



the will to do

Wonders

RECAPPING OUR WILL TO DO WONDERS

At Caesars Foundation, we promote a sustainable world, support education and help older individuals live more fulfilling lives. In this newsletter, we're sharing a recap of 2018 giving, highlighting grantees, and celebrating partnership that help build purpose into our team members' everyday lives.

Foundation overview

Since its inception, Caesars Foundation, a private foundation funded by operating income from resorts owned or operated by Caesars Entertainment and its family of companies, has gifted more than \$76 million in support of nonprofit organizations. Caesars Foundation's giving is aligned with Caesars Entertainment's PEOPLE PLANET PLAY corporate social responsibility platform.

AN INTEGRATED APPROACH: To address complex, prevalent issues such as food insecurity, poverty and chronic disease requires so much more than one donation; it takes long-term partnerships with committed organizations to truly make an impact. As such, the Foundation works to establish multi-year relationships with non-profit organizations across the country. Our long-standing support includes donations to **Meals on Wheels America,**

National Park Trust and **Clean the World.** In combination with financial support, these partnerships are supported by Caesars team members, who contribute thousands of volunteer hours each year through the HERO volunteer program, demonstrating a heartfelt commitment to improving life in their own communities.

2018

Caesars Foundation committed more than **\$1.4 MILLION** to nonprofits in the U.S. and abroad.

More than **12,200** Caesars HERO volunteers rolled up their sleeves throughout the year



and contributed more than **330,000** hours to support nonprofits in their communities.

Foundation partnerships building purpose for Caesars team members

Every year, Caesars Foundation and Caesars volunteers support organizations that align with our three focus areas — promoting a sustainable world, supporting education and helping older individuals live more fulfilling lives. By committing to community at Caesars Entertainment, team members will feel more engaged and have a greater sense of purpose, leading to a more engaged and better workforce. We are excited to share examples of some of the amazing ways we've engaged our team members to make an impact.

CLEAN THE WORLD: Since 2010, Caesars and Clean the World have been working together to improve the quality of life for vulnerable



Clean the World[®]

populations by providing sustainable resources, programming and education on water, sanitation and hygiene for people affected by poverty, homelessness and humanitarian or natural crisis. Every day, Caesars housekeepers lead this cause by collecting partially used soap and bathroom amenities. The products are sanitized at the Clean the World Recycling Operations Center (the first of its kind, initiated through funding by the Caesars Foundation), and distributed to over 127 countries. In the nine years since the partnership began, Caesars Entertainment and the Caesars Foundation have gifted \$3.2 million to Clean the World in financial contributions, pounds of soap and volunteer hours. Caesars North American hotel properties have also distributed more than 2.4 million bars of soap to be sanitized, reformulated and distributed globally.

Once a year team members are nominated to travel with Clean the World to participate in a distribution and education trip, which celebrates team members and combats hygiene-related diseases around the world. In 2018, team members hand-delivered recycled soap in Zambia, impacting 14,000 children.

“Delivering the recycled soap to thousands of children in Zambia was a life-changing experience. It opened my eyes to the critical needs of people around the world and how companies like Caesars and Clean the World are coming together to help save lives. I am grateful for the chance to make a difference.”

Arena Hall-Miller

Housekeeping supervisor at Harrah's Cherokee Valley River, Clean the World trip participant



Arena Hall-Miller, housekeeping supervisor at Harrah's Cherokee Valley River, Ann-Marie Kneale, beverage supervisor at Caesars Windsor, Laura Klipp, advertising specialist at Horseshoe Baltimore and Catherine Francois, house attendant at Harrah's Laughlin hand delivered soap to young children and their families in Zambia in partnership with Clean the World.

► **Foundation partnerships continued**

CAMPAIGN FOR A CAUSE: Last year marked the 50th anniversary of Caesars' partnership with The American Cancer Society (ACS). Over the years, Caesars' team members have marched, walked, run, rallied and raised more than \$5 million to help advance cancer research, making a positive difference in the lives of those living with cancer and their families. Last October, properties across the country celebrated with the annual Campaign for a Cause, by hosting events and raising funds and awareness, like the Battle of the Bras and Briefs. Team members dressed in costumes featuring bras and boxers that honor the real superheroes in their lives — those living with cancer — for a fundraising fashion show. Other properties hosted an array of "Battle for the Cause" activities including contests, displays and participating in American Cancer Society events



like Relay For Life. Employees rallied to support the cause, and also participated in Cancer 101 and Breast Cancer 101 webinars hosted by ACS to learn more about the disease and detection. In 2018, Caesars Entertainment contributions exceeded \$630,000 in support of ACS' mission to fight for a world without cancer. Roughly half of those funds were invested into research programs to help find answers to save lives, and the other half supported crucial patient services.

Caesars contributions provided 3,182 hours of patient support, 1,273 free nights in an ACS Hope Lodge, 8,484 rides to cancer-related treatments and pairing 1,818 breast cancer patients with trained volunteers for peer-to-peer support.



Left photo: The HR team at Harrah's Louisiana Downs shows their support for the American Cancer Society, wearing super hero themed shirts that say 'Fight like a Woman.' **Right photo:** Team members from the Northwest Louisiana region increased awareness and engagement by holding five fundraisers, including Battle of the Bras.

Foundation partnerships continue on next page

► **Foundation partnerships continued**

SECOND WIND DREAMS: Second Wind Dreams works to change the perception of aging through the fulfillment of dreams and the offer of innovative education programs to caregivers and communities. In 2018, more than 750 elders were served as part of the Caesars Foundation and HERO volunteer support in the Las Vegas, Atlantic City and New Orleans regions. In addition to helping provide individual dreams like attending a baseball game, providing a new pair of sneakers, or

planning a night out on the Strip, Caesars



has also provided event opportunities for elders, many of whom would otherwise have no means to leave their nursing homes. Events included riding the High Roller Observation Wheel, a chance to attend a Senior Prom, birthday lunch celebrations, bingo games and even tickets to the ballet. HERO volunteers supported Second Wind Dreams programs by fulfilling elders' dreams, hosting special events, creating greeting cards for nursing home residents and participating in the annual Gifts of Light holiday program. Second Wind Dreams studies show a decrease in elder depression, as well as an increase in elder care community staff morale through its programming. HERO involvement contributes to the active and ongoing engagement of seniors, which helps change the perception of, and the experience of, aging.



Top photo: Caesars invited Second Wind Dreams elders to ride the High Roller, a thrill of a lifetime. **Photo above:** Seniors from Las Ventanas attend the Nevada Ballet at The Smith Center with the support of HERO volunteers.

Foundation partnerships continue on next page

► **Foundation partnerships continued**

CIVIL RIGHTS MUSEUM: Today, being educated on our civil rights history is more important than ever. The Caesars Foundation's partner, the National Civil Rights Museum (NCRM) in Memphis, Tennessee, 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. Caesars' partnership with this national museum supports its work and also engages team members, driving purpose through volunteer opportunities to share the culture and lessons from the American Civil Rights Movement. Last year, HERO volunteers regularly guided tours, answered questions and shared in the wonder that

is the NCRM. Additionally, Caesars Foundation supported the Museum with a \$20,000 grant in support of King Day programming, on the 90th Birthday Celebration of Dr. Martin Luther King, Jr., January 21, 2019. Caesars team members helped to amplify this event, volunteering as the Museum hosted a day of community service and social justice with activities including performances, youth-centered 'edutainment,' a food drive, a health pavilion with a blood drive donations and free admission to the museum.



CLEVELAND CLINIC: Cleveland Clinic received a \$50,000 grant from the Foundation in 2018 to support the multicultural expansion of the Healthy Brains Initiatives with the goal of changing the way we age through evidence-based brain health education, cutting-edge research, online resources and by building a supportive and informed community. In 2018, Healthy Brains met community goals reaching beyond registration numbers including supporting strong enrollment in research studies, high engagement through their newsletter, effective outreach for Cleveland Clinic programs, and the use of educator tools for community learning. The Healthy Brains registry continued to grow, with participants supporting the discovery of new therapies and research to forward scientific advancement of the knowledge of Alzheimer's disease. At the end of 2018, they recruited over 19,000 registrants, with 12,000 interested in clinical trials. This increase in registrants represented 36% growth, with 33% being an increase in minority enrollment. This increase in minority participants will be bolstered in 2019 with resources currently being translated into Spanish. Caesars Entertainment team members have been very involved in community events supporting the Healthy Brains Initiative, including at the New



Caesars HERO volunteers help prepare brain health food boxes to help guide food-insecure seniors in healthier eating.

Orleans Healthy Brains Day where volunteers, along with a Caesars chef, prepared lunch and engaged with attendees. In Las Vegas, team members volunteered to table at nine properties on Healthy Brains Day. Additionally, Caesars team members supported events at the Lou Ruvo Center for Brain Health in Nevada, including a pilot education program for Dementia Friendly Nevada, a Patti David Event, a brain health food packing event where HERO volunteers helped pack healthy food boxes for 860 food-insecure seniors, a Spring into Health 'Fare,' and the annual Alzheimer's Association Walk.

2018 Grantee highlights

Over the past year, Caesars Foundation found new ways to collaborate with local communities and deepened relationships with nonprofit partners through funding and volunteerism.

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. In 2018, the Foundation contributed \$410,000 to organizations addressing the needs of older individuals.

Caesars Foundation partners with diverse organizations that provide advocacy, conservation and stewardship of the planet and the natural resources we all share, this year distributing \$375,000 in grants with the aim of promoting a more sustainable world.

Caesars Foundation believes in the value of education to make our communities better places to live. In 2018, the Foundation funded nonprofits that support education on topics that create a better society for all with grants totaling \$505,000.

Will County Habitat for Humanity, Meals on Wheels, Legal Aid and Adelaide's Place are examples of Foundation grantees doing inspiring work and impacting communities.

WILL COUNTY HABITAT FOR HUMANITY: In 2018, Will County Habitat for Humanity received a \$25,000 grant from Caesars Foundation, which allowed them to partner with Caesars team member volunteers to help rehabilitate a home, and provide a family with affordable housing. Fifteen volunteers joined 200 others, to help demolish a dilapidated home, enabling Habitat for Humanity to fully rehabilitate the home. This allowed the organization to achieve their mission of creating positive change in a family's life while building a more economical and stable Will County through education, partnership and volunteerism.

“This grant truly allowed us through funding and volunteerism, to show the local community how a true partnership in collaboration can positively affect the community.”

Gina Glasgow
Development Director
Will County Habitat for Humanity



Harrah's Chicago HERO volunteers take a photo break while working to rehabilitate a home with Will County Habitat for Humanity.

► **2018 Grantee highlights continued**

MEALS ON WHEELS: A \$125,000 grant to Meals on Wheels in 2018 supported the growth of the Friendly Visitor Service, which helps make powerful connections among dedicated volunteers and isolated seniors. This grant funded capacity building, allowing the organization to recruit, coordinate, and manage their volunteers who are at the forefront of delivering meals and engaging seniors. With a focus on increasing Friendly Visitor Services, supporting volunteer recruitment with local Caesars properties, and collecting data and impact stories, Meals on Wheels will serve 3,117 seniors by the end of May 2019. Of the seniors served, 630 will be seniors receiving Friendly Visiting Services for the first time.



LEGAL AID: Caesars Foundation granted \$125,000 to Legal Aid Center of Southern Nevada last year, which works on the preservation of access to justice and the provision of quality legal counsel, advice and representation for individuals who are unable to protect their rights because they cannot afford an attorney. The funding specifically supported the Access to Justice Endowment, which legally fights elder exploitation, especially in the guardianship

arena. Senior citizens and adults with disabilities are among the most vulnerable persons in our community, becoming prey to unscrupulous private professional guardianships or dishonest family members. In 2018 alone, the Legal Aid Center closed 218 cases protecting individuals from unrightful guardianship or terminating guardianship protecting rights and personal assets.

ADELAIDE'S PLACE: Adelaide's Place, located in Atlantic City, New Jersey, provides a secure environment where homeless women can go during the day to access personal care spaces, meet with social workers, obtain supportive services, participate in programming, and generally exist in an inviting and safe space where they are treated with dignity and respect. Caesars Foundation supported Adelaide's Place in 2018 with a \$15,000 grant to provide an arts and learning space addition. Over 150 Caesars volunteers from Atlantic City, including members of the SAVVY business impact group, have volunteered in fundraising, collecting donations, renovations and working with the women at Adelaide's Place. Last year, the SAVVY team hosted two events, including skills building coupled with a lunch at Adelaide's Place prepared by Chef Dianna from Martorano's.



Atlantic City SAVVY members hosting an event at Adelaide's place to celebrate women there, which included a lunch prepared on site.

2018 Grant recap

COMMUNITY DEVELOPMENT

- Adelaide's House
- Will County Habitat for Humanity
- Riverfront Alliance of Delaware County
- Tahoe Coalition for the Homeless
- Kansas City Police Athletic League
- River Fund
- Toys for Tots
- Micah House
- Heartland Family Services
- The Hub
- NW Louisiana Food Bank
- Impact NV (Las Vegas)
- Impact NV (Corporate)
- Foundation for Independent Tomorrow

DIVERSITY & INCLUSION

- Best Buddies
- WEBNC South
- National Civil Rights Museum

DISASTER

- American Red Cross

EDUCATION

- United Negro College Fund
- Muhammad Ali Center
- Pottawattamie Arts, Culture & Entertainment
- UNLV Core Academy YES
- Boys and Girls Club Chester
- Boys and Girls Club SNV

- Hug High School Ascent
- Touro University
- Rotary Club
- Meadows Discovery Center
- Olive Crest
- William Bennett ES Playground
- Public Education Foundation
- Girl Scouts of Sierra Nevada

ENVIRONMENT & SUSTAINABILITY

- National Park Trust
- Clean the World
- Tahoe Rim Trail

HEALTH & WELLNESS

- Cooper Foundation
- Hammond Family YMCA
- Happy Bottoms
- Cassidy's Cause
- Massac County Mental Health
- American Cancer Society
- Susan G. Komen, Northwest Louisiana Chapter

OLDER INDIVIDUALS

- Meals on Wheels of America
- Legal Aid of Southern Nevada
- Second Wind Dreams
- Cleveland Clinic/Lou Ruvo

RESPONSIBLE GAMING

- National Center for Responsible Gaming

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.

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