



2010 - 2011

Annual Report

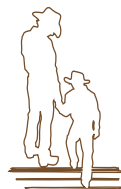
We Rodeo for the Kids



The Reno Rodeo Foundation is committed to enhancing and enriching the lives of Northern Nevada families by aiding children with extraordinary needs, building community partnerships, and providing scholarships to the University of Nevada, Reno.

WWW.RENORODEOFUNDATION.ORG

Children Community Partnerships

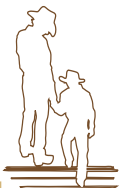


RENO RODEO FOUNDATION

Celebrating 25 Years

In 2011, the Reno Rodeo Foundation celebrated 25 years of making a difference to children with extraordinary needs and providing scholarships to the University of Nevada, Reno. As part of our Silver Anniversary festivities, we were honored to recognize the “Founding Fathers” of the Reno Rodeo Foundation.

These gentleman, all of whom have deep roots with the Reno Rodeo Association, made the commitment to formalize the charitable outreach of the Reno Rodeo in 1986. Thank you Jim Casselli, Bob Beach, Grant Dalen, Steve Walther, Bob Britton, Bob Lyle, Frank Cassas, Jon Key, Dan Warren, David Cox, John Solari, Harry Frost and Steven Brown for bringing the Reno Rodeo Foundation to life.



Children Community Partnerships

LETTER FROM THE PRESIDENT



Dear Friends of the Reno Rodeo Foundation,

As I look back on my two years as President of the Reno Rodeo Foundation, I can't help but feel a sense of tremendous pride. Thanks to the efforts of the Reno Rodeo volunteers, sponsors, and fans, we have been able to provide support to thousands of young people. In 2011, just through our community grants alone, we provided financial support to programs that benefitted over 27,000 young people across the state! Not bad for a Foundation primarily supported by the best 10 day event in the world.

From providing clothing to abused children, to underwriting dozens of programs that help children with extraordinary needs, to making it possible for graduates of rural Nevada high schools to earn college degrees from the University of Nevada, Reno, the Reno Rodeo is an important part of the philanthropic landscape of Nevada.

None of this would be possible without the individuals and companies who support the Reno Rodeo and the individuals who choose the Rodeo State license plate for their vehicles.

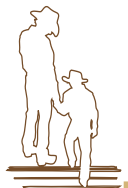
In addition to the funds we receive from the Charitable License Plates, the Reno Rodeo, and the Reno Rodeo Denim Drive, the Reno Rodeo Foundation is honored to partner with the Monroe Schuler Foundation, Double Diamond Athletic Club, Koz's Kids, and the Nevada State High School Rodeo Association, to fund additional programs that allow us to expand our reach. Thanks to the Monroe Schuler Foundation, we recently launched a new direct service program to benefit foster youth who are "aging-out" of the system called the V.I.P.S. Life and Career Coaching program. We are very excited about his new initiative.

On August 1, 2011, I handed the Reno Rodeo Foundation reins to Steven Brown. Steven will serve as the President for 2011-2012 and 2012-2013. It has been an honor and a pleasure to be President and I look forward to continuing to be a part of the Reno Rodeo and the Reno Rodeo Foundation for many years to come!

Sincerely,

Bill Bertelson

Children Community Partnerships

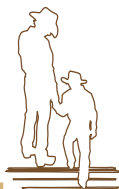


COMMUNITY GRANTS

Over \$90,000 was distributed to the following community organizations between January 2011 - May 2011.



Assistance League of Reno-Sparks/
Homeless Youth Outreach
Big Brothers Big Sisters of Northern Nevada
Black Stallion Literacy Project
Blue Star Mothers of the Truckee Meadows
Boy Scouts of America - Nevada Area Council
C*A*R*E* Chest of Northern Nevada
Camp Lotsafun
Center for Adaptive Riding
Cottonwood Elementary School Nevada Day Assemblies
Eagle Valley Children's Home
Food Bank of Northern Nevada
Girl Scouts of the Sierra Nevada
Horses for the Spirit
Miracle Flights for Kids
Moms on the Run
Nevada Diabetes Association/Camp Buck
Nevada Discovery Museum
Nevada Military Support Alliance
Northern Nevada Children's Cancer Foundation
Northern Nevada Dental Society/
Jason Eberle DDS Memorial Fund
Northern Nevada RAVE Family Foundation
Pet Network Humane Society
Reno Fire Department/Muscular Dystrophy Camp
Sagebrush Community Horse Show
Sierra Nevada Journeys
Sparks Rotary - Kids' Free Fishing Day
SPCA of Northern Nevada
Step2
The Solace Tree
Veterans Guest House
Washoe County Safe N Sober Foundation
Washoe County Department of Social Services
Washoe Legal Services/Child Advocacy Program
Western Folklife Center



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RENO RODEO PARADE & KIDS' DAY

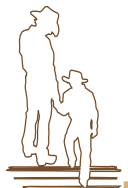
Community organizations that received grants from the Reno Rodeo Foundation were invited to participate in the Reno Rodeo Parade and host a booth with hands-on activities at Kids' Day - a free family-oriented event held in the Indoor Pavilion on the Rodeo Grounds immediately following the parade on the first Saturday of the Rodeo.



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2010 RENO RODEO DENIM DRIVE

Gold Sponsors

A Master Mechanic
AAA Nevada
Baskin Robbins on Maeanne
Carson Lanes Retail Center
D BAR M Western Store
Davis Chiropractic
Electric Sun
European Food Emporium
Feline Medical Center
IGT
It's a Girl Thang
Jon Park & Michael Mellows/
LPL Financial
Reno Dodge
Sportsman's Warehouse
Surratt Law Practice

Blue Sponsors

A&H Billing Specialties
Anytime Fitness
Arrow Electronics, Inc.
Camelot Party Rentals
Custom Aire, Inc.
Foster Grandparent Program/
Senior Companion Program
Manpower Temporary Services
Martin-Ross and Associates
Mike's Automotive
Pro Tech R.V. Services
Q&D Construction
Reno Sport & Spine Institute
SimplexGrinnell
Sunshine Litigation Services
Truckee Meadows Water Authority

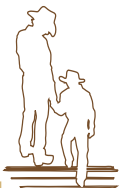
In 2010, the Reno Rodeo Denim Drive collected new jeans, socks and underwear to benefit abused and neglected children in 9 Northern Nevada counties. We also received record-setting cash donations - 100% of which were used to purchase additional clothing. What's collected in each county stayed in each county.

Thanks to a partnership with Scolari's Food and Drug Company, we were able to offer a new donation option. Customers at Scolari's Food and Drug and Sak 'N Save grocery stores could "Donate a Dollar for Denim" at the checkout stand and a paper denim pocket with the customer's name was displayed on the store wall. 100% of every donation was used to purchase additional clothing by county.

The Reno Rodeo Denim Drive was so successful we were able to once again facilitate two "Foster Family Denim Distribution Day" events. One was held in January and the second in August. We were also able to keep our Denim Drive closet at the Kids' Kottage full to provide clothing to infants, children and teens when they arrived at the emergency shelter and when they made the transition to foster care.

Thanks to our partnership with the Washoe County Department of Social Services and the Nevada State Department of Children and Family Services, thousands of survivors of abuse and neglect now have new clothes to call their own.

Media Partners KOH News Talk 780
KOLO 8 News Now WILD 102.9
KBUL 98.1 Charter Media
Clear Channel



Children Community Partnerships

RENO RODEO DENIM DRIVE HIGHLIGHTS



100+ collection locations across 9 Northern Nevada Counties

Launched "Wear Denim to Work" Day to recognize the needs of abused and neglected children in Nevada.

Hosted a multi-county Denim Rally media event with KOLO 8 News Now, KBUL 98.1 and KOH News Talk 780.

Donate a Dollar for Denim partnership with Scolari's Food & Drug Company and Sak' N Save Grocery Stores

Facilitated two Foster Family Denim Distribution Events - one in January and one in August.

38% increase in cash donations - 100% of which were used to purchase additional new clothing.

Over 1,500 infants, children and teens benefitted from the Reno Rodeo Denim Drive

Counties that participated in 2010: Carson, Churchill, Douglas, Elko, Lyon, Humboldt, Nye, Pershing, and Washoe.

What's collected in each county stayed in each county.



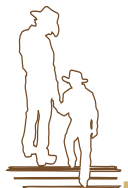
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SCHOLARSHIP RECIPIENTS

A Reno Rodeo Foundation Scholarship is a \$2,000 scholarship awarded annually for four years to graduates of rural Nevada high schools who attend the University of Nevada, Reno and pursue a degree in Pre-Veterinary Medicine, Pre-Medicine, Agriculture, Business, Education or Nursing. Recipients must have an overall high school GPA of 3.5 and maintain a GPA of 3.0 and take at least 12 credits per semester. Started in 1986, the Reno Rodeo Foundation scholarship program has helped hundreds of students achieve their dreams of earning a college degree.

Fall 2010

Reno Rodeo Foundation

\$2,000 Scholarship

Shelby Black
Brandi Graves
Kallie Kappes
William Miller
Dylan Robertson
Oliva Avila
Hannah Bisiaux
Richard Corn
Shayna Smith
Vadim Gladwill
Brett Schaffner
Sara Phillips
Stephanie Barton
Amy Gardner
Heather Zunino

Robert & Kristen Tallman

\$2,500 Scholarship

Skylar Estes

Silver Spur Scholarship

\$2,500 - Pre-Vet Major

Allecia Mills

Spring 2011

Reno Rodeo Foundation

\$2,000 Scholarship

Shelby Black
Brandi Graves
Kallie Kappes
William Miller
Dylan Robertson
Oliva Avila
Hannah Bisiaux
Richard Corn
Vadim Gladwill
Brett Schaffner
Sara Phillips
Stephanie Barton
Amy Gardner
Heather Zunino

Robert & Kristen Tallman

\$2,500 Scholarship

Skylar Estes

Silver Spur Scholarship

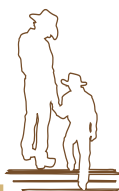
\$2,500 - Pre-Vet Major

Allecia Mills

UNR Medical School

Scholarships

Patricia Kennel
Tessa Schwering



WE RODEO FOR THE KIDS!

The Reno Rodeo Foundation is proud to support the following programs facilitated by the Reno Rodeo Association that benefit thousands of local children each year.

SPECIAL KIDS' RODEO



On Sunday, June 16, 2011, 120 children with special needs participated in the annual Special Kids' Rodeo. From riding (rocking-horse style) bulls, to roping "steers", to riding real horses, the SKR brings the sport of Rodeo alive for children with physical, mental and/or medical challenges.

Participants not only have the opportunity to try rodeo events, they are treated to lunch and they receive tickets to an evening performance of the Reno Rodeo. They also receive a cowboy hat, buckle, t-shirt,

bandana and a goodie bag filled with fun prizes. The Reno Rodeo Foundation supports the SKR committee by managing all of the participant logistics.

RENO RODEO WANTS YOU TO READ!



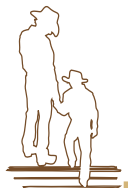
The aim of the Reno Rodeo Association's Black Stallion Literacy Project is to inspire at-risk first grade students in Washoe County to love reading through the gift of books and the magic of interacting with live horses! The BSLP Committee facilitates assemblies at 25 elementary schools each spring. First graders learn about the three R's - Reading, Rodeo and Responsibility. At the conclusion of the assembly, each first grader receives two books, a goody bag, and a voucher to attend the Reno Rodeo. They have the opportunity to pet the horses and, thanks to a partnership with the Bureau of Land Management, meet Smokey Bear. Since this program started in 2001, the Reno Rodeo has distributed 28,600 books. The Reno Rodeo Foundation is proud to help underwrite this wonderful program.



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2011 RODEO WISH



Our 2011 Rodeo Wish recipient is Robert. His wish was to find a forever family. Robert's first days of life were orchestrated by emergency social workers and foster parents willing to open their home to a newborn baby. Within the first year, a court deemed Robert as "free and clear" for adoption and the journey to find him a forever home began.

While Robert was busy teething, crawling and learning to walk, a young couple in Sparks, Nevada made the decision to start a family. It wasn't long before they realized that for them starting a family meant adopting. There are thousands of couples who adopt a child every year, but what makes this story special is how Sean and Marla came to meet Robert.



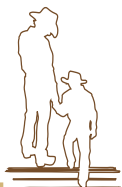
Since 2006, the Reno Rodeo Foundation has facilitated a Denim Drive to benefit abused and neglected children who have been rescued from unsafe homes and placed in protective custody. As a member of the Reno Rodeo Association, Marla, and her husband Sean, volunteered to help the Reno Rodeo collect and distribute clothing to children at the Kids' Kottage and at the annual Foster Family Denim Distribution Events. Sean and Marla regularly helped with the Denim Drive and came to understand the incredible need for permanent homes for children whose parental rights have been terminated.



On October 9, 2009, Sean and Marla made the decision to adopt a child in the care of Washoe County Social Services. There are dozens of children of all ages available for adoption in Washoe County at any given time. Once they received their certification, Sean and Marla started working with a match-specialist. Over the summer, they were matched with Robert and on Friday, February 4, 2011, Robert was officially adopted by Sean and Marla.



We selected Robert as our Rodeo Wish recipient this year as this little guy has persevered through more challenges in his first three years than any child should ever have to tackle. Each year, the Reno Rodeo Foundation selects a child to receive a Rodeo Wish. In addition to enjoying the full V.I.P. experience as the Rodeo Wish recipient, the Reno Rodeo Foundation, with the Dermody Properties Foundation and a donation from a young woman named Jaclyn Benvin, started a pre-paid tuition fund for the University of Nevada, Reno for Robert.



Children Community Partnerships

RODEO STATE CHARITABLE LICENSE PLATE



The Rodeo State Charitable License Plate provides critical funding for the Nevada State High School Rodeo Association and children served by the Reno Rodeo Foundation. Since the plate entered circulation in 1996, over \$1,000,000 has been equally shared with the two benefitting organizations. This plate makes dreams come true for both the next generation of Rodeo athletes in Nevada and thousands of children with extraordinary needs - including dozens of graduates of rural Nevada high schools who are able to attend the University of Nevada, Reno on scholarships underwritten by the Rodeo State plate. Nevada is the Rodeo State! Show your support by selecting this plate for all of your vehicles.



NSHSRA SCHOLARSHIP PROGRAM



The Reno Rodeo Foundation is proud to host the Nevada State High School Rodeo Association Scholarship Fund. The following student athletes received scholarships ranging from \$100 - \$800 to help them achieve their academic goals. The NSHSRA and the individual rodeo clubs raise funds for these academic scholarships which are distributed annually to qualified seniors.

Adam Herman
Alyssa Barainca
Brittany Conrad
Brock "Blaine" Tibbals
Chase Wortman
Courtney Sanchez
Danye Enniss
Dylan Norcutt
Grant Denny
Jessi Vega



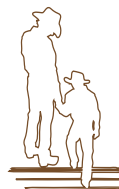
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Justin Oros
Kaley Sproul
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Kenady Howard
Kevin Dalluge
Kohlette Dubray
Mitch Rhodes
Rachel Primm
Rebecca Glocknitzer
Trinette Requena

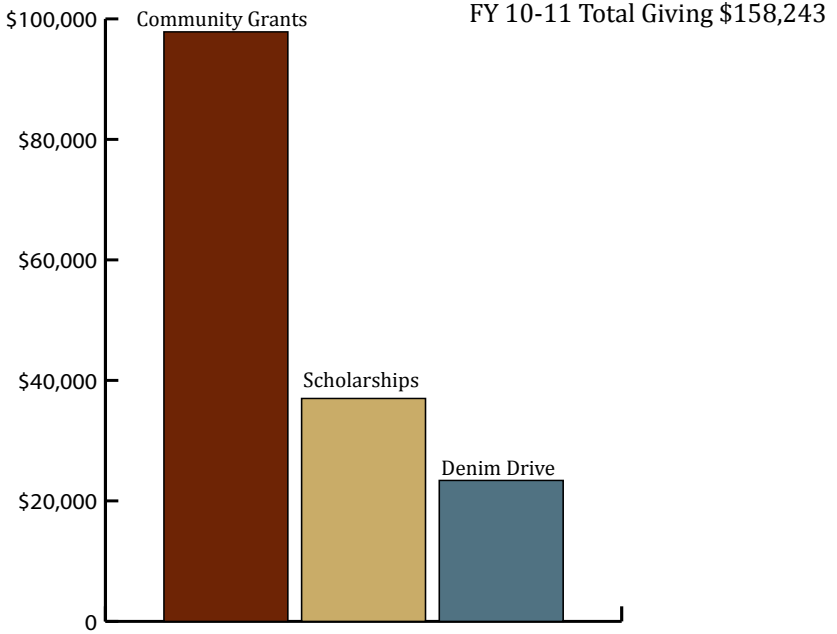
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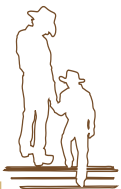
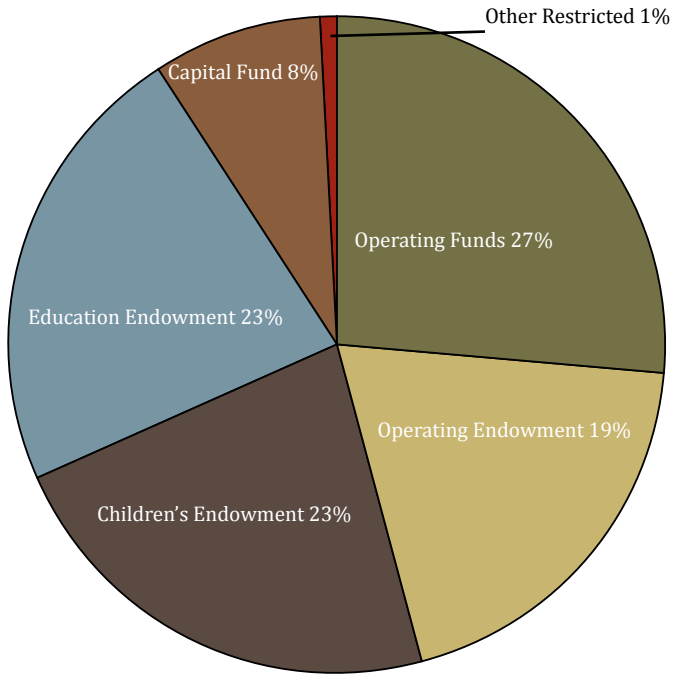
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CHARITABLE CONTRIBUTIONS BY PROGRAM

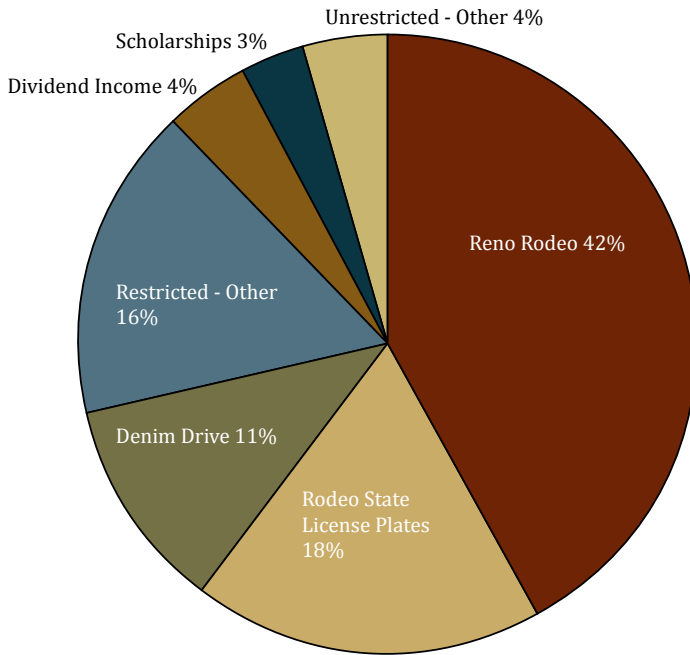


FUNDS OF THE FOUNDATION



Children Community Partnerships

FY 10 - 11 REVENUE



2010 - 2011 BOARD OF TRUSTEES

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Bill Bertelson, *US West Investments*

John A. Solari, *J. A. Solari & Partners, LLC*

Howard Weiss, *Silver State Wire & Cable, Ret.*

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Larry Frugoli, D.M.D.

Mark Elston

Bob Tallman, *PRCA Rodeo Announcer*

*Managing Director - Investment Officer,
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FOUNDATION STAFF

Marie L. Baxter, M.Ed., Executive Director

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Auditor

Kohn Colodny, LLP

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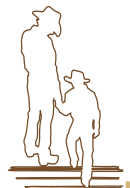
Steve Schroeder,

Synergy Communications

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PARTNERSHIP FUNDS

The Reno Rodeo Foundation has formed several strategic partnerships to achieve our mission to aid children with extraordinary needs in Northern Nevada. We are proud to administer the following charitable funds. Donations made to these funds are distributed, in full, on a regular basis, to local non-profit agencies to underwrite programs that benefit children. The Reno Rodeo Foundation provides the administrative support, financial accountability, and donation infrastructure. Working together, we can broaden our reach.

DOUBLE DIAMOND ATHLETIC CLUB CHARITABLE FUND



Over \$22,000 has been distributed to
Moms on the Run
Northern Nevada Children's Cancer Foundation
Food Bank of Northern Nevada
Reno Rodeo Denim Drive

The first of its kind in the athletic club industry, the Double Diamond Charitable Fund offers members of the Double Diamond Athletic Club the opportunity to designate a monthly charitable gift along with their health-club dues. Double Diamond Athletic Club and its members are committed to improving the quality of life for children with extraordinary needs and the overall health of the community through this fund. Mike Shirley, owner of Double Diamond Athletic Club, is a leader in the athletic club industry and in our community.

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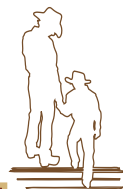
KOZ'S KIDS - A FUND IN MEMORY OF CHERYL KOSEWICZ



Koz's Kids annual events for the residents of the Kids' Kottage Emergency Shelter:
PJ's and Pizza Party
Wild Waters Party

In 2007, the Reno Rodeo Foundation was approached by the friends and colleagues of Cheryl Kosewicz (1971-2007) to assist them in forming an organization to honor Cheryl's memory. The mission of Koz's Kids is to assist the children of our community and to ensure that they receive the resources and services required to meet their fundamental needs. Koz's Kids facilitates a variety of activities for the residents of the Kids' Kottage.

The Reno Rodeo Foundation is always looking to establish new Partnership Funds. To find out more, please contact us at (775) 322-9875.



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SUPPORT THE RODEO STATE LICENSE PLATE PROGRAM

Show your support for the Reno Rodeo Foundation by selecting the “Rodeo State” license plate for all of your vehicles and trailers. The “Rodeo State” license plate generates over \$150,000 in revenue annually. Proceeds are equally distributed to the Reno Rodeo Foundation and the Nevada State High School Rodeo Association.

CREATE A LEGACY WITH THE RENO RODEO FOUNDATION

Whether you’re interested in making a charitable contribution now or would like to make a gift as part of your estate, the Reno Rodeo Foundation is an excellent choice.

CREATE A SCHOLARSHIP FUND

For 25 years, the Foundation has provided scholarships to the University of Nevada, Reno to assist Nevada high school graduates achieve their dreams. Since 2005, four annual scholarships have been created by individuals just like you who share our passion for opening doors to students from rural Nevada. Whether you are interested in supporting undergraduate students or graduate students, the Reno Rodeo Foundation is an experienced, knowledgeable facilitator for your scholarship.

ATTEND THE RENO RODEO

The Reno Rodeo Foundation is the charitable arm of the Reno Rodeo and a portion of all proceeds from the Wildest, Richest Rodeo in the West benefit the children and families served by the Reno Rodeo Foundation. Your attendance and support of the Reno Rodeo makes a difference to thousands of individuals in our community. www.RenoRodeo.com

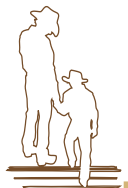
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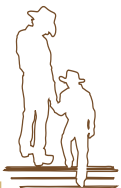


We Rodeo for the Kids



2012 Reno Rodeo · June 14 - 23

www.RenoRodeo.com www.RenoRodeoFoundation.org



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