

Annual Report

2024



**DUDE RANCH
FOUNDATION**

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

DUDE RANCH FOUNDATION



From the Saddle, Riding Forward



Dear Donors, Partners, and Friends,

We are honored to share the Dude Ranch Foundation's 2024 Annual Report, reflecting on a year of growth, generosity, and a renewed commitment to the legacy of dude ranching.

This year marked a new chapter in our history with a leadership transition in both our chairman of the board and our executive director. With renewed energy, we have strengthened our initiatives and expanded partnerships that preserve the landscapes, traditions, and values of the American West.

In 2024, the depth of support for our mission was

clear. A beloved ranching family came forward with a generous \$50,000 gift, affirming what we already know: the future of dude ranching is a worthy investment.

As a donor-based nonprofit, more than sixty percent of our annual budget comes from charitable giving. Every contribution makes a tangible impact—fueling scholarships, horse safety programs, a free Western museum in Cody, Wyoming, and preservation of the enduring landscapes of ranchlands, upholding the longevity of a uniquely American tradition.

Looking ahead, we remain committed to ensuring future generations inherit the freedoms and values that make the West unique. Together, we are building a legacy that will endure for the next century and beyond.

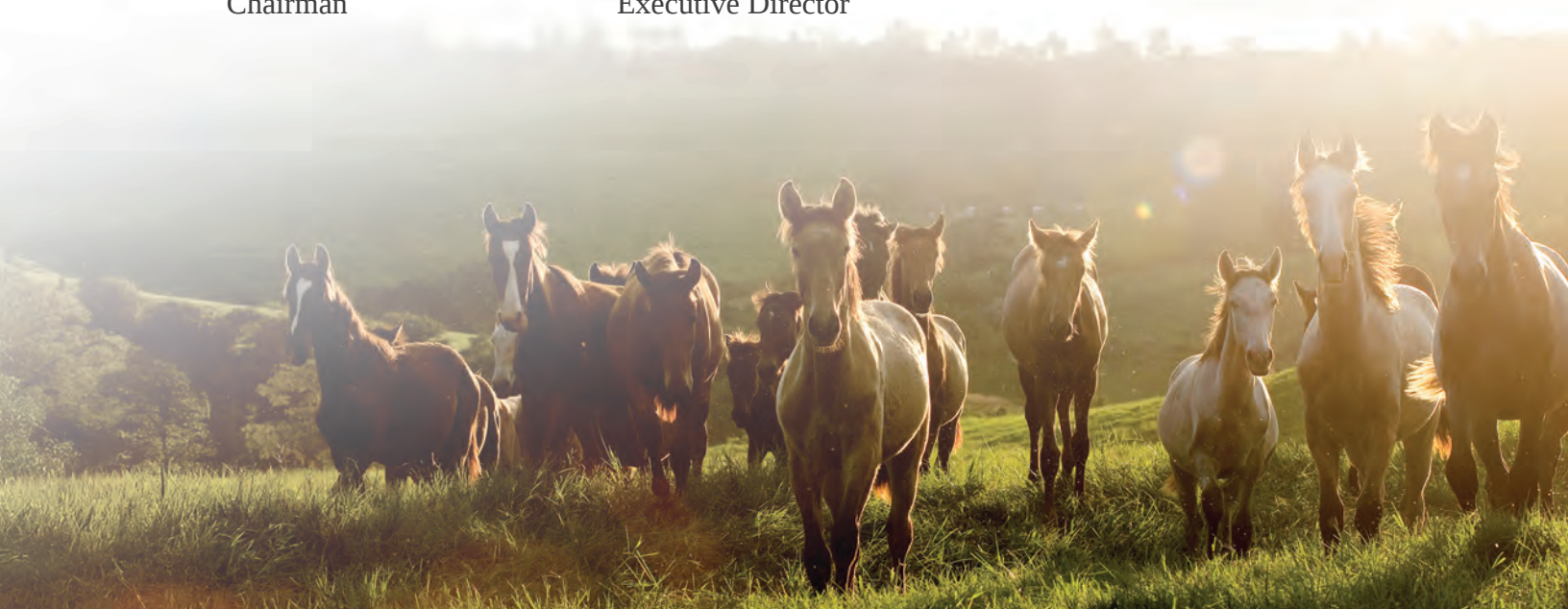
We invite you to stand with us as we honor our past, celebrate the present, and invest in the future of dude ranching.

A handwritten signature in cursive script that reads "Russell True".

Russell True
Chairman

A handwritten signature in cursive script that reads "Josie Hedderman".

Josie Hedderman
Executive Director



2024 Annual Report Highlights

Scholarships

Providing scholarships has always been a top priority for the Dude Ranch Foundation. We are proud to have awarded nearly half a million dollars since our inception.

In 2024, the Dude Ranch Foundation launched a new partnership with Durango Boots to administer a \$30,000 scholarship in celebration of the National Day of the Cowgirl. The inaugural recipient, Katelyn Collins, is an undergraduate at Texas Tech University, where she studies equine science and competes on the rodeo team.

For the 2024/2025 academic year, we proudly awarded scholarships to nine deserving DRF scholarship applicants, distributing a total of \$22,000 in support of their educational pursuits.

Horse Safety

Our annual Horse Safety seminar covers essential risk management topics including horse handling, accident prevention, site safety, equipment checks, and guest orientation. DRA member ranches are encouraged to attend every three years to receive an official certificate.

In 2024, our DRA ranches reported more than 750,000 hours in the saddle from a total of 102,000 guests. Only 106 injuries required medical attention, meaning that for every 1,000 guests, only 1 individual required medical attention. Furthermore, participating dude ranches maintain 35-40% less than the industry standard in general liability claims.

Our Wrangler Training program offers onsite instruction in horsemanship, risk management, and emergency procedures. With nearly 1,000 wranglers trained to date, this program ensures that ranch staff are well-equipped to provide safe and memorable experiences for guests. In 2024, the Dude Ranch Foundation conducted 12 wrangler trainings with participation from 30 ranches, providing instruction and certificates to more than 200 individual wranglers.

Education

Education is at the heart of the Dude Ranch Foundation's mission. At the headquarters in Cody, Wyoming, a free Western Museum preserves and shares the rich heritage of dude ranching history. Now entering its fourth edition, our Lariat Legacy magazine has been established as a premier industry publication, recognized for in-depth storytelling, valuable insights, and stunning photography. The DRF also sponsors top-tier speakers each year, ensuring ranchers and enthusiasts alike have access to meaningful learning opportunities.

Preservation

Preservation is our greatest opportunity for lasting impact. Our commitment to sustainability and land protection is stronger than ever, and we are actively working to preserve the landscapes that define the Western ranching experience. We have strengthened partnerships with partners who offer valuable resources related to wildfire mitigation, legacy nutrient deductions, and forestry.

Fundraising

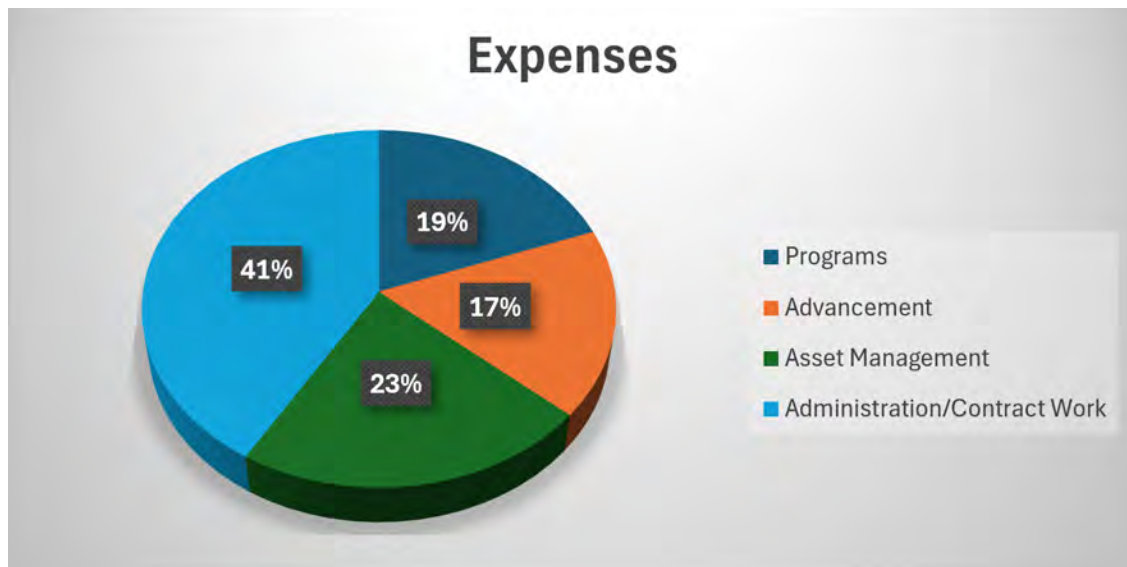
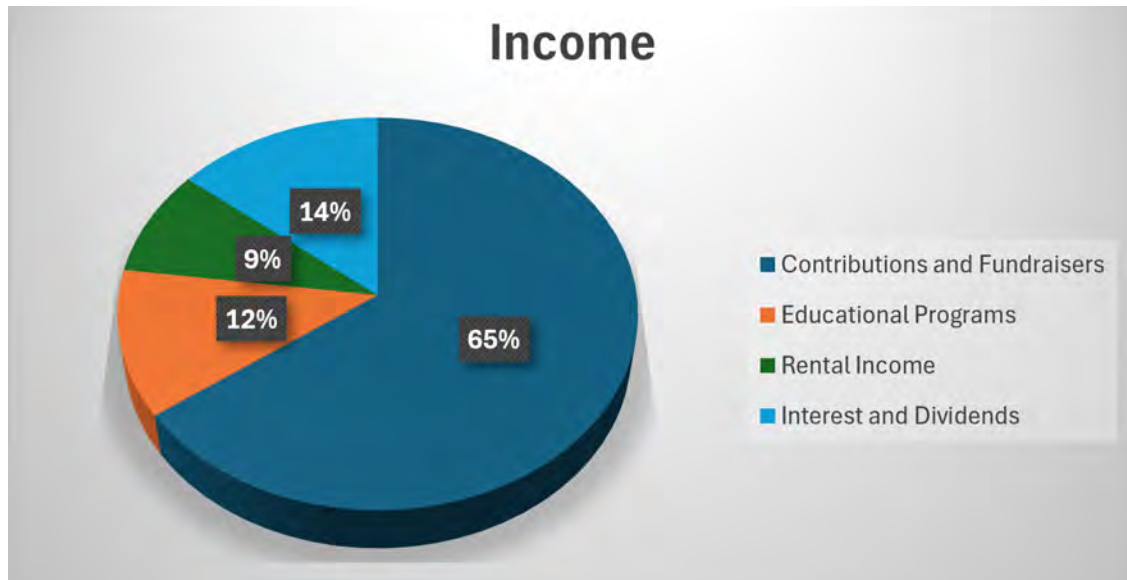
We had a highly successful year in fundraising, and we feel the momentum building. We exceeded our budget goal by \$66k, reaching an impressive \$191k. This was largely due to a generous \$50,000 gift from longtime ranchers who deeply believe in our mission.

An additional highlight was our record-breaking WyoGives event in July, where we raised \$15,085 online in a single day. Thanks to the Hughes Charitable Foundation, \$11,000 of those funds qualified for additional boosting, securing an extra \$5,219 and bringing the WyoGives total to \$20,304.

This support affirms that our vision is within reach and underscores the importance of building a strong endowment—ensuring long-term sustainability and providing lasting resources to carry the Foundation's mission forward.

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 - \$176,023.18
Total Fixed Assets - \$134,529.95

Equity

Retained Earnings - \$661,066.40
Net Income - \$30,965.91
Total Equity - \$692,032.31

Dude Ranch Foundation 2024 Board of Directors

Russell True, Chair
Don McIntyre, Vice Chair
Bob Foster, Secretary & Treasurer
Lynn Downey
Lucia Hatfield
Kameron Kelsey
Dave Leishman
Deborah Plum
Dan Schneider
Janice Schoonover
Carolyn Stimmel
Hunter Sullivan
Doug Van Berkum
Josie Hedderman, 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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