



2022 Impact Report



Bronco models shown throughout this document may be shown with optional equipment and available Ford Accessories.



Our Vision

Following the epic return of the Ford Bronco® SUV and building on the legendary legacy and Built Wild™ capabilities, 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 demonstrates a deep respect for public land through wilderness preservation, stewardship and helping ensure access for all. **Connecting people to the outdoors, responsibly.**

Pillars



Access



Preservation



Stewardship



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A Message From Bronco Wild Fund

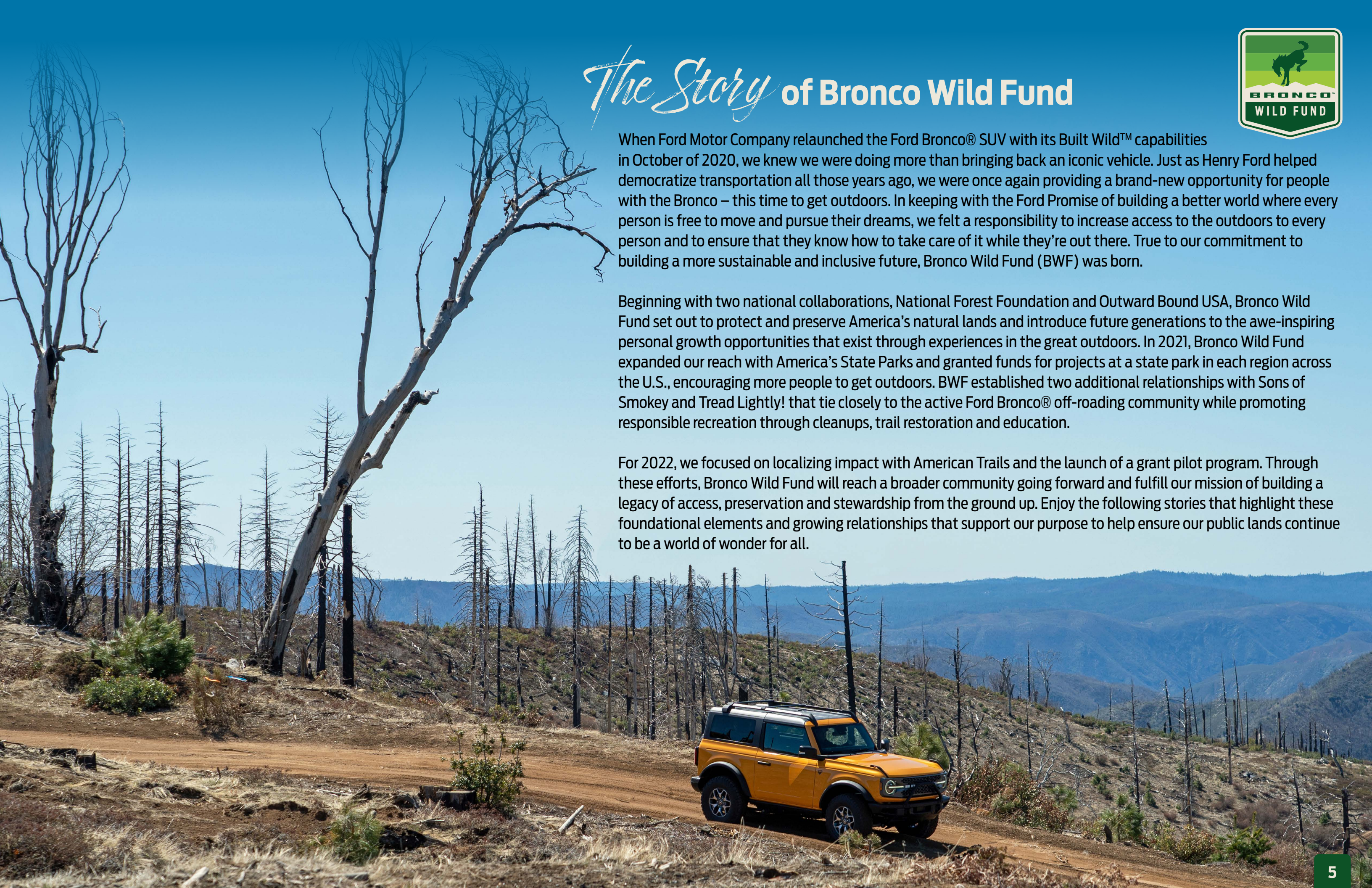
Thank you for your support and interest in the growth of Bronco Wild Fund (BWF). By compiling the results and stories of our work here, we highlight the excellent progress being made to preserve the outdoors for all mankind. In 2022, we grew our nonprofit network, relaunched our Advisory Council and initiated a grant pilot program, enhancing both our reach and impact. This was a pivotal year in strengthening the foundation of our mission and the legacy of Bronco Wild Fund.

The thoughtful pursuit of the BWF mission pillars shaped our commitment to our brand alliances. This past year, we increased **ACCESS** to scholarships, recreational opportunities, off-road trails and public lands – expanding accessibility for those with barriers to fully engage in the outdoors. We continued our commitment to **PRESERVATION** through reforestation efforts, desert and beach revegetation, and installation of ethical use trail signage – ensuring our natural lands remain a world of wonder for all. Carrying on the groundwork of our first year, we supported **STEWARDSHIP** opportunities like cleanups that maintain trails and forest health and projects that reverse or halt erosion – doing our part to mitigate human impact and nurture natural infrastructure.

The inaugural Bronco Wild Fund grant application cycle expanded our range, brought new momentum and ignited fresh energy. We integrated key groups from the Bronco community: Team Bronco Ambassadors, the extensive Ford Dealer Network and Bronco Nation to activate projects. Throughout 2023, these grant projects will broaden the types of recreation we support, harness community collaboration and utilize the Bronco vehicle to positively impact the lands we cherish and the outdoor adventures we seek.

With every Ford Bronco® purchased, we drive toward a future worthy of its legacy. With every collaboration, grant project, scholarship recipient, planted tree, cleaned-up trail and ethically educated outdoorist, Bronco Wild Fund cultivates a Bronco community dedicated to our mission. This document tells the story of how our impact is manifesting and growing deeper roots. We are just beginning to hit the trail – connecting people to the outdoors, responsibly.

Built Wild™
— Bronco Wild Fund



The Story of Bronco Wild Fund



When Ford Motor Company relaunched the Ford Bronco® SUV with its Built Wild™ capabilities in October of 2020, we knew we were doing more than bringing back an iconic vehicle. Just as Henry Ford helped democratize transportation all those years ago, we were once again providing a brand-new opportunity for people with the Bronco – this time to get outdoors. In keeping with the Ford Promise of building a better world where every person is free to move and pursue their dreams, we felt a responsibility to increase access to the outdoors to every person and to ensure that they know how to take care of it while they're out there. True to our commitment to building a more sustainable and inclusive future, Bronco Wild Fund (BWF) was born.

Beginning with two national collaborations, National Forest Foundation and Outward Bound USA, Bronco Wild Fund set out to protect and preserve America's natural lands and introduce future generations to the awe-inspiring personal growth opportunities that exist through experiences in the great outdoors. In 2021, Bronco Wild Fund expanded our reach with America's State Parks and granted funds for projects at a state park in each region across the U.S., encouraging more people to get outdoors. BWF established two additional relationships with Sons of Smokey and Tread Lightly! that tie closely to the active Ford Bronco® off-roading community while promoting responsible recreation through cleanups, trail restoration and education.

For 2022, we focused on localizing impact with American Trails and the launch of a grant pilot program. Through these efforts, Bronco Wild Fund will reach a broader community going forward and fulfill our mission of building a legacy of access, preservation and stewardship from the ground up. Enjoy the following stories that highlight these foundational elements and growing relationships that support our purpose to help ensure our public lands continue to be a world of wonder for all.

With Us on *Our Journey*

We have strategically selected the following nonprofit organizations that are dedicated to the preservation of our nation's outdoors for generations to come.



AMERICA'S STATE PARKS®

America's State Parks' mission is to promote and advance state park systems for their own significance and for their important contributions to the nation's environment, heritage, health and economy. Supporting state parks ensures that natural and cultural resources are preserved for the next generation.

The relationship between Bronco Wild Fund (BWF) and America's State Parks supported projects that preserved outdoor spaces with education programs and infrastructure improvements that increased accessibility.



The National Forest Foundation (NFF) works on behalf of the American public to inspire personal and meaningful connections to our National Forests, a centerpiece of America's public lands.

BWF supported NFF through direct funding and proceeds of the Ford Bronco Raptor® VIN 001 auction. Teaming up with BWF enabled reforestation efforts, as well as targeted projects for preservation and responsible recreation use.



OUTWARD BOUND USA

Outward Bound USA is a leading provider of outdoor education programs that allow young people to explore their personal potential. From expeditions in some of the most remote locations in the U.S. to programs in local schools and neighborhoods, young people nationwide are cultivating a passion for learning, and discovering greater success in school, work and life.

Outward Bound USA benefited from direct BWF funding, as well as proceeds of the Ford Bronco Raptor® VIN 001 auction. The BWF and Outward Bound USA collaboration provided expedition scholarships to students from across the United States.



Sons of Smokey facilitates the collection and disposal of trash from public lands fostering a non-partisan movement for stewardship of the outdoors. The grassroots community of outdoor enthusiasts is committed to responsible recreation and providing tools, like the Sons of Smokey app, to engage people in their mission.

Bronco Wild Fund (BWF) supported Sons of Smokey trail cleanup events and provided essential resources needed to tackle their grueling work.



Tread Lightly! leads a national initiative to protect and enhance recreation access and opportunities by promoting outdoor ethics to heighten individuals' sense of good stewardship.

Bronco Wild Fund and Tread Lightly! collaborated to host restoration and cleanup events within the off-road community. In addition, the joint venture empowered ethical recreation practices through education at events and installation of signage projects.



New in 2022 – American Trails' mission is to advance the development of diverse, high-quality trails and greenways. Through collaboration, education and communication, they raise awareness of the value of trails.

Inspired by past support of the American Trails' "Trail Fund" from Ford Motor Company, Bronco Wild Fund committed to continued support. The BWF connection helped to create the renamed and perpetual "Trail Capacity Fund" for communities and local organizations seeking support to expand, maintain, and care for trails.



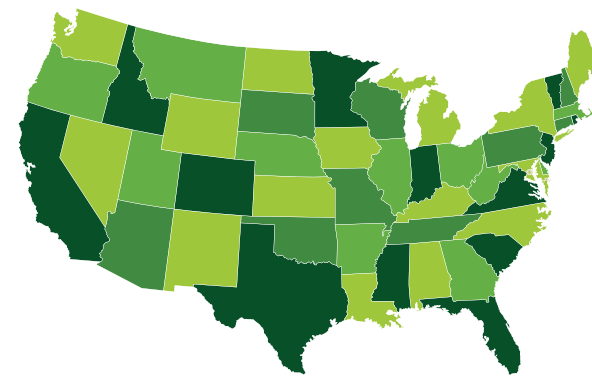
With Us on *Our Journey*

Bronco Wild Fund leverages nonprofit organizations with established preservation efforts engaged in the encouragement of responsible stewardship.

By aligning with industry-recognized leaders, these relationships allow us to amplify and accelerate our impact devoted to keeping the great outdoors, great.

FACTS AND FIGURES

82% of the BWF budget benefited the outdoors through donations, collaborative projects and grant awards
18% to operations*



34+ states impacted
included project work in 23 states and funding to advance upcoming projects in 11+ additional states

NONPROFIT COLLABORATIONS

Over **\$1,850,000** supported **6** nonprofit organizations**

254,000

trees planted

+8 restoration projects

NATIONAL FOREST

FOUNDATION

6

state parks

grant-funded projects

AMERICA'S STATE

PARKS

200+

scholarships for 14

BWF Expeditions

in 11 states

OUTWARD BOUND USA

6

off-road

trail restoration

projects and cleanups

TREAD LIGHTLY!

1.3M

lbs. of waste collected at

3 off-road industry events

SONS OF SMOKEY

1

new relationship

established

AMERICAN TRAILS

GRANT PILOT PROGRAM

Over **\$1,000,000** in grants funded through **3** Bronco stakeholder groups



12

Grants awarded for projects in
10 Ford Dealer regions nationwide



Bronco Nation grant
awarded to support
events for Bronco Club
and Owner engagement



31

Team Bronco
grants awarded



2022 IMPACT MAP

Map Key



America's State Parks

Improving state parks throughout the nation by expanding access and accessibility



National Forest Foundation

Restoring and preserving our public lands through reforestation, revegetation, dispersed campground development and trail maintenance initiatives



Outward Bound USA

Enabling underserved youth access to outdoor adventure experiences



Sons of Smokey

Stewarding trails, backcountry, and other outdoor recreation spaces



Tread Lightly!

Educating outdoor enthusiasts on responsible use of trails and ethical principles for recreation



Other BWF Projects

Supporting underserved populations in outdoor recreation and the first grant-funded program (read more about the BWF Grant Pilot Program on page 10)

Color Key



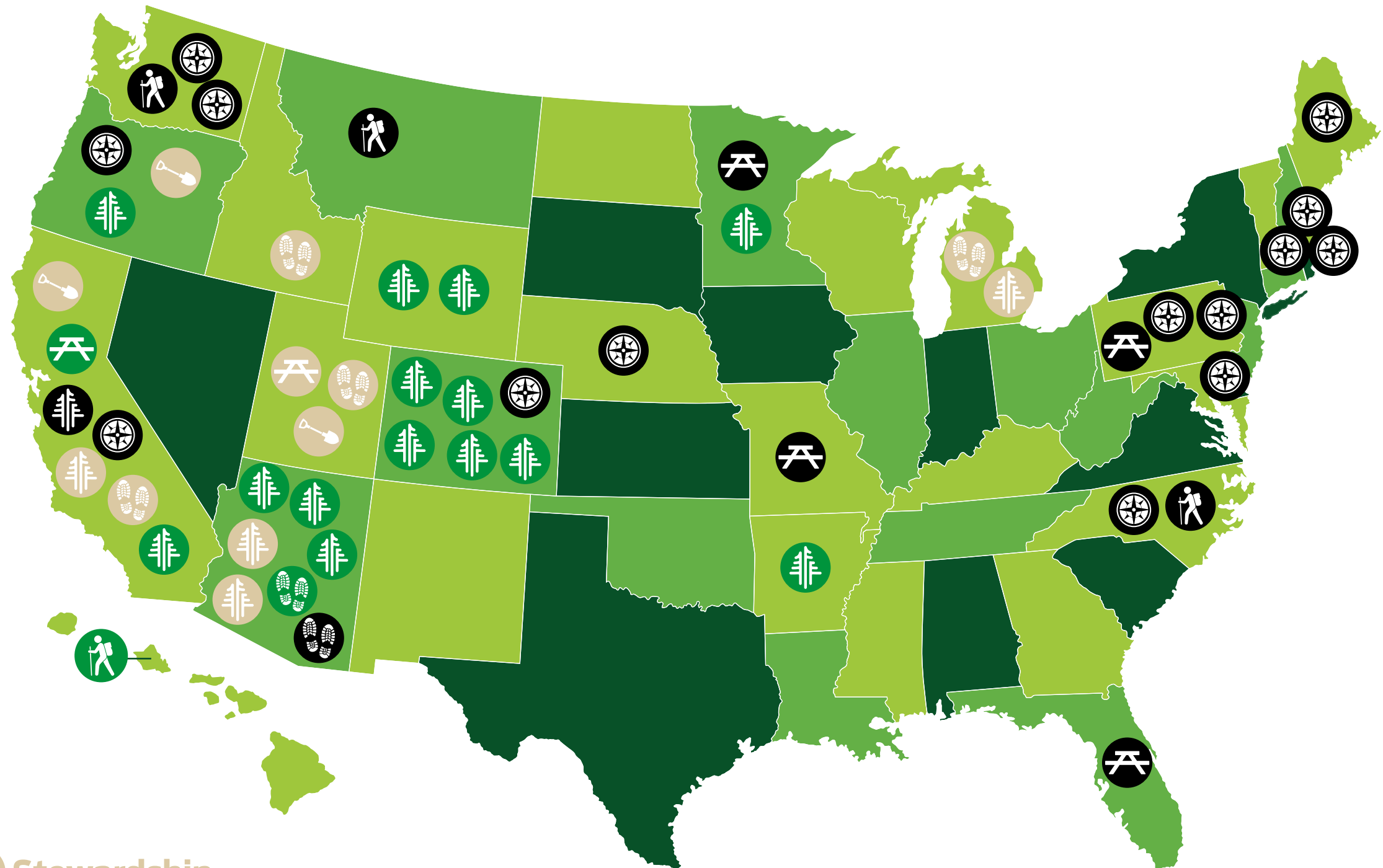
Access



Preservation



Stewardship



Getting Local Engaging the Bronco® Community: Our Grant Pilot Program



With the goal of stronger relationships and more ways to connect with customers on a diversified and local level, we launched our first ever Bronco Wild Fund Grant Pilot Program.

Leveraging existing stakeholders, specifically Team Bronco Ambassadors, the Ford Dealer Network and Bronco Nation, we awarded over \$1,000,000 in grants for projects and events! We expanded our impact to more local communities by funding the work of 31 ambassadors, 12 Dealer Network projects and Bronco Nation owners and clubs. Projects span the U.S. in forests, on trails, beaches, bodies of water and throughout our communities working to preserve our most valuable outdoor spaces through access, preservation and stewardship—proving that together, we can keep the outdoors great.



Stronger Together Relunched and Reignited: Advisory Council



As Bronco Wild Fund (BWF) began its second year, we established a foundation that allows us to operate with the heart of a nonprofit while producing sustainable impact for years to come. This inspired us to create an unbiased and independent sounding board to provide advice, insight and support from different people with fresh perspectives. The BWF Advisory Council is dedicated to mission alignment and brings expertise and guidance from supporting industries – recreation, automotive and outdoor preservation.

Consisting of passionate outdoor enthusiasts from the Bronco marketing team, subject matter experts, and representatives from the vast Ford Dealer Network, the relaunched Bronco Wild Fund Advisory Council connects the fund to relevant resources, colleagues, customers and peers. They will serve as the voice of the stakeholders in program design, accountability and project assessment.

The BWF Advisory Council met in 2022 to focus on aligning BWF with the purpose of keeping the great outdoors great and leaving a legacy that will continue to preserve and protect the outdoors. The council engaged in discussion around creating Core Values to guide and shape interactions with stakeholders. Their guidance reinforced our strategy for leveraging alliances and continuing local impact through the grant program. With an established team and alignment around the fund's goals, vision and core values, the Bronco Wild Fund Advisory Council is enthusiastically blazing a trail together – as a strong, mission-driven team. These seven individuals will continue to serve as the Bronco Wild Fund Advisory Council throughout 2023.

2022 *Advisory Council*



Teresa Baker

Inclusion Subject Matter Expert

As Founder of the Outdoor CEO Diversity Pledge and of the In Solidarity Project, Teresa works to connect underrepresented communities with outdoor opportunities, knowing that the long-term effect will be a new generation of environmentalists, stewards and conservationists.



Matt Balazs

Off-Road Subject Matter Expert

Matt is the founder of On Trail Training, a Colorado organization that offers classes for anyone with an interest in traveling off-road in a full-size vehicle. In addition, he has spent more than a decade as an off-road guide in the Colorado area, where he gained a deep understanding of the need for education to preserve our delicate trail systems.



Jimmy Chin

Outdoor Subject Matter Expert

An Academy Award-winning filmmaker, National Geographic photographer and mountain sports athlete, Jimmy is a Team Bronco Ambassador and has led dozens of exploratory expeditions and completed first ascents around the globe, working with the best adventure athletes in the world.



Amanda Osmer

Ford Dealer Representative

With over 25 years in the Ford family, Amanda is a fourth-generation owner of John Grappone Ford and a former Outward Bound staff member. Committed to the outdoors, her dealership recently cofounded a nature-based preschool on the East Coast.



Ryan Chan

Ford Dealer Representative

Continuing a Ford Family legacy, Ryan has been a part of the Ford retail business since 2007. He's an avid outdoor enthusiast who relies on his Bronco® Big Bend® to get him to his favorite activities including hunting, fishing, hiking and biking.



Mark Grueber

Ford Brand Team Representative

A fourth-generation Ford employee with over 26 years of experience in marketing and sales, Mark is the Global Director of Ford Vehicle Personalization and in 2021 was No. 7 on the Motor Trend Automotive Power List. Most notably, as a member of the Bronco Underground, he led the strategy and launch to bring back the Ford Bronco®.



Dave Rivers

Ford Brand Team Representative

Dave has spent 28 years with the Ford Family working globally and in the U.S. for Ford and Lincoln in Brand, Marketing Communications, Product, Service and Field Sales. As the Brand Manager for Enthusiast Brands, Bronco®, Bronco Sport®, Mustang and Mustang Coupe®, Dave enjoys the outdoors hunting, fishing and boating.



Built WildTM Stories

Team Bronco® Ambassador Receives First BWF Grant Oahu Beach Cleanup

Grant Recipient: **Team Bronco Ambassador and Professional Surf Photographer Zak Noyle**
Nonprofit Organization: **Parley for the Oceans**
Purpose: **Sandy Beach Restoration**
Location: **Oahu, Hawaii**

On November 17, Bronco Wild Fund (BWF) grant recipient Zak Noyle worked with Parley for the Oceans to bring a day of community, integrity and kuleana (responsibility) for the island of Oahu. Together, their ohana (family) is committed to ensuring that environmental efforts are not just a moment in time but a movement that inspires the next generation to take ownership of positive change.

During the event, over 200 local volunteers were given the chance to give back and reconnect with the outdoors – first by participating in a much-needed beach cleanup and then by successfully removing massive amounts of invasive plants and replanting those that are native to Hawaii. That night, in celebration of the work completed, supporters and volunteers enjoyed live music, food and drinks at Parley's AIR Station located at Bishop Museum in Honolulu. Attendees learned about Parley's mission to address major threats toward our oceans, the most important ecosystem of our planet, including a process to upcycle marine debris using 3D print technology.

The event was very successful and provided a meaningful opportunity for BWF to raise awareness of projects that protect the beauty and fragility of our oceans.



Built Wild™ Stories

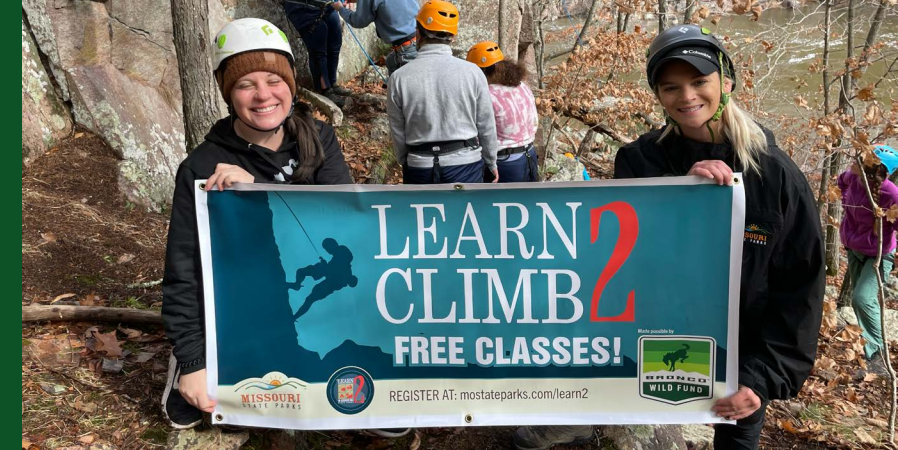
Creating Access to New Experiences in America's State Parks

Learn2Climb in Missouri

To support responsible access and preservation of the great American outdoors, Bronco Wild Fund (BWF) provided \$120,000 to America's State Parks to be divided equally among six state parks representing each region. With the support from BWF, one of the awarded organizations, Missouri State Parks, launched their very first introduction to rock climbing program, Learn2Climb, at Johnson's Shut-Ins State Park.

This opportunity, complete with equipment, climbing safety training and assistance, allowed participants to try a new activity while experiencing some of Missouri's vertical attraction in their local state park. The inaugural Learn2Climb event allowed families, solo adventurers, and first-time climbers to develop skills and enjoy outdoor rock climbing. It was a day of adrenaline, new experiences and a freshly built community cheering each other on. This program created an opportunity to get into the outdoors, learn to climb safely and do so with like-minded community members – an experience that would not have been possible if it weren't for America's State Parks and Bronco Wild Fund.

Bronco Wild Fund not only supported the first Learn2Climb program but ensured it would continue. By sponsoring climbing equipment and ongoing staff training, Missouri State Parks can now host the program to participants free of charge.



Bronco® Enthusiasts Support Bronco Wild Fund Bronco Raptor® VIN 001 Auction

When Ford announced that the Bronco SUV was coming back, the excitement from Bronco enthusiasts was hard to contain. To garner the excitement, Ford donated the first production 2021 Bronco VIN 001 to be auctioned at Barrett-Jackson with proceeds benefiting Bronco Wild Fund (BWF) relationships.

To up the ante, Ford once again donated a vehicle to be auctioned at Barrett-Jackson in 2022: the Bronco Raptor VIN 001. The most powerful, street-legal Bronco and the world's first Ultra4-inspired SUV generated \$350,000 at auction to increase Bronco Wild Fund support.

The proceeds from the 2022 Raptor VIN 001 auction were gifted to the two original BWF nonprofit organizations. This allowed the National Forest Foundation's Colorado Campground Restoration project to redesign and improve five locations, including four developed campgrounds and an area popular for more wild "dispersed camping." The development improved camper experience and ecological sustainability of the campgrounds, resulting in lowered impact on the surrounding habitat.



Built Wild™ Stories



Outward Bound USA received much-needed support for their regional schools at a critical time when funding and programming were impacted by the pandemic. The donation from BWF provided stability and organizational assistance needed to reestablish operations and advance programming.

Proceeds from the 2022 auction allowed for this crucial support of National Forest Foundation and Outward Bound USA's work in protecting public lands and providing opportunities for young people to discover a passion for those lands.

Looking Ahead



Over the past year, more than 34 states garnered resources from Bronco Wild Fund, planting seeds that will grow into over 120 projects in the months and years to come.

They include:

- 60+ projects increasing access and accessibility to outdoor recreation activities, education and natural spaces
- 25+ projects protecting and preserving forests and public lands
- 35+ projects unifying a community of stewards for the nation's natural playgrounds – trails, beaches, mountains, deserts, rivers, lakes and oceans

Collectively these projects will accelerate the impact potential of our mission and nurture the Built Wild™ legacy of the Ford Bronco® SUV we aspire to live up to.

While 2022 was a momentous year for Bronco Wild Fund, we continue to seek ways to strengthen our relationships and engage the Bronco community of owners, dealers, followers and outdoor enthusiasts. In 2023, we will persist in our commitment to public land preservation, wilderness stewardship, and access to nature for all.

**Connecting People
to the Outdoors,
Responsibly.**



Acknowledgments

Thank you to the entire Bronco Wild Fund (BWF) Team for bringing your talents and passion to our mission and efforts in 2022. We're grateful for each of your contributions and continued dedication to enhance the reach and legacy of Bronco Wild Fund for years to come!

BWF Advisory Council

Teresa Baker, Matt Balazs,
Ryan Chan, Jimmy Chin, Mark Grueber,
Amanda Osmer and Dave Rivers

Nonprofit Organizations

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

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

Follow along on social media at
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[BroncoWildFund.com](#)

