

SaddleUp

PROMOTING & SUPPORTING THE SCOTTSDALE COMMUNITY | 2024 IMPACT REPORT



SCOTTSDALE
CHARROS

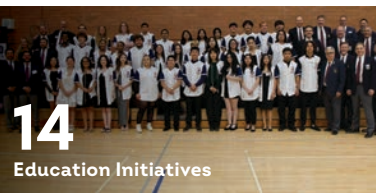
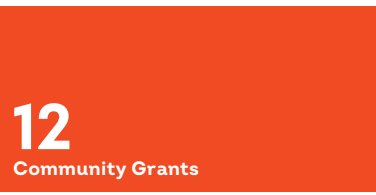
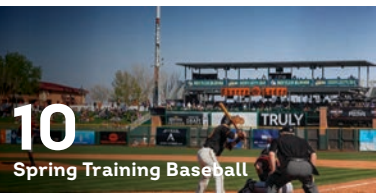
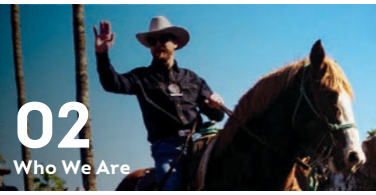


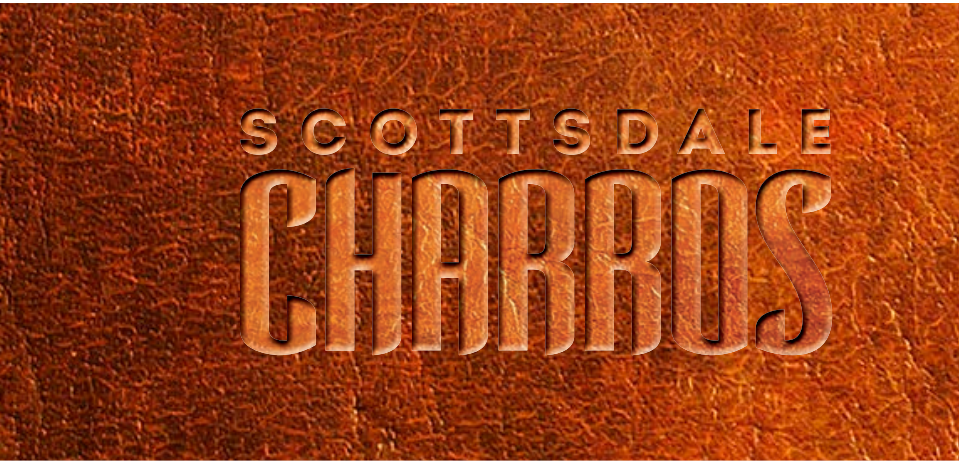
The mission of the Scottsdale Charros is to impact our community by investing in education and youth, celebrating our Western heritage, and serving one another. This Impact Report explains just how we worked to accomplish our mission during this past year. We cannot achieve this impact without our community partners. We enthusiastically thank those who supported our events, programs, and activities.

Last year, the Charros were back to full strength as we raised much-needed funds for our community. Spring Training Baseball experienced record attendance and increased revenue. Our partnership with the City of Scottsdale and the San Francisco Giants continues to benefit our community. We partnered with the community in February to help produce the 70th annual Parada del Sol Parade. This is a treasured event for schools, families, and the citizens of Scottsdale. At our 37th annual Education Awards, we granted seven college scholarships and honored 35 teachers and 18 students. In addition, we presented the inaugural Dr. John Kriekard Lifetime Achievement Award to Margaret Serna. Our 4th annual Charro Invitational golf tournament at Grayhawk Golf Course was sold out again this year. The tournament raised much-needed funds for the Coronado Promise which awarded 39 scholarships to graduating seniors at Coronado High School to pursue their degrees and certificates at local community colleges and trade schools. CHAPS Charities, our state tax credit program, raised \$250,000 for local charities and public schools.

The Scottsdale Charros have been busy this year. We are honored to be part of the Scottsdale community and work hard to host events and programs that make a difference. Thank you for the opportunity to serve "The West's Most Western Town."

Dennis Robbins
Executive Director





Business and civic leaders building their community by supporting youth sports, education, and charitable causes.

From their very beginning in 1961, the Charros - meaning gentlemen riders - embodied the City of Scottsdale's slogan, "The West's Most Western Town." Today, the Scottsdale Charros remain an all-volunteer, nonprofit group who raise funds to support the Scottsdale community. The Charro Foundation was formed in 1985 to support the Charros' mission through expanded partnerships and collaboration with Scottsdale-area community organizations.



PRESIDENT
Todd Peterson
Matsock & Associates



VICE PRESIDENT
Melinda Gulick
First Things First



TREASURER
Bryan Gottfredson
Sacks Tierney P.A.

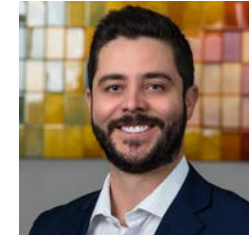


SECRETARY
Luke Livak
Loftin Equipment



EXECUTIVE DIRECTOR
Dennis Robbins
Scottsdale Charros

MEMBERS AT LARGE



Kyle Backus
Morgan Stanley



Andrew Beardsley
Silverleaf Realty



Patty Beckman
Better Business Bureau



Lisa Borowsky
Scottsdale Law Group, P.C.



Kurt Brueckner
Brueckner Spitzer Shelts PLC



Ben Hawkins
Blackhawk Building Company LLC



Keith Holben
MK Company



Andy Kunasek
Arizona Strategies



W "Jim" Lane
Former Mayor of Scottsdale



Jose Leon
Leon Law PLLC



Christel Mosby
Grand Canyon Education



Michelle Pabis
HonorHealth



Alan Rodbell
YAM



Rachel Sacco
Experience Scottsdale



Ryan Schubert
CBRE



Terrance Thornton
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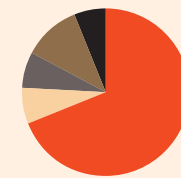
Bob Weston
Alliance Residential



Raoul Zubia
Retired Banker

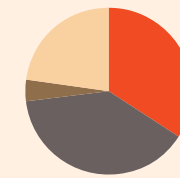


THE SCOTTSDALE CHARROS WERE FOUNDED TO BE SCOTTSDALE'S GOODWILL AMBASSADORS AND TODAY ARE A MULTIFACETED, MULTI-GENERATIONAL ORGANIZATION WITH A SINGLE MISSION: TO SUPPORT SCOTTSDALE'S YOUTH, EDUCATION, AND COMMUNITY, WHILE PRESERVING THE CITY'S WESTERN HERITAGE. THE CHARROS HAVE DONATED MORE THAN \$21 MILLION TO LOCAL ORGANIZATIONS SINCE OUR FOUNDING.



2024 FUNDRAISING

Baseball	69%
Education	11%
CHAPS	6%
Golf	7%
Parada del Sol Parade	7%



2024 DONATIONS

Education Initiatives	39%
Community Grants	34%
CHAPS	23%
Concilio Grants	4%



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.



70-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.



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.



The Charro Promise will expand the success of the Coronado Promise to public high schools throughout Scottsdale, granting eligible seniors with funding to achieve a degree or certificate from a Maricopa County community college or accredited technical/trade program.

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.

 **31**
Public Schools Funded

 **59**
CHAPS Grants

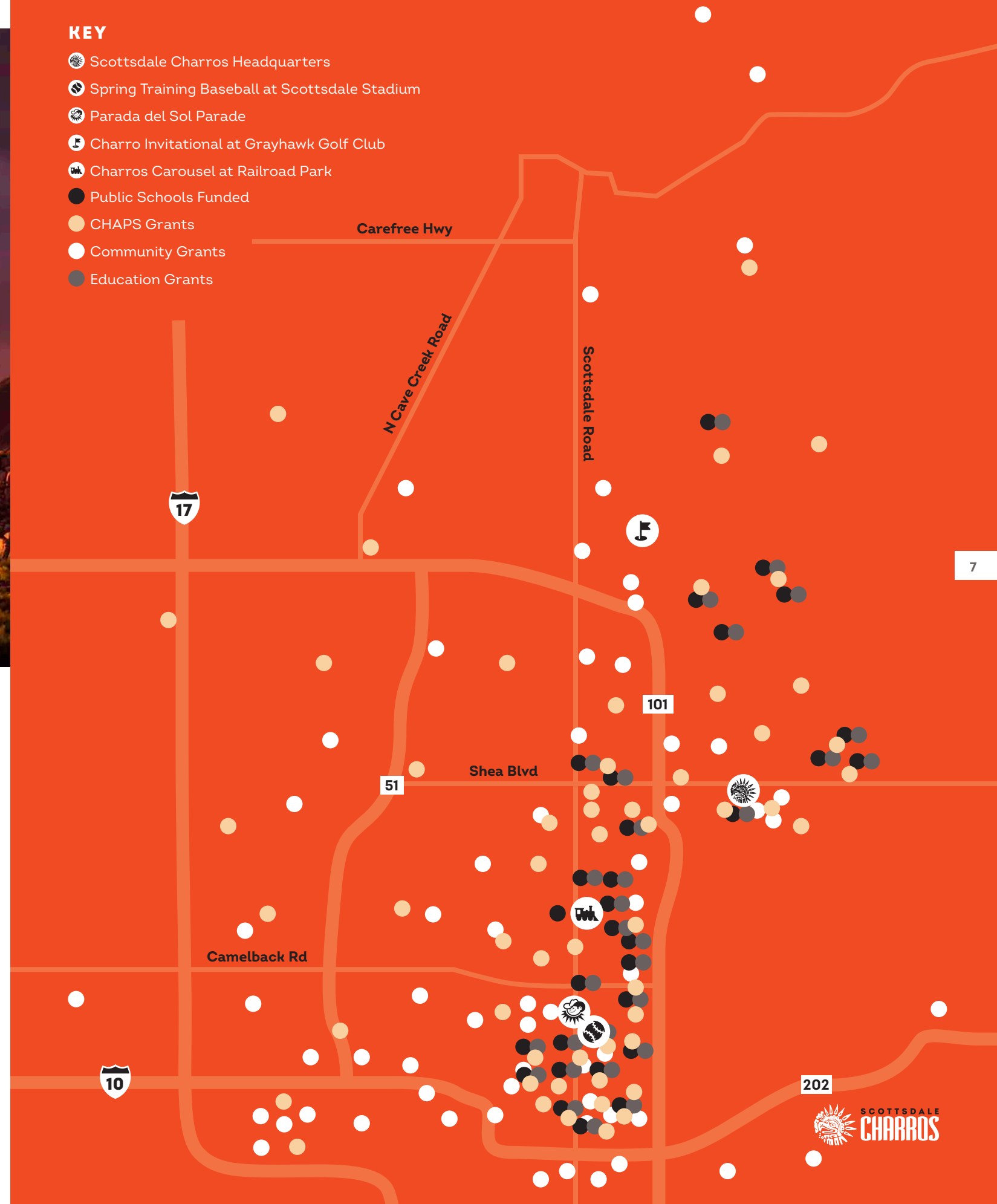
 **81**
Community Grants

 **120**
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

THE SCOTTSDALE CHARROS HAD THE MOST PROFITABLE BASEBALL SEASON ON RECORD.

15 GAMES
Feb. 24-Mar. 23



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 130,000 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 2025 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.

 **9,300**
Average Stadium Attendance Per Game

 **6 Out of 10**
Fans Come From Out of State

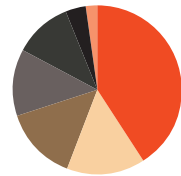
 **5.5 Nights**
Average Visitor Stay

 **\$430 Per Day**
Average Stadium Party Expenditure

60+ Years of Community Giving

GRANTS DISTRIBUTED TO MORE THAN 100 CHARITIES IN 2024

THE SCOTTSDALE CHARROS DONATED MORE THAN \$1 MILLION LAST 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.

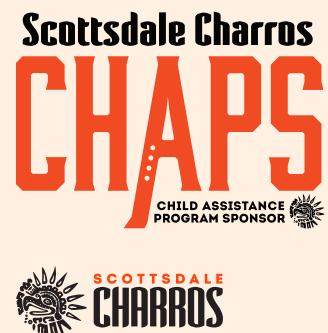


2024 DISTRIBUTIONS

At-Risk Youth/Homelessness/Foster Care	41%
Physically and Mentally Disabled	15%
Education and Teacher Support	14%
Healthcare/Quality of Life	13%
Western Heritage	11%
Youth and the Arts	4%
Youth Sports	2%

2024 RECIPIENTS

- Ability 360 Sports & Fitness Center
- Aid to Adoption of Special Kids
- Alli Ortega Empty Bowls
- ALS Arizona
- Andre House of AZ
- Aspiring Youth Academy
- Assistance League of Phoenix
- AZ Caddie and Leadership Academy, Inc
- AZ Friends of Foster Children Foundation
- Be A Leader Foundation
- Best Buddies International Inc
- Boys & Girls Clubs of Greater Scottsdale
- Boys Hope Girls Hope of Arizona
- Camelot Therapeutic Horsemanship
- Care Fund
- Child Crisis Arizona
- Christian Family Care Agency
- Community Celebrating Diversity
- Crowns of Courage
- Desert Mission
- Family Promise of Greater Phoenix
- Feeding Matters, Inc.
- Fighter Country Foundation
- Firm Foundation Youth Homes
- Florence Crittenton Services of Arizona
- Fostering Heroes Foundation
- GiGi's Playhouse Phoenix, LLC
- Greasepaint Youtheatre
- Happily Ever After League, Inc
- Harvest Compassion Center
- Health World Education Ltd
- Homeward Bound
- Hope Womens Center
- Horsense
- Horses Help
- Hunkapi Programs, Inc.
- Jewish Family & Children's Services
- Jobs for Arizona's Graduates
- Jones Gordon School
- Junior Achievement of Arizona
- Junior Golf Association of Arizona
- Kid in the Corner
- Kids in Focus
- Making Taxes Count
- MentorKids USA
- Military Assistance Mission
- Miracle League of Arizona
- Musical Instrument Museum
- National Historical Fire Foundation
- New Pathways for Youth, Inc.
- New Way Academy
- notMYkid, Inc.
- PANDA/Steele Children's Research Center
- Pawsitive Friendships
- Phoenix Children's Hospital
- Phoenix Theatre Company
- Playworks Arizona
- Quincea, Inc.
- Ronald McDonald House Charities of Central and Northern Arizona
- Ryan House
- Scottsdale Aquatic Club
- Scottsdale Area Chamber of Commerce
- Scottsdale Arts
- Scottsdale Community Partners
- Scottsdale Firefighters Association
- Scottsdale Historical Society
- Scottsdale Leadership, Inc.
- Scottsdale Museum of the West
- Scottsdale Railroad & Mechanical Society
- Sleep in Heavenly Peace
- Sojourner Center
- Southwest Autism Research & Resource Center
- Southwest Human Development
- St Vincent de Paul
- STARS - Scottsdale Training and Rehabilitation Services, Inc.
- The Foster Alliance
- Treasures 4 Teachers
- Voices for CASA Children
- Walter Hive
- Wigged Out, Inc.
- Yes to Children Bond Override



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

\$400,000 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 our members – boots on the ground – work directly with each of SUSD’s 31 schools, delivering programs, resources, and scholarships.



“Education is the heartbeat of thriving communities, fostering knowledge, unity, and prosperity for generations to come. The Charros are proud of our work to improve public education opportunities in Scottsdale.”

Brian Wilder
Former Charros Education Chairman

2024 DISTRIBUTIONS

- 9 College Scholarships
- 11 Outstanding Student Awards
- 36 Outstanding Teacher Awards
- 1 SCC Educator of the Year
- 1 SUSD Classified Employee Award
- 6 SUSD Outstanding Athlete Awards
- 4 Project Graduation Grants
- 9 Education Grants to SUSD Schools
- 39 Coronado Promise Scholarships
- 4 Dual Enrollment Pilot Program Teachers for Coronado High School

OUTSTANDING TEACHERS OF THE YEAR

- ANASAZI ELEMENTARY SCHOOL**
Pat Vassaux
- ARCADIA HIGH SCHOOL**
Matthew Hankins
- CHAPARRAL HIGH SCHOOL**
Zhongyi Yuan
- CHEROKEE ELEMENTARY SCHOOL**
Meredith Carter
- CHEYENNE TRADITIONAL SCHOOL**
Jen Clawson
- CHEYENNE TRADITIONAL SCHOOL**
Michelle Miller
- COCHISE ELEMENTARY SCHOOL**
John Toerner
- COCOPA MIDDLE SCHOOL**
Beth McMahon
- COPPER RIDGE SCHOOL**
Natalie Dorr
Colleen Galvin
- CORONADO HIGH SCHOOL**
Providence Ryan
- DESERT CANYON ELEMENTARY SCHOOL**
Lynn Byrnes
- DESERT CANYON MIDDLE SCHOOL**
Zachary Leinonen
- DESERT MOUNTAIN HIGH SCHOOL**
Dr. Jacqueline Wells
- ECHO CANYON SCHOOL**
Sharon Hines
Kay King
- HOHOKAM ELEMENTARY SCHOOL**
Aimee Yates
- HOPI ELEMENTARY SCHOOL**
Heather Bowman
- INGLESIDE MIDDLE SCHOOL**
Marcy Quintana
- KIVA ELEMENTARY SCHOOL**
Stacy Liddy
- LAGUNA ELEMENTARY SCHOOL**
Sarah Martinez
- MOHAVE MIDDLE SCHOOL**
Mary Vallone
- MOUNTAINSIDE MIDDLE SCHOOL**
Sierra Garcia
- NAVAJO ELEMENTARY SCHOOL**
Lynn Brachtl
- PIMA TRADITIONAL SCHOOL**
Christina Haas-Smith
- PUEBLO ELEMENTARY SCHOOL**
Alison Racer
- REDFIELD ELEMENTARY SCHOOL**
Brynn Sorensen
- SAGUARO HIGH SCHOOL**
Scott Milne
- SCOTTSDALE ONLINE LEARNING**
Gwen Erlbaum
- SEQUOYA ELEMENTARY SCHOOL**
Cherie Kujawa
- TAVAN ELEMENTARY SCHOOL**
Sara Rogers
- TONALEA MIDDLE SCHOOL**
Chantae Bryant
- YAVAPAI ELEMENTARY SCHOOL**
Kelsey Caudill

SUSD CLASSIFIED EMPLOYEE OF THE YEAR

Greg Skelton

SCC ARTHUR W. DECABOOTER EDUCATOR OF THE YEAR

Jay Clements

OUTSTANDING STUDENTS OF THE YEAR

ARCADIA HIGH SCHOOL
Gabiella Nakai
Ben Blanks

CHAPARRAL HIGH SCHOOL
Elvia Uzdonas
Will Posorske

CORONADO HIGH SCHOOL
Betsy Oxlaj Castaneda
Joel Garcia Orozco

DESERT MOUNTAIN HIGH SCHOOL
Jordan Gauthier
Ryan Dick

SAGUARO HIGH SCHOOL
Delia Riley
Jake Weiss

SCOTTSDALE ONLINE LEARNING
Nathaniel Jalen

FUTURE TEACHER SCHOLARSHIPS

CHAPARRAL HIGH SCHOOL
Scarlett Campbell

SAGUARO HIGH SCHOOL
Sophie Donda

SAFE HAVEN SCHOLARSHIP

CHAPARRAL HIGH SCHOOL
Natalie Golden

SCOTTSDALE CHAMPION SCHOLARSHIPS

ARCADIA HIGH SCHOOL
Lucy Leivian

DESERT MOUNTAIN HIGH SCHOOL
David Strow

PUBLIC SAFETY CADET SCHOLARSHIPS

POLICE CADET
Ireland Shay

SCOTTSDALE COMMUNITY COLLEGE SCHOLARSHIP

ARCADIA HIGH SCHOOL
Madilyn Messenger

OUTSTANDING FUTURE GCU STUDENT

ARCADIA HIGH SCHOOL
Ebenazer Amelga



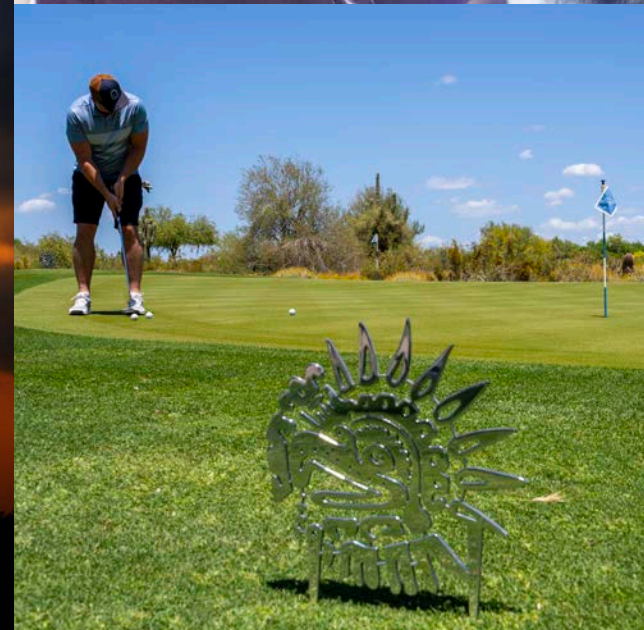
CORONADO PROMISE \$5,000 CORONADO PROMISE SCHOLARSHIPS GIVEN TO 100 GRADUATING SENIORS

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 35,000 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 FUNDING PROGRAMS TO NUTURE INTEREST IN HORSEMANSHIP AND WESTERN CULTURE

The Charros support many different equine-based programs in our community. Using the bond between horse and human, these programs serve as a catalyst for positive growth for Scottsdale's at-risk youth. The Charros have also been steadfast supporters of HorseSense which has a 20-year history of empowering 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



SCOTTSDALE
CHARROS