

# Corporate Philanthropy

IN NEVADA

2016



# PREFACE

The Nevada Corporate Philanthropy Report has offered four years of tracking the latest trends and shifts in corporate giving. Companies across the state devote increasing monetary, volunteer, and other resources in an effort to improve the state's well-being. Notable in the past year was the marked increase in giving to arts and culture across the state, with companies striving to meet the public's need to expand awareness and support artistic works throughout the community.

Survey results included in this report cover calendar year 2015 or the fiscal year that ended June 30, 2016. Nearly every industry in the state is represented in the survey results, including mining; manufacturing; trade, transportation and utilities; information; financial activities; professional and business services; leisure and hospitality; retail; and advertising. Results include corporations representing more than 120,000 employees and generating nearly \$40 billion in business receipts in Nevada.

The survey asked companies to share their motivations, policies, procedures, culture, and evaluation processes for 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 setting strategies to get more out of every dollar and every volunteer hour. To this end, we believe that an informed giving strategy will not only pay dividends for the community but produce a greater return on investment for businesses as well.

This report continues to provide an in-depth analysis of corporate giving in Nevada, elevating the discussion, generating interest, and motivating additional engagement. Moonridge Group and the Nevada Corporate Giving Council offer these results to further that conversation, so we can better understand where Nevada's corporate philanthropy stands and how it may evolve with our community over time.

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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. This allows its clients to maximize the return on investment on their charitable contributions.

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# EXECUTIVE SUMMARY

Nevada companies participating in the annual survey on corporate giving trends and best practices gave an estimated \$132.5 million in the past year, approximately 0.38% of their total revenues and nearly three times more generous than the 0.13% of revenues given nationally.<sup>1</sup> Current giving levels equate to roughly \$781 per employee per year for the average Nevada company. Furthermore, the state's workforce recorded over 482,000 volunteer hours sourced to company volunteer programs. These volunteers and donations

produced both goodwill, as well as tangible results in communities served throughout the state.

**\$132.5 M**  
IN CORPORATE GIVING

## GIVING AND THE ECONOMY

As the economy in the Silver State moves beyond the roller-coaster ride of the past decade, improved economic stability has led to a longer-run view of charitable giving. Companies are focusing their efforts more on strategic initiatives as opposed to near-term

reactionary giving models. In addition, a growing proportion of funding is going towards Nevada's arts and cultural programs. This not only helps the visitor economy, as residents tend to connect to their community best through the arts.

## WHERE NEVADA'S COMPANIES GIVE

Nevada-based companies donated a large portion of their funding (37%) to educational services, with higher education receiving 25% of giving and K-12 education receiving 13%. Arts and culture giving topped 13% this year, a considerable increase over last year. Health and social services, a charity sector dominated by in-kind and pro bono giving, received 13%, dropping for a

second straight year. Environmental causes collected 10% of funding, civic and public affairs received 9%, and community infrastructure received 8% of corporate giving. Education remained the most commonly cited need requiring attention from companies. Companies cited disorganization of charities as a large obstacle to giving, along with incompatibility of strengths or ideals.

## EMPLOYEES AND COMPANY ENGAGEMENT

Nearly 8 in 10 companies actively promoted volunteerism in their organizations. A majority of these companies (75%) offered company-sponsored days or events. Additionally, a third of companies offered paid time off of work, and nearly half offered pro bono opportunities.

The decision-making process to determine which causes to support typically lies with separate philanthropy leaders (29%), executive leadership (21%), or company foundation leadership (21%). Company employees (14%), the board of directors (7%), or a charitable giving committee (7%) accounted for a

smaller share of philanthropic management.

During the past year, a majority of companies reported engaging in long-term strategic giving, with 57% having a documented plan outlining their giving strategy. Measuring giving activities has become increasingly important, with more companies having a method of calculating their return on investment than in the past. While it is clear that a one-size-fits all approach to corporate giving does not exist, successful programs uniformly require active management and employee engagement. They are also constantly evolving to meet the needs of the both business and the community.

<sup>1</sup>Based on Giving in Numbers: 2016 Edition, Committee Encouraging Corporate Philanthropy Report available at <http://cecp.co/measurement/benchmarking-reports/giving-in-numbers.html>

# GIVING AND THE ECONOMY

The performance of Nevada's economy plays a significant role in the volume and type of giving by local businesses. Consistent with prior years, the gains experienced in the economic climate have largely translated into increased philanthropic efforts. Despite the severity of the past economic downturn, Nevada's recovery has been relatively impressive and sustainable. With unemployment rates hovering around 4.9% and modestly above the national average unemployment rate of 4.5%, the Nevada economy appears to have found its rhythm, reporting positive gains in the majority of key indicators. Companies have responded and are now focused on being more strategic with their charitable contributions.

Two years ago, this survey predicted that as the economy stabilized and improved, companies would pivot their giving towards longer-term strategic charitable giving. This trend is evident in the latest data reported in this edition. As disclosed in the prior year report, companies gave in large amounts to longer-term strategies, such as education. Interestingly, this year's focus is on how companies have shifted their giving to other areas, particularly toward arts and culture programs in Nevada. The expectation going forward is that longer-term strategic giving will continue, with long-term cultural and education programs likely benefiting and short-term need-based giving dipping lower on the list of donor priorities.

WITH  
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RATES HOVER-  
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AND MODESTLY  
ABOVE THE  
NATIONAL  
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THE NEVADA  
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2016  
AND BEYOND



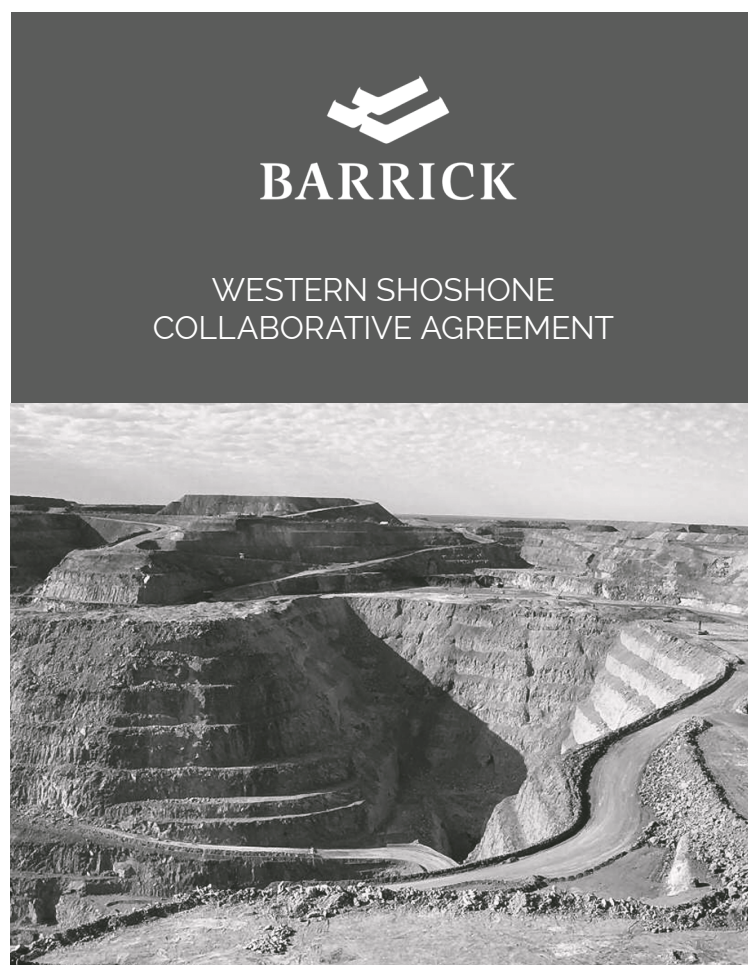
## CULTURE AND THE COMMUNITY

During the past year, corporate giving has focused on tying our communities closer together, which has translated into expanded donations within the arts community. Community events focused on arts and culture provide a common meeting point for residents to interact. Whether they are enjoying entertainment offerings at First Friday or the Smith Center for the Performing Arts in Las Vegas, or attending Artown events in Reno, communities throughout Nevada are gathering to appreciate the arts and show pride in their neighborhoods.

From 2008 to 2010, the Knight Foundation, in coordination with Gallup, conducted the Soul of the Community survey, a 26-city research project to determine what attaches citizens to their communities. The survey gauged the overall attachment residents had with their communities and scored various aspects of those communities. By correlating these two scores, the Knight Foundation found that a city's social offerings were the most important factor in attaching residents to a city. Within social offerings, arts and cultural opportunities were ranked the most important factor by residents, followed by social events, a vibrant nightlife and being a good place to meet people.



RESIDENTS ARE  
BEST ATTACHED  
TO THEIR  
COMMUNITIES  
THROUGH  
CULTURAL  
OFFERINGS.



As one of the most prolific gold producing districts in the world, Nevada hosts many leading mining companies including Barrick. Barrick's mines are located on U.S. Public Lands (BLM) that were historically within the traditional territory of the Western Shoshone. Barrick has entered into a "Collaborative Agreement" with eight nearby Western Shoshone communities to maintain a program of engagement, consultation and benefit sharing. Through this Agreement Barrick, in partnership with these communities, supports education, health and wellness, cultural, and economic development programs. One of the notable outcomes from this partnership is the establishment of the Western Shoshone Scholarship Foundation, a 501 (c)(3) non-profit organization that has accumulated over \$6 million in assets and has granted over \$2.8 million in scholarships for tribal members to attend universities, colleges and vocational schools across the country.



It is also important to note that Nevada maintains a number of unique attributes, including its critical visitor segment of the economy. As home to the entertainment capital of the world, it is vital that the Silver State continues to innovate in this area to remain ahead of the curve with respect to visitor expectations, including areas focused in the arts. Just as locals

choose to attach themselves to a community, visitors choose to attach themselves to a favorite vacation destination. Las Vegas, Reno, and other destinations throughout Nevada must continue to innovate to remain the destination of choice for visitors and the community of choice for residents.

## RANKING NEVADA'S ARTS & CULTURE

Determining exactly where Nevada's arts and culture community ranks can be challenging. However, there are a few quantitative indicators that make tracking progress somewhat easier. Over time, these indicators help evaluate whether the state is gaining ground or falling behind.

At the most basic level, it is important to know how many artists and museum employees there are in Nevada relative to the balance of the nation. This concept can be translated into something called a location quotient. A location quotient of one means that there is a similar share of that industry's employment



in the local area compared to the national average. A location quotient of less than one means that there are generally fewer employees locally compared to the national average, while greater than one means there are more.

Overall, Nevada's arts and cultural industries account for an estimated 5,643 employees, which translates into a location quotient of 1.11, suggesting the statewide industry maintains a higher share of its employment base than the national average. However, looking deeper into the figures shows that industries more associated with our visitor industry have a higher quotient on average. Industries such as motion picture production, museums, and even theater companies are relatively lacking in Nevada. Furthermore, in the other industries, more attention is paid to the visiting population as opposed to residents.

By focusing on improving our area's cultural amenities, particularly those not focused on visitors, Nevada will be able to better maintain a connectedness with its residents. With population growth expected to continue into the future, providing additional cultural amenities will help ensure that more new residents become permanent additions to our community.

## LOCATION QUOTIENTS BY ART AND CULTURE INDUSTRY

Motion picture and video production	0.69
Theater companies and dinner theaters	0.90
Dance companies	2.08
Musical groups and artists	1.74
Other performing arts companies (including some large-scale production shows at Las Vegas resorts)	18.01
Independent artists, writers, and performers	2.25
Museums, historical sites, zoos, and parks	0.42
<b>TOTAL</b>	<b>1.11</b>



20 FOR 20



To celebrate Bank of Nevada's 20th anniversary of operations in 2014, the company partnered with 20 schools in the Clark County School District to provide financial literacy classes. Bank of Nevada focused its time and money on Title I elementary schools, which have high proportions of students receiving free or reduced-price lunches. In addition to a donation of \$2,000 per school to help fund the program and purchase the necessary supplies, Bank of Nevada employees spent a combined 240 hours that school year teaching the courses. These courses reached roughly 15,000 students, providing them with important skills for the future that they might not otherwise have received.



# WHERE NEVADA'S COMPANIES GIVE

Nevada corporations participating in the 2016 Corporate Philanthropy Survey were asked to categorize their giving among a variety of program types. Of the companies surveyed, 28.6 percent indicated that their areas of focus or distribution

amounts changed significantly from the prior year. This is a similar figure as last year, as Nevada companies continued to evaluate and adjust their giving practices accordingly.

## EDUCATION

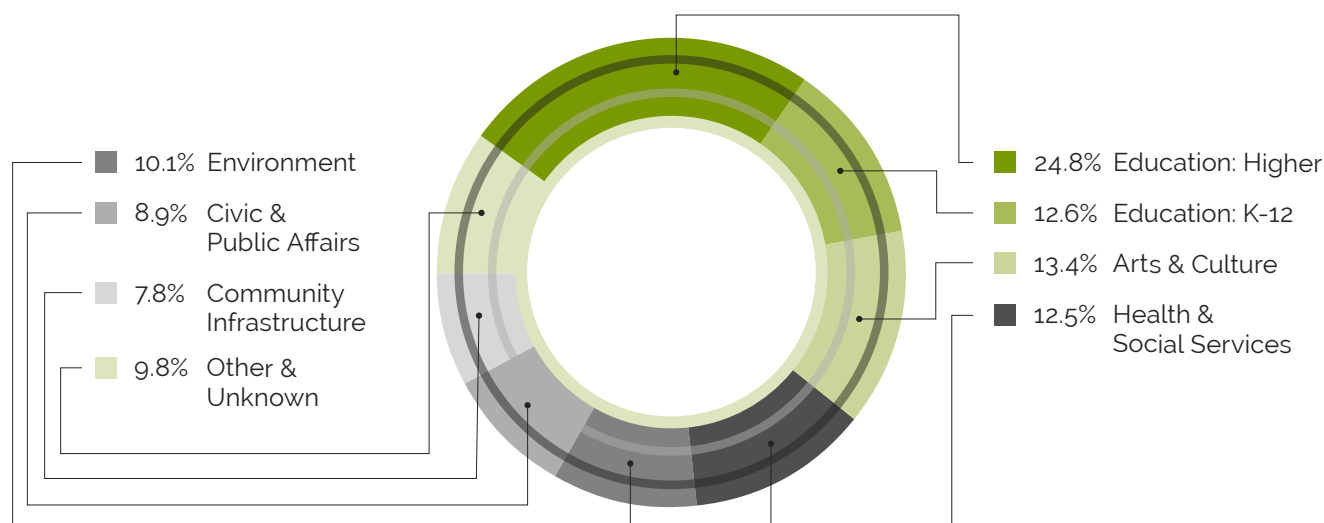
Corporate giving to Nevada's educational system took a notable downturn in the past year, with K-12 receiving 13% corporate giving and higher education receiving 25% of all funding, for a total of 37% of funding directed to education. Last year, that figure was 44%. Nationally, K-12 receives 16% of funding and higher education receives a more modest 13%.<sup>2</sup>

In the prior year survey, a vast majority of Nevada's growing corporate giving efforts were focused on improving the state's educational system. This year, the dollar figures reportedly allocated to education continued to grow even as the overall portion of funds declined. Notably, more dollars are being directed towards the higher education system, which is gearing up to expand both major state universities.

## ARTS & CULTURE

Arts and culture funding has reached 13% of all giving, rising from 6% the year prior. Nevada's latest allocation more than doubles the national average of 6% of total corporate charitable efforts. Corporate philanthropy continues to be an integral part of funding for public broadcasting, performing arts, and other programs

across the state. Companies across the state have identified opportunities to expand their giving to augment community culture causes.



<sup>2</sup> All national figures in this section are sourced to Giving in Numbers: 2016 Edition, Committee Encouraging Corporate Philanthropy Report available at <http://cecp.co/measurement/benchmarking-reports/giving-in-numbers.html>

**BROWNSTEIN HYATT  
FARBER SCHRECK**  
LEGAL AID CENTER  
OF SOUTHERN NEVADA



In addition to monetary donations and employee volunteer hours with many different organizations, attorneys from the Las Vegas office of Brownstein Hyatt Farber Schreck (BHFS) perform a significant amount of pro bono legal work in cooperation with the Legal Aid Center of Southern Nevada (LACSN). Much of the work through the LACSN is focused on abused and neglected children who have been removed from their homes and separated from their families. Attorneys from BHFS help ensure that these children do not fall through the cracks of the legal system and instead end up in a safer and more stable situation. Members of the law firm also help adult clients of LACSN in various civil disputes. Their work allows lower-income residents of Clark County to pursue justice when they might not otherwise have been able to afford such legal services.

## HEALTH & SOCIAL SERVICES

Corporate giving to health and social services fell noticeably to 13% of all giving, roughly half of last year's share. Although there remains a significant need throughout the community for these invaluable services, companies have been looking to give more

strategically while leaving need-fulfillment as a secondary priority. However, health and social services continue to receive extraordinary pro bono and in-kind giving by companies operating in related fields.

## ENVIRONMENT

Giving to environmental preservation topped 10% of total contributions this year, a notable increase over the 7% allocated during 2015. Nevada's corporate giving in this category was considerably higher than the national average of just 3%. The continuing efforts of Nevada's rural companies in preserving and protecting the habitat of threatened animals such

as the sage-grouse played a role in the increased allocation this year. Continuing support of Green Chips was also noted this year. Green Chips works with residents, businesses, governments, and charitable agencies in Southern Nevada to find sustainable solutions for growth.

## CIVIC & PUBLIC AFFAIRS

Civic and public affairs spending, which includes giving to local government agencies, clubs and organizations, and policy research organizations, accounted for an average of 9% of corporate giving in

Nevada. Nationally, corporations gave 5%, and in the prior year's survey, Nevada's corporations reported giving 10%.

## COMMUNITY INFRASTRUCTURE

Community Infrastructure includes funding for development of buildings, roads, housing and communication. This is particularly vital for rural areas, as corporate support is one of the few avenues

available for improving local infrastructure. In total, giving rose to 8% from just 3% in 2015. In comparison, community development at a national level is funded at a rate of 13%.



## CLEVELAND CLINIC LOU RUVO CENTER FOR BRAIN HEALTH



The Cleveland Clinic Lou Ruvo Center for Brain Health in Las Vegas treats members of the community suffering from a number of illnesses, such as Alzheimer's, Huntington's, Parkinson's and dementia. The center also serves as one of the largest clinical research programs for Alzheimer's in the county. One of the most difficult parts about treating such diseases is that there is much left to be learned about their causes. To assist with closing that knowledge gap, NV Energy has partnered with the clinic to create the NV Energy Chair for Brain Health Education. The goal of this partnership is to improve the quality of medical education, both for current and future physicians in Nevada. The chair will also perform various outreach services, such as educating K-12 students about the issue to get them thinking about possible medical education and careers. The program is funded by a five-year \$1.25 million grant from NV Energy, which began in 2015. The program is expected to create impacts that extend beyond the financial contributions of NV Energy.

## OTHER CATEGORIES

Other categories comprised a relatively small portion of giving this year, with 10% going towards other categories not specifically identified by survey

respondents. Spending on other categories is up from 4% in 2015.

## THOUGHTS ON GIVING IN NEVADA

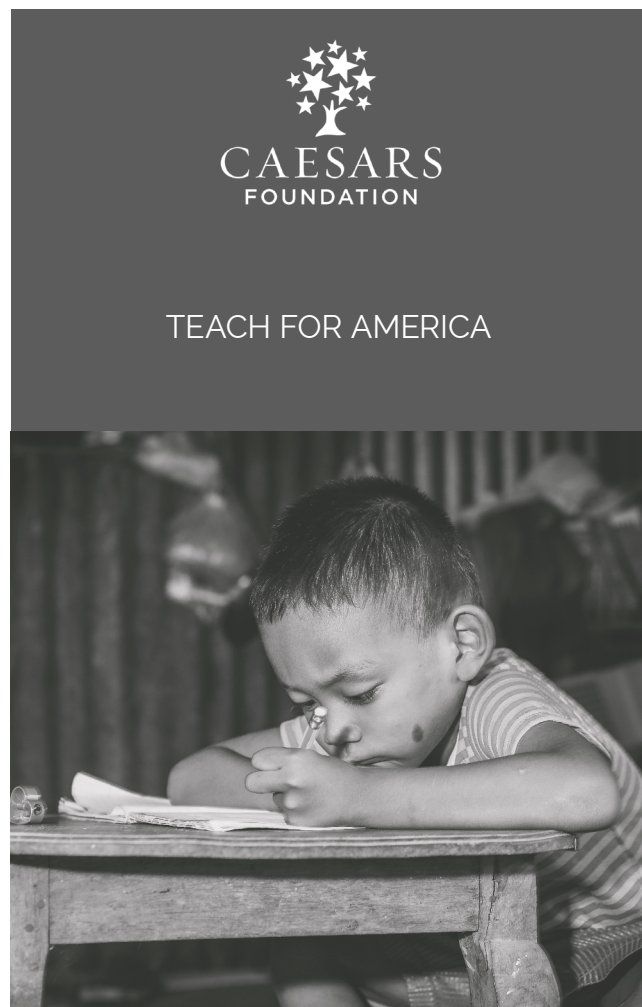
Survey respondents were asked to name up to three challenges they thought could be improved through corporate philanthropy. In this year's responses, a large emphasis was placed on education, healthcare, homelessness, and hunger. Seven out of 10 companies cited education as a critical need for Nevada's philanthropic efforts. Companies also cited a few other matters, such as the need for social safety nets in general and funding for the arts in Nevada.

Notable in this year's challenges to be overcome are the goals for nonprofit collaboration, performance measures and other general efficiency improvements among nonprofits. Three-fourths of companies cited

misalignment with company business strategy and focus areas as a key reason that discouraged their giving. Further reasons included disorganization of the charity (50%), incompatibility with company ideals or strengths (42%), lack of volunteer opportunities for employees (33%), misaligning geographic areas (33%), and an inability of charities to scale (33%).

Finally, this year companies were also asked why they were discouraged from contributing to a charitable organization or cause. The following comments from corporate surveys cite some of the frustrations companies have when conducting philanthropy in Nevada:

- Poorly run operations (e.g., the IRS Form 990 showed inefficiencies)
- Technical challenges (e.g., the organization submitted a tax-exempt status letter that was not current)
- The organization must meet the guidelines for Community Reinvestment Act (CRA) qualified contributions
- The organization's mission did not fully align with our core values
- Requests for support were coming from communities that do not host our operations
- Initiatives by requesting parties were not aligned with the donor's priority focus areas
- Lack of vision and purpose
- Generic requests were submitted without getting to know the company
- The organization is not demonstrating how it is improving a problem or serving our community



For several years, Caesars Entertainment (Caesars) has donated generously to Teach for America, both in the form of cash gifts and volunteer hours. Teach for America is a national nonprofit organization that aims to improve educational outcomes and opportunities, particularly for children in poverty. Children who grow up in extreme poverty are about half as likely to graduate from high school as children from wealthier households, furthering the cycle of poverty. Educational attainment is one of the clearest predictors of expected lifetime income, but improved education does not only impact the students who receive it. Society as a whole benefits when everyone has access to quality education and equal opportunity.

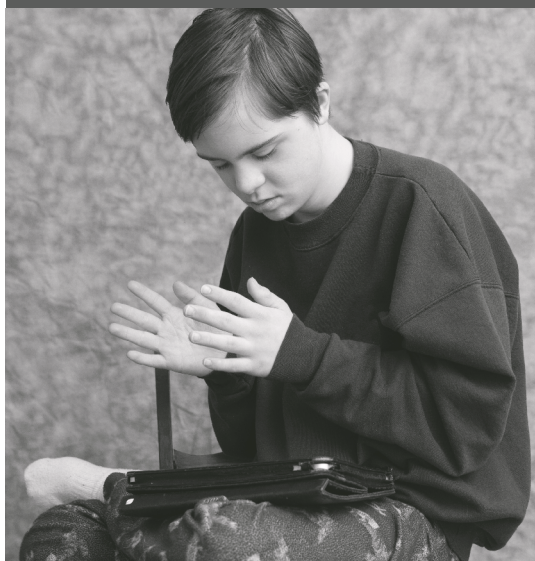
In 2015, Caesars established its own education program aimed at training people for careers in the hospitality industry. Caesars employees also regularly visit the classrooms of Teach for America to discuss different career opportunities and the importance of education, with the goal of helping students stay motivated and focused. Combined with the roughly \$150,000 in annual contributions to help fund Teach for America's operations in Las Vegas, Caesars makes a difference each and every day as it supports local education.





**MGM RESORTS**  
INTERNATIONAL®

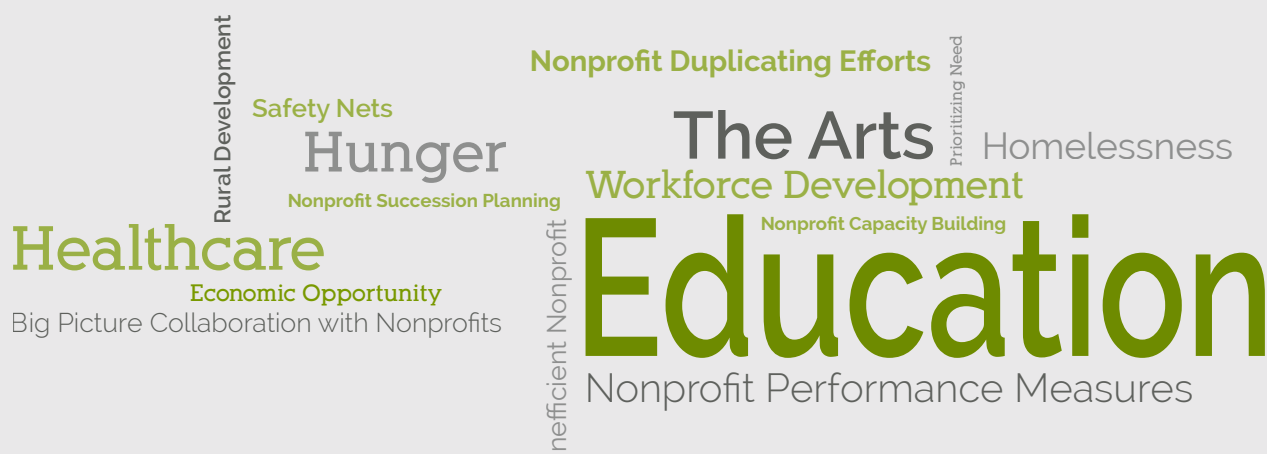
## BEST BUDDIES PARTNERSHIP



In 2014, MGM Resorts International (MGM) began its partnership with Best Buddies, an international nonprofit organization aimed at providing social and economic support to individuals with intellectual or developmental disabilities (IDD). One of the main Best Buddies programs, the Best Buddies Friendship program, pairs disabled individuals with volunteer mentors. This program helps build friendships for people with IDD as they get to know and participate in many activities with their mentors. These activities help end the social isolation that individuals with IDD often feel. Many MGM employees participate actively in this program, making an important difference in the lives of people within the community.

In addition to the involvement of employees in the Friendship program, MGM has been committed to ending economic isolation by hiring people with IDD for various roles at their hotel-casino properties. People with disabilities of all kinds often find it more difficult to secure employment, which contributes greatly to their higher-than-average poverty rates. Through this partnership, MGM and Best Buddies help integrate individuals with IDD into all aspects of society and reduce any stigma that may be associated with such conditions, bringing us closer together as a community.

## NEVADA'S GREATEST CHALLENGES THAT COULD BE IMPROVED THROUGH PHILANTHROPIC EFFORTS



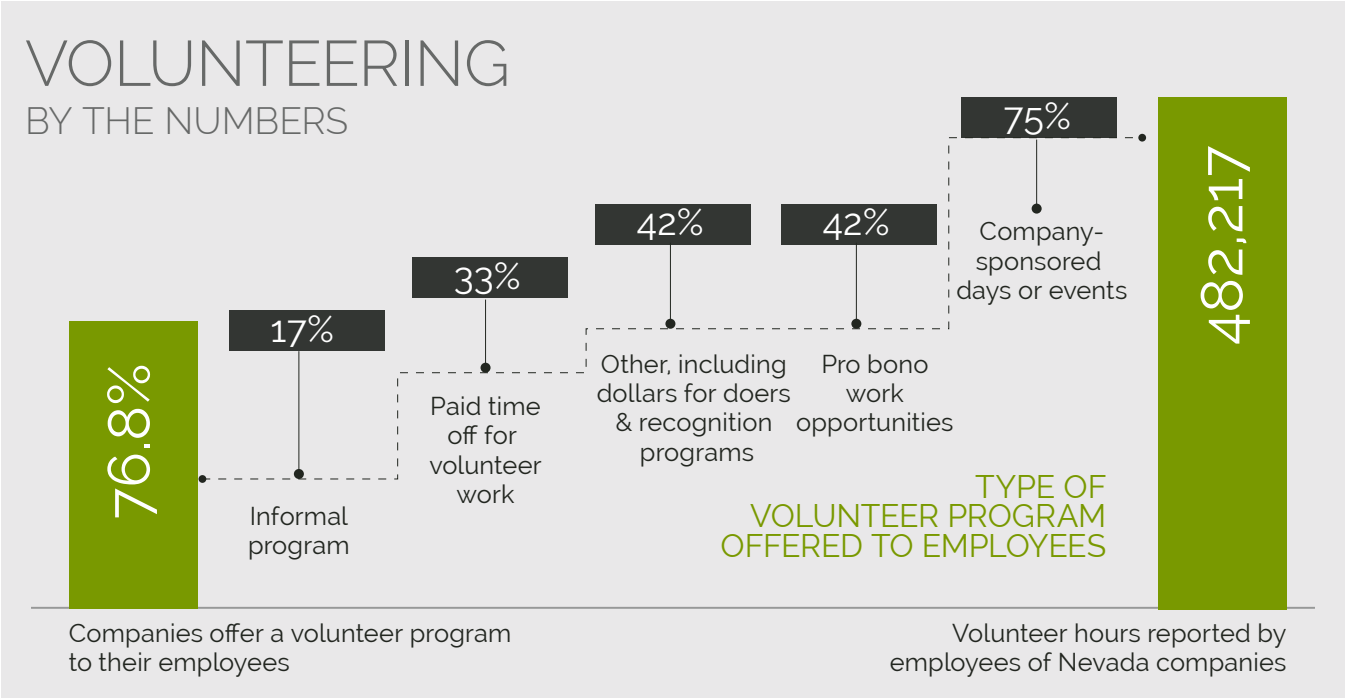
# EMPLOYEES AND COMPANY ENGAGEMENT

## EMPLOYEE ENGAGEMENT

Volunteerism was a critical part of corporate philanthropy programs statewide. Nearly 79% of companies surveyed offered a volunteer program, with just over 482,000 volunteer hours reported by employees in the past year. Consistent with the average in the prior year, the employees volunteered an average of 2.8 hours in the year, and this was double

the level reported from two years ago. Company-sponsored days and events continued to be the most common form of volunteer activities, with 75% of companies with a volunteer program offering at least one specific event for employee-volunteers. Volunteer events and programs included:

- Park Cleanups
- Food Drives
- River Cleanups
- Nonprofit Board Support
- Neighborhood Revitalization
- Home Builds
- Walks for Charity
- School Support
- Serving at the Rescue Mission
- Activities with Seniors
- Meals on Wheels Deliveries
- Three Square
- Opportunity Village Magical Forest





Companies that hosted or participated in these events were asked when these events occurred. For 56 percent of companies, volunteer activities were offered during the employee's workday, while 44 percent only offered activities during personal time.

For companies offering volunteer days, 11% offered one day per year. Another 33% offered two or three volunteer days, and 56% offered four or more volunteer days per year. Last year, nearly three-fourths of companies offered four or more volunteer days.

Two-thirds of companies that offered paid time off for employee-volunteer activities offered four or more days per year, while 40% of companies that provided pro bono work offered four or more days per year per employee, down considerably from the prior year when all companies offering pro bono work provided four days or more of volunteer work.

All paid time off programs and efforts would be ineffective if companies did not encourage their employees to volunteer. Respondents to our survey were asked which methods they used. Organizing specific volunteer activities was reported by all volunteering companies. Volunteer opportunities and programs were mentioned in interviews and orientations by 92% of companies. Another 62% encouraged the use of technical skills in volunteering, with 39% of companies specifically looking to career-oriented volunteering. Social-oriented volunteering was encouraged by 69%, and on-site volunteer activities were organized by 23% of responding companies.

Of the companies surveyed, approximately 79% had some sort of employee-gift matching program. Of these companies, 44% had a workplace giving campaign, 44% had a dollars for doers program, 33% had a year-round matching policy and 44% had some other form of gift-matching program available to employees.

## COMPANIES THAT OFFERED VOLUNTEER DAYS



Finally, companies also frequently used event sponsorship or purchasing of tables as a way of donating. Nearly 79% of companies surveyed use this method of giving. This type of giving not only gets the funding to the cause, it also can potentially engage employees and others directly.



## WORKPLACE GIVING CAMPAIGN



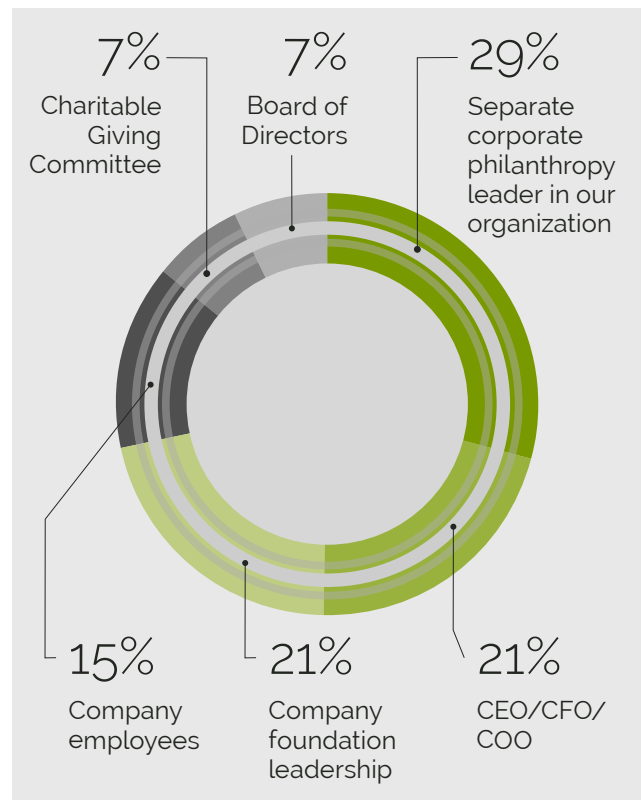
City National Bank partners with a number of charities in the markets that it serves, donating nearly \$5 million 2014 and again in 2015. City National Bank has set a goal to donate an average of \$6 million per year between 2016 and 2020. To further increase its positive impact within the community, City National Bank instituted its Workplace Giving Campaign, which encourages employees to contribute their own time and money to worthwhile causes. Employees can choose which causes to support; major partners of the program include the American Cancer Society, Ronald McDonald House Charities, the United Way, and City National Bank's very own Reading is the Way Up childhood literacy program.

## DECISION-MAKING PROCESS

Allocating scarce funding and employee volunteers requires effective decision making. This process must incorporate an evaluation of every potential engagement activity with a cause or organization to determine whether it aligns with the company's philanthropy goals, employees, and leadership. Of the companies surveyed, 57% had a published strategic plan for corporate philanthropy as a separate document from their corporate philanthropy or sustainability report, a substantial increase from 14% in the prior year. Companies are codifying their giving process, creating strategies, and setting goals for their giving. The structure of giving also matters. Just over half (57%) of respondents said their company had a foundation. Of those companies with a foundation, 86% are funded by the company and 15% are funded by the employees.

The final decision-making authority for charitable decisions in 29% of companies lies with a separate corporate philanthropy leader. This is a notable shift from last year's survey when 31% of respondents said foundation leadership had final authority. In this year's survey, only 21% said the foundation leadership had the final say. Many companies also used the CEO/CFO/COO (21%), company employees (15%), the board of directors (7%) or a charitable giving committee (7%) to make giving decisions.

In addition to describing their decision-making process, companies also listed the priorities that influenced their donations to particular causes and groups. The



two most important factors were strategic giving that served both community and business goals and a company's relationship with long-time recipients.

After evaluating the long-term and strategic elements of their giving, companies then looked to a needs-based analysis, seeing what is lacking in the local community. Companies realized that no matter what



## PROMOTING CAUSES



As a public relations firm, Purdue Marion & Associates is in the business of bringing awareness to many causes. Purdue Marion has worked closely with many local companies to support a variety of local charities, particularly the Nevada Partnership for Homeless Youth (NPHY). These partnerships have generated interest in multiple fundraisers, school supply and clothing drives, housing renovations, and the donation of a van for the NPHY to provide transportation services. Through the work of Purdue Marion, organizations like the NPHY and many others have received the attention that they deserve, and that attention has resulted in donations that people they serve so desperately need.

activities they support, they must ultimately serve a specific need.

Demonstrated results from applicants was also important but was not rated the most critical element as it was in a similar question last year. Though companies would like to see proven results, they also seem to be open to new groups or programs for improving their giving impact. Similarly, the quality of applications ranked the next highest on the list.

The personal convictions of executives and reactive giving to events were deemed relatively important, but less so than other factors. Companies realize that engaging all stakeholders, including employees, management, customers, and the community, in determining the course of consistent giving is more important than an individual's opinion, purely commercial goals, or a reaction to an event.

Other factors, such as purely commercial opportunities, pre-defined company giving focus areas, and frequency of applications, were deemed relatively unimportant. Respondents believe that philanthropy must serve a purpose within the community. While a commercial purpose can be part of a larger strategic plan, giving without a strategy to maximize benefits will likely lead to short-term, half-hearted campaigns that are ineffective for both the companies and recipients. Finally, companies reported that the quality of applications was far more important than the quantity.

## COMPANIES' AVERAGE RATING OF DECISION-MAKING FACTORS

On a scale of 1 (Least Important) to 10 (Most Important)

Strategic giving (giving that aids business goals and serves critical community needs)	4.6
Company relationships with long-time recipients	4.5
Assessment of the greatest needs in the community (e.g., needs-based analysis)	4.2
Demonstrated results by potential applicants	3.9
Quality of applications/requests from potential recipients	3.6
Personal convictions of company executives	3.5
Commercial opportunities (giving that furthers our corporation's image or company goals)	3.3
Pre-defined company giving focus area	3.2
Reactive giving (e.g., disaster relief)	2.9
Frequency of applications/requests from potential recipients	1.8





## FLIP THE SCRIPT ANTI-BULLYING INITIATIVE



Flip the Script was started by R&R Partners (R&R) employees in 2010 to help increase awareness and start a national dialogue around the issue of bullying in schools. With the help of major sponsors including NV Energy, MGM Resorts International, and Caesars Entertainment as well as media donations from the Nevada Broadcasters Association and Cox Communications, Flip the Script gained national attention for its efforts. Noticing the initial success, many other media outlets began to donate their services, delivering over 170 million media impressions for the cause.

After having largely accomplished one of the initiative's main goals of raising awareness of the bullying issue, the program was expanded in 2015 to increase student participation, improve success rates of existing school anti-bullying initiatives, and spread successful initiatives to other schools. R&R employees worked directly with students to develop and launch their own anti-bullying campaigns, and the results have been overwhelmingly positive. Students and administrators have experienced notable increases in awareness since the initiative's focus shifted in 2015, and Flip the Script continues to promote new campaigns at schools throughout the Las Vegas valley.

## MOTIVATIONS BEHIND CORPORATE PHILANTHROPY

### AVERAGE RANKING OF MOTIVATIONS FOR PHILANTHROPIC EFFORTS

On a scale of 1 (Least Important) to 5 (Most Important)

Community wellness/sustainability where the companies' employees live and work	4.2
Protecting/enhancing the company's reputation	3.9
Providing opportunities to engage with the company's employees	3.6
Creating opportunities for business innovation or growth	3.0
Increasing customer loyalty	2.9

Companies largely agreed on the important factors in their decision-making processes. However, their motivations for doing so differed widely. When companies were asked to rank their motivations for giving, every possible answer was chosen as the most important at least once. The following discusses the average ranking of motivations, but bear in mind, the rankings did vary materially from company to company.

Companies on average ranked community wellness for their employees as the highest motivation. Providing a stable environment for their companies, employees and families is of crucial importance to ensure the long-term success of the company.

Protecting and enhancing the company's reputation was the second-ranked motivation. Related to both employee and customer perception, the opportunity



to control the dialogue about the company is a strong factor behind philanthropy.

Providing employee engagement was a critical motivation behind much philanthropy. Volunteer events and charity drives can motivate employees and bond them as a team with the company. In addition, if employees feel their company is serving the best interests of the community, they are more likely to stay with them.

Creating opportunities for business innovation or growth was ranked fourth on average. This motivation will depend on each company's ability to find a giving strategy that is effective in fulfilling a community need while aligning with a commercial goal. This relationship could create opportunity for both the community and company to grow, providing a better workforce,

physical infrastructure, government, or improved locale around business locations.

Finally, increasing customer loyalty ranked the lowest in terms of motivational factors when contemplating giving. Customers are more likely to frequent companies that they believe are helping their community. If companies do not pitch in by improving the community they are a part of, customers will have one less reason to bring repeat business to that firm.

All of these motivations can be characterized as charitable, community investment, or commercial in nature. Though all are acceptable reasons for giving, a company must have a valid strategy behind why it gives in order to continue to build long-term success in giving programs.

**Smith's**  
FOOD & DRUG STORES

### THREE SQUARE DONATIONS



Three Square is the largest food bank serving Southern Nevada, and the nonprofit organization makes a natural partner for companies such as grocer Smith's Food and Drug (Smith's). Smith's contributes to the food bank in a number of ways, including donations of unsold food which amounts to hundreds of thousands of pounds each year, ranking Smith's near the top of Three Square's donors. For Thanksgiving alone in 2016, Smith's donated 2,500 pies to the food bank to help provide as many Thanksgiving dinners as possible throughout Southern Nevada.

Smith's is also an important proponent and collector of donations for the food bank. For the past two years, Smith's has run a campaign called "Pour it Forward" in September, which is national Hunger Action Month. The program allows for customers shopping at any Smith's store to donate \$1-\$5 to Three Square by adding the extra amount to their bill at checkout. This money then goes towards vouchers that can be redeemed for milk. During the 2016 holiday season this program was extended, and each donation made between mid-November and December 31st was exchanged for gift cards for Three Square to help stock its shelves and feed those in need throughout the community.

## EVALUATING THE EFFECTIVENESS OF CORPORATE PHILANTHROPY

Companies were asked to describe the systems they have in place to gauge the effectiveness and return on investment of their philanthropic efforts. The answers included were as diverse as the motivations for giving. Survey responses included the following:

- In-house research studies, which look at both the commercial and community aspects of giving to ensure the strategic goals of the action taken were met
- Feedback from the charity
- All recipients submit a report detailing the impact they made in the community sourced to the grant received, including specific figures such as number of clients served
- A participation report detailing the number of employees that attended events or participated in volunteering
- Requiring multi-year recipients of charitable dollars to report back on an annual basis
- Comparing measurable results with prior efforts at little cost

Approximately one half of the companies in our survey published an annual corporate philanthropy or sustainability report in an effort to demonstrate and evaluate their giving campaigns.

Corporate philanthropy continues to be a diverse field, with no single giving strategy being right for all companies. Each company must pursue its own path based on its business, industry, mission, employees, leadership, and community in order to best use its giving efforts. Companies can learn best practices not only from their own experiences but through the experiences of others as well. The evaluation of philanthropic strategy and its results lies at the heart of the Nevada Corporate Philanthropy Report, enabling companies to look at their own giving and how it can be more successful, both for the company and community.

STATION CASINOS

### SMART START



Smart Start is a program sponsored by Station Casinos (Station) that has helped Clark County's most needy schools since 2001. The program partners each of Station Casinos' various hotel-casino properties within the Las Vegas valley (as well as its corporate office) with an elementary school in the surrounding neighborhood. Currently 10 schools are part of the program, but as the community and company have grown this number has grown along with them. Station Casinos supports schools with a total enrollment of over 6,900 students during the 2015-2016 school year.

In addition to direct donations administered to the schools through the Clark County Public Education Foundation, Station's employees provide a number of valuable services to their neighborhood schools. Station's employees volunteer in the classroom assisting teachers, help mentor students and stress the importance of education, as well as make donations of needed school supplies that many students lack, such as backpacks and notebooks. As one of the largest school districts in the country, the Clark County School District faces a number of challenges, and contributions such as those made by Station Casinos and its employees help make a world of difference in the lives of local students.



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Thank you to the businesses that participated in the fourth annual Nevada Corporate Philanthropy Report. We receive more responses each year, resulting in a stronger annual report and a better sense 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.

If you are interested in joining the council or learning more visit [www.moonridgegroup.com](http://www.moonridgegroup.com) or send a message to [connect@moonridgegroup.com](mailto:connect@moonridgegroup.com).

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

Sincerely,

**MICHAEL BROWN**

President, Barrick Gold Corporation NA

**SHELLEY GITOMER**

Vice President of Philanthropy & Community Engagement,  
MGM Resorts International

**TONY SANCHEZ**

Senior Vice President of Government & Community Strategy,  
NV Energy



Moonridge Group is proud to be a part of this effort to elevate and inspire corporate philanthropy in Nevada. NCGC formed under the visionary leadership of Michael Brown, and he continues to advance its mission with his fellow officers Shelley Gitomer and Tony Sanchez. After our first release in 2013, we quickly realized that no other community in the country produces a comparable report. The data it presents is unparalleled, and this is such a point of pride for us and our corporate partners.

This report will be used far and wide as a resource for the public sector, private sector, and nonprofits. We always believe in pairing data with stories and experiences, and while it is comforting to see the economy rebound and corporations invest in the "safety net," we are also anecdotally seeing strong investment in community "vibrancy." We truly believe that the communities which are the strongest have active and engaged philanthropy, and this is where Moonridge bases its mission – to create a more vibrant and connected community.

Thank you to Applied Analysis, the Nevada Corporate Giving Council, and its members for collaborating to produce this exceptional report. We look forward to seeing the social changes in store in 2017!

**JULIE MURRAY**

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