THE WILL TO DO WONDERS

Caesars Foundation
WHERE THERE IS A WILL THERE ARE WONDERS
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 portion of operating income from resorts owned or operated by Caesars Entertainment. 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 **long-term support**, 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 tackle projects with important environmental and educational benefits for our communities. Caesars Foundation’s emphasis on sustainability and innovative educational initiatives translates into support for diverse organizations providing advocacy, promoting conservation and stewardship of our planet and its natural resources, and enhancing educational opportunities in various regions.

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 through environmental conservation and educational innovations; 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 long-term 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, Clean The World Foundation and other organizations serves as a testimony to Caesars Foundation’s intention to help our partners’ efforts become sustainable. 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.
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.

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.
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.
Since inception, Caesars Foundation has gifted more than $66 million to support our strategic philanthropic priorities. In 2013, Caesars Foundation committed $3.6 million to nonprofit organizations domestically and abroad. This funding helped strengthen, enhance and extend our partnership with Clean The World Foundation to Caesars employees; expanded our support for educational innovations around the country and internationally; provide resources for a variety of organizations serving older individuals:

CLEAN THE WORLD EXPANDS OPPORTUNITIES FOR EMPLOYEE INVOLVEMENT

Caesars Foundation and Clean the World Foundation have been partners in the Global Hygiene Revolution since 2010. Clean the World's mission is twofold: collect and recycle soap and shampoo products discarded by the hospitality industry every day and help prevent millions of deaths caused by hygiene-related illnesses every year by distributing recycled amenities to impoverished areas.

Caesars Foundation and Caesars Entertainment are founding partners of the Las Vegas Recycling Operations Center, which processes all donations of used soap and bottle amenities from Caesars Entertainment properties based in the western United States. To date, nearly 1 million pounds of surplus amenities and soaps have been redistributed that would otherwise have ended up in local landfills.

In 2013, Clean the World hosted a contest among Caesars Entertainment employees to further engage employees in its mission. Hundreds participated, including housekeepers, dealers, front desk attendants and more by submitting applications citing reasons they wanted to participate and the pride they felt in doing their small part. The three lucky contest winners experienced a life-changing trip to The Philippines to help deliver critical hygiene products and education to communities in need.
This latest effort to engage employees in such a meaningful and exciting activity makes us proud to partner with innovative and mission-aligned organizations like **Clean the World**. They have worked collaboratively with us to make their mission of decreasing hygiene related deaths due to lack of soap and health education in impoverished communities around the world relevant and accessible to employees at all levels of the company.

**EXPANDING ACCESS TO EDUCATIONAL INNOVATIONS**

During the past five years, we have placed considerable focus on furthering educational innovations with a variety of diverse organizations. One way in which we pursue this goal is by helping to fund scholarships around the nation to assist underserved students. To date, the Foundation has contributed nearly $1 million for various scholarships. In 2013, this support included $150,000 to **United Negro College Fund (UNCF)**, enabling minority students around the U.S. to look forward to college following high school graduation. In Chester, Pennsylvania, Caesars Foundation has supported **United Way of Delaware County’s Harrah’s Casino & Racetrack Scholarship** designed to aid economically disadvantaged students with $250,000 in total contributions since 2008. In Washoe County, **Hug High School** has rewarded outstanding college-bound graduates with scholarships thanks to a partnership with Caesars Foundation that started in 2009 and resulted in $100,000 in support so far. Lastly, for the sixth year, Caesars Foundation contributed to the **Atlantic Cape Community College’s Academy of Culinary Arts** with $300,000 in scholarships and event support.

Since 2007, Caesars Foundation has partnered with **The Public Education Foundation’s Teacher EXCHANGE™**, a re-use resource center for teachers in southern Nevada to obtain supplies for their classroom sustainably. In 2013, Caesars Foundation’s support helped the **Teacher EXCHANGE™** launch their mobile store with the purchase of a vehicle to help bring critical classroom supplies to rural communities. This partnership represents the Foundation’s support for both educational innovations as well as initiatives that consider their impact on the planet. **Teacher EXCHANGE™** also creates a positive economic effect in southern Nevada communities by helping to reduce out-of-pocket costs for educators.

In 2013, Caesars Foundation continued a unique collaboration with **Vegas PBS** and **Teach for America** that started in 2012 with the adoption of Walter V. Long Elementary School. This effort expanded to include the adoption of Jerome D. Mack Middle School, bringing Caesars HERO volunteers and various departments at Caesars Entertainment together to sponsor PTO meetings and participate in other improvement projects. We also continued to deliver programming through **Teach For**
America of Las Vegas Valley and Vegas PBS’ Virtual Online Education program to provide GED, English as a Second Language (ESL) and job certificate courses to parents and community members. This multifaceted approach to solving complex social issues serves as a model for a more collaborative philanthropic environment, which is critical to serving diverse communities.

ONGOING SUPPORT FOR OLDER INDIVIDUALS
Since inception, Caesars Foundation has placed tremendous priority on addressing the needs of older individuals domestically and internationally. In 2013, we celebrated our 50th vehicle donation to the Meals on Wheels Association of America and have been a longtime partner to organizations like the AARP Foundation and National Association for Area Agencies on Aging and the National Council on Aging (NCOA). Below are some of the programs and initiatives funded in 2013 that show the diversity of our focus on the needs of older individuals:

The Angel’s Depot has enjoyed a longtime relationship with the Harrah’s Rincon property that has resulted in over $500,000 in support since 2005. In 2013, funding for The Angel’s Depot assisted the Senior-Food-For-A-Week program providing emergency food boxes to food insecure older individuals. The Angel’s Depot also engages in senior advocacy, community education and outreach. Another longstanding partner, Second Wind Dreams, received support to continue its Community Awareness and Team Building activities in communities where Caesars employees live and work. The $125,000 gift made in 2013 also helped with the organization’s core focus – Dream Fulfillment. Second Wind Dreams is an international nonprofit dedicated to changing the perception of aging through the fulfillment of dreams and educational programs for those in assisted living and eldercare communities.

The Will County Center for Community Concerns in Joliet, IL received funding in 2013 to further its Home Repair Program. The program is helping approximately 20 low-income homeowners turn around their substandard living conditions. The organization says this program is not just about helping individuals – it’s about repairing a whole community.

As we continue to align our giving with the diverse and multifaceted needs of our aging population, we look forward to partnering with organizations implementing innovative and holistic approaches to improving lives and strengthening communities.
CAESARS FOUNDATION
ORGANIZATIONS SUPPORTED
2013

American Heart Association - Memphis, TN
American Red Cross Little Egypt Branch
Angel's Depot
Anti-Defamation League
Atlantic Cape Community College
Audubon Nature Institute
Black Mountain Institute
Boston Healthcare for the Homeless
Boston Scholar Athletes
Boys & Girls Club of the Colorado River
Camp Harbor View
Cars for Christmas
Catholic Schools Foundation
Chicanos Por La Causa Southwest
Children’s Hospital Boston
Children’s Mercy Hospitals
Clean the World Foundation
Cooper Foundation
CooperNorcross Run The Bridge
Cystic Fibrosis Foundation
Desert Research Institute
Disabled Patriot Fund
Edible Schoolyard
Education Collaborative of Washoe County
FIT For an Independent Tomorrow
FOR Maricopa
Foundation for Teaching Economics
French Quarter Festival
Gay & Lesbian Center of Southern Nevada
Geaux Play Foundation
GLAAD
Goodwill
Heartland Family Services
HELP of Southern Nevada
HopeLink of Southern Nevada
Junior Achievement
Keep Memory Alive
Kingsley House
Kliptown South Africa
KNPR – Nevada Public Radio
LeBonheur Children’s Medical Center
Las Vegas Philharmonic
Memphis Jewish Foundation
Merryman House
MICAH House
Mid-South Food Bank
National Civil Rights Museum
National Kidney Foundation
National Association of Area Agencies on Aging
National Center for Responsible Gaming
National Center On Aging
Nevada Public Radio
New England Patriots Foundation
New Orleans Jazz Orchestra
New Orleans Multicultural Tourism Network
NJ Seeds
North Ward Center
Nevada Ballet
Nevada Blind Children’s Foundation

Olive Crest
One Fund Boston
Opportunity Village
Park Lawn Association
PRIME - UK
Public Education Foundation
Rebuilding Together
Robin Hood
SAGE Elder Care
Second Wind Dreams
Shelby Farms Conservancy
Special Olympics
SportsAid
St. Rose Dominican Hospital
Teach for America
The Journey Home
The Philadelphia Center
Three Square
United Negro College Fund
United Way of Delaware County
United Way of Kansas City
USO
Vegas PBS
Water Conservation Coalition
Wetlands Initiative
Will County Center for Community Concerns
YMCA
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.
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CONTACT INFO
Caesars Foundation
One Caesars Palace Drive
Las Vegas, NV 89109
General information: 702.880.4728
caesarsfoundation@caesars.com