



2011 - 2012
Annual Report

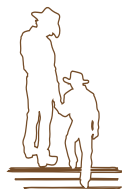


We Rodeo for the Kids

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

2011 - 2012 by the Numbers

UNIVERSITY OF NEVADA, RENO SCHOLARSHIPS
20 AT \$2,000

BOB AND KRISTEN TALLMAN SCHOLARSHIP
1 AT \$2,500

SILVER SPUR PRE-VET SCHOLARSHIP
1 AT \$2,500

UNIVERSITY OF NEVADA MEDICAL SCHOOL
SCHOLARSHIPS
2 AT \$2,500

COMMUNITY GRANTS
28

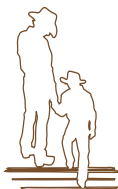
RENO RODEO DENIM DRIVE
1,500 ABUSED/NEGLECTED CHILDREN HAD
ACCESS TO NEW CLOTHES ACROSS
13 NORTHERN NEVADA COUNTIES

V.I.P.S. LIFE AND CAREER COACHING PROGRAM
13 GRADUATES

RENO RODEO READING ROUNDUP
3,600 BOOKS DISTRIBUTED TO 1,800 FIRST GRADERS
AT 25 TITLE ONE SCHOOLS IN WASHOE COUNTY

SPECIAL KIDS' RODEO
120 CHILDREN WITH SPECIAL NEEDS
ENJOYED AN INTERACTIVE RODEO EXPERIENCE

VOLUNTEER HOURS - SPONSORSHIPS - DONATIONS
THAT MAKE THIS POSSIBLE
TOO MANY TO QUANTIFY



Children Community Partnerships

LETTER FROM THE PRESIDENT



Dear Friends of the Reno Rodeo Foundation,

It has been a privilege and an honor to serve as the President of the Reno Rodeo Foundation this year. I have been a member of the Foundation's board for over 20 years and have watched it grow tremendously from a small non-profit whose sole purpose was to provide scholarships and grants, to a philanthropic leader in our community which facilitates a variety of programs and services.

This year we added a new program to our repertoire. Thanks to a very special partnership with the Monroe - Schuler Foundation, we launched a Life and Career Coaching program for foster youth who are aging-out of foster care. This unique program was developed in concert with the Washoe County Department of Social Services Independent Living Program to complement existing programs and consists of life-coaching modules and visits to local businesses. The purpose of this program is to help teens explore different career options with the hope that they will have a brighter future. This program is funded entirely by grants and private donations.

Thanks to the continued success of the Reno Rodeo, and the popularity of the Rodeo State Charitable License plates, we also expanded our undergraduate scholarship program and added two graduate scholarships to the University of Nevada School of Medicine. The two young women selected to receive our medical school scholarships are also graduates of rural Nevada high schools.

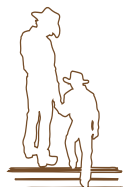
The Reno Rodeo Denim Drive continues to expand as well. Thanks to our friends at Nevada State Bank, we were able to increase our donations in Rural Nevada over 200% through our "Donate a Dollar for Denim" pocket program. We are providing clothing to youngsters rescued from abusive homes 365 days a year through our Denim Closets and our Foster Family Denim Distribution events.

The Reno Rodeo is so much more than just 10 days of great entertainment each June. We would not be able to do what we do without the support of our sponsors, donors, dedicated volunteers, and, of course, everyone who attends the Reno Rodeo. Your support makes a difference to thousands of children across the state and we can't thank you enough.

Sincerely,

Steven Brown
President

Children Community Partnerships

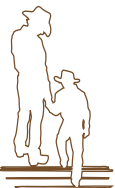


COMMUNITY GRANTS

Grants were made to the following community organizations between January 2012 - May 2012.



Bishop Manogue Catholic High School/
Integrated Learning Center
Boy Scouts of America - Nevada Area Council
Camp Lotsafun
C*A*R*E* Chest of Northern Nevada
Center for Adaptive Riding
Eagle Valley Children's Home
Food Bank of Northern Nevada
Girl Scouts of the Sierra Nevada
HAWC Community Health Center
Horses for the Spirit
Moms on the Run
Nevada Diabetes Association/Camp Buck
Nevada Military Support Alliance
Northern Nevada Children's Cancer Foundation
Jason Eberle Memorial Fund/
Northern Nevada Dental Society
Northern Nevada RAVE Family Foundation
Reno Fire Department/Muscular Dystrophy Camp
Reno Rodeo Reading Roundup
Sagebrush Community Horse Show
Secret Witness High School Program
Kids' Free Fishing Day - Sparks Rotary
The Solace Tree
Veterans' Guest House
Washoe County Safe N Sober Foundation
Washoe Legal Services/Child Advocacy Program
Western Folklife Center
Will James Society Literacy Program
Women and Children's Center of the Sierra



RENO RODEO PARADE & KIDS' DAY

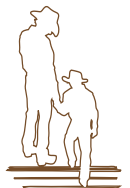
Community organizations that received grants from the Reno Rodeo Foundation were invited to participate in the Reno Rodeo Parade and host a booth with hands-on activities at Kids' Day - a free family-oriented event held in the Indoor Pavilion on the Rodeo Grounds immediately following the parade on the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



Children

Community

Partnerships



2011 RENO RODEO DENIM DRIVE

Gold Sponsors

1 Stop Ranch and Feed
A Master Mechanic
Advanced Pet Care
of Northern Nevada
Artisan Stone Gallery
Bensen's Feed & Tack
Famous Dave's BBQ
Feline Medical Center
Louis' Basque Corner
Martin-Ross & Associates
Mi Casa Too
Mike's Automotive
Nevada State Bank
Outdoor Toy Store/
Pro Tech RV Services
Peerless Cleaners
Pinocchio's Bar & Grill
Pro 1 Automotive
Reno Dodge
Reno Sport and Spine
Sheplers, Inc.
Surratt Law Office
Truckee Meadows Electric

Blue Sponsors

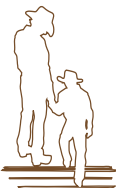
Anytime Fitness
Arrow Electric
City of Lovelock
Custom Aire
High Rollin Customs
Manpower
Mike's Pharmacy
Sani Hut
Server Technology
Silverado Mercantile
SimplexGrinnell

In 2011, the Reno Rodeo Denim Drive collected new jeans, socks and underwear to benefit abused and neglected children in 13 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. The Reno Rodeo Denim Drive was so successful we were able to facilitate *three* Foster Family Denim Distribution events. One in January, a second in May and a third 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.

Platinum Donors ~ \$1,000+

Castaway Trash Hauling, Inc.
Dan and Sally Hale
Double Diamond Athletic Club
Famous Dave's BBQ
Howard Weiss
IGT
Jo Ann Belton - In honor of her grandchildren
Michael Lee
Nelson Electric
Nevada State Bank Customers and Clients
Ranson and Norma Webster
Reno Rodeo Invitational Team Roping
Robert and Linda Clift
Scolari's Food & Drug Customers



Charter Media Clear Channel

Children Community Partnerships

RENO RODEO DENIM DRIVE HIGHLIGHTS



- 👉 100+ collection locations across 13 Northern Nevada Counties
- 👉 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 Nevada State Bank, Scolari's Food & Drug Company and Sak' N Save Grocery Stores
- 👉 Facilitated three Foster Family Denim Distribution Events in January, May and August.



- 👉 Implemented a new "Request by Fax/Email" program to expand distribution in rural Nevada.
- 👉 Created a new distribution closet at the WC Dept. of Social Services on-site medical clinic for infants and toddlers who are placed in emergency foster homes.



- 👉 Over 1,500 infants, children and teens benefitted from the Reno Rodeo Denim Drive
- 👉 Counties that participated in 2011: Carson, Churchill, Douglas, Elko, Eureka, Humboldt, Lander, Lyon, Mineral, Nye, Pershing, Washoe and White Pine.
- 👉 What's collected in each county stayed in each county. 100% of every cash donation was used to purchase additional new clothing.

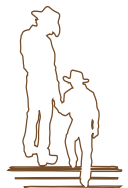


Thank You "Donate a Dollar for Denim" Partners



Thanks to partnerships with Nevada State Bank and Scolari's Food and Drug Company, we were able to expand our "Donate a Dollar for Denim" donation program in 2011. 100% of every donation was used to purchase additional clothing by county.

Children Community Partnerships



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 2011

Reno Rodeo Foundation \$2,000 Scholarship

Kathryn Branscombe

Taylor Carpenter

Michael Clark

Haley Dressel

Natalie Reavy

Kaine Baptist

Christina Fagundes

Elizabeth Howard

Kallie Kappes

William Miller

Dylan Robertson

Joshua Hughes

Oliva Avila

Hannah Bisiaux

Richard Corn

Vadim Gladwill

Brett Schaffner

Dru Nelson

Sara Phillips

Heather Zunino

Spring 2012

Reno Rodeo Foundation \$2,000 Scholarship

Kathryn Branscombe

Taylor Carpenter

Michael Clark

Haley Dressel

Natalie Reavy

Kaine Baptist

Christina Fagundes

Elizabeth Howard

Kallie Kappes

William Miller

Dylan Robertson

Joshua Hughes

Oliva Avila

Hannah Bisiaux

Richard Corn

Vadim Gladwill

Brett Schaffner

Dru Nelson

Sara Phillips

Heather Zunino

Robert & Kristen Tallman

\$2,500 Scholarship

Skylar Estes

Silver Spur Scholarship

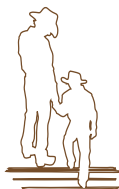
\$2,500 - Pre-Vet Major

Shelby Black

UNR Medical School Scholarships

Patricia Kennel

Tessa Schwering-Black



Children Community Partnerships

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 17, 2012, 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!



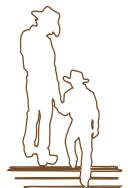
The aim of the Reno Rodeo Association's Reno Rodeo Reading Roundup is to inspire at-risk first grade students in Washoe County to love reading through the gift of books and the magic of interacting with live horses! The RRRR Committee facilitates assemblies at 25 elementary schools each spring. First 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 32,200 books. The Reno Rodeo Foundation is proud to help underwrite this wonderful program.



Children

Community

Partnerships



V.I.P.S. LIFE AND CAREER COACHING PROGRAM

The Vocation - Inspiration - Performance - Success (V.I.P.S.) Life and Career Coaching program is a 10 week/20 session program that consists of ten 2-hour courses which focus on how to choose a career, business etiquette, taxes, money management, insurance and benefits, how to apply for a job/interviewing, and other career-oriented topics. The program also consists of ten 2-hour visits to businesses that are selected based upon the interests of the participants. During a business visit, program participants interview various employees and tour the business. Throughout the 20 session program, participants build a resource binder and develop business contacts. Participants earn simulated paychecks throughout the experience and, when they graduate, up to



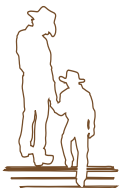
\$1,000 is held in their name until they reach 18. Each 10 week program cycle is limited to 10 participants. This is essential to the effectiveness of our coaching model. This program was developed in partnership with the Monroe-Schuler Foundation.



To received continued support, graduates have the option of joining the V.I.P.S. Alumni group which meets once a month for lunch and quarterly for exciting educational excursions.



The V.I.P.S. Life and Career Coaching program is entirely funded by grants and private donations - primarily the **Monroe - Schuler Foundation**. Additional support was received from the Washoe County Dept. of Social Services, the Rotary Club of Reno Foundation and the Community Foundation of Western Nevada.



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.

2012 Recipients

Sage Del Pommerening
Gabriella Bertagnolli
Kayla Norcutt
Travis Dean Homan
Maddison Jaurequito
DeeAnna Pasquale
Joshua Winans
Paige Moreda
Kelsie Leas
Shawnee Enniss
Samuel Harper
Ethan Gloeckner



Copyright 2011 Monika Askew - Blesk Photography

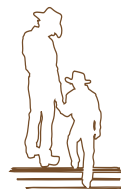
Major Contributors

Nevada Farm Bureau
Institches Embroidery
Bob Meyers
Kenny & Jenee' Rhodes
Leroy Streshley Family
General Moly, Inc.

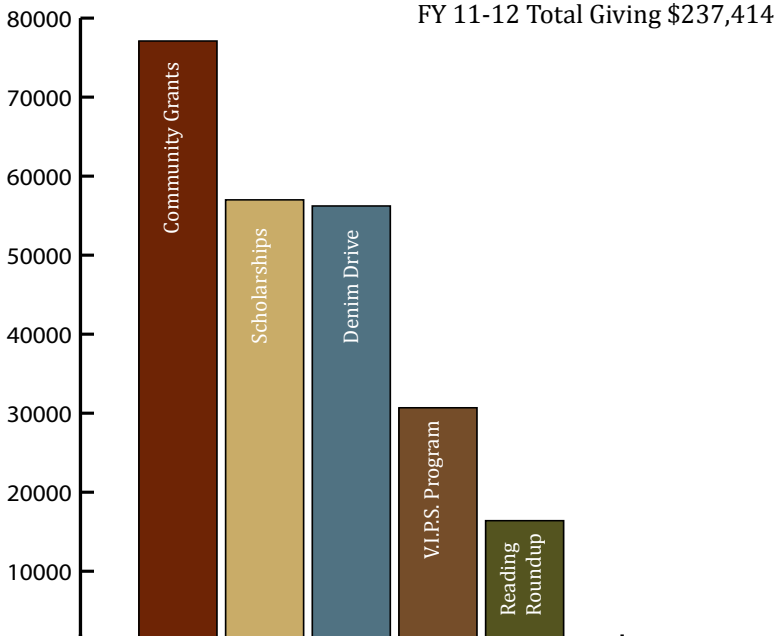
Children

Community

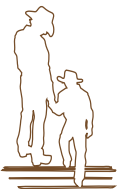
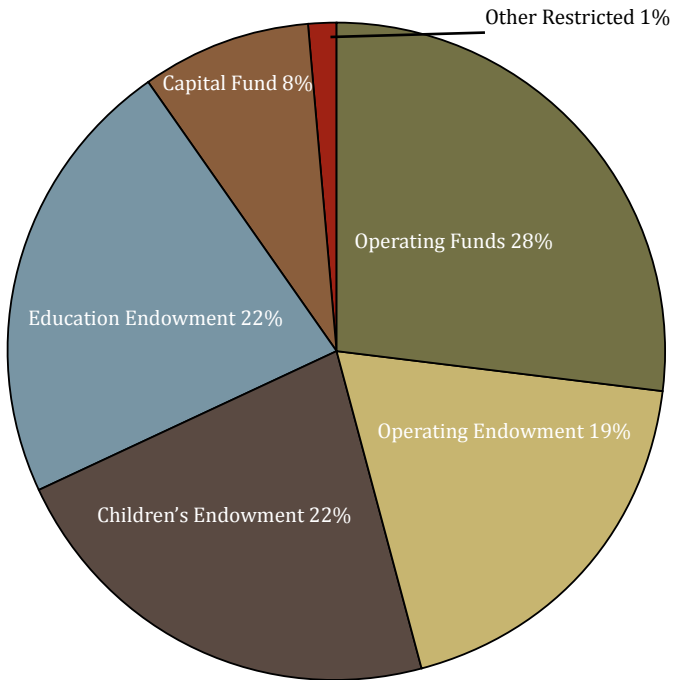
Partnerships



CHARITABLE CONTRIBUTIONS BY PROGRAM

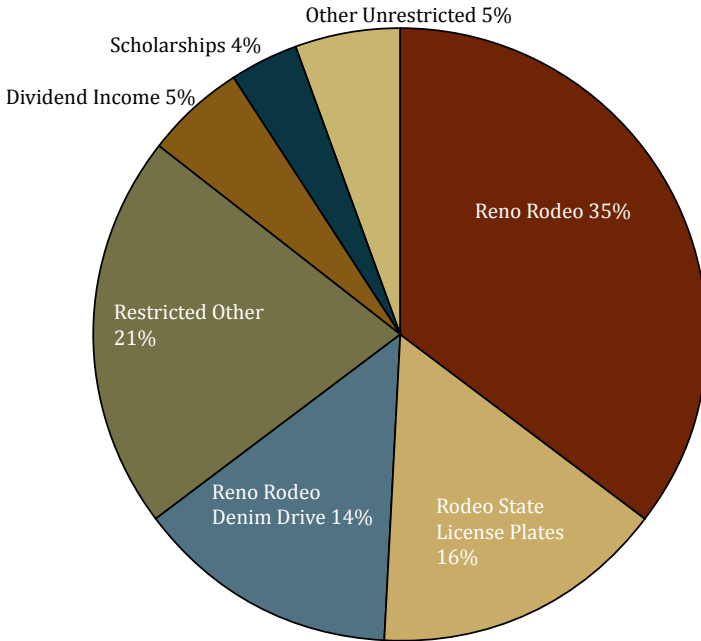


FUNDS OF THE FOUNDATION



Children Community Partnerships

FY 11 - 12 REVENUE



2011 - 2012 BOARD OF TRUSTEES

President

Steven Brown, *RBC Wealth Management, Retired*

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

Howard Weiss, *Silver State Wire & Cable, Retired*

Secretary

Dan Warren, *Custom Painting and Decorating, Inc.*

Sandy Raffealli, *Bill Pearce Motors*

Treasurer

Mark Elston, *Legacy Wealth Planning*

Michael Reed, Ph.D.,
*Vice Chancellor of Finance and Administration
Nevada System of Higher Education, Retired*

Immediate Past President

Bill Bertelson, *US West Investments*

Larry Frugoli, D.M.D.

Michael Lee, *Lee Bros. Sales and Leasing*

Bob Tallman, *PRCA Rodeo Announcer*

FOUNDATION STAFF

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

Melinda Cowan, V.I.P.S. Program Coordinator

VALUED RELATIONSHIPS

Banking & Investment

Relationships

Nevada State Bank

Wells Fargo Bank

Bank of America

Auditor

Kohn Colodny, LLP

Public Relations

Steve Schroeder,

Synergy Communications

Photo Credits

Cornelius Photography

Louis Basso

Terry Donshick

Steve Schroeder

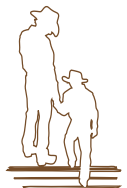
Marie Baxter

Blesk Photography

Children

Community

Partnerships



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



Nearly \$26,000 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.

.....

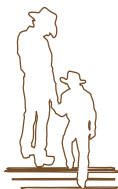
KOZ'S KIDS - A FUND IN MEMORY OF CHERYL KOSEWICZ



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.



Children Community Partnerships

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

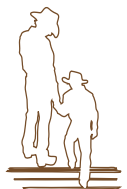
Reno Rodeo Foundation
500 Ryland Street, Ste. 200
Reno, NV 89502

775.322.9875
775.825.6411
www.RenoRodeoFoundation.org
info@renorodeofoundation.org

Join us on Facebook
www.facebook.com/RenoRodeo



Children Community Partnerships

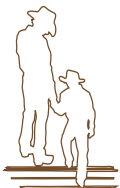


We Rodeo for the Kids



2013 Reno Rodeo · June 20 - 29

www.RenoRodeo.com www.RenoRodeoFoundation.org



Children Community Partnerships