



The Will to do Wonders



Where there is a Will...

The Harrah's Foundation is a private foundation established to provide financial support to qualified organizations.

Created in 2002 as part of the company's ongoing commitment to communities, the Foundation is funded by Harrah's properties and supports reinvestment programs in communities where our employees live and work. **The Harrah's**

Foundation focuses the majority of its funding in three strategic categories: senior citizens, education initiatives and civic programs.

Since its formation, the Harrah's Foundation has committed over \$60 million to non-profit organizations worldwide, providing much-needed support for local and national programs that benefit our communities. In 2007, *BusinessWeek* magazine placed Harrah's Entertainment among the top corporate donors in the country, ranking the company the "most generous cash giver" among Standard & Poor's 500-stock index companies.*

...there are Wonders

In 2007, the Harrah's Foundation committed \$43 million to nonprofit organizations across the country and overseas. Some of our more notable gifts included:

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 over \$4.5 million to support the organizations' activities and donating over 30 vehicles to Meals



on Wheels programs across the United States. In 2007, Harrah's expanded its Meals on Wheels partnership by underwriting a national study on the causes of senior hunger, the consequences of poor nutrition for seniors, and future strategies for preventing their isolation. This study, conducted by researchers from the University of Kentucky and Iowa State University, will be released in March of 2008 and serve as an important resource for policymakers addressing this serious public health issue.

ALZHEIMER'S ASSOCIATION



In 2004, The Harrah's Foundation funded a five-year, \$3 million grant to the Alzheimer's Association, becoming one of only two companies recognized by

the organization as a strategic alliance sponsor. The grant has been used to sponsor consumer education campaigns, support leadership and fund service-enhancement programs at local chapters nationwide. In 2007, the Alzheimer's Association observed its first World Alzheimer's Day, created to help increase awareness of the disease and to assist in raising funds for research. The Harrah's Foundation became the prime national sponsor of the event, pledging a matching grant of up to \$1 million for funds raised in conjunction with World Alzheimer's Day. The event was a tremendous success, raising nearly \$2 million for Alzheimer's care, support and research.

UNIVERSITY OF NEVADA, LAS VEGAS (UNLV), WILLIAM F. HARRAH COLLEGE OF HOTEL ADMINISTRATION

On September 10, 2007, the Harrah's Foundation announced a \$30 million donation to the University of Nevada, Las Vegas for the development of INNovation Village, a group of hospitality education and research facilities. Designed to educate



the next generation of industry leaders, INNovation Village will bridge the gap between the academic and hospitality worlds in conducting research on new products, services and technology. The Foundation's \$30 million gift is the single largest corporate donation ever given to the University of Nevada system, and is also the largest ever committed to UNLV from a gaming organization. Of those funds, \$25 million will be used toward construction costs of the William F. Harrah College of Hotel Administration academic building. The remaining \$5 million will be used to create an endowment and fund initiatives for related research, recruitment, training and education initiatives.

WGBH – "CARING FOR YOUR PARENTS"

The Harrah's Foundation provided a \$1 million grant to WGBH, the public broadcasting station based in Boston, to fund the production of the documentary "Caring For Your Parents." The two-hour broadcast, featuring a 90 minute documentary followed by a 30 minute panel discussion, is designed to increase awareness of aging in our society, its effect on our communities, and provide information on the type of support services currently available. The program



will target baby boomers facing the challenge of caring for elderly parents and loved ones, and is scheduled to air in April 2, 2008 on over 350 Public Broadcast Stations (PBS) across the country.

OPPORTUNITY VILLAGE (LAS VEGAS, NEVADA)

In 2007, the Harrah's Foundation approved a 5-year, \$1 million gift to Opportunity Village, a Las Vegas-based non-profit organization serving people with intellectual disabilities. Opportunity Village provides vocational training, employment and social recreation services, as well as quality-of-life enhancing experiences to thousands of disabled residents in Southern Nevada. Through Opportunity Village, men and women of all ages are learning vocational skills and being placed in jobs throughout the community. The funding also provides an endowment for the "Seniors with Disabilities" program at Opportunity Village, allowing the development of specialized programs for intellectually disabled seniors to ensure their lives can be enriched.

HELP THE AGED (UNITED KINGDOM)

In 2007, the Harrah's Foundation awarded a 5-year gift of \$625,000 to Help the Aged, the leading charity supporting seniors in the United Kingdom. The



funding provides two vans per year in support of Help The Aged's most vital projects — the HandyVan and SeniorMobility programs. The HandyVan program is a free service that enables seniors to live safely and independently in their own homes by providing reliable safety and security inspections and products. The SeniorMobility Van program works with community groups throughout the UK to provide transportation solutions for seniors who need them, allowing them to continue living independent lives.

ATLANTICARE (ATLANTIC CITY, NEW JERSEY)

In 2007, the Harrah's Foundation announced a \$1 million grant to AtlantiCare Regional Medical Center (ARMC), a 601-bed, not-for-profit hospital founded in 1898. In its 90-year history, ARMC has created new programs and services to meet the ever-changing health and wellness needs of southeastern New Jersey, offering primary care, women's services, laboratory services, radiology



and physical therapy. AtlantiCare remains both that region's largest healthcare organization and non-casino employer.

BOARD OF TRUSTEES

Charles Atwood – Chairman

Tom Jenkin – Vice-Chair

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Carlos Tolosa – Member

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CODE OF COMMITMENT

Harrah's Entertainment operates under the guidance of the Code of Commitment, a public pledge to our employees, communities and guests that we will honor the trust they place in us by operating in a responsible manner. The Harrah's Foundation was created as part of our commitment to both our communities and to our employees as a way to support each through charitable contributions, volunteerism and in-kind donations.

ABOUT HARRAH'S ENTERTAINMENT

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.

*Rankings based on a percent of pretax profits

Know When to Stop Before You Start® Gambling Problem? Call 1-800-522-4700

COMMITTED TO OUR COMMUNITIES

In 2007, the Harrah's Foundation committed over \$43.4 million to qualified 501c3 non-profit organizations.

CIVIC PROGRAMS

100 Black Men of America, Inc.	\$50,000
A Silver Lining Foundation	\$25,000
Alvin J. Siteman Cancer Center	\$100,000
American Civil Liberties Union	\$10,000
American Diabetes Association	\$50,000
American Heart Association (Biloxi, MS)	\$20,000
American Heart Association (Memphis, TN)	\$32,500
American Royal	\$50,000
Anti-Defamation League	\$100,000
Asthma & Allergy Foundation - St. Louis Chapter	\$30,000
Atlantic City Dolphins	\$25,000
AtlantiCare Regional Medical Center	\$1,000,000
BB King Museum	\$50,000
Big Brothers Big Sisters of Massachusetts Bay	\$25,000
Boat People SOS	\$10,000
Boys & Girls Club of Atlantic City	\$75,000
Boys & Girls Club of the Gulf Coast	\$150,000
CEC Seabee Historical Foundation	\$200,000
Children's Hospital Boston	\$25,000
Church Health Center of Memphis	\$10,000
Clark County Urban League	\$25,000
Congressional Black Caucus Foundation	\$210,000
Cystic Fibrosis Foundation	\$100,000
Disabilities Resource Center	\$100,000
Dixon Gallery & Gardens	\$20,000
Ford's Theatre Society	\$10,000

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FIT for an Independent Tomorrow	\$4,000	Nebraska Council for Compulsive Gambling	\$40,000
Girls and Boys Town of Nevada	\$20,000	Nevada Community Foundation	\$150,000
GLAAD	\$200,000	Nevada Health Centers	\$250,000
Guardian Angel Community Services	\$35,000	Nevada Health Sciences Center	\$65,000
Habitat for Humanity	\$125,000	Nevada Public Radio	\$144,000
Hassenfeld	\$75,000	New Orleans Jazz Orchestra	\$65,000
Hispanic Association on Corporate Responsibility	\$30,000	New Orleans Police & Justice Foundation	\$100,000
Honduran American Emergency Fund	\$50,000	Opportunity Village	\$1,000,000
Infant Welfare Society of Chicago	\$25,000	Organization of Chinese Americans	\$35,000
Inner-City Games	\$10,000	Points of Light Foundation	\$15,000
Joslin Diabetes Research Center	\$25,000	Recording Academy	\$15,000
Juvenile Diabetes Research Foundation	\$2,500	Rialto Square Theatre	\$50,000
Las Vegas Latin Chamber of Commerce	\$65,000	Rincon Luiseno Band of Mission Indians	\$100,000
League of United Latin American Citizens	\$35,000	Rose Brooks Center	\$25,000
Legacy Donor Foundation	\$25,000	San Diego Foundation	\$300,000
Leukemia & Lymphoma Society Mid-America	\$10,000	St. Rose Dominican Health Foundation	\$128,000
Massac County Fire Department	\$10,000	St. Vincent DePaul Pharmacy	\$15,000
Mercy Home for Boys & Girls	\$40,000	Tahoe Douglas Fire Protection District	\$97,928
Morning Star Mission	\$25,000	The Bert King Foundation	\$25,000
Muhammad Ali Center Foundation	\$120,000	The Craig Hospital	\$25,000
NAACP Las Vegas Branch	\$25,000	The V Foundation for Cancer Research	\$25,000
National Association of Minority Contractors	\$25,000	Three Square	\$65,000
National Center for Responsible Gaming	\$2,000,000	Trumpet Awards Foundation	\$30,000
National Civil Rights Museum	\$100,000	UMC Foundation	\$20,000
National Council of LaRaza	\$40,000	US Pan Asian American Chamber of Commerce	\$35,000
National Minority Supplier Development Council	\$30,000	Will County Center for Economic Development	\$75,000
National NAACP	\$40,000	Will Grundy Center for Independent Living	\$25,000
National Urban League	\$35,000	Total Civic Programs:	\$8,648,928

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EDUCATION

Bossier Arts Council	\$20,000
Brookings Institution	\$50,000
Calumet College of St. Joe	\$300,000
Epicurean Charitable Foundation	\$40,000
Florida International University	\$10,000
General Baptist Convention of New Jersey	\$50,000
Greater New Orleans Educational Television Fnd	\$261,000
Los Angeles Team Mentoring	\$25,000
Nevada Partners	\$25,000
NJ Seeds	\$5,000
Public Education Foundation	\$25,000
United Way of Southeast Delaware County	\$100,000
University of St. Francis	\$50,000
UNLV Foundation - Black Mountain Institute	\$7,500
UNLV Foundation - INNovation Village	\$30,000,000
Total Education:	\$30,968,500

SENIOR INITIATIVES

American Red Cross Loess Hills Chapter	\$100,000
Cardinal Ritter Senior Services	\$10,000
Catholic Charities of Southern Nevada	\$5,000
Help the Aged - UK	\$625,000
Jewish Federation	\$50,000
Keep Memory Alive	\$500,000
Meals On Wheels Association of America	\$2,350,000
Southern Pride Senior Center	\$40,000
The Angel's Depot	\$150,000
Total Senior Initiatives:	\$3,830,000
Total	\$43,447,428