

# Cal Farley's 2013-2014

**ANNUAL REPORT**



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Get the latest news and stories about our residents' achievements at **[calfarley.org](http://calfarley.org)**

# From the **president**

**S**eventy-five years.

How do you sum up the work of an organization that's been around for generations, an entire lifetime to many? I've spent my career working with children and families, yet I can only begin to describe to you the incredible impact Cal Farley's has had on so many people — more than 12,500 lives transformed.

Our founder, Mr. Cal Farley, was a visionary who took great care to ensure the work he started in 1939 would go on long after his passing. But I wonder if even he envisioned the organization he started with just nine young boys becoming a national leader in child and family service, one of the largest organizations of its type anywhere.

What a legacy! I know Mr. Farley would be proud.

So much has changed in those 75 years. We've grown in size, of course, learned there's room for girls at a place called Boys Ranch and, most importantly, we've expanded our services to include work with families — because there's no better place for a child than in a stable, secure home with his or her loved ones. What will never change, though, is our Christ-centered environment, our choice not to seek state or federal funding and our commitment to the same timeless values that made this country great: integrity, hard work, perseverance and faith in God.

A survey of families with loved ones at our flagship campus at Boys Ranch, Texas, revealed a 93 percent satisfaction rate with the results our program obtained for their children. That's great news, but we're never content to rest on past successes, which is why we remain committed to continually improving the quality of our residential care.

And, we're continuing to expand our impact across the United States. Our 75th year saw Cal Farley's launch its seventh community office, putting caring people on the ground in cities where they can have the most positive, hands-on impact with hurting families. We're also helping families implement practical ways to improve their lives and educating community leaders on the root causes of poverty and the common effects it has on children.

Those who've supported our work know Cal Farley's regularly shares stories of the successes our clients achieve. There's no better yardstick by which to measure our efforts than changed lives, but sharing these stories of people who've triumphed over their lives' tragedies also puts a face on the figures that represent our success. The people whose lives we help transform come from across the country and all walks of life. They are your neighbors, your friends, even your children and grandchildren.

Each family we serve, no matter what form that service takes, learns what it is to have help for today and hope for a better tomorrow. As Cal Farley's turns the page on three-quarters of a century helping children and families, I know that with your continued commitment to our mission, we'll continue to change lives and transform families for the next 75 years — and beyond.



A handwritten signature in black ink, appearing to read 'Dan Adams', with a long, sweeping horizontal line extending to the right.

Dan Adams

**Cal Farley's President and CEO**

## Our **Mission:**

Cal Farley's provides professional programs and services in a Christ-centered atmosphere to strengthen families and support the overall development of children.



# 75 years of service

Since 1939, Cal Farley's programs have expanded to serve entire families and offer industry-leading professional services. We're committed to remaining true to the same values Cal Farley's was founded on, but our approach will continue to evolve to meet the ever-changing needs of children and families in crisis.



## 1939

Cal Farley opens Boys Ranch with nine boys on 120 acres of Texas Panhandle ranch land.

## 1940s

By 1941, about 25 boys called Cal Farley's first campus home. A few years later, Mr. Farley helped them stage the first Boys Ranch Rodeo, which drew more than 3,000 attendees in just its third year. Word of the organization's work began to spread, with stories appearing in the *Saturday Evening Post*, *Reader's Digest* and a 1947 Hollywood film. Mr. Farley begins to make plans to ensure the organization's long-term survival with an initial \$2,500 bank deposit in September 1947.

## 1950s

Mr. Farley sells his successful tire and auto business to focus full-time on his work with at-risk children. In 1952, he tells a national audience about Boys Ranch in a CBS radio appearance. The result is an explosion of residents from across the United States. The next year, he addresses the Texas legislature to explain the unique educational needs for campus residents. Administrative offices are built in Amarillo, Texas, to handle the day-to-day business needs of the fast-growing organization.

## 1960s

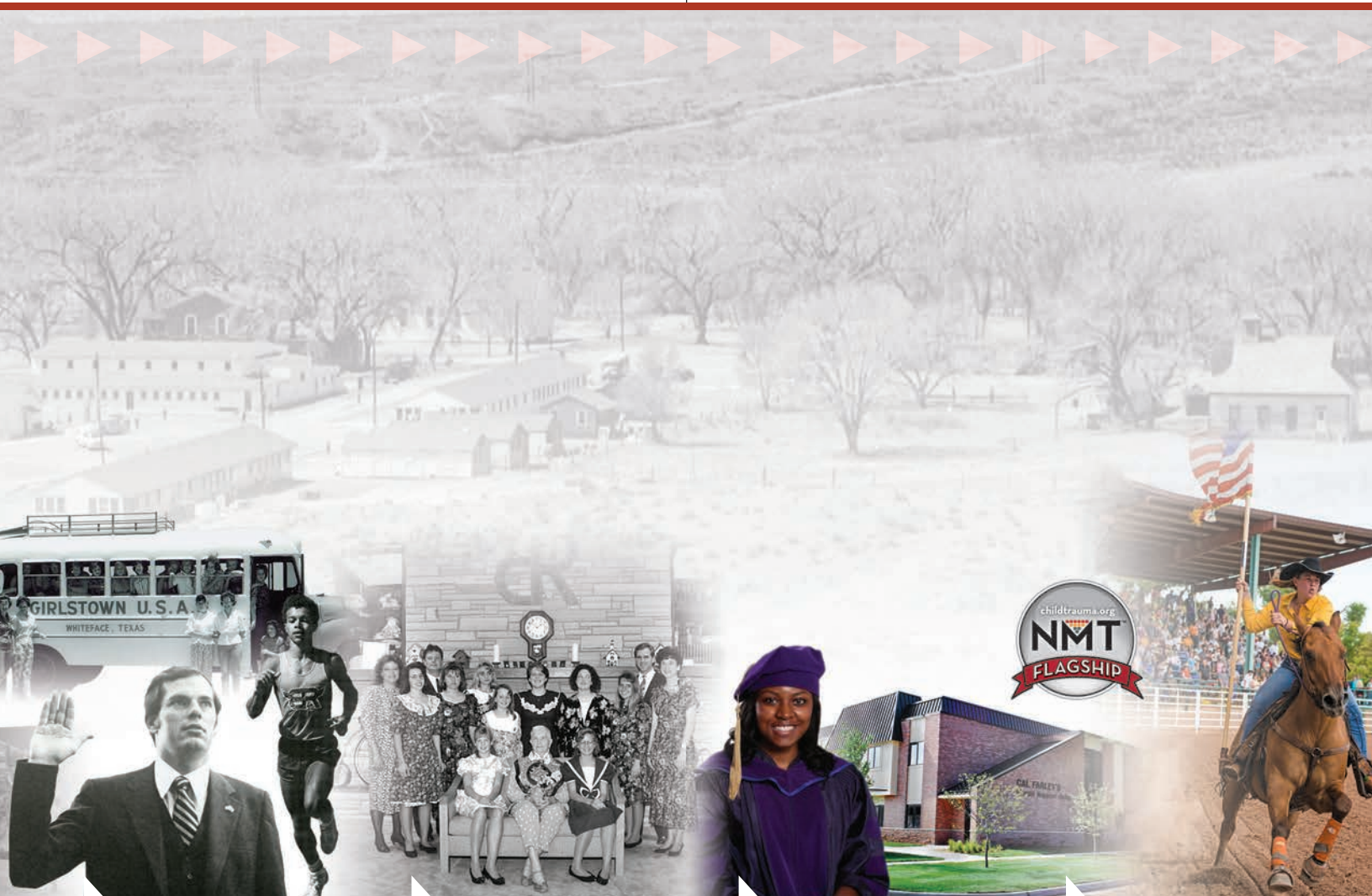
On Feb. 19, 1967, Mr. Farley greets residents as they entered the campus chapel. As Sunday services begin, Mr. Farley, seated at the rear of the sanctuary, suffers a fatal brain hemorrhage. He was 71. He, his wife, Mimi and their dog, Cricket, a gift from campus residents, are buried at the Cal and Mimi Farley Memorial Gardens in front of the former courthouse that was home to early campus residents.

## 1970s

A new, larger Boys Ranch Chapel enters service in 1973. That same year, the Cal & Mimi Farley Memorial Gardens are dedicated.

# Did **You** Know?

More than **98** percent of families served by Cal Farley's family resource centers were satisfied enough with the care they received to say they would seek out Cal Farley's if they needed help again.



## 1980s

About 10 years after Boys Ranch opened, a social worker named Ameilia Anthony opened Girldtown, USA in rural Texas. Cal Farley's and Girldtown did good work separately, but in 1987 the organizations' leaders decide they could more effectively serve the needs of children together and Girldtown becomes part of the Cal Farley's family of service.

## 1990s

In 1992, Romersi Home, the first of eight girls' homes, opens at Boys Ranch. Eventually, all the residents of Girldtown, USA are integrated into the Cal Farley's campus at Boys Ranch.

## 2000s

A new century brings a new program to Cal Farley's as the organization opens five Family Resource Center offices by 2008. These offices work with families to facilitate stronger relationships and serve as a conduit between families and children at Boys Ranch. Two more FRCs will be added by Cal Farley's 75th year. In 2008, an Alumni Independent Living Center opens, providing transitional apartments for residents establishing their lives after leaving campus.

## 2010s

Cal Farley's takes a major step in 2010, when it is certified as a flagship site to implement the Neurosequential Model of Therapeutics, which identifies residents' unique needs based on a detailed understanding of brain development. In 2012, the former Girldtown, USA campus becomes home to the Genie Farley Harriman Center for Women & Children, which helps single adult mothers and their young children develop a path to independence.



# Change that lasts:

## Help for today, hope for tomorrow

**Much has changed in Cal Farley's 75-year history, but the core values of integrity, perseverance, hard work and faith in God continue to motivate everything we do with children and families.**



### Did **You** Know?

In the last decade, nearly a dozen residents have completed their time at Cal Farley's after at least **10** years in our care. The average length of stay at our Boys Ranch campus is **2.45** years.

**W**hen Cal Farley launched his rural home for disadvantaged boys in 1939, there was little in the way of professional expertise to help guide his efforts. But Mr. Farley, who learned determination from his days as a wrestler and semiprofessional baseball player, wasn't about to give up on the potential he saw in children.

"Anybody can quit," he was known to say. "It takes a champion to keep going."

And keep going he did. Today, more than seven decades later, the organization Mr. Farley began has grown into a national leader in the child-and-family-service industry, having served thousands of families from nearly every state in the nation!

The values are still the same — integrity, hard work, perseverance and faith in God — but the approach to caring for young people is thoroughly modern.

"(The years have brought a) transition to more of a therapeutic approach," noted Casework Services Administrator John Hazle.

Senior Administrator for Residential Programming Michelle Maikoetter agreed.

"We've had a lot of different (techniques) that we've used, but they've all sort of

been on their own," she explained. "Now, training and language and all that is integrated ... (we're) more intentional with what we're doing with kids."

It's that intentionality, the commitment to provide professional services in a Christ-centered atmosphere, that has become the hallmark of Cal Farley's residential programs.

### **LIFE-CHANGING FAITH**

In 2014, Maikoetter and Senior Chaplain Mike Wilhelm sought to expand the impact of Cal Farley's religious-life program at the Boys Ranch campus. Wilhelm implemented some adjustments to enable chapel staff to be more present in residents' daily lives.

"That's made a very positive impact on (campus) culture," Hazle said. (The chapel staff is) better able to ... integrate with the homes, so they get to spend a lot more one-on-one time with kids that way."

That integration extends the sense of safety and belonging residents find at Cal Farley's when they're on trips away from campus, at times even on home visits.

"It brings a lot of energy to the campus," Maikoetter said. "Things like energy and



optimism, fresh ideas — it's seeing things in different ways. It's had a very positive effect on the kids and the staff .... For a first-year program, it's been really successful."

Hazle echoed the praise.

"That just gets multiplied out, the effect that they have on the kids," he said. "We get lots of positive feedback."

## TRANSFORMATIVE EDUCATION

Continuing Mr. Farley's determination to do whatever it takes to change the lives of young people, Cal Farley's 75th year also brought the expansion of the Community-as-Lab program.

Launched in 2010, C.A.L. teams Cal Farley's residents with trained staff members to explore the youths' interests and apply real-world experience to concepts they learn in their school classrooms.

"Community-as-Lab is an effort to use the whole community as a learning lab for the youth," said Cal Farley's Executive Vice President Mark Strother.

Assistant Administrator for Adventure-Based Services Luke Benton said involvement in C.A.L. offers youth benefits far beyond the program's educational goals: It provides an opportunity to establish a new, healthy sense of identity.

Benton recalled one young man who blossomed in his new C.A.L. pursuits, calling the change in him extraordinary.

"He liked hanging out with the adventure staff," Benton said, "but it wasn't really his cup of tea to go camping and do all of that ... Now, he's got a different smile .... He talks about (Community-as-Lab), has some pride."

Hazle nodded his agreement.

"It helps kids find that sense of achievement," he said.

Experiencing achievement, one of the six key areas of need Cal Farley's nurtures in our

residents, also empowers them to pursue those interests after they leave Cal Farley's, Strother said. He noted 2014 brought an increase in the number of graduates pursuing technical degrees. With the heightened emphasis on hands-on learning that C.A.L. brings, along with partnerships with institutions of higher learning — such as a reptile-amphibian research project Cal Farley's youth are completing with West Texas A&M University — that interest in technical learning likely will continue to grow.

## LEARNING — FOR LIFE

It's all a part of the lasting change Maikoetter and her team — indeed, all the caring professionals at Cal Farley's — work to instill in the children they serve.

"When they decide who they want to be ... they're going to fall back on being like the people they've dealt with here," said Robert Marshall, residential communities administrator. "That's what we're hoping for, that they fall back on the values and the messages and what they learned about themselves from other people and relationships while they were here."

Cal Farley's supporters have made this kind of life-changing work possible for 75 years. With your ongoing help, Cal Farley's will continue changing lives and transforming families for many, many years to come. ■



The Boys Ranch Rocketry Club is part of the Community-as-Lab program, which teams trained Cal Farley's staff with residents to explore their unique interests and apply real-world experience to concepts learned in the classroom.

## Cal Farley's M.O.L.S.

At Cal Farley's, we believe there are six areas of need that must be addressed in order to free individuals to reach their God-given potential: **safety, belonging, achievement, power, purpose** and **adventure**.

We nurture these qualities in our leaders, team members and, of course, the children and families we serve.

Together they constitute the Cal Farley's Model of Leadership & Service. Learn more online at [www.calfarley.org](http://www.calfarley.org)!



# Just one gift:

A simple act can impact  
thousands of lives



The Genie Farley Harriman Center for Women & Children opened in June 2012. This exciting new venture provides single adult mothers a safe living environment while they learn life and parenting skills and obtain an education.

## Did **You** Know?

Cal Farley's is committed to helping families create a safe, stable, nurturing environment for their children. One of the tools the staff at our seven family resource centers utilize is called the Family Advocacy and Support Tool. FAST measures relationships among parents and children based on a wide range of criteria. We administer FAST before admission into our program to help us develop an effective plan of service, as well as each quarter and again at the family's exit from our service. We measure our success by our families' successes, and make adjustments in the program as needed.

**G**reat things often have simple beginnings.

That's exactly what happens every day at Cal Farley's. The many lives changed, the families reunited, the positive contributions to society — they're made possible by continued support from generous friends. Yet it all started with two generous families that understood the power of Mr. Farley's vision.

By the fall of 1938, Mr. Farley already had a well-earned reputation as a humanitarian for his work with at-risk youth. But, still, he saw there was a need for more, a place where those children most at risk of falling through society's cracks could find guidance and supervision. Texas Panhandle rancher Julian Bivins wanted to support Mr. Farley's new venture. The men sat down to examine aerial maps of Tascosa, by then an Old West ghost town sitting on Mr. Bivins' property. The site was secluded, but it had everything Mr. Farley needed to establish a working ranch on which to teach young men the timeless values of integrity, hard work and perseverance.

A decade after Mr. Farley opened Boys Ranch, a social worker named Amelia Anthony opened Girlstown, USA. Its mission was similar, except that it served young girls. In the summer of 1949, Lubbock, Texas, rancher Thomas B.

Duggan donated more than 1,400 acres of rural land, which would become Girlstown's new home.

While Cal Farley's and Girlstown, USA did good work separately, in 1987 it became apparent they could do greater things together, and Girlstown became part of the Cal Farley's family. Boys Ranch integrated Girlstown's residents into Boys Ranch, and the campus evolved to serve a much-needed new purpose.

In June 2012, the Genie Farley Harriman Center for Women & Children opened at the site. The exciting new venture provides single adult mothers a safe living environment while they prepare for independence. By the time they leave, these young women are able to provide their children a better life than they otherwise might ever have known.

Two families committed to helping further the dream of sowing hope into the lives of hurting people. Their generosity, compounded by the support of the many thoughtful friends who followed them, has changed the trajectory of more than 12,500 lives.

Every gift Cal Farley's receives, no matter its size, touches the lives of hurting children and families. It's a profound, humbling legacy for Cal Farley's — and the supporters who make it all possible. ■



# On the move:

## A vision for the future

Our founder, Mr. Farley, said, “It’s not who you are or where you’ve been, it’s where you’re going that counts.” It’s an idea that has defined our first 75 years, and gives the organization bearing his name a guiding principle for the future. Like those we serve, Cal Farley’s is *going* someplace, too. In the years ahead, Cal Farley’s will continue our tradition of innovation, focusing on three key areas.

### PROGRAM ENHANCEMENT

We’re committed to continually broadening the experiences of those served by our residential programs. Exposure to cutting-edge technologies and vocational-training experiences creates learning opportunities that give youth an edge when the time comes to begin their independent lives. Equally important is that we teach youth to pay forward what our supporters have made possible for them, because the intense satisfaction of meeting someone’s needs is an experience everyone should enjoy.

### RESEARCH-GUIDED METHODS

The vital question that informs how we serve others is simple: What difference does our work make? By continually working to improve upon existing industry best practices, we develop more effective ways to

influence the lives of children and families.

One crucial area is preventative care. Boys Ranch is an incredible place for healing, but healing a child’s wounds is only half the equation. Working with parents to create a stable, nurturing environment at home offers the best hope for a child’s future success.

### INDUSTRY LEADERSHIP

Cal Farley’s already leads its peers in many ways. We remain committed to accreditation certifying the highest national standards. In the year ahead, we’ll intensify our commitment to developing our current

and future leaders through continued education and real-world training. And, we’ll work to improve our industry through increased collaboration with industry professionals, peer organizations and high-impact national networks.

Whether Cal Farley’s impact comes through one of our excellent residential programs or through in-home care, our experience, methodology and, most importantly, our caring people are transforming lives across the nation. But it takes all of us — your loyal support is vital to creating positive individuals, healthy families and enriching society. ■

## Alumni Spotlight

### Michael

Michael, a 2012 graduate and merit scholarship recipient, came to Cal Farley’s when he was on the cusp of transitioning to adulthood. At Cal Farley’s, he took advantage of opportunities such as Community-as-Lab, peer tutoring and Youth Leadership Organization. These programs allow youth to explore their interests while teaching them healthy values and responsibility to prepare them for their eventual independence. Now a junior at the University of Texas, Michael is studying abroad in Hong Kong while pursuing a bachelor’s degree in economics and a minor in finance. This summer, Michael will attend the university’s Global EDGE program as an intern in Singapore, where he’ll gain experience to prepare him for his future career.



# Jasmyn:

## Growing to give

**Jasmyn dealt with more loss and grief than a girl her age should ever face. With Cal Farley's help, she's overcoming her fears and sharing her joy with others.**



Her experience at Cal Farley's has helped Jasmyn face — and overcome — her fears. She says she enjoys expressing herself through writing, an outlet she hopes one day to turn into a career.

Jasmyn has dealt with a lot of loss and grief in her 13 years. Both her adoptive parents and her grandmother passed away when she was seven. Her aunt and uncle gladly took her in, but within a couple of years, the emotional impact was more than Jasmyn could bear.

She needed help.

Determined to reach her, the family brought her to see a counselor.

"It did *not* help," Jasmyn recalled.

She explained how facing her struggles so directly in those initial counselling sessions was too overwhelming for her. Instead of helping her out of an emotional fog, she felt worse.

"About this time, my parents had been dead a year or two, and my family didn't know how to help me," she said. "It got to the point ... I didn't want to talk to anyone, I didn't want to do anything with anyone."

A family friend told Jasmyn's aunt about Cal Farley's, a place, she said, where a child could let go of life's pain and "have time to be a kid."

Nearly three years later, Jasmyn is grateful for the experience.

"I'd rather be here than anywhere else," she said.

Jasmyn enjoys the familiar rural setting at Boys Ranch — she boasts of time spent with family on their own 300-acre spread — and the animals that surround her on Cal Farley's sprawling ranch.

"I love the country," she said. "We have horses, alpacas ... cattle, all these different things."

Especially the alpacas.

One of the ways Cal Farley's caring staff worked with Jasmyn to form relationships and strengthen positive interactions was by utilizing her natural interest in the livestock as a focal point for interaction with others. Jasmyn often was called to introduce the animals to new residents arriving at Boys Ranch.

It was an exciting activity for Jasmyn, who said she'd rush to prepare the animals and herself to make the best impression.

"I'd hurry ... I'd be ready," she said, excitedly.

Her time at Cal Farley's has helped





Jazmyn in many ways. The stable environment has given her the space she needed to cope with the losses she's faced.

"She has been doing well in school," noted Jazmyn's caseworker, Kaitlynn Peiris. "Her counseling has been getting more intense to help her see and overcome her trauma. For a long time, she had thought (her family's deaths were) her fault."

Through her work with Peiris and the rest of the caring staff at Cal Farley's flagship residential campus, Jazmyn has faced her fears — and is overcoming them, one day at a time.

"Her plan-of-service goals have been accomplished one after the other, and

she goes through great efforts to be a better person," Peiris said.

Jazmyn enjoys expressing herself through writing, which, along with reading is her biggest passion. It's an outlet she hopes one day to turn into a career.

"I am going to graduate from here," she predicted. "Then, I'm going to go to (Louisiana State University). And, then, I'm going to become an author."

But first, there's a lot of self-discovery left to make.

"(Being at Cal Farley's has) been beneficial for me," Jazmyn affirmed. "I've been involved in Girls in the Middle, which is for middle school residents to just get away and be themselves."

She said she's found it empowering to be in a place where her feelings and preferences are considered, somewhere she has a say in her life.

"(Before coming to Cal Farley's), I had no say," she said, adding, "out here, I can make (some of) my own decisions."

Her time at Boys Ranch has also instilled in Jazmyn a desire to pay forward the kindness she's received.

"If I can see a way to give it back to someone, I will," she said.

She's been inspired, she said, by the generosity of Cal Farley's many supporters.

"I have to say thank you for giving ... to an organization that gives children another chance at life. It's thoughtful of them to give up their money ... to make a difference in a child's life."

And, remember her family's 300-acre spread? Well, Jazmyn has big plans for all the property she inherited.

"I'm going to open up ... a ranching place for (handicapped children)," she said. "I want to make a difference in the world."

A hurting child, on the path to healing, who wants to make her world a better place. What could be better than that? ■



## Alumni Spotlight

### Cynthia

Once, Cynthia didn't expect to graduate from high school. "Do you *know* how many people told me I was never going to reach this point?" she said prior to her 2014 Cal Farley's graduation. Today,

Cynthia is finishing up her first year of college. She began the school year living at the Cal Farley's Alumni Support Independent Living Center while attending a nearby college, but she's recently taken the next step in her independent life, moving out on her own to a home near campus. And, she's planning even bigger steps: attending a larger university after completing core classes on her path to a degree in music. Cynthia enjoys campus life, and fulfills her passion for singing by participating in musical productions on campus.

# Jason:

## The right place at the right time

**Jason needed a stable environment and challenges up to par with his academic ability. Cal Farley's caring staff gave him a chance to excel.**



Boys Ranch staff recognized Jason's need to be challenged. Among his avenues of expression is the Community-as-Lab program, which gives youth with hands-on, practical experience in an area of interest to reinforce concepts learned in the classroom.

As an 8-year-old boy, Jason came to Cal Farley's at the right time. *Exactly* the right time, as it turns out his group home was going to the circus on the night of his arrival.

"I said my goodbyes to Mom and Dad," Jason remembered. "Thirty minutes later, we were getting in the van headed to (town). So, it was a fun day for me."

Fun days had been somewhat hard to come by for the Florida native. He recalled a lot of moving around, changing schools four times in just his kindergarten year. Domestic violence had been an issue at home, too.

It was a combustible mix for a child with above-average academic ability and sub-par social skills.

"My behavior wasn't the best," Jason recalled. "I was always in trouble ... I was always the kid making noise in the back of the classroom, or trying to draw attention to myself in negative ways."

While Jason's abilities led his teachers to test him for a program for academically gifted pupils, his actions resulted in a much

different outcome. He was expelled — from the *first grade*.

"School just wasn't really my thing," Jason said. "I was also a bit antisocial, lacking in social skills with people my age. I could carry on conversations with adults forever, but I couldn't really talk to people my own age. I was refusing to do all my homework (but) I was extremely interested in science and mythology."

His mom and new stepfather struggled to find a solution. Jason needed out of the situation, to find a place that could address his academic strength and his social needs. A friend of his stepfather knew of just such a place. It was called Cal Farley's and, as an alumnus himself, the man knew firsthand it was an organization that could help a small, socially awkward boy.

At first, Jason acted out, just as he had at home. But his teachers at Boys Ranch, Cal Farley's flagship campus, recognized Jason's need to be challenged and gave him the opportunity to excel. Among Jason's conduits for expression is Cal Farley's





Community-as-Lab program, which connects residents with trained staff to provide youth with hands-on experience in an area of interest so they see practical application of concepts learned in the classroom.

Jason found himself drawn to two areas: information technology and 3D printing.

"I love (learning) technology," Jason said. "Whatever you print, you have to design, so you're using all your creativity. You have to use both sides of your brain."

Jason also is involved with the Adventure Program at Boys Ranch, where he's learned new skills and developed positive peer relationships. It was a mentor here, he said, who helped Jason understand the value of hard work and diligence.



## Alumni Spotlight

### Deborah

Deborah, who lived with Cal Farley's about three years, graduated in 2014. She attends a state university, where she is pursuing a bachelor's degree with a double major in vocal performance

and music therapy. Deborah is maintaining a 4.0 grade-point average while participating in the university orchestra and choir ensembles, which keep her juggling many performances and practices throughout the year. After struggling with discord at home, Deborah is showing she's ready to live a balanced, independent life!

"He's the one who taught me a really good work ethic," Jason said.

In the years he's been with Cal Farley's, Jason has had many positive experiences. So many, in fact, he once asked his mother to let him stay when the opportunity arose to rejoin his family. He has grown from a shy child to a high school senior with a future full of promise. As he enters a larger world, he does so with a plan and a well-defined sense of purpose. He plans to attend college, where he'll major in nursing.

"I enjoy reaching out to help others," Jason said. "You get to help make their lives better." ■

# Vital Statistics

3,243

Information and referral calls received

320

Children served by Cal Farley's  
residential campus at Boys Ranch, Texas

36

Number of families served by the  
Genie Farley Harriman Center  
for Women & Children

1,079

Individuals served by Cal Farley's  
community-based services

92.5%

Percentage of families reporting satisfaction  
with Cal Farley's services

## PRESENTING ISSUES

### Boys Ranch clients

ANGER

BAD CROWD

DISOBEDIENCE

SCHOOL ISSUES

SUPERVISION

### Center for Women & Children clients

DOMESTIC VIOLENCE

EDUCATION

FINANCES

HOMELESSNESS

JOB LOSS

### Family Resource Center clients

AGGRESSION

DIAGNOSIS

DISCIPLINE

FAMILY DISCORD

SCHOOL ISSUES



## 2013 - 2014 DEMOGRAPHICS

### Boys Ranch residents

#### Age

7 years old & younger	4
8-9 years	9
10-11 years	12
12-13 years	38
14-15 years	105
16-17 years	121
18 years	31

#### Gender



#### Race/Ethnicity

Caucasian	62%
African-American	22%
Hispanic	16%
Native American	<1%
Other	<1%

#### State of Origin

*Boys Ranch residents come from across the nation, 25 states in all. The red states represent the home states of our many Boys Ranch residents.*

### Center for Women & Children

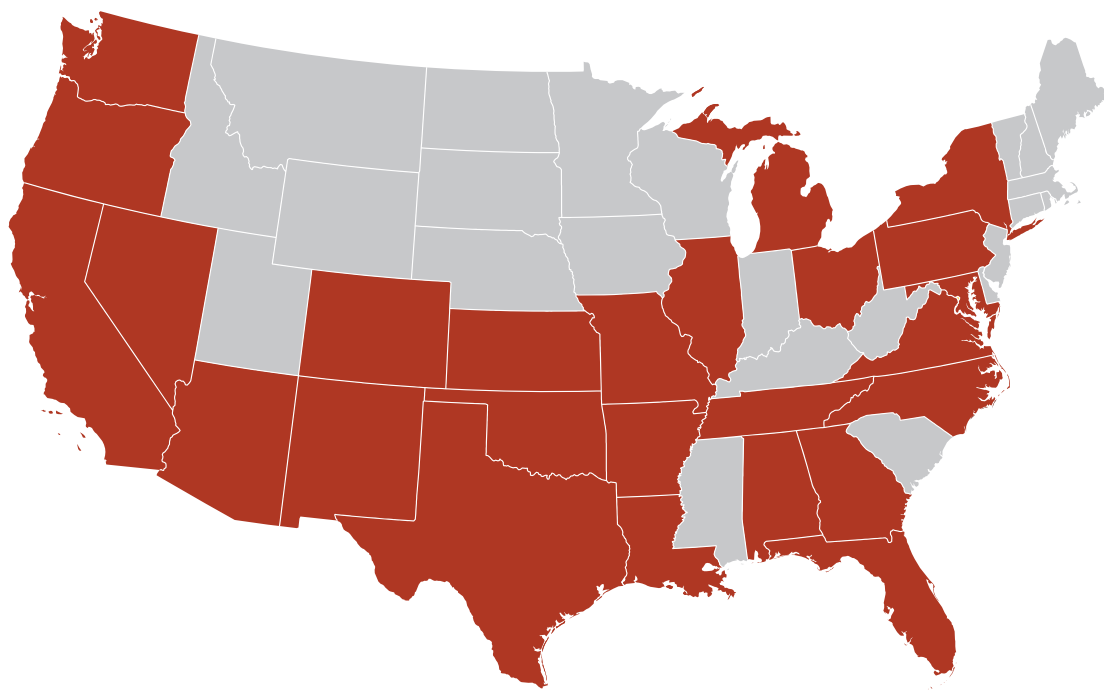
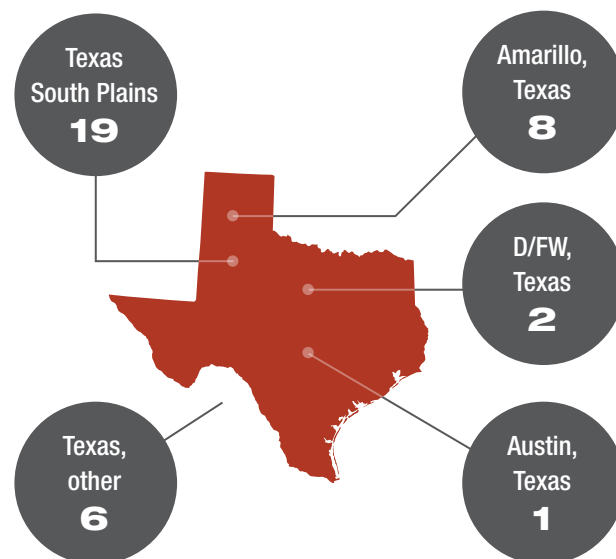
#### Age

Children	66
Mothers	36

#### Race/Ethnicity

Caucasian	45%
African-American	40%
Hispanic	15%

#### Geographic Origin



# Melvin:

## A future worth smiling about

**Melvin's life was headed in the wrong direction. Cal Farley's provided him the safe environment and positive role models he needed to chart a new course.**



Cal Farley's gave Melvin the stability his life was lacking, providing him with a new foundation on which to build a successful life.

### Did You Know?

In recent years, Cal Farley's has begun applying concepts from the **Neurosequential Model of Therapeutics**, developed by Houston behavioral scientist Dr. Bruce Perry, to our work with children. Using **NMT**, a child's responses to questions are used to create a map of brain function that identifies his or her individual needs.

Most of the children who leave Cal Farley's take with them the memories of happy times and the knowledge that their lives were made so much the richer for having been here. Many will acknowledge, even years later, the role a specific program, such as equine-assisted psychotherapy, counseling or peer mentoring, played in changing the course of their lives.

Other times, alumni can't recall the specific effort that filled the gap in their young lives. But they'll never forget the men and women who mentored them and gave them the guidance, motivation and sense of belonging they needed to become responsible adults.

"I wanted stability," Melvin said of his life before coming to Boys Ranch, Cal Farley's flagship residential campus. "I wanted the 'Leave It to Beaver' show. I wanted to succeed in life."

Melvin grew up in Irving, Texas, with his mother and two siblings. He knew his father, but recalled him being mostly absent from his early life. When his father died in a 1980 motorcycle accident, though, Melvin's life quickly spun out of control.

"I became rebellious," Melvin said. His anger over losing his father allowed Melvin, then just 14, to justify poor choices.

"I've been chased by people with guns," he said. "I was pretty much an alcoholic. I was passing in school, except for English, because it was my first class and I was always hung over."

But the watershed moment came when Melvin and his friends found themselves hiding out to evade the police.

"We stole a truck and hit a car," Melvin recalled. "We were literally in this creek, large creek, and we were hugging the walls ... We could see the search lights looking for us. We didn't get caught, but it was one of those 'wake-up' moments."

Melvin faced a choice. His life was clearly headed in a very troubling direction. After discussing the possibilities relocation to Cal Farley's might represent, he decided to make the best of the opportunity.

"I came out to (Boys Ranch) the day before I turned 16," Melvin said. "My first day ... (one of my houseparents) told me, and I still remember this ... 'You will get out of Boys Ranch what you put into it.' At the time, I didn't understand what that meant."



It didn't take long for him to learn.

"I learned the secret to Boys Ranch," Melvin said. "Get involved."

But first, he had to cope with a lot of anger. As the young man who came to Cal Farley's angry over losing his father saw he wasn't alone in his struggles, he began to let go of the chip he carried on his shoulder.

"You know, my father died and I've struggled, but then I (saw) all these guys who've got the same story I do — or worse," Melvin said.

He saw young men from far worse backgrounds setting aside their anger or grief and getting involved in life on campus.

"I looked at my peers ... I got involved in (Future Farmers of America)," Melvin said. "I saw where (those boys) were at, and I asked (myself), 'how do I become that?'"

Living in a stable, supportive environment, surrounded by positive role models and peer influences freed the leader inside him, Melvin said.

"I saw these guys ... guys who stood out. And, I liked it. I wanted to be that. And, I became that. It's learning how to set goals for yourself."

Soon, Melvin was showing leadership in his home. He grew to be liked and respected by his peers and adult mentors. And, though his time living at Cal Farley's was relatively brief — only a couple of years — the experience gave Melvin a new foundation on which to build a better life.

"Where would I be now (without Cal Farley's)? It haunts me," Melvin said.

"I have a great wife, I have three wonderful kids ... Look at me. Who knows what the future holds? I hope for health, I hope for happiness and lots of travel. And lots of grandkids," he chuckled.

"I look at my future, and I smile." ■



## Alumni Spotlight

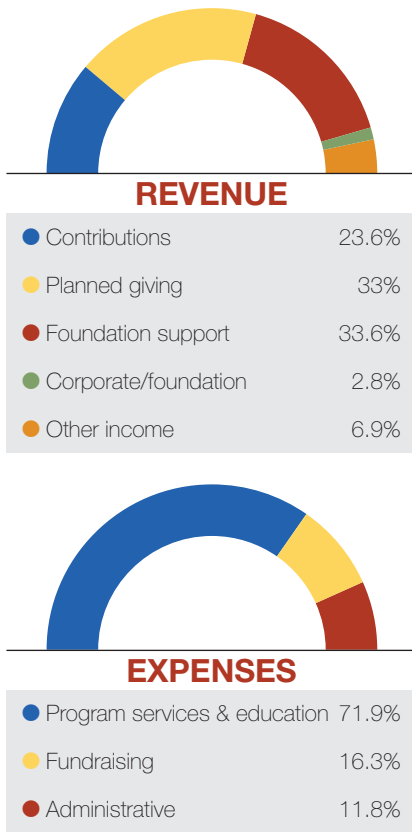
### Krystal

Krystal, the first in her family to graduate high school, was the 2013 recipient of the prestigious Cal and Mimi Farley Memorial Scholarship, awarded to a senior who shows superior academic achievement.

Two years after leaving Cal Farley's, she is a sophomore at the University of Texas, where she is focused on a bachelor's degree in international relations and global studies. In her spare time, Krystal mentors women who are learning English language skills with the Refugee Services of Texas, and she is a member of the International Affairs Society. The Cal Farley's scholarship program helps many alumni like Krystal, who otherwise might not have the means to continue their education and pursue their lofty dreams.



# By the Numbers



Since its founding in 1939, Cal Farley's has relied on the generosity of thousands of committed supporters, as well as the vision and fiscal stewardship modeled by Mr. Farley, to provide professional, transformative care and the highest standards of stewardship.

Mr. Farley started the Cal Farley's Boys Ranch Foundation with a \$2,500 deposit in 1947. As he invested the gifts of those early supporters, Mr. Farley provided a funding model that still guides the way Cal Farley's operates today: The generous contributions of those who share the Cal Farley's vision provide most of the day-to-day needs of caring for children.

Responsible stewardship of the

Cal Farley's Boys Ranch Foundation, then, provides the organization with the long-term stability necessary to ensure it can keep the lifelong commitments made to the children Cal Farley's serves.

In 2014, the Cal Farley's Boys Ranch Foundation provided Cal Farley's with \$15,377,287 of support, while outside donations and corporate sponsorships combined for an additional \$27,224,844, or, about 66 percent of the funds necessary to support Cal Farley's work with children and families.

As it has from the very beginning, Cal Farley's provides services without seeking state or federal funding and at no cost, because a family's ability to pay should never stand between a child and the help he or she desperately needs. ■

## REVENUE & EXPENSES

### REVENUE

Contributions	\$10,808,355
Planned giving	\$15,123,801
Foundation support	\$15,377,287
Corporate/foundation	\$1,292,688
Other income	\$3,166,714

**TOTAL REVENUE \$45,768,845**

### EXPENSES

Program services & education	\$32,009,841
Fundraising	\$7,271,230
Administrative	\$5,270,490

**TOTAL EXPENSES \$44,551,561**

## GENERAL OPERATING EXPENSES

### PROGRAM EXPENSES

Residential services	\$26,285,108
School district support	\$2,266,484
Alumni programs/scholarships	\$890,262
Community-based services	\$1,583,524
Program support	\$984,463

**TOTAL PROGRAM SERVICES \$32,009,841**

### SUPPORT EXPENSES

Fundraising activities	\$7,271,230
Administrative costs	\$5,270,490

**TOTAL SUPPORT COSTS \$12,541,720**

**TOTAL OPERATING EXPENSES \$44,551,561**



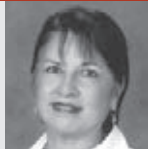
## CAL FARLEY'S BOARD OF DIRECTORS



**Rodney Ruthart**  
Since May 2009



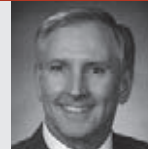
**Greg Mitchell**  
Since September 1994



**Lilia Escajeda**  
Since October 2004



**Dan Adams**  
President & CEO



**Malcolm Shelton**  
Since September 2012



**Tanner Alexander**  
Since January 2010



**Daniel Bradley**  
Since October 2013



**Stan Chapman**  
Since October 2013



**Betty Cooper**  
Since April 1991



**Joe Howell**  
Since January 1980



**Luther Bud Joyner**  
Since October 1997



**Jane King**  
Since October 2006



**Mike King**  
Since October 2006



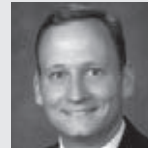
**Debra McCartt**  
Since October 2010



**Fay Moore**  
Since September 1996



**Aaron Pan**  
Since October 2014



**Rep. Four Price, R-TX**  
Since October 2010



**Lance Purcell**  
Since October 2014



**Tom Roach III**  
Since September 2005



**Alan Roberson**  
Since September 2000



**J. Avery Rush III**  
Since September 1994



**Lenny Sadler**  
Since December 2004



**Shannon Stapp**  
Since September 2008



**Chris Storm**  
Since October 1986



**Tol Ware**  
Since September 2012

## CAL FARLEY'S FOUNDATION BOARD



**Greg Mitchell**  
Chairman



**Tom Roach III**  
Vice-Chairman



**Joe Howell**  
Secretary



**Dan Adams**  
President and CEO



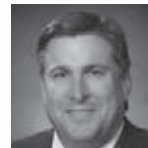
**Luther Bud Joyner**



**Mike King**



**Fay Moore**



**Rodney Ruthart**



**Malcolm Shelton**

## DIRECTORS EMERITUS



**Harold Courson**  
Since October 2013



**Genie Farley Harriman**  
Since October 2012



**Sherm Harriman**  
Since October 2012



**Gene Hayman**  
Since October 2012

## CAL FARLEY'S SENIOR LEADERSHIP



**Dan Adams**  
President  
and  
Chief Executive Officer



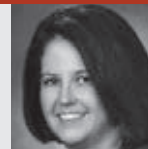
**Mark Strother**  
Executive Vice-President  
and  
Chief Operating Officer



**Belinda Palacios**  
Senior Vice-President  
for Community-Based  
Services



**Holly Novak**  
Senior Vice-President  
of Human Resources



**Susan Carter**  
Senior Vice-President  
of Development  
and Marketing



**Megan Crawford**  
Vice-President  
for Finance/Controller

# THANKS FOR GIVING OUR RESIDENTS A SECOND CHANCE

From the very beginning, Cal Farley's has created a lasting legacy, but we've never done it alone! Only through the generosity of countless committed individuals and generous corporate partners can we continue to provide quality professional programs and services in a Christ-centered atmosphere.

We're grateful to the many corporate sponsors who've helped us create better lives for the children in our care. Many of them join us at our signature annual event, the Boys Ranch Rodeo +adventureFEST, benefitting the boys & girls of Cal Farley's. At adventureFEST, which precedes the rodeo action each year, partners showcase their products or services, along with their support of Cal Farley's and interact in a fun, pressure-free setting with the thousands of rodeo attendees.

Your business, too, can join the adventure and help us make a difference in the lives of children. Together, we can create a partnership package that will be mutually beneficial, expanding the Cal Farley's brand while connecting you with nearly half a million potential clients we reach each year through our direct mail efforts. Partnering with Cal Farley's is a unique opportunity for your business to help children and families facing crises, build a stronger society and stand for timeless American values — all while growing your business.

## 2014 Corporate Partners

### Texas Dodge

Amarillo, Texas

### All-Star Dodge

Amarillo, Texas

### Rudy's Country Store and Bar-B-Q

Austin, Texas

### American Recyclers

Houston, Texas

### Hirtle Callaghan & Co.

West Conshohocken, Pa.

### First United Bank

Lubbock, Texas

### Amarillo National Bank

Amarillo, Texas

### Toot'n Totum

Amarillo, Texas

### Friona Industries

Amarillo, Texas

### J. Lee Milligan, Inc.

Amarillo, Texas

### Cavender's

Tyler, Texas

### Hoffbrau Steaks

Dallas, Texas

### First Bank Southwest

Amarillo, Texas

## 2014 Corporate Sponsors

### Underwood Law Firm

Amarillo, Texas

### Willis Group Holdings

Amarillo, Texas

### Merrick Pet Care

Amarillo, Texas

### XTO Energy

Ft. Worth, Texas

### Cheyenne Station Cattle Co.

Amarillo, Texas

### Desperado's BBQ Steaks

Amarillo, Texas

### American Quarter Horse Association

Amarillo, Texas

### Energy Transfer Partners

Dallas, Texas

## 2014 Champions for Cal Farley's Children

### Amarillo Sox Professional Baseball Club

Amarillo, Texas

### Casters of Amarillo

Amarillo, Texas

### Dickies

Fort Worth, Texas

### Insurance Management Services

Amarillo, Texas

### LS Ranch-Smith Cattle Co.

Amarillo, Texas

### Northwest Texas Healthcare System

Amarillo, Texas

### Southwest General Contractors

Amarillo, Texas

### Sprouse, Shrader, Smith Law Offices

Amarillo, Texas

### Stockmen's Feed Bunk

Boise City, Okla.

### Valero

San Antonio, Texas

### Whataburger

San Antonio, Texas

### Xcel Energy

Minneapolis, Minn.

### XIT Communications

Dalhart, Texas









Cal Farley's

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