

2021

ANNUAL REPORT

SECOND CENTURY HABITAT FUND



MISSION

To be advocates of habitat stewardship, collaborate with community partners, and be conservation leaders to benefit all of South Dakota.

VISION

To restore and retain pheasant habitat development while providing awareness to the importance of sustaining South Dakota's strong outdoor heritage of pheasant hunting for future generations.



2021 ANNUAL REPORT

The South Dakota Second Century Habitat Fund, formerly the South Dakota Habitat Conservation Foundation, is a non-profit 501c3 organization focused on conserving the land, enhancing wildlife populations, and getting the next generation involved and interested in outdoor recreation while increasing support for habitat.

In 2019, with Governor Noem taking office, habitat, and conservation were one of her major initiatives. At this time, the South Dakota Conservation Fund organization was reorganized and renamed. The official name of the organization was changed in May 2019 to the South Dakota Second Century Habitat Fund with revisions to the Articles of Incorporation and bylaws.

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PRESIDENT'S MESSAGE



Last year, the South Dakota Second Century Habitat Foundation had one of its best years ever. Our two main programs which we support (Working Lands and Every Acre Counts) continue to build toward the future, with an increased focus on landowners who have CRP contracts ending. Maybe the biggest highlight of 2021 was the fundraising side. With some new faces on the board of directors, we implemented new ideas and raised money at several events the SCHF has had no historical presence at – our Can-Am ORV raffle raised \$500,000 alone. Lastly, the board created two subcommittees (Habitat and Marketing) to split up the workload and allow those with the bandwidth, knowledge, and passion, to go do great things for the future of pheasant hunting in South Dakota.

This year, we plan to build on the success of 2021, and already a few months in, we see 2022 as another record-breaking year. The support from South Dakotans, as well as out-of-state donors, SD Game and Fish, and our wonderful Governor Kristi Noem, are no doubt the driving force behind our success

EXECUTIVE DIRECTOR'S MESSAGE



2021 was a pivotal year for Second Century Habitat Fund (SCHF). With new leadership and staff comes new and fresh ideas, goals, and guiding principles to operate by. Our ultimate goal is to raise funds and provide our partners financial resources to put habitat in strategic and beneficial places. We know that if you plant it they will come. And when I say "they" I'm referring to the wildlife and in South Dakota, pheasants are what comes to mind. Working hard every day to analyze our efforts to ensure we are doing our best to maximize your generous donations to ensure another amazing century of hunting and thriving wildlife in South Dakota. With your support, we will carry this momentum into 2022 and beyond and leave a legacy for generations to enjoy.

2021

IN REVIEW



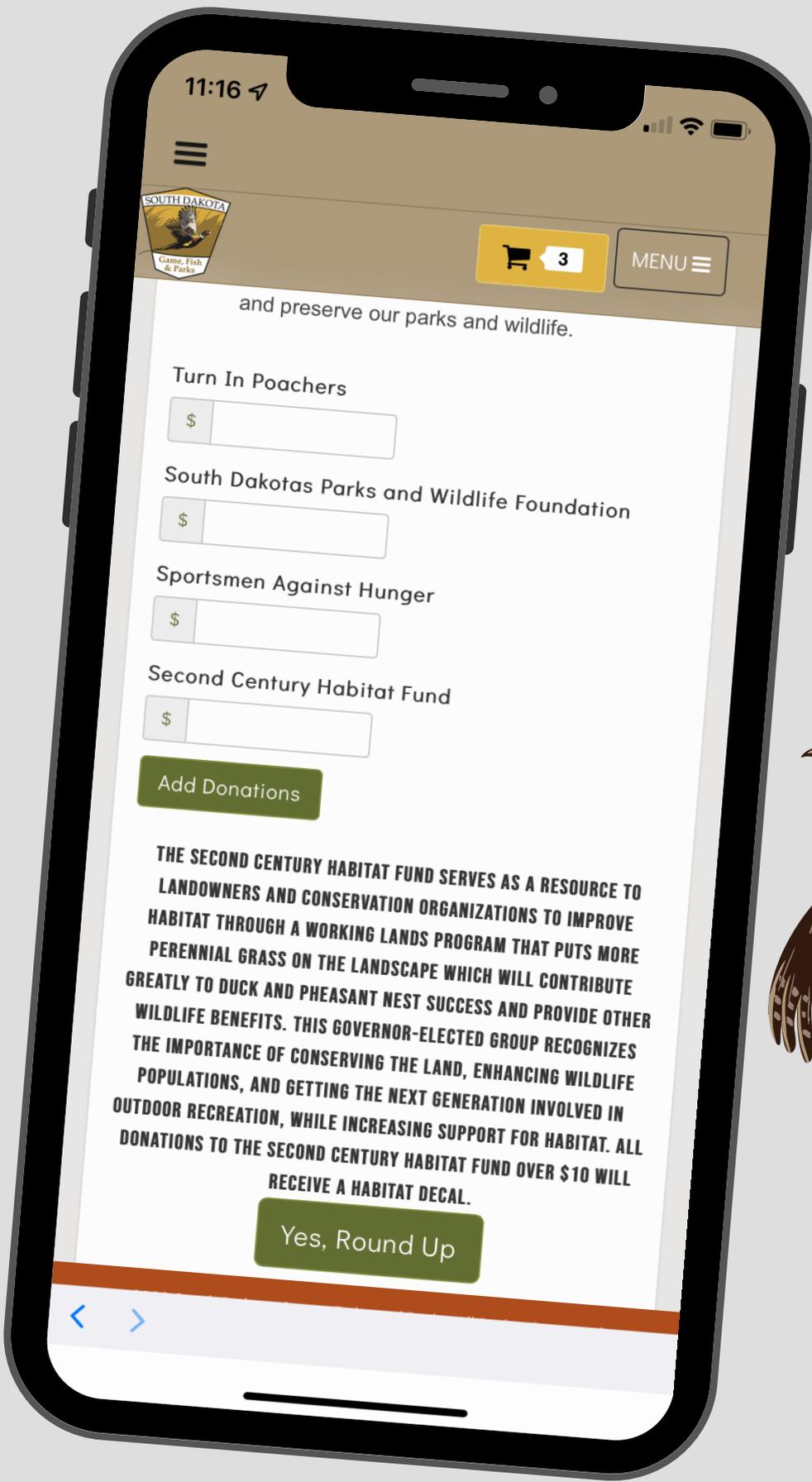
2021 EVENTS

TOTAL AMOUNT RAISED
\$1.135 MIL

- Can-Am Raffle
- Buffalo Round Up
- Governor's Hunt



SOUTH DAKOTA GAME, FISH & PARKS LICENSE CHECK OFF DONATIONS



In partnership
with SD Game,
Fish & Parks.
You Dontated
Over 48k
Towards
Habitat



ACRES BY THE NUMBERS

50K

EVERY ACRE COUNTS

In cooperation with our partners at South Dakota Game, Fish & Parks, SDSU Extension, and Pheasants Forever. The Every Acre Counts program has seen great success in enrolling 50k acres into the program.

This program was developed to improve farm profitability, diversity, and ecosystem benefits of agriculture by using precision technologies to empower producers to help them make informed management decisions for every acre of their operations.

Producers have benefited greatly by providing information to them that increased their return on investment and enhanced land management approaches that benefit the sustainability of the land, water, and all-natural resources.

The great success of this program comes with a cost. With over 200,000 dollars directly from SCHF invested into this program so far, it will take an equal amount of funding to keep it going. With the support of you and our partners, we feel confident we can continue this successful program for years to come.

7K

WORKING LANDS

The Workinglands program is our newest and more targeted program. The focus of this program is to enroll marginal cropland such as saline and moist soils, field edges, and other less productive soil types or areas producers want to manage as wildlife habitat for 5 years. Seed it to a perennial grass and forb mix that can be hayed and grazed.

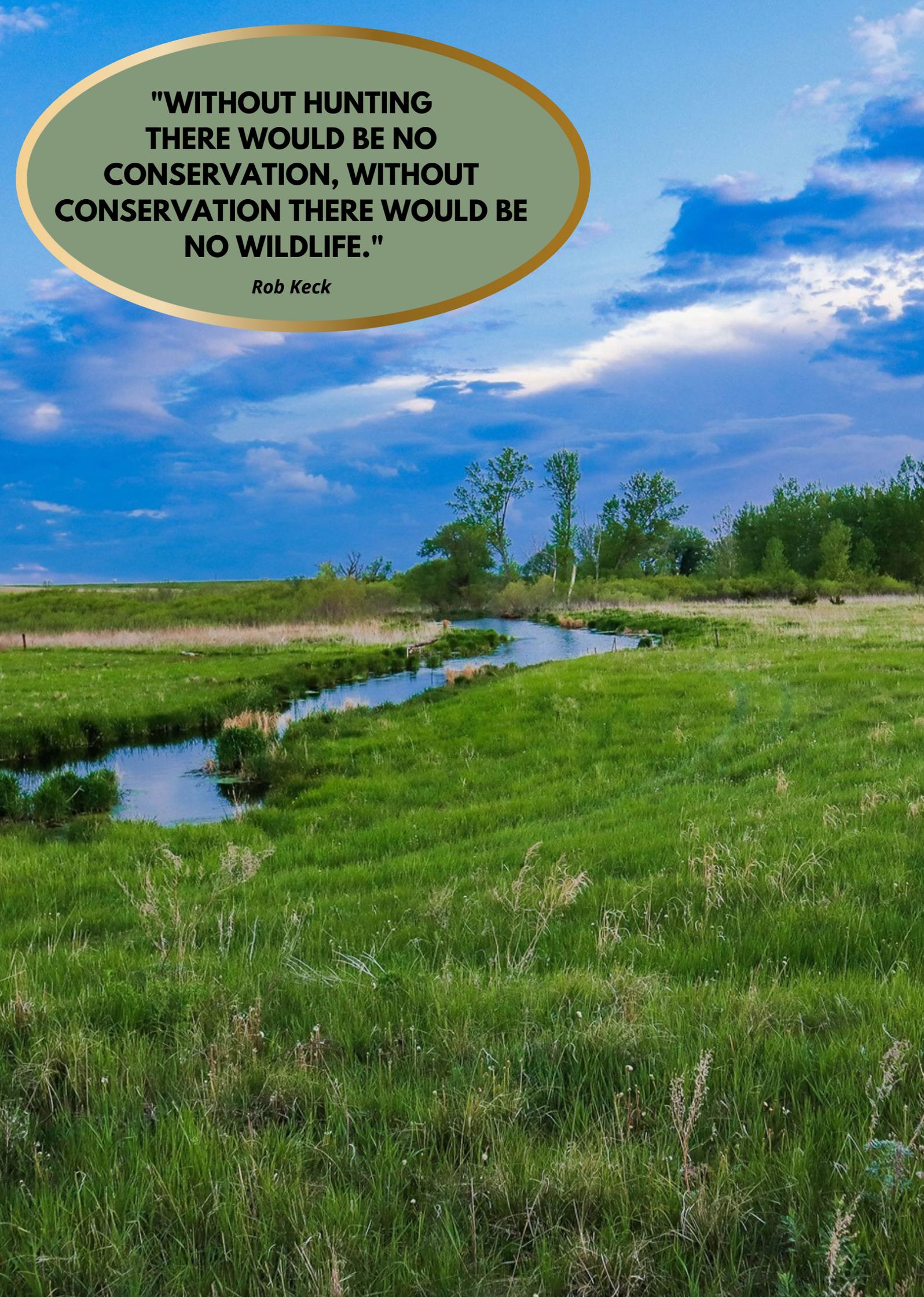
With 7k acres enrolled and applications coming in weekly, this program is off to an excellent start and we expect great growth with landowners enrolling in this program. With programs that encourage all landowners with marginal lands to participate in we are seeing some great success stories of increased wildlife on the property due to increased habitat.

We currently have invested \$1.1M into this program and are building the set-aside funds to re-enroll the landowners once their 5yr contracts are up.

- This is the first annual report created therefore these numbers reflect the past 3 years of projects funded.

**"WITHOUT HUNTING
THERE WOULD BE NO
CONSERVATION, WITHOUT
CONSERVATION THERE WOULD BE
NO WILDLIFE."**

Rob Keck



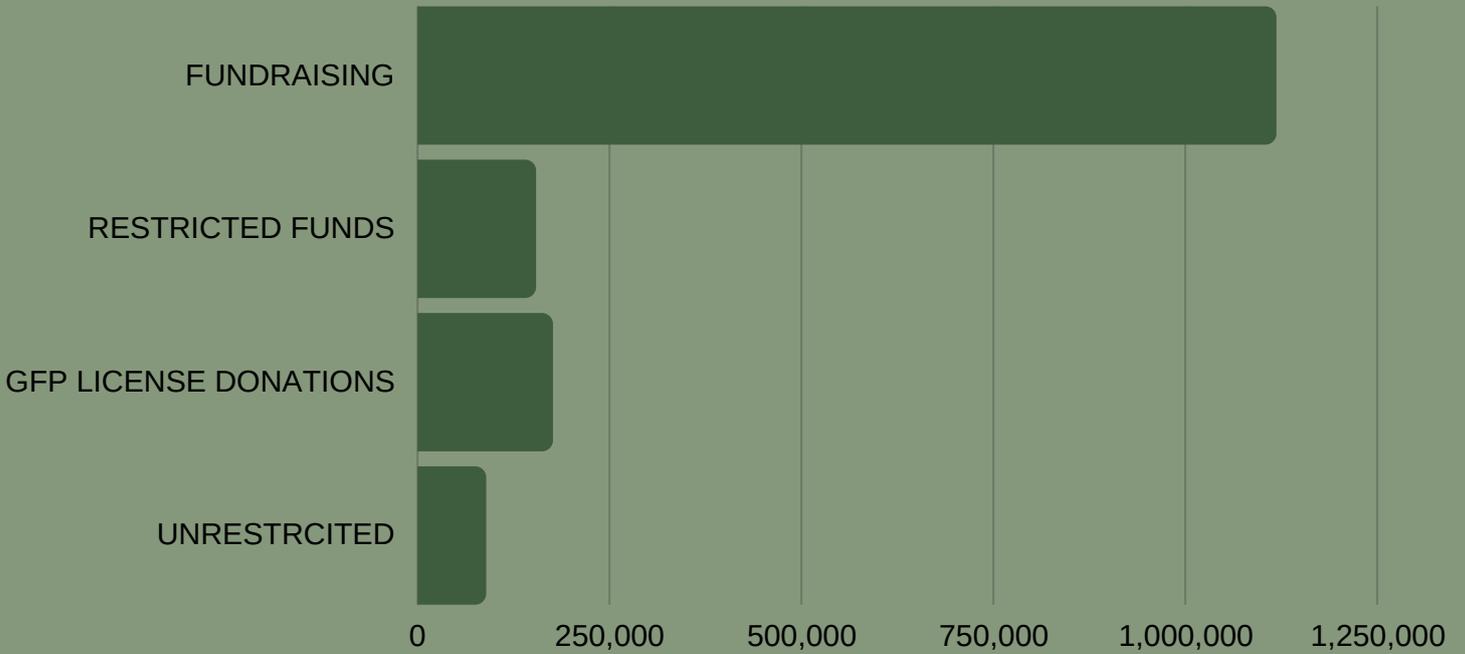
FINANCIAL SUMMARY

Our operational costs are largely funded by South Dakota Game, Fish & Parks License donations. Our programs are funded by your generous donations which make it possible for us to keep putting habitat in the ground across South Dakota. Our Fundraising efforts hit an all-time high in 2021 bringing in over 1 Million in donations through raffles, auction items, and generous gifts. With over 2 Mil. on the balance sheet, we can increase our capacity to reach even higher goals in 2022.

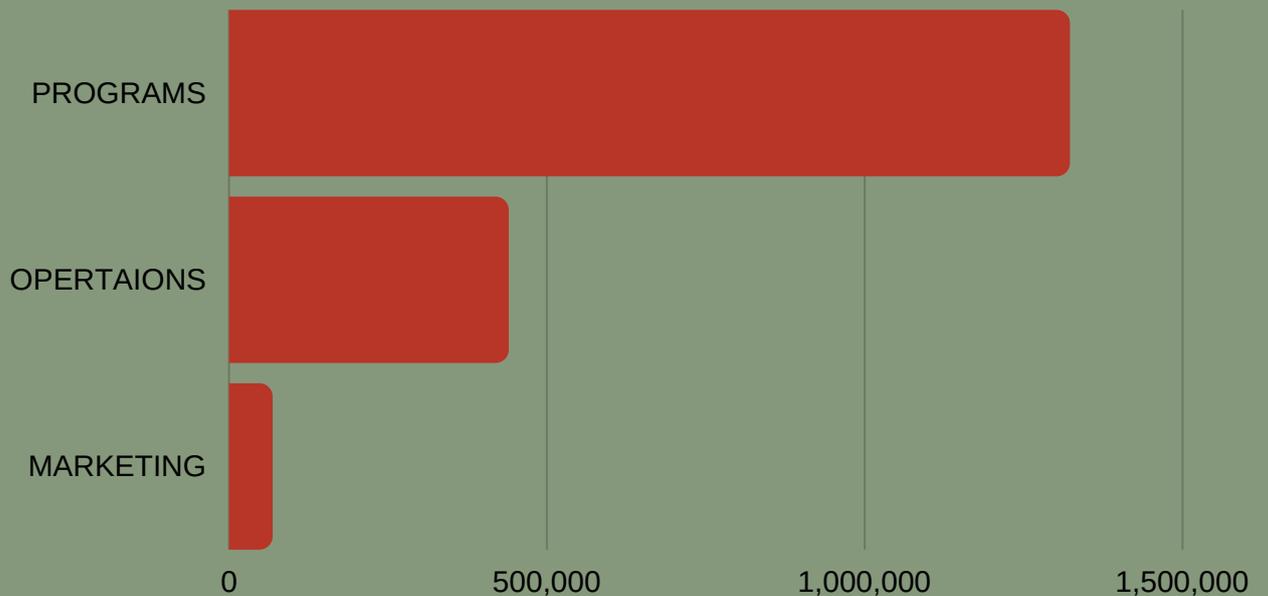
The increased revenue is paramount as we have additional programs on the horizon that will require more funding while ensuring we have set-a-side funds for renewals of current programs in place. Our success in 2021 has enabled us to hire a couple of key staff positions to help us move the needle even further in 2022. With a very realistic goal of raising 10 Mil in 5 years to put in over 25k acres into the CREP program, 5k acres into the Workinglands programs, and plant over 10k trees into Woody Habitat, we are encouraged by your past support to reach these goals. As we find new way's to raise funds, and minimize expenses so we can maximize our efforts with our programs we look to you and grant opportunities to help us achieve these milestones.

FINANCIAL SUMMARY

2021 REVENUE



2021 EXPENSES



OUR BOARD

BOARD OF DIRECTORS

Jim Scull

Tim Kessler

Larry Ness

Josh Cluff

Jim Faulstich

Kevin Robling, GFP Dept. Secretary

Russell Olson, GFP Commission Chair

OFFICERS OF THE BOARD

Adam Bender, President

DeLon Mork, Vice President

Tami Nelson, Secretary/Treasurer

OUR TEAM

Brian Bashore, Executive Director

Sal Roseland, Development Director

Chase Rose, Development Group

OUR ADVISORS

Matt Morlock, Pheasant Forever

Bruce Toay, Duck Unlimited

Neal Feeken, Grassland Conservation

Paul Lepisto, Izaak Walton League of America

Laura Broyles, USDA, NRCS

Jeff Vander Wilt, USDA, NRCS

Collette Kessler, USDA, NRCS

OUR LEGISLATIVE ADVISORS

SENATOR, JOHN WIIK

REPRESENTATIVE, LARRY TIDEMANN



A SPECIAL THANKS TO OUR PARTNERS AND TO THOSE THAT ANSWERED THE CALL

CORPORATE PARTNERS

Can-Am
Carey Hart
Indian Motorcycle
Vern Ide Motorplex
Turner Ranch
Gunderson Jewelry
TC Energy
POET
Nextera Energy
Worldwide Trophy Adventures

CHAMPIONS OF HABITAT

20k-100k

Mala & Doug Fabick
Tim Gunderson
Tommy & Chantal Bagwell
Frank Tritz
Dr. Sinan Gursoy
Fox Family
Dimitrios Smyrnios
NJ Correnti

5k-15k

Joy Nelson
Mike Cartney
Krisin Lund
Jerry Barr

>1k

Casey Peterson
Mark Kessler
Corrine Arnold
Jim Scull
Curt Korzan
Scott Abdallah
Joey Browns
David Bossie
Robert Taylor
Dana Dykhouse
Sal Roseland
Lee Kjos
Bill Gassen
Scott Simpson
Russ Olson
Clyde Frederickson
Adam Weatherby
Bob Sutton
Rod Woodruff
Miles Beacom 1



JOIN US IN CREATING HABITAT ACROSS SOUTH DAKOTA

Our work is under threat from shrinking wildlife habitats, reductions in workable lands, and increasing environmental challenges. Now is the time to reset our path toward a future of fortune by enhancing the three things that are quintessential to South Dakota: *wildlife habitat, high-producing cropland, and land management* choices that directly support both.

Second Century Habitat Fund is working to do just that. Formed in 2018 as a 501(c)(3) nonprofit, the Fund administers an endowed habitat fund to support the production-minded conservation programs of South Dakota's Second Century Initiative, one of Governor Kristi Noem's legacy projects. The Fund partners with producers and landowners to conserve and expand healthy habitat for pheasants and other wildlife habitat, expand public hunting opportunities, and transform non-producing and low-yield lands in ways that provide a long-term environmental benefit.

You can be the change that South Dakota needs by donating to the Second Century Habitat Fund. Your generosity goes toward ensuring the 2nd Century of South Dakotas Lands and Outdoor legacy will continue. Please join us today in any capacity you can. www.sdhabitatfund.org/donate