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Farm Rescue Rebrands, Launches New Website

Updated look positions the nonprofit for growth

HORACE, N.D., February 12, 2025 – As part of Farm Rescue’s 20th Anniversary Celebration, the nonprofit is pleased to introduce a brand refresh and redesign of its website, farmrescue.org.

As the only nonprofit organization of its kind that deploys volunteers, equipment, and compassion to farm and ranch families facing crises that threaten their operations and legacies, Farm Rescue is dependent on donations and partner support to fuel its efforts.

“While our needs have changed since we started our nonprofit, the realities facing farmers and ranchers in need of assistance has not,” said Bill Gross, Founder & President, Farm Rescue. “Not only will this rebrand help to align our presentation and messaging more closely with our mission, but the website will help us be even more accessible to donors, prospective volunteers, and most importantly, the families we serve.”

Since beginning operations in North Dakota in 2005, Farm Rescue has expanded its core planting, haying, and harvesting assistance services to Illinois, Iowa, Kansas, Minnesota, Montana, Nebraska, South Dakota, and Wisconsin. It also offers emergency hay deliveries to states affected by fire, floods, and other natural disasters. Donations, of course, can come from anywhere.

As Director of Communications, Dan Erdmann and other staff members spend countless hours documenting Farm Rescue’s work. This includes highlighting the efforts of Farm Rescue volunteers in the field and the impact the organization has on the farm families it serves. These vignettes also aim to help families overcome the stigma of reaching out for help by showing they’re not alone.

“Our new site helps us in a number of ways,” said Erdmann. “First, it clearly defines the types of assistance we provide for farmers and ranchers and where we operate. Second, it shares the stories of our wonderful volunteers both to celebrate their efforts and inspire others to join us. And finally, it highlights the stories of families we’ve assisted, which speak to other families who may be hesitant to ask for help.”

In addition, the new website was launched in anticipation of Giving Hearts Day held this year on February 13. Farm Rescue joins over 600 other charities and nonprofits throughout North Dakota and northwest Minnesota for this annual event that rallies community members around the causes closest to their hearts.

“Change can be difficult for some,” said Gross, “but our team knew it was time to refine how we present ourselves to the world. Our ability to grow was on the line, and with it, the ability to help more farmers and ranchers throughout the region and beyond. The decision was easy to make once we stepped back and realized what was at stake.”

About Farm Rescue

Farm Rescue was founded in 2005 and has helped nearly 1,200 families since its inception. The organization's mission is to help farmers and ranchers who have experienced a major illness, injury, or natural disaster by providing the necessary equipment and volunteer labor to perform time-sensitive services. Applications for assistance are currently being accepted and can be obtained at farmrescue.org or by calling 701-252-2017.

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