

2022 NEVADA
CORPORATE GIVING



Paul Stowell
Co-Chair

**Monica
Moradkhan**
Co-Chair

Tony Sanchez
Officer

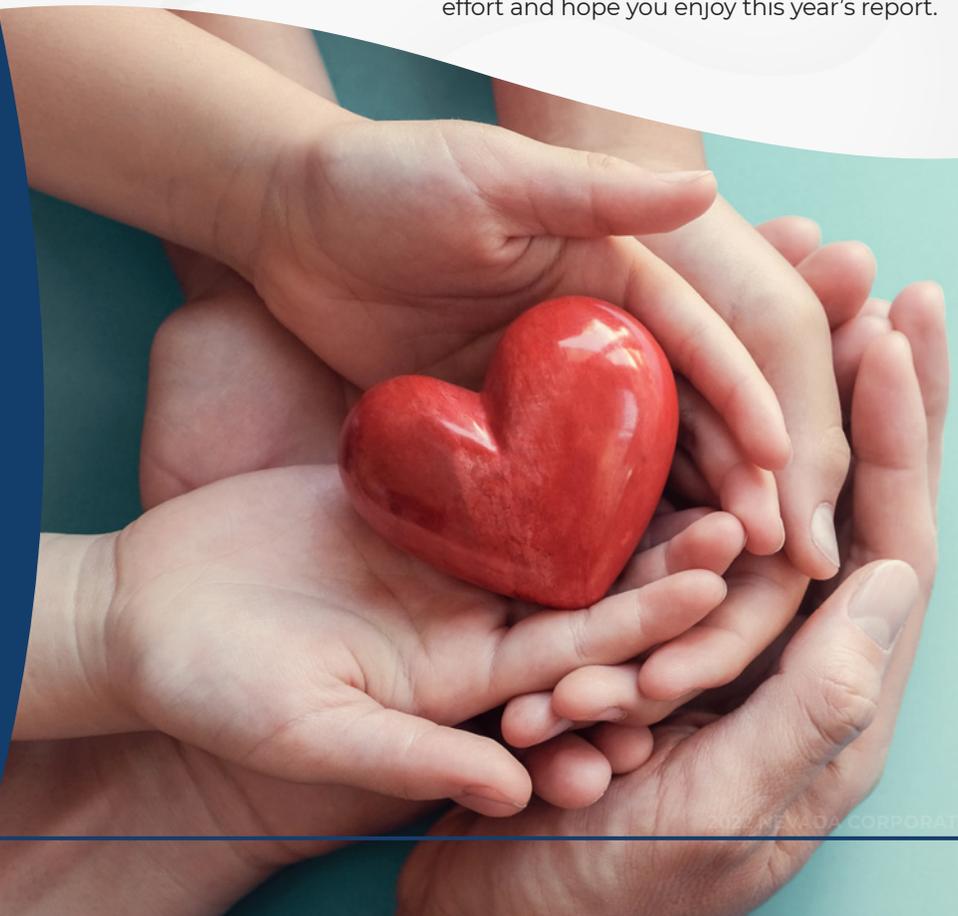


Nevada Corporate Giving Council (NCGC) would like to thank the businesses that participated in the ninth annual corporate giving survey. Each year we see new businesses with increasing diversity participate in the survey; and, this year, we received responses from every sector of Nevada's economy. This information is instrumental in helping us better understand how Nevada's corporations are supporting the community and their opinions regarding where and how social investments should be directed.

Led by Moonridge Group, and comprised of a consortium of thoughtful and engaged businesses that make up Northern and Southern Nevada chapters, NCGC promotes best practices by convening council members quarterly and publishing an annual statistical report on the corporate giving landscape of Nevada. Its members have a shared interest in identifying best practices and recognizing corporate giving programs that benefit their employees, their company, local non-profits and our community as a whole. NCGC's vision is to arm Nevada's business leaders with the necessary knowledge and insights to develop strategic philanthropy programs that address pressing issues in our state and drive positive impact in our communities.

To share your company's philanthropic involvement and for more information about joining NCGC, visit www.MoonridgeGroup.com or send a message to connect@moonridgegroup.com

We are honored to serve as the leaders of this important effort and hope you enjoy this year's report.



MOONRIDGE
GROUP Philanthropy
 Advisors

Moonridge Group is honored to oversee the work of the NCGC and co-produce this Nevada Corporate Giving Report. Since 2013, we have worked to examine the philanthropic strides Nevada has made in corporate giving. This report continues to be piloted by institutions nationwide to model best practices in the corporate giving climate and is the only large-scale effort of its kind in our state.

Due to the ever-changing economic environment, we at Moonridge believe it is best to examine data on an annual basis. We analyze corporate giving trends each year in order to direct resources to the areas where they are needed the most. Obtaining a clear picture of our needs makes this community a better place for everyone who calls it home, and helping corporate funders get the most out of every dollar they dedicate to philanthropy which means we are doing good, better. Moonridge Group is dedicated to this purpose and to helping those seeking to do the same.

Nevada was the hardest hit economy from the COVID-19 pandemic, and you will read in this report how our local businesses stepped up to accelerate the state's healing. There is even some evidence that our state's economy may be stronger coming out of the COVID-19 crisis. The investments that are highlighted in this report ensured that our economy had the resources it needed to not simply heal, but to also grow. In 2013, the conventional wisdom that prompted this report suggested Nevada lagged the nation in terms of corporate giving. Today, it is clear that we are a leader.

We would like to extend our sincere gratitude to the NCGC for your leadership, cooperation and participation to bring this report to life. Your generosity and the work you do everyday has made a significant difference in our state, and this report highlights just a few of your outstanding contributions. We also would like to thank the team at Applied Analysis for helping produce this report for the past nine years. We hope you find this report beneficial and continue to help make Nevada one of the best states in which to do business and also reside.

Julie Murray
 CEO/ Principal

Tiffany Twohig
 Vice President

Wendy Fortunato
 Strategic Partnerships

Heather Libonati
 Project Director

MaryGrace Rendina
 Project Director

Shelley Gitomer
 Consultant

Kathryn Jacobs
 Financial Coordinator

PREFACE

Applied Analysis, in cooperation with Moonridge Group and NCGC, is proud to present the 2022 Nevada Corporate Giving Report. Over the course of the last decade, our teams have worked together to create this annual publication. The comprehensive report details and attempts to quantify the philanthropic efforts made by Nevada businesses which impact a wide range of social challenges facing the state.

In preparation for this annual report, a survey was distributed to Nevada companies with responses collected by the end of the 2021 calendar year. The survey covered each company's giving trends and practices for the 2019, 2020 and 2021 reporting periods. We felt it was important to demonstrate how giving has trended due to the complex nature that the COVID-19 health crisis has created for our local economy.

The survey covered several functional areas related to company's giving, including funding methods, volunteer and charitable programs, supported causes, motivation for giving and financial information. The gathered information is aggregated and combined with supporting research to provide greater context and assessment.

At its core this report aims to shed light on the community efforts of businesses in Nevada and to share best practices within the field of corporate giving and philanthropy. By bringing together community stakeholders

and providing them with this information, it is our hope that we can better guide informed decisions which will, in turn, provide greater social impact within our local communities and a better return on investment for contributors.

Brian Gordon
 Principal, Applied Analysis

Jeremy Aguero
 Principal, Applied Analysis

Melanie Swick
 Senior Manager, Applied Analysis



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EXECUTIVE SUMMARY

The *Nevada Corporate Giving Report* is a useful tool for not just Nevada-specific businesses, but also institutions looking to better understand the nature of corporate giving and societal issues affecting the community. We believe this year's report is especially important due to the significant impact the COVID-19 pandemic has had on Nevada specifically. The Silver State quickly reached the highest unemployment rate in the nation in April 2020, a remarkable 27.5 percent. This was primarily driven by the state's reliance on the tourism industry, which was shut down in an attempt to mitigate the spread of COVID-19. Throughout those tough times, our corporate leaders emerged to help bring Nevada back towards pre-pandemic levels. Nearly half (48.8 percent) of this year's survey respondents reported giving more as a result of the COVID-19 health crisis. Our state should be extremely proud that its leaders came together quickly and gave more as a result of this unforeseen economic crisis. Although it will take years to return to pre-COVID levels, Nevada businesses continue to invest in the betterment of this community.

With the help of corporations like the ones highlighted in this report, Nevada has the opportunity to not simply mitigate, but make sustained, systemic changes to significant areas of community concern. Through data collected by survey participants, it is estimated that corporations gave an excess of \$577 million in 2021, an increase of 9.0 percent from 2019 and 7.3 percent from

2020. The average corporate giving per employee equated to \$479, slightly off the average reported in 2020, but is up 13.5 percent from the pre-pandemic average reported in 2019. This appears to be largely attributable to the employment gains in Nevada over the past year. According to data reported by the Bureau of Labor Statistics, Nevada added over 87,000 jobs from 2020 to 2021.



FROM 2019 THROUGH 2021, NEVADA
CORPORATE GIVING REACHED AN ESTIMATED

\$1.7 B



FROM 2019 THROUGH 2021, NEVADA
EMPLOYEE GIVING REACHED AN ESTIMATED

\$365.8 M

Additionally, employee giving increased substantially in 2020 and 2021. Estimated employee giving in Nevada reached \$160.9 million in 2020, more than double the amount estimated in 2019. In 2021, this figure decreased slightly to \$128.6 million, but still remained elevated compared to pre-COVID figures.

These notable contributions notwithstanding, volunteer hours took a hit during the COVID-19 health crisis. Estimated statewide volunteer hours totaled 2.9 million in 2019, dropping by nearly half to 1.7 million in 2020. The major contributing factor to this was the lack of volunteer opportunities. Many locations were under strict protocols to lessen the spread of COVID-19, which meant the lowering holding capacities of centers to allow for social distancing standards. However, volunteer hours began to pick back

up slightly in 2021, increasing by 9.1 percent to 1.8 million hours statewide. This equates to roughly 1.51 volunteer hours per employee.

Although Nevada's economy is continuing to recover, the efforts highlighted in this edition of the *Nevada Corporate Giving Report* help paint a roadmap for how we as a community will move past and beyond the COVID-19 era.





Corporate Spotlight

NV ENERGY

The NV Energy Foundation implemented the 2021 Clean Energy Access for Nevada (CLEAN) Grant, which awarded \$300,000 in grants to nonprofit organizations. NV Energy remains committed to community collaboration, renewable energy development, infrastructure investment and environmental stewardship to ensure that Nevada's unique landscapes will be preserved for generations to come.

To further their commitment to the environment and clean energy, the NV Energy Foundation offered \$300,000 in grants to nonprofit organizations in its service territory for projects that support the state's and company's sustainability goals. Through the CLEAN Grant project, NV Energy was able to partner with organizations committed to developing creative and innovative solutions for increased CLEAN energy access to help drive Nevada's economic recovery.



CORPORATE SPOTLIGHTS

The survey, which was conducted in 2021, asked respondents to provide a brief description of a corporate social investment, social responsibility or philanthropic initiative undertaken during 2020 or 2021 that they believe was particularly effective or inspiring. A selection of those corporate spotlight stories are presented throughout this report, each marked with an  icon.



ADVICE

The survey also asked respondents to provide one piece of advice they thought was crucial for potential community organizations when seeking grants, investments or other contributions. A selection of these responses is presented throughout this report, each marked with an  icon.



"Speaking for our organization, we love seeing how what we're giving is going to make an impact. Showing us how our donation has made a difference is impactful. We also love getting involved and being about more than just a monetary donation. Having the ability to support by way of time and being involved gives us a higher sense of fulfillment in our philanthropic efforts and is definitely something we keep in consideration when looking at opportunities to help."

"Nonprofits need to plan for and show the long-term sustainability of the program they are requesting support for. Many times, organizations become dependent on funding year after year and when company investment priorities change, the nonprofit cannot sustain their program."

SUMMARY OF CORPORATE GIVING



GIVING IN NUMBERS

2019 Calendar Year

\$529.8 million in corporate giving in Nevada (company and in-kind giving)

- \$422 average corporate giving per employee

\$76.3 million in employee giving in Nevada

- \$61 average employee giving per employee

2.9 million volunteer hours estimated statewide in Nevada

- 2.31 volunteer hours per employee

2020 Calendar Year

\$568.2 million in corporate giving in Nevada (company and in-kind giving)

- \$508 average corporate giving per employee

\$160.9 million in employee giving in Nevada

- \$144 average employee giving per employee

1.7 million volunteer hours estimated statewide in Nevada

- 1.49 volunteer hours per employee

2021 Calendar Year

\$577.6 million in corporate giving in Nevada (company and in-kind giving)

- \$479 average corporate giving per employee

\$128.6 million in employee giving in Nevada

- \$107 average employee giving per employee

1.8 million volunteer hours estimated statewide in Nevada

- 1.51 volunteer hours per employee



MOST COMMON CHALLENGES TO GIVING

- 65.0% Disorganization of nonprofit, charity or community-based organization
- 60.0% Incompatibility with company ideals and/or strengths
- 55.0% No alignment with company business strategy or focus area



DISTRIBUTION OF GIVING

2019 Calendar Year

- 28.3% to Health and Social Services
- 14.4% to Education (K-12)
- 8.7% to Education (Higher)

2020 Calendar Year

- 24.1% to Health and Social Services
- 13.6% to Education (K-12)
- 12.9% to COVID-19 Relief Efforts

2021 Calendar Year

- 27.6% to Health and Social Services
- 14.6% to Education (K-12)
- 9.9% to COVID-19 Relief Efforts



PHILANTHROPIC DONATION TRENDS

- 48.8% of respondents gave more as a result of the COVID-19 health crisis
- 61.0% of respondents cited increased giving from 2019 to 2020
- 57.9% of respondents cited increased giving from 2020 to 2021



GREATEST SOCIAL CHALLENGES FACING NEVADA

- 1 Education
- 2 Affordable Housing
- 3 Healthcare/Mental Health

Note: Calculations and estimates are reflective of 2021 survey participants. Results can vary from year to year based on the mix of participating companies.

FOR THE CAUSE

NATIONAL TRENDS

Charitable giving has always been a top priority for the United States. According to data from the National Philanthropic Trust, the United States has an estimated 1.4 million registered public charities. However, charitable giving in the United States has appeared to have fallen off somewhat in recent years. The Charities Aid Foundation (CAF) World Giving Index 2021 analyzes the responses of 1.6 million individuals across the globe, provides a comprehensive look at charitable giving. The report noted a drop in giving within the United States, which historically ranked in 1st place from 2009 to 2018 but fell to 19th place in 2020. Despite the drop in global rankings, data reported by Giving USA reported that the United States gave a notable \$471.4 billion to charitable giving in 2020, a 5.1 percent increase from 2019. Additionally, roughly 69 percent of the funds were sourced directly to individuals, up 2.2 percent from the prior year.

In particular, when looking at charitable giving by state, Nevada ranks relatively low. In a 2021 ranking, WalletHub ranked Nevada 44th in terms of charitable giving. These rankings look at both volunteering and service rates, as well as charitable giving overall. Although Nevada has made great strides in recent years in terms of charitable giving, there is still room for improvement.



CHARITABLE GIVING
IN THE UNITED STATES
WAS ESTIMATED AT

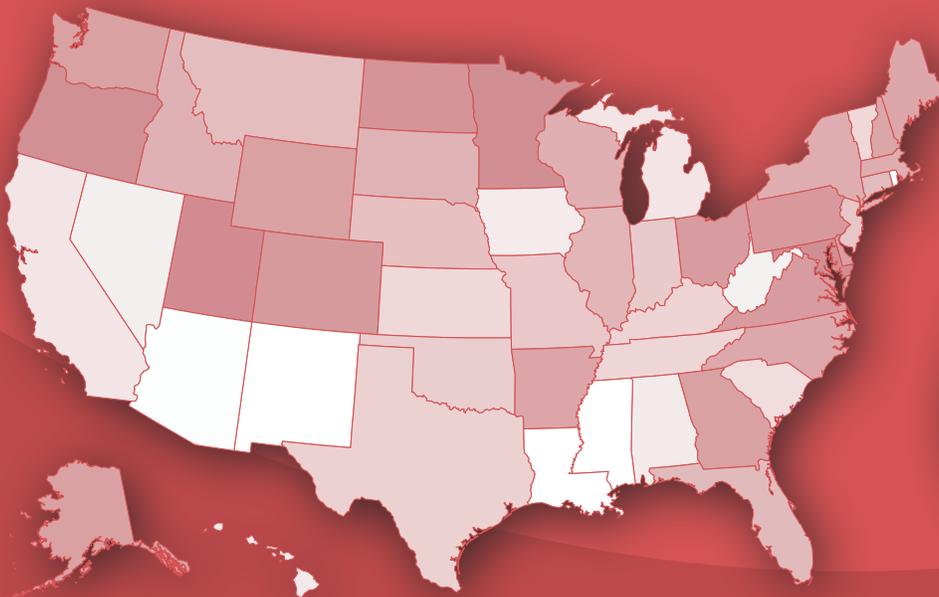
\$471.4 B

IN 2020

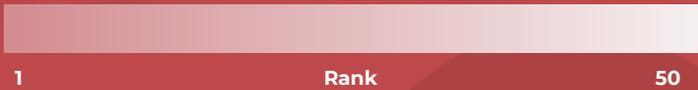


“My piece of advice would be for charities to think strategically about the ROI they can provide funders that specifically meets the needs of the funding organization.”

CHARITABLE GIVING RANKINGS BY STATE



NEVADA RANKS
44TH
IN THE NATION FOR
OVERALL CHARITABLE
GIVING



Source: WalletHub

PRIORITY ISSUES

Overall, the State of Nevada faces a number of societal issues that require attention. Throughout the years, corporations participating in the *Nevada Corporate Giving Report* have ranked these social or community issues in terms of greatest challenges facing the state. Over the past eight years, education has ranked #1 as the greatest community challenge statewide. Homelessness has also been in the top five social or community issues for seven out of the past eight years. Recently, the rising cost of home prices and rents have lifted affordable housing to the second greatest social or community challenge identified by corporate funders. And, for the first time in this publication's history, healthcare and mental health have placed among the top three challenges cited by respondents, driven in large part by the COVID-19 health crisis that has affected societal well-being on a national and local scale.



Other issues cited: Workforce/business development, Children, Sustainability, Social Services, Community, Veterans and Culture and Art.



Corporate Spotlight

MICROSOFT

Microsoft's 39th annual Employee Giving Campaign raised funds for Northern Nevada nonprofit partners in October resulting in more than \$45,000 in combined funds. The team also raised an additional \$17,000 for various national charities. This year's mostly virtual employee-led GIVE Campaign at Microsoft's Americas Operations Center in Reno raised funds for the Education Alliance of Washoe County (Healing through Health Program), Northern Nevada Children's Cancer Foundation and United Way of Northern Nevada and the Sierra. The Microsoft Reno GIVE team produced virtual fundraising games and opportunities utilizing Microsoft Teams with online trivia, a Hollywood Squares style game, in addition to sponsoring the 14th Annual Poker Tournament for the Northern Nevada Children's Cancer Foundation. Employees also participated in a month-long sweepstakes and online auction to win various prizes, services and packages. The team also promoted a blood drive for local blood donations to support Vitalant of Northern Nevada.

To support employees' passion for giving, Microsoft matches employee donations of time and money to nonprofit organizations. Each October, our fun and spirited employee Giving Campaign—a company tradition since 1983—makes a significant annual impact in addition to generous giving year-round. Giving is an important part of Microsoft's culture and our footprint within our local communities. In 2020, U.S. Microsoft employees donated \$221 million (inclusive of company match). In addition, Microsoft employees volunteered more than 750,000 hours.

EDUCATION

One of the biggest areas that has been in need in our state is education. Throughout the years, we have continued to see education top the charts as the greatest social challenge facing Nevada. Clark County School District (CCSD) enrolls nearly two-thirds of the state's K-12 students and is also the fifth-largest school district in the United States. Additionally, national rankings place CCSD as the second lowest-performing school district in the nation when looking at school quality, which includes standardized test scores, classroom sizes, teachers per pupil, funding and graduation rates.

NEVADA'S EDUCATION OVERVIEW

2020-2021 SCHOOL YEAR

482,364

TOTAL ENROLLMENT

752

SCHOOLS

27,308

TEACHERS

\$9,608

PER PUPIL EXPENDITURES



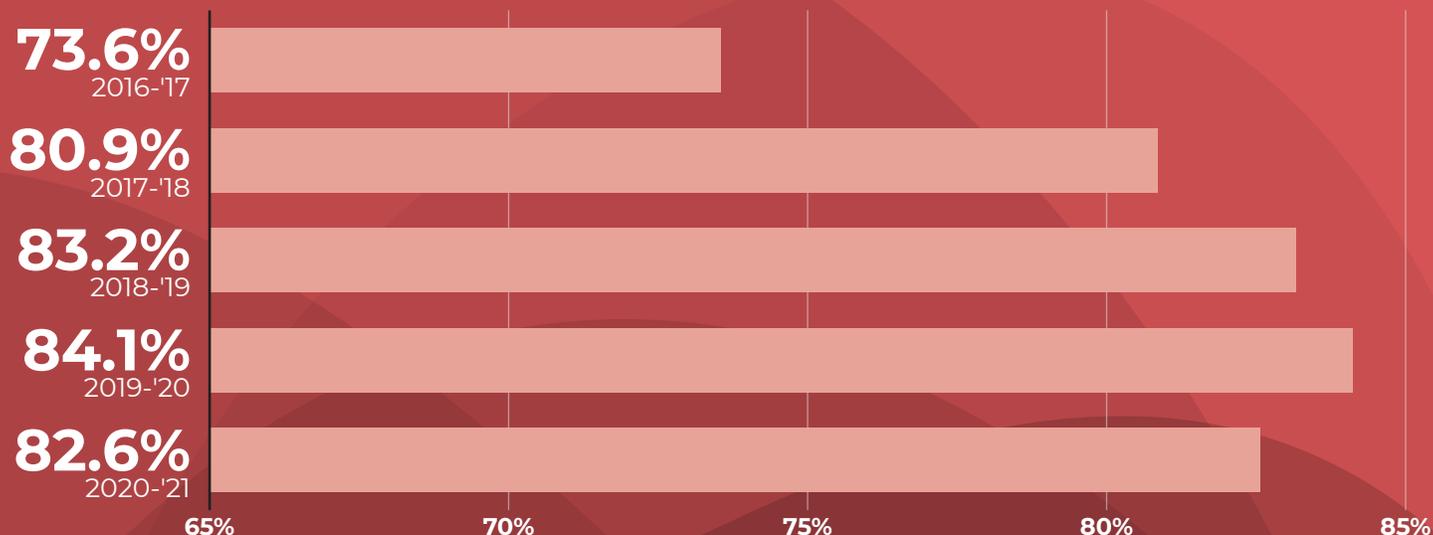
Source: Nevada Department of Education, Nevada Report Card

However, according to the latest data reported by the Nevada Department of Education, Nevada's per pupil expenditures have been increasing over the five school years, reaching a peak of \$9,608 per pupil for the 2020-2021 school year. The state has also seen graduation rates trend upwards over the last five school years, although they did decrease by 1.5 percentage points for the 2020-2021 school year. This could have been an effect of the COVID-19 pandemic, which impacted education with technology shifts toward distance learning. Although these figures have been improving in recent years, there is still significant room for advancement and should be monitored into the future.

PER PUPIL EXPENDITURES



GRADUATION RATE





AFFORDABLE HOUSING

The rising cost of home prices have impacted the housing market and inevitably pushed rents higher than many renters can afford. According to data by the National Low Income Housing Coalition, 81.5 percent of extremely low-income households pay more than 50 percent of their income on rent and utilities. Moreover, Nevada has the 22nd highest housing wage at \$21.83 per hour to afford a two-bedroom apartment at Fair Market Rent (FMR). This assumes a 40-hour work week and housing not exceeding more than 30 percent of the renter's income.

NEVADA'S RENTER MARKET OVERVIEW

479,997

RENTER HOUSEHOLDS

44%

SHARE OF RENTERS

\$9.75

MINIMUM WAGE

\$1,135

2-BEDROOM FMR*

\$21.83

2-BEDROOM
HOURLY HOUSING
WAGE

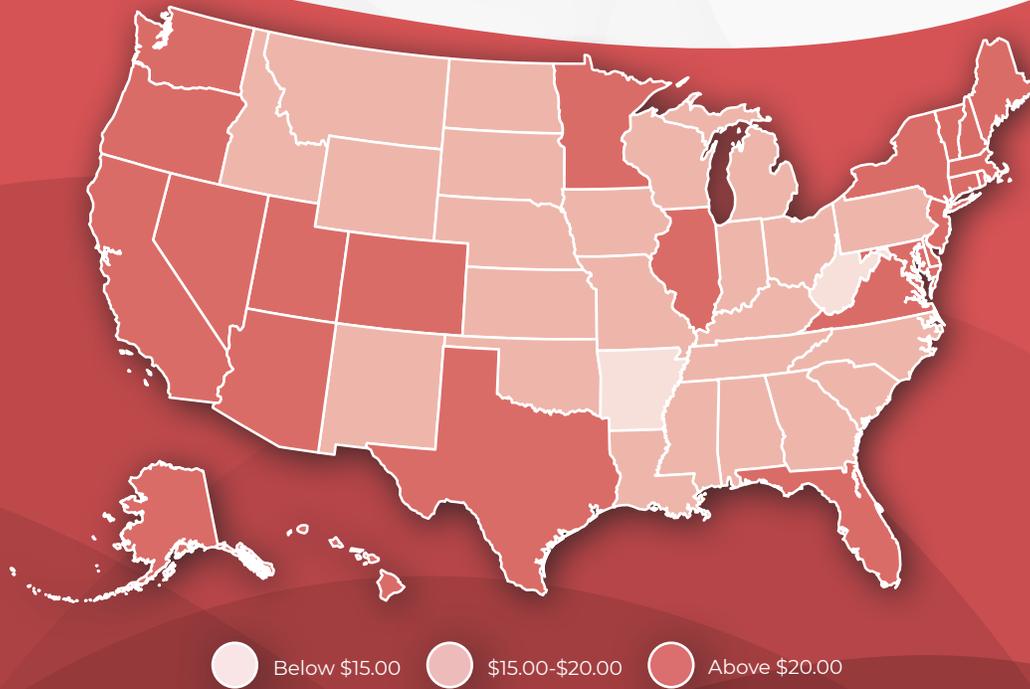


At the same time, minimum wage for Nevada in 2021 was \$9.75 per hour, which means that minimum wage workers would need to work an estimate of 90 hours per week, the equivalent of 2.2 full-time minimum wage jobs, in order to afford a two-bedroom apartment. This is the issue facing nearly 480,000 households in Nevada.

Notably, the American Rescue Plan Act (ARPA) has provided a \$500 million investment opportunity for Nevada’s affordable housing infrastructure. The fiscal recovery funds will target the state’s highest impacted communities in need and provide multi-family development opportunities.

HOW MUCH DO YOU NEED TO EARN TO AFFORD A MODEST APARTMENT IN YOUR STATE?

HOURLY WAGE REQUIRED TO AFFORD A TWO BEDROOM RENTAL HOME BY STATE



MOST EXPENSIVE AREAS IN NEVADA

\$23.40
 RENO MSA

\$21.98
 LAS VEGAS MSA

\$19.67
 CARSON CITY MSA

Source: National Low Income Housing Coalition



Corporate Spotlight

MGM RESORTS INTERNATIONAL

As a company, MGM takes seriously its responsibility within the communities in which they operate. The devastating impacts of the COVID-19 pandemic presented unforeseen challenges, but it also reminded us that we are stronger together. Colleagues, neighbors and friends quickly joined forces to ensure basic needs were met, from coast to coast and around the world. MGM continues to focus on its commitment to the communities that have welcomed the company and its employees, giving generously to local neighbors and embodying the core value of embracing humanity every day. MGM is passionately committed to active engagement through volunteerism, community and civic engagement and philanthropic opportunities—from global commitments to meeting local area needs.

Additionally, as great as the need for food was among families and individuals within communities, MGM also knew there was a significant shortage of personal protective equipment for our medical professionals.

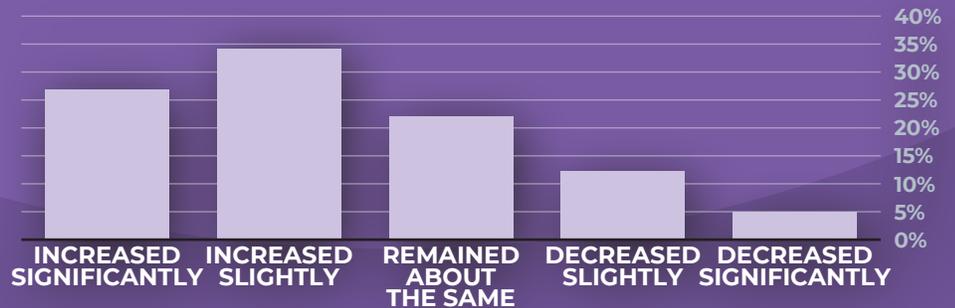
MGM Resorts quickly teamed up with the Nevada COVID-19 Task Force to assist. By leveraging the company's supply chain, procurement capabilities, distribution systems, supplier network and other resources, MGM Resorts provided urgent logistical support to help manage supply shortages of critical items. Through its colleagues in Macau, the company procured and delivered 261,000 gowns, 200,000 gloves, and 500,000 KN-95 masks to the State of Nevada.

FOR THE COMMUNITY OVERVIEW

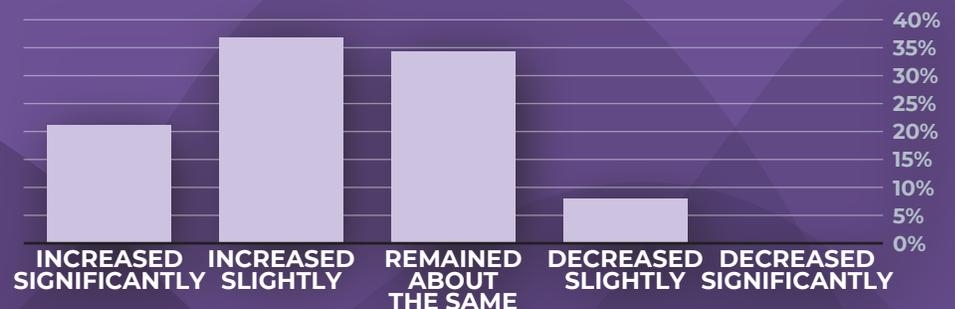
Corporate giving is a necessary lifeline that is needed to ensure a community thrives and continues to grow. Although Nevada was one of the hardest hit economies during the COVID-19 shutdown, corporations continued to invest notable amounts in the community. From 2019 to 2020, over three-fifths (61.0 percent) of respondents cited increased giving. Similarly, from 2020 to 2021, 57.9 percent of respondents cited increased giving.

DID THE AMOUNT OF YOUR COMPANY'S SOCIAL INVESTMENTS OR PHILANTHROPIC DONATIONS, EITHER CASH OR IN-KIND, INCREASE, DECREASE OR STAY THE SAME?

2019 VS. 2020



2020 VS. 2021



TRENDS IN GIVING

Trends in giving tend to follow a similar story as the most significant social or community challenges facing the state. Respondents ranked health and social services as their top giving category for the past three years. On average for the past three years, 26.6 percent of respondent giving went toward that sector. There was also notable giving for the K-12 education system statewide, averaging 14.2 percent of all giving. COVID-19 relief efforts came in third, with respondents directing 12.9 percent of their giving to those efforts in 2020. This was followed by higher education, receiving a three-year average of 8.5 percent of respondents giving. Notably, the environmental industry also gained traction in 2021, receiving 5.0 percent of respondents giving that year.



*Corporate
Spotlight*

OVATION DEVELOPMENT

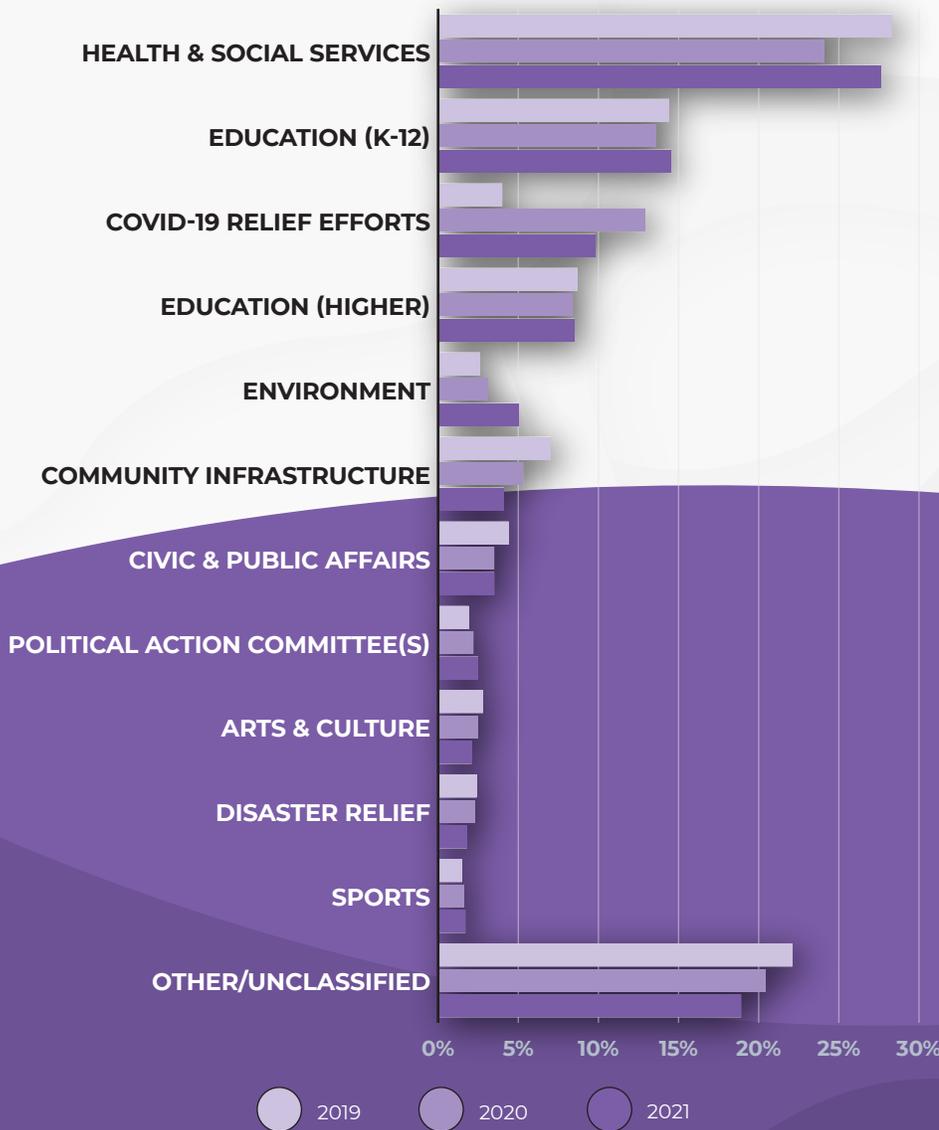
Ovation Development is the second-largest affordable housing developer in Nevada. The company builds between 200 and 400 units of affordable housing each year. Ovation Development has primarily built senior affordable housing, but in the next few years it has been awarded two request for proposals for family affordable housing. These affordable communities will have longer lasting multigenerational impacts on families within the valley. Ovation Development is excited to add new services and coordinate with additional organizations to serve their needs. These facilities act as a nexus for other organizations to come and provide services for local residents. These buildings are also energy star certified and energy efficient with solar panels on the roofs offsetting up to 20 percent of the buildings power consumption.

Ovation Development has also worked closely with Three Square and now offers an amazing food rescue program that gives local residents an incredible amount of fresh food before it spoils and become waste.

Additionally, Ovation Development has partnered with Coordinate Living of Southern Nevada (CLSNV) and many other organizations to help provide activities, transportation, medical services, beauty services, social services and fitness services to residents. Giving low-income residents a lifestyle that we all deserve.



GIVING BY CATEGORY



“It is helpful for nonprofits approaching our organization to understand the state of our business in the different markets we operate. Get to know our consumer population in your region and seek to understand where alignment can be found if we are to partner and provide charitable donations.”

“To not only think monetary giving, but to include in-kind options or partnership/collaboration ideas.”

“Never give up!!”

“Do not apply to my company if less than 80 percent of the funds you take in reach the end user or recipient for services.”

TOP GIVING CATEGORIES BY YEAR

2019 TOP CATEGORIES

1	HEALTH & SOCIAL SERVICES
2	EDUCATION (K-12)
3	EDUCATION (HIGHER)

2020 TOP CATEGORIES

1	HEALTH & SOCIAL SERVICES
2	EDUCATION (K-12)
3	COVID-19 RELIEF EFFORTS

2021 TOP CATEGORIES

1	HEALTH & SOCIAL SERVICES
2	EDUCATION (K-12)
3	COVID-19 RELIEF EFFORTS

COVID-19 IMPACT

On March 13, 2020, former President Donald Trump declared COVID-19 a National Emergency. As a result of this declaration, over two-fifths (43.6 percent) of respondents cited shifting their company's area of focus relative to giving. Furthermore, roughly half (48.8 percent) of respondents cited giving more as a result to the health crisis.

IN GENERAL, DID THE COVID-19 HEALTH CRISIS CHANGE YOUR COMPANY'S AREA(S) OF FOCUS RELATIVE TO GIVING?



HOW DID THE COVID-19 HEALTH CRISIS AFFECT THE AMOUNT OF YOUR COMPANY'S SOCIAL INVESTMENT OR PHILANTHROPIC DONATIONS?





Corporate Spotlight

WYNN RESORTS, LIMITED

When first facing the COVID-19 crisis, it was Wynn’s commitment to “care about everyone and everything” that helped bring relief to residents most immediately impacted. Wynn invested in employees, pushing for more with an eye on our communities’ needs and secured the health and safety of guests and employees for reopening.

The company committed to leveraging all available assets. Wynn Resorts donated over \$23 million USD (globally) in funds and in-kind to charities, including \$4.75 million in direct COVID-19 relief, nearly \$1 million in food and meals and over 2.5 million pieces of personal protective equipment. The company procured personal protective equipment and hygiene supplies to dozens of health care facilities and local nonprofit organizations throughout Las Vegas and Boston. This includes more than 245,000 N95-equivalent respirator masks, 730,000 surgical masks and 580,000 pairs of medical gloves to hospitals, nursing homes and law enforcement agencies; \$125,000 in Wynn Employee Foundation grants and \$950,000 worth of food including 21,000 prepared meals to local food banks and \$100,000 in funds to domestic violence shelters.

In 2020, Wynn Resorts global workforce volunteered over 34,000 hours, primarily toward COVID-19 relief. A Virtual Volunteerism Program was created in response to stay-at-home orders in North America and offered a flexible way for employees to volunteer for dozens of nonprofits without having to leave work or home. Employees in North America contributed over \$500,000 to the Wynn Employee Foundation.

Wynn Las Vegas also opened an on-site COVID-19 testing facility to provide rapid test results and build confidence for the return of large-scale events. The custom-built, 3,000-square-foot facility can process up to 7,000 tests per day and produce results within hours, ensuring the safety of convention attendees, event audiences and other large groups.

AMERICAN RESCUE PLAN ACT

On March 11, 2021, President Joe Biden signed the American Rescue Plan Act (ARPA). This \$1.9 trillion economic stimulus bill was intended to provide emergency funds to small businesses that suffered as a result of the COVID-19 health crisis. However, according to respondents, two-fifths (43.6 percent) reported that they did not receive enough information about the ARPA funds in order to make an informed decision about their company’s social investment and philanthropic donations. This resulted in nearly all (97.4 percent) of respondents citing no change in terms of their area of focus relative to social investment and philanthropic donations, as well as three-fourths (74.4 percent) citing no change in the amount their company invested or donated.

DID THE PROVISIONS OF ARPA CHANGE THE AREA(S) OF FOCUS RELATIVE TO YOUR COMPANY’S SOCIAL INVESTMENT AND PHILANTHROPIC DONATIONS?





"I like to give for the joy of giving and know that the funds are making a difference in someone's life. I don't like my monies spent on unnecessary infrastructure and I never want the families to feel they need to reach out to thank me or my organization. No one should feel beholden to someone because they needed a helping hand. It is always our honor to be in a position to help others with no expectations in return except maybe a beautiful smile on a child's face."



DO YOU FEEL AS THOUGH YOU RECEIVED ENOUGH INFORMATION ABOUT THE AMERICAN RESCUE PLAN'S DESIGNATION OF FUNDING IN ORDER TO MAKE INFORMED DECISIONS ABOUT YOUR COMPANY'S SOCIAL INVESTMENT AND PHILANTHROPIC DONATIONS?

HOW DID THE AMERICAN RESCUE PLAN ACT AFFECT THE AMOUNT OF YOUR COMPANY'S SOCIAL INVESTMENT OR PHILANTHROPIC DONATIONS?

7.7%
GAVE MORE

17.9%
GAVE LESS

74.4%
NO CHANGE

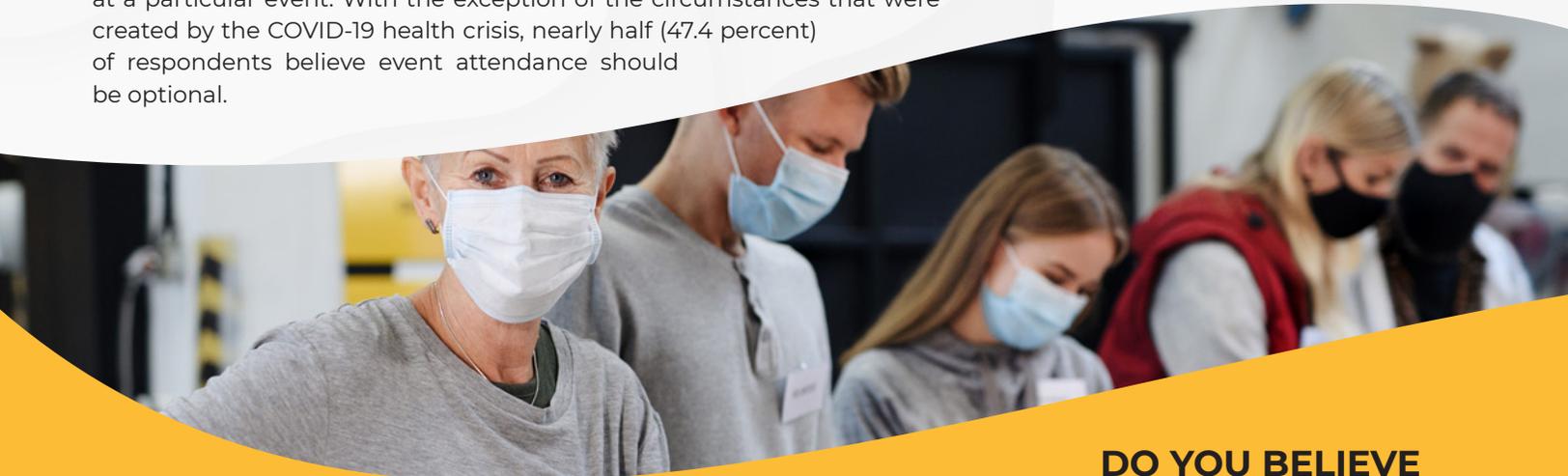
FOR THE COMMUNITY PARTNERS

OVERVIEW

It is important for corporations and community partners to align their goals and expectations in terms of social investment. Strong partnerships are the foundation for ensuring that Nevada’s philanthropic community continues to grow and that dollars are being directed into the right areas of the community. Although company values vary, it is important to know what companies are looking for when establishing partnerships with nonprofit organizations that may be applying for grants or other forms of social assistance. Over four-fifths (84.2 percent) of respondents indicated they like to receive impact or outcome measurements from the organization. Additional information that companies commonly seek include a strategic plan (52.6 percent), financial information (50.0 percent) and ROI figures (36.8 percent).

PHILANTHROPY EVENTS

One school of thought believes that in philanthropy it is important for a company to attend all events that it sponsors (e.g., buying and filling event tables) because being present is a key element of support for the organization or cause. Alternatively, another school of thought suggests that event attendance should be optional because a company’s desire to support an organization or cause should not be linked to its ability to be physically present at a particular event. With the exception of the circumstances that were created by the COVID-19 health crisis, nearly half (47.4 percent) of respondents believe event attendance should be optional.



WHAT COMPANIES COMMONLY SEEK FROM ORGANIZATIONS APPLYING FOR GRANTS OR VOLUNTEER HOURS

	Share
Impact/Outcome Measurements	84.2%
Strategic Plan	52.6%
Financial Information	50.0%
ROI Figures	36.8%
Board Development Plan	7.9%
Other	7.9%

DO YOU BELIEVE COMPANY PHILANTHROPY EVENTS SHOULD BE MANDATORY OR OPTIONAL TO ATTEND?

47.4%

ATTENDANCE SHOULD BE OPTIONAL

Note: This is a multiple response question. Total will not sum to 100 percent.

FINANCIAL ASSISTANCE

Matching funds are a common strategy or consideration in the philanthropic world. Half of respondents (50.0 percent) believe that it is important for a company to leverage financial assistance.

That is to say that an organization seeking a grant, sponsorship or other cash-based assistance has or will receive an amount equal to or greater than the amount requested from its internal operations from some other public or private funding source. Conversely, a quarter (26.3 percent) of respondents believe that leveraging financial assistance is of little importance to their company.

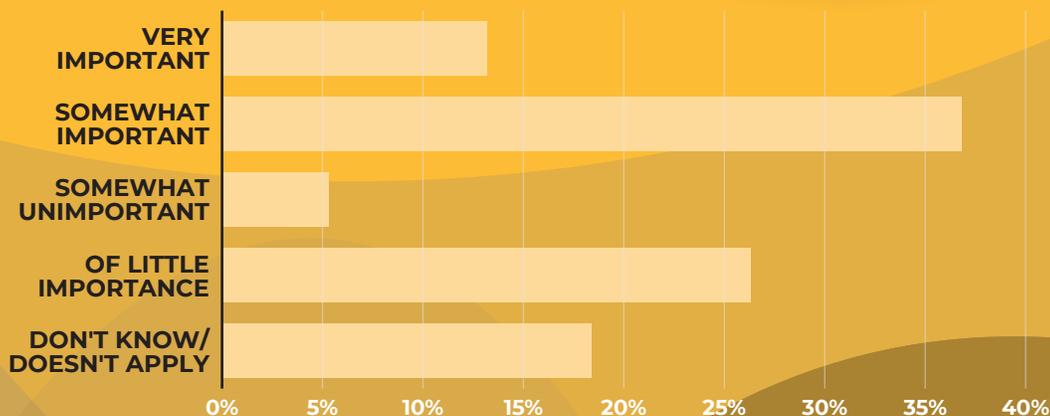


"Timing of funding is critical! Ask early."

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

50.0%

BELIEVE IT IS IMPORTANT TO LEVERAGE FINANCIAL ASSISTANCE



Corporate Spotlight

CAESARS ENTERTAINMENT

During 2020/2021, the Board of Directors, through the leadership of its CSR Committee, engaged in an educational program to create a standard level of knowledge and understanding of critical CSR topics for Caesars Entertainment. The Caesars External CSR Advisory Council held a workshop for the Board and senior management on climate change; diversity, equity and inclusion (DEI) and social impact. The CSR Committee has been fully engaged in the process of further developing our CSR strategy and enhancing transparency, including support for new disclosures using the Sustainability Accounting Standards Board (SASB) Standards and the Task Force on Climate-related Financial Disclosures (TCFD) framework, as well as review and approval of this CSR Report. Specifically, the Board has maintained a strong involvement in setting DEI goals and approved our new 50/50 in 2025 DEI goals for women and people of color representation in leadership.



Corporate Spotlight

ALCHEMY

To further help improve research, care and support, Alchemy is calling on all Alchemists to show their support and ‘step’ up however they can. Everyone will be receiving a ribbon and a bracelet to their home address to help us support Breast Cancer Awareness Month. To honor those who have been impacted by this disease, Alchemy will donate to the Susan Komen Foundation for everyone that completes a 5-mile walk/run throughout the month of October. Alchemy has also partnered with various doctors to provide continuous education on cancer awareness and prevention.

November is the month for men’s health. Alchemy will be supporting The Movember Foundation, the leading charity raising awareness and funds for the three biggest health issues facing men: prostate cancer, testicular cancer, mental health and suicide prevention. Movember runs from November 1– November 30. Alchemists partake in fundraising for the cause by taking walks, runs, educational opportunities and more.

REALTY ONE GROUP, INC.

Our ONE Family members volunteer or donate in-kind goods for various nonprofit organizations throughout the nation. On May 1, 2021 the company impacted 17,456 lives, logged 531 hours in community service and raised \$15,000 for nonprofit organizations.

Realty ONE Group also launched ONE Tree and ONE World program on January 1, 2021 to give back one tree for every closing. So far, the initiative has pledged over 112,067 trees.

COMMON CHALLENGES

Despite efforts to make social investment relatively easy, there are some challenges that come up that may discourage a company from contributing. Disorganization of nonprofit or community-based organizations is chief among these challenges with nearly two-thirds (65.0 percent) of respondents running into this obstacle. Additionally, three-fifths (60.0 percent) of respondents noted that incompatibility with company ideals and/or strengths can be a great challenge when deciding what organizations or causes to donate cash, services or volunteer hours. Over half (55.0 percent) indicated that there may be no alignment with company business strategy or focus areas.

Historically, no alignment with company business strategy or focus areas has consistently been a common challenge to giving for corporations, but we’ve seen this improve over the last six years. Disorganization of nonprofit charity, or community-based organization, as well as incompatibility with company ideals and/or strengths experienced their highest rating in 2021.

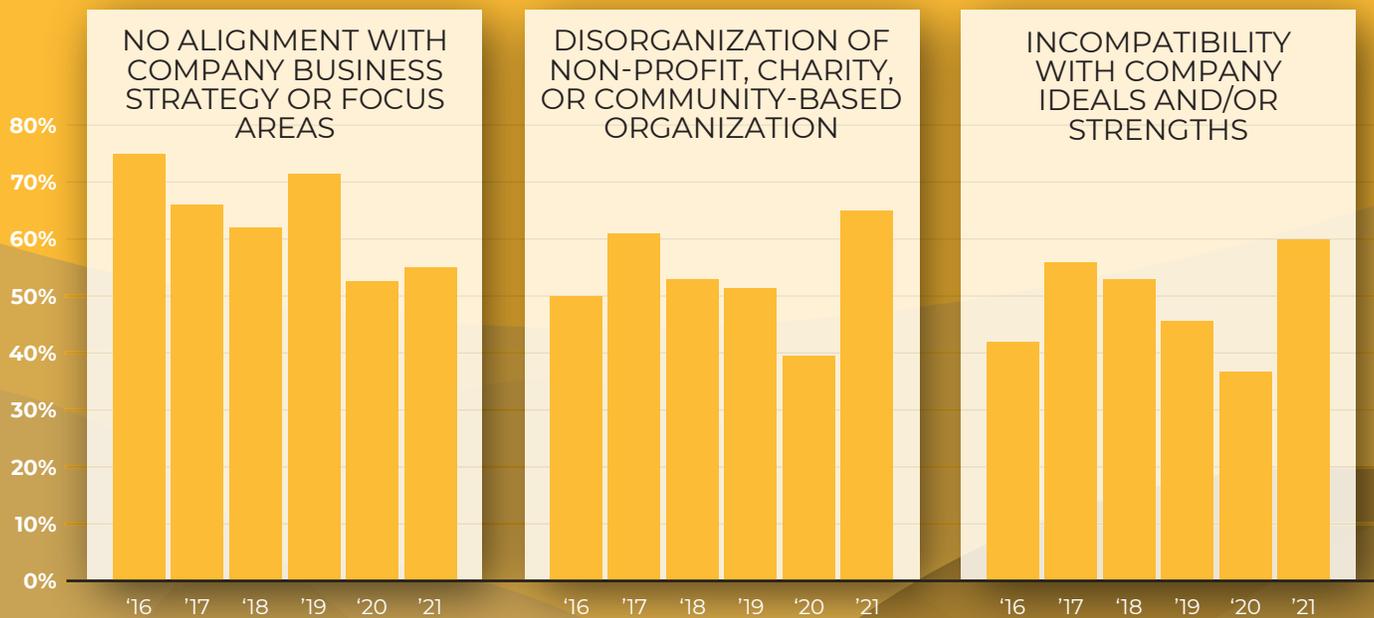
COMMON CHALLENGES TO GIVING

Challenge	Share
Disorganization of nonprofit, charity or community-based organization	65.0%
Incompatibility with company ideals and/or strengths	60.0%
No alignment with company business strategy or focus area	55.0%
Lack of opportunities for employee volunteers	37.5%
Geographic focus area not appropriate for company focus	32.5%
Inability to scale charity to meet corporate philanthropy needs (e.g. charity does not have the resources and/or the ability to handle the size of our donation or implement our vision for our donation)	17.5%
Incomplete and/or improper grant submission	17.5%

Note: This is a multiple response question. Total will not sum to 100 percent.



COMMON CHALLENGES TO GIVING | TOP 3



"Keep asking. Organizations need to know we are all looking for creative ways to give, so you never know when the right solution will arise."



Corporate Spotlight

SUBARU OF LAS VEGAS

In 2021, Subaru of Las Vegas has participated in over 50 community give back events, all in which has left a lasting impact on not only the community as a whole, but Subaru of Las Vegas's hearts as well. From food drives, giving back to our youth with clothes and essentials, spending time with our veterans to show how much they mean to us, saving pets and giving them love and warmth as they await their forever homes, honoring our first responders for all that they selflessly give to our community, making wishes come true with Make-A-Wish Southern Nevada, to keeping our city beautiful with park clean ups. That's the Subaru Love Promise.

GRATISGIVES

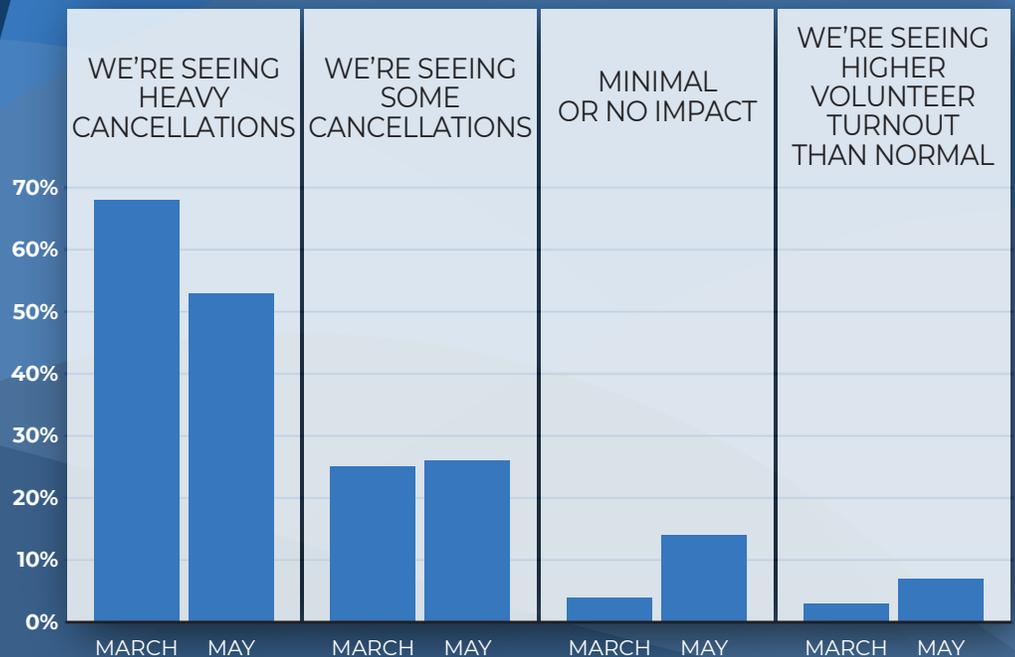
GratisGives is designed to be a bridge between local business owners and local nonprofits. Gratis funds local non-profits right here in Northern Nevada through reductions in the business owner's payment processing account. They identify the unnecessary credit card fees that most business owners are sick of paying, then, convert those fees into a combination of savings for the business owner and vital funding for the nonprofit of choice. It's using lower rates for the greater good. It's increasing humanity through business. It's a win – win – win for everyone involved.

FOR THE EMPLOYEES

OVERVIEW

Employees play a critical role in social investment strategies within corporations. Company volunteer programs have a pivotal role in a community providing assistance to nonprofits and also serves as a great team building tool. However, COVID-19 had a notable impact on volunteering not just locally, but nationally. A survey conducted by VolunteerMatch showed the impacts to volunteer attendance from March to May 2020. Over 68 percent of respondents experienced heavy cancellations in March 2020, with 53 percent continuing to cite similar cancellation levels in May 2020. Although these trends appear to be improving with the opening of businesses and easement of restrictions, nonprofits continue to feel the effects from the COVID-19 health crisis.

HOW HAVE THE CURRENT ENVIROMENTAL, ECONOMIC, AND SOCIAL CONDITIONS IMPACTED YOUR VOLUNTEER ATTENDANCE?



Source: VolunteerMatch

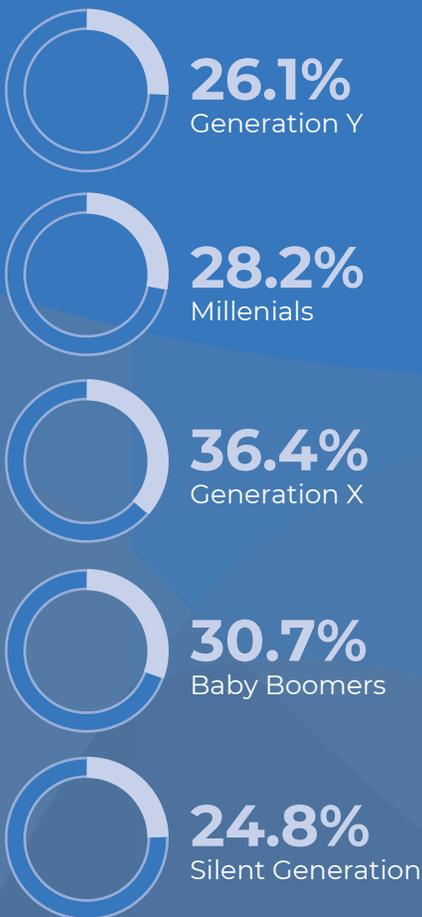
NATIONAL VOLUNTEER TRENDS

When looking at volunteerism, it is important to look outside of Nevada for what other states and organizations are doing. According to data by AmeriCorps, on average, women typically have a higher volunteer rate than men, 33.8 percent compared to 26.5 percent, respectively. Additionally, Generation X volunteers are at the highest rate with 36.4 percent, followed by Baby Boomers at 30.7 percent.

Some states put a lot of focus into volunteering, such as Utah, which boasts a volunteer rate of 51.0 percent according to data from AmeriCorps. By contrast, Nevada is the third-lowest state in terms of volunteer rates at 24.4 percent. This provides an opportunity for the Silver State to focus on volunteering and building community through service. It is worth noting that Nevada ranked tenth in the nation for veteran volunteer rates, with 29.7 percent.

NEVADA RANKS
49TH
IN THE NATION
FOR VOLUNTEER
RATE

VOLUNTEER RATES BY GENERATION



VOLUNTEERING IN AMERICA: RANKINGS



TOP 5 STATES

1	Utah
2	Minnesota
3	Oregon
4	Iowa
5	Alaska

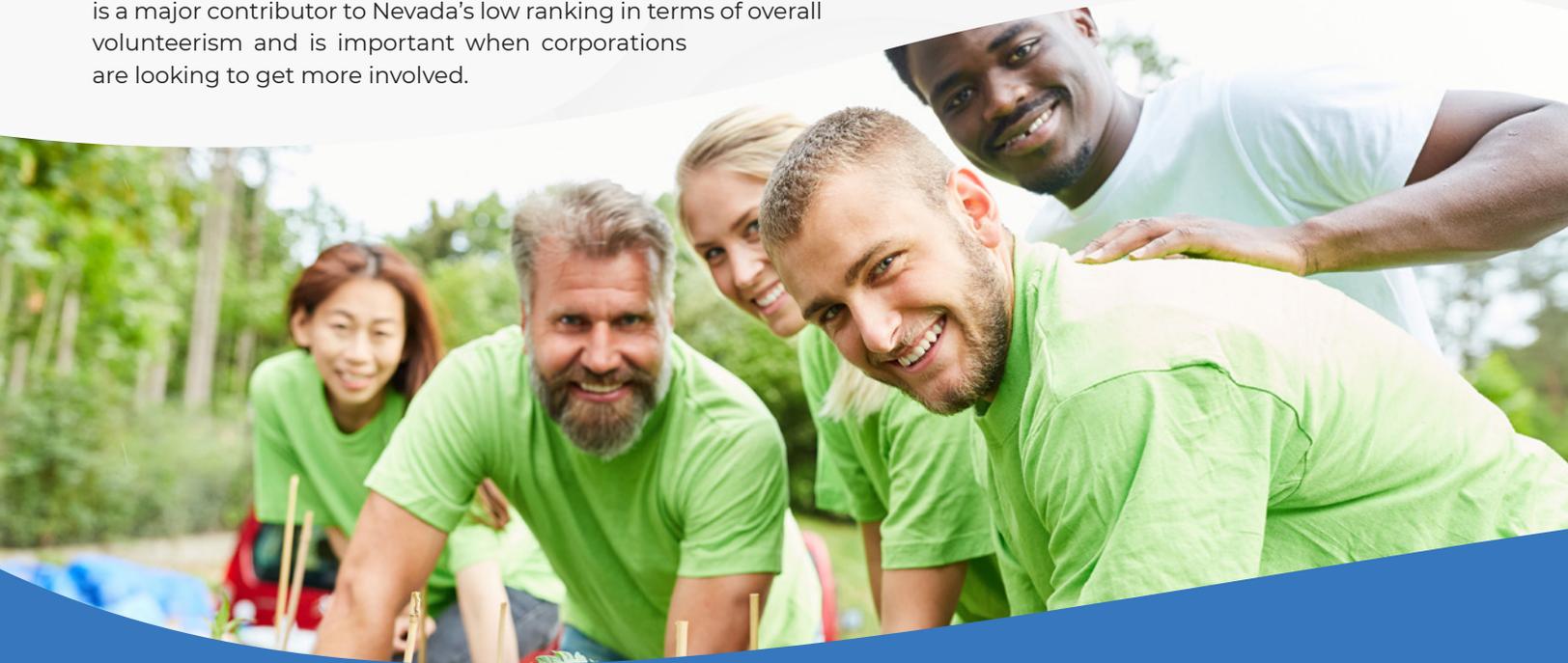
BOTTOM 5 STATES

47	California
48	New York
49	Nevada
50	Mississippi
51	Florida

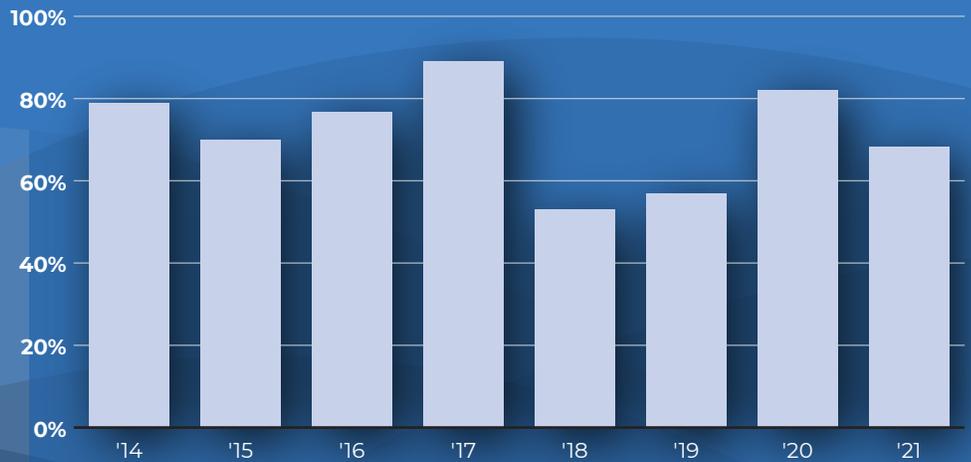
VOLUNTEER PROGRAMS

Corporate volunteerism is a key resource for nonprofits. The share of companies offering volunteer programs peaked in 2017 with 89.0 percent. This dropped in 2018 and 2019 to about half of companies offering a program, but increased to 82.1 percent in 2020. This share has once again dropped to 68.3 percent for 2021.

Of those companies that do offer volunteer programs in Nevada, only about 11 to 30 percent of their company's employees participate in the program. This is a major contributor to Nevada's low ranking in terms of overall volunteerism and is important when corporations are looking to get more involved.



SHARE OF COMPANIES THAT OFFER VOLUNTEER PROGRAMS

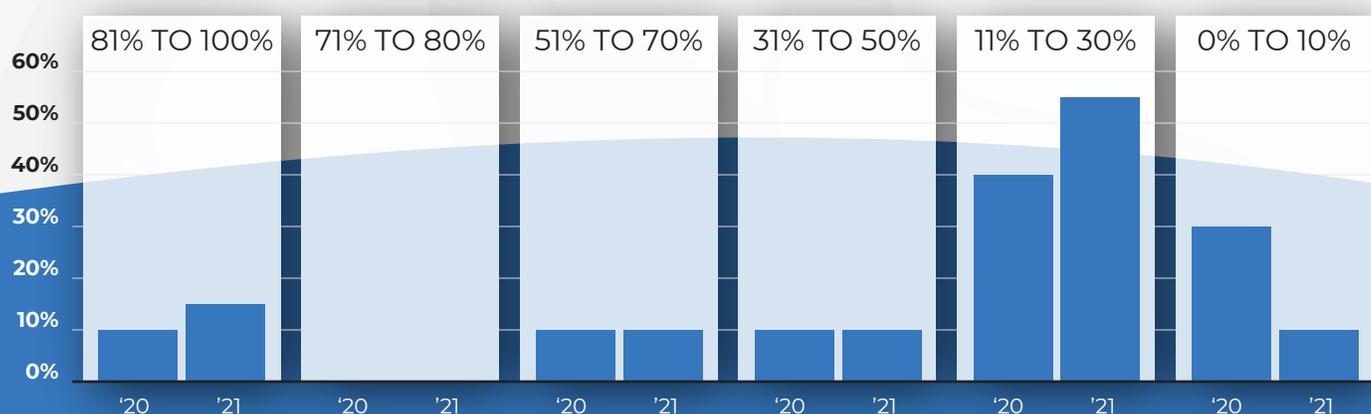


"Donor recognition is an important ROI measurement."

Although volunteer programs for corporations decreased in 2021, over four-fifths (82.1 percent) of respondents indicated that they organize or sponsor community service days or events. Furthermore, of those companies who offer community service days or events, over two-thirds (68.2 percent) of respondents noted that their employees were paid for the time they spent at these days or events.

There are also companies that dedicate pro bono work to social investment, social responsibility or philanthropic efforts. In 2021, nearly two-fifths (38.9 percent) of respondents indicated their employees may dedicate more than 40 hours of paid time toward pro bono efforts.

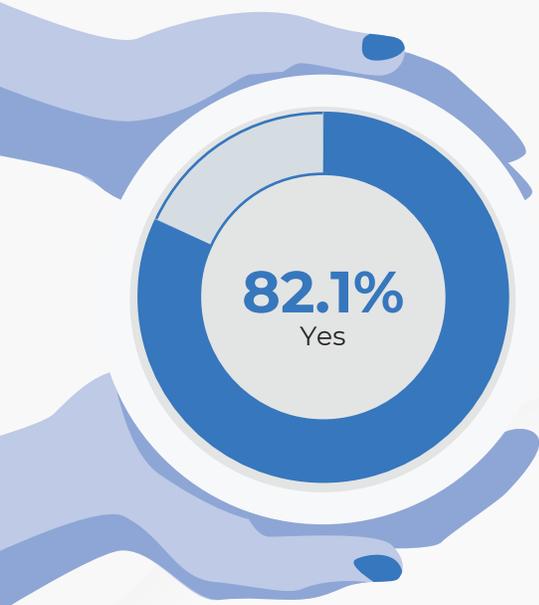
APPROXIMATELY WHAT PERCENTAGE OF YOUR COMPANY'S EMPLOYEES PARTICIPATED IN YOUR EMPLOYEE VOLUNTEER PROGRAM?



EMPLOYEE PROGRAMS OFFERED

Employee-Volunteer Recognition Programs	20.2%	Digital Volunteer Programs	6.0%
Flexible Scheduling	19.0%	Other	6.0%
Family Volunteering	13.1%	Team Grants	3.6%
Board Leadership Programs	11.9%	Retiree Volunteering	2.4%
Paid-Release Time	8.3%	Volunteer Incentive Bonuses	2.4%
Dollars For Doers	6.0%	Volunteer Sabbaticals	1.2%

Note: This is a multiple response question. Total will not sum to 100 percent.

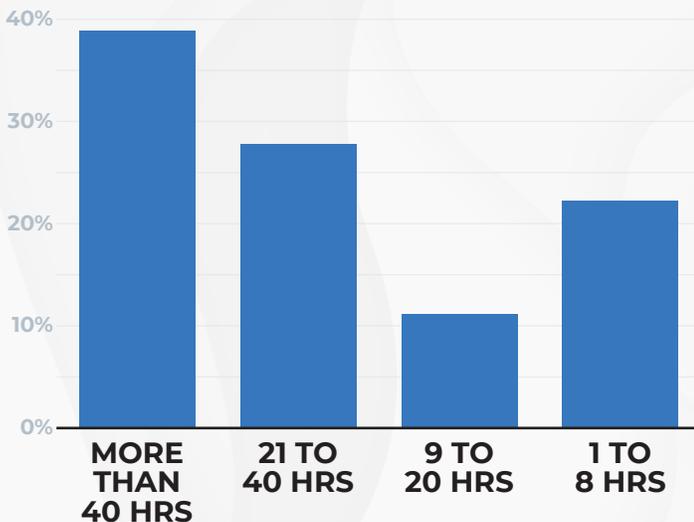


DOES YOUR COMPANY ORGANIZE AND SPONSOR COMMUNITY SERVICE DAYS OR EVENTS?



HOW MANY HOURS OF PAID TIME OFF MAY AN EMPLOYEE USE EACH YEAR TO PARTICIPATE IN VOLUNTEER WORK OF THEIR CHOOSING OUTSIDE OF THE OFFICE?

Note: Includes respondents who reported hours of paid time off.



HOW MANY HOURS OF PAID TIME MAY AN EMPLOYEE DEDICATE TO SOCIAL INVESTMENT, SOCIAL RESPONSIBILITY OR PHILANTHROPIC EFFORTS UNDERTAKEN BY THE COMPANY ON PRO BONO BASIS?



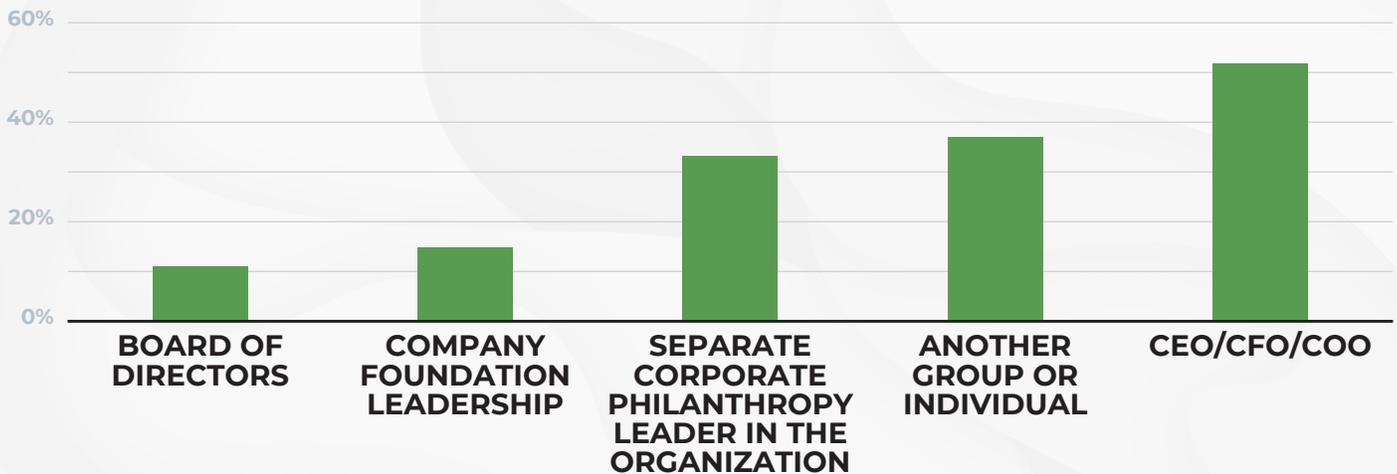
FOR THE COMPANY

OVERVIEW

While the primary focus on social investment is how to benefit the community, it is also important to take into account how the company can be aided. A key factor of this is to know how companies operate in terms of their corporate giving decisions and who has the final say for what the company's giving focus areas should be.

Over half (51.9 percent) of respondents indicated that the CEO/CFO/COO of the company holds the final decision-making authority for selecting giving focus areas. Additionally, over one-third (37.0 percent) of respondents indicated there was another group or individual that holds this authority, while another one-third (33.3 percent) of respondents noted their company has a separate corporate philanthropy leader in the organization that makes these decisions.

WHAT GROUP OR INDIVIDUAL HOLDS FINAL DECISION-MAKING AUTHORITY FOR SELECTING GIVING FOCUS AREAS?



PLEASE INDICATE THE SHARE OF FUNDING FOR YOUR COMPANY'S SOCIAL INVESTMENT, SOCIAL RESPONSIBILITY AND PHILANTHROPIC EFFORTS SOURCED TO THE FOLLOWING:

67.9%
 DIRECTLY FROM
 THE COMPANY

18.2%
 THROUGH
 THE COMPANY'S
 FOUNDATION

8.2%
 DIRECTLY FROM
 THE COMPANY'S
 EMPLOYEES

5.7%
 OTHER

In 2021, there was a notable increase in the share of respondents who cited their giving efforts as multi-year commitments. During the past year, nearly three-fourths (72.2 percent) of respondents indicated the share of funding for their company's social investment, social responsibility and philanthropic efforts are single-year commitments, while over one-fourth (27.8 percent) are multi-year. This is an 11.5 percentage point increase in multi-year commitments when compared to last year's respondents.



"Seeking assistance early (well before the deadline for required assistance)."

Donation types remained relatively stable from 2020. Over the past year, over two-thirds (65.6 percent) of respondents noted the majority of their company's grant, sponsorship or other cash donations to organizations were unrestricted, meaning they could be used for any activity of the organization. This is slightly higher when compared to last year's respondents where 60.7 percent indicated the majority of their donations were unrestricted and not reserved for a particular cause, effort or goal of the organization.

DOES YOUR COMPANY HAVE A FOUNDATION?

45.2%
YES

WHO PROVIDES FUNDING FOR THE FOUNDATION?

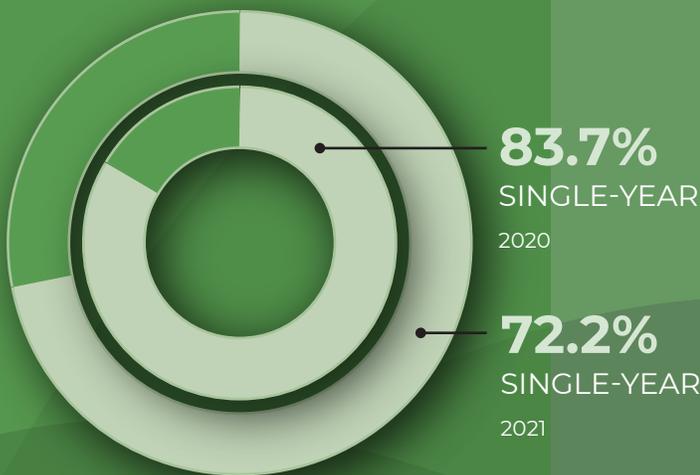
45.2%
THE COMPANY

19.2%
BOTH THE COMPANY AND ITS EMPLOYEES

7.7%
OTHER

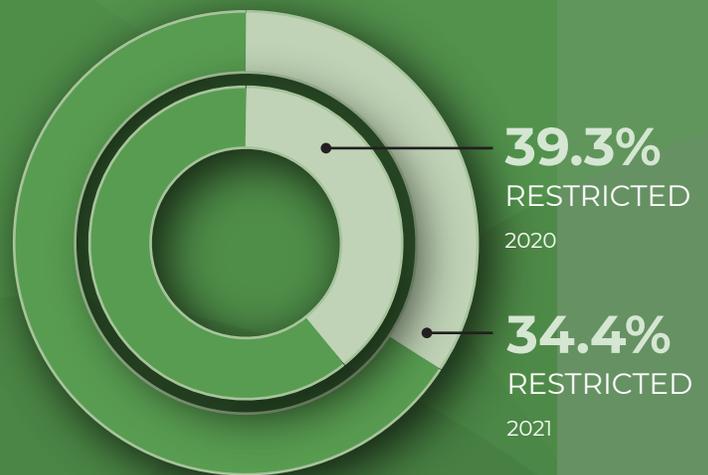
3.8%
EMPLOYEES

COMMITMENT TYPE



● Single-Year ● Multi-Year

DONATION TYPE



● Restricted ● Unrestricted



Corporate Spotlight

MOTIVATIONS FOR GIVING 2021 RANK

NEVADA STATE BANK

In total, Nevada State Bank worked with businesses throughout Nevada to help them secure approval for more than 7,700 U.S. Small Business Administration Paycheck Protection Program (PPP) loans, totaling more than \$806 million in relief for Nevada businesses. More than 66 percent of the loans were made to businesses with fewer than 10 employees and more than 80 percent of the loans approved were for amounts less than \$150,000 (58 percent for amounts less than \$50,000).

In April 2020, it was drinking through a fire hose. Constantly evolving loan information was coupled with intense business needs, and bankers desperate to help. Nevada State Bank colleagues were inundated with client calls and concerns on how to apply, what information is needed, and what the process would look like, and understanding the SBA's evolving guidelines. It was inspiring to see the bank's colleagues work so tirelessly to ensure businesses got this lifeline—all while dealing with their own personal pandemic situations and many working remotely.

As of May 10, 2020, U.S. SBA officials reported that Nevada received \$4.1 billion in PPP loans through the CARES Act. Nevada State Bank and its parent company Zions Bancorporation, N.A. processed approvals for 14.3 percent of those dollars received by Nevada businesses. Processing half a billion dollars and thousands of loans in the first 30 days took heroic efforts but that is exactly the effort needed to help save businesses in our state.



1
**PROTECTING/ENHANCING
THE COMPANY'S REPUTATION**

2020 MEAN: 2.21 2021 MEAN: 3.31



2
**CREATING OPPORTUNITIES
FOR BUSINESS INNOVATION
OR GROWTH**

2020 MEAN: 3.17 2021 MEAN: 3.22



3
**INCREASING CUSTOMER
LOYALTY**

2020 MEAN: 3.21 2021 MEAN: 3.06



4
**PROVIDING OPPORTUNITIES
TO ENGAGE WITH THE
COMPANY'S EMPLOYEES**

2020 MEAN: 3.38 2021 MEAN: 2.94



5
**COMMUNITY WELLNESS/
SUSTAINABILITY WHERE
EMPLOYEES LIVE AND WORK**

2020 MEAN: 2.63 2021 MEAN: 2.56

Note: Respondents were asked to rank each factor on a scale from 1 (least important) to 5 (most important).



Corporate Spotlight

NEVADA GOLD MINES LLC

Like many parts of the world, the local economy surrounding Nevada Gold Mines (NGM) was hit hard by the effects of the COVID-19 pandemic in 2020. Long-standing community businesses from beauty salons to builders faced devastating impacts and the threat of closure.

In response, NGM launched several initiatives, including the innovative I-80 Fund. Beginning in July, this program provided vital support through low-interest small business loans, with the ultimate goal of easing the burden on NGM's host communities until the economy reopened. The Fund offered the chance to rebuild, and even strengthen, the local economy in the wake of the pandemic. Businesses like popular ice cream parlor Sacha's Sugar Shack in Eureka have said the support is a lifeline. "My business was just getting on its feet when COVID-19 hit, and we were shut down. The loan from the I-80 Fund made it possible for me to keep my business. If not for this Fund, I would've had to close my doors permanently," says Sacha's Sugar Shack owner Sacha Olson.

A partnership approach is central to the Fund. The loans are administered through the Rural Nevada Development Corporation (RNDC) a non-profit with NGM providing a \$5 million starting investment. Other industry partners, such as the NV Energy Foundation, Cyanco and Small Mine Development have also contributed. The intention of the I-80 Fund is twofold. Initially, it focused on disaster relief and recovery loans for established small businesses impacted by COVID-19, with loans ranging from \$5,000 to \$100,000, and a low 2 percent interest rate. Currently, the program has moved into its second phase, whereby the Fund will now be used for small business development loans, which will help stimulate and support economic long-term growth across Northern Nevada.

CONCLUSION

In spite of the challenges created by COVID-19, corporate giving remained strong during the pandemic and was critical to Nevada's ability to both weather the crisis and recover. There is no doubt that Nevada's economy was disparately impacted; however, our corporate leaders clearly helped bridge the gap during this difficult period. Corporate giving and social responsibility not only provide resources to areas of need in our community, but it also allows companies to engage with the people around them, connecting with the community and making a difference that will be felt for generations to come. This difference is reflected in our latest estimation of statewide giving, which reached \$577.6 million in 2021, an average of \$479 per employee. Importantly, monetary donations are not the sole solution: contributions made by Nevada businesses went well beyond those measured in dollars and cents. Volunteerism is a big part of social investment, providing resources to those in need whether through pro bono work or hands-on activities. In 2021, Nevada reported an estimated 1.8 million volunteer hours, which equates to 1.51 volunteer hours per employee.

Although these figures are impressive and continue to grow, we cannot rest on what has already been accomplished. Nevada does not typically rank high compared to other state's social investments, and it is time we change that. This will obviously require commitments beyond those reported by corporate funders alone, although the remarkable work done by committed local businesses and philanthropically minded individuals demonstrates what is possible and provides an example for others to follow. The Silver State has made remarkable progress, but we are only at the beginning of what is possible.



"Create new events or ways to raise money. Coverage on social media pages--sponsor for the month highlights--filling tables and attending events is difficult these days. Also, table costs are sometimes higher than we can commit to, so again create new ways."

"Greater collaboration."

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

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





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.

PO BOX 1766
Las Vegas, NV 89125

Phone 702-570-7693
connect@moonridgegroup.com

MoonridgeGroup.com