

COMMUNITY IMPACT · PRESS RELEASE

RANCHER NAVY MOBILIZES ROSS FIRE RELIEF FOR TEXAS FARM AND RANCH FAMILIES

Nonprofit is matching donated hay, feed and fencing to affected operations and needs haulers with trucks and trailers.

RANCHER NAVY · TEXAS · ROSS FIRE RESPONSE · 2026

Rancher Navy, the Texas 501(c)(3) nonprofit that provides disaster relief to farmers, ranchers and agricultural communities, has mobilized a coordinated relief effort for families affected by the Ross Fire in Texas. The organization is accepting requests for assistance, matching donated supplies to the operations that need them, and asking for volunteer haulers with trucks and trailers.

The fire has burned pasture, fencing and structures, leaving livestock producers without feed and without the fencing needed to contain animals. Rancher Navy is working with affected families to identify what has been lost and to move replacement supplies from donors across the region.

"Nobody in this part of the state is a stranger to fire, but this one moved fast and it took things people cannot replace. We cannot give anybody their barn back. What we can do is make sure the hay sitting in a barn two counties away gets to the family whose pasture is gone this week, and not next month. That is the whole job."

MORGAN BROOME, FOUNDER & DIRECTOR OF RANCHER NAVY

HOW TO GET HELP

Farm and ranch families affected by the Ross Fire can request assistance at ranchernavy.org. Families in immediate danger should follow the instructions of county emergency officials first.

HOW TO HELP

Rancher Navy is asking for three kinds of support, all coordinated through ranchernavy.org:

- **Donations of supplies:** hay, feed, fencing, panels, water and veterinary supplies. Donors list what they have and where it is located; Rancher Navy handles the matching.
- **Haulers:** volunteers with a truck and trailer to move loads between donors and affected families. This is the organization's most urgent need.
- **Coordination of volunteers:** people who can take calls, track requests and keep records current from wherever they are.

Financial contributions can be made at ranchernavy.org.

COORDINATED THROUGH SUPPORT BEACON RELIEF™

The response is being run on Support Beacon Relief, a disaster-logistics platform that gives Rancher Navy a single record of every load from the moment it is offered to the moment it is delivered — replacing the phone trees and spreadsheets that have historically carried this work. Volunteers, donors, haulers and recipients register at ranchernavy.org and work from a web portal or a mobile app.

"We have spent years doing this with phone calls, notebooks and a lot of goodwill. Being able to see every load and every request in one place changes what we are able to take on."

AMY HOUSTON GADDIS, FOUNDER & DIRECTOR OF RANCHER NAVY

"Rancher Navy was founded on neighbors showing up for neighbors. During the Ross Fire response, that means connecting people who have hay, supplies, or a trailer with families who need help. Every donor, hauler, and volunteer has a part in that effort."

HOLLI GEESLIN, FOUNDER & DIRECTOR, RANCHER NAVY

Support Beacon Relief was designed and developed by shared resources from Fuzion Consulting Group and Fuzion Chickasaw Group, in partnership with Rancher Navy, and is licensed to the nonprofit at no cost. Fuzion support staff are available to Rancher Navy volunteers by phone and email for the duration of the response.

"Rancher Navy told us what they needed, and our teams built it with them. Support Beacon Relief is theirs to use for as long as they need it. The attention belongs on Rancher Navy's volunteers and the people driving into the smoke to help their neighbors."

DAN GORETSKIE, FOUNDER & CEO, FUZION CONSULTING GROUP
DONNA WEBB, FOUNDER & CEO, FUZION CHICKASAW GROUP

The platform has supported prior Rancher Navy operations, including the Kerrville, Texas flood response and the Ranger Road fire response.

ABOUT RANCHER NAVY

Rancher Navy is a Texas 501(c)(3) nonprofit founded in 2022 by Morgan Broome, Amy Houston Gaddis, and Holli Geeslin. The organization mobilizes volunteers, heavy equipment and logistics to support Texas farmers, ranchers and agricultural communities during wildfires, tornadoes and floods.

ABOUT FUZION CONSULTING GROUP AND FUZION CHICKASAW GROUP

Fuzion Consulting Group and Fuzion Chickasaw Group are sister companies delivering strategy, technology and operations services. Together they develop the SB217™ Support Beacon platform, including Support Beacon Relief™ for nonprofit disaster response.

[Assistance, Donations & Volunteering](#) · Platform support: support@supportbeaconrelief.com