

Message From the

BOONE AND CROCKETT CLUB PRESIDENT

James L. Cummins

B&C CLUB PRESIDENT AMORY, MISSISSIPPI

As members of the Boone and Crockett Club, we all joined because we want to do more for conservation and hunting with like-minded people. We do that by working hard, smart, and in partnership with other organizations with similar interests.

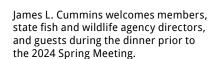
As the oldest conservation organization in North America and the second oldest in the world, we have over 135 years of thoughtful and measured commitment to conserving wild places and wild things. And we do so in a manner that balances human and wildlife needs. No other organization has this resume. We are not just about a certain species—we are about an overarching system of conservation with hunting and science as its backbone. And, so far, that has stood the test of time.

This great organization only functions well when we all—our leadership, members, volunteers, donors, partners, and staff—function well. As we complete another year of hard work, I would like to recognize all the officers, executive vice presidents, vice presidents, committee chairs, vice chairs, and everyone else who is giving their precious time and resources for such a worthy cause to move the Club and its mission forward. I am grateful for your unwavering commitment.

We hope when you review this annual report you will be proud of the Club's accomplishments over this past year. I certainly am. It would not have been possible without the members and supporters who went above and beyond with extremely significant financial contributions to help make these accomplishments possible. I also want to thank the president of our Foundation, Terrell McCombs, and the many members who have remembered the Boone and Crockett Club in their financial planning. Without funding, the Club's engine does not run. It also takes talented people and those giving their valuable time to help us advance our mission. With that, special thanks go to Mary Webster, Tony Caligiuri, and Tony Schoonen. I also want to thank my wife, Martha, for helping me through extremely busy times and tolerating a travel schedule that is almost non-stop.

It is important, from time to time, for organizations to reaffirm the priorities of their membership. You have stated your priorities are conservation policy, records, hunting ethics, and university programs. Priorities of organizations are reflected in their budgets and their Strategic Plan. The new effort will focus more on keeping administrative and overhead expenses at a minimum, increasing and diversifying revenue streams, and putting more funds toward the priorities of the Club's membership. The result more of a return on your dollar for investing in the Club and a better system of conservation and hunting for us and future generations.

For the future, I want to continue better utilizing the relationships and connections of our members to advance our policy work—that paid huge dividends as a result of our policy fly-in this year. Thanks to those of you who have gotten involved. I also want to better utilize relationships and connections to increase the Club's revenue with other individuals and foundations. I am also very interested in making sure the history and accomplishments of the Club







Tony Schoonen and James L. Cummins visit with Elsie S. Kanza, the Tanzanian Ambassador to the United States.

are "etched in stone" for the next generation, with a book on our incredible history.

I urge everyone to think about how the challenges within our country that are affecting our Club, hunting, and conservation can work in our favor. I've always believed that tough times present the greatest opportunities for those who are willing to work the hardest. As a nation, we witnessed that after the Great Depression and World War II with our Greatest Generation, and I believe our Club and its partners have the grit to turn these challenges into opportunities. We lost two great past presidents this year—Morrie Stevens and Tim Brady—they did exactly that with their own businesses.

My term as president of this great Club is about over. It has truly been humbling to be the president of the Boone and Crockett family. You—as members, supporters, and partners—should know you have great officers, a great board of directors, great committee leaders and members, and a great staff. It has been an honor to work with such fine people that care so deeply about hunting and conservation. Thank you for your trust and confidence in me to serve in this position.

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FY24 B&C CLUB BOARD OF DIRECTORS

Club President – James L. Cummins

Secretary – Richard R. Capozza

Treasurer - Benjamin A. Strickling III

General Counsel - John P. Schreiner

Executive Vice President of Administration - Anthony J. Caligiuri

Executive Vice President of Conservation - Mary Webster

Vice President of Administration – John P. Evans

Vice President of Big Game Records - Richard T. Hale

Vice President of Conservation - Steven Leath

Vice President of Conservation Policy - Simon Roosevelt

Vice President of Communications - CJ Buck

Foundation President - R. Terrell McCombs

Class of 2024 - George R. Emmerson

Class of 2025 - Michael L. Evans

Class of 2026 - Paul V. Phillips

FY24 FOUNDATION BOARD OF DIRECTORS

Foundation President - R. Terrell McCombs

Secretary - Michael J. Opitz

Treasurer - Charles W. Hartford

Vice President – John P. Evans

Vice President – Paul M. Zelisko

Class of 2024 – Gary W. Dietrich, B.B. Hollingsworth, Jr.,

Tom L. Lewis, Michael J. Opitz, Paul M. Zelisko

Class of 2025 – John P. Evans, Steve J. Hageman,

R. Terrell McCombs, T. Garrick Steele, C. Martin Wood III

Class of 2026 – Robert W. Floyd, Charles W. Hartford, Benjamin A. Strickling III, John A. Tomke, Jeffrey A. Watkins

FY24 COMMITTEES AND SUB-COMMITTEES

Administration – John P. Evans

Associates – Jayson F. Arnold

Auction - Michael J. Opitz and Michael L. Evans

Audit - B.B. Hollingsworth, Jr.

Budget And Finance - Benjamin A. Strickling III

Communications – CJ Buck

Compensation – James L. Cummins

Conservation Research and Education - Steven Leath

Conservation Education - Rick C. Oncken

Conservation Grants - John R. Fischer

Conservation Policy – James L. Cummins and Simon Roosevelt

Content Management - Mary Webster

Convention and Meeting - Manuel J. Chee

Corporate Governance – John P. Schreiner

Development - John P. Evans

Gift Acceptance – R. Terrell McCombs

Hunter and Conservation Ethics – Mark W. Streissguth

Investment - Charles W. Hartford

Land Conservation and Stewardship – James F. Bullock, Jr. and Thomas Price

Membership - Andrew L. Hoxsey

Nominating – James F. Arnold

Planned Giving - R. Terrell McCombs

Position Statements - Charlie Booher and Mary Webster

Public Relations and Sales - Michael L. Evans

Publications - Jeffrey A. Watkins

Records of North American Big Game - Michael J. Opitz

Sagamore Hill - James F. Arnold

Strategic Planning – James L. Cummins and Mary Webster

Theodore Roosevelt Memorial Ranch – Fred C. Hirschy

University Programs – William A. Demmer and Steven Leath

Wildlife Health - Rebecca A. Humphries

Message From the

BOONE AND CROCKETT CLUB FOUNDATION PRESIDENT

R. Terrell McCombs

B&C FOUNDATION PRESIDENT SAN ANTONIO, TEXAS

The Boone and Crockett Club Foundation's invested assets ended FY24 on June 30, 2024, with a total of \$28,109,465. It began FY24 with \$26,242,822. The Club operating withdrawals amounted to \$1,281,542. Additional withdrawals were made for the Digital Infrastructure and Headquarters projects through the interest-free Line of Credit (LOC) the Foundation established for the Club. The LOC is limited to the two projects mentioned and has a four-year term. The Foundation is being repaid via contributed pledges for the projects.

However, the good news is that the endowment value for the Foundation, including the LOC, totaled \$29,300,356 at the end of September 2024. This is the result of positive market conditions, a project pledge which was fulfilled prior to its term, and a notable contribution of \$291,429 from the

American Wildlife Conservation Foundation (AWCF). AWCF closed its doors through a board vote on October 13, 2023. They also voted to transfer their assets to the B&C Foundation, AWCF was established in 1911 as an offshoot of B&C with the blessing of Theodore Roosevelt. George Bird Grinnell, another B&C icon, played a pivotal role in its creation. Now it has come full circle and is back home. The restricted gift (Conservation Policy and Conservation Education) will live on in perpetuity through the Foundation. The Foundation is deeply appreciative of this benevolent gift.

Charles Hartford continues to lead the Investment Committee to ever greater heights. The Foundation endowment ended FY24 with an ROI of 6.42%. It is all due to the leadership of Charles and the dedicated work contributed by his committee members. Thank you.

The Wilderness Warriors Society (WWS) now has 54 members. We have added a member who wishes to remain anonymous, as well as Club member Marion "Scotty" Searle, along with Club member Gordon Whiting. Mr. Whiting, it should be noted, started out as a member of the George Bird Grinnell Society. Through his cumulative contributions over time, he earned a spot in WWS. Congratulations Gordon and to all our WWS members. The private reception and dinner in Charlotte should be special.

The George Bird Grinnell Society has accumulated \$1,387,566 since inception. The Foundation is proud of each member as they work their way up the achievement ladder of the program. Thank you.

Guns for Conservation (G4C) and Johnny Evans' Development Committee continue to make inroads. G4C has brought in more

ENDOWMENT BALANCES BY RESTRICTION

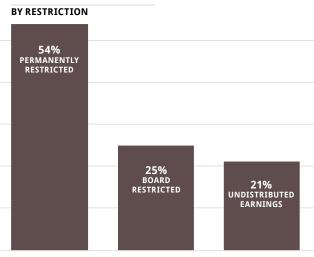
TOTAL	\$27,601,34 1	
Permanently Restricted	\$14,849,592	54%
Undistributed Earnings	\$5,866,457	21%
Board Restricted	\$6,885,293	25%

ENDOWMENT FUND BALANCES

General Club Activities	\$18,401,730	67%
Rasmuson Wildlife Conservation Center		
and Anderson Education Program	\$4,049,220	15%
Theodore Roosevelt Memorial Ranch	\$3,314,598	12%
Spencer and Hixon Conservation Grants	\$1,131,751	4%
Records of North American Big Game	\$504,793	2%
Associates Program	\$199,249	1%
TOTAL	\$27,601,341	

SEE PAGE 19 FOR TOTAL ASSETS

ENDOWMENT BALANCES



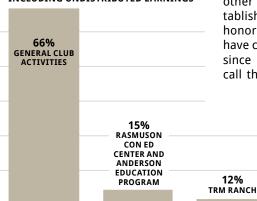
Founders' Circle Members, from left to right: R. Terrell McCombs, Ben and Roxane Strickling, Bobby and Sharon Floyd, and Lee and Penny Anderson

than \$170,638 in firearms and sporting collectables since its beginning. We are grateful for every dollar. The Development Committee, under Mr. Evans' leadership, contributed \$128,187 to the Club's bottom line in FY24. All Development gifts go directly to Club programs and operations.

Mike Opitz and Mike Evans continued their leadership with the Auction Committee. Last year's auction in Louisville netted \$247,872, a remarkable accomplishment. This is one of the hardest working committees in the Club. All proceeds go directly to Club operations and programs, helping it fulfill its conservation mission.

Planned Giving, headed by Winton Smith, continued its hard work by making big inroads in FY24. Not only was Winton instrumental in assisting the Club with the AWCF gift, but he assisted in so many other ar-

ENDOWMENT FUND BALANCES INCLUDING UNDISTRIBUTED EARNINGS







eas as well. The Roughriders Society now has 106 members. These are individuals who have left bequests to the Foundation in their wills and estate plans. Planned non-matured bequests now total more than \$70,500,000. Since its inception, the Planned Giving program has brought \$13,373,576 in mature and current gifts into the Foundation endowment. Thank you, Winton, for all you did for us in FY24.

This past year we honored a different group of givers to the Club and Foundation: The Hall of Fame (HOF). It is composed of individuals who have contributed \$500,000 or more to the organization over time. It is currently comprised of 23 members. They will be honored in Fair Chase annually and will be presented with their own custom HOF lapel pin in Charlotte. Thank you all for what you have done for B&C.

I also want to mention another new group of honorees, established in January 2023. These honorees comprise individuals who have contributed \$500,000 or more since the establishment date. We call this elite group The Founders'

4% SPENCER AND

HIXON

CONSERVATION

GRANTS

Circle. While the Circle's threshold is \$500,000, I am proud to say that each of the three current members has contributed or pledged at least \$1,000,000. So, I'd like to say "thank you" to Lee and Penny Anderson, Ben and Roxane Strickling, and Bobby and Sharon Floyd. Congratulations and thank you for your dedicated commitment to the Club's mission and projects.

Finally, looking back over the last ten years, your Foundation has reached a significant milestone. It is only through your support that we can say that over the last decade, your Foundation brought in assets for the Club, the Foundation, and the endowment totaling more than \$20 million. This would never have occurred without your steadfast commitment and support. It takes ALL of us to accomplish big goals. Nothing happens in a vacuum. So, thank you and may God bless each of you and your families as we commit to work even harder in FY25.

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2%
RECORDS
OF NORTH
AMERICAN
BIG GAME
ASSOCIATES
PROGRAM

CONSERVATION POLICY

A DIVISION OF THE BOONE AND CROCKETT CLUB

FISCAL YEAR 2024

Active Forest Management

The Boone and Crockett Club engaged congressional and agency leaders on several active forest management issues, including a fix to the 9th Circuit Court's Cottonwood decision, a bill to expand Good Neighbor Authority to tribes and counties that passed the U.S. House of Representatives in October, and in ensuring a thoughtful approach to the Forest Service's Mature and Old Growth rulemaking effort. This work is ongoing and will continue in FY25. The Club remains committed to ensuring active forest and rangeland management can occur on our federal lands.

Wildlife Migration Bill Introduced

Wildlife migration and movement have long been a priority for the Boone and Crockett Club. In the West, big game is the biggest food source for entire ecosystems, and the movement of big game distributes protein like a circulatory system. Ensuring habitat

quality along these routes is the key to big game survival and their ecological role. In June, we welcomed the bipartisan introduction of the Wildlife Movement Through Partnerships Act, which is the natural next step to formally extend the last five years of successful habitat improvement under the Interior Secretary's Order 3362. As part of an ongoing member engagement effort, several Regular and Professional Members of the Club worked to recruit cosponsors for this bill.

Forest Easements in Farm Bill

A top conservation policy priority is to create a new Forest Conservation Easement Program (FCEP) in the reauthorization of the federal Farm Bill, which was included in draft bills in both the House and Senate. In response to a Club press statement, Tim Hearden with the Western Farm Press interviewed Club President James L. Cummins for a story that focused solely on this new proposed program.

New Position on Wolves and Grizzlies

During the Club's 136th Annual Meeting in Louisville, Kentucky, the board of directors passed a new position statement supporting the delisting of recovered wolf and grizzly bear populations and resuming state management and oversight of the two species. This resulted from the Club's efforts with partners, the Fish and Wildlife Service, Congress, governors' offices, and legislatures to restrain increasingly extreme policy proposals that prevent or weaken state agencies' role in management. Without stable management, the problems of depredation, threats to human life, property damage, and nuisance cannot be adequately addressed.

Hunter Safety in the Schools

The Club worked quickly with our conservation partners to pass a bill clarifying that hunter safety programs and the National Archery in the Schools Program (NASP) could



In September 2023, more than a dozen Club members, the largest contingent to date, traveled to Washington, D.C. to meet with nearly two dozen elected and appointed officials.



Conservation group likes Farm Bill's forestry provision

Easement program would promote active management of private lands.



@ 3 Min Read

continue to take place in public schools. Just weeks before, the U.S. Department of Education restricted funding for these programs in their rulemaking process for a new school safety bill. According to CEO Tony Schoonen, "These educational programs, which enable us as a nation to safely pass on our way of life as hunters, should never have been lumped in with those actually targeted by the Bipartisan Safer Communities Act." The Protecting Hunting Heritage and Education Act, signed into law in early October 2023, clarified the issue once and for all and ensures educators across the country can provide these important programs.

Connecting with the States

The Club engaged on several issues related to the future of state-based wildlife governance and joined the discussion on this with the National Assembly of Sportsmens' Caucuses in December 2023. Moves to redirect, reorganize, weaken, or supersede state wildlife commissions are active in many states. Some are paired with issues such as chronic wasting disease, ammunition rules, species-specific hunting seasons, and varmint killing contests. Others are driven by general concerns such as representation on and ideology of commissions, or the priority of managing game species. As these moves represent significant shifts in political support for science-driven decisions under politically-appointed commissions—the cornerstone of American conservation—the Club is acting as issues arise and seeking strategic solutions.

The Boone and Crockett Club convened a panel discussion on Forest and Rangeland Investment and Innovation for our nation's leaders in early March. The briefing was held in the Dirksen Senate Office Building and was attended by more than 120 congressional staffers, federal agency professionals, and our partners in conservation.





in f X

A Montana-based conservation group is lauding a proposed Farm Bill provision that would set up an easement program to actively manage private forest lands.

The 137-year-old Boone and Crockett Club likes a proposal by U.S. Senate Agriculture Committee Ranking Member John Boozman, R-Ark., that would add a forest component to the Agricultural Conservation Easement Program and expand the existing Healthy Forest Reserve Program to support sustainable forest management and production on private and tribal lands.

The purpose of the proposed Forest Conservation Easement Program would be to "keep forests as forests" through the use of easements that purchase development rights from willing private and tribal landowners to prevent conversion to non-forest uses, according to the Conservation Fund, a nonprofit environmental and economic development organization.

"It would continue to be a working forest," Boone and Crockett Club president James Cummins told Farm Press. "These are forests that might serve benefits such as buffering a military base, or there may be habitat for a species of salamander in California or another federally listed species. We can go in and incentivize and take care of those forests instead of always converting them to their highest and best use, which may be a solar farm, a wind farm or a housing development."

Members of the policy team participated in Wyoming Governor Mark Gordon's inaugural Wyoming Sportsperson's Conservation Forum on a panel titled "Celebrating our Hunting Heritage: Perspectives on Ethics, Fair Chase and What Hunting Means to Wyoming."



CONSERVATION RESEARCH AND EDUCATION

A DIVISION OF THE BOONE AND CROCKETT CLUB

FISCAL YEAR 2024

The 2024 season at the Rasmuson Wildlife Conservation Center was fantastic. With doors opening April 8, the conservation education staff hosted various place-based, in-person, and offsite activities as well as all new virtual endeavors, such as recording podcast episodes.

Palmer Shooting Sports Complex Range Improvements

The Club received \$35,000 through two separate grants to develop and make improvements to accessibility, safety, functionality, and aesthetics of the Theodore Roosevelt Memorial Ranch's Palmer Shooting Sports Complex. In addition to improvements at the shooting stations, permanent target backers were installed at 100, 200, and 300 yards and 8'x6" treated wooden posts were placed at 500 and 1,000 yards to facilitate steel plate targets. Permanent archery target stands were also installed at 10, 20, 30, 40, and 50 yards.

Outdoor Adventure Camps Accredited

In December 2023, the youth Outdoor Adventure Camps held at the Theodore Roosevelt Memorial Ranch earned accreditation from the American Camp Association (ACA). Accreditation through the ACA focuses on a number of standards, including appropriate staffto-camper ratios, availability of emergency transportation, first-aid training and facilities, and ensuring that camp activities are developmentally based. In addition, ACA standards are recognized by courts of law and government regulators as the standards of the camp community, according to the ACA.

"The ACA accreditation process helps ensure that we are doing everything we can to provide our students with a fun and safe experience."

Luke Coccoli, Director of Conservation Programs

Theodore Roosevelt Memorial Ranch

Despite limited snowpack in the mountains over the winter, there were perfectly timed rains this summer, which made for an above-normal grass year and plenty of clear blue skies. Ranch manager Mike Briggs reduced the number of cow-calf pairs this year and cut back one entire month of grazing for the yearlings to recover from the two previous years of drought-stricken summers. It paid off wonderfully. Most of the pastures' new growth came in well this summer, and we have a lot of grass left over going into winter.

We have been working on grant opportunities for demonstration projects on the TRM Ranch to highlight conservation practices on working landscapes. We are also working with Dr. Josh Millspaugh to incorporate wildlife research into these projects. If successful, these forestry management and irrigation projects will get underway in 2025.

Students and teachers from the De La Salle Blackfeet School in Browning, Montana were at the Rasmuson Wildlife Conservation Center for a field trip in April, 2024.



BOONE AND CROCKETT CLUB OUTDOOR EDUCATION PROGRAM BY THE NUMBERS:

22 K-12 School Field Trips with 330 students and 40 teachers.

3 five-day Outdoor Adventure Camps hosting 39 middle and high schoolers from Arizona, Florida, Montana, and Texas.

98 Scouts in Montana Outdoor High Adventure Base, 9 different backpacking and wilderness packrafting treks into the Bob Marshall Wilderness. This year's Scouts came primarily from the National Capital Area Council (thanks to professional member David Anderson), including Virginia, Maryland, and Pennsylvania!



From left to right: David G. Hewitt, James L. Cummins, B&C Fellow and 2023 Boone and Crockett Fellow Outstanding Achievement Award Winner Calvin Ellis, and Levi Heffelfinger.

Boone and Crockett Fellow Outstanding Achievement Award

Calvin Ellis from Texas A&M-Kingsville received the B&C Fellow Outstanding Achievement Award in Graduate Research at the Club's Annual Meeting in Louisville. Calvin's work in the interaction between mule deer spatial ecology and chronic wasting disease management is an excellent example of research that brings meaning and understanding to the Club's mission and strategic vision.

Demmer Scholars

This summer, there were 24 Demmer Scholars in Washington, DC, interning in federal agencies, on Capitol Hill, with environmental non-profit organizations, and with various trade associations. The interns came from the Boone and Crockett programs at Michigan State University, Mississippi State University, and the University of Montana. Additionally, there was one student each from the University of Mississippi and the State University of New York at Syracuse, College of Environmental Science and Forestry.

Robert Bonnie, Undersecretary for Farm Production and Conservation at the U.S. Department of Agriculture received the Conservation and Stewardship Award at the Spring Meeting in Grand Rapids Michigan.



DEMMER SCHOLAR

Emma Bartholomeaw Michigan State University

"Going into this summer I had no idea what to expect. On a whim, I applied for the Demmer Scholars



Program not knowing much about it, and thinking that I would not have a chance at getting in. To my surprise, when I was accepted, I knew I was about to start an interesting summer, miles away from home in Washington, DC. Later, I came to find out that I would also be interning at the Congressional Sportsmen's Foundation where I would work with the most amazing people and learn so much about important conservation work.

"I am struck by the growth and insight I have gained over the summer. Working under the guidance of Taylor Schmitz and Jeff Crane, and collaborating with a dedicated team across various departments, I acquired a better understanding of the intersection between sportsmanship and conservation. I am grateful for the invaluable skills and inspiration gained from the Congressional Sportsmen's Foundation, which will undoubtedly shape my future endeavors in conservation advocacy."

"The Boone and Crockett
Club is honored to
recognize Robert's
tireless and selfless
devotion to furthering
conservation and
stewardship of our
natural resources on
public and private lands
across America."
James L. Cummins,
President

BIG GAME RECORDS

A DIVISION OF THE BOONE AND CROCKETT CLUB

FISCAL YEAR 2024

New World's Record Musk Ox and Roosevelt's Elk!

In 2024, the Records Division conducted two Special Judges Panels to verify two potential World's Records. The first, convened on March 26, 2024, confirmed a new World's Record musk ox with a score of 131-4/8. This eclipsed the previous World's Record, which was verified at the 31st Big Game Awards Judges Panel, by one point. The Official Measurers involved in the Special Judges Panel were Fred King, Rebecca Spring, Jennifer Schwab, and Kyle Lehr (chair).

The second Special Judges Panel was convened on April 29, 2024, after we received and accepted a Roosevelt's elk with a score of 439-7/8 points. This score surpassed the previous World's Record that was verified at the 30th Big Game

Awards Judges Panel by 20-1/8 points. The Official Measurers involved in that Special Judges Panel were John Capurro, Slade Sanborn, Tim Humes, Jeff Simons, and Victor Clark (chair). After the panel finished measuring the Roosevelt's elk it was discovered that there needed to be some adjustments to the original score. When the dust settled the Roosevelt's elk was confirmed as a new World's Record with a final score of 455-2/8 points.

Official Measurer Workshops

During this fiscal year, the Records team conducted Official Measurer workshops including four hosted jointly with the Pope and Young Club in early 2024. These workshops certified a total of 168 new Official Measurers.

Online Ethics Module Launched

On February 13th, 2024, the Club officially launched its Fair Chase and Hunter Ethics online eLearning module. This one-of-a-kind, free curriculum was created by a team of regular and professional members and B&C staff in the Education and Records divisions using mostly pre-existing Fair Chase content and modern programming software thanks to the successful implementation of a \$102,000 NRA Hunter's Leadership Forum grant. The module was promoted through our American Wildlife Conservation Partners, and Tony Schoonen and Luke Coccoli did interviews about Fair Chase and hunter ethics on the Duck Season Somewhere and Hunting Matters podcasts. So far, over 500 people have taken the course.

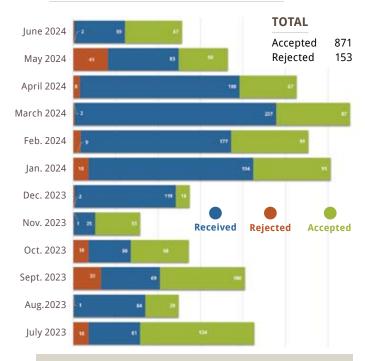
From left to right: Rebecca Spring, Jennifer Schwab, Fred King, and Kyle Lehr.

From left to right: Victor Clark, Tim Humes, Slade Sanborn, Tim Carpenter, John Capurro, Jeff Simons.





FY24 TROPHY MOVEMENT BY MONTH



FY24 OFFICIAL MEASURER WORKSHOPS

August 1-4, 2023 — Jefferson City, Missouri 28 new Official Measurers

August 7-11, 2023 — Cadiz, Kentucky 31 new Official Measurers

December 2-4, 2023 — College Station, Texas 22 new Official Measurers

April 3-7, 2024 — Ogden, Utah 21 new Official Measurers

May 15-19, 2024 — Alexandria, Minnesota 18 new Official Measurers

June 15-25, 2024 — Regina and Yorkton, Saskatchewan 48 new Official Measurers



Regina, Saskatchewan





Jefferson City, Missouri



Cadiz, Kentucky



College Station, Texas



Ogden, Utah



Alexandria, Minnesota

Yorkton, Saskatchewan

COMMUNICATIONS

A DIVISION OF THE BOONE AND CROCKETT CLUB

FISCAL YEAR 2024

In FY24, our media tracking service identified 854 stories that mentioned the Boone and Crockett Club with a potential reach of nearly 2 billion views and an advertising equivalence of over \$18 million. Of this, 381 were earned media stories, and potential reach for Records was 703 million, Policy was 221 million. Conservation was 151 million, and Ethics was 3.6 million. It is important to note that potential reach does not mean actual views, but if even a small percentage read the stories, we have made significant strides over the last four years

Our digital media also continues to grow. In FY24, there were 2.1 million unique visitors to our website, which is a 39.59% increase over

the previous year. During that same period, we've seen an increase from 3.4 million page views to 6.2 million page views. These numbers are due to our increased content generation along with the addition of new website features. As we build this archive of content and features, it gives us the ability to increase our social media post frequency, which in turn drives traffic.

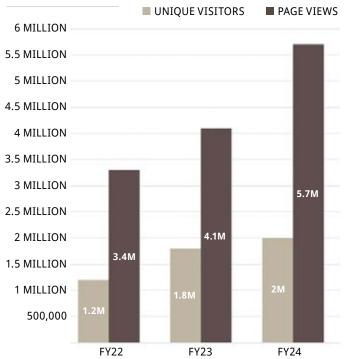
In the Field Newsletter

The In the Field email newsletter is published bi-monthly and reaches 65,000 subscribers. This email is distributed to members and people who have subscribed when they create an account with the Club. In each email, we feature new content published on the website, promote Club merchandise, and inform subscribers on how to get more involved in the Club. The emails follow a similar structure each time, allowing for future corporate sponsorship opportunities.

Fair Chase Magazine

Most Club members receive their news from Fair Chase magazine. In early 2024, we revamped the editorial plan to create a more engaging and focused publication. For each issue, the editors choose a specific topic and work with established writers and members to provide high-quality content around it. So far, topics have included public lands, bears, meat, and hunting heritage. Even better, past issues of Fair Chase are seeing new life and exposure by being converted into web pages and then promoted online and in the newsletter.

WEBSITE TRAFFIC





Forestry Op-Ed

After environmental groups sued to shut down a forest restoration project on the Beaverhead-Deerlodge National Forest in Montana, Club CEO Tony Schoonen and RMEF President, and Club Ex-Officio Member Kyle Weaver placed a guest opinion that ran in the Missoulian.

Selective

Television personality Jason Matzinger released his movie Selective in the summer of 2023. The movie followed him on a Dall's sheep hunt and intertwined a conservation message to rebut the negative attention to "trophy hunting". Jason attended the media summit during the 31st Big Game Awards judge's panel and secured significant footage of the measuring process as well as interviewing Tony Schoonen at the B&C headquarters. An entire 8-minute segment of the movie focused on the history of the Boone and Crockett Club, our Records program, and the National Collection of Heads and Horns. In late August, the Club co-hosted a movie preview at the Wilma Theater in Missoula attended by nearly 200 people with our partners and primary sponsors of the film, the Wild Sheep Foundation.

"We should not let a small group of special interests subvert projects that have already gone through extensive review and collaborative planning. The Pintler Face project would be good for wildlife, including—if not in particular—some of the vulnerable species for which the environmental groups claim they are



safeguarding. If we are truly going to confront the wildfire crisis and improve the health of our national forests, we should condemn these legal maneuverings and let our federal land management agencies actually do their jobs."

Communications Summit

The Communications Committee hosted a planning summit in Missoula in April. The vision was to build upon our successes over the last four years to make strategic decisions about what more we could be doing or how we can adjust our efforts moving forward. In addition to the entire Communications Department, we had 10 regular and professional members participate in the meetings. The planning session allowed us to identify what we are doing well and explore potential for expanding or adapting some of these efforts. The priorities identified during the summit were directly connected to our budget planning for FY25 with increased funding for hiring additional freelance writers to expand content; develop and expand multi-media outreach and increase our social media advertising budget; building the booth expenses into our existing budget (the majority of expenses were donated by member contributions in 2024); and increasing our efforts to generate new content with fresh voices around ethics, university programs, and more current member/Club activities.

Records of North American Big Game Book

The 15th Edition of Records of North American Big Game was released in late fall 2023 in time for the holiday season. This two-volume set lists more than 36,000 native North American big game trophies in 38 categories—an increase of over 4,500 trophies from the previ-



Relating to or involving the selection of the most suitable or best qualified.

ous edition. In addition, the books include entertaining chapters and photo essays that every outdoorsman will enjoy including updates on the current status of desert bighorn sheep and Columbia blacktail deer, a special photo essay about wildlife artist Bob Kuhn, plus special sections on Betty and Grancel Fitz, the Club's National Collection of Heads and Horns and stories about trophies lost to history.

Trade Show Presence

Motivated by members Ben Strickling, Bobby Floyd, Mike Opitz, and Charles Hartford, the Club created a new 10' by 20' wood frame booth with B&C graphic design elements, video presentations, member materials, and product sales. The booth was set up at the Dallas Safari Club (DSC) and the Wild Sheep Foundation's conventions in early January 2024. With the help of staff and volunteers, this booth welcomed hundreds of people, and we added a total of 145 new Associate Members including eight new Lifetime Associates. In addition, during the DSC Convention, Ben Strickling hosted a reception at the Dallas Petroleum Club that allowed the Club to introduce ourselves to potential members and corporate partners while also giving members a chance to mingle outside the regular Club events. More than 50 people attended the reception including leadership from six current or potential corporate partners and four potential new members of the Club.





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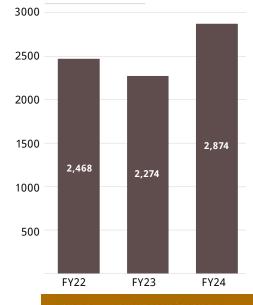




Associates Growth

In 2024, we held our first Member Giveback program to encourage new members or encourage them to move up to higher levels of membership. We gave away 103 prizes donated by 16 sponsors for a total prize donation of nearly \$20,000.

ASSOCIATES SIGN-UPS AND RENEWALS



Increasing Corporate Partnerships

Our sales and marketing team worked hard to rebuild our corporate partner program with increased sponsorships that will continue to grow substantially in future fiscal years. In May, our partners with Grizzly Outdoor Corps made a \$250,000 commitment for 2024 as well as a marketing promotion on limited edition cans of Grizzly Wintergreen. We also received additional funding from the Bass Pro shops and Cabela's Outdoor Fund for conservation policy and education programs for a total of \$100,000 this year. Chevron sponsored the Dinner and Auction at the 2023 Annual Meeting and ultimately came on as a \$50,000 sponsor for advertising and to support travel stipends for University Fellows.



Reserved for companies with the greatest commitment to conservation, Trailblazers are those most dedicated to our Mission. Conservation isn't easy. It's become more complex every year and conservation efforts take time to bear fruit. Trailblazer sponsors understand this and know that their contributions to the Club will ensure their customers have opportunities to hunt, places to hunt, and abundant game.















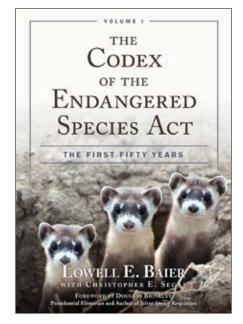
MEMBER NEWS

Our members are the strength behind the Boone and Crockett Club and we are proud of their many accomplishments. Congratulations to these members for the awards they received over the past year.

Manny Chee was awarded his Honorary Life Membership in the Boone and Crockett Club at the Annual Meeting in Louisville while Gary Dietrich was awarded his Honorary Life Membership at the Spring Meeting in Grand Rapids.



Matt Dunfee and Sonja Christensen were appointed to a National Academy of Sciences committee reviewing the transmission and geographic spread of chronic wasting disease in U.S. cervid populations.



Lowell Baier's The Codex of the Endangered Species Act. Volumes I and II were 2024 Independent Press Award Winners in the categories of Environment and History: United States.





ministration Tony Caligiuri received the Peter Hathaway Capstick Award at the Dallas Safari Club Convention in January. Also at the DSC Convention, Dr. Roel Lopez was awarded

Club Executive Vice President of Ad- Steve Leath accepted the Lynn Boykin Hunting Heritage Award from the National Wild Turkey Federation during the 48th annual Convention and Sport Show. From left to right: National Wild Turkey Federation Co-CEO Kurt Dyroff, CAHSS Executive Director Dr. Steven Leath, and National Wild the Conservation Trailblazer Award. Turkey Federation Co-CEO Jason Burckhalter.

leff Crane was named the 2024 Houston Safari Club Foundation Conservationist of the Year.













Johnny Morris received Texas A&M's Bush School of Government and Public Service's prestigious McLane Leadership in Business Award.



Nyle Maxwell was awarded the 2024 Texas Automobile Dealers Association Legend Award at the PGA Omni Resort in Frisco, Texas. From left to right: Jim Arnold, Rhonda Arnold, Nancy Maxwell, Nyle Maxwell, Terrell McCombs, and Cindy McCombs.

Carter Smith was honored in January as South Texan of the Year at the annual South Texas Charity Weekend event.



Randy Newberg received the Rocky Mountain Elk Foundation's Wallace Fennell Pate Award, its highest conservation honor, at RMEF's 40th Anniversary Celebration on May 4, 2024. From left to right: Randy's son Matt, RMEF co-founder Charlie Decker, and Randy Newberg.







B&C MEMBERS

The Club has a total of 313 members in five different categories of membership as of June 30, 2024, and added 16 members over the past year. Per our bylaws, we can have no more than 100 regular members and 10 junior members. The other levels—honorary life, emeritus, and professional are not limited in the bylaws.

Honorary Life Members	14
Regular Members (R)	94
Junior Members (J)	1
Emeritus Members	33
Professional Members (P)	156
Ex-Officio (E)	15

MEMBERS LOST IN FY24

Timothy C. Brady (1958 – 2023) Miles O. Moretti (1953 - 2023)

Daniel Poole (1966 – 2023)

A.C. "Charles" Smid (1950 – 2023)

Samuel B. Webb, Jr. (1939 – 2024)

NEW MEMBERS FY24

Darius W. Anderson - CA (R)

Steven R. Belinda – MT (P)

Michael J. Cherry – TX (P)

Terry J. Cosby - OH (E)

Tim Hiller – MT (P)

Benjamin C. Jones – PA (P)

Dr. Katalin Kádár Lynn – NV (R)

Eric Leath – GA (R)

Brian R. Nesvik - WY (P)

Emilio Rangel Espino -

Barros - MX (R)

Christopher S. Sprangers – WI (R)

Nicole Tatman - NM (P)

Mark Truax - CO (P)

Homer L. Wilkes - DC (E)

David J. Willms - WY (P)

Jon Zinnel – MN (P)

ADMINISTRATION AND FINANCE

A DIVISION OF THE BOONE AND CROCKETT CLUB

FISCAL YEAR 2024

Strategic Plan Update

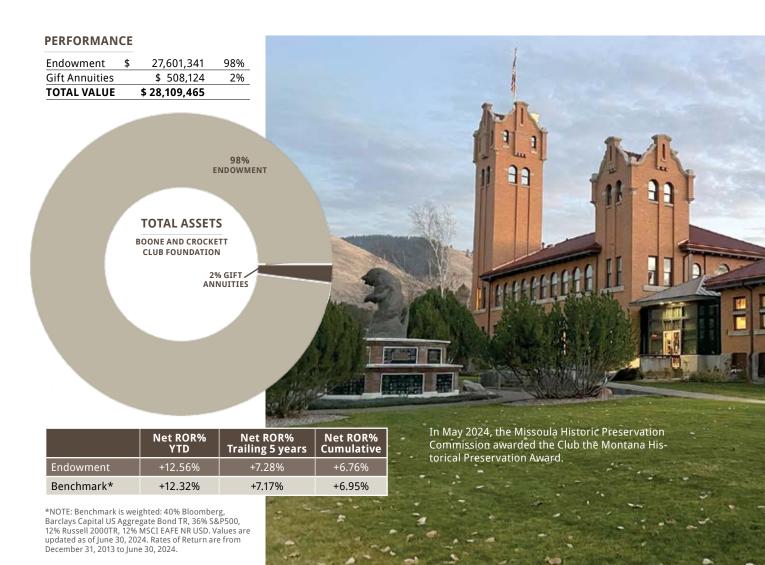
In April the Strategic Planning Committee started discussion to update the Strategic Plan as the current plan ends in 2025. In the upcoming year there will be significant efforts in updating the strategic goals that will chart the Club's future course and lay groundwork for the next five years, as well as continuing the momentum the Club has gained since it was formed in 1887.

Depot Restoration Project

The Club is proud to report that the Depot Restoration project started in FY22 has ended at the end of July 2023 (beginning of FY24). Without the fundraising efforts from the Development Committee and three members, Lee and Penny Anderson, Ben and Roxane Strickling, and Bobby and Sharon Floyd, this project would not have been so successful.

Drupal Upgrade Project

The Club partnered with Sparq, Inc. in FY23 to complete the latest Drupal digital infrastructure system. While this is still a work in progress, the Club anticipates the project to launch in FY25. Again, the Club appreciates the support of Ben and Roxane Strickling and Bobby and Sharon Floyd.



Investment Report

The Boone and Crockett Club Foundation investment accounts ended FY24 on June 30, 2024, with total assets valued at \$29,300,356. As of September 30, 2024, the total Endowment is valued at \$28.352.355. It remains invested in a manner fully consistent with our Investment Policy Statement (IPS). This total includes our endowment balance, depot mortgage, and gift annuities. The Foundation continued its significant support of current Club operations as well as the approved line of credit for two high priority projects: our Drupal tech upgrade and our Club Headquarters renovation.

I am pleased to report that the Endowment continued to perform well ahead of our targeted goal of a 4% annual return. As of June 30, 2024, the net rate of return for the previous 12 months was 12.56%. This exceeded last year's net return of 10.93%. Our net rate of return for the previous 5 years, an important data point as we consider impacts to the Endowment's corpus, increased from 5.93% in 2023 to 7.28% in 2024, ahead of our weighted benchmark return of 7.17%.

The Investment Committee maintained our asset allocation of 65% equities and 35% fixed income

and cash. Equities remain weighted toward high quality, dividend generating companies with nearly 25% of the portfolio in large cap value names. While we maintain a broadly diversified portfolio, we remain underweight in information technology. The "magnificent seven" and other AI-related names, the subject of many finance commentaries, are the primary propellants of market returns. However, they represent an extremely narrow market segment, have valuations approaching 38% of the entire S&P500, and come at breathtaking Price to Earnings (P/E) valuations. Our continued bias will tilt toward well-capitalized franchises with long-term records of return, competitive advantages, and strong management.

For the past year, we made good use of money market funds yielding in excess of 5%, and we continued to make use of short-term U.S. Treasuries. Our strategy of creating a healthy "cash operational reserve" of approximately 12 months throughout the year translates into a much better cash transfer process and greater assurance that we have ready resources for operational needs. Our annual dividend and yield income decreased from the previous year to \$452,242 from \$496,148 in FY24.

We anticipate that economic and market headwinds will persist

and that short-term, negative impacts on our portfolio will occur. However, the investment committee continues to place emphasis on our long-term time horizon, our allocation discipline, and our efficient approach to cash management. We will regularly review our allocation to ensure it continues to support the Endowment's and Club's goals.

Another heartfelt thank you to the members of the Investment Committee who help to ensure this resource continues to support the mission. And thank you to wonderfully generous conservationists who continue to give so meaningfully and selflessly.

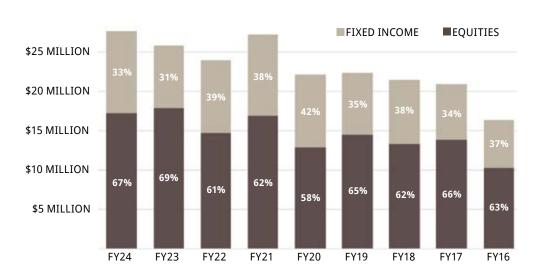
The amazing members of the Investment Committee and our expert staff deserve full credit for their work managing this precious resource. I bear full responsibility for any errors or omissions in this annual report, and I am honored to serve alongside you who make this work so meaningful.

CHARLES W. HARTFORD,
INVESTMENT COMMITTEE CHAIR

ENDOWMENT ALLOCATION HISTORY

FIXED INCOME EQUITIES

	TOTAL	
FY24	27,601,341	
FY23	25,766,111	
FY22	23,889,511	
FY21	27,236,923	
FY20	22,103,528	
FY19	22,259,968	
FY18	21,409,556	
FY17	20,917,636	
FY16	16,286,850	

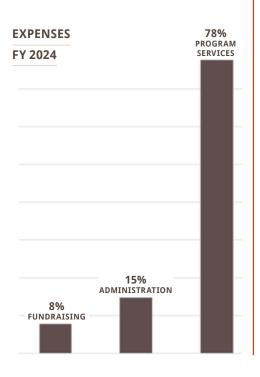


FINANCIAL REPORT

The Boone and Crockett Club and Foundation continue to hold true to the initiatives in the strategic plan by support from our members, donors, and the Foundation endowment. Overall revenue for the organizations decreased by \$2.7M. In FY23, the organization had three significant pledges totaling \$3M to fund the Drupal Upgrade and Depot Restoration Projects that span over a two-year time frame. All other revenues remained relatively the same. The percentage of funds spent on program services decreased by 2.7% while administration increased by 2.7% and fundraising remained the same at 7.8%.

FY23	FY24
26%	43%
56%	34%
6%	8%
7%	8%
tions 1%	2%
1%	2%
1%	2%
<1%	1%
< 1%	<1%
	26% 56% 6% 7% tions 1% 1% 1% <1%

BY SUPPORT/PROGRAM SERVICES	FY23	FY24
Program Services	80%	78%
Administration	12%	15%
Fundraising	8%	8%



COMBINED STATEMENT OF ACTIVITIES

For the year ended June 30, 2023 and 2024

	2023	2024
REVENUE		
Member dues and subscription revenue	574775	566 505
Member dues	574,775	566,525
Associates subscriptions	129,844	136,820
Trophy database subscriptions	13,826	11,642
Total member dues and subscription revenue	718,445	714,987
Merchandise sales	344,428	299,697
Less: direct and allocated costs	(200,312)	(156,421)
Net merchandise sales	144,116	143,276
Contributions	5,759,482	2,035,824
Contributions in-kind	122,387	74,663
Change in value of split-interest agreements	(386,570)	231,742
Licensing revenue	45,842	45,543
Ranch	116,962	147,338
Investment income/(losses)	2,553,745	2,983,031
Rental, lodging, and program income	655,713	537,413
Other	506	41,438
Funds available for program and support services	9,730,628	6,955,255
EVENUES		
EXPENSES		
Support services	200 202	220.245
Fundraising	399,282	338,345
Administration	527,974	536,314
Building tenant operations Total support services	78,366	978,219
iotai support services	1,005,622	976,219
Funds available for program services	8,725,006	5,977,036
Program services		
Wildlife conservation programs	673,375	754,746
Conservation projects and outreach	1,178,366	1,072,659
Records and publications	1,032,251	599,637
Ranch operations	278,545	286,559
Membership support	383,018	320,026
Associates program	552,320	359,092
Total program services	4,097,875	3,392,719
Increase (decrease) in net assets	4,627,131	2,584,317
NET ASSETS		
Beginning of year	39,200,159	43,827,290
End of year	\$ <u>43,827,290</u>	\$ <u>46,411,607</u>

A copy of the complete set of audited financial statements is available upon request. The Club and Foundation received an unqualified opinion with no deficiencies, findings, or adjustments for both FY23 and FY24.

COMBINED STATEMENT OF FINANCIAL POSITION

2023

2024

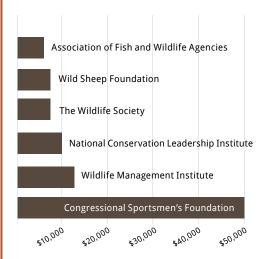
For the year ended June 30, 2023 and 2024

	2023	2024
ASSETS		
CURRENT ASSETS		
Cash and cash equivalents	\$801,895	\$590,676
Receivables, net of allowance	137,743	166,652
Donor promises to give, net of discount and allow	ance 716,924	750,208
Inventories	272,607	304,401
Prepaid expenses	118,718	155,576
Total current assets	2,047,887	1,967,513
INIVECTMENITO		
INVESTMENTS Endowment	24 406 250	22,846,154
Planned Giving	24,486,258 476,712	508,124
Total investments	24,962,970	23,354,278
iotai investinents	24,902,970	23,334,276
Donor promises to Give, Net of Current Portion	n 1,926,072	1,226,234
Depot, Ranch, Furniture and Equipment, Net	8,692,849	10,171,095
Agency funds	69,814	69,814
Split-interest agreements receivable	7,049,319	7,281,061
Total assets	\$44,748,911	\$44,069,995
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES		
Accounts payable	308,031	85,558
Accrued liabilities	120,814	94,074
Agency funds payable	69,814	69,814
Current portion of long-term debt	8,285	8,635
Deferred subscription revenue, current	117,350	128,596
Deferred revenue - other	47,878	41,891
Planned Giving payable, current portion	17,115	17,943
Lines of credit	100	446 544
Total current liabilities	689,387	446,511
LONG-TERM LIABILITIES		
Deferred subscription revenue, long-term	98,338	104,556
Long-term debt, net of current portion	17,627	8,995
Planned Giving payable, net of current portion	116,269	98,326
Total long-term liabilities	232,234	211,877
Total liabilities	921,621	658,388
NET ASSETS		
Without donor restrictions	17,367,918	19,402,603
With donor restrictions	26,459,372	27,009,004
Total net assets	43,827,290	46,411,607
Total liabilities and net assets	\$44,748,911	\$47,069,995

A copy of the complete set of audited financial statements is available upon request. The Club and Foundation received an unqualified opinion with no deficiencies, findings, or adjustments for both FY23 and FY24 and FY24 are received as a constant of the complete set of audited financial statements are received an unqualified opinion with no deficiencies, findings, or adjustments for both FY23 and FY24 are received as a constant of the complete set of audited financial statements are received an unqualified opinion with no deficiencies, findings, or adjustments for both FY23 and FY24 are received as a constant of the complete set of the

SPONSORSHIPS

The Boone and Crockett Club extends financial support to other NGOs and government agencies each year as part of our mission to further wild-life conservation, preserve our hunting heritage, and maintain a voice in conservation policy.











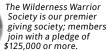




Boone and Crockett Club and Foundation

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George Bird Grinnell Society
members are individuals
who support the Boone
and Crockett Club through
gifts of \$2,500 or more.

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MEMBERS OF THE ROUGHRIDERS

Brian Wilson

Roughriders Society members have remembered the Boone and Crockett Club in their estate plans.

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MISSION STATEMENT

It is the mission of the Boone and Crockett Club to promote the conservation and management of wildlife, especially big game, and its habitat, to preserve and encourage hunting and to maintain the highest ethical standards of fair chase and sportsmanship in North America.

FRONT COVER: At Yosemite National Park, California, in the spring of 1903. Theodore Roosevelt is front and center, his secretary William Loeb, Jr. is second from the right, and naturalist John Muir stands to the right of Roosevelt.

Photo courtesy of the Theodore Roosevelt Collection, Harvard College Library.

BACK COVER: Forests of the Seeley -Swan lake area of Montana. Photo courtesy of Mark Mesenko.

BOONE AND CROCKETT CLUB

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