

ANNUAL REPORT

2018



WILDWOOD
HILLS RANCH OF IOWA

WHO WE ARE



Founded in 2001, Wildwood Hills Ranch is a 400-acre safe haven located 25 minutes south of West Des Moines in St. Charles, Iowa. We are a year-round facility that serves vulnerable youth and veterans and their families through educational programming, leadership development, job skill training and equine (horse) therapy through a 100% donation funded system that is at no cost to the individual participant.

Last year alone, we served over 1,000 youth at-risk and veterans and their families in need. We make a ten-year commitment to the youth that we serve and work with them from age eight to age eighteen. Our Next Steps Program prepares youth at-risk for taking next steps in their lives.

Next Step Phases

- **Ranchers:**
Ages 8-12
- **Young Leaders:**
Ages 13-15
- **Leaders for Life:**
Ages 16-18

Skills Acquired

- Spiritual growth and purpose discovery
- Job training
- Financial literacy
- Leadership development

Programming Areas

- Agriculture
- Aquatics
- Art
- Creative Arts
- Equine
- Music
- Team Building
- Welding/Wood-working
- Cooking/Hospitality
- Wellness/Physical Fitness
- Financial Literacy
- Writing workshop

In 2018, in our veteran equine therapy program, we conducted over 150 equine therapy sessions with veterans and their families. Our team of 30+ horses are a key part of the programming we do at The Ranch. Our Equine Director, Lynn Winkelmann, dedicated therapists and gracious volunteers make this program possible. Please read more about our equestrian therapy program and drill team program on page 7.

The Ranch also rents out conference and retreat center facilities for business/corporate needs, church events, sport camps and more. To learn more about our conference center rental options please flip to page 15.



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

To Our Stakeholders,

Strategic Highlights

Thanks to our Board of Directors, conference center customers, donors, staff, veterans, volunteers and youth, this has been the best year in my 19 years of involvement at Wildwood Hills Ranch! It is unbelievable to think back to our humble beginnings and reflect on the firm foundation that was set for The Ranch in 2001. We are now using a research-based, outcome-focused approach to serve more children and veterans than ever before. Because of this we are more effective in helping participants grow spiritually, as leaders, and are providing a clean handoff (after students complete ten years with us) into a two or four year school or directly into a trade job or career.

With God's help we are Breaking Cycles, Building Leaders and Transforming Communities. It is humbling to see students and veterans overcome life's most difficult circumstances. Students and veterans that statistically were on track to repeat harmful behaviors are now attending college and holding down well-paying jobs. We even had one student who is now attending college who decided to pursue an internship working with vulnerable youth in Minnesota! She is already giving back!

In other news, we were able to get logs stacked on three lakeside cabins that will add eight private rooms for families that come serve at our year-round programming. On top of supporting our current needs, the cabins will allow us to serve more families of our youth and veterans. It will also help us host executive retreats that will sponsor youth and veterans to participate in our programs. We expect a spring grand opening date for the first three cabins and construction on the others to begin immediately thereafter.

We had 14,275 volunteer hours that helped us paint the Gathering Hall, Missions Cabins and complete hundreds of other projects. That is the equivalent of seven full time employees! We are so grateful for our dedicated volunteers that roll up their sleeves to impact our mission!



Financial Highlights

We finished this year in the best financial shape in which The Ranch has ever been. We are so grateful for our supporters for their faithful investment in our youth and veterans. Our event revenue saw tremendous growth. We are in the midst of an Adopt-an-Acre campaign to help with sustainability. Our goal is to raise \$2.4 million over the next five years.

Event	2017	2018	Increase
Shindig	\$198,022.00	\$303,197.00	53%
Banquet	\$31,609.00	\$53,299.00	69%
Thanksgiving	\$22,625.00	\$25,239.00	12%
Wild About the Child	\$253,903.00	\$384,485.00	52%
Total	\$506,159.00	\$766,720.00	51%

Program Highlights

We doubled the number of students coming from the Quad Cities and partnered with a local church that threw a back to school bash for our youth in the eastern part of the state. We also added a writer's workshop with an eight time published author: Kimberly Stuart. She is a former high school teacher and has done an incredible job helping our students get their stories on paper. Our woodworking program led by Brad Preston has helped to raise \$24,950 over the last seven years to help sponsor other youth to attend our programming while at the same time instilling trade skills within our students. Also, we held our first racial reconciliation session that yielded tremendous results.

Looking Ahead

In 2019 we look forward to wrapping up the Cabins of Hope project, gaining more traction with our Adopt-an-Acre campaign and adding an archery program. We also plan to purchase the 69 acres of ground across the road from us to help with future expansion into long term care for vulnerable youth. With your continued support I am confident we can accomplish these things and more!

May God bless you and your family!

A handwritten signature of Matt Moeckl in black ink.

Matt Moeckl, Executive Director

2018 YEAR IN REVIEW

RANCH ACCOMPLISHMENTS

Program Updates

- Doubled number of students that we serve from the Quad Cities in great part due to incredible community partners and a back-to-school bash connecting families to church; (we are wanting to replicate and expand this model in 2019)
- Achieved positive Wheaton College study results once again in the category of Spiritual Growth in Staff and Spiritual Growth in Students (self-surveys of faith decisions)
- Added more electives for youth during leadership retreats: writers workshop led by well-known author, resume and job interviews, equine (horse) team building, woodworking (hall trees made with the help of youth in our programming were a huge hit at our Quad Cities fundraiser this year)
- Conducted racial reconciliation session and workshop during summit week

Fundraiser Highlights

- Increased sustainability as an organization and maximized revenues while minimizing expenses
- Expanded missions team program and increased revenues

Facility Updates

- Added a fountain in the middle of our pond courtesy of Van Wall Equipment that aids in the removal of algae and water circulation
- Obtained a tractor also courtesy of Van Wall Equipment
- Implemented a vehicle donation program—consider donating your old car or truck to us
- Completed siding project on mission cabins
- Painted mission cabins and the Gathering Hall
- Cleaned and organized the equestrian barn
- Expanded our agricultural program



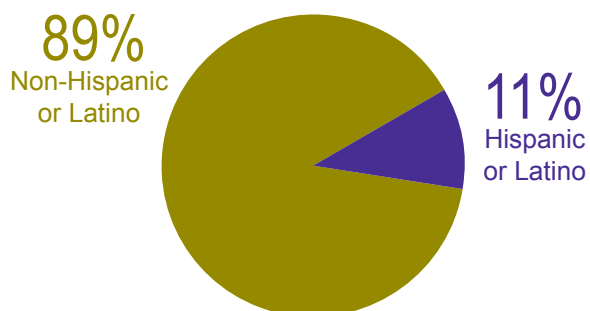
IMPACT ON YOUTH AT-RISK

Sex

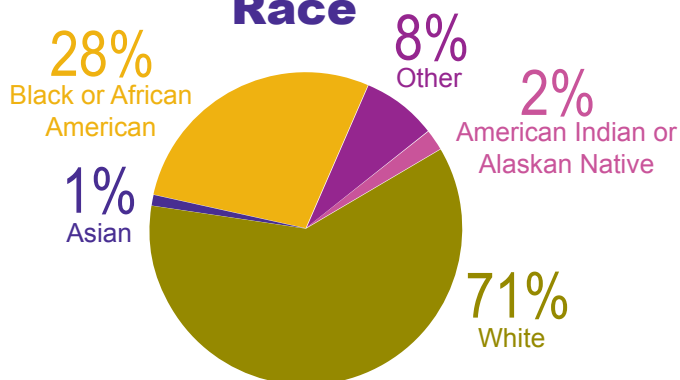


**The children we serve are from
your local community!**

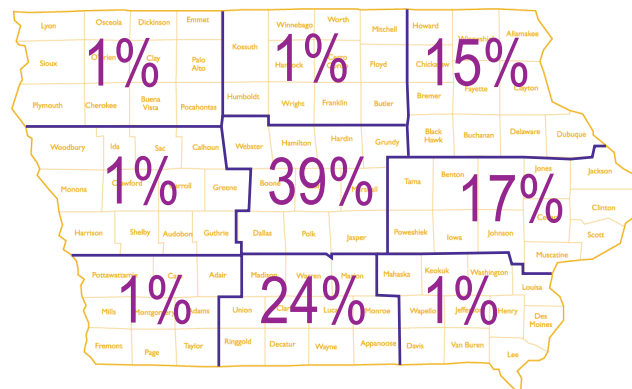
Ethnicity



Race

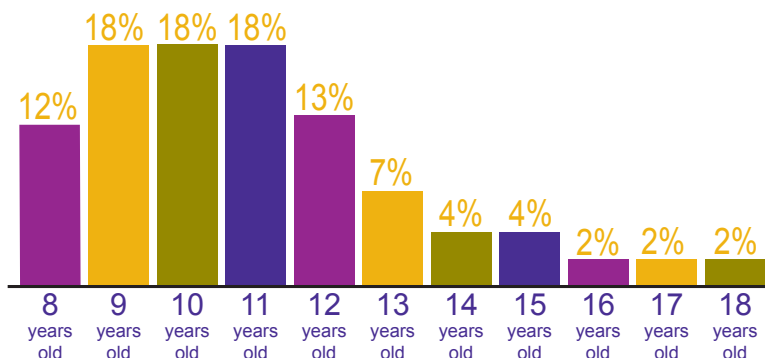


Children Served by Regions in Iowa



75% of students' families are living at or below the poverty line.

The Ranch served **10,000** meals to children last year who may never have gotten those meals if they weren't at The Ranch. **6,000** meals were served and dishes washed by our Young Leader Students.



Age of Youth We Serve

2018 YEAR IN REVIEW

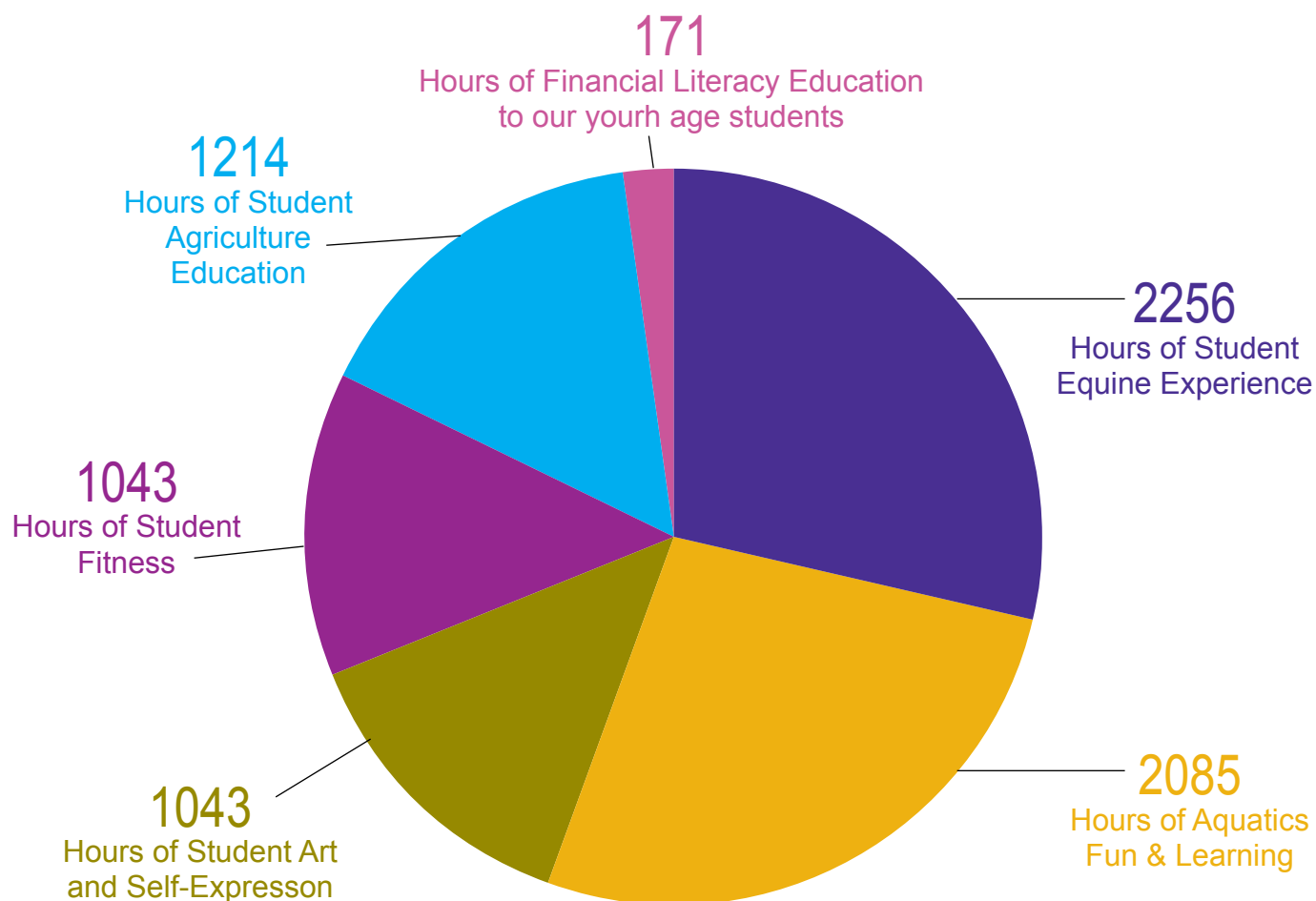
SUMMER PROGRAMMING RECAP

We had an amazing and impactful summer programming session this year.

The **Theme** was: **The Story**, focusing on what story your life is telling.

Each one of us has a story. Some of the pages of our story are filled with joy, laughter and adventure, but there may also be pages of pain, brokenness and tears. No matter what your story is, God wants to invite you into the greatest story ever told. He wants to fill the future pages of your life with His love, freedom, and purpose.

This summer alone, we were able to impact over 750 student lives and impact over 111 communities. Each student served spent 56 hours with at least two caring and loving adults. That's 42,000 hours of a safe and loving student experience broken down into the following categories:



YEAR-ROUND PROGRAMMING NOTE

The Ranch is not just a summer program! We have the privilege and honor of serving many vulnerable youth year-round through our monthly leadership retreat sessions and equine (horse) therapy.

13–18 year-old's attend our leadership retreats and learn valuable skills through wood-working, welding, cooking, gardening, financial literacy, writing and leadership workshops and more.

We are excited for our graduates that go on to be leaders in their communities, get jobs, attend college or obtain a trade skill and give back to those around them.



A STORY OF LIFE **TRANSFORMATION—BRADLEE**

Bradlee was eight years old when he first came to Wildwood Hills Ranch. He refers to The Ranch as being his second home. Most of you may know him by his familiar, iconic nick-name of “Cowboy.”

Bradlee grew up in a home where his dad had to work two jobs to support the family and his mom also worked long hours. Due to his parents working so hard to raise enough money to take care of them, he was often in the care of babysitters. He recalls feeling alone a lot until sixth grade.

Then, his grandma got cancer. At that time, Bradlee was going to The Ranch and he remembers talking to our Executive Director, Matt Moeckl. Matt offered to pray for him and his grandma and even though Bradlee was far from God at this point he remembers how much that impacted him at the time.

Two summers later, he found himself at The Ranch again and heard Matt Moeckl give a sermon about not turning your back on God or blaming Him for the incidences that happen in your life. He credits that as a turning point and began a relationship with God soon after. In his words, “The Ranch changed my life.”

So inspired by his experience, Bradlee became an integral member of our summer staff and led other vulnerable youth through educational programming and struggles they were overcoming.

Now, Bradlee serves in the U.S. Military as a member of the Marine Corps Combat Logistics Battalion operating Tactical Vehicles. At the time of this interview, he was on base. Please keep Bradlee in your continued thoughts and prayers for his safety as he serves our country. Bradlee’s message to us all: “when going through tough times do not blame God for them, see God as a way to get through them.”



EQUESTRIAN PROGRAM FOR VETERANS AND YOUTH AT-RISK

Horses are gentle, docile creatures that have been linked to providing hope, healing and recovery to individuals struggling with PTSD, ADD, anxiety, depression, trauma, brain injuries, abuse issues and stress.

In 2018, The Ranch conducted more than 150 therapy sessions with veterans and their families. Veterans ride the horses, learn drills and routines, perform at parades, horse events and fairs and learn how to care for and groom the horses. During this process, the veterans and families we serve experience life transformation, a new sense of purpose and re-kindled excitement in the concept of contributing to something bigger in the world.

Our Wildwood Wranglers drill team aids youth at-risk in overcoming trauma, abuse and neglect while giving them a connection with a horse, a purpose to ride and train and a public outlet to perform at events, fairs and parades.

Our equine therapy program received public recognition and attention nationwide when we were featured in an article this year by The Des Moines Register that was then picked up by USA Today and Militarykind.

To read the article and watch the video created by the Des Moines Register, go to our website here:

wildwoodhillsranch.org/december2018/

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



We are so thankful to our veterans and how they have served our country with such vigor and dedication. It is an honor to be able to help them through their times of struggle.



A SPECIAL THANK YOU TO OUR DONORS & VOLUNTEERS

A sincere, heart-felt thank you to all of our donors and volunteers. Without your generosity and ongoing support, The Ranch would not be able to serve as many youth at-risk that we do each year.

A SPECIAL THANK YOU TO ONE OF OUR DEDICATED VOLUNTEERS:

David Strege,
Syverson Strege & Company



Dave Strege, Senior Financial Planner at Syverson Strege & Company, has been a long-time volunteer here at The Ranch. Not only does he help provide financial literacy education to our older students, but he

also has helped establish a group of amazing volunteers who come and teach young boys and girls to fish. Dave is an excellent angler, mentor, and servant of the Lord, and

we appreciate all that he has done for the students we serve at Wildwood Hills Ranch!

**In 2018 alone,
we had over
14,275
volunteer hours
at The Ranch.**

A special thank you to Principal Financial, Hy-vee One-Step Program, Mike & Kim Whalen/Whalen Foundation, Heart of America Group, Lutheran Church of Hope, River Valley Church of Apple Valley, Prairie Meadows, Contributor's Breakfast Club, Gabus Family Foundation, Iowa Farm Bureau, Van Wall Equipment and countless others for your generous financial gifts and support towards our programming. In 2018, we had 911 individual donors with the average gift being \$1,717!

To all of our volunteers who spend countless hours at our facilities in the garden, equine center, art room, cabins and more – we sincerely thank you.



"The glorious hour of fishing chaos with twenty 8- to 12-year-olds puts a bounce in my step every week during the summer.

One of the best sounds is a Rancher proclaiming, 'This is the first fish I've ever caught!'"

—Dave Strege

2018 MAJOR DONORS

A sincere thank you to each and every one of our generous supporters.
To our anonymous donors—you know you are and we salute you!

Generous Gifts

\$25,000+ | PARDNERS

Prairie Meadows
River Valley Church
Scott and Amber Mikkelsen
Mike and Kim Whalen/Whalen Foundation
Midwest Basement Systems
Contributors Breakfast Club
Ted Lare Design Build Inc
Jerry Foster Sr.

\$10,000 – \$24,999

Prairie Pella, Inc.
Finn Family Foundation, Inc.
Max and Helen Guernsey Charitable Foundation
Psalm68five Ministries - Bryan Johnson
Walt and Judy Tomenga
Tony and Sheila Thelen
Jeffery and Alyson Matney
Rakesh and Dhatri Alla
Stephanie and Scott Denton
Break the Cycle 200
Julie L. and Tom Jackowski
Jon and Melissa Morgan
Lutheran Church of Hope
Casey's General Stores Inc.
David and Tami Schiltz
Doug and Julie Siedenburg
Emily Ann Weikert Charitable Foundation
Ruth A. Harris
Richard and Peggy Herr
Hy-Vee
Curt Manatt
Nikulski Financial, Inc.
David Osthus
Principal Charity Classic

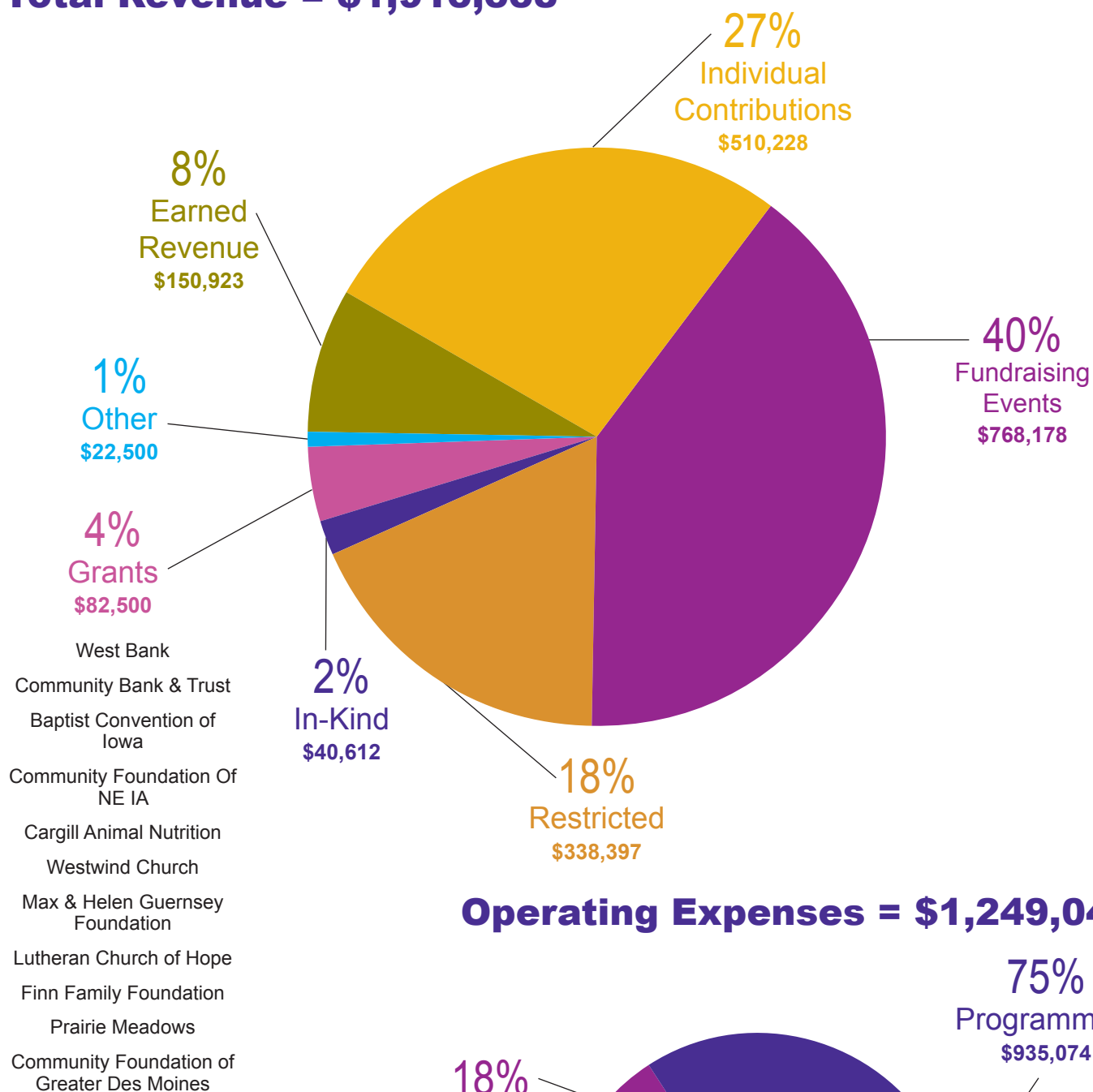
\$2,500 – \$9,999

Chris and Pam Ontiveros
Dave and Toni Robison
Strege Family Foundation
Buck Olsen
Jordan Bose
RJ McElroy Trust Inc.
Greater Madison County Community, The Foundation
Dr. Jon and Connie Van Roekel
David and Joyce Nuernberger
Dr. and Mrs. Gary and Cindy Quinby
J. Elder
Hilary and Jordan Frank
Roehl Family Foundation
Steve and Ann Moyna
New Hope Assembly of God
Brandon and Angie Champlin
Peter and Donna Schillaci/Atomic Coffee
Bank of Sun Prairie
Baptist Convention of Iowa
Bow & Arrow Productions
Denovo
Gabus Automotive Group
IMT Insurance Company
Joe Yamen Agency
Meredith Drive Reformed Church
Nehring Construction
Pizza Ranch
Sterling Commercial Roofing, Inc
Charles and Patricia Anderson
Iowa Realty Foundation
John and Amy Teeple
Dr. Thomas and Lauri Ramstack
West Bank
Brett and Aly Halley
Walters and Mason Retail, Inc.
Adam and Steph Geneser
Morency Family Foundation

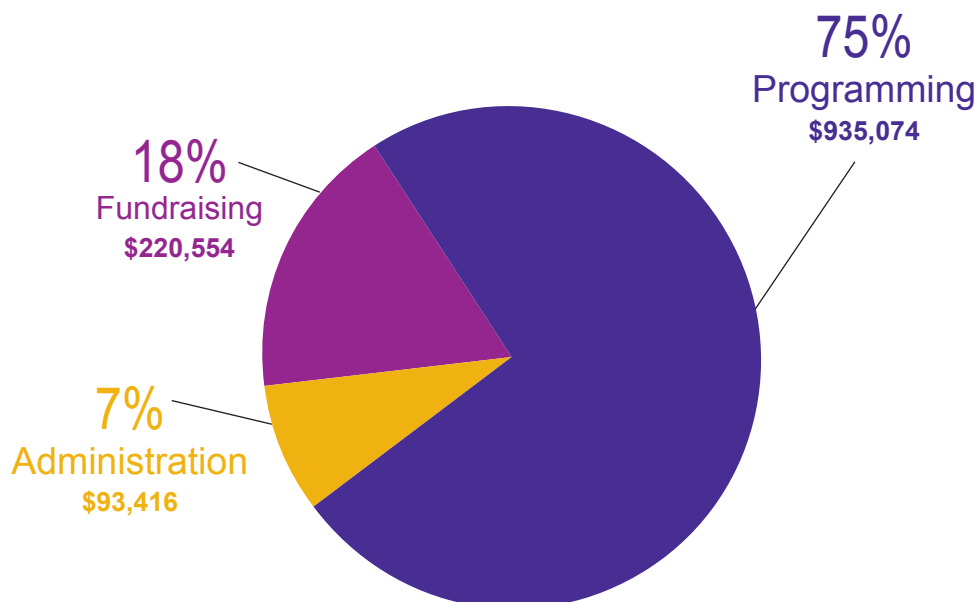
Waterloo Community School District
Justin and Jaime Stoltenberg
Asset Pros
Aureon
Continental Western Group
Design Consolidated
Ecolab
Edward Don & Company
Cedar Valley Community Church
Roger and Barbara Grefe
Hometown Plumbing & Heating
Midfirst Bank
NCMIC Group, Inc.
The Rasmussen Group
US Foods
Ingrid Williams
Jacob Preston
Westwind Church
Kamden and Holly Wright
Community Foundation of Northeast Iowa
Scheels
Vista Real Estate & Investment Corporation
Angie and Brian Tessau
Holmes Murphy & Associates
Hope Church Arkansas
Courtney and Brian Deronde
Alex Preston
Andy and Shauna Norby
Penny and Chuck Francis
Patrick and Karri Rose
Richard and Linda Hurd
Stanley D. Goodyear
Julie Hixson
Barbara and Bruce Logan
Reichardt Family Fund
John and Rena Schulz
Chuck and Karen Ullrich

2018 FINANCIALS

Total Revenue = \$1,913,338



Operating Expenses = \$1,249,044





GIVE THE GIFT THAT LASTS A LIFETIME

ADOPT AN ACRE

How can you support breaking cycles, building leaders and transforming communities? Invest in the next generation and bridge the gap from the present to the future by adopting an acre!

You can elect to adopt a whole, half or quarter acre of The Ranch. With your generous contribution, The Ranch will be able to better serve youth at-risk and veterans and their families right here in your community.

According to a recent Des Moines Register Article, "confirmed child abuse in Iowa skyrocketed 26 percent from 2016 to 2017, the most dramatic one-year spike in at least a generation." You can help be a part of the solution to end abuse.

To adopt an acre today, fill out the form below and mail to:

Wildwood Hills Ranch, Attn: Adopt An Acre, 2552 Union Lane, St. Charles, IA 50240

Call: 641-396-2414

YES! I want to Adopt an Acre and break the cycle for youth at-risk and veterans in need.

☐ 1 Acre: \$2,500/year for 3 years ☐ ½ Acre: \$1,250/year for 3 years ☐ ¼ Acre: \$625 per year for 3 years

First Name: _____ Last Name: _____

PLEASE PRINT

E-mail Address: _____ Phone: _____

Address: _____

City: _____ State: _____ ZIP: _____

☐ This gift is honor, memory, or support of someone. Leave a comment: _____

Signature: _____

What month _____ and what year _____ would you like your first payment to occur for year 1?

What month _____ would you like your gift to be made each remaining year (next 2 years)?

☐ My check is enclosed.

☐ I have called (641-396-2414) and provided my credit card details.

BECOME A DREAM BUILDER

Want to Make a Unique Gift Towards The Ranch?

Being a Dream Builder is the perfect solution for making an ongoing difference in the life of a child that is also customized to fit your personal budget. You can sign up today to donate a custom amount each month that will automatically be charged to your credit card. Whether it's a \$5 latte you give up or \$50 worth of shopping, that sacrifice will greatly change someone's life in need. Go to wildwoodhillsranch.org/donate today and "Click to Become a Dream Builder".

Facility and Asset Recognition

Ensure a lasting legacy on The Ranch by donating funds to a building or tangible asset and having your personal or business name featured on a plaque within or outside of the facility. Don't hesitate to give us a call and talk about options that are best for you, contact us today at (641) 396-2414.



Take the **leap of faith** today and change a life forever.



EVENTS THROUGHOUT THE YEAR

Wildwood Hills Ranch has amazing, major fundraisers throughout the year that are a fun and unique opportunity to make a difference in the lives of youth at-risk that we serve.

Be sure to visit our events tab often on our website at: wildwoodhillsranch.org/events to stay in the loop. Here is a look back at our annual event line-up in 2018:



April – Spring Volunteer Day

Our spring volunteer day was a tremendous turn-out and our missions cabins got a great make-over along with fresh paint, hardware and more. Our grounds were also groomed, buildings prepped for summer and the lake was outfitted with all the necessities needed for summer adventures.



May – Wild About the Child Shindig

This annual event at The Stine Barn in West Des Moines was a huge success. With 283 people in attendance, gourmet food and drink from local vendors, live music, silent and live auctions and more it was a night to remember. Almost \$300,000 was raised to benefit youth at-risk right here in your community! Don't miss the 2019 event coming up on Saturday, April 27! To buy your ticket or sponsorship for your business visit: wildwoodhillsranch.org/events today.



September - Wild Boar Challenge Race for Charity

The Wild Boar Challenge was a record turn-out this year with over 500 runners and many volunteers, donors and sponsors. The annual obstacle course run was hosted at our 400-acre Ranch and was SO MUCH FUN. You do not want to miss it this year. A huge thanks to the Contributor's Breakfast Club (CBC) for organizing, planning and putting on this major race each year! Go to: wildboarchallenge.org to sign up today to run or volunteer!



October – A Father to the Fatherless Fall Banquet

Our Fall Banquet was hosted this year at Stoney Creek Inn in Johnston and focused on the alarming number of fatherless youth in our community and how The Ranch can draw alongside those in fatherless situations – just like a heavenly Father draws along-side us. The event raised a financial record and we cannot wait to see what God has in store for it this year. The speaker was Chris Norton, a well-known football player from Luther College who has dedicated his life to transforming the lives of others since his traumatic injury. Read more about him at ChrisNorton.org. A special thanks to our chair of the event, Adam Steen, and committee member Jeremy Lyons for filling the room and making the event a success.



November – Wild About the Child Barn Dance

The Quad Cities Barn Dance event raised almost \$400,000 and was a heart-felt evening of listening to a program graduate of The Ranch's transformation story, eating delicious food, buying amazing live and silent auction items, dancing and having fun. We are so honored to serve youth from the Quad Cities and Davenport area and are looking forward to continuing to serve more vulnerable youth from this part of the state due to generous donations through this event that make it all possible.



RENT OUR CONFERENCE AND 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 yourself 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 offer leadership development programming and we have a high ropes course that is the only one in the state of Iowa that requires mutual teamwork of all participants in order to complete. Our state-of-the-art equine (horse) facilities, trail rides, lake, kayaks, launching lake blob, sports field and hiking trails make for the perfect nature escape.

We can work with your group to find just the right fit. Contact DeLayne Carrington today at: 641-396-2414 or email: dcarrington@wildwoodhillsranch.org to learn more today. We look forward to hearing from you.



In 2018 alone,
35 groups leased
our facilities with
over **1,326**
individuals
served!



KEEP IN TOUCH WITH WHAT'S HAPPENING AT THE RANCH

Social Media

Like and follow us on Facebook (Wildwood Hills Ranch), Twitter (WildwoodRanchIA) and Instagram (wildwoodranchia).

E-Newsletter and Blog

Sign up to receive our e-newsletter (we promise we won't bog down your inbox) at: wildwoodhillsranch.org (scroll down to the bottom of the home page to input your name and email).

To read our blog and latest updates go to wildwoodhillsranch.org and scroll down on the home page to the latest news section.

Events

Stay posted and sign up for upcoming events at:
wildwoodhillsranch.org/events

A big thank you goes to our Board of Directors and Staff for all that they do each and every day to help serve vulnerable youth and veterans and their families in need.



Board of Directors

Christopher Boley, Prairie Pella, Inc.

Jered Boley, Prairie Pella, Inc.

J. Elder, Elder Corporation

Julie Jackowski, Casey's General Stores

Nathan Johnson, Strategic America

Scott Mikkelsen, Midwest Renewable Capital

Deb Pedrick, Asset Pros

Doug Siedenburgh, The Siedenburgh Group

Kevin Smith, West Bank

Angie Tessau, Tessau Realty

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Dr. Jon Van Roekel, Mercy Des Moines

Rosalind Rox, John Deere

Mark Scharnberg, Katecho

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St. Charles, IA 50240

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