the will to do wonders

Caesars Foundation 2017
Letter from our Board of Trustees Chair

At Caesars Foundation, we harness the passion of Caesars Entertainment’s Caring Culture to promote a sustainable world, support education and help older individuals live more fulfilling lives. In 2017, Caesars Foundation committed more than $1.4 million to nonprofits in the U.S. and abroad. Caesars HERO volunteers rolled up their sleeves all year long and contributed thousands of hours to Foundation-supported causes.

Here’s a few highlights from 2017:

- **Meals on Wheels America:** We celebrated our long partnership with Meals on Wheels by donating our 60th van for delivery of even more meals in Memphis, Tenn.

- **CodeGreen:** Volunteers were trained in Caesars Entertainment’s environmental strategy known as CodeGreen. We joined with the National Park Trust, and its Buddy Bison Carbon Contest, to help Atlantic City elementary school students save their district an eye-popping $800,000 through energy-smart habits.

- **New Orleans Culinary & Hospitality Institute:** We supported a new facility for the world-class Culinary & Hospitality Institute, which focuses on workforce development for the underemployed.

Our work at the Foundation is inspired by Caesars Entertainment’s corporate social responsibility framework, PEOPLE PLANET PLAY. This philosophy embodies the Code of Commitment pledge that we make to all our employees, guests and communities.

This year, we will also find new ways to collaborate with our local communities. We expect to deepen relationships with our nonprofit partners through support of governance, leadership and volunteerism.

My sincere thanks goes to our nonprofit partners, volunteers and the Board of Trustees, without whom none of this is possible.

My best,

Jan Jones Blackhurst
Chair, Board of Trustees, Caesars Foundation
Executive Vice President, Public Policy & Corporate Responsibility,
Caesars Entertainment

---

Caesars Foundation
Strategic Giving Focus Areas

**HELPING OLDER INDIVIDUALS LIVE LONGER, HEALTHIER, MORE FULFILLING LIVES**
We support nonprofit advocacy and service-delivery organizations working to improve the mental and physical vitality of seniors.

**PROMOTING A MORE SUSTAINABLE WORLD**
We support organizations that provide advocacy, conservation and stewardship of the planet and its natural resources.

**SUPPORTING EDUCATIONAL INITIATIVES**
We support education-focused organizations to provide scholarships, exciting curriculum additions and supplies to under-resourced classrooms.
Since its inception, Caesars Foundation has gifted more than $74 million in support to nonprofit organizations.

Caesars Foundation is a private foundation funded by operating income from resorts owned or operated by Caesars Entertainment and its family of companies. The Foundation makes contributions of $5,000 or more, which allows it to fund a wide variety of charitable programs and initiatives.

Caesars Foundation’s giving is aligned with Caesars Entertainment’s PEOPLE PLANET PLAY® corporate social responsibility platform.

PEOPLE: Supporting the well-being of team members, guests and local communities

PLANET: Taking care of the world we all call home

PLAY: Creating memorable experiences for our guests and leading Responsible Gaming practices in the industry

The company and its affiliated businesses operate under the guidance of a Code of Commitment, a public pledge to team members, communities and guests that Caesars Entertainment will honor their trust by operating in a responsible manner.

**Will to do Wonders**

Our Will to Do Wonders platform represents our *will* to support organizations long term and the *wonders* that result when Caesars Entertainment’s dedicated team members offer their service.

**AN INTEGRATED APPROACH**

To address complex, prevalent issues such as food insecurity, poverty and chronic disease, it takes much more than one donation, so the Foundation works to establish multi-year relationships with organizations. Our long-standing support of nonprofits such as Meals On Wheels America, National Park Trust and Clean the World illustrates how we see our commitments through. Most importantly, this long-term commitment is working for our partners and their constituents.

Caesars Entertainment team members demonstrate tremendous drive and enthusiasm for supporting the organizations that receive Caesars Foundation gifts. Contributing thousands of volunteer hours, these team members demonstrate a heartfelt commitment to improving life for friends and neighbors in their own communities. Increasingly, we’re working to build more skills-based volunteer opportunities for our employees because we know from experience that the impact of combining volunteerism with philanthropy can be exponential.
Help seniors live longer, healthier, more fulfilling lives

The Foundation supports organizations that help seniors to live independently, maintain a healthy lifestyle, avoid social isolation, and enjoy mental and physical vitality throughout their lives. Approximately $17.6 million of the more than $74 million the Foundation has contributed since its inception has benefited organizations addressing the needs of older individuals.
Celebrating our 60th van donated to Meals on Wheels America partners

Meals on Wheels America is a household name – people know that the organization helps seniors access healthy meals without having to leave their homes. Ten million seniors nationwide are food insecure, so Meals on Wheels has a big (and important!) job to do. In fact, it’s the oldest and largest national organization supporting community-based programs dedicated to ending senior hunger. Meals on Wheels has another benefit besides combating food insecurity - seniors who participate are able to stay in their homes longer and live more independent lives.

For these reasons, Caesars Foundation has supported Meals on Wheels America since 2003, donating 60 meal delivery vehicles in 18 states – more than any other company. We’ve also donated nearly $3.3 million since the beginning of our partnership. Meals on Wheels operates in virtually every community in America through a network of more than 5,000 independently-run local programs. In 2017, Caesars Foundation donated its 60th vehicle to the Metropolitan Inter-Faith Association (MIFA). This will help MIFA in its work to serve 12,876 meals each month to local seniors.

Providing a meal is a worthwhile contribution on its own, but it also appears to be a health tool. Research conducted by Brown University found that those receiving Meals on Wheels’ home-delivered meals had lower anxiety, isolation, hospitalizations and falls compared to a control group that did not receive meals. The ongoing visits from friendly meal delivery volunteers are a bright spot in seniors’ days – and provide a needed safety check. For many seniors, Meals on Wheels enables them to “age in place” in their own homes, rather than be hospitalized or relocate to a long-term care facility.

“The addition of the vehicle will allow us to consolidate deliveries and utilize volunteers in other areas to be able to expand our services and serve more individuals across all of our missions as efficiently as possible.”

Sally Jones Heinz
President and CEO
Metropolitan Inter-Faith Association
Three years of protecting memories with Healthy Brains Initiative

For the past four years, Caesars Foundation has been supporting Cleveland Clinic Lou Ruvo Center for Brain Health’s innovative Healthy Brains Initiative. Key to the initiative is HealthyBrains.org – a website, mobile app and online community dedicated to brain health and research. It provides people, especially those at risk of developing Alzheimer’s and other brain disorders, with healthy lifestyle tools to improve their brain health. The program also transforms Caesars HEROs into Smart HEROs with special training to share the Healthy Brains Initiative with guests and community members at Caesars Entertainment locations in Las Vegas, Atlantic City, New Orleans and Joliet.

Caesars Smart HEROs with Healthy Brains Initiative program manager Katurah Hartley and staff members

Smart HERO Laura Mengel-Crespo uses HealthyBrains.org to educate Caesars guests. She also incorporated brain health habits into her lifestyle, like doing crossword puzzles and eating more vegetables.

Take your free brain health assessment at HealthyBrains.org
Caesars Foundation spoke with Katurah Hartley, who manages the Healthy Brains Initiative, to learn more about progress thus far.

**Caesars Foundation (CF):** We’re so pleased for the chance to support older individuals though the Healthy Brains Initiative. What were the most exciting things that happened for your organization in 2017?

**Katurah Hartley (KH):** As you know, we take a unique approach to educating people about brain health and research. Last year was a time of taking our educational tools, like the Healthy Brains Assessment, to reach diverse groups throughout the U.S. that may not have good access to health care.

**CF:** Sounds like Healthy Brains Initiative is spreading far beyond its roots in Las Vegas. We were excited to share it with our guests and community at our Atlantic City and New Orleans locations and at the Alzheimer’s Walk that Harrah’s Joliet supported.

**KH:** Yes, because Healthy Brains Initiative is online and mobile, and because our materials are so easy to use, we can partner with brain health educators who support people in rural areas, veterans and underrepresented populations. Last year alone we reached senior centers and VA hospitals in Maryland, Nevada and Virginia. These professionals don’t often have a lot of financial resources or staff, so they need tips and tools that can be used without a lot of preparation.

**CF:** What’s on the horizon for Healthy Brains Initiative?

**KH:** In 2018, we’re focused on outreach to communities of color. We created an outreach council at Cleveland Clinic Lou Ruvo Center for Brain Health to hear from experts from communities of color on how they view brain health and how we can better reach them. For example, we’ll be translating Healthy Brains Initiative information into Spanish. Second, we are beginning to see how much this initiative has helped with our clinical trials, recruiting both those with and without Alzheimer’s risk factors to participate in all our research studies, from those funded by National Institutes of Health to those sponsored by the industry or other private research.

“Our partnership with Cleveland Clinic Lou Ruvo Center for Brain Health is an example of leveraging both funding and employee volunteerism. In addition to providing financial support to the Healthy Brains Initiative, we extend the program’s impact by partnering with the Clinic to train Caesars team members across the U.S. to provide brain health education. In turn, this allows Healthy Brains Initiative to extend its reach to locations where it doesn’t have a clinical presence.”

Jan Jones Blackhurst Chair, Board of Trustees, Caesars Foundation Executive Vice President, Public Policy & Corporate Responsibility, Caesars Entertainment

**Supporting older individuals across the U.S.**

In 2017, we provided grants to the following organizations supporting senior independence, health and vitality:

- Catholic Charities, Las Vegas
- Cleveland Clinic Lou Ruvo Center for Brain Health
- Meals on Wheels
- Second Wind Dreams
Promoting a more sustainable world

Caesars Foundation partners with diverse organizations that provide advocacy, conservation and stewardship of the planet and the natural resources we all share with the aim of promoting a more sustainable world.
National Park Trust’s Buddy Bison & CodeGreen volunteers team up to share the outdoors with kids

For the past seven years, Caesars Foundation has enjoyed a deep partnership with National Park Trust (NPT) and its Buddy Bison School Program to give underserved students the opportunity to learn more about the natural world and their role in it.

**Buddy Bison Carbon Contest**: Several years ago, Caesars Foundation challenged NPT to create an elementary school program that gets kids excited about sustainability. The organization responded with a program that engages Caesars’ CodeGreen volunteers to teach students how to reduce their carbon footprint at school and at home.

In September 2017, Caesars Foundation-sponsored Carbon Reduction Contests kicked off at Richmond Avenue Elementary in Atlantic City as well as in Las Vegas and Biloxi, Miss. Thanks to an especially enthusiastic group of Richmond Avenue 5th graders who inspired their whole school to become energy champions, the students reduced carbon emissions by an equivalent of taking 14 cars off the road for a year. What’s more, Richmond Avenue Elementary saved more than $36,000 in energy costs. Inspired by the students’ efforts, the Atlantic City school district applied these strategies across all its schools, saving more than $826,000 in the first semester of the 2017-2018 school year. This is a carbon reduction equivalent of what 42,763 trees remove from the atmosphere over a ten-year period!

Since its inception in 2014, the program has inspired students at nine schools to reduce their carbon footprint by more than nine tons – equivalent to burning 954 gallons of gasoline.

“In Caesars Foundation’s focuses of promoting a more sustainable world and supporting education are well-aligned with National Park Trust’s mission of preserving parks today and creating park stewards for tomorrow. As a result of our partnership, thousands of children from under-served diverse communities across the country have not only experienced the many benefits of the great outdoors, but also learned about their important role in protecting our natural resources and the environment. These ‘hands-on’ environmental education experiences would not be possible without the Foundation’s generous support.”

Grace Lee
Executive Director
National Park Trust
In November 2017, Caesars Foundation partnered with Clean the World, the largest global recycler of hotel amenities, to distribute soap to hundreds of families in Guadalajara, Mexico in support of Clean the World’s mission to fight bacterial diseases while diverting hotel soap and hygiene product waste from landfills. Team members from Caesars Entertainment locations in North America went to Guadalajara to distribute the soap and lead the children in handwashing education.

Caesars Foundation is a founding supporter of Clean the World’s Las Vegas Recycling Operations Center, which celebrated its fifth anniversary in 2017. Caesars’ North American properties with hotels have collected more than 2.3 million bars of soap to be sanitized, reformulated and distributed in 118 countries. In 2017 alone, more than 308,000 bars were distributed from Caesars properties.

The Foundation has supported Clean the World since 2010, gifting $3 million to the organization in financial contributions, pounds of soap and volunteer hours.

“Because of the soap my children received, we no longer have to spend money like we used to, sometimes the money we used to buy soap helps to meet other needs like buying sugar.”

Ms. Siasoko
Clean the World Soap Recipient
Kanyama, Zambia
Promoting a More Sustainable World in Communities across the U.S.

In 2017, we provided grants to the following organizations supporting sustainability across a broad swath of topics and learners:

Arroyo Trails
Clean the World
Impact NV (formerly Green Chips)
National Park Trust
River Fund

“Working with Clean the World to collect and recycle leftover soap was a project originally started by housekeepers in Las Vegas. I was humbled to spend a week with a fabulous group, including housekeeping colleagues who make this program happen. The gratitude shown through the smiles on these beautiful children’s faces touched my heart.”

Heather McAuley
Beverage Server
Caesars Windsor
Supporting educational initiatives

Caesars Foundation believes in the value of education to make our communities better places to live. That’s why we seek organizations that are working to provide educational opportunities, particularly to underserved communities. Since inception, the Foundation has worked with nonprofits that support education on topics that create a better society for all.
Sharing the story of civil rights

Today, being educated on our civil rights history is even more important than ever. Our partner, the National Civil Rights Museum in Memphis, tells the story not only of the brave Americans who fought for their civil rights, but how the movement continues to inspire equality and freedom globally. The museum’s building is a national historic site, the former Lorraine Motel, where Rev. Dr. Martin Luther King, Jr., was assassinated in 1968.

In 2017, Caesars Foundation supported the Museum with a $20,000 grant to integrate new technology, preserve the museum and generally enhance its story of the civil rights movement. The Caesars Foundation and our locations in the Mid-South region have partnered with the National Civil Rights Museum since 2005, donating more than $200,000. Additionally, our HERO volunteers regularly guide tours, answer questions and share in the wonder that is the National Civil Rights Museum, volunteering more than 175 hours at the museum in 2017 alone.

This year, in commemoration of the 50th anniversary of Dr. King’s tragic death on April 4, 1968, our HERO volunteers are joining the museum in committing to a year of peace and action. Guided by the museum, volunteers will join in a 50-week series of weekly actions that honor and realize Dr. King’s legacy of peace.
Advancing opportunities for students

Caesars Entertainment is thrilled to be a part of New Orleans’ thriving hospitality industry and one of the many that employs more than 57,000 people. That’s why Caesars Foundation supports New Orleans Culinary & Hospitality Institute (NOCHI), which was established in 2013 to provide students interested in the industry with training from the best in the business.

According to NOCHI, 44% of African American males in the city of New Orleans are unemployed, and the Institute sees an opportunity for reaching this group and others who may be underemployed. By developing programs that train students for real-world work experiences in a short amount of time – some in less than 40 hours – NOCHI helps people get to work more quickly. The Institute offers “career pathways” to help someone go from a kitchen staff member to an executive chef by developing the required skillsets to achieve this high-paying, in-demand position.

In 2019, NOCHI is launching a new, state-of-the-art facility and Caesars Foundation is a proud sponsor of its student commons area, where students will collaborate and study as they develop their visions of success in the industry.

Supporting education for people across the U.S.

In 2017, we provided grants to the following organizations supporting education across a broad swath of topics and learners:

- Epicurean Charitable Foundation
- Foundation for an Independent Tomorrow
- Goodwill
- Mohave County Community College Foundation
- National Civil Rights Museum
- New Orleans Culinary & Hospitality Institute
- Public Education Foundation
- Teach For America
- UNLV Core Academy
Grants supporting local community needs

In addition to supporting national issues in the areas of helping older individuals, promoting a more sustainable world and supporting educational initiatives, Caesars Foundation responds to the specific needs of local communities in which we live and work as part of a comprehensive giving strategy.

Meet our board of trustees

The Foundation is able to deliver support to our community partners through the governance of our board of trustees, composed of executives from across Caesars Entertainment. These trustees evaluate giving requests based on the impact of the programs and how they help to meet each community’s unique needs.

BOARD OF TRUSTEES

Jan Jones Blackhurst, Chair
EVP, Public Policy & Corporate Responsibility

Tom Jenkin, Vice-Chair
Global President

Dan Nita, Trustee
Regional President & General Manager
Horseshoe Hammond

Scott Wiegand, Trustee
SVP, Deputy General Counsel & Corporate Secretary

Christian Stuart
EVP, Gaming & Interactive Entertainment and Interim Chief Marketing Officer

Jonathan Jones, Trustee
SVP & GM, Harrah’s Gulf Coast

Erin Chamberlin, Trustee
Regional President & General Manager
Horseshoe Baltimore

Michael Gruber, Trustee
Chief New Business Officer

FOUNDATION STAFF

Carolyn Wheeler
Director

Kelley Magdaluyo
Administrator

Renee Becker
Secretary/Legal

Pooja Maheswhari
Treasurer

Gwen Migita
Corporate Social Responsibility Liaison

CONTACT
caesarsfoundation@caesars.com
www.caesarsfoundation.com