



**FOR IMMEDIATE RELEASE**

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**Tahoe50 – Uniquely Generous!  
Tahoe-Truckee Mountain Resorts Think Creatively to Provide Broad Community Support**

**Lake Tahoe-Truckee, CA, May 9, 2018** - North Tahoe-Truckee mountain resorts have more than epic terrain, their progressive leaders value the communities they call home and prioritize giving back. Vail Resorts, Squaw Valley-Alpine Meadows, Sugar Bowl and Royal Gorge XC, Tahoe Mountain Club, and Tahoe Donner are committed to intentional and innovative charitable giving. Each resort has developed their charitable strategies, and in recent years have come together to offer a distinctive mountain experience with high impact philanthropy: The Tahoe50 Ski Pass and an offering to the Tahoe50 Giving Club.

The Tahoe50 Giving Club, a program of Tahoe Truckee Community Foundation (TTCF), has completed its fourth year in North Tahoe-Truckee, California, to generate more than \$650,000 in direct donations. Tahoe50 is a new approach to philanthropy that represents the innovation that arises when people think creatively and give generously. It was designed for donors who are passionate about the mountains and unique investments. The pass provides 50 generous donors with exclusive, one-of-a-kind mountain experiences.

With a desire to benefit a broad base of nonprofit efforts and initiatives, Tahoe50 has supported two main programs of the Foundation. Tahoe50 donations have benefited over 60 local nonprofit organizations serving missions in the areas of Animal Welfare, Arts and Culture, Community Improvement, Education, Environment, Health and Human Services, and Youth Development.

*Give Back Tahoe*, which is an end-of-year giving campaign that is designed to encourage donors to give back throughout December. *The Social Impact Accelerator* is the other program that Tahoe50 donations support. This new program provides general and unique capacity building, technical assistance and grants to support the operational strength of our local nonprofits.

Throughout the last four years, Tahoe50 donors have given over \$650,000 in donations to benefit the North Tahoe-Truckee region. In addition, the funds have leveraged more than one million dollars in collective giving through the Give Back Tahoe Giving Season.

In the 2017/2018 season alone,

- \$280,000+ total donations were infused into the region
- \$500,000+ leveraged to support 60 local nonprofits during the Give Back Tahoe Giving Season thanks to Tahoe50 Challenge Grants

- \$60,000+ to strengthen local nonprofits through capacity building grants

Resorts are at the center of mountain communities- driving local economies, providing jobs, and participating in shaping their regions through philanthropic giving. Most ski resorts put significant consideration into how they can affect the most positive change in the community they call home. Through their collaborative efforts, the Tahoe50 Giving Club has created a unique opportunity to educate new, high profile donors about our region and connect them with the causes they are passionate about through an activity they love.

Tahoe Truckee Community Foundation would like to thank our Resort Partners and our generous Tahoe50 Giving Club donors for helping make our home a more caring, creative, and effective community.

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Tahoe Truckee Community Foundation connects people and opportunities, generating resources to build a more caring, creative, and effective community. With \$27 million in assets and a history of community impact, TTCF is your partner in philanthropy.

If you would like more information about Tahoe Truckee Community Foundation and the Tahoe50 Giving Club, please call Ashley Cooper at (978)761-8866, or email [Ashley@ttcf.net](mailto:Ashley@ttcf.net).