



ANSWER THE CALL

FOCUS. FORWARD. FOREVER.

Accomplishments matter.
But for our imperiled uplands,
tomorrow matters more.

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21

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.



ANSWER THE CALL
FOCUS. FORWARD. FOREVER.

The uplands called in 2021, and Quail Forever and Pheasants Forever — chapters, volunteers, members, employees, donors, sponsors, and partners — answered. 2021 was a big year for Quail Forever. Records were set for revenue generated, resulting in records for habitat put into the ground, public access created, and new upland hunters engaged.

Here are just a few of our — and your — accomplishments.

- Quail Forever helped negotiate new access easements in Arizona that opened thousands of acres of previously inaccessible public land to quail hunters.
- We partnered with Texas Parks and Wildlife and the Natural Resources Conservation Service on

- an exciting new walk-in hunting access program in Texas and a number of new QF positions.
- We continued to expand the Working Lands for Wildlife-Northern Bobwhite partnership to even more of the quail range, adding more biologists, more capacity, and more conservation and habitat improvement delivery.
- The creation of a new and unique Quail Forever Program Manager position that will elevate QF's habitat mission, brand recognition, and business scope.

Quail Forever continues to make significant strides toward reaching its aggressive Call of the Uplands® campaign's mission delivery goals for habitat conservation, hunting heritage, and policy advocacy, thanks to the generosity of donors, partners, and members.

But the mission is never done, and we will focus forward to:

- Put more upland wildlife habitat than ever into the ground, and improve what we have
- Create forever-public lands for wildlife, hunting, and recreation
- Expand public access via habitat programs and innovative partnerships
- Protect vital grassland and prairie habitat permanently, using conservation easements and other tools

- Enhance private lands by providing technical assistance to landowners across the country
- Educate and inspire a new generation of hunter-conservationists
- Advocate for a North American Grasslands Conservation Act and other critical legislation of national impact

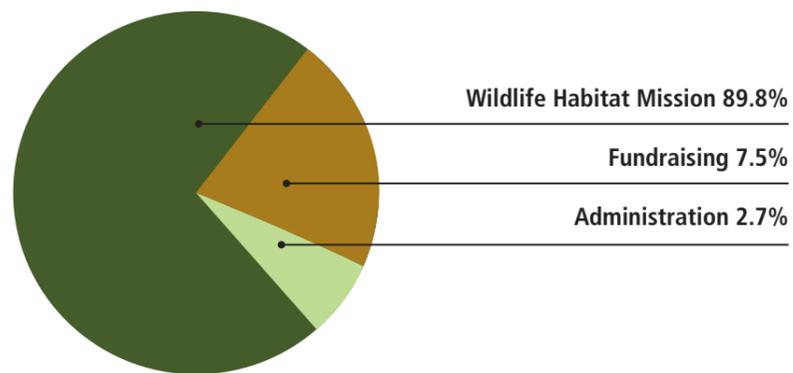
Quail Forever has accomplished many lofty conservation goals since our inception. We may be young, but our impact has been tremendous, not only in terms of acres of habitat for upland wildlife, public lands upon which to hunt and recreate, hunters in the field to carry on the conservation tradition, and quail in the air in front of you and your bird dog, but also in changing the perception that quail decline is inevitable. We — and you — are proof that with passion and determination and vision, the only inevitability is progress and success.

But there is no time to rest. Read these pages, celebrate our record-breaking year together, then let us re-commit to saving our precious grasslands and the birds that bring us to them.

Focus. Forward. Forever.

Howard K. Vincent
President and CEO, Quail Forever

WHERE YOUR DOLLARS GO



REVENUE DATA | FISCAL YEAR 2021

2021 Revenue	\$98,251,386
2021 Mission Spending	\$80,821,460
2021 Total Spending	\$89,991,907

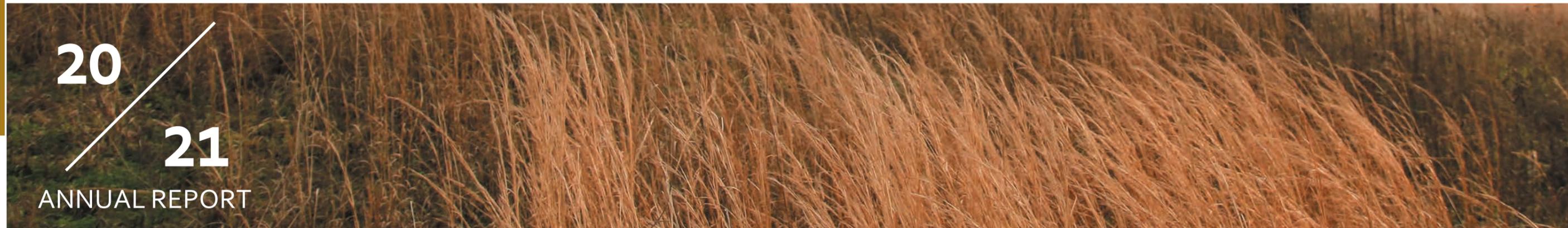
ACHIEVEMENTS SINCE 1982 (PF & QF COMBINED)

22 MILLION+
ACRES IMPACTED

567,500+
HABITAT PROJECTS

1,725
LAND ACQUISITIONS

218,591
ACRES ACQUIRED
& MADE PUBLIC



**MILLIONS OF ACRES,
ALWAYS LOOKING AHEAD**

Let's keep it simple: Quail Forever is The Habitat Organization. Upland habitat on the ground is the bottom line for everything QF does, and the key measurable that QF delivers. 2021 was a record year.

In all, Quail Forever and Pheasants Forever accomplished more than **2.2 million acres of habitat work** in 2021. Need some perspective? That's more than 3,400 square miles, an area more than twice the size of Rhode Island.

Adding access to the QF Mission Statement this year tells you about what is important to members. Places to recreate and enjoy the fruits of our habitat labors — forever — are key to what we do as The Habitat Organization. One might also call us The Access Organization.

To that end, **permanent protection** is critical: land that will forever be protected as wildlife habitat and open to public hunting. In 2021 QF & PF added 6,397 acres of such lands (perspective: that's 10 square miles), bringing the organization's total acres-to-date in this category to 218,591. Public, forever.

Access includes lands that may not be permanently public but are open to recreation. In 2021, QF & PF helped create 379,646 total acres of access for public hunting. Annual enrollments in walk-in programs are key here —

acres which would not be available to wildlife if not for our Farm Bill biologists helping private landowners create wildlife habitat — that also improves soil, cleanses and retains water, and assists in climate resiliency — across quail country.

Restoring and enhancing habitat on both public land and private lands remains the heart of the QF & PF mission, and is in fact the core of what we do through our army of biologists and habitat specialists. In 2021, Quail Forever restored or improved 429,542 acres of upland wildlife habitat.

QF & PF now have **Farm Bill biologists** in 45 states. This impressive team totaled more than 1.48 million

acres of habitat work in 2021. Accomplishments like that only happen through the key partnerships we have with federal and state agencies, and with the support of our incredible chapters and private donors.

And don't forget: those **QF chapters** themselves are a habitat force, with 190,000 acres of habitat improvements logged in 2021 on top of their support for all the work outlined above.

We shall never rest. Acres and accomplishments matter. But the focus is always forward. The habitat mission — homes for quail, pheasants, butterflies, bees, grassland songbirds, and myriad other wildlife — drives Quail Forever.

TOP 10 CHAPTERS NESTING COVER ACRES 2021	
Central Nebraska (NE)	987
West Central Missouri (MO)	675
Otter Creek (IL)	435
2 C Quail Forever (MO)	346
Broad River (NC)	300
West Central Indiana (IN)	115
K-16 Quail Forever (KS)	114
Brown County (IL)	101
Rend Lake (IL)	92
Lincolnland (IL)	91

TOP 10 CHAPTERS FOOD PLOT ACRES 2021	
Capital Area Coveys (IL)	7,520
Music City (TN)	2,796
2 C Quail Forever (MO)	1,322
Mark Twain (MO)	1,282
Beaver Pond (NC)	875
Broad River (NC)	300
Milky Way (TN)	294
Lake Country (VA)	265
Southside Virginia (VA)	151
Tri-State (TN)	134



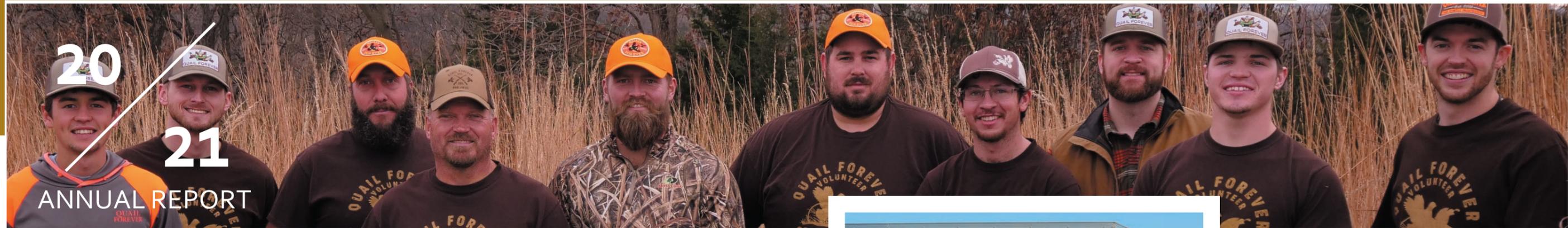
TOP 10 CHAPTERS MAINTENANCE ACRES 2021	
High Desert (CA)	28,500
Oklahoma #89 (OK)	12,733
Southeastern Oklahoma (OK)	8,000
Capital Area Coveys (IL)	7,023
Cherokee Strip QF & PF (OK)	3,067
Southeast North Carolina (NC)	1,363
West Central Missouri (MO)	1,350
Central Nebraska (NE)	706
Otter Creek (IL)	590
Missouri River Valley (MO)	555

ONLY THE U.S. FISH AND WILDLIFE SERVICE EMPLOYS MORE BIOLOGISTS THAN QUAIL FOREVER.

That's right, QF's 305 biologists (including Pheasants Forever) ranks us as the second-largest employer of biologists in the entire United States.

QF FARM BILL BIOLOGIST PROJECTS 2021
Acres Impacted = 499,556 | Landowner Contacts = 13,004

KELSEY DEZALIA



STILL AT THE HEART OF THE MISSION

2021 saw some return to “normalcy” for the majority of Quail Forever chapters across this country. While the pandemic has continued to impact some traditional events and gatherings, our volunteers anchor the mission and continue to answer the call of the uplands by converting locally raised dollars into habitat, public access, and new hunters.

The world has changed, but two things remain constant. Quail Forever volunteers are the most dedicated and giving individuals in the conservation world. And QF’s grassroots model forever resonates to communities from coast to coast.

Out of an abundance of caution for members and volunteers, as well as state gathering restrictions, Covid-19 continued limiting fundraising banquets across the quail range. By fall though, we saw a resurgence of events that welcomed back many families and quail enthusiasts. Chapters have seen incredible support from members and are already allocating dollars to critical local, state, and national initiatives.

2022 promises an impressive roster of local events that support the QF mission and re-engage many members for the first time in a couple years. These fundraising events are one of our organization’s primary mechanisms to

recruit and renew memberships. Check quailforever.org/events to find an event near you.

Quail Forever chapters worked tirelessly to maintain Quail Forever’s status as The Habitat Organization. From food plots to native grass seedings to prescribed fire, our chapters continue to fund, install, and assist on thousands of acres of habitat projects annually.

Were it not for the funding and support of QF chapters, many wildlife management areas and private-lands access programs throughout the country would not be available to hunters. Quail Forever’s Farm Bill biologist program and upland advocacy efforts also depend on the support of chapters.

Chapters innovated new ways to engage and recruit both younger and more diverse hunters and members to

the upland conservation mission. Our Learn to Hunt events continued to introduce outdoor heritage to youth, and to educate and inspire adult-onset hunters, those in urban areas, as well as women and minorities.

Chapters host events that bring together individuals interested in getting their hands dirty to improve habitat, learn how to train their bird dog, complete pollinator planting, and sometimes just gather with like-minded folks over a pint of brew while brainstorming for local habit and heritage initiatives and events.

A great year indeed. Now, focus forward with us. Consider becoming a QF chapter volunteer. The experiences and friendships built within our chapter committees are a blessing and reward like no other. You will be the heart of the mission.

TOP 10 CHAPTERS | EDUCATION AND OUTREACH SPENDING (FY2021)

Wachtel Fur Immer (NE)	\$29,240
North Fork (OK)	\$18,903
Smoky Mountain (TN)	\$15,209
Shortgrass (MO)	\$10,928
Red Hills (FL)	\$10,141
Llano Estacado (TX)	\$10,000
Adams County Sportsman (OH)	\$9,833
Missouri River Valley (MO)	\$7,928
Mark Twain (MO)	\$7,606
Wyota (MO)	\$6,925



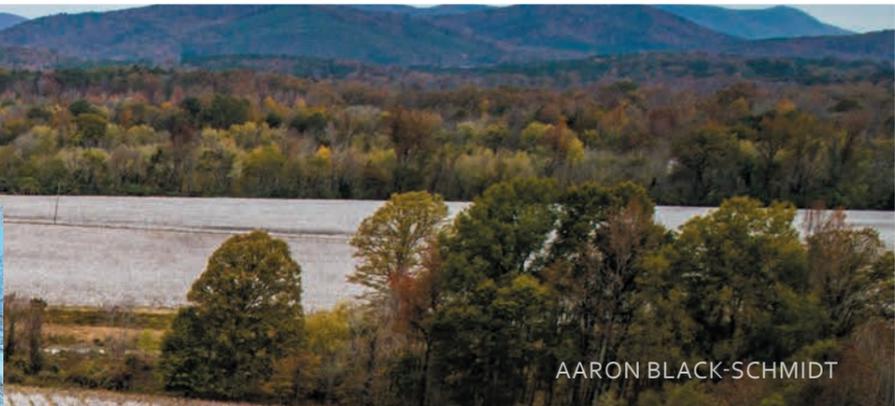
TOP 5 MEMBERSHIP CHAPTERS (FY 2021)

Southern Wyoming (WY)	260
Wachtel Fur Immer (NE)	180
K-16 Quail Forever (KS)	138
Cherokee Strip (OK)	136
Red Hills (FL)	109

TOP 10 CHAPTERS HABITAT SPENDING (FY2021)

West Central Missouri (MO)	\$121,058
Southern Arizona (AZ)	\$83,552
Otter Creek (IL)	\$61,577
Southwest Georgia (GA)	\$22,637
Valley of the Sun (AZ)	\$21,361
McDonough County (IL)	\$18,235
Mark Twain (MO)	\$17,271
Music City (TN)	\$16,757
Lincoln Trail (KY)	\$15,417
Ridgecrest (CA)	\$15,049





AARON BLACK-SCHMIDT

AN ACTIVE YEAR FOR UPLAND ADVOCACY

The Quail Forever Government Affairs Team is proud to report numerous conservation successes during 2021. These were made possible by you — our dedicated members, volunteers, supporters, and staff — that made our organization’s collective voice heard when we asked you to champion sound conservation policy. Then you implemented thousands of acres of habitat and projects on the ground in your states, counties, and communities.

THE NORTH AMERICAN GRASSLANDS CONSERVATION ACT

2021 was the initiation year for the North American Grasslands Conservation Act. With a coalition of 12 conservation partners, Quail Forever and Pheasants Forever called on Congress to draft legislation and introduce a new bill that would provide \$350 million per year for grasslands conservation and enhancement. You, our dedicated volunteers and partners, made over 50,000 contacts with Congress the week of September 7 2021, asking them to draft the Act. Congress heard you and we anticipate the Grasslands Act to be introduced in 2022.

FARM BILL

2021 saw QF & PF pass the halfway point in delivering the conservation

programs authorized in the 2018 Farm Bill. For the first time in over a decade, there was also an increase in Conservation Reserve Program (CRP) acres implemented. USDA had a record couple of years in the delivery of conservation programs, as seen in the Environmental Quality Incentives Program, Agriculture Conservation Easements Program, Conservation Stewardship Program, and Working Lands for Wildlife, all of which create a wide variety of wildlife habitat across the country. These milestones are all to be celebrated, but there is much work yet to be done. We shall continue working hard to ensure all the acres and funding in the current Farm Bill are implemented, as it will need to be reauthorized in 2023.

RECOVERING AMERICA'S WILDLIFE ACT

The Recovering America’s Wildlife Act (RAWA) continues to advance, with 136 House and 32 Senate bipartisan co-sponsors — a very good sign that the legislation continues to gain momentum this Congress. If passed, RAWA will dedicate \$1.4 billion annually to help implement state wildlife action plans. While the focus is to prevent threatened or endangered species from listing, this funding would undoubtedly benefit habitat for many game and nongame species, including upland gamebirds and waterfowl.

THE GREAT AMERICAN OUTDOORS ACT: IMPLEMENTATION

Many members recall the summer of 2019 when the Great American Outdoors Act passed. This Act fully and permanently funds the Land and Water Conservation Fund (LWCF) and also provides funding for backlogged maintenance projects on Federal lands. LWCF provides much-needed state-side funding for access projects, and our staff will participate in the implementation efforts.

BIPARTISAN INFRASTRUCTURE BILL INVESTS IN CONSERVATION

In 2021, the President signed the Infrastructure Investment and Jobs Act, which included significant conservation funding. Some of the highlights include: \$350 million for a new program that will build

wildlife-friendly roadway crossings that will help connect migration corridors; \$250 million for a legacy roads and trails program that will improve U.S. Forest Service access to public lands; and \$400 million for WATERSMART grants that will help improve water quality and quantity conservation issues.

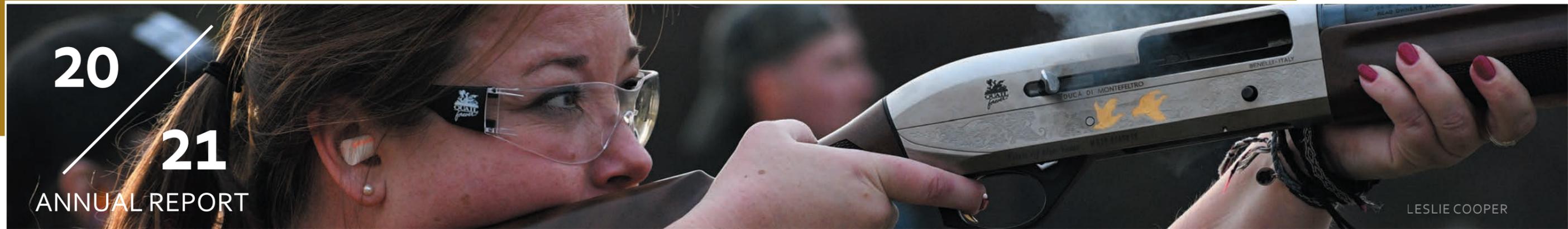
Thank you for your support of Quail Forever’s important policy and advocacy work. We look forward to continuing to be the lion’s voice for the uplands in Washington D.C., as well as statehouses across the country, in 2022.

Follow our progress and work at quailforeverforever.org/conservationpolicy, and monitor North American Grasslands Conservation Act developments at grasslandsact.org.

QF Government Affairs on Capitol Hill. Left to right, Ron Leathers (Chief Conservation Officer) and team members Bethany Erb, Jim Inglis, and Andrew Schmidt.



CHAPTERS CONTRIBUTING \$3,000 OR MORE TO LEGISLATIVE ACTION FUND (FY 2021)	
Music City (TN)	\$5,000
Keepers of the Plains (KS)	\$3,000
Franklin County Covey (NE)	\$3,000
Wachtel Fur Immer (NE)	\$3,000
Otter Creek (IL)	\$3,000
Lincolnland (IL)	\$3,000
Broad River (NC)	\$3,000
Northern Kentucky (KY)	\$3,000
Snake River (ID)	\$3,000
K-16 Quail Forever (KS)	\$3,000
Southern Wyoming (WY)	\$3,000



CREATING NEW UPLAND CONSERVATIONISTS

The goal of Quail Forever’s education and outreach initiative is to work with chapters, volunteers, and partners to share our collective passion for the outdoors, build appreciation for wild places, and create new hunter-conservationists — regardless of their age, gender or cultural experience — to support and carry on the upland habitat mission. 2021 provided a mixed bag of challenges, opportunities, and successes.

Although Covid-19 restrictions, guidelines, and concerns continued impacting our ability to deliver in-person events, renewed interest in outdoor recreation, and wild places provided opportunities to expand our audience and engage more people in our mission.

We launched Path to the Uplands, a new initiative providing opportunities to experience conservation, wildlife habitat and outdoor recreation such as quail hunting. The goal? Inspire participants to find their own unique path to hunting and to discovering the habitat and conservation missions.

Path to the Uplands builds upon the three pillars of our outreach programs. We offer a variety of activities, events and resources for people to engage in the outdoors, through:



HABITAT EDUCATION

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

CONSERVATION LEADERSHIP

Cultivate new, engaged, and informed conservation leaders in communities across the country.

HUNTING HERITAGE

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

In 2021, Quail Forever chapters and employees hosted 464 events that shared our outdoor traditions and habitat mission with 12,898 youth, families, and interested adults across the country. Nationwide, with support from our sister organization Pheasants Forever, The Habitat Organization hosted 1,297 events to reach a total of 40,898 individuals.

In addition, 577 hunter conservationists answered the call to save the lifestyle by taking the Quail Forever/ALPS OutdoorZ Mentor Pledge and sharing their skills, knowledge, and experience with new, novice, or lapsed hunters.

Chapters answered our call for contributions to our No Child Left Indoors initiative by contributing more than \$126,826 toward education and outreach engagement strategies. Those dollars are leveraged and matched several times, and without your contributions we could not have accomplished the benchmarks shared above.

Thank you to those who provided solutions to challenges and answered the Call of the Uplands over the past year.

To those who haven’t answered that call, and if you care deeply about our beloved uplands, wild places and wildlife, 2022 is the time for action.

Focus. Forward. Now. If you don’t act, who will?

OF CHAPTERS CONTRIBUTING \$3,000 OR MORE TO NO CHILD LEFT INDOORS™ (FY2021)

Llano Estacado (TX)	\$10,000
Wachtel Fur Immer (NE)	\$6,000
South Florida Flatwoods (FL)	\$3,000
Milky Way (TN)	\$3,000
Missouri River Valley (MO)	\$3,000
Lake Country (VA)	\$3,000
Red Hills (FL)	\$3,000
Northern Kentucky (KY)	\$3,000
K-16 Quail Forever (KS)	\$3,000
Southern Wyoming (WY)	\$3,000

Get Involved

- Find a local chapter to volunteer at quailforever.org/findachapter
- Improve wildlife habitat on acreage big or small that you have influence over
- Take the Quail Forever/ALPS OutdoorZ Mentor pledge at quailforever.org/mentorpledge



THANK YOU TO QUAIL FOREVER’S CORPORATE SPONSORS

