

The Dude Ranch Foundation  
2022 Annual Report



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



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



Dear Donors, Partners, and Friends,

We are pleased to share the 2022 Dude Ranch Foundation Annual Report. In 2022, the Foundation built upon 2021 achievements. At the January 2022 Annual Dude Ranch Foundation Board meeting, we set forth an action plan to strengthen our programs' impact, grow financial resources through a structured multi-channel plan, increase scholarships, and communicate the strength, multiplicity, and heritage of the dude ranching industry.

Because of your generosity, the Dude Ranch Foundation continues to inspire and educate people worldwide regarding America's dude ranching industry. Through the Foundation, we ensure a skilled workforce for the future that encompasses the best in hospitality, animal husbandry, and conservation practices.

In September of 2022, we celebrated 20 years in our home, the DRF Heritage Center. This year, 2023, we celebrate the 35th Anniversary of the Dude Ranch Foundation. We continue to feel honored to be stewards of the founders' original vision for the Foundation. Over these 35 years, we have continued to build on the founders' dream. During 2023 we will work to chart the Dude Ranch Foundation's future. The focus of the Foundation will remain grounded in supporting the dude ranching industry through education, strong programming, scholarships that support workforce development, and the preservation of dude ranch heritage.

Your support and guidance this past year have continued to advance the work of the Dude Ranch Foundation. We look forward to your continued participation and support.

Thank you.

Sincerely,

Amanda Ferguson Esch  
Chairman

Colleen Hodson  
Executive Director

*“With the achievements of 2022 the Dude Ranch Foundation has advanced and laid a solid foundation for the future of the DRF. We look forward to continuing to support the dude ranching industry through educational speakers, horse safety programs, scholarships that support workforce development and preservation of dude ranch heritage.”*

*Amanda Ferguson Esch – Dude Ranch Foundation Chairman*

## 2022 HIGHLIGHTS

### Programs

#### DRF Scholarship Program

The Foundation awarded \$28,000 in scholarship monies for the 2022-2023 academic year. Since the inception of the program 270 scholarships have been awarded totaling \$450,000.

#### Wrangler Training

- The course provides training for wranglers in the skills and knowledge needed to help prevent potential accidents and anticipate dangerous situations on the trail.
- In 2022, 12 DRA member ranches participated, and 137 wranglers were trained. Over 950 wranglers have been trained since the inception of the program in 2008.
- The 2022 Horse Safety survey data indicates that ranches whose wranglers have attended a DRF training class had less incidents than those who have not participated.

#### Horse Safety

- 2022 was a record year for safety training producing positive record results .
- 80% of all training program participants completed the 2022 Horse Safety survey.
- In 2022 the use of riding helmets increased by 48% and mandatory helmet use for children increased by 105%.
- Full details regarding the program and survey results are available at <https://www.duderanchfoundation.org/wp-content/uploads/2022/12/Survey-Horse-Safety-to-Members-2022.pdf>

#### Conservation

- The Dude Ranch Foundation conducted a survey of dude ranches in western United States to understand their wildfire mitigation and land management plans. Included was an inventory of the number of acres they controlled. The survey findings are at [https://www.duderanchfoundation.org/wp-content/uploads/2023/02/Wildfire\\_Survey.pdf](https://www.duderanchfoundation.org/wp-content/uploads/2023/02/Wildfire_Survey.pdf) In 2023 this data is informing opportunities to support programming and partnerships to support the fire mitigation and land management planning.

#### Heritage Museum & Archives

- Welcomed hundreds of visitors to the museum, continuing to support research by scholars. In 2022 the Heritage Museum & Archives was pleased to support author Lynn Downey's book *"American Dude Ranch, A Touch of the Cowboy, and the Thrill of the West."*
- Expanded participation in the Blue Star Museum program. A partnership of the National Endowment for the Arts, National Endowment of Humanities and The Department of Defense

#### Communication Lariat Legacy

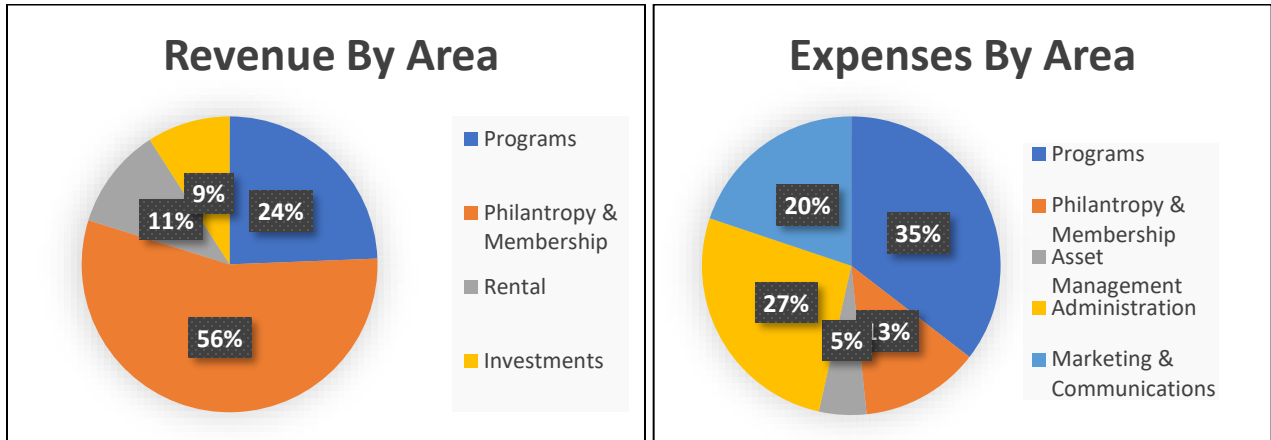
- Introduced the Lariat Legacy, *The Magazine*, for Donors and industry partners.
- Created a new Dude Ranch Foundation website.
- Expanded social media presence on Twitter, Facebook, Instagram, email, and direct email.

#### Contributed Revenue & Membership

- Cost to raise charitable contributions was at 18 cents per dollar raised.
- Increased consecutive year donors by 31% and average amount of a gift, by 36% from prior year.
- Philanthropic Support in 2022 for Operations and Programs increased by 45.6% over prior year.

## 2022 Financial Overview

Compiled From Statements of Activities and Financial Expenses



### Fixed Assets

Building - Heritage Center \$306,148.00  
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

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

## Dude Ranch Foundation 2022 Board of Directors

Amanda Ferguson Esch, Chairman

Don McIntyer, Vice Chairman

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

In January at the 2023 the *Dude Ranch Foundation Annual meeting we welcomed Steven True to the Board of Directors, and thanked Hunter Sullivan for his leadership as he steps off the Foundation's Board of Directors.*

*The Mission of the Dude Ranch Foundation is 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.*



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