



2024 | ANNUAL REPORT

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FROM THE PRESIDENT

Another Strong Year Has NDA Carrying Momentum into 2025

When you're in the middle of the work, it's often difficult to know exactly where things stand, and success isn't always easily recognizable. That was certainly the case in 2024 for the National Deer Association (NDA) as the pace was furious and the positive energy was surging. While we knew a lot was getting done for deer, hunters, and habitat, it wasn't until we could catch our collective breath and tally up the scorecard that we could fully understand what had been accomplished for the year.

Now, on behalf of the staff and our board of directors, I'm excited to share some of the highlights with you in this annual report. We've put together several solid years in a row and will be carrying that momentum into 2025. Thank you for your commitment to wild deer, wildlife habitat, and hunting.

Below is a small sampling of what you'll read about in the full report. In 2024, NDA:

- Certified more than 400 Deer Steward program graduates across all levels, ultimately impacting nearly 1 million acres.
- Produced a first-of-its-kind white-tailed deer documentary, *Wildtail: America's Wildest Conservation Success Story*. It raised \$1 million to showcase how deer hunting supports wildlife conservation. In 2024, the full-length documentary on YouTube and social media shorts together garnered over 1.1 million views.
- Signed or authored 64 letters to lawmakers or rule makers positively impacting mission-related policy matters.
- Facilitated nearly 2,000 letters sent to lawmakers by NDA supporters through our Advocacy Center.
- Addressed landscape-level access and forest health issues and improved 226,128 acres of public land bringing us to within just 27,363 acres of our one-million-acre goal as part of the Public Lands Initiative. Work has been done on 19 National Forests across 20 states since the start of the initiative.
- Welcomed more than 2 million unique visitors to the NDA website and achieved 5.2 million page views.
- Achieved unprecedented reach on our social media platforms by getting more than 25 million total video views.
- Achieved 556,000 total views of our Deer Hunting 101 video series.
- Held 48 Field to Fork events in 18 states introducing 443 new people to hunting.
- Received a record number of grants and contracts to support work from a variety of sources including private foundations, universities, state and federal wildlife agencies, and a Native American tribe.

Nick Pinizzotto
President and CEO

OUR MISSION

Ensure the future of wild deer, wildlife habitat, and hunting.

FINANCIALS

In 2024, NDA generated impressive revenue growth for the second year. We doubled revenue in federal contracts from the prior year by increasing our partnerships, improving almost 1,000,000 acres of public land since 2021 and expanding our Master Stewardship Agreements from 10 to 20 years. This work on our public land initiative of improving access, habitat and deer hunting on public lands allowed additional funding leverage for matching grants which also saw growth from last year.

Each year, the NDA promises to spend at least 80 percent of all funds raised on our conservation mission. We met that goal for the 5th year in a row, with 85 percent of our expenses going toward ensuring the future of wild deer, wildlife habitat and hunting.

One of our financial strategic initiatives is to diversify funding sources to strengthen the organization's financial health. We are proud of our diverse funding sources. We will continue to seek an array of funding to sustain us through economic downturns.

STATEMENT OF FINANCIAL POSITION

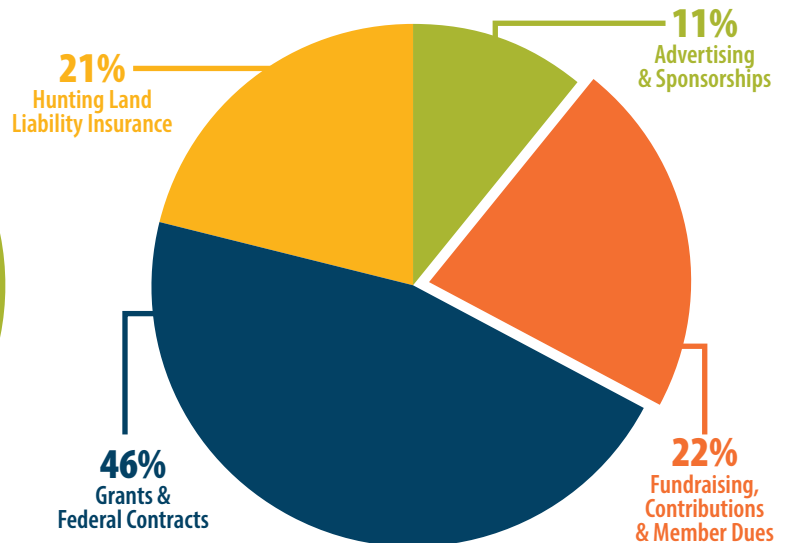
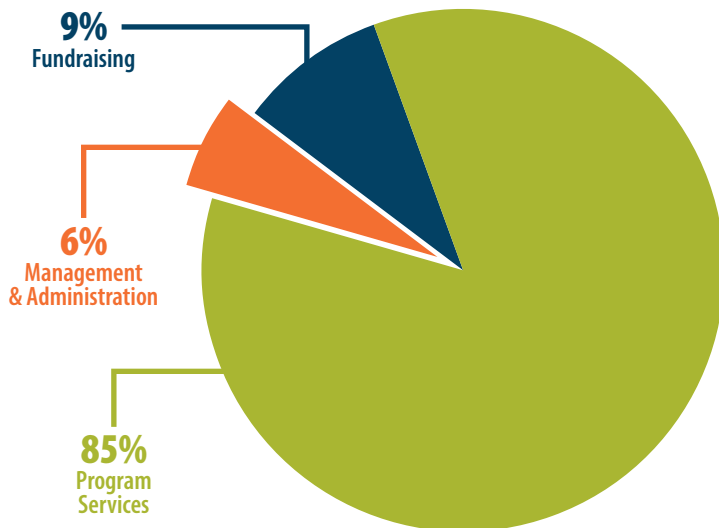
Assets	12/31/2024
Cash Accounts	\$ 659,391
Accounts Receivable/Accrued Revenue	\$ 995,695
Inventory	\$ 165,613
Prepaid Expenses	\$ 54,120
Endowment & Investments	\$ 2,639,375
Total Fixed Assets	\$ 152,600
Total Assets	\$ 4,666,793
Liabilities & Net Assets	
Liabilities	\$ -
Accounts Payable/Accrued Liabilities	\$ 855,339
Accrued Salaries & Related Benefits	\$ 63,108
Deferred Revenue	\$ 64,200
Total Liabilities	\$ 982,647
Net Assets	
Without Donor Restrictions	\$ 3,534,146
With Donor Restrictions	\$ 150,000
Total Net Assets	\$ 3,684,146
Total Liabilities & Net Assets	\$ 4,666,793

STATEMENT OF FINANCIAL ACTIVITIES

Revenue	12/31/2024
Advertising & Sponsorships	\$ 768,188
Fundraising	\$ 505,087
Contributions	\$ 381,405
Grants & Federal Contracts	\$ 3,448,122
Program Services	\$ 2,061,267
Membership Dues	\$ 289,218
Total Revenue	\$ 7,453,287
Expenses	
Program Services	\$ 6,250,524
Management & Administration	\$ 438,791
Fundraising	\$ 674,359
Total Expenses	\$ 7,363,674
Net Income (Loss)	\$ 89,613

Financials as of December 31, 2024 prior to NDA audit finalization. The National Deer Association is a 501(c)3 non-profit organization that takes great pride in its financial accuracy, transparency, and accountability. In 2023, the NDA spent 85 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 six years in a row.

WHERE DOES YOUR MONEY GO? | SOURCES OF SUPPORT:



The National Deer Association has maintained the highest possible 4-star rating from Charity Navigator for seven consecutive years.



2024 NDA ACCOMPLISHMENTS



Hosted 2 million unique visitors at the NDA website with 5.2 million pageviews.

6

The number of new NDA Branches formed in 2024.

MOULTRIE
MOBILE™

Held an industry partner Field to Fork hunt for employees of Moultrie Mobile who wished to become deer hunters.

443

The total number of new adult hunters recruited through 48 Field to Fork events across 18 states.



Between 2021-2024 NDA has improved 972,637 acres of public land which has been accomplished in 20 states and 19 National Forests.

556k

Total number of *Deer Hunting 101* video series views through NDA and state wildlife agency YouTube channels.



Fifteen NDA Branches participated in venison donation programs.



ASSOCIATION *for*
CONSERVATION
INFORMATION, INC.

NDA collaborated with the Association for Conservation Information to execute a grant titled *Using YouTube to Attract New Hunters Phase 2*, which showcased our newly updated *Deer Hunting 101* course. With a funding of \$175,000, this course is now adopted as the official online deer hunting course in New York, Wisconsin, Oklahoma, and Alabama.

12.3 million

The total number of views generated from posting 40 new educational Reels on Instagram.



NDA membership grew to nearly 150,000 across NDA's various categories.

226,128

The total acreage of improved public land where NDA addressed landscape-level access and forest health issues in 2024.



NDA collaborated with the *Wildlife Management Institute* on the *Millennial's Hunting Video Ad Campaign* grant, which led to increased hunting license sales in North Carolina, Oklahoma, South Carolina, and Virginia. The campaign generated 15.6 million impressions, portraying deer hunting positively with an emphasis on hunting for food, supported by a \$200,000 grant.

46%

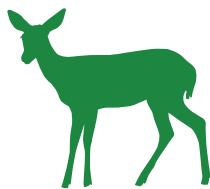
The percentage of all new educational content dedicated to mission-critical subjects, including deer science, chronic wasting disease, doe harvest, and the value of deer to conservation.



1,990 member/supporter letters sent to lawmakers directly through our NDA Advocacy Center.



The documentary *Wildtail: America's Wildest Conservation Success Story* raised \$1 million to showcase how deer hunting supports wildlife conservation. In 2024, the full-length documentary on YouTube and social media shorts together garnered over 1.1 million views.



Received a \$150,000 grant from the Richard King Mellon Foundation to support NDA's efforts to encourage antlerless deer harvest.

\$200,000

Funding awarded to NDA from Bass Pro Shops/Cabela's Outdoor Fund for our Public Lands Initiative.

49

Nationwide NDA e-newsletters sent in 2024.



Our Wisconsin Field to Fork Coordinator trained 136 new aspiring hunters in collaboration with the Wisconsin DNR, while our Pennsylvania Field to Fork Coordinator partnered with the Pennsylvania Game Commission to host 10 events, resulting in 103 new hunters.



The University of Pennsylvania School of Veterinary Medicine (PennVet) Wildlife Futures Program awarded \$50,000 to NDA to support outreach and education on CWD and other disease management initiatives.

3

The number of grants NDA was awarded totaling \$274,149 for R3 for 2025.



Directly advocated on deer policy issues in 13 states on mission-related issues.

86

New educational articles posted to the NDA website.



CWD Communications toolkit created for any state fish and wildlife agency or other partner to use.



Developed a comprehensive CWD management and response plan for the Choctaw Nation's authority over approximately 7.04 million acres in Southeastern Oklahoma.



HONOR ROLL OF DONORS

NDA would like to recognize the generosity of our 2024 donors. Your support and commitment allowed us to further our mission of ensuring the future of wild deer, wildlife habitat, and hunting. With your help, we furthered our reputation as being the leading voice for deer and deer hunting.

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NDA PATRON \$100-\$249

NDA SUPPORTER \$50-\$99

NDA FRIEND \$1-\$49



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

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