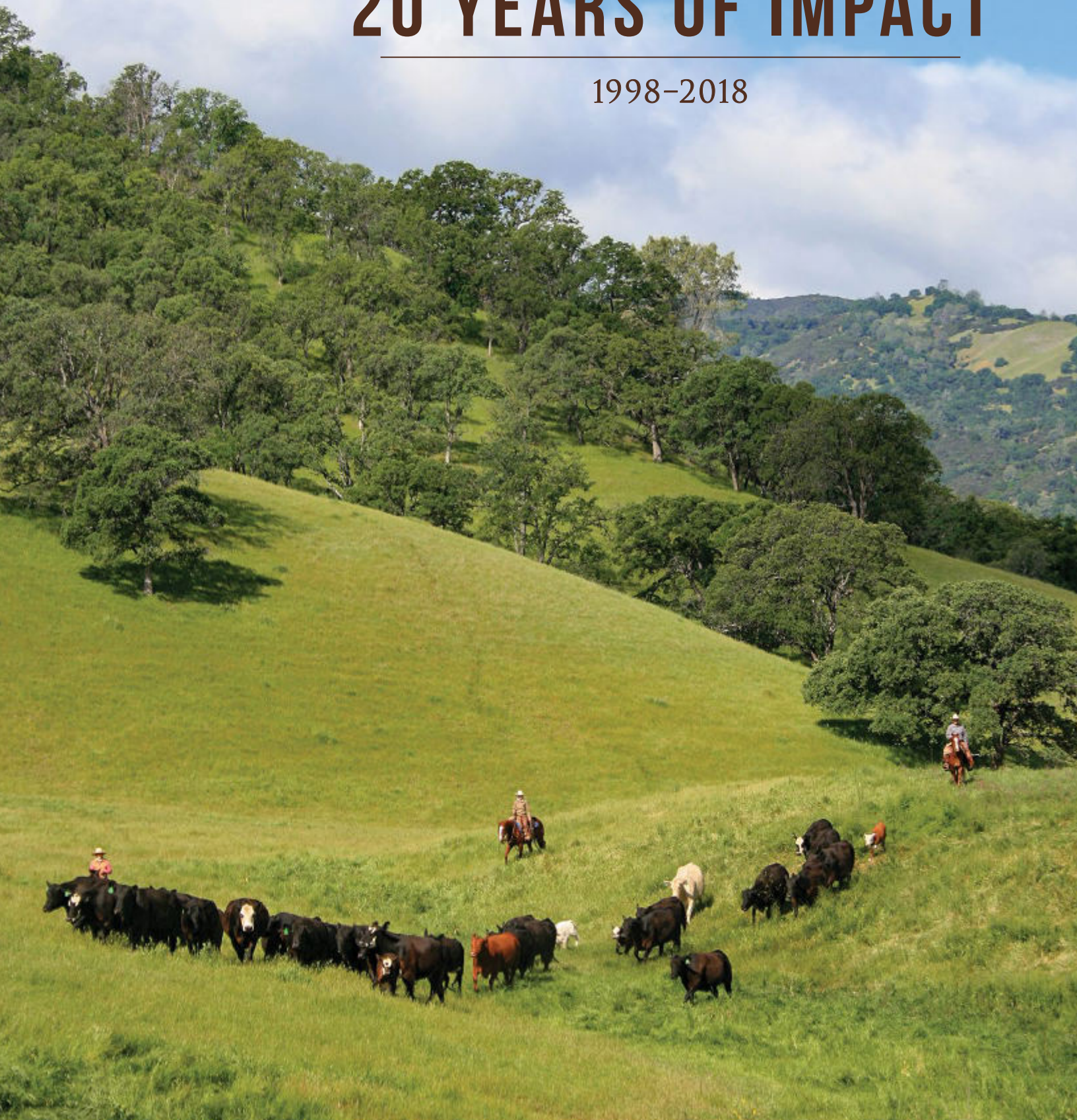


CALIFORNIA
RANGELAND
Trust

20 YEARS OF IMPACT

1998–2018





FROM THE LEADERSHIP

BIG IMPACTS, BIG VISION

How do you define the impact of 20 years of conserving California's working ranches?

The numbers alone are impressive. As the largest land trust in California, we have conserved over 318,000 acres that will remain vibrant open landscapes stewarded by ranching families for future generations. Many more acres await funding for conservation. Ranchers trust us to work with them to conserve their land because we are the only rancher-led land trust in the state. The numbers are only the beginning of our story of impact.

How does conserving California's private ranchlands help all of us?

The truth is, we all reap the benefits of private rangelands with every breath of clean air, glass of fresh water, bite of local food and trip down the highway enjoying wide open spaces. Rangelands comprise a significant portion of the open lands we value in California and must be protected for our health, economy and way of life (see *Benefits*—opposite). This value is demonstrated by ranchers who impact communities and steward their land every day (see page 3—*20 Years 20 Stories*).

BUILDING BRIDGES

Your support has enabled the Rangeland Trust to provide innovative conservation solutions, driven by forward-thinking cattlemen and women to preserve ranching lands, and in the process build important bridges between ranchers and environmentalists. Bringing state, local and federal partners together ensures ranches remain open, economically viable and in family ownership (see page 6—*Effecting Change*). Our unique process has become a sustainable business model for conserving private land at a statewide level (see page 7—*Financial Stewardship*).

LOOKING FORWARD

With the perspective of 20 years of impact, our opportunity to influence a broader conservation movement is more essential than ever (see page 6—*Standing Together*). Exciting large-scale studies sponsored by our organization are shedding light on the science behind the importance of conserving open range in our state. These studies build greater understanding of the benefits of well-managed rangeland to help reduce greenhouse gas emissions, sequester carbon, preserve healthy habitats for endangered wildlife, and protect freshwater. The future is bright! (see page 9—*Future Initiatives*)

Thank you for helping build the story of California Rangeland Trust. Your support has made all the difference over the last two decades, and we can't wait to see what we accomplish together in our next 20 years!

Sincerely,

Nita Vail
Chief Executive Officer

Mark Nelson
Chairman

WHY CONSERVE RANGELAND?

It's what we love about California

OPEN LANDSCAPES

Private rangeland accounts for about

62%

of California's undeveloped land.*

REDUCING CARBON

Scientists believe carefully managed grazing can take carbon out of the atmosphere and put it back into healthy soil, restoring land to its natural state.

PLANTS AND WILDLIFE

67%

of federally threatened or endangered species spend part of their lives on private rangelands.**

FRESH, LOCAL FOOD

Healthy livestock provides nutritious protein for families and communities.

FRESH WATER & CLEAN AIR

OVER 85%

of California's fresh water runs over ranches. Protected green space means fresh air for all of us to breathe.***

HEALTHY ECONOMIES

Keeping ranchers ranching is an investment in a strong local and state economy.

This is why California Rangeland Trust
has permanently protected

318,021 ACRES

over 20 years. Our impact is just beginning.

20 YEARS 20 STORIES

Celebrating a Legacy of Cowboy Conservation

Our 20 Years/20 Stories series celebrates the commitment ranchers have to preserve our shared way of life and the rich resources inherent to rangeland. Below, see previews of four of the ranches we'll be profiling, and read all the stories by following our blog at www.rangelandtrust.org.



HEARST

One of the largest land conservation agreements in California history, the conservation of Hearst Ranch in 2005 has exceeded expectations in protecting a significant part of the state's coastline. In an unprecedented partnership, Hearst Corporation, California Rangeland Trust, American Land Conservancy and the state of California ensured the 128 square-mile Hearst Ranch would remain pristine rangeland forever. The Hearst conservation project includes 18 miles of California's most scenic coastal landscape and an 83,000-acre working cattle ranch. 13 years later, the land remains viable wildlife habitat and a groundbreaking model for rangeland conservation around the country.



KESTER

In the biologically rich region found at the intersection of the Central Valley ecosystem of the Coast Range, the Kester family's Jacalitos Ranch and two Bear Valley ranches serve a key part of California Rangeland Trust's 17,500-acre Southern Diablo Range Project which spans across Monterey and Fresno County lines. Home to an unusually large variety of native flora and fauna in one of the state's most productive grazing regions, the Kester Bear Valley Ranch will stand forever as a protected haven of California's beautiful ecosystem.



KOOPMANN

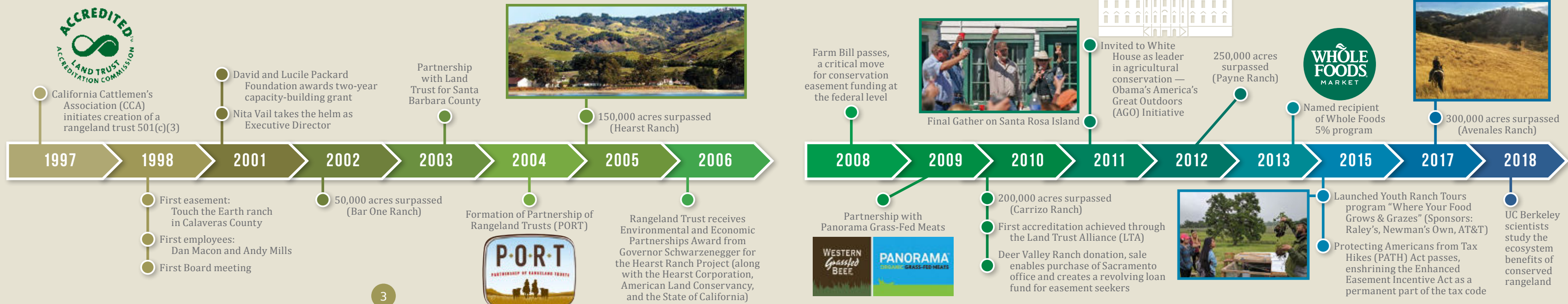
The Koopmann Ranch is a shelter in the midst of a rapidly-developing Alameda County for numerous threatened species, including the California adult tiger salamander, the viola wildflower, the California red-legged frog, and the Callippe silver spot butterfly. A model of managed grazing and water conservation, the Koopmann Ranch mitigation project will forever protect critical wildlife and plant habitats in the state of California, while serving as a success story for the benefits of collaboration between interest groups, businesses, and communities.



GENASCI RANCH

The Genasci Ranch is an ideal model for other Sierra Valley working family ranches in their future conservation endeavors. For over 110 years, Genasci Ranch has abided by a deep commitment to the welfare of the cattle that are integral to healthy rangelands. As a dry land ranch located in the highest alpine valley in North America, they strive to avoid pumping the large aquifer to preserve water table levels for surrounding neighbors. Owned and operated by the Genasci family since 1906, the ranch displays generational agricultural stewardship at its best. Their conservation easement succeeds in keeping an old family promise to keep their land undeveloped.

20 Years of Advancing Rangeland Conservation



IMPACTFUL PARTNERSHIPS

What happens when we work with partners with similar goals toward rangeland conservation? We make bigger impacts for all Californians. Together, we learn and grow from each other, and in turn, become part of a much bigger story protecting what we all care about most—our open working lands.

GIVING BACK

SKYROSE RANCH

hosts veteran support groups with over 1,000 graduates, helping save lives and restore marriages by providing deserved support to at-risk service members and fostering supportive relationships in a beautiful ranch environment.



BEAR VALLEY

is a wonderland of wildflowers each spring, drawing visitors from far and wide. The Rangeland Trust has permanently protected four working ranches in the Colusa County area.



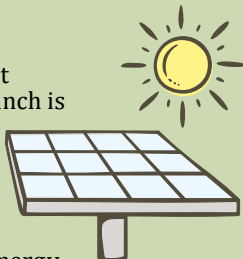
V-6 RANCH

keeps the Western lifestyle alive by hosting visitors for ranching and outdoor activities. Through cattle drives, horse camping, trail rides, and other activities, the ranch helps a new generation of Californians discover their heritage and find an appreciation for this valued way of life.



JACK RANCH

Owned by the Hearst Corporation, Jack Ranch is the site for 2,900 acres of solar panels, producing enough energy to power 100,000 homes. This green energy has been purchased by Apple and PG&E.



AT&T'S ASPIRE

funding enables us to reach high school students with the chance to visit ranches and farms and learn about land stewardship and food production while engaging in hands-on learning led by agriculturalists on-site in the fields of life science, agronomy, ecology, and food science.



ECKER RANCH

hosts the Covey Kids, teaching children sportsmanship in a wildlife habitat. Coordinated by Quails Unlimited, kids aged 11-15 get to camp, hunt, fish, and study by Jerry Lake. The ranch also hosts local FFA children for horseback riding events, as well as an annual community picnic in its 48th year.



RALEY'S

is among the sponsors of our Youth Ranch Tours program "Where Your Food Grows & Grazes," which brings urban youth to nearby ranches where they can see and experience the connection between local food production, environmental issues, and rangeland. In a state where 95% of California's youth live in urban areas, and 50% of California's children, over the age of 6, don't participate in outdoor activities, our Youth Ranch Tours program is timely and will positively impact our future generations.



EFFECTING CHANGE

OUR PARTNERS

- Bay Area Open Space Council
- Blue Ridge-Berryessa Partnership
- CAL FIRE
- California Cattlemen's Association
- California Council of Land Trusts
- California Department of Conservation
- California Department of Fish and Wildlife
- California Department of Food & Agriculture
- California Farm Bureau Federation
- California Rangeland Conservation Coalition
- California Wool Growers Association
- Caltrans
- Central Coast Rangeland Coalition
- Land Trust Alliance
- National Cattlemen's Beef Association
- Natural Resources Conservation Service
- Rancho Ventura Conservation Trust
- Rocky Mountain Elk Foundation
- San Benito Working Landscapes Group
- Santa Barbara Land Trust
- Sierra Cascade Land Trust Council
- Sierra Nevada Conservancy
- US Bureau of Reclamation
- US Fish & Wildlife Service
- Wildlife Conservation Board

STANDING TOGETHER

THE PARTNERSHIP OF RANGELAND TRUSTS (PORT)

Consisting of seven Western statewide rangeland trusts. Together, we hold over 2.3 million acres under conservation easements. We stand as one strong and united voice for the issues that impact working ranches nationwide.



INSPIRING US ALL



"I come from a California ranching background. As a filmmaker, I have sought to tell ranchers' stories, demonstrating how this historic stewardship is still essential to our shared future. I support California Rangeland Trust because they communicate the harmony between environmental goals and the value of working landscapes and I am proud to stand beside them in sharing with new audiences how ranchers serve as exemplary stewards of California's natural resources."

— CHRIS MALLOY, Ojai, CA, Ambassador, director, and creative for Patagonia for the last 14 years, Chris' films include 180° South, The Fisherman's Son, and Thicker Than Water. He has directed global ad campaigns for Ford, Jeep, RAM, Coors, and Yeti, and is the director of California Rangeland Trust's new short film.



"I partner with California Rangeland Trust because protecting contiguous working ranches is critical to our quality of life, our environment and to our future. If we want these lands to last forever, we must support those who actively protect it for future generations."

— SALLY FRIEND, California Rangeland Trust supporter, Rancher, Carrizo Plains and Cambria



"I've been involved with the Rangeland Trust for 20 years and I look back in amazement at what we have accomplished. Our work serves ranching families and the public for generations to come, including people just traveling down our highways who don't even know who we are. The lands the Rangeland Trust has conserved are diverse, as are the families who take care of them. Some of the ranches are large, sweeping landscapes and others are small pieces to an important mosaic, but every place is special to the owners and contributes to the views, wildlife, and natural resources. We have accomplished so much, and yet the need seems to grow. I think future generations will see that we were just beginning and how important it was to keep going."

— STEVE SINTON, California Rangeland Trust's founding chairman and fourth-generation San Luis Obispo County rancher.

FINANCIAL HIGHLIGHTS

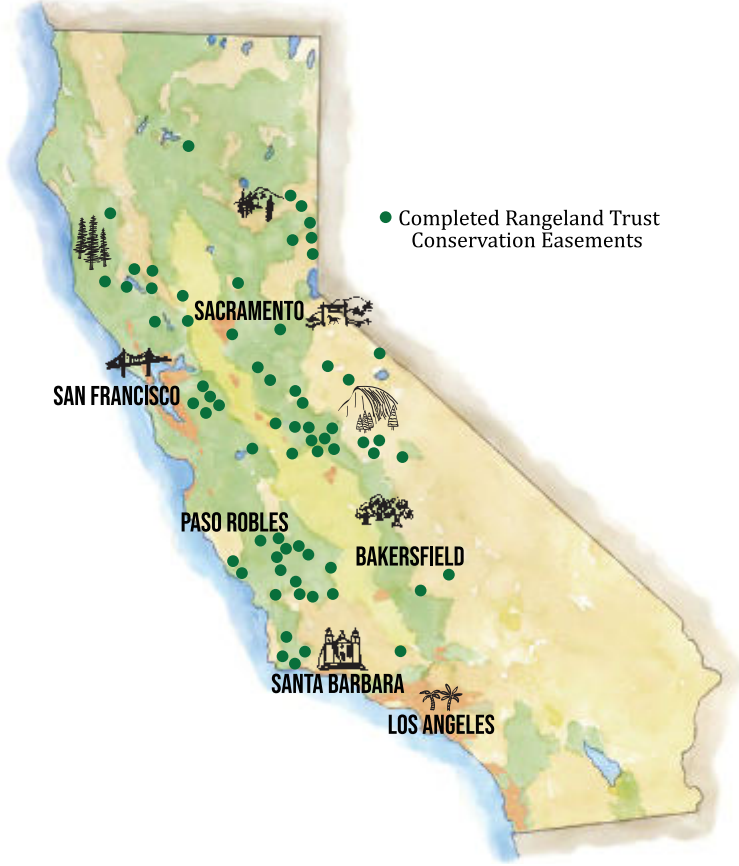
CALIFORNIA RANGELAND TRUST REFLECTS ON 20 YEARS OF FINANCIAL STEWARDSHIP*

Take a moment to reflect on how far we’ve come in 20 years. The support and awareness we’ve raised together is something to celebrate! Because of you, there is a viable and sustainable future for many working lands in California. With this momentum behind us, we can’t wait to take on the future together.

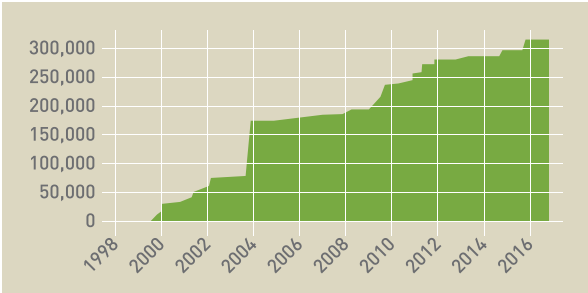
Accomplishing Our Mission Together

Over the last 20 years, California Rangeland Trust has stewarded more than \$100 million in conservation funding from public and private partners. These funds are being reinvested in communities throughout California—preserving healthy and scenic environments, providing nutrition, supporting local economies, and keeping ranchers ranching.

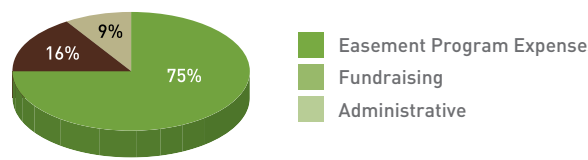
Growing Number of Easements 60 RANCHES CONSERVED



Growing Acreage of Protected Lands CURRENTLY 318,021 ACRES



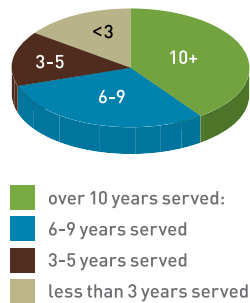
Operating Budget 75% DIRECTLY TO PROGRAMS



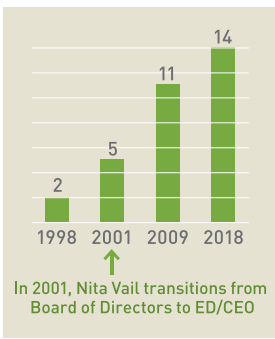
RESPONSIBILITY IN LEADERSHIP

At this 20-year mark, we are thankful for the incredible consistency and ongoing dedication of our Board and Staff, who continue to guide the organization as we move forward together with a united and effective voice.

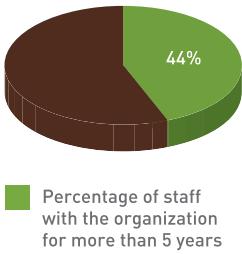
Board Experience



Staff Growth



Staff Dedication

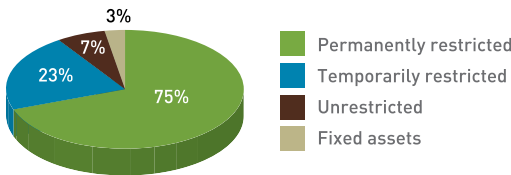


STEWARDSHIP FOR THE FUTURE

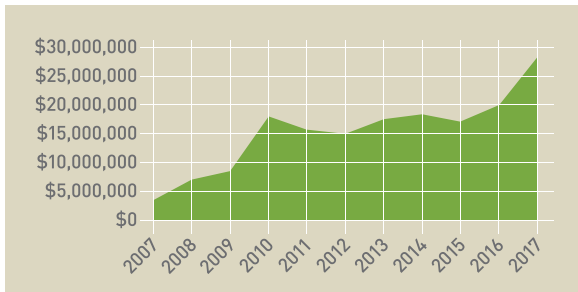
When we say “protected in perpetuity,” we mean it! The majority of the Rangeland Trust’s assets are housed in a permanently restricted endowment that provides funding for long-term stewardship of our easement holdings, such as annual monitoring. In addition, we keep a legal defense fund in case any issues arise with our easement holdings. We started an operational endowment in order to help cover business costs with the goal of one day sustaining annual operations. The principal amount in these endowments will never be touched, as we use the earnings generated each year toward any corresponding expenses and reinvest funds that are not spent.

Endowment Fund Allocation

The majority of assets allocated for long-term stewardship



Asset Growth

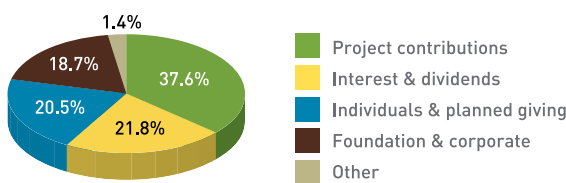


†2010 received donation of the Deer Valley Ranch property

Revenue

DIVERSIFICATION OF REVENUE SOURCES

An independent review of the Rangeland Trust’s revenue program in 2014 directed our efforts toward diversifying funding sources, with a focus on building a culture of philanthropy. Our goal was for all aspects of the organization to work together toward long-term sustainability. These endeavors resulted in greater donor engagement through major and planned giving programs, and a strategic widening of our public audience. Our initiatives toward this goal continue to take shape, and strong results show we are on a track to future growth.



*Summaries depict cumulative financial information through December 31, 2017. Totals include information from 2017 unaudited financials.

There's no limit to what we can accomplish together

FUTURE INITIATIVES

WILDLIFE HABITAT PRESERVATION INITIATIVES

- **PROTECTING PACIFIC FLYWAY HABITAT** — Every year, over five million dabbling ducks rely on managed habitats provided by ranchers along the Pacific Flyway. We are joining the Southern Oregon Northeastern California Wet Meadows Initiative in a groundbreaking effort to preserve this particularly crucial migratory bird habitat for generations to come.
- **SPECIES AND HABITAT PROTECTION THROUGH MITIGATION** — California's population is projected to reach 60 million by 2050. As developers try to keep up with this growth, the Rangeland Trust serves as a leading connector for those seeking mitigation conservation easements, which help ensure wildlife will continue to have healthy habitats available. Most species earmarked to meet mitigation needs can be found on rangeland. Over time, this will provide a significant resource for rangeland conservation in our state.
- **SOUTH SACRAMENTO HABITAT CONSERVATION PLAN** — Habitat Conservation Plans lay out strategies for wildlife preservation in new construction zones, and are essential to the mitigation process. This new partnership - holding the mitigation rangeland conservation easements within the South Sacramento Habitat Conservation Plan area - will serve as a model for future agriculture-friendly habitat conservation plans throughout the state.

FARM BILL 2018 – AGRICULTURAL LAND EASEMENT PROGRAM

As a member of the Partnership of Rangeland Trusts, which represents seven statewide agriculture land trusts, we are providing key information and real-life experiences to federal legislators with the goal of easing program administration and increasing agricultural conservation funding for the next five years.

FUNDING INITIATIVES FOR CURRENT AND FUTURE RANCHERS

State and federal environmental funding programs are opening new doors for conserving agricultural lands, while supporting ranchers who manage the land responsibly.

UNDERSTANDING THE BENEFITS OF CONSERVED RANGELAND

We have joined with UC Berkeley scientists to quantify the environmental, economic, and social benefits of the rangeland we have under easement. We believe this research will help increase future allocations of public and private funding for rangeland conservation, communicate the value of this work, and guide future conservation activity.

GROWING OUR COMMUNITY OF SUPPORTERS

A market research study is under way to better share our work and to identify new audiences passionate about rangeland conservation who have not yet heard of us. The goal is to introduce more Californians to the idea of cowboy conservation as we increase private funding from caring and concerned individuals and groups invested in preserving natural resources.

THANK YOU FOR BEING PART OF OUR STORY



The Rangeland Trust would not be celebrating 20 years of Impact without the generosity and vision of our donors, volunteers, and greater ranching community. This report is dedicated to each of you.

You have helped make possible every story highlighted in this report. Look to see your continued impact in the stories yet to come.

California's future is brighter and greener, because of you.

THANK YOU!

CALIFORNIA RANGELAND *Trust*

1225 H Street
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www.rangelandtrust.org



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*The story continues!
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