Caesars Foundation’s *Will to do Wonders* is working wonders each day, in cities and in towns throughout the U.S. and globally. Caesars Foundation focuses on helping older individuals live longer, healthier, more fulfilling lives, at every stage of the aging process. We are also committed to marshaling our financial resources, and the commitment of our colleagues, to promote a more sustainable world. Finally, Caesars Foundation is committed to strengthening the social, economic, educational and cultural life of dozens of communities where Caesars Entertainment operates.
Caesars Foundation is a private foundation funded by a percentage of operating income from Caesars Entertainment resorts. The Foundation is the entity through which Caesars Entertainment funds programs and projects of $10,000 or more, as well as charitable giving requirements in certain operating jurisdictions. The Foundation’s objective is to strengthen organizations and programs in the communities where Caesars Entertainment employees and their families live and work.

CAESARS FOUNDATION GIFTS:
• are strategic, concentrating high-impact efforts in a few key categories
• provide multiple-year commitments, ensuring organizations will have support to accomplish their goals over a period of time, rather than year-to-year
• include volunteer opportunities for Caesars Entertainment employees, allowing for their direct involvement in making our charitable outreach efforts both financial and hands-on
CAESARS FOUNDATION FOCUSES ITS PHILANTHROPIC GIVING ON THREE DISTINCT AREAS:

Helping Older Individuals Live Longer, Healthier, More Fulfilling Lives
Globally, our primary emphasis is supporting nonprofit advocacy and service-delivery organizations dedicated to helping older individuals live independently, maintain optimal health and proper nutrition, avoid social isolation, and enjoy mental and physical vitality through every stage of the aging process.

Marshaling Our Financial Resources — and the Commitment of Our Colleagues — to Promote a More Sustainable World
At the regional level, the Foundation works to identify projects and organizations that bring Caesars Entertainment colleagues together to engage in activities with important environmental benefits. Caesars Foundation’s emphasis on sustainability translates into support for diverse organizations that provide advocacy, facilitate education and promote conservation and stewardship of our planet and its natural resources.

Improving the Quality of Life in Our Operating Communities
On a local level, we support civic organizations, charitable organizations and faith-based groups that help address vital, unmet needs in cities and towns where our colleagues live and work. Each focus is as diverse as the communities we serve: health and wellness organizations, social-services providers, youth groups, programs for persons with disabilities, scholarships that enable access to higher education — whatever the need, we seek out the right partners to help us make meaningful, long-term impacts. Please check with your local Caesars Entertainment property to learn more about their civic focus.
Strategic Giving:
Directing our resources where they can make a world of difference

We place considerable emphasis on ensuring that our financial support is directed toward a relatively small number of programs and organizations that help further our overarching goals: Helping older individuals live longer, healthier, more fulfilling lives; promoting a more sustainable world; and improving the quality of life in our operating communities.

Sustained Support:
Following through on our commitments

No single grant or one-time donation is sufficient to solve complex issues such as hunger, poverty and chronic disease. That's why Caesars Foundation typically seeks to establish multi-year relationships with its key philanthropic partners. Our longstanding support for the work of the Meals On Wheels Association of America, AARP Foundation, Second Wind Dreams, The Public Education Foundation and other organizations provide evidence of Caesars Foundation's intention to follow through on our commitments. This farsighted approach is working for both our philanthropic partners as well as their constituents.

Bringing Our Teams Along:
Fostering employee engagement for maximum impact

Caesars Foundation strives to harness the energy, drive and enthusiasm of Caesars Entertainment employees whose passions often align with our various charitable commitments and partnerships. Their personal financial contributions and thousands of hours of volunteer work add immeasurable value to our efforts.

Building a Broader Knowledge Base:
Conducting research and heightening public awareness of critical social issues

Caesars Foundation provides valuable financial support to civic, philanthropic, educational, and community partners in ways that produce meaningful, measurable results for individuals and communities alike. Beyond our philanthropic role, the Foundation also brings together various stakeholders – academic experts, government organizations, research institutes and other authorities in various disciplines – to conduct research and create broader awareness of social issues addressed through gifts, sponsorships and multi-year commitments.
The work of Caesars Foundation is perhaps the most visible example of the company’s overall corporate social responsibility efforts. Caesars Entertainment operates under the guidance of the Code of Commitment, a public pledge to its employees, communities and guests that it will honor the trust they place in it by operating in a responsible manner. Caesars Foundation was created as part of a commitment to both operating communities and Caesars Entertainment employees as a way to support each through charitable contributions and volunteerism.

Volunteerism
Caesars Foundation prefers to support programs and/or projects that include volunteer opportunities for Caesars Entertainment employees. We cultivate these relationships and offer them to our volunteer teams – also known as “HEROs” – in order to provide 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, Caesars Foundation encourages partner organizations to visit Caesars Entertainment properties and meet with our colleagues to help illustrate the impact of our donations and the importance of community reinvestment. These events motivate employees and give them a deeper appreciation of the invaluable support they provide to each of these organizations, while simultaneously recognizing that their company is aligned with many of their own personal values.

COMMITMENTS TO nonprofits

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Since inception, Caesars Foundation has gifted more than $60 million to support Caesars Entertainment’s strategic philanthropic goals. In 2012, Caesars Foundation committed nearly $6 million to nonprofit organizations domestically and abroad. This funding helped achieve an impressive milestone with a longtime national partner; created innovative regional collaborations; provided vital disaster relief, and supported a variety of programs and initiatives that better the communities where Caesars Entertainment operates. Read more about these efforts below:

**Continuing Our Global Commitment to Older Individuals**

In 2013, Caesars Foundation will celebrate the donation of its 50th vehicle to affiliates of the Meals on Wheels Association of America in 18 states across the country. This represents more than a $5 million commitment that Caesars Foundation has invested toward ending senior hunger through a partnership that spans a decade.

Among all of the partnerships Caesars Foundation has cultivated during the years, its designation as the largest corporate donor of Meals on Wheels speaks volumes to Caesars employees, many of whom are caring for or coping with aging parents and relatives at home. The momentum around these efforts is driven by employees who are directly involved in activities that benefit this segment of the population which is often overlooked or forgotten.

Another way Caesars Foundation has engaged employees is by offering Caesars HERO volunteers the opportunity to participate in the hands-on Virtual Dementia Tour® facilitated by the nonprofit Second Wind Dreams. This innovative program helps relatives and other caregivers gain critical insight into the experiences those
with dementia face every day. Since 2008, Caesars Foundation has contributed $11 million to further Second Wind Dream’s mission of changing the perception of aging and enhancing the quality of life for those living in eldercare communities.

Fostering Collaboration to Enhance Educational Opportunities
At the beginning of the 2011-2012 school year, Caesars Foundation embarked on a unique public television-private business collaboration centered on educating parents of children in at-risk schools. Through this effort, Caesars Foundation adopted Walter V. Long Elementary School working with Teach For America of Las Vegas Valley and Vegas PBS’ Virtual Online Education program to deliver GED, English as a Second Language (ESL) and job certificate courses to parents. To date, 66 parents are taking advantage of this exciting opportunity known as the Caesars Back-To-Work program.

Caesars Foundation has also worked with catering departments at properties throughout the Las Vegas region to sponsor monthly PTO meetings at the school with different properties hosting each month. Caesars HERO volunteers have also participated in a variety of cultural events and reinvestment projects such as marching in the Dr. Martin Luther King, Jr. Day parade and Make-A-Difference Day, a school beautification project held on the campus of Walter V. Long Elementary School. Other educational initiatives Caesars Foundation supported in 2012 included The Public Education Foundation’s Teacher EXCHANGE™, a re-use resource center for teachers in southern Nevada to obtain supplies for their classroom sustainably. Since 2007, the Foundation has committed $750,000 to this green educational program. In addition, the Princeton Center for Leadership Training in New Jersey received $100,000 to launch its Peer Group Connection program that seeks to motivate students and accelerate academic achievement through peer mentorship. Along with innovative programs, Caesars Foundation also funds a variety of scholarship programs in operating communities across the country.

Ensuring the Safety of Our Operating Communities
2012 saw some unprecedented natural disasters as hurricanes affected communities in Louisiana, Mississippi and New Jersey. Caesars Foundation developed a new streamlined process to respond quickly and effectively to the needs of Caesars Entertainment employees and customers during emergencies. The Foundation partnered with the American Red Cross to support relief efforts after Hurricanes Sandy and Isaac. American Red Cross of South Shore New Jersey, Plaquemines Parish in Louisiana and Mississippi Gulf Coast received $150,000, $50,000 and $25,000 respectively. Since inception, Caesars Foundation has gifted nearly $1 million to American Red Cross affiliates for both emergency preparedness and disaster relief.

Facilitating Exciting Partnerships
In 2012, Rio All-Suite Hotel & Casino headliner and Celebrity Apprentice All Star contestant Penn Jillette of Penn & Teller, announced Caesars Foundation’s $250,000 gift to Opportunity Village, a nonprofit that serves people with intellectual disabilities. The gift mirrored the amount Jillette would have received had he won the show. A portion of the gift was designated to purchase two new employee transit vehicles that will play a part in helping the more than 1,700 persons with disabilities in Southern Nevada. Since 2004, Caesars Entertainment and Caesars Foundation have supported Opportunity Village, gifting more than $1.5 million to help develop programming and facilities for individuals with disabilities.
CAESARS FOUNDATION

organizations supported

After-School All-Stars
Alzheimer’s Association – Southwest Chapter
American Cancer Society – Mid-South
American Cancer Society – New Orleans
American Heart Association – Las Vegas
American Heart Association – New Orleans
American Red Cross – Bossier
American Red Cross – Indiana
American Red Cross – South Shore
American Red Cross – Mississippi Gulf Coast
American Red Cross – Plaquemines Parish
Angel’s Depot
Atlantic City Education Foundation
Atlantic County Special Services District
Audubon Nature Institute
Bayou District Foundation
BB King Museum
Best Buddies
Big Brothers Big Sisters of Joliet
Big Brothers Big Sisters of Chicago
Black Mountain Institute
Bossier Council on Aging
Boston Celtics Foundation
Boston Children’s Hospital
Boston Healthcare for the Homeless Program
Boulder City Museum & Historical Museum
Boys & Girls Club of Atlantic City
Boys & Girls Club of NW Indiana
Cars 4 Christmas
Catholic Charities of S. NV
Catholic Schools Foundation
Chester Education Foundation
Children’s Mercy Hospital & Clinics
Children’s Tumor Foundation
Clean the World
Cooper Foundation
Core Element
Council Bluffs Senior Center
Cystic Fibrosis Foundation
Desert Research Institute
Douglas County Sheriff’s Advisory Council
Down Syndrome Organization of S. NV
Education Collaborative of Washoe County
First Call
FirstLine Schoolyard
Food Outreach
FOR Maricopa
French Quarter Festival
Gay & Lesbian Center of S. NV
Green Chips
Happy Hearts Senior Center
Hassenfeld Foundation
Heartland Family Services
HopeLink of Southern Nevada
Horatio Alger Awards
ITN Las Vegas Valley
Jennie Edmundson Hospital
Jewish Family Services
Jewish Federation of Las Vegas
Joliet Area Community Hospice
Junior Achievement
Kingman Aid to Abused People
Leukemia and Lymphoma Society
Liberty’s Kitchen
Las Vegas Philharmonic
Make-A-Wish Foundation
Meals on Wheels Council Bluffs
Memphis Botanic Garden
Memphis Jewish Federation
Mid East Area Agency on Aging
Mid-South Food Bank
MorningStar Mission Industries
Multiple Sclerosis Society
Northern Illinois Food Bank
National Association for Area Agencies on Aging
National Center for Responsible Gaming
National Civil Rights Museum
National Kidney Foundation
National Park Trust
Nevada Public Radio
New England Patriots Foundation
New Vista
NJ Seeds
NO Multicultural Tourism Network
NV Conservation League Education Fund
Olive Crest
One Love Global Wellness Foundation
Opportunity Village
Perkins School for the Blind
Porter Leath
Princeton Center for Leadership Training
Rebuilding Together
Rebuilding Together St. Louis
Restore the Earth Foundation
Second Harvest Food Bank
Second Wind Dreams
Senior Services Center of Will County
Shane Victorino Foundation
Special Olympics of Southern Nevada
St. Rose Health Foundation
Teach for America
The Public Education Foundation
TJ Martell Foundation
United Negro College Fund
University of Chicago Medical Center
Vegas PBS
Will County Habitat for Humanity
Will Grundy Medical Clinic
Wish Upon A Star, Inc.
World Choir Games
YMCA of Southern Nevada
2012 Board of Trustees
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Jan Jones Blackhurst – Vice-Chair
Tom Jenkin – Member
Fred Keeton – Member
Don Marrandino – Member
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Thom Reilly – Executive Director
Judi Brown – Administrator
Scott Wiegand – Secretary
Torben Cohrs – Treasurer
Gwen Migita – Community Affairs

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