

2018

NEVADA CORPORATE GIVING





Thank you to the businesses that participated in the sixth annual corporate giving survey. We more than doubled our responses from last year, resulting in a stronger annual report and a better understanding of how industries in Nevada support the communities in which they operate.

We are able to produce this report through a dedicated group of philanthropy leaders, called the Nevada Corporate Giving Council (NCGC). Our council members meet quarterly to share best practices, engage in open conversations amongst a trusted network of peers, hear the latest giving trends, and learn from subject experts.

To share your company's philanthropic involvement and for more information about joining the NCGC, visit www.moonridgegroup.com or send a message to connect@moonridgegroup.com.

We are honored to serve as the co-chairs for this important effort, and hope you enjoy this year's report.

Rebecca Darling

Head of Community and Corporate Affairs, North America, Barrick

Shelley Gitomer

Vice President of Philanthropy & Community Engagement, MGM Resorts International

Tony Sanchez

Executive Vice President of Business Development & External Relations, NV Energy



When communities unite and work together to improve the lives of all those who inhabit its workforce and neighborhoods, the results are palpable. Moonridge Group is honored to play a part to uplift and inspire corporate giving in Nevada. Under the visionary leadership and direction of Michael Brown, Shelley Gitomer, and Tony Sanchez, the Nevada Corporate Giving Council (NCGC) was born. Since 2013, the NCGC has spearheaded the effort to produce an annual Corporate Giving Report – one that not only tells the collective narrative of how corporations in our state are making a difference – but one that conveys the real numbers, metrics, and data that underscore strategic community impact.

This report has become the go-to resource for public and private sectors, non-profits, and individuals alike as a guidepost to inform on how best to maximize a return on investment through corporate social responsibility. The investment made to enhance our community pays dividends bigger than the bottom line: it ensures a long-term vibrant economy with power to recruit needed talent and maintain a robust and sustainable plan for growth. It shows the unmistakable trend towards building deeper relationships between companies and causes and the shift that occurs when non-profits are among the list of an organization's strategic partners.

Moonridge Group believes that communities which are strongest have active, engaged, philanthropy at their core. As we strive to continue our quest to build a more vibrant and connected community, we invite you to join our journey.

Thank you to Applied Analysis, the NCGC, and its members for collaborating to construct this outstanding report. We look forward to witnessing the impactful change in 2019!

Julie Murray

CEO & Principal, Moonridge Group

Heather Libonati

Project Manager, Moonridge Group

ABOUT NEVADA CORPORATE GIVING COUNCIL

The mission of the Nevada Corporate Giving Council (NCGC) is to connect corporate philanthropy leaders from across industries to share news and best practices, discuss trends, and gain a deeper understanding of the community's needs.

ABOUT MOONRIDGE GROUP

Moonridge Group serves as the catalyst between individuals, foundations, and corporations to help achieve their philanthropic goals. The company combines analytical and strategic thinking, with thoughtful stakeholder engagement and collaborations.

PREFACE

Applied Analysis is honored to prepare the *Nevada Corporate Giving Report* in cooperation with Moonridge Group and the Nevada Corporate Giving Council. Now in its sixth year, this report aims to measure and illuminate the contributions made in local communities by the many business entities that call Nevada home.

The survey underlying this report covers Nevada companies' corporate social investment throughout the 2017 calendar year or their latest reported fiscal year. The intent is to capture a broad cross section of businesses, including operations of various sizes and activities in every sector of the economy. The survey asks companies to share their motivations, policies, procedures, culture, and evaluation processes for their philanthropic efforts.

This report summarizes the results of the survey and our supporting research, providing a benchmark for companies across the state to compare how they give as well as best practices for programmatic efficiency (i.e., getting the greatest impact out of every dollar and every volunteer hour). It is our hope that an informed social investment strategy will not only pay dividends for the communities served but also produce a greater return on investment for businesses.

Simply put, this report is designed to identify and share best practices, giving companies the ability to better evaluate their corporate social investment programs, a forum to share ideas and a platform to highlight the impacts of their combined investment. By bringing together stakeholders and sharing best practices, we hope that the *Nevada Corporate Giving Report* helps members of the Nevada community, whether they be individuals, corporations, or charities, come together and ensure continued success with their philanthropic pursuits.


TABLE OF CONTENTS

EXECUTIVE SUMMARY	3
FOR THE CAUSE	5
FOR THE COMMUNITY	5
FOR THE COMMUNITY PARTNERS	5
FOR THE EMPLOYEES	7
FOR THE COMPANY	7
FOR THE CAUSE	9
HOMELESSNESS	11
AFFORDABLE HOUSING	12
COMMUNITY EFFORT	13
FOR THE COMMUNITY	15
EDUCATION	17
HEALTH AND SOCIAL SERVICES	17
ENVIRONMENTAL	17
CIVIC AND PUBLIC AFFAIRS	19
ARTS AND CULTURE	19
OTHER CATEGORIES	19
FOR THE COMMUNITY PARTNERS	21
FOR THE EMPLOYEES	25
FOR THE COMPANY	27
DECISION MAKING PROCESS	28
MOTIVATIONS FOR GIVING	29
EVALUATING CORPORATE PHILANTHROPY EFFORTS	30
CONCLUSION	30

EXECUTIVE SUMMARY

This *Nevada Corporate Giving Report* continues to evolve in a positive direction, which is the result of increased participation and an ability to measure change against historical trends. In fact, more Nevada companies participated in this year's survey than ever before, providing a more in-depth look at the Nevada corporate giving landscape. The companies that participated in the survey gave an estimated **\$167.3 million** in monetary and in-kind donations throughout 2017, roughly **0.22 percent** of their overall reported revenues and an increase of 24.7 percent over the \$134.2 million reported in the prior year's report. The sections that follow provide additional insight relative to the causes that inspired corporate philanthropy and social investment, the communities that benefited from the giving, the partnerships that translated giving into action and the effects on both companies and their employees.





Working together with local partners



BARRICK WORKS TO PRESERVE AND RENEW THE ENVIRONMENT

Restoration of the Willow Creek Reservoir was a social investment focus of Barrick in 2018. The reservoir, located northwest of Elko, required assistance after a malfunction caused draining of the reservoir in December 2017. The restoration project, conducted through a partnership with the Nevada Department of Wildlife, Nevada Bighorns Unlimited Midas Chapter, Raintree Construction, United Rentals, GSI, Remington Construction, and Truckin' Water began in January 2018 and has included both repair and expansion of the concrete dam as well as the creation of new fish habitats to aid wildlife recovery in the reservoir. The 100 different fish habitats constructed so far will provide spawning beds and protection for numerous species of fish, including catfish, crappie, and small and large mouth bass. An additional 200 fish habitat structures are scheduled to be constructed in the coming spring by the Nevada Department of Wildlife. Barrick has so far dedicated 20,000 man-hours and invested \$1.7 million into the restoration project, which should help ensure the longevity of the reservoir as both a wildlife habitat and community asset.



FOR THE CAUSE

Corporate philanthropic efforts in Nevada support a wide range of causes throughout the state, but there tends to be a consensus regarding the state's most pressing issues. While this focus has changed from year to year, it inevitably reflects areas of acute need. When asked to identify the top societal issues that their philanthropy aims to alleviate, **survey respondents overwhelmingly identified education and homelessness/poverty as their primary areas of focus in 2017.** Each was cited by roughly 38 percent of respondents as the greatest community challenge, and nearly all respondents listed both issues among their top three areas of focus. Notably, only 24 percent of respondents indicated something other than education or homelessness/poverty as the primary issue facing Nevada.



FOR THE COMMUNITY

Nevada-based companies tend to focus their philanthropy close to home (i.e., the neighborhoods in which they operate and their employees live). The efforts measured by this year's survey provide clear and compelling evidence of this trend. This year's survey incorporated companies that collectively have **operations in every county in Nevada, a first in the survey's history.** Perhaps most importantly, the impact of the giving reported by survey respondents is touching communities in every corner of the state – urban or rural, north or south.



FOR THE COMMUNITY PARTNERS

Companies have multiple ways of identifying community partners and various expectations regarding the relationships with those they work with and work through. Understanding these processes and relationships is integral to improving the efficacy of corporate philanthropy. **Alignment between companies and community-based organizations (including non-profits) in terms of both goals and values remains critical to creating, sustaining, and maximizing successful partnerships.** The most oft-cited challenge relative to determining which organizations a company should partner with is a disconnect in these core values, noted by 62 percent of respondents.



MGM RESORTS
INTERNATIONAL®

MGM RESORTS INTERNATIONAL EMBRACES COMMUNITY SERVICE

MGM Resorts encourages their employees to give their time and talents to the communities where they live and work through volunteer service. The volunteer program benefits the communities, and at the same time, fosters high employee engagement, teamwork and leadership development. The automated Giving and Volunteering portal allows employees to access opportunities in their locales to serve nonprofit organizations that align with their personal beliefs, and then log their individual service hours. During the past year the MGM Resorts family logged over 122,000 volunteer hours with various organizations supporting numerous causes throughout the community.

GREATEST ASSET - EMPLOYEE VOLUNTEERS



FOR THE EMPLOYEES

Employee engagement is an important aspect of corporate philanthropy in Nevada and can serve both as a way to increase a company's philanthropic reach as well as build relationships with and among employees. Increasingly, we have witnessed employees' roles in corporate philanthropy efforts grow, not only in determining where to give but also in the evaluation process and in taking ownership of outcomes. Workers are placing greater value on working for companies that make positive social impacts, and many employers are expanding their philanthropic efforts accordingly to better recruit and retain talent.¹ Notably, **53 percent of survey respondents cited having a volunteer program** as a key element of their corporate philanthropy strategy, and two-thirds of companies reported offering some type of donation matching where employee contributions to selected non-profit organizations are also supported by the business.

GREATEST MOTIVATION - PROMOTING COMMUNITY WELLNESS



FOR THE COMPANY

Respondents operate under varying governance and selection criteria in their social investment strategies. These are influenced by several factors such as industry, local community, and size. However, despite the wide variety of focus areas and ways of investing, most companies seem to share the same goal of helping the communities of which they are a part. Stated otherwise, they want to see, feel and have their employees benefit directly from the contributions they make, whether in time or treasure. When asked about motivating factors for their philanthropic pursuits, **promoting community wellness and sustainability was ranked first by 34 percent of participating companies.** Further, businesses clearly value reputational enhancement as well as the potential for new partnerships and innovation, with those benefits being most notably derived from investments that are both necessary (i.e., they serve an important purpose) and are effective (e.g., they result in measurable, positive outcomes).



PROMOTING COMMUNITY WELLNESS AND SUSTAINABILITY WAS RANKED AS THE MOST IMPORTANT MOTIVATING FACTOR FOR PHILANTHROPY BY RESPONDENTS.

¹Fortune, Why Companies That Give Back Also Receive



Brownstein Hyatt Farber Schreck

At Brownstein Hyatt Farber Schreck, community involvement is part of the culture. To commemorate Brownstein's 50th anniversary, the firm committed to completing 50 Karma Projects in 2018. That goal was surpassed with more than 400 volunteers completing 58 Karma projects.

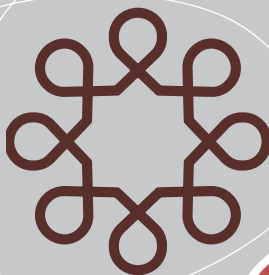
Brownstein partners with a number of charities in the markets that it serves. Volunteers in Las Vegas supported its adopted school by supplying uniforms, holiday gifts, food, monetary donations and volunteering throughout the school year. In memory of October 1, the Vegas office painted rocks and placed them in the Las Vegas Community Healing Garden to commemorate victims who lost their lives during the Route 91 Festival. In Reno, firm volunteers helped pack bags of food for families in need through Catholic Charities of Northern Nevada and St. Vincent's Food Pantry and assists in giving and volunteering events throughout the schoolyear at its adopted school. Firmwide, Brownstein employees, clients, family and friends collected clothing for Dress for Success and other organizations helping individuals transition to the professional workforce, collected candy for military troops serving overseas, wrote letters to thank veterans for their service, and collected toiletries for various homeless shelters. These are just a few examples of the many ways Brownstein employees help their communities and support meaningful causes. Brownstein's commitment to giving back is truly one of the core values that helps guide the firm's decisions and actions every day.

FOR THE CAUSE

In addition to education, poverty and related issues such as homelessness, affordable housing, and food insecurity were also areas of concern noted by many survey respondents. Communities throughout the country have seen increasing rates of homelessness and shortages of affordable and workforce housing -- Nevada has not been immune to these trends. Survey respondents cited community need in these areas, with philanthropic investment in health and social services increasing more than any other category during the past 12 months. Nearly **31 percent of monetary and in-kind** contributions reported in this year's survey were directed toward health and social services programs, **almost double the 16.5 percent share reported last year.**



NEARLY 31% OF GIVING WENT TO HEALTH & SOCIAL SERVICES



30.9%





**WELLS
FARGO**

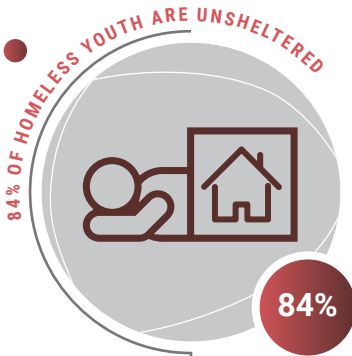
NeighborhoodLIFT is the single largest corporate philanthropic effort in Wells Fargo's history. In collaboration with the national nonprofit NeighborWorks® America as well as local and city officials, the program was launched in 2012 to help communities recover in the wake of the housing crisis. Today the program has evolved to help address affordability challenges for low- and moderate-income homebuyers in various ways, such as homebuyer education events and a down-payment assistance program which has provided nearly \$15 million to homebuyers in the Las Vegas community alone. Neighborhood revitalization projects have also become an important part of the program. In 2017, in conjunction with the NeighborhoodLIFT event, LIFT the Block came to North Las Vegas. Over 50 team members descended on the Brooks Tot lot to give the park a much-needed facelift. Wells Fargo provided new playground equipment and a shade structure while volunteers planted trees and painted a giant paint-by-number mural on walls surrounding the park. The event generated a lot of buzz in the neighborhood and inspired residents to join in, making the park's remodel a true community effort.

HOMELESSNESS

According to the U.S. Department of Housing and Urban Development, **Nevada has the 8th highest rate of homelessness among all states.** Of those who are homeless, it is estimated that 56 percent are completely unsheltered, the 3rd highest rate among U.S. states. Homeless youth in Nevada are even more likely to be unsheltered than the homeless population as a whole, at nearly 84 percent, the highest rate in the nation.² Homelessness, whether temporary, intermittent, or chronic can have significant negative impacts beyond the simple safety and health benefits of having a warm and dry place to sleep each night. A home, or at least a consistent and safe place to stay, provides a base of stability for all other actions in one's life.

Education, another significant community issue identified by participants in this year's survey, has an unfortunate intersection with homeless. Troublingly, the Nevada Department of Education reported that **nearly 17,000 students enrolled in K-12 schools were homeless during the 2016-2017 school year, roughly 3.5 percent of the state's total public school enrollment.**³

The majority of Nevada's homeless students are in Clark County and Washoe County, where roughly 11,000 and 3,000 homeless students, respectively, attend school. Despite the large number of homeless students in Nevada's two most populous counties, many smaller counties have much larger shares of their students experiencing homelessness. In Nye County, roughly 10 percent of enrolled students reportedly experienced homelessness during the 2016-2017 school year, the highest rate of any county in



NEVADA
HAS THE 8TH
HIGHEST RATE OF
HOMELESSNESS
AMONG ALL
STATES



² U.S. Department of Housing and Urban Development, *2018 Annual Homeless Assessment Report to Congress*

³ Nevada Department of Education, *Education of Homeless Children and Youth*

Nevada. Mineral, Lyon, and Pershing County are in similar positions, each reporting at least 7.5 percent of their student population experiencing homelessness, over twice the statewide rate. The stress and mental health impacts of homelessness on youth can make it much more difficult to concentrate and perform in the classroom, and the lack of a stable place or adequate supplies with which to do work outside of the classroom can make it almost impossible to learn.

AFFORDABLE HOUSING

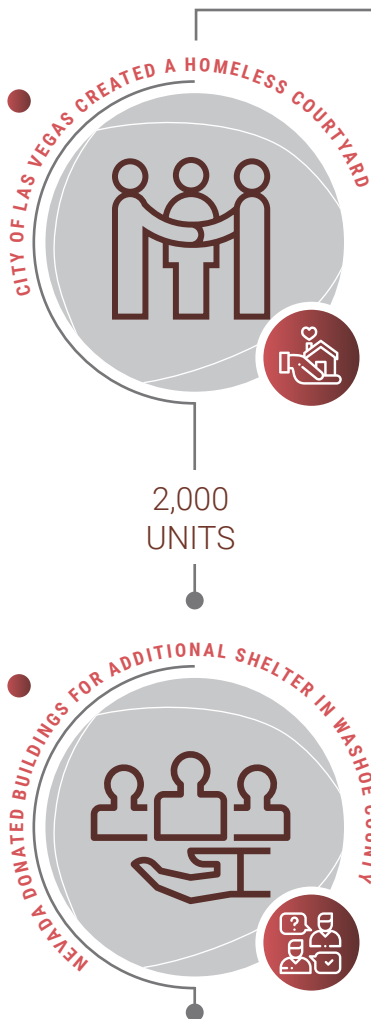
A growing lack of affordable housing is another nationwide issue that is heavily intertwined with that of homelessness; it is also one routinely noted in this year's survey responses. On the national front, the issue seems to be more prevalent in high-priced metropolitan areas such as Seattle, New York, or San Francisco where gentrification, high rents and home prices are simply pricing working families out of the market. That said, the issue is not limited to booming coastal metropolitan areas. According to annual reports from the National Low Income Housing Coalition, a nationwide non-profit organization focused on the issue of affordable housing, Nevada has the lowest supply of affordable and available rental units for extremely low-income households (i.e., those earning 30 percent or less of the area's median income). **Nevada is estimated to have 15 affordable units per 100 extremely low-income households, less than half the national average of 35 such units.** Within the Las Vegas metropolitan area, it is even more difficult for extremely low-income individuals and families to find affordable rentals, as there are just 10 affordable units available per 100 extremely low-income households, the lowest supply of any major metropolitan area in the country.⁴

Findings reported by the Nevada Housing Division (NHD), an office within the state's Department of Business and Industry, show the state's struggle to keep up with these housing needs. In their 2017 Housing Progress Report, the NHD reports that there are **nearly 29,000 affordable housing units statewide, more than 180,000 units below the needed level as estimated by the NHD.** Only 492 such units were added to the stock of affordable housing in Nevada during 2017, roughly a 1.7 percent increase.⁵ This trails the rate of population growth in Nevada, which has increased by around two percent for three straight years as the state has once again become one of the fastest growing in the nation.



⁴ National Low Income Housing Coalition, *The GAP: A Shortage of Affordable Homes* (2018)

⁵ Nevada Department of Business and Industry Housing Division, *2017 Annual Housing Progress Report*



COMMUNITY EFFORT

While these and other issues facing Nevada communities may seem daunting, the efforts underway throughout the state to tackle them provide reason for optimism. In southern Nevada, the City of Las Vegas has created a homeless courtyard near downtown, a combination of shelter and safe space as well as a center for connection to other services. In addition to providing access to restrooms, showers, and shelter; courtyard workers also connect patrons with medical and mental health services, housing assistance, and employment help. Modeled after similar programs and facilities in San Antonio, Texas and other cities around the country, the courtyard will only help more individuals as it grows and additional permanent facilities are completed. Additionally, the Clark County Commission is exploring the acquisition of 110 acres of land currently under federal control for the construction of more affordable housing units. In total, this could bring nearly 2,000 additional affordable units to the area, four times the total number of affordable units constructed in 2017 according to the NHD.

In northern Nevada, similar efforts are underway. The State of Nevada recently donated several buildings that were previously part of the Northern Nevada Adult Mental Health Services campus to provide additional shelter space after Washoe County experienced an overflow of people at the shelter in downtown Reno. Several affordable housing communities are also currently planned or under construction in the Reno area, including the Village on Sage Street which is a unique public-private partnership that will provide unique "dorm-style" facilities comprised of 200 single occupancy units. The project is a result of incredible collaboration between the City of Reno which donated land, the Community Foundation of Western Nevada which completed planning and fundraising, Volunteers of America which will manage the housing once complete, and private developers, builders, designers, contractors and the broader community who have provided financial and in-kind support to construct the facility. Homelessness and affordable housing are just a couple of areas where numerous stakeholders have come together to find solutions to community issues, and further cooperation between government agencies, non-profit organizations, and the private sector will be important in making meaningful progress.



THE NEVADA HOUSING DIVISION ESTIMATES THE NEED FOR 180,000 ADDITIONAL AFFORDABLE HOUSING UNITS THROUGHOUT NEVADA



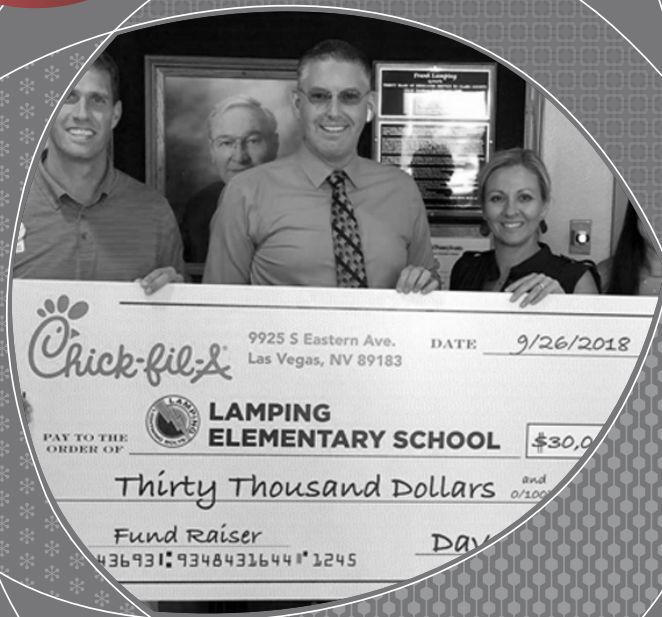
CITY NATIONAL BANK
The way up.

CITY NATIONAL BANK CONTINUES SUPPORT OF THREE SQUARE AND CHILDREN IN THE COMMUNITY

Every year City National Bank colleagues come together multiple times to support Three Square's Backpack for Kids program. These efforts help food-insecure students in the Clark County School District receive quality food that helps sustain them and their families over the weekends when they are unable to access other school-based nutrition programs. As the Official Bank of the Vegas Golden Knights, City National is proud to work alongside the Knights' mascot Chance and staff members of the team as they join bank colleagues when filling thousands of bags of food for needy children in southern Nevada. Three Square is just one of many nonprofit and community-based organizations in Nevada that City National supports through both monetary and volunteer contributions, but one with which City National has been particularly proud of the partnership's impacts.

Chick-fil-A Eastern and lone strives to be both an irresistible restaurant and source of thriving community. That community focus means giving back as much as possible. Chick-fil-A supports multiple non-profits and community organizations in the community, donates all excess food to the Las Vegas Rescue Mission, and invests heavily in the future of the community: children. A large focus of Chick-fil-A's local giving strategy is public education and helping children, teachers and administrators to succeed in the classroom and beyond. Chick-fil-A consistently donates to neighborhood schools through fundraising partnerships, food donations, incentives for student academic achievement and reading and teacher appreciation. Chick-fil-A's largest partnership this year was with Lamping Elementary. Chick-fil-A hosted a spirit day for the school, donating 100% of that day's sales and raising \$30,000 to help save a teacher position. The spirit day proved highly successful, and Chick-fil-A is extremely grateful to be part of such an amazing show of support for local schools and teachers.

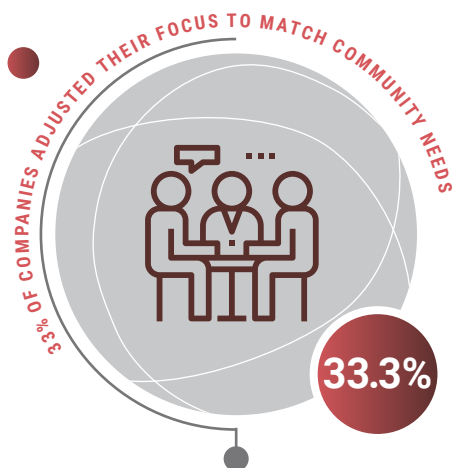
Chick-fil-A



FOR THE COMMUNITY

When asked to describe the distribution of their social investments, corporations in Nevada indicated a wide variety of focus areas. Worth noting is that **33 percent of participating companies indicated that they adjusted the causes they supported during the past year.** This is a similar percentage to those surveyed in 2017 when 37 percent noted changing the focus areas of their social investment from the previous year. This notable rate of change clearly reflects the increasing responsiveness of corporate philanthropy programs, with the needs of the community seeming to evolve in lock step with philanthropic efforts areas of focus.

HEALTH & SOCIAL	30.9%
K-12 EDUCATION	20.0%
ENVIRONMENTAL	10.6%
HIGHER EDUCATION	9.4%
CIVIC & PUBLIC AFFAIRS	6.6%
ARTS & CULTURE	3.6%
OTHER	19.1%





kb
HOME

In partnership with Keller Williams Realty and their annual RED Day (Renew, Energize, Donate), KB Home remodeled and furnished a condo in Las Vegas for the Nevada Partnership for Homeless Youth (NPHY) and their Independent Living Program. This transitional housing program stabilizes homeless teens' lives, meeting their immediate needs and providing a safe, supportive environment and a path to self-sufficiency. Through their work with homeless youth, NPHY creates productive, healthy adults who contribute to society. 6 KB Home volunteers assisted with demolition and drywall installation, together spending 35 hours on the project. KB Home also coordinated with one of their vendors, Carpets N More, to donate and install new cabinets and supply over 15 pieces of furniture to complete the one-day remodel. While the health and safety that come with having a consistent place to stay are incredibly important, the Independent Living Program can have much broader impacts as well. One teen living in the condo remodeled by KB Home earned a scholarship to an Ivy League college this past year, a testament to both their abilities and the opportunities that the program helps provide.

LP strives to be connected with their communities and their respective needs. In recent years, LP Insurance has taken a holistic approach to their giving strategy and supported causes focused on children, education, sports, business, government groups and others including the Boys & Girls Club of Truckee Meadows and their Pennington Facility. This holistic approach allows LP to react to specific community needs as they arise. When the Boys & Girls Club Pennington Facility was first under construction, the costs rose \$1 million beyond the initial project budget. With the help of LP and other community partners, the additional funds were raised and construction completed. Continued support helps to maintain the facility and ensure access for the many youth who benefit from the Boys & Girls Club's services.

LP
Insurance Services



EDUCATION



The share of corporate social investment in education-related causes remained relatively steady from last year at roughly 29 percent of total social investments. Of this, **20 percent was directed towards K-12 education initiatives while 9 percent supported higher education.** On the national level, the split between K-12 and higher education is much more equal, with K-12 initiatives receiving roughly 15 percent and higher education receiving about 12 percent.⁶ This difference is largely attributable to perceived needs within Nevada communities, where the K-12 education system has faced significant challenges and lags behind much of the country in terms of both funding and various achievement metrics.

HEALTH AND SOCIAL SERVICES



Health and social services saw the largest year-over-year increase in its share of investment, nearly doubling from 16.5 percent a year ago to 30.9 percent today. This brings Nevada much more in-line with national investment patterns, where health and social services receive 25 percent of overall corporate social investment. As detailed earlier in this report, **a significant source of this increase was the heightened focus of participating companies on homelessness and poverty-related issues.** That said, healthcare in general remains an area where Nevada still has significant room for improvement. Perhaps most notably, Nevada suffers from a lack of medical providers, ranking 47th out of 50 states in physicians per capita, an issue both Governor Sisolak and the Nevada State Legislature has indicated is on their agenda for the 2019 Legislative Session.⁷

ENVIRONMENTAL



Investment in the environmental category also increased significantly over the past year, albeit from a much lower starting point. Environmental causes reportedly received about 10.6 percent of social investments from Nevada corporations in 2017, more than doubling the 4.4 percent recorded in last year's report. Nevada is home to a unique environment, ranging from the Mojave Desert in the south to pine-covered mountain ranges in the north; it is home to many endangered or threatened species. This varied landscape is susceptible to an equally large number of threats, from natural dangers like fires and floods to man-made issues like urban sprawl and habitat destruction. **Protecting the state's natural beauty -- preserving it for generations to come -- has become a staple of Nevada's corporate giving allocation.**

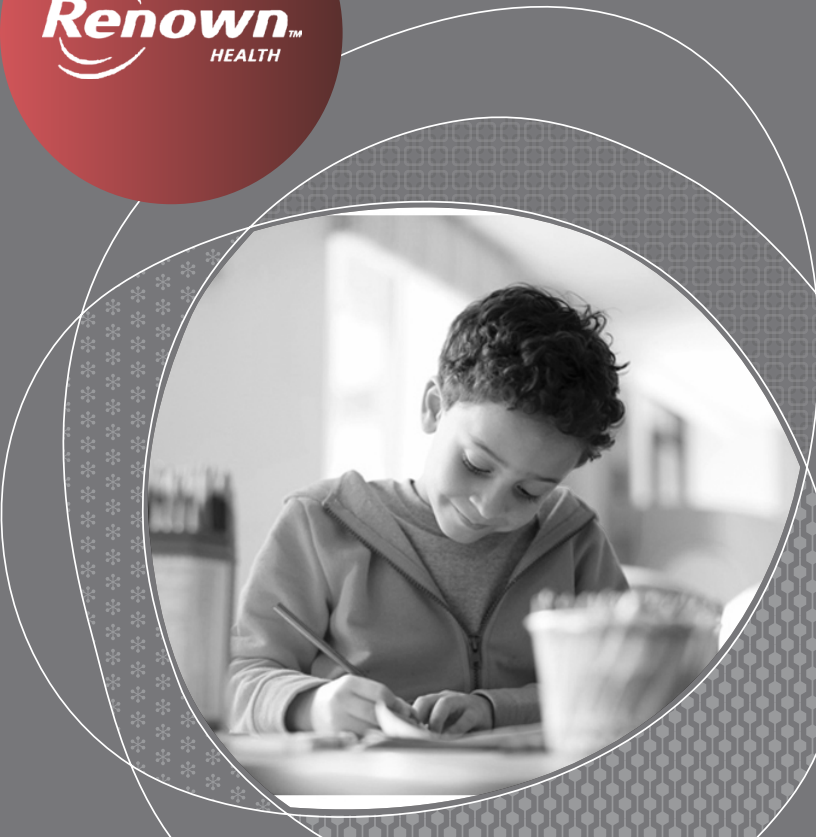
⁶ Committee Encouraging Corporate Philanthropy, *Giving in Numbers: 2018 Edition*

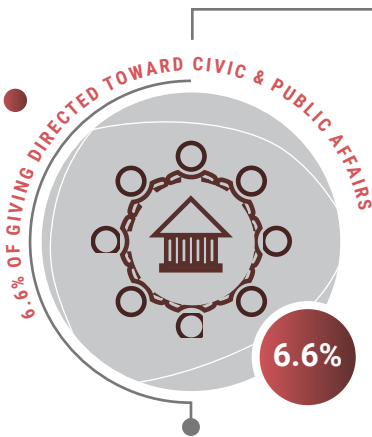
⁷ Association of American Medical Colleges, *2017 State Physician Workforce Data Report*



In July 2017, Las Vegas Sands and Clean the World responded to a need by individuals within Las Vegas' homeless community with the Sands Cares Fresh Start Mobile Showers Powered by Clean the World. The Fresh Start Mobile Showers, equipped with four private shower units, travels across the Las Vegas Valley, working with several homeless services providers offering showers, hygiene products, and access to services five days a week to those experiencing or at risk for homelessness. Through Sands Cares, Sands' corporate giving and Team Member engagement program, the company has made a commitment to combatting homelessness in its corporate headquarters as a major business leader delivering immediate relief, driving long-term problem solving, and advocating for change. Within one year of service, Fresh Start Mobile Showers has delivered more than 7,500 showers to southern Nevada's homeless community, ensuring access to basic hygiene and restoring dignity to those most vulnerable.

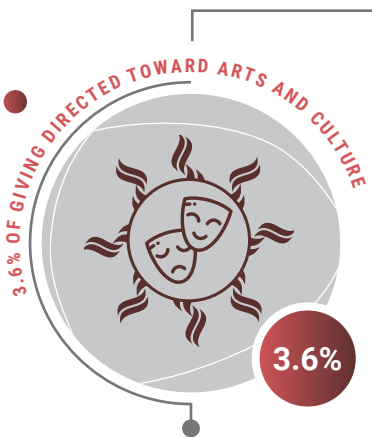
Renown has made adolescent mental and behavioral health the top priority among its community efforts. For many years Washoe County has had higher rates of suicide than the rest of Nevada and the United States, and youth in particular have proven to be at significant risk. Through various community partnerships, Renown is pushing to increase youth access to treatment, counseling, and other resources. Communities in Schools (CIS) is a national program operating in school districts with the goal of linking students with various services needed for success. CIS already operates in six schools within Washoe County, and will be expanding to three additional schools with the help of Renown funding. Another partnership with Quest Counseling and Consulting aims to assist youth with substance abuse issues. With Renown's assistance, Quest will be opening a new inpatient treatment facility for girls. Renown has also partnered with Join Together Northern Nevada to expand the LifeSkills Training course, a comprehensive health and substance use prevention program, throughout the Washoe County School District. With these and other partnerships Renown has worked to ensure that these life-saving resources are available to youth no matter the stage of need, be it prevention, treatment, or recovery.





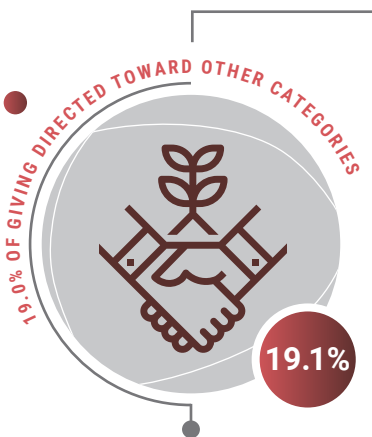
CIVIC AND PUBLIC AFFAIRS

Civic and public affairs spending, which includes contributions to local government agencies and clubs as well as policy research organizations, accounted for an average of 6.6 percent of corporate social investment statewide. This was a slight increase over the 5 percent of investment that the category received last year. While the end use of donations in the civic and public affairs category can be wide-ranging, **cooperation between public and private sectors is essential to combat any number of community's challenges and can help to increase the effectiveness of programs** and more effectively address local priorities.



ARTS AND CULTURE

The share of investment in arts and culture programs declined slightly this year to 3.6 percent of reported social investments, down from 5 percent last year and from 13 percent two years ago. The arts and cultural programs remain an important area of social investment for Nevada corporations, but **shifting community needs appear to have raised the relative priority of other categories** of investment.



OTHER CATEGORIES

Nevada corporate social investments in all other categories in 2017 represented about 19 percent of total contributions. This includes contributions to athletics programs, community infrastructure, disaster relief, and other unclassified donations. **Categories such as community infrastructure and disaster relief tend to fluctuate significantly year-to-year**, based on community needs and the prevalence of natural or other disasters, respectively.



BOYD GAMING IS COMMITTED TO THE COMMUNITY

Boyd Gaming's "Trees of Hope" tree-decorating competition is an annual event that promotes the "season of giving" nationwide. Now in its 11th year, Trees of Hope was held at 16 Boyd Gaming properties nationwide in 2018, including seven across the Las Vegas Valley. During the most recent competition, 35 southern Nevada charities were invited to decorate trees at participating Boyd Gaming properties, with cash prizes awarded at each property based on customer votes. Nationwide, Boyd Gaming has donated over \$500,000 to hundreds of charities since Trees of Hope began more than a decade ago, including \$125,000 in 2018 alone.

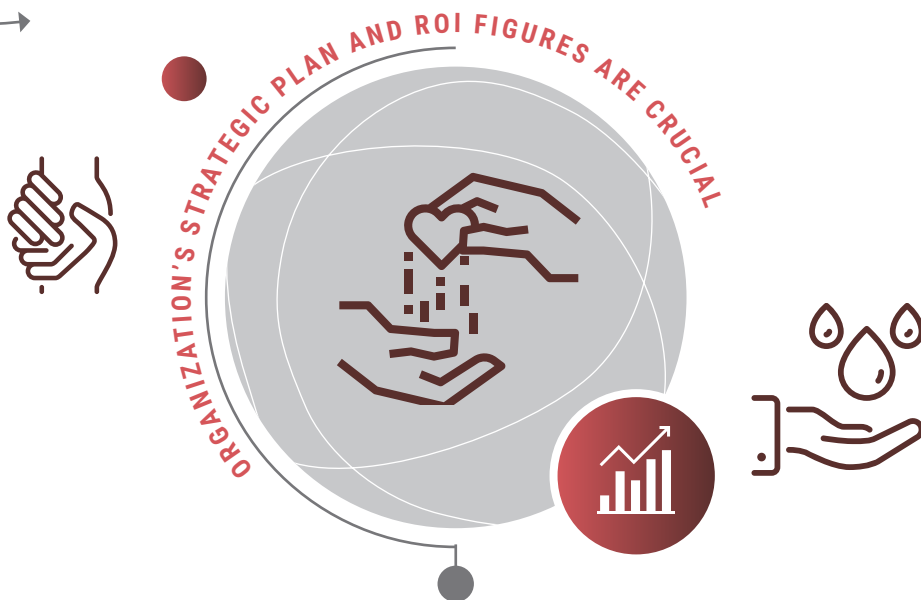
WESTGATE WORKS TO EMPOWER A GENERATION OF GENTLEMEN

Celebrating the property's 50th Anniversary in 2019, Westgate Las Vegas Resort & Casino has continued the legacy of generosity and entrepreneurialism that its team members have long been committed to. In 2018 Westgate Las Vegas made it possible for Project Gentlemen, the philanthropic arm of I AM A GENTLEMAN, INC. (IAAG) to establish itself in Las Vegas. The project mentors and empowers young men in urban communities to live healthy lifestyles as well as develop the skills necessary to have successful careers. The inaugural day-long event hosted by Westgate Las Vegas provided dozens of local young men with a complete makeover, including outfits, haircuts and shoes; in addition to a full schedule of motivational speakers and skill sessions all aimed at their self-improvement and path to success. The event culminates with each young man saying the IAAG pledge, a commitment to embody the values of a gentleman in each aspect of their lives. Westgate believes that celebrating its last 50 years is best accomplished by investing in those who will lead the next 50.



FOR THE COMMUNITY PARTNERS

There are many considerations that influence a company's social investment decisions. With over 7,000 non-profit organizations in Nevada, **it is important for companies to identify plans and partnerships they believe to be focused**, effective, and measurable in their outcomes.⁸ When asked about what information survey respondents like to see from non-profits and community organizations applying for funding or when seeking partnerships, the two most common responses were detailed measurements of results or return on investment (ROI) figures, mentioned by 40 percent of respondents, and a strategic plan or details regarding the specific use of funds, identified by 24 percent of respondents. While the most critical data point appears to be the ability to reliably measure and report impact, many other considerations were also identified by survey participants.



⁸ Urban Institute, National Center for Charitable Statistics, *State Summary Reports*

Q&D CONSTRUCTION PROMOTES WOMEN IN THE CONSTRUCTION FIELD WITH NEW SCHOLARSHIP

Among Q&D Construction's philanthropic efforts this past year was the creation of a scholarship for women intent on entering the construction field. The Laura Dianda Endowed Scholarship was established through a partnership with the Nevada Women's Fund, an organization focused on empowering women in the northern Nevada community that provides individual education scholarships as well as other community grants. Women are under-represented in the construction field, and this new scholarship will both provide greater access to construction industry jobs and increase the total impact of the Nevada Women's Fund scholarship activities, which in 2018 awarded over \$182,000 to 74 women studying in a range of fields.



REALTY ONE GROUP CONTINUES TRADITION OF SERVICE WITH ONE DAY

For Realty ONE Group, every May 1st is ONE Day, a day of community service to commemorate the company's founding. In 2018, each of Realty ONE Group's offices partnered with 13 different local non-profit organizations to help make a difference in the community. Realty ONE Group associates helped to serve youth centers, homeless shelters, food banks, among other forms of service as part of the 1,424 total volunteer hours on ONE Day 2018. Since 2016, ONE Day community service activities have impacted over 60,000 lives and have supported 41 different non-profits, assisting local communities in countless ways.

ONE

| REALTYONEGROUP
HOMES • LIVES • DREAMS™



FOR THE COMMUNITY PARTNERS

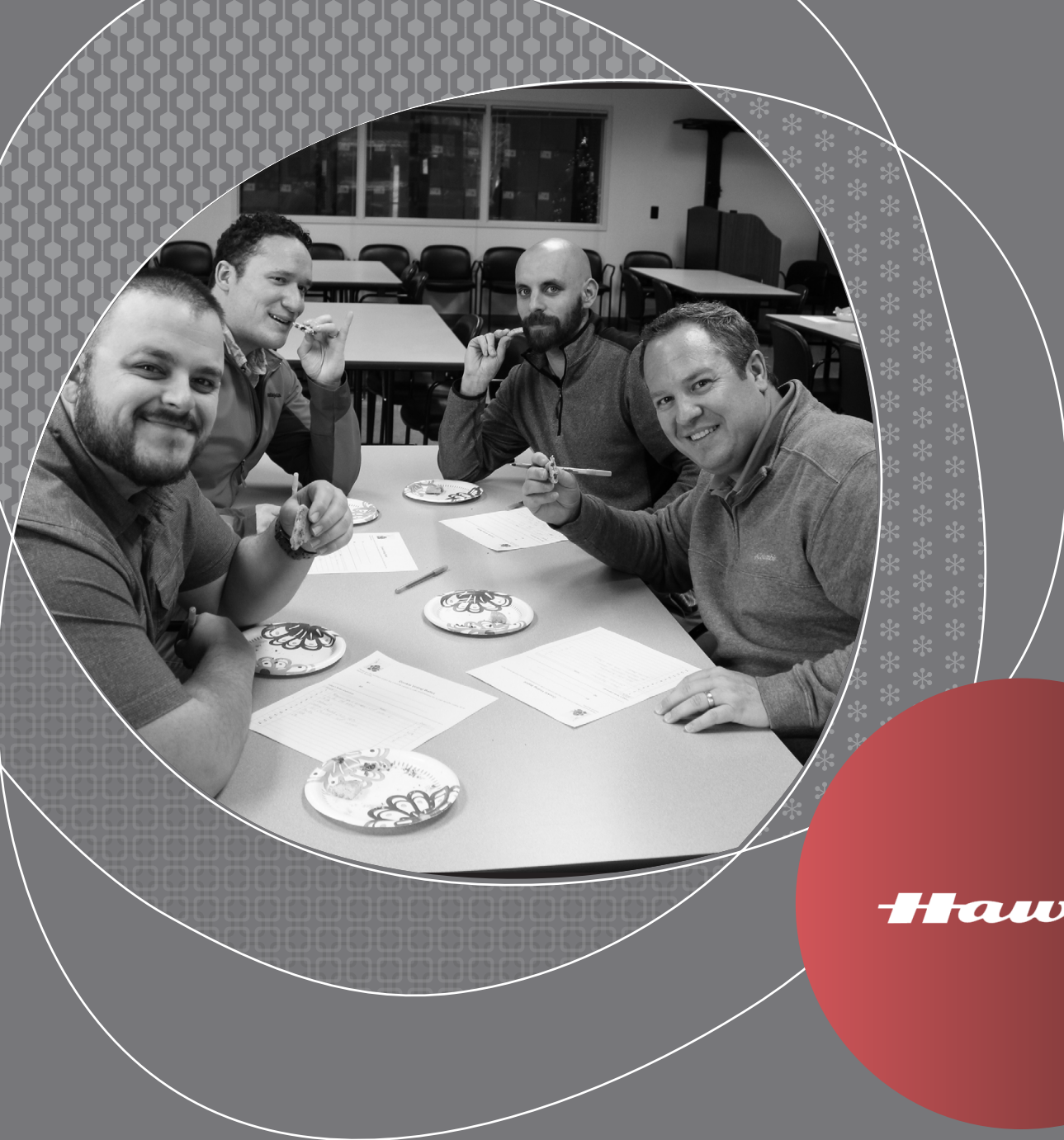


The following items were mentioned at least once in survey results:

- **ROI Figures**
- **Strategic Plan**
- **Sustainability Plan**
- **Engaged Board Members**
- **Alignment of Non-Profit Organization and Company Values/Priorities**
- **Demonstration of Community Need**
- **Employee/Group Volunteer Opportunities**
- **Historic Grant Awards/Implementation**

To improve the relationship between community-based organizations and their corporate partners, respondents also noted that it is important to identify where these relationships are at risk of breaking down. When asked about frequently encountered challenges that might discourage a contribution (or participation), the most commonly cited concern was a lack of alignment between the charities' mission and the focus areas of the company's social investment strategy (noted by 62 percent of respondents). Other issues, such as disorganization within the requesting organization was cited by 53 percent of respondents. Another frequent hurdle is a geographic disconnect between the requesting organization's activities and the company's area of focus, again reflecting a desire by funders to see the outcomes of their philanthropic investments in the community where they operate and/or where their employees live. This was cited by 42 percent of participants. A full breakdown of commonly cited issues is provided below.

No alignment with company business strategy or focus areas	62%	Incompatibility with company ideals and/or strengths	53%
Disorganization of community-based organization	53%	Geographic focus area not appropriate for company focus	43%
Lack of opportunity for employee volunteers	29%	Incomplete/improper grant submissions	22%
Inability to scale charity to meet corporate philanthropy needs	18%	Other issues or challenges	13%



Haws®

Supporting the community in which it resides is one of Haws' core values, and the company's various charitable efforts embody that value. One way that Haws gives back to the community is through its employee-directed giving program. Every year, Haws employees nominate and select two local charities that become the focus of their giving for a two-year period. The selected charities receive a \$5,000 donation from Haws, and additional donations are made through a one-for-one match of employee donations. Employees also hold various fundraising events throughout the year to benefit the chosen charities. Currently, the chosen charities are the Children's Cancer Foundation and Eddy House, a Reno-area non-profit that provides various services for homeless and at-risk youth. Haws' donation matching program extends beyond the rotating focus charities, and this year Haws has matched \$15,000 in employee donations to 25 other local charities. There is no shortage of either charitable spirit at Haws or community need in northern Nevada, and Haws hopes to grow its community impact through continued support of these local charities in 2019.

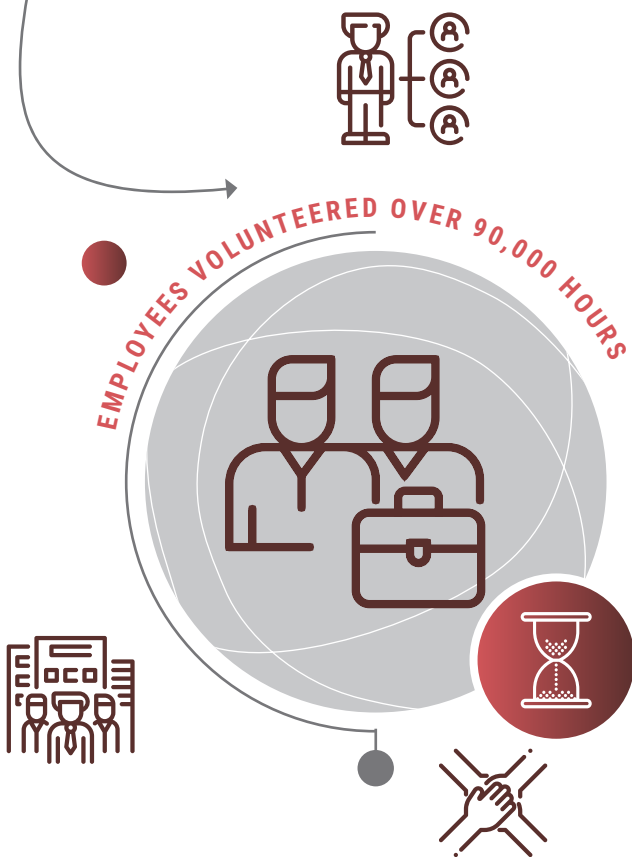
FOR THE EMPLOYEES

Employee involvement remains an important and growing factor in successful corporate philanthropy programs. Employees contribute not only volunteerism manpower but also provide a vital link between the company and the community. As both members of the communities that corporate philanthropy seeks to support and as agents of businesses themselves, **employees are in the unique position to both guide and evaluate the effectiveness of corporate social investments.** More and more, corporations are relying on them to do just that.

Among survey participants, 53 percent of companies noted that they have some sort of employee volunteer program as part of their philanthropic initiatives. Among those companies, **the most common form of company volunteer program is company-sponsored service events or designated service days**, which are used by 81 percent of companies with an employee volunteer program. An additional 15 percent of companies noted that they offer pro-bono work opportunities for employees, while 4 percent indicated they offer paid time-off to employees to engage in volunteer work. Collectively, participating companies reported that their employees spent more than 90,000 hours volunteering for various causes statewide throughout 2017.

Another way many companies engage employees in their giving programs is through donation matching. In fact, two-thirds of survey respondents indicated they had a donation-matching program for their employees. Among these companies **53 percent indicated having a workplace giving campaign to promote and solicit donations for various charities**, 23 percent indicated they have a year-round matching program for employee donations and 20 percent have a "Dollars for Doers" program in which the company makes donations to charities at which employees volunteer their time. While there are numerous forms a donation matching program can take, they are all designed to increase employee involvement in the company's social investment strategy and increase the impact of program contributions.

EMPLOYEES VOLUNTEERED OVER 90,000 HOURS





BEFORE

AFTER



Wynn Resorts continues to elevate its impact in the community, having seen a remarkable increase in employee volunteerism and giving to the Wynn Employee Foundation in 2018. Employees volunteered over 43,000 hours globally at more than 275 events, and US-based employees donated \$339,064 through the Wynn Employee Foundation. Corporate giving exceeded \$17.5 million to over 100 nonprofit organizations supporting education, vibrant communities, and cultural enrichment. Wynn Las Vegas also launched its partnership with The Shade Tree, a non-profit that helps women and children in crisis who are victims of homelessness, domestic violence, and human trafficking. The company is making a \$1.5 million investment in the organization's infrastructure and programming to bolster the shelter's impact. Wynn employees contributed 900 pro-bono volunteer hours of professional service valued at \$130,000, along with 400 hours of traditional volunteering. Wynn Las Vegas leads dozens of local construction and professional trade companies in a coalition that is markedly improving Shade Tree's facilities. This new effort is part of Wynn's evolving community engagement strategy and transformative impact model, demonstrating the power of uniting businesses across sectors. Though tactics change as programs mature, the company focuses on its objective – to improve lives in the communities where employees live and work.

FOR THE COMPANY

Companies continue to increase their philanthropic efforts and have made significant contributions to improving the communities of which they are a part. Survey respondents reported **total monetary and in-kind giving of over \$167 million in Nevada during 2017**, an increase of more than \$30 million from the total reported during 2016. As sustained corporate citizenship continues to grow in importance for many companies, so too have the investments attributable to corporate philanthropy in Nevada and nationwide. To alleviate some of the challenges to funding discussed in other sections of this report, respondents indicated that it is critical to establish clear expectations, timelines, and deliverables when communicating with potential partners.





ON AVERAGE,
SURVEY
PARTICIPANTS
REPORTED
THAT NEARLY
77 PERCENT
OF TOTAL
GIVING COMES
DIRECTLY FROM
THE COMPANY
RATHER THAN
AN AFFILIATED
FOUNDATION

DECISION MAKING PROCESS

As mentioned earlier, there are numerous factors that companies take into consideration when deciding with whom to partner, how to distribute funds and how the impacts of their investments will be measured. Nearly half of survey respondents (48 percent) indicated that the decision-making authority remains with C-level executives (e.g., CEO, CFO, or COO etc.), the company president, or company owners. Company foundation leaders were the second-most commonly identified group responsible for directing a company's social investment strategy, with 20 percent of companies identifying those charged with operating their foundations as the individual making the final investment decisions. A further 16 percent of survey respondents reported that this decision-making comes from a dedicated corporate philanthropy leader or committee within the company, while 11 percent indicated that company employees have the most say in directing the company's social investments.

Roughly half (47 percent) of participating companies indicated they use a foundation for at least part of their corporate social investment program. Of those with a foundation, 70 percent are funded solely through company donations or contributions, while 20 percent include a mix of funding from both the company and its employees. Ten percent of companies reported that their foundations are employee funded and employee directed. While about half of companies have a foundation through which they direct their social investments, the majority of this investment in Nevada is done directly through the companies themselves. On average, survey participants reported that **nearly 77 percent of total social investment comes directly from the company rather than an affiliated foundation**, and just 24 percent of companies indicated that a majority of their social investments pass through the company foundation.

When making funding decisions, respondents indicate a preference for some degree of flexibility both as it relates to the ability to adjust areas of focus from one year to the next as well as allowing partner organizations flexibility in terms of the use of donated funds. Notably, survey participants make 79 percent of contributions on a single-year basis rather than multi-year grants. Funding may be provided to the same organizations and even the same programs for consecutive years, but funding commitments are primarily one year in duration to allow for shifts in the companies' focus areas and the potential need to balance budget realities that may change from year to year. When asked whether the majority of contributions made are for restricted or unrestricted purposes, a slight majority (56 percent) indicated that contributions are most

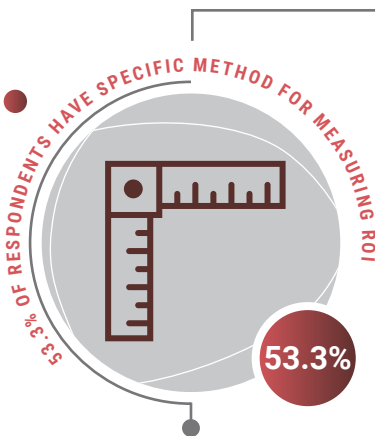
often unrestricted, meaning the partner organization determines the best use of the provided funds once they are received. The other 44 percent indicated that they most often make restricted contributions, meaning they must be used for a specific purpose rather than a specific outcome.



MOTIVATIONS FOR GIVING

As this report has outlined, there are numerous reasons for and benefits of Nevada businesses corporate philanthropy programs. Survey respondents were asked to rank the importance of several motivating factors related to their philanthropic endeavors. Respondents rated the importance of each category on a scale from 1 to 5 with 5 being the most important and 1 least important. **Promoting community wellness and sustainability was identified as the most important consideration**, with 34 percent of respondents assigning it the highest possible score. Notably, it also had the highest average score, at 3.3. Also worth mentioning, increasing customer loyalty had the lowest average score at 2.6. Full results are available in the table below.

Rank		Factor	LESS IMPORTANT		3	MORE IMPORTANT		Mean Score
			1	2		4	5	
1		Community wellness/sustainability	24.4%	12.2%	9.8%	19.5%	34.1%	3.3
2		Protecting/enhancing company reputation	12.2%	17.1%	34.1%	22.0%	14.6%	3.1
3		Providing opportunities to engage with employees	12.2%	34.1%	9.8%	26.8%	17.1%	3.0
4		Creating opportunities for business innovation and growth	9.8%	26.8%	31.7%	17.1%	14.6%	3.0
5		Increasing customer loyalty	41.5%	9.8%	14.6%	14.6%	19.5%	2.6



WHILE EACH COMPANY PURSUES A SLIGHTLY DIFFERENT PATH, THEY ALL SEEK ALIGNMENT, EFFICIENCY AND MEANINGFUL OUTCOMES

EVALUATING CORPORATE PHILANTHROPY EFFORTS

As companies develop and execute philanthropic strategies, many evaluate and compare the impacts and effectiveness of various programs in order to make the best possible decisions relative to determining with whom to partner, in what programmatic areas, in what forms, and at what levels. When asked to describe their methods of evaluating programmatic impacts, survey respondents indicated a wide variety of processes. Among those are the following:

- **Requesting specific metrics, milestones, and timelines that reflect the intended outcomes and impacts of the specific program;**
- **Conducting evaluations after volunteer programs to assess participation level, hours logged, and community impact;**
- **Requiring quarterly and year-end impact reporting from partner organizations;**
- **Measuring the number of people impacted through supported programs;**
- **Annual meetings with partner organizations to review progress and impacts; and**
- **Various types of quarterly or annual reporting of both qualitative and quantitative metrics.**

More than half of respondents (53 percent) indicated that they have a specific process for measuring the effectiveness or return on investment of their philanthropic efforts.

CONCLUSION

Corporate philanthropy is a continuously evolving field where stakeholder relationships play a vital role in determining nearly every aspect of the process and its results. Each company's philanthropic efforts are influenced by its industry; its relative size; the community it serves; company's vision, and values and those of its employees as well as the timing and perceived need. **The diversity of giving priorities and practices measured through survey responses indicates an unsurprising diversity within the business community** but a striking unity of purpose and expectation. While each company pursues a slightly different path, they all seek alignment, they all seek efficiency and they all seek measurable and meaningful outcomes.

The primary objective of this *Nevada Corporate Giving Report* is shed light on these various philanthropic strategies, so others may learn from them and the community, broadly defined, might better understand the extent and importance of these important programs.

NOTES

NOTES

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

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706 S. 8th Street || Las Vegas, NV 89101

Phone 702-570-7693 || connect@moonridgegroup.com

