



the will to do
WONDERS



CAESARS
FOUNDATION

where there is a will...



The Caesars Foundation's *Will to do Wonders* is working wonders each day, in cities and in towns throughout the US and globally.

The Caesars Foundation focuses on helping older individuals live longer, healthier, more fulfilling lives, at every stage of the aging process. We are also committed to marshaling our financial resources,



and the commitment of our colleagues, to promote a safer, cleaner environment. The Caesars Foundation is committed to **strengthening the social, economic, educational and cultural life of dozens of communities** where Caesars Entertainment operates.

... there are wonders

about the **CAESARS FOUNDATION**

The Caesars Foundation is a private foundation funded by a percentage of operating income from Caesars Entertainment's properties. The Foundation is the entity through which Caesars Entertainment funds programs and projects of \$10,000 or more, as well as not-for-profit giving requirements imposed by certain operating jurisdictions. **The Foundation's objective is to strengthen organizations and programs in the communities where our employees and their families live and work.**

The Caesars Foundation provides gifts that:

- » are **strategic**, concentrating our efforts in a few key categories
- » provide **multiple-year commitments**, insuring organizations will have our support in order to accomplish their goals over a period of time, rather than year-to-year
- » include **volunteer opportunities** for our employees so that our impact is two-fold – financial and hands-on – and it allows our employees to be directly involved in our charitable outreach efforts



OLDER INDIVIDUALS

strategic **EFFORTS**

The Caesars Foundation focuses its philanthropic giving on three distinct areas:

Helping Older Individuals live longer, healthier, more fulfilling lives.

Globally, our primary emphasis is supporting not-for-profit advocacy and service-delivery organizations dedicated to helping older individuals live independently, maintain optimal health and proper nutrition, avoid social isolation, and enjoy mental and physical vitality through every stage of the aging process.

Marshaling our financial resources – and the commitment of our colleagues – to promote a safer, cleaner environment.

At the regional level, the Foundation works to identify projects and organizations that bring Caesars Entertainment colleagues together to tackle projects with important environmental benefits for our communities. **From roadside trash pick-ups, to tree-planting events, to assisting with energy-efficiency improvements at civic centers, service facilities and community offices and at our properties, the focus is squarely on making our hometowns cleaner, greener places.**

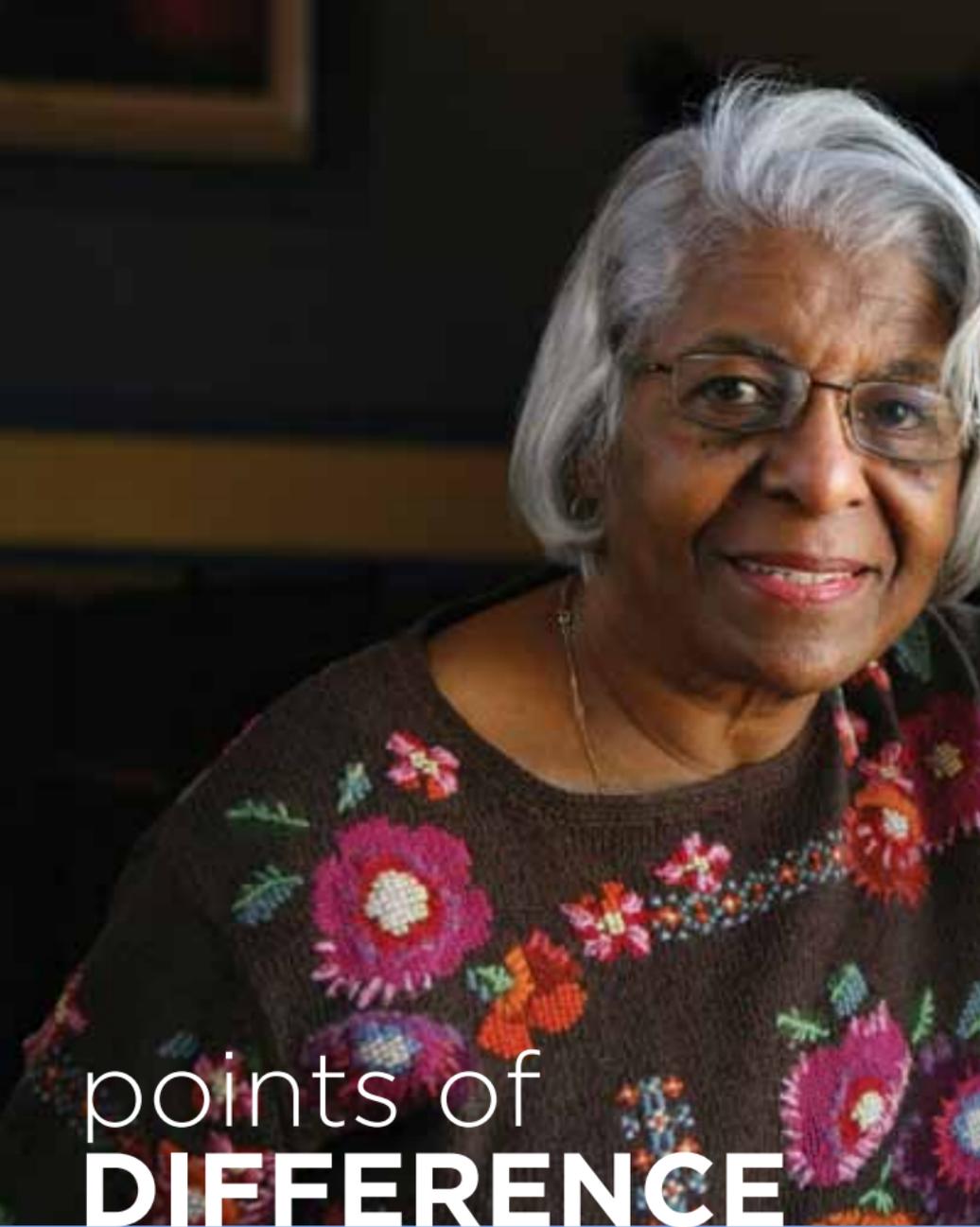
SUSTAINABILITY





Improving the quality of life in our operating communities.

On a local level, we support civic organizations, charitable organizations and faith-based groups that help address vital, unmet needs in cities and towns where our colleagues live and work. **Our focus is as diverse as the communities we serve: health and wellness organizations, social-services providers, youth groups, programs for persons with disabilities, scholarships that enable access to higher education – whatever the need, we seek out the right partners to help us make meaningful, long-term impact.** Please check with your local Caesars Entertainment property or properties to learn more about their civic focus.



points of **DIFFERENCE**

STRATEGIC GIVING:

Directing our resources where they can make a world of difference

We place considerable emphasis on ensuring that our financial support is directed toward a relatively small number of programs and organizations that help further our overarching goals: **Helping older individuals live longer, healthier, more fulfilling lives; promoting a safer, cleaner environment; and improving the quality of life in our operating communities.**



SUSTAINED SUPPORT:

Seeing our commitments through

No single grant or one-time donation is sufficient to solve complex issues such as hunger, poverty and chronic disease. That's why the Caesars Foundation typically seeks to establish multi-year relationships with its key philanthropic partners.

Our longstanding support of groups such as Meals On Wheels Association of America, AARP Foundation, Opportunity Village, the Public Education Foundation and other organizations offers evidence of our intention to see our commitments through.

And this farsighted approach is working for our partners and their constituents.

BRINGING OUR TEAMS ALONG: Fostering employee engagement for maximum impact

The Caesars Foundation strives to harness the energy, drive and enthusiasm of Caesars Entertainment employees in support of our various charitable commitments and partnerships.

Their personal financial contributions and thousands of hours of volunteer work add immeasurable value to our efforts.

BUILDING A BROADER KNOWLEDGE BASE: Conducting research, heightening public awareness of critical social issues

The Caesars Foundation provides valuable financial support to worthy civic, philanthropic, educational and community partners in ways that produce meaningful, measurable results for individuals and communities alike.

But beyond our philanthropic role, the Foundation also brings together various stakeholders – academic experts, government organizations, research institutes and other authorities in various disciplines – to conduct research and create broader awareness of social issues it addresses through its gifts, grants and donations.



commitment to **NONPROFITS**

The work of the Caesars Foundation is perhaps the most visible example of the company's overall corporate social responsibility efforts. Caesars Entertainment operates under the guidance of the Code of Commitment, a public pledge to our employees, communities and guests that we will honor the trust they place in us by operating in a responsible manner. **The Caesars Foundation was created as part of our commitment to both our communities and to our employees as a way to support each through our charitable contributions, volunteerism and in-kind donations.**



Volunteerism

The Caesars Foundation prefers to support programs and/or projects which include volunteer opportunities for our employees. We encourage these relationships and offer these to our volunteer teams – also known as “HEROs” – in order to provide them hands-on personal involvement in our philanthropic efforts. We understand that, in many cases, volunteer involvement is just as important as financial support.

Employee outreach efforts

In addition to providing volunteer opportunities, **The Caesars Foundation encourages organizations we support to visit our properties and meet with our employees to describe the impact of our donations and the importance of giving back.** These events motivate our employees and give them a deeper appreciation of the invaluable support they provide to each of these organizations.

foundation **GIVING**

In 2010, the Caesars Foundation distributed nearly \$9 million to nonprofit organizations across the country and overseas.

This included almost \$5 million in new commitments. Our company-wide relationships include:

AARP FOUNDATION

In 2010, the Caesars Foundation continued our commitment to the AARP Foundation with support totaling \$3.3 million. The AARP Foundation is dedicated to enhancing opportunities for individuals with insufficient resources to meet their current and future needs so that they can remain financially secure and independent throughout their later years.

The Caesars Foundation grant will be used to fund several vital programs, including: enhancing employment and training opportunities for older individuals; utilizing employer outreach to connect with caregivers; increasing access to benefits; and expanding the AARP Foundation Money Management Program which assists low-income older or disabled adults who are unable to adequately handle routine financial tasks.



MEALS ON WHEELS ASSOCIATION OF AMERICA

Since 2002, the Caesars Foundation has been the single largest sponsor of the Meals On Wheels Association of America, providing over \$6 million to support the organization's activities and donating 41 vehicles to Meals On Wheels programs across the United States. In 2007, the Caesars Foundation expanded its Meals On Wheels partnership by underwriting a national study on the causes of senior hunger, the consequences of poor nutrition for seniors, and future strategies for preventing their isolation. In 2009, the Caesars Foundation underwrote the follow-up study, "Senior Hunger in the United States: Differences across States and Rural and Urban Areas". These studies serve as important resources for policymakers addressing this serious public health issue.



SECOND WIND DREAMS

In 2008, the Caesars Foundation commenced a relationship with Second Wind Dreams. To-date, we've provided \$650,000 in support of dream fulfillment programs in Las Vegas, New Orleans, San Diego, Atlantic City and the greater Chicagoland area. Through Second Wind Dreams' program services and HERO participation, they are able to identify and fulfill the dreams of those living in elder care communities.

Our HERO volunteers, also called "Dreamweavers," help countless elders find their dreams again and turn those dreams into realities.

organizations **SUPPORTED IN 2010**

AARP Foundation

Age Concern - UK

Alegant Health Foundation - Mercy Hospital

Alzheimer's Association Delaware Valley Chapter

American Cancer Society

American National Red Cross

American Red Cross, Nashville Area Chapter

Area Agency on Aging, Region 1

Atlantic Cape Community College

Atlantic City High School Foundation

Atlantic County Special Services School District

AtlantiCare Regional Medical Center

Audubon Nature Institute

Autism Speaks

BB King Museum

Beacon of Hope

Best Buddies Nevada

Boys & Girls Club of the Gulf Coast

Calumet College of St. Joseph

Cars for Christmas

CEC Seabee Historical Foundation

Chicken Bone Beach Historical Foundation

Children's Hospital Boston

Clark County Public Education Foundation

Clean the World Foundation

Cystic Fibrosis Foundation

Delaware County Community College

Educational Foundation

Documentary Foundation

Down Syndrome Organization of Southern Nevada



New Vista Community

Northern Illinois Food Bank

Opportunity Village

ParkWorks Cleveland

PRIME Initiative

Purdue University Calumet

River Cities Community Clinic

San Diego State University Foundation

Second Harvest Food Bank

Second Wind Dreams

Shreveport Regional Arts Council

Silverman - Operation Rebound

South Suburban Special Recreation Association

Special Olympics Missouri

St. Rose Dominican Health Foundation

The Angel's Depot



The ARC of Atlantic City

Three Square

Tunica Humane Society

United Way of Atlantic County

United Way of Southeast Delaware County

United Way of Southern Nevada

University of Chicago Medical Center

University of Southern Mississippi

UNLV Foundation

UNLV Foundation - Black Mountain Institute

US Pan Asian American Chamber of Commerce

USO

Will County Center for Community Concerns

Will County Habitat for Humanity

YMCA of Southern Nevada



CAESARS FOUNDATION

The will to do wonders®

www.caesarsfoundation.com

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