



THE GULCH
ENVIRONMENTAL FOUNDATION

2025

ANNUAL IMPACT REPORT



LETTER FROM FOUNDER AND TEAM



As we reflect on 2025, one word rises to the surface again and again: resilience. This year reminded us—sometimes gently, sometimes forcefully—that regenerative work is not linear. It requires patience, humility, and a willingness to learn from both progress and setbacks. At Rainmaker Farm and across the Foundation, 2025 was a year of deepening our roots, strengthening our systems, and laying critical groundwork for what comes next.

The land itself set the tone early in the year. A severe January cold snap tested winter crops, infrastructure, and livestock systems, while later weather extremes (from heavy spring rains to summer heat!) reinforced the importance of adaptive management. Even so, signs of progress were everywhere: wheat fields revealing historic promise, an orchard growing steadily toward maturity, thriving pollinators, and an ecosystem increasingly alive with birds, insects, and wildlife. Each season brought new data, new insight, and renewed clarity about how regeneration must respond to place and conditions, not just plans.

Much of our focus in 2025 was on building capacity for the future. Major infrastructure investments included completion of perimeter fencing, preparation for solar-powered irrigation, and continued refinement of water catchment systems, all of which strengthened Rainmaker Farm as both a working farm and a living laboratory. These improvements allow us to better steward the land, integrate livestock more intentionally, and prepare for diversified planting strategies in the years ahead.

Scientific learning and measurement also moved forward in meaningful ways. Our partnership with Oklahoma State University advanced through on-site field trials and preparation for long-term soil monitoring, including upcoming five-year follow-up studies to our 2021 baseline studies. These efforts are essential not only for regenerative agriculture certification, but for understanding quantitatively and qualitatively how soil health, biodiversity, and carbon outcomes are changing over time.

Community and education remained central to our mission. Our Annual Farm Day event once again brought people together for hands-on learning, shared problem-solving, and meaningful connection to the land. From planting pecan trees and pollinators to learning directly from soil scientists, conservation professionals, and our farm team, these moments reflect what we believe most deeply: regeneration is not just about land, but about people. Beyond the farm, our presence at conferences, symposiums, and Climate Week conversations allowed us to contribute to broader dialogues on regenerative agriculture, decarbonization, and climate resilience—bridging on-the-ground practice with systems-level change.

Not every goal unfolded as originally envisioned. A wheat harvest that looked exceptional on paper ultimately became a lesson in timing, weeds, and weather. Equipment challenges, pest pressures, and difficult management decisions tested our resolve and reinforced the complexity of farming regeneratively. But these experiences are not failures; they are data. They inform better strategies, clearer questions, and more grounded expectations moving forward.

As 2025 comes to a close, we are proud of what was built—both physically and intellectually. The farm is better prepared. Our systems are stronger. Our partnerships are deeper. And our vision is clearer: looking ahead, we are excited to continue follow-up soil studies, advance regenerative certification, expand diversified plantings, and explore how our work can meaningfully contribute to carbon markets and climate solutions at scale.

None of this work happens in isolation. We are deeply grateful to our funders, collaborators, volunteers, advisors, and on-site team who show up day after day—through heat, cold, wind, and uncertainty—to care for this land. Your trust and engagement make it possible to do this work with integrity, transparency, and hope.

Thank you for being part of this journey. We look forward to continuing the work—learning from the land, from each other, and from every season ahead.



ANGEL LANCE

Founder

The Gulch Environmental Foundation



OVERVIEW

In its early years, The Gulch Environmental Foundation focused on vision-setting and experimentation, asking what regenerative land stewardship could look like in practice. In 2025, that vision came into sharper focus. This year marked a turning point, as ideas became systems and short-term actions began to align with long-term impact.

At Rainmaker Farm, our flagship project and living laboratory, regenerative agriculture moved from proof of concept toward enduring practice. Strategic investments in infrastructure, research partnerships, and land management strengthened the farm's capacity to generate measurable outcomes in soil health, biodiversity, and carbon sequestration, all the while laying the groundwork for certification, data-driven learning, and participation in future carbon markets.

Beyond the farm, The Gulch expanded its reach as a catalyst for collaboration, connecting on-the-ground practice with broader climate leadership through education, convening, and partnership. From Farm Day to Climate Week, 2025 affirmed a guiding belief: regeneration is

not only about restoring land, but about shaping resilient systems that can scale, endure, and inspire collective action.

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



**FROM CLIMATE LEADERSHIP
TO REGENERATIVE
PRACTICE**

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**FOUNDATION-INITIATED
ENVIRONMENTAL
PROJECTS**

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**COMMUNITY AND
EDUCATIONAL
OUTREACH**

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FROM CLIMATE LEADERSHIP TO REGENERATIVE PRACTICE

NEW GOALS: FIVE CORE PILLARS

During the year, we refined our broader strategic goals for Rainmaker Farm and The Gulch Environmental Foundation as a whole. Our work is now guided by five core pillars: Carbon Sequestration, Soil Health, Biodiversity & Restoration, Financial Sustainability, and Community & Social Outreach. Together, these focus areas provide a clear framework for aligning our on-the-ground practices with long-term environmental and social impact. The examples below show how our five core pillars are put into practice:

- **Carbon Sequestration:** Managed over 120 acres of no-till winter wheat, incorporated cover crops and perennial plantings, and advanced planning for five-year follow-up soil carbon studies and future carbon market participation
- **Soil Health:** Applied composted cattle manure and chicken litter to all planting fields, reduced disturbance through no-till practices, and partnered with Oklahoma State University on ongoing soil monitoring and field trials
- **Biodiversity & Restoration:** Planted nearly 300 pollinator plants, supported native grassland grazing with 39 head of cattle, and explored options for a new species indexing and biodiversity tracking plan
- **Financial Sustainability:** Completed 1.5 miles of perimeter fencing, researched USDA Organic and A Greener World regenerative certifications, and invested in infrastructure to improve long-term farm efficiency and resilience
- **Community & Social Outreach:** Hosted a Farm Day event, supported university research and education, and engaged national audiences through New York Climate Week, reaching over 100+ stakeholders





NEW YORK CLIMATE WEEK

A major milestone for Rainmaker and The Gulch Foundation this year was our participation in New York Climate Week in late September. We were prominently featured as the primary organization at a key networking event, where we engaged directly with attendees and distributed over 100 basil plants, each paired with a QR code linking to a newly developed carbon emissions assessment tool.

Throughout the event, our team connected with sustainability-focused financial institutions, biochar developers, and innovators advancing scalable solutions in soil health and decarbonization. These new relationships span the ag-tech, finance, and food sectors, strengthening The Gulch Foundation's ability to translate sustainability goals into measurable, real-world impact.



Make a Positive Impact

Calculate your emissions in a clear, straightforward way. Then turn your footprint into real progress by supporting our regenerative partner farm.

Calculate my emissions →

Explore the Farm

Offset price

\$36.75–\$125 / tCO₂e

Instant estimate

Live calculator

Your impact

Support the farm directly

Simple, transparent, effective

1

Calculate your flights

Add cities and connections. See your footprint update live in tons of CO₂e.

2

Choose your contribution

Pick from four options with transparent, activity-specific pricing.

3

Go carbon neutral

Your choice powers regenerative work on the ground. Feel proud—this is your impact.

CARBON CALCULATOR

The Carbon Calculator is a tool developed to quantify carbon emissions associated with travel and translate those emissions into a corresponding financial contribution that supports regenerative projects at Rainmaker Farm, such as livestock incorporation and cover cropping.

In its initial phase, the Calculator was available to Climate Week conference participants and employees of The Gulch and its sister company, allowing users to enter air travel details that could be correlated with a certain amount of greenhouse gas emissions. In 2026, the tool will expand to include additional modes of transportation (bus, car, and train) and will be made available to a broader audience.

Through this expansion, emissions generated by travel can be directly offset by funding on-the-ground projects that advance soil health, carbon sequestration, and long-term farm resilience. To make carbon impacts more tangible, the Calculator will also feature real-world equivalencies, helping users better understand the meaning and scale of their emissions.

NATIONAL PUBLIC UTILITIES COUNCIL

The Gulch continued to strengthen its collaboration with the **National Public Utilities Council (NPUC)**, a closely affiliated organization within our broader enterprise that shares both our Founder and our commitment to advancing decarbonization. As a leading research organization, the NPUC supports progress in power generation by fostering collaboration among public utilities and providing a trusted platform for innovative approaches to carbon reduction.

NPUC staff also contributed significant expertise to a series of decarbonization reports that evaluate the performance of investor-owned utilities (IOUs), public utilities, and natural gas providers. With nearly 1,200 downloads to date, these reports have catalyzed important dialogue among utility leaders and clean energy stakeholders, helping to accelerate the sector's transition toward a carbon-neutral future.

FOUNDATION-INITIATED ENVIRONMENTAL PROJECTS

UNIVERSITY INVOLVEMENT

Continued and expanded collaboration with Oklahoma State University (OSU) strengthened Rainmaker Farm's role as a hands-on learning and research site, supporting shared goals around soil health, regenerative agriculture, and climate resilience.

- **Sorghum Field Research:** OSU-led field trials advanced in 2025, with multi-year research on grain sorghum and sorghum silage evaluating organic weed suppression, soil fertility, and long-term land health.
- **Soil Studies:** Preparations began for follow-up soil testing in partnership with OSU, building on Rainmaker Farm's 2021 baseline assessments to measure changes in soil health, carbon storage, and regenerative outcomes over time.
- **Education & Knowledge Sharing:** Academic expertise was woven into public and educational programming, with OSU faculty contributing to Farm Day presentations and knowledge-sharing on soil science, plant systems, and regenerative land management.

DIVERSE PLANTING

Annual Crops

- **Winter Wheat:** Planted across multiple fields and supported by favorable early conditions, producing the strongest wheat stand in Rainmaker Farm's history while informing adaptive strategies in response to late rains and weed pressure
- **Grain Sorghum & Sorghum Silage:** Integrated into diversified rotations through OSU-led field trials to evaluate organic weed suppression, soil fertility improvements, and climate-resilient cropping systems
- **Hairy Vetch:** Planted as a cover crop to protect soil from erosion, improve nitrogen availability, and support soil structure during non-harvest periods
- **Turnips:** Seeded alongside wheat to reduce compaction, enhance soil structure, and increase nutrient cycling as part of a broader regenerative cropping strategy
- **Cover Crop Residue:** Retained in fields following terminated plantings to provide organic matter, suppress weeds naturally, and support soil moisture retention





Perennial Crops

- **Pollinator Plantings:** Nearly 300 flowering shrubs and perennial plants were installed around the orchard, Tiny House, and key farm areas to support birds, bees, beneficial insects, and overall biodiversity.
- **Pecan Trees:** Thirty new pecan trees were added to the orchard, expanding long-term food production and increasing structural diversity within the perennial system.
- **Orchard Trees:** Existing fruit and nut trees were inventoried, pruned, and supplemented with replacement plantings to strengthen orchard resilience and long-term productivity.
- **Native and Adaptive Shrubs:** Selected for regional suitability and ecosystem function, perennial shrubs were added to stabilize soil, improve water retention, and enhance habitat connectivity across the farm.

LIVESTOCK INCORPORATION

Livestock continued to play an important role in Rainmaker Farm's regenerative management approach in 2025, supporting soil health, nutrient cycling, and ecosystem resilience through both direct and indirect integration across the farm.

- **Cattle Grazing:** Seasonal and rotational cattle grazing was used as a land management tool to stimulate plant regrowth, strengthen root systems, and increase soil organic carbon. Stocking decisions and timing were adjusted in response to weather conditions, fencing installation, and field readiness, ensuring grazing practices aligned with long-term soil health and regenerative goals.



- **Cattle Manure and Chicken Litter:** Organic soil amendments remained a key component of nutrient management in 2025. Composted cattle manure sourced from neighboring ranch operations was applied across crop fields to improve fertility and build organic matter. Chicken litter was also incorporated to supplement soil nutrients, supporting crop growth while reducing reliance on synthetic inputs.
- **Honeybee Activity:** Following winter colony losses, the team focused on harvesting remaining honey, cleaning and storing hive equipment, and assessing long-term stewardship options for pollinators at Rainmaker Farm. Planning continued throughout the year for improved hive infrastructure and the reintroduction of healthier colonies in 2026, reinforcing the farm’s commitment to biodiversity and pollinator habitat.
- **Expanded Livestock Integration:** Advanced planning included improved fencing, pasture access, and hive design, positioning Rainmaker Farm to deepen its use of animals as partners in regenerative agriculture in future seasons.



COVER CROPPING

Cover cropping continued to play a vital role in Rainmaker Farm’s regenerative approach in 2025, supporting soil health, erosion control, water retention, and long-term climate resilience. Through a combination of active plantings, managed crop termination, and forward planning, cover crops were used to protect and rebuild soils while preparing fields for future productivity.

- **Terminated Milo:** Residual milo from prior plantings was intentionally left in place following crop termination, allowing root biomass and surface residue to return organic matter to the soil, provide natural weed suppression, and offer forage and habitat for wildlife.
- **Hairy Vetch:** In Q4, hairy vetch was planted as a dedicated cover crop across approximately 44 acres of the Tiny Field, contributing to nitrogen fixation, carbon sequestration, and winter soil protection ahead of the next growing season.
- **Planning for Future Seasons:** The farm team evaluated post-harvest and fall-winter cover cropping strategies to complement winter wheat and future annual crops, with an emphasis on nitrogen-fixing and pollinator-supportive species to further strengthen soil fertility and biodiversity in the years ahead.



FARM EQUIPMENT AND SUPPLIES

Throughout 2025, Rainmaker Farm relied on the continued use and proactive maintenance of essential equipment—including the large tractor (“BAT Girl”), no-till drill, zero-turn mower, side-by-side utility vehicle, and on-site weather station—to support planting, land management, and daily operations. Timely servicing and repairs addressed routine wear, mechanical challenges, and wildlife-related damage, helping ensure equipment was ready during critical seasonal windows. Regenerative-supporting tools such as the no-till drill and weather station played a key role in protecting soil structure and guiding decision-making amid increasingly unpredictable weather.

In parallel, the team advanced innovative equipment projects, including early work to convert a vintage truck into a mobile irrigation unit, laying the groundwork for expanded irrigation capacity and long-term farm resilience.

INFRASTRUCTURE

Infrastructure development was a major focus at Rainmaker Farm in 2025, laying the physical foundation needed to support regenerative farming, educational use, and long-term resilience.

- **Perimeter Fence Project:** One of the year’s most significant accomplishments was the completion of a comprehensive perimeter fence. Spanning approximately 1.5 miles, the new fencing includes multiple gates and reinforced water gaps, greatly improving access, livestock management, and protection of sensitive areas while withstanding heavy seasonal storms.





- **Water Capture System Planning:** Planning and early groundwork continued for a solar-powered irrigation system that will draw from the existing 30,000-gallon rain catchment tank, including site preparation for a lean-to structure with deep guttering designed to increase water capture. These efforts reflect a commitment to reducing reliance on external inputs while improving drought resilience.
- **Site Organization and Wayfinding:** Additional infrastructure improvements included field organization and wayfinding updates, such as the official renaming of the farm’s primary planting areas, as well as the installation of new metal Rainmaker Farm signage on select gates to create a clearer sense of arrival and place. Together, these investments strengthened Rainmaker Farm’s capacity as a working regenerative farm and an evolving hub for research, education, and community engagement.

ON-SITE WEATHER STATION

Rainmaker Farm’s on-site weather station, Major Tom, continued to be a vital tool in 2025, providing reliable, hyperlocal data to support farm operations, research, and long-term planning. During the January cold snap, when portions of the state’s weather reporting systems failed, Major Tom continued to collect and transmit real-time temperature data, offering insight that even local weather channels were unable to access at the time. By maintaining a consistent, site-specific data source, Gulch strengthens its ability to respond to extreme conditions, support university research, and build a meaningful environmental record for regenerative certification and future climate analysis.



COMMUNITY AND EDUCATIONAL OUTREACH

SYMPOSIUM

In 2025, Gulch Environmental Foundation staff participated in the Scissortail Foundation's Farming Symposium as part of our commitment to education and community outreach. The event convened farmers, land stewards, nonprofit leaders, and sustainability practitioners to share insights on regenerative agriculture and long-term land stewardship. Through these exchanges, including sessions led by keynote speaker Forrest Pritchard, our team gained perspectives that continue to inform our on-the-ground work and collaborative approach beyond Rainmaker Farm.



FARM DAY

Farm Day remained a cornerstone of Gulch Environmental Foundation's education and community engagement efforts in 2025, bringing together staff, partners, and community members for hands-on learning at Rainmaker Farm. Held in the fall for the first time, the event offered participants an opportunity to engage directly with regenerative farming practices while contributing meaningful labor to on-the-ground projects.

Participants worked alongside Gulch staff and local experts on a range of activities, including:

- Planting **30 new pecan trees** in the orchard to expand long-term food production
- Installing **nearly 300 pollinator plants** around the orchard and Tiny House to support biodiversity
- Supporting **orchard maintenance and winter preparation**, including watering and care of new plantings
- Learning about **soil health, regenerative agriculture, and livestock systems** through presentations by the Oklahoma Conservation Commission, OSU faculty, and Rainmaker Farm staff







WITH GRATITUDE

This work would not be possible without the generosity of our funders and the dedication of those who support The Gulch Environmental Foundation and Rainmaker Farm throughout the year. We are especially grateful to the many individuals who joined us on the land, including friends and family members, who contributed their time, energy, and care during Farm Day and other on-site efforts. These hands-on contributions are deeply valued, and their impact will continue to shape the land and its future for generations to come.

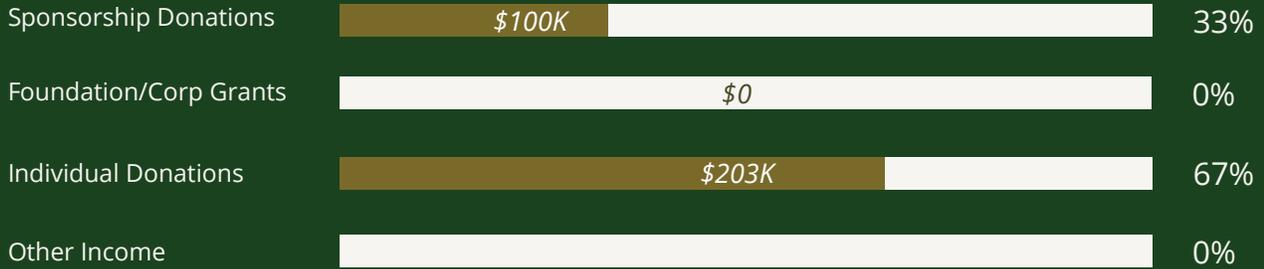
We also extend sincere thanks to the administrative support team at our sister organization, Motive Power, whose expertise and professionalism strengthen our operations, outreach, and financial stewardship. Their behind-the-scenes support allows a small organization like ours to operate with clarity, consistency, and accountability.

Finally, we are profoundly grateful for our on-site team, whose steady presence and commitment keep Rainmaker Farm moving forward day after day. Kellan Hostetler, Farm Manager, brings invaluable local knowledge, problem-solving skill, and hands-on leadership to the land, ensuring that challenges are met thoughtfully and proactively.

FINANCIALS

2025 FINANCIALS

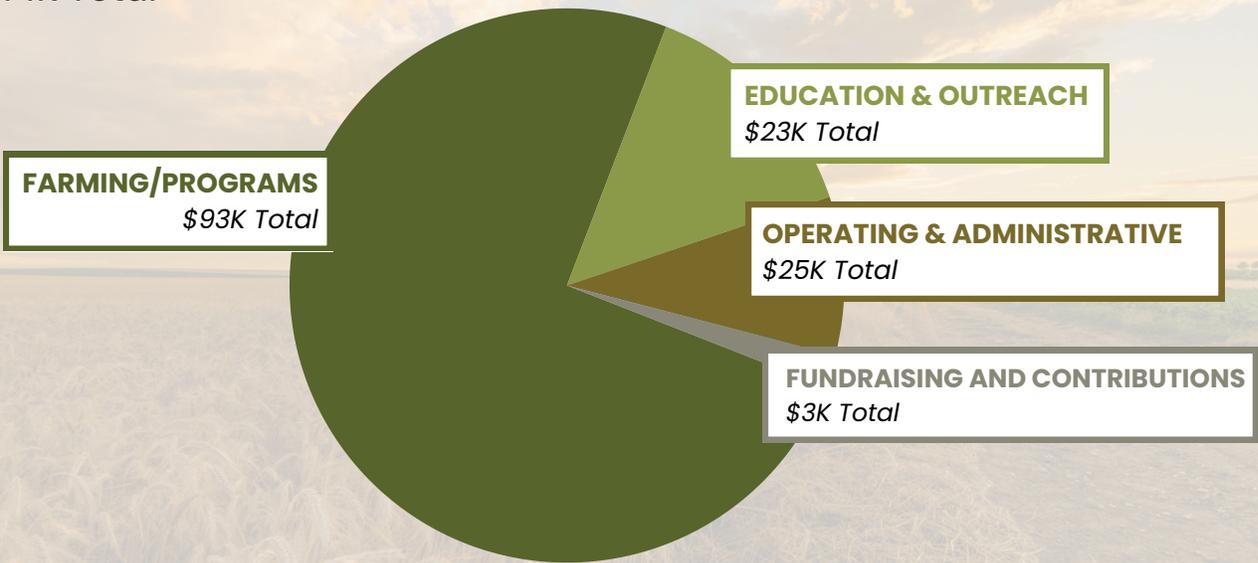
FUNDING TOTAL
\$303K



**No public donations are used for overhead costs
All numbers are rounded to the nearest thousand

2025 SPENDING

\$144K Total



**All numbers are rounded to the nearest thousand*

ASSETS AND LIABILITIES

2025

ASSETS
\$686K

LIABILITIES
\$65K

501(c)(3) Nonprofit | Tax ID 84-3607893



MEET THE TEAM



ANGEL LANCE
Founder

Angel is the Founder of The Gulch Environmental Foundation. A serial entrepreneur, she has founded, owned, and operated five separate entities, each successful financially, socially, and with minimal environmental impact. She considers herself a good businesswoman who hasn't lost her sense of self, her sense of fun, or her deeply held values.

Over time, Angel began thinking carefully about how she wanted to direct her energy and experience toward something more meaningful. While her businesses were thriving, she felt drawn back to the things that have always brought her joy and purpose:

- growing things and making them naturally beautiful and bountiful
- building and running organizations
- bringing people together (often with a little zany fun)
- living life fully with a steady focus on the planet's health

As a corporate executive, Angel has also directed hundreds of thousands of dollars to charitable causes. Yet she found herself wanting more clarity and more connection between the dollars given and the real-world impact created. That desire for transparency and accountability led her to create a foundation that does what it says it will do and clearly communicates where resources go and what they accomplish. By personally covering all administrative costs, she ensured that the foundation could focus entirely on impact and share its progress openly and honestly.

From that vision, **The Gulch Environmental Foundation was born.**

Angel is a mother of two, a personal sustainable farmer, an aspiring farm-to-table chef, and many other things. Her mission is to help address the environmental challenges we face today—so that future generations inherit a healthier, more resilient, and truly habitable Earth.



MAIA MATTSEY
Operations Lead

Maia is the Operations Lead for The Gulch Environmental Foundation and Rainmaker Farm. Her roots solidly are midwestern, although admittedly more urban than agricultural. But she has known the satisfaction of pulling carrot tops from dark soil to discover a burst of bright orange below, grown from a combination of careful watering, patience, and a healthy dose of hope! She uses her background in life sciences, a knack for developing and maintaining organized systems, and an enduring appreciation of all things green to keep The Gulch and Rainmaker Farm projects organized, grounded, and growing.



KELLAN HOSTETLER
Farm Manager

A fifth-generation farmer and rancher on neighboring properties, Kellan brings deep local roots and a wide-ranging skill set to the work. If he can't do something himself, he always knows someone who can. With hands-on experience and a degree in Agribusiness from Oklahoma State University, he is an invaluable part of the Rainmaker Farm team.



MARTY WILLIAMS
Agriculture Advisor

Marty 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.





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.

[DONATE NOW](#)

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CONTACT

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