





**Shelley Gitomer**  
Founding  
NCGC Co-Chair

**Tony Sanchez**  
Founding  
NCGC Co-Chair

**Paul Stowell**  
NCGC Co-Chair

Thank you to the businesses that participated in the eighth annual corporate giving survey. With every year, we continue to see a wide variety of industries responding to our survey, resulting in a stronger annual report and a better understanding of how Nevada's companies are supporting their community.

Led by the Moonridge Group, with diverse representation across all sectors, and chapters in Northern and Southern Nevada, the Nevada Corporate Giving Council (NCGC) promotes best practices by convening council members quarterly to share best practices, engage in open conversations amongst a trusted network of peers, hear the latest giving trends, and learn from subject matter experts. Although we take pride in providing an annual measurement and benchmark to continue strategizing corporate giving, we understand that in 2020 the world was greatly affected by the COVID-19 health crisis. It should be noted that since the 2020 year-end data was not yet available when the survey was conducted, this year's report features data through 2019.

To share your company's philanthropic involvement and for more information about joining the Nevada Corporate Giving Council (NCGC), 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 leaders of this important effort and hope you enjoy this year's report.



**Julie Murray**  
CEO & Principal,  
Moonridge Group

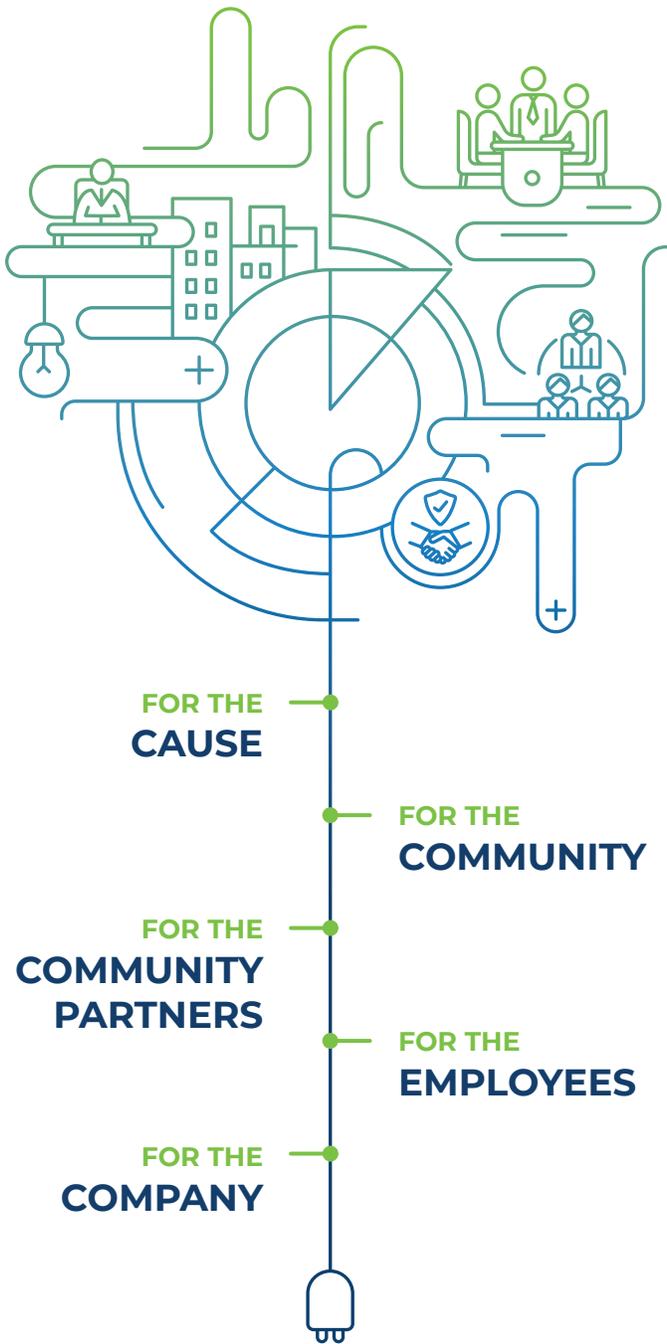
**Heather Libonati**  
Project Director,  
Moonridge Group

As communities unite and work together to improve the lives of all those who inhabit its workforce and neighborhoods, Nevada funders are diligently addressing some of our state's greatest needs. We believe, especially in our current climate, that corporate giving is more strategic when based on data that is reported annually. It allows us to achieve greater impact and give proactively, directing resources where they are needed most.

Moonridge Group is honored to oversee the work of the NCGC and co-produce this *Nevada Corporate Giving Report*. Since 2013, Nevada is one of the only states in the nation to produce a report that tracks corporate giving trends. This report has become the go-to resource for public and private sectors, nonprofits and individuals alike as a guidepost to inform how best to maximize return on investment through corporate social responsibility.

The investment made to enhance our communities, both statewide and nationally, pays dividends beyond the bottom line – it ensures a long-term, vibrant economy with power to recruit and retain needed talent and chart a robust and sustainable plan for growth. It shows the unmistakable trend towards building deeper relationships between companies and causes and the shift that occurs when nonprofits are among the list of a company's strategic partners.

Thank you to the NCGC for your leadership, cooperation and participation to bring this report to life. The work you do every day is making a difference and the data in this report validates that truth. Thank you to Applied Analysis for helping produce this report for the past eight years. We hope you find this report helpful, and we anticipate a new lens on impactful change going forward.



**Jeremy Aguero**  
Principal, Applied Analysis

**Brian Gordon**  
Principal, Applied Analysis

## PREFACE

Applied Analysis, Moonridge Group and the Nevada Corporate Giving Council are pleased to present the 2020 *Nevada Corporate Giving Report*. Now in its eighth year, this annual publication attempts to quantify and promote the efforts of businesses in Nevada as well as their community partners to tackle a wide range of social issues facing the state.

In preparation for this annual report, a survey is issued to Nevada companies each year, with responses for this year collected during the fall of 2020. The survey covers each company's giving trends and practices for the 2018 and 2019 reporting periods. This means that the information is all related to pre-COVID giving trends in the state and does not capture the community's relief efforts during the global health crisis. Pandemic-related support will be measured in next year's edition.

The survey covers a number of functional areas for each company's giving, including methods of funding, volunteer and giving programs, supported causes, motivations for giving and financial information. The information gathered from this survey is combined with other research and supplementary information in this *Nevada Corporate Giving Report* to provide greater context and assessment.

At its core, the goal of this report is 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 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 the community and a better return on investment for contributors.

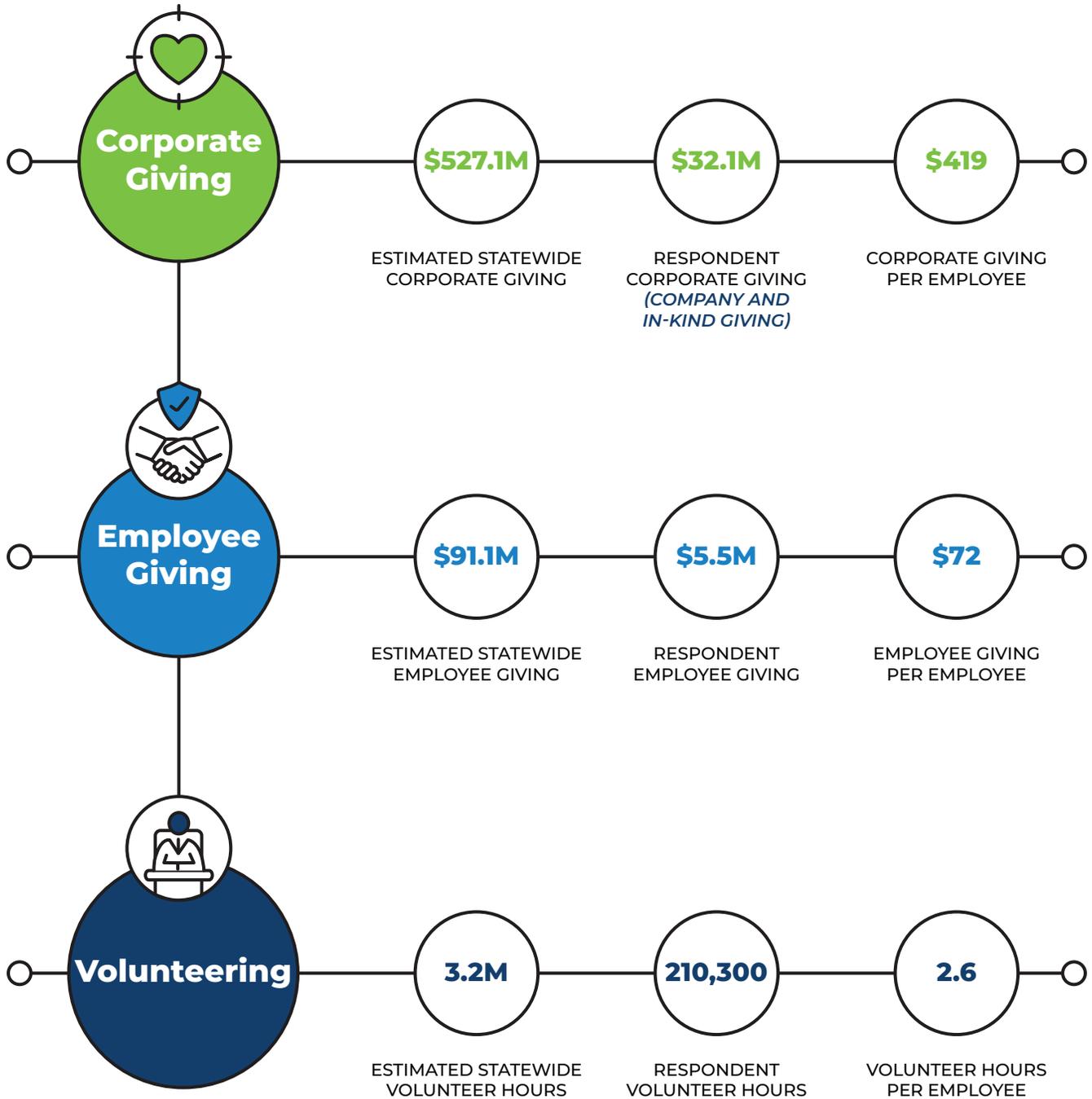


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# SUMMARY OF CORPORATE GIVING IN NEVADA



**Note:** Calculations and estimations are based on 2019 values and reflective of 2020 survey participants. Results can vary from year to year based on the mix of participating companies.



Corporate Spotlight

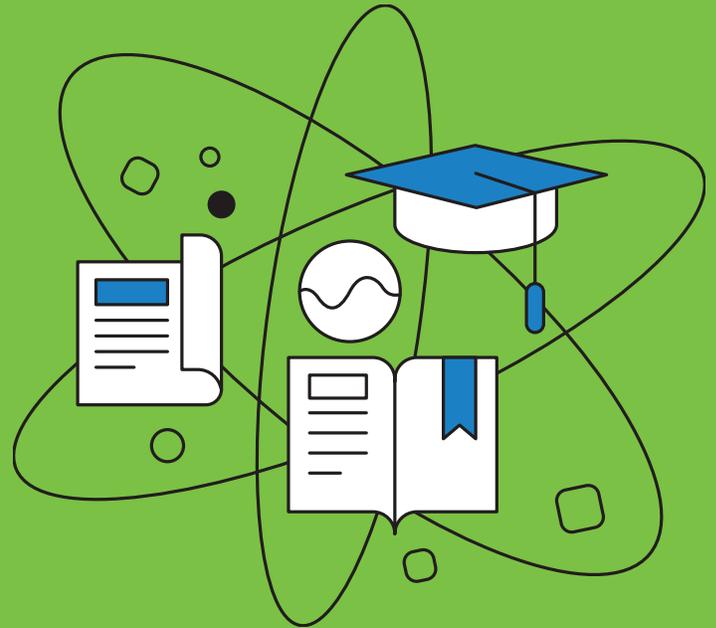


WESTERN SHOSHONE  
ALUMNI  
SCHOLARSHIP FOUNDATION

Courtesy of Nevada Gold Mines

## Western Shoshone Scholarship Foundation 10-Year Extension

Nevada Gold Mines (NGM) is a joint venture between Barrick (61.5%) and Newmont (38.5%) who combined their significant assets across Nevada in 2019 to create the single largest gold-producing complex in the world. NGM is operated by Barrick and located in Northern Nevada on or near heritage lands of indigenous people of the Western Shoshone. NGM continuously seeks to build a strong relationship with the Western Shoshone through engagement, inclusion and collaboration. In 2008, Barrick at the time, created the Western Shoshone Scholarship Foundation (WSSF) as part of their longtime priority to provide educational opportunities. After 1,539 higher education scholarships totaling \$3.49 million were awarded to Western Shoshone tribal members in the first 10 years, the company agreed to a 10-year extension. This extension will contribute \$1.3 million a year and will include an alumni association so past and future applicants can connect, share and assess the impacts of the program.





The survey, which was conducted in 2020, 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.



***“Collaboration with like-minded nonprofits as well as corporate funders are keys to your success.”***



***“Be specific in your ask. What exactly are you looking for from our organization? One of our biggest challenges is that we don’t always have the time to be creative on how we can support a nonprofit organization. We would prefer a detailed and outlined proposal on how we can support an organization.”***



***“Organizations should be strategic when approaching a new potential donor. They should learn about the Company’s giving pillars, understand how they give and manage expectations when requesting support for the first time. Be considerate of how companies build relationships with organizations.”***



***“Speak openly and honestly. Move at the pace of a for-profit organization because that is likely to be the pace of those with whom you mostly deal (as a funder).”***



***“Be frugal and intelligent with your spending.”***



Corporate Spotlight



Courtesy of NV Energy

## Upgrading Park In Memory of Sathien Arulanantham

NV Energy prides itself on being a strong supporter of Nevada communities by providing employees many opportunities to volunteer. In 2019, the employees of NV Energy volunteered nearly 38,000 hours which provided support to more than 400 nonprofit organizations throughout Nevada and an equivalent of \$962,000 in time. A particularly special volunteer experience to NV Energy employees is one at Dorastkar Park in Reno, Nevada. Since 2009, the Employee Volunteer Council in Northern Nevada has volunteered more than 3,200 hours raking leaves, planting flowers, removing debris and trash, and helping mitigate noxious weeds and overgrown bushes at the park. These efforts were spearheaded by Sathien Arulanantham, a company employee who passed away unexpectedly in 2017. In 2019, in honor of his memory, NV Energy raised more than \$10,500 to install a permanent shade structure and picnic table for the community at the park. Working with Washoe County, the City of Reno and the environmental nonprofit, Keep Truckee Meadows Beautiful, the park now has a permanent memorial that will be enjoyed by visitors and volunteers for years to come.





## EXECUTIVE SUMMARY

The *Nevada Corporate Giving Report* continues to evolve each year to better assess the state of corporate giving in Nevada and identify the primary societal issues that Nevada’s companies are dedicated to solving. This year, 38 percent of respondents identified education as the primary issue facing the state of Nevada. Nearly nine in ten (87 percent) of respondents placed education within their top three challenges facing the state. Homelessness, along with poverty, was cited as a critical issue by 45 percent of survey participants, and food insecurity rounded out the top three issues (38 percent of respondents). While there is some consensus at the top of the list, the variance in responses indicate that Nevada’s companies see many issues within the state as worthy causes and demonstrates that there is much work to be done to improve the lives of Nevadans.

Companies operating in the Silver State were willing to help address the community’s needs. Survey participants reported giving an average of \$419 per employee during the reporting period when cash and in-kind donations are considered. When applying reported giving across the state, total corporate giving reached slightly over \$527 million in Nevada during 2019. This increase was driven primarily by an expanding economy and increased spend per employee. Importantly, the Nevada economy added over 34,600 jobs from the prior year and saw increases in both incomes and gross domestic product.

It is important to note this edition of *Nevada Corporate Giving* highlights the contributions made by Nevada companies during 2019. Much has changed since the adjustments in the economic climate and community need as a result of the COVID-19 health crisis and related response that unfolded during 2020. This report provides a strong baseline from which future philanthropy initiatives can be measured.



**TOTAL ESTIMATED CORPORATE  
SOCIAL INVESTMENTS  
NEVADA 2019**



*“Be very clear in what our donation or contribution is going towards and what the positive effects/outcomes will be.”*



*“Have a plan and be willing to put forth the elbow grease to work the plan both internally and externally.”*



*“Better communication and organization can go a long way. Sometimes asks are not clear and concise.”*



Corporate Spotlight



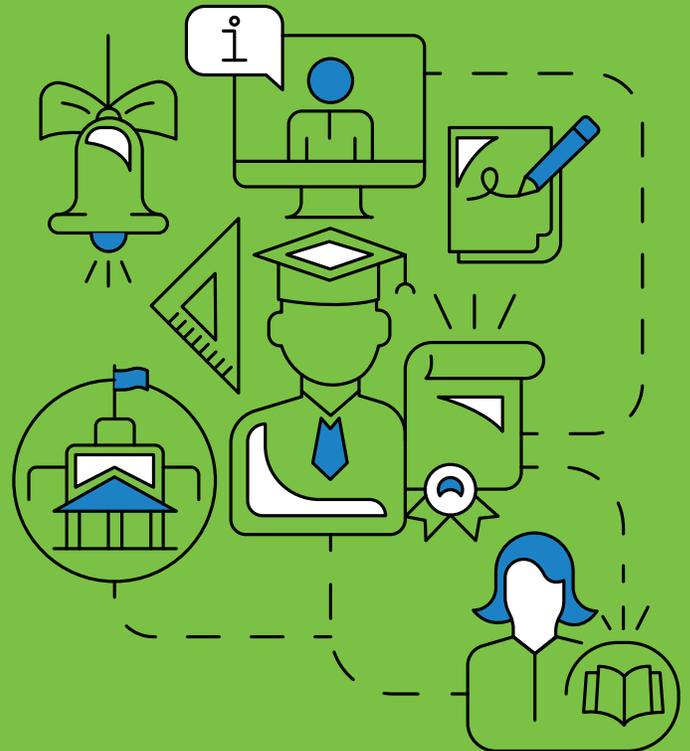
**MGM RESORTS**  
INTERNATIONAL®



Alba Jessica Montejano Salazar  
courtesy of MGM Resorts International

## Placing Education First

MGM Resorts International understands how complex and challenging it can be for many to receive a solid education. In 2019, MGM Resorts tackled these difficulties head on by providing \$900,000 for 100 scholarships for children of MGM Resorts' employees, in partnership with the Public Education Foundation. This program will provide 600 scholarships by the end of 2025. The scholarship recipients attend more than 30 schools across the country, and 80 percent of those students are pursuing a four-year degree. Of that group, 56 percent are first-generation college students, and 75 percent attend a college that is ranked among the best in the country. In 2019, the MGM Resorts College Opportunity Program gave any MGM Resorts employee in the U.S. the opportunity to pursue a college education for free online through Nevada's institutions of higher education. The program is the first of its kind for a Fortune 500 company. More than 250 employees seized the opportunity to advance their education in the program's first semester.





# FOR THE CAUSE

## PRIORITY ISSUES

The state of Nevada and its residents face a wide range of societal issues. During the past year, the corporate community in Nevada identified a number of areas of need that could be improved through social investment, social responsibility or philanthropic efforts. Education ranked as a top issue among businesses. When asked to identify their greatest area of need, respondents cited: (1) education (38 percent); (2) homelessness and poverty (17 percent); and (3) affordable housing (14 percent).

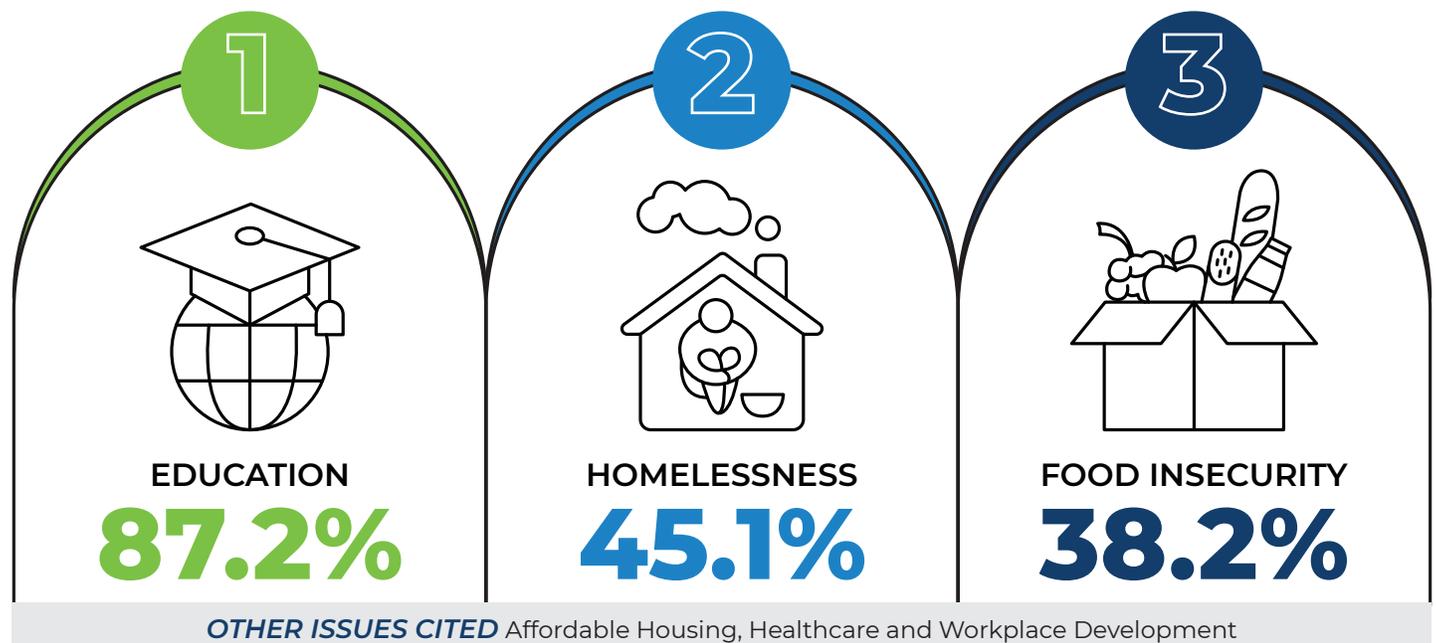
However, beyond identifying their single highest priority, when reviewing respondents' top three areas of concern, the rankings shifted slightly. **Education remained the top priority as it was cited by 87 percent of respondents as a top-three issue.** Homeless and poverty was cited by 45 percent of respondents as a priority, and food insecurity was identified by 38 percent of respondents as a top-three area of concern.

There is considerable overlap between many of these issues, as homelessness or poverty can adversely affect one's ability to access healthcare and can cause greater food insecurity. A lack of affordable housing can also

lead to homelessness, as many lower-income individuals are priced out of the housing market. Education and workforce development also go hand-in-hand, as schools play a vital role in creating a talent pipeline from which employers in Nevada can draw from. Students in grade-level schools can also be adversely affected by their home life, as poverty and food insecurity make academic performance more challenging.

On one hand, these overlapping issues can be a detriment, as struggles in one area spill over to others creating an environment from which it can be difficult to escape. However, these overlaps also provide an opportunity. Just as failures in one area can lead to failures in another, successes can also spill over. For this reason, it is increasingly important that corporate funders make thoughtful choices regarding the allocation of resources. Effective and targeted community investments can help alleviate issues in multiple areas of society. Leveraging resources to make the greatest possible impact is critical for corporate funders and the community as a whole.

## GREATEST SOCIAL OR COMMUNITY CHALLENGES FACING NEVADA



**Note:** Percentages reflect share of respondents citing this issue as top three priority for Nevada.



Corporate Spotlight

**GAUDIN**  
MOTOR COMPANY  
A Family Tradition Since 1922

**UNLV MEDICINE  
ACKERMAN CENTER  
FOR AUTISM**

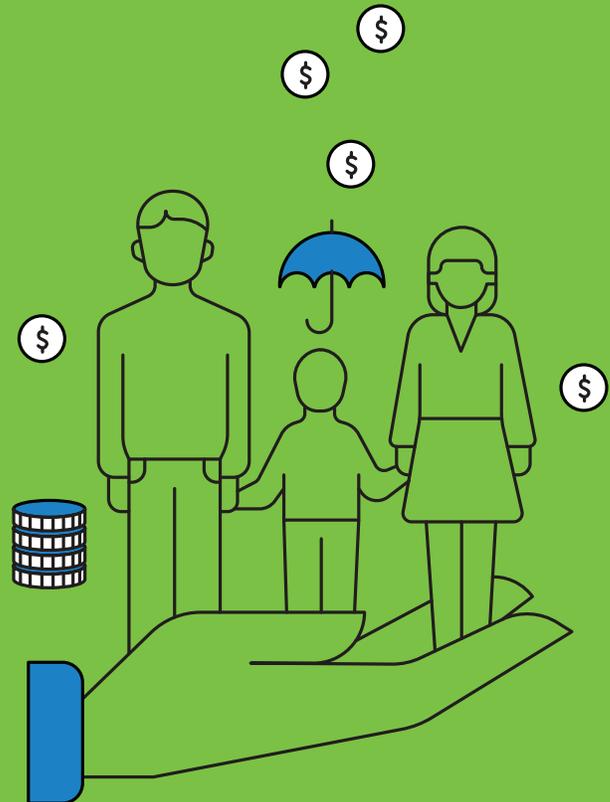
SUITE A



Courtesy of Gaudin Motor Company

## Family Business Putting Autism First

Gaudin Motor Company is a family-run business with an extensive history of charitable giving since the 1980s. In the early 90s, Gaudin Motor Company began their journey tackling a silent challenge haunting the state of Nevada: Autism. During that time, principal dealer Gary Ackerman's oldest son was diagnosed with autism, and there was not one certified, autism specialist in the entire state. Today, 1 in 54 children born in the U.S. are born on the Autism spectrum, and insurance coverage addresses only roughly 30 percent of the cost of supporting and treating a child with Autism. Without charitable support, thousands of Nevada families would be adrift trying to help their children cope. Ackerman joined the board of the Grant a Gift Autism Foundation and in partnership with the new UNLV School of Medicine, the UNLV Medicine/Ackerman Center for Autism and Neurodevelopment Solutions was formed. The Gaudin Motor Company family and employees have donated over \$2 million to the Foundation and the Center, and have spent hundreds of hours supporting events that raise funds and awareness for the Foundation and the Center.



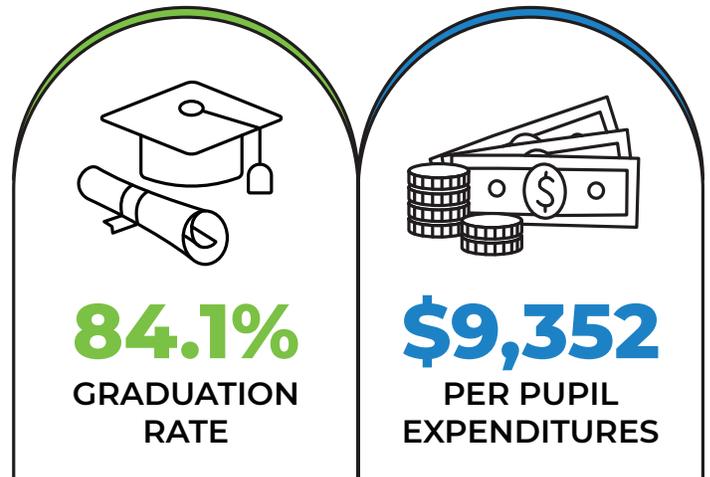


## EDUCATION IN NEVADA

Education has ranked as the top concern among survey respondents every year since the survey's inception eight years ago. Nevada's K-12 education system has consistently ranked among the lowest in the nation by a variety of measures, and education reform is seemingly at the top of the list of priorities during every session of the Nevada State Legislature. While there has been improvement in recent years, including new record highs for graduation rates, there remains a long way to go before the issue of education is no longer at the forefront of the corporate giving conversation in Nevada.

The passage of the Pupil Centered Funding Plan (PCFP) in 2019 is perhaps the most significant education reform in the state in recent history, replacing the 50-year-old Nevada Plan for School Finance, enacted in 1967. The PCFP alters the school funding formula so that funds more closely follow the students who need them the most. The plan also creates a new Nevada Education Fund to ensure education dollars stay with education and that any unspent funds are reserved in an education-specific rainy day fund. While the Pupil Centered Funding

Plan does not add additional funding for K-12 education, it is designed to preserve funds that are dedicated to education and to provide a stable, common sense framework to ensure that whatever funding is ultimately approved by the State Legislature is equitably allocated to districts, schools and students.



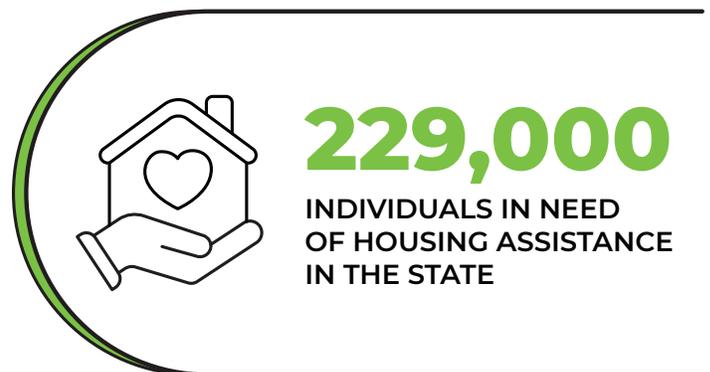
Source: Nevada Report Card (2019-2020 School Year)

## HOMELESSNESS & AFFORDABLE HOUSING IN NEVADA

Nevada has consistently struggled with both homelessness and affordable housing. With one of the highest rates of unsheltered homelessness in the nation, as well as one of the lowest inventories of affordable housing units, there is a long way to go towards solving these issues. According to the state's 2019 annual housing progress report, there were a total of 28,427 subsidized housing units at the end of 2019, a decrease of 1.3 percent from 2018. In Clark County alone, over 1,200 subsidized units have been removed from the inventory over the past five years either due to demolition or conversion into market-rate apartments or homes. The Nevada Housing Division estimates that there are over 229,000 individuals in need of housing assistance in the state, slightly over 7.4 percent of Nevada's population.

Nevada's shortage of affordable housing is recognized on the national level as well. The National Low Income Housing Coalition's annual report *The Gap for 2020* noted that **Nevada has the lowest level of affordable and available units for extremely low-income renters at just 18 units per 100 renter households.**

The Las Vegas area fares even worse and is ranked as the worst large metropolitan area in the country, with just 14 available affordable units per 100 extremely low-income renters. Extremely low-income renters are defined as households below the poverty line or 30 percent of the area's median income, whichever is lower. With a poverty rate of 12.5 percent in 2019, this group represents a significant share of Nevada's population.





Corporate Spotlight

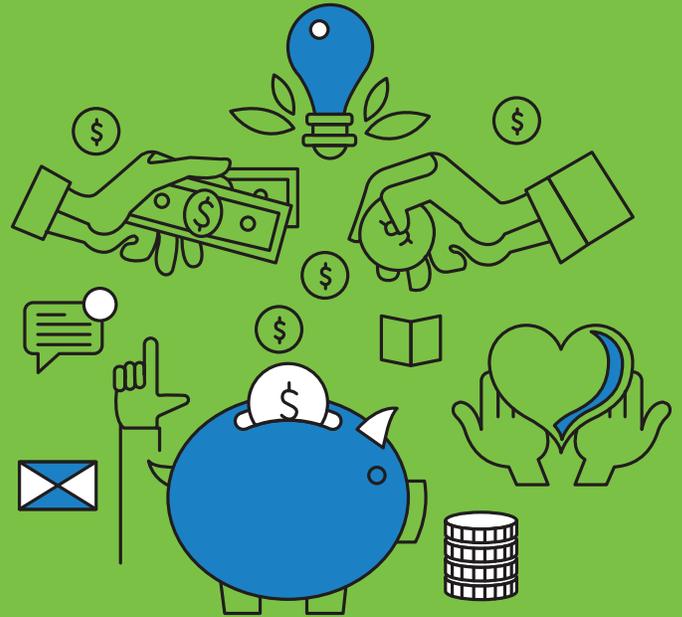
WELLS  
FARGO

# WELLS FARGO



## Teaching Finance For Greater Nevada

Education has long been a focus of Wells Fargo. To make financial education fun and engaging, Wells Fargo remodeled and expanded its exhibit at the DISCOVERY Children's Museum in Las Vegas. The new space provides fun ways for kids to learn about money, banking and commerce. Wells Fargo also piloted two new programs: Family Financial Fun Night at Arturo Cambiero Elementary School in Las Vegas and Hands on Banking Experience at the 100 Black Men national conference in Las Vegas. Both programs targeted students and families across Southern Nevada to learn the realities of managing their money while living on their own by making every day financial choices presented to them. In Carson City, senior high school students participate annually in a senior project where they select an industry to learn about. Each week for eight weeks, many Wells Fargo team members from a variety of business lines shared their roles and experiences with the students to help them learn about the multitude of opportunities available in that industry.





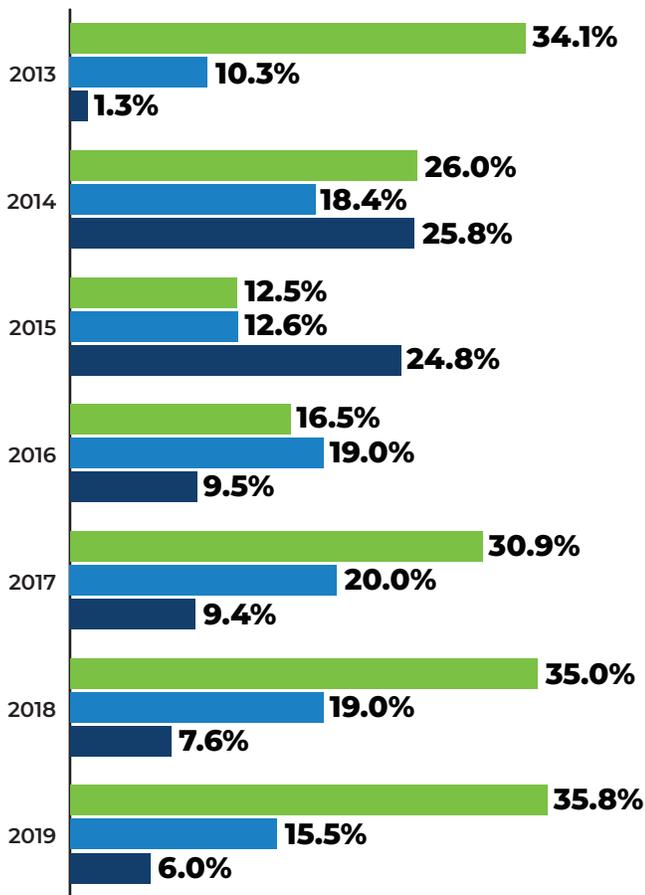
# FOR THE COMMUNITY

## OVERVIEW

The top issues identified by respondents as the most pressing facing Nevada were also the areas that received the greatest amount of financial support from the corporate community. Leading the way this year was the health and social services category which includes homeless services and affordable housing. The industry received an average of nearly 36 percent of respondents' financial contributions. Education was the second-most supported cause, with roughly 22 percent of average contributions allocated to K-12 and higher education.

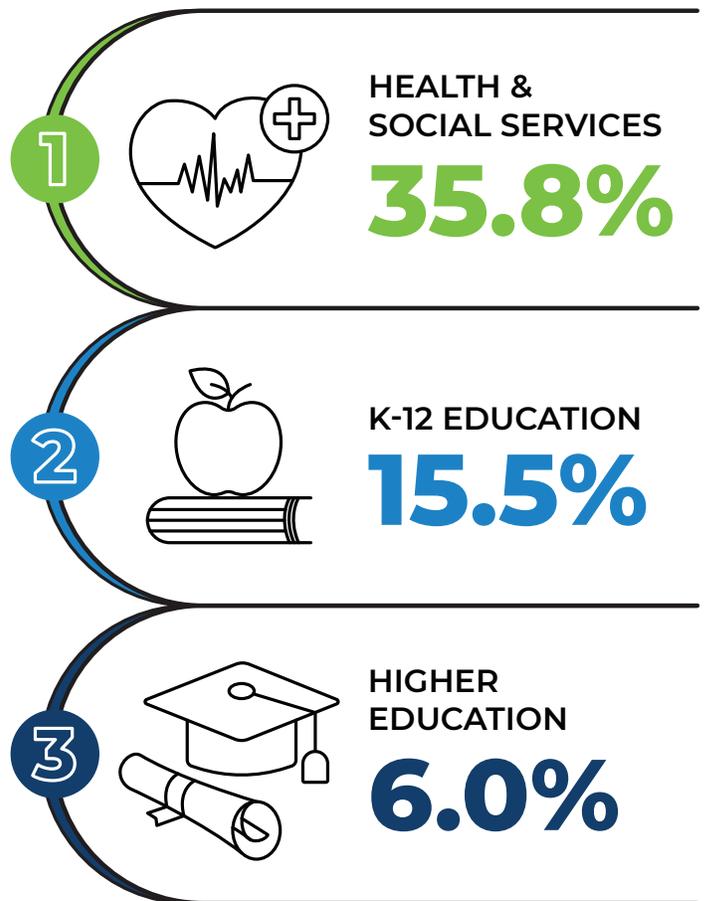
Of this, K-12 education initiatives received nearly 16 percent of total contributions, while higher education received roughly 6 percent. Other categories receiving significant support were community infrastructure (7 percent), civic and public affairs (6 percent) and arts and culture (5 percent). In total, 63 percent of respondents noted that their total contributions increased at least slightly from the prior year, while just 11 percent reported a decrease in social investments during the year.

## TRENDS IN GIVING: EDUCATION, HEALTH AND SOCIAL SERVICES



Health & Social Services | K-12 Education | Higher Education

## TOP GIVING CATEGORIES



**OTHER CATEGORIES:** Community Infrastructure, Civic and Public Affairs, Arts and Culture, Environment, Sports, Disaster Relief and Political Action Committees.



Corporate Spotlight



Courtesy of Wynn Resorts, Ltd.

## The Power of Unity: Giving Week

In 2019, Wynn Resorts participated in Giving Tuesday, the international day for charitable giving. It marked the first global alignment across the company's properties to collaborate on a single initiative to support the needs in our diverse communities. More than 1,770 volunteers participated in the company-wide initiative, making it the largest volunteer initiative in the company's history. Building on the momentum of Giving Tuesday, Wynn expanded the concept to Giving Week at Wynn Las Vegas. Daily events offered employees a variety of opportunities to raise funds for the Wynn Employee Foundation's Community Grant Fund and for other worthy organizations. These events included Tuesday's Feed the Funnel Event, in partnership with The Pack Shack, packing meals for several local nonprofit organizations. It also included Thursday's Pizza-Making Master Class, hosted by Executive Chef Enzo Febbraro of Allegro, welcoming Wynn employees as family into the kitchen to make their own pizzas from scratch, and Saturday's Great Santa Run with 150 Wynn volunteers participating in the annual charity event benefiting Opportunity Village, an organization devoted to people with intellectual difficulties.





## HEALTH AND SOCIAL SERVICES

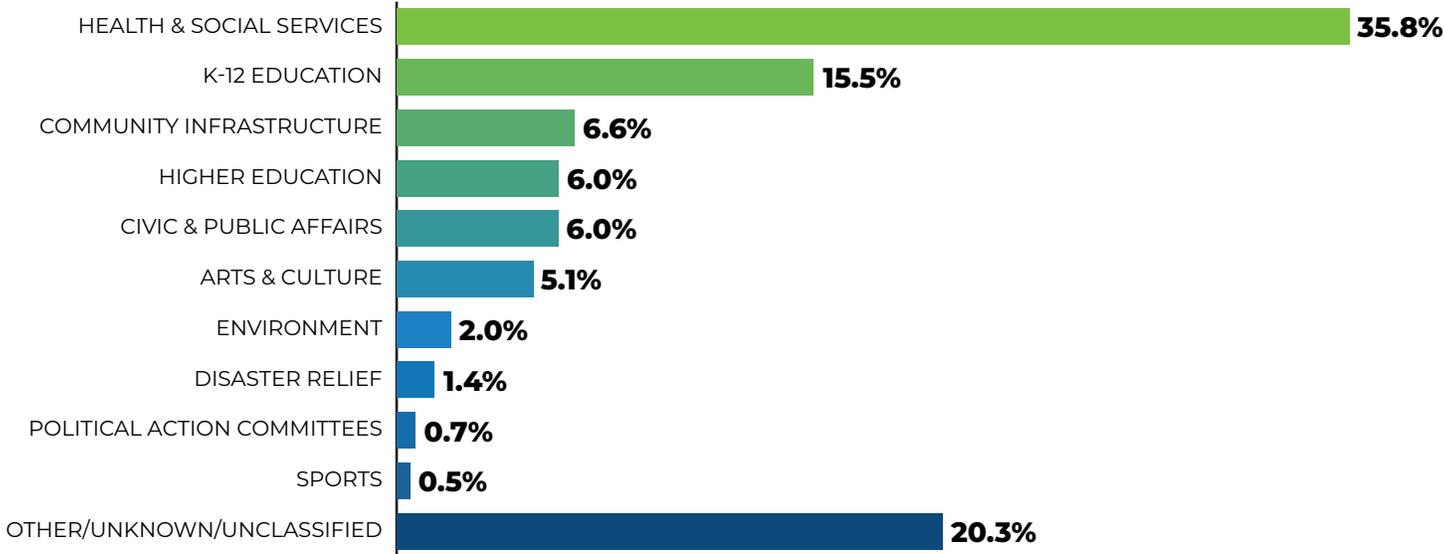
Health and social services is a broad category that covers many of the key social issues identified by respondents. Spending in this category includes anything related to healthcare, homeless services, hunger initiatives, affordable housing and others. In total, respondents reported giving an average of 36 percent of their social investment dollars towards health and social services issues in 2019, a slight increase from 35 percent reported in 2018. This marks the fourth straight year of giving increases in this category, up from a low of 13 percent of overall contributions in 2015.

 *“Attend workshops offered on funding processes to become familiar with the online portal to ensure all required documentation is submitted.”*

## EDUCATION

Education continues to rank as one of the greatest social issues facing Nevada among survey respondents, and the share of funding directed towards education initiatives by Nevada companies reflects that importance. In 2019, Nevada companies gave an average of nearly 16 percent of their social investment dollars towards K-12 education and another 6 percent towards higher education efforts. In total, education represented nearly 22 percent of social investment dollars spent by Nevada companies during the past year. Funds allocated to education also support a wide range of initiatives, including school sponsorships, scholarships, after-school programs and more. While there is a long way to go in addressing all the challenges with Nevada’s public education system, it is imperative that the private and public sectors as well as community organizations come together to improve and, in some cases, provide the resources for a solid education for all Nevada students.

### THE SHARE OF YOUR COMPANY’S SOCIAL INVESTMENTS OR PHILANTHROPIC DONATIONS DURING YOUR 2019 REPORTING PERIOD



 *“We would rather fund direct program support than sponsor events or tables.”*

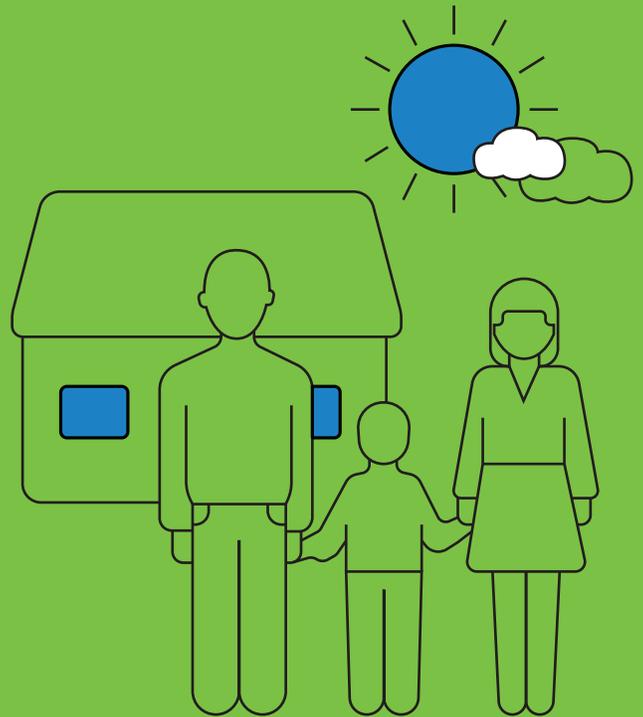


Corporate Spotlight



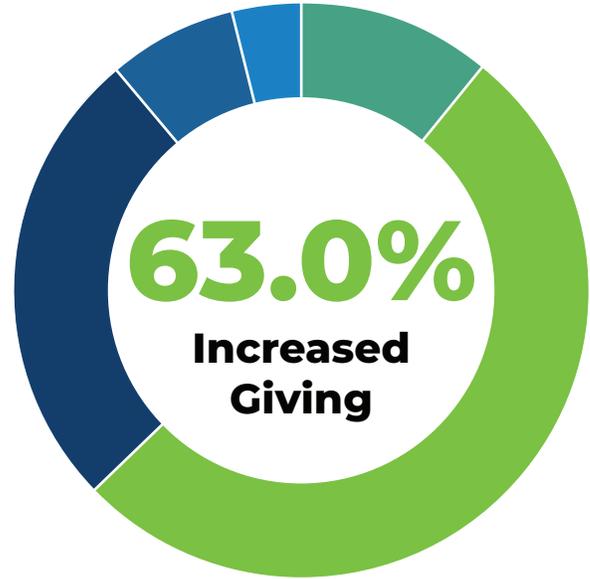
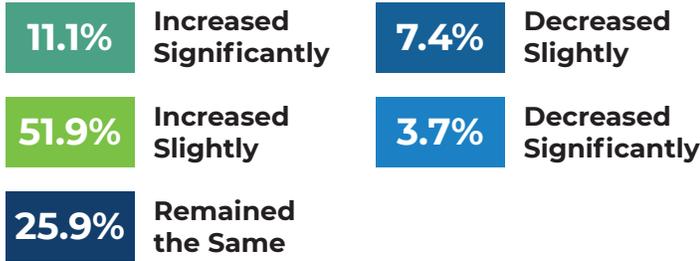
## The Nevada Housing Coalition Growing Strong

The formation of the Nevada Housing Coalition (NHC) is one of Charles Schwab Bank Community Development Team's proudest philanthropic collaborations in Nevada. In 2018, as the housing crisis in Nevada worsened with the loss and expiration of over 500 units of affordable housing, Charles Schwab Bank's Nancy Brown and Elaina Mulé recognized the need for collaborative action. This resulted in a convening of community stakeholders to identify affordable housing solutions. Stakeholders decided to form a statewide coalition to bring together northern, southern and rural housing solutions and strategies. Charles Schwab Bank provided leadership, seed grant funding, partner recruitment and technical assistance. The Nevada Housing Coalition was formally established in 2020 as a 501(c)(3) with a mission of creating sustainable solutions through community awareness, capacity building and advocacy to ensure housing options for all Nevadans. To date the NHC is 80 members strong and growing. In October 2020, NHC convened its first affordable housing summit with over 200 virtual participants across the state.

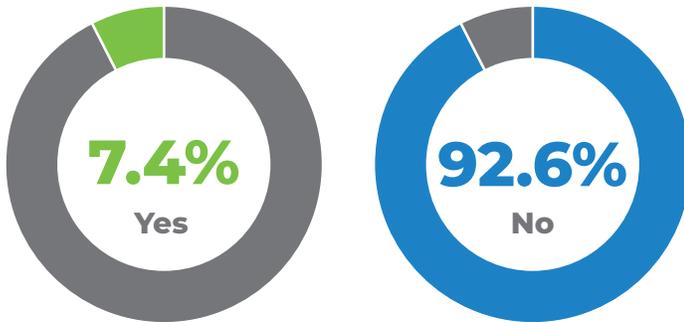




**DID THE AMOUNT OF YOUR COMPANY'S SOCIAL INVESTMENTS OR PHILANTHROPIC DONATIONS INCREASE OR DECREASE BETWEEN 2018 AND 2019?**



**DID YOUR AREAS OF FOCUS CHANGE SIGNIFICANTLY FROM 2018 TO 2019?**



*“Making meaningful connections with individuals in your community and in the organizations from which you seek assistance will undoubtedly help your cause.”*

*“Seek assistance early (well before the deadline for required assistance), and offering as much detail and specificity as possible is always a great way to stand out amongst applicants for in-kind, pro-bono or sponsorship opportunities.”*

**OTHER CATEGORIES**

All other categories represented 36 percent of social investment funding during 2019. Of this, 16 percent of social investment funding was spent on specific categories tracked by the survey, including arts and culture, civic and public affairs, environmental causes, disaster relief, political donations, and support for local

or youth sports. Another 20 percent was spent on efforts outside of the scope of the survey, indicating an increase in variety of community efforts supported by Nevada’s companies. In 2018, only 11 percent of total social investments fell outside the specific categories tracked by the annual survey of Nevada’s companies.



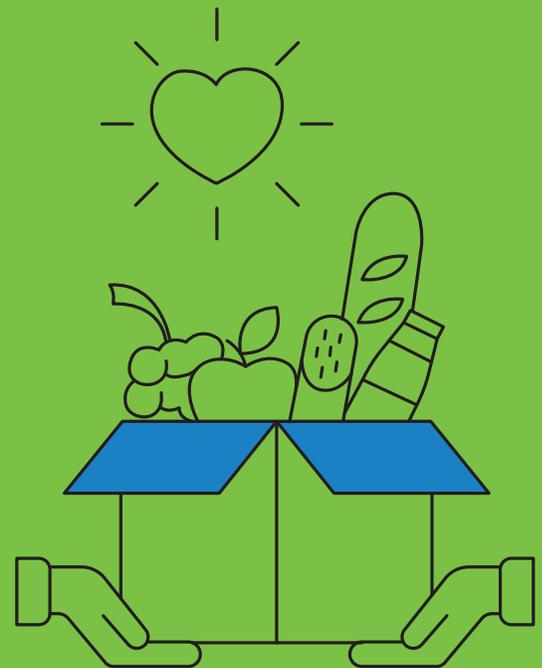
Corporate Spotlight



Courtesy of Southwest Gas

## Employees Spearhead Giving Through FUEL For LIFE

The Southwest Gas employee giving program, FUEL for LIFE, has steadily grown in popularity since its inception in 2012. This past year, employee participation was a record-high 75 percent in Nevada. Southwest Gas attributes the overall success of this program to the generosity of its incredible employees. They participate in the whole process, from nominating nonprofit partners to making the ultimate impact by contributing a percentage of their salaries through payroll deductions. The company covers all the administrative costs, ensuring that 100 percent of the employees' contributions go directly to the charity of their choice. Employees raise money throughout the year which then gets donated to charities the following year. The 2020 campaign was an enormous success, with Southwest Gas employees raising more than \$1.1 million for Nevada's nonprofits. Companywide, employees raised more than \$2 million for organizations within the company's service territories in Arizona, California and Nevada. Overall, 1,819 employees contributed, including 861 employees in Nevada alone.





## FOR THE COMMUNITY PARTNERS

For companies to make significant impacts with their social investment dollars, strong partnerships with community organizations are key. Introduced last year, survey respondents were asked to include a piece of advice they thought would benefit nonprofits and other community partners. By sharing these pieces of advice and best practices within this report, the goal is to help build stronger community partnerships and amplify the effects of social investment dollars spent by Nevada companies.

Although these values differ from company to company and change each year, there are several important pieces of information that Nevada companies seek to receive from community partners when establishing a partnership in order to feel secure in knowing their dollars are being spent effectively. ***This year, slightly over 60 percent of respondents indicated that they like to receive some type of impact or outcome measurements from their community***

***partners, assessing the impact of the programs they support.*** Other important areas identified by survey respondents were the financial details of the community partner organization, noted by 34 percent of respondents, and a strategic plan identified by 26 percent of survey participants.

Nevada companies also run into many issues when attempting to partner with a community organization. According to respondents, chief among these is that the focus of the community organization requesting funding has no alignment with the company's business strategy or giving focus area, which was identified by 53 percent of respondents. Other common issues are an incompatibility with company ideals or strengths (40 percent) and disorganization on the part of the community organization (37 percent).

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

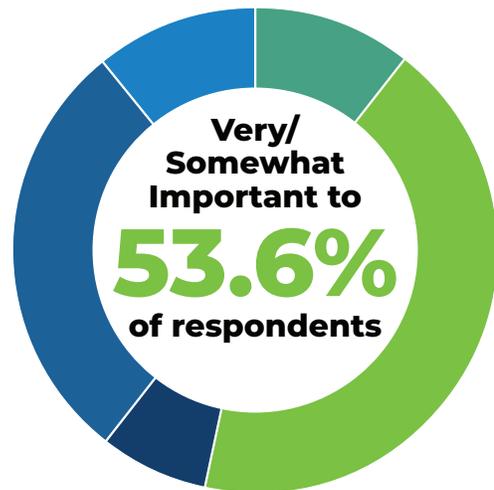
<b>60.5%</b>	Impact/Outcome Measurements
<b>34.2%</b>	Financial Information
<b>26.3%</b>	Strategic Plan
<b>18.4%</b>	ROI Figures
<b>2.6%</b>	Board Development Plan
<b>2.6%</b>	Other

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

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

<b>29.6%</b>	A company should attend all events that it sponsors
<b>70.4%</b>	Event attendance should be optional

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



<b>10.7%</b>	Very Important	<b>28.6%</b>	Of Little Importance
<b>42.9%</b>	Somewhat Important	<b>10.7%</b>	Don't Know/Doesn't Apply
<b>7.1%</b>	Somewhat Unimportant		



Corporate Spotlight



## Employee-Planned Chili Contest Raises Donations For Northern Nevada Homeless Youth

Haws believes in giving the power of choice to its employees. Every two years, employees select two local charities to support, and for 2019, Northern Nevada Children's Cancer Foundation and the Eddy House were chosen. The Eddy House assists homeless youth in our community by providing resources and a safe place to stay, and Haws is in the process of building their new overnight facility. To raise money for the Eddy House, Haws' employees put together a scavenger hunt throughout its onsite warehouse. Employees paid to enter the hunt or to bid on the team they thought would win. Another employee-planned event to raise money was Haws' own chili contest where employees cooked their best chili recipe for a chance to win a small prize. Employees purchased a ticket to sample the recipes entered. By the year's end, Haws proudly donated \$6,570 to the Eddy House.





Respondents indicated that they often experience challenges when seeking alignment in various functional areas with their community partners. Approximately 53 percent of respondents cited there is no alignment with company business strategy and focus areas. In addition to a company's priority causes, this alignment can be based on a company's operational strengths, desire for volunteer opportunities or geographic considerations. Nearly two-fifths of respondents also reported a common challenge is incompatibility with company ideals, as well as disorganization within the nonprofits to which they would like to give. For this reason, companies do significant due diligence to ensure that the partnership will be fruitful and allow for the greatest possible community impact before finalizing commitments.

### COMMON CHALLENGES TO GIVING

52.6%	No alignment with company business strategy and focus areas
39.5%	Incompatibility with company ideals and/or strengths
36.8%	Disorganization of nonprofit, charity or community-based organization
23.7%	Geographic area not appropriate for company focus
21.1%	Lack of opportunities for employee volunteers
10.5%	Inability to scale charity to meet corporate philanthropy needs
7.9%	Incomplete and/or improper grant submission
10.5%	Other

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

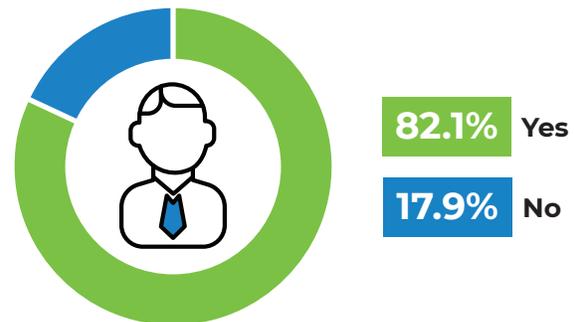
## FOR THE EMPLOYEES

Employees play an important role in corporate social investment strategies. Volunteer programs established by companies can have positive impacts for the community, the company and their employees. Participating in volunteer activities can be a deeply rewarding experience and can provide the opportunity for teambuilding among company employees. Participation can also improve job satisfaction and instill the feeling that the work employees are doing is making a positive impact in their community.

*In 2019, approximately 82 percent of respondents indicated that their company has some sort of volunteer program,* a dramatic increase from 2018 when just 57 percent of respondents indicated that they have an established volunteer program. These programs can take many forms, the most common types of which are detailed in the table on page 21. Of those companies with established volunteer programs, 26 percent reported that at least 50 percent of their employees participated in one or more of their volunteer programs during the past year.

In total, survey respondents reported that their employees spent over 210,000 hours volunteering in the community during 2019, an estimated average of 2.6 hours per employee. Applied statewide, this would equate to 3.2 million volunteer hours spent in the community, up from an estimated 2.7 million in the prior year. Employees are a high priority in Nevada companies' social investment and hopefully this is a trend that continues into the future.

### DOES YOUR COMPANY HAVE AN EMPLOYEE VOLUNTEER PROGRAM?





Corporate Spotlight

**CITY NATIONAL BANK**  
AN RBC COMPANY

**CITY NATIONAL BANK**  
AN RBC COMPANY

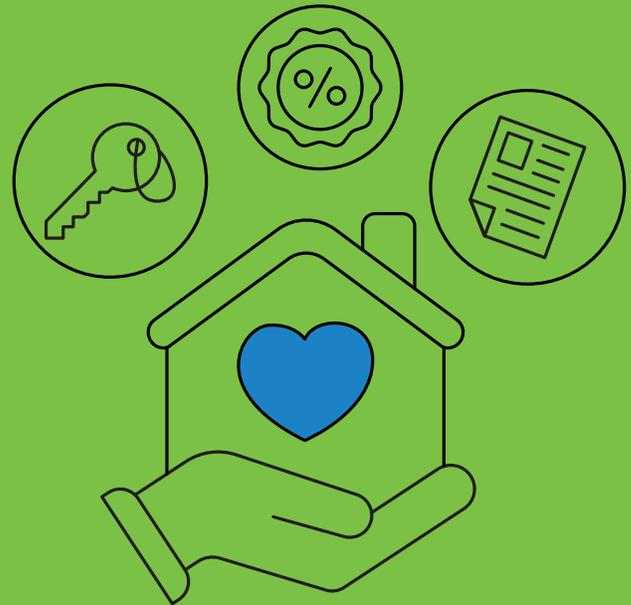
**Habitat**  
for Humanity



Courtesy of City National Bank

## Nationwide Support For Habitat for Humanity

City National Bank announced plans to take its local volunteer work national by way of a series of builds with Habitat for Humanity. Habitat for Humanity is a global nonprofit housing organization working in local communities across all 50 states in the U.S. and in approximately 70 countries. Habitat's vision is of a world where everyone has a decent place to live. Habitat works toward that vision by building strength, stability and self-reliance in partnership with families in need of decent and affordable housing. Habitat homeowners help build their own homes alongside volunteers and pay an affordable mortgage. In 2019, 10 volunteers spent 50 hours helping build windows and roofing for the construction of a new home in Henderson. In addition, \$10,000 was raised locally to be donated to Habitat for Humanity. With events such as team home builds, galas and fundraisers in more than a dozen locations, City National contributed \$435,000 nationally to Habitat for Humanity Annual Build Projects across the country.



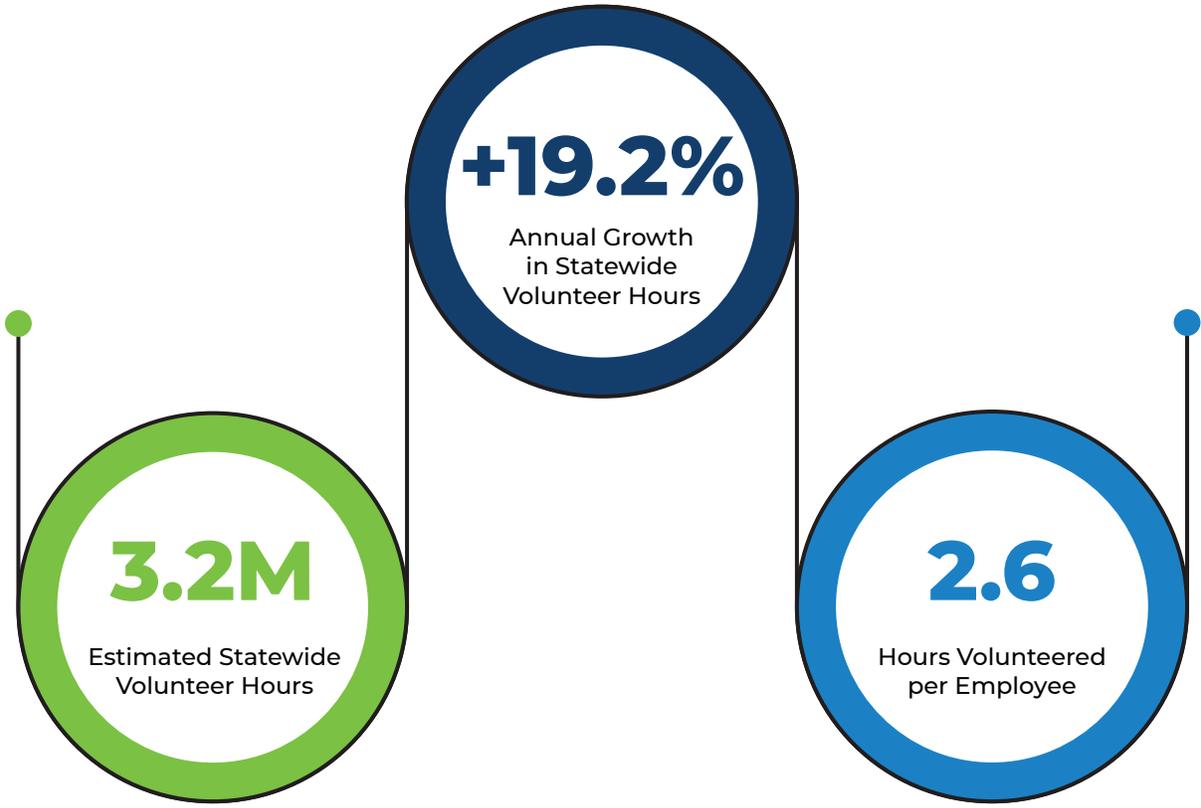
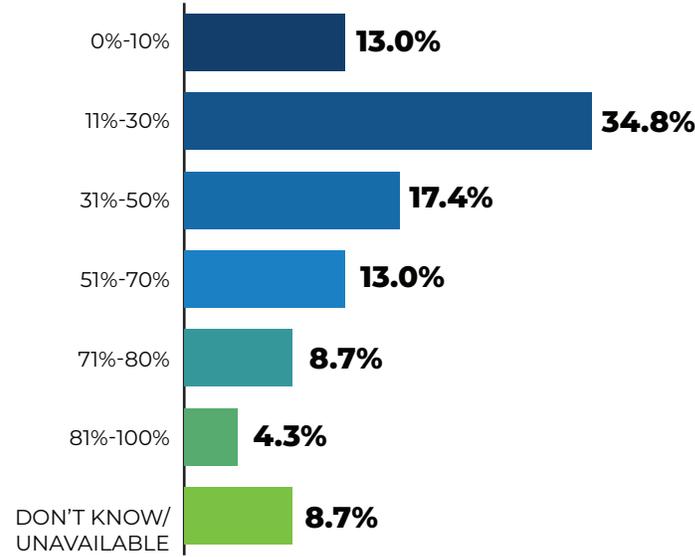


**VOLUNTEER PROGRAMS OFFERED**

<b>36.8%</b>	Family Volunteering
<b>34.2%</b>	Employee-Volunteer Recognition Programs
<b>23.7%</b>	Flexible Scheduling
<b>15.8%</b>	Board Leadership Programs
<b>13.2%</b>	Dollars for Doers
<b>10.5%</b>	Paid Release Time
<b>7.9%</b>	Team Grants
<b>5.3%</b>	Retiree Volunteering
<b>2.6%</b>	Volunteer Incentive Bonuses
<b>10.5%</b>	Other

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

**APPROXIMATELY WHAT PERCENTAGE OF YOUR COMPANY'S EMPLOYEES PARTICIPATED IN YOUR EMPLOYEE VOLUNTEER PROGRAM DURING THE 2019 REPORTING PERIOD?**





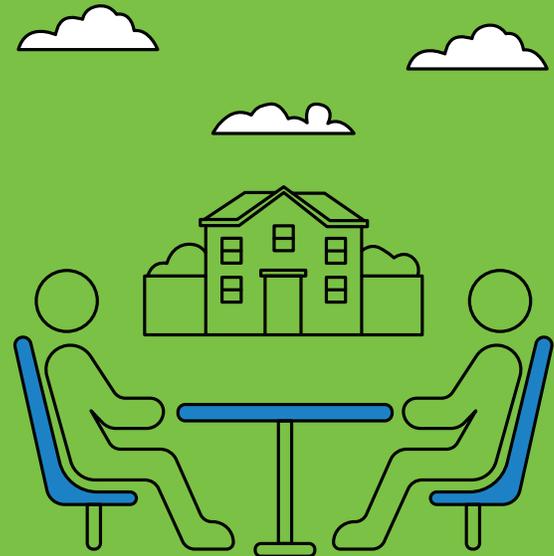
Corporate Spotlight



Courtesy of Gorelick Real Estate Advisors, LLC

## Village On Sage Street

Gorelick Real Estate believes in the importance of giving back to the community. Allison Gorelick, a Community Foundation Board member, represented Gorelick Real Estate Advisors by offering hundreds of hours of service as a volunteer and personally contributed \$100,000 to the development of an affordable housing option in Northern Nevada. Village on Sage Street is a development project of 216 affordable housing units through a public, private and social partnership. The Village provides safe, clean and affordable housing to people who earn between 30 percent to 60 percent of area median income and are working but struggling to afford rent. By only having to pay a maximum of 30 percent of gross monthly income on rent, lodgers are able to save money, reduce debt and pursue their personal and professional goals. Once the final development debt is paid off, the Village will be self-sustaining: lodger rents will fully cover operational costs. The Village is now fully occupied, and Allison's generosity of her time, knowledge and resources is unparalleled.





## FOR THE COMPANY

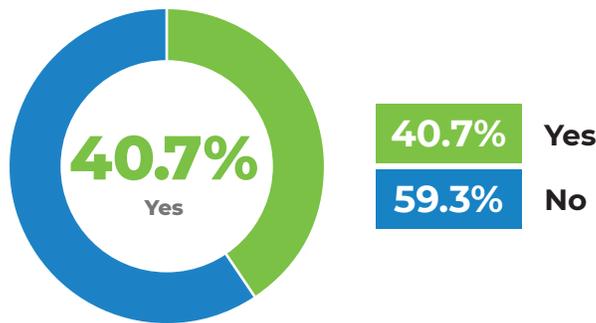
While the primary focus of social investments is the improvement of the communities in which companies operate, there are also benefits to be had for the companies making the investments. Consumers are becoming more conscious about how their spending impacts their community and environment. Being

perceived as a good corporate citizen can have a tremendous impact on the willingness of consumers to do business with a given company. Sponsoring volunteer days and other charitable or social investment events can also serve as a way to promote a company and provide good public relations.

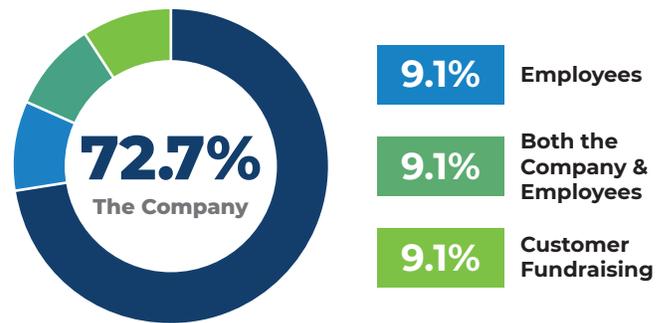
### WHO HOLDS FINAL DECISION-MAKING AUTHORITY FOR SELECTING GIVING FOCUS AREAS?

RESPONSE	2015	2016	2017	2018	2019
CEO/CFO/COO	21.0%	30.0%	48.0%	35.0%	32.1%
Foundation Leadership	21.0%	25.0%	20.0%	18.0%	25.0%
Separate Corporate Philanthropy Leader in Organization	29.0%	10.0%	16.0%	18.0%	14.3%
Employees	15.0%	5.0%	11.0%	9.0%	7.1%
Board of Directors	7.0%	0.0%	0.0%	9.0%	3.6%
Other	7.0%	30.0%	5.0%	12.0%	17.9%

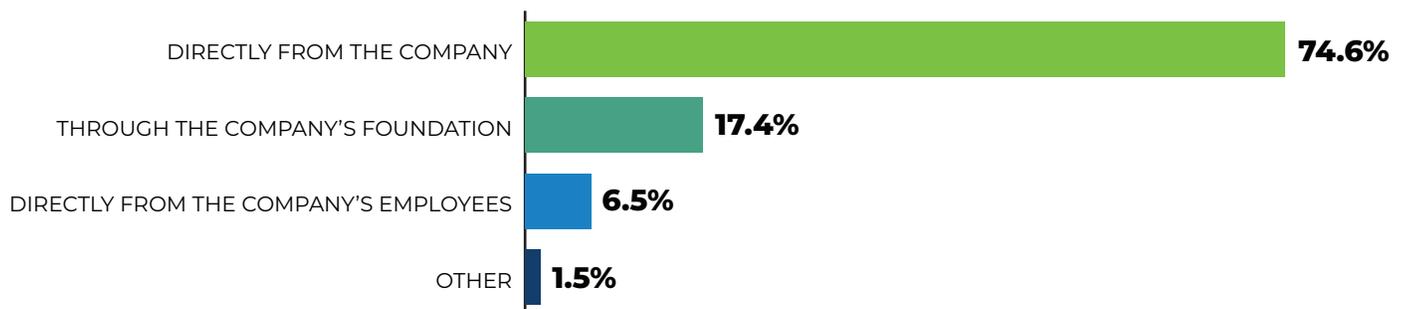
### DOES YOUR COMPANY HAVE A FOUNDATION?



### WHO PROVIDES FUNDING FOR THE FOUNDATION?



### WHAT SHARE OF YOUR COMPANY'S SOCIAL INVESTMENT, SOCIAL RESPONSIBILITY AND PHILANTHROPIC EFFORTS ARE PROVIDED BY EACH SOURCE?





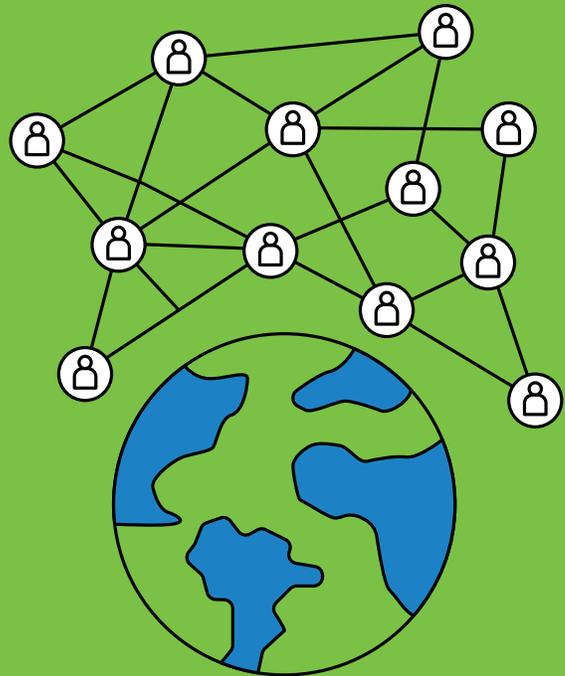
Corporate Spotlight



Courtesy of R&R Partners

## Spread The Word Nevada

R&R Partners is dedicated to providing service to its communities and promoting charitable giving with its employees. R&R Partners grants 40 hours of volunteer time off for its employees each year. In addition, the R&R Partners Foundation organizes a volunteer event each month for employee participation. In 2019, R&R Partners teamed up with Henderson's Spread the Word Nevada both in August and again in September after its initial success. Spread the Word Nevada is dedicated to advancing childhood literacy within low-income communities by changing lives one book at a time. R&R Partners volunteered for a couple of hours to clean donated books from stickers, scribbles and scuffs, while discarding overly worn-out books. That year, 25 R&R Partners employees contributed a total of 50 hours to Spread the Word Nevada.





Each company has a unique process for decision-making related to social investments and a different structure for facilitating its contributions. These processes and giving patterns are influenced by a number of factors, including a company's size, industry and past experiences with its social investments. For example, 50 percent of respondents this year indicated that their company regularly produces a corporate social responsibility, social investment or philanthropy report for the public, nearly doubling the rate from last year. Similarly, of the 41 percent of respondents that reported their company has a foundation that facilitates some of their social investment, most tend to be larger companies with a presence beyond the state of Nevada.

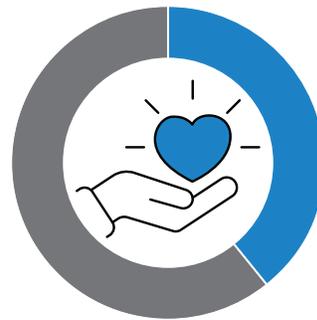
When asked about their motivations for giving on a scale of 1 to 5, approximately three out of 10 (or 29 percent) of respondents stated that creating opportunities for business innovation or growth was their most important factor when investing. Another 29 percent of respondents believed that creating community wellness and sustainability for their employees to live and work was the most important factor when engaging in philanthropic efforts. The factor that received the highest average importance was providing opportunities for the company to engage with their employees. Notably, as in past years, these motivations were highly clustered, reflecting multiple considerations underlying companies' social investment decisions.

### COMMITMENT TYPE



**83.7%** Single-Year  
**16.3%** Multi-Year

### DONATION TYPE



**39.3%** Restricted  
**60.7%** Unrestricted

### RANKING MOTIVATIONS FOR GIVING

RANK	FACTOR	LESS IMPORTANT			MORE IMPORTANT		MEAN SCORE
		1	2	3	4	5	
1	Providing opportunities to engage with the company's employees	4.2%	16.7%	29.2%	37.5%	12.5%	3.38
2	Increasing customer loyalty	12.5%	29.2%	8.3%	25.0%	25.0%	3.21
3	Creating opportunities for business innovation or growth	16.7%	20.8%	20.8%	12.5%	29.2%	3.17
4	Community wellness/sustainability where employees live and work	45.8%	12.5%	4.2%	8.3%	29.2%	2.63
5	Protecting/enhancing the company's reputation	20.8%	20.8%	37.5%	16.7%	4.2%	2.21

*"Do your research about our company and what our areas of focus are. This includes reaching out to our local foundation manager for an introduction and conversation."*

*"Develop a well thought out proposal with a clear ask (develop a good logic model) and provide a thorough application that includes everything requested."*



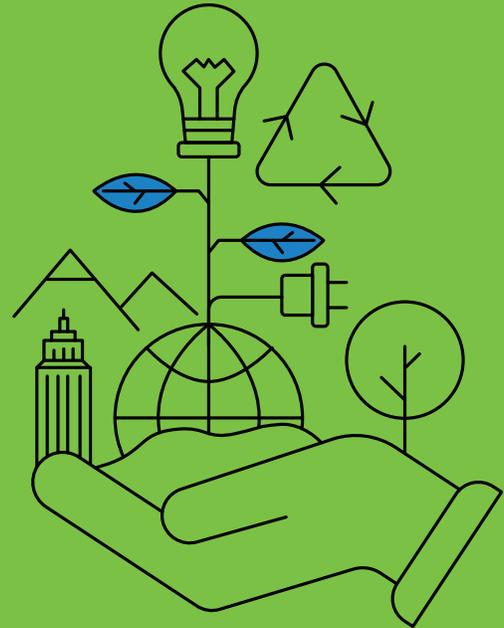
Corporate Spotlight



Courtesy of Bank of Nevada

## Green Our Planet

A significant part of Bank of Nevada's 2019 community support focused on Green Our Planet (GOP), which uses gardens to teach students about nutrition, STEM education and business principles. Bank of Nevada provided \$10,000 in funding to GOP in 2019, and had 50 volunteers, including some from the Northern Nevada division, First Independent Bank, donate a combined 100 hours. Gardens built by these volunteers are offered at little or no cost to the schools, many of which serve low-income households. GOP provides teachers with a state-approved curriculum to utilize the garden in classroom learning. Students understand the benefits of growing their food, the importance of healthy eating and often encourage their parents to build a home garden. Additionally, student-grown fruits and vegetables are sold in an annual student farmer's market. Bank of Nevada volunteers spent a total of 20 hours working directly with students to help them understand business principles related to selling a product, operating a business and marketing their products. Money raised at the market supports each school's garden program.





## CONCLUSION

Overall, corporate social investments in the state of Nevada continued to expand during the latest reporting period. In addition, the share of companies reporting formal volunteer programs for their employees continue to increase, which demonstrates a corporate commitment to not only helping the community but investing in team members. These commitments are reflected in the latest tally of statewide giving that reached over \$527 million and 3.2 million volunteer hours. Nevada companies are doing more than ever to partner with the public sector and community organizations to ensure the Silver State is taking care of its own.

While the financial and volunteerism performances in 2019 were impressive, the economic and operating environment took a dramatic change as a result of the COVID-19 health crisis and related response. Businesses were shuttered, employees were relieved of their duties and the community adjusted to a new way of living. These factors resulted in the immediate loss of nearly 350,000 jobs and countless others experienced financial hardships. The need in Nevada was never greater, particularly in such a short period of time. The community once again came together, but the challenges continue to outstrip the resources during this latest recessionary cycle. The next edition of the *Nevada Corporate Giving Report* will shed new light on how businesses, employees, nonprofits and the community responded in the face of adversity.



***“Take a broader view and reflect on your organization’s primary purpose. Now is the time to reset your vision to maximize your impact. Curtail services that aren’t relevant to the mission, forgo partnerships to extend reach and be willing to adapt.”***



***“Meet your obligations to your donors. Whether it be reporting requirements, volunteer opportunities, or recognition for their investment, it is very important to follow through.”***



***“Our philanthropic philosophy is built around relationships. We welcome the opportunity to get to know our partners to get to know our partners’ vision and mission, and for our partners to get to know our business and goals as well, so that we can work together to truly impact our state. We encourage organizations to submit mission-based grant requests to our Foundation and to develop creative sponsorship opportunities that move beyond traditional dinners, galas and golf tournaments.”***



Corporate Spotlight

Smith's



Courtesy of Smith's Food & Drug

## Zero Hunger | Zero Waste Initiative

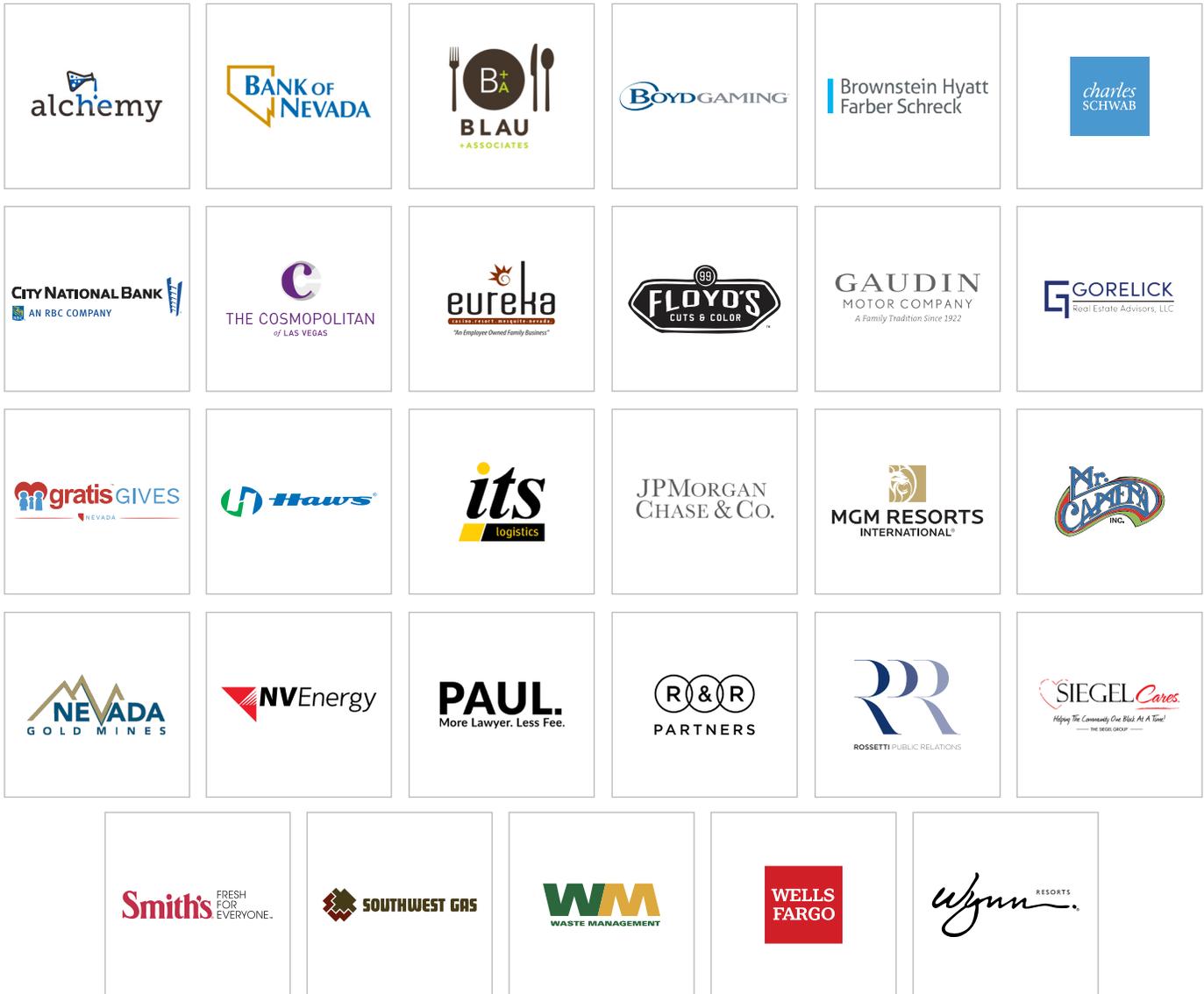
Smith's Food & Drug launched its Zero Hunger | Zero Waste social impact plan to eliminate waste from its operation, especially food waste, and to help end hunger in the communities it serves by 2025. The grocer's zero waste commitment sets a new standard for food waste reduction goals and will have a ripple effect across their supply chain and industry. In 2019, the grocer achieved nearly 62 percent total diversion of recyclable waste in its stores. One particular feature of Smith's Zero Hunger | Zero Waste initiative is the donation of 14 million meals to those in need. Smith's opened four food pantries in public schools to help eliminate hunger among the most vulnerable. In the pantries Smith's has opened, 60 percent to 90 percent of the students are living below the poverty line. The pantry is stocked with life-sustaining proteins such as fresh produce, dairy and meat. For their loyal customers, Smith's is making it easier for customers to make sustainable choices when they shop, cook and store their foods with their website [SustainabilityLivesHere.com](https://SustainabilityLivesHere.com).





# THANK YOU TO OUR SURVEY PARTICIPANTS & 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.



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## **ABOUT NEVADA CORPORATE GIVING COUNCIL**

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

## **ABOUT MOONRIDGE GROUP**

Moonridge Group serves as the catalyst between individuals, foundations, and corporations to help achieve their philanthropic goals. The company combines analytical and strategic thinking, with thoughtful stakeholder engagement and collaborations.

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