

Washoe County, Nevada

~PROCLAMATION~

WHEREAS, The Reno Rodeo Foundation's Denim Drive is an initiative dedicated to providing new clothing to infants, children and teens rescued from unsafe homes throughout 14 Northern Nevada counties; and

WHEREAS, The Reno Rodeo Foundation's Denim Drive is committed to collaborating with state and county agencies who support foster care and provide emergency shelter to children in protective custody; and

WHEREAS, The Reno Rodeo Foundation's Denim Drive works with community partners including the Reno Rodeo Association, the Reno Rodeo Volunteers, the State of Nevada Division of Child and Family Services and Washoe County Social Services and is committed to ensuring that 100% of all financial donations are for the purchase of children's clothing throughout the year; and

WHEREAS, The Reno,Rodeo Foundation's Denim Drive understands that it's more than just *one pair of jeans*, it's *a world of difference* for many children who experienced the unimaginable; and

WHEREAS, The Reno Rodeo Foundation's Denim Drive doesn't just provide new clothing it creates a mind-set that instills self-worth and builds self-esteem for thousands of neglected, abused and abandoned children in Northern Nevada;

NOW, THEREFORE, the Washoe County Board of Commissioners does hereby proclaim support for the

~ Reno Rodeo Foundation's Denim Drive ~

and recognizes the philanthropic generosity of the Reno Rodeo Foundation Board of Trustees and all those who donate clothing and provide funding to purchase new clothing for children in protective custody

Dated this 15th day of December, 2015.

Marsha Berkbigler, Chair
Washoe County Commission

A-12/15/15

#7B

The attached document was submitted to the **Washoe County Board of Commissioners** during the meeting held on December 15, 2015 by Reno Rodeo Foundation Denim Drive for Agenda Item No. 713 and included here pursuant to NRS 241.020(7) as amended by AB65 of the 2013 Legislative Session.



59 Damonte Ranch Pkway Ste B-441
Reno, Nevada 89521

Office: 775.322.9875
Cell: 775.741.5969

Clara Andriola
Executive Director

candriola@renorodeofoundation.org www.RenoRodeoFoundation.org

MISSION

The Reno Rodeo Foundation is committed to enhancing and enriching the lives of northern Nevada area families by aiding children with extraordinary needs, building community partnerships, grants and providing scholarships to eligible Nevada high school graduates.



Clothing Children Rescued
From Abuse and Neglect

www.denimdrivefoundation.org



WILDEST, RICHEST RODEO IN THE WEST

**Spurring
on the
Western
Legacy**

RENO RODEO

**June 16-25
2016**

RenoRodeo.com

Help us give them the basics . . .

Underwear

Socks

Shirts

Jeans



Each week young people in protective custody and foster care in Nevada wear 35,000 pairs of jeans, 35,000 pairs of underwear and 70,000 socks. There is a constant need for new clothing. We supply new clothes 24 hours a day/365 days a year. Your donation is a gift these young people deeply appreciate - Thank you.

The Reno Rodeo Foundation is a 501(c)3 Nevada non-profit corporation. Tax ID 88-023058.

Reno Rodeo Denim Drive
Reno Rodeo Foundation
59 Damonte Ranch Parkway, Ste. B-441
Reno, NV 89521



**Helping victims of
child abuse
and neglect**



Imagine having nothing but the clothing on your back



The Reno Rodeo Denim Drive provides new jeans, shirts, socks, and underwear to children in protective custody and foster care in Northern Nevada 24 hours a day, 365 days a year.

What's collected in each county stays in each county

Washoe • Douglas • Carson • Humboldt
Lyon • Storey • Churchill • Pershing
Nye • Eureka • Elko • White Pine • Lander

100% of every donation is used to purchase additional clothing

Clothing is distributed throughout the year by Reno Rodeo Volunteers, Washoe County Department of Social Services Social Workers, and the Nevada State Department of Child and Family Services Social Workers

3 Ways to Help



Donate NEW jeans, NEW underwear and NEW socks at local businesses throughout Northern Nevada.

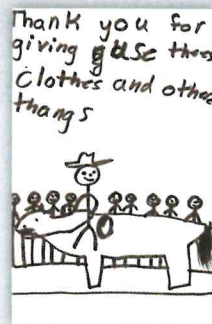
For a list of places, visit RenoRodeoFoundation.org



Donate a Dollar for Denim at all Papa Murphy's Pizza locations, Scolari's Food and Drug Co., and Nevada State Bank Branches.



Let us shop for you! Make a donation online, by mail, or by phone. 100% of every donation is used to buy additional new clothes.



Yes, I want to give the gift of new clothes to a child rescued from an unsafe home:

Enclosed is my gift of

\$5 \$10 \$20 \$50 \$100 \$500

or \$ _____

Please designate my donation to

_____ county.

Please make your check payable to the Reno Rodeo Foundation and send it to:
Reno Rodeo Foundation Denim Drive
59 Damonte Ranch Pkwy, Suite B-441
Reno, NV 89521

Donate by Credit Card

Card Number _____

CSC Code _____

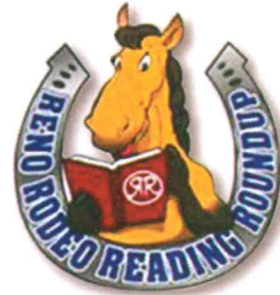
Expiration Date ____/____

Return by mail or fax to 775-827-5026
Donations by credit card can also be made by calling 775-322-9875

Questions? Please contact us 775-322-9875 or info@renorodeofoundation.org



2015 Reno Rodeo Denim Drive Runs November 9th – December 16th



QUICK FACTS

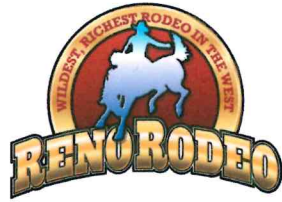
- Nearly 30,000 children benefit annually from programs funded by the Reno Rodeo Foundation.
- Reno Rodeo's Reading Roundup literacy program is underwritten by the Reno Rodeo Foundation, teaching over 40,000 at-risk children the importance of the three R's, Reading, Responsibility & Rodeo since 2008.
- Reno Rodeo Foundation Scholarship program has awarded over \$500,000 since 2003.
- Over \$750,000 has been awarded to community organizations since 2003.
- The Reno Rodeo partners with the community in capital projects:
 - Indoor riding facility at Marvin Picollo Elementary School.
 - Kids Kampus Activity Center in the Washoe County's Kid's Kottage emergency shelter.
- Every year over 2,000 abused and neglected children in 13 Northern Nevada counties receive new clothes from the Reno Rodeo Denim Drive, enriching the lives of thousands of families since 2009.
- Every year a portion of the net proceeds from the Reno Rodeo benefits the children and families served by the Reno Rodeo Foundation.
- You can also partner with us by:
 - Making a charitable contribution towards one of our many programs.
 - Donating to our scholarship fund to support educational opportunities for Northern Nevada high-school graduates.
 - Choosing the "Rodeo State" license plates when registering your car, truck, or trailer.
 - Purchasing a brick to support the Reno Rodeo Western Heritage Museum.
- Foster care children in Nevada wear 35,000 pairs of jeans, 35,000 pairs of underwear and 70,000 socks. We supply clothing for neglected and abused children 24 hours a day, 365 days a year. Your donation is a gift these young people deeply appreciate.
- Since 1986, given back over \$4 million in Northern Nevada.
- 100% of your contribution stays in our community.

Thank you for helping us make a difference!

www.RenoRodeoFoundation.org

The Reno Rodeo Foundation is a 501(c)3 non-profit Federal Tax ID 88-0230538

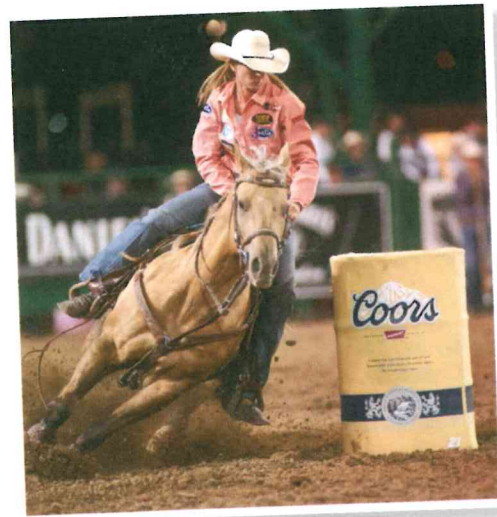


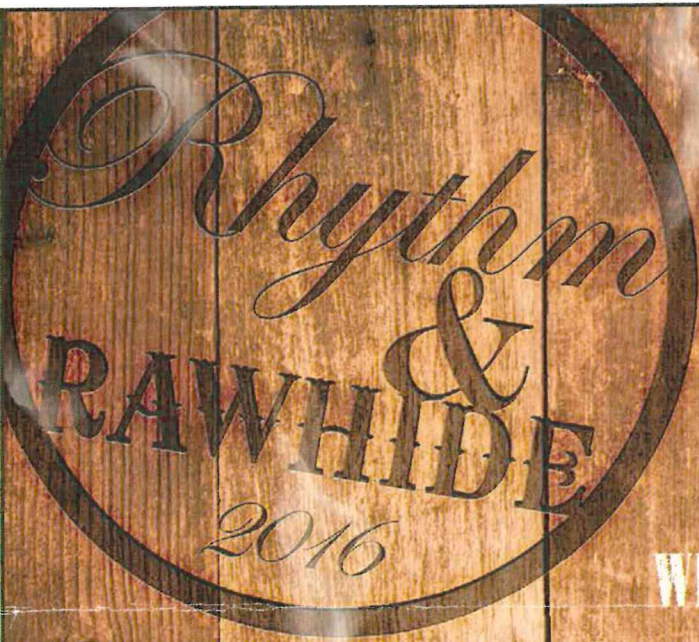


QUICK FACTS

- Reno Rodeo is the 4th largest (out of over 600) added money rodeo in the United States and Canada.
- 2016 will be the 97th anniversary of the Reno Rodeo. Plans are already under way to celebrate our 100th anniversary in 2019.
- Reno Rodeo's economic impact in Washoe County is over \$57 million yearly, which equates to over 500 jobs annually. (Based upon a 2014 University of Nevada survey funded jointly by the Reno Sparks /Convention and Visitor's Authority and the Reno Rodeo Association)
- It takes over 700 volunteers to produce the Reno Rodeo every year.
- 2015 was the 25th anniversary of the Reno Rodeo Cattle Drive, which brings guests from all over the United States, and as far away as Switzerland.
- It was also the 30th anniversary of Reno Rodeo Drill Team Competition which brings teams in from the western United States.
- Over 130,000 guests attend the Reno Rodeo yearly.
- In addition the moneys given by the Reno Rodeo Foundation, the Reno Rodeo contributes more than \$25,000 annually to a variety of charities and Junior Rodeos in support of their fund raising programs.

www.renorodeo.com





SAVE THE DATE

WHERE FRENCH HORNS MEET LONGHORNS

Friday, May 20, 2016
6PM • Downtown Reno Ballroom

Featuring the Reno Phil conducted by Laura Jackson
and vocalists Rachel Potter and Patrick Thomas.

RenoPhil.com or RenoRodeoFoundation.org



Proceeds benefiting disadvantaged youth in our community.

Your brand of music.

Rhythm & RAWHIDE

November 20, 2015

Howdy!

In May 2016, the Reno Phil and Reno Rodeo Foundation will once again present Rhythm & Rawhide to the community. This country western flavored event is the major fundraiser for the two organizations, with fun and exciting participatory entertainment and exhilarating music that will surely knock your boots off!

Both organizations have long respected histories and are well established within the northern Nevada region. While they have different supporters, the Reno Phil and Reno Rodeo Foundation share common threads. They are committed to enriching the lives of families and children through scholarships, new clothing, partnerships and music excellence and education.

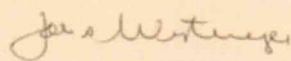
Rhythm & Rawhide
Friday, May 20th, 2016 | 6PM
Reno Downtown Ballroom

Sponsorship opportunities are available and we greatly appreciate any level of support you can provide. Please consider hosting table(s) for your employees or special clients, especially for those who have never experienced Rhythm & Rawhide. We hope you will partner up with us and become a sponsor today.

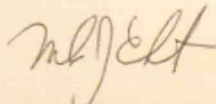
Dust off your spurs and grab your hats and boots! We look forward to seeing you at this foot-stomping event.

Please don't hesitate to contact us directly with any questions, or you can visit www.renophil.com or www.renorodeofoundation.org. So, don't sit on your spurs, round up and corral your sponsorship commitment today.

Sincerely,



Jack Westermeyer
Board Chair
Reno Phil



Mark Elston
Board President
Reno Rodeo Foundation

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DMD
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