



# 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 nearly \$66 million to nonprofit organizations worldwide, providing much-needed support for local and national programs that benefit our communities.

In 2007, BusinessWeek 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 2008, the Harrah's Foundation distributed nearly \$9.3 million to nonprofit organizations across the country and overseas. This included \$6.3 million in new commitments. Some of our most notable support included:

## AARP Foundation

In 2008, the Harrah's Foundation awarded a \$1 million national grant to the AARP Foundation. The AARP Foundation is dedicated to enhancing opportunities for individuals with insufficient resources to meet their current and future needs so they can remain financially secure and independent throughout their later years.

The Harrah's grant will be used to fund several vital programs, including: enhancing employment and training opportunities for seniors; utilizing employer outreach to connect with caregivers; increasing access to benefits; promoting independence by creating a model "livable community" for older adults; and expanding the AARP Foundation Money Management Program which assists low-income older or disabled adults who are unable to adequately handle routine financial tasks.

## American Cancer Society, Memphis

In Memphis, TN, the Harrah's Foundation provided a \$2 Million grant to the American Cancer Society Mid-South Division for construction of the Memphis Hope Lodge and parking facility. The ACS Memphis Hope Lodge will augment ongoing cancer control programs and equip the Society to bring urgently needed new services to cancer patients and their families. The Hope Lodge is a short-term residential facility with 40 private patient suites designed to offer housing, counseling and referral services free of charge to any adult patient receiving oncology treatment at hospitals in the Memphis area. A compliment to other houses serving children and their families, this lodge is for adults only and will be the first of its kind in the Mid-South.



## Brees Dream Foundation

The Harrah's Foundation awarded a \$257,000 grant to the Brees Dream Foundation to fund the Edible

Schoolyard New Orleans. The donation was used to complete the construction of an organic teaching garden at Green Charter School and to develop the Edible Schoolyard program at Arthur Ashe Charter School, both in New Orleans. The Edible Schoolyard program aims to revive and promote the rich gardening and culinary heritages of New Orleans while providing hands-on growing and cooking experience for public school students. Students in grades K through 8 participate in gardening and cooking lessons that reinforce classroom coursework in core subjects, including science, social studies, language and mathematics.



## Meals On Wheels

Since 2002, the Harrah's Foundation has been the single largest sponsor of the Meals on Wheels Association of America, providing over \$4.5 million to support the organizations' activities and donating 36 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, was released in March 2008 and served as an important resource for policymakers addressing this serious public health issue.

## Richard Stockton College of New Jersey

In Atlantic City, NJ, the Harrah's Foundation provided a \$75,000 grant to the Richard Stockton College of New Jersey Foundation. The mission of the Stockton College Foundation is to provide high quality, affordable education to students drawn from throughout New Jersey. The grant from the Harrah's Foundation provides scholarships for local students from diverse ethnic and economic backgrounds.



**THE HARRAH'S FOUNDATION  
2008 COMMITMENTS BY DIVISION**

**EASTERN DIVISION**

|  |                  |
|--|------------------|
| The 8 Foundation   | 40,000           |
| Big Brothers Big Sisters<br>of Will & Grundy Counties                      | 50,000           |
| Catholic Charities   | 30,000           |
| Community Food Bank of New Jersey  | 25,000           |
| Delta Development Council  | 140,250          |
| Education Foundation – Atlantic County<br>Special Services School District | 27,838           |
| Indiana NAACP  | 30,000           |
| Lamb's Fold  | 10,000           |
| Literacy Volunteers of New Jersey  | 40,000           |
| Provena St. Joseph Medical Center  | 35,000           |
| Regional CARE Association  | 35,000           |
| Richard Stockton College<br>of New Jersey Foundation                       | 75,000           |
| Spanish Community Center   | 25,000           |
| Will County Center for Community Concerns                                  | 10,000           |
| Will County Habitat for Humanity   | 10,000           |
| <b>EASTERN DIVISION TOTALS:</b>  | <b>\$583,088</b> |

**CENTRAL DIVISION**

|  |         |
|--|---------|
| American Heart Association (Mid-South) | 25,000  |
| Bossier Arts Council                   | 10,000  |
| The Brees Dream Foundation             | 257,000 |
| The Community Center of St. Bernard    | 10,000  |
| Cystic Fibrosis Foundation             | 30,000  |
| Food Outreach                          | 55,000  |

|   |                  |
|---|------------------|
| French Quarter Festival                 | 60,000           |
| Lorraine Civil Rights Museum Foundation | 35,000           |
| Memphis Botanic Garden                  | 40,000           |
| Memphis Jewish Federation               | 15,000           |
| Shreveport Regional Arts Council        | 225,000          |
| <b>CENTRAL DIVISION TOTALS:</b>         | <b>\$762,000</b> |

**WESTERN DIVISION**

|  |                     |
|--|---------------------|
| Clark County Public Education Foundation | 353,837.50          |
| Culinary Training Academy                | 50,000              |
| FIT for an Independent Tomorrow          | 100,000             |
| Paralyzed Veterans of America            | 10,000              |
| River Cities Community Clinic            | 50,000              |
| USA Cares                                | 10,000              |
| <b>WESTERN DIVISION TOTALS:</b>          | <b>\$573,837.50</b> |

**CORPORATE-WIDE**

|   |           |
|---|-----------|
| 100 Black Men of America, Inc.              | 40,000    |
| 100 Black Men of America, Las Vegas Chapter | 25,000    |
| AARP Foundation                             | 1,000,000 |
| American Cancer Society                     | 2,000,000 |
| American National Red Cross                 | 156,000   |
| Boston Ballet, Inc.                         | 15,000    |
| Boston Health Care for the Homeless Program | 10,000    |
| Boys & Girls Club of Boston                 | 10,000    |
| Children's Hospital Boston                  | 25,000    |
| Clark County Urban League                   | 25,000    |
| Congressional Black Caucus Foundation       | 46,500    |
| GLAAD                                       | 25,000    |

|   |                    |
|---|--------------------|
| Hispanic Association on<br>Corporate Responsibility         | 35,000             |
| Las Vegas Latin Chamber of Commerce                         | 80,000             |
| League of United Latin American Citizens                    | 35,000             |
| Michigan State University School<br>of Hospitality Business | 5,000              |
| NAACP Las Vegas Chapter                                     | 25,000             |
| National Association of Minority Contractors                | 25,000             |
| National Council of LaRaza                                  | 40,000             |
| National Minority Supplier<br>Development Council           | 40,000             |
| National NAACP  | 30,000             |
| National Park Trust   | 15,000             |
| National Urban League                                       | 35,000             |
| Nevada Ballet Theatre                                       | 50,000             |
| New England Patriots Charitable Foundation                  | 25,000             |
| Organization of Chinese Americans                           | 35,000             |
| Partners in Health  | 10,000             |
| Project REACH   | 50,000             |
| Second Wind Dreams  | 150,000            |
| St. Rose Dominican Health Foundation                        | 126,200            |
| UNLV Foundation - Black Mountain Institute                  | 7,500              |
| US Hispanic Chamber of Commerce                             | 35,000             |
| US Pan Asian American<br>Chamber of Commerce                | 35,000             |
| <b>CORPORATE-WIDE TOTAL:</b>                                | <b>\$4,366,200</b> |

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**ALL 2008 GIFTS: \$6,285,125.50**

## BOARD OF TRUSTEES

**Charles Atwood\*** – Chairman

**Tom Jenkin** – Vice-Chair

**Anthony D. McDuffie** – Treasurer and Member

**Jan L. Jones** – Member

**Carlos Tolosa** – Member

**John Payne** – Member

## STAFF

**Dennis Gallagher** – Secretary

**Thom Reilly** – Executive Director

**Lisa Mariani** – Administrator

*\*Retired in 2008*



*The Will to do Wonders®*

## 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](http://www.harrahs.com).

\*Rankings based on a percent of pretax profits

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