

Reno Rodeo Foundation

2012 - 2013 Annual Report

We Rodeo



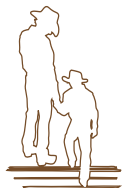
For the Kids!



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

2012- 2013 by the Numbers

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

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

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

VETERINARY SCHOOL SCHOLARSHIP
1 AT \$10,000 OVER 4 YEARS

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

COMMUNITY GRANTS
22

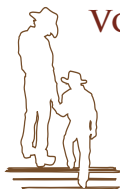
RENO RODEO DENIM DRIVE
1,500 ABUSED/NEGLECTED CHILDREN & TEENS

V.I.P.S. LIFE AND CAREER COACHING PROGRAM
17 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



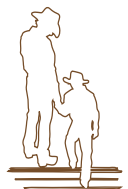
Dear Friends of the Reno Rodeo Foundation,

For nearly three decades, the Reno Rodeo Foundation has been making a difference to children and families in our community. What started as a private foundation, whose sole purpose was to provide scholarships to the University of Nevada, Reno and to provide funding to a few charitable organizations in the community, has grown into an important part of the fabric of our community. I want to thank the past Reno

Rodeo Presidents who had the vision to formalize the Reno Rodeo Association's commitment to giving back to benefit children and families in Northern Nevada. As a Director Emeritus of the Reno Rodeo Association and a 20+ year member of the Reno Rodeo Foundation Board of Trustees, I have witnessed the evolution of the Reno Rodeo Foundation. I am particularly proud of the growth of our scholarship program. We provide 22 undergraduate scholarships and 3 graduate school scholarships. A few months ago, Logan Wood was selected as the first recipient of our scholarship to Veterinary School, a unique partnership between the Reno Rodeo Foundation and the W.I.C.H.E. program. Logan will receive \$10,000 over 4 years and will return to Northern Nevada to practice as a large animal Veterinarian. This year we also congratulated our first graduate from the University of Nevada Medical School who received support through our expanded scholarship program. Tessa Black graduated in the spring and moved to Little Rock, Arkansas to complete her residency. Our 22 undergraduate recipients, all of whom are graduates from rural Nevada high schools, also hold the promise of earning their college degrees. The work of the Reno Rodeo Foundation is possible because of the generosity of the Reno Rodeo sponsors, fans, and the volunteers who share their time and their talent. In closing, I would like to thank Dr. Michael Reed for his years of service to the Reno Rodeo Foundation. Mike was a trustee for many years and we appreciate his commitment to helping the Foundation grow into the organization it is today.

Steven Brown
President

Children Community Partnerships



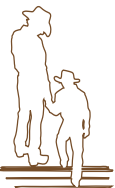
COMMUNITY GRANTS

Grants were made to the following community organizations between January 2013 - May 2013.



C*A*R*E* Chest of Northern Nevada
 Camp Lotsafun
 Center for Adaptive Riding
 Down Syndrome Network of Northern Nevada:
 Camp ICan Bike
 Fernley Junior Rodeo
 Food Bank of Northern Nevada
 Minden Rotary Club:
 Backpack Buddies Nutrition Program
 Moms on the Run
 Nevada Diabetes Association for Children:
 Camp Buck
 Nevada Youth Empowerment Project
 Northern Nevada RAVE Family Foundation
 Reno Philharmonic Association:
 Celebrate Strings
 Reno Rodeo Reading Roundup
 Sagebrush Community Horse Show
 Sparks Rotary Kids' Free Fishing Day
 The Eddy House
 The Solace Tree
 Veteran's Guest House
 Washoe County Safe N Sober Foundation
 Washoe Legal Services:
 Child Advocacy Program
 Western Folklife Center
 Women and Children's Center of the Sierra

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 The Reno Rodeo Foundation is proud to be a partner agency with Kids in Distressed Situations, Inc. (K.I.D.S. Inc.). Through this partnership, we distributed over \$50,000 in new toys from the Toys R Us Western Fulfillment Center to children in foster care and to children served by several local non-profit agencies. Additionally, we provided 12 pallets of new toys to the Washoe County Sheriff's Office for their Christmas on the Corridor holiday toy distribution.



Children Community Partnerships

RENO RODEO PARADE & KIDS' DAY

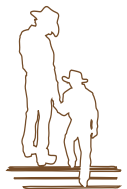
Community organizations that received grants from the Reno Rodeo Foundation were invited to participate in the Reno Rodeo Parade and host a booth with hands-on activities at Kids' Day - a free family-oriented event held in the Indoor Pavilion on the Rodeo Grounds immediately following the parade on the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



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2012 RENO RODEO DENIM DRIVE

Gold Sponsors

A-Master Mechanic
Black Bear Diner - Sparks
Comstock Equine Hospital
Double Diamond
Athletic Club
Eye Care Associates
of Nevada
Fairgrounds Animal Hospital
Feline Medical Center
Fennemore Craig
Jones Vargas Lawfirm
First American Title Co.
Louis Basque Corner
Manpower
Mike's Automotive
Nevada State Bank
Pinocchio's Bar & Grill
Pro 1 Automotive
Sheplers Western Wear
Surratt Law Practice

In 2012, 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 stays in each county. The Reno Rodeo Denim Drive was so successful we were able to once again 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.

Blue Sponsors

Arrow Electronics
Casino Fandango
City of Lovelock
Dickson Realty Sparks
SimplexGrinnell
Sunshine Litigation Services
and Technologies

Platinum Donors ~ \$1,000+

IGT

Ronald L Olson Foundation

Dan & Sally Hale

Ranson and Norma Webster

David Gamble/Cummins Rocky Mountain

Reno Rodeo Invitational Team Roping

Howard Weiss

Nelson Electric

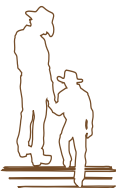
Jo Ann Belton

Nancy T. Tornga

Clients and Customers of
Nevada State Bank

Scolari's Food & Drug Co. & Sak N Save

Papa Murphy's Take N Bake Pizza



Charter Media Clear Channel

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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, and Papa Murphy's Take N Bake Pizza.



- Facilitated three Foster Family Denim Distribution Events in January, May and August.
- Expanded our "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 2012: Carson, Churchill, Douglas, Elko, Eureka, Humboldt, Lander, Lyon, Mineral, Nye, Pershing, Washoe and White Pine.
- What's collected in each county stays in each county. 100% of every cash donation was used to purchase additional new clothing.

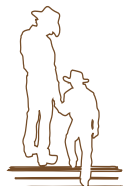


Thank You "Donate a Dollar for Denim" Partners



Thanks to partnerships with Nevada State Bank, Scolari's Food and Drug Company and Papa Murphy's Take N Bake Pizza, we were able to expand our "Donate a Dollar for Denim" donation program in 2012. 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 2012

Reno Rodeo Foundation \$2,000 Scholarship

Demi Cole
Chase Estes
Kathryn Branscombe
Taylor Carpenter
Michael Clark
Haley Dressel
Natalie Reavy
Kaine Baptist
Christina Fagundes
Elizabeth Howard
Shannon Marshall
Kevin Kurek
Kallie Kappes
Dylan Robertson
Nicholas Vargas
Leslie Lopez
Hannah Bisiaux
Richard Corn
Brett Schaffner
Sara Phillips

Spring 2013

Reno Rodeo Foundation \$2,000 Scholarship

Demi Cole
Chase Estes
Kenney Bradley
Kathryn Branscombe
Taylor Carpenter
Michael Clark
Haley Dressel
Natalie Reavy
Kaine Baptist
Christina Fagundes
Elizabeth Howard
Shannon Marshall
Kevin Kurek
Kallie Kappes
Dylan Robertson
Nicholas Vargas
Leslie Lopez
Hannah Bisiaux
Richard Corn
Brett Schaffner
Sara Phillips

Robert & Kristen Tallman \$2,500 Scholarship

Skylar Estes

Silver Spur Scholarship \$2,500 - Pre-Vet Major

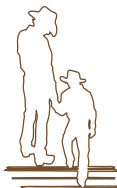
Shelby Black - Spring
Kimberly Bruner - Fall

UNR Medical School Scholarships

Spring: Patricia Kennel and Tessa Black

Fall: Patricia Kennel and Brandon Hockenberry

Veterinary School Scholarship: Logan Wood



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 23, 2013, 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!



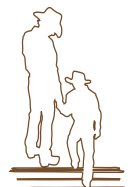
The aim of the Reno Rodeo Association's Reno Rodeo Reading Roundup is to inspire at-risk first grade students in Washoe County to love reading through the gift of books and the magic of interacting with live horses! The RRRR Committee facilitates assemblies at 25 elementary schools each spring. First 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 35,000 books. The Reno Rodeo Foundation is proud to help underwrite this wonderful program.



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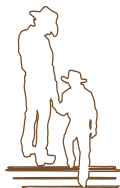
MARVIN PICOLLO SCHOOL PLAYGROUND

The Reno Rodeo Association, through the Reno Rodeo Foundation, made a gift of \$91,200 to Marvin Picollo School to benefit students with special needs who attend this very unique school. The funds were used to refurbish the pre-school playground and the Indoor Equine Therapy Facility, which was a capital project of the Reno Rodeo Foundation in 2003. A portion of the funds were also allocated toward the purchase of several iPads and adaptive software applications.

The refurbishment of the pre-school playground area was a project of the Leadership Reno-Sparks Class of 2013.

The playground refurbishment was completed in August 2013.

This gift from the Reno Rodeo Association was above the distribution the Reno Rodeo makes on an annual basis to the Reno Rodeo Foundation for grants and scholarships.



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SPARKS HORSEMAN'S PARK/GANDOLFO ARENA

In February 2013, the Reno Rodeo was approached by the City of Sparks to form a unique public-private partnership to manage the Sparks Horseman's Park and Gandolfo Rodeo arena. Because of the Reno Rodeo Foundations 501(c)(3) status, the executive committee of the Reno Rodeo asked the Foundation to form the partnership.

Under the management of the Reno Rodeo Foundation, the Sparks Horseman's Park and Gandolfo Rodeo Arena welcomes events that:

- Enhance and enrich the lives of children and families in Northern Nevada, especially those with extraordinary needs;
- Promote the sport of Rodeo and other related equestrian/agriculture events;
- Support western heritage and western traditions.

Events held at the Sparks Horseman's Park and Gandolfo Rodeo Arena in 2013 included the Washoe County High School Rodeo, the Spanish Springs High School Rodeo, the Sierra Nevada Junior Rodeo, Reno Rodeo Team Sorting and various Gymkhana events.

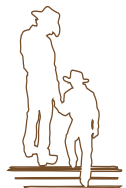
Thank you Dan Warren and Custom Painting and Decorating Inc. for refurbishing the concession area and announcer's booth with new interior paint and flooring. The Reno Rodeo Foundation provided new appliances, a new sound system and a new team sorting arena.



On April 15, 2013, The City of Sparks honored Joe Gandolfo for his dedication to creating and maintaining the Sparks Horseman's Park and Gandolfo Rodeo Arena.

Presented by Mayor Martini, a stunning plaque was placed at the facility.

Children Community Partnerships

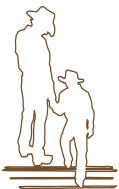


V.I.P.S. LIFE AND CAREER COACHING PROGRAM



Designed to offer juniors and seniors in high school, who are in foster care, access to experiences that will help them become financial stable adults, 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 two 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 21. This program was developed in partnership with the Monroe-Schuler Foundation.

Thank you to our Business Visit Partners: Animal Ark, Bill Pearce Courtesy Honda, BJ's BBQ, Branded Screen Printing, Comstock Equine Hospital, Cumulus Media, Dish Café, Double Diamond Athletic Club, Dr. Frugoli - Dental Practice, Eldorado Bakery, Goddard School, KOLO 8 News Now, KPS 3, Lee Bros. Leasing, Manpower, Martin-Ross Security, National Guard, Nevada Highway Patrol, Nevada State Bank, Recycled Rugsrats, REMSA, Sierra Sport and Spine Institute, Sierra Veterinary Specialists, UNR Early Childhood Education Preschool, US Bank, Washoe County Sheriff's Office, and Yoshi's Deli



Children Community Partnerships

V.I.P.S. ALUMNI PROGRAM

As of July 31, 2013, 20 young people have completed the V.I.P.S. Life and Career Coaching program. We are proud to continue to serve them through our V.I.P.S. Alumni Program.

V.I.P.S. Alumni are treated to lunch on the second Saturday of every month. Active alumni are also invited to attend various "excursions" throughout the year. The purpose of these excursions is to offer not only enrichment, but to show the V.I.P.S. Alumni the types of experiences they can have in the future if they stay focused on achieving their career goals.

Our V.I.P.S. Alumni have attended the Best in the West Nugget Rib Cook Off in the VIP area, have ridden horses at High Desert Equine Center, attended the National Championship Air Races, attended the Reno Philharmonic's Spirit of the Season concert and enjoyed other community events.

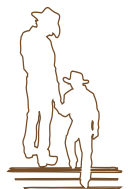


The V.I.P.S. Life and Career Coaching program is entirely funded by grants and private donations - primarily from the **Monroe Schuler Foundation**. Additional support was received from the Washoe County Dept. of Social Services, Cummins Rocky Mountain, Mathewson Charitable Lead Trusts 1 and 5, In N Out Burger Foundation, and the DEW Foundation.

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SPAGHETTI WESTERN



What could be better than pasta and an old fashion western movie on the big screen? Knowing that the proceeds from this fun event benefitted the V.I.P.S. Life and Career Coaching program - of course! The V.I.P.S. alumni hosted the Reno Rodeo Foundation's first Spaghetti Western on November 10, 2012 at the Wilber D. Mae museum. The V.I.P.S. alums selected the movies, helped coordinate the event, and sold raffle tickets, soft drinks and candy.

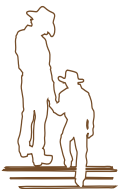


The delicious pasta was donated by Pinocchio's Bar & Grill and the big screen boasted the original True Grit. For the young'ns the Apple Dumpling Gang had everyone laughing.



Thanks to our sponsors Mike Shirley with Double Diamond Athletic Club, Dan Warren with Custom Painting and Decorating Inc. and Tess Olson with Sheplers Western Wear, a good time was had by all.

All of the proceeds from this event benefitted the V.I.P.S. Alumni program for foster youth who have aged out of care.



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.

2013 Recipients

Afton Timmons
Ashley Martinkus
Bailey Twitchell
Brittany Berry
Courtney Bellander
Dakota Feyder
Josh Duferrena
Josh Mansaneras



Copyright 2011 Monika Askew - Blesk Photography

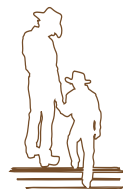
2013 Recipients

Kaleb Enniss
Kattie Wemple
Rachel Hendrix
Shaynee Monchamp
Shelby Bellander
Tess Turk
Wyatt Denny
Wyatt Thomas

Children

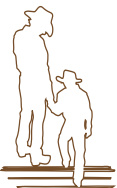
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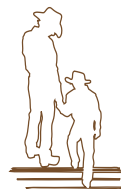
FINANCIAL STATEMENT

Assets	July 31, 2013	July 31, 2012
Cash and cash equivalents	\$ 559,036	\$ 549,868
Accounts receivable	17,690	18,081
Prepaid expenses	26,425	550
Equipment, net	12,838	2,702
Investments	955,218	859,746
Total Assets	\$ 1,571,207	\$ 1,430,947
Liabilities		
Accounts payable	\$ 20,060	\$ 6,442
Accrued payroll	20,843	21,397
Total Liabilities	\$ 40,903	\$ 27,839
Net Assets		
Unrestricted		
Designated:		
Endowment for Education	345,488	311,156
Endowment for Children	353,432	312,219
Endowment for Operating	303,783	268,171
Capital Campaign	107,976	116,391
Undesignated net asset	269,831	290,800
Temporarily restricted	149,794	104,371
Total net assets	\$ 1,530,304	\$ 1,403,108
Total liabilities & net assets	\$ 1,571,207	\$ 1,430,947

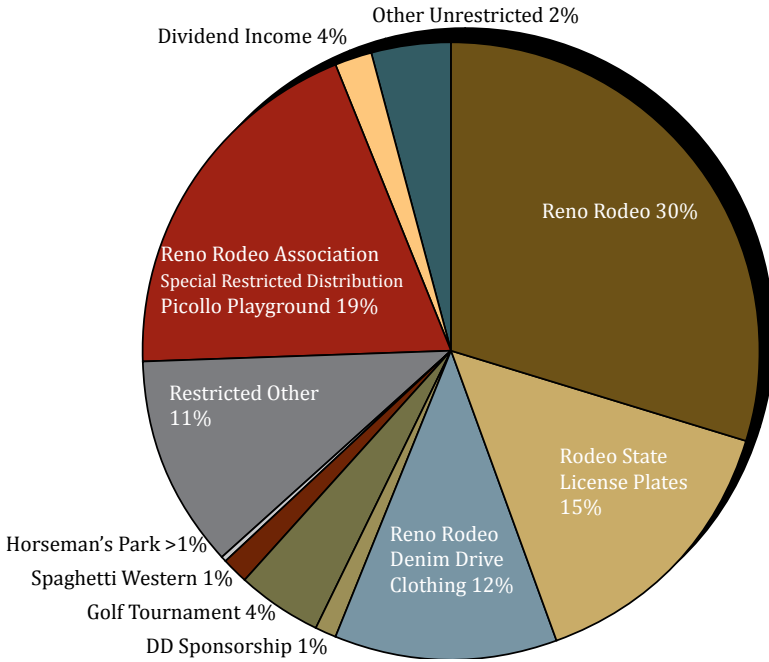


Support, Revenue and Transfers	July 31, 2013	July 31, 2012
Contributions	\$ 385,570	\$ 365,323
License plate income	69,900	71,007
Other income	-	876
Net assets released from restrictions	-	-
Total support, revenue and transfers	\$ 455,470	\$ 437,206
Expenses		
Program services and grants	\$ 352,619	\$ 329,537
General and administrative	72,022	75,106
Fundraising	15,187	-
Total Expenses	\$ 439,828	\$ 404,643
Other Gains and Losses	111,554	(4,279)
Change in Net Assets	127,196	28,284
Net Assets, beginning of year	1,403,108	1,374,824
Net Assets, end of year	\$ 1,530,304	\$ 1,403,108

A complete copy of the audited financial statement prepared by Kohn & Company, LLP is available at our office at 500 Ryland Street St. 200 Reno, Nevada 89502.

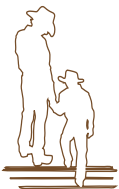
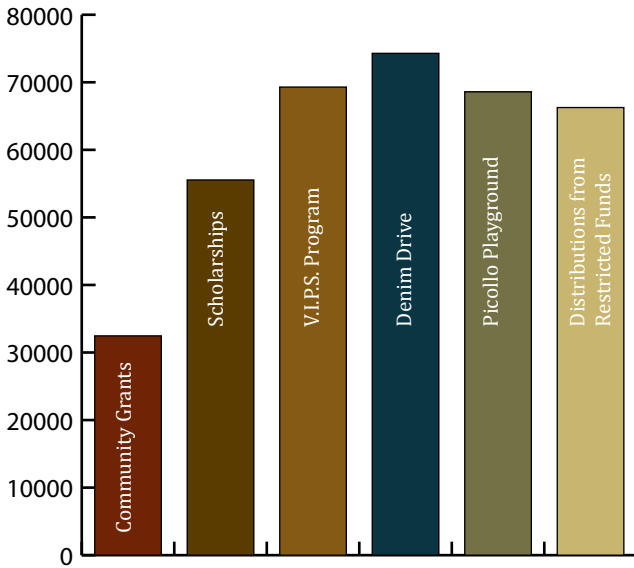


FY 12-13 GROSS REVENUE



FY 12-13 PROGRAMS AND DIRECT SERVICES

FY 12-13 Total Giving \$352,619



Children Community Partnerships

2012 - 2013 BOARD OF TRUSTEES

President

Steven Brown, *Retired*

Secretary

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

Treasurer

Mark Elston, *Legacy Wealth Planning*

Bill Bertelson, *US West Investments*

Larry Frugoli, D.M.D.

Michael Lee, *Lee Bros. Sales and Leasing*

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

Sandy Raffealli, *Bill Pearce Motors*

Michael Reed, Ph.D.,

Vice Chancellor of Finance and Administration Nevada System of Higher Education, Retired

Bob Tallman, *PRCA Rodeo Announcer*

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

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 & Company LLP

Public Relations

Steve Schroeder,

Synergy Communications

Photo Credits

Cornelius Photography

Louis Basso

Terry Donshick

Steve Schroeder

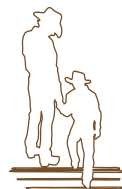
Marie Baxter

Blesk Photography

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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 over 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.

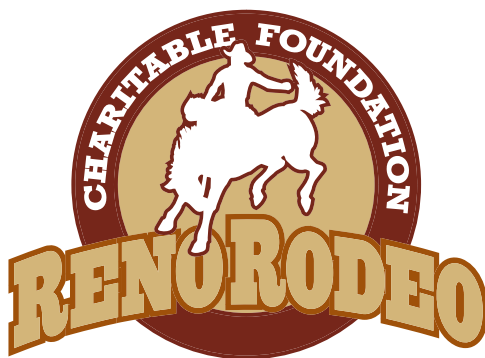
ATTEND THE RENO RODEO

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

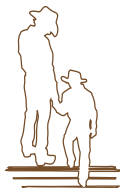
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