



*“It’s not just a pledge of our commitment, it’s who we are.”*

**Charles Atwood, Chairman**  
*Harrah’s Foundation Board*



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### ABOUT HARRAH’S ENTERTAINMENT

The Harrah’s Entertainment Code of Commitment governs the conduct of our business. It’s a public pledge to our employees, communities and guests that we will honor the trust they have placed in us. Due to our Code of Commitment, Harrah’s Entertainment is the primary funding source for The Harrah’s Foundation.

Harrah’s is the world’s largest provider of branded casino entertainment through operating subsidiaries. Since its beginning in Reno, Nevada nearly 70 years ago, Harrah’s has grown through development of new properties, expansions and acquisitions, and now owns or manages casinos on four continents. The company’s properties operate primarily under the Harrah’s, Caesars and Horseshoe brand names; Harrah’s also owns the London Clubs International family of casinos. Harrah’s Entertainment is focused on building loyalty and value with its customers through a unique combination of great service, excellent products, unsurpassed distribution, operational excellence and technology leadership.

More information about Harrah’s is available at its Web site – [www.harrahs.com](http://www.harrahs.com).

\*In several states (Iowa, Indiana, Louisiana, Missouri and New Jersey), the operating subsidiaries of Harrah’s Entertainment reinvest a specific percentage of profits back into the community via designated charitable or governmental organizations. These regulated donations or payments are part of our operating agreements in these communities or are authorized by law and are included in our annual charitable relations reporting. For more information on these donations and payments, please visit [www.harrahcommunityrelations.com](http://www.harrahcommunityrelations.com).

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**THE WILL TO DO WONDERS<sup>SM</sup>**





## OUR MISSION

The Harrah's Foundation is a private foundation established to provide financial support to qualified organizations in communities. Founded in 2002, The Harrah's Foundation supports large projects by funding eligible organizations primarily in areas related to senior citizens, health and diversity. Since its formation, The Harrah's Foundation has committed more than \$15.9 million to non-profit organizations throughout the United States. **In 2006, Harrah's and its Foundation distributed \$76.8 million or, on average, nearly \$1.5 million per week in community contributions.\***



The Harrah's Foundation Board of Trustees meet regularly to consider qualified donation requests of \$25,000 and above submitted by Harrah's Entertainment casino property representatives. All non-profit organizations requesting funds must have 501(c)(3) status and be supported by local property representatives before considerations.

## HARRAH'S FOUNDATION OBJECTIVES

The Harrah's Foundation focuses its giving in four strategic areas:

**Seniors** – Community-based programs that enhance the lives of seniors.

**Diversity** – Community-based programs that serve a diverse population, including efforts that encourage economic development, as well as professional and personal growth, that enhance community resources.

**Community Outreach/Development** – Specific community issues containing deliverable outcomes within targeted timelines.

**Health** – Community-based health programs that provide individuals with ailments the ability to receive assistance. Programs may include strengthening public education of a disease.

## HIGHLIGHTS

### MEALS ON WHEELS

Since 2002, The Harrah's Foundation has been the single largest sponsor of the Meals On Wheels Association of America, having provided \$2 million to support the organization's services in our operating communities. In 2005, The Harrah's Foundation extended the sponsorship by an additional \$1 million over the next four years. To date, The Harrah's Foundation has donated 28 vehicles to Meals On Wheels programs across America. This fleet has driven more than 900,000 miles to deliver more than 2.5 million meals to homebound seniors in the past five years. The Harrah's Foundation donations have directly resulted in the elimination and reductions of waiting lists at some of the supported

## OUR COMMITMENT IN 2006

**In 2006, the Harrah's Foundation committed \$5.3 million to qualified 501(c)(3) non-profit organizations and disbursed \$2.7 million.**

100 Black Men (Las Vegas Chapter)	\$10,000
American Cancer Society	\$10,000
American Heart Association	\$40,000
Boy Scouts of America, Greater New York Council	\$25,000
The Carroll School	\$50,000
Children's Hospital Boston	\$25,000
Christian Brothers University	\$50,000
Comic Relief, Inc.	\$250,000
Elton John AIDS Foundation	\$25,000
Foundation for Education & Economic Development	\$10,000
KNPR - Nevada Public Radio	\$240,120
Las Vegas Rescue Mission	\$60,000
Meals on Wheels of Northwest Indiana	\$50,000
Memphis Jewish Federation	\$25,000
Memphis Shelby County Humane Society	\$25,000
National Civil Rights Museum	\$25,000
Senior Service Center of Will County	\$40,000
Silver Ridge Village Foundation	\$100,000
St. Rose Dominican Health Foundation	\$110,600
Upper Town Heritage Foundation	\$5,000
Will County Center for Economic Development	\$75,000

### MULTI-YEAR COMMITMENTS

Alzheimer's Association	\$3,000,000
Caucus Educational Corporation	\$75,000
Chicago Gateway Green	\$120,000
Epicurean Club of Las Vegas	\$40,000
Foundation for an Independent Tomorrow	\$750,000
Guardian Family Services Center (Metropolis)	\$60,000
Indiana Black Expo	\$90,000
Las Vegas Performing Arts Center	\$500,000
Meals On Wheels Association of America	\$1,000,000
National Center for Responsible Gaming	\$1,600,000
National Senior Games Association	\$100,000
National World War II Museum	\$500,000
Nevada Cancer Institute	\$500,000
New Jersey Performing Arts Center	\$500,000
Sci-Port Discovery Center	\$75,000
Silver Sky Assisted Living	\$800,000
Smithsonian Institution	\$100,000
University of Nevada Las Vegas Foundation (Minority Scholarship Fund)	\$100,000
University of Nevada, Reno	\$1,000,000
Urban League of Greater New Orleans	\$100,000
WGBH	\$1,000,000
YMCA of Southern Nevada	\$200,000

affiliates. The truck donations and the generated publicity have allowed Meals On Wheels programs to receive additional grants and private funding. Furthermore, the agencies have reported an increase in calls regarding volunteer opportunities and how loved ones can participate in program.

Meal delivery vehicles have been donated in Arizona, California, Iowa, Illinois, Indiana, Kansas, Louisiana, Mississippi, Missouri, Nevada, New Jersey, New York and Pennsylvania.



Harrah's has also supported Meals On Wheels programs in Texas, Washington DC and Rhode Island with funding, in-kind donations and public awareness events.

## WGBH

In 2006, The Harrah's Foundation approved a \$1 million grant to WGBH in Boston to fund production of a 90-minute documentary, "Caring For Your Parents." Designed to increase awareness of aging in our society, its effects on our communities and the support services available, the program will target baby boomers facing the challenge of caring for their elderly family members.

As the exclusive sponsor of the program, The Harrah's Foundation will join AARP, the Councils on Aging, the Offices of Elder Affairs and a network of 348 public television stations across the country in presenting this informative and timely documentary.

## ALZHEIMER'S ASSOCIATION

Direct and indirect costs of caring for the five million Americans with Alzheimer's disease may run as high as \$148 billion each year, according to 2007 estimates released from the Alzheimer's Association.

In 2004, The Harrah's Foundation funded a five-year, \$3 million grant to the organization and became one of only two companies recognized as a strategic alliance sponsor by the organization. Half of the grant is allocated to "Maintain Your Brain," a consumer-education program that offers tips for staying mentally, physically and socially active. The other half supports leadership and service-enhancement programs at local chapters nationwide. Additionally, teams of Harrah's employees raise funds to support their local Alzheimer's Association chapters as national partners in the organization's annual Memory Walk.

