



THE GULCH ENVIRONMENTAL FOUNDATION

2023

# Annual Impact Report





## Letter from Founder and Team

This year we literally and figuratively really began to develop our roots as an organization. Many of the projects and programs we initially dreamed up two years ago are now coming into fruition. Our outreach efforts have been effective both on our regenerative farm and beyond. A book on sustainability published by our founder hit #1 on Amazon for Sustainable Business Development and Green Business. Our team has been featured on radio and television, providing education on conservation.

Much of our effort this year continues to be the foundational development of our flagship project, Rainmaker Farm. This year has seen the first fruit develop on our young orchard trees, and we have the infrastructure and equipment to be more independent at our farm. The tractor we got this year, lovingly named B.A.T.girl (for Big-Ass-Tractor) has been working great, and allows us to plant at the optimal time for getting the seeds in the ground. We also have a number of new attachments for B.A.T.girl which allow us to plant, mow, and fertilize the land ourselves. We also built a greenhouse and planted a blueberry garden.

Our adventures in weather now include frost, dust storms, windstorms, ill-timed rain, extreme summer heat, and frost – again. This year started out very dry, a continuation of the worst drought on record for this county. Although we did have rain break the extreme drought spell. When the rain first started to fall, the land was so dry that even a few inches of rain didn't seem to make any difference to the creek or the ponds; the soil just sucked up all the moisture. But eventually, the soil became saturated, and the rain would cause the creek to swell up the banks with water. Even though the ponds were still low, with the moisture across the landscape, everything started to turn green, from the fields to the trees. The rain came a bit late for this year to be a good wheat harvest; like many in the region, we decided to bale our wheat and oat fields for hay – still in high demand.





This turned out to be a fantastic move, as the ongoing rains caused weeds to grow through many of the field's others were harvesting as grain still. Hand watering the trees through two dry years had us looking for alternative water sources. We explored and found that a groundwater well was not an option for us, so never ones to let a small impediment stop our dreams, we started work on a water catchment system. We installed a 30,000-gallon water tank as part of a water catchment system to provide irrigation to the orchard. The remaining parts of the water catchment structure, an open-sided shed covering the tank with a solar paneled pump, will be constructed in early 2024. We are very optimistic about a good fruit harvest in 2024.

We continue to document our experiences, in quantitative and qualitative ways, so others can learn from our successes and struggles alike. We conducted another photo monitoring as a follow-up to the baseline conducted in 2021, so we can visually compare changes at the farm across time. We also added a bird survey. As well as documented the health and survival of our planted trees to guide our next steps.

We are looking forward to so much in 2024. Applying the mountain of information that we have learned, using our new equipment, ongoing outreach, Farm Day events, more collaboration with other organizations, and celebrating successes.



**ANGEL LANCE**  
*Founder*



**AVIVA ROSSI, PHD**  
*Research Director*





## **MISSION**

*Addressing climate change through innovative carbon sequestration initiatives, educating communities for a sustainable tomorrow, and championing the principles of regenerative agriculture.*





## Overview

The Gulch focuses on both direct and indirect projects to rehabilitate the environment, with a focus on climate change mitigation. Our direct-action impacts include both on the ground project work and contributing our time and resources to other charitable organizations doing on-the-ground work. Our indirect work focuses on educating both youth and adult audiences on the importance of conservation and limiting our global carbon footprint.

Our activities are broken down into three categories, which are described in detail in the following sections:



### **Volunteer to Support Existing Environmental Projects**

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### **Educational Programs**

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# Volunteer To Support Existing Environmental Projects

The Gulch leverages its resources, both through staff and affiliate sister companies, to multiply the impact of existing charitable and governmental projects relating to the environment. This year The Gulch continued our support of existing environment projects we supported in previous years, as well as a number of new programs and projects. In line with our vision of valuing everyone's contribution to solving the environmental challenges before us, these activities spanned a wide variety of organizations doing education and outreach within industry, empirical research, and environmental conservation.

## NATIONAL PUBLIC UTILITIES COUNCIL

The Gulch worked closely with our sister organization, who we share a Founder with, the National Public Utilities Council (NPUC) on their mission to *"Inform, educate, and facilitate solution design, implementation, and adoption for decarbonization practices and solutions to decarbonize the utility industry and achieve net zero emissions by 2035."*, including dedicating staff time to provide technical guidance on the Annual Decarbonization Report for U.S. Utilities, ranking the Top 47 U.S. Investor Owned Utilities (IOUs) and providing market incentives for decarbonization. The report has been downloaded over 3,700 times, including by key stakeholders in the utility and clean energy sectors. It is being leveraged to start discussions that will foster industrywide collaboration and expedite the path to a carbon neutral future.

## ENVIRONMENTAL GROUPS

The Gulch staff continued their support of existing environmental groups, including participating in the development of an official policy for conserving biodiversity as climate changes for the [Marin Conservation League \(MCL\)](#).

## SCIENCE

Gulch staff published a study on [species niche](#) in the peer reviewed literature, which has already been cited by an additional study. Research like this is an important step to understanding how species may respond to a changing world.





The Gulch Research Director advised 6 graduate students in Environmental Management at the University of San Francisco who graduated in 2023. The topics of their research included a range of related topics from environmental impacts of wind energy, recreational ecology of campsites, wildfire recovery, impacts of artificial turf, feasibility of desalinization, and the importance of mycorrhizal fungi in mine reclamation.

*A society grows great when old people plant trees  
whose shade they know they will never sit in.*

### OTHER CONTRIBUTIONS

In addition to our work on environmental projects, the Gulch Team also contributes their own time or resources to many other organizations.

### LEGACY OF ALOHA FOUNDATION

At The Gulch Environmental Foundation, our primary goal is to mitigate global climate change. However, as the world grapples with the consequences of these changes that are already happening, we also find it imperative to assist with humanitarian relief in the face of climate-related disasters - and that was the goal of our Fundraiser for West Maui. Lāhainā, Pūlehu-Kīhei, and Kula regions of West Maui faced devastation from recent wildfires, the largest natural disaster in the history of the state of Hawai'i. These fires have affected families, destroyed homes, and changed the landscape. While wildfires are natural to West Maui, the sheer ferocity of the recent catastrophe in West Maui is not natural and was indicative of our rapidly shifting climate. Thanks to the generous support of our sister organizations Motive Power and 10/6, every donation from supporters was matched and at least doubled. This means twice the support for recovery and rebuilding efforts, with none of these funds going towards The Gulch administration.

In 2023, we raised \$4,093 from donations, and will continue to fundraise into 2024, with donations being made to on the ground organizations in Maui early 2024.





## BUILDOUT CALIFORNIA

BuildOUT California is the world's first LGBTQ Industry Association dedicated to the sustainable growth of LGBTQ owned and certified businesses and their allies, in the fields of Architecture, Engineering, Construction Services, Real Estate Development, and Related Industries. As a founding member, our founder has committed pro bono staff hours to provide program management, strategy consulting, organizational development, and technical assistance with the goal of growing the organization and further enabling LGBTQ equality.



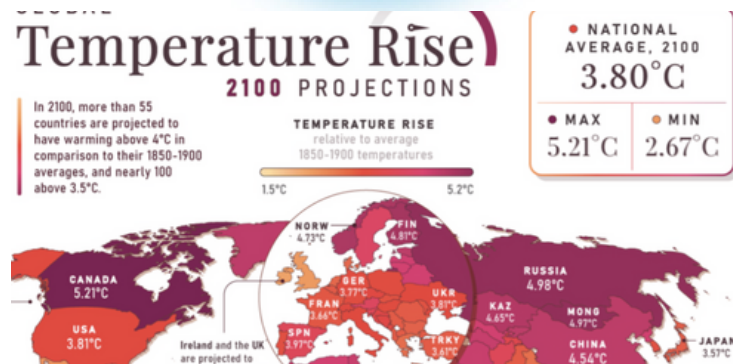
## BERKELEY EARTH

The Gulch founder continued her work as a board member of Berkeley Earth, a non-profit organization which developed a climate model specifically aimed at addressing some of the concerns of climate change deniers.

# BERKELEY EARTH™

## FUTURE WORK

We look forward to expanding our work to include collaborations with multiple other non-profits in future years.



“

*You cannot get through a single day without having an impact on the world around you. What you do makes a difference, and you have to decide what kind of difference you want to make.*

Jane Goodall

”





## Foundation Initiated Environmental Projects

The Gulch Foundation Initiated Projects will protect, preserve, and renew the environment. Our initial flagship project, and the focus of our efforts in 2023 is Rainmaker Farm. Our Rainmaker Farm project meets our overall goals while also combating climate change through soil carbon sequestration.

### RAINMAKER FARM

Our work at Rainmaker Farm has really taken root, and the changes made at the farm are starting to mature and bear fruit, quite literally. The owl boxes are up, with mulch added. The orchard is established and getting stronger. The blueberry bushes are bearing fruit. There are cattle grazing down the thatch in the grassland.

Our projects are working to do good on multiple fronts: carbon sequestration, regenerating soil, make food for those in need, plant diverse crops for stability in changing times, and providing habitat to support our farm as part of the larger matrix of natural systems in the region.

We have been keeping our individual donors updated on farm progress quarterly, with individualized donor impact reports. These quarterly updates inform donors about the activities on the farm, and exactly where their donation was used.



## UNIVERSITY INVOLVEMENT SUPPORT

- Ongoing conversations with Oklahoma State University about participating in additional research projects, speaking events with students, and other opportunities for engagement in 2024.
- Baseline reports from biodiversity monitoring (bird point counts this year) drafted, to be finalized in early 2024.



## DIVERSE PLANTING

### ORCHARD (PERENNIAL)

- Our orchard was planted during a public participation event in April 2022. Over 3 dozen varieties of orchard trees were planted from multiple species, including peaches, apples, pears, and a variety of nuts. These species were chosen for their current and future suitability for this region, good cross-pollinator pairing, as well as a wide range of phenology (blooming/harvest times) to provide to buffer against weather impacts on harvest. As these trees were planted at the start of a severe drought period, that lasted into 2023, these trees took a lot of active care to keep alive. We continued to care for the orchard trees by watering, adding protective fencing, and mulching. There were heavy losses during the vulnerable establishment period due to several hard freezes and the extreme drought, even with supplemental irrigation. We conducted a full status inventory in June 2023 to assess losses from the difficult conditions of the previous year. In early 2024, we will be planting approximately 50 orchard trees, covering both some of those lost and new varieties.

### GRAIN (ANNUAL)

- All grain crops planted in Fall 2022 (wheat) or early Spring 2023 (oats) were harvested as hay in late May 2023. Due to the timing of the rain, this was the more profitable harvest option this year rather than waiting for grain to develop. This hay was sold to a neighboring rancher.





### **WINTER WHEAT (ANNUAL)**

- In early November, we planted 33 acres of winter wheat in the south field, adjacent to the orchard, using our brand-new No-Till Drill!

### **OIL SUNFLOWERS (ANNUAL)**

- We planted a 16' wide border of oil sunflowers around the perimeter of nearly the entire farm. We planted these into the firebreak from fall using the Conservation Seeder. Ultimately, these sunflowers only developed minimally, and we assessed that the Conservation Seeder does not plant the seeds deep enough. In future years, we will use the no-till drill for better seed to soil contact.

### **POTATOES (ANNUAL)**

- During Farm Day, we built and planted 3 large potato beds, and identified a local food Co-Op interested in selling them for us. Although the potatoes showed good growth during Q2, they did not develop much beyond that point before the green vegetation withered in the heat. We have learned that the soil must be much deeper to protect the developing spuds in the intense Oklahoma heat.





## LIVESTOCK INCORPORATION

### REMOTE LIVESTOCK

Incorporating livestock allows for onsite nutrient cycling, however you don't need to have the livestock onsite to incorporate their benefits.

- **CHICKENS:** We obtained 26 tons of chicken litter from a chicken farm and will spread over the portion of the farm growing no-till wheat in early 2024. This provided the phosphorus and other organic material to help fertilize and rebuild the soil at Rainmaker Farm.
- **CATTLE:** As part of indirect incorporation of livestock, Rainmaker purchased 220 tons of composted cattle manure from a nearby cattle rancher to use as fertilizer. This was spread across all fields in Q2.



### CATTLE

Some of the cattle who were at Rainmaker to help control thatch in the grassland area in late 2022 liked it so much here, they escaped after being moved and made their way back! They then stayed a bit longer to be animal ambassadors for our Farm Day in spring before going home. In summer, once the grasses were growing again, 18 steers were released onto the prairie portion of Rainmaker on July 28. The grassland was at roughly 3000-3500 lbs/acre Residual Dry Matter (RDM) when the cattle were introduced. These cattle will graze the grass down in this area to 1000lbs RDB and encourage good forb growth the following year. These cattle grazed the grass down in this area to ~2000-2500lbs RDM, and were temporarily pulled off after some heavy rains in late December. Early next year some older cows will be put on the pasture, to continue to graze it down to around 1000lbs RDM.



### EUROPEAN HONEYBEES

Overall, this was a difficult year for our honeybees. Initially the hives appeared to have weathered winter reasonably well, and we were able to harvest approximately 12 ounces of honey before foraging began. However, shortly after they began spring foraging, a hard freeze hit the region which devastated flowering plants – and they did not have the backup honey. That combined with the ongoing drought did result in the loss of another hive. The rains in Q2 were good for the bees, making more flowering plants bloom. However, many of the blooms were smaller and hives across the region were still struggling, and we needed to condense down to a single hive, plus we needed to continue nearly weekly monitoring and food supplements. Therefore, we opted to hold off requeening until next year when the hives will be more vigorous. We are looking into planting additional wildflower areas as a cover crop nearby next spring. We continued nearly weekly monitoring and food supplements until the honeybees went dormant in December. We then relocated the active hive to a more sheltered area, out of the wind and lower to the ground, to help with heat maintenance over winter.



## COVER CROPPING

- Cover cropping is beneficial to regenerative farming in many ways. It protects the soil from erosion. Many species replenish essential nutrients, such as nitrogen, in the soil. The deep roots from native species also help sequester carbon.
- This year we have two cover crops planted: Native grasses and Barley.
  - **NATIVE GRASSES:** The deep roots from native species also help sequester carbon. Our native grass cover crop around the orchard will continue to develop around the orchard, which will help with carbon sequestration, soil stabilization and retaining water in that soil.
  - **BARLEY:** This year we planted 20 acres of a Barley cover crop in our east field. This was planted at nearly twice the density that would be planted at for growing grains. We also planted it during the fall, instead of during the spring as you would for grain. The intention behind this is so that in the early summer, before the barley seed has matured, we will roller/crimper this stand into a dense mulch to suppress the annual weeds. The mulch will also retain and slowly release nutrients as it decomposes over the course of the growing season. We can plant Milo into this dense thatch, right after it is crimped, and harvest the Milo in the fall.



“The only ones who can make [recarbonization of global soils] happen are the farmers. They are the ones managing the soils.”

Ronald Vargas Land Resources Officer/Secretary Global Soil Partnership at FAO





## FARM EQUIPMENT & SUPPLIES

- This was a big year for farm equipment. Rainmaker farm upsized tractors to one that will allow us to haul farming equipment, which we lovingly named B.A.T.girl (for Big-Ass-Tractor). We also obtained a manure spreader, conservation seeder, no-till drill, gator, roller/crimper, and batwing brush mower. No longer needing to rent this equipment means that we can do these tasks when it is the optimal time for the tasks, not just when the equipment is available from others.
- We did our spring planting using the new tractor, and the Conservation Seeder. We have also been using a tractor pulled batwing mower to keep the weedy species in the crop fields from going to seed without chemicals.
- The no-till drill allows us to place the seeds into the ground at a consistent distribution and depth, even in uncultivated land. The no-till drill gives better seed-to-soil contact for crop seeds and will help assure we have a more even stand at harvest. This will complement our conservation seeder, which is still very important for grassland restoration tasks.
- The new manure spreader makes it much easier to get vital nutrients into the fields, as we are only using animal-based sources of fertilizer.
- The roller/crimper is a specialized tool developed to control weeds and preserve nutrients in no-herbicide and no-till systems. The roller/crimper crimps the vascular system of cover crops, allowing you to create a dense mat that stays in place by leaving the roots in the ground. This will help us preserve and enhance soil health, while also growing grains with fewer weedy contaminants.





## INFRASTRUCTURE

We have continued to develop the infrastructure to both support this space as a working farm, and as an educational hub.

## WATER

We determined through explorational drilling that a solar well is not feasible due to lack of groundwater. Therefore, we are catching water when it falls from the sky to use later, and we moved forward with building a water catchment system. We completed the earthwork and tank installation for a 30,000-gallon water tank. This tank is part of a water catchment system that collects water from a roof system from a cover structure and channels it into the tank using gutters. The rest of the catchment structure is already in the planning process and will likely be built in Q1 or Q2 of 2024.

## ELECTRICAL

The barn now has electrical, with counter height outlets throughout, lights, as well as 4 external outlets.

## GREENHOUSE

Assembly began on the greenhouse, the team at Farm Day 3 worked incredibly hard to dig out the foundation trenches and get the foundation frame in. Assembly was completed early in Q2, except for the windows and doors (which will be done at a future Farm Day). The foundations were concreted into the ground, including staking with rebar, to better withstand the winds in this region. The structure then withstood a windstorm! We put down sand to level the floor of the greenhouse, and covered that with concrete pavers for drainage and a flat surface for shelving.

## RAISED BEDS

9 raised beds were built using 100 straw bales as siding material. Additional metal raised beds were built and go all around the tiny house. Many herbs and flowers planted around the tiny house were thriving, providing nectar for our honeybees and other pollinators.

## HEDGEROWS/BORDER TREES

A full inventory of the border tree survival was conducted in June 2023, and we met with a tree specialist about ongoing care of the trees and replanting those lost.





## RAINMAKER FARM GENERAL MANAGEMENT ACTIVITIES

### RAINMAKER FARM LOGO

We designed a logo for Rainmaker Farm and made gear with that logo available on the Gulch Foundation [fundraising.gear](#) site.

### WEBSITE UPGRADE

We have updated our website to better reflect the work that has happened at Rainmaker Farm over the past two years, and more accurately capture it as the current project focus of the Gulch Foundation.

### INTEGRATED PEST MANAGEMENT

As Rainmaker Farm is being managed as a no-till and organic system, creative integrated pest management is a necessary part of our management system.

- **BARN OWL BOXES**

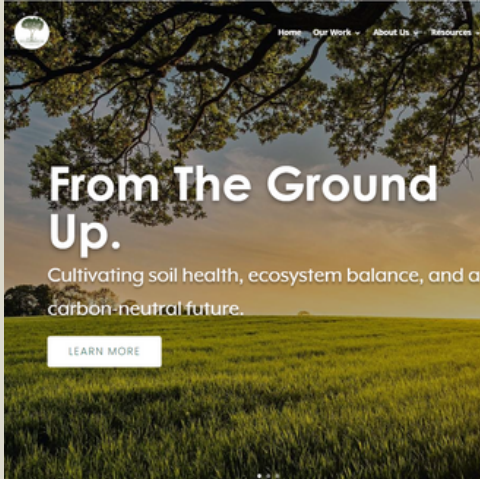
- Ongoing monitoring of the Barn Owl Nest boxes Rainmaker Farm is using ecological pest management. There was evidence of whitewash in just one of the nest boxes. As there was only a thin layer of mulch in each box, resulting in exposed bottoms, we supplemented the nesting material by adding 3 more inches of mulch to each to encourage use.

- **WEEDS IN CROPS**

- We have been implementing various Integrated Pest Management tools to manage the weedy or invasive species in our crops. We are primarily managing Horse Weed (*Erigeron canadensis*) and Musk Thistle (*Carduus nutans*), including mowing, manual removal, and spot treatment with concentrated vinegar. We also obtained a roller/crimper to use as part of a cover crop mulch system.

### MONITORING

Our wildlife cameras continue to show the importance of the riparian corridors to wildlife movement, capturing bobcat, coyote, raccoons, and deer.





## FARM DAYS

A group of enthusiastic volunteers from our sister organizations, Motive Power and 10/6, came to the farm, with their children! View our Farm Day video [here](#).

Farm Day 3 was a rousing success. We had 79 people out at Rainmaker Farm for a corporate team building event, representing offices from 8 states/provinces. We threaded the needle of Oklahoma weather possibilities, and it was overall a lovely day – not too hot and not too cold. This Farm Day was extra special, as families were invited, and many people brought their children. These kids worked hard! And their antics made the day incredibly heartwarming. The group accomplished a lot. They learned about community from Angel, soil science from Marty, ecology from Aviva, pollinators and honeybees from Zachary, and cattle ranching from Kellan.

Everyone learned a lot from each other in the process of working together to accomplish a wide variety of tasks for Rainmaker Farm, which are summarized below:

- Built 8 raised beds for around the Tiny House, including re-using the old wood from trees onside for the fill material. Those are now filled with 20 culinary rosemary plants, roses, thyme, and other flowers and fruits.
- Built an enclosed blueberry farm, including raised beds made from straw bales. 40 blueberry plants are now growing, and already providing food for the honeybees and native pollinators, which is critical during this drought.
- Built two beehives from scratch and rebuilt a number of in-use hive frames.
- Built 3 large beds of potatoes.
- Multiple people learned how to drive a tractor and were able to use composted manure to fill the new planting beds, incorporating livestock onto the farm in a way that brings key nutrients back into a cropped system.
- We replaced some trees that did not survive the drought or harsh winters during establishment. We replaced 10 border trees with Oklahoma Redbud, and we the following orchard trees: 5 apple trees, 2 peaches, and a pear in the orchard, and cleared away some pecans in preparation for replacement of those as well.
- Built protective fences around the orchard trees.
- And – a herculean effort went into the build and preparation of our massive new greenhouse, especially getting the foundation trench prepared and the front and back walls built.





## FUTURE

- Explore partnering with researchers and educators at the University.
- A proposal was obtained for pollinator and invertebrate monitoring, which is being considered for the 2024 growing season.
- We have begun planning to repair the terraces on the sloped portion of the farm to prevent further erosion.
- Gulch team members will be speaking at several events, including at the University, and soil conservation conferences in Oklahoma.
- In Q1 2024 we anticipate the following:
  - Planting new and replacement orchard trees.
  - Continue to care for the orchard, blueberries, and border trees, including watering new plantings.
  - Continue developing the water catchment system.





# Educational Programs

Gulch staff education and outreach continued to grow. This year we successfully combined corporate event with K-12 education. We also continued to develop our training programs and outreach through other institutions.

## SEMINARS

Gulch Foundation staff provided environmental training to everyone joining our sister organizations, who are corporations that guide utilities. Outreach to this group has a multiplicative impact, as it reaches people doing on-the-ground work in energy generation and with utilities. The overall training included Understanding Climate Change, and the Ecological Economy, all under the framework of Environmental and Social Governance (ESG).

## CONFERENCES TALKS

Gulch staff engaged and leveraged their network to provide talks and lead the conversation across many different disciplines. At multiple big conferences, they provided sponsorship, keynote speaking opportunities, and panel moderation at multiple big conferences throughout the year.

## ENERGY THOUGHT SUMMIT (ETS23)

In April, our team attended ETS23, a large utility-based conference in Austin, TX, representing our Family of Companies as event sponsors. A highlight was our expert's participation on a key panel about accelerating grid decarbonization. They shared valuable insights on integrating technology, policy, and strategy to overcome decarbonization challenges, underscoring our role in advancing sustainable energy solutions.

## EDISON ELECTRIC INSTITUTE (EEI)

In June, our team attended the celebrated EEI 2023 event in Austin, TX, a key gathering for the electric power industry. It was an impressive lineup, with industry leaders like Elon Musk and Bill Gates in attendance. We engaged deeply in a series of dynamic keynotes, thought-provoking breakout sessions, and meaningful discussions on ESG in the utility sector. The event was a fantastic opportunity to delve into both the challenges and the exciting opportunities shaping today's electric power landscape, fostering a blend of insight, collaboration, and inspiration around sustainable energy solutions.





## WE3 SUMMIT

In November, we were proud sponsors of Zpryme's WE3 Summit in Newport Beach, CA, a key gathering of sustainability leaders aimed at expediting progress in the energy and water sectors. Our presence was marked by an interactive booth where we shared groundbreaking insights from our 2023 Annual Utility Decarbonization Report and engaged in meaningful discussions with attendees.

In line with what leading climate communicators have been championing, we have been reaching out across disciplines, to engage in conversation and education with groups within our other spheres of influence that may not be traditionally focused on climate issues.

## DECARBONIZATION SOLUTIONS FORUM

In March 2023, the first NPUC Decarbonization Solutions Forum was co-hosted by Motive Power, SMUD, Zpryme, and the National Public Utilities Council (NPUC) in Sacramento, CA. The inaugural event focused on tackling the complex challenges of decarbonization within the utility industry, a critical step in the global transition towards a zero-carbon energy future. The forum brought together industry experts and key stakeholders to share insights, fostering a collaborative environment conducive to developing actionable solutions.



## UTILITY LISTENING TOUR

Our CEO is embarking on a nationwide Utility Tour, engaging in strategic discussions with CXOs from various utility companies. These meetings are centered around the insights from our NPUC Annual Report, focusing on pivotal decarbonization efforts and the potential for collaboration. This tour is a unique opportunity for our CEO to share expertise, gather diverse perspectives, and forge meaningful partnerships. These discussions aim to drive forward-thinking strategies and actionable solutions in the utility sector, reflecting our commitment to leading the charge in sustainable energy practices and industry collaboration.





## PUBLIC OUTREACH

### BOOK PUBLICATION

In 2023, our Founder, Angel Lance published her first book through Forbes - [Seeing Green: How to Save the Planet and Profit from Sustainability](#). Angel takes the reader on her entertaining journey to revolutionize the world through environmentally sustainable practices. Driven by multiple passions for environmental stewardship and running profitable businesses Seeing Green follows Lance's mission to prove, through her own actions, that going green is not an all-or-nothing venture, but instead a shifting ride that make your business more profitable while saving the world. Seeing Green combines environmentalism and business savvy, using insightful storytelling, witty commentary, and practical tips to guide readers to implementing environmentally conscious initiatives in their homes, businesses, and industries. Next year we will continue our outreach and education efforts through the ongoing publicity for this book.



“  
We abuse land because we regard it as a commodity belonging to us. When we see land as a community to which we belong, we may begin to use it with love and respect. We abuse land because we regard it as a commodity belonging to us. When we see land as a community to which we belong, we may begin to use it with love and respect.

Aldo Leopold - *Essay Conservation Economics, The River of the Mother of God.*

### RADIO / TV

An effective way to reach a larger audience is through appearances in public media. Research on wildlife [published](#) by our Research Director this year was, featured in over 20 news articles, including the [Sierra Club's national magazine](#). She was also interviewed about it, representing The Gulch on local television shows. including print and television interviews.

Our Research Director also joined a [panel discussion on how wildlife is adapting to a changing climate](#), for a regional radio show with tens of thousands of listeners.



## ON FARM EVENTS

The Gulch Environmental Foundation provides opportunities for adults and children alike to learn actionable steps to combat climate change. For adults, we facilitate team building events, Farm Days, where we welcome corporate groups to participate in our on the ground programs. Farm Days bring people together, to help them work better together, and makes a positive difference in the world.

We also consider the next generation's involvement in the Farm projects as a crucial part of our mission. Our Farm Days provide hands-on learning for K-12 students to engage with ideas ranging from physics to ecology, and from natural resource conservation to food production. At our farm, students delve into the transformative world of carbon sequestration and sustainable agriculture. While not all may pursue a future in farming or land management, our hands-on exploration offers a profound insight into their potential role in combating climate change. It's more than a visit; it's an awakening for the next generation.

This year we found novel ways to involve K-12 students from multiple schools and grades working together, by combining corporate team-building events with a tailored home-school curriculum for K-12 hands-on educational opportunities. This way children could attend the Farm Day corporate team building event with their parents and still get credit for attending school by participating in the education curriculum we developed.

The lesson plans are designed for children visiting the farm on an independent study from school. They are comprised of pre-visit activities, on-farm events, and post-visit activities. Although the general lesson plan can be adjusted for specific groups, this is the foundation all our students start the learning process with.

We also find ways to support visiting students in meeting multiple educational and life goals, and our beekeeper also helped a Scout meet the requirements for the Insect Study merit badge during his inspection of the farm hives.







## WITH GRATITUDE

We wouldn't be able to do this work without our generous funders and our on the ground team. Particular thanks to those who came to the farm this year, and many who brought their families with them (spouses, parents, siblings, and kids!) to help us build the farm. Your dedication and hard work were noticed and it is appreciated. And your hands-on effort is literally making the world a better place in a way that will continue to bear fruit, literally, for generations. A very important thank you to our administrative support teams at our sister organizations, Motive-Power and 10-6, bringing a level of professionalism to our outreach and management that would otherwise be challenging for a small organization like us to achieve.

And a special shout-out to our year-round on-site team, who have eyes and ears on the farm throughout the year helping to keep it running as well as helping during public events. Zachary Royko, who cares for our European Honeybee colonies, bringing them supplemental food during hard times and keeping the hives protected during harsh weather. Kellan Hostetler, our Farm Manager at Rainmaker Farm, is an invaluable source of guidance and information. He is at the farm, or at least passing by, nearly every single day. He is a master of offering creative solutions, can fix literally anything, and he is the one who identifies and fixes problems before they are bigger problems.

“—  
| *Conservation will ultimately boil down to rewarding  
the private landowner who conserves the public  
interest.*

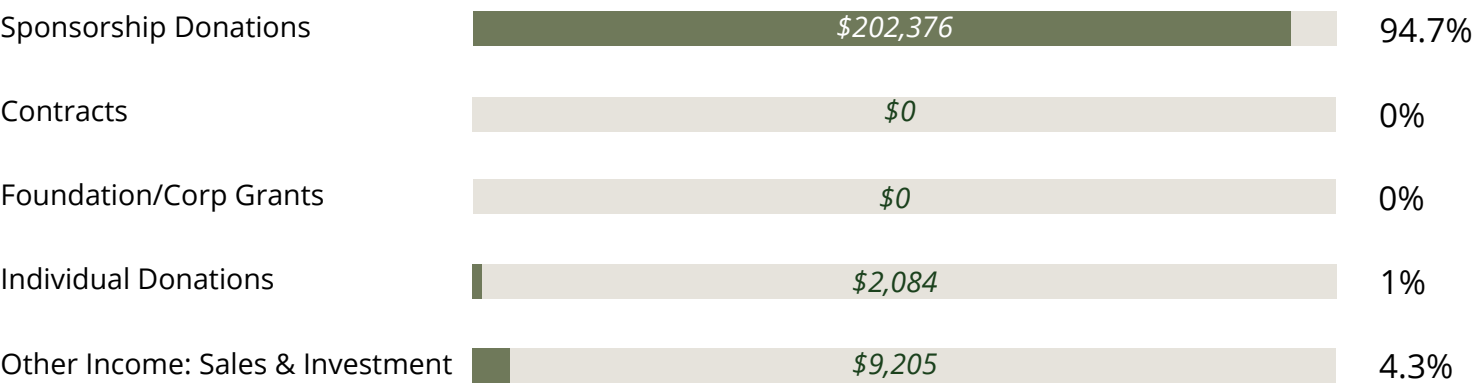
*Aldo Leopold - Essay Conservation Economics, The River of the Mother of God.*

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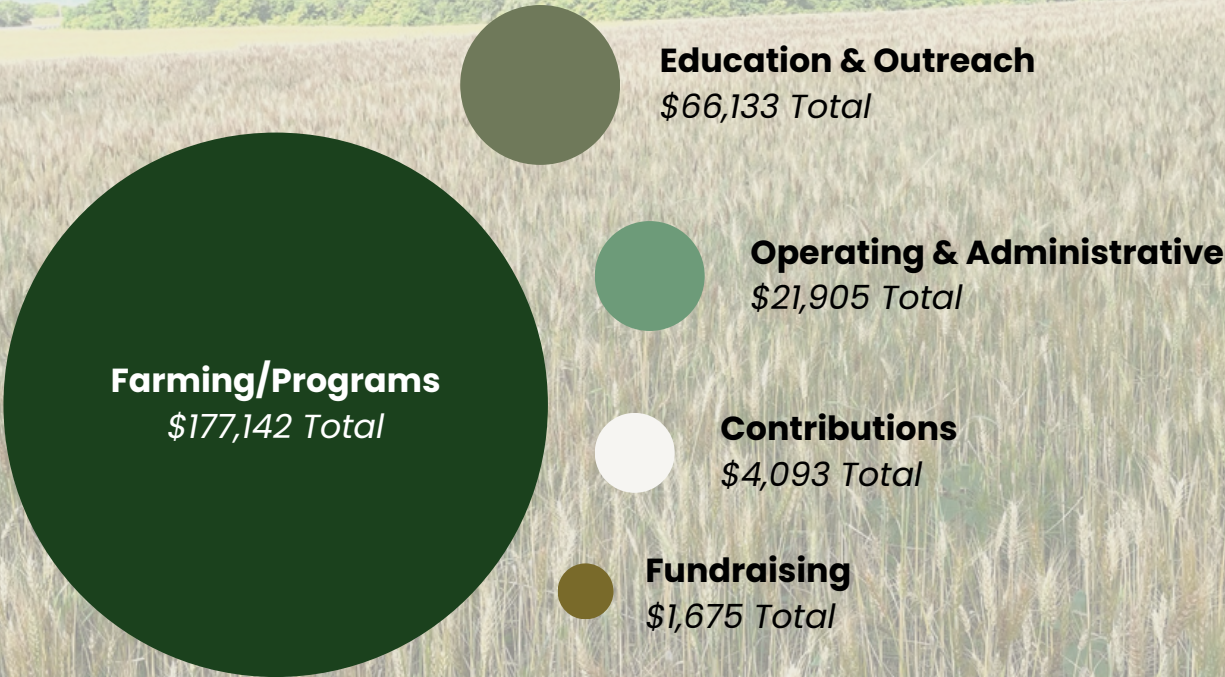
# 2023 Financials

## 2023 FUNDING \$213,665 Total



*\*No public donations are used for overhead costs*

## 2023 SPENDING \$270,948 Total



*\*All numbers are rounded to the nearest thousand.*



# Meet the Team



## **ANGEL LANCE** *Founder*

Angel is a serial entrepreneur, having founded, owned and operated outright 5 separate entities, all of which have been successful financially, socially and with minimal environmental impact. She considers herself a good businesswoman that hasn't lost her sense of self, her sense of fun or her strict code of values.

To that end, a few years ago, like most people in their early 40's she did a lot of soul searching and cogitation around how to make an impact going forward, Angel was looking for her next pursuit. Her business was successful but just not as inspiring as it once was. Though much reflection she started thinking about the few things she knew she was good at:

- Growing things and helping make things naturally beautiful and bountiful
- Running a business
- Throwing parties and having zany fun
- Living life to the fullest with a mind's eye on the planet's health

Additionally, as a corporate executive, Angel has been the driver and responsible for giving hundreds of thousands of dollars to notable charitable causes. However, there is always a sense of frustration in that once the money had been distributed it was impossible to tell where it went or what good it actually did. As a result, Angel was determined to start a foundation that did what is said it was going to do and communicated openly about where money is going, and what impact it was having. Also putting her own money where her mouth is, she figured out that by signing up for all administration costs of the foundation personally, she could remove the tension of what foundation typically need to keep to themselves and be able to report accurately on impact related activities.

### ***Thus the Gulch Foundation was born.***

Angel Lance is a mother of two, a personal sustainable farmer, an aspiring farm to table chef and many other things. Her mission is to create a foundation that will help the environment and it's many long-time facing issues that need to be handled NOW for a habitable earth for our future generations.







### **DR. AVIVA ROSSI** *Research Director*

Dr. Aviva Rossi is an ecologist with over 20 years of work experience in wildlife ecology, vegetation management, and habitat restoration. Her current work is focused on tracking changes to soil and wildlife biodiversity trends during regenerative agriculture transitions. At the Gulch she is grateful to be working towards a more stable climate future, thriving natural resources, and happy well-fed human beings.



### **KELLAN HOSTETLER** *Farm Manager*

Kellan Hostetler is the Farm Manager at Rainmaker Farm. He is a 5th generation farmer and rancher in on neighboring properties. He has a wide variety of skills and experience, and if he can't do something himself, he always knows someone who can. He combines that hands-on knowledge with a degree in Agribusiness from Oklahoma State University and has become an invaluable member of our team.



### **MARTY WILLIAMS** *Agriculture Advisor*

Marty Williams is a 7th generation Oklahoma farmer with a lifetime of experience in farming and ranching, including his own diverse no-till farming operation centered around conservation of our natural resources. He brings a broad range of agricultural expertise to The Gulch that is crucial for the success of our regenerative agriculture projects.





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## THANK YOU

*Thank you for your enthusiasm and support for the work that The Gulch Environmental Foundation is doing. We look forward to ongoing collaborations, friendships, and celebrations of our collective accomplishments.*

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