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NCGC Co-Chair

Rebecca Darling

NCGC Trustee

Thank you to the businesses that participated in the seventh annual corporate giving survey. With each year, we receive an incredible increase in responses, 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 thanks to a dedicated group of philanthropy leaders, called the Nevada Corporate Giving Council (NCGC), focused on transforming our state through community engagement and corporate philanthropy. With diverse representation across all sectors, and chapters in Northern and Southern Nevada, the NCGC promotes best practices by convening council members quarterly to share best practices, engage in open conversations amongst a trusted network of peers, hear the latest giving trends, and learn from subject matter 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 leaders for this important effort, and hope you enjoy this year's report.



Julie Murray

CEO & Principal, Moonridge Group

Heather Libonati

Project Director, Moonridge Group Data matters. As Nevada funders work to address some of our state's most pressing needs, we believe that corporate giving is more strategic when based on data that is measured and reported annually. It allows us to achieve greater impact and give proactively, directing resources where they are needed most.

Moonridge Group is proud to facilitate and guide the work of the NCGC and to co-produce this Nevada Corporate Giving Report. Nevada is one of only a few states in the nation to produce a report that tracks corporate giving trends. This report has become the go-to resource for public and private sectors, nonprofits, and individuals alike as a guidepost to inform on how best to maximize return on investment through corporate social responsibility.

The investment made to enhance our community pays dividends beyond the bottom line – it ensures a long-term, vibrant economy with power to recruit and retain needed talent and chart a robust and sustainable plan for growth. Corporate social responsibility creates a valuable connection between companies and causes.

Corporate funders in Nevada are extraordinary leaders. We hope you find this report and their stories helpful. We are grateful for our partnership with Applied Analysis who have helped produce this report for the past seven years.

Thank you to the NCGC for your leadership, collaboration, and participation to bring this report to life. The work you do every day is making a difference and the data in this report validate that truth.

PREFACE

Applied Analysis, in cooperation with Moonridge Group and the Nevada Corporate Giving Council, is proud to present the 2019 Nevada Corporate Giving Report. This year's report, the seventh iteration of the annual publication, attempts to measure and promote the efforts of Nevada businesses and their community partners in a wide range of social issues facing the state.

The information presented in this report is derived from an annual survey of Nevada companies. This survey addresses the social investments of Nevada companies during the 2018 calendar year or their most recently completed fiscal year. Participants in this survey are as diverse as Nevada itself, representing a wide variety of industries, company sizes, and giving structures. Survey questions touch on various aspects of the social investment process, prompting respondents to describe their priority issues in the community, motivations for giving, decision-making processes, and evaluation strategies, among others. The following *Nevada Corporate Giving Report* summarizes these survey results while integrating supplementary information and research to provide greater context and assessment.

Ultimately, the goal of this report is to help inform social investment strategies and share best practices within the field. Bringing together stakeholders and providing insight and information allows for better-informed decisions, and in turn, greater impacts within the community and a better return on investment for contributors. By providing a platform to share ideas and highlight successes, we hope to help increase efficiency within the social investment sphere and foster additional community partnerships throughout Nevada.



Jeremy AgueroPrincipal, Applied Analysis

Martin Suman

Project Manager, Applied Analysis

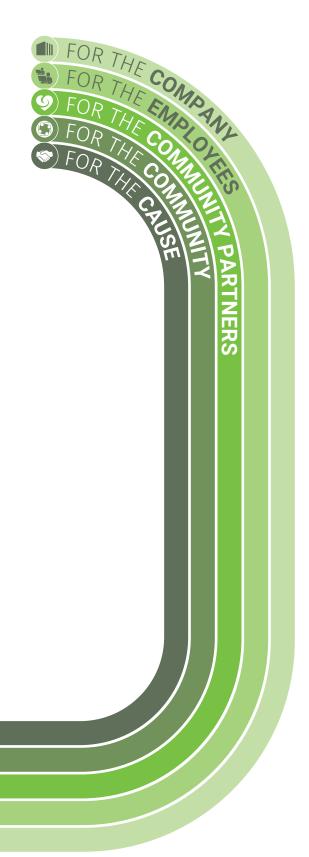
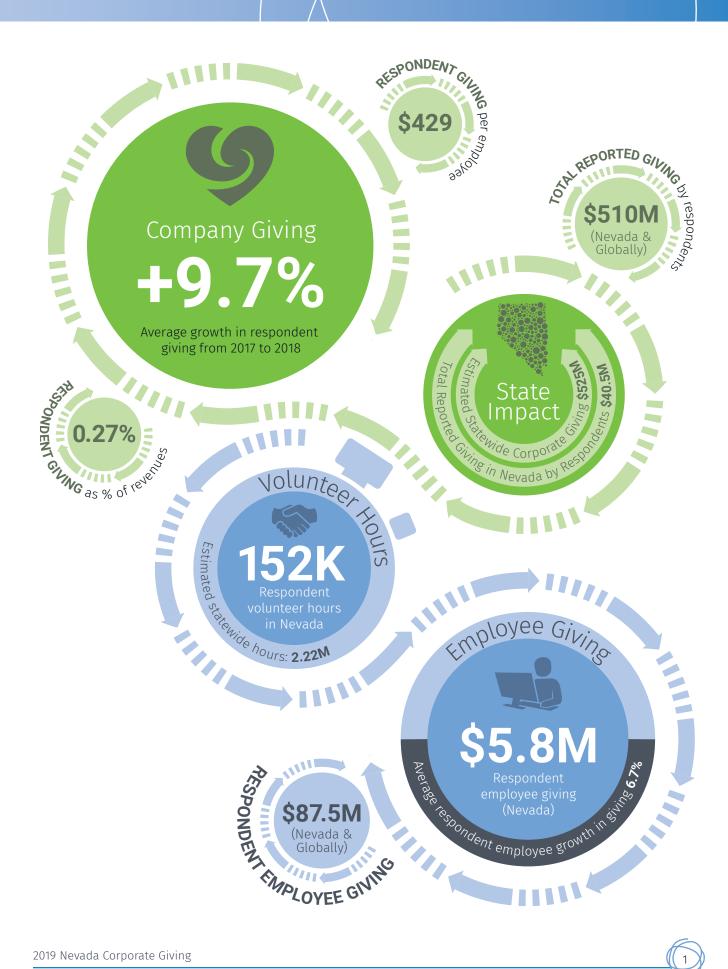


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This year, the survey prompted corporate respondents to provide a piece of advice for potential community partners when seeking grants, investments or other contributions. A selection of the advice received is presented throughout this report, marked by this icon.





"Nonprofits should invest in their capacity and sustainability, which requires having a growth mindset. As funders, it makes us question the sustainability of an organization or project if we constantly get asked to fund the same thing every year. We also sometimes see organizations that spread themselves too thin on services that other organizations are better equipped to provide. So they should ask themselves, 'is asking for funds for a particular program within our core mission?"

"Our philanthropic philosophy is built around relationships. We welcome the opportunity to get to know our partners' vision and missions, and for our partners to get to know our business and goals as well, so that we can work together to truly impact our state."

"Build relationships and manage expectations.
Organizations should be strategic when approaching a new company with a request for support. An organization should learn about the company's giving pillars, understand how the company gives and submit a reasonable proposal for a first-time contribution if specific grant opportunities are not available."

EXECUTIVE SUMMARY

The Nevada Corporate Giving Report continues to adjust and evolve to better assess the state of corporate giving within Nevada and provide a clearer picture of the social investment efforts of the state's businesses. Overall, survey respondents indicated that their level of social investment continues to grow, as reported giving increased by an average of 9.7 percent from 2017 to 2018. This equated to average giving of nearly \$429 per employee among respondents. Extrapolated statewide, this suggests total corporate social investments of over \$525 million in Nevada during 2018.

While the efforts outlined in this report and those presented by survey respondents aim to make positive impacts within the community, businesses rarely give simply for the sake of giving. For-profit businesses, by definition, are driven by profit motives and most, if not all, decisions related to the use of available funds are ultimately influenced by that business's bottom line. Therefore, it is both necessary and appropriate that a business case is made to justify significant social investment. For that reason, businesses often seek community partners that align with their strategic goals and that operate in a complimentary capacity to the businesses' areas of focus and expertise. Properly identifying these areas of compatibility, both on the part of businesses and their non-profit or community partners, is essential in creating a successful partnership and maximizing the community impacts of that partnership.



"Be organized and know what you need from a for-profit company.
Being able to outline your needs and how to accomplish your goals helps us in promoting events and organizations."

"Communicate company support to your board members."

"Know the goals and vision of the companies you are approaching for financial assistance."





FEEDING FORWARD

MGM Resorts' signature corporate social responsibility program, Feeding Forward, helps to combat food waste and food insecurity at a large scale. One key part of the program includes a process to collect, store and donate prepared event food from MGM Resorts properties to help feed people in the community. MGM's partner in the program, Three Square Food Bank, collects unserved prepared food after large events, blast chills the food to ensure safety, and then freezes the food and stores the meals in a large

entrees and menu items from Three Square, incorporating them into their meal planning. As well as prepared food from events, the Feeding Forward program also includes donation of non-perishable food from MGM hotels, unprepared food from MGM kitchens, and meals funded by MGM through sponsorships, such as Three Square's Restaurant Week and the Backpack for Kids initiatives. In 2019, MGM

Resorts International reached a significant milestone as the company has donated more than 1 million meals, and also provided funding for an additional 500,000 meals through Feeding Forward. The company has a goal to donate over 5 million meals by 2025. In addition, since Three Square opened in 2007, MGM Resorts employees have volunteered over 54,000 hours to help support the organization.

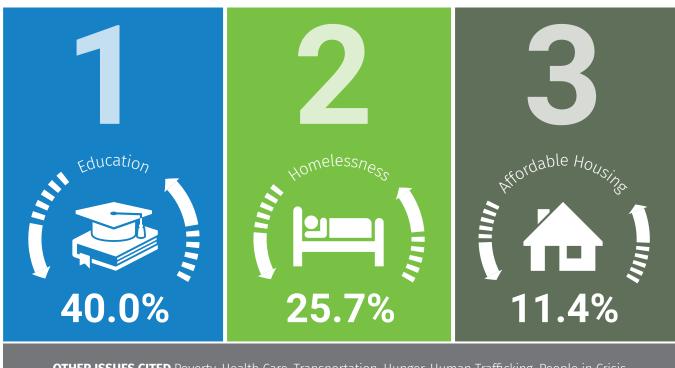


FOR THE CAUSE

PRIORITY ISSUES

While it may be difficult to quantify which of the issues facing Nevada communities have the greatest overall impact on the state and its residents, there is remarkable agreement among the corporate community about those challenges that are most dire and warrant significant social investment. Priority issues identified by survey respondents are largely unchanged from a year ago, with **education named as the most pressing issue facing Nevada by 40 percent of respondents**. Homelessness and affordable housing rounded out the top three, receiving the top rank from 26 percent and 11 percent of respondents, respectively. Overall, 89 percent of respondents identified education somewhere within their top three issues, while 66 percent noted homelessness and 29 percent identified affordable housing.

Many of the issues identified by respondents relate to or overlap with one another. For instance, 27 percent of respondents placed health care among their three priority issues, while an additional 9 percent mentioned mental health and suicide specifically and 6 percent identified drug abuse and addiction. Similarly, the issues of poverty, economic opportunity and income inequality are closely related to homelessness and affordable housing. These intersections between the social issues facing Nevada are important to understand and recognize. None of these issues exist in a vacuum, meaning that **investment and improvement in one area of focus can have significant positive spillover effects on connected issues**.



OTHER ISSUES CITED Poverty, Health Care, Transportation, Hunger, Human Trafficking, People in Crisis



WELLS FARGO BUILDS

In 2018, more than 1,500 team members (over 53% of the Wells Fargo team in Nevada) spent just shy of 26,000 hours volunteering in their Nevada communities. Across the state, team members volunteered at local food banks, schools and myriad other organizations to serve their neighbors. Specifically, the Wells Fargo Builds program is a point of pride for the Nevada team. Through this program, team members volunteer doing renovation and curbappeal projects for homeowners in need of assistance. Homeowners receive this critical repair assistance from local nonprofits funded by the program. In 2018, team members, friends and family collectively rolled up their sleeves and grabbed hammers, paint brushes, rakes and

several organizations in the southern and northern parts of the state. Those organizations included Habitat for Humanity Las Vegas, Rebuilding Together of Southern Nevada, Community Services Agency in Reno and Friends in Service Helping in Carson City. Through this and other programs, Wells Fargo and their network of community partners hope to continue changing lives throughout Nevada for years

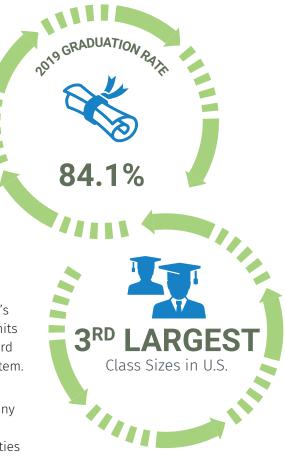


EDUCATION IN NEVADA

The challenge of improving the quality and equity of education in Nevada is not a new one. In fact, education has been the largest or second-largest target of corporate social investment every year since survey data for this report has been recorded – now six years running. Nor are efforts to affect change limited to corporate social investments. Education policy has been among the priorities of Nevada government at both the state and local level for many years, resulting in numerous reforms that have altered the funding, curriculum, organizational structure and other aspects of the state's public education system.

Education, and in particular educational achievement, is heavily influenced by many factors outside of the classroom. Socioeconomics, health, and family dynamics all affect a student's chance for success before ever meeting a teacher, which both limits the effectiveness of policy reforms in isolation and skews standard measures of the quality and effectiveness of the educational system.

In certain areas, measurable progress has been made. **Nevada's graduation rate hit a record high of 84.1 percent in 2019**, and many of the state's magnet programs have gained national recognition for their achievements. However, there remain significant disparities between schools, class sizes remain high, and Nevada has struggled to close the achievement gap with other states despite the progress made. These persistent issues and continued perception of need point to the complexity of the challenges facing education in Nevada and underscore the importance of corporate social investments and strong partnerships between both public and private entities in overcoming those challenges.





"Pay more attention to aligning requests with the company from which you are requesting funds. Try to think of a long-term partnership rather than a one-time in-kind donation that is sent out to the world."

"It takes time to improve and make an impact.
Philanthropy needs to be long term."

CITY NATIONAL BANK

MAN RBC COMPANY



Through its partnership with the Mayor's Fund for
Las Vegas LIFE, City National Bank contributed \$50,000
to the Strong Start GO! Mobile Pre-K school bus
program to secure a second mobile learning center.
The Mayor's Fund for Las Vegas LIFE is a public-private
partnership that helps to connect donors to key
initiatives throughout the City of Las Vegas to better
the lives of citizens in Southern Nevada. The Strong
Start GO! program is designed to enhance the learning
experience for young children as they prepare to enter school for
the first time. Through this program, mobile Pre-K learning centers are
used to help at-risk three- and four-year-old kids preparing to enter school
by providing them with a safe, fun learning space where they can participate in

scheduled activities that help them learn about math, science, physical fitness and social and emotional development. City National Bank is partnering with Terry Helms and the Helms Helps Foundation, the Vegas Golden Knights Foundation and Zappos for Good to launch this program in low-income neighborhoods around the Las Vegas Valley.



FOR THE COMMUNITY

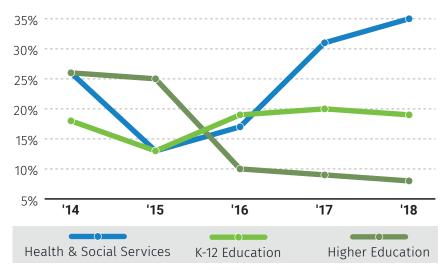
Unsurprisingly, the issues identified by respondents as the most urgent facing Nevada are also the target of most of their social investments. Reported giving in the health and social services category (which includes homelessness as well as health-specific issues) continues to grow as a share of total giving, reaching an average of 35 percent of corporate social investments among Nevada companies. **Education, including both K-12 and higher education programs, accounted for nearly 27 percent of respondents' social investments in 2018.**



"Be clear in how you see our company fitting with your goals to improve life in our community."

Education, Health and Social Services:

TRENDS IN GIVING





TOP CATEGORIES OF GIVING

1

Health & Social Services

35.0%

2

K-12 Education

19.0%

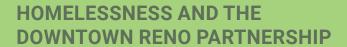
3

Higher Education

7.6%

Other Categories: Community Infrastructure, Civic & Public Affairs, Arts & Culture, Environment, Sports, Disaster Relief, Political Action Committees, Other, Unclassified/Unknown

ELDORADO RESORTS



Among their various philanthropic efforts, Eldorado Resorts Reno works very closely with the City of Reno developing solutions to address the homelessness and food insecurity issues currently facing the community. The company has been involved with several partnerships driven by the mayor of Reno to address critical issues in the area such as Operation Downtown (affordable housing and homelessness), the Urban Land Institute (responsible land use and development) and

the Regional Alliance for Downtown (a non-profit organization

focused on fostering positive development in the downtown area). In 2019 the company collaborated with several active community partners to address some of these issues in the Reno area with various events that took place throughout the year. These events included partnerships with various organizations that are active in the area, such as Volunteers of America, the Eddy House, Catholic Charities, the Reno Police Department, the Salvation Army and the Food Bank of Northern Nevada. In total, the donations from Eldorado Resorts Reno amounted to over \$44,000 in support of the various events

and programs offered by these organizations. The company also works very closely with the Downtown Reno Partnership, a community outreach program which utilizes ambassadors out on the streets to interact with both residents and visitors as well as the homeless population. Through this outreach to individuals suffering from homelessness, ambassadors can guide these individuals to available services, help to keep them safe, and provide additional human interaction, with the desired result of revitalizing Downtown Reno with a balanced quality of life for all: business, residents and visitors.



OVERVIEW

When asked to detail the distribution of their social investments, relatively few respondents, just 11 percent, indicated that the focus areas of their contributions changed from the prior year. This was a departure from survey findings in the previous two years, when 33 percent and 37 percent of respondents noted a change in focus. While the causes that Nevada businesses supported remained consistent, 72 percent of respondents noted an increase in their total monetary and in-kind contributions from 2017 to 2018, with an average increase of nearly 10 percent.

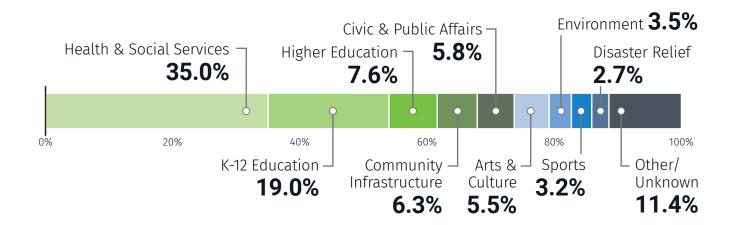
The causes receiving the largest shares of reported social investments reinforce the idea that businesses seek to make strategic impacts with their contributions, benefitting the local community in ways that also strengthen their own organization. While the most significant and direct benefits are to the individuals, groups, or communities receiving the support of social investments in these focus areas, broader benefits can return to the company and create a more sustainable business environment.

HEALTH AND SOCIAL SERVICES

Health and social services again accounted for the largest share of social investments reported by survey respondents, averaging 35 percent of company contributions in 2018. This category includes investments made to improve many of the top issues identified by respondents including healthcare, homelessness, and hunger, so its growing share of investment comes as little surprise. The share of social investment in health and social services has now increased for three straight years, rising from a low of 12.5 percent in 2015.



"Organizations should provide a detailed explanation of the project or program which includes a timeline, financials, and other partners who are investing. They should also include the benefits and the impact they are working to accomplish in their community."





SEX TRAFFICKING IN SOUTHERN NEVADA

In 2019 Hakkasan Group stood at the forefront of the battle against sex trafficking, being one of the first companies to pledge with Impact NV to end sex trafficking in Southern Nevada. This is an important issue in Nevada, as the state ranked 10th in the nation for the total number of human trafficking cases reported to the National Human Trafficking Hotline in 2017. Hakkasan Group also partners with the

Shared Future Impact Fund, a fund to provide support to those who have become victims of human trafficking. Through this initiative, companies, local governments and other organizations collaborate to develop strategies to eliminate sex trafficking in Southern Nevada. Additionally, employees at Wet Republic (a day club operated by Hakkasan) raised over \$10,000 this summer in support of The Embracing Project and their mission - "to promote peace and healing for children and youth victims/survivors of sexual exploitation,

sex trafficking, and violence through the development of specialized programs, trauma-informed care, and unconditional support." Funds were raised at events throughout the summer as well as monies donated from employee tips each week. In addition to this initiative, the company is continuing to

REPORT
HUMAN
TRAFFICKING

If you or someone you know is being tricked or forced to do sex acts or working a job for little to no pay, you might be a victim of human trafficking. Please call:

NATIONAL HUMAN TRAFFICKING HOTLINE
888 3737 888 OR TEXT "HELP" TO 233733

search for impactful ways to address this issue. For example, all nightclubs and day clubs maintain coasters that provide the contact phone number for the National Human Trafficking Hotline to promote the reporting of human trafficking. Hakkasan Group also empowers employees to help fight human trafficking by providing annual trainings to help them identify indicators of sex trafficking, broadening the reach of the company's efforts to end sex trafficking in Southern Nevada.

DID YOUR AREAS OF FOCUS CHANGE SIGNIFICANTLY FROM 2017 TO 2018?





"Seeking assistance early (well before the deadline for required assistance) and offering as much detail and specificity as possible is always a great way to stand out amongst applicants for in-kind, probono or sponsorship opportunities. Additionally, making meaningful connections with individuals in your community and in the organizations from which you seek assistance will undoubtedly help your cause."

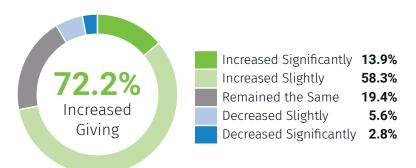
EDUCATION

The share of social investments directed towards education initiatives also remained significant in 2018, although declined slightly according to respondents. On average, respondents noted that nearly 27 percent of their social investments supported education, down from 29 percent in 2017. Contributions to both K-12 and higher education initiatives declined slightly, as the share for each fell by around one percentage point. In 2018, support for K-12 education averaged 19 percent of respondents' social investments while higher education averaged 8 percent.

COMMUNITY INFRASTRUCTURE

Reported social investments in community infrastructure showed one of the largest increases of any category, rising from just 1 percent in 2017 to over 6 percent in 2018. This category includes contributions to community and economic development efforts, urban renewal and neighborhood improvement.

DID THE AMOUNT OF YOUR COMPANY'S SOCIAL INVESTMENTS OR PHILANTHROPIC DONATIONS INCREASE OR DECREASE BETWEEN 2017 AND 2018?



OTHER CATEGORIES

While the categories discussed previously accounted for two-thirds of reported social investment, many other areas of focus received significant contributions from respondents. The categories of arts and culture as well as civic and public affairs both accounted for nearly 6 percent of social investments. Environmental causes accounted for around 4 percent of contributions while disaster relief averaged around 3 percent, each declining from the prior year as support in these categories tend to fluctuate in correlation with specific events. All other categories and unclassified contributions rounded out the distribution of support in 2018, totaling nearly 15 percent.



"When reaching out to the organization for assistance or sponsorship, do your due diligence first and make sure that our company supports that charitable category or cause."

THE SHADE TREE REVITALIZATION PROJECT

Wynn_.
RESORTS

In 2019, Wynn Las Vegas announced its completion of a revitalization project benefitting The Shade Tree, a Las Vegas-based non-profit shelter focused on the support of women and children in crisis. The organization seeks to increase stability and self-reliance for victims of sex trafficking, abuse and homelessness by providing them with a safe space when in crisis. Wynn Las Vegas recruited more than 170 community partners to complete much-needed facility upgrades. Wynn Las Vegas alone donated over 3,300 hours of services to the Shade Tree in areas such as food safety, security, engineering and marketing (more than

\$350,000 in value—and \$250,000 in overall construction costs). Improvements to the shelter included an expanded kitchen, complete renovation of the facility's first floor and intake center, and additional renovations to residential areas, common areas and the children's play area. The combined effort of Wynn Las Vegas and their community partners substantially alleviated the costs of current and future upgrades with a project valuation in excess of \$2.5 million. In addition to this important initiative the company also championed several other major initiatives to support the community. These included a Le Rêve – The Dream charity program (over \$200,000 raised benefiting Opportunity Village, Teach for America and Discovery Children's Museum), Giving Week at Wynn Las Vegas (a weeklong, company-wide charity initiative), Hold 'Em For a Cause Poker Charity Tournaments (over \$130,000 raised benefiting The Shade Tree and Leukemia and Lymphoma Society), a partnership with Spread the Word Nevada (over 18,000 books distributed to local schools), Feed the Funnel events (over 270,000 meals packed), and Dollars for Doers (a company program that turns employee volunteer hours into cash grants for local nonprofits). Employees volunteered over 40,000 hours in the community and donated over \$575,000 to the Wynn Employee Foundation.

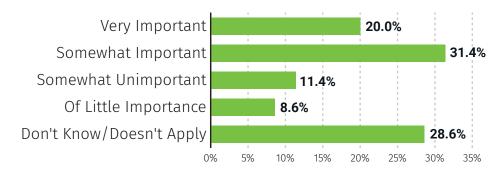


"Cross promote for added ROI. Be aware of what other organizations in the community are doing within your area of emphasis and show how you are collaborating for heightened impact. The pie is only so big, so companies like to see their dollars going toward that collective impact and truly making a difference in the space."

FOR THE COMMUNITY PARTNERS

One change to this year's survey was a greater emphasis on the relationship between the participating companies and their community partners, which included respondents providing key pieces of advice for nonprofits and other community partners. A selection of these responses are highlighted throughout this report. While individual responses varied, the overriding theme was the alignment of core competencies, priority causes, and organizational culture. Respondents overwhelmingly indicate that they prefer to support organizations and programs that not only benefit the community but also relate to their company's goals and business strategies, and the advice collected further emphasizes the importance of this integration.

HOW IMPORTANT IS IT TO YOUR COMPANY THAT **FINANCIAL ASSISTANCE IS LEVERAGED**?



Important to 72% of respondents to which it applies



A company should attend all events that it sponsors



Respondents indicated that they often experience challenges when seeking alignment in various functional areas with their community partners. In addition to a company's priority causes, this alignment can be based on a company's operational strengths, desire for volunteer opportunities, or geographic considerations. For this reason, companies do significant due diligence to ensure that the partnership will be fruitful and allow for the greatest possible community impact before finalizing commitments. Respondents overwhelmingly indicate that there are various metrics that they like to see from community partners, the most common being measurements of an organization's or program's impact, cited by 77 percent of respondents.

COMMON CHALLENGES TO GIVING

71.4%
51.4%
45.7%
42.9%
28.6%
17.1%
8.6%
25.7%

FOOD FOR FAMILIES

Raley's nonprofit arm, Food for Families, partners with local food banks to combat hunger in local communities. In Nevada, the organization partners with the Food Bank of Northern Nevada (FBNN). Through the partnership, the food bank uses donations to buy food at cost from Raley's suppliers, including local farmers and the California Association of Food Banks. Team members from Raley's provide volunteer hours to the food bank. In 2019, employees volunteered 30 hours at the facility. All overhead costs for Food for Families is absorbed by Raley's and 100 percent of donations are provided to the Food Bank of Northern Nevada. The Food Bank of Northern Nevada provides over 18 million meals annually and serves over 90,000 individuals per month, making a tremendous impact on hunger in the community. In 2019 alone, more than \$550,000 was donated to the food bank through Food for Families, as well as thousands of pounds of food. Since 1986, Raley's has raised more than \$41 million and donated more than 40 million

pounds of groceries to local food banks allowing access to nutritious food for all.



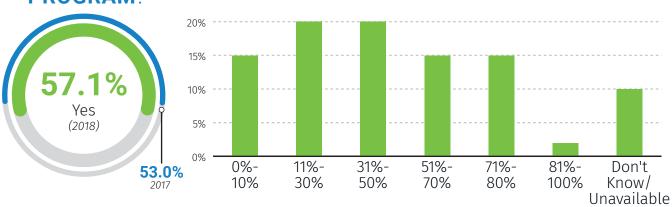


FOR THE EMPLOYEES

Employees continue to play a unique role and serve multiple functions in the corporate social investments framework, from helping guide investments and building partnerships to providing volunteer assistance and making their own monetary contributions. Company-based volunteer programs can provide ample opportunities for team-building and collaboration, as well as increasing job satisfaction and the feeling of making a difference. Of the respondents that indicated their company has some type of volunteer program, 35 percent noted that at least 50 percent of their employees participated during 2018. These volunteer programs take many different forms, the most popular of which are detailed below.



APPROXIMATELY WHAT PERCENTAGE OF YOUR COMPANY'S **EMPLOYEES PARTICIPATED IN YOUR EMPLOYEE VOLUNTEER PROGRAM** DURING THE 2018 REPORTING PERIOD?



VOLUNTEER PROGRAMS OFFERED

Flexible Scheduling	40.0%
Family Volunteering	40.0%
Employee-Volunteer Recognition Programs	35.0%
Board Leadership Programs	30.0%
Paid Release Time	30.0%
Dollars for Doers	30.0%
Retiree Volunteering	10.0%
Team Grants	5.0%
Volunteer Sabbaticals	5.0%
Volunteer Incentive Bonuses	0.0%
Other	20.0%

PARTNERS



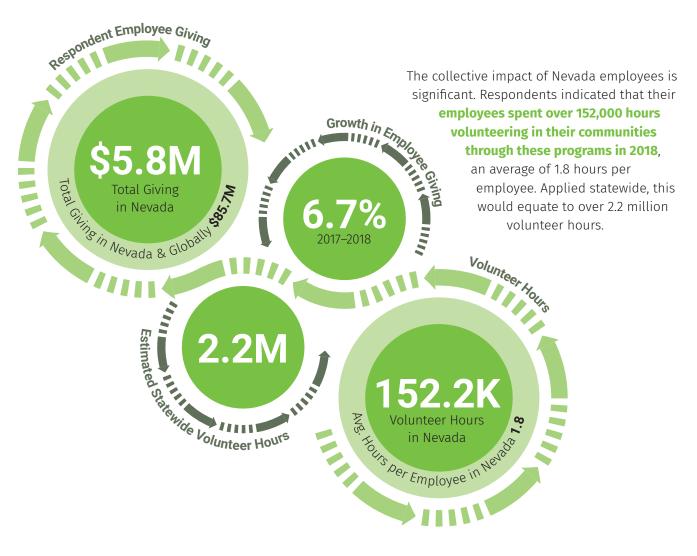
R&R Partners maintains three primary areas of focus for their philanthropic initiatives: volunteer time off, sponsorship and the Employee Directed Giving Fund. The company's strong relationship with Opportunity Village allows them to utilize each of these focuses. This December, as well past years, the company organized volunteer opportunities with Opportunity Village for R&R employees to lend their time at the Magical Forest, either by setting up or helping run events

like Cheyenne's Magical School Bus. This presents a great
opportunity for employees to use the volunteer time off that R&R
Partners grants them while supporting the amazing program Opportunity
Village offers. R&R Partners also supports the annual Camelot dinner (a black-tie
gala and fundraiser) each year with a table sponsorship, which R&R employees always
look forward to attending. Each year the Camelot dinner raises hundreds of thousands of
dollars for programs that support individuals with intellectual and developmental disabilities in the

Las Vegas Valley. Lastly, any employee submitting proof of their monetary donation to or time spent volunteering at Opportunity Village is eligible for a match through the company's Employee Match Program. R&R Partners will match up to \$100 per employee each quarter to organizations of their

choice. In addition to these programs, the company has supported Opportunity Village for many years through pro bono creative and marketing services. The teams that have worked closely with OV on projects over the years feel a special bond with Opportunity Village and are proud of the services they offer the community.







"Our employees have truly appreciated having representatives from the charity present at our on-site fund-raising events. It puts a face on the charity and those benefitting from our funding."

"Take the time to align their mission with your core business values and how you can you can do more than just buy a table at an event. Build the rapport, collaborate on events, and incorporate their team in volunteer opportunities throughout the year."

FOR THE COMPANY

While discussions of corporate social investments and philanthropy generally revolve around the organization or cause being supported and the ultimate impact of their efforts on the community, there are numerous benefits to companies that engage in such activities. Having an active presence in the community and being perceived as a good corporate citizen can enhance a company's reputation and broaden its customer base. As consumers continue to become more conscious of and concerned by the external impacts of their consumption, they will seek assurance that the money they spend is being used responsibly and, at least in part, making a positive difference in their community.

WHO HOLDS **FINAL DECISION-MAKING AUTHORITY** FOR SELECTING GIVING FOCUS AREAS?

RESPONSE	2014	2015	2016	2017	2018
CEO/CFO/COO	23%	21%	30%	48%	35%
Separate corporate philanthropy leader in organization	8%	29%	10%	16%	18%
Foundation leadership	31%	21%	25%	20%	18%
Board of Directors	0%	7%	0%	0%	9%
Employees	8%	15%	5%	11%	9%
Other	30%	7%	30%	5%	12%

ENERGY ASSISTANCE FOR THOSE IN NEED

NV Energy offers energy assistance to customers in Nevada through two programs—Project Relief through Energy Assistance to Prevent Customer Hardships (REACH) and the Special Assistance for Energy (SAFE) Program. The NV Energy Foundation provides \$800,000 annually in grants to support these programs which helps those who find it difficult to pay their utility bills. The Foundation has donated more than \$9.7 million to help struggling customers since the programs were established in 2007. In Southern Nevada, Project REACH targets vulnerable adults 62 years and older, medically



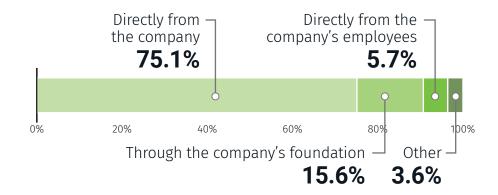
fragile or Reserve and National Guard members. With the help of NV Energy employee volunteers and the United Way of Southern Nevada, the company provided more than 2,000 seniors financial assistance in 2018. Working through Nevada's Family Resource Centers, SAFE administers assistance to Northern Nevada customers facing hardships and behind on their gas and electric bills for a variety of unexpected situations and emergencies. In 2018, SAFE was there to help nearly 1,400 NV Energy customers.







WHAT SHARE OF YOUR COMPANY'S **SOCIAL INVESTMENT** FUNDING IS PROVIDED BY **EACH SOURCE**



TITLE-1 ELEMENTARY SCHOOL SPONSORSHIP

Since 2014, Brownstein Hyatt Farber Schreck has adopted their

Brownstein Hyatt Farber Schreck

neighborhood Title-1 elementary school, Halle Hewetson Elementary. Generally, Title-1 schools serve low-achieving, high poverty, disabled, neglected or delinquent children as well as students that have limited English proficiency. The purpose of the Title-1 designation is to support a level playing field for all children in Nevada. Throughout the year employees engage with the school to create a more productive and effective learning environment for neighborhood kids. Some of the activities include: reading to students during Nevada Reading Week (an annual event where local celebrities, parents and community members participate in reading activities with children in schools); participating in Career Day presentations; volunteering during the school carnival; holding a uniform drive that provided over 600 articles of clothing (including a washer/ dryer for the daily "accidents" so kids can learn in clean clothing); sponsoring kids and families to participate in the NV PEP anti-bullying walk; and sponsoring two outdoor STEAM (Science, Technology, Engineering, Arts and Mathematics) classrooms. Brownstein is also involved with initiatives that enrich the educational experience for students outside of the classroom. Recently, the Las Vegas office painted a mural and planted a fig tree at the school to commemorate the second anniversary of 1 October and honor the lives of those lost that day. Through these various initiatives, Brownstein has gotten involved at every level to improve the educational experience for students in their community.



Each company has a unique process for decision-making related to social investments and a different structure for facilitating its contributions.

These processes and giving patterns are influenced by a number of factors, including a company's size, industry, and past experiences with its social investments. For example, while only 34 percent of respondents indicated that their company regularly produces a corporate social responsibility, social investment, or philanthropy report for the public, nearly all of those that do are publicly traded corporations. Similarly, of the 39 percent of respondents reported that their company has a foundation that facilitates some of their social investment, most tend to be larger companies with a presence

beyond the state of Nevada.

67.6%

Majority Unrestricted

Donations

Company's also have various motivations behind their social investments. Prompted to rank these motivations, 2018 survey respondents gave "increasing customer loyalty" the highest average importance, while the lowest average importance was given to "community wellness and sustainability where employees live and work." Notably, as in past years, these motivations were highly clustered, reflecting multiple considerations underlying companies' social investment decisions.

LAS VEGAS CONNECTED



NS8 has contributed funding and professional resources to the Las Vegas Connected program led by the Mayor's Fund for Las Vegas LIFE. In a partnership with the Mayor's Fund for Las Vegas LIFE, NS8 has made a significant effort to close the gap created by the lack of access to technology and the internet. In 2019, the company made a \$25,000 donation to help provide low-income families in Southern Nevada with access to in-home high-speed internet as well as computer training and tablet computers. Computers were also pre-loaded with helpful applications for job training and resume writing, among other things.

In limited time working with the City of Las Vegas and the Southern Nevada Regional Housing Authority, the company has had the chance to learn about the program, the organizations and corporations driving it, as well as the individuals and families impacted by a lack of sufficient access to the Internet. Because of this experience with the program, NS8 values the impact the Connected program has had in empowering Las Vegas adults toward gainful employment and in removing barriers to education and online resources.

RANKING MOTIVATIONS FOR GIVING

		LESS IMF	PORTANT		MORE IM	PORTANT	
RANK	FACTOR	1	2	3	4	5	MEAN SCORE
1	Increasing customer loyalty	9.4%	15.6%	31.3%	21.9%	21.9%	3.31
2	Providing opportunities to engage with the company's employees	3.1%	28.1%	21.9%	34.4%	12.5%	3.25
3	Creating opportunities for business innovation or growth	12.5%	21.9%	18.8%	21.9%	25.0%	3.25
4	Protecting/enhancing the company's reputation	18.8%	28.1%	18.8%	21.9%	12.5%	2.81
5	Community wellness/ sustainability where employees live and work	56.3%	6.3%	9.4%	0.0%	28.1%	2.38

MESQUITE READS

The Eureka Casino Resort is dedicated to the notion that all students in Mesquite will be able to read at their grade level by the 3rd grade. which led them to found the Mesquite Reads program. For a fiveweek span during June and July, students are encouraged to meet that goal through participation in Mesquite Reads. Eureka has funded the initiative since 2014, with over 600 students having attended this privately funded program during their summer breaks. Eureka funds 50 percent of the program while the remainder comes from other community partners. Eureka employees are very committed to the program, joining the community to fundraise for the program throughout the year and donating their time to read to children participating in the program. Funding the Mesquite Reads program highlights the importance of the partnerships cultivated by Eureka with local schools, as well as groups such as the Rotary Club of Mesquite and Mesquite Exchange Club, who also donate to keep the program active.





13 DAYS AND KNIGHTS OF GIVING

The Vegas Golden Knights Foundation serves as the primary charitable link between the Vegas Golden Knights of the NHL and the community they call home. Over the holidays, the Vegas Golden Knights Foundation partnered with KTNV Channel 13 to create the 13 Days and Knights of Giving. Now in its second year, the Vegas Golden Knights Foundation donated more than \$75,000 through the program to help 13 individuals and families struggling to make ends meet have a happy holiday season. One example included paying \$7,500 toward medical bills to the family of Izzy, a local 4-year-old girl struggling with pediatric cancer.

The program culminated with an awards ceremony and open ice skating for all the families and friends at City National Arena, where the Vegas Golden Knights treated each of them like VIPs. At the City National Arena event, the foundation provided a check to Izzy's family as well as gave both Izzy and her brother VGK swag. The Vegas Golden Knights Foundation will look to grow the program in the coming years to aid more families throughout the valley.

THE EDDY HOUSE

Haws has supported the Eddy House for the past two years, quickly becoming one of their most important community partnerships. Founded in 2011, Eddy House is the central intake and assessment Haw: facility for homeless youth in Northern Nevada, while also providing youth with essential resources such as food and clothing. While it serves as a resource for homeless youth, the mission of the Eddy House is to end youth homelessness in the Reno area by developing life and job skills that promote sustainable independence. Haws has an Eddy House Charity Committee made up of employees that plan and organizes onsite fundraising events. In November 2019, Haws held multiple fundraising events to support the Eddy House, including a treasure hunt around the facility and a chili and cornbread cookoff. The total amount raised from the two events totaled \$1,143 in cash and \$130 in gift cards. An additional donation in the amount of \$5,000 from the Traynor Family Enterprise, the parent company of Haws, brought the total contribution to \$6,273. Events like these will help The Eddy House to continue their mission and provide critical resources for homeless youth in Northern Nevada.



"We look to support organizations that have collective impact in the community. There are numerous nonprofit organizations in Nevada that are all worthy of support, but there is a lot of overlap in services as well. We want to work with organizations that are not duplicating services. but rather are working with other adjacent nonprofits to best serve their mission and work collectively to find solutions to address problems."

CONCLUSION

There is no shortage of community challenges in Nevada. During the past year, the state's businesses continued to increase their social investment, a reflection of both improved economic conditions and recognized returns on their investment programs. These returns come in many forms, including improved customer loyalty, brand positioning, and employee satisfaction. They are also greatly enhanced by community partnerships, the most significant of which being with frontline, nonprofit organizations serving those in need each and every day.

There is a critical synergy that makes social investment possible. Businesses want to do good in their communities, but that is not their core competency. Nonprofit organizations require monetary resources and volunteer hours to affect change and are heavily reliant on corporate partners to supply both. Alignment, mutuality of understanding and appreciation for role each other plays creates a virtuous cycle of progress – one that defines the very purpose of this *Nevada Corporate Giving* report.

What is clear is that progress is being made. Nevada businesses are expanding their social investment portfolios while at the same time requiring more returns than ever before. And, in turn, successful nonprofit organizations have increased their focus and efficiency, accounting for every dollar and volunteer hour contributed. Both have clearly benefited; however, the greatest beneficiary has undoubtedly been those in need throughout the state of Nevada.

NOTES

THANK YOU TO OUR SURVEY PARTICIPANTS AND ALL COMPANIES THAT MAKE THIS REPORT POSSIBLE

Below are participating companies that opted-in to having their logos included as part of this report. We greatly appreciate these partners and all of the Nevada businesses that participated in this year's survey and the creation of this report.

















































































































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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.

