

TAHOE FUND

ANNUAL REPORT 2012-2013

Together Creating a Legacy





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DEAR TAHOE FUND FRIENDS,

IT IS WITH GREAT PLEASURE that we present the Tahoe Fund Annual Report for the fiscal year 2012-2013 that ended on June 30, 2013. It was another wonderful year for our quickly growing organization, which completed its second full year of operations.

We continued growing awareness of our efforts to build support and funding for environmental improvement projects that will help restore the Lake's famed clarity, improve our incredible outdoor recreation amenities, and build a stronger sense of stewardship in the region. We connected donors with projects that matter, helping to close funding gaps and get much-needed projects done. We also introduced our first mobile app to help residents and visitors find more than 50 public beaches around the Basin. So yes, we can now say we have an app for that!

The Board stayed very committed to growing an organization of excellence. Strategic priority number one is building a sustainable organization that can serve the community for many years to come. Thanks to the incredible support of our growing donor base, including our new Green Bucks businesses, we are building

a strong foundation to help us grow into a consistent source of funding for environmental improvement projects. We are also thankful to the Tahoe Truckee Community Foundation for their early support of our efforts, and to the Parasol Tahoe Community Foundation for their resident grant that provides for our office space and amenities. At the end of the fiscal year we launched our first advertising campaign with the headline "What runs deeper than Lake Tahoe?" The answer was of course, "our desire to preserve it all." With your help we will continue to gather the passion so many have for this extraordinary mountain treasure to preserve, and improve it, for many generations to come.

In service to Tahoe,


TIMOTHY CASHMAN
2013-14 BOARD CHAIR


AMY BERRY
CEO





left to right:
Eagle Rock Trail,
3rd Creek Restoration,
Rabe Meadow
Bike Trail



2012 PROJECTS

BLACKWOOD CREEK RESTORATION + EAGLE ROCK TRAIL

WEST SHORE

RAISED: **\$30,100**

LEAD AGENCY: **California Tahoe Conservancy**

THE LOWER BLACKWOOD CREEK and Eagle Rock Restoration Project will restore one of Tahoe's most impaired watersheds and create a spectacular new trail on the lake's west shore, just five miles south of Tahoe City. The project is the final piece of a comprehensive interagency effort to restore the watershed. Blackwood Creek contributes over 1900 tons of fine sediment per year to Lake Tahoe, more per unit of area than any other watershed in the Tahoe Basin. Through a collaborative effort led by the California Tahoe Conservancy, the creek and its riparian areas will be restored, fish and wildlife habitat will be improved, and an interpretive kiosk will be installed. A new trail will also be built to the summit of Eagle

Rock, providing a 20-minute walk to stunning views of nearly all of Lake Tahoe. Camping, picnic tables, restrooms, and beach access are just minutes away at Kaspian Campground and Day Use Area to the north and Sugar Pine Point State Park to the south.

INCLINE / 3RD CREEK RESTORATION

NORTH SHORE

RAISED: **\$10,550**

LEAD AGENCIES: **IVGID • US Army Corps of Engineers • Nevada Division of State Lands**

THE THIRD AND INCLINE CREEK watershed is Nevada's highest priority restoration project in Lake Tahoe. It contributes more fine sediment that damages the clarity of Lake Tahoe than any other watershed in Nevada. The first two phases of this collaborative interagency project were completed in 2009 and 2010 by the Incline Village General

Improvement District (IVGID), the US Army Corps of Engineers, and the Nevada Division of State Lands. Portions of Third Creek were restored, culverts were replaced, and new bridges were built. The final phase will include stream restoration improvements on Third Creek from Lakeshore Drive to Lake Tahoe, and on Third and Incline Creeks from Incline Way to State Route 28. To allow for safe, stabilized foot traffic across both creeks, pedestrian bridges and stairs have been included in the project design. The project will significantly improve water quality, improve fish passage, and provide a recreational amenity in the heart of Incline Village.

RABE MEADOW BIKE TRAIL

SOUTH SHORE

RAISED: **\$14,500**

LEAD AGENCIES: **Carson City • Douglas County • Incline Village General Improvement District • Nevada Division of State Parks • Nevada Division of State Lands • Tahoe Regional Planning Agency • Tahoe Transportation District • USDA Forest Service •**

Washoe County • Nevada Department of Transportation • Lake Tahoe License Plates • Federal Highway Administration • The Washoe Tribe

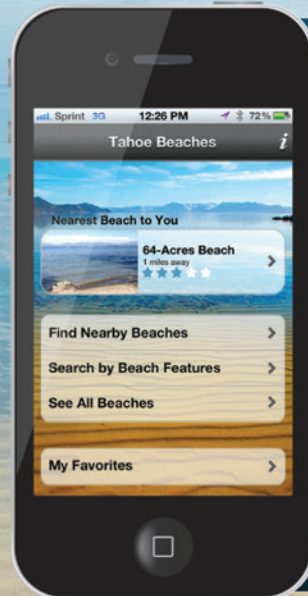
THE RABE MEADOW BIKE PATH is a key segment of the Lake Tahoe Bikeway, a proposed new bike and pedestrian route around Lake Tahoe. The Bikeway will link communities around the lake, improve air quality, and provide a breathtaking recreational amenity for Tahoe residents and visitors. The 3-mile Rabe Meadow segment will extend from the Nevada/California border in Stateline, Nevada to Round Hill Pines Resort. This segment will provide a direct connection from the south shore's major tourist and lodging corridor to several residential, shopping, school, and beach areas. The bike path will also include environmentally sensitive design features, including boardwalks over wetland areas, and connections to major transit hubs.

LAKE TAHOE PUBLIC BEACHES


Search and discover Lake Tahoe public beaches on the North Shore, West Shore, South Shore and East Shore.


The Lake Tahoe Beaches app uses GPS to help you find nearby beaches and driving directions. You can search for beaches by beach features, including: Accessibility, Barbecues, Boat Rentals, Campfires, Campsites Nearby, Fishing Nearby, Food Concessions, Group Facilities, Overnight Parking, Paddleboard/Kayak, Jet Ski Rentals, Pets OK, Picnic Tables, Playground, Public Bathrooms, Public Transit Nearby, Shade Available, Showers and Volleyball Courts.


Each beach has its own profile with helpful information such as: photos, hours of operation, parking info, contact info, nearby transit, directions, ways to help take care of the environment and a full beach description.



USE TAHOE BEACHES APP TO:

 Search for Lake Tahoe beaches based on GPS or beach features.

 View photos, directions and full description of each beach

 Save your favorite beaches to your 'Favorites' list

TAHOE BEACHES APP

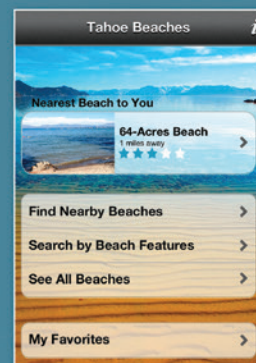
Looking for a public beach in Tahoe?
Now there is an app for that!

THE TAHOE FUND, in partnership with the California Tahoe Conservancy's Tahoe License Plate Program, funded the creation and development of the Tahoe Beaches App to help residents and visitors find their way to more than 50 public beaches around Lake Tahoe. "People are somewhat shocked to learn that there are so many public beaches in Tahoe," said Tahoe Fund CEO Amy Berry. "This app is a great resource that will help spread out beach goers to help lessen environmental impacts." The Lake Tahoe Beaches app uses GPS to help you find nearby beaches and driving directions. You can search for

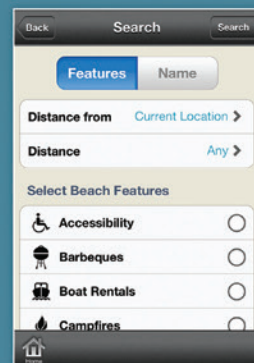
beaches by beach features, including: Accessibility · Barbecues · Boat Rentals · Campfires · Campsites Nearby · Fishing Nearby · Food Concessions · Group Facilities · Overnight Parking · Paddleboard/Kayak · Jet Ski Rentals · Pets OK · Picnic Tables · Playground · Public Bathrooms · Public Transit Nearby · Shade Available · Showers and Volleyball Courts.

Each beach has its own profile with helpful information such as: photos, hours of operation, parking info, contact info, nearby transit, directions, ways to help take care of the environment and a full description.

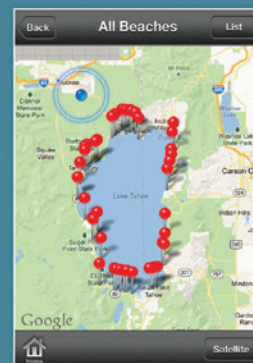
The app is available for free at the iTunes store or the Google Play shop.



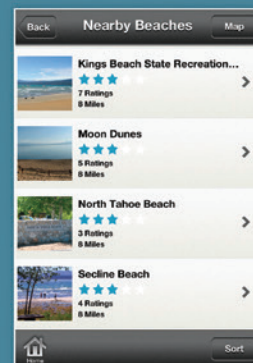
Tahoe Beaches at your fingertips.



Search beaches by features.



Use a map to find a Tahoe Beach.



Choose from nearby Tahoe Beaches.



APP WAS FUNDED BY:



TahoeFund.org



Tahoe license plate fees

LICENSE PLATE PROGRAM

THE TAHOE FUND WAS AGAIN AWARDED a contract from the California Tahoe Conservancy to help promote the sale and renewal of Tahoe license plates. The fees from plate purchases and renewals go to Tahoe’s public environmental agencies, the California Tahoe Conservancy and the Nevada Division of State Lands, to fund hiking and biking trails, and watershed restoration projects around the Basin. The Tahoe Fund increased awareness of the Tahoe plates with a campaign featuring snow-sports super-

stars, and the popular “Plates for Powder” program that rewards new plate buyers with free lift tickets. New this year, the Tahoe Fund introduced “Plate Spotters” to find and upload photos of current Tahoe plates onto the Tahoe Fund Facebook page. Lucky winners were drawn weekly to win lift tickets as a thank you for their continued support of the Lake. Tahoe Plates can be purchase through the DMV. Please visit www.tahoepates.com for more details on the Plates for Powder program.

Thank you to our 2012–13 season participating resorts:

APLINE MEADOWS
HEAVENLY LAKE TAHOE
HOMWOOD MOUNTAIN RESORT
KIRKWOOD
MT. ROSE
NORTHSTAR AT TAHOE

ROYAL GORGE
SIERRA AT TAHOE
SQUAW VALLEY
SUGAR BOWL
TAHOE XC



Olympic skier
Daron Rahlves for
Tahoe Plates.



< This lucky plate holder was chosen to win two free lift tickets through the Plate Spotter campaign.

2012 LAKE TAHOE SUMMIT

THE TAHOE FUND WAS the Organizing Sponsor of the 16th Annual Lake Tahoe Summit on August 11, 2012 at Edgewood Tahoe in Stateline, Nevada. The Summit was hosted by Senator Dean Heller, who used the event to highlight the important work of public-private partnerships in continuing the environmental restoration work at Lake Tahoe. Governors

Jerry Brown and Brian Sandoval joined Senators Heller and Dianne Feinstein in supporting the early work of the Tahoe Fund to increase the role of the private community in these efforts. “I really want to ask you to participate,” Feinstein said to supporters of Lake Tahoe. “Help us raise the private money.”



BLUE SKIES LOVE
HIKING TRAILS EARTH
OPENSOURCE GET
SWIMMING HOLES
LIFE QUALITY ACT
WILDLIFE WATER
GREEN BUCKS

YOU LOVE IT HERE. NOW YOU CAN
DO SOMETHING SIMPLE TO HELP TAKE
CARE OF THIS EXTRAORDINARY PLACE.



MAKE IT COUNT. DONATE GREEN BUCKS
AND CONTRIBUTE TO HIKING AND BIKING
TRAILS, WATERSHED RESTORATION PROJECTS,
WILDLIFE PROTECTION, AND ENVIRONMENTAL
STEWARDSHIP PROGRAMS.

YOUR GREEN BUCKS DONATION WILL HELP FUND

- Miles of hiking, biking and ADA-accessible trails
- Access for swimming, kayaking, canoeing, and stand-up paddle boarding
- Open spaces for wildlife habitat and scenic views
- Restoration of rivers, lakes, meadows, wetlands, forests
- Protection of fish and wildlife habitat
- Boating and fishing access
- Landscaping and trail re-alignment to prevent runoff
- Signage and interpretive displays
- Monitoring of water quality

A LITTLE GIFT GOES A LONG WAY

A joint program of the Tahoe Fund and the Truckee River Watershed Council, Green Bucks supports the efforts of these organizations throughout the Lake Tahoe Basin and the Truckee River watershed.

Of course, if you prefer not to make this donation, you may have it removed from your bill.



www.tahoe fund.org



www.truckeeriverwc.org



DOLLAR PROGRAMS

A LITTLE GIFT GOES A LONG WAY. So reads the tagline of the newly launched Green Bucks dollar donation program. In coordination with the Truckee River Watershed Council, the program invites local businesses to add dollar donations on lodging, lift tickets, restaurant bills, and other items to help support environmental efforts of the two organizations. Green Bucks is modeled after other popular dollar donation programs around the nation that are used to raise funding for environmental improvements. Early business support has come from the Lake Tahoe Visitors Authority, Mont Bleu and Squaw Valley/Alpine Meadows. "The organizations receiving the proceeds from the Green Bucks program are outstanding and impactful organizations, and the funds from this pro-

gram will go directly to help preserve and restore the rivers, lakes and meadows in the region," said Squaw Valley CEO and President Andy Wirth. "It's our hope that our company's broad participation compels and induces other companies in the region to support the Tahoe Fund and the Truckee River Watershed Council through this new program." In addition to Green Bucks, the Tahoe Fund is also the welcome recipient of dollar donations made by guests at Vail Resort's Tahoe properties: Northstar, Heavenly and Kirkwood. In the 2012/13 Fiscal Year, the Tahoe Fund received \$48,847 from these donations.

—
 Guests enjoyed a
 magical night of
 croquet at the
 historic White House
 at Edgewood
 —



2012 FOUNDERS CIRCLE DINNER

ON AUGUST 10, 2012 the Tahoe Fund held its 2nd annual Founders Circle Dinner. The theme of the event was croquet, but the stars of the evening were three environmental projects that will improve lake clarity and recreational opportunities in the Tahoe Basin. Guests raised \$55,000 for three environmental improvement projects, in addition to the more than \$120,000 raised by the dinner for the organization. “It was a fabulous night to celebrate Tahoe,” said Cindy Gustafson, board member of the Tahoe Fund.

“We are only in our second year, but we are already seeing how powerful it is to connect people’s passion for Tahoe with on-the-ground projects that are really going to make a difference.” California Governor Jerry Brown and U.S. Senators Dianne Feinstein and Dean Heller were on hand to personally thank the donors for their support of the Tahoe Fund. The dinner was attended by over 200 people at Edgewood Tahoe’s historic Friday’s Station residence.



OPERATIONAL GRANTS

THE TAHOE FUND received operational grants from the Salesforce.com Foundation and the National Environmental Education Foundation to implement a new donor database and online donation system. The Tahoe Fund again received a resident grant from the Parasol Tahoe Community Foundation to provide office space and access to meeting rooms,

technology and administrative resources in the Donald W. Reynolds Center. In addition, the Tahoe Fund was a recipient of an unrestricted Community Fund grant from Parasol given for excellence in organizational leadership.

2012 BOARD OF DIRECTORS

OFFICERS

CINDY GUSTAFSON, *PRESIDENT*
General Manager, Tahoe City Public Utility District; Former California Gubernatorial Appointee; Former Chair Marine Life Protection Act

ALLEN BIAGGI, *VICE PRESIDENT*
Retired Director of the Nevada Dept. of Conservation and Natural Resources; Former TRPA Governing Board Member and Chairperson

TOM MERTENS, *SECRETARY*
Communications and Media Consultant; League to Save Lake Tahoe and Tahoe-Baikal Institute Board Member

ART CHAPMAN, *TREASURER*
President of JMA Ventures; Owner of Homewood Mountain Ski Resort; Owner of West Shore Café

BOARD MEMBERS

JIM BOYD
Retired Gubernatorial Appointee to the California Energy Commission; Former Deputy Secretary California Resources Agency; Former Tahoe Conservancy Board Member

BLAISE CARRIG
Co-President of Vail Resorts, Including Heavenly Valley, Northstar at Tahoe and Kirkwood; Tahoe-Baikal Institute Board Member

TIMOTHY CASHMAN
Co-owner Las Vegas Harley-Davidson; Tahoe Regional Planning Agency Governing Board Member

JOHN FRIEDRICH
Former Staff Member of Yosemite Conservancy and League to Save Lake Tahoe

CHUCK GREENE
Member of the TRPA Advisory Planning Commission; Active on Numerous Boards and Philanthropic Efforts in the Region

STEVEN MERRILL
Past Director of the Tahoe Regional Planning Agency;

Chairman of the Board of Aspire Public Schools; Board Member of the UCSF Foundation and the Haas Center at Stanford University; Investment Partner in New Schools Venture Fund

JIM PORTER
Senior Partner in the Truckee-based Law Office of Porter Simon; Chairman Emeritus of the Tahoe Truckee Community Foundation

CORY RITCHIE
Active Community Member in South Lake Tahoe; Chair of the Hardie Family Council, which Promotes the Philanthropic Legacy as well as the Human and Intellectual Capital of its Members

PATRICIA RONALD
Advocate for the Tahoe Environment; Past Board Member of the League to Save Lake Tahoe and the Tahoe-Baikal Institute; Retired Consultant

CHUCK SCHARER
President and Chief Executive Officer of Edgewood Companies; Board Member of Barton Healthcare System, the Tahoe Prosperity Center, and the South Tahoe Association of Resorts

TERRY WATT
Conservationist; Formerly with the San Francisco Environmental and Land Use Law Firm, Shute, Mihaly & Weinberger

ANDY WIRTH
CEO and President of Squaw Valley, USA; Board Member of the Tahoe Truckee Community Foundation

ROGER WITTENBERG
Founder of Trex, Inc., International Supply Consortium LLC; Serves on Sierra Nevada College Board of Trustees

EX-OFFICIO

JIM LAWRENCE – Administrator, Nevada Division of State Lands

PATRICK WRIGHT – Executive Director, California Tahoe Conservancy





FOUNDERS CIRCLE DONORS

THANK YOU to our Founders Circle donors who generously provide a sustainable foundation for the Tahoe Fund’s future growth and service to the Tahoe environment.

PLATINUM – \$25,000+

- Blum Family Foundation
- Edgewood Companies
- Jan & David Hardie
- Eric Havian and Jean Jarvis
- The Sandra and Steven Hardie Fund
- JMA Ventures
- Robert S. and Dorothy J. Keyser Foundation
- Steven Merrill
- Bob & Cindy Pester Family
- Cory and Ryan Ritchie
- Serendipity Fund at the Parasol Community Foundation
- Shackleton Family
- Squaw Valley
- Vail Resorts

GOLD – \$10,000

- Tim and Denise Cashman
- Colleen & Art Chapman
- Richard and Theresa Crocker
- E. L. Cord Foundation
- Cindy Gustafson and Wally Auerbach
- Robert & Robin Holman
- Sharon Lane
- Joanne Marchetta
- Mathewson Trust
- E.L. Wiegand Foundation

SILVER – \$5,000

- Arbor Realty Trust
- Seth and Amy Berry
- Allen and Linda Biaggi
- Jim and Cathy Boyd
- Blaise and Leslie Carrig
- Brett and Karen Coleman Foundation
- DMB Pacific

- East West Partners /Tahoe Mountain Resort Foundation
- Claudia A Florsheim
- Don & Janie Friend Family
- Joan Gibb
- Scott Gillespie, Maja Thaler & Family
- Max and Nancy Gisko
- Jason & Melissa Green Fund
- Chuck Greene
- Samuel and Suzanne Harrosh
- The Thelma B and Thomas P Hart Foundation
- Bob and Tammy Hassett
- Dr. Laurence Heifetz & Dr. Daphne Palmer
- Randy Hill
- Meganne & Mark Houghton-Berry
- Fred and Barbara Ilfeld
- Jaquish & Kenninger Foundation
- Vicki & Roger Kahn
- Lahontan Community Foundation
- Lawrence Realty
- Stephen A. Lind
- Jean & Wayne Lowell
- Carol and Craig Lundin
- Nancy & Charles McDermid
- Dean and Madylon Meiling, Spirit of the Lake Fund

- Tom Mertens & Barbara Krause
- NV Energy
- Parasol Tahoe Community Foundation
- Barbara Perlman-Whyman & Andrew Whyman
- Jim and Marianne Porter
- Jon Q. and Ann S. Reynolds Fund
- Patricia & Robert Ronald
- Mike & Carol Sabarese
- Chuck & Sue Scharer
- Michael Schaufeld
- Fred Smith
- Carol & Ned Spieker Fund
- Lynn M. Suter
- Tahoe Beach Club
- Daniel Tosh
- Terry Watt and Mark Karwowski
- Andy & Karen Wirth
- Roger and Bea Wittenberg
- Patrick and Rachel Wright

DONORS

\$2,500+

Foster Mullen Memorial Fund
South Tahoe Alliance of Resorts
National Environmental Education Foundation
Paul & DD Felton
Kern Schumacher
O.F. & Marla Gartrell

\$1,000+

John Williams
Roger Primm
Chris Branscum
Joseph & Diane Imbach
Leonard & Susan Nimoy
Joe & Jodi Stewart
Peter & Sharmila Mulligan
Scott Kime
Linda Brinkley & Ron Randolph-Wall
Aaron Moore
David & Lori Rhodes
Jeff Goodby & Jan Demming
Kent & Elizabeth Dauten
Lawrence Krieger
Michael Schaufeld
The Feibusch Foundation

\$500+

Michael Young
Gump’s Corporation
Sam & Mary-Ellen McMullen
Mars Family Charitable Foundation
Edward Gaines
Elizabeth Holmes
Debbie and Michael Hogan
Bill & Jennifer Rock

Dean & Madylon Meiling
Hilary Newsom
Janet & Harry Chapman
Jean Lane
Maryanne Ingemanson
Mitch & Debbie Legarza
Micki Knapp
Patricia Meade
Randy Hill
Robert Green
Ronald & Sue Rouda
Round Hill Pines Beach & Marina
Sam & Cindy Livermore
Scott & Lia Bensing
Steven & Betsy Young
Stuart Engs

\$100+

Jason & Andrea Drew
Jim & B Gorman
Larry & Karla Rodriguez
Larry & Patsy Sevison
Lew Feldman & Carol Chaplin
Norma Santiago
Ryan Forvilly
Steve & Claudia Andersen
Steve & Penny Teshara
Steven Johnson
MontBleu
W.B Park Holdings LLC
Michelle & Bruce Cutting
Anne Middleton
Brian & Megan Dahle
Daniel & Dolores Holets
Betty Stanko

David & Shelley Brandenburger
Dawn Vroegop & Bo Thiara
James P Meenan
Joanne Stockman
John & Debbie Wagnon
Lowell Berry Foundation
Mary Hughes & Matthew Mezger
Peter & Carol Sonntag
Roger & Victoria Murphy
Tom MacBride
Darcie Goodman Collins
Doug Houston
John & Monique Adams
John Friedrich & Kim Carr
Julie & Red Regan
Krause Taylor Associates
Michael Seeligar
Michelle Sweeney
Mike Bradford
Steve & Pam Robinson
Casey Blann
Ron & Francine Alling
Stephanie Mooers
Jeffrey T. Holmes
Jim Lawrence
Shahri Masters
Alicia Cello
Andrew S Gruber
Andrew & Kathy Strain
Christine M. Casey & David Gustafson
Cynthia & Thomas Pearson
Don Fulda
Elizabeth & Felix Wannenmacher
Ernest & Wanda Sims
Ferrari Investments LLC
George & Kristin Roeth

James & Mechele Larmore
Kevin & Karen Hout
Lysbeth Truax
Michelle Shutzer
Neal Margulis
Peg Augustus
Schatzi Boyd
Susan Lowe
The Tahoe Group
Stephen Wiel
Vicki & Paul Kojola

\$50+

Amy Klein
Andrew & Leslie Wolf
Geoff Hancock
Joe Lourdeaux & Shana Bliss
Darin Honey
Ghilotti Bros. Contractors
Gina Jausoro
Jerome Bernal
Jess Green
John & Nydia Gletne
Linda Macchi
Michelle Mayne
Timothy Rowe
Victoria & Timothy Samuels
Gilda Itskovitz
Erica Harris
Nancy Chandler
James Tobie
Jill Hourigan
Mike & Gloria Thompson
Eli Felicitas
Bill Ogden
Simon Jensen

FINANCIALS

	UNRESTRICTED	TEMP. RESTRICTED	TOTAL
ASSETS			
Cash and cash equivalents	\$207,930	\$7,246	\$215,176
Contracts receivable	\$63,953	\$0	\$63,953
Contributions and pledges receivable, net	\$8,875	\$106,701	\$115,576
Prepaid expenses	\$6,883	\$0	\$6,883
Fixed assets, net	\$1,552	\$0	\$1,552
Total Assets	\$289,193	\$113,947	\$403,140
LIABILITIES AND NET ASSETS			
Liabilities			
Accounts payable	\$22,123	\$0	\$22,123
Grants payable	\$2,083	\$0	\$2,083
Accrued payroll liabilities	\$482	\$0	\$482
Funds held for others	\$17	\$0	\$17
Total Liabilities	\$24,705	\$0	\$24,705
Assets			
Unrestricted	\$264,488	\$0	\$264,488
Restricted	\$0	\$113,947	\$113,947
Total Net Assets	\$264,488	\$113,947	\$378,435
Total Liabilities and Net Assets	\$289,193	\$113,947	\$403,140

Financials audited by McClintock & Co.

