



**WILDWOOD**  
HILLS RANCH OF IOWA

# ANNUAL REPORT

2015

# 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 **free summer camp** and year-round retreats for children at risk to learn love, hope and new life skills through positive role modeling and hands-on experiences.



Help us reach our goal to serve 1,200 children in 2016, a **30% growth** over 5 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,

What an incredible year of growth we experienced at the Ranch in 2015 – watching God bring people together in support of the mission at Wildwood Hills Ranch never gets old! With your help, we offered over 1,000 scholarships, a nearly 30% increase over 3 years! Every aspect of our funding increased last year, highlighted by record levels of support at our Quad Cities Barn Dance and our Des Moines Shindig. We also launched our Wild About the Future Legacy Campaign to pay off our mortgage and establish an endowment. Our mortgage was reduced by over \$300,000!

As the Ranch continues to expand, it allows us to go WIDER (serving more children) and DEEPER (having a greater impact on those we currently serve). We will continue to go WIDER by adding additional weeks of camp as God provides the resources. We have begun to go DEEPER with the students we serve with the roll out of our **Next Steps Program**, highlighted by our Young Leaders Phase for 13 – 15 year olds and Life Readiness Phase for 16 – 18 year olds. The students who participate in these phases will be immersed in values training RoundTables developed by Global Priority Solutions in partnership with John Maxwell, and will also receive financial literacy training developed by The National Endowment for Financial Education.

Our ability to go DEEPER has grown beyond the goal of high school graduation. The **Ranch Education Network** helps our students prepare for college, providing assistance with the application and financial aid processes. The **Ranch Employment Network** helps our students prepare to enter the workplace, providing paid internships and potential employment upon completion of the program.

We continue to put the roots for our growth in the following passage: 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.”*

**Our growth is fueled by our focus on our mission and the support we receive throughout the great state of Iowa! On behalf of our staff and the students we serve, I would like to say a heartfelt THANK YOU to the thousands of donors and volunteers who make our mission possible.**

God's Blessings!

A handwritten signature in black ink, appearing to read 'Al Lorenzen', with a long horizontal flourish extending to the right.

Al Lorenzen, CEO

# OUR PROGRESS THROUGH 2015

## Major Accomplishments in 2015

Construction of new bunkhouse (courtesy of Gabus Family Foundation)

Construction of Hy-Vee One Step Garden and Greenhouse

Remodeled office kitchen and bathrooms

Production lights for the gathering hall (courtesy of Journey Church)

Healthier menu with fresh food supplemented by our gardens

Ranch Education Network partnership with DMACC

Creation of Ranch Employment Network

Expanded agricultural curriculum (courtesy of Iowa Farm Bureau Federation)

Added financial literacy training via certified instructors of The National Endowment for Financial Education



We **reduced our debt** by over \$370,000 in 2015.



\$817,250 Contributions income



\$41,446 Total in-kind



1,000+ Children served



14,750 Volunteered service hours

# OUR AMAZING SUPPORTERS



650+ Tax receipts folded



\$1,230 Average donation



450+ 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.



Four mission teams spent a week at the Ranch in 2015 and made a **profound impact**, applying their unique talents and gifts to help make ministry happen.

Thank you Minnesota AIM, River Valley Church and Maranatha Church of Chisago!

## 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.

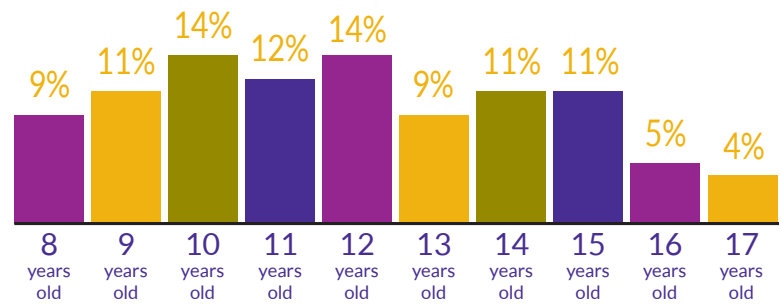
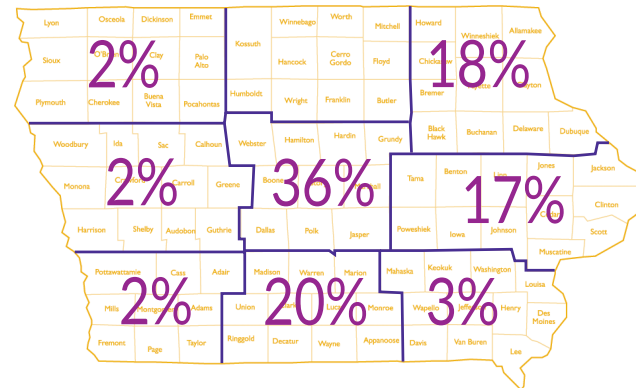
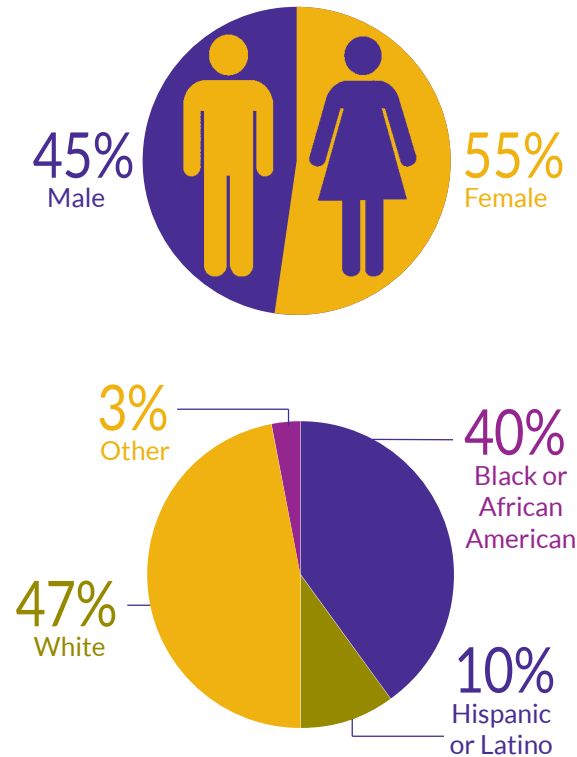
The children served by the Ranch may suffer from physical and/or sexual abuse, neglect, parental drug and alcohol abuse, gang violence, instability in family relationships and the absence of one or both parents, and many are in foster care.



More than **1,800** children in the United States die every year as a result of child abuse.

More than **10,000** cases of child abuse were reported last year in Iowa.

## Students by the Numbers



**75% of our students'** families live at or below the poverty line. **9,412 meals** were served in the summer of 2015 that children might not otherwise have eaten.

# A LEGACY OF IMPACT

## Faith'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

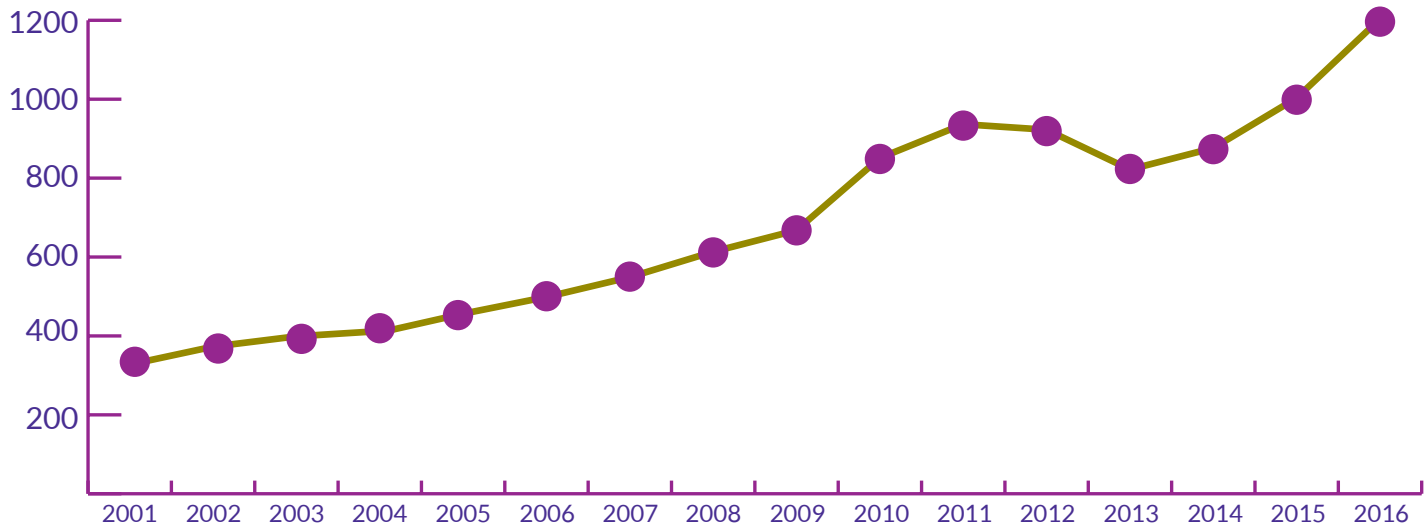


what they're used to. When you love on them that is different and it makes all the difference!

### **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





# HELP START THE HEALING

With your help we can **bridge the gap** for Iowa's at-risk children. Please help us provide a safe haven and build a better future for many more at-risk children in Iowa.

## 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.

Consider a financial contribution to our **Wild About the Future Legacy Campaign.**

## Did You Know?

You can have an even greater impact on your philanthropic interests now and in the future through Endow Iowa Tax Credits.

Endow Iowa allows taxpayers to receive a 25% Iowa tax credit in addition to normal federal charitable income tax deductions for certain charitable gifts.

## TO LEARN MORE, VISIT:

[www.DesMoinesFoundation.org/endow-iowa-tax-credits](http://www.DesMoinesFoundation.org/endow-iowa-tax-credits)



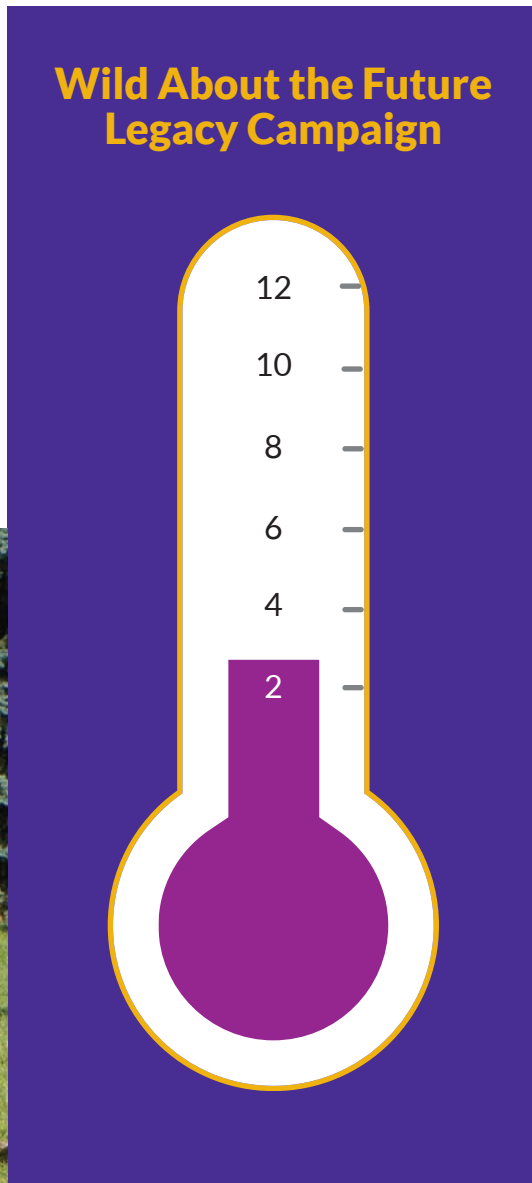


# WILD ABOUT THE FUTURE LEGACY CAMPAIGN

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 \$370,000 in debt reduction pledges as of March 2016.

**CONTACT US TODAY TO FIND OUT HOW YOU CAN HELP:**  
wildwoodhillsranch.org | Al Lorenzen, CEO | (515) 771-5599



**BRIDGING the GAP for IOWA AT-RISK CHILDREN**

The last new covered bridge in Madison County was constructed in 1893. In the spirit of those early residents of Madison County, and as a tangible image of our commitment to the children of Iowa, we intend to launch the public phase of our Wild About the Future Legacy Campaign with the construction of the Bridge of Hope at the Ranch. The Bridge of Hope will represent how the Ranch bridges the gaps in the lives of the children we serve as they cross over from the pain and hurt they have experienced to the hope they find at the Ranch. The new bridge will also promote this wonderful hope to thousands of tourists visiting the area from around the world.

# 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

Experience seven areas of programming during 1 week of summer program

- Agriculture
- Aquatics
- Art
- Equine
- Music
- Team Building
- Wellness

### YOUNG LEADERS | 13-15 YEAR OLDS

Participate in up to 2 weeks of summer program and monthly leadership retreats  
Engage in values, leadership and financial literacy training  
Help facilitate programming for the ranchers

### LIFE READINESS | 16-18 YEAR OLDS

Participate in up to 6 weeks of summer program and monthly leadership retreats  
Engage in values, leadership and financial literacy training  
Practice leadership and life skills acting as junior team leaders for ranchers  
Given work responsibilities to reinforce the value of responsibility  
Opportunity for mentorship, paid internships and employment via the Ranch’s education and employment networks

Students experience a **fun, safe and loving environment** at summer camp.



We also offer monthly weekend leadership retreats throughout the school year designed to keep our teens on track to take the next step in their lives.



## Summer 2015

### THEME: "THE MASTER BUILDER"

Like the city of Jerusalem in the story of Nehemiah, we all have something in our lives that has been destroyed. We can trust God, the Master Builder, who sent His son Jesus to rebuild and make whole the broken parts of our heart and world, and who leads us into healing, security and healthy community.

- Scripture:  
Nehemiah, chapters 1-6
- Fun visual aid:  
The Lego Movie/legos



### Did You Know?

Church groups can adopt a weekend youth leadership retreat. Help fund a weekend and/or provide volunteers to help serve meals, lead worship, work with students and more!

### TO LEARN MORE, VISIT:

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



We engage our teen students in **values training** RoundTables developed by Global Priority Solutions in partnership with John Maxwell and led by our certified facilitators.

# EQUESTRIAN THERAPY

A unique feature of our Next Steps Program is equine therapy which uses horses to help promote emotional growth—it's also available to outside individuals and groups during the fall, winter and spring.

## Equestrian Therapy

Equestrian therapy is a collaborative effort between licensed therapists and horse professionals working with our students/veterans and horses to address treatment goals. Equine therapists teach lessons on ways in which horses learn, react and follow instructions, which apply to the lives of the participants themselves. Equine therapy is delivered through multiple contexts:

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



## Did You Know?

Therapeutic riding promotes physical, occupational and emotional growth in people who struggle with physical, cognitive and emotional issues.

## TO LEARN MORE, VISIT:

[www.wildwoodhillsranch.org/horse-therapy](http://www.wildwoodhillsranch.org/horse-therapy)



Producing our own hay has **cut our feed expenses** by 80%!



## Veteran Equestrian Therapy

Equestrian therapy is particularly helpful applied to individuals with PTSD, ADD, anxiety, autism, depression, trauma and brain injuries, behavior and abuse issues and other mental health issues. Horses provide an excellent way for troubled youth and veterans to react when they might otherwise prove therapy resistant.

We are honored to serve veterans from the Domiciliary (in-patient care) at the VA Central Iowa Health Care System who come weekly for six-week blocks of therapy, with many participating in multiple blocks.



**65+ veterans** took part in our therapy program in 2015.

VETERANS PROGRAM



WILDWOOD HILLS RANCH



# 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!

### Did You Know?

We can accommodate up to 300 overnight guests.

### TO LEARN MORE, VISIT:

[www.wildwoodhillsranch.org/facility-rental](http://www.wildwoodhillsranch.org/facility-rental)

Our conference center experienced 23% revenue growth in 2015.





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

### HIGHEST-QUALITY FACILITIES

Brand new, state-of-the-art dining hall and kitchen with farm-fresh food

Conference & meeting spaces to meet multiple group needs with AV systems

At night, retreat to our modern facilities, where we offer turndown service and private accommodations

### STRENGTHEN YOUR TEAM

Leadership and team-building activities with trained facilitators on our high- and low-ropes courses

Equine team building and riding with our 30+ horses including 13 miles of trail and indoor arena

### IS THIS HEAVEN? NO, IT'S IOWA.

Outdoor amphitheater overlooking our 14-acre lake

Outdoor and aquatic activities including swimming, canoeing, kayaking, hiking, basketball, etc.

Bonfire pits and beautiful views of our rolling terrain



32 groups leased Wildwood Hills Ranch in 2015.

# 2015 MAJOR DONORS

Thank you to all of our generous supporters!

## Founder's Circle

Our Founder's Circle was established in accordance with the vision and commitment of our Founders.

Founder's Circle members make a three-year pledge to support the mission of Wildwood Hills Ranch, allowing us to move closer to sustainability.

## Sustaining Level

**\$10,000 ANNUALLY**

Walt & Judy Tomenga

## Visionary Level

**\$5,000 ANNUALLY**

Casey's General Stores  
Curt Manatt  
Doug & Julie Siedenburg  
J & Faith Elder  
John Deere Financial  
Mindi Vanden Bosch  
Tom & Julie Jackowski  
Tony & Shelia Thelen

### Become a Dream Builder

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

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

## Generous Gifts

**\$25,000+**

Dan & Shirley Neary  
Gabus Family Foundation  
Iowa Farm Bureau Foundation  
J & Faith Elder/Elder Corporation  
Jerry Jr. & Nancy Foster  
John Deere Financial  
Lutheran Church of Hope  
Mike & Kim Whalen/The Whalen Foundation  
Tom & Julie Jackowski  
Walt & Judy Tomenga

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

Casey's General Stores Inc.  
Chris & Deborah Boley/Prairie Pella, Inc.  
Community Foundation of Northeast Iowa  
Curt Manatt  
David & Tami Schiltz  
Doug & Julie Siedenburg/The Siedenburg Group  
Edwards Graphics  
Finn Family Foundation, INC  
Home Depot  
Midwest Basements Systems  
Prairie Meadows Foundation  
RB & Twyla Sheldahl Foundation  
Ruth A. Harris  
Sean Kennedy  
Service Legends  
Stanley D. Goodyear  
Stine Seed  
The Machine Shed/Heart of America  
The Max & Helen Guernsey Charitable Foundation  
The Rasmussen Group  
Tim Mallicoat  
Tony & Sheila Thelen

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

A Cut Above Carpentry  
Alcoa, INC.  
Asset Protection Agency, Inc.

Atlantic Bottling Company  
Bishop Engineering  
Bose Family Fund  
Bruce & Barbara Logan  
Charles Gabus Ford  
Chuck & Penny Francis  
Contributors Breakfast Club  
Daniel & Melissa Pflieger  
Dante & Mary Toriello  
Davis Equipment  
Dereck & Beth Trebilcock  
Ecolab  
Dr. Gary & Cindy Quinby  
Gary Sandquist Revocable Trust  
Grey Dog Media  
IEW Enterprises LLC  
Ingrid Williams/ReMax  
Jack & Jane Patton  
Jacob Preston  
James & Valarie McFadden  
Jim & Marita Theisen  
Mark & Tracy Wolfswinkel  
McElroy Charitable Foundation  
Meredith Drive Reformed Church  
Mindi Vanden Bosch  
New Directions in Sales  
New Hope Assembly of God  
Prairie Pella, Inc.  
Principal Foundation  
Printer Direct Mail  
Reinhart Food Services  
Robert & Bette Franklin Revocable Trust  
Roger & Barbara Grefe  
Scott & Cheryl Temple/Vista Real Estate  
Summitcreek Church  
Ted Lare Design Build  
Tim & Lisa Triplett  
Todd & Rosie Kaplan  
Todd Peterson  
Towne & Country Manor  
Two Rivers Bank & Trust  
Vermeer Charitable Foundation  
Voya Financial  
West Bank



## Barbara Lykins

Director of Community Resources,  
Iowa Farm Bureau Federation



### **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.

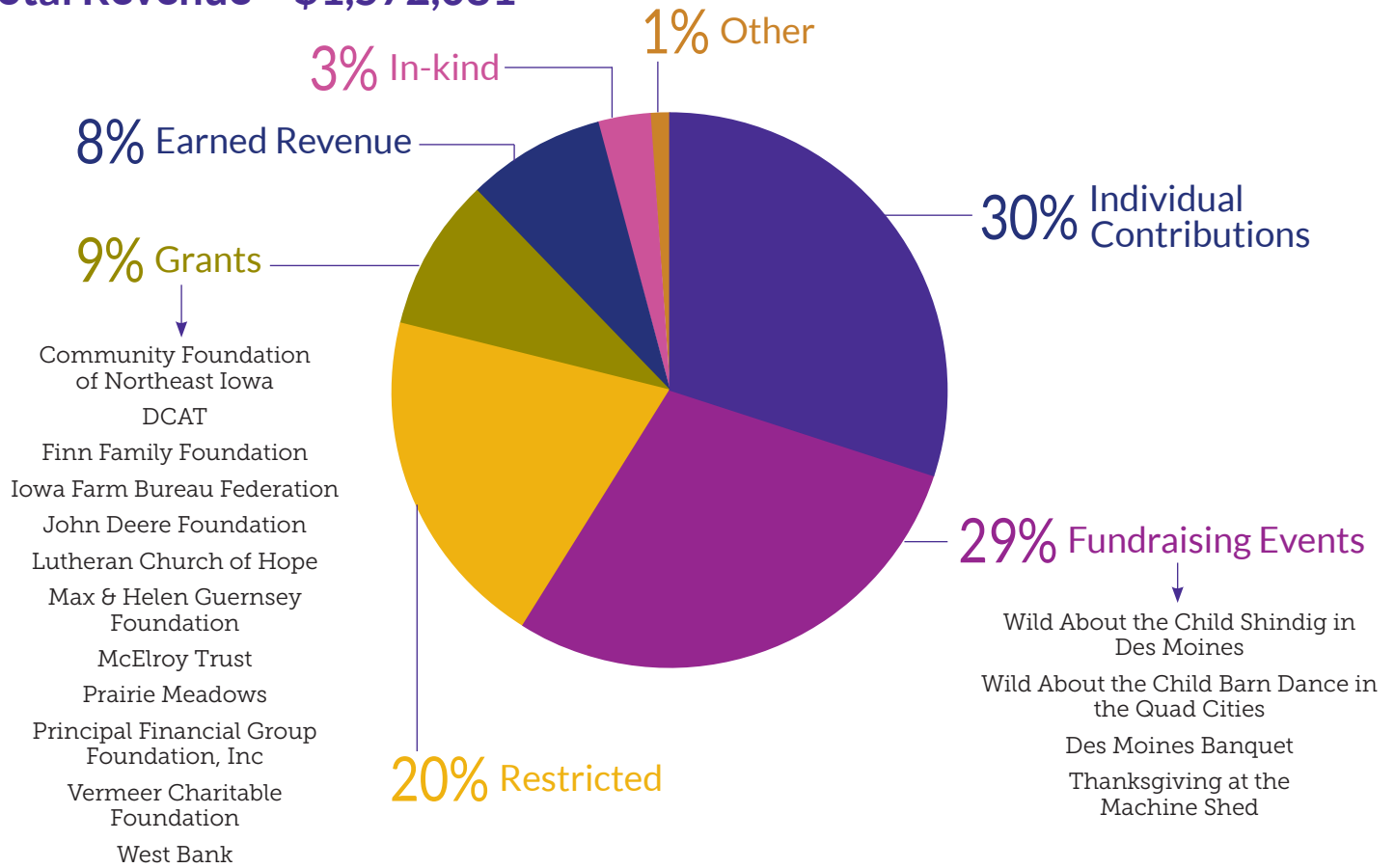
The Iowa Farm Bureau Federation generously gave \$80,000 to Wildwood Hills Ranch to support our youth agriculture education initiatives in 2015.

**Thank you IFBF!**

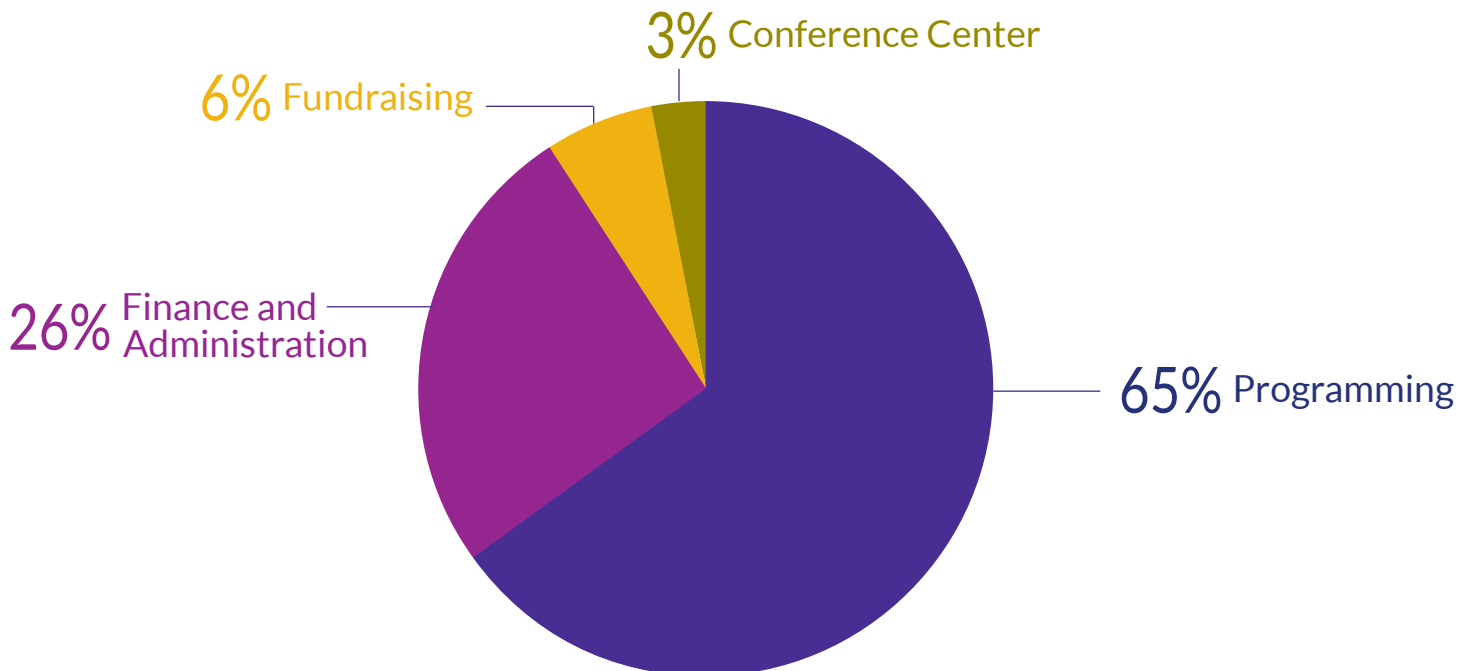


# 2015 FINANCIALS

Total Revenue = \$1,572,081



Operating Expenses = \$1,173,825





## 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 Protection Agency

Jim Pierce, CapTrust Financial Advisors

Susan Ramsey, Iowa Public Television

Doug Siedenburg, The Siedenburg Group

Kevin Smith, West Bank

Rob Taylor, Iowa State Representative

Tony Thelen, John Deere Financial

Damen Trebilcock

Dr. Jon Van Roekel, Mercy Des Moines

## Staff

Shane Dakins, Grounds

Chris Ellifritt, Finance

Heather Hermanson, Communications

Mike Huntley, Facilities

Jillyn Gerken, Guest Services

Al Lorenzen, CEO

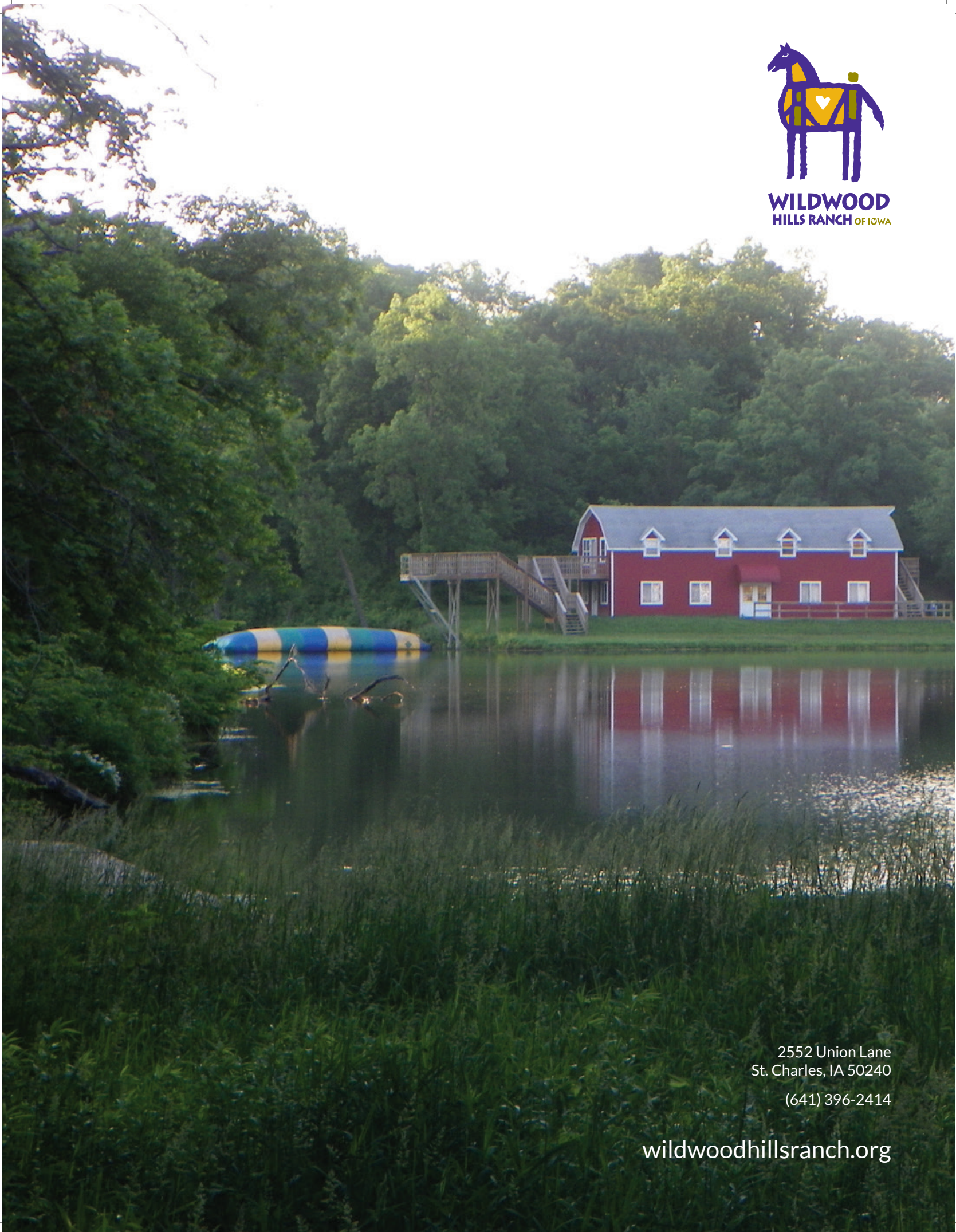
Kaitlin Lundeen, Program Director

Matt Moeckl, Executive Director

Porchia Stigleman, Health Services

Genelle Trowbridge, Sales

Lynn Winkelmann, Equine Director



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