



# CORPORATE PHILANTHROPY

{in Nevada}



# 2017

# PREFACE

For five years, Applied Analysis has had the privilege of preparing the Nevada Corporate Giving Report. This year, the report and accompanying survey have been reformatted to categorize the information in a way that allows the stakeholders to more readily access the information most meaningful to them. This reformatted Corporate Philanthropy in Nevada report includes information that the community, charities, employees, and companies can use to examine how they relate to corporate giving. It is intended to further all of these stakeholders in a conversation that will direct how giving may evolve in our community over time.

Corporate Philanthropy in Nevada illuminates the everyday efforts that Nevada's corporations have made to improve lives and outcomes of those in need throughout the state. The survey asked companies to share their motivations, policies, procedures, culture, and evaluation processes for their philanthropic and other civic engagement efforts. This report summarizes the results of the survey and our supporting research, providing a benchmark for companies to compare how they give as well as a set of strategies to get more out of every charitable dollar and volunteer hour. To this end, we believe that an informed giving strategy will not only pay dividends for the community but also produce a greater return on investment for businesses.

It is important to note that the survey for Corporate Philanthropy in Nevada covered Nevada companies' corporate giving through the latest calendar or fiscal year in which data were available. Therefore, the survey results do not necessarily capture the response by Nevada companies to the tragic events of October 1st. Corporations often led the way in collecting funds, allocating resources, and bringing the community together under the Vegas Strong banner. The extraordinary effort during the crisis came toward the end of our survey period; future reports are expected to address the issue.

Over the past five years, companies across the state of Nevada have devoted increasing monetary, volunteer, and other resources in an effort to improve the state's well-being, a trend that has continued in our latest survey findings. Corporate Philanthropy in Nevada is meant as a recognition of those efforts, and to serve as a tool to further develop the effectiveness and reach of corporate giving in the state.

**Jeremy Aguero**

Report Co-Author, Applied Analysis

**Christopher Drury**

Report Co-Author, Applied Analysis



Thank you to the businesses that participated in the fifth annual corporate philanthropy survey. 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 enjoy this year's report.

Sincerely,

**Michael Brown**

President,  
Barrick U.S.A.

**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 NCGC, and its members for collaborating to produce this exceptional report. We look forward to seeing the social changes in store in 2018!

**Julie Murray**

CEO & Principal, Moonridge Group

**Melody Zita**

Project Director, Moonridge Group

#### About Nevada Corporate Giving Council

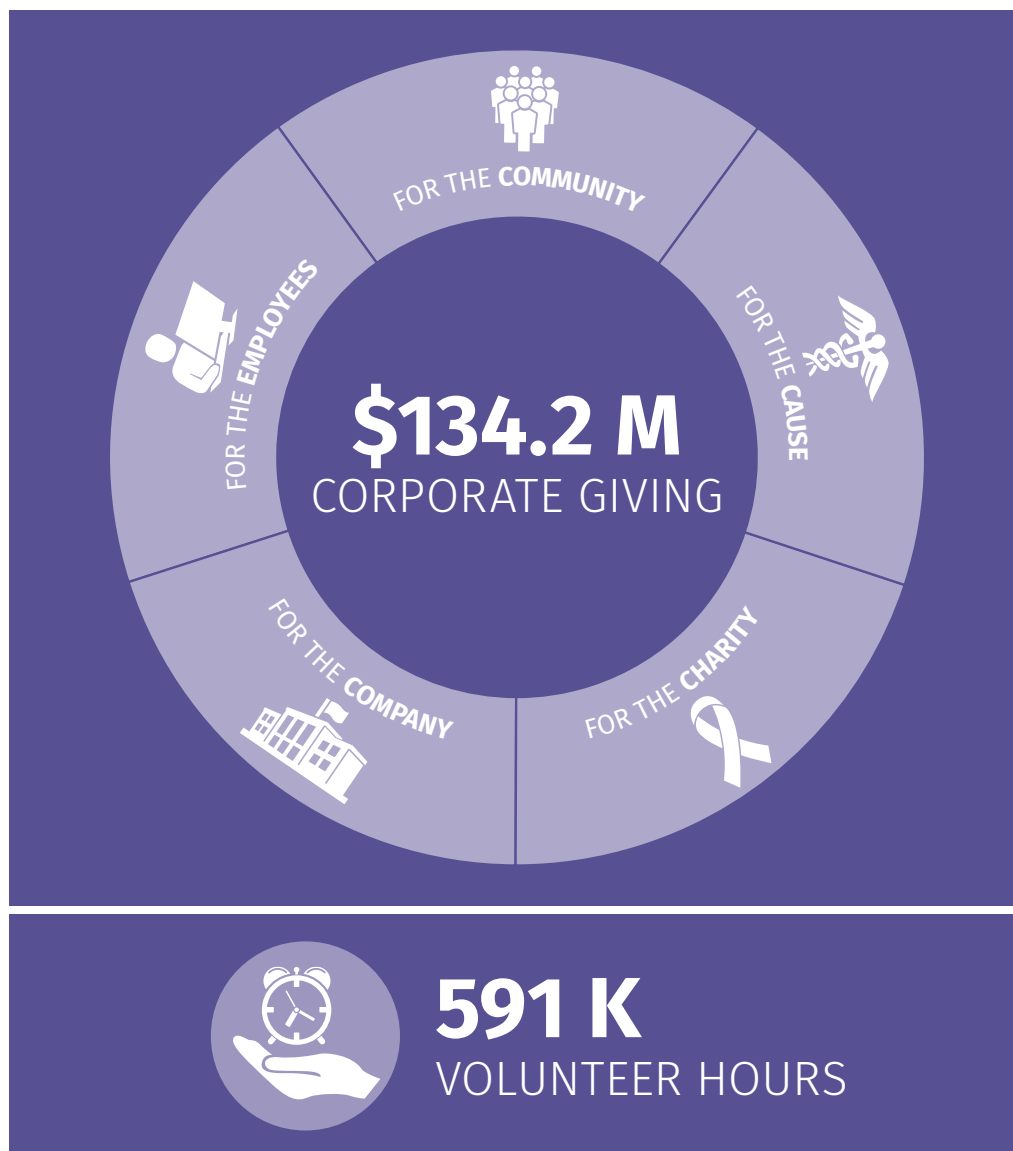
The mission of the Nevada Corporate Giving Council (NCGC) is to connect corporate philanthropy leaders from across industries to share news and best practices, discuss trends, and gain a deeper understanding of the community's needs.

#### About Moonridge Group

Moonridge Group serves as the catalyst between individuals, foundations, and corporations to help achieve their philanthropic goals. The company combines analytical and strategic thinking, with thoughtful stakeholder engagement and collaborations. This allows its clients to maximize the return on investment on their charitable contributions.

# EXECUTIVE SUMMARY

Nevada companies participating in the annual survey on corporate giving trends and best practices gave an estimated **\$134.2 million** in the past year, approximately 0.13% of their total revenues. Current giving levels equate to roughly \$727 per employee per year for the average Nevada company. Furthermore, the state's workforce recorded just under **591,000 volunteer hours** sourced to company volunteer programs, nearly double the 260,000 volunteer hours reported in 2014's report. These volunteers and donations produced goodwill and tangible results for the causes and communities served throughout the state.





### FOR THE

#### ...COMMUNITY

Nevada-based companies directed a large portion of their donated funds (29%) to educational services, with K-12 education receiving 19% of funding and higher education receiving 10%. Health and social services giving received 16% of giving, slightly more than in the prior year. Education remained the most urgent need requiring attention from Nevada's corporate philanthropy, with healthcare access and homelessness also commonly cited.

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#### ...CAUSE

Healthcare access within the state is at a turning point. A substantial newly insured population is now able to afford regular healthcare, however, there remains a shortage of medical professionals within the state. Four medical schools, including the new UNLV School of Medicine and Roseman University's College of Medicine look to alleviate the physician shortage in Nevada by training larger numbers of the next generation and keeping them in-state.

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#### ...CHARITY

Companies were asked about the relationship they anticipate having with charities and what pitfalls they commonly run into. Most (54%) expected to see return-on-investment (ROI) measures from charities, and 46% wanted to see a strategic plan. Each of the participating companies provided a list of things they see as critical in receiving from the organizations they support. One well-liked feature was sponsorship of galas or events, with 95% of companies buying a table or sponsorship at an event. The most commonly cited problems with charities were disorganization (61%) and incompatibility with ideals and strengths of the company (56%).

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## BARRICK GOES ALL-IN FOR NEVADA KIDS WITH SUPPORT TO COMMUNITIES IN SCHOOLS

In August of 2017, Barrick renewed, for the 6th consecutive year, a partnership with Communities in Schools of Nevada (CISN). The partnership is aimed at reducing dropout rates and setting Nevada's kids up for long-term success. Barrick's funding provides student access to needed services like mental health-counseling and enables CISN to deliver their unique model of support at Cheyenne High School and Johnston Middle School in southern Nevada and at Elko High School, Adobe Middle School, and the Little Red Caboose Pre-school in northeastern Nevada. CISN's approach involves placing coordinators inside schools to assess individual needs and connect students to community resources that remove barriers to their success. The program helps students, teachers and administrators and is driving strong results with CISN schools delivering graduation rates above school district averages.



### FOR THE

#### ...EMPLOYEES

Buy-in from employees is a critical element for corporate giving programs. Nearly nine in ten companies offered a volunteer program, with the vast majority (73%) offering company sponsored days or events. Additionally, 72% of companies offered gift-matching programs where the company matches the time or money donated by employees. Of the companies offering a gift-matching program, 46% hosted a workplace giving campaign, 31% matched with a year-round giving policy, 31% had a dollars for doers program for their volunteers, and 54% offered some other type of giving program.



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#### ...COMPANY

Companies were uniformly committed to allocating more money to corporate giving over the coming year, and most (75%) thought they would increase volunteer hours and in-kind donations. Approximately 30% of companies said the CEO, CFO, or COO had final decision-making authority for philanthropy. Only two-thirds of companies used a foundation in their giving process, with 69% supporting it exclusively through the company, and the rest using both the company and employee donations. Single-year giving opportunities claimed 76% of funds compared to the 24% received by multi-year philanthropy campaigns. For the most part, the motivations for giving by companies were ranked equally, meaning that each company had a unique ranking and that corporate philanthropy requires a unique plan suited to each company's ideals, objectives, and strengths.



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## MGM RESORTS INTERNATIONAL WORKS WITH THREE SQUARE TO ENSURE CHILDREN HAVE FOOD AT HOME

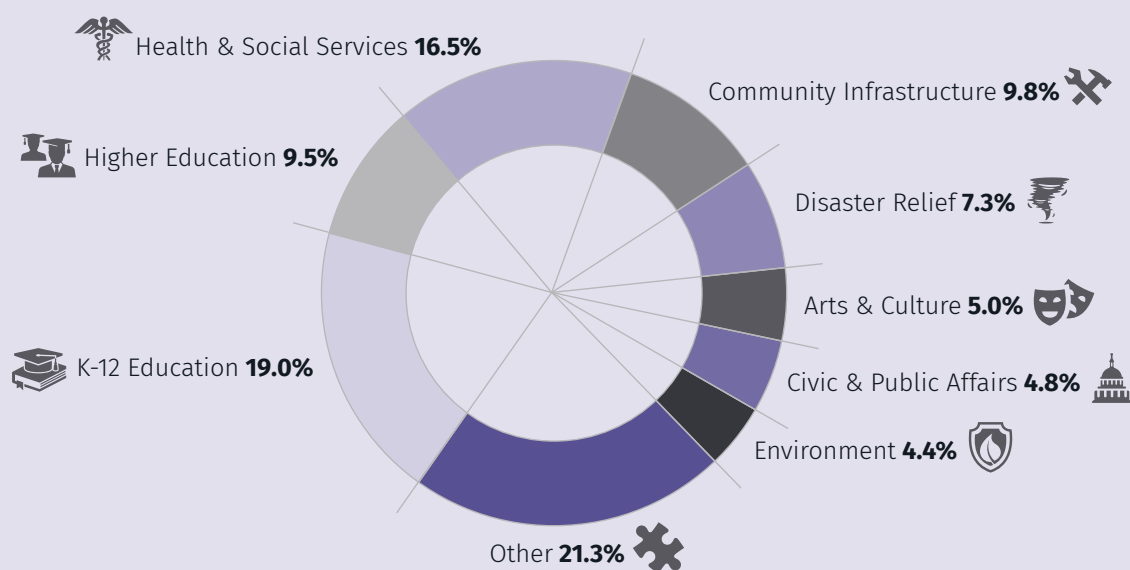
In 2016, MGM Resorts International made the inaugural gift to fund a Three Square program to combat the gap in services for children who do not have access to adequate food (through schools or other programs) during the summer months. This summer challenge is a growing but often ignored problem in Southern Nevada for which Three Square had no sponsor. The next year, MGM Resort's donation to the Backpack for Kids program provided 9,430 weekend bags of food during the summer months.



# FOR THE COMMUNITY

Nevada corporations participating in the Corporate Philanthropy in Nevada survey were asked to categorize their giving among a variety of program types. Of the companies surveyed, 36.8% changed their areas of focus or distribution amounts between 2016 and 2017. This rate of change is 8.2 percentage points higher than last year, showing an increasing dedication by Nevada companies continuing effort to allocate their giving to where it does the most good.

## WHERE NEVADA'S COMPANIES GIVE



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, access to healthcare, homelessness, and hunger. Three out of four companies cited education as their top need for Nevada's philanthropic efforts, and only 10% of companies left that category out of the top three entirely. Education in the state remains a key concern for corporate philanthropy.

Notably, a few companies saw a blending of poverty and educational issues, such as the skill mismatch between those who were unemployed and impoverished that required them to be retrained. Other notable matters that companies cited included support services, veteran affairs, arts, elderly, LGBTQ communities, housing assistance, and at-risk youth.



## NV ENERGY HELPS TO REPAIR AND REBUILD HOMES

Improving the health and welfare of all Nevadans has been a focus for NV Energy in the company's community outreach programs. In one program, NV Energy works with Rebuilding Together of Southern Nevada in an effort to help repair and rebuild homes for low-income seniors in Southern Nevada. In April 2017, NV Energy teamed up with volunteers to make repairs to a home that was adopted through the program. NV Energy believes it is important to help provide long-term solutions to improve financial stability of families and help improve their overall health and quality of life. The building project brought together 600 volunteers across 17 teams in an effort to make their community stronger.





### EDUCATION

Corporate giving to Nevada's educational system shrank in proportion to other categories in 2017, with K-12 receiving 19% of corporate giving and higher education receiving 10% of all funding, for a total of 29% of funding directed to education. Last year, that figure was 37% but in 2014 education received just 11.6% of funding. Nationally, K-12 receives 17% of funding and higher education receives a more modest 13%, meaning Nevada's decreasing allocation is now more similar to the national funding level. Two years ago, a vast amount of corporate giving was dedicated to improving the state's educational system. Though companies are still creating and implementing their own initiatives to assist in developing education statewide, in terms of cash and in-kind giving companies have shifted some of their focus to other philanthropic sectors.



### HEALTH & SOCIAL SERVICES

The share of giving to health and social services rose slightly this year to 16%, which lags considerably behind the 26% of giving reported at the national level.<sup>1</sup> It also lags the 34% given during 2014 by Nevada companies, a large share that can be attributed to the fact the state was still deep in recovery from the Great Recession at the time. Notably, a few companies in the survey reported shifting their allocations toward an opportunity in health and social services. Companies have also increased their pro bono and in-kind giving in this category. Though the economy in Nevada is robust and thus the cyclical need has decreased, companies are still finding opportunities to coordinate with charities on very specific goals in this category of giving.



### 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 10% in 2017 from 8% in 2016 and well above the 2% reported in 2014. By comparison, community development at a national level is funded at a rate of 14%.<sup>1</sup>

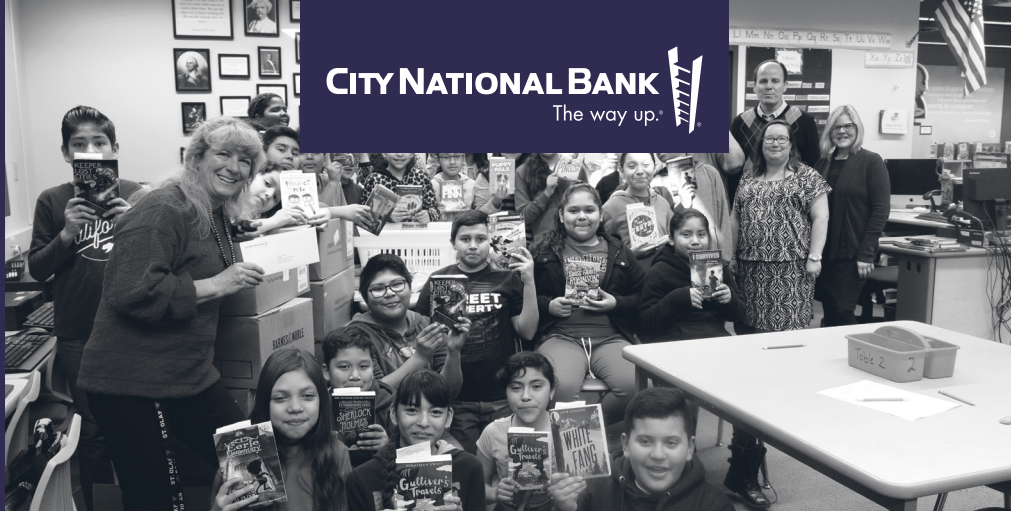


### DISASTER RELIEF

Disaster relief funding remains a small yet growing component of corporate giving. Just 38% of the companies in our survey chose to give anything toward disaster relief, with most choosing to fund long-term causes and goals. In total, 7% of giving was dedicated to disaster relief, substantially higher than the 2% reported at the national level.<sup>1</sup>



<sup>1</sup> Based on *Giving in Numbers: 2017 Edition*, Committee Encouraging Corporate Philanthropy Report available at <http://cecp.co/wp-content/uploads/2017/10/Giving-in-Numbers-2017.pdf>.



## CITY NATIONAL BANK IS HELPING BUILD BETTER COMMUNITIES THROUGH ITS MANY EDUCATIONAL AND COMMUNITY OUTREACH PROGRAMS IN NEVADA

City National Bank celebrated its 10th Anniversary in Nevada in 2017 with increased support for schools through its Holiday Book Drive with Barnes & Noble, its Teacher Literacy Grant and Dollars & Sense financial literacy programs as well as bringing renowned authors into schools to speak to students about their careers. The bank also continued to help feed students through Three Square's Backpack for Kids program and helped bring clean drinking water to third world countries through Walk for Water. City National Bank is committed to helping communities in Nevada become better places to live, work and play.



## BROWNSTEIN HYATT FARBER SCHRECK BUILDS SCHOOL GARDENS TO HELP SCIENCE EDUCATION

Brownstein Hyatt Farber Schreck has joined the Green Our Planet initiative to build gardens at schools so that science education can be taken outside. Studies have shown that schools with outdoor garden classrooms help the children score higher on their standardized tests. Brownstein adopted Halle Hewetson Elementary School in 2014, and was both proud and excited to bring the Green Our Planet program to students and teachers last year. The project, led by a Brownstein attorney who also serves on Green Our Planet's board, was completed in May with the construction of two outdoor classrooms, a harvesting table, multiple murals, several vegetable gardens, and a commercial grade composter, all of which Brownstein employees and Hewetson teachers, staff, students and families helped to install. After the garden was developed, the students sold their school-grown produce at a local farmers market. The profits were then recycled right back into the school's garden program. Since its inception, Green Our Planet has built over 108 school gardens in the Clark County School District. Brownstein Hyatt Farber Schreck is proud to invest in both Green Our Planet and Clark County schools, working together to provide opportunities for students in our community.

### ARTS & CULTURE

Arts and culture giving declined noticeably this year, falling to 5% from the 13% reported in 2016. Giving in this category was 13% in 2014, however, dropped to just 6% in 2015, a similar change to what is reported by companies this year. That said, the giving share is reasonably in line with the 7% share reported at the national level.<sup>2</sup> Companies still find it to be an integral and important part of their community strategy, funding public broadcasting, performing arts, and other programs throughout the state in an effort to improve the quality of life for their employees.



### 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 5% of corporate giving in Nevada. Nationally, corporations gave 4% to these causes,<sup>2</sup> and in the prior year's survey, Nevada's corporations reported giving 9%. This figure has been in a steady decline since first included in our 2014 survey, where it received 12% of all giving in Nevada.



### ENVIRONMENT

Giving for Nevada's environmental causes reached just 4% in 2017, a noticeable decline from the 10% reported during 2016, though slightly above the national average of 3%.<sup>2</sup> Efforts continued to protect threatened wildlife, water, and find sustainable solutions for growth in the state.



### OTHER CATEGORIES

Other categories comprised 21% of giving this year, which included giving to youth sports teams (3%), political action groups (1%), and other or unclassified giving (18%). Spending on these other categories doubled from the 10% reported in 2016.



<sup>2</sup> Based on *Giving in Numbers: 2017 Edition*, Committee Encouraging Corporate Philanthropy Report available at <http://cecp.co/wp-content/uploads/2017/10/Giving-in-Numbers-2017.pdf>.

# FOR THE CAUSE

As discussed in the previous section, giving to health and social services rose in the past year. Additionally, healthcare access was cited as one of the key issues facing corporate philanthropy. With a booming economy and an increasing share of the population that is insured, it would seem healthcare access shouldn't be an issue. However, while the state has benefited significantly from the Affordable Care Act and its provisions to ensure healthcare is more affordable for a growing number of Nevadans, a lack of physicians in the state remains a key problem in terms of healthcare access.

Historically, Nevada's primary shortcoming in healthcare access has been the large portion of the population that was unable to afford regular medical care due to a lack of insurance coverage. The expansion of Medicaid and the new Nevada Health Link exchange have helped more Nevadans receive insurance coverage than ever before. This has contributed to widespread growth of healthcare facilities and services statewide, including new hospitals and building expansions.

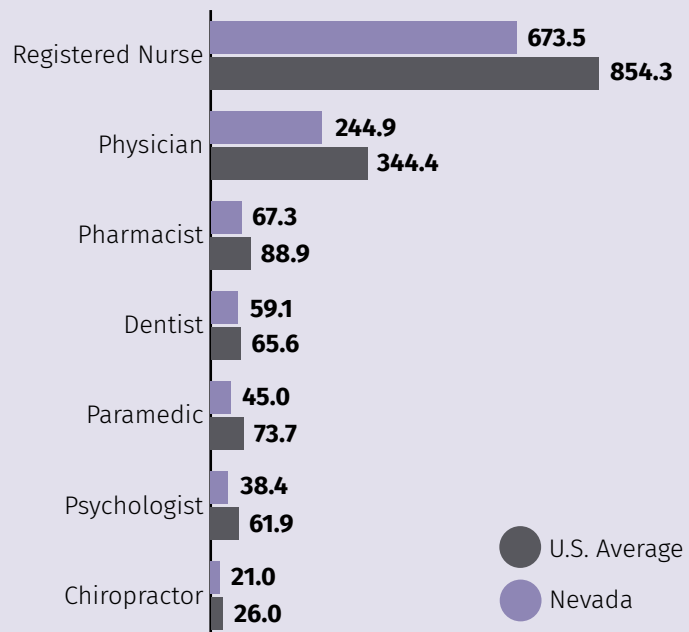


## NEVADA HAS JUST 245 PHYSICIANS PER 100,000 RESIDENTS, APPROXIMATELY 100 FEWER THAN THE NATIONAL AVERAGE

However, staffing these new facilities remains a challenge, as Nevada is home to significantly fewer medical professionals per capita than the national average. Nevada has just 245 physicians per 100,000 residents, approximately 100 fewer than the national average. Similarly, Nevada also falls short in per capita rates for nurses, pharmacists, and paramedics. When multiplied by Nevada's current population, this equates to a shortage of over 5,300 nurses and 2,900 physicians. In a recent Nevada Medical Center Healthcare Report Card, Nevada scored a "D" in access to healthcare, in large part due to the lack of providers.<sup>3</sup> The magnitude of the shortage requires not just a recruitment effort to bring in medical professionals from other states, it also demands that Nevada has the scale and capacity to train its own healthcare workers in the future.

Of physicians trained in Nevada, 54% of those who receive their graduate training and 77% of those who receive both their graduate and undergraduate training in the state choose to practice within the state.<sup>4</sup> With a growing assortment of new programs available, there is now an unprecedented capacity for medical training in Nevada. However, this expansion of medical school capacities has and will continue to require substantial philanthropic efforts in order to push forward. As the University of Nevada, Las Vegas; Roseman

### HEALTH PROFESSIONALS PER 100,000 RESIDENTS



Source: University of Nevada School of Medicine Health Policy Report

<sup>3</sup> Based on NMC Data Portal available at <https://nvmedicalcenter.org/nevada-healthcare-statistics/>

<sup>4</sup> 2017 State Physician Workforce Data Report

## FOR THE CAUSE (CONTINUED)

University of Health Sciences; Touro University of Nevada; and the University of Nevada, Reno look to educate the next generation of students, they will need substantial support from the community to expand their offerings.

UNLV School of Medicine began its first class with 60 students in the past year. Eventually, this class size is anticipated to double to 120 as the first graduates begin entering residency programs.<sup>5</sup> During fiscal year 2017, the new School of Medicine raised \$93 million in funds to begin classes. However, a high-density new campus is needed downtown to begin research activities and supplement medical education. These facilities will cost the university \$250 million to build. Of that total, as much as \$186 million may need to be pledged by corporate and non-corporate donors.<sup>6</sup> This substantial project alone likely appears to have influenced the reported increased corporate giving in health and social services this year.



*University of Nevada, Las Vegas School of Medicine  
Campus Rendering*



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The UNLV School of Medicine joins an established and growing foundation of medical education in the state. Roseman University of Health Sciences, which offers training for pharmacists and provides dental and nursing programs in Southern Nevada, is also working toward securing accreditation for its College of Medicine. The new medical school will be housed at the Ralph and Betty Engelstad Cancer Research Building in Summerlin and reflects yet another step forward in building the state's medical education capacity.

Also in Southern Nevada, Touro University received approval in August to substantially increase its medical school class size. Currently, the College of Osteopathic Medicine enrolls 135 students each year. The school receives approximately 3,500 qualified applicants for these positions, so the expansion will allow substantially more students to attend the university.

Finally, the University of Nevada, Reno's School of Medicine recently received initial funding to establish a residency program at Renown Regional Medical Center and the VA Hospital.<sup>7</sup> As students graduate from in-state medical programs, they will require residencies to complete their education. Of the 687 physicians who completed a Nevada residency program from 2007 to 2016, 50% chose to remain and practice in the state, making residencies a critical tool for retaining physicians in Nevada.<sup>8</sup> Renown and the VA have committed to funding the program in future years.

Each of these developments will require commitments from donors across the state, including Nevada's corporate philanthropists. All four of the institutions covered above are non-profit entities that not only rely on tuition but also the generosity of

the community. Though it is difficult to say exactly how much corporate giving is responsible for the operation and expansion of these institutions, it is safe to say that Nevada's corporate generosity will be a necessary component going forward.

<sup>5</sup> 2015-2017 NSHE Biennial Budget Request

<sup>6</sup> <https://thenevadaindependent.com/article/unlv-officials-grant-a-delay-on-medical-school-building-contract-amid-funding-uncertainty>

<sup>7</sup> <http://www.rgj.com/story/news/education/2016/10/25/millions-go-unrs-med-school-residency-programs/92745734/>

<sup>8</sup> <https://www.aamc.org/data/484732/report-on-residents-2017-c6table.html>





## R&R PARTNERS FLIPS THE SCRIPT ON BULLYING

R&R Partners is heavily invested in addressing bullying in our communities. Launched in 2010, the Flip the Script campaign was created by R&R Partners' employees to encourage students, teachers, administrators, parents, and community members to "flip the script" on bullying. The group has also worked closely with Nevada's policymakers to enact and strengthen anti-bullying laws over the last four state legislative sessions. Reacting to the evolving bullying conversation, Flip the Script is now focused on helping students create their own anti-bullying and pro-respect campaigns at their schools, leading to increased student buy-in for these programs. Now in its third year of adopting middle schools, Flip the Script has created eight custom campaigns for high-risk schools, hosted 12 launch events, and reached nearly 10,000 students. With the addition of Flip the Script to their schools, administrators have reported a positive change to school climate and an overall decrease in bullying and fighting. Student surveys have found an increase in students reporting that they feel safe in school, which allows them to focus on learning.



## RAISING CANE'S PROVIDES VOLUNTEERS IN ITS COMMUNITY STRONG DAYS PROGRAM

MRG Marketing and Management (MRG), the operators of Nevada's Raising Cane's franchises, views giving back with their heads, hearts, and hands as an investment in the future stability and growth of local communities. MRG hosts an annual Community Strong Days where 50 to 75 crew members gather each Easter and Fourth of July to help others. For the past two years, MRG has paid for and staffed the Easter Meal at Catholic Charities. Additionally, each Fourth of July the team works with veterans' groups to provide a day of celebration for those who served our country. MRG's volunteer days have not only benefited those they serve, they have also provided a great opportunity for its crew members to bond with each other and with others in the community.



# FOR THE CHARITY

In terms of corporate giving, it is important to understand what relationship companies expect to have with charities. Companies indicate that they are looking for specific plans, results, offerings, and avoid potential pitfalls when entering into a relationship with a new charity.

When asked what companies would like to see from charities applying for grants or volunteers, 54% of those responding cited some sort of ROI measure would be desirable, and 46% cited a strategic plan as being important. Overall, companies cited the following elements as critical to see in their applications from charities:

## CRITICAL ELEMENTS IN CHARITY APPLICATIONS



One critical and exceptionally well-liked form of corporate giving is event sponsorship or purchasing tables at events and galas. Approximately 95% of companies reported sponsoring events or purchasing tables as a component of their corporate giving practices.

It is important to also know what problems companies run into when trying to give to a charity. Importantly, 10% of companies responding reported encountering no challenges that discouraged their company from contributing. Two-thirds of companies reported a problem with charities not aligning well with their business strategy or giving focus areas, making it the single most encountered problem with giving. When asking for a grant or in-kind resources, charities need to have alignment with company strategies and goals to anticipate receiving funds. Furthermore, 61% of surveyed companies cited a disorganization of the recipient charity, and 56% noted an incompatibility with company ideals and strengths. Less common problems included an inappropriate geographic focus area (44%), incomplete or improper grant submissions (39%), a lack of opportunity for employee volunteers (28%), an inability to scale to meet corporate philanthropy needs (17%), or a refocusing effort on their end that restricted their ability to give (5%).

For charities looking to find a company's focus or giving area to alleviate the most commonly found incompatibility issues, half of the companies surveyed had a corporate philanthropy strategic plan. Only 21% of companies choose to publish this plan, though many of these elements are commonly included in corporate social responsibility reports.



## SMITH'S ZEROES IN ON FOOD WASTE

In the United States, more than 40% of food ends up in the trash while one in every eight people do not receive an adequate food supply. With their sights set on ending hunger in their communities, Smith's Food and Drug wants to eliminate all food waste by 2025. Under their Zero Hunger and Zero Waste program, Smith's Food and Drug is seeking to establish a \$10 million innovation fund through The Kroger Co. Foundation. Smith's also has a longstanding collaboration with Three Square to alleviate hunger in Southern Nevada.



## RENOWN HEALTH REACHES OUT WITH KIDS TO SENIORS KORNER PROGRAM

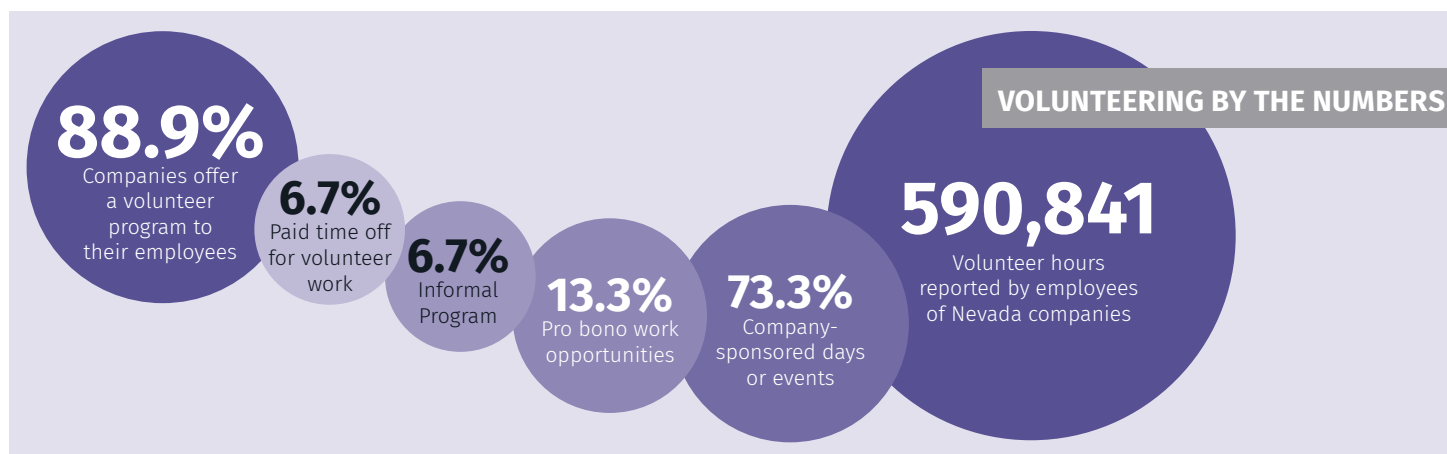
Renown Health has developed a strong relationship with Catholic Charities of Northern Nevada and their Kids to Seniors Korner Program (KSK). KSK seeks to provide services to needy families by providing immunizations, health and social service assessments, education, ongoing case management, and a large supply of food and clothing. Through bi-weekly Knock 'n' Talks, local law enforcement and medical professionals have teamed up to identify at-risk neighborhoods in need of assistance. The KSK program's mobile service unit helped 7,616 children and their families in Washoe County in 2016.

# FOR THE EMPLOYEES

Engaging company employees is a key factor to success in a giving culture. Without the buy-in of employees, corporate giving programs may lack a feedback mechanism that connects the company to the community. Employees have a unique role in corporate giving, offering feedback on what they feel is most needed in their respective communities, while simultaneously acting as ambassadors for the company through volunteer efforts.

Volunteerism continues to be a critical and growing part of corporate philanthropy. In 2017, nearly 89% of Nevada companies reported offering a corporate volunteer program, a significant increase over the 71% offering a program in 2015. Of those with a volunteer effort, 73% used company sponsored events or days, making it the overwhelming program of choice for companies looking to extend their efforts. Volunteer events and programs included:

- Community Service Days
- Financial Literacy Education Events
- Annual Company-Wide Volunteer Days
- Quarterly Local Activities
- On-Site Volunteering
- Team Volunteering
- Skill-Based/Pro Bono Volunteering
- Food Drives
- Company-Wide Volunteer Initiatives
- Adopted School Projects
- Food Bank Volunteering
- Letter-Writing to Veterans
- Clothing Drives
- Weekly Cooperation with Three Square & Catholic Charities



In addition, 13% of companies offered pro bono work opportunities for their employees, 7% offered paid time off for volunteer work, and 7% had an informal volunteer program. In total, these efforts generated nearly 591,000 volunteer-hours reported by employees over the past year, or just over 2.9 hours per employee during the year, a slight increase in giving over the prior year.

Another avenue for employee engagement is gift-matching programs. These programs allow employees to donate time or money to causes and have them matched by the company. This allows employees to direct where a company gives, ensuring that the company gives in a way that matches how its employees view community needs and priorities. Over seven in ten (72%) companies surveyed offered a giving program. Of those, 46% offered a workplace giving campaign, 31% had a year-round giving policy, 31% matched volunteerism with a dollars for doers program, and 54% offered some other type of giving program.



## BOYD GAMING IS COMMITTED TO THE COMMUNITY

Since its founding more than 40 years ago, Boyd Gaming has maintained a strong commitment to corporate responsibility. In an effort to reduce waste and better the lives of community members, Boyd Gaming donated nearly 560,000 units of toiletries to 10 local non-profit organizations and the Clark County School District in the past year, including individually wrapped soap, lotion, and conditioner. Organizations such as Catholic Charities of Southern Nevada, HELP of Southern Nevada, and the Clark County School District School-Community Partnership Program were able to better assist the homeless and underprivileged population as a direct result of Boyd Gaming's contributions.



## PLUMAS BANK DONATES TO A MICRO-LENDING PROGRAM FOR THE NEVADA WOMEN'S FUND

Plumas Bank supports the Nevada Women's Fund Giving Circle with a three-year commitment to award grant funding for needed community services. With the resources provided by Plumas Bank, The Giving Circle identifies critical social needs and addresses them by awarding educational scholarships and grants to women with a desire to strengthen and empower the community.

# FOR THE COMPANY

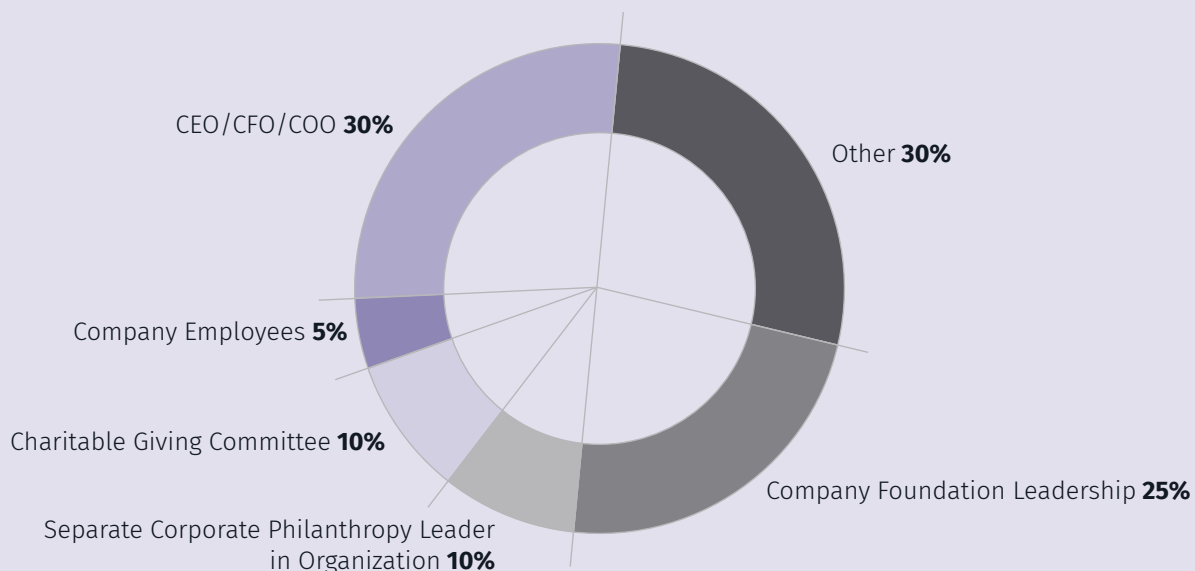
Nevada companies continued to dedicate resources toward corporate giving, with over 590,000 volunteer hours being provided by the companies and their employees and \$134.2 million of cash and in-kind giving to charities reported in 2017. This represents an increase of over 100,000 volunteer-hours and nearly \$2 million of giving compared to what was reported in 2016's Corporate Philanthropy in Nevada Report, and nearly double the volunteer-hours reported in 2014. In the future, companies uniformly anticipate increasing the dollar amount of giving, and a vast majority anticipate increasing the amount of volunteer hours (75%), in-kind donations (75%), and direct employee contributions (67%). Corporate giving clearly remains a vital and growing part of company operations. This section looks to provide additional insight to why companies find value in giving back to the the communities in which they do business.

## DECISION-MAKING PROCESS

Allocating scarce funding and employee volunteers requires effective decision-making. This process must incorporate an evaluation of numerous potential engagement activities with any number of worthy causes or organizations to determine what best aligns with the company's philanthropy goals, employees, and leadership.

The final decision-making authority for charitable decisions in 30% of companies lies with the CEO/CFO/COO. Notably, in this year's survey, only 10% of survey respondents said foundation leadership had the final say compared to 31% of companies using foundation leadership in 2015. Many companies also used the foundation leadership (25%), a charitable giving committee (10%), or company employees (5%) to make giving decisions. The remaining 30% used some other method, including an ad hoc process based on the type of request, regional presidents, or a corporate affairs department.

### FINAL DECISION-MAKING AUTHORITY FOR PHILANTHROPY







## WESTGATE PROVIDES FOR AT-RISK CHILDREN AND FAMILIES

Since 2014, Westgate Las Vegas Resort and Casino has operated in Southern Nevada and carried the mission of Strong Families and Strong Workforce, which is rooted in Westgate's legacy of generosity and entrepreneurialism. Westgate Las Vegas partners with Casa de Luz to host an annual "Back 2 School" event to provide over 250 backpacks filled with school supplies for children of all ages. Annually, the resort provides home cooked Thanksgiving meals, known as "Thanksgiving in a Box," to families in need and gift cards to at-risk and homeless teens. The company believes that if families are equipped to break through the barriers of homelessness, domestic violence, gaps in education, and finding employment, then they can find their own way to self-sufficiency and lifelong success.



## SOUTHWEST GAS AND THE CANDLELIGHTERS FOUNDATION PROVIDE HOPE TO FAMILIES FIGHTING CHILDHOOD CANCER

Southwest Gas has partnered with Candlelighters Childhood Cancer Foundation of Nevada in the ongoing fight against cancer and its impacts in the community. For the past two years, Southwest Gas has been recognized as the largest corporate walking team in the Candlelighters' Superhero 5k. Proceeds from the 5k go towards three focused areas: emotional support, quality of life programs, and financial assistance. The foundation was also featured in Southwest Gas FUEL for LIFE employee giving campaign. The Candlelighters know that cancer is not only a challenge for the child, but also for the family. Everyone who has been touched by cancer has a different story, and Southwest Gas is seeking to make sure that they each get the ongoing care and support they need by donating resources to Candlelighters year after year. The multi-faceted giving approach has allowed Southwest Gas to extend a substantial amount of support over the years to the Candlelighters Foundation's vital efforts.



## FOR THE COMPANY (CONTINUED)

Just under two-thirds of companies utilize a foundation for their corporate giving. Of those with a foundation, 69% fund it exclusively through the company's donations, while 31% accepted employee donations to augment the company's funding. That said, the majority of funding for initiatives still comes directly from the company, with 70% of funding coming directly from companies to charities and only 30% going through company foundations first. Part of the reason may be allowing companies to quickly react to giving opportunities, as survey respondents said just 24% of their funding goes to multi-year programs whereas 76% goes to single-year giving opportunities. Finally, a 69% majority of funds donated to a charity are unrestricted compared to just 31% that are restricted to a particular cause, effort, or goal of an organization. This demonstrates that companies prefer to offer some level of flexibility to their recipient charities.

In addition to describing their decision-making process, companies also were asked what factored into their philanthropic efforts. Respondents were asked to rank five possibilities on a scale of least (ranking of 1) to most (5) important in their decision-making process. There was no clear top motivation, with companies providing a wide array of reasons for their giving. The lowest ranked, with an average ranking of just 2.6, was to provide opportunities to engage with the company's employees. In contrast, just over a half-rank higher at 3.3 was the highest average rated response to protect or enhance the company's reputation. Creating opportunities for business innovation or growth, community wellness or sustainability for employees, and increasing customer loyalty were all ranked at an average of 3.0. Community wellness also had the widest range of responses in the set, with it being both a very high and very low priority for some companies.

### COMPANY MOTIVATIONS AND THEIR AVERAGE RANK



3.3

**PROTECTING OR  
ENHANCING THE  
COMPANY'S  
REPUTATION**

*Standard  
Deviation*  
**1.3**



3.0

**INCREASING  
CUSTOMER  
LOYALTY**

*Standard  
Deviation*  
**1.4**



3.0

**CREATING  
OPPORTUNITIES  
FOR BUSINESS  
INNOVATION  
OR GROWTH**

*Standard  
Deviation*  
**1.4**



3.0

**COMMUNITY  
WELLNESS OR  
SUSTAINABILITY  
WHERE EMPLOYEES  
LIVE AND WORK**

*Standard  
Deviation*  
**1.8**



2.6

**PROVIDE  
OPPORTUNITIES  
TO ENGAGE WITH  
COMPANY  
EMPLOYEES**

*Standard  
Deviation*  
**1.2**

*Note: Higher number indicates greater importance.*



## BANK OF NEVADA ENCOURAGES BUSINESSES TO BE ENGAGED WITH EDUCATION

In 2016, Bank of Nevada CEO John Guedry felt the need garner support for the Nevada public education system from the business community. This idea turned into an annual business and education summit known as the Business + Education (BE) Engaged Summit. Guedry, as CEO of Bank of Nevada and Chairman of the Las Vegas Metro Chamber of Commerce, teamed up with Ray Specht, Chairman of the Las Vegas Global Economic Alliance, and created an event to encourage the business community to assist with the continuing effort to improve the local public education system. The summit connects local businesses with the most effective educational assistance programs in the state. One result among many of this event, STEM 101, an internationally recognized academic advancement organization, announced a donation of \$1.4 million to Nevada's public schools. Bank of Nevada, through the BE Engaged Summit, hopes to continue to facilitate engagement between Nevada's public schools and its corporate community.



## LIVE NATION LEVERAGES CONCERT SALES TO RAISE FUNDS FOR CHARITIES

Live Nation Las Vegas has been particularly effective in leveraging in-kind assets by way of concert and show tickets to raise tens of thousands of dollars annually for local charities in the Las Vegas area. Donated concert tickets and other auction items from megawatt stars such as Jennifer Lopez, Lionel Richie, Pitbull, Ricky Martin, Rascal Flatts, Chicago, Styx and more have helped raise funds for local and national foundations including the Nevada Ballet, Human Rights Campaign (HRC), Aid for AIDS of Nevada (AFAN) and many more. Additional examples of Live Nation's charitable strategy at work include raising \$20,000 in Petco/PetSmart gift cards for The Animal Foundation in just under three hours through ticket promotions with The Backstreet Boys at The AXIS Theater at Planet Hollywood Resort & Casino. Additionally, Live Nation and The Backstreet Boys partnered with Boys & Girls Club of Southern Nevada to arrange for a \$1 per ticket donation for show dates in November 2017 and for all 2018 show dates, which is expected to raise more than \$50,000 for the Boys & Girls Club. These are just a few of the examples in which Live Nation makes an impact for local organizations by leveraging in-kind donations and celebrities to bring awareness to important causes in 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 were as diverse as the motivations for giving. Survey responses included the following:



#### INTERNAL MEASURES

Number of volunteer-hours

Tracking in-kind giving

Evaluations from employee  
volunteers

Data collection efforts for  
initiatives made by the company

Exam analyzing how much  
students learned from course  
and how much time was saved  
for the school



#### EXTERNAL MEASURES

Year-end impact reports

Reports from charity of  
contributions, demographic  
information, and areas served

Asking for feedback from  
the charity if the program  
was successful



OF COMPANIES **UTILIZE RETURN ON INVESTMENT  
MEASURES** IN THEIR PHILANTHROPY PROCESS



## REALTY ONE GROUP PROVIDES RESOURCES FOR NEVADA'S NEEDIEST FAMILIES

Realty ONE Group seeks to strengthen communities and families by utilizing its talent and resources to assist those in need. One specific program, the Supply Our Schools Drive, seeks to collect school supplies for teachers and students in at-risk Title 1 schools, which have at least 40% of the children enrolled in free or reduced lunch programs. The local real estate brokerage firm is making sure local schools and students in need are prepared for the school year.



## BNY MELLON WORKS WITH CORE ACADEMY TO INCREASE FINANCIAL LITERACY AMONG YOUTH

Working in close association with Core Academy, BNY Mellon has helped teach under-resourced youth about financial literacy. Core Academy has been focusing its efforts on youth in need of educational assistance since 2015 by deploying a comprehensive program that fulfills the socio-emotional needs of students along with their basic needs. BNY Mellon has taken action and is actively adding to the efforts of Core Academy by teaching a financial literacy course to 100 students. This is just one example of how BNY Mellon executes on its Community Partnership program that offers distinctive employee giving programs responsive to employee interests.



## FOR THE COMPANY (CONTINUED)

Just over one-third of companies (35%) published a corporate philanthropy or sustainability report for public use in an effort to demonstrate and share their evaluation of giving campaigns.

Corporate philanthropy continues to be a diverse field, with unique stakeholder relationships requiring a wide array of strategies that companies undertake in support of the communities they serve. Through well-thought out corporate giving strategies, the benefits are endless for key stakeholders. As outlined in the Corporate Philanthropy in Nevada report, connectivity within the community, the cause, the charity, the employees, and the company can maximize the utility of their relationship to develop and foster a virtuous cycle of strategic community giving. Each company must pursue a philanthropic strategy that is sized, structured, and configured to best reflect the business, industry, mission, employees, and community objectives to get the most out of every dollar and every volunteer hour. The alignment and feedback loop of these customized philanthropic efforts are designed to be results oriented to ensure - to the greatest degree possible - the effectiveness of their objective and the betterment of both company and community.



**35%**  
OF COMPANIES  
PUBLISHED A REPORT  
TO DEMONSTRATE  
& EVALUATE THEIR  
CAMPAIGNS



EACH COMPANY MUST PURSUE A PHILANTHROPIC STRATEGY THAT IS SIZED, STRUCTURED, AND CONFIGURED TO BEST REFLECT THE BUSINESS, INDUSTRY, MISSION, EMPLOYEES, AND COMMUNITY OBJECTIVES **TO GET THE MOST OUT OF EVERY DOLLAR AND EVERY VOLUNTEER HOUR.**



## STATION CASINOS PROVIDES SUPPORT FOR BREAST CANCER RESEARCH AND ASSISTANCE TO LOCAL VETERANS

Station Casinos' 8th Annual "Project Pink" took place in October 2017, benefitting the fight against breast cancer. Station Casinos "pink" out its dining, entertainment, and gaming offerings. At the end of the event, the local casino operator donates a portion of the proceeds to Project Pink and the programs it supports. Station Casinos also offers several different spa packages that generate donations for these programs. In the past eight years, the company has donated \$500,000 to the fight against breast cancer. Station Casinos uses this same model in May to raise money during its "Month of Honor," with proceeds benefitting Veterans Village for homeless veterans in the Las Vegas area. Since 2012, the program has provided 70,000 bed nights for veterans and placed more than 1,000 veterans into full- or part-time work.



NOTES

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## NOTES (CONTINUED)

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