

2024 ANNUAL REPORT

Ghost Ranch Stats & Financials

With heartfelt thanks, we present our 2024 Annual Report—a celebration of all we've accomplished together.

Guest Services & Experiences Impact

In 2024, Ghost Ranch welcomed 28,104 guests, resulting in 18,874 room nights booked for both Experiences participants and other overnight stays—generating \$2,031,236 in revenue.

Guest Services warmly greeted and checked in:

15,722

Day Guests

797

Outdoor Adventures Guests

5,894

Tour Guests for public and private tours

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3,743

Trail Ride Guests

Tours guided 6,777 guests, including high school and university groups, across 10 distinctive experiences:

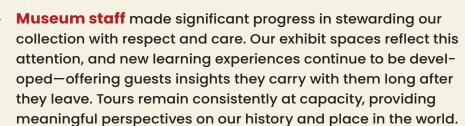
- Oppenheimer Set Tour
- Ghost Ranch Museums and Landscape Tour
- Paleontology Tour
- Georgia O'Keeffe Landscape Tour
- Light Walk in O'Keeffe's Footsteps
- Walk in O'Keeffe's Footsteps
- Evening Stroll and Ghost Tour
- Sketch the Morning
- Private excursions



Experiences offered 92 workshops attended by 1,201 participants, including a sold-out program with Dr. Robin Wall Kimmerer, a leading voice in Indigenous ecological knowledge.



connected over 600 guests, including six school groups, with the sacred desert landscape and the Abiquiú Lake waterfront. The team also contributed to a special waterfront restoration project.



Our Tour and Outdoor Adventures teams do more than guide—they educate and inspire. By offering immersive experiences on the land, they help foster deep, lasting connections to this unique landscape—encouraging long-term care for natural resources everywhere.



With deep gratitude, we thank everyone—near and far—who supported Ghost Ranch in 2024.

8,294,408

Your generosity, participation, and belief in our mission made 2024 a remarkable year. Whether you joined us on the land, attended a workshop, took a tour, made a gift, or simply held Ghost Ranch in your heart, your support sustains this sacred place and all it offers.

Together, we continue to nurture a legacy of learning, connection, and stewardship that reaches far beyond the Ranch.



FINANCIALS

Assets

| Cash & Eq | 1,043,731 |
|---------------------------------|-----------|
| Other Current Assets | 1,518,316 |
| Fixed Assets | 2,009,937 |
| Investments, Trusts, ROU Assets | 3,722,424 |
| | |

Liabilities

Total Assets

| Total Assets | 1,499,889 |
|--------------|-----------|
| Long-term | 493,425 |
| Current | 1,006,464 |

Net Assets

| ,519 |
|------|
| ,176 |
| 343 |
| , |

Revenue

| Revenue from Operations | 5,845,279 |
|-------------------------------|-----------|
| Contributions & Distributions | |
| from Endowment | 1,956,152 |
| Investment Returns | 549,212 |
| | |

8,350,643

Expenses

Total Revenue

| Total Assets | 8,459,575 |
|--------------------------|-----------|
| Funds Development | 534,855 |
| General & Administrative | 2,214,991 |
| Program | 5,709,729 |

Changes in Net Assets 2024 (108,932)
Changes in Net Assets 2023 860,531