

Annual Report

2023



DUDE RANCH
FOUNDATION

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

DUDE RANCH FOUNDATION



A Message from the Chairman



Dear Donors, Partners, and Friends,

We are pleased to share the 2023 Dude Ranch Foundation Annual Report. In 2023, the Foundation built upon our 2022 achievements. At the Fall 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.

The foundation saw real growth in our fundraising efforts in 2023. We more than doubled our expectations, and that is because of your generosity. The Dude Ranch Museum was open at full capacity in 2023, and the growth we saw in walk-in traffic more than tripled from 2022. 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.

We continue to feel honored to be stewards of the founders' original vision for the Foundation. Over these 36 years, we have continued to build on the founders' dream. During 2024, 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.

A handwritten signature in black ink that reads "Amanda F. Esch".

Amanda Ferguson Esch
Chairman

A handwritten signature in black ink that reads "Colleen Hodson".

Colleen Hodson
Executive Director

"With the achievements of 2023, 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, and scholarships that support workforce development and preservation of dude ranch heritage."

Amanda Ferguson Esch, Dude Ranch Foundation Chairman

2023 HIGHLIGHTS

DRF Scholarship Program

The Foundation awarded \$22,000 in scholarship monies for the 2023-2024 academic year. Since the inception of the program 279 scholarships have been awarded totaling \$455,000.

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 2023, 18 DRA member ranches participated, and 198 wranglers were trained. Over 1000 wranglers have been trained since the inception of the program in 2008.
- Once again the 2023 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

- 2023 was a great year for safety training producing positive record results.
- 78% of all training program participants completed the 2023 Horse Safety survey.
- In 2023 there was a total of 670,638 hours in the saddle for the ranches who answered the survey. 110 injuries required medical attention from a total of 90,691 guests. That is a rate of injury much less than half of 1 percent of the number of all guests reported at 0.12%.

<https://www.duderranchfoundation.org/wp-content/uploads/2023/12/Horse-Safety-Survey-Results-2023.pdf>

Conservation

- The Dude Ranch Foundation believes that the ranching community is best suited for, and most experienced in, determining the effective practices for managing the land and resources with which they have been entrusted. The Dude Ranch Foundation also maintains that continuous improvement in the management of land and resources, in accordance with the principles of science and evidence, is a responsibility of all ranchers.

Heritage Museum & Archives

- The Heritage Museum welcomed more than double the amount of visitors from 2022 to the museum.
- We were proud to host the DRA Board of Directors for their meeting in October.
- 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

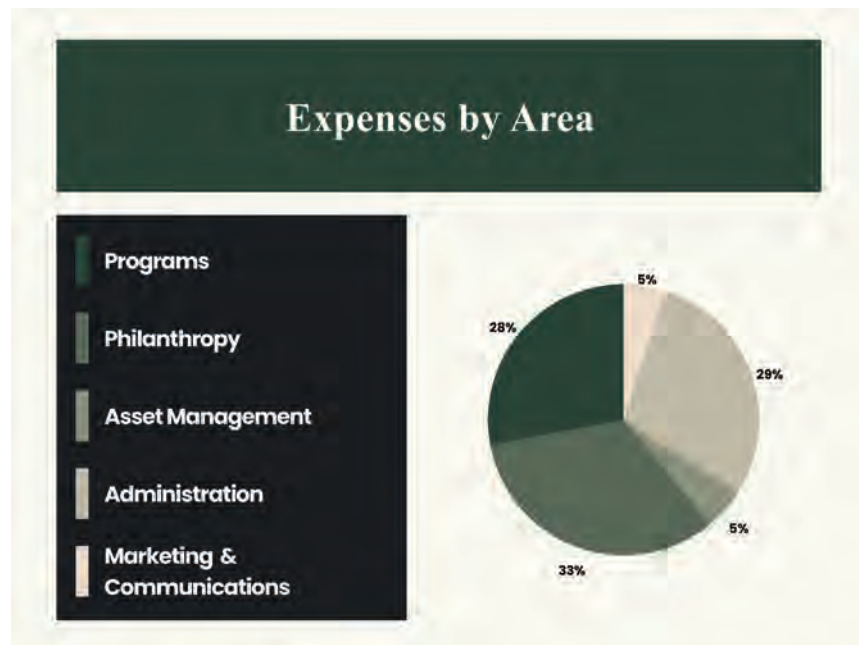
- Produced the 2nd edition of the Lariat Legacy, *The Magazine*, for Donors and industry partners.
- Expanded social media presence on Twitter, Facebook, Instagram, LinkedIn, email, and direct email.

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.

Financial Overview

Compiled From Statements of Activities and Financial Expenses



Fixed Assets

Building - Heritage Center \$300,253.31
Equipment - Heritage Center \$4,219.82
Furniture - Heritage Center \$6,080.00
Less - Accumulated Depreciation -\$160,202.80
Total Fixed Assets - \$150,350.37

Equity

Retained Earnings - \$613,188.79
Net Income - \$36,826.09
Total Equity - \$650,014.88

Dude Ranch Foundation 2023 Board of Directors

Amanda Ferguson Esch, Chair

Don McIntyre, Vice Chair

Bob Foster, Secretary & Treasurer

Carolyn Stimmel

Dan Schneider

Dave Leishman

Doug Van Berkum, Director Emeritus

Janice Schoonover

Jerry Helmicki

Lucia Hatfield

Russell True

Steven True

Colleen Hodson, Executive Director

Our Mission

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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