



# 2025 | ANNUAL REPORT

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Chief Development Officer / Lauren Varner  
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[deerassociation.com](http://deerassociation.com)



# FROM THE PRESIDENT

## Navigating Uncertainty and Sustaining Successful Outcomes

In 2025, the National Deer Association achieved one of the most impactful years in our history – improving more than 349,000 acres of public land, mentoring 619 new hunters, and surpassing our one million acre conservation goal ahead of schedule.

Perhaps the best way to describe 2025 is “The year of the unknown.” While federal grants and programs don’t make up the biggest part of our annual budget, the National Deer Association (NDA) and many of our partner organizations had to navigate uncertainty throughout the year. Not only was some funding put on hold due to a government shutdown, many of the federal agencies we work with experienced significant staff and budget reductions. Faced with these challenges, we navigated our budget and program areas cautiously while still working to accomplish the ambitious goals we set.

Through the leadership of our Board of Directors, the hard work of the NDA staff, and the dedication of volunteers and supporters like you, we were able to turn what looked like a challenging year into one of our best yet. I think you’ll be impressed by what we accomplished together in 2025. Some notable successes include:

- Surpassing our 1-million-acre goal of habitat improved through our Public Lands Initiative more than a year early, with nearly 350,000 acres improved in 2025 alone.
- Initiating 33 policy action alerts, updates, and engagement opportunities through our Advocacy Center, resulting in nearly 2,000 letters being sent to lawmakers.
- Posting 80 new educational articles to the NDA website and 68 new videos on social media achieving more than 15.5 million views.
- Publishing 49 nationwide newsletters that featured 194 NDA mission efforts and with 31% of all new articles dedicated to mission-critical subjects.
- Certifying more than 350 Deer Steward program graduates across all levels, ultimately impacting 776,236 acres.
- Initiating a new State Branch model to position our grassroots volunteer network for growth.
- Completing 86 Field to Fork events in 14 states that led to 619 new hunters going afield.
- Completing a new three-year strategic plan that will guide our work through 2028.

I invite you to learn about more of our 2025 accomplishments by reading on. On behalf of our Board of Directors and staff, I would like to thank you for your commitment to wild deer, wildlife habitat and hunting.

Nick Pinizzotto  
President and CEO

## OUR MISSION

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



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

# FINANCIALS

In 2025, the National Deer Association's revenue grew at a rate of 6% over the prior year. While the economy was uncertain at the beginning of the year, NDA continued to navigate these challenges to accomplish budget goals set by our Board of Directors. NDA continued to make strides in our Forestry Stewardship Program during the year, surpassing our goal of improving 1 million acres of public hunting land, and we reached that goal one year early. We expanded our Public Lands Initiative work on the ground while extending our Master Stewardship Agreement with the U.S. Forest Service to include all 193 million acres of the National Forest system.

Each year, NDA makes a commitment to be good stewards of every dollar we receive from our partners and supporters by spending at least 80% of all funds raised directly on mission work. We met that goal for the sixth year in a row, with 82% of expenses going back into program services that ensure the future of wild deer, wildlife habitat and hunting.

Finally, NDA set a strategic financial goal to diversify our revenue sources, strengthen the organization's financial health and better prepare for economic fluctuations. We are proud of our diverse funding sources and plan to continue increasing that diversity into the future.

- April Robertson, Chief Financial Officer

## Financial Reliability



Our financial reports are independently audited and always available to the public on our website, along with our 990 tax return. Scan the QR code above, or visit our website and look for them under "About NDA" in our main menu.

[deerassociation.com](http://deerassociation.com)

### STATEMENT OF FINANCIAL POSITION

Assets	12/31/2025
Cash Accounts	\$ 618,697
Accounts Receivable/Accrued Revenue	\$ 557,618
Inventory	\$ 191,148
Prepaid Expenses	\$ 113,808
Endowment & Investments	\$ 2,903,414
Total Fixed Assets	\$ 152,500
<b>Total Assets</b>	<b>\$ 4,537,186</b>
<b>Liabilities &amp; Net Assets</b>	
Liabilities	\$ -
Accounts Payable/Accrued Liabilities	\$ 754,895
Accrued Salaries & Related Benefits	\$ 57,180
Deferred Revenue	\$ 262,058
<b>Total Liabilities</b>	<b>\$ 1,074,133</b>
<b>Net Assets</b>	
Without Donor Restrictions	\$ 3,282,923
With Donor Restrictions	\$ 180,130
<b>Total Net Assets</b>	<b>\$ 3,463,053</b>
<b>Total Liabilities &amp; Net Assets</b>	<b>\$ 4,537,186</b>

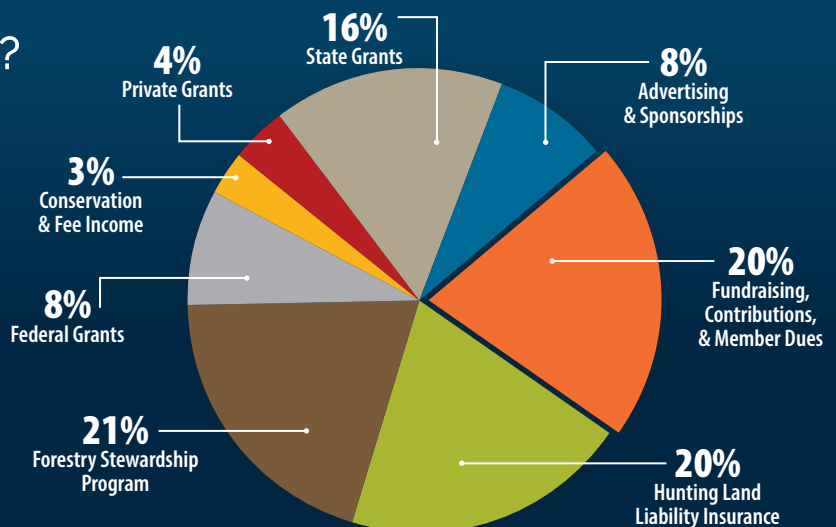
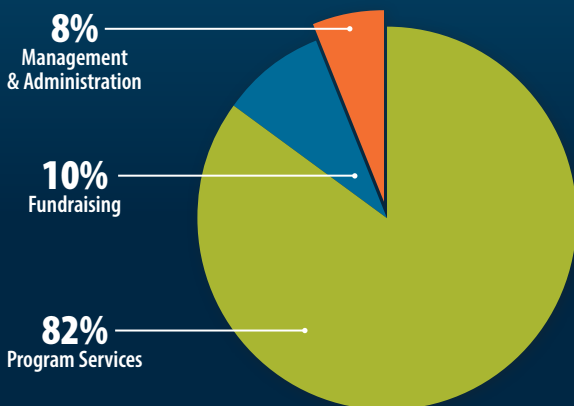
### STATEMENT OF FINANCIAL ACTIVITIES

Revenue	12/31/2025
Conservation & Fee Income	\$ 278,781
Advertising & Sponsorships	\$ 679,170
Fundraising, Contributions, & Member Dues	\$ 1,574,460
Hunting Land Liability Insurance	\$ 1,554,798
Forestry Stewardship Program	\$ 1,628,969
Federal Grants	\$ 643,537
State Grants	\$ 1,243,219
Private Grants	\$ 288,742
<b>Total Revenue</b>	<b>\$ 7,891,675</b>
<b>Expenses</b>	
Program Services	\$ 6,452,893
Management & Administration	\$ 606,046
Fundraising	\$ 757,558
<b>Total Expenses</b>	<b>\$ 7,816,496</b>
<b>Net Income (Loss)</b>	<b>\$ 75,179</b>

Financials as of December 31, 2025 prior to NDA audit finalization.

## SOURCES OF SUPPORT:

## WHERE DOES YOUR MONEY GO?



# 2025 NDA ACCOMPLISHMENTS

# 33

Policy action alerts posted to our Advocacy Center.



Surpassed NDA's five-year goal of improving 1 million acres of public land – in only four years. NDA improved 1,322,097 acres on 19 National Forests in 31 states.



Guided a grant-funded audio campaign of podcast ads placed in four states to promote hunter participation, achieving 10 million impressions.

# 359

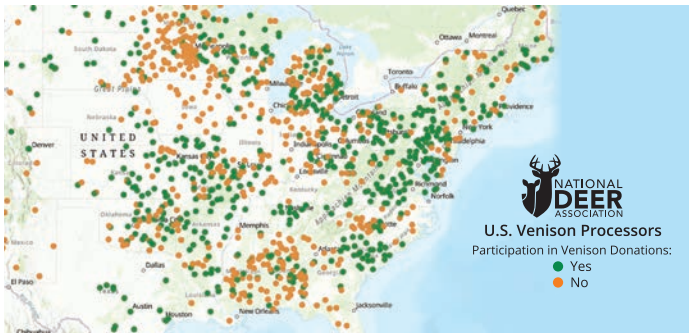
New Deer Steward graduates, including hunters, landowners and state wildlife agency personnel.

# 80

New educational articles posted to the NDA website, with 11 different NDA staff members contributing as authors.



Expanded NDA's Deer Management Assistance Program in Arkansas by adding three DMAP biologists for a total of eight statewide.



Created and publicized a national deer processor map to increase venison donation in every state.

# 1551k

Engaged NDA members receive NDA's weekly newsletter, Action Alerts, Grassroots events, and other outreach.



Hosted 86 Field to Fork events in 14 states, training 619 new hunters. Two states, Alabama and Wisconsin, have full-time NDA Field to Fork Coordinators.

# 1,800+

Letters from NDA members to lawmakers sent through our Advocacy Center.

# 235,530

Acres of *private* land managed by 2025 NDA Deer Steward graduates.



Dedicated a third of all new educational articles and videos to four mission-critical subjects: doe harvest, deer science, chronic wasting disease, and the value of deer to conservation.



Hired a Deer Management Assistance Program biologist to provide technical support to hunters and landowners in Georgia's chronic wasting disease management zone.

# 2 million

Unique organic visitors at the NDA website who consumed 6.4 million pages of content.

# 276

Geo-targeted emails sent on local advocacy issues and conservation events.



Assisted the Louisiana Department of Wildlife and Fisheries in an education campaign focused on the importance of doe harvest and the management of chronic wasting disease that reached 11 million impressions.

# 2025 NDA ACCOMPLISHMENTS



Posted 15 new long-form educational videos to NDA's YouTube channel. Altogether, NDA videos earned 2 million views in 2025.

# 38

Deer policy letters from NDA's National Office to lawmakers.

# 42 million

Acres of *public* land managed by 2025 NDA Deer Steward graduates.



NDA Branches hosted 17 venison donation programs, helping needy families while assisting hunters in reaching their doe-harvest goals.



Produced a video documentary based on the Field to Fork program highlighting the importance of mentoring new deer hunters.

# 15.5 million

Views of 68 new educational video "shorts" posted to NDA social media.

# 349,460

Acres of public land improved in 2025 through NDA's Public Lands Initiative.



Created a chronic wasting disease video training course for Florida hunters and assisted the Florida Fish & Wildlife Conservation Commission in promoting appropriate doe harvest and hunter recruitment.

# 15

States in which NDA took active positions on deer policy matters.



Emphasized the importance of doe harvest with six new educational short videos on social media and two new long-form videos, achieving 4.2 million views in all.



Hosted nine public-land work days to restore and improve public hunting land through volunteer work. Three of these led to the establishment of new NDA Branches.

# 49

Nationwide e-newsletters sent, which included 194 different features of NDA mission work and program updates.

# 1,732

Staff hours dedicated to NDA's Public Lands Initiative by 12 staff members.



Assisted the Pennsylvania Game Commission in providing science-based deer management resources and information to Pennsylvania deer hunters, achieving over 6 million impressions.



Piloted a new NDA Branch model: the State Branch. The new model proved successful, and five new NDA State Branches were formed.

# \$200k

Awarded to NDA from the Bass Pro Shops and Cabela's Outdoor Fund for implementing NDA's Public Lands Initiative.

# HONOR ROLL OF DONORS

NDA would like to recognize the generosity of our 2025 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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- Public Lands Initiative projects
- Advocacy efforts protecting hunting and conservation
- Hunter recruitment through Field to Fork

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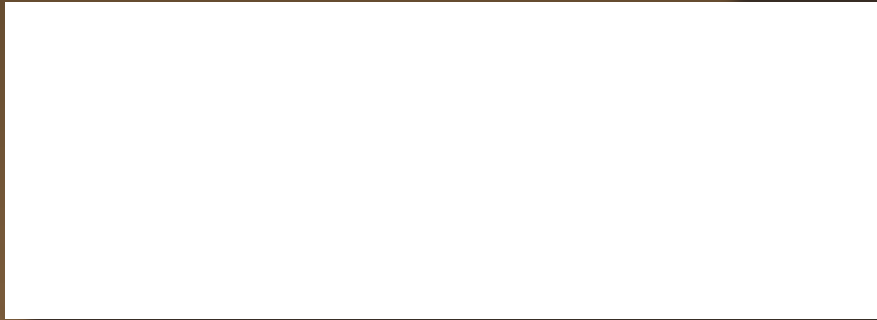


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