



## 2009 - 2010 ANNUAL REPORT



*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.RENORODEOFOUNDATION.ORG](http://WWW.RENORODEOFOUNDATION.ORG)



# RENO RODEO FOUNDATION

*Established 1986*

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# LETTER FROM THE PRESIDENT



Dear Friends of the Foundation,

It has been both an honor and privilege to serve as the President of the Reno Rodeo Foundation this past year. With the economy the way it is, leading an organization that has been able to continue to provide support to children with extraordinary needs without missing a beat has been very rewarding for me and my fellow trustees.

Earlier this year, the Reno Rodeo Foundation received quite a complement from PRCA Announcer Wayne Brooks. Wayne noted that “per capita” the Reno Rodeo Foundation reinvests more money back into the community to help children and families than any other Rodeo in America. This year alone, we funded programs that provided support to over 27,000 children in Nevada. The Reno Rodeo Foundation continues to be a philanthropic leader in our community. We are grateful for the generous support of both individuals and companies who not only sponsor and support the annual Reno Rodeo, but choose the Rodeo State License Plate for their vehicles, serve as collection locations for our annual Denim Drive, and give generously of their time and talent.

One upside of the down economy is that families have been looking for entertainment options closer to home which has had a positive impact on attendance at the Reno Rodeo. Always strong, we’ve seen record attendance over the past three years. Couple that with the support of businesses who look beyond today’s meager bottom line and continue to sponsor community events, and, together, we’re able to make a difference to thousands of children.

We look forward to reinvesting the proceeds from the 2010 Reno Rodeo back into our community over the course of the coming year. From our community grant program, to our college scholarships for graduates of rural Nevada high schools, to our programs and services that directly support abused and neglected children, we are steadfast in our commitment to give those who have been tossed around by the bucking horse called life a much needed hand up.

On behalf of the Reno Rodeo Foundation Trustees, the membership of the Reno Rodeo Association and the children and families we serve, thank you for being a part of the Reno Rodeo Foundation’s success.

Sincerely,

*Bill Bertelson*  
President

# COMMUNITY GRANTS

The RRF distributed \$80,000 in grants to the following organizations between January - May 2010

Assistance League of Reno-Sparks:  
Charmanta Auxiliary  
Black Stallion Literacy Project  
Boy Scouts Nevada Area Council  
C\*A\*R\*E Chest of Northern Nevada  
Dilworth Middle School:  
KNIGHT Time Reading Program  
Eagle Valley Children's Home  
Fernley Junior Rodeo  
Food Bank of Northern Nevada  
Girl Scouts of the Sierra Nevada  
Horses for the Spirit  
Jared Worthen Fund  
Life Straws for Haiti  
Moms on the Run  
Northern Nevada Children's  
Cancer Foundation  
Northern Nevada RAVE  
Family Foundation  
Police Unity Tour  
Safe N Sober Foundation  
Sagebrush Community Horse Show  
Sparks Rotary: Kid's Free Fishing Day  
SPCA of Northern Nevada  
Step2  
The Solace Tree  
TRU-Vista  
Veteran's Guest House  
Washoe Legal Services:  
Child Advocacy Program  
Western Folklife Center  
Women & Children's  
Center of the Sierra: Diaper Bank



*"The Reno Rodeo Foundation's support of our new K.N.I.G.H.T. Time Independent Reading Program helped us inspire middle school students to read, not only for information, but for pleasure which, in turn, is improving their overall reading comprehension."*



*In the words of a teen participant . . . "Some of the things that I learned in Horses for the Spirit are leadership, responsibility and patience. It has helped me at home with my relationship with my mom. It's also helped me be patient when people don't listen or have a hard time following directions."*



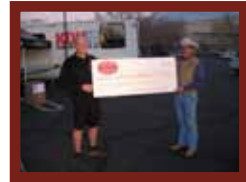
*"The funding from the Reno Rodeo Foundation enables CARE Chest to make a tangible difference in the lives of Nevada families - from providing vital medical equipment to diabetic testing supplies that prevent visits to Emergency Rooms, the dollars given translate into healthy and safe families."*

# 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

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. Since inception, the DDAC Charitable Fund has collected and distributed over \$37,000. 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

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 established Koz's Kloset at the Kid's Kampus and has facilitated a variety of activities for the residents of the Kid's Kottages.



# 2009 RENO RODEO DENIM DRIVE

## Gold Buckle Sponsors

- \*AAA Nevada
- Carson City Locksmith
- Classic Residence
- \*Banales, Surratt & Testa Law Offices
- BB&T
- \*Bassett Furniture
- \*D Bar M Western Store
- Dayton Discount Liquor
- \*Ethan Allen
- Fallon Paiute Shoshone Tribe
- Feline Medical Center
- \*JC Penney
- Jewelry Bench
- \*Lawlor Events Center
- \* Mr. Hubcap Wheel & Tire Center
- Pro 1 Automotive
- Pro Tech RV Services
- \*Reno Dodge
- \*Reno Sport & Spine Institute
- Rogers Cowboy Supply
- \*Sam's Club
- Sierra Le Bone
- SimplexGrinnell
- The Wireless Store
- Welcome Aboard Travel
- \*Truckee Meadows Electric
- \* Indicates a Denim Procession Stop

## Silver Buckle Sponsors

- A-Master Mechanic
- Arrow Electronics
- Black Bear Diner - Fernley
- Body Shop Fitness Center
- Cabelas
- Casino Fandango
- Custom Aire
- Manpower
- Pirates Pizza
- Q & D Construction
- Select Comfort Summit Sierra
- Solari and Sturmer, LLC
- Summit Engineering
- Tres Image Salon
- Windy Moon Quilts

In 2009, the Reno Rodeo Denim Drive expanded to serve 8 Northern Nevada counties. With over 135 collection locations, the Denim Drive not only netted record setting donations from the collection bins, we experienced a 40% increase in cash donations of which every penny was used to purchase additional clothing. What was collected in each county stayed in each county.

The Denim Drive was so successful we were able to facilitate two "Foster Family Denim Distribution Day" events. We were also able to keep our Denim Drive closet at the Kid's 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.

## 2009 Denim Drive

### Counties:

- Washoe
- Douglas
- Carson
- Lyon
- Storey
- Churchill
- Humboldt
- Pershing



**2010 Reno Rodeo Denim Drive**  
**November 20 - December 18**





October 27, 2009  
Claim Jumper Halloween Party  
Denim Drive Kick-Off



November 1, 2009  
Kid's Kottage Shopping Night  
Old Navy - Summit Sierra



November 21, 2009  
Denim Procession  
Community  
Collection Launch



November 21, 2009  
Denim Procession  
Community  
Collection Launch



November 21, 2009  
Denim Procession Community  
Collection Launch



December 10, 2009  
Mass Purchase Day  
Denim  
at Kohl's Damonte Ranch



December 16, 2009  
Denim Drop-off with  
KBUL and KOH at Sam's Club



January 23, 2010  
Foster Family Denim  
Distribution Day at the KKAC



July 2010  
Back to School Mass Purchase  
at Kohl's Damonte Ranch



July 2010  
Clothing Recipients Making  
Thank You Cards

The 2009 Reno Rodeo Denim Drive provided clothes to over 1,500 children in 8 Northern Nevada Counties

# 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.



Oliva Avila  
Hannah Bisiaux  
Richard Corn  
Shayna Smith  
Brett Schaffner  
Vadim Gladwill  
Jazmin Castaneda  
Priyanka Khosla  
Sara Phillips

Stephanie Barton  
Brynn Fannin  
Amy Gardner  
Allecia Mills  
Heather Zunino  
Zachary Cummins  
Christopher Lyon  
Erin Szelagowski  
Makayla Wadsworth

## **Silver Spur Scholarship Recipient**

Annie Lowrey  
\$2,500

## **Robert & Kristen Tallman Scholarship Recipient**

Logan Myers  
\$2,500

*“As tuition continues to increase semester by semester, scholarships like yours truly help the struggling student - I’m one of the them! As I come closer to graduating with my degree, I’m blessed to know I couldn’t have done it without your support”- Christopher Lyon*



# CAPITAL PROJECT: KID'S KOTTAGE PLAYGROUND REFURBISHMENT

In the spring of 2009, the Washoe County Department of Social Services approached the Reno Rodeo Foundation to assist with the refurbishment of the Kid's Kottage outdoor play area adjacent to the KK One building. Although the building was originally used to house young children, it is now home to older children and teens. As such, the 20+ year old playground equipment needed attention. The Reno Rodeo Foundation took the lead and together with Wells Fargo and the Louis and Genevieve Capurro Family Foundation, replaced the playground equipment with fitness equipment for older residents. Refurbishment of the grass and installation of the new equipment was completed in July 2010.

BEFORE



AFTER



# NV OF THE WEST ~ MAY 22, 2010

PRESENTED BY DOUBLE DIAMOND ATHLETIC CLUB

On May 22, a new event rode into town . . . an event that was the eNVy of the West! A celebration of cowboy culture and cuisine, NV of the West featured a variety of western action events and traditional cowboy poetry and western music performances. Highlights from this year's event included performances by eight different poets and pickers including the 2009 WMA Female Performer of the Year, Juni Fisher. On the wild side, we were pleased to host the Nevada State Cowboy Fast Draw Championship, Cowboy Mounted Shooting with the California Range Riders, a Dutch oven cooking demonstration, mutton bustin', a cavalry competition featuring the First Nevada Cavalry, gun fights and skits performed by the Guns and Gals of Old Virginia City, a photography exhibit by Linda Dufurrena, kid's activities, buckaroo story time and presentations by a variety of authors and historians.

## *Sponsors and Supporters*



Double Diamond  
Athletic Club  
Sportsman's Warehouse  
Wells Fargo  
Washoe County  
Sheriff's Office  
Silver State Wire and Cable  
KOH News Talk 780  
KBUL 98.1  
Edgewood Companies  
Martin-Ross Security  
Comstock Large  
Animal Hospital

Ahern Rentals  
Camelot Party Rentals  
Mutual of Omaha Bank  
Sani-Hut  
Sparks Mounted Police  
McKenzie Properties  
Magnolia Center  
Village at Lakeside  
South Reno Baptist Church  
Ribeiro Companies  
Huffaker Elementary School  
Bell Limo  
Sundance Books  
Roger's Cowboy Supply  
Louis Basso Photography  
Fred Cornelius Photography  
JP Pinocchio  
Nevada State Fair  
Wade Barnett  
Reno Rodeo Association  
Alan and Jeanne Blach  
The Lucke Family  
West/Wind Ranch

## *Poets, Pickers and Performers*



Juni Fisher, Harold Roy Miller, Alan Kingsley, Jim Cardwell, Chuck Shepherd, Larry Maurice, Dennis Golden and Tom Weatherby, Michael Fischer, Joxe Mallea-Olaetxe, Paul Pumpian, Frank Mullen, Patty Cafferata, Jack Hursh, and Jeff Sanders.

# A CELEBRATION OF COWBOY CULTURE AND CUISINE

Dutch Oven Demonstration



Cowboy Mounted Shooting



Cowboy Fast Draw



Cavalcade Demonstration



Mutton Bustin'



Leather Tooling



Bartley Ranch Regional Park



Guns & Gals of Old Virginia City



Proceeds from NV of the West benefit children with extraordinary needs served by the Reno Rodeo Foundation. We appreciate the support of our sponsors, in-kind donors, volunteers and attendees.

# TEAM 355

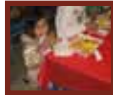
If you ask a member of the Reno Rodeo Association what they like best about being a part of the Wildest, Richest Rodeo in the West, the answer might surprise you. Sure, it's fun to work the actual rodeo for 10 days in June, but it's what we do the other 355 days of the year that is the reason a lot of our Wranglers, Members, Directors and Officers put in long hours bringing the Reno Rodeo to life. We rodeo for the kids. Simple as that. Whether it's to support the Reno Rodeo Denim Drive, the Special Kid's Rodeo, the Black Stallion Literacy Project or any of the 20+ activities we support with our "hats and boots brigade" throughout the year, we are proud to support children and families in our community.



*Reno Rodeo Denim Drive*



*Cowboy Dinner with the Food Bank of Northern Nevada*



*Rodeo Experiences*



*Reno Rodeo Blood Drive*



*Salvation Army Bell Ringing*



*Special Kid's Rodeo*



*Nevada Day Parade*



*Moms on the Run*



*Kid's Free Fishing Day*



*Black Stallion Literacy Project*

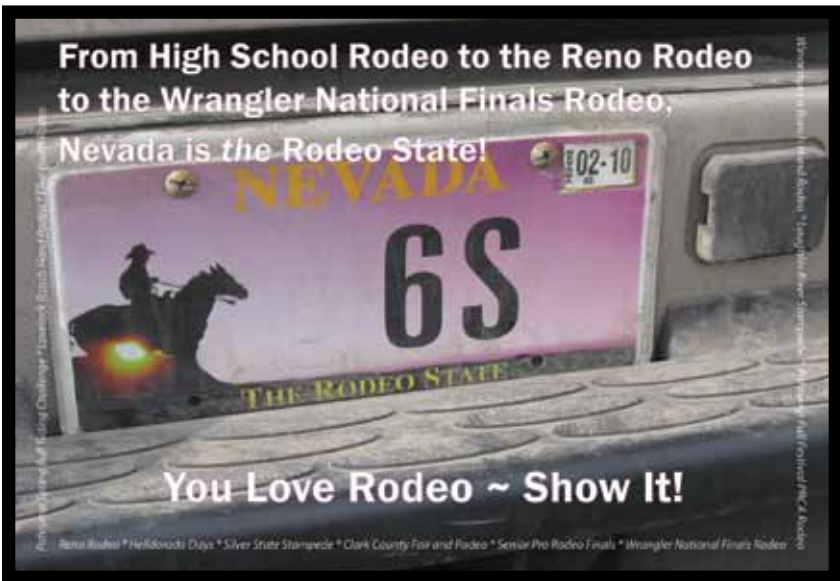


*Happy Tails Dog Walk SPCA Northern Nevada*



# 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.

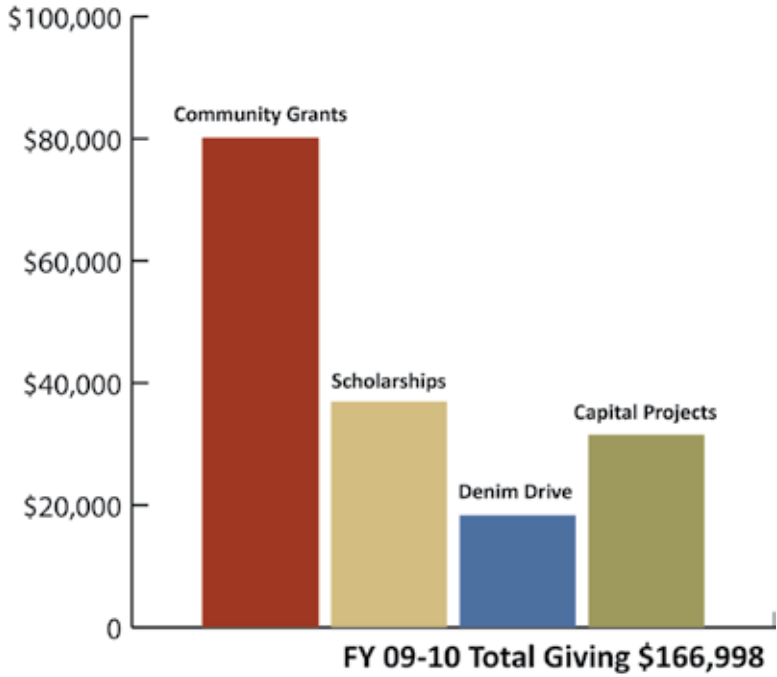


The Nevada State High School Rodeo Association offers high school athletes the opportunity to rodeo at 12 events held across the state, culminating with the state finals in Elko in June. High School Rodeos are produced by clubs formed by county. High School Rodeos feature the following events: bareback, saddle bronc, bull riding, calf roping, steer wrestling, team roping, cutting, barrel racing, pole bending, goat tying, breakaway roping.

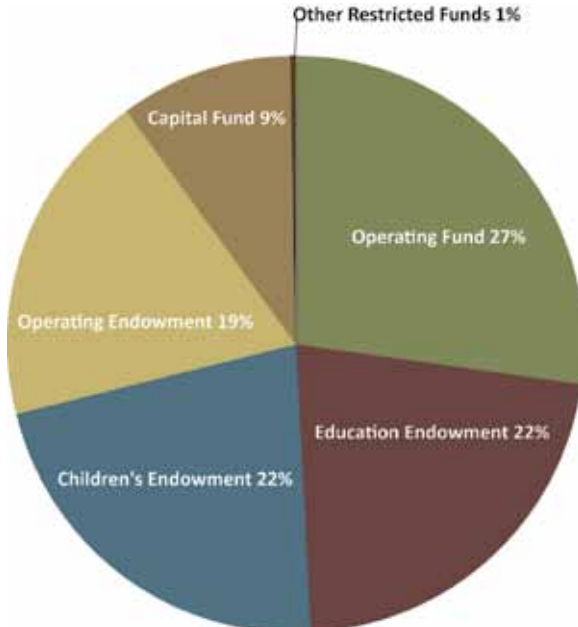
[www.nevadastatehsra.net](http://www.nevadastatehsra.net)



## CHARITABLE CONTRIBUTIONS BY PROGRAM

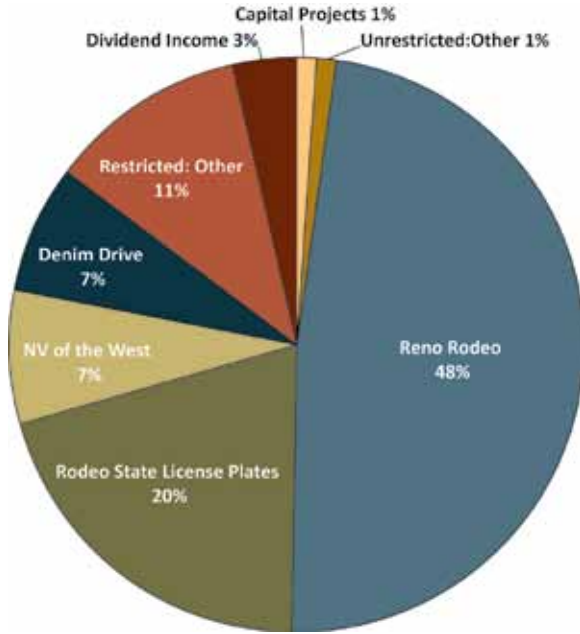


## FUNDS OF THE FOUNDATION





## FY 09 -10 REVENUE



## BOARD OF TRUSTEES

### *President*

Bill Bertelson, *US West Investments*

Bob Tallman, *PRCA Rodeo Announcer*

John A. Solari, *Solari and Sturmer, LLC*

### *Secretary*

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

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

### *Treasurer*

Steven Brown, *RBC Wealth Management*

Sandy Raffealli, *Bill Pearce Motors*

Larry Frugoli, D.M.D.

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

Honorable Scott Jordan, Ret.

Mark Elston, *Wells Fargo Advisors*

## FOUNDATION STAFF

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

## VALUED RELATIONSHIPS

### Legal Counsel

McDonald Carano Wilson, LLP

### Auditor

Kohn Colodny, LLP

### Banking Relationships

Nevada State Bank

Wells Fargo Bank

### Investment Relationship

Bank of America

### Public Relations

Steve Schroeder,

Synergy Communications

## 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 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](http://www.RenoRodeo.com)

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