

SaddleUp

PROMOTING & SUPPORTING THE SCOTTSDALE COMMUNITY | 2022 IMPACT REPORT



SCOTTSDALE
CHARROS



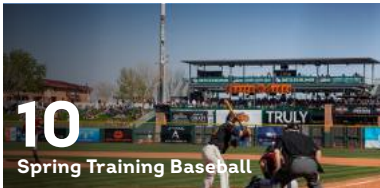
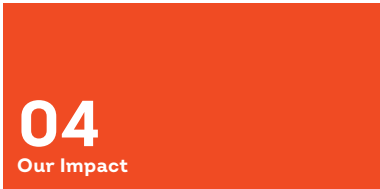
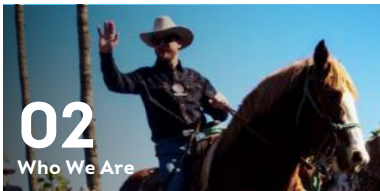
It is not our accomplishment alone...

As I read through the following Impact Report - a first for the Scottsdale Charros - I am struck by what has been achieved in the past year. However, it is not our accomplishment alone. We thank all who have contributed to our success, especially amid a particularly challenging landscape.

During the global pandemic of the past few years, the Scottsdale Charros never wavered from our mission: to support youth sports, education, and charitable causes in our community. Even as our primary fundraiser, Spring Training baseball, was canceled in 2020, limited to 25% capacity in 2021, and limited to only nine games in 2022 (56% of a typical season), the Charros maintained our level of funding to our community partners. We understand that organizations rely on our donations, that schools rely on our grants, and that students rely on our scholarships. We have given back to Scottsdale since 1961, and we will never shy from our commitments.

This challenging time has revealed much that is good about our Scottsdale community: our adaptability, resilience, perseverance, and readiness to support each other. We hope you will join us at a 2023 baseball game this spring at Scottsdale Stadium, where we can celebrate together. We are proud to share this community with you. We will continue our work to support this great way of life we get to lead in "The West's Most Western Town."

Dennis Robbins
Executive Director





We are committed to building a robust future for the Scottsdale community.

Formed in 1961, the Scottsdale Charros is an all-volunteer, nonprofit group of business and civic leaders who help build their community by supporting youth sports, education, and charitable causes. From the very beginning, the Charros - meaning gentlemen riders - embody the City of Scottsdale's slogan, "The West's Most Western Town."

The Charro Foundation was formed in 1985 to support the Charros' mission through expanded partnerships and collaboration with Scottsdale-area community organizations.

SCOTTSDALE CHARROS 2022-2023 Concilio



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Rick Carpinelli

EXECUTIVE DIRECTOR
Dennis Robbins

ALEGRADOR
Andrew Beardsley

PASADO
Ben Hawkins

PATRON
Jose Leon

SEGUNDO
Ryan Schubert

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Chuck Loftin

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Tim Garvin



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Chris Watts
Sunstate Equipment



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First Things First



TREASURER
Chuck Loftin
Loftin Equipment



SECRETARY
Jeff Vance
Sunstate Equipment



EXECUTIVE DIRECTOR
Dennis Robbins

MEMBERS AT LARGE



John Arnold
Southwest Wealth Strategies



Patty Beckman
Scottsdale Unified School District



Kate Birchler
Macerich



Lisa Borowsky
Willinichik & Bartness



Mark Bramlett
Lee & Associates



Kurt Brueckner
Titus Brueckner & Levine, PLC



Rick Carpinelli
Crown Realty & Development



Ben Hawkins
Blackhawk Building Company LLC



Jason Klonoski
Morgan Realty Partners



W "Jim" Lane
Mayor of Scottsdale - Retired



Christel Mosby
Grand Canyon Education



Michelle Pabis
HonorHealth



Alan Rodbell
YAM



Nick Roe
Foursite Consulting



Rachel Sacco
Experience Scottsdale



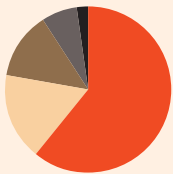
Terrance Thornton
Arizona Digital Free Press



Raoul Zubia
Business Consultant

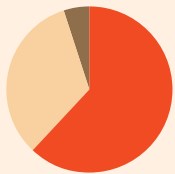


THE SCOTTSDALE CHARROS WERE FOUNDED TO BE SCOTTSDALE'S GOODWILL AMBASSADORS AND TODAY ARE A MULTIFACETED, MULTI-GENERATIONAL ORGANIZATION WITH A SINGLE MISSION: TO SUPPORT SCOTTSDALE'S YOUTH, EDUCATION, AND COMMUNITY, WHILE PRESERVING THE CITY'S WESTERN HERITAGE. THE CHARROS HAVE DONATED MORE THAN \$20 MILLION TO LOCAL ORGANIZATIONS SINCE OUR FOUNDING.



2022 FUNDRAISING

Baseball.....	61%
CHAPS.....	17%
Golf	14%
Education.....	7%
Parada del Sol Parade	2%



2022 DONATIONS

Community Grants	59%
Education Initiatives	35%
Concilio Grants	6%



The Scottsdale Charros were founded in 1961 with the purpose of being Scottsdale's Goodwill Ambassadors. The Charros work closely with a number of organizations who share our passion to strengthen our communities and build a better future for our children.



Promoting education, youth activities, sports, and cultural enrichment. The Charro Foundation's mission is supported through partnerships and collaboration with Scottsdale-area community organizations.



Impacting the lives of children in our community. Donors can give up to \$2,200 directly to CHAPS selected charities and/or the Scottsdale public school of their choice. Every dollar donated qualifies for an Arizona State tax credit.



Created as a way to say thank you to those who support our fundraising efforts. The Ride is also a way to stay connected with our Western Heritage as we travel by horseback experiencing the great state of Arizona and all it has to offer.



The Charro 50/50 raffle runs each year during Spring Training baseball to raise money for education initiatives. One lucky fan walks away with a bundle of cash, splitting the pot with deserving schools and charities.



A rich history of supporting education programs within the Scottsdale Unified School District. The Charros invest not only dollars, but their time as well, through the Charro Liaison Program.



Honoring members, friends, and family. Society members have named the Scottsdale Charros in their estate plans to show support now, and for future generations.



60-year-old tradition of bands, equestrians, western heritage, and more. Each year, more than 20,000 spectators cheer on 150 western-themed parade entries as they march through Old Town Scottsdale. Attendees can also enjoy the Trail's End Festival "block party."



Entertain clients or host a group during Spring Training baseball. The Charro Lodge at Scottsdale Stadium is a private facility within the stadium offering complimentary food and beverages, patio-style seating adjacent to the San Francisco Giants' bullpen, and an outstanding view of the game.




Total VIP experience with bird's-eye view of the rodeo action. The Bullpen at the Parada del Sol Rodeo at WestWorld is a private area with complimentary food and beverages.




Dubbed "The West's Most Western Golf Tournament." At the annual Charro Invitational golf tournament, more than 200 golfers fill both Grayhawk's Raptor and Talon courses to experience world-class golf with an abundance of food and beverage stations.

Impacting more than 100,000 Scottsdale residents


THE WORK OF THE SCOTTSDALE CHARROS CAN BE SEEN IN NEARLY EVERY CORNER OF THE GREAT CITY OF SCOTTSDALE AND THE SURROUNDING AREAS. THE CHARROS' IMPACT IS FELT IN EVERY SCOTTSDALE PUBLIC SCHOOL AND HUNDREDS OF COMMUNITY ORGANIZATIONS.




30
Public Schools Funded



57
CHAPS Grants












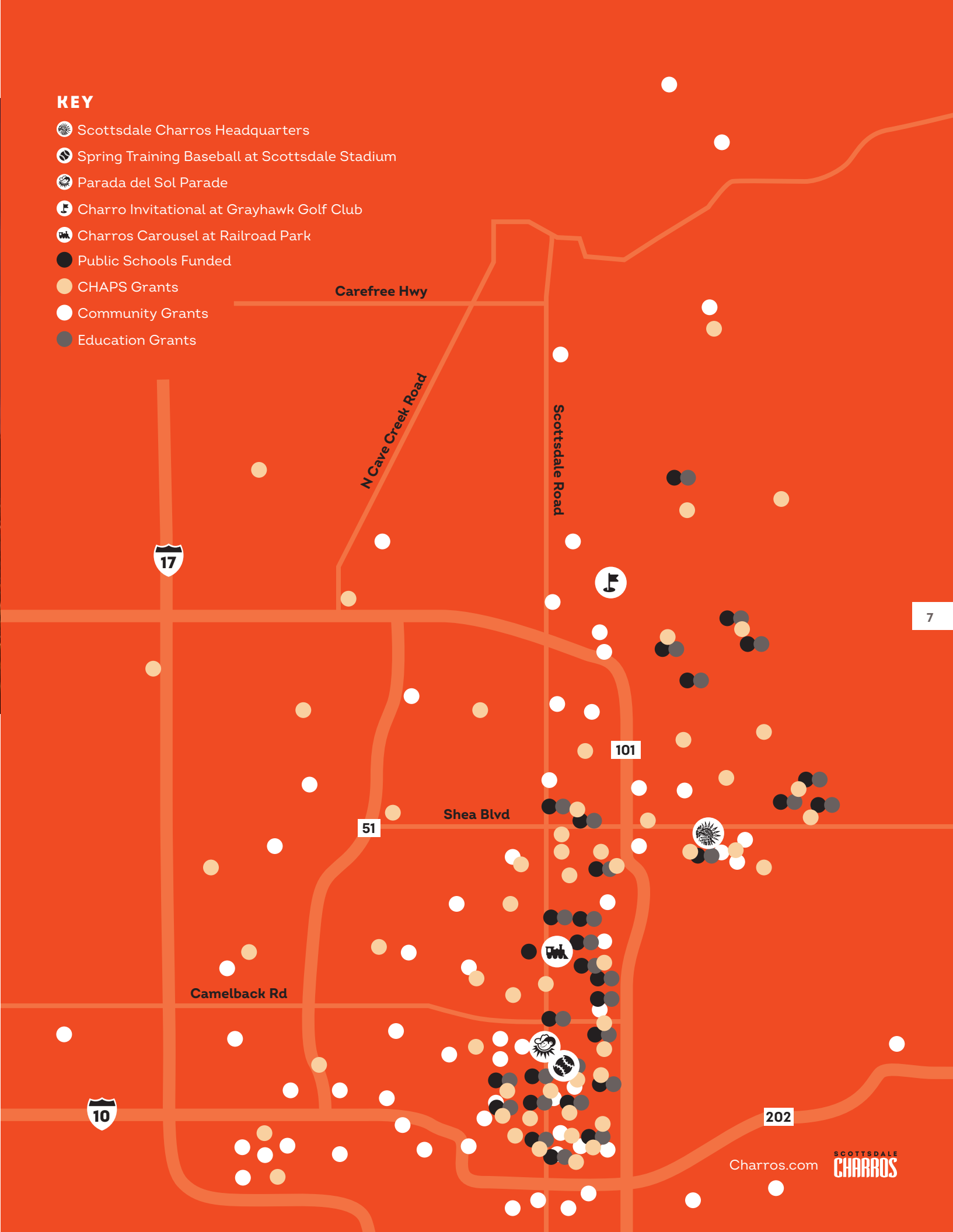
63
Community Grants



57
Education Grants

KEY

-  Scottsdale Charros Headquarters
-  Spring Training Baseball at Scottsdale Stadium
-  Parada del Sol Parade
-  Charro Invitational at Grayhawk Golf Club
-  Charros Carousel at Railroad Park
-  Public Schools Funded
-  CHAPS Grants
-  Community Grants
-  Education Grants



EST. 1961

1961

The Scottsdale Charros formed during a meeting at Hotel Valley Ho as a special activity affiliate of the Scottsdale Chamber of Commerce. The original goal was to promote Scottsdale through sports and cultural activities.



1962

The Charros begin hosting the Boston Red Sox for Spring Training baseball at Scottsdale Stadium. That fall, the Charros hosted their first trail ride to celebrate the group's formation and first successful Spring Training baseball season.



1970s

The Charros were now hosting the Chicago Cubs for Spring Training baseball which continued until 1978 when the Charros negotiated a three-year deal to bring the Oakland Athletics to Scottsdale until 1982 when they were replaced by the San Francisco Giants.



1980s

In 1985, the Charro Foundation was formed and the first annual Charro Education Awards program was launched the following year.



1990s

A new Scottsdale Stadium was built with a city bond that the Charros helped to pass. The Charros donated a 1950-vintage Allan Herschell carousel to the McCormick Stillman Railroad Park.



2000s

In 2005, with a \$23 million upgrade made to Scottsdale Stadium, the Charros, the San Francisco Giants, and the City of Scottsdale all agreed to continue their partnership through 2025.



2010s

In 2014, the Charro Foundation made its single largest grant of \$250,000 to the Scottsdale Museum of the West. In 2017, the CHAPS state tax credit program was created. Following a \$50 million upgrade to Scottsdale Stadium in 2019, the Charros, the San Francisco Giants, and the City of Scottsdale extended their contract to 2044.



2020s

In 2020, the Charros became the owners and managers of the Parada del Sol Parade. In 2021, the Charros hosted the first annual Charro Invitational golf tournament. In 2022, the Charros created an Arizona state license plate that supports Arizona education.



For over 60 years, the Charros have hosted Spring Training baseball in Scottsdale

MORE THAN \$894,000 WAS RAISED IN THE ABBREVIATED 2022 SEASON

ONLY
9 GAMES
vs 16 Games



The Scottsdale Charros and the Charro Foundation have donated millions of dollars of baseball proceeds back to the community through grants to local charities and schools, students, and teachers in the Scottsdale Unified School District.



The Charro Lodge at Scottsdale Stadium is a private facility within the stadium perfectly designed for entertaining clients or hosting a group of fans.
Capacity - 650 per game | Sponsorships Opportunities - 100 | Season Tables - 60



EVERY MARCH, MORE THAN 200,000 FANS ATTEND GAMES IN THE SCOTTSDALE STADIUM, MAKING IT ONE OF THE TOP DESTINATIONS FOR SPRING TRAINING BASEBALL AND AN ECONOMIC ENGINE FOR OLD TOWN SCOTTSDALE.

Many credit the City of Scottsdale and the Charros for saving the Cactus League in 1967 (by attracting the Cubs back to Arizona) and in the late 1980s (by bonding for a new stadium and keeping the Giants in Arizona). Thanks to their creativity and continued investment, the Charros have ensured a great stadium experience for all who attend a Scottsdale Spring Training baseball game.

Learn how you can support the 2023 Spring Training baseball season at SpringTraining.com.

WITH THE MOST AFFLUENT FAN BASE IN THE CACTUS LEAGUE, SPRING TRAINING BASEBALL AT SCOTTSDALE STADIUM BENEFITS THE COMMUNITY.



10,369
Average Stadium Attendance Per Game



6 Out of 10
Fans Come From Out of State



5.5 Nights
Average Visitor Stay

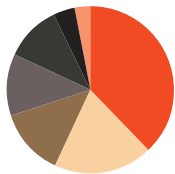


\$446 Per Day
Average Stadium Party Expenditure

60+ Years of Community Giving

\$550,000 DISTRIBUTED TO MORE THAN 100 CHARITIES IN 2022

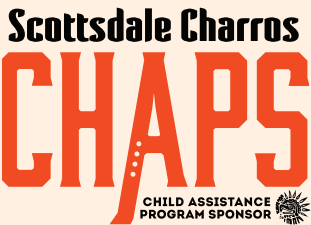
THE SCOTTSDALE CHARROS HAVE GIVEN MORE THAN \$20 MILLION OVER THE PAST 60 YEARS. THIS YEAR, MORE THAN 100 LOCAL ORGANIZATIONS BENEFITED FROM CHARROS' GRANTS, WHICH WERE ALL MADE POSSIBLE BY OUR GENEROUS SUPPORTERS WHO PARTICIPATE IN SPRING TRAINING BASEBALL AND OUR OTHER FUNDRAISING ACTIVITIES.



2022 GRANT DISTRIBUTION	
At-Risk Youth/Homelessness.....	38%
Healthcare/Quality of Life.....	19%
Western Heritage.....	13%
Physically and Mentally Challenged	12%
Education and Teacher Support.....	11%
Youth and the Arts.....	4%
Youth Sports	3%

2022 RECIPIENTS

- Ability360 Sports & Fitness Center
ALS Association Arizona Chapter
Andre House
Arizona Cancer Foundation for Children
Arizona's Children Association
Assistance League of Phoenix Arizona
Best Buddies Arizona
Big Brothers Big Sisters of Central AZ
Boys & Girls Clubs of Greater Scottsdale
Boys Hope Girls Hope of Arizona
Camelot Therapeutic Horsemanship
Care Fund
Children's Museum of Phoenix
Crowns of Courage
Desert Foothills Land Trust
Desert Mission
Epilepsy Foundation - Arizona
EVIT Education Foundation
Extended Hands Food Bank
Family Promise of Greater Phx
Feeding Matters, Inc.
Fighter Country Foundation
For Goodness Cakes
Gesher Disability Resources
Gigi's Playhouse
Greasepaint Theater
Harvest Compassion Center
Healing Hearts Animal Rescue
Health World Education, Ltd.
Homeless Youth Connection
Homeward Bound
HonorHealth Foundation
Horsense
Hunkapi Programs
Jewish Family & Children's Services
Jobs for Arizona's Graduates
Junior Achievement of Arizona
Junior Golf Association of Arizona
Kid in the Corner
- Kids in Focus
McDowell Sonoran Conservancy
Military Assistance Mission
Miracle League of Arizona
Musical Instrument Museum
New Pathways for Youth
New Way Academy
notMYkid
PANDA/Steele Children's Research Center
Phoenix Children's Hospital Foundation
Phoenix Rescue Mission
Phoenix Theatre Company
Quincea, Inc.
Reigning Grace Ranch
Rett Eliminated Together Today (R.E.T.T)
Ronald McDonald House Charities of Central and Northern Arizona
Ryan House
Scottsdale Arts
Scottsdale Community Partners
Scottsdale Community Players
Scottsdale Leadership, Inc.
Scottsdale/Paradise Valley Family YMCA
Skyward Youth Aviation + Aerospace Academy
Southwest Human Development
Special Olympics Arizona, Inc.
St. Mary's Food Bank
STARS - Scottsdale Training and Rehabilitation Services, Inc.
Support My Club
Tender Little Hearts: Mini Tales and Assisted Equine Services
The Be Kind People Project
The Walter Hive
Treasures 4 Teachers
Whispering Hope Ranch Foundation
Wigged Out, Inc.



IMPACTING CHILDREN IN OUR COMMUNITY \$250,000 RAISED THROUGH ARIZONA STATE TAX CREDIT

Each year, the Charros receive more than \$1 million in community funding requests. To expand our ability to meet community needs, the Charro Foundation created CHAPS (Child Assistance Program Sponsor) Charities to raise money through the Arizona state tax credit program. This program allows state taxpayers to receive a dollar-for-dollar tax credit when making a donation to a qualified charity, qualified foster care charity, or Scottsdale Unified School District school through the Charros. Learn more at CHAPSCharities.com.

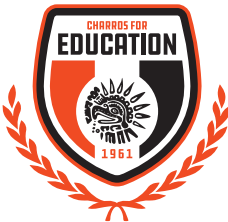




A Rich History of Supporting Scottsdale Education

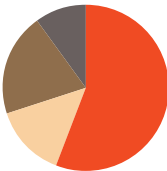
\$300,000 TO HELP SUPPORT EDUCATION PROGRAMS WITHIN THE SCOTTSDALE UNIFIED SCHOOL DISTRICT

The Charros support Scottsdale Unified School District by investing not only dollars but their time as well, through the Charro Liaison Program where 30 members – boots on the ground – work directly with each of SUSD’s 30 schools, delivering programs, resources, and scholarships.



“It is all about the kids, they are our future. Education is the great equalizer. In a single generation, knowledge and wisdom can elevate a child from poverty to wealth, from dead-ends to lifelong opportunities.”

Jason Klonoski
Former Charros Education Chairman



2022 DISTRIBUTION

Grants	\$170,000
Future Teacher Scholarships	\$40,000
Other Scholarships	\$60,000
Coronado Promise	\$30,000

OUTSTANDING TEACHERS OF THE YEAR

- ANASAZI ELEMENTARY SCHOOL
Lindsey Denny
- ARCADIA HIGH SCHOOL
Zosha Darnell
- CHAPARRAL HIGH SCHOOL
Steve Millam
- CHEROKEE ELEMENTARY SCHOOL
Nicole Kaiser
- CHEYENNE TRADITIONAL SCHOOL
Lindsey Saylor
Tarrin Schultz
- COCHISE ELEMENTARY SCHOOL
Maria Fossler
- COCOPAH MIDDLE SCHOOL
Fred Rabach
- COPPER RIDGE SCHOOL
Sarah Johnson
Daniel Chin
- CORONADO HIGH SCHOOL
Alexis Smith
- DESERT CANYON ELEMENTARY SCHOOL
Curt Robinson
- DESERT CANYON MIDDLE SCHOOL
Kelsea Noone
Liza Noriega
- ECHO CANYON SCHOOL
Aimee Loferski
Lisa Port
- HOHOKAM ELEMENTARY SCHOOL
Stacey Wojciechowski
- HOPI ELEMENTARY SCHOOL
Amy Parker
- INGLESIDE MIDDLE SCHOOL
Shalese Doan
- KIVA ELEMENTARY SCHOOL
Elizabeth Gardemann
- LAGUNA ELEMENTARY SCHOOL
Aimee White
- MOHAVE MIDDLE SCHOOL
Alicia Leung
- MOUNTAINSIDE MIDDLE SCHOOL
Ira Pincus
- NAVAJO ELEMENTARY SCHOOL
Julia Maisel
- PIMA ELEMENTARY SCHOOL
Debbie Miller
- PUEBLO ELEMENTARY SCHOOL
Kerri Krist
- REDFIELD ELEMENTARY SCHOOL
Elizabeth Hindenburg
- SAGUARO HIGH SCHOOL
Anne Milligan
- SEQUOYA ELEMENTARY SCHOOL
Michelle Rich
- TAVAN ELEMENTARY SCHOOL
Maria DeVenuto
- TONALEA K-8 SCHOOL
Madeline Agpoon
Allison Hogue
- YAVAPAI ELEMENTARY SCHOOL
Cortney Tagliaferri
- SCOTTSDALE ONLINE LEARNING
Barb Wissmann

SCC EDUCATOR OF THE YEAR

- SCOTTSDALE COMMUNITY COLLEGE
Janelle Hoffman

OUTSTANDING STUDENTS OF THE YEAR

- ARCADIA HIGH SCHOOL
Elsa Steen Koppell
Luis Taquillo
- CHAPARRAL HIGH SCHOOL
Kate McDowell
Jeremy Lee
- CORONADO HIGH SCHOOL
Marley Lincoln
Victor De La Torre Guzman
- DESERT MOUNTAIN HIGH SCHOOL
Erica Keegan
Jack Yampolsky
- SAGUARO HIGH SCHOOL
Cydney Lowrie
Colin Hutton
- SCOTTSDALE ONLINE LEARNING
Rio Trichler

FUTURE TEACHER SCHOLARSHIPS

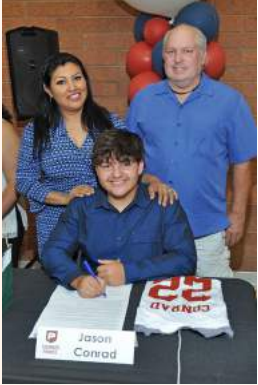
- DESERT MOUNTAIN HIGH SCHOOL
Molly Patterson
- SAGUARO HIGH SCHOOL
Christopher Yee

SCOTTSDALE COMMUNITY COLLEGE SCHOLARSHIP

- SAGUARO HIGH SCHOOL
Ava Baylis

SCOTTSDALE PUBLIC SAFETY CADET SCHOLARSHIPS

- POLICE CADET
Adham Rayyes
- FIRE CADET
Drew Hoster



CORONADO PROMISE

CORONADO PROMISE \$5,000 CORONADO PROMISE SCHOLARSHIPS GIVEN TO 27 GRADUATING SENIORS

The Coronado Promise was born when Scottsdale community leaders sought to support Coronado High School through a difficult time of declining performance and attendance. The Scottsdale Charros - with Scottsdale Unified School District, the Scottsdale Community College, and the Coronado Foundation for the Future - helped develop the Coronado Promise, a scholarship program to encourage students in the Coronado Learning Community to attend Coronado High School and pursue higher education upon graduation.

Learn more about this program that promotes aspirations of higher education among Coronado Learning Community students at CoronadoPromise.com.

Saddle Up

WHILE SCOTTSDALE HAS GROWN AND MODERNIZED SINCE THE CHARROS WERE FORMED IN 1961, THE GROUP CONTINUES TO REMIND LONGTIME AND NEW RESIDENTS THAT SCOTTSDALE HAS A RICH AND DIVERSE WESTERN HERITAGE THAT SHOULD BE CELEBRATED. THE CHARROS HAVE SHARED THEIR TIME, TALENT, AND RESOURCES TO PRESERVE “THE WEST’S MOST WESTERN TOWN.”



PARADA DEL SOL 30,000 SPECTATORS EACH YEAR

Our community’s history comes alive when our western heritage is on display at the annual Parada del Sol Historic Parade. The Charros are proud to have ridden in the parade for more than 50 years and now host the event with a dedicated committee of community members.

EQUINE-RELATED CHARITIES PROVIDED MORE THAN \$350,000 IN FUNDING

The Charros support many different equine-based programs in our community. Hunkapi Programs has a special place in the heart of our organization. Their mission is to teach the world to fear less and love more. They accomplish this by providing a multitude of experiences on their 10-acre farm. Using the bond between horse and human, they serve as a catalyst for positive growth. The Charros have also been steadfast supporters of HorseSense. For more than 20 years, HorseSense has empowered thousands of youths and adults with cognitive, physical, and psychological disabilities to establish their independence and confidence.

THE WEST’S MOST WESTERN GOLF TOURNAMENT \$250,000 RAISED FOR LOCAL CHARITIES

Each spring, the Charros host hundreds of golfers at Grayhawk Golf Club to raise money to support local charities. Attendees are greeted by cowboys on horseback before experiencing world-class golf at a tournament like no other.

10533 E. Lakeview Drive, Scottsdale, AZ 85258 | (480) 990-2977 | **CHARROS.COM**



The Charro Foundation is a 501(c)(3) nonprofit organization

