

Dude Ranch Foundation

2021 Annual Report



*Preserving the History & Expanding the Knowledge of
America's Dude Ranching Industry*



1122 12th Street ∞ P.O. Box 2307 ∞ Cody, Wyoming 82414 ∞ 307-250-1981 ∞ www.duderanchfoundation.org
A Non-Profit Organization IRS 501 (c) 3 ∞ TIN 74-2519170

Dear Friends,

Upon entering 2021, the Dude Ranch Foundation undertook a thoughtful review of our brand, message, mission, and standing in the industry. In addition, we conducted an assessment of our impact over the years previous and opportunities for the future as the Foundation grows. As a result, we commenced an aggressive plan to strengthen our governance structure, the articulation of our work, and to grow our resources over the next three years.

In the second half of 2021, we implemented a plan to increase participation in programs, grow the membership base, and increase philanthropic revenue by implementing a structured multi-channel plan. To expand and improve our communications, we debuted the bi-monthly online newsletter, "*Dude Halloo;*" *Lariat Legacy, The Magazine*, for Members and Donors; and our first Dude Ranch Foundation Annual Report.

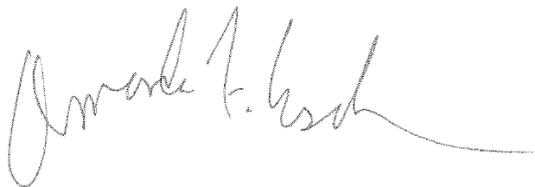
Because of your generosity the Dude Ranch Foundation continues to inspire and educate people from around the world about America's guest ranching industry. Through the Foundation we ensure a skilled workforce for the future by providing educational opportunities that encompass best hospitality, animal husbandry, and land and riparian conservation practices.

Looking ahead into 2022, this Fall we will celebrate the 20th year of the Dude Ranch Foundation Heritage Museum & Archives. In January 2023 we will celebrate the 35th anniversary of the Dude Ranch Foundation.

We thank you for your support, guidance, and participation in the Dude Ranch Foundation. We look forward to welcoming you, our friends, to the Heritage Museum and affiliated guest ranches.

Sincerely,

Amanda F. Esch

A handwritten signature in black ink that reads "Amanda F. Esch". The signature is fluid and cursive, with a long horizontal flourish extending to the right.

Colleen Hodson

A handwritten signature in black ink that reads "Colleen Hodson". The signature is written in a bold, cursive style.

"The support for the Dude Ranch Foundation has grown exponentially over the last year. With our current leadership, through teamwork and collaboration, wonderful things are ahead for us. Thanks to our donors and supporters we are making a difference."

Colleen Hodson, Executive Director

2021 HIGHLIGHTS

Programs

- Scholarships
The Foundation awarded \$25,500 in scholarship monies for the 2021-2022 academic year. Since the inception of the program, 216 scholarships have been awarded totaling \$378,500.
- Wrangler Training
102 wrangles were trained in nine wrangler training sessions held in 2021. Over 950 wranglers have been trained since the inception of the program in 2008.
- Horse Safety
Dedication to safety training continued to produce a positive record of results with less than a quarter of one percent in accidents.

*Survey results

Conservation

- Deepened partnerships with government agencies and land management experts to support conservation and fire mitigation resources

Heritage Museum & Archives

- Welcomed hundreds of visitors to the museum
- Supported research by numerous scholars resulting in highly regarded articles and books on the dude ranching industry
- Expanded partnerships with the National Endowment for the Arts, National Endowment for the Humanities, and the U. S. Department of Defense while strengthening our commitment to America's armed forces by becoming a Blue Star Museum

Communication

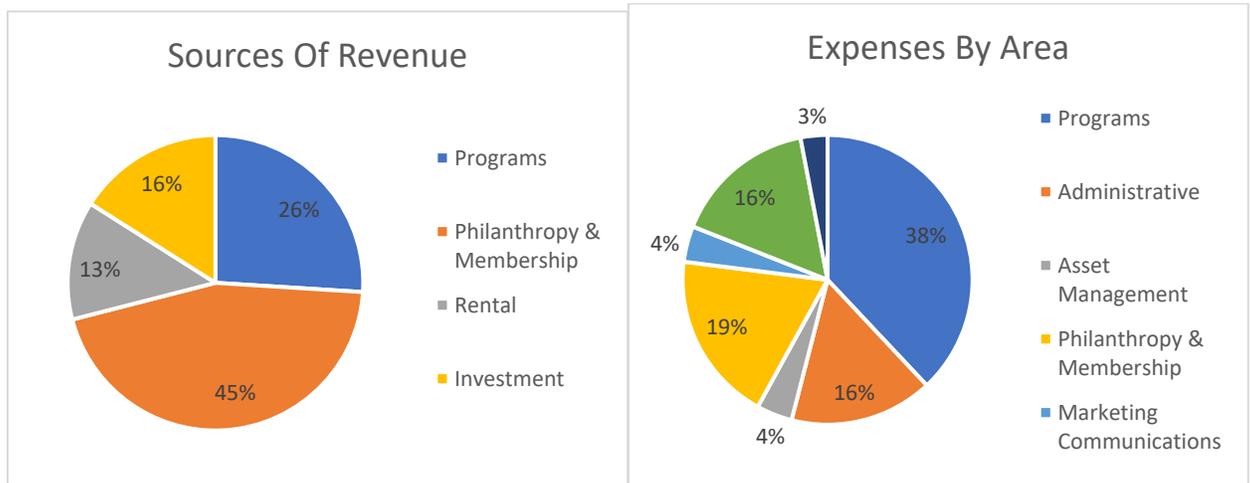
- Introduced the *Dude-Haloo*, a bi-monthly newsletter featuring updates on Dude Ranch Foundation programs and activities
- Created a new Dude Ranch Foundation website
- Expanded social media presence on Twitter, Facebook, Instagram, and through email and direct mail

Contributed Revenue & Membership

- Partnered with WyoGives (a state-wide one-day-of-giving initiative) for the first time, raising over \$17,000 in 24 hours, of which over 18% were new and returning donors
- Participated in Giving Tuesday (a world-wide one-day-of-giving initiative) for the first time, raising over \$5,000 in 24 hours from both new and returning donors
- Introduced the Lariat Legacy Society, a society for individuals who have notified the Dude Ranch Foundation that it is a part of their estate plan
- Revamped the Foundation membership program to increase membership by 20%

2021 Budget

Compiled From Statements of Activities and Financial Expenses



Fixed Assets

Building - Heritage Center \$295,849.41
Equipment - Heritage Center \$4,219.82
Furniture - Heritage Center \$6,080.00
Less - Accumulated Depreciation -\$152,439.40
Total Fixed Assets \$153,709.83

Equity

Opening Bal Equity \$0.00
Retained Earnings \$502,819.22
Unrealized G/L on Investments \$122,317.95
Net Income \$16,091.49
Total Equity \$641,228.66

Highlights

- Philanthropic Support in 2021 for Operations and Programs increased by 71% over prior year
- Return on Investment income in 2021 was over 17%
- Cost to raise funds was at 18 cents per dollar raised in charitable contributions
- Number of Donations increased by 54% from prior year
- First time Donors increased by 81% and recaptured Donors increased by 57% from prior year

Dude Ranch Foundation Board of Directors

Amanda Ferguson Esch, Chair

Don McIntyer, Vice Chair

Bob Foster, Secretary & Treasurer

Dan Schneider

Lucia Hatfield

Dave Leishman

Carolyn Stimmel

Russell True

Jerry Helmicki

Hunter Sullivan

Janice Schoonover

Doug Van Berkum, Director Emeritus

Colleen Hodson, Executive Director & Authorized Agent

The Dude Ranch Foundation is to preserve the history and expand the knowledge of America's dude ranching industry through the Foundation's Heritage Museum, research archives, educational programs, conservation, and workforce development.



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