

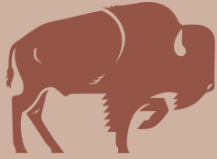
# 2022

## ANNUAL REPORT



**THE RURAL  
GONE URBAN  
FOUNDATION**

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rural gone urban



admin@ruralgoneurban.org



Post Office Box 33019  
Tulsa, Oklahoma 74153



ruralgoneurban.org

*Hey, friends -*

In the wake of my second cancer diagnosis - incurable stage 4 metastatic triple negative breast cancer - I launched The Rural Gone Urban Foundation to support brave, strong women who need people in their corner. The B and C students seeking scholarships. The small-town moms whose businesses only exist as ideas. And especially the women in the ring with cancer.

When walking through the impossible with my then-two year old daughter and smoke show of a husband, it was not lost on me that if my graduation to heaven came sooner than I'd like, my girl, Elsie, wouldn't have memories of me, her mom.

If given the opportunity to teach my daughter one thing she can carry with her throughout her life, it is absolutely, ringing affirmative loving without an asterisk.

And that's why this foundation exists.

Thank you, thank you, thank you, for ensuring my legacy is wildly intact for my girl, Elsie, and in doing so changing the lives of humans who need people in their corner.

I'm humbled that this foundation is no longer about me. It's become bigger, and better, and more impactful.

With immense gratitude,

*Brooke Clay Taylor*

**Brooke Clay Taylor**

Board Chair

## SCHOLARSHIPS FOR B AND C STUDENTS

As a senior in high school, Brooke’s guidance counselor eyed her grades and told her college wasn’t the right path for her.

Thanks to the full force of her family, friends, and critical scholarship dollars, Brooke wasn’t deterred. Two degrees later, Brooke launched a career in agriculture that would send her worldwide.

The Rural Gone Urban Foundation was created in part to empower students like Brooke – the B and C students – to invest in themselves through higher education.

## SMALL BUSINESS GRANTS

Brooke launched her strategic communications business, Rural Gone Urban, from a horse barn with one client and a prayer.

With three figures in her bank account, the margins were slim and the stakes were more than high.

The Rural Gone Urban Foundation awards grants to small business owners with slim margins and big dreams. Grants fund critical marketing assets like websites, social media strategy, and advertising plans; key elements in standing out in today’s crowded marketplace.

## LOVE BOMBING CANCER

Cancer is hard enough. You feel like donkey balls. You’re scared. And somehow, you still have to keep up with the rest of your life.

Bills, childcare, and household basics are overwhelming when you’re staring down cancer, especially for women in a friend and family desert. Not always having a support network doesn’t mean a woman doesn’t deserve one.

The Rural Gone Urban Foundation awards no-questions-asked grants to women in the ring with cancer. Because sometimes, you just need someone in your corner.



## EXPENDITURES

Advertising/Promotional	\$561.15
Software & Apps	\$9,117.14
Stripe Fees	\$1,020.96
<b>Total Expenditures</b>	<b>\$10,699.25</b>

## REVENUE

Online cash donations	\$35,600.00
Crop Top Tee fundraiser	\$25,921.67
<b>Total revenue</b>	<b>\$60,891.67</b>

**Net Revenue** **\$50,192.42**

### SOFTWARE

Zengine™ by WizeHive powers grants, scholarships, fellowships, and more of mission-based organizations, which is why the Rural Gone Urban Foundation elected to invest in its program after careful consideration. This software allows us to respect applicants' private information, reduce unconscious bias, streamline the application process, and ensure efficient review on behalf of respective committee members' geographical location.

### ARTWORK FROM ELSIE

To launch the foundation with the Rural Gone Urban community, the first 100 online donors who donated at least \$100 received snail mail artwork from Elsie James Taylor.

### GRASSROOTS ONLINE DONATIONS

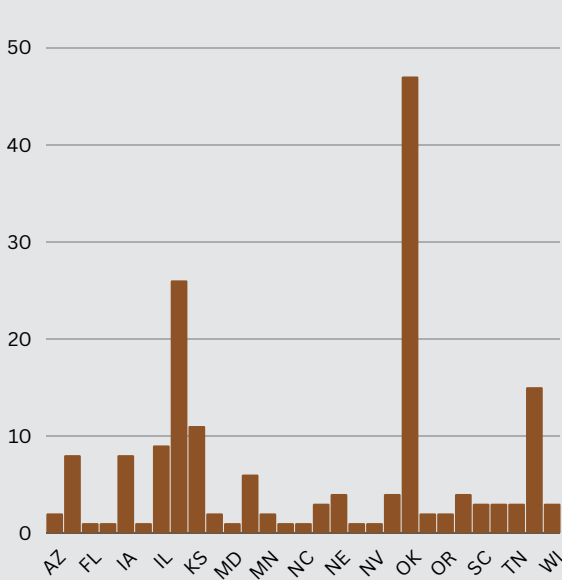
Our online community raised \$35,600 through online donations, \$19,310 of those online donations were received in the first 24 hours after website launch from the Rural Gone Urban Instagram and Facebook community.

### CROP TOP TEE FUNDRAISER

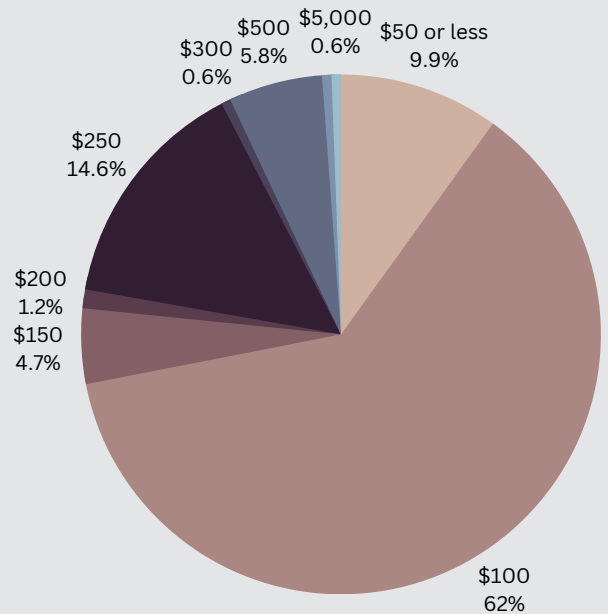
RoseBud Tees and Prairie State tractor this is my Crop Top Tee fundraiser raises \$25,921.67

## DONOR OVERVIEW

Our donors represent 28 states and Ontario, and their online gifts ranged from \$50 to \$5,000.



2022 ONLINE CASH DONORS BY STATE.



ONLINE DONATION BREAKDOWN BY AMOUNT.



KENDRA KILPATRICK, WHO TOOK BREAST CANCER DOWN WITH HER, AND HER ELSIE JAMES ARTWORK. WE MISS YOU TREMENDOUSLY, KENDRA. JUNE 4, 1986 - NOVEMBER 26, 2022

“  
 Thanks Elsie and Brooke Taylor - Rural Gone Urban for my card!!! Loved receiving it in the mail today!!! You guys rock!!!  
 Kendra Kilpatrick  
 ”

# THIS IS MY CROP TOP FUNDRAISER

## A ROSEBUD'S TEES X PRAIRIE STATE TRACTOR COLLABORATION BENEFITS THE RURAL GONE URBAN FOUNDATION DURING BREAST CANCER AWARENESS MONTH

October is Breast Cancer Awareness Month, an annual campaign to raise awareness about the impact of breast cancer. It's estimated 287,850 new cases of breast cancer were be diagnosed in women in 2022 while about 43,250 women died from the metastatic disease, which is incurable.

In our lifetime, there is 1 in 8 chance your mom, daughter, or friend, will develop breast cancer.

One of three pillars of the Rural Gone Urban Foundation, which is founded in honor of our board chair and cancer fighter, Brooke Taylor, s to support women in the trenches of their breast cancer season by awarding

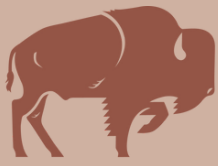
no-questions-asked grants as they navigate the impossible.

We were thrilled to announce the release of the special edition Crop Top Tee collaboration by designer Rosebud's Tees and Prairie State Tractor in collaboration with a host of social media personalities you know and love: Kylie Epperson, Mary Pat Sass, FarmFitMomma, Seed Life, Farm with Zoe, Jackie Trachsel, This Farm Wife, NY Farm Girls, and Ag With Emma.

One hundred percent of the proceeds were directed to the Rural Gone Urban Foundation to benefit women fighting breast cancer, which totaled **\$25,921.67**.



The official crop top tee.



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# FOUNDING BOARD



## **BROOKE CLAY TAYLOR**

Board Chair

Brooke Clay Taylor has made a life of clearing hurdles. But she'd be the first to tell you she didn't jump a single one alone.

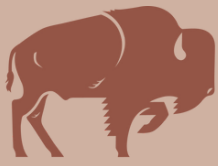
Born into a farming family in Franklin, Ind., and raised on a ranch in Perkins, Okla., anyone reading the plot to date might've said Brooke's story was more Lifetime than real-life, more Hallmark than even half-believable.

When a high school guidance counselor told Brooke her average grades and would-be first-generation college student status made her a better candidate for job training than higher education, Brooke leaped anyway. She landed with bachelor's and master's degrees and firm footing for a career in strategic communications.

Her career, and later, love, took Brooke from Oklahoma City to Charlotte, Austin to Nashville. She left Music City for Payne County when the fairy tale proved fiction, trading the keys for a middle-Tennessee Craftsman to a red-dirt-speckled horse barn. With three figures in her bank account, Brooke jumped again: This time to launch Rural Gone Urban, a strategic communications business to support farmers, ranchers and agriculture clients worldwide with her digital prowess.

She married Damon — a fellow Perkins kid and junior high crush come full circle — in a snow globe scene, and together, they made a home on the shores of Lake Tenkiller in Eastern Oklahoma. The next summer, they welcomed their daughter, Elsie, the same day Brooke was diagnosed with breast cancer. Despite extensive treatment and being declared cancer-free, it returned two years later.

Whether in finding the courage to take the first step into a lecture hall she allegedly didn't belong or the infusion center to face another round of chemo, Brooke credits her support system for never letting her fall. She founded the Rural Gone Urban Foundation to help women jumping hurdles — the B students, the big dreamers, the start-overers, and especially the women in the ring with cancer — who don't have the support that has propelled her at every leap.



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# FOUNDING BOARD



## STEPHANIE GIBBS

Board Vice - Chair

Stephanie Sharp Gibbs, vice chair, is a graduate of Perkins, Oklahoma, where, in the sixth grade, she and Brooke started a lifelong friendship thanks to neighboring lockers.

The expense of higher education prevented Stephanie from taking a direct path to a degree, so instead, she earned a cosmetology license following high school. She worked behind the chair at a Stillwater salon until setting her shears down in 2013 to attend nursing school. With that foundation in health, wellness, and helping others feel their best, Stephanie launched Flourish & Fitness and Tulsa Blooms, businesses that combine her passions for encouraging people to flex their minds and move their bodies.



## HANNAH FRYER

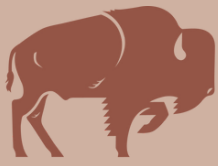
Board Secretary

With a bachelor's in agricultural economics and as a certified Enneagram coach, Hannah Fryer, board secretary, sees the world through a lens uniquely hers.

Hannah's background in agriculture and nonprofit administration made her certain she was made to make the world a better place. In 2018, she founded the coaching and strategic planning agency Brambling & Co. to do just that.

A resident of Enid, Oklahoma, with previous zip codes stretching from Texas to North Dakota, Hannah is passionate about education, equality and ensuring people have access to designing their lives in whatever way they choose.





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# FOUNDING BOARD



## LEAH BEYER

Board Treasurer

Leah Beyer is a native of rural Illinois, a Hoosier by choice, and an agricultural communications maven. After earning a pair of degrees in agricultural economics and education, Leah was sure she'd left milking cows on her family's Illinois farm in her rearview mirror — only to find herself marrying into a dairy operation in Indiana. The Beyers' cows eventually gave way to soybeans and corn, but Leah's off-farm career in ag-centric public relations and digital media soon eclipsed the time needed to care for crops.

Today, she leads marketing efforts for a crop science company and, in her spare (internet) time, shares her favorite kitchen creations on Beyer Beware.



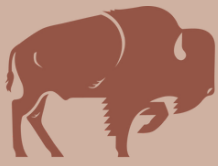
## REE DRUMMOND

Board Member

Ree Drummond launched her career blogging about life as a cattle rancher's wife, home chef, and homeschooling mother. Now better known as The Pioneer Woman, the self-described "accidental country girl" first met Brooke in the late '00s before cookbooks, magazines, or ad space on personal websites.

Following graduation from her Bartlesville, Oklahoma, high school, Ree left the plains for the University of Southern California. The Windy City called her name next, but fate had other plans: a ranch in Northern Oklahoma's Osage County.

Sharing her crash course in ranch life with the internet may have launched a global brand, but today, Ree's impact is palpable at home. Her dedication to rural development has transformed the 3.8-square-mile town of Pawhuska and inspired countless others to invest their time and energy in the area's betterment.



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# FOUNDING BOARD



## KENYATTA WRIGHT

Board Member

There may be no prouder son of Vian, Okla., than Kenyatta Wright. A four-year starter for Oklahoma State University and veteran of the NFL, Kenyatta knew there was only one place to raise his children after hanging up his cleats: home.

In his lakeside, Oklahoma town of Vian, Kenyatta is a four-time business owner of companies ranging from construction to custom screen-printing, a volunteer high school football coach, and an unapologetic advocate for his community.

Kenyatta credits the Vian community and OSU Cowboy football family with molding him into the man, husband, and father he is today and is passionate about helping young people find pathways to higher education.



## DAMON TAYLOR

Board Member

Damon Taylor is Mr. Wildlife. An outdoor enthusiast, Damon grew up on his family's ranch in Perkins, Oklahoma, and thought he'd follow in his mother's footsteps with a career in finance. But as a senior in high school, the avid hunter, angler, and country-road-explorer recognized he was just happier outside. That led him to Oklahoma State University and a degree in wildlife ecology. Following posts with the U.S. Fish and Wildlife Service in Minnesota, Montana, and Nebraska, Damon found his dream job with the USFWS as a deputy refuge manager for Oklahoma's Sequoyah National Wildlife Refuge.

## PERCENTAGE OF BOARD GIVING: 100 PERCENT

# DONATION FORM

Complete the form to support The Rural Gone Urban Foundation Inc.



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**THE RURAL GONE URBAN  
FOUNDATION INC.**

Post Office Box 33019  
Tulsa, Oklahoma 74153

[ruralgoneurban.org](http://ruralgoneurban.org)

## THANK YOU FOR YOUR SUPPORT

Your support allows us to invest in strong women doing brave things through the Rural Gone Urban Foundation, Inc.

I want to support The Rural Gone Urban Foundation with the following donation:

Donation Amount : \_\_\_\_\_

Donor Name : \_\_\_\_\_

Address : \_\_\_\_\_

Phone Number : \_\_\_\_\_ Email : \_\_\_\_\_

Would you like to receive digital communications from us? :  Yes  No

Would you like to receive a paperless receipt via email? :  Yes  No

Is your donation designated? :  In Memory  In Honor  On Behalf  General

Name of Desingee : \_\_\_\_\_

### WOULD YOU LIKE US TO SEND NOTIFICATION OF YOUR DONATION?

#### Individual or family to be notified

Name : \_\_\_\_\_

Address : \_\_\_\_\_

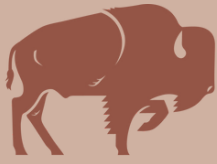
Phone Number : \_\_\_\_\_

E-Mail : \_\_\_\_\_

Notes : \_\_\_\_\_

Please mail your donation to :  
The Rural Gone Urban Foundation Inc.  
Post Office Box 33019  
Tulsa, Oklahoma 74153

The Rural Gone Urban Foundation, Inc. is a not-for-profit incorporation filed in the state of Oklahoma. We are currently in the application process to obtain 501(c)(3) tax-exempt nonprofit organization status. Please check with your personal tax advisor regarding the deduction of your gift.  
EIN: 88-1634313.



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# THANK YOU

*Thank you -*

Thank you to the countless volunteers who have selflessly given of themselves in pursuit of creating incredible opportunities for our soon-to-be scholarship and grant recipients. Without your incredible dedication, time, and talent, none of this would be possible. Because of your efforts, we have begun the process of leaving a legacy of love without an asterisk.

We'd like to say a special thanks to the following:

**LEAH BEYER  
REE DRUMMOND  
HANNAH FERRI  
HANNAH FRYER  
STEPHANIE GIBBS  
ASHLEIGH GIBSON  
HOLLY HARALSON  
COURTNEY HYDER  
RYAN PITTMAN  
SUMMER PITTMAN**

**MARY KATE PEDIGO  
KELLY STANZE  
LYNDSEY SULLIVAN  
BROOKE TAYLOR  
DAMON TAYLOR  
LINDSAY THOMAS  
DALLYN VISONE  
KRISTIN WATSON  
KENYATTA WRIGHT**

**PRAIRIE STATE TRACTOR  
ROSEBUD'S TEES**

Twenty-twenty-three is already brimming with new opportunities. That means new opportunities to volunteer. Some of the committees include: the scholarship committee, the golf tournament committee, the fundraising committee, the communications committee, the love bombs for cancer slayers committee, and more.

If you're ready to help us make a difference, visit us at [ruralgoneurban.org](http://ruralgoneurban.org).

Let's show the world how to love without an asterisk.

## **The Rural Gone Urban Foundation Board of Directors**

*Brooke, Damon, Hannah, Kenyatta, Leah, Ree, and Stephanie*