

# **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 \$4,576,358 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

.....

3,743

Trail Ride Guests

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

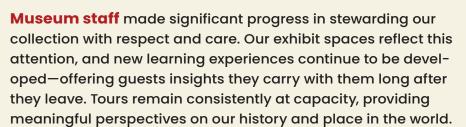
- Oppenheimer Set Tour
- Ghost Ranch Museums and Landscape Tour
- Paleontology Tour
- Georgia O'Keeffe Landscape Tour
- Light Walk in O'Keeffe's Footsteps
- Walk in O'Keeffe's Footsteps
- Evening Stroll and Ghost Tour
- Sketch the Morning
- Private excursions



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.

#### **Outdoor Adventures**

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.

1,499,889

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 & Cash Eq	1,043,731
Other Current Assets	1,375,113
Fixed Assets	2,009,937
Investments, Trusts, ROU Assets	3,865,627

### Total Assets 8,294,408

#### Liabilities

Long-term	493,425
Current	1,006,464

#### **Net Assets**

**Total Assets** 

Total Liabilities & Net Assets	8,294,408
Total Net Assets	6,794,519
With Donor Restrictions	5,364,176
Without Donor Restrictions	1,430,343

#### Revenue

Revenue from Operations	5,845,279
Contributions & Grants	1,785,952
Endowment Support	170,200
Investment Returns	549,212

8,350,643

#### **Expenses**

**Total Revenue** 

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

Changes in Net Assets 2024 (108,932)