



the will to do
wonders



where there is a will...

... there are wonders

The Harrah's Foundation is a private foundation established to provide **financial support** to qualified 501(c)3 organizations. Created in 2002 as part of the company's ongoing commitment to communities, the Foundation is funded by Harrah's resorts 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, providing much-needed support for local and national programs that benefit our communities.

about the **HARRAH'S FOUNDATION**

The Harrah's Foundation is a private, non-operating foundation funded by a percentage of operating income from Harrah's Entertainment's properties. It serves as the principal funding entity for the company's community and social investments. It prioritizes the strengthening of organizations and programs in the communities where we are privileged to operate. **The Harrah's Foundation provides gifts on a local, national, and international level, and considers only those organizations that promote diversity and inclusion in their endeavors.**

The Harrah's Foundation provides gifts that:

- » are **strategic**, concentrating our efforts in a few key categories
- » provide **multiple-year commitments**, insuring organizations will have our support in order to accomplish their goals over a period of time, rather than year-to-year
- » include **volunteer opportunities** for our employees so that our impact is two-fold – financial and hands-on – and it allows our employees to be directly involved in our charitable outreach efforts



SENIORS

strategic efforts

Nationally, the Harrah's Foundation focuses on **seniors**, supporting organizations that encourage the continued independence of older Americans, that promote health and wellness, and that honor our elder loved ones. These include community-based programs that enhance the lives of seniors.

EDUCATION



The Foundation also provides gifts that support education, making grants to non-profit organizations and institutions of higher learning for scholarships and programs across the country that enhance educational opportunities and resources. This includes all levels of education from preschool to higher education.

Civic programs are broadly defined as local efforts that are vital to the success of each of our communities. These include community-based and faith-based organizations dealing with children and families, adults, the environment, health care, the arts, etc.



CIVIC

commitment to **NONPROFITS**

The work of the Harrah's Foundation is perhaps the most visible example of the company's overall corporate social responsibility efforts. 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 have 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 our charitable contributions, volunteerism and in-kind donations.**





volunteerism

The Harrah's Foundation prefers to support programs and projects that include volunteer opportunities for our employees. We encourage these relationships and offer these opportunities to our volunteer teams – also known as “HEROs” – in order to provide them hands-on, personal involvement in our philanthropic efforts. We understand that, in many cases, volunteer involvement is just as important as financial support.

employee outreach efforts

In addition to providing volunteer opportunities, **the Harrah's Foundation encourages organizations we support to visit our properties and meet with our employees to describe the impact of our donations and the importance of giving back.** These events motivate our employees and give them a deeper appreciation of the invaluable support they provide to each of these organizations.

foundation giving

In 2009, the Harrah's Foundation distributed over \$9 million to nonprofit organizations across the country and overseas. This included nearly \$5 million in new commitments. Our company-wide relationships include:

AARP FOUNDATION

In 2009, the Harrah's Foundation renewed our commitment to the AARP Foundation with a \$1.1 million grant. The AARP Foundation is dedicated to enhancing opportunities for individuals with insufficient resources

to meet their current and future needs so that they can remain financially secure and independent throughout their later years.

The Harrah's Foundation 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; 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.**



MEALS ON WHEELS ASSOCIATION OF AMERICA

Since 2002, the Harrah's Foundation has been the single largest sponsor of the Meals On Wheels Association of America, providing over \$5 million to support the organizations' activities and donating 38 vehicles to Meals On Wheels programs across the United States. In 2007, the Harrah's Foundation 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. In 2009, the Harrah's Foundation underwrote the follow-up study, "Senior Hunger in the United States: Differences across States and Rural and Urban Areas". These studies serve as important resources for policymakers addressing this serious public health issue.

SECOND WIND DREAMS

In 2009, the Harrah's Foundation embarked on a new relationship with Second Wind Dreams, having provided a \$150,000 grant in support of dream fulfillment programs in Las Vegas, New Orleans and the greater Chicago-land area. Through Second Wind Dreams' program services and HERO participation, they are able to identify and fulfill the dreams of those living in elder care communities.

Our HERO volunteers, also called "Dreamweavers," help countless elders find their dreams again and turn those dreams into realities.

organizations **SUPPORTED IN 2009**

100 Black Men, Inc.

AARP Foundation

Alegant Health Foundation - Mercy Hospital

Alzheimer's Association, Delaware Valley Chapter

Atlantic Cape Community College

Educational Foundation

Atlantic County Special Services School District

Black Ensemble Theatre

Challenged Athletes Foundation

Chicago Minority Business Development Council

Children's Hospital Boston

City of Hope

Clinton Charitable Foundation

Conservation International

Cystic Fibrosis Foundation

Cystic Fibrosis Foundation (Joey Fund)

Delaware County Community College

Educational Foundation

Desire Community Housing Corporation

Down Syndrome Organization of Southern Nevada

Education Collaborative of Washoe County

Forest Preserve District of Will County

Second Wind Dreams

Special Olympics Missouri

Streets Ministries, Inc.

Three Square

Trumpet Awards Foundation

Tulane University A.B. Freeman School of Business

Tzu Chi Foundation

United States Hispanic Chamber of Commerce

United Way of Southeast Delaware County

United Way of Southern Nevada

Unity Community Development Corporation

UNLV Foundation - Black Mountain Institute

US Pan Asian American Chamber of Commerce

YMCA of Southern Nevada





The Will to do Wonders®

www.harrahfoundation.com

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about **HARRAH'S ENTERTAINMENT**

Harrah's Entertainment, Inc. is the world's largest provider of branded casino entertainment. Since its beginning in Reno, Nevada, more than 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 and the World Series of Poker®. 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. Harrah's is committed to environmental sustainability and energy conservation and recognizes the importance of being a responsible steward of the environment. For more information, please visit <http://www.harrah.com>.