and Wildlife Service (USFWS) and many more.

Much of it is thanks to support from our **corporate sponsors**, whose steadfast commitment to the mission has meant the world to QF and its mission during challenging times.

And at its most grassroots level, it comes down to every **member, donor and volunteer** who gave generously of their money, time, talent and skills to Quail Forever. You provide the dollars and numbers and clout we need to get things done on the ground for the birds ... and in Washington D.C.

For all this, I am thankful. It has been a truly productive year at QF, with few beats missed in delivering our upland habitat and hunting heritage missions. But I also need to thank one other essential group: our **employees**.

The old normal, whatever that was, is gone. Our travel and operating budgets were trimmed right down.

We became better at our jobs and at communicating — streamlining processes, talking more, using technology smarter, and in general just being more diligent, efficient and effective ... on top of every game.

Covid-19 has made us more nimble, more streamlined, more decisive, more efficient (with both money and time), and more effective at delivering upland wildlife habitat and hunting heritage.

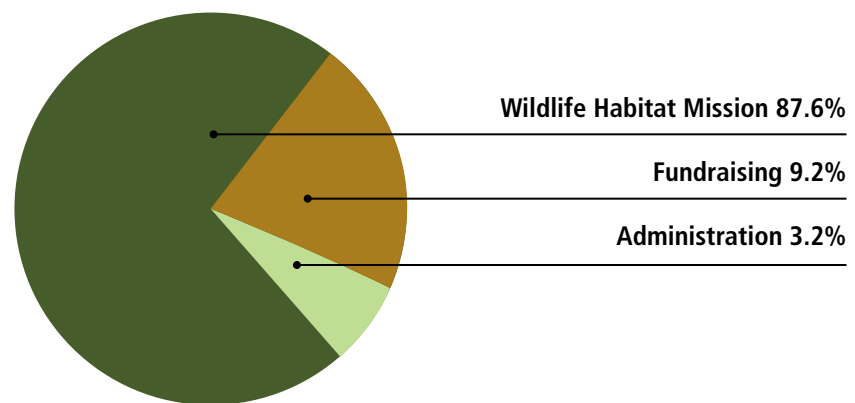
In the reports that follow — on chapters, habitat, legacy, advocacy and heritage — you will see those themes repeated: nimbleness and courage and making tough decisions as we face the new world of upland conservation.

As I said at the start: Who would have asked for a worldwide pandemic to make their organization act faster, be more efficient and become stronger? No one. But QF chapters, volunteers, members, donors, partners, sponsors and employees all answered the uplands' call in 2020.

Thanks for sticking with us in what could have been a tough year. Imagine what we'll do together in 2021 and beyond.

*Howard K. Vincent  
President and CEO, Quail Forever*

## WHERE YOUR DOLLARS GO



## REVENUE DATA | FISCAL YEAR 2020

2020 Revenue	\$79,924,406
2020 Mission Spending	\$70,546,594
2020 Total Spending	\$80,543,700

## ACHIEVEMENTS SINCE 1982 (QF & PF)

**20 MILLION+**  
ACRES IMPACTED

**560,000+**  
HABITAT PROJECTS

**1,675**  
LAND ACQUISITIONS

**212,194**  
ACRES ACQUIRED  
& MADE PUBLIC

## OUR COMMITMENT REMAINS UNDAUNTED

With 2020 finally behind us, we know one thing for sure: It takes more than a worldwide pandemic to distract Quail Forever from its upland wildlife habitat and hunting heritage missions.

What makes Quail Forever so strong even in the face of a challenge the size of Covid-19?

**It all starts with our unique local chapter model** — where dollars raised locally stay under local control. In a year like this, where fundraising became a challenge as banquets and other activities were cancelled, chapters stepped up with new funding ideas and initiatives ... and by supporting the organization's membership and revenue needs (see list on page 55).

It all happens through **partnerships**. No one organization could weather such a storm alone. In testament to the



**“OUT OF ADVERSITY COMES OPPORTUNITY” – BENJAMIN FRANKLIN**

**Q**uail Forever chapters have not been immune from the impacts of Covid-19.

Since mid-March, over 100 fundraising events have been cancelled out of an abundance of caution for our membership and volunteers. Despite this disruption, our mission has not stopped. QF chapter leaders have demonstrated that with great adversity comes innovation. QF volunteers have found unique ways to continue to deliver mission at the local level as well as support critical state programs and national initiatives.

Since QF’s inception, the traditional banquet has been the foundation of chapter fundraising while also significantly contributing to organizational memberships. When guidelines prevented these types of events, chapters found unique and creative ways to engage their supporters: sporting shoots, online auctions and sweepstakes, and a variety of outdoor gatherings. Sponsors and members of this organization want to support our mission now more than ever!

Chapters showed creativity in engaging supporters. In fact, 10 chapters have “paid it forward” by underwriting the cost of their membership rosters in 2020. Thirty states in quail and pheasant territories have seen membership increases from the prior year, in large part due to the commitment and generosity of chapters.

Each spring, chapters across the country pull up their sleeves and actively engage in habitat projects in their local communities. Covid-19 did not interfere in our ability to distribute and plant thousands of acres of winter food plot mixes. With social distancing, volunteers were able to continue the management of our grasslands by conducting prescribed burns or invasive plant removal. Chapters helped thousands of landowners establish habitat plantings through seed programs and drill rentals. As schools moved to online learning, our chapters adapted and provided virtual pollinator education events.

Without the leadership and financial contributions from chapters across the country, QF would not be able to: help manage wildlife management areas, contribute to

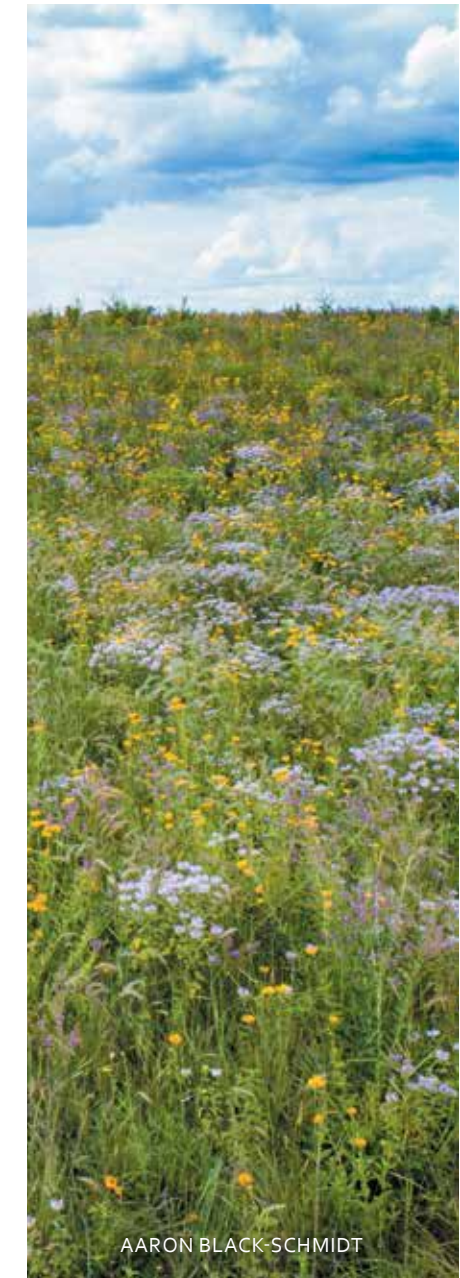
public access programs; or employ hundreds of wildlife biologists to assist landowners achieve their conservation goals. Our advocacy and legislative efforts at state and national levels would be void if it were not for the commitment that chapters make annually to our Legislative Action Fund. And no other organization engages youth in conservation education to the success of PF/QF, thanks to chapter volunteer efforts and contributions to our national No Child Left Indoors initiative. Chapter support in these programs exceeded all time levels in 2020!

As the calendar turns to 2021, Quail Forever chapters will continue to face many of the same obstacles as 2020. But with the demonstrated commitment and innovation of our volunteers, we must be optimistic! The QF mission will not stop.

**2020 TOP MEMBERSHIP CHAPTERS**

*Covid-19 may have cancelled most fundraising banquets in 2020, but these 10 chapters went “above and beyond” to support Quail Forever membership and revenue in 2020.*

- Arkansas River Valley (AR)
- Commonwealth (KY)
- East Texas Gateway (TX)
- Lincolnland (IL)
- Milky Way (TN)
- Muscatatuck (IN)
- North Georgia
- Ozark Mountain (AR)
- Snake River (ID)
- Wabash Valley (IN)



AARON BLACK-SCHMIDT

**TOP 10 CHAPTERS | EDUCATION AND OUTREACH SPENDING (2020)**

2 C Quail Forever (MO)	\$16,690
Northern Kentucky (KY)	\$16,316
Southern Arizona (AZ)	\$15,068
Red Hills (FL)	\$13,602
K-16 Quail Forever (KS)	\$13,210
Great River (IA)	\$13,120
Mark Twain (MO)	\$11,261
Llano Estacado (TX)	\$10,000
North Fork (OK)	\$8,950
Wachtel fur Immer (NE)	\$8,609
<b>Total For All QF Chapters</b>	<b>\$126,826</b>

**TOP 10 CHAPTERS | HABITAT SPENDING (2020)**

West Central Missouri (MO)	\$107,791
Missouri River Valley (MO)	\$33,360
Llano Estacado (TX)	\$30,799
Southern Arizona (AZ)	\$25,798
Music City (TN)	\$17,428
Conecuh Forest (AL)	\$16,641
Otter Creek (IL)	\$15,571
Mark Twain (MO)	\$13,572
Southeast North Carolina (NC)	\$12,307
Bootheel Bobwhites (MO)	\$11,879
<b>Total For All QF Chapters</b>	<b>\$285,146</b>



**RESILIENCY IS THE CORE OF THE HABITAT MISSION**

Despite the challenges presented by Covid-19, Quail Forever’s focus on habitat — improving what we have, making more of it on the landscape, and acquiring new acres that become permanently public — did not waver in 2020. Covid-19 impacted the way we worked, but not our commitment to delivering wildlife habitat accomplishments.

**RESILIENCY**

As good upland gamebird habitat is resilient and productive even in the face of challenge, so too Quail Forever met the habitat challenges presented by 2020 head-on. If there is a common theme for the habitat year 2020 at Quail Forever, it’s resiliency.

Our Farm Bill biologist program, and the habitat those employees deliver through the suite of Farm Bill conservation programs, is one of the cores of The Habitat Mission. “QF meets agriculture at the farm” is literally how it happens. But with Covid, that face-to-face interaction was largely eliminated, especially as field offices shut down in March and April.

Yet we learned how to cope and adapt. While re-enrolling CRP acres was a challenge (CRP is currently at its lowest enrollment ever, at about 21 million acres), we are hopeful that an improved sign-up environment will help us re-enroll many more acres in 2021. However, restorations of CRP

have been strong; the habitat we have is vibrant and productive.

**RESTORATION**

Habitat work on restoring and enhancing public lands happened at a significant pace in 2020. Simply put, making better upland gamebird habitat on existing public lands is a priority at Quail Forever and among our many partners, and our teams secured multiple grants and completed significant project accomplishments in 2020.

Passage of permanent funding for the Land and Water Conservation Fund (LWCF) and passage of the Great American Outdoors Act (GAOA) will be key to keeping our country’s upland habitat vibrant and healthy.

**PARTNERSHIPS**

More than ever, Quail Forever’s critical habitat partnerships served as the very core of our habitat initiatives. Habitat only happens through a teamwork approach, and Quail Forever’s key partners include the United States Department of Agriculture’s (USDA) Natural Resources Conservation Service (NRCS), state game and fish departments, the United States Fish and Wildlife Service (USFWS), Bureau of Land Management (BLM), the National Fish and Wildlife Foundation (NFWF) and exciting new partnerships emerging with such organizations as state departments of agriculture.

Partnership programs like Working Lands for Wildlife has given us the ability to reach more landowners and impact habitat in new places throughout quail country. More than half of QF’s Farm Bill Biologists deliver Working Lands for Wildlife quail practices.

**ACQUISITIONS**

One reason Quail Forever supporters stick with the organization so loyally is the work we do to acquire new acres and make that land public forever. These tracts become state wildlife management areas (WMAs), game production areas (GPAS), federally owned Waterfowl Production Areas (WPAs) and more.

2020 saw a 3-year high in the number of acres Pheasants Forever and Quail Forever closed on with its partners and made permanently public: 6,058 acres, including the first-ever Quail Forever acquisition in Missouri, the 510-acre “Spring Creek” tract in southwest Missouri. That’s almost 10 square miles of places where you and your dog can roam and hunt at will, your family can hike and explore, and wildlife can live. It will be never be taken off the public rolls, and it is yours forever.

**COMMITMENT**

Resiliency. Restoration. Partnerships. Acquisitions. Quail Forever’s habitat mission work continued undaunted in

2020, even in the face of Covid-19. We are looking forward to getting back to “more normal” times and seeing where the opportunities take us. Our commitment is unwavering: Quail habitat that also serves other upland wildlife remains the core of what QF does.



TOP 10 CHAPTERS FOOD PLOT ACRES 2020	
Music City (TN)	2,502
Capital Area Coveys (IL)	2,400
Smoky Mountain (TN)	2,000
Northern Kentucky (KY)	760
Volunteer (TN)	744
St Louis (MO)	660
Kentucky Lake (TN)	622
Commonwealth (KY)	500
Wyota (MO)	437
Alabama Black Belt (AL)	360
<b>Total For All QF Chapters</b>	<b>10,985</b>

TOP 10 CHAPTERS NESTING COVER ACRES 2020	
Flint River (GA)	2,800
Cherokee Strip QF/PF (OK)	1,600
Central Nebraska (NE)	1,204
West Central Missouri (MO)	340
East Central Kansas QF (KS)	281
Southeast North Carolina (NC)	216
K-16 Quail Forever (KS)	173
Smoky Mountain (TN)	170
2 C Quail Forever (MO)	163
Bootheel Bobwhites (MO)	135
<b>Total For All QF Chapters</b>	<b>7,082</b>

TOP 10 CHAPTERS MAINTENANCE ACRES 2020	
Oklahoma #89 (OK)	29,463
High Desert (CA)	14,760
Southeastern Oklahoma (OK)	10,000
Capital Area Coveys (IL)	7,550
North Fork (OK)	7,290
West Central Missouri (MO)	1,185
Llano Estacado (TX)	820
Kentucky Lake (TN)	686
Southeast North Carolina (NC)	685
Silver Creek (IL)	563
<b>Total For All QF Chapters</b>	<b>73,002</b>



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ANNUAL REPORT

GIVING TO THE UPLANDS CREATES WILDLIFE HABITAT AND PUBLIC LANDS

To date, hundreds of individuals, families, corporations, foundations and conservation partners have rallied around Call of the Uplands® by making a \$10,000-plus gift in support of the campaign's mission outcomes. These dedicated members of the upland community have given their hard-earned money, sacrificing other wants, because they care deeply about the future of upland habitat, upland hunting and public lands.

Thanks to their support, the leadership of the Quail Forever Team, our volunteers, and many others, Call of the Uplands is off to tremendous start and is on pace to achieve the campaign's mission delivery goals and fundraising goals. This campaign is leveraging the full strength of the organization during a time when our country is experiencing adversity on many levels.

Call of the Uplands is generating outcomes across the country by delivering over 400 different strategic initiatives and national level programs designed to ensure the upland wildlife habitat tradition remains forever. Though Call of the Uplands we are making a difference in targeted landscapes across the county and in your backyard. Some examples:

- Working with ranchers in the Pacific Northwest to improve sage grouse habitat for the

benefit of many species as well as the ranching community.

- Partnering on northern bobwhite quail reintroduction and pheasant restoration efforts in Pennsylvania.
- Engaging national and state level public policy efforts designed to increase funding for upland habitat conservation and public access.
- Acquiring lands and opening them to public use, and striving to expand these efforts across the country.
- Creating new pathways to hunting and conservation through our Women on the Wing program and other efforts designed to create the next and new generations of hunters.

Call of the Uplands is generating outcomes for the uplands, and we're poised to do even more as we charge ahead in this crusade.

Thank you to all those who made a gift to the organization in 2020, including those who wish to remain anonymous. Your gifts are creating a bright future for wildlife habitat conservation during challenging times.



For more information on Call of the Uplands or to make a gift, please visit [www.calloftheuplands.org](http://www.calloftheuplands.org) or contact:

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TIM WHALEN



LOGAN HINNERS

QF FARM BILL BIOLOGIST PROJECTS 2020

Nesting cover, controlled, burns, wetlands, woody cover and food plots  
Acres Impacted = 429,542 | Landowner Contacts = 11,610

QUAIL FOREVER HABITAT ACCOMPLISHMENTS (FISCAL YEAR 2020)

CHAPTER PROJECTS	2020	SINCE 2005
<b>FOOD PLOTS</b>		
Projects	1,268	11,784
Acres Covered	14,070	100,970
Dollars Spent	\$115,079	\$1,064,101
<b>NESTING COVER</b>		
Projects	281	3,053
Acres Covered	7,496	56,099
Dollars Spent	\$162,115	\$1,596,182
<b>WOODY COVER</b>		
Projects	8	269
Acres Covered	32	1,171
Dollars Spent	\$18,691	\$175,783
<b>WETLANDS</b>		
Projects	3	58
Acres Covered	14	1,066
Dollars Spent	\$0	\$4,064
<b>MAINTENANCE</b>		
Projects	473	4,112
Acres Covered	76,959	980,618



**ACHIEVING VICTORIES FOR UPLAND CONSERVATION POLICY**

In Washington D.C. during an unprecedented year, Quail Forever achieved remarkable victories for conservation.

The broad conservation wins began with passage of the Great American Outdoors Act (GAOA). GAOA includes \$900 million per year every year for the Land and Water Conservation Fund (LWCF) and \$12 billion over 5 years for backlog maintenance on national parks and public lands.

Then in October Congress again passed a large conservation package, America’s Conservation Enhancement Act (ACE) which, amongst other initiatives, reauthorizes the North American Wetlands Conservation Act (NAWCA) at \$300 million for 5 years.

**FARM BILL**

On October 1 2020, 5.4 million acres of Conservation Reserve Program (CRP) grasslands expired. USDA’s Farm Service Agency did enroll 3.4 million acres into general CRP, 1.2 million acres into the grassland program, and there are ongoing acres enrolled in continuous CRP practices.

However, this all points to another net loss of CRP, with USDA not achieving the congressional target cap of 27 million total acres. We continue to pressure USDA for significant enrollment in 2021 to meet the goals

Congress put in place, and that QF supported in the 2018 Farm Bill.

In contrast to lagging CRP enrollment, the Natural Resources Conservation Service (NRCS) is on track for implementing other key Farm Bill programs. Conservation programs like Environmental Quality and Incentives Program (EQIP, about \$2 billion per year) and easement programs (about \$500 million per year) are at historic funding and implementation levels.

In addition, under NRCS’s Working Lands For Wildlife (WLFW) initiative, we anticipate increased interest and funding for northern bobwhite quail, western quail, prairie grouse, pollinators, pheasants and other species under these funding pools.

**GRASSLANDS AND CLIMATE**

The Sportsmen and Sportswomen’s Climate Statement, which focuses on natural solutions as a key component of climate resiliency, was officially released in October of 2020 and a website ([ourlandwaterwildlife.org](http://ourlandwaterwildlife.org)) was published to define the role of natural solutions. Our PF & QF policy web page ([pheasantsforever.org/ConservationPolicy](http://pheasantsforever.org/ConservationPolicy)) now reflects the organization’s climate position and efforts; this page also provides a place for you to get regular updates on all our policy work.



CHAPTERS CONTRIBUTING \$3,000 OR MORE TO LEGISLATIVE ACTION FUND 2020	
Music City (TN)	\$5,000.00
Keeper of the Plains (KS)	\$3,000.00
Franklin County Covey (NE)	\$3,000.00
Wachtel Fur Immer (NE)	\$3,000.00
Otter Creek (IL)	\$3,000.00
Lincolnland (IL)	\$3,000.00
Broad River (NC)	\$3,000.00
Northern Kentucky (KY)	\$3,000.00
Snake River (ID)	\$3,000.00
K-16 Quail Forever (KS)	\$3,000.00
Southern Wyoming (WY)	\$3,000.00
<b>GRAND TOTAL</b>	<b>\$35,000.00</b>

**THE FUTURE**

Quail Forever continues to look for new channels to expand grasslands policy. We are considering new opportunities to engage in climate policy as it relates to Farm Bill, and other legislation and funding sources. We endorse voluntary conservation programs and policies that economically support farmers, ranchers and landowners, while enhancing habitat and recreational access opportunities.

The work will continue full speed in 2021. When you see a call-to-action request on any policy issue, please take the time to connect with your elected officials. Your grassroots voice is critical: When you speak up, wildlife and conservation win!





MARISSA JENSEN

WHEN THE HUNTING HERITAGE MISSION CALLS, YOU ALWAYS ANSWER

2020 brought unprecedented times. But even through the worldwide Covid-19 pandemic, the commitment to share our hunting heritage, outdoor traditions and passion for upland habitat has been carried on undaunted. Chapters, partners, sponsors and supporters have all answered the call and collectively helped us deliver this part of Quail Forever's mission in innovative ways, while contributing financially at an unprecedented level.

The goal for our education & outreach (E&O) efforts is to cultivate new generations of informed and engaged hunter-conservationists. Tools include a combination of authentic experiences, training events and strategic partnerships. Collectively, chapters and our team hosted 737 safe outreach events in 2020 that provided opportunities to 80,000 youth, families and interested adults across the country.

Regardless of a person's age, gender or cultural experience, our E&O mission offers three paths for engagement:

HABITAT EDUCATION

Create a public that appreciates and supports wildlife habitat and the benefits it provides to clean air and water, soil conservation and our overall quality of life.

CONSERVATION LEADERSHIP

Cultivate generations of engaged and informed conservation leaders in communities across the country.

HUNTING HERITAGE

Recruit, Retain and Reactivate (R3) new generations of hunter-conservationists through strategic initiatives and hands-on events.

In addition, 683 current hunters (both men and women) recognized their responsibility to share their appreciation for the outdoors by taking our mentor pledge. They took someone else under their wings and got them out hunting.

They shared their knowledge, skills and time to recruit, retain and reactivate hunter conservationists. Imagine the impact we could have if each one of us did the same.

Quail Forever and Pheasants Forever chapters once again answered our call for contributions to our No Child Left Indoors initiative by contributing more than \$657,000 toward our youth and family engagement strategies. Historically, those dollars are matched several times and put to work developing programs, training opportunities for volunteers and partners, and national outreach efforts.

In 2020, those contributions were critical in providing an opportunity during the Covid-19 pandemic to develop new and safe forms of engagement such as virtual habitat-ed events, the hunter mentor challenge and a host of new training and engagement resources that we will soon. Without those contributions, and match supplied by sponsors and supporters, we would not have accomplished the benchmarks shared above.

To all of those of you who provided solutions to challenges and answered the call of the uplands over the past year, thank you! We couldn't have achieved the accomplishments shared in this report without you. Those challenges will never stop, and we need you now more than ever.

To those who haven't answered that call, consider this: If those of us who care deeply about wild places, our beloved uplands, the wildlife that live there and our upland traditions don't take action, who will?

THE UPLAND HABITAT MISSION CALLED. YOU DELIVERED.

In many ways, it's hard to believe the accomplishments the entire Quail Forever family delivered amid a global pandemic. Covid-19 could have brought everything to a stop. But you, as the member

and the volunteer and the chapter leader and the valued donor, would not let that happen. Creativity, grit, determination and your dollars ... it all came into play into putting more upland habitat in the ground,

creating more public lands upon which to hunt and recreate, and getting more new hunters in the field to carry on the conservation tradition. Thanks for a great 2020, and here's to an even better 2021.

CHAPTERS CONTRIBUTING \$3,000 OR MORE TO NO CHILD LEFT INDOORS™ 2020	
Llano Estacado (TX)	\$10,000.00
Wachtel Fur Immer (NE)	\$6,000.00
South Florida Flatwoods (FL)	\$3,000.00
Milky Way (TN)	\$3,000.00
Missouri River Valley (MO)	\$3,000.00
Lake Country (VA)	\$3,000.00
Red Hills (FL)	\$3,000.00
Northern Kentucky (KY)	\$3,000.00
K-16 Quail Forever (KS)	\$3,000.00
Southern Wyoming (WY)	\$3,000.00
<b>GRAND TOTAL</b>	<b>\$40,000.00</b>



THANK YOU TO OUR CORPORATE SPONSORS

