



Planting Kids in Nature since 1970

# Welcome to Slide Ranch!







# Mission

We cultivate healthy bodies and minds and foster future generations of environmental stewards.

By farming, cooking, caring for animals and exploring wilderness and the coast, we teach people of all ages to see the connection between their own health, a healthy food system and a healthy environment.



"Something I learned was how healthy it is to be in a free,  
wide open space and how important it is to reflect.  
I learned that I am able to make a change in this world  
and it starts at home."

- 9th grade student, *Girls Inc.*



# Muir Beach, California







# History

Slide Ranch has a rich history in **connecting people to food**.

The **Miwok** once fished and foraged for food at this site.

**Portuguese dairy** farmers purchased the land in late **19th century** and produced milk and butter for residents of San Francisco.

In 1969, 134 acres of this fertile coastline were **rescued from commercial development** and purchased by the **Nature Conservancy**.

**“Rebels with a Cause”  
saved the Marin Headlands!**

Co-Founders Doug  
Ferguson, Susie  
Washington-Smyth



The Slide Ranch nonprofit organization was established in 1970, becoming one of the first Park Partners in the Golden Gate National Recreation Area.



*Jerry Garcia was our first donor?*





# Our Staff

- **Maika Llorens Gulati**  
Executive Director
- **Development Coordinator**  
Coming soon!
- **Shelley Champine**  
Executive Assistant
- **Ethan Zatko**  
Interim Program Director
- **Julie Hartman**  
Associate Program Director
- **Gabriel Powers**  
Program Administrator
- **7 TiRs + 3 Summer TiRs**
- **Damien De Clerck**  
Director of Operations
- **Jesse Wernick**  
Operations Manager
- **Elena Sanchez-Corea**  
Animal Care Manager
- **Teresa Kao**  
Garden Manager
- **Sergio Pineda**  
Facilities Manager
- **Colan Baldyga**  
Ranch Hand







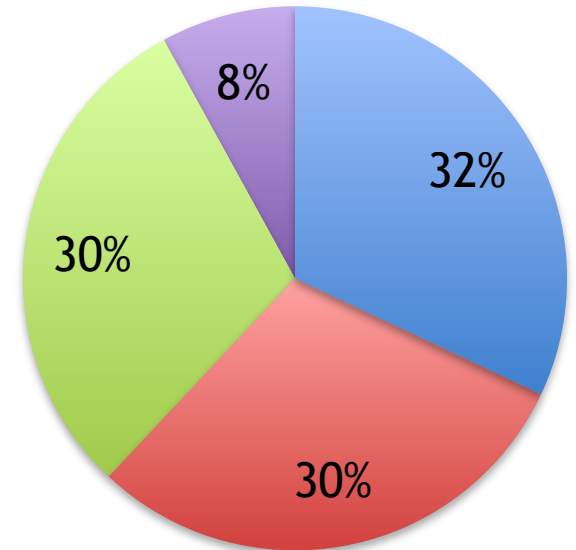
# Our Board

- **Suzette Clarke, President**  
Communications and PR Executive  
Owner, Next Door Wine
- **Debra Nelson, Vice President**  
Philanthropic Consultant
- **Peter Scherr, Secretary**  
Attorney
- **Caroline Loewy, Treasurer**  
Biotechnology Executive/Consultant
- **Tracy Baldwin**  
Technology Executive  
Founder & CEO, RokketMed Corp.
- **Jill Cowan**  
Non-Profit Professional
- **Richard Gerstein**  
President, Finca LLC  
CEO & Chairman, Cargomatic
- **Margo Green**  
Community Volunteer
- **Robert Lawrence**  
Trustee and Real Estate Investor
- **Shelley Lindgren**  
Restaurant Owner, Wine Author  
A16, A16 Rockridge, SPQR
- **Luke Maura**  
Director, Deutsche Bank Securities
- **Stacey Silver**  
Non-Profit Professional
- **Brooke Waterhouse**  
Curator of Art & Culture

# Visitors



- ◇ Welcomed 10,259 visitors.
- ◇ 65% of our School and Community Group programs from low-income communities.
- ◇ We served 85 different Bay Area school and community groups.
- ◇ 6,000 visitors milked the Slide Ranch goats.



● San Francisco ● Marin  
● East Bay ● Others



# Programs





# School and Community Groups





# Family Events



## Family Farm days:

- Spring Birds
- Sheep to Shawl
- Ocean Exploration



## Toddler Days

## Family Campout





# Individual and Corporate Volunteers







# Special Events





# 2017 Teachers in Residence (TiR)

*"I don't know where you find such strong teachers. I would consider myself lucky to have them as colleagues. I have been teaching for a long time and always learn new ideas from your amazing staff."*

*—3rd grade teacher, Saint Anselm School*



# Summer Camps





# Summer Camp Staffing



Teacher in Residence ratio 1:8-10 campers

7-8 teachers a week

80-90 kids per week session

On-site support staff:

- Program director
- Program manager
- Program administrator



Program Staff handle administrative duties, supplies purchasing, camp t-shirt distribution, photography, program evaluation, and unexpected circumstances

Program Staff orient Junior Camp Counselors, 14-18 year olds, and coach them in an initial training on morning 1 and again for a check-in mid-week.

# Summer Camps - Curriculum



- Teaching standards: preparation, teaching approach, interactive/ experiential, communication, leadership
- Joseph Cornell, author of Sharing Nature book series. FLOW learning method: into, through, beyond
- Next Generation Science Standards (NGSS): practices, crosscutting concepts and disciplinary content ideas





# Summer Camps - Themes



Each camp week includes 6 elements:  
milking, visiting chickens, garden projects, cooking, crafts,  
hiking

Ranch Rangers (5-13 yo)

Slide Explorers (5-8 yo)

Junior Farmers (8-13 yo)

Junior Camp Counselors (14-18 yo)





# Activities - Goat Milking and Barnyard





# Activities - Wool Crafts







# Activities – Chickens and Ducks







# Activities - Nature Play





# Activities - Cooking in the Garden





# Activities - Garden Stewardship





# Activities - Educational play



# Risk Management



How do we ensure safety?

- Waivers for campers and volunteers
- Incident Reports
- Teachers and all staff are trained annually in Child Abuse, emergency response, and Mandated Reporter
- All campers must be signed in and out of camp by designated guardians.
- Aftercare is provided when parents are not available to pick up their campers immediately as camp ends.





# Marketing and Outreach



Email Blast  
Social Media  
Events  
Local PR



# Financials



\$450-\$475 per person for a week

Revenue Summer Camp \$360,000

Budget 2018 - \$1.3M

Revenue Sources







# Thank you!

Hablamos español

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Executive Director  
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Teresa Kao