

2022 WWA Annual report

Vision: Abbreviated, visually attractive 5-1/2"x8-1/2" (approx.) brochure themed in natural colors

- Front and back covers

	2022	2021
Revenues, Support, and Gains (Income)		
Contributions	\$ 55,095	\$ 30,719
Gain on extinguishment of PPP debt	\$ -	\$ 50,385
State and other program Service Fees	\$ 209,537	\$ 245,239
EDPO Revenue	\$ 59,046	\$ 34,735
Event Revenue (Net)	\$ 243,665	\$ 286,378
Other Revenue	\$ 32,334	\$ 29,464
Endowment growth - interest	\$ 1,402	\$ 10,104
Total Revenues, Support, and Gains (Income)	\$ 601,079	\$ 687,224
Expenses		
Program Services: Habitat Restoration, Education, Advocacy and Member Benefits	\$ 402,325	\$ 377,620
Management, General Admin	\$ 27,023	\$ 21,684
Contingency	\$ 79,091	\$ 81,519
Total Expenses	\$ 508,439	\$ 480,823
Change in Net Assets	\$ 92,756	\$ 206,061
Net Assets - Beginning of Year	\$ 554,488	\$ 353,927
NET ASSETS, END OF YEAR	\$ 647,244	\$ 560,000

2022 WWA Expenses

Program	73%
Fundraising	18%
Management & Administration	9%

2022 SOURCES OF WWA REVENUES

State and other Program Service Fees	35%
Contributions	9%
Event Revenue (Net)	41%
Other Revenue	1%

WWA FORWARD

WWA closed our 38th year in very strong position. WWA's ability to deliver important benefits to state waterfowlers is increasingly recognized and accordingly, membership, volunteer and revenue trends are positive. This is in large part to the energy of WWA's passionate volunteers.

We are poised to make even greater impacts in 2023.

See you in the marsh,
Bruce

Bruce Ross, Executive Director

- Inside Cover and Page 2

WWA supporters,

I'm pleased to present WWA's 2022 Annual Report. It was another very good year for our organization in all facets of our operations.

Increasing revenue allowed greater mission impact. Chapters knocked their fundraising goals out of the park by offering more events, while sales of the annual conservation calendar soared to a new record. Chapters did more work afield, and we welcomed the Nicolet Chapter to WWA. State-level committees in each mission area were motivated, energetic, and ultimately very effective.

We signed two agreements with the DNR that will dramatically expand our educational programming and bring WWA's restoration expertise to neglected wetlands on state-managed properties. The second Waterfowl Hunters EXPO continued to exceed our high expectations for quality programming and attendance, while connecting us with national level corporate sponsors like never before.

WWA's reliance to state waterfowlers continues to grow, and our growing influence is being recognized by state policymakers, corporate partners, donors, and our growing membership. This would not be possible without our passionate volunteers and generous donors. I encourage you to read through this annual report to see what the **mission's** premier waterfowling association has accomplished with your help.

Bruce Urban
Bruce Urban
President, WWA

WWA Staff
Bruce Ross - Executive Director
Kelcy Boettcher - Director of Administration
Peter Ziegler - Project Director
Rob Monette - Regional Director
Tom Seibert - Special Event coordinator

Board of Directors

Bruce Urban
President

Todd Scholter
Vice President

Russell Olson
Treasurer

David Fleming
Secretary

Kevyn Boushock

Tim Bartorena

Mike Depner

George Ermert

Dennis Fleischer

Shawn Gibbons

"The purpose of the Association shall be to restore and conserve Wisconsin's waterfowl and wetland resources; to educate state waterfowlers during their progression from natural resource consumer to steward; and to promote governmental policies that protect Wisconsin's resources and promote the rights of citizens to hunt."

The Board of Directors oversees WWA's two-tiered organization of volunteers. The state's mission-focused committees implement initiatives such as the hunter recruitment program, the Adopt-a-Wildlife area program, and our advocacy efforts at the capital. Chapters do local habitat and education work and conduct fun events that help raise operating funds for WWA's programs and overhead.

- Pages 2 and 3 (centerfold)

HABITAT: “... restore and conserve Wisconsin’s waterfowl and wetland resources.”

Private Lands Program: Wisconsin produces 50–70% of our total fall duck harvest, mostly from private lands that make up 75% of the state’s wetlands. State waterfowlers cannot ignore private wetlands without risk to our fall harvest.

WWA works with committed landowners to restore their wetlands. Funding from multiple sources (e.g. duck stamp, NAWCA*, landowner) match WWA dollars by 3 or 4-1. With “skin in the game”, landowners are likely to maintain the restored wetlands into the future, benefiting waterfowl and other wildlife, as well as the surrounding communities for years to come.

WWA’s 2022 Private Lands Program

- 131 wetland acres restored,
- 90 Acres of associated grasslands
- \$42,000 of WWA-managed grant funds
- \$99,000 in landowner and partner funding
- Started with WWA member dollars of \$36,000

*North American Wetlands Conservation Act

Public Lands Program: AWA - WWA’s 8th year in the state’s Adopt-a-Wildlife-Area program advanced volunteer engagement on eight locally significant properties.

In 2022, WWA volunteers installed and maintained nearly 650 houses, and found new partners to sustain this program. The black tern nesting program expanded to include banding these endangered birds and another handicapped accessible blind was built at Jackson Marsh.

Page 5 and 6 (back inside cover)

EDUCATION: “...educate state waterfowlers during their progression from natural resource consumer to steward.”

ADVOCACY: “... promote governmental policies that protect Wisconsin’s resources and promote the rights of citizens to hunt.”

Aldo Leopold the Hunter, lived and evocatively described a life that progressed from harvester to land steward. Adapting this model, WWA’s education program conducted four team-to-hunts, created content for our newsletters, and encouraged ethical hunt philosophies throughout 2022. The Waterfowl Hunters EXPO attracted nearly 4,000 guests to the one-day event, for “everything waterfowl!”

WWA represents hunters... who bring far more to natural resource conservation than the birds they harvest. We ensure that historical commitment is respected by state policy makers. From attending DNR regulatory season setting decisions, educating regulators on the sandhill crane, or taking them on their inaugural duck hunt, WWA was the strongest voice for the interests of duckhunters in Madison in 2022.

- ? Questions
- Text and pictures appropriate?
- Recognize Donors/sponsors – life members, recurring sponsors, corporate?
- Longer more detailed report?