



November 3, 2023

Greetings from the WLD Ranch staff!

WLD Ranch is 60 years old! When considering all that God has done through this ministry over 60 years, it humbles and amazes me that one small place has made such an impact in the lives of so many who have come to our events and programs. God has blessed WLD Ranch with countless opportunities to change lives throughout the years, building on the foundation begun 60 years ago of a place that was dedicated to the purpose of proclaiming Jesus. Will you celebrate this significant milestone with us? Praise God for the ministry of WLD Ranch!

WLD Ranch exists as a ministry to guide campers and guests to Jesus as the Truth in life through summer camp and other programs throughout the year. Not every program involves a direct conversation about Jesus, but our purpose of sharing Jesus guides how we plan programs and events so that in all that we do, our lives and words point people to Jesus. Sometimes direct conversations about Jesus happen, as was the case during the final day of camp last summer. A camper asked me what WLD stood for and I was able to share the story of Wayne Leonard Davis, how his dream to have a place to tell kids about Jesus became WLD Ranch even though Wayne didn't get to see it himself. This camper was noticeably moved by the story and was also concerned about whether or not Wayne was in heaven. I was able to remind the camper what he had learned in Bible Round-Up that week, that the way someone gets to heaven is through faith in Jesus who died for us on the cross, and that when we have a relationship with Him, Jesus should have first place in each of our lives. It was an encouraging moment and a fitting ending to summer camp, fulfilling our purpose of pointing others to Jesus.

### **Foundations for the future**

WLD Ranch was founded on 50 acres in 1963 to proclaim Jesus to Wayne's neighborhood. Today, on nearly 98 acres, WLD continues to build on that foundation of pointing guests to Jesus, whether for the first time or for continued spiritual growth. We not only build into the lives of guests, but also into the lives of year-round and seasonal staff members. Developing a heart of service as a staff member is foundational to serving the Lord well, and we seek to develop each staff member into a faithful follower of Jesus who serves well and leads well. Many staff alumni claim the lessons they learned at WLD are the foundation for their own mindset of service, leadership, and work ethic in whatever endeavors they pursue in life.

We often use the concepts of *place*, *program*, *people*, and *purpose* to describe camp ministry. WLD Ranch is a place utilizing a variety of programs to welcome and serve people with a purpose of guiding everyone who comes here toward Jesus as the Truth in life. These four concepts keep us grounded in considering what is needed to carry out our mission. All four aspects must have our attention in order to thrive as a ministry. We care for our *place*, maintaining, sustaining, and developing the facility and grounds of WLD Ranch. We act intentionally based on our *purpose* as we consider what to include in our schedule and how to design our programs. We carefully consider how to improve our *programs* and the processes of

implementing those programs, making thoughtful adjustments to increase effectiveness. Finally, we focus on *people*, seeking to make a difference for Jesus in every life touched by this ministry, whether summer campers, retreat guests, horse lesson students, families attending community events, school students learning about teambuilding, or the staff and volunteers that make this ministry possible.

### **Goals for a thriving ministry well into the future**

Building on these foundations, we've completed several projects recently to help this ministry thrive well into the future, including improvements to the buildings on the property (new gutters, steel roofing, new doors) and new kitchen equipment (upright freezer, meat slicer). Our barn expansion last winter was an important improvement to the horse program and facility. Our new registration software improves the process for families registering for camps or other programs, as well as improving our efficiency and flow in record keeping and communicating with our campers and guests. We desire continued improvements so this ministry most effectively reaches the community for Jesus. In order to help WLD Ranch thrive well into the future, will you partner with us through a year-end financial gift?

Donations to **sustain the ministry**, which are not designated for specific needs or projects, allow us to meet ongoing ministry needs and provide the resources to carry out our mission. We seek to be attentive to our purpose, recruit and develop the people who serve here, and engage with our campers and guests in effective ways to provide outstanding experiences in order to sustain our ongoing ministry.

Donations to **advance the ministry** will enable us to work on upcoming needs. The facility needs to be a safe, functional, and attractive place suitable for the people, programs, and purpose. We desire to have programs that are effective, impactful, and enjoyable for all. Upgrades and improvements as well as consistent maintenance are necessary for advancing our ministry. Upcoming needs include upgrades to our computer system (est. \$6000), improved lighting at the entrances to the Longhorn Lodge and around the property (est. \$6000), additional door replacements in the Longhorn Lodge (est. \$12,000), other facility expansions and improvements such as gutters, windows, roofing, and doors (est. \$25,000), changes to the Longhorn Lodge entryway and additions to other buildings (est. unknown), and purchasing additional horses (est. \$8000-10,000). *(If you would prefer to give to a specific need from this list or to a different ministry fund, such as the pool project or scholarship fund, please contact us to make those arrangements.)*

### **Partners to help us get there**

The ministry of WLD Ranch will only thrive with partners committed to the ministry. Did you know that there are nearly 5000 addresses on the WLD Ranch mailing list (individuals, families, ministries, organizations connected to WLD in some way)? You are part of a great community who has been involved at WLD Ranch in some capacity over the past 60 years.

Did you know that, of those 5000 connections, only 1,270 are listed as past donors to the ministry? If you are part of that 25% (past donors), thank you for your gifts in the past, or even already this year! If you are not part of that 25%, would you take another step of connection to WLD Ranch and respond with a gift this year in celebration of 60 years of WLD Ranch?

Did you know that, of those 1,270 donors who have donated in the past, only half of them have given in the previous 5 years (2018-2022)? Did you know that, of those 1,270 donors, only 250-300 (5-6% of connections) give each year? Those of you who have stayed consistently connected with us, whether through financial gifts, prayer, volunteering, or attending events and programs, thank you for continuing to build the legacy of WLD Ranch! I want to give a special thank you to those who give multiple times a year, including our monthly donors. Your faithfulness encourages us tremendously!

As we conclude 60 years of ministry, imagine with me the effect that increasing those percentages could have on sustaining WLD Ranch and enhancing the impact on future generations. We typically receive less than \$20,000 in our year-end donations. That is \$4.00 per family or organization on our mailing list. Imagine with me that at the close of 60 years, we could raise \$60,000 or more, all aimed at sustaining the ongoing ministry and advancing future opportunities that God will give us to serve our campers and guests. Would you honor us with a gift this year? If 5000 gave, that's just \$12 each to reach \$60,000. If 500 gave, that's \$120 each to reach \$60,000. If 250 gave, that's \$240 each to reach \$60,000. God is faithful to provide for WLD Ranch. Will you be part of His provision for this ministry as we close out 60 years and look toward the next 60?

Every year, I am amazed at the generosity of partners who value WLD Ranch's ministry and help provide for the needs of the place, program, people, and purpose of WLD Ranch. Your donations, whether big or small, frequent or occasional, are part of God's provision to supply the necessary resources for this ministry to continue and to thrive. We celebrate 60 years of God's faithfulness and we look forward to seeing what God will do through this ministry and through your generosity for the next 60 years.

In My Lord's Service,



Joseph Preston  
Director of WLD Ranch

*P.S. – Financial gifts are tax-deductible. To claim any gift for 2023, it must be postmarked by December 31, 2023.*

### **CONTRIBUTIONS**

If you would like to donate to the ministry of WLD Ranch, please complete this form and return it with your gift to WLD Ranch, 7351 Woolsey Rd., Girard, PA 16417. *(Make checks payable to WLD Ranch.)*

Name \_\_\_\_\_  
Address \_\_\_\_\_

Please add my email address to your e-news list:

\_\_\_\_\_

My gift for sustaining the ministry:  
*(ongoing needs)*

\$12    \$120    \$240    \$360    \$\_\_\_\_\_

My gift for advancing the ministry:  
*(upgrades and improvements)*

\$12    \$120    \$240    \$600    \$\_\_\_\_\_

**You may also give online by credit card at [www.wldranch.com/about/give-to-the-ranch/](http://www.wldranch.com/about/give-to-the-ranch/).  
Please designate your gift either "sustaining" or "advancing."**