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A message from Presbyterian Mo-Ranch Assembly’s president and CEO

The impact of change

Many big changes were brought to Mo-Ranch in 2016.

I look around, and I am in awe of the transformations that occurred because of your love and support of this special place.

Through your gifts, the Creative Arts Ministry has begun to flourish, and even more new art programs have been added. A columbarium was completed, and it is a stunning celebration of life. Forty hotel rooms were renovated in Wynne/Flato Lodge because of your support, and Mo-Ranch’s ministry was able to expand past the banks of the Guadalupe with the first-ever Mo-Ranch Camp in the Valley.

Another monumental milestone in 2016 was the establishment of The Circle M Club. The Circle M Club was formed to recognize those who have made the decision to make Mo-Ranch a part of their estate plan. These gifts are vital to the needs of this ministry; they ensure Presbyterian Mo-Ranch Assembly will continue to exist and stand strong in its mission.

These are just a few of the great advancements that are happening here at Mo. These changes will not stop. There is much to be done to preserve this special place and to keep Mo moving forward with positive change.

It’s your generosity that makes these changes happen and allows this ministry to change lives. I can’t wait to see what 2017 holds in store.

Thank you for making a difference and supporting this ministry.

Grace and peace,

Dick Powell
President & CEO,
Presbyterian Mo-Ranch Assembly
A message from the 2016 chair of Mo-Ranch’s board of trustees

Mo-Ranch is on the move.

Each time I have the privilege of coming to Mo-Ranch, it seems there has been some new improvement. Walking into one of the newly renovated Wynne/Flato rooms or the completely rejuvenated Nicklos Barn leaves one feeling, “Wow!” Spending a quiet afternoon gazing at the Guadalupe River from Serenity Hill’s recently completed columbarium magnifies the sense of awe and gratitude that there is a place like Mo-Ranch. Joining others in pledging ongoing financial support through The Circle M Club’s emphasis on planned giving is a delight. It is also encouraging that programming at Mo is receiving forward-thinking attention, and the successful launch of camping beyond the campus as in the Rio Grande Valley is evidence. Planning is geared toward what will meet the needs of children, youth and adults and promote growth in a Christian learning environment. The past is honored, and many cherished conferences continue on an annual basis. Nevertheless, change includes new programmatic ventures in the arts and in a renewed emphasis on expanding summer camping for children and youth.

A friend whose church recently spent a weekend at Mo-Ranch’s Nicklos Place readily noticed the attention to small details like new handrails for better navigating steps and the refinished floors. This attention to small things communicates the attitude of the leadership and staff of Mo-Ranch.

It is a welcoming place where, for a few days or longer, guests find respite and renewal, time to reflect and enjoy God and others.

Because Mo-Ranch is one of the thin places where our lives intersect the beauty and grandeur of creation, many point to it as the place they came to better know God’s love, where they have grown through laughter and play, through study and contemplation. Because Mo-Ranch matters, I hope that you will continue your support of its good work or begin that support through your prayers and your financial gifts. The blessing of Mo-Ranch can be shared with generations to come. It is our great opportunity to continue to help make this happen.

Gratefully,

Bill Galbraith
2016 chair of Mo-Ranch’s board of trustees
2016 at a glance

Gifts

- 32,490 guests visited Mo-Ranch

- 2,054 program attendees

- 1,571 event attendees

- 70 adults attended grief programs for the loss of a child or loved one

- 32 Mo-Ranch sponsored programs and events

- $869,414 raised

- 673 total donors
  - 151 new donors
  - 121 loyalist donors (giving 5+ years)

- $148,300 from 11 foundations

- $263,673 from 51 churches

Giving Tuesday, allowing the purchase of 9 new kayaks and canoes

- $18,339

- $86,860 granted in program and camp scholarships, allowing 288 children and adults the Mo-Ranch experience

- Mo-Ranch became a Texas Education Agency CPE provider

- Record Breaking SUMMER with 682 total campers

- Camp programs
We know that all things work together for good for those who love God, who are called according to his purpose. Romans 8:28
Supporting the change

Jeanie Flowers, senior board member and member of The Circle M Club, first journeyed to Presbyterian Mo-Ranch Assembly in 1978 with the Saint Philip Presbyterian Church all-church retreat and quickly realized Mo-Ranch was her “thin place”—a location where heaven and earth come closer together.

“My first impression was of beauty and serenity,” said Flowers. “I believe Mo-Ranch has a unique place in ministering to people, all people, just by being itself and becoming a haven for those who are in need of a thin place.”

Throughout the years, Flowers has witnessed the changes at Mo-Ranch, and she has been at the forefront of helping Mo accomplish several projects.

“I have tried to support whatever seems to be needed at that time,” said Flowers. “I love to see my gifts contributing to so many areas on the ranch—maintenance, new programs, landscaping—so much needs to be done.”

Flowers has some incredible memories at Mo-Ranch, including the baptism of her grandson, Daniel, at Chapel on the Hill on the last day of the 1994 Saint Philip all-church retreat, and meeting conference leaders like Philip Newell and Ann Weems. She hopes Mo-Ranch will remain a sanctuary, a worship place, a resting place, for all who visit, just like it is for her.

“So many times I have come to the ranch upset or out-of-sorts with the way that my life is going,” said Flowers. “Invariably, after a day or two, I am in tune with myself and my God.”

When Flowers isn’t helping Mo-Ranch live into its mission, she can be found reading or stitching. But every year when Saint Philip Presbyterian hosts its all-church retreat at Presbyterian Mo-Ranch Assembly, Flowers gets to travel back to her thin place which she has helped make so wonderful.

“I wish that more people knew how Mo-Ranch soothes the soul,” said Flowers.
Why Mo-Ranch matters
I journeyed to Mo when I was broken, and the place and the staff were so caring— so attentive. At Mo, I became changed. At Mo, I became whole again.

- The Rev. Charles Cropper

“Being with others who share the loss of a child helps to make you feel not so alone. Hearing other stories and just being at Mo-Ranch in this beautiful setting, surrounded by such kind and compassionate people, promotes healing.”

- 58-year-old Safe Place attendee

“The spiritual growth you get at Mo-Ranch is unforgettable and extremely impacting.”

- 14-year-old Multicultural Youth Conference attendee

“Mo-Ranch has been an important, central part of our family’s life for over three decades. It is a treasure in the Texas Hill Country that is a peaceful, beautiful and spiritual place to rest and recharge your soul.”

- Harvey Juarez

Changing children’s lives through your scholarship gifts
A camper’s mom shared how her daughter’s life was impacted through a full camp scholarship they received in 2016:

“Ashley was blessed with a full scholarship last year, and her experience truly changed her life! She walked away from camp a stronger girl and a stronger daughter in Christ! She cried because she would miss it so much! She is very excited to go Mo-Ranch Camp in the Valley again.”

- Mother of Ashley, 2016 Mo-Ranch Camp in the Valley camper
Creating a bright future for at-risk teens

My son moved to a smaller school this year—a school where no one knew him and he could have an opportunity to “start over.” He is now thriving in his new school, and he now has passing grades. He is much more social with his peer groups. The role modeling and encouragement put forth by the counselors in the Teen Adventure Day Camp program built his confidence that has brought all of these changes. He is even more helpful around the house and with the whole family!

- Mother of a 15-year-old male Teen Adventure Day Camp attendee

Children who come to summer camp are changed—mobile phones are put away, self-confidence is built, friendships are made and the Gospel is heard.

2016 revenue and expenses

2016 REVENUE
YEAR TOTAL $6,679,707

$612,270
$2,609,567
$1,466,193
$1,226,200
$1,190,119
$809,524
$869,414

Room revenue
Meal revenue
Programs, conferences and seminars
Gift shop revenue
Other program revenue
Donations/gifts
Investment income

All revenue departments contain expense allocations
Combining history with change

In March of 2016, a new but very familiar logo was launched in conjunction with a new website for Mo-Ranch. Mo-Ranch’s new logo has a simplistic look that mirrors The Circle M Club logo, summer camp logo and many versions of Mo-Ranch logos that have been used in the past. The logo was derived from a Kerr County registered cattle brand mark of Mo-Ranch’s former owner, Dan Moran.

The new Mo-Ranch logo embraces the storied history of the ranch and celebrates the “Mo” nickname that is frequently used by guests as a term of endearment. The logo, along with the new website, set the tone for a year filled with exciting changes that continued all throughout 2016.
Chairwoman of the Board:  
Joan Hudson  
Dallas, TX  

Vice Chair:  
The Reverend David Evans  
Austin, TX  

Board Secretary:  
The Reverend Bill Poe  
Round Rock, TX  

Board Trustees:  
Ellen Benson  
Fort Worth, TX  
Meg Bierwirth  
Woodway, TX  
Alan Byars  
Midland, TX  

Chairman of the Board:  
Jerry Camp  
Kilgore, TX  

Susan Cox  
Dallas, TX  

Joe de la Fuente  
Austin, TX  

Sarah French  
Austin, TX  

Bill Galbraith  
Goldsby, OK  

John Galbraith  
Metairie, LA  

Butch Gerfers  
San Antonio, TX  

Malcolm Hall  
Nichols Hills, OK  

Charlotte Harper  
Austin, TX  

Bryan King  
Canadian, TX  

Robert Laird  
Abilene, TX  

Ben Nichols  
Round Rock, TX  

Les Staples  
Granbury, TX  

Kevin Starnes  
Plano, TX  

Bob Turner  
Edmond, OK  

Jane Wolter-Williamson  
Corpus Christi, TX  

Dick Powell  
President & CEO  

Fred Gamble  
Chief Financial Officer  

Allison Bueché  
Director of Marketing and Communications  

Julie Chapa  
Director of Sales  

Don Cottonware  
Director of Housekeeping  

Netti Dunning  
Director of Dining and Meeting Services  

Patrick Fitzgerald  
Director of Outdoor Education Ministries  

Caitlin Hueber  
Grants and Planned Giving Manager  

Kris Johnson  
Program Director  

Shasha McCracken  
Director of Mo-Ranch Summer Camp  

Mark Perhamus  
Director of Facilities and Security