



ANNUAL REPORT



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.

When the world around us becomes uncertain, we can turn to the outdoors. It calms. It heals. Many are rediscovering the power of being outdoors when nothing else in our world makes sense. Whether kayaking the Current River, hiking the Ozark Trail or duck hunting in northwest Missouri, the opportunities to experience and enjoy the outdoors are endless. We hope that you, your family, and colleagues are staying healthy and enjoying the outdoors no matter what activity.

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 to appreciate our fish, forest, and wildlife.

We need your help to keep the outdoor activities we love a part of our heritage so future generations can experience the same beauty. Our natural resources are what makes Missouri so great, especially with your generosity. Thank you for your continued support of our state's best-in-the-nation conservation heritage.

Mission

History

Intro

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 \$24 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 2021 BOARD OF DIRECTORS



Gene Gardner
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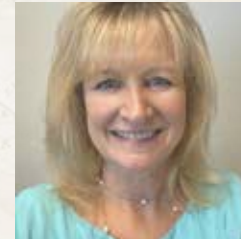
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Carroll Wilkerson
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Conservation Service Lines

MCHF is devoted to raising funds to support the following focus areas.

- Youth/Disabled Youth Hunting, Fishing, Archery, and Outdoor Skills Programs
- Clean Water
- Migratory Birds
- Nature Camps
- Pollinator / Monarch and other Wildlife Habitats
- Veterans/Disabled Veterans Hunting & Fishing Programs
- Land Banks / Conservation Easements for Endangered Species/ Species of Concern



Helping Kids Take Aim Like Never Before



The Missouri National Archery in the Schools Program (MoNASP) is a school-based archery sports program, sponsored by the Missouri Department of Conservation (MDC). Students learn the skill of target archery beginning at the local level with the goal of qualifying for the state, national, and the open tournament both individually and as teams.

MoNASP, an affiliate of the National Archery in the Schools Program (NASP), promotes education, self-esteem, and physical activity for students in Missouri. The program is available to students in grades 4-12. Nearly every student – regardless of age, size, or physical ability – can succeed at archery. It's a great team-building experience promoting skills and friendships that last a lifetime.

Since NASP began in 2002, over ten million students have participated. Since 2008, MoNASP has grown to more than 750 participating schools and more than 200,000 Missouri students. The MoNASP State Tournament is now the second largest state archery event in the nation. In 2021, there were over 3,500 archers competing at the tournament with over 10,000 spectators. Scan the above QR code or go to <https://youtu.be/yoFprGNYqqY> to see highlights from the 2021 tournament.

MCHF is proud to be a long-term supporter of MoNASP by partnering with MDC to oversee the MoNASP State Tournament. At the 14th annual MoNASP State Tournament on March 17-19, 2022 at the Branson Convention Center, we expect 4,000 competitors and anticipate more than 12,000 spectators to attend. We invite you to join us as a donor or volunteer when MoNASP students take aim during this remarkable event.

spotlight

Donor Spotlight

Ripple Effect of Supporting Conservation

Angie and Aaron Jungbluth's love story started on the Lewis and Clark Trail at the Weldon Spring Conservation Area near St. Charles, Mo. They met while on a Missouri Department of Conservation (MDC)-organized hike and their relationship continued to blossom as they shared their love of nature.

Instead of an engagement ring, Aaron donated the money he would have used on the ring to national parks they visited while dating and to The Nature Conservancy. Their honeymoon consisted of visiting four National Parks – Glacier Bay, Denali, Katmai, and Wrangell – St. Elias. On this trip of a lifetime, they experienced Alaska's "big five," which are moose, caribou, grizzly bears, Dall sheep, and the grey wolf. In addition to experiencing the salmon run with brown bears, they kayaked, hiked, and went birding.

"Nature is a blessing that we both have enjoyed our entire lives and it pulled us together," Angie said. "Donating to conservation is how we can give back, plus it's a gift that keeps on giving."

Over the years, their connection with nature has continued to inspire volunteerism and philanthropy.

Between the two of them, the Jungbluth's have volunteered 5,700 hours throughout the years to help teach others the wonders of nature. They both are volunteer naturalists at the August A. Busch Memorial Conservation Area and other MDC areas in the St. Louis region.

Angie teaches nature by partnering with many organizations, including Missouri River Relief. When working as a science teacher, she was instrumental in establishing an outdoor classroom. She also expresses

her creativity by capturing nature in watercolor. Aaron is an electrical engineer at Boeing and has taken advantage of their generous volunteer and gift matching programs.

"I'm fortunate to work for Boeing and I'm grateful for their support of their employees' passions and for the community," Aaron said. "They have matched my physical monetary donations and have started to support organizations by matching volunteer hours."

This means that the organization Aaron volunteers with will receive \$100 for every 10 hours he volunteers in a year. For many years, he has directed his matching volunteer hours donations to the Missouri Conservation Heritage Foundation (MCHF). In 2020, he volunteered 120 hours and MCHF will receive \$1,200 from Boeing's volunteer matching program.

The matching donations from Boeing is in addition to the other monetary donations the Jungbluth's make to MCHF. Their volunteer matching donations and monetary donations have been directed to different areas, such as migratory bird habitat projects in honor of Brad Jacobs, MOTUS receivers, Eagle Days, youth camps and track chairs for disabled veterans and youth.

The Jungbluth's are appreciative of the multiple ways they can support conservation. They are proud of the work that MCHF and MDC does, including the wildlife success stories.

"We can make a difference to create healthy habitats, and this is our way of helping," Angie said.

Recruiting volunteers is another way they help. When they meet others that share their passion, they



encourage them to check how to volunteer with MDC or MCHF. They encourage them to research what they like the most and how they can help in those areas.

"The ripple effects of supporting conservation in multiple ways is out of this world!" Angie said.

Angie and Aaron's story truly is inspirational. Check with your employer to see if they have a volunteer and gift matching program and consider doubling your donation to MCHF.



Recognizing our Conservation

Legacy



Honorees include Simon Roosevelt, Theodore Roosevelt's great, great grandson, Penny Pennington, CEO and managing partner of Edward Jones, Marilynn Bradford, former Missouri Department of Conservation (MDC) Commissioner, Brad Jacobs, former MDC ornithologist, and Missouri Birding Society, a statewide all-volunteer organization dedicated to the preservation and protection of birds and other wildlife forms.

During its fifth annual National Lewis & Clark Conservation Awards ceremony Thursday, May 20, 2021, the Missouri Conservation Heritage Foundation (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 165 people in attendance, took place at The Millbottom in Jefferson City, Mo.

Simon Roosevelt, principal of Olimpia Fund Management, Ltd. and Theodore Roosevelt's great, great grandson, was honored with the Corps of Discovery National Conservation Award. It is the top award given by MCHF for leadership in conservation at the national level. This award

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

Roosevelt is an avid hunter and conservationist whose interests have involved him in a wide variety of conservation and environmental projects in North America, South America and Africa. Current projects include the Conservation Roundtable, a forum that brings together the CEO's of American hunting, environmental, and land conservation organizations to discuss and act on larger issues of common concern. He is also a writer and speaker on hunting and conservation issues. Roosevelt is at work on a book



Simon Roosevelt (on left), Theodore Roosevelt's great, great grandson, accepts the Corps of Discovery National Conservation Award from Governor Mike Parson (on right).

portraying the essential connection between American hunting and conservation.

Roosevelt is a Commissioner of the New York State Office of Parks, Recreation and Historic Preservation for the New York City Region. He is a regular member and director of the Boone & Crockett Club, and a member of the Camp Fire Club of America; he is chairman of the Scenic Hudson Land Trust; and he is a member of the President's Advisory Council of the National Wildlife Federation.

Penny Pennington, managing partner of Edward Jones, was honored with the Pat Jones/York Spirit of the Wilderness National Conservation Award. This award embodies the exploratory spirit of entrepreneurs and honors an individual who has dedicated their life to the promotion, protection and service of wilderness and natural resources throughout Missouri. The award is in honor of York, a pivotal contributor to the success of the Lewis & Clark Expedition, and in honor of Pat Jones, spouse of Edward "Ted" Jones Jr., for the dynamic role she has played in conservation in Missouri. Jones was the first recipient of the award in 2016 and her name was added to it in 2017.

Recently named No. 33 in her second appearance on the Fortune Most Powerful Women in Business list, Pennington is the sixth managing partner in the firm's 99-year history. She is responsible for the firm's

strategic direction, working together with more than 49,000 associates across North America to make a positive impact in the lives of Edward Jones' clients, colleagues, and communities.



Laura Ellenborn (on left in photo to the right), principal of philanthropy and community relations at Edward Jones, accepts the award from Governor Mike Parson (on right) on behalf of Penny Pennington (above photo), managing partner of Edward Jones, who received the Pat Jones/York Spirit of the Wilderness National Conservation Award.

Pennington is an active member of the St. Louis community, serving on the boards of the Federal Reserve Bank of St. Louis, United Way of Greater St. Louis, the Donald Danforth Plant Science Center, Washington University in St. Louis Board of Trustees, the Whitaker Foundation and Executive Committee of the Chair's Council for Greater St. Louis, Inc. Pennington also actively champions Edward Jones' national presenting sponsorship with the Alzheimer's Association. In her free time, she loves biking on the Katy Trail, the country's longest recreational rail trail.

Former Missouri Department of Conservation (MDC) Commissioner Marilyn Bradford

was hand selected by Missouri Governor Mike Parson to receive the Governor's State of Missouri Conservation Award. This award goes to an

individual who reflects the spirit of conservation, shows outstanding leadership, and has positively contributed to conservation principles and programs in Missouri.

Bradford is fourth generation Missourian with a lifelong love for the outdoors and a proven commitment to public service, primarily working in community and public relations. She holds a BA in Business Administration and advanced leadership training from the Universities of Harvard and Texas. She has worked extensively with the Robert Wood Johnson, Ewing Kauffman, Danforth, and Annie E. Casey foundations developing critical funding for Missouri children and health care initiatives. In 2019, she was named Zonta's Woman of Achievement. She was appointed to serve six years as a Conservation Commissioner in 2013 and elected twice to serve as Chairman.

She was one of only four women to serve in the Commission's 85-year history. She is a life member of the Conservation Federation of Missouri and executive board member of the Summit on the Future of Missouri Outdoors. She was also recently appointed by Governor Parson to sit on the Missouri Humanities Council board of directors. She is an



Marilynn Bradford (on left), former MDC Commissioner, accepts the Governor's State of Missouri Conservation Award from Governor Mike Parson (on right).

avid fly fisher and enjoys trap shooting. She and her husband, Stephen, own a timber and hunting property in Madison and Wayne counties and own several rice and soybean farms in Pemiscot County. Together, they are the only husband and wife individuals to serve as Conservation Commissioners.

The Missouri Birding Society (MBS), a statewide all-volunteer organization dedicated to the preservation and protection of birds

and other wildlife forms, 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.

As Missouri's ornithological society, MBS has a strong conservation action record through its 120-year history. Current activities include agreements with Missouri Department of Conservation and Missouri Department of Natural Resources State Parks to conduct bird monitoring surveys and other data gathering and educational services. These cooperative agreements, known as the CACHE/SPARKS Program, were the brainchild of Brad Jacobs, whose vision continues as the monies earned from these services are used in MBS's contribution to partnership projects in habitat improvement and restoration, conservation education, and wildlife monitoring. To date, MBS has used more than \$100,000 in these funds to facilitate more than 50 diverse conservation partnership projects, including the MOTUS tower system; the Spanish edition of "The Birds of Honduras"; a dozen habitat education resident camp sessions for teens; the Missouri Young Birders Club; and wetland, prairie, and savannah restoration work.



*Edge Wade (on left), MBS vice president, accepts the
Sacagawea Community and Partnership Conservation Award
from MCHF Advisor Carroll Wilkerson (on right).*

The Missouri Legacy Conservation Award was presented posthumously to Brad

Jacobs, a former MDC ornithologist and Missouri Botanical Garden botanist. This award recognizes Jacobs' exemplary commitment and service to the conservation cause in Missouri. The work he did with the Missouri Department of Conservation has helped bring international awareness to the need to support bird conservation throughout their full lifecycle. MCHF is honored that he served on their Migratory Bird Advisory Committee to further his life's mission.

Jacobs worked hard to educate others on the threats that many of Missouri's breeding birds face on migratory stop-over sites and the wintering grounds in Central America, northern South America and eastern Mexico. Internationally, Jacobs' leadership and vision were critical in the creation of the Association of Fish and Wildlife Agencies' Southern Wings Program. Southern Wings is a partnership of state agencies that support a common vision of providing a funding mechanism for bird conservation

in Mexico, Central America, and South America. Southern Wings focuses on conservation efforts south of our border to support priority birds through their annual cycle while protecting the investments of participating state agencies. Long-distance migrant birds that we consider "our" Missouri birds often spend up to eight months of the year south of our border. Jacobs emphasized the need for conservation work on the wintering grounds and supported and cultivated partnership efforts in relevant countries that are key to migratory birds. Since its inception in 2009, Southern Wings has grown to over 30 participating states and raised almost \$3 million for migratory bird conservation.

In addition to the National Lewis & Clark Conservation Awards, MCHF and MDC presented Partner Awards to those organizations that have partnered with MDC to support Missouri conservation.



*Brad Jacob's wife,
Linda (middle), accepts
Brad's Missouri Legacy
Conservation Award from
MCHF President Gene Gardner*

The Conservation Impact Award was presented to the Missouri Prairie Foundation and Pheasants Forever & Quail Forever for demonstrating a

commitment and ongoing positive impact to the health of Missouri's land, water and forests, and the sustainability of all fish and wildlife.

The Conservation Intersection Award was presented to the Missouri Department of Elementary and Secondary Education for best demonstrating a commitment to providing that critical conservation intersection where Missourians have places to go to enjoy nature and understand the value of nature in their lives.

The Conservation Innovation Award was presented to Sovereign Sportsman Solutions (S3) for best demonstrating a commitment to innovation, including improving the "business of conservation" through support of customer service, continuous improvement and/or employee development initiatives.

All of Missouri's electric cooperatives were honored with a Partnership Award for supporting youth outdoor activities and working closely with MDC on creating pollinator habitat, including informing their members about the value of pollinators and how they can make a difference on their own properties.

This celebration was possible by the generosity of the following supporters: Franklin Templeton, MFS Investment Management, Edward Jones, Invesco, Mondrian Investment Partners, Stifel Financial, Federated Hermes Inc., Goldman Sachs, WR Wealth Planners, Public House Brewing Company and St. James Winery.



First conservation bank for bats

The Chariton Hills Conservation Bank is the first conservation bank in Missouri and the first nationwide to protect the endangered Indiana bat and the threatened northern long-eared bat. Conservation banks are areas of land set aside to permanently protect threatened or endangered species and their habitats.

In 2018, Burns & McDonnell, with approval from the U.S. Fish and Wildlife Service (USFWS), opened the 1,300-acre conservation bank in Northern Missouri as a service to developers who need environmental solutions for their projects. Developers can use credits from the bank to compensate for expected adverse impacts to similar, nearby ecosystems. For Burns & McDonnell's conservation bank, each conservation credit corresponds to one acre of habitat.

The Chariton Hills Conservation Bank is protected in perpetuity by a conservation easement held by the Missouri Conservation Heritage Foundation (MCHF).

The bats inhabit caves and forests of the Eastern and Midwestern United States. In winter, these small bats hibernate in caves or abandoned mines. Currently, nearly one-third of the global Indiana bat population hibernates in an abandoned mine

in Hannibal, Mo., known as the Sodalis Nature Preserve. In the summer months, they roost in tree cavities or beneath the loose bark of live, dead, or dying trees. Foraging sites include riparian areas, upland forests, ponds, and fields.

Using conservation bank credits eliminates many of the timing and permitting uncertainties associated with using other mitigation methods. Credit purchasers get a cost-effective solution and benefit from the reduction of permit and staff time, and from liability associated with future performance.

Conservation banks assist the USFWS and its conservation partners in meeting their conservation goals to effectively manage and protect these forest-dwelling threatened and endangered bats by conserving lands and consolidating smaller mitigation requirements into larger, more ecologically viable sites. Work on these sites include upland tree planting. For example, 9,000 trees like oaks and hickories, were planted across 22.5 acres. Woodland and savanna habitats, which are relatively open areas with trees, grasses and forbs, are maintained through periodic burning. Bottomland tree plantings include eastern cottonwoods because of their tolerance for high moisture areas. Native species are planted in prairies and grasslands.



Restoring a part of the Ozarks landscape

MCHF is partnering with the Ozark Chinquapin Foundation (OCF) to help restore the Ozark Chinquapin, sometimes called the Ozark chestnut, back to its historic native range. These trees were once important to both wildlife and humans in southern Missouri for tasty nuts in the fall and rot-resistant wood for railroad ties, fence posts, and furniture.

Decimated by the chestnut blight in the mid-1900s, any viable trees were thought to be extinct until Steve Bost, founder of OCF, and others found 45 large trees in Missouri and Arkansas.


OCF is attempting to establish a viable seed base through research and the manual cross-pollination of surviving trees. Their goal is to develop a 100% pure Ozark Chinquapin that is blight resistant and distribute those seeds to those interested in helping.

MCHF is helping OCF raise money to continue their research and restore this important tree in the Ozarks.

by the *numbers*

 **TOTAL
GIFTS**
in 2021
fiscal year
9,199


6,345 **NEW
Donors**

 \$.85 of every
dollar donated
goes toward
programs



18
MOTUS

Tracking Receivers Active in Missouri

Technology used to detect migratory birds
to help researchers target high-use areas
where conservation dollars and habitat
management can be of greatest benefit.

 **\$1 \$6**
For every
spent, we've raised



2,740

Conservation Heritage License Plates Sold

Ranked the 4th most popular
specialty license plate in the state



3,802

Raffle Tickets SOLD
for Lewis & Clark Raffle

8,000

Raffle Tickets SOLD
for MONASP

18,625

Raffle Tickets SOLD for Mega
Raffle, Mini Mega Raffle and
Christmas in July Raffle in
partnership with Sportsmen's
Alliance

\$1,028,007

supported multiple projects in FY 2021

*projects, grants
& scholarships*

- Nature Centers
- Conservation Areas
- Shooting Ranges
- Youth Fishing Clinics and Events
- Youth Hunting Clinics
- Hatcheries
- Boone County Nature School
- Amphibian and reptile conservation
- Outdoor communicators (Driftwood Outdoors and Missouri Outdoor Communicators)
- Conservation heritage interpretation (Association of Missouri Interpreters)
- MOTUS Wildlife Tracking Receivers to track migratory birds
- Prairie plantings and restoration
- Discover Nature Camps
- Butterflies of Honduras
- Duck blind for veterans
- Stream Team
- MDC's Employees of the Month
- Park RX America
- Missouri National Archery in the Schools Program (MoNASP) scholarships
- Paddle MO – Missouri River trip to raise awareness of big river issues
- Stream Stewardship Trust Fund projects – using mitigation funds to improve Missouri's precious stream resources
- Missourians for Monarchs projects – expanding and creating habitats for monarch butterflies and other pollinators throughout rural, urban and suburban landscapes across the state, and disseminating training materials to landowners
- Green City Coalition projects – repurposing vacant lots for community and wildlife, specifically creating intentional open space with trees, planting native grasses and forbs to increase stormwater absorption, improving aesthetics and environmental quality and providing opportunities for residents to connect with nature close to home

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 uses mitigation funds to improve Missouri's precious stream resources
- Great Prairie Chicken – Supporting Missouri Prairie Foundation and restoration of prairie habitat



Scenic River Invasive Species Partnership

The Scenic Rivers Invasive Species Partnership (SRISP) was developed in 2018 to establish a Cooperative Invasive Species Management Area (CISMA) within southern Missouri. The SRISP operates in the counties of Butler, Carter, Dent, Shannon, Reynolds, Ripley, Oregon, Howell, and Texas. A Memorandum of Understanding (MOU) was implemented by over twenty federal and state agencies, Non-Government Organizations, landowners, and others to recognize the importance of working together across boundaries to address the threats invasive species pose to Missouri's native ecosystems and working lands.

As a result of SRISP, several partners – Pheasants Forever and Quail Forever, Missouri Department of Conservation, Missouri Conservation Heritage Foundation and U.S. Forest Service – provided financial support to establish a coordinator for the SRISP program.

A coordinator was hired and is providing oversight, support, coordination, and implementation for SRISP projects including development and implementation of education and outreach; cooperative invasive species control; early detection/rapid response; data management; and partner communication.

The partnership is bolstering efforts to identify and control the invasive plant species that can severely impact several sectors of the Missouri economy and native biodiversity.



Share the Harvest

Because of our generous donors, MCHF raised enough money for the Share the Harvest program to process 97 deer!

The Share the Harvest, a program administered by the Missouri Department of Conservation and Conservation Federation of Missouri (CFM), provides an easy way for hunters to donate deer to provide a healthy, lean protein source to families in need. It costs \$75 to cover the cost of processing one deer into ready-to-use venison like deer burger or deer sticks.

Tricia Burkhardt, executive director of MCHF, presented Tyler Schwartze, executive director of CFM, with \$7,290 to support this program.

Thank you for supporting this great way to feed the hungry!

MoVets Duck Blind

MCHF helped fund the construction of a special duck blind at Duckhorn Lodge so disabled veterans can hunt during duck season.

MCHF takes an active interest in providing outdoors opportunities for Missouri's veterans of the armed forces. Over the years, we have funded numerous programs to provide hunting opportunities for disabled veterans from turkey and deer hunts to track chairs for use in the woods. We often partner with other organizations to accomplish our goals. DuckHorn Outdoors Adventures is one of those partners providing stellar experiences for our state's veterans and first responders.

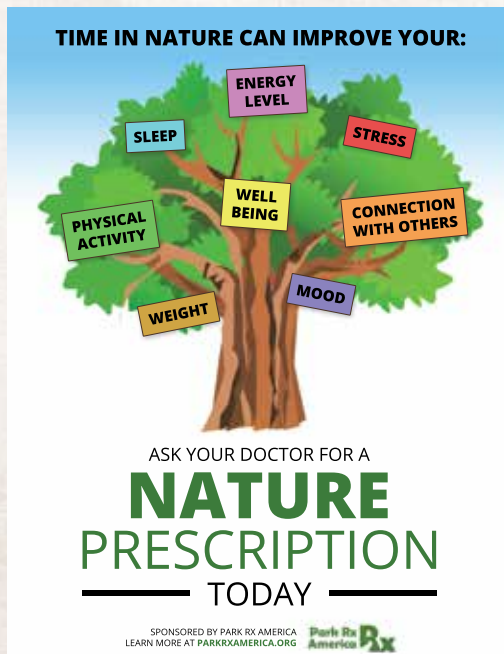
DuckHorn Outdoors Adventures is a 501c(3) nonprofit organization focused on "Getting

People Unplugged and Outdoors" in safe and meaningful ways. Specifically, DuckHorn developed programs for veterans to express gratitude for their commitment to the defense of our nation and communities.

With the help of volunteer veterans, DuckHorn built a duck blind with full disability accommodations to host eight veterans.

A veteran's trifecta

Shannon Green, a former U.S. Army medic who is now a nurse practitioner, had never been hunting. She joined the 2020 MoVets Duck Hunt not knowing what to expect. While the morning duck hunt was unsuccessful, Shannon shot her first pheasant and quail that afternoon and returned to the duck lines that evening to bag her first duck. According to Shannon, this trifecta created "the best day ever!"



Prescribing nature to families

Research shows that spending time in nature can improve an individual's mental and physical wellbeing. Plus, when engaging in conservation activities like hunting and fishing with family and friends, the memories created last a lifetime.

MCHF and the Missouri Department of Conservation are partnering with the Missouri Chapter of American Academy of Pediatrics, Missouri State Parks and Parks RX America to help train physicians on the nexus of nature and human health.

The goal is to help prescribe the health benefits of nature and share the positive impacts of conservation-related activities and programs offered in the state. This is

accomplished through the accredited Continuing Medical Education (CME) course offered by Park RX America. The course objectives include describing the current state of physical and mental health, summarizing the evidence for nature and human health, and demonstrating how to incorporate nature-based interventions into daily practice. In addition, the physicians will establish relationships with the MDC nature center managers to become familiar with the programs, services, and conservation areas available within their local region. The desire is to ensure the physicians understand and appreciate the opportunities available, so they are more likely to prescribe nature, connecting their patients to these areas for improved health from a place of personal experience.



Gerald Ross

Conservation Background:

- Graduated from the University of Missouri in Forestry in 1965
- Worked for 14 years with the Missouri Forest Products Association
- Worked for 26 years with the Missouri Department of Conservation in various roles, from state forester to legislative liaison to assistant director
- Assisted with founding the Missouri Conservation Heritage Foundation and its Stream Stewardship Trust Fund

Champions of Conservation

Rick and Lotsie Holton are members of the Chairman's Distinguished Conservation Society, with cumulative giving of \$100,000 or more. They have pledged \$5,000 each year for the next five years. Each year they are making the donation in honor of a Champion of Conservation of their choosing. Meet the first Champion, Gerald Ross.

Why is conservation important to you?

I grew up on a small acreage in Texas County and spent lots of time on the Piney River. We learned about stewardship and the wise use of resources at an early age. We were tied to the land by necessity. Quality of life was part of it. I was able to squirrel hunt, fish, and float the river. It is a part of my life and has led me to what I did throughout my lifetime. I started out in engineering, but then transferred to forestry because of my experiences in the outdoors with our natural resources.

What is your biggest conservation achievement?

Working with others on conservation projects. I worked for 15 years as a legislative liaison and there was no run or diminishment of the 1/8 of a cent Conservation Sales Tax. I am privileged to have been an Assistant Director of MDC and to have helped with the Columbia Bottom Conservation Area, the Anita B. Gorman Conservation

Discovery Center, and the formation of the Conservation Heritage Foundation.

What is your legacy in conservation?

Being a steady contributor to conservation causes. It takes staff, the Conservation Commission and public support to make things happen. I loved being able to help bring it all together to move projects in the right direction.

What is your favorite Missouri outdoor memory?

There are many. But I really enjoy taking my kids and now my grandson fishing. The memory that sticks with me and the one where my love of conservation started is when me and my dad were fishing. We were fishing in a wooden jon boat that my dad built. I had a bass on my line and my dad harvested a fox squirrel in a nearby tree. We were both trying to get them in the boat at the same time!

How to give back

- **Our website** – mochf.org/donate-online.
- **Conservation Heritage License Plates** – Show how wild you are about conservation with a \$25 donation.
- **Facebook** – facebook.com/missouriconservationheritagefoundation.
- **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.



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
- Bennett Springs Hatchery
- Montauk Hatchery
- Shooting ranges
- Discover Nature Girls Camps
- Youth fishing activities
- Youth hunting programs
- Veterans hunting and fishing programs
- Stream Teams
- Monarch conservation efforts
- MOTUS Wildlife Tracking System
- Migratory bird habitat conservation programs
- Butterflies of Honduras

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



