



**WILDWOOD**  
HILLS RANCH OF IOWA

ANNUAL REPORT  
2016



# OUR **HOPE** FOR IOWA'S YOUTH

We envision the day when the self-perpetuating cycles of dysfunction and impoverishment in families are broken, and Midwestern children have the opportunity to grow into healthy adults—educated, free from poverty, safe from abuse and violence, engaged as members of the communities and nurturing families.

Wildwood Hills Ranch is a 400-acre non-profit facility, set in the scenic hills of Madison County, just south of Des Moines, Iowa. Founded in 2001, the Ranch provides **100% full scholarship summer program**, monthly retreats and equine therapy for children at risk to learn love, hope and new life skills through positive role modeling and hands-on experiences.



Help us serve more children in 2017—be part of our **30% growth** over five years.



Wildwood Hills Ranch of Iowa exists to **transform lives** and **strengthen communities** by **providing healing, hope** and **God's unconditional love** to children and youth at risk.

# MESSAGE FROM OUR CEO



Dear Friends,

There is so much to celebrate and give thanks for as we reflect back on 2016 and turn our focus to what God has in store for the Ranch in 2017. This time is brought into crystal-clear focus for us as we reflect through the lens of scripture, particularly **1 Corinthians 3:6-7**:

I planted the seed, Apollos watered it, but God has been making it grow. So neither the one who plants nor the one who waters is anything, but only God, who makes things grow.

We are reminded of that passage on a daily basis here at the Ranch—what an incredible privilege it is for our team to partner with God on this mission.

This past year has seen God provide in many ways at Wildwood Hills Ranch allowing us to Break Cycles, Build Leaders and Transform Communities. Breaking cycles of abuse, poverty, dysfunction and hopelessness. Building and equipping young leaders to be the change they wish to see. Transforming communities as we see our students lead while pursuing college education, trade certification or meaningful employment after completing our Next Steps Program.

On behalf of our staff and the children we serve, thank you for supporting our mission!

May God bless you and your family!

A handwritten signature in black ink that reads "Al Lorenzen". The signature is fluid and cursive, with a long horizontal line extending to the right.

Al Lorenzen, CEO





# OUR **PROGRESS** THROUGH 2016

## Major Accomplishments in 2016

- Completed over \$1.5 million in capital improvements (including a new bunkhouse and new roads)
- Received 100+ new Tempurpedic mattresses
- Expanded equestrian therapy program to serve more than 150 veterans and their families
- New, user-friendly website launched
- Emphasis on improved data acquisition and organization to support our program and fundraising
- Quad Cities Barn Dance event raised record-setting \$200,000
- Annual revenue covered annual expenses for the first time in our history



We were able to **pay down our mortgage** nearly \$100,000 in 2016.



\$1,500,000 Capital improvements



\$297,115 Total in-kind



1,000+ Children served



15,000+ Volunteered service hours



# OUR AMAZING SUPPORTERS



845 Tax receipts folded



\$1,654 Average gift



490 Volunteers

Wildwood Hills Ranch wouldn't be what it is today without the incredible generosity of our supporters. They donate online and mail in checks, give of their resources and volunteer their time at the Ranch.



Six mission teams spent a week at the Ranch in 2016 and made a **profound impact**, applying their unique talents and gifts.

Thank you Lutheran Church of Hope, Maranatha Churches of Chisago and Forest Lake, Minnesota AIM and River Valley Church!

## Sean Kennedy's Story

President & CEO, IMT Insurance



### ***How were you introduced to Wildwood Hills Ranch?***

My company contracted with the Results Group and went down to the Ranch for a day of team building and lunch. We have a wide range of fitness levels and ages on my staff

but everyone did it and trust was built—a rewarding experience!

### ***Can you share a stand-out memory?***

Later, I was at the Ranch and saw the kids running, having a great time and excited to be there. Our staff team building was great but I wondered if there was more we could do. I like supporting kids—they often don't choose their situation. I want to help give them a chance.

### ***Why give to Wildwood Hills Ranch?***

It's local—these kids are future IMT Insurance employees and customers. We have a direct and visible impact in our community via Wildwood Hills Ranch, an organization that is pouring into our future and rebuilding trust in the next generation.





# WHY WE EXIST—OUR KIDS

Thousands of Iowa children experience various forms of abuse and neglect every day.

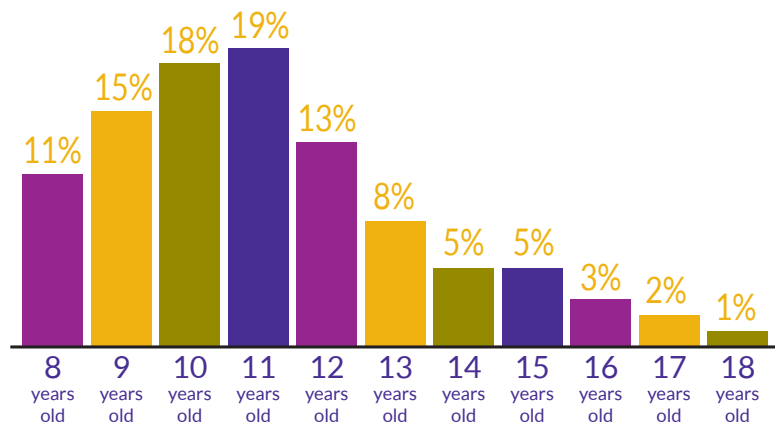
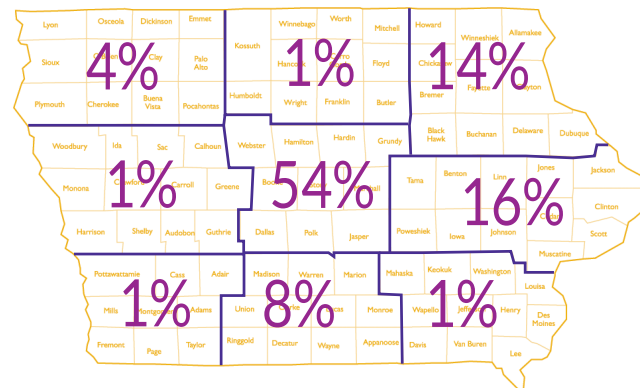
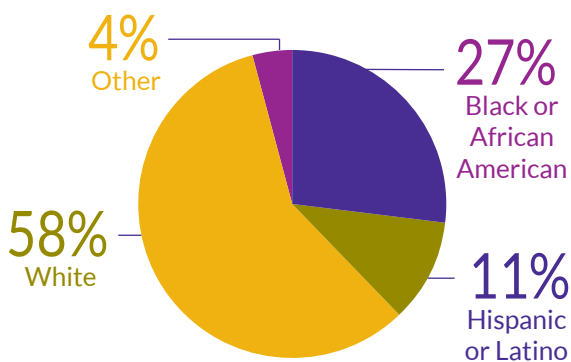
The children served by the Ranch may suffer from physical and/or sexual abuse, neglect, parental drug and alcohol abuse, gang violence, instability in family relationships and the absence of one or both parents, and many are in foster care.



More than **1,600** children in the United States die every year as a result of child abuse.

Nearly **9,000** children were subjected to abuse or neglect last year in Iowa.

## Students by the Numbers



**77% of our students'** families live at or below the poverty line. **9,425 meals** were served in the summer of 2016 that children might not otherwise have eaten.



# A LEGACY OF IMPACT

## Faithé's Story

### ***How has your story intersected with Wildwood Hills Ranch?***

My mom, sisters, brother and I arrived in Iowa after leaving my father. My mom found a job downtown and we stayed at the Boys & Girls Club in Des Moines while she worked. The Club first sent me to Wildwood Hills Ranch when I was 8. The Ranch was safe, fun and they had horses! I remember feeling loved and thinking it was the one week in the summer that I didn't have to think about all the change in my life and worry. I've been back every year for 10 years and now lead ranchers as a team leader.

### ***How has the Ranch made a difference in your life?***

Wildwood Hills Ranch has been the biggest positive influence in my life. It changed the path I was on—instead of anger and hurt, I was introduced to faith. I started asking questions and going to church. I learned that I have a God who loves me and that is the best thing I could ever ask for.

As a leader at the Ranch, I've learned I cannot be passive. My experiences here have taught me to be loving and patient. Kids don't respond to anger—*that's*

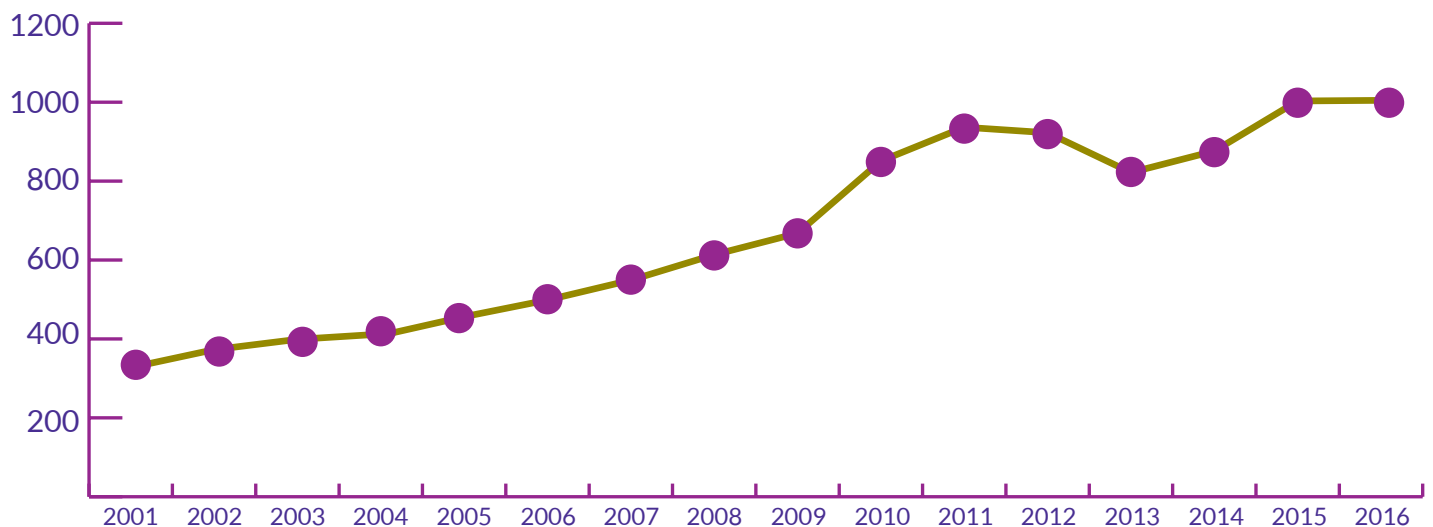


*what they're used to.* When you love on them—*that is different*—and it makes all the difference!

### ***How has Wildwood Hills Ranch helped you take the next step in your life?***

I've chosen social work for my career path and plan to get a Marriage & Family Therapy License. I want to help families like mine—specifically kids! Wildwood Hills Ranch has shown me there's a deep need and that we can reach these kids and help influence their futures.

## Students by the Year





# NEXT STEPS PROGRAM

Wildwood Hills Ranch makes an unprecedented 10-year commitment to at-risk youth ages 8–18. Whether it's finishing high school or preparing for college or the workforce, our Christ-centered programming prepares students for the next step in their lives.

## Next Steps Phases

**RANCHERS** | 8–12 YEAR OLDS

**YOUNG LEADERS** | 13–15 YEAR OLDS

**LIFE READINESS** | 16–18 YEAR OLDS

We help prepare students for their next step spiritually, as leaders and in life readiness.

Valuable life skills are learned:

- Jobs skills
- Financial literacy
- Leadership development
- Values and character formation



## Programming Areas

Agriculture, Aquatics, Art, Equine, Music, Team Building and Wellness



## Summer 2016

**THEME: THE GREAT PURSUIT**

Like an Olympic runner who trains to win gold, we are invited to run the race marked out for us by Jesus. Our prize? Eternal life. Our race includes passing the baton of hope to those around us and encouraging others to join 'The Great Pursuit'.

- Scripture:  
Hebrews 12:1-3  
1 Corinthians 9:24-27
- Fun visual aid:  
Olympics, passing the baton and marathon mentality

Monthly weekend leadership retreats throughout the school year **keep our teens on track** to take the next step in their lives.



## Equestrian Therapy

Horses are used to help promote physical, occupational and emotional growth.

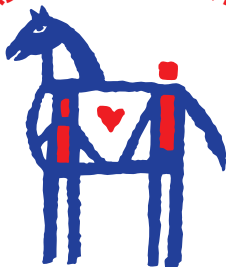
Interaction with horses in a positive, relaxed environment, with help from equine therapists and horse professionals, allow our students, veterans, active service members and their families the opportunity to explore problematic behaviors and relationship patterns and replace with healthy alternatives.



Equine therapy is helpful treating PTSD, ADD, anxiety, depression, trauma and brain injuries, abuse issues or to simply reduce stress in these contexts:

- Individual therapy sessions
- Group or family therapy sessions
- Veteran therapy sessions
- Horse & drill teams—ongoing equine therapy in a team setting

SADDLES AFTER SERVICE



WILDWOOD HILLS RANCH

150+ veterans and family members participated in our free Saddles After Service program.





# CONFERENCE & RETREAT CENTER

Wildwood Hills Ranch and our beautiful, 400-acre facility in Madison County is the ideal setting to host your next conference, retreat or private event.



## Facility Rental

Our new, state-of-the-art facilities allow up to 300 guests to stay over at the Ranch. Take your event to the next level with our high- and low-ropes courses and equine facilities—we'll create a custom retreat to fit your group's needs!

35 groups leased our facility and our conference center experienced 16% revenue growth in 2016.

Wildwood Hills Ranch operates the only **high ropes course** in the state of Iowa designed for groups to navigate obstacles **together**.





# LEGACY CAMPAIGN

The campaign goal is to raise \$12M to pay off our mortgage and build our endowment.

Launched in the summer of 2015, the Wild About the Future Legacy Campaign has \$2M+ in endowment pledges and more than \$450,000 in debt reduction pledges as of March 2017.



## Adopt-An-Acre

Sponsor a section of our land, or a building, and be recognized for your contribution.

## Endowment

To meet ongoing needs, we are establishing an endowment campaign and are seeking to raise \$12M in the next three years to help fund our future.

## Mortgage Elimination

Our primary goal to ensure the future sustainability of WHR is to completely eliminate the \$2.5M mortgage owed on our property.

## Facility Naming

Ensure a lasting legacy on the Ranch by dedicating one of our facilities to a person, family or organization of your choosing.

### CONTACT US TODAY TO FIND OUT HOW YOU CAN HELP:

Al Lorenzen, CEO  
wildwoodhillsranch.org  
(515) 771-5599

Consider a financial contribution to the **Legacy Campaign**. Contact us today to find out how you can help.





# 2016 MAJOR DONORS

Thank you to all of our generous supporters!

## Generous Gifts

### \$25,000+ | PARDNERS

Fraternal Order of Eagles  
Gabus Family Foundation  
Iowa Farm Bureau Federation  
J & Faith Elder/Elder Corporation  
Jordan Bose  
Lutheran Church of Hope  
Mattress Firm  
Midwest Basement Systems  
Mike & Kim Whalen/Whalen Foundation  
Principal  
Strategic America  
Walt & Judy Tomenga

### \$10,000 - \$24,999

Boley Family Foundation  
Brandon & Angie Champlin  
Casey's General Stores Inc.  
Chuck & Melissa Larson  
Contributors Breakfast Club  
Curt Manatt  
Doug & Julie Siedenbug/The Siedenbug Group  
Finn Family Foundation, Inc.  
Greg & Trish Vannucci

IMT Insurance Company  
James Pierce  
Jerry Jr. & Nancy Foster  
John Deere Financial  
Madison County Auditor  
Nancy Aldera Charitable Trust  
River Valley Church of Apple Valley  
Ruth A. Harris  
Scott & Amber Mikkelsen  
Tom & Julie Jackowski  
Tony & Shelia Thelen

### \$2,500 - \$9,999

Andrew & Michelle Shimp  
Andrew Ventling  
Baptist Convention of Iowa  
Bow & Arrow Productions  
Bruce & Barbara Logan  
Charles Gabus Ford  
Christopher & Deborah Boley/  
Prairie Pella, Inc.  
Chuck & Penny Francis  
Community Foundation of  
Northeast Iowa  
David & Jennifer Strege  
David & Joyce Nuernberger  
David & Rita Ostrom  
David & Tami Schiltz  
Davis Equipment  
Deb & Bill Pedrick/Asset Pros  
Denise Mandi  
Des Moines Steel Fence  
Dr. Gary & Cindy Quinby  
Ecolab  
Elizabeth Winders Studio of Design  
Holmes Murphy & Associates  
Ingrid Williams/IEW Enterprises  
LLC

Jack & Jane Patton  
James & Valarie McFadden  
Jerry Foster Sr.  
Jim & Diane Thompson  
Justin & Camille Johnson  
Keith Kuennen  
Kevin & Carol Kohles  
Kreg Tool Company  
Mark & Jana Scharnberg  
Meredith Drive Reformed Church  
Modern Woodmen of America  
Nathan & Jill Johnson  
NCMIC Group, Inc.  
New Hope Assembly of God  
New Point Church  
Nick Johnson  
Pizza Ranch  
RB & Twyla Sheldahl Foundation  
Rhiner's Plumbing  
Robyn & Corey Johnson  
Roger & Barbara Grefe/Grefe Capital  
Management  
Roofing Technology, Inc.  
Scheels  
Scott & Cheryl Temple/Vista Real  
Estate & Investment Group  
Stanley D. Goodyear  
Susan Ramsey  
Tammy Huinker  
Ted Lare Design Build Inc.  
Teddell Electric LTD  
The Rasmussen Group  
Timothy & Sandra Bayse  
Todd & Sharon Vershaw  
Towne & Country Manor  
Two Rivers Bank & Trust  
Vermeer Charitable Foundation

## Become a Dream Builder

Help us build the dreams of our kids by covering the costs of programming like equipment, student scholarships and horse expenses.

To set up your recurring monthly contribution to Wildwood Hills Ranch, visit: [wildwoodhillsranch.org/donate](http://wildwoodhillsranch.org/donate)



# Barbara Lykins

Director of Community Resources,  
Iowa Farm Bureau Federation



PEOPLE. PROGRESS. PRIDE.®

IOWA FARM BUREAU



## **Why did the Iowa Farm Bureau Federation give to Wildwood Hills Ranch?**

IFBF is tremendously supportive of the outdoor/educational component of Wildwood Hills Ranch's programming and appreciates that the Ranch serves at-risk youth from all counties in Iowa. We are mission aligned in the sense that both of our organizations want to help

the next generation learn about agriculture. Wildwood Hills Ranch offers a unique footprint—cropland, water recreation, gardening, horse training—there are so many opportunities for learning agriculture and conservation at the camp.

## **Why is it important to educate youth in agriculture?**

We want to build on STEM education (Science, Technology, Engineering and Mathematics), encouraging students to take an interest in STEM subjects at an early age. Agriculture is a bioscience and Wildwood Hills Ranch offers numerous outdoor learning opportunities to engage a young person in science. This experience affords students an awareness and appreciation for agriculture, possibly leading to a career in agriculture. The Ranch's setting is indeed a treasure and has the capacity to open up a new world for students, especially those from urban settings who may not otherwise have an opportunity to engage in such a variety of outdoor activities.



The Iowa Farm Bureau Federation generously gave \$40,000 to Wildwood Hills Ranch to support our youth agriculture education initiatives in 2016.

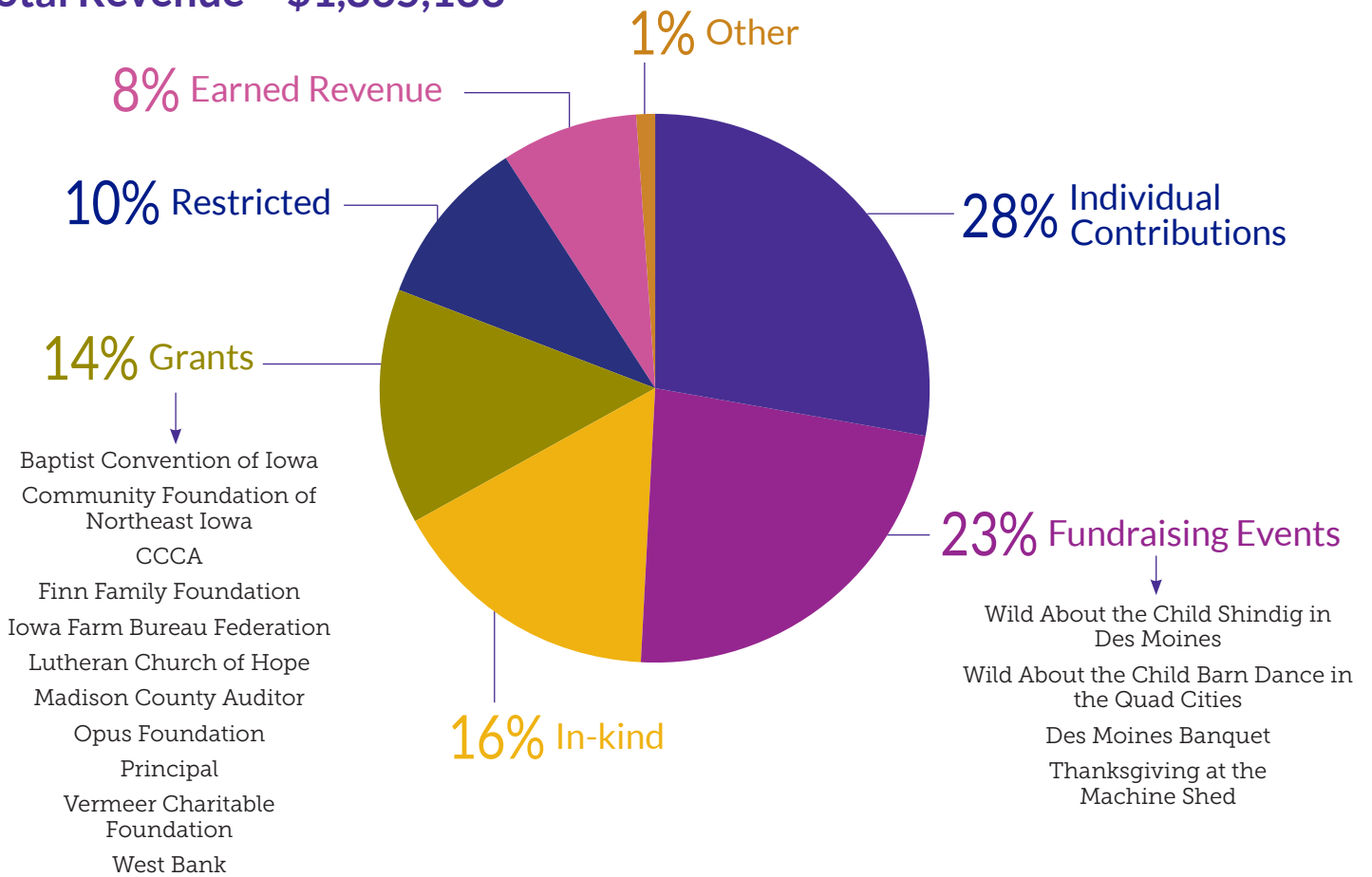
**Thank you IFBF!**



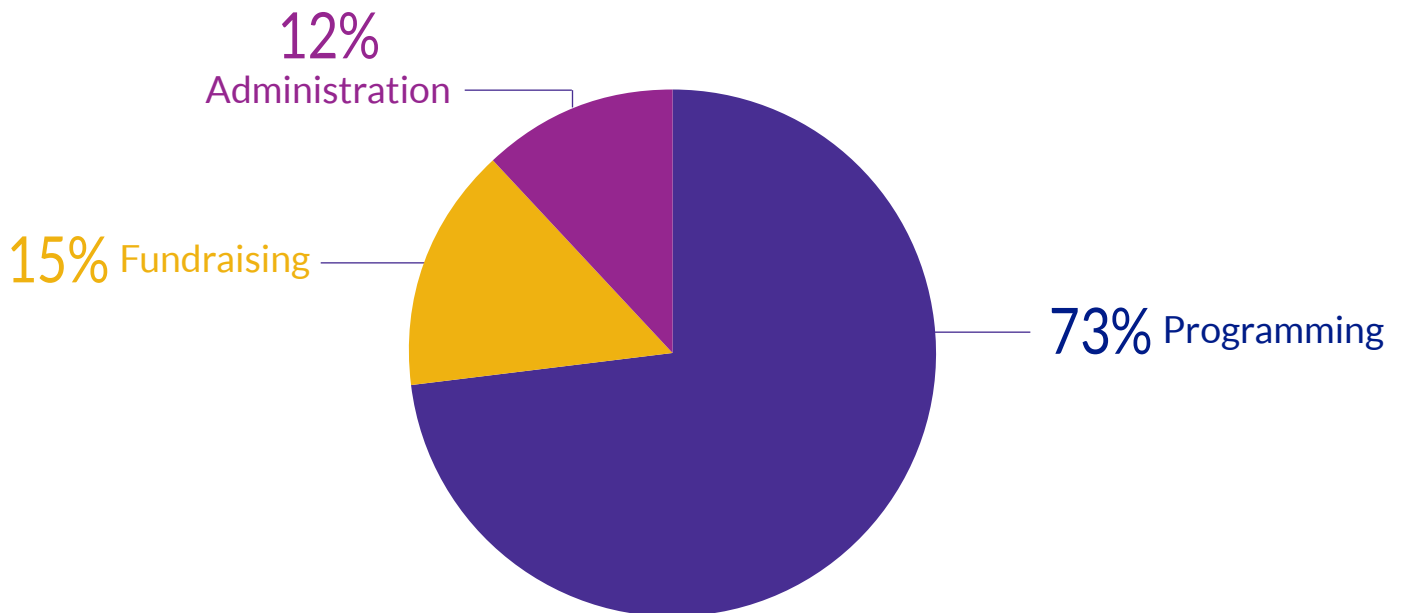


# 2016 FINANCIALS

Total Revenue = \$1,865,133



Operating Expenses = \$1,277,951







## Board of Directors

Chris Boley, Prairie Pella, Inc.  
Jered Boley, Prairie Pella, Inc.  
J Elder, Elder Corporation  
Stan Goodyear, Ruhl & Ruhl Realtors  
Julie Jackowski, Casey's General Stores  
Nathan Johnson, Strategic America  
Deb Pedrick, Asset Pros  
Jim Pierce, CapTrust Financial Advisors  
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Kevin Smith, West Bank  
Rob Taylor, Iowa State Representative  
Angie Tessau, Tessau Realty  
Tony Thelen, John Deere Financial  
Dr. Jon Van Roekel, Mercy Des Moines

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Heather Hermanson, Communications  
Mike Huntley, Facilities  
Jillyn Gerken, Events  
Al Lorenzen, CEO  
Kaitlin Lundeen, Program Director  
Matt Moeckl, Executive Director  
Genelle Trowbridge, Group Development  
Lynn Winkelmann, Equine Director





**WILDWOOD**  
HILLS RANCH OF IOWA



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[wildwoodhillsranch.org](http://wildwoodhillsranch.org)