

# Corporate Philanthropy

IN NEVADA 2015

# PREFACE

This marks the third year of the Nevada Corporate Philanthropy Report, and already it has marked a monumental shift in the landscape of corporate giving and monetary engagement. Companies across Nevada have devoted a remarkable amount of money, volunteers, and effort in the development of the state's economy by promoting education and workforce development. The lessons of the Great Recession were made painfully clear to many companies, and to that end, they are now working to promote economic diversification in many ways, including through their philanthropy.

Survey results included in this report cover calendar year 2014 or the fiscal year that ended June 30, 2015. 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 employing more than 150,000 people and generating nearly \$55 billion in business receipts in Nevada.

The survey asked companies about 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 or volunteer hour. To this end, we believe that an informed giving strategy will not only provide for the community but produce a greater return on investment for the business 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 where it needs to be.

**JEREMY AGUERO**  
Report Co-Author | Applied Analysis

**CHRISTOPHER DRURY**  
Report Co-Author | Applied Analysis

## **ABOUT NEVADA CORPORATE GIVING COUNCIL**

The mission of the Nevada Corporate Giving Council (NCGC) is to connect 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 efficient use of their resources in order to achieve measureable and tangible results.

# TABLE OF CONTENTS

<b>EXECUTIVE SUMMARY</b>	<b>1</b>
Giving and the Economy .....	1
Where Nevada's Companies Give.....	1
Employees and Company Engagement.....	1
<b>GIVING AND THE ECONOMY</b>	<b>2</b>
Educational Giving .....	3
Higher Education .....	4
K-12 Education.....	4
Economic Diversification .....	5
<b>WHERE NEVADA'S COMPANIES GIVE</b>	<b>6</b>
Education.....	6
Health and Social Services .....	7
Civic and Public Affairs .....	7
Environment.....	7
Culture and Arts.....	8
Other Categories.....	8
Thoughts on Giving in Nevada .....	9
<b>EMPLOYEES AND COMPANY ENGAGEMENT</b>	<b>10</b>
Employee Engagement Through Volunteering.....	10
Decision-Making Process.....	12
Motivations Behind Corporate Philanthropy .....	14
Evaluating the Effectiveness of Corporate Philanthropy .....	15

# EXECUTIVE SUMMARY

Nevada companies responding to our survey gave an estimated \$100.9 million in the past year, which was approximately 0.21% of their total revenues and more generous than the 0.13% of revenues given nationally, according to a 2014 survey.<sup>1</sup> If the same share of revenues was given by all Nevada-based companies as those in our survey sample, donations would more than double to \$205.2 million.

Current giving levels equate to roughly \$441 per employee per year for the average Nevada company responding to the survey. Furthermore, the state's

**445,000**  
VOLUNTEER HOURS FROM  
EMPLOYEES OF NEVADA COMPANIES

workforce recorded over 445,000 hours through company volunteer programs. These volunteers and donations produced goodwill on behalf of their companies as well as tangible results in their communities across the state.

## GIVING AND THE ECONOMY

Nevada has turned the corner since the Great Recession, with a renewed sense of normalcy within the economy. Companies are now redirecting the focus of their charitable giving away from fulfilling the basic needs of Nevadans to preventing the

next economic catastrophe. An extraordinarily high proportion of funding is being poured into education and workforce development programs in the state with the expectation that diversification efforts within the economy will continue.

## WHERE NEVADA'S COMPANIES GIVE

Companies in Nevada gave a large allocation of funding (44%) to educational services, with higher education receiving 26% of giving and K-12 education receiving 18%. Health and social services, a charity sector dominated by in-kind and pro bono giving, received 26%, which was considerably lower than the prior year. Civic and public affairs received 10% of funding, environmental causes collected 7%, and

culture and arts secured 6% of corporate giving. Education was the most commonly cited need that required more attention from companies. Companies cited disorganization of charities as a potential obstacle to giving. Increased efficiency and organization should remain a top priority for charitable organizations going forward.

## EMPLOYEES AND COMPANY ENGAGEMENT

Employees were offered volunteer resources at 7 out of 10 companies. A majority of these companies (91%) were offering company-sponsored days or events. Nearly half of companies offered paid time off from work, and over a quarter offered pro bono opportunities.

The decision-making process usually lies with company foundation leadership (31%) or the executive board (23%). Company employees and separate philanthropy

leaders (8% each) accounted for a smaller share of philanthropic management.

Companies this year shifted from needs-based giving to strategic giving. As the economy has recovered and basic needs are met, companies are able to build sustainable and long-term relationships with organizations that can maximize returns to both the company and charity.

<sup>1</sup> Giving in Numbers: 2015 Edition, Committee Encouraging Corporate Philanthropy Report available at <http://cecp.co/measurement/benchmarking-reports/giving-in-numbers.html>.

# GIVING AND THE ECONOMY

Nevada's path of recovery in the past few years has been nothing short of remarkable. Unemployment has fallen to 6.5 percent as of November 2015, the state's tourism economy continues to exceed expectations, and consumer spending by visitors and residents is reaching record levels. Though some Nevadans continue to struggle in the wake of the Great Recession, by and large, residents and businesses are putting the past behind them and looking toward the future.

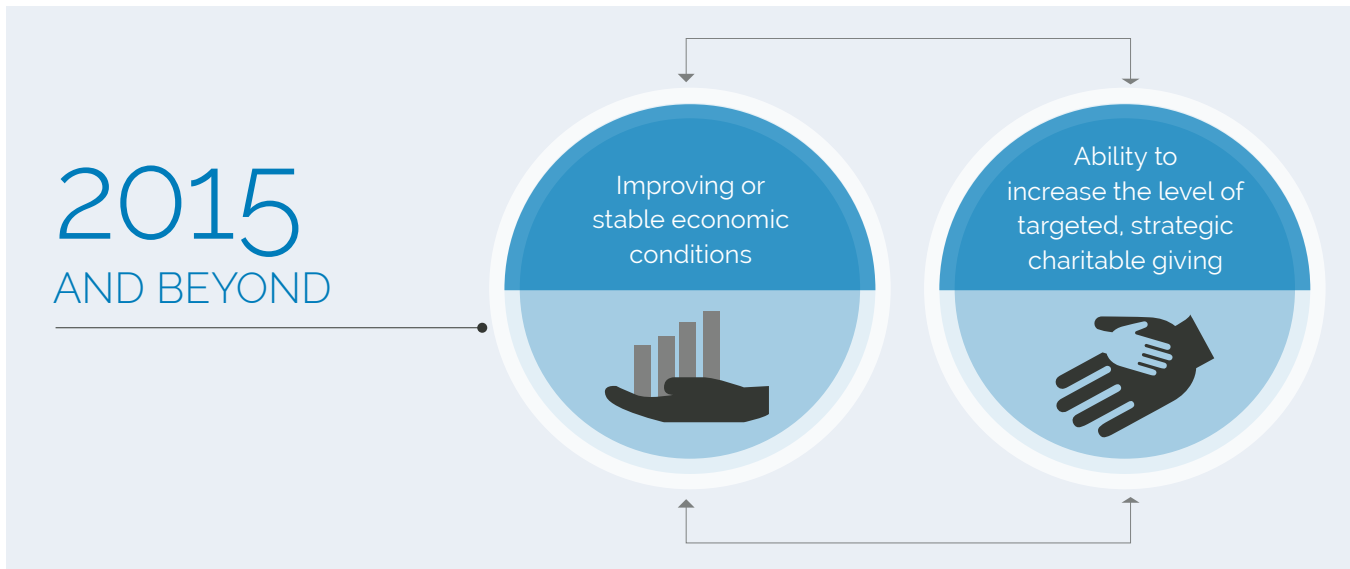
The longer-run view has become more the focus of corporate philanthropy as well. As discussed in last year's report, the economic downturn shifted companies' philanthropic focus to fulfilling basic needs such as hunger, housing, and healthcare. Now that the economy has reported increased stability, companies have begun to look to the future of their organizations and the state as a whole. One thing is certain, they are using corporate philanthropy in areas designed to prevent the next recession from hitting the community as hard as the last one.

Last year's survey predicted that as the economy stabilized and improved, companies would pivot their philanthropy towards longer-term strategic charitable giving. As this year's survey results show, that has turned out to be true as companies changed their giving profiles significantly in the past year. Giving to higher education increased astronomically, with companies citing the need to support workforce development and education in the state. Recent trends are expected to continue for the foreseeable future along with the continuing economic growth.

---

UNEMPLOYMENT HAS FALLEN TO 6.5 PERCENT AS OF NOVEMBER 2015, THE STATE'S TOURISM ECONOMY CONTINUES TO EXCEED EXPECTATIONS, AND CONSUMER SPENDING BY VISITORS AND RESIDENTS IS REACHING RECORD LEVELS.

---



## EDUCATIONAL GIVING

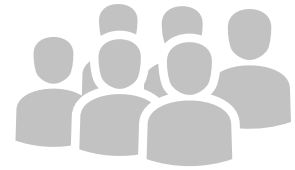
Companies explained their shift toward increased educational giving as a strategy to avoid a repeat of the Great Recession and to help Nevada better weather the next economic storm. The following outlines the main reasons giving to education can be expected to help the economy.

Giving to Higher Education:

- Ensures a pool of adequately skilled employees for businesses across the state
- Better education can enable a more diversified economy by attracting a more diverse pool of employers to the state
- A larger pool of employers means more growth from induced business

Giving to K-12 Education:

- Can prepare more students for higher education
- Better equips the next generation to handle economic transitions by working with schools to teach the most relevant skills
- Supports schools and students that also face non-financial challenges to their success



**100%**  
OF COMPANIES  
IN OUR  
SURVEY CITED  
EDUCATION AS  
A KEY PRIORITY  
FOR NEVADA'S  
CORPORATE  
PHILANTHROPY

**CITY NATIONAL BANK**  
The way up.™

CITY NATIONAL BANK PROMOTES  
CHILDHOOD LITERACY



City National Bank focuses on providing the best possible return on investments. That continues in their philanthropy, where City National quickly recognized that efforts focused on youth will result in better leaders, entrepreneurs, clients, and colleagues in the future. The ability for children to learn is a key to their success.

To ensure that children have the proper tools to learn, City National created the "Reading is The way up" program to develop childhood literacy. Through the program, the company invests in school libraries, teacher grants for K-12 schools, and community partnerships to enhance literacy. Employees also get up to three hours of paid time off per month to read to students. The program has been responsible for donating 115,000 books companywide and over \$500,000 in grants, reaching over 100,000 children in the areas that the bank serves. City National understands that some of those children will grow up to be the bank's most valuable customers and invests in their future.

## HIGHER EDUCATION

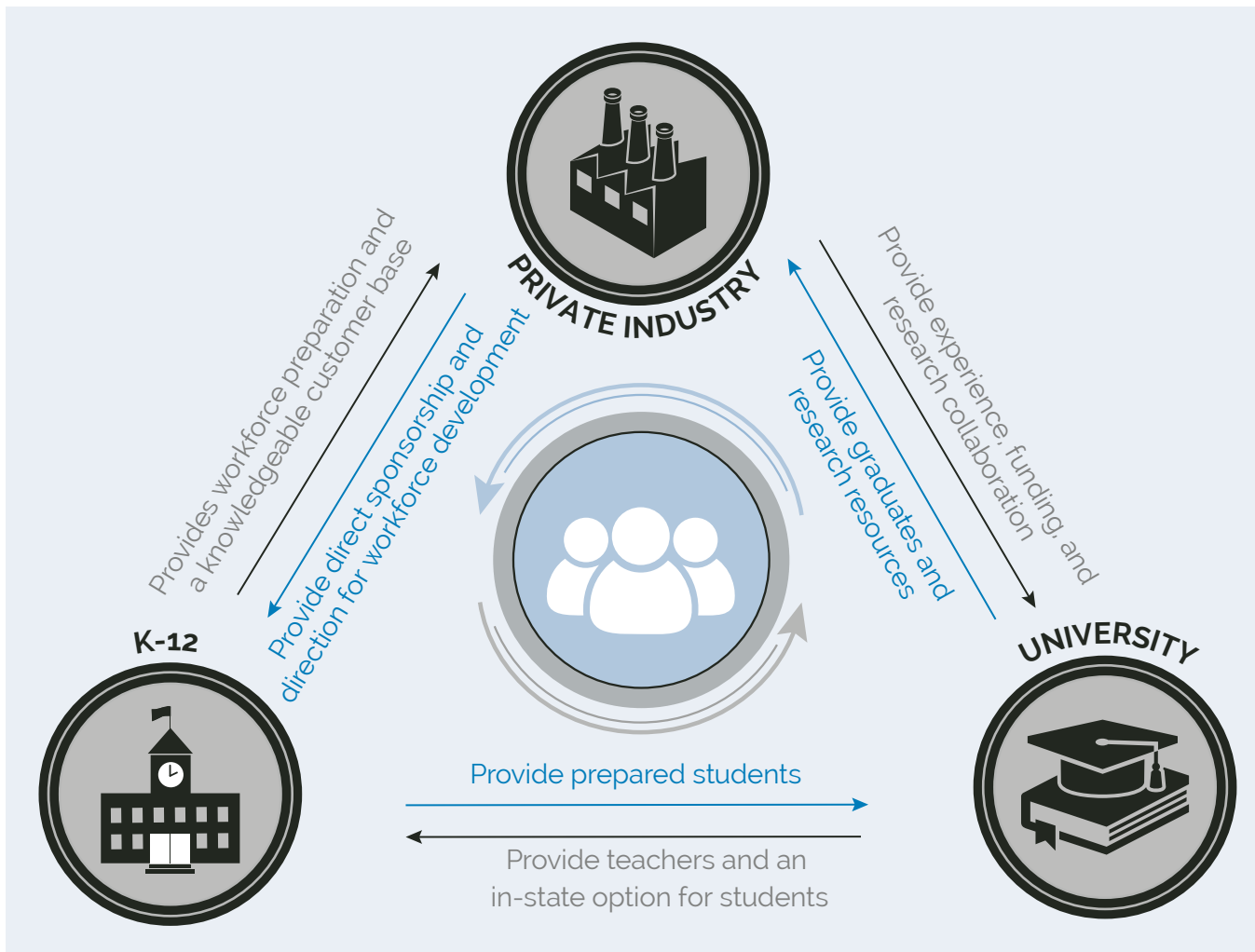
In an effort to improve economic outcomes in the state, Nevada must produce more competitive college graduates. To do that, the government and private stakeholders have placed a renewed emphasis on higher education. Notable efforts in this endeavour include establishing the UNLV School of Medicine and increasing the research output of the state's universities.

The effort to improve university research will allow better prepared graduates in a wider array of fields to remain in Nevada to practice their professions. These Nevadans will work at companies that have collaborated with local universities to produce innovations vital to their industries while ensuring that students enter the workforce with adequate experience at the forefront of their fields.

## K-12 EDUCATION

This year witnessed a massive investment in K-12 education, and companies followed suit with their own aid, both financial and non-financial. By better preparing students for the rigors of college and an ever-changing economy, the impact of the next recession could potentially be lessened.

Companies are dedicating resources to help younger students learn and focus on school by donating books, backpacks, time, and dollars across the state. Nevada corporations believe that nurturing these students now will lead to measurably better results in the future.



## ECONOMIC DIVERSIFICATION

The donations to education are one way that Nevada's companies are encouraging the state's economic diversification efforts. Nevada is among the worst in the nation when it comes to economic diversification as illustrated below. The Hachman Diversity Index measures economic diversity, where 100 reflects a mix (or concentration) of industries similar to the national economy and lower numbers reflect a highly-concentrated (less diversified) economy.

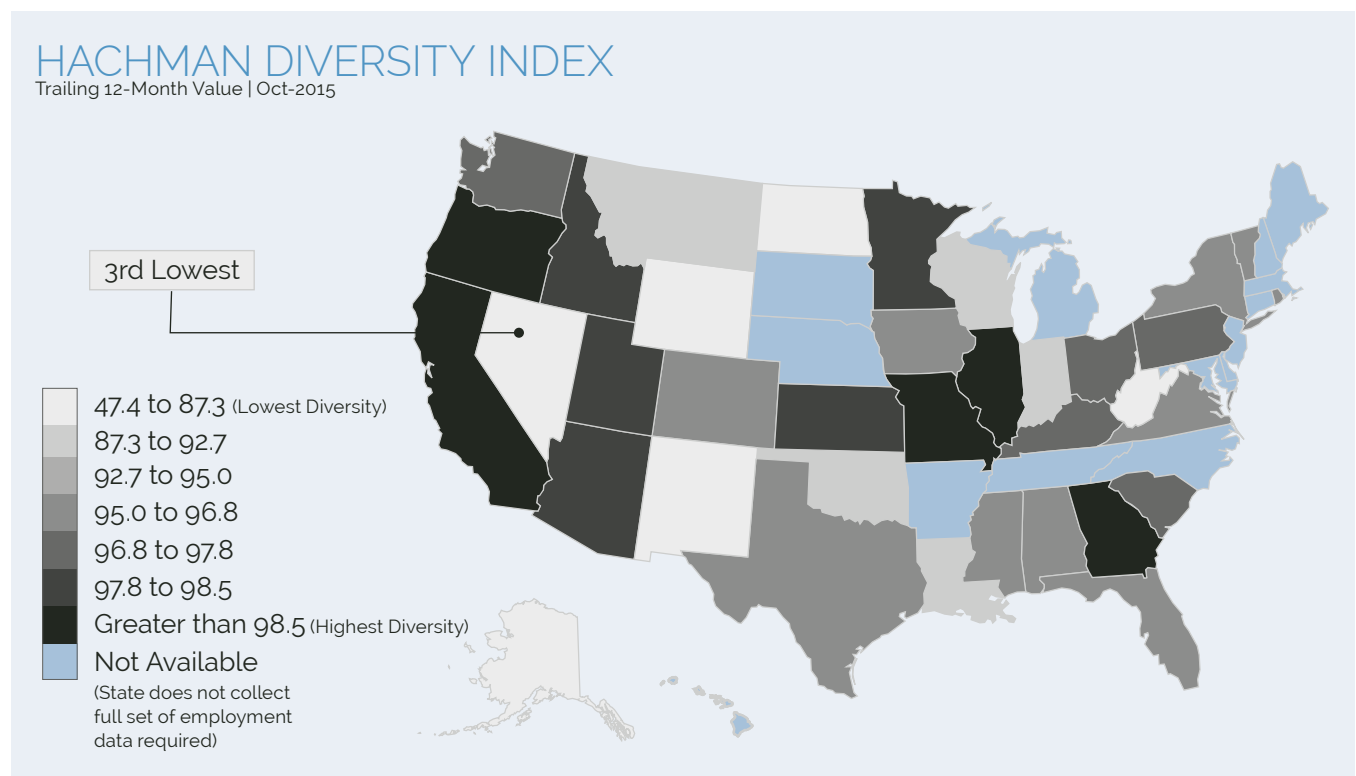
Nevada's economy has historically been heavily concentrated in the tourism and construction industries. When the Great Recession struck, the economy was devastated by its reliance on these two industries, more so than almost every other state in the country.

The state has undertaken efforts to reduce Nevada's large dependence in key industries. By encouraging economic diversification, Nevada's outcomes will more likely resemble the rest of the nation's. Additionally, a more developed workforce with access

to enhanced higher education opportunities will be able to transition more quickly to in-demand sectors, lessening the long-term unemployment experienced during the most-recent downturn.

These efforts are already starting to bear fruit, most notably in the deals that attracted Tesla's battery plant near Reno and the Faraday Future plant to North Las Vegas. Additionally, since 2009 the Governor's Office of Economic Development has attracted 458 companies with over 19,500 employees to relocate to or start up in Nevada.<sup>2</sup> Each of these companies improves the odds for greater economic stability in Nevada during the next downturn.

By improving workforce development in the state, Nevada's companies are not only improving their own workers but also helping to attract new companies and new opportunities for residents. Overall, the latest actions in corporate philanthropy will likely help the corporations themselves in the long run while improving the lives of Nevadans in numerous ways.



<sup>2</sup>The Economic Pulse December 2015  
[http://diversifynevada.com/uploads/newsletters/GOED\\_-\\_December\\_2015.pdf](http://diversifynevada.com/uploads/newsletters/GOED_-_December_2015.pdf)



# WHERE NEVADA'S COMPANIES GIVE

Nevada corporations participating in the 2015 Corporate Philanthropy Survey were asked to categorize their giving among a variety of program types. Of the companies surveyed, one-third indicated that their areas of focus or distribution amounts changed significantly from the prior year. This is a notable change from the survey in 2014, when none of

the companies surveyed reported different priorities in giving. The shifting nature of corporate philanthropy seems to be a reaction to the state's continuing economic recovery as companies refocus their efforts from basic sustenance to the development of the state and its economy.

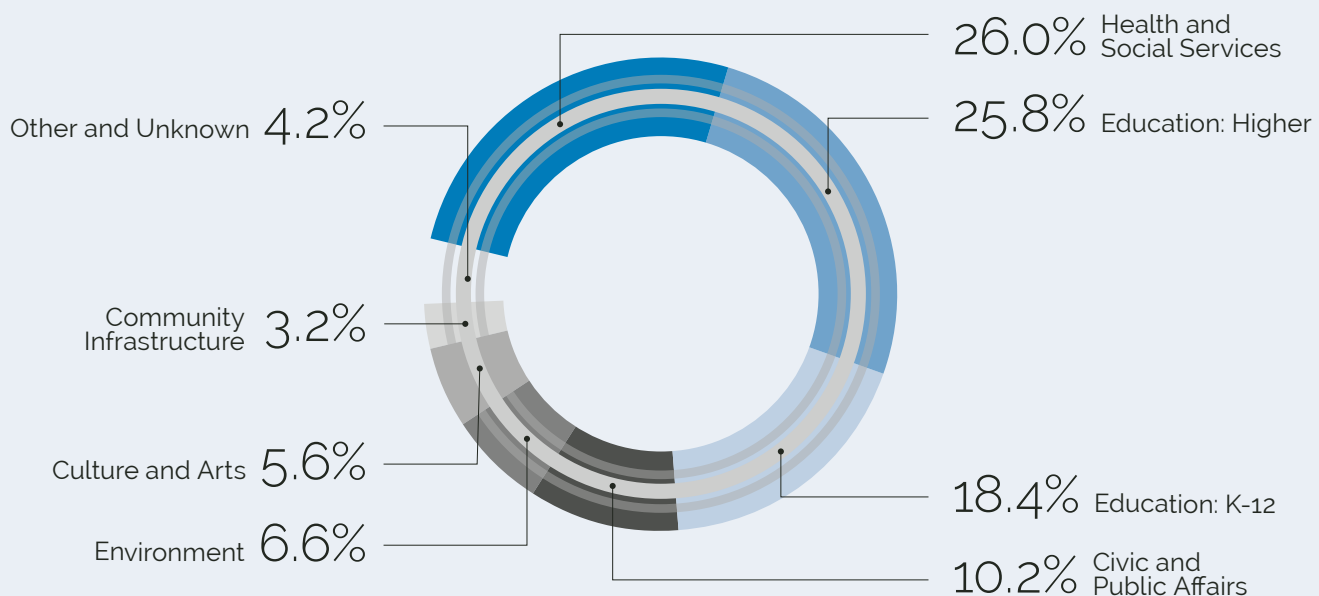
## EDUCATION

The focus of Nevada's companies has shifted from assisting in the economic recovery of the state to ensuring that the state's economy has the tools it needs to grow in the future. Giving to Nevada's educational programs grew to a total of 44% of all spending, a notable increase from 12% reported in the prior year. Higher education received the lion's share of philanthropic efforts, receiving a total of 26% of all reported giving. This

is in line with the renewed emphasis companies have placed on both workforce development and education in the state, and well above the 13% national average. K-12 education also benefitted from the renewed focus on education, with 18% of all philanthropic efforts being channeled to this segment, roughly in line with the national average of 17%.

## AVERAGE GIVING BY NEVADA COMPANIES

By Program Type



## HEALTH AND SOCIAL SERVICES

Giving to health and social services continued to appear near the top Nevada companies' philanthropic priorities, with 26% of all giving in the category. This matches the average national rate of 26%,<sup>3</sup> and is a noticeable decrease from last year when just over one-

third of all Nevada donations went to health and social services. Most of the giving in this category continues to be pro bono and in-kind giving by companies operating in relevant fields.

## CIVIC AND PUBLIC AFFAIRS

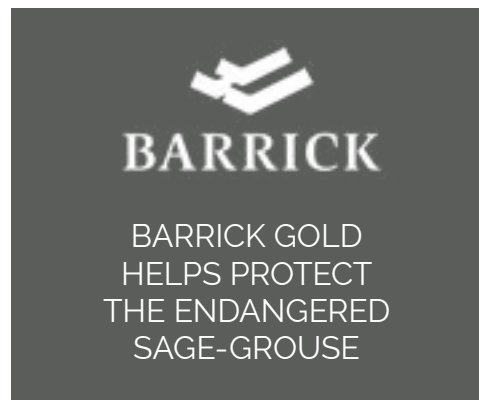
Civic and public affairs spending, which includes giving to local government agencies, clubs and organizations, as well as policy research organizations, accounted

for an average of 10% of corporate giving in Nevada. Nationally, corporations gave 5%, and in the prior year's survey, Nevada's corporations reported giving 12%.

## ENVIRONMENT

Giving to environmental preservation reached 7% of the total, well above the national average of 4%. In addition to efforts to protect endangered species, such as the Sage-Grouse, assistance was also given to

organizations such as Green Chips, which works with residents, businesses, governments, and charitable agencies in Southern Nevada to find sustainable solutions for growth.



**BARRICK**  
BARRICK GOLD  
HELPS PROTECT  
THE ENDANGERED  
SAGE-GROUSE



The Sage-Grouse has faced numerous threats in recent years, with residential home building, energy development, and other factors playing a part in reducing the range of the native Nevada bird. The population of the species has declined from 16 million a century ago to less than 500,000 today, a decline of over 96 percent.

Recognizing the threats to this unique species, Barrick Gold has worked with the Nature Conservancy to implement a conservation plan on 582,000 acres of Sage-Grouse habitat. The Nature Conservancy provides technical information and options for improving the habitat. The goal of the joint venture is to measurably improve the habitat and population viability of the species by developing a detailed plan over the next three years. Additionally, the plan is anticipated to help improve the habitat of the mule deer and golden eagle.

Barrick's gold mining business often requires expansion and development of mining operations, which without a proactive approach can damage the surrounding ecosystem. Barrick values these ecosystems and works with partners to develop the best and industry-leading methods of protecting the environment.

<sup>3</sup>All national figures in this section are sourced to Giving in Numbers: 2015 Edition, Committee Encouraging Corporate Philanthropy Report available at <http://cecp.co/measurement/benchmarking-reports/giving-in-numbers.html>.



CAESARS HERO VOLUNTEERS ASSIST WITH MEALS ON WHEELS

For more than a decade, Caesars Foundation has supported the Meals on Wheels program, which enables senior citizens across the country to live in their own homes thanks to regular meals, friendly visits, safety checks, and other services. Meals on Wheels programs throughout the country have received funding and support from local Caesars properties, including new vans that allow these potentially life-saving deliveries to continue. Caesars also raises awareness by participating in the program's March for Meals annual campaign. HERO volunteers throughout the country are working to ensure that no senior citizen is hungry or alone.

CULTURE AND ARTS

Culture and arts funding, which in the prior survey reached 13% of all giving, has settled closer to the national average at 6% of all giving. Corporate philanthropy continues to be an integral part of the funding for public broadcasting, performing arts, and other programs across the state.

OTHER CATEGORIES

*(Community Infrastructure & Other/Unknown)*

Other categories comprised a relatively small portion of giving this year, with 3% going to community infrastructure needs such as roads, parks, and other amenities within the community. As a result of improved giving practices only 4% went to categories not recognized or unknown to the recipient, a decrease from 17% in the prior year.

CORPORATE PHILANTHROPY CONTINUES TO BE AN INTEGRAL PART OF THE FUNDING FOR PUBLIC BROADCASTING, PERFORMING ARTS, AND OTHER PROGRAMS ACROSS THE STATE.

## 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, workforce development, and job training, and less of an emphasis was placed on the basics, such as healthcare, hunger, homelessness, and other safety net programs, than in the prior years as noted in previous sections of this report. This likely reflects a continued shift in focus away from caring for those most impacted by the Great Recession to helping prepare the state's economy to better weather the next economic crisis. Companies in Nevada realize that it is in their best interest to have a diversified economy and well-educated workforce in the state to prevent a repeat of the previous downturn.

Companies in Nevada also continued to cite disorganization of charitable efforts as a key reason they could not donate, with 75% of companies saying they frequently encounter it as an obstacle to their giving. Notably this year, 67% of respondents also cited an incompatibility of strengths or ideals as an obstacle. The 2015 Corporate Philanthropy Survey identified key changes in giving tendencies, including the rising trend of companies looking more deeply into their philanthropy and reallocating resources accordingly. Companies have focused their giving on strategic, long-term causes instead of focusing on short term needs. This shift requires clear objectives, strategy and evaluation of giving practices by each company and a response by nonprofits as well.

---

COMPANIES IN NEVADA ALSO CONTINUED TO CITE DISORGANIZATION OF CHARITABLE EFFORTS AS A KEY REASON THEY COULD NOT DONATE, WITH 75% OF COMPANIES SAYING THEY FREQUENTLY ENCOUNTER IT AS AN OBSTACLE TO THEIR GIVING.

---

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



Source: 2015 Corporate Philanthropy Survey Participants.

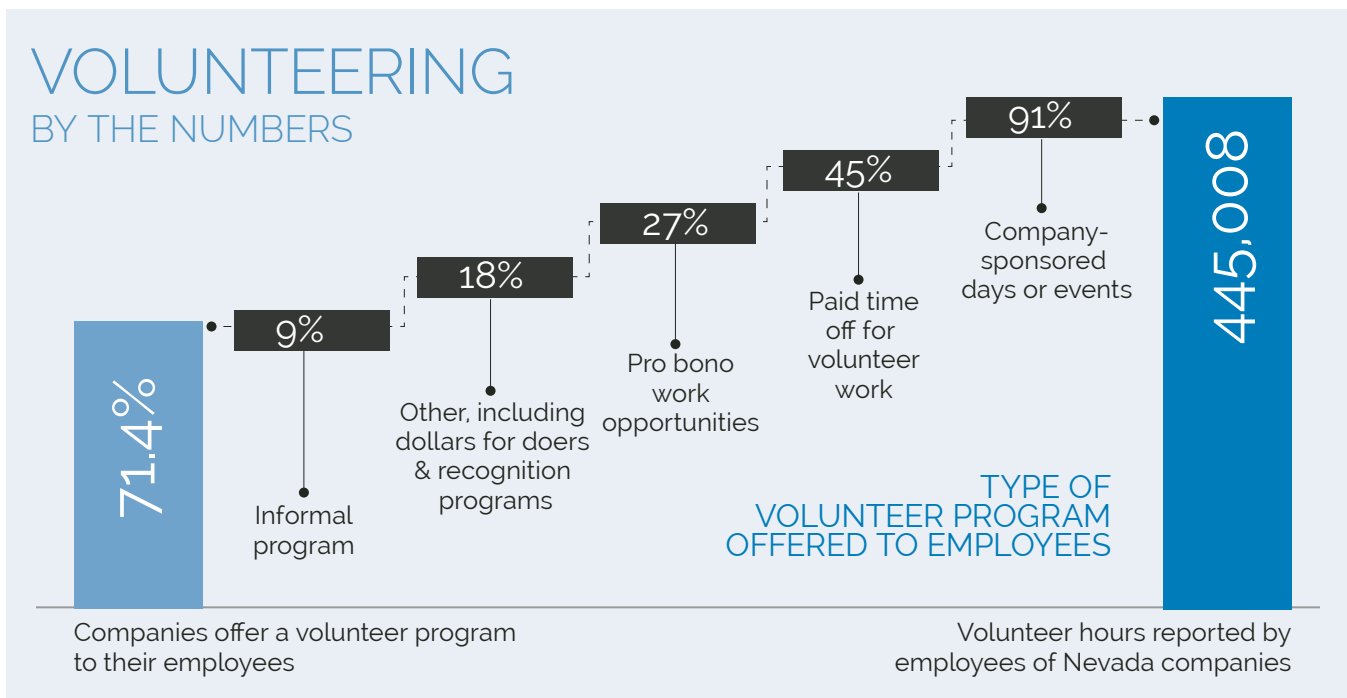
# EMPLOYEES AND COMPANY ENGAGEMENT

## EMPLOYEE ENGAGEMENT THROUGH VOLUNTEERING

Volunteerism was a critical part of corporate philanthropy programs statewide. Over 71% of companies surveyed offered a volunteer program, with just over 445,000 volunteer hours reported by employees in the past year, an average of 2.8 hours per employee. This is double last year's average, likely a reflection not only of better recognition practices but also better programs from participating companies.

Company-sponsored days and events continued to be the most common form of volunteer activity, with 91% of companies with a volunteer program offering at least one specific event for employee-volunteers. Volunteer events and programs included:

- Park Cleanups
- Food Drives
- Military Support
- Nonprofit Board Support
- Neighborhood Revitalization
- Home Builds
- Walks for Charity
- Special Olympics Torch Run
- School Support
- Salvation Army
- Activities with Seniors
- Meals on Wheels Deliveries
- Farmers Markets
- Volunteer Gardens
- Three Square
- Opportunity Village Magical Forest



Companies that hosted or participated in volunteer events were asked when these events occurred. For 60% of the companies, volunteer activities were offered during the employee's workday, while 40% only offered activities during personal time.

For companies offering volunteer days, 13% offered one day per year. Another 13% offered two or three volunteer days, and 74% offered four or more volunteer days per year.

Two-thirds of companies that offered paid time off for employee-volunteer activities offered four or more days per year, while all companies that provided pro bono work offered four or more days per year per employee.

All of the 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 92% of companies. Volunteer opportunities and programs were mentioned in interviews and orientations by 75% of companies. Another 75% encouraged the use of technical skills in volunteering, with 67% of companies specifically looking to career-oriented volunteering. Social-oriented volunteering was encouraged by 58%, and on-site volunteer activities were organized by 58% of responding companies.

## COMPANIES THAT OFFERED VOLUNTEER DAYS



**Smith's**  
FOOD & DRUG STORES

SMITH'S FOOD & DRUG ENSURES  
COMMUNITY SAFETY BY INSTALLING  
SMOKE ALARMS



As one of Smith's many community initiatives, employee volunteers joined forces with Red Cross volunteers one day in July to go door-to-door in neighborhoods to install smoke alarms and educate residents about fire safety. The volunteers came prepared with drills, smoke alarms, fresh batteries, and information about making an escape plan.

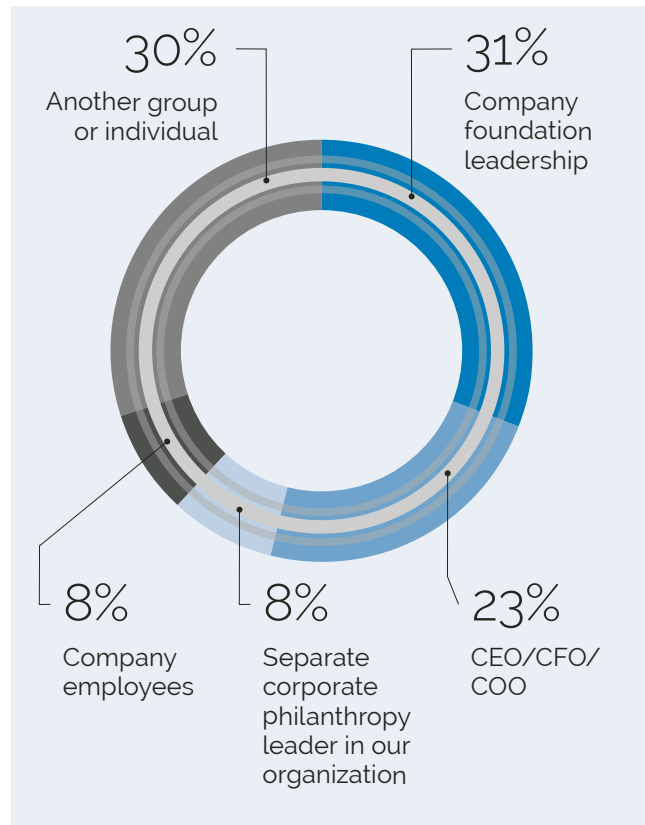
Home fires represent the most common disaster the Red Cross responds to, with nearly 70,000 responses per year. As a result the Red Cross has made an effort to reduce injuries and deaths caused by home fires by 25% as part of an ongoing five-year Home Fire Campaign. The efforts of employee volunteers this past summer will help save the lives of Nevadans for years to come.

## 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, 14% had a published strategic plan for corporate philanthropy as a separate document from their corporate philanthropy or sustainability report. Though companies may not announce giving priorities specifically, all have their own unique process and priorities when allocating their giving resources.

The final decision-making authority for charitable decisions in 31% of companies lies with the foundation leadership. This is a notable shift from last year's survey when 43% of respondents said the CEO, CFO, or COO had final authority. In this year's survey, 23% said the executive board had the final say. Many companies also used a separate corporate philanthropy leader (8%), company employees (8%), or another group or individual (30%) 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 that recipients could demonstrate results and that the donation fit a giving strategy. Businesses realize that their giving must have results for themselves, the recipients, and the community as a whole.



After evaluating the potential for business and philanthropic impacts, businesses considered community needs to guide their giving decisions. Companies realized that no matter what activities they support, they must ultimately serve a specific end need.



**MGM RESORTS**  
INTERNATIONAL

MGM RESORTS FOUNDATION  
RECEIVES DONATIONS FROM A  
MAJORITY OF EMPLOYEES IN  
SUPPORT OF HUNDREDS OF  
ORGANIZATIONS



A total of 51% of MGM Resorts International employees designated \$5 million from their own paychecks to the company's foundation. A large reason behind this level of engagement is that the company allows its employees to choose where their giving dollars go. The foundation supported 1,073 charities through individual employee designations. Money is raised not only through the company's annual giving campaign but also through year-round employee engagement at events and activities where entry fees go towards raising funds for the foundation. Employee talent shows, sports, and other events provide fundraising for the foundation as well as invaluable opportunities for team building.

Quality of applications was also considered relatively important by companies. Perhaps a reflection on demonstrated results, most companies in our survey are looking for detailed information from charities on how donations will be used. Companies also place value on the length of the relationship with an organization, which likely helps their giving seem consistent (fulfilling a strategic purpose) as well as establishing a base level of credibility with the organization (demonstrated results).

The personal convictions of executives and reactive giving to events were scored relatively high in terms of importance, 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 or a reaction to an event (e.g., a natural disaster).

Other factors, such as purely commercial opportunities and frequency of applications were assigned lower importance scores by respondents. 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)

Demonstrated results by potential recipients	8.1
Strategic giving (giving that aids business goals and serves critical community needs)	8.1
Assessment of the greatest needs in the community (e.g., needs-based analysis)	7.9
Quality of applications/requests from potential recipients	7.1
Company relationships with long-time recipients	6.8
Personal convictions of company executives	6.0
Reactive giving (e.g., disaster relief)	5.3
Commercial opportunities (giving that furthers our corporation's image or company goals)	4.9
Frequency of applications/requests from potential recipients	3.3



### STATION CASINOS RAISES FUNDS AND AWARENESS BY COUPLING MARKETING AND PHILANTHROPY



Every month, Station Casinos implements a new marketing theme for its gaming, food and beverage, and retail operations. In the past year, the Month of Honor in May and Project Pink in October raised funds and awareness for homeless veterans in Las Vegas and cancer research, respectively.

During the Month of Honor, guests enjoyed patriotic-themed pastries, poker, gaming tables, bingo cards, and slot machines with a portion of revenue earmarked for Veterans Village, a charity that assists homeless veterans in the valley. Headquartered in a converted 125-room motel, the organization assists veterans with transitional and permanent residences while also providing employment services, access to medical services, transportation, and counseling. Station's marketing efforts brought much-needed attention and an injection of cash to Veterans Village's efforts to serve those who served our country.



## MOTIVATIONS BEHIND CORPORATE PHILANTHROPY

### AVERAGE RATING OF MOTIVATIONS FOR PHILANTHROPIC EFFORTS

On a scale of 1 (Least Important) to 4 (Most Important)

Providing opportunities to engage with the company's employees	2.7
Increasing customer loyalty	2.6
Protecting/enhancing the company's reputation	2.5
Creating opportunities for business innovation or growth	2.1

Companies largely agreed on the important factors in their decision-making processes. However, their motivations for doing so tended to differ. In a similar result to last year's survey, all four of the possible motivations were similarly rated on average by companies.

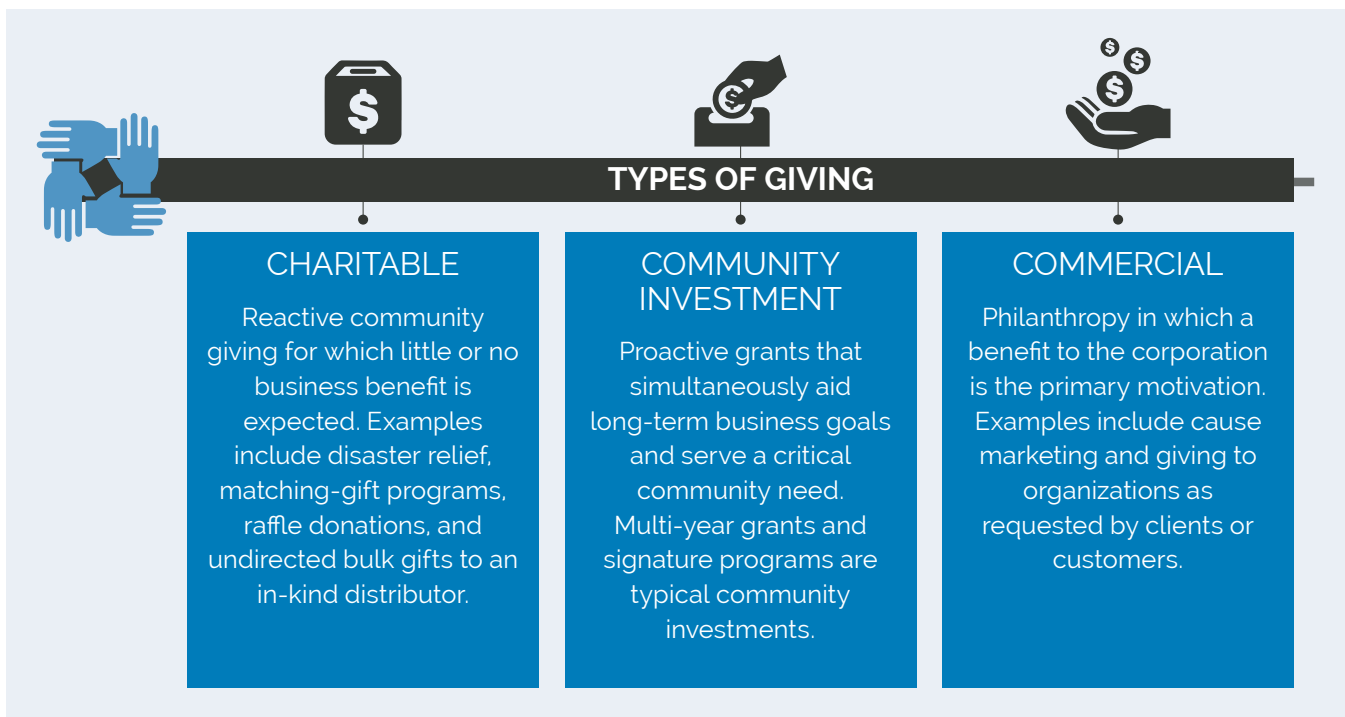
Providing employee engagement was a critical motivation behind much philanthropy. Volunteer events and charity drives can motivate employees and bond them as a team with the company. In addition,

if employees feel their company is serving the best interests of the community, they are more likely to stay with them.

Increasing customer loyalty was the second-most critical motivating factor. 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.

Protecting and enhancing the company's reputation was the third-ranked motivation. Related to both employee and customer perception, the opportunity to control the dialogue about the company is a strong factor behind philanthropy.

Finally, creating opportunities for business innovation or growth was ranked fourth on average, but it was ranked relatively high by some companies. 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.



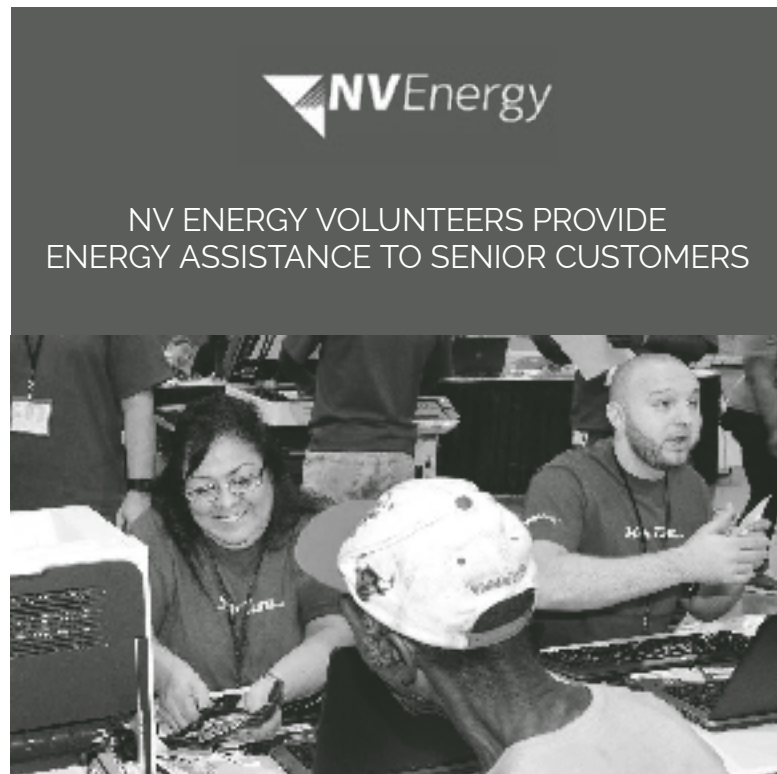
## EVALUATING THE EFFECTIVENESS OF CORPORATE PHILANTHROPY

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 make sure the strategic goals of the action taken were met
- Working to create a long-term blueprint for nonprofit accountability measures, as well as measuring social impact and outcome
- Feedback from the charity
- All recipients must submit an impact report explaining who they serve
- Requiring multi-year recipients of charitable dollars to report back on an annual basis
- Monitoring external mentions of success, such as the *Points of Light Civic 50*

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.



Recognizing the needs of their most vulnerable customers, NV Energy hosted a Senior Energy Assistance Expo to help older customers manage their energy bills. Senior citizens received assistance from 130 employee volunteers to find programs that would help them manage energy use and save money. In addition to helping seniors determine their eligibility for Project REACH energy assistance, volunteers also helped customers manage their budgets and energy use. A number of customers received a free LED light bulb and signed up for MyAccount, energy alerts, paperless billing, and equal payment plans. Over \$344,000 in assistance was given to 1,210 households.



Thank you to the businesses that participated in the third 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, formally known as 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 we 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 2016!

**JULIE MURRAY**

CEO & Principal, Moonridge Group

**BRI LAWRENCE**

Project Director, Moonridge Group

moonridge  
GROUP  
*Philanthropy Catalysts*

PO Box 1766 || Las Vegas, NV 89125 || Phone 702-570-7693 || [connect@moonridgegroup.com](mailto:connect@moonridgegroup.com)