

ANNUAL REPORT

2017



WILDWOOD
HILLS RANCH OF IOWA

WHO WE ARE

Founded in 2001, Wildwood Hills Ranch is a beautiful, 400-acre facility in Madison County where children at-risk from across the state of Iowa experience hope and healing. The Ranch makes a 10-year commitment to each child at no cost to their family, serving students, veterans and families.



Our Next Steps Program prepares students for the next step in their lives in three areas—faith, leadership and life readiness—via our summer program, monthly retreats and equine therapy. The Ranch also serves veterans through an equine therapy program for service members and their families.



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 EXECUTIVE DIRECTOR



Dear Friends,

2017 was a monumental year at Wildwood Hills Ranch! Our theme this year was Made on Purpose, for a Purpose. We focused on the concept that each of us is truly unique and there has only been one of each of us created in the history of mankind. We believe each person has a unique role to play and a valuable contribution to make. Part of our role at The Ranch is to help our students understand who they are and what they were put on earth to do.

It was especially satisfying for me this year to watch our Women's Director, who has grown up through our programs, pour out what has been poured into her. She has seen adversity and has chosen to overcome the many challenges in her way. She is continuing to grow in her faith and in her leadership ability. It was amazing to watch her help other children who have been through challenges understand their value and purpose.

This was also the first year we participated in a longitudinal study by Wheaton College. This study measures effectiveness of the Spiritual Development, Leadership Development, Emotional Intelligence Development, Teamwork and Social Intelligence Development skills that we train on to help our staff and students understand their purpose (see in depth article.) We are excited to apply these results to continue to become more efficient and effective in the work God has called us to do. We also have been constructing and upgrading buildings so that our facilities match what we are communicating to our youth: that they were fearfully and wonderfully made!

We have been intentional in our facility upgrades which has helped us better serve our youth and consistently grow our conference center revenue by roughly 25% per year over the past 5 years. This growth has helped with our sustainability as we are able to earn more revenue rather than rely solely on the generosity of our supporters.

Thank you to each of you for helping us help students understand their purpose in life as we break cycles, build leaders and transform communities.

May God bless you and your family!

A handwritten signature in black ink, appearing to read 'Matt Moeckl'.

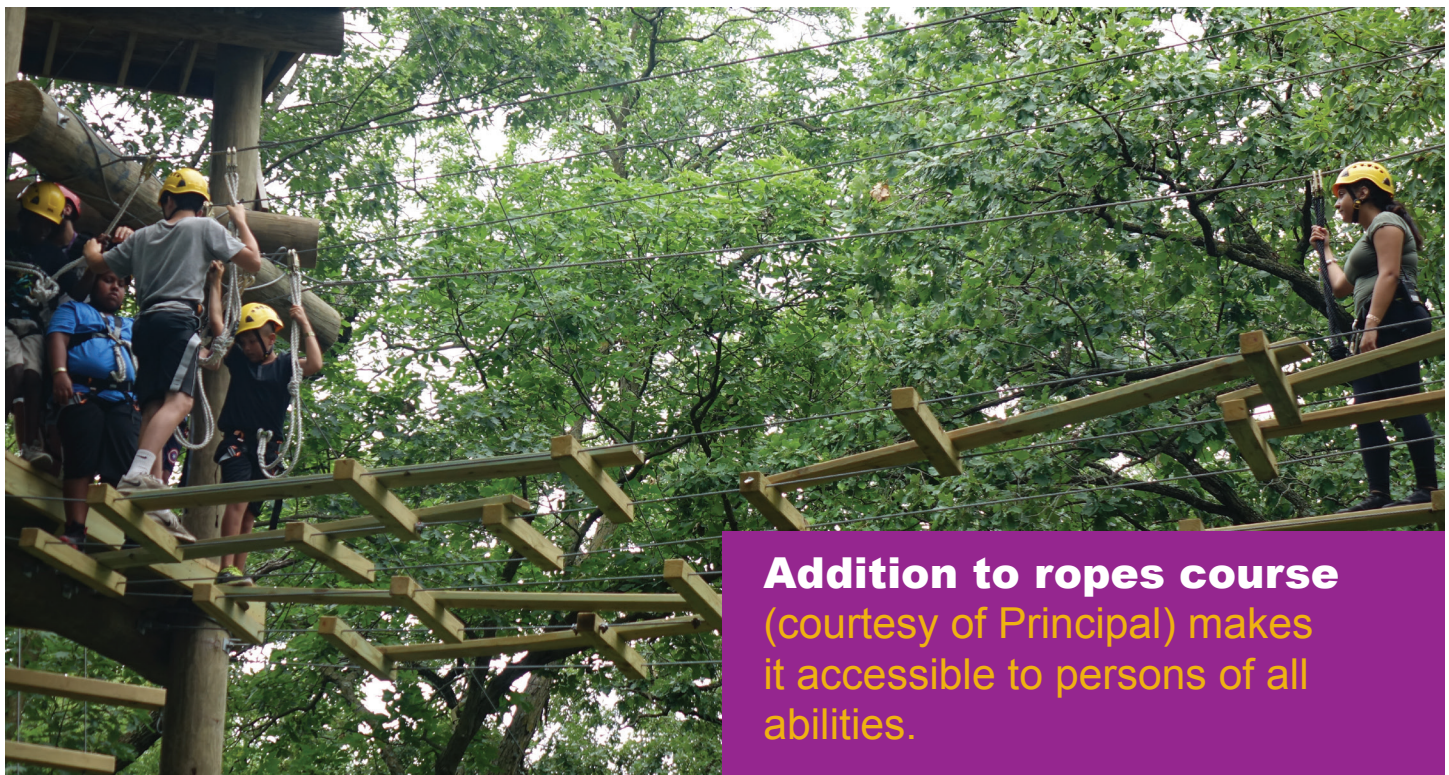
Matt Moeckl, Executive Director

2017 YEAR IN REVIEW

2017 Ranch Accomplishments

- Remodeled Gathering Hall
- Remodeled “Identity” building
- Remodeled Serenity Private Rooms
- Began building the Cabins of Hope on the north side of the lake
- Very positive results from Drake University study on our Equine Assisted Therapy Program for Veterans “Saddles After Service”
- Wheaton Study Results: The Ranch was first in staff development progress (read story on page 4)
- Developed new recruitment materials for summer staff needs
- Hosted horse clinics

We were able to
pay down our mortgage
\$109,390 in 2017.
\$2.4 million remains.



Addition to ropes course
(courtesy of Principal) makes
it accessible to persons of all
abilities.



- Additions to the culinary arts program, welding program and other life skill rotations to empower more youth with the resources they need to excel
- Took leadership development trip to Colorado

Set new fundraising record
(over \$250K) at the Quad Cities
Barn Dance Fundraiser.

WHEATON COLLEGE STUDY RESULTS

Passion

At Wildwood Hills Ranch we are passionate about developing leaders. To instill leadership skills in our students requires a well-equipped staff. We are grateful to be blessed with impactful full-time and summer staff to mentor our hundreds of students each year.

Background

This past year, we were honored Wheaton College Graduate School chose us to participate in a longitudinal study measuring staff growth. It was valuable to have an objective third-party review our staff and monitor development.

Wheaton College chose 12 of some of the top organizations from across the country for the comprehensive study. Wildwood was the only organization within the study that offers a full scholarship to students.

The Study

The study focused on five staff growth areas to monitor: teamwork, spiritual growth, social intelligence, leadership, and emotional intelligence.

leadership and emotional intelligence. Participating staff took two in-depth surveys: one at the beginning of our summer program and one at the end.

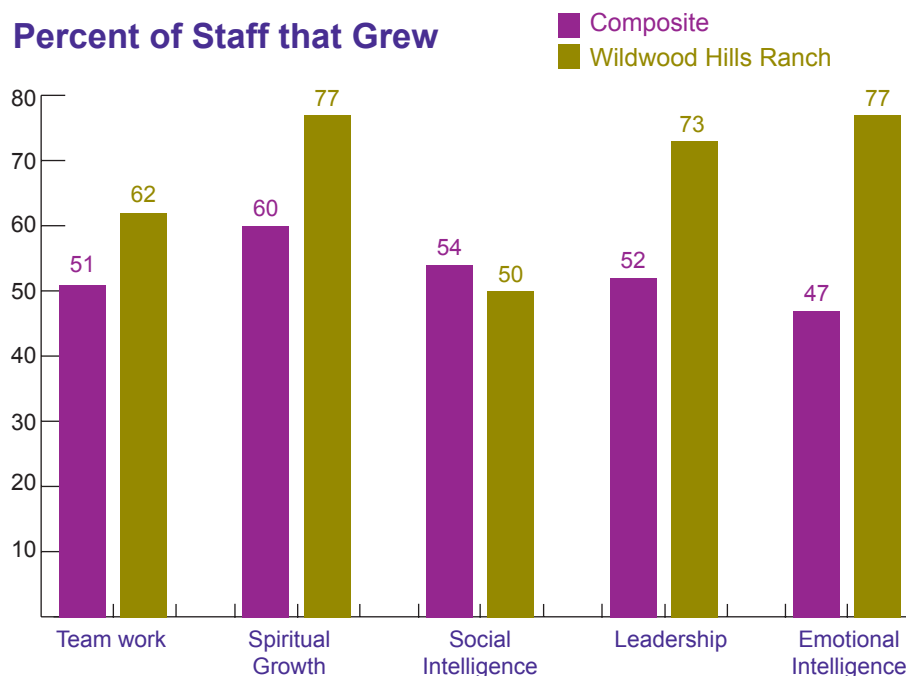
The Results

We are excited to share that Wildwood showed the highest increase of staff growth over the course of the study! It is humbling how God is developing

The Ranch and we can't wait to see what the future holds.

We believe experience and example are two key components to impacting the lives of our youth. The results of this research study encouraged our staff that they are growing as leaders which helps them shape the many students that look up to them.

Percent of Staff that Grew



“To God be the glory,
great things He hath
done! “Sing to the
LORD, for He has done
glorious things; let this
be known to all the
world.”

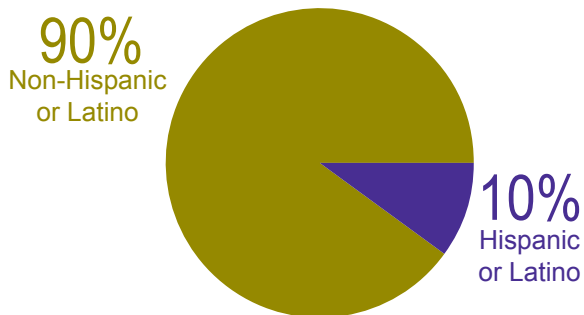
Isaiah 12:5

WILDWOOD'S IMPACT ON YOUTH AT-RISK

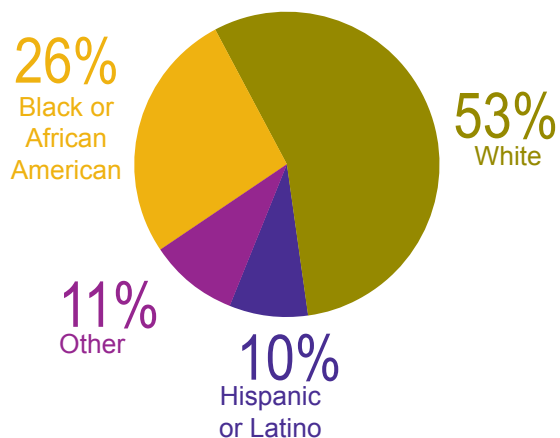
Sex



Ethnicity



Race

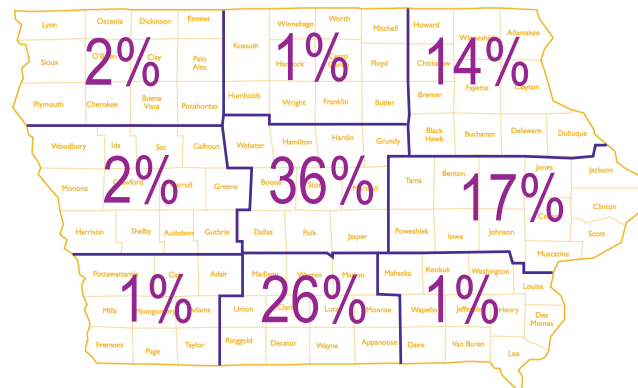


The Ranch served **10,000** meals to children last year who may never have gotten those meals if they weren't at The Ranch. **5,797** meals were served and dishes washed by our Young Leader Students.

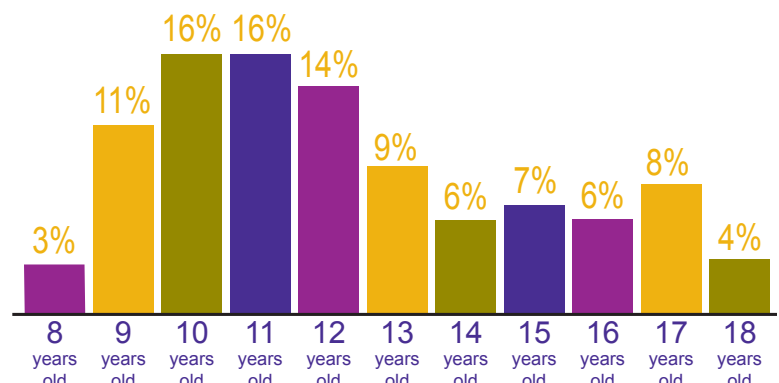


The children we serve are from your local community!

Children Served by Regions in Iowa



76% of students' families are living at or below the poverty line.



Age of Youth We Serve

TRANSFORMING LIVES

Owen and Dillon are genuine examples of what it means to break cycles, build leaders, and transform communities. Their brotherhood journey and connection with The Ranch is a story that inspires many of those who have the pleasure of getting to know them.



Roland, Jeanine, Owen, Dillon

With the termination of the parental rights of their birth parents, Owen and Dillon were shuffled through foster care for three years. When Dillon was 10 and Owen was 8, they became connected with The Ranch through their foster parents at that time (Brett and Alyson Halley). Their first visit, they were in foster care and once adopted by Jeanine and Roland Minshall, they continued to attend summer programs and weekend leadership retreats year-round.

Prior to coming to Wildwood Hills Ranch, the boys were struggling with feeling accepted and loved. They were living in the cycle of being labeled as foster children and the fear of being separated from one another. Both were dealing with low self-esteem, not feeling like they were “smart”, and the need to find a permanent home.

Building Leaders.

The Ranch made a huge impact on Owen and Dillon's young lives. They had a feeling of instant trust each time they arrived at the peaceful St. Charles destination. It was a place of familiarity. They began to recognize that they had skills and talents. They were smart. There were other people like them. They weren't alone. They began to build confidence.

Dillon shared that he fell in love with The Ranch right away and he came back each session for the people that he met. He said watching the leaders made him want to be like them and that Matt Moeckl (Ranch Executive Director) taught him how to be a gentleman, how to be patient, and how to stand up for himself. “The Ranch helped me find my faith. It opened a lot more gates for me and helped me find out who I was. Through the people I met and everyone that I talked to—I learned something.”

Owen shared that he connected with a lot of the people at The Ranch and that he wanted to show a lot of kids that they didn't have to go down the same path as their parents. They could choose their own future. He also learned how to be a gentleman, how to communicate more effectively and how he could share what he was feeling with the people around him. “The Ranch has impacted my leadership skills the most. Watching the team leaders in training made me want to be like them. It strengthened my initiative skills and



Dillon Minshall

the ability to do things on my own.”

Through watching and learning from the leaders around them, the boys developed into the role of leaders themselves to other children at The Ranch. Jeanine shared: “Matt provided such a strong male role model for the kids and so many kids have never met a man like him.

He made a tremendous difference in their lives like teaching them how to be gentlemen and how to respect women. A lot of kids wouldn't know these things if they hadn't met Matt.”



Owen Minshall

Transforming Communities.

In the words of Dillon, “everything since The Ranch has been positive.” While

The Ranch helped the boys develop a solid foundation, it has been their hard work and leadership that has kept the momentum going now that Dillon is at Iowa State University studying Graphic Design and Owen is wrapping up his senior year at Waukee High.

Dillon is also interning with the ISU athletic program doing design work, in Tau Kappa Epsilon fraternity, and continuing to be a shining light and leader to those around him. Owen is leading in multiple school activities: football, baseball, track, show choir (acapella) and a physical therapy school-to-work program. He loves science classes and his just shy of 4.0 GPA is proof of his hard work and dedication.

The traits The Ranch instilled in them: faith, leadership, hope and self-esteem have set them up to continue to transform the lives around them by being involved and dedicated in their communities. One of the most touching transformations was one their adoptive parents personally experienced. Jeanine shares: “They loved the blob, the talent shows and the summer programming—but the memory I remember most is that one year they went (to The Ranch) during the summer and we were Roland and Jeanine and when we picked them up they called us mom and dad.”

THANK YOU TO OUR **DONORS & VOLUNTEERS**

Thank you to all of our donors and volunteers. Without your generosity and support The Ranch would not be impacting as many lives as it is today. God bless you for your gracious giving and kind hearts! "Each one must give as he has decided in his heart, not reluctantly or under compulsion, for God loves a cheerful giver." 2 Corinthians 9:7



Principal Foundation

We are so grateful for the partnerships of corporations that choose to contribute time, money and resources to The Ranch. An organization that deserves a huge thank you from us is Principal Foundation. With the help of Principal, we have been able to provide financial literacy training to numerous children at The Ranch and provide leadership resources that will impact them for years to come. Principal recently kindly shared why they enjoy partnering with us: *"Principal Foundation supports community partners who share our vision of helping people learn more, earn more and save more. We direct funds toward the financial literacy component of Wildwood Hills Ranch's programming. By using an evidence-based curriculum, The Ranch is helping to build financial skills and confidence for youth who might not otherwise have access. We look for programs that meet youth where they are, and The Ranch serves youth from a wide variety of community organizations – many of whom also receive Principal support."* – Rachel Woodhouse, Program Officer, Principal Foundation

Thank you, Principal, for all you do for local youth at-risk in our communities!

Jerry Foster, Sr.

Thank you to Jerry Foster, Sr. for his dedication and ongoing commitment to The Ranch. Without his generosity, support, funding and hard work we would not be the organization we are today.

Total 2017 Volunteer Hours:

11,000

Total 2017 Donors:

819

2017 Average Donation:

\$1,849.00



Hy-Vee One-Step

Thank you to funds from Hy-Vee's One-Step potato program we were able to develop our garden and agriculture facilities including a spacious and beautiful greenhouse. These amenities will allow us to educate children on how to raise and nurture their own food and teach valuable life lessons.

A message from Hy-Vee:

Proceeds from the sales of One Step Russet Potatoes help fund grants that are awarded each year to support community gardens. Thus far, purchases of One Step Russet Potatoes have provided funding for 420 community gardens. In addition, Hy-Vee registered dietitians often collaborate with local One Step gardens, to teach children and others in need about health and nutrition through the process of planting, tending and harvesting their own fruits and vegetables.

A LOOK AT THE RANCH





© Christina Ney

A GIFT THAT LASTS A LIFETIME

Be a part of our Legacy Campaign and give a gift that lasts a lifetime. How can you help?

Bridge the Gap from the Past to the Future:

Help The Ranch pay down our mortgage on our 400-acre facility. Once our mortgage is paid off we will be able to expand our programming, serve more children at-risk and help more veterans in need right here in your communities.

Facility and Asset Recognition:

Ensure a lasting legacy on The Ranch by donating funds to a building or asset and having your personal or business name featured in association with the asset (such as land or buildings etc.).

Consider a financial contribution to the **Legacy Campaign**. Contact us at (641) 396-2414 today to find out how you can help.



Financial Highlights

We paid down
\$109,390
of our mortgage last year!

We spent
\$220,041
on capital improvements.



2017 MAJOR DONORS

A heartfelt thank you to all of our generous supporters!

Generous Gifts

\$25,000+ | PARDNERS

Contributors Breakfast Club
Gabus Family Foundation
Iowa Farm Bureau Federation
Tony & Sheila Thelen
Dave & Toni Robison
River Valley Church of Apple Valley
Scott & Amber Mikkelsen
J Elder/Elder Corporation
Stoney Creek Hotels
Midwest Basement Systems
Mike & Kim Whalen/Whalen Foundation
Lutheran Church of Hope

\$10,000 – \$24,999

Casey's General Stores Inc.
Dan & Theresa Cramer
Jim & Marita Theisen
Principal Financial Group
Todd Peterson
Principal Charity Classic
Curt Manatt
Jay & Julie Jacobi
Ruth A. Harris
Baptist Convention of Iowa
Christopher & Deborah Boley/Prairie Pella, Inc.
Marc Engles
OK200: Stop the Traffic
Finn Family Foundation, Inc.
IMT Insurance Company
Jerry Jr. & Nancy Foster

Max & Helen Guernsey Charitable Foundation

Walt & Judy Tomenga

\$2,500 – \$9,999

Deb & Bill Pedrick/Asset Pros
Bow & Arrow Productions
Jerry Foster Sr.
Wells Fargo Foundation
Nathan Sels
Johnathon Cornish
Kimberly Hass
Nick Tarpein
Holmes Murphy & Associates
Angie & Brian Tessau/Tessau Realty
Ron Grubb
Rhiner's Plumbing
Roofing Technology, Inc.
Scheels
Todd Robinson
Unique Properties
Scott & Cheryl Temple/Vista Real Estate & Investment Corporation
Westwind Church
Alex Preston
Brandon & Angie Champlin
Brett & Alyson Halley
Danna Folkers
Denovo
Ecolab
Edward Don & Company
Bonnie Musal
Captrust
Tom & Judy Rodewald

The Rasmussen Group

Lauri Harsh

Doug & Julie Siedenburg/The Siedenburg Group

Bill Ludwig

David & Joyce Nuernberger

Kamden Wright

Bank of Sun Prairie

Bruce & Barbara Logan

Charles Gabus Ford

HVB ICF Contractors Inc

James & Valerie McFadden

John Deere Financial

Kreg Tool Company

Kyle & Sharon Krause Family Foundation

Lawson Family Charitable Foundation

Meredith Drive Reformed Church

Pizza Ranch

Scott & Mimi Paulsen

Grey Dog Media

Jeffery Matney

Dr. Gary & Cindy Quinby

Justin Stoltenberg

Stanley D. Goodyear

Community Foundation of Northeast Iowa

Roehl Family Foundation

Variety the Children's Charity

Chuck & Melissa Larson

Nikulski Financial, Inc

Julie & Tom Jackowski

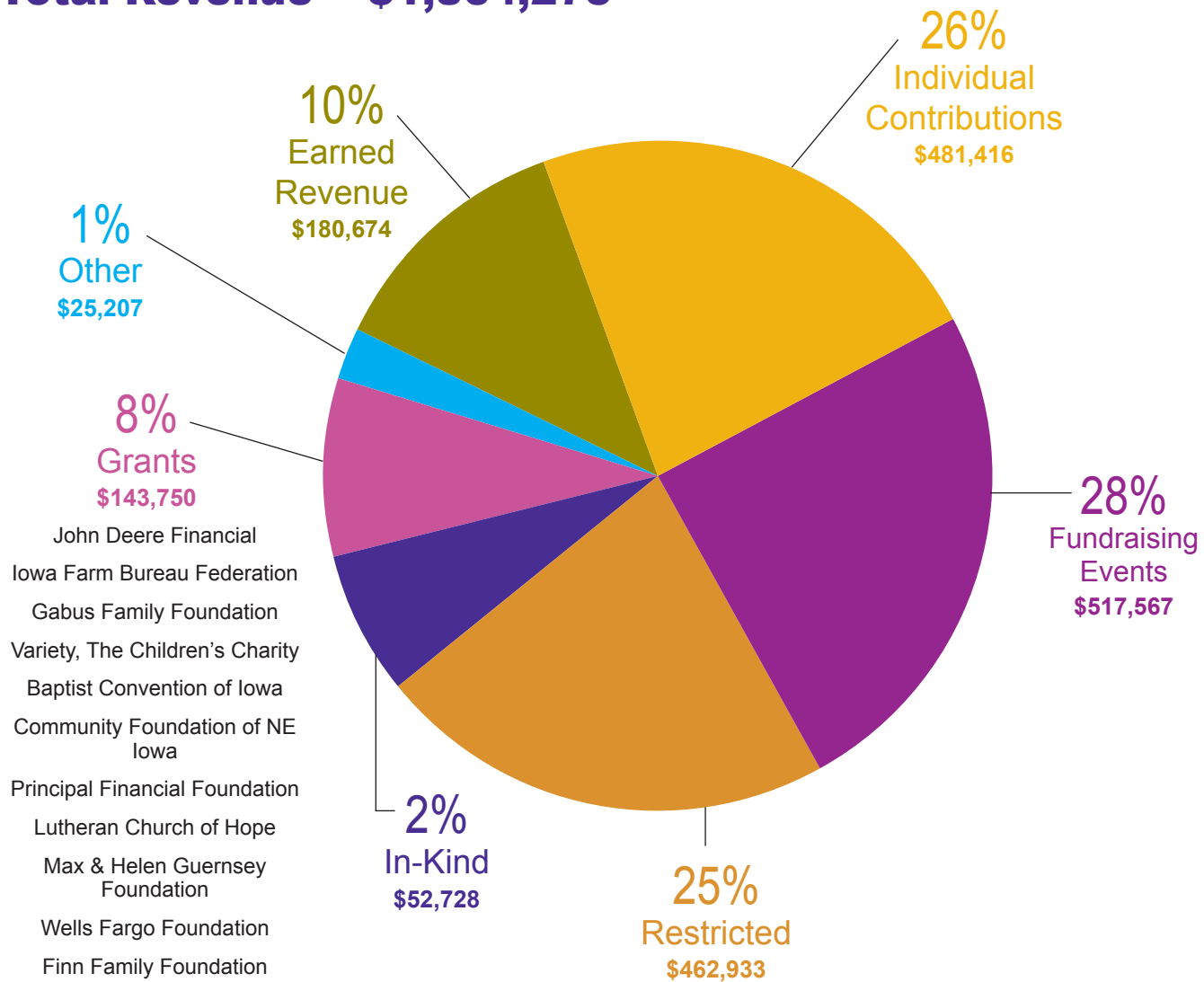
Tesdell Electric LTD

Rick & Peggy Herr

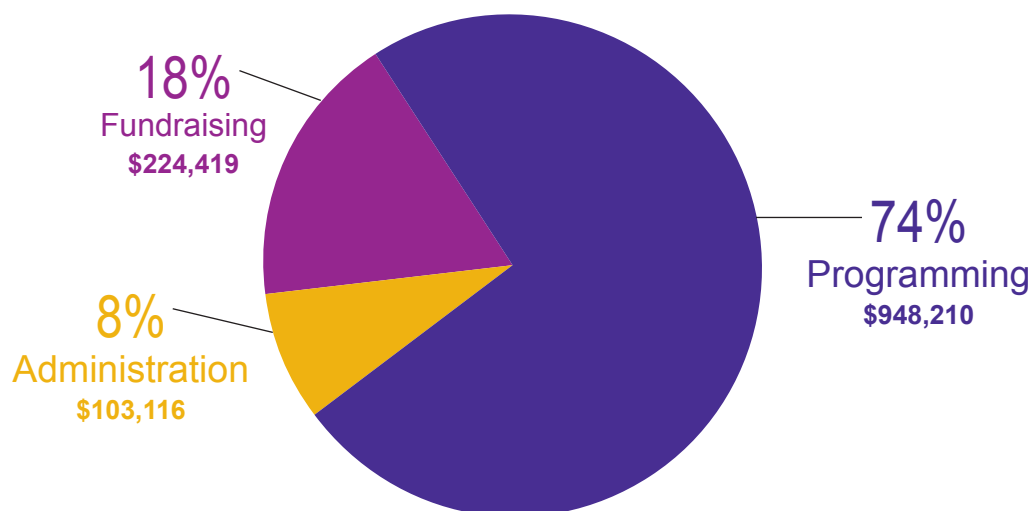
Ted Lare Design Build Inc.

2017 FINANCIALS

Total Revenue = \$1,864,275



Operating Expenses = \$1,275,745



NEXT STEPS PROGRAM

We make an un-precedented 10-year commitment to youth at-risk ages 8-18. Our Christ-centered programming prepares students for taking 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

Skills Acquired:

- Spiritual and life readiness
- Job skills
- Financial literacy
- Leadership development
- Values and character formation

Programming Areas:

- Agriculture
- Aquatics
- Art
- Equine
- Music
- Team Building
- Welding/wood-working
- Wellness



Summer 2017

THEME: MADE ON PURPOSE FOR A PURPOSE

Life is a journey; a grand adventure. There are beautiful things to see, incredible things to experience, and brilliant and interesting people to meet. God has designed life to be a daily opportunity for growth and discovery. He is with us in each and every moment and calls us to take just the right next step.

- Focus on Joseph's story: Genesis 37-48
- Supporting scripture: Romans 8:37-39; Jeremiah 29:11-13
- Look and feel of theme: island, ocean, vegetation, coconut trees, lots of color.
- Speakers incorporated: video, illustration, experiential moment, story, etc.



EQUESTRIAN THERAPY AND DRILL TEAM

Our horses are a key part of the programming we do at The Ranch both with our youth and with veterans. Nourished and cared for by Lynn Winkelmann and a team of assistants, they thrive by working in our therapy and drill team sessions.

Equine therapists and horse professionals utilize the horses to encourage development and healing for our youth and service members that come to The Ranch. Therapy with the horses is helpful in treating PTSD, ADD, anxiety, depression, trauma, brain injuries, abuse issues and stress. In 2017, The Ranch conducted more than 150 sessions with veterans and



their families in our Saddles After Service program.

The Ranch uses individual therapy sessions, group or family therapy sessions, veteran therapy sessions and the horsemanship and drill team programs to assist with development and healing. The drill team is put on by students in our programming who practice choreographed moves with the horses and then perform at horse fairs and parades.



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

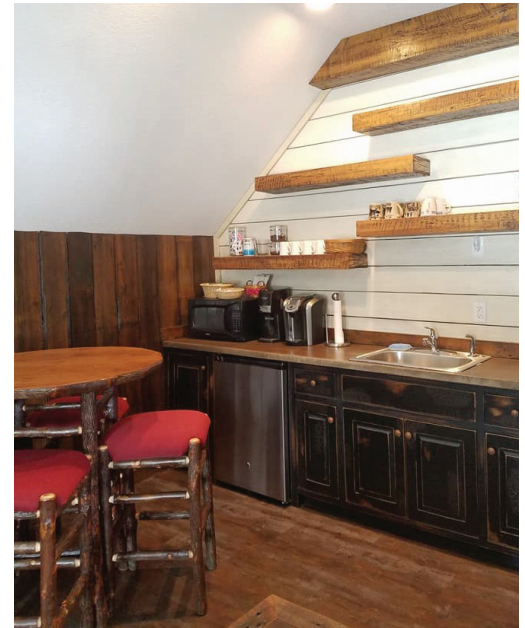


CONFERENCE & RETREAT CENTER

Nestled among rolling hills and an abundance of wildlife and stunning scenery, Wildwood Hills Ranch is the premier destination for your corporate retreat, school sport camp, youth group/church session and more.

We have several packages to accommodate your specific rental needs. We can let you have The Ranch to your own or we can provide a full-service package containing special meals and top-notch amenities.

Up to 300 guests can spend the night at our facilities. We also have a high ropes course that is the only one in the state of Iowa that requires mutual teamwork to complete for an impactful leadership training experience along with our state-of-the-art equine facilities. We can create the custom package your group is needing! Contact us at (641) 396-2414 today!



26 groups leased our conference center facilities in 2017 and we served the rental needs of over **1,600 people.**



BECOME A **DREAM** BUILDER

Want to help The Ranch but don't know where to start? Become a Dream Builder! Being a Dream Builder is a great way to help children that need your help that also fits into your personal budget.

You can sign up today to donate a custom amount each month that will be automatically charged to your card. Whether it's \$5 per month or \$50 you can choose what works with your current financial status while still making a difference. It all adds up and every contribution helps to feed, nurture, house and teach our kids at The Ranch. Little is much when God is in it!

Go to: www.wildwoodhillsranch.org/donate today and "Click To Become a Dream Builder".

Take the
leap of faith today
and **light the fire** that can
change a life forever.



Board of Directors

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Jered Boley, Prairie Pella, Inc.

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