

2022

# IN REVIEW

MEMORY LANE FARM, INC.





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# Of Soil and Soul

**Beth Zarnke, Executive Director**

What an incredible year! 2022 was filled with vision, planning, and program development which resulted in innovative programs, adding new summer camps, making new community, county and church connections, while reaching the community through new outreach events. With adding additional staff this year, Memory Lane Farm was also able to mentor with greater depth and impact, create equine assisted learning team building opportunities for businesses, provide educational field trips, and host family nights for the community and foster care families.

By uniting our passion, commitment with our natural farm setting resources, we developed creative solutions to local needs that will continue to impact lives for years to come within central Wisconsin. Our staff, volunteers and donors are the heart and soul of our organization and we couldn't be more grateful for their passion to see youth and adults find hope, healing and success in life.

This year's impact report celebrates MLF's highlights and stories. Thank you to all of our generous donors, staff, volunteers, and community partners for supporting our efforts in providing positive farm-based opportunities for all ages - and allowing the soil to impact hearts and souls.



**One of my favorite memories of the year involved taking foster care children on a wagon ride this summer. They discovered a water-filled mud hole near the woods! The kids begged to play in the water hole - the allure of the mud was palpable! Later, we learned that for one family, this was their **FIRST TIME EVER** experiencing dirty free-play! Their grandmother exclaimed that was so **GOOD** for their **SOUL!****



# Awakening of the Senses

**John Draxler, Board President**



“  
The senses,  
being the  
explorers of  
the world,  
open the way  
to knowledge.”

*Maria Montessori*

Over the past five years of volunteering in a variety of capacities at Memory Lane Farm, I've experienced an awakening and observed others have a similar experience.

As we go through life day to day, we often neglect our attention to our senses (sight, sound, smell, touch and taste). They are always there and yet, taken for granted. Unless something out of the ordinary triggers one of them, we rarely think about them. Our senses have the capacity to empower limitations, expand visions and promote understanding.

The world around us is drowning in digital exposure and false realities portrayed on tv and social media. As humans we were designed to *do*, not to standby and watch. Memory Lane Farm's vision to engage the community through programs and volunteering is inspiring. Using the farm to help people "do", awakens senses and has proved to be inspirational for both kids and adults.





# nur·ture

/ˈnərCHər/

verb

Care for and encourage the growth or development.

Each year, we're losing the ability to connect with the soil and our souls. We're losing the ability to connect with our senses, including nature, animals and ourselves resulting in a lack of personal growth, compassion and inner peace.

*-We're on a mission to change that-*

We believe that when individuals are given a chance to explore and cultivate their natural strengths in a safe and nurturing environment, they live a better quality of life by growth in confidence, leadership, life skills, joy, and love.

By providing farm-based opportunities to people of all ages through learning, exploring and self-discovery, Memory Lane Farm nurtures souls. We nurture creativity, compassion and confidence.





# 2022 Highlights



## HAVE YOU HERD?

2022 began with an unexpected gift - a new miniature horse named "Cricket". He has brought personality and a little sass to the horse herd and the farm. The kids love him and often can relate to having a "little mischievous brother", but we wouldn't change a thing! He's a perfect addition to our programming!

## GROUNDING IN HOPE

In March 2022, we kicked off our newsletter "Grounded in Hope", reaching over 450 subscribers. We love sharing news, event updates and fun stories from around the farm.

Our social media Facebook following has grown to over **2,700 Followers!** Watch in 2023 as we continue to share videos and more news!



## SEEDS OF SUCCESS

This year Marshfield Area Community Foundation granted MLF with funds to build five raised garden beds. The AgriVenture Farm Campers learned how to prepare a raised bed utilizing farm based organic matter, twigs, horse manure and soil to create a fabulous growing environment. The gardens were tended to by the Cultivating Hope Mentees and resulted in an incredible harvest!





# 2022 Highlights

## **MLF MERCH & MORE**

We love seeing the community and beyond wearing MLF merch! In December, our new Online Store was launched to provide our MLF fans with apparel, hats, caps, bookmarks, candles, mugs and tumblers. The store can be found on our website at [memorylanefarm.org/shop](http://memorylanefarm.org/shop)

## **NEW PROGRAMS & OUTREACH**

### **EQUINE ASSISTED TEAM BUILDING**

This year we ventured into an exciting opportunity for businesses, groups and organizations looking for a hands-on team building and development opportunity. Our equine (horse) assisted learning activities cultivated team bonding, facing fears and explored team communication barriers. This fall we hosted two half-day events with 30 employees participating!

### **BLAZING BOOTS HORSE CAMP**

There's nothing like the joy of horse-loving kids! This summer we created the Blazing Boots Horse Camp for beginner horse-lovers who yearned to learn and have hands-on experiences. Campers learned about safety, emergency dismounts, horse-human communication, grooming, bathing, learning about horse equipment, harnessing, driving and basic riding. The campers loved painting the horses and making horse related crafts! What a great beginner experience!

### **GRIT & GRACE GATHERING**

The Grit & Grace Gathering is a faith-based women's event filled with farm-based activities to awaken guest's senses and hearts through powerful worship, inspiring messages and testimonies, life-giving activities including line dancing, scrap booking and time with the horses. Guests donated hygiene products for a local food pantry.



# Impact story

If you would have asked me if our team could move a 1,200 pound horse without using touch or sound, I would have said "Not a Chance - they are huge!"

After participating in Equine Assisted Team Building Day at Memory Lane Farm, our team learned valuable information about each other in areas of personalities, communication, problem-solving and leadership.

We gained overall confidence, increased individual self-awareness and experienced the power in teams that made a lasting impression. The farm environment is where one finds peace and tranquility with an opportunity to embrace the outdoors, connect with nature and rejuvenate.

***I highly recommend taking your next team building activity out of the office and traveling to the farm!***

*Jodi Liegl,  
Wood County Family Services  
Division Administrator*

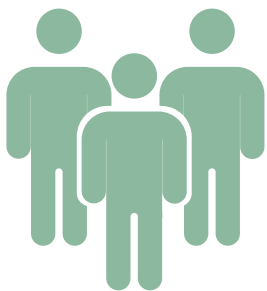




# Cultivating Hope Mentoring



This year the Cultivating Hope Mentoring program focused on continuing to develop meaningful mentoring relationships for children and adults. The MLF staff provided consistent support and compassion for mentees looking to increase confidence due to trauma, anxiety, depression, self-injury, suicidal ideation, isolation or being bullied.



**133**  
**Mentoring**  
**Sessions**



“ This program saved my life. I finally see the direction I need to take in my life. Thank you helping me find my value, and worth. ”

**2022 Mentee**



**413.5**  
**Mentoring**  
**Hours**



# Impact Story

My name is Natasha. I have been very blessed by the opportunities I had this past year. I have been struggling with my mental health for many years. I was very excited to hear about the Cultivating Hope Program on the farm. I grew up on a farm, but since moving to town, I haven't been able to return.

***I loved this program!*** It allowed me to become a more confident person. The staff at MLF always encouraged me to be brave, try new things, and helped me get through some really hard times. I found a place where I was comfortable and could enjoy my time either grooming horses, playing with the goats, or just sitting and talking with my mentors.

During the summer, I helped with the Blazing Boots Horse Camp and a few other activities. Even after I had graduated, I was able to volunteer at events like Christmas In The Barn, or coming out for a visit.

Not only did Memory Lane Farm's Cultivating Hope Program help me to believe in myself more, I was also able to make lasting friendships with many people. It has helped me so much and I can't wait to volunteer more in the future and build even more relationships with people.

***I love having a family at Memory Lane Farm!***



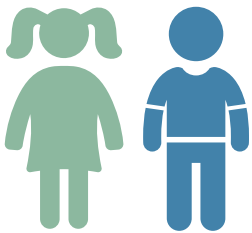




# Camps

## Agri-Venture Farm Camp Acres of Fun Foster Care Camp Blazing Boots Horse Camp

Our summer camps continue to be a fan and volunteer favorite as we adventure through the woods, engage in meaningful activities and discussions with our campers. Each of the three camps offer many similarities, yet are unique due to the camp speciality. We are honored to share the farm with campers to help them learn, explore, heal and try new experiences.



**88**  
**Campers**



**Loads of hands-on learning**  
**through Environmental**  
**Science, Woodworking,**  
**Horsemanship, Farm Animals,**  
**Gardening, Crafts and Music**



**72**  
**Volunteers**



# Outreach



Our outreaches continue to be an inspiration for volunteers, guests and staff. We enjoy using the farm to provide simplicity and self-discovery.

## Christmas in the Barn

We love transforming the farm into Bethlehem and sharing it with the community. One family shared "My kids said...this was their favorite Christmas event they've ever seen!"

## Grit & Grace Gathering

"Re-affirmed my relationship with God. I loved the testimonials. Reminded me that we all go through something and that God gets us through it." - Participant

"Thank you for creating a safe, comfortable, loving, energetic, hope-filled environment! - Participant



**900  
Guests &  
Volunteers**



**Collected (4) 50-gal  
barrels hygiene  
products & winter  
gloves for Marshfield  
School District**



**70  
Guests  
& Volunteers**

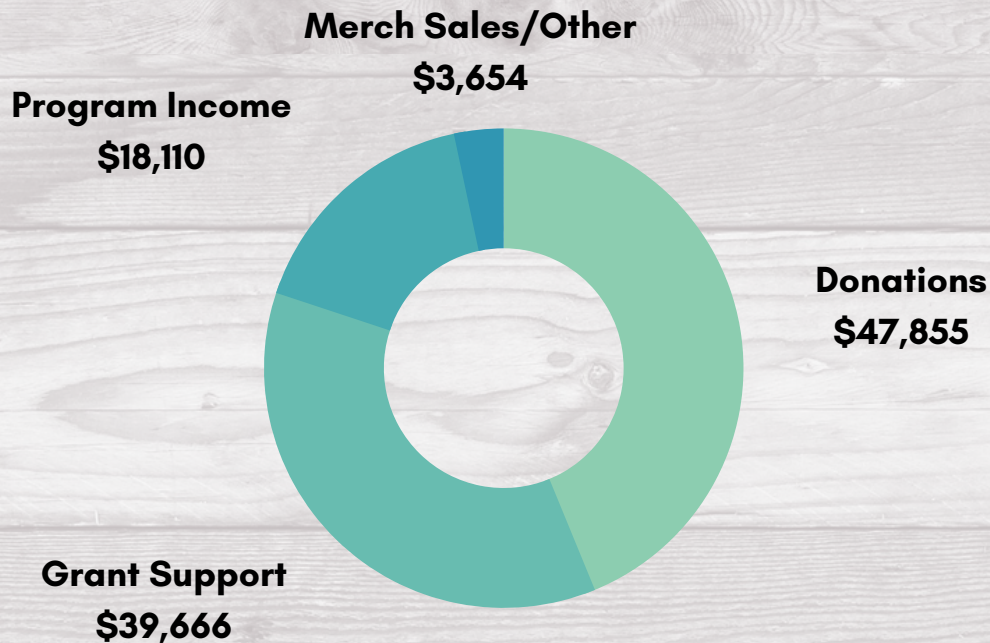


**Collected (8) boxes  
of hygiene products  
for The Bread Barn  
Food Pantry**



# Financial Highlights

## INCOME



**2022 Total Income \$109,315**

2021 Total Income \$ 67,882

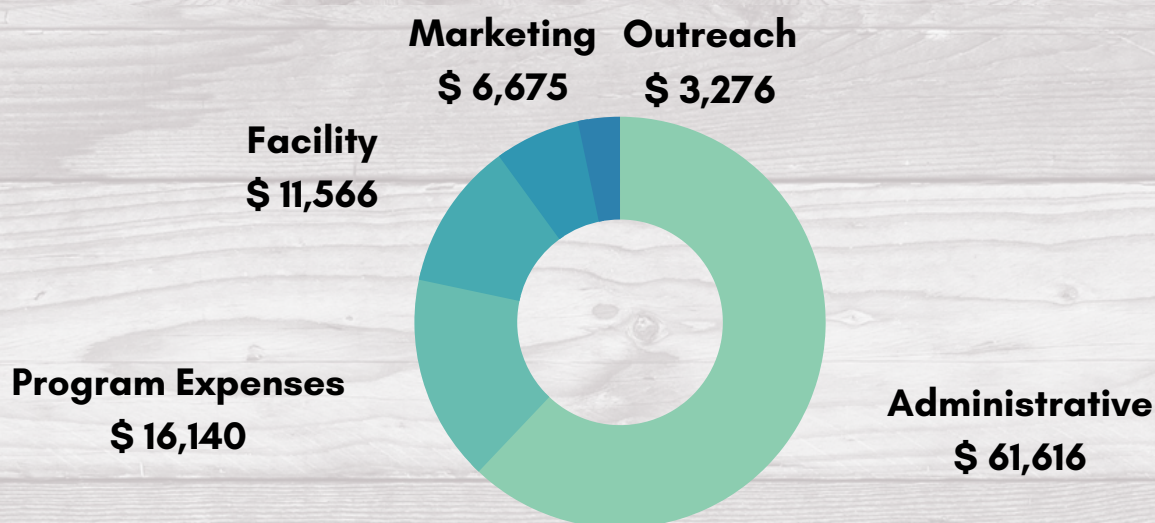
Income highlights include:

- **81** unique donors provided generous gifts through private donations, corporate employee donations, Facebook Birthday fundraisers, and Thrivent Member Choice Dollars
- Marshfield Area United Way Program Partner
- Marshfield Community Foundation grant recipient
- Program income generated from mentoring services, camps, field trips and events
- MLF Merch sold at Christmas in the Barn and events



# Financial Highlights

## EXPENSES



**2022 Total Expenses \$99,273**

2021 Total Expenses \$ 47,895

Expense highlights include:

- Provided mentoring and camp scholarships
- Hired three part-time staff
- Provided vet and hoof care for horses
- Purchased a trailer and horse driving cart
- Upgraded electrical system in the barn
- Transformed grain bin into storage for MLF supplies
- Added MLF apparel and other sellable items for physical and online store



# BOARD OF DIRECTORS



**John Draxler**



**Theresa Derfus**



**Paula Hensel**



**Martin Wolf**



**Doug Zarnke**



**Beth Zarnke**  
Executive Director



**Korinna Johnson**  
Mentor

# STAFF



**Maddy Hensel**  
Youth Apprentice



**Aaron Harris**  
Facilities/Special Events



# Contact Us

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# On the Move

Memory Lane Farm is on the move! In November we transformed a grain bin into a much needed storage to house our camp supplies, Christmas in the Barn props and many other craft and art supplies.

In December we moved our office from our Executive Director's home to the MLF farmhouse. The farmhouse had been home to the MLF Founder, Martin Wolf, for 85 years and will serve our growing staff well.

In 2023, "Horse Powered Reading", will be added to our menu of MLF services. We hope to take on the program on the road to reach more people. Watch for the MLF trailer in your neighborhood!

