As I reflect on how Caesars Foundation supported our communities in 2016, I’m heartened by the impacts we’ve made in the U.S. and around the world. From fulfilling older adults’ dreams to helping homeless families in the Chicago area, we nurtured communities where Caesars Entertainment* team members and their families live and work. In 2016, Caesars Foundation committed more than $1.6 million to nonprofit organizations domestically and abroad.

Our work supports Caesars Entertainment’s Citizenship platform, People, Planet, Play. To that end, we support nonprofit organizations that help older people and provide innovative educational opportunities, particularly for underserved communities. In addition, we promote a more sustainable world by partnering with unique nonprofits that use sustainability as a tool to address poverty. The Foundation is committed to addressing the needs of the communities where Caesars Entertainment operates, and works closely with its properties to ensure the most vital needs are being addressed.

While there are many worthy organizations serving these communities, at Caesars Foundation we believe we can be most impactful by taking a thoughtful approach to giving. We strive to:

**Give strategically** Each gift supports high-impact efforts within one or more of our three focus areas: helping older individuals live longer, healthier, more fulfilling lives; promoting a more sustainable world; and supporting educational initiatives.

**Promote long-term relationships** Long-term relationships ensure organizations have reliable resources to make a significant impact on complex issues.

**Support volunteer opportunities:** Organizations that seek hands-on participation from Caesars Entertainment team members through our HERO volunteer program means our impact is extended.

On behalf of Caesars Foundation, I offer sincerest thanks to our nonprofit partners, our HERO volunteers and our Board of Trustees for their support. It’s your partnership that makes our Will to Do Wonders possible!

My best,

**Thom Reilly**
Executive Director, Caesars Foundation

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**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 INNOVATIVE EDUCATIONAL INITIATIVES**
We support education-focused organizations to provide scholarships, exciting curriculum additions and supplies to under-resourced classrooms.

*And its affiliated businesses*
About Caesars Foundation

Since its inception, Caesars Foundation has gifted more than $72 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 supports Caesars Entertainment’s People, Planet, Play citizenship platform.

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

Planet: Caring for our planet so our guests don’t need to worry

Play: Creating memorable experiences for our guests; leading in Responsible Gaming

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 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.

SUPPORTING ORGANIZATIONS LONG-TERM

To address complex, prevalent issues such as hunger, poverty and chronic disease, it takes much more than one donation, so the Foundation works to establish multi-year relationships with organizations. Our longstanding support of nonprofits such as Meals On Wheels America, AARP Foundation, Opportunity Village, the Public Education Foundation and more offers evidence of our intention to see our commitments through. Most importantly, this long-term commitment is working for our partners and their constituents.

ENCOURAGING VOLUNTEERISM FOR DIRECT IMPACT

Caesars Entertainment group 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.

INVOLVING CASEARS ENTERTAINMENT’S GUESTS

In 2016, Caesars Entertainment launched Meetings for Good, a “menu” of local volunteer opportunities for our meetings and events customers. This means that conference and events attendees can actively give back to local communities as an integrated part of their event. With more than two million Caesars meetings and events customers each year, Meetings for Good has significant potential to create community impact. In addition to supporting the Foundation’s three giving focus areas, Meetings for Good supports deployed soldiers and veterans.
The Foundation gives gifts that support seniors to live independently, maintain a healthy and nutritious lifestyle, avoid social isolation, and enjoy mental and physical vitality throughout their lives. Approximately $17 million of the more than $72 million the Foundation has contributed across the globe since its inception has benefited organizations addressing the needs of older individuals. In 2016, we supported a variety of nonprofit organizations to support seniors’ physical and mental health.

“I am particularly proud of our dedication to seniors, through Meals on Wheels, Second Wind Dreams and Lou Ruvo Center for Brain Health. I believe we have made a significant difference in the quality of life for our seniors nationwide!”

Jan Jones Blackhurst, Caesars Foundation Board of Trustees Chair
Executive Vice President, Government Relations and Corporate Responsibility
Combating Hunger and Isolation: Meals on Wheels America

According to Meals on Wheels America, the population of older adults seeking help to put food on the table will double by 2050. As the largest and oldest nonprofit addressing senior isolation and hunger, Meals on Wheels America works through local programs to fulfill its mission to help older individuals live more nourished lives in their own homes. In 2016, Caesars Foundation contributed $150,000 to Meals on Wheels America’s efforts.

Because a key part of Meals on Wheels America’s mission is food delivery, Caesars Foundation contributes vehicles — a total of 59 as of the end of 2016 — to Meals on Wheels America members across 18 states. By donating meal delivery vehicles, the Caesars Foundation provides the nonprofit with the safe and reliable tools it needs to expand service areas and deliver meals to older individuals unable to leave their homes. These donations represent more than $5 million in gifts from the Foundation toward ending hunger among older individuals.

“Caesars Foundation has been a generous and compassionate champion for America’s seniors over the last 14 years. Our impactful relationship enables seniors to live longer, healthier and more fulfilling lives by supporting local Meals on Wheels programs in their delivery of more nutritious meals, friendly visits and safety checks.”

Ellie Hollander, President and CEO, Meals on Wheels America

Lesette “Nikki” Jackson, Community Relations for the Atlantic City Region at Caesars Entertainment, joins Meals on Wheels America President and CEO Ellie Hollander in celebrating Meals on Wheels America’s efforts at a banquet in Washington, D.C.
A New Lease on Life: 
Second Wind Dreams

Second Wind Dreams is a nonprofit working to change the perception of aging through the fulfillment of dreams. Since 2009, Second Wind Dreams, Caesars Foundation and HERO volunteers have fulfilled dreams and hosted events for 3,000+ elders. To date, Caesars Foundation has contributed nearly $1.4 million to Second Wind Dreams.

Caesars Foundation supports Second Wind Dreams’ partnerships with Caesars locations in Las Vegas, Atlantic City and New Orleans. Activities vary based on local seniors’ interests. For example, in Las Vegas, High Roller Day is a hit. HEROs roll out the red carpet for seniors and give them a ride on the High Roller before it opens to the public.

In Atlantic City, the Foundation and Second Wind Dreams host a luncheon at Harrah’s and take elders to a Philadelphia Eagles football game. New Orleans is focused on monthly visits to nursing homes with a variety of fun activities, from manicures to bingo games to auctions. Seniors in the New Orleans nursing homes served by Second Wind Dreams are from especially disadvantaged backgrounds, so ongoing activities are appreciated.

MAKING DREAMS COME TRUE

“We strive to always have it be a surprise when we fulfill dreams,” says Amy Safran, Director, Community Relations for Second Wind Dreams. Read on to find out how Caesars Foundation funded dream fulfillment for two deserving older adults.

Stella: Ninety-year-old Stella, a resident of a Las Vegas area retirement community, has no family in the area. She is close with her niece, Judy, though they hadn’t spent time together in person in 10 years because Judy lives in Chicago. To surprise Stella, Second Wind Dreams flew Judy and her husband to the Senior Appreciation Luncheon at Mesa Grill at Caesars Palace. There were tears all around as aunt and niece reunited.

Martin: Texas resident and World War II veteran Martin dreamed of visiting the National World War II Museum in New Orleans. Because he resides in an assisted living facility, the trip wasn’t feasible. Second Wind Dreams flew Martin and his daughter to New Orleans and hosted them at Harrah’s. Second Wind Dreams also arranged for the museum staff to give Martin a special greeting in honor of his service to our country.
Protecting Memories: 
**Keep Memory Alive & Cleveland Clinic Lou Ruvo Center for Brain Health**

The risk of developing Alzheimer’s and other brain disorders increases with age. That’s why the Caesars Foundation is proud to work alongside organizations like Keep Memory Alive (KMA), a nonprofit providing support to the Cleveland Clinic Lou Ruvo Center for Brain Health in Las Vegas, which treats brain disorders.

In 2016, the Caesars Foundation gave a $600,000 grant to KMA for the launch and continued development of its 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 participants and their families with risk-reduction tips and healthy lifestyle enhancement tools to guide intervention and monitor progress.

In honor of Healthy Brains Day on May 12, nine Caesars Entertainment locations in Las Vegas implemented a pilot employee volunteer program, Smart HEROs, to encourage team members, guests and visitors to take action to lower their risk for brain disease utilizing HealthyBrains.org. The Smart HERO team educated people about Cleveland Clinic’s Six Pillars of Brain Health and complete a free Healthy Brain Index assessment on HealthyBrains.org.

“Our coworkers here at Caesars Entertainment are some of the most giving and generous folks I’ve ever come across. Their generosity, coupled with the resources available to a large enterprise such as Caesars, is a powerful combination that can really move the needle on ensuring all of our communities are vibrant places to live and work.”

Jonathan Jones, Caesars Foundation Trustee
Senior Vice President and General Manager, Harrah’s Gulf Coast
Caesars Foundation’s ongoing emphasis on sustainability translates into support for diverse organizations that provide advocacy, conservation and stewardship of the planet and its natural resources.
Clean the World

We’re proud to support Clean the World’s mission to fight bacterial diseases while diverting hotel soap and hygiene product waste from landfills. Our housekeeping team members are the driving force behind our support of Clean the World (CTW). In fact, it began out of their concern over the growing amount of waste from half-used bars of soap. The housekeepers manage the daily soap collections across our locations.

Each year, team members from Caesars Entertainment distribute soaps in communities around the world. Caesars Entertainment and Caesars Foundation have long supported and served the communities where we live and work, so in 2016, the company decided to distribute soap closer to home. Working with CTW’s ONE Project, which distributes hygiene kits in North America, guests and team members assembled kits that included hygiene items like soap, toothpaste and a toothbrush. Caesars Entertainment team members traveled from around the U.S. to work with colleagues at Horseshoe Hammond in Hammond, Ind., and Harrah’s Joliet in Joliet, Ill., to deliver 1,500 hygiene kits to domestic violence survivors and families facing homelessness.

Since 2010, Caesars Entertainment and the Caesars Foundation have giffed $3 million to the organization in financial contributions, pounds of soap and volunteer hours.

“Clean the World is a terrific program that evokes a great deal of pride from Caesars’ team members – particularly among our hotel employees that value that we not only recycle soaps, shampoo, etc., but that they are being used by those in need. Employees that have participated in distributing the recycled hygiene kits in underprivileged areas have stated that it has been life-changing!”

Dan Nita, Caesars Foundation Trustee
Regional President and General Manager, Horseshoe Hammond

1 And its affiliated businesses
Caesars Foundation supports the National Park Trust’s Buddy Bison school program, which brings children from underserved communities to national parks, enhancing their existing classes in science, history, geography and more.

In 2014, Caesars Foundation began supporting the Buddy Bison Carbon Contest. The Carbon Contest inspires fifth graders to track their energy usage and make energy-saving actions throughout the course of three months.

HERO volunteers from Caesars Entertainment2 in Nevada kicked off the Carbon Contest by visiting participating students from Walter V. Long Elementary in Las Vegas and Bennett Elementary in Laughlin, Nev. HEROs shared how they personally reduce energy use at home and at work. The students then conducted a baseline energy audit at school and began implementing energy-saving practices like turning off lights. They also learn a tip each week to implement at home with their families, such as unplugging appliances and other items when not in use and collecting used cell phones for recycling. Caesars Foundation also donated Camelbak reusable water bottles to encourage students to avoid bottled water. Through a comprehensive set of tips related to energy, water and waste, students gain a full understanding of the interconnectedness of environmental impacts.

The students use a report card to track their eco-conscious steps and the resulting carbon impact reduction. After three months, the students reduced a total of 7,261 pounds of greenhouse gases (GHGs). That’s 92.3 pounds of GHGs per student! At the end of the Carbon Contest, participating schools get a grant to visit a National Park, and HERO volunteers often accompany the kids on the field trip.

Caesars HEROs also joined Baltimore-area students from three local YMCAs in celebrating the 100 year anniversary of the National Parks Service, the federal agency managing our national parks. Students met at Fort McHenry National Monument and Historic Shrine to learn about the park’s importance to our nation’s history and saw a replica of the original Star-Spangled Banner. Buddy Bison himself even joined in the fun!

“We are very pleased to learn how effective the Buddy Bison Carbon Reduction Contest has been. Working with National Park Trust and our CodeGreen teams, elementary school students have learned lifelong lessons on how they as individuals – and as a school community – can make a significant impact on our environment by taking simple daily actions to reduce their energy and waste consumption, a priority in our corporate citizenship efforts.”

Gwen Migita, Caesars Foundation Community Affairs Vice President, Sustainability & Corporate Citizenship

2And its affiliated businesses
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 educational groups to provide scholarships, exciting curriculum additions and supplies to those who need it most.
Teach for America — Las Vegas Valley addresses a critical need: as of January 2016, there were approximately 700 teaching position vacancies, with the vast majority in disadvantaged schools. The organization recruits and develops a diverse group of college graduates and professionals to make an initial two-year commitment to teach in high-needs Southern Nevada schools and to become lifelong leaders in the effort to end educational inequity. In 2016, the organization continued its work in the Las Vegas Valley, leveraging a $150,000 donation from the Caesars Foundation. In the 2015-2016 academic year alone, Teach for America — Las Vegas Valley reached more than 30,000 low-income students across Clark County through current teaching corps members and alumni.

Throughout the school year, Caesars Foundation, alongside the Teach for America region, has worked directly with students and teachers across the Las Vegas Valley. Caesars team members in the Las Vegas Valley participated in school adoptions of Decker Elementary School and Desert Pines High School, with almost 70 HERO volunteers in 2016. Team members volunteered in the classroom for tutoring, as reading partners and to support school events like the annual Breakfast with Santa, family picnics and school campus beautification.
Due to a lack in state funding, Las Vegas Valley residents with intellectual and related disabilities face challenges in receiving needed services, from job training to life skills support. Opportunity Village (OV) aims to support “choice-filled lives” by enhancing the lives of adults with disabilities — and the lives of their families — through vocational training, employment opportunities, fine and performing arts initiatives, education and recreation.

In 2016, Caesars Foundation partnered with Caesars Entertainment locations to support OV’s Scholarship Program, which connects people to essential OV services and programs. Thanks to our support, OV provided services to 50 more people out of the nearly 3,000 individuals it served in 2016.

Opportunity Village hosted a variety of fundraisers and events to support people with disabilities, and HERO volunteers were eager to support. From the annual HallOVoWeen celebration to the Las Vegas Great Santa Run, Caesars Entertainment team members lent their time to support OV’s fundraisers. Volunteers also got involved working directly with OV program participants in educational efforts, serving as reading tutors and assisting with a job discovery event.

Foundation gifts supported the renovation of Opportunity Village campuses, including the building of Sean’s Park, the nation’s first life-learning park for people with disabilities. Serving children and adults alike, Sean’s Park provides a chance to explore and learn life skills, further supporting OV’s laudable mission.

“When Caesars Entertainment team members volunteer in support of Foundation initiatives, it has a multiplier effect on our donation. Team members’ time and efforts stretch the value and impact of every Caesars Foundation dollar.”

Jacqueline Beato, Caesars Foundation Trustee Senior Vice President of Finance and Treasurer
Teacher EXCHANGE

Since 2008, the Caesars Foundation, Caesars Entertainment and its affiliated businesses have supported the Public Education Foundation’s Teacher EXCHANGE, which provides teachers and students in Southern Nevada’s Clark County School District with much-needed supplemental materials and supplies. For example, Caesars Entertainment’s conferences and events clients can donate used supplies from their meetings, such as pens and paper, for use in classrooms.

Teacher EXCHANGE has grown to become recognized as a national model to help provide teachers with reused, repurposed and surplus materials and supplies while keeping many of items out of landfills.
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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. 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
Executive Vice President, Government Relations and Corporate Responsibility
Jan leads Caesars Entertainment’s industry-leading government relations and corporate responsibility strategies at Caesars. She spent most of the 1990s as one of the most popular mayors in Las Vegas’ history.

When asked which Foundation-funded program is most impactful, Jan says, “I am particularly proud of our work with seniors, partnering with Meals on Wheels, Second Wind Dreams and Lou Ruvo Center for Brain Health. I believe we have made a significant difference in the quality of life for our seniors nationwide!”

Tom Jenkin, Vice-Chair
Global President, Destination Markets
Tom began at Harrah’s Las Vegas as a fry cook in 1975 and has climbed the ranks to his current role as global president of Destination Markets, overseeing Caesars Entertainment’s largest markets. Tom’s pick for the most impactful Foundation-funded program is Opportunity Village, and he is grateful to have the chance to fund many wonderful causes, noting that the Foundation’s support is “often what keeps organizations running.”

Jacqueline Beato, Trustee
Senior Vice President of Finance and Treasurer
Though she studied engineering, Jacqueline quickly realized that finance was her true passion. She manages Caesars Entertainment’s balance sheet, with an operating expense budget of $220 million. She also oversees risk management and investor relations for the company.

Of her service on the Foundation Board, Jacqueline says, “It has opened my eyes to the difficulties charitable causes face in today’s environment. There is an abundance of need in our communities, but only a finite number of dollars out there to help. This has made me very grateful to work for a company that values giving back to our communities through our Foundation, using some of our profits to help others in need.”

Dan Nita, Trustee
Regional President and General Manager
Dan has been with the Caesars family of companies for twenty-one years. While his day-to-day responsibilities are at Horseshoe Hammond Casino, he oversees eight Caesars-affiliated properties in the Midwest and Southern regions.

When asked to choose the Foundation program he feels is most impactful, Dan says, “Clean the World is a terrific program that evokes a great deal of pride, particularly among hotel team members. They’re happy not only that we are recycling soap, but that it is being used by those in need.”

Christian Stuart
Senior Vice President and Chief of Staff to Mark Frissora
Christian Stuart is a Senior Vice President and the Chief of Staff to Caesars Entertainment CEO and President Mark Frissora. He also serves as regional Chief Marketing Officer in Las Vegas, responsible for the marketing operations and strategy for Caesars’ largest market.

When asked about the Foundation, Christian says, “The Caesars Foundation provides a great avenue for 60,000 Caesars Entertainment team members to participate hands-on in the communities we operate as well as impact people in need around the world. With more than 260,000 volunteer hours, 58 Meals on Wheels trucks donated and more than two million bars of soap distributed, it is exciting to know that we are truly making a difference.”

Scott Wiegand, Trustee
Senior Vice President, Deputy General Counsel and Corporate Secretary
Scott began his career with the Caesars legal department in 2003. He and his team are responsible for corporate governance and securities legal matters as well as the legal work for new development transactions.

Regarding the Foundation, Scott says, “Our dedication to charitable organizations in the communities where we operate is one of my favorite things about Caesars. I’m passionate about community service, and Caesars provides each of us with an incredible platform to improve the lives of our neighbors.”

Jonathan Jones, Trustee
Senior Vice President and General Manager at Harrah’s Gulf Coast
Jonathan brings a property-specific perspective to his role on the Foundation Board due to his day job leading Harrah’s Gulf Coast in Biloxi, Mississippi.

Jonathan calls Caesars Entertainment team members “some of the most giving and generous folks I’ve ever come across.” He continues to say, “Their generosity, coupled with the resources available to a large company such as Caesars, is a powerful combination that helps ensure all of our communities are vibrant places to live and work.”

Scott Wiegand – Secretary/Legal
Senior Vice President, Deputy General Counsel and Corporate Secretary

Thom Reilly – Executive Director

Judi Brown – Administrator

Leslie Parker – Treasurer

Gwen Migita – Corporate Responsibility

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