



Together Creating a Legacy

ANNUAL REPORT 2011-2012

www.tahoe fund.org



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DEAR TAHOE FUND FRIENDS,

I AM PLEASED TO PRESENT the first Annual Report of the Tahoe Fund for the fiscal year 2011-2012. Extending from July 1, 2011 through June 30, 2012, the year was remarkably successful due to support from our Founders Circle members, other individual donors, foundations and the Tahoe community.

To complement the cornerstone support of these donors, our diverse board of directors was deeply involved in charting the course of the organization and crafting its policies and priorities. A milestone event in the young history of the organization was the hiring of Amy Berry as our first CEO following an extensive nationwide search.

We know we have taken on a bold and important initiative to become a major source of private funding for important environmental improvement projects that will improve lake clarity, enhance recreational opportunities and build a culture of environmental stewardship of this national treasure. But we also

know that by harnessing the passion of all of those whole love Tahoe, we can and will raise private dollars for on-the-ground projects that will have an immediate impact while also supporting the Basin's efforts to receive public funding that we know is so critical to the future sustainability of Lake Tahoe.

Working closely with our community of Tahoe Basin stakeholders, we strive to Together Create a Legacy.

Sincerely,



CINDY GUSTAFSON
CHAIR OF THE BOARD
THE TAHOE FUND



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MAJOR ACCOMPLISHMENTS

BUILT A STRONG, DIVERSE, and highly respected Board of Directors, including members from the Bay Area, Sacramento, and Las Vegas.

INCORPORATED AS 501(c)(3) organization in the U.S. and in both the states of California and Nevada.

LAUNCHED A WEBSITE to showcase the Board and our portfolio of high priority projects.

ORGANIZED AND SPONSORED the 2011 Lake Tahoe Summit, which brought together the governors of both states for the first time since 1997, three U.S. Senators, other elected officials,

agency heads, and the public to address Tahoe’s key environmental issues.

HOSTED A SERIES OF EVENTS in Reno, San Francisco, and communities around the basin to introduce the Fund and its Board.

DEVELOPED PARTNERSHIPS with the Parasol Foundation and the Tahoe-Truckee Community Foundation to secure office space and organizational support.

LAUNCHED A FOUNDER’S CIRCLE Campaign, and raised more than \$600,000 in pledges from a broad

range of donors including private individuals, family foundations and businesses.

SECURED A \$200,000 GRANT from the California Tahoe Conservancy to help launch the organization.

AWARDED \$50,000 for three projects in 2011, including funds to help open a spectacular new bi-State Park, complete a key segment of Tahoe’s growing bike trail network, and help UC Davis publish its annual State of the Lake report.

AWARDED A \$120,000 CONTRACT to partner with the California Tahoe Conservancy to promote sales and renewals of the Tahoe specialty license plate, which help fund conservation and recreation projects.

After a nationwide search, the Fund **HIRED AMY R BERRY AS ITS FOUNDING CEO** in May 2012. Ms. Berry brings extensive business experience to the Fund, having most recently served on the management committee of one of the world’s largest renewable energy company’s North American subsidiaries. She has a track record of drawing significant attention to environmental issues as well as building successful community relations programs for environmental projects.

2011 PROJECTS

VAN SICKLE BI-STATE PARK OPERATING SUPPORT

*Nevada Division of State Lands; California Tahoe
Conservancy* **\$25,000**

Opened in summer 2011, Van Sickle Bi-State Park is one of the few bi-state parks in the United States that provides access to both sides of a state line. The park’s unique location, close to the concentration of tourist and residential accommodations near Heavenly Village and the Stateline Casino Core, provides the opportunity for people to access Tahoe’s outdoor environment on foot from their lodging. The Daggett Summit Spur trail, also completed in 2011, provides an integral connection from Van Sickle Bi-State Park to the famed Tahoe Rim Trail, designated by National Geographic Adventure magazine in 2006 as one of the nation’s top ten trails.

TAHOE CITY LAKESIDE BIKE TRAIL

Tahoe City Public Utility District **\$20,000**

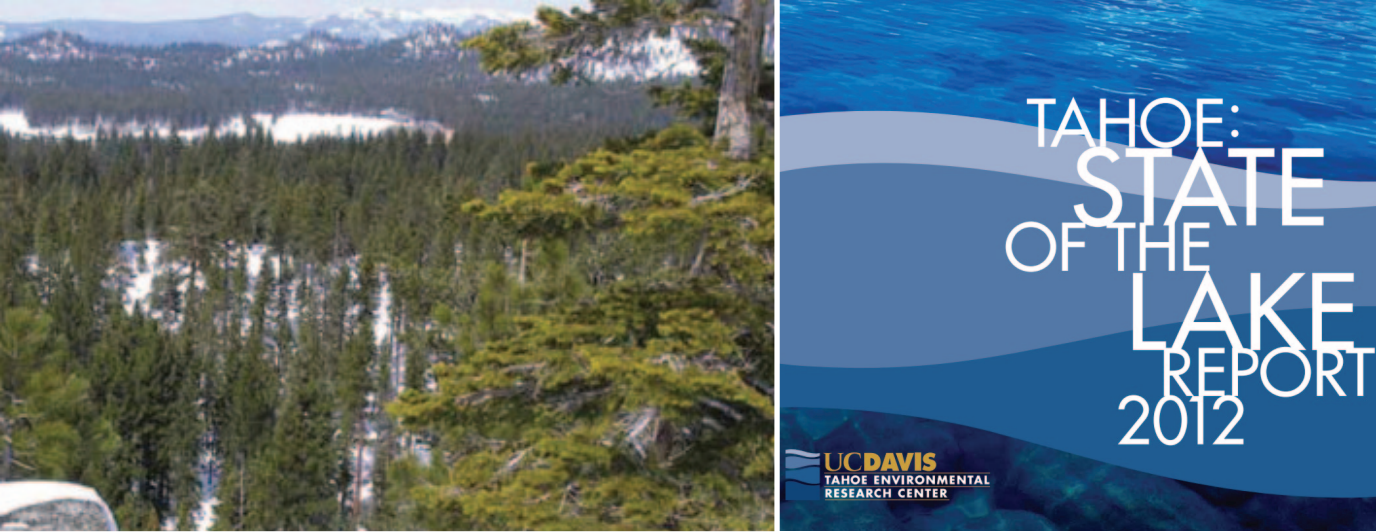
This project provides a critical missing link in the Lake Tahoe Bikeway through the heart of Tahoe City. It provides a walkable, bikeable greenway from

public properties at either end of Tahoe City through the commercial core area. The project includes the construction of Class 1 trail connecting the existing 19-mile network of trails on the North Shore, West Shore, and Truckee River; public vistas, interpretive signage, benches, and ADA accessibility to State recreational facilities.

STATE OF THE LAKE REPORT

UC Davis **\$5,000**

This annual report is essential reading for the latest information on the health of Lake Tahoe, but when budget cuts jeopardized its production, the Tahoe Fund stepped in to close the funding gap. The annual UC Davis Tahoe State of the Lake Report is intended to inform non-scientists about how natural variability and human activity affect the lake’s clarity, physics, chemistry, and biology.



top left View from Van Sickle Bi-State Park. *top right* Cover of the 2012 Tahoe State of the Lake Report. *bottom* Tahoe City Lakeside Bike Trail.

2011 FOUNDERS CIRCLE DINNER

ON AUGUST 14TH, 2011 the Tahoe Fund held its first Founders Circle dinner to celebrate the founding donors of the Tahoe Fund. The event was held at the West Shore Café on a spectacular summer’s eve. Joining the nearly 200 Tahoe Fund supporters was

California Governor Brown and Nevada Governor Sandoval as well as Senator Feinstein. It was a magical evening to celebrate the birth of this new organization.

2011 LAKE TAHOE SUMMIT

LEADING THE PUBLIC-PRIVATE PARTNERSHIP AT LAKE TAHOE

The Tahoe Fund was the organizing sponsor of the 15th Annual Lake Tahoe Summit on August 15, 2011 held at Homewood Resort. The Summit was hosted by Senator Dianne Feinstein, who made a special presentation to the board members of the Tahoe Fund for their dedication to forming an organization to raise money for on-the-ground environmental improvement projects.

In addition to Senator Feinstein, the Summit was attended by Governors Jerry Brown and Brian Sandoval of California and Nevada as well as Senators Harry Reid (D-Nevada) and Dean Heller (R-Nevada). With an audience of over 500 people, the subject of the day was the environment of Lake Tahoe and the future of funding for critical projects that will preserve this mountain treasure for years to come.





this page Jay Wild,
 US Team Standup
 Paddleboard Mem-
 ber. *opposite* Lake
 Tahoe License Plate
 ambassadors: Dave
 Wilderotter (top left),
 Jeremy Jones and
 Julia Mancuso



abridged photo credit

LICENSE PLATE PROGRAM,

THE TAHOE FUND WAS AWARDED a contract from the California Tahoe Conservancy to promote the sale and renewals of Lake 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. Through this public-private partnership, the Fund increased awareness of the Tahoe plates

program through a new campaign featuring Tahoe Superstars, Julia Mancuso, Jeremy Jones, JT Holmes, Daron Rahlves and Dave Wilderotter. The Fund was also able to enhance the popular “Plates for Powder” program that rewards new plate purchasers with free lift tickets from Tahoe ski resorts.

FOUNDING CEO



AMY BERRY JOINED THE TAHOE FUND as the founding CEO on May 30, 2012. She is responsible for working with the Fund’s board of directors to operate the organization and raise private and public funds for environmental improvement projects that will restore and enhance the Lake Tahoe region.

Prior to joining the Tahoe Fund, Amy was director of marketing and communications for renewable energy giant ACCIONA’s North American holdings. In this role she was a member of the management committee and responsible for corporate branding, internal communications and product marketing. She also led the company’s communications and stakeholder engagement activities for more than 1,00MW of wind and solar developments.

Prior to joining ACCIONA, Amy was director of marketing for Windspire Energy (formerly Mariah Power) where she was responsible for all marketing

and communications for the venture capital backed wind start-up. While at Windspire, Amy rebranded the company including a name change, redesigned website and new lead generation campaign for the channel. She was responsible for more than 100 million media impressions through an innovative social media driven public relations campaign resulting in a feature on ABC’s “20/20”, a segment on NPR’s “All Things Considered” and stories in most major national business publications. Through her @wind2power twitter account she built a reputation as a leading voice in the wind space, leading to multiple guest blogging opportunities on popular green sites. Greentech Media accused her of “garnering an inordinate amount of attention” for the company.

Prior to her work in the renewable energy industry, Amy was director of strategic planning at boutique marketing agency, Bauserman Group, Partner at Ogilvy & Mather working on IBM’s global marketing campaigns, and an account executive at Saatchi & Saatchi working with clients Johnson & Johnson, General Mills, Rodale Press and the National Crime Prevention Council.

Amy was Co-Chair of the New Energy Exhibit at the Chicago Museum of Science and Industry, a 2008 Nevada Women’s Fund Salute to Woman of Achievement honoree, and received a letter of commendation from President Bill Clinton for her work on the McGruff “Take a Bite Out of Crime” campaign. She has her certification in planning from the International Association of Public Planning and holds a Bachelor of Arts degree from Brown University where she was an All-American sailor.

BOARD OF DIRECTORS

Cindy Gustafson
CHAIR

Allen Biaggi
VICE CHAIR

Tom Mertens
SECRETARY

Art Chapman
TREASURER

Jim Boyd
Timothy Cashman

Blaise Carrig
Dan Eaton

John Friedrich
Chuck Greene

Steven Merrill
Jim Porter
Cory Ritchie

Patricia Ronald
Chuck Scharer
Terry Watt
Andy Wirth
Roger Wittenberg

EX-OFFICIO
Jim Lawrence
Patrick Wright



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OPERATIONAL GRANTS

THE TAHOE FUND RECEIVED a grant from the Parasol Tahoe Community Foundation to provide office space and meeting room access in the Donald W. Reynolds Community Non-Profit Center. The grant also provides access to technology support and administrative resources.

The Tahoe Fund received a grant from the California Tahoe Conservancy to aid in the creation and early support of the organization. The grant is for \$200,000 and supports the Fund’s plans to identify unmet

environmental improvement project needs, raise awareness of environmental challenges and funding solutions, and the development and implementation of funding strategies.

DONORS

PLATINUM \$25,000+

Blum Family Foundation

Jan & David Hardie

JMA Ventures

Robert S. & Dorothy J. Keyser Foundation

Steven Merrill

Bob & Cindy Pester Family

Cory & Ryan Ritchie

Shackleton Family

Squaw Valley

Vail Resorts

GOLD \$10,000

Richard & Theresa Crocker

E. L. Cord Foundation

Serendipity Fund at the Parasol Community Foundation

SILVER \$5,000

Arbor Realty Trust

Seth and Amy Berry

Jim and Cathy Boyd

Blaise and Leslie Carrig

Tim and Denise Cashman

Colleen & Art Chapman

Brett and Karen Coleman Foundation

DMB Pacific

East West Partners/Tahoe Mountain Resort Foundation

Edgewood Companies

Claudia A Florsheim

Don & Janie Friend Family

Joan Gibb

Scott Gillespie, Maja Thaler & Family

Max and Nancy Gisko

Chuck Greene

Cindy Gustafson and Wally Auerbach

Samuel and Suzanne Harrosh

Eric Havian and Jean Jarvis

Dr. Laurence Heifetz & Dr. Daphne Palmer

Randy Hill

Fred and Barbara Ilfeld

Jaquish & Kenninger Foundation

Vicki & Roger Kahn

Stephen A. Lind

Carol & Craig Lundin

Joanne Marchetta

Dean & Madylon Meiling, Spirit of the Lake Fund

Tom Mertens & Barbara Krause

Jim & Marianne Porter

Jon Q. & Ann S. Reynolds Fund

Patricia & Robert Ronald

Mike & Carol Sabarese

Michael Schaufeld & Regan Reid

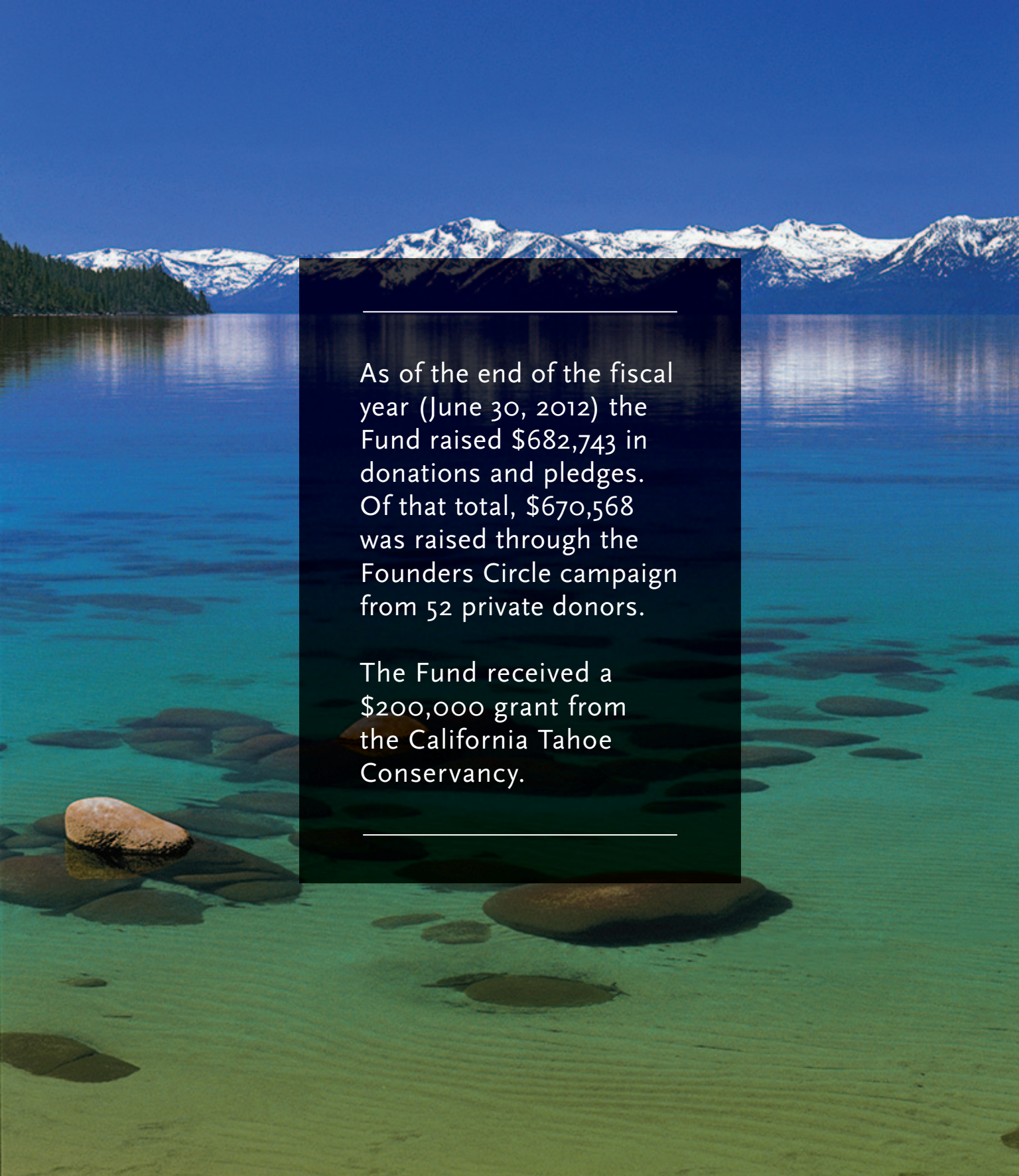
Lynn M. Suter

Terry Watt & Mark Karwowski

E.L. Wiegand Foundation

Roger & Bea Wittenberg

Patrick & Rachel Wright



As of the end of the fiscal year (June 30, 2012) the Fund raised \$682,743 in donations and pledges. Of that total, \$670,568 was raised through the Founders Circle campaign from 52 private donors.

The Fund received a \$200,000 grant from the California Tahoe Conservancy.