



NATIONAL
DEER
ASSOCIATION



2022

ANNUAL REPORT

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FROM THE PRESIDENT



Furthering NDA's Commitment to Deer, Hunters, and Habitat

It is with great pleasure and gratitude that I am leading off the National Deer Association's first stand-alone Annual Report with this message. Previously we reported on our activities and financials in conjunction with our annual Deer Report, but after thoughtful review and discussion it became clear both initiatives were deserving of their own forum. I hope you'll find what you'll read in subsequent pages to be both impressive and inspiring. Sometimes when you're involved with the day-to-day work it's not easy to see the impact an organization is making, so being part of the production of this report has reminded me that all of us who work for or support the NDA have a lot to be proud of.

While there were many highlights, here are a few that stood out to me. In 2022, NDA:

- Had a significant impact on policy that impacts deer, hunting, and conservation by sending 60 action alerts, authoring or signing 95 letters of support or opposition, and encouraging more than 3,000 letters from our constituents.
- Addressed landscape-level access and forest health issues through the Public Lands Initiative by helping to improve 316,218 acres of public land in six states at a total value of \$2,164,206.
- Continued to provide some of the best deer and habitat educational content in the world by publishing more than 100 combined articles and videos across our various platforms. More than six million people were reached through NDA's social media channels alone.
- Held 54 Field to Fork events across 19 states to introduce new people to hunting as part of our R3 initiatives while also graduating 300 new Deer Steward participants at various levels.
- Finished another strong financial year helped by securing a record number of corporate sponsors and conducting the organization's first ever Giving Day.

You will get more detail about these and many other accomplishments as you read on, but I want to emphasize that this report reflects the organization's hard work at all levels including our dedicated members, Branches and Branch leaders, individual financial supporters, corporate sponsors and grant funders, state and federal wildlife agency partners, and our Board of Directors and Advisory Committee members.

On behalf of our board of directors and staff, I would like to thank you for your commitment to wild deer, hunting, and conservation. Thanks to you, the National Deer Association has never been healthier financially and in mission delivery. I couldn't be prouder of our NDA team, or more appreciative of the support you continue to show for North America's most iconic and valuable game animal.

OUR MISSION

The National Deer Association works to ensure the future of wild deer, wildlife habitat and hunting.



FINANCIALS

STATEMENT OF FINANCIAL POSITION

Assets	12/31/2022
Cash Accounts	\$ 865,199
Accounts Receivable/Accrued Revenue	\$ 423,060
Inventory	\$ 125,511
Prepaid Expenses	\$ 44,104
Endowment & Investments	\$ 921,045
Total Fixed Assets	\$ 1,966,218
Total Assets	\$ 4,345,137
Liabilities & Net Assets	
Liabilities	\$ -
Accounts Payable/Accrued Liabilities	\$ 266,611
Accrued Salaries & Related Benefits	\$ 78,843
Deferred Revenue	\$ 93,110
Total Liabilities	\$ 438,564
Net Assets	
Without Donor Restrictions	\$ 3,600,043
With Donor Restrictions	\$ 306,530
Total Net Assets	\$ 3,906,573
Total Liabilities & Net Assets	\$ 4,345,137

STATEMENT OF FINANCIAL ACTIVITIES

Revenue	12/31/2022
Advertising & Sponsorships	\$ 560,118
Fundraising	\$ 499,795
Contributions	\$ 401,681
Grants & Federal Contracts	\$ 868,010
Program Services	\$ 1,971,911
Membership Dues	\$ 408,116
Total Revenue	\$ 4,709,631
Expenses	
Program Services	\$ 3,701,437
Management & Administration	\$ 445,711
Fundraising	\$ 494,018
Total Expenses	\$ 4,641,166
Change in Net Assets	\$ 68,465

The National Deer Association is a 501(c)3 non-profit organization that takes great pride in its financial accuracy, transparency, and accountability. In 2022, the NDA spent 90 percent of all contributions directly on conservation and program services, keeping our administrative expenses to a minimum. NDA has received the highest possible rating from Charity Navigator for five years in a row.

HOW YOUR NDA DONATIONS ARE DISTRIBUTED:

10%
Management & Administration

90%
Conservation &
Program Services



5th year in a row



CONSERVATION ACCOMPLISHMENTS



DEER STEWARD:

300+

The number of Deer Steward graduates in 2022 across all levels impacting over 2.3 million acres.

GRANTS:



Awarded a one-year grant from the Richard King Mellon Foundation for \$88,000 to study and update the Deer Hunting 101 course and educational videos.

CONSERVATION:

\$2,164,206

Total value of the project investment (from all partners) to-date.



Addressed landscape-level access and forest health issues through the Public Lands Initiative and improved 316,218 acres of public land.



Matched \$334,975 in funding against the \$150,000 grant from the Bass Pro Shops and Cabela's Outdoor Fund, and secured an additional \$1.5 million in federal funding.

FIELD TO FORK:

54

Number of Field to Fork events across 19 states.



Partnership with the Pennsylvania Game Commission to hire a Pennsylvania Field to Fork Coordinator, the first position of its kind.

100%

Positive outcomes through the use of our Back40 property continued with multiple habitat improvements completed as well as numerous successful hunts with new hunters.

500

The number of participants the Field to Fork program had in 2022.

GRASSROOTS:

12,000+ POUNDS

The amount of venison donated.

\$560,000+

Net dollars raised.



Conducted 67 fundraising events, 45 educational events, 10 expos, 13 youth hunts, and 10 Field to Fork Events.

ADVOCACY:

ACTION!

Issued 60 action alerts covering federal and state policy matters impacting deer, hunters, and habitat.



Authored or signed 95 letters in support or opposition to key conservation issues.

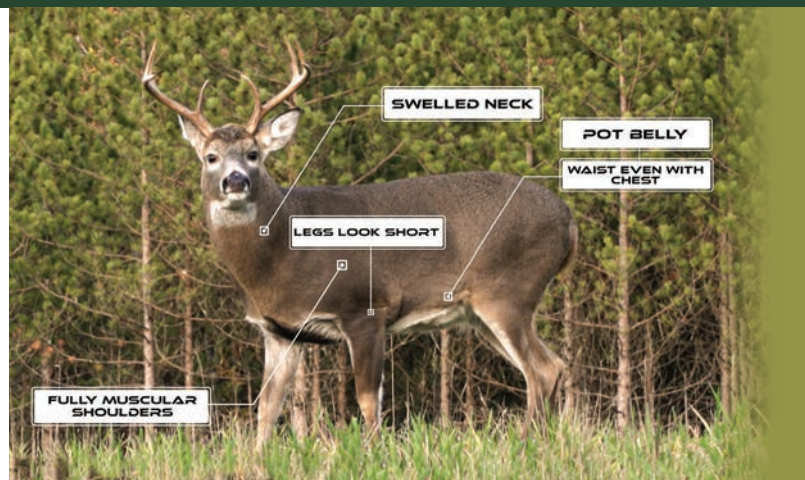


Helped the Chronic Wasting Disease Research & Management Act get passed which authorizes \$70 million annually through 2028 for research and management of the disease.

3,150+

Over 3,150 constituent letters sent to state lawmakers on important deer, wildlife habitat and hunting issues.

COMMUNICATIONS ACCOMPLISHMENTS



1.3 MILLION

Number of views received. There were also 23 new educational videos added to the NDA YouTube channel.

WWW 

The NDA website was relaunched to increase speed, navigability and usefulness. The website was viewed by nearly two million unique visitors.



NDA launched a new TikTok account, and reached 42,000 followers and 4 million views by year's end.

6 MILLION

The number of people across Facebook, Instagram and Twitter combined that NDA reached last year.



More than 100,000 podcast episode downloads.



Sent 50 e-newsletter editions and posted 60 new educational blog posts.



Distributed 11 articles and three videos to educate people about chronic wasting disease (CWD).

30+

National press releases distributed.



HONOR ROLL OF DONORS

NDA would like to thank and recognize those who were generous donors in 2022. We want to say thank you for your support! Through your generosity we were able to keep #UniteforDeer. Your donations allowed us to continue the mission of leading the voice for deer and deer hunters, working to ensure the future of wild deer, wildlife habitat and hunting. Again, we say thank you!

- FOUNDER'S CIRCLE // \$5,000+**
- CHAIRMAN'S CIRCLE // \$1,000-\$4,999**
- DIRECTOR'S CLUB // \$500-\$999**
- LEADERSHIP CLUB // \$250-\$499**
- NDA PATRON // \$100-\$249**
- NDA SUPPORTER // \$1-\$99**

Please consider becoming a donor by contributing to NDA. Your support is tax deductible and will be greatly appreciated to further our mission. Contact Lauren Varner, Chief Development Officer by email at lauren@deerassociation.com, or phone at 814-490-3200, to learn more about the various options for donating.

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