



MISSOURI
CONSERVATION
HERITAGE
FOUNDATION

ANNUAL REPORT

FISCAL YEAR 2019



Intro



Mission

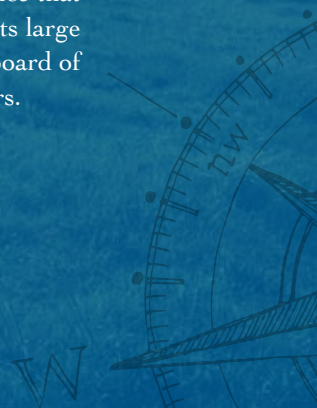


History

Missouri is blessed with a rich diversity of habitats – prairies, streams, forests, wetlands, glades and caves. These habitats support a plethora of wildlife within our state, bringing joy to so many people in so many ways. Whether hiking the Ozark Trail or duck hunting in northwest Missouri, the opportunities to experience and enjoy the outdoors are endless. The Missouri Conservation Heritage Foundation (MCHF) is passionate about preserving, conserving and enhancing our state's natural resources. MCHF is dedicated to finding ways to get people outdoors so they can learn to appreciate our fish, forest and wildlife. Thank you for your continued support of our state's best-in-the-nation conservation heritage.

To advance conservation and appreciation of Missouri's natural resources, including fish, forest and wildlife, by working with donors and other conservation partners to financially support the mission and priorities of the Missouri Department of Conservation (MDC) at the statewide, national and international level.

Founded in 1997, the MCHF is a nonprofit 501(c)(3) organization. One of MCHF's first projects was to raise \$3.6 million in matching funds to construct the Anita B. Gorman Conservation Discovery Center. Since that time, MCHF has provided over \$22 million for conservation projects large and small throughout the state. MCHF is governed by a volunteer board of directors comprised of conservation, community and business leaders.



FY 2019 BOARD OF DIRECTORS



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Chairman



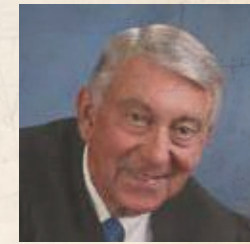
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Ex-Officio



One Arrow at a Time

Dakota Ragsdale is proof that anyone can participate in archery. A junior at Miller High School in Miller, Mo., he wasn't supposed to live for more than a few months. He has congenital heart defects and he had to use a feeding tube for much of his life due to complications from fetal alcohol syndrome.

His adopted mother, Carrie, said that he was determined to participate in the archery program now being offered at his school because he wasn't going to let health issues get in his way of learning how to bow hunt. **The Missouri National Archery in the Schools Program (MoNASP)**, an affiliate of NASP, which teaches students in grades 4-12 the basics of archery, is a non-contact sport in which he can participate. He is not capable of playing most other sports.

MoNASP does more than teach archery. This program aims to improve educational performance among students, too. It helps them learn focus, self-control, discipline, patience and the life lessons required to be successful in the classroom and in life.

Since 2008, MoNASP has been adopted by more than 700 participating schools and affected over 200,000 Missouri students. At the 2019 MoNASP State Tournament, the second largest state archery tournament in the nation, there were 3,287 competitors for the bullseye and 3D tournaments with more than 14,500 spectators in attendance. It is sponsored and coordinated by MDC and MCHF. In the past, several student archers and teams from Missouri have won the national and world championships.

Through lots of practice, grit and hard work, Dakota received the Most Improved Archer award and a school letter at the Miller High School sports banquet. At his first tournament he shot 118. At the last tournament of the season, he shot his personal best of 228 out of 300.



Events

Carrie said that after starting archery, Dakota's focus has improved, he is more dedicated, and he is better able to control his anxiety. To her, it doesn't look like he has a disability when he's competing in archery tournaments. She likes that he gets to be involved in a sport that includes everyone, regardless of athletic ability or size.

When competing, students of all walks of life are together on the line with their peers. For Dakota, archery has helped him make new friends.

MCHF is proud to partner with MDC to oversee the annual MoNASP State Tournament. The tournament has grown to be the second largest state tournament in the nation. In March 2019 in Branson, more than 3,300 competitors and 14,500 spectators attended. More than 145 volunteers helped make it run smoothly.

To experience what it's like at the state tournament, check out the 2019 state archery tournament highlight video, created by Branson High School students: <https://bit.ly/2NHEAqq>.





Conservation & Baseball

MCHF and the Conservation Federation of Missouri (CFM) highlighted their conservation advocacy work by partnering together to sponsor **Outdoors Night with the St. Louis Cardinals** at Busch Stadium Monday, June 17. The Cardinals battled the Miami Marlins.

With the purchase of a special Theme Ticket, more than 400 fans took home a Cardinals fishing shirt. A portion of each theme ticket sold was donated back to MCHF and CFM to support outdoor programs.

Three conservation supporters threw out the first pitch to Cardinals pitcher Jack Flaherty – Smokey Bear, Sara Parker Pauley and Kevin Roper.

Smokey Bear turned 75 in 2019 and his message of “Only You Can Prevent Wildfires” is the longest-running public service campaign in American history. Pauley is the Director of the Missouri Department of Conservation. Roper is the Executive Director of MCHF.

Bass Pro Shops was in the Budweiser Terrace with outdoor games for all ages. Fans could enter to win an Ascend 10T Sit-on-Top Fishing Kayak donated by Bass Pro Shops.

Both organizations were thrilled to be in Cardinals’ Nation advocating for Missouri’s fish, forests and wildlife. Missouri’s rich landscapes have something for everyone – hunting, hiking, birdwatching, camping, kayaking and fishing. The partnership between MCHF and CFM helped them reach more people and encourage them to get out and explore nature anyway they can.

A special thank you to the event’s co-sponsors for continually supporting conservation: Wilkerson & Reynolds Wealth Management, Orscheln Farm & Home, Roeslein Alternative Energy, MidwayUSA and Moneta Group.





Celebrating Conservation's Champions

Honorees include Tim “Mountain Man” Guraedy from the television series *Duck Dynasty*, MidwayUSA owners Larry and Brenda Potterfield, Missouri Lieutenant Governor Mike Kehoe, National Wild Turkey Federation and the vital partnership between our state’s conservation agents and law enforcement officers.

During its third annual **National Lewis & Clark Conservation Awards Celebration** Saturday, September 22, 2018, MCHF recognized individuals and organizations that lead the charge for the appreciation and conservation of our natural resources in Missouri and beyond.

The celebration, with more than 125 people in attendance, took place by the Missouri River, along Lewis and Clark’s route, at the Missouri National Guard’s Ike Skelton Training Center in Jefferson City, Mo. Guests enjoyed refreshments and cuisine inspired by the Lewis & Clark Expedition.

Tim “Mountain Man” Guraedy, who starred on the television series *Duck Dynasty* and wrote the book *Keepin’ a Slow Profile*, was honored with the *Corps of Discovery National Conservation Award*. This award honors individuals dedicated to conservation at a national level. This award is given to an

individual based upon exemplary service, inspiration and commitment to benefit the conservation cause.

An avid outdoorsman, he’s been sharing his love of the land for years. Even when he was a young boy, he took kids fishing, hunting and camping when their own parents wouldn’t take them. He is actively involved in charity events, specifically C.A.S.T. (Catch A Special Thrill) for Kids, a foundation that helps children with special needs and disadvantages enjoy a day of fishing.

Larry and Brenda Potterfield, owners of MidwayUSA, an internet retailer of shooting, hunting and outdoor products, received the *Governor’s State of Missouri Conservation Award*. Missouri Governor Mike Parson hand selected this dynamic couple because they reflect the spirit of conservation, show outstanding leadership in conservation and have positively contributed to conservation principles and programs in Missouri.

The MidwayUSA Foundation, founded by the couple in 2007, is involved in helping communities and organizations raise money for education and youth shooting activities. Additionally, they developed the Youth Wildlife Conservation Experience (YWCE), a program designed to provide an opportunity for high school students across the U.S. to learn about conservation, ethical hunting practices and wildlife management.

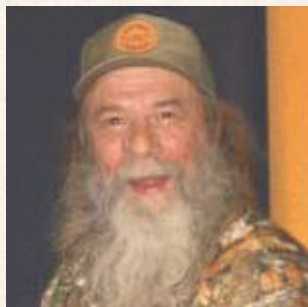
Lieutenant Governor Mike Kehoe, who was recently appointed lieutenant governor in 2018

after a prestigious career as senator in the 6th Senatorial District and serving as majority floor leader, received the *Pat Jones/York Spirit of the Wilderness Conservation Award*. First given to Pat Jones in 2016, this award embodies the exploratory spirit of entrepreneurs and honors individuals who have dedicated their lives to supporting conservation and natural resources throughout Missouri. Pat and her late husband Edward “Ted” Jones Jr., who laid much of the groundwork for the Katy Trail, created a lasting legacy of conservation and investment in Missouri to protect the state’s natural resources for the enjoyment of future generations.

The National Wild Turkey Federation (NWTF) – Missouri Chapter was presented with the *Sacagawea Community and Partnership Conservation Award*. This award goes to an organization focused on exceptional community and partnership building resulting in progressive changes in conservation programs. The Missouri Chapter of NWTF strives to conserve over 300,000 acres of wildlife habitat, recruit 20,300 hunters and improve hunting access for all Missourians.

A special partnership reception was held before the event to honor the important partnership between Missouri Department of Conservation’s conservation agents and the state’s law enforcement officers. Agents and officers work closely together to enforce state laws and keep our citizens safe. Conservation agents, police and sheriff departments received these partnership awards for their contribution and support of conservation.

This celebration was made possible by the generosity of the following supporters: Pat Jones, Edward Jones, Wilkerson & Reynolds Wealth Management, Bass Pro Shops, Doolittle Trailer Manufacturing, Ammo Alley, Jim Lewis Tire Pros, Pinckney Bend Distillery, Piney River Brewing Company and St. James Winery.



Tim "Mountain Man" Guraedy
Duck Dynasty
Corps of Discovery
National Conservation Award



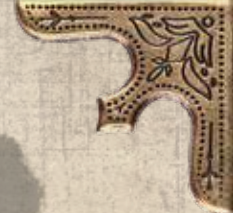
Larry and Brenda Potterfield
MidwayUSA
Governor's State of Missouri
Conservation Award



Mike Kehoe
Lieutenant Governor
Pat Jones/York Spirit of the Wilderness
Conservation Award



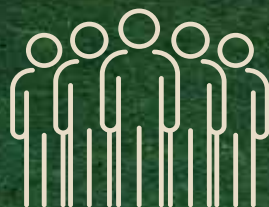
The National Wild Turkey Federation
Sacagawea Community and Partnership
Conservation Award



by the numbers

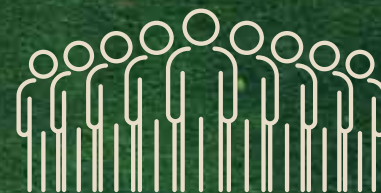


2,252 **TOTAL
GIFTS**
in **2019**
fiscal year



96 **INDIVIDUAL
Donors**

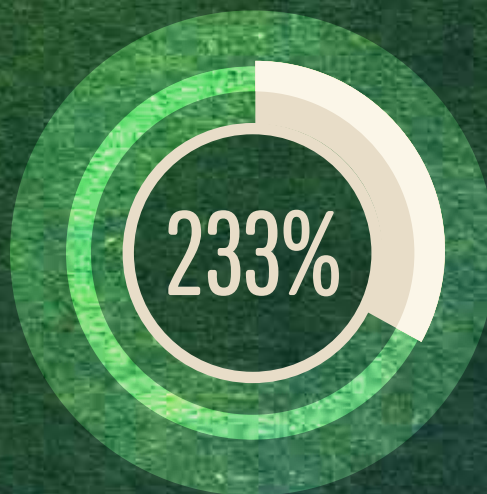
who supported Nature Centers and
Conservation Areas across the state



147 **VOLUN
TEERS**



Increase in revenues
compared to 2018



Increase in unrestricted
funds in the past three years



\$.85 of every
dollar donated
goes toward
programs



2,566

**Conservation Heritage
License Plates Sold**
Ranked 3rd most popular specialty
license plate in the state

**15,070 PEOPLE
ATTENDED**
our events

Missouri Endangered Species Supported

- ~ **Monarch Butterfly** – National Fish and Wildlife Foundation grants restoring milkweed habitat
- ~ **Indiana Bats** – Chariton Hills Conservation Bank
- ~ **Hellbender** – Research and support
- ~ **Niangua Darter** – Stream Stewardship Trust Fund bridges built to facilitate fish passage
- ~ **Great Prairie Chicken** – Supporting Missouri Prairie Foundation and restoration of prairie habitat



grants
\$387,215

supported 22 different projects in 2019

Nature Centers

Motus receivers to track migratory birds

Prairie planting

Envirothons

Missouri National Archery in the Schools Program

Youth hunting and fishing events

Elk habitat restoration

Springfield Public Schools -

Outdoor Awareness & Explore Summer School Program

Paddle MO - Missouri River trip to raise awareness of big river issues

Stream Stewardship Trust Fund projects -

bridges to help communities and endangered species

Missourians for Monarchs projects - expanding and creating habitats for monarch butterflies and other pollinators

Green City Coalition projects - repurposing vacant lots for community and wildlife

Projects & programs

Conservation Service Lines

MCHF is devoted to funding and raising funds for the following focus areas.

- ~ Youth Hunting & Fishing Programs
- ~ Save Our Streams
- ~ Migratory Birds
- ~ Discover Nature Girls Camps
- ~ Pollinators / Monarchs
- ~ Veterans Hunting & Fishing Programs
- ~ Land Banks for Endangered Species



Engaging Girls in the Outdoors

Generous supporters invested in providing hands-on hunter education, archery skills and kayaking/canoeing experiences during Discover Nature Girls Camps held throughout the state. Outdoor skills experts from MDC provide a supportive and fun learning environment for the girls, ages 11-15, who are immersed in a variety of outdoor skills at the camp. The goal is to give participants confidence to explore Missouri's outdoors on their own. Most campers also become Missouri hunter education certified during the camp.

"My favorite part of camp was swimming. I love swimming because I tipped the canoe and sunk it!"

-Macy, St. Charles

Macy and other campers were taught water safety and the art of getting a swamped canoe back in action. Although all the Girls Camps differ somewhat in their offered opportunities, most campers also tried rifle target shooting, a firearms safety trail, fishing, geocaching and of course - s'mores.

Adding to her list of favorite new activities, Savannah, from the St. Louis area, learned to throw an atlatl, an ancient spear-throwing lever. What youth doesn't want to try that?

Thanks to the support of people who care about our young people, these ladies were given the opportunity to engage in new ways in Missouri's great outdoors.



Nathan's Catch Gets Kids Fishing

Nathan's passion was fishing. He loved spending time outdoors with his family and friends.

After Nathan was killed in an automobile accident in 2016 at the age of 18, Nathan's parents turned tragedy into joy. Through MCHF they set up Nathan's Catch, a fund honoring and memorializing Nathan to help families connect with nature.

In September 2018, Nathan's Catch gave away 100 fishing poles and 100 tackle boxes at the Family Outdoors Day, an event that celebrates National Hunting and Fishing Day, at the James A. Reed Memorial Wildlife Area in Lee's Summit, Mo. Over the past two years, the fund has given away 230 fishing poles and 150 tackle boxes.

Russ Giron, Nathan's father and board member of MCHF, hopes to build the program statewide to reach more children. "The children are very excited and appreciate receiving their very first fishing rod," said Giron. "For most of these kids, it is their first time catching a fish! The MDC staff at James A. Reed do a fabulous job teaching these kids."

Nathan would be proud to see so many kids getting outdoors with their family and friends! Generous supporters are helping enrich the lives of children and their families by helping them make great outdoor memories.



Habitat Improvements Essential for Elk Population

A species native to Missouri, elk provide a sense of natural history, unique wildlife viewing and potential hunting opportunities. Efforts to restore elk to our state began in 2011 when MDC initially brought 34 elk to Peck Ranch Conservation Area from Kentucky. More elk were introduced in 2012 and 2013. They have shown a steady growth and now number around 175 animals. The herd should be close to 200 animals in the fall of 2020, the minimum needed before MDC will consider a hunt.

Habitat is essential for the elk herd to continue to grow. Elk use many different habitats and spend much of the day in forest and glades, venturing out into more open habitats at dawn and dusk.

A partnership between MDC, MCHF and the Rocky Mountain Elk Foundation made restoring habitat on 1,020 acres of open land within the Elk Restoration Zone in south-central Missouri possible. Specifically, a mix of grasses, native flowering plants and legumes were planted on private lands, Peck Ranch Conservation Area, Rocky Creek Conservation Area, Current River Conservation Area and the National Park Service open lands. The fields have provided crucial dietary and habitat needs for the expanding elk population in Missouri.



Environthon Builds Awareness of Environmental Impact

Environthon is an annual environmental competition hosted by a cooperative partnership of numerous government and private agencies and nonprofits, including MCHF, that support conservation education.

Environthon tests the knowledge and understanding of the students in five categories called ecostations. These future leaders must also complete an oral presentation. The five ecostations are forestry, wildlife, soils, aquatics and a current environmental issue. Each Environthon team consists of five students in grades 9-12 who are hand selected by their teacher or advisor.

Students work as a team to answer multiple choice, hands-on and problem-solving questions at each ecostation. Students learn to assimilate concepts to solve real natural resource management problems

in urban and rural settings. The competition exposes students to a variety of careers in natural resource management.

During the competition, teachers and advisors are involved in Teach the Teacher Workshops to become better environmental science educators. They are taught by professional conservationists with topics specifically geared toward each of the five ecostations so they can teach the material covered during the contest.

There are regional, state and national tournaments, with the opportunity for winning teams to receive scholarships if they make it to the national level.



Tracking Migratory Birds for Targeted Habitat Management

Motus Wildlife Tracking System technology is a powerful new research tool used to detect migratory birds that migrate through, breed in, or overwinter in Missouri. Motus tracking projects help pinpoint areas and pathways that Missouri's migratory birds use during migration, and help researchers target high-use areas where conservation dollars and management can be of greatest benefit.

The tracking system uses automated radio telemetry receivers as part of a collaborative system of stations that all transmit the same frequency to detect Motus-tagged animals over broad spatial scales. Lightweight, digitally coded Motus nano-tags are placed on birds that are then detected by the receivers if the bird

passes within a 15-kilometer radius of the receiver. Currently, there are 807 Motus receivers in the world tracking the migratory routes of many birds.

Missouri plays an important part in the migratory pathway for birds coming from Central and South America, with high quality habitat in the Ozark Highlands being used by many birds as stopover sites, as well as breeding grounds. Unfortunately, Missouri is still largely a "black-hole" for the collaborative research needed to gain more information on migratory patterns.

To gain more knowledge regarding migratory routes taken in Missouri, a series of latitudinal "digital

fences" are needed. These lines, one in southern Missouri and one in northern Missouri, will capture electronic signatures from Motus-tagged species as they traverse the state. Only 20 Motus receivers exist in the entire Mississippi Flyway.

MCHE, along with the partnership of donors who understand the importance of this research, have donated more than \$10,000 to help Sarah Kendrick, state ornithologist with MDC, build a line of Motus receivers in southern Missouri, with the goal of focusing on the northern line soon.

The Motus Wildlife Tracking System has been successfully used by researchers to answer questions such as identifying important stopover sites, departure and arrival times, migratory routes, and post-fledging dispersals. In the very near future, Missouri will help answer these important questions, too.



DONOR SPOTLIGHT



RICK *Holton*

What is your favorite Missouri outdoor memory?

I have multiple. Duck hunting in St. Charles county. Time spent on the Current River and Jacks Fork River. Fish gigging in the fall at Jerktail Landing. All these memories involve spending time with conservation minded people in an area I love and grew up in – the Ozarks.

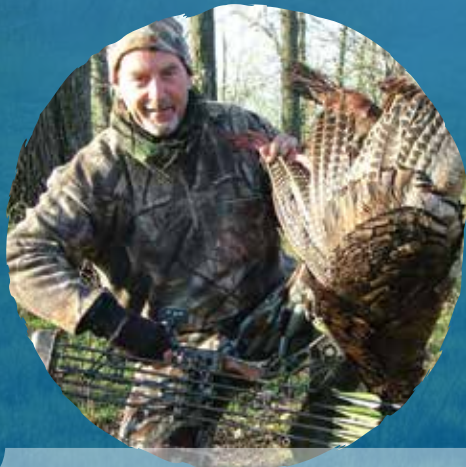
Rick and Carlota (Lotsie) Holton are members of the Chairman's Distinguished Conservation Society, with cumulative giving of \$100,000 or more.

Why is conservation important to you?

My wife, Lotsie, and I love conservation. Conserving our rivers and waterways has been a major theme in our lives. Missouri has the best water resources in the world. Conservation is also important because I'm old enough to remember when you couldn't find a turkey, the deer were sparse, and you were restricted to only taking one duck during the season. Conservation is preserving the heritage of our wildlife and other natural resources so that our children never know a life without them.

Why did you decide to donate to MCHF?

As a former board member who has been involved with MCHF for years, I believe in the mission of the organization and support all the great things the Foundation is doing, including the Stream Stewardship Trust Fund and the student archery program. The conservation legacy has been such a strong part of my life for more than 40 years. I want to inspire others to support a cause that is so important to me.



CHIP *McGeehan*

What is your favorite Missouri outdoor memory?

Spring turkey hunting. Coming out of winter, you have cabin fever. After reading books and watching videos all winter long, it's great to get outside and scout and plan the hunt.

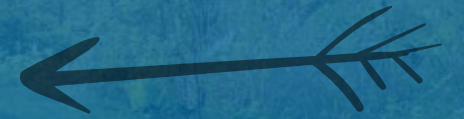
Chip and Teresa McGeehan are members of the President's Distinguished Conservation Society, with cumulative giving between \$10,000 and \$99,999.

Why is conservation important to you?

We, as citizens of Missouri, have a fiduciary responsibility to leave our state and our planet better than when we arrived. I want to make a difference for those who come after me. We must be stewards of our fish, forests and wildlife. We must do our best to leave fish, forest and wildlife better after we are gone.

Why did you decide to donate to MCHF?

My philosophy is that you give more than you take. I have degrees from Mizzou in fisheries and wildlife and it is important that I give back more than what I have taken from that experience. It's important in life to replenish and fund conservation projects and initiatives, to do more in our lifetime and be responsible for our environment.



How to give back

- **Our website** – mochf.org/donate-online.
- **Facebook** – facebook.com/missouri-conservationheritagefoundation.
- **PayPal** – <https://www.paypal.com/us/fundraiser/charity/1927929>.
- **AmazonSmile** – <https://smile.amazon.com/ch/43-1797156>. AmazonSmile Foundation donates 0.5% of the purchase price to MCHF.
- **Missouri State Employee Charitable Campaign** – <https://msecc.mo.gov/>. Make a monthly donation through payroll deduction using MCHF Charity Code 8447.
- **Combined Federal Campaign** – <https://cfcgiving.opm.gov>. Make a monthly donation through payroll deduction using MCHF's CFC Code 25782.



Support Missouri conservation with every purchase

- Earn unlimited 1% cash back donations on every purchase.
- Donations are tax deductible and there are no annual fees.
- MCHF receives a bonus \$25 donation after first purchase.
- Sign up at charitycharge.com/mchf.

Planned Giving

Planned giving is the process of making a significant charitable gift over time or at death, as part of the donor's overall financial and estate planning. Planned giving utilizes current tax laws to provide benefits for both the donor and MCHF. Contact our office at 573-634-2080 or mchf@mochf.org to learn more.

Donor Levels

Bronze Bobcat Circle	\$50-\$99
Silver Hawthorne Circle	\$100-\$249
Gold Monarch Circle	\$250-\$499
Sapphire Bluestem Circle	\$500-\$999
Diamond Bluebird Circle	\$1,000-\$4,999
Platinum Dogwood Circle	\$5,000-\$9,999
President's Distinguished Conservation Society	\$10,000-\$100,000
Chairman's Distinguished Conservation Society	more than \$100,000
MCHF Distinguished Conservation Legacy Society	Planned gifts

This society recognizes planned gifts that have been made to MCHF through a bequest, gift annuity or trust.

Gifts may be designated to the fund of your choice:

- Wherever most needed as determined by MCHF
- Anita B. Gorman Conservation Discovery Center
- Burr Oak Woods Conservation Nature Center
- Cape Girardeau Conservation Nature Center
- Powder Valley Conservation Nature Center
- Runge Conservation Nature Center
- Springfield Conservation Nature Center
- Shepherd of the Hills Fish Hatchery
- Shooting ranges
- Discover Nature Girls Camps
- Youth fishing activities
- Youth hunting programs
- Veterans hunting and fishing programs
- Stream Teams
- Monarch conservation efforts
- Migratory bird habitat conservation programs

To make a donation, visit www.mochf.org or call 800-227-1488.





MISSOURI
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