

HIPCAMP

HOST SUCCESS STORY

Hipcamp x Slide Ranch



THE SCENARIO

Slide Ranch is a Marin County nonprofit connecting kids and families to nature through hands-on farm and environmental education.

With limited resources for marketing or outreach and rising costs for land maintenance, the organization wanted to look beyond grants and donations to keep programs affordable and accessible.

THE HIPCAMP SOLUTION

Simple revenue model: Slide Ranch listed its land on Hipcamp. Within minutes, campers began booking trips, and the funds flowed in to support programs.

Mission-aligned income: Revenue earned through hosting on Hipcamp furthers Slide Ranch's educational and environmental values.

New audiences & awareness: Hipcamp's marketing connects Bay Area campers and families with the ranch, often for the first time.

Tools & support: Hipcamp provides the booking infrastructure, publicity, and visibility Slide Ranch's small team can't manage alone.

THE IMPACT

200% revenue growth in just 1 year.

380+ new scholarships.

Plus: Affordable, equitable access to coastal land & new partnerships with local media and federal agencies (GGNRA)



“The partnership with Hipcamp is truly helping us move towards sustaining. Campers are enjoying the land while directly helping kids and families who really need it.”

—MYLA MARKS, Slide Ranch Executive Director



WHY HIPCAMP WORKS FOR NONPROFITS

- ✓ Generate predictable, mission-aligned earned revenue
- ✓ Increase public access to land while honoring conservation values
- ✓ Attract new supporters and donors through camping experiences
- ✓ Receive marketing, technology, and operational support from Hipcamp

Bring more people to your mission. Partner with Hipcamp.

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