



# 2023 Impact Report

Ford Bronco® SUV models shown throughout this document may include optional equipment and available Ford Accessories.





## Our Vision

Following the epic return of the Ford Bronco® SUV and building on that legendary legacy, we maintain an unbridled commitment to ensuring our lands remain a world of wonder for all. Together, we can keep the great outdoors, great.

## The Mission

Bronco Wild Fund (BWF) demonstrates a deep respect for public land through wilderness preservation, stewardship, and helping ensure access for all. Connecting people to the outdoors, responsibly.

## Impact Pillars

Building a legacy of access, preservation, and stewardship from the ground up.



**Access**



**Preservation**



**Stewardship**



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Always consult the Owner's Manual before off-road driving, know your terrain and trail difficulty, and use appropriate safety gear.



# A Message From Bronco Wild Fund

This past year has brought great progress. And reinforced the importance of our mission. The difference we are making. That is the driving force of Bronco Wild Fund.

Since its founding, Bronco Wild Fund has been a force for change. For the better. For the benefit of all. Working with collaborating nonprofit organizations (NPOs) and strategic alliances, we continue to build momentum — with a portion of the profits from every Bronco® SUV sold. To advance our efforts to keep the outdoors great. By working to stave off wildfires. Cleaning up our waterways and other public lands. Maintaining and building trails. We're working to help ensure access for all. For adventures both epic and ordinary, and all those in between.

By expanding our grant program, we've furthered our efforts in stewardship and preservation. Provided more people with access. With opportunity. In 18 state parks across the country, trackchairs have increased mobility, helping more people explore. Through the Wildly Wyoming webseries we brought the cause of conservation to a wider audience (learn more on page 8).

Over the pages to follow, you'll find more stories spotlighting our work. Because Bronco Wild Fund is duty bound to protect and preserve what's out there. To connect people to the outdoors, responsibly.

So, come along. Journey with us, and discover more of the impact we continue to make — together.

**BUILT WILD®**,  
Bronco Wild Fund





A dark blue Ford Bronco is shown from a side-front perspective, driving through a field of tall, dry grass. The vehicle is covered in mud splatters, particularly on the front fender and wheels. A 'BADLANDS' badge is visible on the front fender. The text 'BUILT WILD HIGHLIGHTS' is overlaid in a white box in the center of the image.

# BUILT WILD<sup>®</sup> HIGHLIGHTS



# Working Wildfires From Many Angles



## From Another Angle, Wildfire Relief Efforts

BWF provided immediate support to the communities impacted by the Lahaina and Kula wildfires in Hawaii. Through Team Bronco Ambassador Zak Noyle, BWF assisted local efforts that offered thousands of meals to affected residents on Maui and assistance to families affected through another local nonprofit organization.



Preserving and protecting public lands means addressing potential dangers. Each year, more than **73,000** wildfires burn an average of **7 million acres of land**.\* Headlines often highlight the efforts made to put those fires out. Our work begins long before that moment and continues after the flames subside.

As part of a multi-pronged approach, our efforts focus on prevention, mitigation, and restoration.

### Prevention

From brush removal to designating dispersed camping sites and disposing of invasive species that make wildfires more likely, then fuel their spread and accelerate their speed. BWF supports projects that target wildfires even before the first spark, like Wood for Life through the National Forest Foundation (NFF). This program uses wood from forest restoration to fuel Indigenous communities that rely on firewood to heat their homes. Projects like these reduce the presence of flammable sources in national forests.

### Mitigation

To support fire response efforts, BWF donated a custom upfitted Ford Bronco® Badlands® model with the Sasquatch® Off-Road Package to the National Park Service (read more on page 24). This command rig will help wildland fire commanders get closer to problem areas and allow them to communicate in real time to proactively address potential issues to mitigate wildfires. Additionally, BWF has also funded a future grant project, designed to support restoration of wildfire watch towers for early detection in Oregon.

### Restoration

After the flames have been extinguished, we help NFF in their reforestation and restoration efforts with drainage, recreation, and revegetation projects. Reforestation is an important element of restoring forests following wildfires. That's why BWF chose to plant over **214,187** trees, at least one tree for every Bronco® and Bronco® Sport SUV sold, including **22,000** in the Huron-Manistee National Forest.\*\* This aided restoration efforts after the 2021 Brittle Fire burned more than 5,000 acres.

Even after damage has been done, we're working to make a difference.

\*Source: U.S. Forest Service <https://www.fs.usda.gov/science-technology/managing-fire#:~:text=More%20than%2073%2C000%20wildfires%20burn,in%20the%20U.S.%20each%20year.>

\*\*Source: Ford internal program data as of 12/31/23.



# Helping People Explore

## Increasing Mobility Access and Accessibility

At Ford Motor Company, we are here for one purpose, to help build a better world, where every person is free to move and pursue their dreams.

We believe that everyone should have access to the great outdoors. To enjoy pristine places. To experience the sights, sounds, and scents firsthand. Even if they're far off and hard to reach.

With Bronco Wild Fund, we're helping to open the outdoors to all, making it easier for people to partake in the beauty of public lands in many different ways.

- Provided opportunities to help people go over any terrain, like the Ford G.O.A.T. Modes® Goes Over Any Type of Terrain. Projects helped make it easier to access adventure in the wilderness through American Trails' Trail Capacity Fund awardees and BWF grant recipients, replacing infrastructure, widening pathways, and maintaining trail surfaces.
- Installed accessible canoe/kayak launches, granting access to rivers, lakes, and streams in America's state parks.
- Granted funds to Project Airtime through Team Bronco Ambassadors that took people to new heights, making paragliding accessible with adaptive equipment in two states.
- Donated 18 trackchairs, all-terrain tracked wheelchairs, expanding the acreage of state parks accessible to visitors with mobility limitations (read more on page 22).

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We are doing more for those who want to do more outdoors. Helping people explore, so they can get to where they want to be.

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# Wildly Wyoming

## Where Conservation Gets Competitive

Nothing says “wild” quite like the state of Wyoming. It is a raw and open space. Comprised of recreational spaces and untouched tableaux that spools out for miles, across large swaths of protected public lands. It’s a place for modern explorers to strap in, let loose, and discover the essence of freedom and adventure.

This past summer, six Team Bronco ambassadors set out on the ultimate overlanding expedition in three Ford Bronco® SUVs. Their epic, adventure-filled journeys took them all across the Equality State, each route effectively traversed by a Bronco. Past Wind River Wild Horse Sanctuary. Along the road to the Bridger-Teton National Forest. From the classic Steamboat Point climbing routes to Red Canyon to New Fork River.

The action was captured and broadcast as part of Wildly Wyoming — an original content series made with Outside and the Wyoming Office of Tourism. Across the course of five episodes, people tuned in to the escapades of Team Bronco. In three teams of two, these outdoor adventurers tackled a series of off-road and outdoor challenges.

As part of the expedition, teams awarded **\$20,000** to three outdoor nonprofits.\* The winning pair earned an additional **\$10,000** to donate to an outdoor organization of their choosing. All thanks to Bronco Wild Fund.

Each team displayed skill and savvy, and each vehicle also proved its rugged durability along the way, becoming part of the adventure. Together, they brought people closer to the outdoors, showing how to explore Wyoming and experience its beauty responsibly. Wildly Wyoming used the competition to entertain and inspire over **1 million** people\*\* to access their inner “wild.”

Watch Wildly Wyoming online at:  
<http://www.outsideonline.com/adventure-travel/wildly-wyoming>

\*Source: Ford internal program data as of 12/31/23.  
\*\*Digital engagement data provided by Outside dashboard as of 12/31/23.



### TEAM ONE:

**Andrew Muse**  
Adventure Athlete  
and Photographer  
@andrew\_muse

**Lael Johnson**  
Fly-fishing Guide  
@laelpauljohnson



### TEAM TWO:

**Aaron Mulkey**  
Professional Ice Climber  
@coldfear

**Kayla Lockhart**  
Fly-fishing Angler  
@kayla\_lockhart



### TEAM THREE:

**Tyrhee Moore**  
Outdoor Adventure  
@tyrhee.moore

**Micayla Gatto**  
Mountain Biker  
@micaylagatto



# Wildly Wyoming

(Continued)



Four deserving Wyoming organizations received funds to further their efforts in supporting the great outdoors, corresponding directly to Bronco Wild Fund pillars of **access, preservation, and stewardship**.



The National Forest Foundation works to bring people together to restore and enhance our National Forests, **preserving** the centerpiece of our public lands.



Teton Adaptive is an NPO that develops recreation opportunities for people with disabilities and promotes **access** to the outdoors through adaptive adventure sports.



The Wyoming Outdoor Council is a group of dedicated outdoor **stewards** actively working to protect public lands and keep both air and water clean.

View the Wildly Wyoming series to see the winning team donate an additional **\$10,000** to a local outdoor nonprofit of their choice.



Project Healing Waters is a leading nonprofit in therapeutic outdoor recreation using fly fishing to support active military and veterans.





The background of the image is a scenic landscape of a mountain range. The mountains are covered in dense evergreen forests. A layer of mist or low clouds hangs between the mountain ridges, creating a sense of depth and atmosphere. The sky is overcast with soft, grey clouds. A white rectangular frame is superimposed over the center of the image, containing the text 'BUILT WILD IMPACT' in a bold, white, sans-serif font. The word 'IMPACT' is larger and more prominent than 'BUILT WILD'. A registered trademark symbol (®) is located to the upper right of the word 'WILD'.

# BUILT WILD<sup>®</sup> IMPACT



# Facts & Figures

Bronco Wild Fund supported projects throughout the USA by providing resources to keep the great outdoors, great!



**\$2.3M+** in support of access, preservation, and stewardship projects\*

matched or unlocked additional funds of **\$1.3M+**



**108,000+**  
people impacted\*\*

## Overall Impact

**134** projects in **44** states



**11,648+**  
miles of trail improved

**46%** year-over-year increase in total projects with the addition of the BWF Grant Program

**3,103**  
acres of land preserved

## BWF Grant Program

**42** recipients activated BWF grant funds in local communities



**1,283,711**  
lbs. of trash collected

**21** states impacted by **60+** events/projects

\*Source: Ford internal program data as of 12/31/23.

\*\*Nonprofit organization data and grant recipient data provided by program recaps, contracts, and documentation.



# Facts & Figures

Nonprofit Collaborators



18 trackchairs donated to 18 state parks in 18 states\*

200+ students from diverse communities experienced over 1,455 nights on Outward Bound expeditions

400% match on funds for American Trails that supported seven projects — helping to maintain, care for, and build trails in five states

1.25M lbs. of trash collected at off-road events and other cleanup efforts alongside Sons of Smokey

215k trees planted, at least one tree for every Bronco® and Bronco® Sport SUV sold (214,187) in 2022, across 1,237 acres in five national forests with the National Forest Foundation

7 projects with Tread Lightly! included educational signage installation, trail education, cleanups, and trail improvements

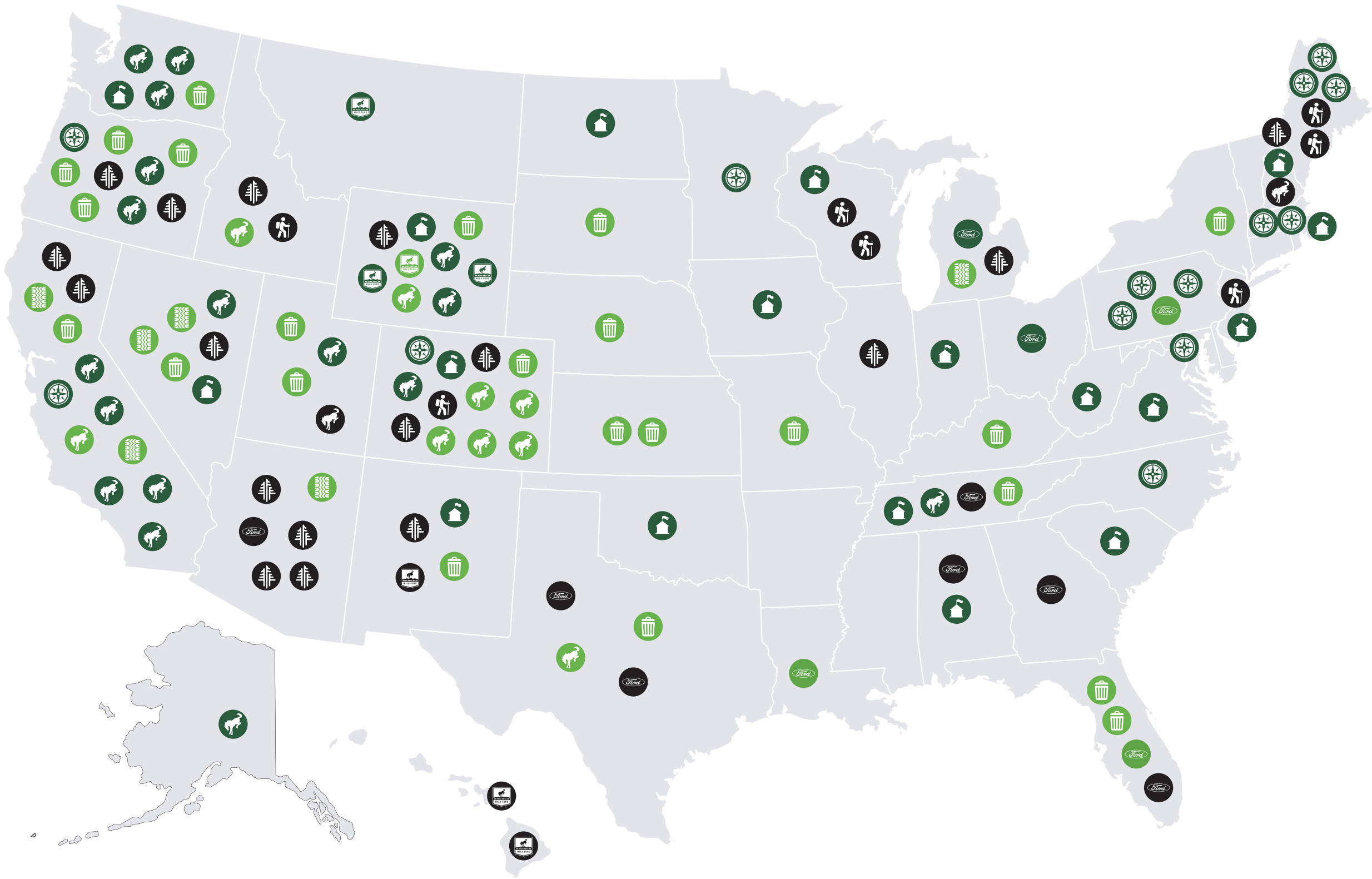


\*Nonprofit organization data provided as of 12/31/23, by program recaps, contracts, and award agreements with grant recipients.



# Project Map

Bronco Wild Fund and its collaborators connected people to the outdoors responsibly in 44 states.\*



## Map Key

- America's State Parks  
Donated trackchairs and increased access.
- American Trails  
Supported trail projects.
- National Forest Foundation  
Planted trees and preserved public lands.
- Outward Bound USA  
Supported youth expeditions.
- Sons of Smokey  
Led cleanups at off-road events.
- Tread Lightly!  
Promoted responsible off-roading.
- Team Bronco Ambassadors  
Activated BWF grant funds.
- Ford Dealer Groups  
Supported local outdoor projects with BWF grant funds.
- Other  
Other projects benefiting the outdoors.

## Project Color Key

- Access
- Preservation
- Stewardship

\*Nonprofit organization data provided as of 12/31/23, by program recaps, contracts, and award agreements with grant recipients.



# Bronco Wild Fund Advisory Council

## Vital to Our Progress



Now in its second year, the BWF Advisory Council continues to guide our efforts with insight, advice, and support.

Composed of individuals with a shared passion for the great outdoors, the Advisory Council contains a multitude of skills and experiences. They are subject matter experts in their chosen fields. Equally comfortable in boardrooms and in bivouacs.

Their true value comes in what they bring to Bronco Wild Fund. Their considerations, connections, and recommendations. Compelling points of view on where, when, and how to deliver the most difference.

This past year, Advisory Council members took part in Bronco Off-Roaddeo®, an experience available to owners following purchase of a new Bronco® SUV, to help them learn how to get the most out of a Bronco while protecting the land, taught by Master Tread Trainer-certified trail guides. The Council attended the NASPD (National Association of State Park Directors) conference on behalf of Bronco Wild Fund and evaluated applications for America’s State Parks trackchairs, increasing access for those with mobility challenges. The Advisory Council contributed to our Spooner Lake and Backcountry State Park service project, moving brush and logs to a single location where, outside of fire season, it could be removed with a controlled burn. All of this, in addition to quarterly meetings and a variety of in-person activities and events to stay connected to our mission.

### Welcome to BWF Advisory Council, Elyse

The council welcomed a new member this year — Team Bronco Ambassador Elyse Saugstad, an active outdoor professional skier, and co-founder of SAFE AS (Skiers Advocating and Fostering Education for Avalanche and Snow Safety). Through effort and hard work, she has built a championship freeskiing career and become a celebrated presence in leading ski films. All the while, building a deep, fundamental appreciation for a life led outdoors.

### 2023 Council Members

**Teresa Baker**  
Inclusion Subject Matter Expert

**Matt Balazs**  
Off-Road Subject Matter Expert

**Ryan Chan**  
Ford Dealer Representative

**Mark Grueber**  
Ford Representative

**Amanda Osmer**  
Ford Dealer Representative

**Dave Rivers**  
Ford Representative

**Elyse Saugstad**  
Team Bronco Ambassador





A silver Ford Bronco is driving on a dirt road that has been eroded into a deep, narrow channel. The soil on the banks is a vibrant red color, showing signs of erosion with vertical gullies and exposed roots. The road is uneven, with some rocks and loose soil. In the background, there are tall, thin trees and a line of green foliage. The overall scene suggests a rugged, off-road environment.

# BWF Grant PROGRAM



# Bronco Wild Fund Grant Program

## Getting Local

When we venture outdoors, we create opportunities to come together. To share in our experiences. Time and again, the effort begins in our own backyards. With those we know. In those local places we most frequent.

That’s the goal of the Bronco Wild Fund Grant Program. It’s about making an impact. In and around the places we live. For the public spaces that support our communities.

Over the past year, we supported a total of **42** projects, in **21** states, for the benefit of communities all across the country.\* From documentary film work, designed to inform and inspire, to outdoor cleanups in affected spaces. We’ve supported scholarships to increase access, and infrastructure work to maintain recreational areas. All of this, with the goal of furthering access and enjoyment across our public spaces.

With every opportunity, we engaged local leaders, residents, and interested parties to amplify the good we do.

### Making a difference through key members of the Bronco® community.

- The Ford Dealer Network impacted areas treasured by their customers and employees.
- Team Bronco Ambassadors proposed and spearheaded programs that support individual passion points.
- Bronco Nation banded together behind shared interests and goals to make a difference in the off-road community.

Read on to see how our grant program has worked to support local needs.



\*Source: Ford internal program data as of 12/31/23.

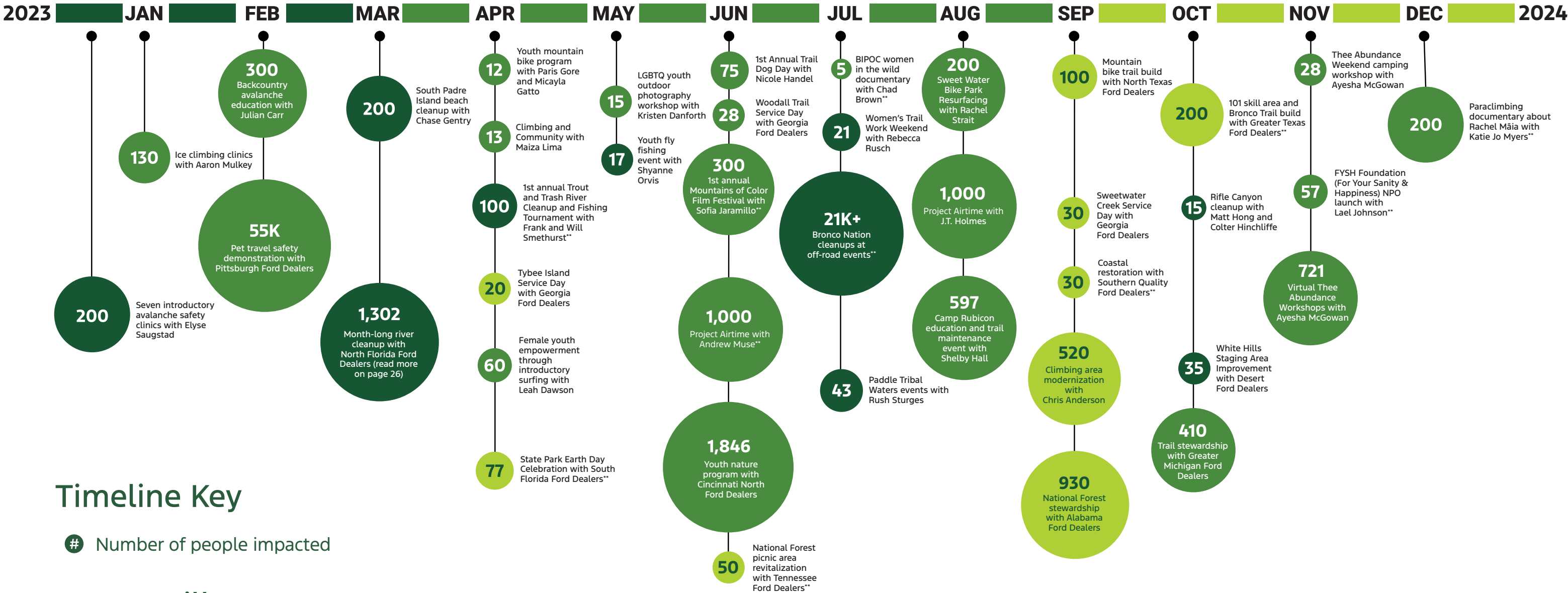


# Bronco Wild Fund Grant Program Timeline

Throughout the year. In every corner of the country. Our Grant Program supports local communities in making a difference.



Explore the timeline below to see the wide variety of projects and the number of people impacted that will continue to benefit local communities.\*



## Timeline Key

# Number of people impacted

## Impact Pillar

- Access
- Preservation
- Stewardship

\*Nonprofit organization data provided as of 12/31/23, by program recaps, contracts, and award agreements with grant recipients.

\*\*Learn more about these projects on pages 18-19.



# Bronco Wild Fund Grant Program

## Making a Difference

### Off-Roading Access Leads to More Ford Bronco® SUV Enjoyment

Texas Ford Dealers worked with the Texas Motorized Trails Commission (TMTC) to support Barnwell Mountain Recreation area. The BWF grant supported creation of a 101 skills area, installation of educational signage, and designation of a “Bronco Trail.” The project was unveiled during a local off-road event attended by many Bronco owners, fostering a sense of community by connecting them to the outdoors responsibly.



Aftermarket equipment shown.

### Amplifying Diverse Voices Through Film

Increasing representation in the outdoors motivated Sofia Jaramillo of Team Bronco to found the Mountains of Color film festival. The short film showcase focuses on voices and perspectives not normally featured in outdoor film festivals. Following a successful launch in Jackson, Wyoming, BWF will support expansion of the event next year.



### Bronco Nation, Banding Together to Care for Public Lands

Critical to the enjoyment of the outdoors is taking care of our public lands. Thanks to a grant from Bronco Wild Fund, Bronco Nation staged successful cleanup programs at sites across the West with support from Sons of Smokey.



### A Custom Ford Bronco® SUV for the CRCL

The Southern Quality Ford Dealers, a consortium of regional Ford stores, donated a custom Ford Bronco and trailer to the Coalition to Restore Coastal Louisiana (CRCL). This valuable tool helped enable the group’s efforts to collect and recycle over **6.8 tons** of oyster shells, restoring nearby ecosystems.\* And will continue to support volunteer events across the state of Louisiana.

### Supporting Mental Health Through Outdoor Activities

Because time spent in nature can do wonders for our state of mind, Ambassador Lael Johnson used his BWF grant to found The FYSH Foundation, a new nonprofit that uses fishing and being outdoors to support mental health. FYSH (For Your Sanity & Happiness) Foundation kicked off in Sedro Wooley, WA, and developed programs to further their mission.



\*Nonprofit organization data provided as of 12/31/23, by program recaps, contracts, and award agreements with grant recipients.



# Bronco Wild Fund Grant Program

## Making a Difference (Continued)

### Documentaries Highlight Diversity in the Outdoors

BWF grant funds helped two different Team Bronco Ambassadors endeavor to impact access in the outdoors through awareness and education. Chad Brown’s documentary, “Mother,” features five BIPOC women in Alaska and their distinct perspectives on mother nature and their roles in advocating for preservation and indigenous cultures. In a documentary spreading the message of access to the outdoors and inspiring outdoor recreation for all, Katie Jo Myers featured paraclimber, Rachel Mãia, along her journey to earn two medal achievements. The project supported multiple outdoor climbing trips and clinics that impacted more than 200 adaptive athletes.\* Both documentaries help raise awareness for the importance of ensuring access to the outdoors for people of all backgrounds, races, body types, and abilities.



### Unlocking Federal Funds to Make a Larger Impact

The Chilhowee Day Use Area in the heart of Cherokee National Forest in Tennessee benefited from Southeast Ford Dealer’s grant project to cleanup and restore campsite infrastructure during Great Outdoors Month. The donated BWF grant funds unlocked an additional \$50,000 in Great American Outdoors Act (GAOA) funding. Local visitors began using the new facilities before the service project event concluded, demonstrating the value of the refurbishment to this heavily used space.

### Earth Day Celebration Showcased Infrastructure Projects and Trail Ride

Ford Dealers in South Florida supported improvements at Oleta River State Park, near Miami, with new picnic tables, grills, and an educational kiosk. The new infrastructure was unveiled on Earth Day alongside a Ford Bronco® SUV off-road trail ride, where Bronco owners learned responsible off-road practices for future enjoyment.



### Taking People to New Heights

Project Airtime takes everyone paragliding. From special needs individuals to those with brain and spinal cord injuries. Individuals with illness, as well as the elderly and veterans. Everyone. They do it with an “air chair” and an elite-level paragliding pilot. With BWF grants, Team Bronco Ambassadors JT Holmes and Andrew Muse of Project Airtime purchased equipment that increased access to over a thousand flights for those otherwise unable to fly.

\*Nonprofit organization data provided as of 12/31/23, by program recaps, contracts, and award agreements with grant recipients.



A person stands between two large, tan-colored tents under a wooden shelter. In the background, a white truck with a spare tire mounted on the back is parked on a dirt path. The scene is set in a natural, outdoor environment with a cloudy sky.

# BUILT WILD<sup>®</sup> STORIES



Bronco Wild Fund exists to build a legacy of Access, Preservation, and Stewardship from the ground up. The following stories share the impact of BWF through these pillars.



**BUILT WILD<sup>®</sup>**  
**STORIES**



# So Everyone Can Go Further

## Increasing Access in America's State Parks



Obstacles can slow us down. Stand in our way. They can keep us from doing the things we want to do.

Together with America's State Parks Foundation, Bronco Wild Fund has helped increase access to those with mobility challenges by donating 18 trackchairs to 18 state parks throughout the United States.

An estimated **1 in 7** adults find it challenging to get around, walk, or climb stairs.\* Let alone hike, trek, or ascend. With trackchairs, obstacles can become conquerable. People are empowered to explore the beauty of the outside world. The Ford Bronco® SUV is built to help get people further outdoors, and trackchairs do the same, allowing users to go further than they could before. To encounter new views of vistas and valleys. Embark on different pathways to experience.

Here's to helping provide people with the freedom to see and explore more of the great outdoors.



**BUILT WILD®**  
**STORIES**

\*Centers for Disease Control <https://www.cdc.gov/index.htm>



# So Everyone Can Go Further

(Continued)



The desire exists. To get up and go. But for people like Peter Axelson, mobility challenges can place constraints on their enjoyment of the great outdoors. “I’m pretty limited to environments like concrete and asphalt,” Peter said. “I have a hiking wheelchair, but it requires a lot of physical strength to push through those surfaces.”

Enter the trackchair. With Bronco Wild Fund’s donation of 18 devices, those with mobility challenges now have access to assistive technology in those state parks that can crawl, climb, and traverse myriad terrains.

Access in action.  
That’s Bronco Wild Fund.



“

I’ve been coming to Sand Harbor State Park for over 20 years and have had to stick to the concrete pathways. Today, with a trackchair, I was able to actually go down onto the sand and up to the water. I can come here and now experience every part.

”

Peter Axelson





# A Ford Bronco® Built to Battle Fires on Public Lands



As the threat of wildfires increases, so too does the danger. The responsibility. The need for products and solutions that can help coordinate firefighting crews. Bronco Wild Fund is proud to have donated an upfitted custom Ford Bronco® SUV. This wildland firefighting command rig for the National Park Service helps coordinate firefighting crews over rough terrain in Bandelier National Monument.

Spanning more than **30,000** acres in northern New Mexico, Bandelier National Monument is a collection of rugged canyons and mesas. Housed within its boundaries are petroglyphs, cliff dwellings, and evidence of a human presence that stretches back over **11,000** years. It is a priceless piece of public land.

Roughly two hours north of Albuquerque, Bandelier is positioned in the transition zone of the American Southwest's high desert — a unique environment for those observing and studying the rapid effects of climate change. The park has a long history of natural fires. But as each fire season grows longer, Bandelier is experiencing more.

As Superintendent of Bandelier National Monument, Patrick Suddath explains, "Over the last 20 years, warmer temperatures and stronger winds have resulted in bigger fires that are harder to predict and manage. The more resource-intensive fires have a real impact on Bandelier's firefighting corps, and this donation will help us manage fires better."

Because two-thirds of Bandelier is designated wilderness, much of the park lacks the infrastructure needed to access its further reaches. That makes this Ford Bronco® Badlands® model with the Sasquatch® Off-Road Package a critical tool for the National Park Service. It was customized by Darley, a global manufacturer and distributor of defense, fire, and rescue vehicles.

Equipped with integrated satellite, cellular, and radio-based communications tools, a tablet computer, and a drone to survey situations from above, it can help in managing and coordinating emergency responses. With 35-inch off-road tires, an integrated winch, plus front and rear locking differentials, it has the capability required to ferry firefighting crews across rough terrain.

Bronco Wild Fund is proud to further the legacy of Ford helping to battle fires, to preserve and protect our public lands.

**BUILT WILD®  
STORIES**



# A Ford Bronco® Built to Battle Fires on Public Lands

(Continued)



“

For more than a century, Ford has supported fire response and disaster relief efforts by deploying vehicles to provide emergency transportation and power and deliver essential goods. Bronco Wild Fund was created because of our **passion for the outdoors**, and we’re excited to donate the Bronco wildland firefighting command rig to Bandelier to help protect this National Monument for generations to come.\*

”

**Dave Rivers**, Ford Enthusiast Brand Manager,  
BWF Advisory Council Member



\*Source: <https://media.ford.com/content/fordmedia/fna/us/en/news/2023/06/28/ford-donates-bronco-wildland-firefighting-command-rig-to-nationa.html>



# Cleaning Up Our Public Lands

## Stewardship Grant Project



At times, everyone needs a helping hand. Especially the great outdoors. That means taking care. Cleaning up. So that others, everywhere, can find more enjoyment.

The BWF Grant Program was designed to make a difference in our local communities. We support efforts throughout the country. To clean up public lands, and encourage others to enjoy the outdoors responsibly.

This past year, our grant program awarded **\$50,000** to Ford Dealers in North Florida to support the Great St. Johns River Cleanup, a month-long collaboration of cleanups that sought to make a difference for the river and its tributaries.

The program included a series of over **75** events. More than **1,300** volunteers made an impact across **9,000** square miles of watershed. Their efforts resulted in the removal of **1,462** bags, or nearly **30,000** pounds, of trash.\*

This example is one of many, all of which build upon ongoing efforts of Bronco Wild Fund to empower responsible recreation. With off-road cleanups. Through education and rejuvenation. Each one an example of our focus on stewardship.

From our vistas and valleys to our rivers, lakes, and oceans, Bronco Wild Fund is doing more to encourage the responsible use of our public lands. Because protecting public spaces is an ongoing effort. From coast to coast. Across land and sea.



**BUILT WILD<sup>®</sup>**  
**STORIES**

\*Nonprofit organization data provided as of 12/31/23, by program recaps, contracts, and award agreements with grant recipients.



# Driving Forward

## Everyday Heroes, Impactful Projects, and an Iconic Vehicle



In the outdoors, we venture forward with care. But also, with a goal in mind. Knowing that every step means progress. That ultimately, we keep moving forward, connecting people to the outdoors, responsibly.

That mindset is shared by all of those involved with Bronco Wild Fund.

It's why we continue to expand our reach. We work with like-minded collaborators and amplify impact with matching funds whenever possible.

At Bronco Wild Fund, we're moving forward. Building momentum. Because we're intent on making a lasting difference. On establishing a legacy. One dedicated to the preservation of our nation's public lands for generations to come.





# Acknowledgments

As a mission with deep respect for our public lands, Bronco Wild Fund benefits from the support of like-minded collaborators. We are grateful to our volunteers and grant recipients. To our collaborating NPOs, extensive Ford Dealer network, agencies, Team Bronco Ambassadors, and Advisory Council members.

Continued success is best achieved by the many. Here's to all that we accomplish — together.

## BWF Advisory Council

Teresa Baker, Matt Balazs, Ryan Chan, Mark Grueber, Amanda Osmer, Dave Rivers, and Elyse Saugstad

## Nonprofit Organizations

America's State Parks  
American Trails  
National Forest Foundation  
Outward Bound USA  
Sons of Smokey  
Tread Lightly!

## Bronco Wild Fund Team

Kelsey Gerken and Tim Son Hing, Ford Marketing Team  
Mariam Hachem, Curt Jaksen, and Jessica Thomey, Mindshare  
Kathleen Denton, Julia Roberts, and Jen Roe, Xperience Communications

