

2021 Impact Report





Bronco Wild Fund is a mission with a deep respect for our public lands.

It's about building a legacy of **access, preservation** and **stewardship** from the ground up.

At Bronco Wild Fund, we want to connect people to the outdoors, responsibly.*

*Ford is committed to the preservation of the environment and treading lightly.



Nearly sixty years ago, Ford Bronco® was born from a basic belief.
As people, we're drawn to the outdoors.

It's where we go to find adventure. To wander.
To unwind. In the outdoors, we explore. We search for something
more—a sense of solitude, or healthy, heaping doses of adrenaline.
The outdoors delivers what we need.

So, go! Get out there. Hop in and hold on, because Bronco is designed
for the wonders that the outdoors has in store.

We created Bronco Wild Fund to keep the outdoors great. For all.
Through wilderness preservation. Stewardship. By helping to ensure
access. Bronco Wild Fund exists to
connect people to the outdoors, responsibly.

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B W F O R I G I N S T O R Y



Inspired by the epic return of the legendary Ford Bronco® brand, Ford created the Bronco Wild Fund to bring more people to the outdoors. To help them care for our public lands while enjoying what they offer.

Funded by a portion of the proceeds from every Ford Bronco sold, Bronco Wild Fund is teaming up with people, agencies and organizations that share our vision. To ensure that generations to come experience the awe we see today.

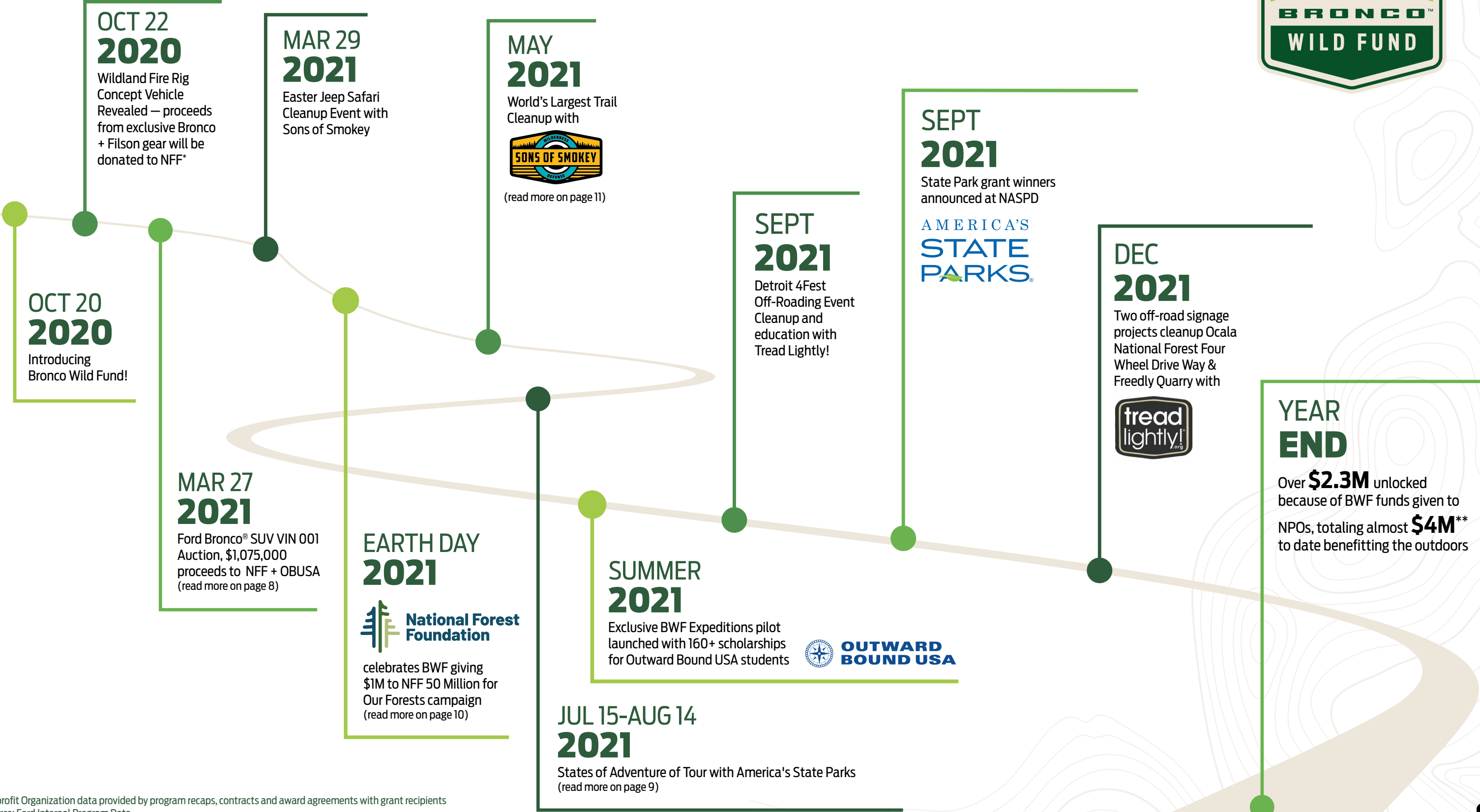
Through key alliances with renowned organizations — America's State Parks, National Forest Foundation, Outward Bound USA, Sons of Smokey and Tread Lightly! — we grant more people access to the most pristine places. We fund preservation programs. Planting projects. Scholarship endowments. All so that those who go know how to leave our outdoor spaces as they find them.

Because when we began building Ford Broncos, we knew we had a duty to preserve and protect what's out there. To connect people to the outdoors, responsibly.



BUILT WILD® IMPACT

A timeline for the progress of Bronco Wild Fund.



*Nonprofit Organization data provided by program recaps, contracts and award agreements with grant recipients
**Source: Ford Internal Program Data

BUILT WILD® IMPACT

Bronco Wild Fund supported **32 projects** in **26 states** from October 2020 — December 2021* throughout the USA by providing resources to keep the great outdoors, great!



MAP KEY

Projects With Five Nonprofit Collaborators**

-  **America's State Parks**
Inspired people to visit State Parks and get outdoors. Stops on States of Adventure Tour shown. (read more on page 9)
-  **National Forest Foundation**
Reforested National Forests and preserved public lands. (read more on page 10)
-  **Outward Bound USA**
Piloted exclusive BWF expeditions for underrepresented youth.
-  **Sons of Smokey**
Led cleanup efforts at off-road events. (read more on page 11)
-  **Tread Lightly!**
Promoted responsible off-roading through events, cleanups and trail signage. (read more on page 11)

COLOR KEY

-  **Access**
-  **Preservation**
-  **Stewardship**

*Source: Ford Internal Program Data
**Nonprofit Organization data provided by program recaps, contracts and other documentation.



BUILT WILD[®] STORIES



BUILT WILD[®] STORIES

Ford Bronco[®] SUV VIN 001 Auction

Over one million in proceeds to nonprofit organizations

Bronco Wild Fund worked with Barrett Jackson to place the Ford Bronco[®] VIN 001 on the auction block. All for a good cause.

The first ever 2021 Bronco First Edition to roll off the line, VIN 001 came fully loaded with the best of Bronco. Seven G.O.A.T. modes[®]. A powerful EcoBoost[®] engine. Factory 35-inch tires. A striking Lightning Blue exterior. It was built with the capability and confidence to take on any outdoor adventure.

By the time the hammer went down on Lot 3008, the First Edition Ford Bronco had raised over \$1,000,000 for the benefit of the National Forest Foundation (NFF) and Outward Bound USA. Funds supported critical needs for Outward Bound Regional Schools, including risk management training for the return to in-person operations following pandemic shutdown. Proceeds for NFF went to four restoration projects, including fire risk reduction in Arizona and recreation improvements in Angeles National Forest, CA.

In auctioning off the first new Bronco to roll off the assembly line, Bronco Wild Fund did more to preserve access and protect our great outdoors. We helped to ensure that our natural world remains a world of wonder.





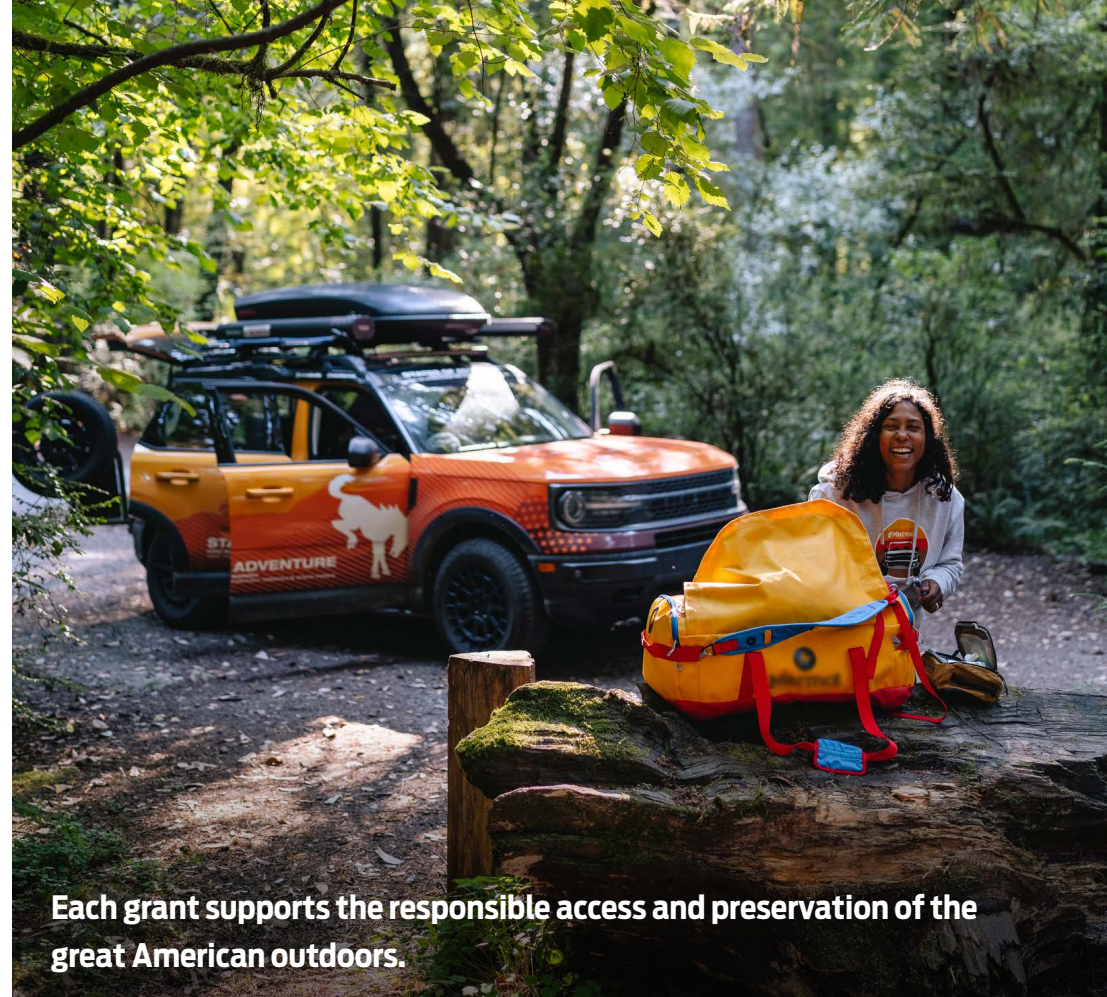
Sharing across Instagram encouraged others to get out and explore.



Rock climber Maiza Lima and adventure photographer Willie Woodward set out in a specially equipped Ford Bronco® Sport SUV, visiting 15 of America's State Parks in 30 days.



Driven by Bronco Wild Fund, the adventure was punctuated with \$120,000 in grants being awarded to America's State Parks.



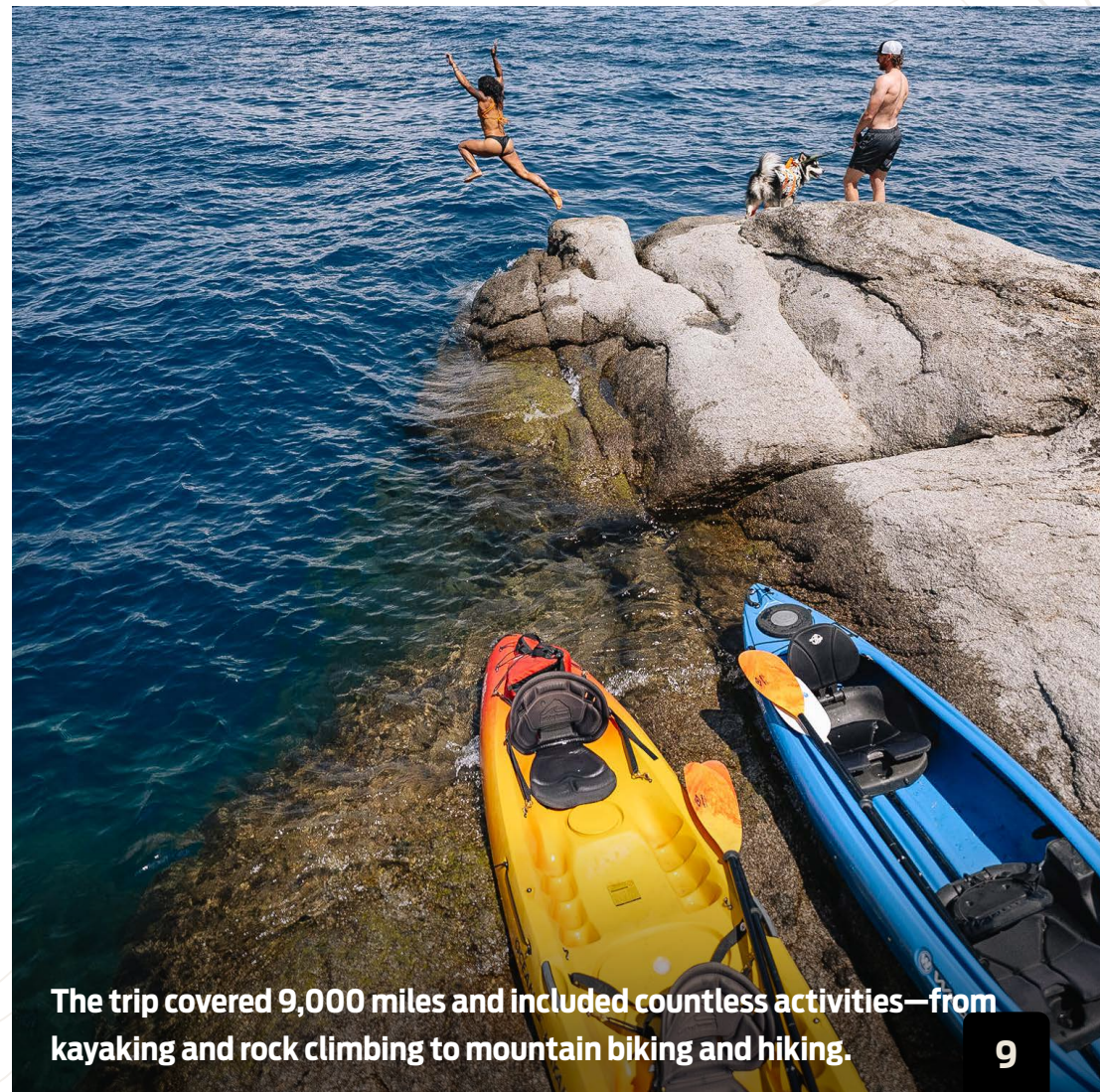
Each grant supports the responsible access and preservation of the great American outdoors.

BUILT WILD® STORIES

ACCESS

States of Adventure Tour. 15 parks in 30 days.

In July, Team Bronco Ambassadors, rock climber Maiza Lima and adventure photographer Willie Woodward, set out across the continental United States in a specially equipped Ford Bronco® Sport SUV. Together, they logged overnight stays at 15 of America's State Parks. Covered more than 9,000 miles. And took part in countless activities. Kayaking. Rock Climbing. Mountain biking. Hiking. All to encourage others to get out and explore.



The trip covered 9,000 miles and included countless activities—from kayaking and rock climbing to mountain biking and hiking.

BUILT WILD® STORIES

PRESERVATION

BWF Planted One Million Trees

Driven by a mission of conservation, National Forest Foundation (NFF) launched 50 Million for Our Forests. Its commitment: To plant and grow 50 million new trees by 2025.

Bronco Wild Fund donated \$1,000,000 to the National Forest Foundation dedicated to the 50 Million for Our Forests campaign, playing a pivotal role in helping the program achieve progress toward its goal. The donation immediately helped to accelerate the program's momentum and led to exponential growth in the number of trees planted.

That's important. Because 50 million is not an arbitrary number. More mature trees mean greater benefits—to air quality, water quality and human health.*

On Earth Day 2021, the National Forest Foundation recognized Bronco Wild Fund as its largest, single-year reforestation collaborator to date. We're proud of what we've done to bring awareness and attention to the much-needed effort of reforestation.

It's making a real difference. In every corner of the country.

*Nonprofit Organization data provided by program recaps, contracts and documentation, including campaign website: <https://www.nationalforests.org/50-million-trees-campaign>.





At the heart of the effort's of Bronco Wild Fund are people. Ford Bronco® helps Bronco owners and enthusiasts get further off-road. We support organizations that bring people together to get their hands dirty and ensure future generations can enjoy the same trails and land.

We're proud to work with Tread Lightly! and Sons of Smokey, organizations that share similar goals and are advocates for outdoors spaces. Sons of Smokey is a nonprofit that has removed and disposed of over 1,000,000 pounds of trash and abandoned vehicles from public land.* Tread Lightly! is a leading educator in motorized vehicle sports, that advocates for land access for vehicle use and teaches responsible-use practices.

Meeting existing Bronco community members where they live and play extends our impact. It also supports our goal of building a legacy of access, preservation and stewardship—from the ground up.

*Nonprofit Organization data provided by program recaps, contracts and other documentation.
Always consult the Owner's Manual before off-road driving, know your terrain and trail difficulty, and use appropriate safety gear.

BUILT WILD® STORIES

STEWARDSHIP

Off-Road Responsibility Projects With Tread Lightly! and Sons of Smokey



MOVING FORWARD

Like every vehicle that has ever worn the badge, the latest generation of the Ford Bronco® SUV is more than sheet metal and skid plates. It was designed to deliver on a feeling. One best found while barreling over backwoods trails, bounding over boulders or snaking through switchbacks.

That's why Bronco Wild Fund is so important. We're committed to the protection of those special places and preserving America's outdoors for generations to come. Through projects and collaborations with key nonprofit organizations, progress has been made. A solid foundation has been set, but we're just getting started.

Moving ahead, our focus is increasing access to the world of wonder found in our public lands. Funding preservation programs, planting projects and endowing scholarships and sponsorships. Deepening our relationships with like-minded NPOs and engaging more of the Bronco community.

We are proud of the difference Bronco Wild Fund has made and we remain steadfast in our commitment to ensuring our lands remain a wonder for all.

We can't wait to see you out there.





ACKNOWLEDGMENTS

Thank you to the individuals, organizations and agencies that made the successful first year of Bronco Wild Fund possible:

NONPROFIT ORGANIZATIONS

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

BWF TEAM

Darci Gurney, Mark Grueber, Dave Rivers, Esteban Plaza-Jennings — **Ford Motor Company**
Curt Jaksen, Valerie Degenhardt, Taylor Graham — **Mindshare Worldwide**

Follow along on social media at
@FordBronco #BroncoWildFund
[BroncoWildFund.com](https://www.BroncoWildFund.com)