



RENO

COMMITTED

TO ENHANCING AND ENRICHING
THE LIVES OF NORTHERN NEVADA FAMILIES BY

**AIDING CHILDREN
WITH EXTRAORDINARY NEEDS**

**BUILDING
COMMUNITY PARTNERSHIPS**

**PROVIDING
GRANTS AND SCHOLARSHIPS**

DONATE. CARE. INSPIRE.

RenoRodeoFoundation.org



It's an honor to help celebrate 100 years of Reno Rodeo with our community and the Reno Rodeo Family. What an amazing accomplishment for a volunteer driven membership organization to achieve. Congratulations Reno Rodeo 2019! It really is a "Big Damn Deal".

While the Reno Rodeo Association and the Reno Rodeo Foundation are two separate entities with two separate governing boards, the dedication to help Northern Nevadans is equally shared through the heart and soul of its members. Over 80,000 kids with extraordinary needs are served through the Reno Rodeo Foundation's programs made possible through the generous support from the Reno Rodeo Association and donations from countless donors.

It's also a Big Damn Deal that the Reno Rodeo's commitment to give back happens every year with a portion of the proceeds from the "Wildest, Richest Rodeo in the West" going to the Reno Rodeo Foundation since 1986. Programs include: Denim Drive, educational scholarships, new books given to children attending family court proceedings at the Reading Rooms in the Washoe County Second Judicial District Court, Holiday Toy distribution, the Reno Rodeo Wish program where a special child is selected to enhance the quality of his or her life, and funds dispersed into the community by means of financial awards to deserving non-profit service organizations. The Reno Rodeo Foundation prides itself on building community partnerships to better serve our community and to improve the lives of children.

We couldn't do this without the dedicated Reno Rodeo fans, sponsors, vendors, and the 1,000 plus Reno Rodeo Association volunteers!

THANK YOU FOR HELPING TO MAKE A POSITIVE
DIFFERENCE IN LIVES OF INFANTS, CHILDREN AND TEENS
WITH EXTRAORDINARY NEEDS!

2018-2019 BOARD OF TRUSTEES

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DIRECTORS EMERITUS

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RENO RODEO FOUNDATION - HUMBLE BEGINNINGS



The long history of the Reno Rodeo Foundation started over a meeting between longtime Reno Rodeo members Bob Beach and Grant Dalen. They both felt there needed to be a charitable arm of the Rodeo and in 1986 the Reno Rodeo Foundation was formed with Bob, Grant, David Cox, and Steve Walther as a tool to give back to the community. Bob was the first President of the Foundation and originally they focused on providing scholarships in the rural areas. Grant served as the second President and in 1988 they funded \$50,000 in scholarships.

Their ties to the Rodeo community are significant with Grant being a member of the Reno Rodeo Association for 48 years and Bob right behind him with 46 years of membership. They both feel that the accomplishments achieved through the Reno Rodeo Foundation are beyond their wildest dreams from its humble beginnings. The Foundation has grown so much and has done so much for children in the community and for both of them it is beyond their expectations and one of their most proud life accomplishments.

Today, they both feel that the scholarships and Denim Drive are the best part and describe the Board members and Executive Director, Clara Andriola, as class acts. They are excited to see continued growth and consider this a major life accomplishment to create this type of legacy for the community.



"THE QUEEN AND RODEO PRINCESSES ARE
NICE TO ME, 'CAUSE I'M A PRINCESS, TOO.
I HAVE PICTURES OF THEM. I WANT TO WEAR
A CROWN-COWGIRL HAT, TOO!"



DISTRIBUTED

\$6.5 MILLION

to our community over 32 years.



AWARDED

**\$78,000 SCHOLARSHIPS
AWARDED 2018**

to 54 Northern Nevada students.



RAISED

**OVER \$18,000
FOR NEW BOOKS**

in 2017-2018 to support 20,000
children per year attending Washoe
County family court proceedings.



GAVE

\$26,500 RODEO WISH
to help enhance the quality of life
for three children in 2018.



HOLIDAY TOYS

**5,000 NORTHERN
NEVADA CHILDREN**

received new toys valued at over
\$500,000 each year



COMFORTS

**80,000 CHILDREN WITH
EXTRAORDINARY NEEDS**

in our local Northern Nevada
community yearly.



DISPERSED

**\$103,784 FOR
COMMUNITY GRANTS**

in 2018 to 30 local service organizations
supporting 48,884 children.



RAISED

**\$247,968 DENIM
DRIVE 2017**

to help comfort abused, neglected
& abandoned children.



SUPPORTS

**100% OF LICENSE
PLATE FUNDS**

goes to Scholarship and
Community Grants.



SERVING

14 COUNTIES

located in Northern Nevada.



2017 REPORT

DONATE. CARE. INSPIRE.

FISCAL YEAR AUGUST 1, 2017 – JULY 31, 2018

FINANCIAL DONATIONS: **\$100,928**

NEW CLOTHES VALUE: **\$147,039**

TOTAL AMOUNT RAISED: \$247,967

The Reno Rodeo Denim Drive is an annual community event to collect NEW denim clothing, shirts, infant and toddler clothing, socks and underwear for abused, neglected and abandoned infants, children and teens who have been rescued from unsafe homes in the 14 Northern Nevada counties the drive serves.

The Reno Rodeo Denim Drive puts new clothes on every rescued child 24 hours a day, every day of the year – across 14 Northern Nevada counties. There is a constant need for new clothing. What is collected in each county stays in each county!

100% of every penny raised from “Donate a Dollar for Denim” is used to purchase

additional new clothing throughout the year.

Donate New jeans, shirts, socks & underwear at local businesses.

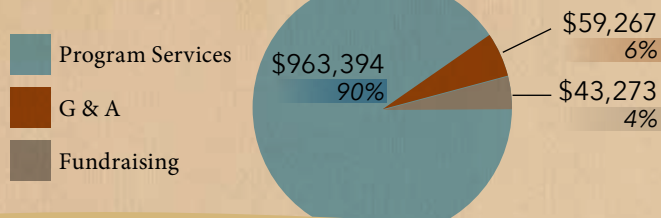
Thanks to our partnership with the Washoe County Department of Social Services and the Nevada State Department of Children and Family Services, thousands of survivors of abuse and neglect now have new clothes to call their own.

One Small Gift. One Big Impact.



RENO RODEO FOUNDATION - FISCAL YEAR 2017 - 2018

TOTAL EXPENSES \$1,065,844



READING ROOMS OFFER COMFORT

As families go through court proceedings, children are exposed to emotionally challenging situations. The program goal is to create welcoming and friendly spaces for children and families. This will be accomplished by providing two Reading Rooms and several reading areas throughout the courthouse that are decorated for children in a way that creates a sense of comfort. "Anything we can do as a community to relieve the tension these kids feel when they enter the courthouse will pay dividends far into the future," said Egan Walker, a judge in the General Jurisdiction of the Second Judicial District Court.

The spaces offer children a safe and comfortable refuge by creating an environment that minimizes trauma. The children get to keep the new book they pick out. The new books are selected for content and categorized by age and gender. "It's a really valuable and positive contribution in the lives of children who come through our courts," said Karen Sabo, the Court Master who presides over cases involving neglect and abuse. "It has a magical way of taking away anxiety. If we can give them a gift, especially a book that has the power to change their life, it's so meaningful." The Second Judicial District Court Judges support this project and the Reno Rodeo Foundation is committed to help raise funds to purchase new books for the 20,000 children served by the Denim Drive that attend family court every year. Please feel free to contact the Reno Rodeo Foundation or visit RenoRodeoFoundation.org if you are interested in learning more about helping these children.



EDUCATIONAL SCHOLARSHIPS AND THE WESTERN ARTS & CULTURE SCHOLARSHIP

For over 32 years, the Foundation has provided educational scholarships to help Northern Nevada high school graduates achieve their dreams. In addition to the Reno Rodeo Foundation Scholarship, there is another opportunity for students to apply for the Western Arts & Culture Scholarship. The purpose of the Reno Rodeo Foundation Western Arts & Culture Scholarship is to create further awareness and appreciation of Western Arts, culture and heritage in college-age Nevadans through recognition of outstanding potential, contributions, and skill in the creative arts. The first place award is a \$2,500 scholarship and the runner-up award is \$1,000. The online scholarship application deadline is February 13, 2019. Visit RenoRodeoFoundation.org for more information and to apply.



COMMUNITY GRANTS HELP ALMOST 50,000 CHILDREN

The Reno Rodeo Foundation Community Grants program distributes funds into the community by means of financial awards to deserving nonprofit organizations. The Foundation's grant program is a core component of our organization's contribution to the community. In fiscal year 2017-2018, almost 50,000 children were served by grant funding issued to 30 local nonprofits. Nonprofit service agencies that are working to improve the quality of life for Northern Nevada children and families are invited to apply. The online application deadline is January 11, 2019. Visit RenoRodeoFoundation.org to review the guidelines and access the application.



RODEO STATE LICENSE PLATE HELPS THE KIDS

Did you know that 100% of the funds received by the Reno Rodeo Foundation for the Rodeo State license plate are used to support the foundation's Scholarships and Community Grants programs? Get your Rodeo License Plate and help the Kids!



RENO RODEO FOUNDATION ACHIEVES EXEMPLARY RECOGNITIONS

The Reno Rodeo Foundation is proud to share that the organization has received, for the fourth consecutive year, the 2018 Goldstar rating by GuideStar. This distinction offers a seal of transparency assuring donors and funders that key information has been provided in order to make educated decisions in terms of philanthropic giving. The Reno Rodeo Foundation received a 2018 Top-Rated award by Great Nonprofits. This rating offers a Seal of Trust to donors and volunteers as it is based on feedback received from those served by the Foundation. In 2017, the Nevada Business Weekly named the Reno Rodeo Foundation's Executive Director, Clara Andriola, and Board Trustee & Nevada State Bank Vice President, Debby Herman, two of the Most Powerful Women in Nevada. The Reno Rodeo Foundation's leadership is committed to maintaining high standards of quality and offering exemplary oversight in all aspects of its operations and programs.



ATTEND THE 2019 RENO RODEO JUNE 20-29

Did you know the Reno Rodeo is the 4th largest (out of over 600) added money rodeos in the United States and Canada? 2019 marks the 100th anniversary of the first Reno Rodeo. It will also be the 34th anniversary of Reno Rodeo Drill Team Competition, which brings teams in from the Western United States. 2019 will be the 29th anniversary of the Reno Rodeo Cattle Drive which brings guests from all over the United States, and as far away as Switzerland. Over 130,000 people attend the Reno Rodeo every year. Celebrating 100 years – "It's A Big Damn Deal"!

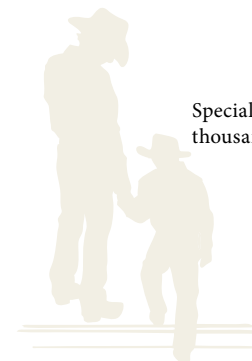


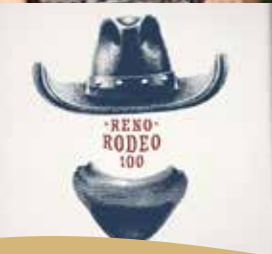
DONATE. CARE. INSPIRE.

CONGRATULATIONS RENO RODEO 1919-2019

Special thanks to the Reno Rodeo, the "Wildest Richest Rodeo in the West", for helping thousands of children with extraordinary needs served by the Reno Rodeo Foundation.

Reno Rodeo's For the Kids. It's a Big Damn Deal!





SAVE THE DATES

COMMUNITY GRANTS

APPLICATION PERIOD

October 1, 2018 – January 11, 2019

SCHOLARSHIPS

APPLICATION PERIOD

October 1, 2018 – February 13, 2019

DENIM DRIVE

CAMPAIGN PERIOD

November 12, 2018 – December 31, 2018

RENO RODEO WISH

APPLICATION PERIOD

January 31, 2019 – April 30, 2019

TEXAS HOLD'EM

March 29, 2019

100 YEARS - 100 STORIES

FUNDING IN PART BY CITY OF RENO

October 20, 2018 & 2019 TBA

RHYTHM & RAWHIDE

June 1, 2019

RENO RODEO

100 YEAR CELEBRATION

June 20 – 29, 2019

HOLIDAY TOY DISTRIBUTION

\$504,677 worth of toys will be distributed.



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