CREATING OPPORTUNITIES AT ALL AGES IN OUR COMMUNITIES

WELCOME TO THE CAESARS FOUNDATION NEWSLETTER
At Caesars Foundation, we promote a sustainable world, support education and help older individuals live more fulfilling lives. In this newsletter, we’re sharing highlights from the first half of 2019, including grantees and a very special event that makes an impact on everyone, from kids to elders, across the country.

GRANTEE HIGHLIGHTS:
CELEBRATING A DECADE OF PARTNERSHIP WITH SECOND WIND DREAMS

For the past 10 years, Caesars Foundation has supported Second Wind Dreams, an internationally known nonprofit committed to changing the perception of aging through the fulfillment of dreams. The partnership between Caesars Foundation and Second Wind Dreams has focused on enhancing the quality of life for elders in the Las Vegas, Atlantic City and New Orleans regions with participation from Caesars HERO volunteers.

Each grant from Caesars Foundation provides funding for the fulfillment of elders’ dreams, which range from family reunions with long-lost loved ones to attending the opera, or meeting a famous athlete or entertainer, and special events, including the annual Gifts of Light Program, a holiday gift-giving program, and various Mother’s Day celebrations. Funding has also gone toward Second Wind Dreams memberships for elder care communities (ECCs), providing them with the opportunity to participate in dream events and activities at no cost.

These dreams and events provide elders with the opportunity to leave their care communities and attend something special, reminding them that they are not

SECOND WIND DREAMS continues on next page

Las Vegas HERO volunteers made Mother’s Day corsages and delivered them to nursing home moms along with 250 Mother’s Day cards signed by HEROs.
SECOND WIND DREAMS Continued

forgotten. Since the partnership began in 2009, Second Wind Dreams® has received more than $1.3 million in grant contributions from Caesars Foundation, which has supported over 6,000 elder dreams and dream events.

So far this year, the following dreams and events have taken place:

- **Las Vegas**: Mother’s Day Tea, Cards of Light, 65th Wedding Vow Renewal dream ceremonies for two elders
- **Atlantic City**: Senior Prom at a nursing home
- **New Orleans**: Monthly Birthday buffet lunches

“Long-term support from Caesars Foundations and HERO volunteers have enhanced thousands of lives and fulfilled countless elders’ dreams. Our partnership has helped lead the way to increased awareness and sensitivity toward elders. We thank Caesars Foundation for making the bold corporate step forward in support of our mission to change not only the perception of aging, but also the overall experience.”

Amy Safran
Director of Community Relations, Second Wind Dreams

In February, HERO volunteers hosted elders at Bally’s Atlantic City for the Senior Sweetheart Dance, a special evening of dinner and dancing.
GRANTEE HIGHLIGHTS:
SUPPORTING NATIONAL PARK STEWARDS OF TOMORROW

At Caesars Foundation, we strive to protect our planet and its natural resources, which is why we support the National Park Trust (NPT), a non-profit dedicated to preserving parks today and creating park stewards for tomorrow by getting kids to parks. This past school year, Caesars Foundation's grant supported the Buddy Bison Carbon Reduction Contest and the Buddy Bison School Program, two of NPT's nationally recognized programs for Title I schools in underserved communities.

Over 10 weeks, students from participating schools in the Buddy Bison Carbon Reduction Contest compete to see who can take the most environmentally responsible actions to reduce their carbon footprint through tasks like turning off lights or recycling cell phones. The contest also includes lessons on reducing single-use plastic and food waste.

“This felt like the volunteers really listened and helped guide me through the field trip. Everyone made me feel welcome, and I was free to ask questions and have fun.”

- Layla, 4th grade, North Kansas City, MO

This year’s contest rolled out to three schools near Caesars properties in South Lake Tahoe, California, Whiting, Indiana and Chester, Pennsylvania. A total of 251 students prevented 16,321 lbs. of CO2 from entering the atmosphere and 1,745 lbs. of garbage from entering landfill. At the conclusion of the contest, NPT awarded grants to the participating school to fund a spring park trip.

According to Yolanda Smith, teacher at the Richmond Avenue School in Atlantic City, New Jersey:

“I felt like the volunteers really listened and helped guide me through the field trip. Everyone made me feel welcome, and I was free to ask questions and have fun.”

- Layla, 4th grade, North Kansas City, MO
The impact of the Buddy Bison Carbon Reduction Contest on her third-grade students has been very powerful. “The contest’s effectiveness is evident through the conversations children are having at home with their parents about the impact of their carbon footprint, the decrease in energy usage at school, the monetary saving as a result of weekly action items, and the overall care and concern for our majestic Earth. It is my great desire that Caesars Foundation will continue to invest in the future by continuing this sustained program for years to come. I’m here to tell you ‘it’s working.’ The feeling is immeasurable when students are still talking about the environment or recycling ink and old cell phones, even though the contest has ended.” Additionally, Yolanda’s classroom initiatives have made a financial impact, reducing her school’s energy bill by $100,000.

The Buddy Bison School Program, the second initiative supported by our grant, provides robust educational park trips and supported six schools near Caesars properties in North Kansas City, Missouri, Metropolis, Illinois, and Baltimore, Maryland this school year. A total of 276 students were given access to a transformational park experience where they learned about their local watershed, forest ecology and the various animals that live in these habitats.

HERO volunteers were highly involved in both programs, visiting schools at the contest kick-off to motivate students and talk about the importance of making environmentally-friendly actions, as well as at the end of the contest to let students know how they helped protect the environment. Caesars HEROs also attended park trips, where they helped students engage in a variety of hands-on field experiences, such as a day of bird-themed learning.

Through these programs, students from participating schools are inspired to live healthy, active lifestyles and are empowered to act as stewards of our public lands, waters and the environment.
Caesars Foundation supported the North Kansas City YMCA with a grant that provides membership access to newcomers/refugees who are participating in the Jewish Vocational Services (JVS) orientation program. The grant, received during the very first New Americans Welcome Center Luncheon in May, allows the New Americans Welcome Center (NAWC) in association with the North Kansas City YMCA, to focus on assisting these individuals along their American journey through a one-month fully subsidized membership. At the luncheon NAWC provided educational resources as well as shared the impact of this initiative throughout the North Kansas City community during its first year. Another highlight from the luncheon included a check presentation of $20,000 from Harrah’s North Kansas City to the NAWC team.

“With the generous donation from Caesars, the New Americans Welcome Center of the YMCA of Greater Kansas city will be able to provide support to newcomers/refugees and enable them to make healthier life choices both physically and mentally. Being that change to newcomers and offering support in areas of their lives that might get overlooked is such an exciting adventure. Caesars continues to show by its actions that we should never underestimate the impact that you may have on someone else’s life,” said Tina Weaver, executive director of the North Kansas City YMCA.

Over the course of the next year, 200 refugees from different regions around the world, including the Congolese, Burmese, Syrian and Somali communities, will be in direct support of this funding. Over the course of four weeks, these newcomers will receive classes in cultural orientation, employment orientation, health registration and screening, school orientation and a newly added class associated with the grant called the Newcomer/Refugee Healthy Living informative class.

Caesars Foundation grant was presented at the North Kansas City YMCA’s first New Americans Welcome Center Community Luncheon.
Caesars Foundation has been a longtime supporter of ImpactNV, an organization that brings leaders together to address the Las Vegas region’s most pressing needs in order to build a stronger community.

This year, grant funding went toward the development of an essential impact strategy for the ImpactNV’s Shared Future Fund, a first-of-its-kind model in Southern Nevada to address three of the most pressing social issues in the region: human trafficking, homelessness and immigrant integration. The strategy will outline a three-pronged approach to supporting vulnerable women and children in Southern Nevada, with an initial focus on the issue of sex trafficking, as follows: increased shelter and support services, demand reduction and prevention, and the development of an evidence-based framework that will build capacity within service providers and create standards for data capture and sharing.

The Funding also supported the creation of an Immigrant Integration toolkit, another first-of-its-kind, one-stop resource guide developed collaboratively to welcome New Nevadans to our community and provide resources for food, shelter, education, healthcare, legal aid, language access, advocacy, community engagement and more.

While both projects are still in early stages of development, ImpactNV has held large gatherings to engage the community, including “Ending Sex Trafficking in Southern Nevada,” held in January in recognition of Human Trafficking Awareness Month, which drew over 100 attendees and dozens of signatures to a pledge to end sex trafficking in the community.

“[The Shared Future Fund] is a game changer for this community and an exciting project for the organization, and I personally, am passionate about making a success.”

– Lauren Boitel, Executive Director, ImpactNV
HERO EVENT SPOTLIGHT:
RELAY FOR LIFE WITH SOUTHERN NEVADA

On April 27th, Caesars Foundation hosted Relay for Life with Southern Nevada, a community-based fundraising event that supports the American Cancer Society and the fight against all cancers. Over the span of 12 hours, more than 90 teams and 1,000+ individuals (including more than 200 who were not associated with a specific team) came together at The Rio for a day of community and the spirit of support.

At Relay for Life events, each team always has one team member walking laps around the makeshift track throughout the day. "We think of it more as a festival," noted Dawn Malone, senior manager of IT hotel products, who served as the co-lead of the event and has been involved in Relay for Life with Southern Nevada since 2013. Participants have access to food trucks, live music and other entertainment, among other fun activities. In addition, many teams conduct on-site fundraising to raise additional money for their team, such as games and selling fruits and vegetables.

While Relay for Life is full of fun and festivities, there are also moments throughout the day when teams have the opportunity to recognize their loved ones who have been affected by cancer. Survivors kick off the day by taking the first lap while the crowd cheers them on. The second lap is for caregivers, who are recognized for all they do.

RELAY FOR LIFE continues on next page
RELAY FOR LIFE Continued

At sunset, there is a luminaria ceremony, in which participants light the track with tea candles inside of decorated luminaria bags, the only source of light on the track. Additionally, participants can submit photos of family and friends to appear in an honorary slideshow that is played throughout the day. The day concludes with a closing ceremony, speeches, awards, and the announcement of next year’s theme (this year’s theme was Harry Potter!).

The event raised over $27,200 and counting, which stays locally in Southern Nevada and goes toward programs to support those battling cancer, including lodging and transportation for patients, wigs, make-up lessons and so much more.

Dawn was proud of how many Caesars employees participated in the event, which drew over 80 employees representing all nine of the Las Vegas properties. She noted that Relay for Life events are full of equal parts “compassion and celebration.” She hopes even more people get involved in the event for next year so they can experience its impact.
Q: What is the best part of serving on the Caesars Foundation Board of Trustees?
A: Caesars is not only a major employer in each of the communities in which we work and live, it is also a major contributor to causes that make those communities stronger and vital. Being a board member, I am fortunate to better understand where the needs are and play a part in directing resources to meet those needs.

Q: How does serving as a Trustee of the Caesars Foundation bring purpose to your role in the company?
A: It has been very rewarding to see firsthand what a monetary or volunteer contribution can do to improve lives.

Q: What Caesars Foundation partner are you most connected to?
A: On a local level, many of our properties operate in communities with tremendous needs. I am proudest of our involvement with local women’s shelters and homes for runaway kids.

On a national level, our relationship with Clean the World continues to be rewarding in many ways. On one hand, recycling used soap and shampoos in hotel rooms is good for the environment. As important, the ability to recycle these items to parts of the U.S. and the world that are in desperate need of enhancing personal hygiene is very gratifying.

Q: What are your hobbies?
A: There is an expression about looking back fondly on “the good ol’ days.” As a passionate fan of Clemson football, I am excited the “good ol’ days” are happening now – defending National Champs!

Having grown up near the ocean, one of the benefits of working in Hammond is the ability to take advantage of beautiful Lake Michigan. I very much enjoy the peace of paddle boarding across the glassy water with the skyline of Chicago and our casino in the backdrop. While there is no salt air to smell like at the ocean, there is also nothing in the water that can eat you!

Finally, I have two teenage daughters who are quite active – one is athletic and an adventure-seeker, the other is into the arts. Watching them play or perform is always the highlight of my week.

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BOARD OF TRUSTEES SPOTLIGHT:

JONATHAN JONES
Senior Vice President and General Manager at Harrah’s Gulf Coast

Q: What is the best part of serving on the Caesars Foundation Board of Trustees?
A: I enjoy the opportunity to serve in this capacity because I’m able to keep up with all the great work that our company does in all of the various communities we serve. I enjoy connecting with leaders around the company and learning about opportunities to make an even bigger impact not only on the lives of our co-workers and guests, but also the lives of folks that might need our help outside of our day-to-day operations.

Q: How does serving as a Trustee of the Caesars Foundation bring purpose to your role in the company?
A: As leaders at Caesars Entertainment, we do have quite a bit of responsibility. But serving as a Trustee brings an extra level of responsibility and a bit of balance between our commercial duties and our philanthropic ones. We realize we’re a major player in all the markets in which we operate, and I’m honored to represent the Caesars Foundation as a Trustee to ensure we’re maximizing our impact.

Q: What Caesars Foundation partner are you most connected to?
A: Throughout my career, I’ve always enjoyed having a relationship with the various United Way chapters. I truly believe United Way works hard to maximize the impact on each local community within its framework of evaluating organizations and on the areas of education, income and health – all very important areas of focus to ensure there is a vibrant community.

Q: What’s been your most memorable day working at Caesars?
A: For better or for worse, some of the days that come to mind are ones in which I was proud to be a part of a team that rose to the occasion in the face of adversity. One such day is when Harrah’s Gulf Coast partnered with the American Red Cross and the Caesars Foundation, as well as the country music mega-group Little Big Town, to make a sizable donation to support those impacted by Hurricane Harvey just to the west of us. I was very proud of the effort and creativity put forth by the various groups and the team at the property. We could put our financial interests aside and come together for the common good.

Q: What are your hobbies?
A: I enjoy all sports (watching more than playing nowadays) with a particular interest in the New Orleans Saints. Additionally, I have a small thoroughbred horse racing operation with my father and brother. But most importantly, I enjoy traveling and spending time with my wife, Jennifer, and our two young children, Walker and Vera.
GRANTS FUNDED IN Q1 AND Q2, 2019

Q1 2019:

NORTH KANSAS CITY YMCA
The Caesars Foundation grant will support the subsidization of membership for newcomer communities to the North Kansas City YMCA’s New American Welcome Center, which includes programming around computer literacy, employment, English as a Second Language (ESL) classes and more. Funding from our grant will provide a safe space for newcomer individuals and families to find community.

UNITED NEGRO COLLEGE FUND
Caesars Foundation is supporting the United Negro College Fund’s Mayor’s Masked Ball, one of the organization’s premiere fundraising events that raises public awareness and corporate and individual donations to support deserving students. Through this event, low-income students will be given the opportunity to go to college.

LEUKEMIA & LYMPHOMA SOCIETY
Caesars Foundation is providing support for the Leukemia & Lymphoma Society’s Team in Training campaign, the organization’s flagship fundraising campaign that supports cutting-edge research to advance the cure for blood cancer. Through this campaign, the organization ensures that funding goes toward research and patient assistance and advocacy.

Q2 2019:

NATIONAL CENTER FOR RESPONSIBLE GAMING
The Caesars Foundation grant will support the National Center for Responsible Gaming’s Research Program, which provides much needed research and education to support individuals and families who suffer from, and are affected by, gambling addiction.

AMERICAN RED CROSS
The Caesars Foundation grant will go toward the American Red Cross in Joliet’s “Sound the Alarm: Save a Life” event, which focuses on installing smoke alarms and educating families and youth in high-risk neighborhoods in order to prevent fire-related disasters at home. Through this program, more lives will be saved and more households will be safer.

MUHAMMAD ALI MUSEUM AND EDUCATION CENTER
Caesars Foundation is supporting the Muhamad Ali Museum and Education Center’s 7th annual Muhammad Ali Humanitarian Awards, a charitable fundraising event of celebration and recognition to honor individuals around the world who have made significant societal contributions. Funding from this event supports the Muhammad Ali Center’s ability to continue enriching the lives of local community members and tourists alike through exhibitions, programming and educational experiences.

Learn how we make a difference in our communities at blog.CaesarsPPP.com
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LAKE TAHOE ENVIRONMENTAL SCIENCE MAGNET SCHOOL
A grant from Caesars Foundation will support the Lake Tahoe Environmental Science Magnet School (LTESMS)’s science curriculum, with an emphasis on maintaining existing lab facilities and expanding the overall science program. The funding will provide a unique science education that teaches the importance of environmental stewardship to Lake Tahoe-area students for the rest of their lives.

LEGAL AID CENTER OF SOUTHERN NEVADA
Caesars Foundation will support the Legal Aid Center of Southern Nevada’s Access to Justice Endowment, which allows the organization to continue assisting Clark County’s most vulnerable populations by providing vital legal aid services for those in need well into the future.

IMPACT NV
Caesars Foundation is supporting ImpactNV’s efforts to collaborate with the Raiders Team on potential training and player ambassadors program around the issues of vulnerable women and children in Southern Nevada, with the intention to focus on counter sex trafficking awareness and education. ImpactNV intends to leverage its grant to explore the development of comprehensive sex trafficking training for players, and identify player ambassadors to champion a counter sex trafficking campaign that has the potential to reach millions of lives.

UNIDOSUS
The Caesars Foundation grant will support The UnidosUS Workforce Development Forum, a conference whose goal is to identify solutions to the challenges faced by the Latino and immigrant workforces. Through this event, UnidosUS will provide essential learning, networking and other professional development opportunities to the nearly 250 individuals who attend.

NATIONAL PARK TRUST
Caesars Foundation will support National Park Trust’s programming that focuses on teaching environmental stewardship to kids, through the Buddy Bison Carbon Reduction Contest and the Buddy Bison School Program. These programs empower students to act as stewards of our public lands, waters and environment by learning about environmentally friendly actions and through park visits.

ST. ROSE DOMINICAN HEALTH FOUNDATION
Caesars Foundation is providing support for the St. Rose Dominican Health Foundation’s Helping Hands of Henderson Program, which provides free transportation services to medical appointments, grocery shopping, food pantries, and other important errands for clients 60 years of age and older residing in Henderson, Nevada. Funding will ensure St. Rose Dominican Health Foundation can serve more seniors in the Henderson community and improve their quality of life.