



Organizational History

WHO WE ARE

The Tahoe Fund was founded in 2010 as a 501(c)(3) non-profit corporation to bridge the funding gap between the \$2.5 billion identified environmental need and the continued decline in public funding for Lake Tahoe. This public-private collaboration sends an important message that the private sector values and financially supports environmental restoration efforts at Lake Tahoe. The Tahoe Fund provides political delegates with the support needed to justify increased public funding.

The mission of the Tahoe Fund is to protect and improve the extraordinary natural environment of the Lake Tahoe Basin by building broad support for projects and programs that preserve the Lake for the enjoyment of current and future generations.

Lake Tahoe lies within two states, five counties and an extensive network of local, state and federal agencies. Tahoe Fund programs directly benefit a population base of 53,000 full-time residents and 3 million annual visitors to the Basin. The Tahoe Fund provides a common vision from which to build a sustainable future for this irreplaceable resource and for those who cherish and enjoy this spectacular mountain landscape.

The purpose of the Tahoe Fund is to put environmental projects on the ground. This is accomplished through a three-fold approach: (1) fundraising, (2) providing grants for implementing EIP (Environmental Improvement Program) projects, and (3) public education and outreach. EIP projects have been identified as those most critical to restoring the Tahoe Basin.

The Tahoe Fund was modeled after the successful Yosemite Fund (now Yosemite Conservancy) and the Golden Gate National Parks Conservancy; both non-profits have raised tens of millions of dollars in coordination with their public agency partners. The Tahoe Fund was launched in partnership with the California Tahoe Conservancy and the Nevada Division of State Lands and is governed by a dedicated Board of Directors focused on creating a strong organization capable of securing \$50 million in private support over the next 10 years.

WAYS TO GIVE

The Tahoe Fund works to protect the environmental treasure we have inherited. The Fund welcomes gifts of any size and offers a variety of opportunities for donors interested in making charitable donations. Please visit our website at www.tahoeFund.org for more information on giving.

Gifts to the Tahoe Fund may be made by sending a check payable to "Tahoe Fund" and mailed to PO Box 7124,

Together Creating a Legacy



Tahoe City, CA, 96145. The Tahoe Fund is a registered non-profit, #EIN 01-0974628, and all gifts are tax deductible to the fullest extent of the law. Gifts to the Tahoe Fund may also be directed to the Tahoe Truckee Community Foundation or the Parasol Tahoe Community Foundation for the benefit of the Tahoe Fund. Donors will be recognized on the website and in marketing materials.

Thank you for your generosity. Your support makes a difference in the long-term protection and enhancement of Lake Tahoe's incomparable resources.

TAHOE FUND TIMELINE

December 2009 – Need identified to develop organization to raise funds to supplement public funding for environmental projects in Tahoe Basin; consultant secured to begin filings for incorporation and preparation of needed plans and policies

April 2010 – Organizing Board meeting held for the Lake Tahoe Conservation Fund (Tahoe Fund); Articles of Incorporation approved; officers elected

May 2010 – “Lake Tahoe Conservation Fund” created as non-profit corporation by California Secretary of State; board members added to represent the environmental, non-profit, and business communities

August 2010 – Senator Dianne Feinstein (D-CA) announces the newly-formed Tahoe Fund to 90 VIPs at West Shore Café

October 2010 – Consultants hired to implement a strategic planning and branding process

November 2010 – Tahoe Fund receives first major gift; board contributions received; California Tahoe Conservancy (CTC) operating grant applied for and \$200,000 awarded by CTC Board

November 2010 – Board retreat; strategic direction identified, standing committees formed, budget developed, 12-month operations plan created, and fundraising programs outlined

December 2010 – Tahoe Fund receives 501(c)(3) Letter of Determination from Internal Revenue Service; Employer Identification Number (01-0974628) assigned

December 2010 – EIP Projects identified for priority funding; Tahoe Fund mission and vision defined

January 2011 – Tahoe Fund incorporated as a non-profit in Nevada

February 2011 – Tahoe Fund logo finalized; brand identity developed and collateral created

March 2011 – Outreach to Basin community through implementation of development activities, Founders' Circle and selected projects

May 2011 – Development Director hired and administration services contracted with Tahoe Truckee Community Foundation; office space secured at Parasol Tahoe Community Foundation

August 2011 – Tahoe Fund benefit dinner, The Art of All Things, raises \$200,000 in operating capital; Tahoe Fund is the organizing sponsor of the 2011 Lake Tahoe Summit; Tahoe Fund's first three project investments announced; Tahoe Fund website launched allowing for online donations