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Co-Chair

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Nevada Corporate Giving Council (NCGC) would like to thank all the businesses that participated in the tenth annual corporate giving survey. For the past decade, we have seen a variety of corporations in Nevada step up to provide where they direct their charitable giving.

Led by the Moonridge Group, with diverse representation across all sectors, and chapters in Northern and Southern Nevada, the NCGC promotes best practices by convening council members quarterly and publishing an annual statistical report on the corporate giving landscape of Nevada. Its members hold a shared interest in utilizing strategic corporate giving programs that benefit their

employees, their company, local nonprofits, and our community. NCGC's vision is to arm Nevada's corporate giving leaders with the knowledge and insights needed 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 the Nevada Corporate Giving Council, 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.

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Moonridge Group is honored to oversee the work of the NCGC and co-produce the *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.

We at Moonridge believe it is best to examine data on an annual basis due to the constantly changing economic environment and community needs. By doing this, we are able to achieve the greatest impact through corporate giving and are able to provide the needed insight to direct the resources to the areas most in need. We believe it is important to ensure the community's needs are met and funders understand where charitable giving would

be most impactful. Although Nevada ranks relatively low when compared to other states, we believe that by utilizing the resources within this report, Nevada has the ability to make a difference in our nation through being a leader in corporate giving.

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

Brian Gordon
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A DECADE OF GIVING

\$3 B+

Total Corporate Giving

\$500 M+

Total Employee Giving

10 M+

Hours Volunteered by Employees

Applied Analysis, in cooperation with Moonridge Group and NCGC, is proud to present the *2023 Nevada Corporate Giving Report*. Over the course of the last decade, our teams have worked together to create this comprehensive report that quantifies philanthropic efforts made by Nevada businesses that positively impact a wide range of social challenges faced by the state.

In preparation for the annual report, a survey was distributed to companies in Nevada that covers each company's giving trends and practices for the 2021 and 2022 reporting periods. Several areas related to companies' giving are highlighted, including funding methods, volunteer and charitable programs, supported causes, motivation for giving and financial information. The responses are then aggregated and combined with supporting research to provide greater context for the assessment contained herein.

This report aims to illuminate the efforts of Nevada businesses to affect positive change in the community and to share best practices within the field of corporate giving and philanthropy. By bringing together community stakeholders and providing them with timely information, it is our hope that we can better guide informed decisions which will, in turn, provide greater social impact within the state of Nevada.

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CORPORATE SPOTLIGHTS

The survey, which was conducted in 2023, asked respondents to provide a brief description of a corporate social investment, social responsibility or philanthropic initiative undertaken during 2021 or 2022 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 provide a 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.



EXECUTIVE SUMMARY

Over the past decade, the *Nevada Corporate Giving Report* has provided meaningful insights and quantifiable metrics related to the charitable giving sector of Nevada. Corporations who actively do business within the Silver State have devoted hours of their time to provide not only their viewpoints about charitable giving, but also the aggregate values of how much they gave back to the state over the years. As a result of the dedication of these businesses, this report assists institutions nationally looking to better understand the nature of corporate giving and societal issues impacting communities within Nevada. Although the COVID-19 pandemic altered the state's charitable giving values and community areas of focus over the past few years, the trajectory of corporate giving has continued to increase, with added attention on health and social services, along with education.



During 2022, corporate giving in Nevada reached an estimated \$621 million, which reflected an impressive 7.2 percent increase from the prior year. While the overall value of giving remains substantial, it is worth noting that the average corporate giving per employee declined modestly from \$478 in 2021 to \$469 in 2022. Total giving was aided by the aggregate increase in private sector employment within the state during the same timeframe. Nevada added over 111,300 jobs from 2021 to 2022, representing a 9.2 percent increase. The expansion of the job base and relatively stable giving on a per-employee basis translated into an increase of more than \$70 million in employee giving during the past year. For reference, giving edged up 5.5 percent in 2021 compared to 2020, which reflected a \$67-million gain.

In addition to corporate monetary and in-kind donations, many employees also donate their time both during and outside of normal work hours to better the community. In 2022, an estimated 1.9 million hours were volunteered by corporate employees throughout Nevada. This represents an increase of over 600,000 volunteer hours from the prior year. Expanded volunteer options becoming available due to the removal of many restrictions that were put into place as a result of the COVID-19 pandemic likely contributed to the strong gains in volunteerism.

While Nevada has made great strides in its philanthropic efforts during the past several years, additional support

and dedication is needed to address community-specific challenges and become a national leader. Today, Nevada corporations better understand community needs and are able to leverage the research within this publication to direct their charitable giving in a more meaningful way. Feedback from these corporations enables nonprofit organizations and other recipients to easily identify funder expectations, increasing alignment and comparability.

A critical element of the community giving equation is not necessarily the amount of dollars invested by strong corporate citizens, but the investment of time, energy and creativity sourced to their employees. Nevada ranks as one of the lowest states in terms of overall volunteerism despite resources in place to provide opportunities. Nearly all corporate philanthropists believe that employee volunteer programs can improve company morale and pride, yet only two-thirds offer an employee volunteer program.

As Nevada's economy continues to evolve and grow, it is the hope that the *Nevada Corporate Giving Report* can provide the roadmap to help local communities moving forward. Increased engagement, incremental financial support, and a collaborative mission to help where the need is greatest can translate into exponentially greater results for the state of Nevada.

NEVADA GIVING IN NUMBERS

	2021	2022
 <p>CORPORATE GIVING</p>	\$579.7 M	\$621.4 M
 <p>EMPLOYEE GIVING</p>	\$67.1 M	\$70.7 M
 <p>VOLUNTEER HOURS</p>	1.3 M	1.9 M



PHILANTHROPIC DONATION TRENDS

62.5%

of respondents cited increased giving from 2021 to 2022

SOCIALLY RESPONSIBLE OPINIONS AND PERCEPTIONS



92.1%

of respondents believe Nevada companies are socially responsible



84.6%

of respondents believe being socially responsible means caring about the community

VOLUNTEER TRENDS



96.8%

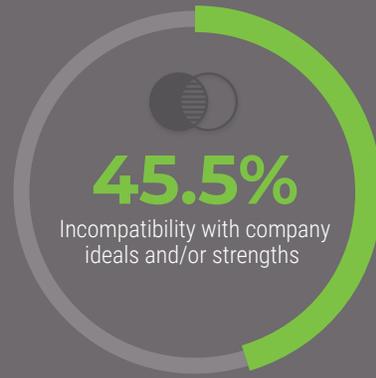
of respondents believe employee volunteer programs improve company morale/pride



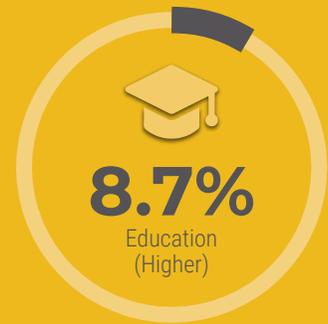
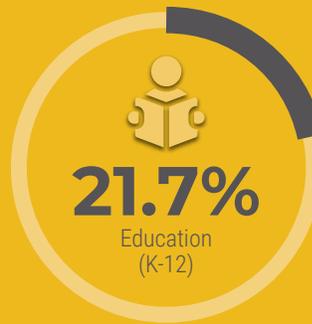
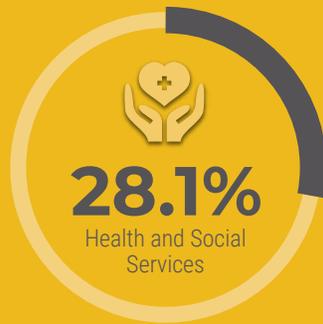
69.7%

of companies offer an employee volunteer program

MOST COMMON CHALLENGES TO GIVING



DISTRIBUTION OF GIVING



GREATEST SOCIAL CHALLENGES FACING NEVADA

SOCIAL CHALLENGES WITH GREATEST IMPROVEMENTS IN NEVADA*

EDUCATION

FOOD INSECURITY

AFFORDABLE HOUSING

WORKFORCE/
BUSINESS DEVELOPMENT

HEALTHCARE/
MENTAL HEALTH

CULTURE AND ART

*Within the last 10 years



CHARITABLE GIVING

NATIONAL TRENDS IN CHARITABLE GIVING

In the United States, charitable giving and volunteer work are a part of the fabric of our society. As of the 2021 fiscal year (latest available), according to the National Philanthropic Trust, there were 1.43 million registered public charities in the United States under section 501(c)(3). Globally, the United States was third in the 2022 Charities Aid Foundation World Giving Index, which analyzes 1.6 million responses from 119 countries. While the nation had fallen to 19th place in 2020 during the COVID-19 pandemic, as the economy has bounced back, so has charitable giving and volunteerism. The United States was the only high-income country to be showcased in the top ten countries for volunteering, ranking seventh overall, a significant improvement from the 21st position reported in the prior year. The nation also ranked as the fourth top country for helping a stranger and was the only country in the top ten that was not located in either Africa or South/Central America. In terms of total giving amounts, Giving USA reported that the United States gave \$499.3 billion in 2022, up 3.0 percent from the prior year.



*37% of People in the
United States Volunteered*

Source: Charities Aid Foundation,
World Giving Index 2022.



Each year, Boyd Gaming hosts two holiday decorating competitions: “Trees of Hope” and “Wreaths of Hope.” Nonprofits across the nation are invited to participate by decorating a tree or wreath to benefit local charities. Boyd guests and team members vote for their favorites, with the winning charities receiving cash prizes in support of their efforts.

In 2022, “Wreaths of Hope” awarded a prize pool of nearly \$65,000 for a total of 35 charities in Southern Nevada. Participating nonprofit organizations decorated wreaths at Aliante, The Orleans, Gold Coast, Suncoast, Sam’s Town, Cannery and Main Street Station. Since 2007, Boyd Gaming has awarded more than \$1.2 million nationwide.



Gratis Payment Processing, LLC launched a charitable initiative called Gratis Gives to connect local businesses with nonprofit organizations. By reallocating a portion of the credit card payment processing fees that businesses incur to local nonprofits, Gratis has supported over twelve nonprofits in Nevada since starting the initiative in 2022. All of the funding from Gratis Gives comes from the merchants’ option to participate, transforming necessary business service into a source of funding for corporate philanthropy. Since 2022, Gratis has donated close to \$100,000 through this program.

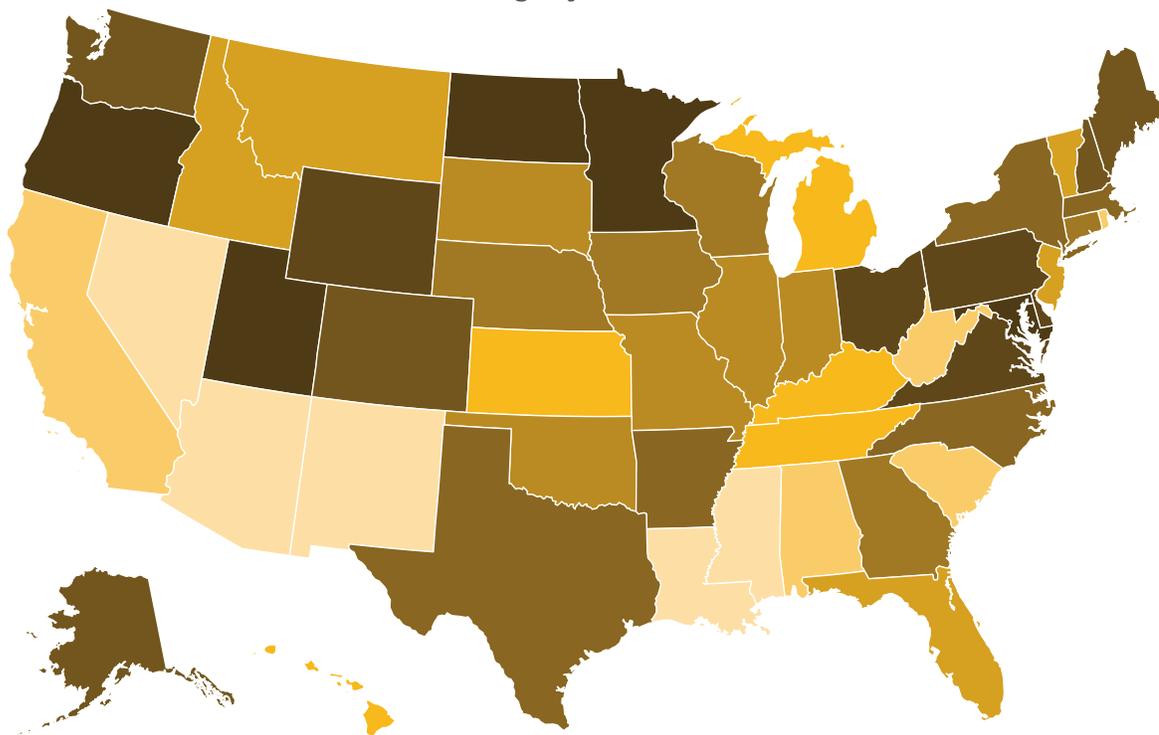
REALTYONEGROUP

Realty ONE Group, a rapidly growing lifestyle brand and franchisor, launched the Ukraine Cheer Box Initiative to collect tens of thousands of “cheer boxes” filled with toys and essentials for Ukrainian children displaced by war. Inspired by the CEO’s daughters, the campaign quickly surpassed expectations, garnering support from their entire network, including local schools, hospitals, neighbors, and real estate companies across 45 states. In total, they gathered over 30,000 cheer boxes, overflowing from their hub offices in Orange County, Phoenix and Las Vegas. These boxes are now enroute to Poland where they will be distributed to Ukrainian children in need.

Realty ONE Group has a strong tradition of giving back through its 501(c)(3) organization, ONE Cares, which impacted nearly 300,000 lives and contributed over \$200,000 to various causes in 2021. Additionally, through the ONE Tree, ONE World program, they planted 139,000 trees to support a greener environment as they expand their footprint worldwide. With over 17,000 real estate professionals and more than 400 offices in 45 states, Washington D.C., and Canada, the company is expanding to Ecuador, Costa Rica, Italy, Singapore, Spain, and the U.S. territory of Puerto Rico.

NEVADA RANKS 46TH IN THE NATION FOR OVERALL CHARITABLE GIVING

Overall Charitable Giving
Rankings by State



Less Charitable  More Charitable

From a state-by-state standpoint, Nevada continues to rank relatively low in terms of charitable giving. In 2023, WalletHub analyzed states based on volunteerism, charitable giving and charitable services. Overall, Nevada ranked as the 5th least charitable state in the nation, moving down two spots from last year. The Silver State also reported the second lowest percent of population who donated their time.

Source: WalletHub

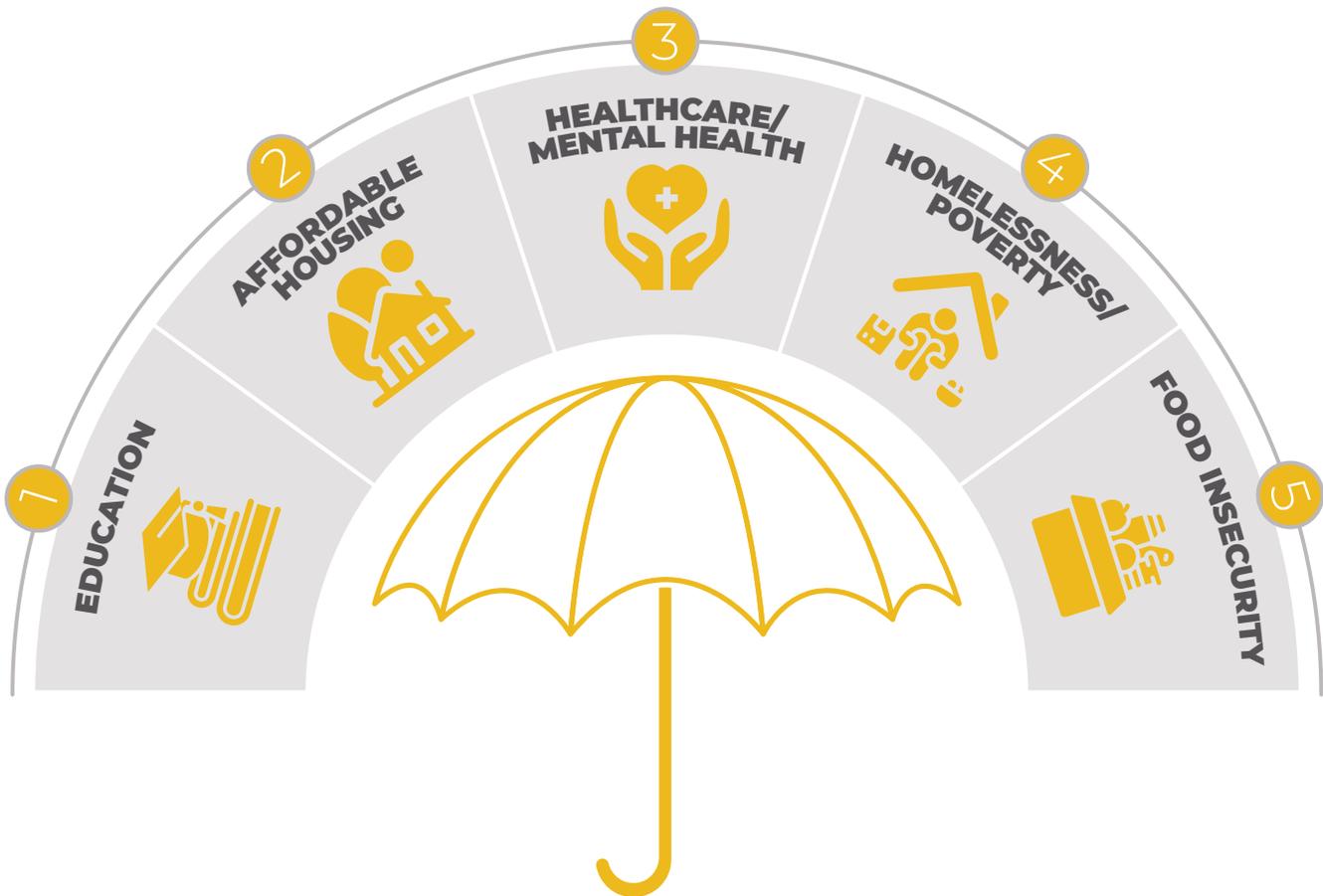


Most people want to do more, volunteer more and donate more. Your job is to empower them to be part of your mission and make it easy for them to become involved financially and/or physically.

NEVADA'S PRIORITY ISSUES

In Nevada, there are several priority issues that require additional attention. Participating corporations in the state have taken the time to rank these social or community issues in terms of paramount challenges facing the state. For the past nine years, education has stood foremost as one of the most critical concerns. Another pressing issue continues to be affordable housing. The increasing cost of housing has placed a significant burden on Nevada residents, making it difficult for many to find suitable and affordable accommodations. Furthermore, for the second year in a row, healthcare and mental health has placed among the top three challenges cited by corporate funders. By prioritizing these issues, Nevada can work toward creating a brighter and more equitable future for its residents.

Top 5 Challenges Facing Nevada Communities



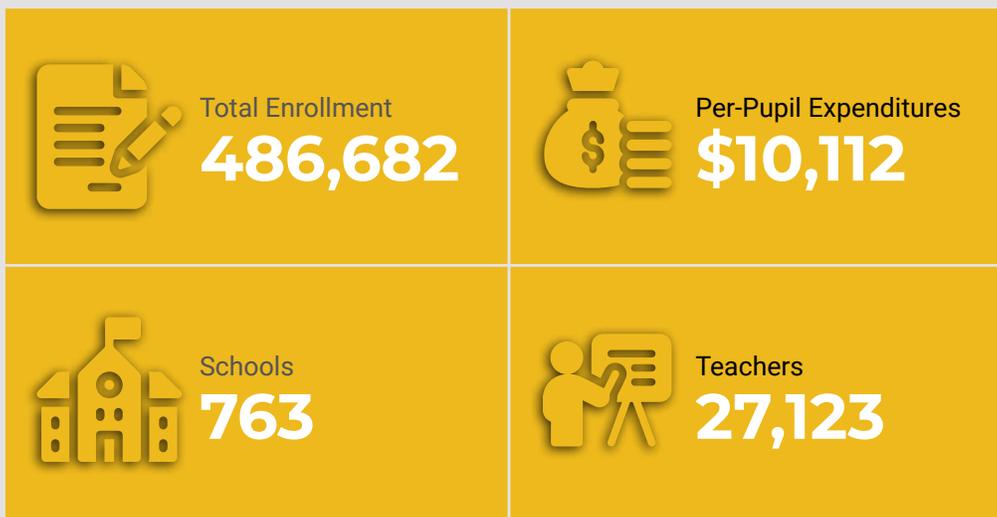
Note: Other issues include Children, Sustainability, Workforce/Business Development, Veterans and Community.



Craft a compelling pitch. Prepare a pitch that clearly outlines the goals of your organization, the impact you are making in the community and how the company can help you achieve your objectives. Be sure to highlight any unique and innovative approaches your organization is taking to address social challenges.

EDUCATION

Ranked as the greatest community challenge statewide, improving education in Nevada is a top concern. In an effort to tackle this issue, Nevada passed the largest education budget in state history, increasing funding for K-12 by \$2.6 billion over the biennium. This funding is projected to increase per-pupil funding by more than \$2,500 in fiscal year 2025.



Source: Nevada Department of Education. **Note:** Data for 2021-2022 school year.

“THIS SUCCESSFUL LEGISLATIVE SESSION MARKS A TREMENDOUS MILESTONE FOR EDUCATION IN NEVADA, AS WE HAVE SECURED THE LARGEST INCREASE IN K-12 FUNDING IN STATE HISTORY. IT IS A TESTAMENT TO OUR SHARED BELIEF THAT INVESTING IN EDUCATION IS INVESTING IN THE FUTURE OF OUR STATE.”

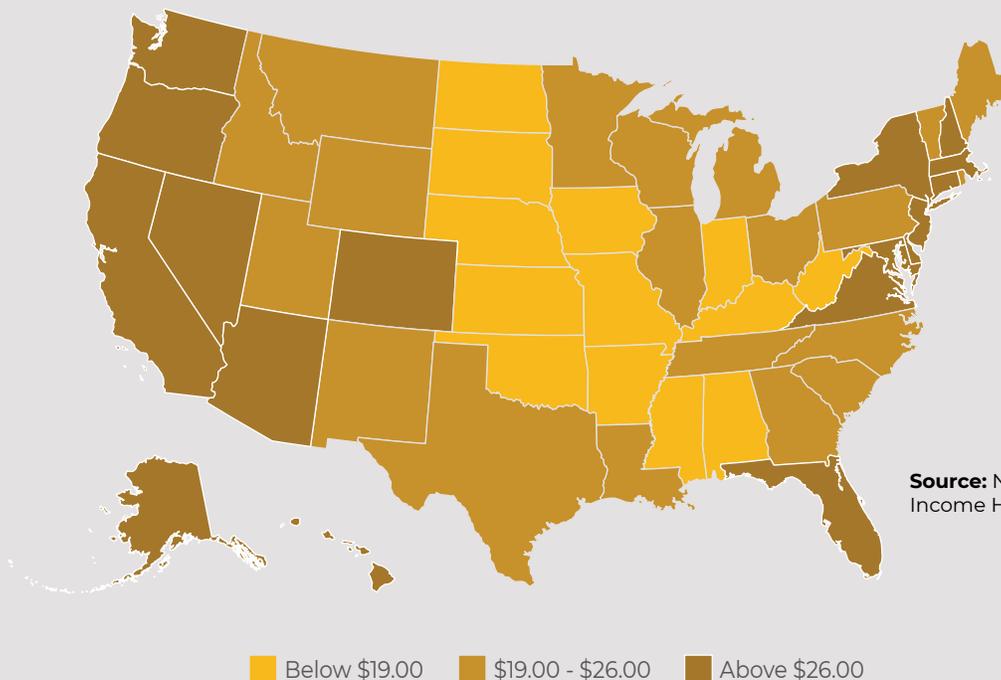
-JHONE EBERT, STATE SUPERINTENDENT OF PUBLIC INSTRUCTION

AFFORDABLE HOUSING

In 2023, demand for housing has resulted in a notable increase in home prices and rent. According to data from the National Low Income Housing Coalition, the Fair Market Rent (FMR) for a two-bedroom apartment in Nevada is \$1,455. This level of rent and utilities requires an hourly wage of \$27.99, making it the 15th highest hourly housing wage in the nation. To address this growing concern, Nevada is providing funds to help build or renovate affordable housing units, including Clark County which is tapping into \$70 million from its reserves to help address the shortage of affordable housing.



Hourly Wage Needed for Two-Bedroom Rental Home By State





St. Jude's Ranch for Children launched the Healing Center, a unique program for the specialized care of child victims of sex trafficking. The Healing Center will offer trauma-specific treatment and services to address safety needs, improve self-esteem, develop motivation for change and help victims thrive in their community.

On October 25, 2022, Caesars Entertainment participated in the groundbreaking ceremony for the Healing Center in Boulder City. The center is expected to open in the Summer of 2024, providing residential care to children and young people who have experienced complex trauma. Caesars is proud to be an early supporter of this project and contributed \$1 million to its efforts.



Grant a Gift Autism Foundation Ackerman Center is a nonprofit that provides comprehensive clinical care and services for families affected by autism spectrum disorder, fetal alcohol spectrum disorder and other neurodevelopmental disabilities. In the last five years, the Ackerman Center has assisted over 5,000 families by providing them with medical research, diagnostics, clinical care, speech occupational behavior therapy, family support and education.

To celebrate its 100-year anniversary, Gaudin Motor Company pledged to donate \$100 to the Ackerman Center for each car sold throughout March of 2022. Gaudin Motor Company remains committed to improving the Las Vegas community through programs and services needed.



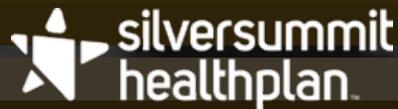
For the past two decades, City National Bank has worked to increase financial literacy in schools through its Reading is the Way Up program. This initiative has provided more than 1.3 million children with over 1.2 million books since 2001. Reading is The Way Up was granted the National Book Foundation's Innovation in Reading Prize in 2013, with City National being the only corporation to receive this award.

As a part of this program, City National donated one of the first book vending machines in the Washoe County School District to Desert Heights Elementary School in Reno. The vending machine provides greater access to new books and implements an incentive program that rewards high performance and good behavior. City National is proud to be involved with several other philanthropic initiatives, such as its Back-to-School Supplies Drive and the Bag Childhood Hunger Campaign with Three Square Food Bank.



Dickson Realty's commitment to corporate philanthropy is reflected in the Dickson Community Fund, a donor-advised fund for community members and organizations in need. Serving as a partner to the Community Foundation of Northern Nevada, Dickson Realty's committee of agents and staff identifies top community issues to focus on each year.

In 2022, Dickson Realty raised \$20,000 for the downtown Reno clinic of Northern Nevada HOPES. The facility provides a comprehensive model of care through behavioral health and support services, fostering a stronger and healthier community.



SilverSummit has taken significant steps to improve health outcomes by addressing the socio-economic factors that contribute to poor health and ensuring access to quality healthcare. In 2022, the company invested approximately \$9 million in community programs aimed at tackling issues such as youth mental health and fitness homelessness, food insecurity, maternal and child health, at-risk youth programming, and substance use disorder treatment. Through their commitment to the Community Network, they have expanded access to essential services, making a substantial impact on the community.

One example of their successful investment is a \$1.5 million community contribution to Hope Means Nevada for a Mental Health Awareness public health campaign,

specifically targeting the high rate of teen suicide in Nevada. The campaign generated remarkable results, reaching both teens and parents effectively, with data showing 207 million impressions and 4,057 interventions. These interventions led to a 30% increase in the utilization of a mental health crisis line, such as NAMI and The Trevor Project, and a 32% rise in new therapy appointments at SilverSummit's primary behavioral health provider. By strategically investing in areas like housing services, justice-involved community re-entry programs, maternal and child health, workforce development, healthcare services, preventative care, youth recreation, and nutrition education, SilverSummit continues to make a positive impact on the health and well-being of the community.



MGM RESORTS
 INTERNATIONAL®

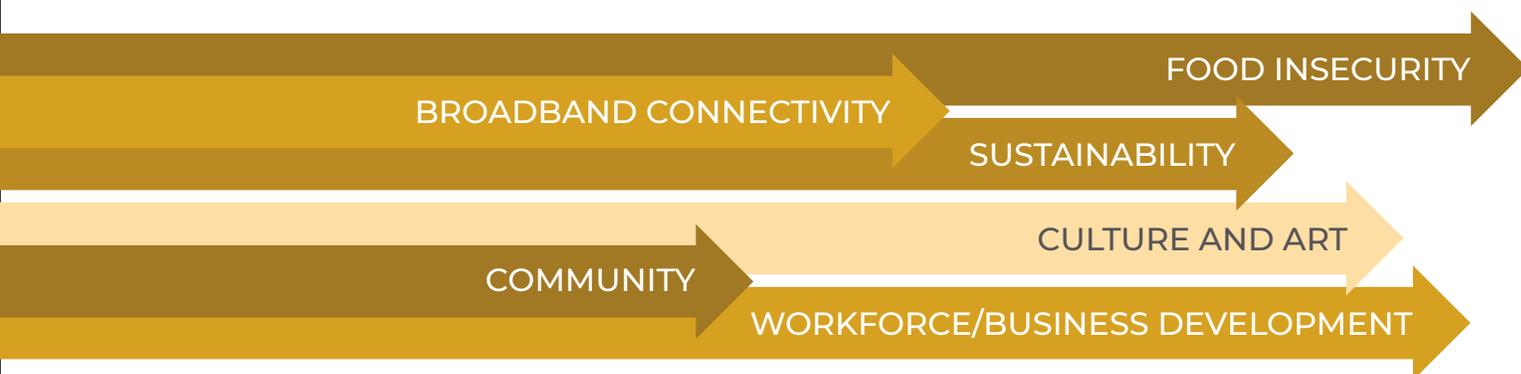
Partnering with the Grant A Gift Autism Foundation Ackerman Center (GGAF), MGM Resorts developed a vocational job placement program to provide employment opportunities to individuals in Southern Nevada who are on the autism spectrum. The program includes a 12-week vocational readiness training program, in which clients learn pivotal skills and caregivers receive access to empowerment training and other family services. Through the program, GGAF clients are eligible to apply for certain MGM Resorts positions and seek on-site coaching to support the on-boarding process.

As part of the partnership, MGM Resorts pledged \$120,000 for program initiation. In the fall of 2021, MGM Resorts CEO and President Bill Hornbuckle pledged an additional \$1 million to expand upon their donation over the next five years, with a long-term goal of creating a consistent talent pool comprised of GGAF clients from whom MGM Resorts can recruit. In late July 2022, the MGM Resorts Talent Acquisition team hosted its first hiring event at GGAF, extending employment offers to the vocational job placement program's first group of employees.

IMPROVEMENTS

Although businesses in Nevada have recognized there are challenges within the community that need to be addressed, it is also worth noting that conditions have improved within the last 10 years. Companies believed that challenges with food insecurity have improved the most within the past decade. Additionally, improvements have been made in terms of workforce/business development which can be attributed to the work of organizations such as the Governor's Office of Economic Development (GOED).

Challenges That Have Improved the Most in the Past 10 Years



CORPORATE SPOTLIGHTS



Nevada Gold Mines (NGM), a significant employer with approximately 7,000 workers in northern Nevada, plays a crucial role in the region's economy. Beyond its economic impact, NGM extends support through community programs, enhancing the quality of life and attracting talent to the mining industry. Notably, they partnered with the Boys & Girls Club to invest \$4.5 million in establishing NGM Early Learning Centers in rural communities, offering childcare and education services. These centers address the shortage of high-quality care for children and facilitate the recruitment and retention of women in the mining workforce. Moreover, NGM's contributions have funded other essential projects, including the Spring Creek Boys & Girls Club facility and the upcoming Winnemucca Early Learning Center. These initiatives bolster the social infrastructure, making the region more attractive for residents and workers.



Intermountain Health has a long-standing commitment to philanthropic work and charitable giving, partnering with value-aligned organizations and nonprofits. In 2023, Vegas Inc granted Intermountain Health with the "Philanthropic Business of the Year (Large)" Angel Award for its charitable efforts in Southern Nevada.

Intermountain Health has demonstrated its commitment to community health by sponsoring the University of Nevada, Las Vegas. Their contributions support the growth of specialty care availability in sectors including obstetrics and gynecology as well as behavioral health. Intermountain Health's corporate philanthropy initiatives extend beyond healthcare and include partnerships with The Defensive Line, SafeNest, the Tyler Robinson Foundation, DISCOVERY Children's Museum and other organizations.

GIVING TRENDS IN NEVADA

Corporate giving is a necessary lifeline that is needed to ensure a community thrives and continues to grow. Companies choose to give back to charity for a variety of reasons, with increasing customer loyalty moving up two spots from last year to be the highest motivation for giving. This was followed by protecting or enhancing the company’s overall reputation. Despite companies stating that social responsibility predominantly means caring about the community, community wellness and sustainability where employees live and work was ranked lowest on the motivations for giving for the second consecutive year.

Over the past year, nearly two-thirds (62.5 percent) of companies reported an increase in their company’s social investments or philanthropic donations. Notably, none of the companies experienced any significant decreases in terms of giving.

The categories of giving tend to follow a similar path as the areas of focus for the state. Health and social services remained the top category of giving, accounting for an estimated 28.1 percent of total giving. This was followed by both K-12 education and higher education, with 30.7 percent combined. Next was environmental giving with 7.3 percent and community infrastructure with 6.7 percent.

Motivations for Giving (2022 Rank)

1	2	3	4	5
INCREASING CUSTOMER LOYALTY	PROTECTING/ ENHANCING THE COMPANY’S REPUTATION	PROVIDING OPPORTUNITIES TO ENGAGE WITH THE COMPANY’S EMPLOYEES	CREATING OPPORTUNITIES FOR BUSINESS INNOVATION OR GROWTH	COMMUNITY WELLNESS/ SUSTAINABILITY WHERE EMPLOYEES LIVE AND WORK
<i>(Mean Score: 3.38)</i>	<i>(Mean Score: 3.31)</i>	<i>(Mean Score: 3.03)</i>	<i>(Mean Score: 2.86)</i>	<i>(Mean Score: 2.41)</i>

Note: Factors were ranked on a scale from 1 (least important) to 5 (most important).



Be clear about the community impact and ROI when asking for funding.



Microsoft

Microsoft Reno's 14th Annual IT Makeover Campaign presented a remarkable opportunity for local nonprofit organizations in northern Nevada to secure funds for technology enhancements. The campaign offered a total of \$25,000 in eligible community funding, which was distributed among selected nonprofit recipients.

The chosen nonprofits were granted the flexibility to utilize the campaign funding for various purposes, including the acquisition of Microsoft products,

services, and any additional technology improvements necessary to advance their organization.

The allocation of the eligible community funding could be directed to a single organization or divided among several organizations, depending on the committee's selections each year. As a result of this initiative, over the past 14 years a cumulative total of \$305,000 has been awarded to more than 40 deserving local nonprofit recipients through the IT Makeover Campaign.

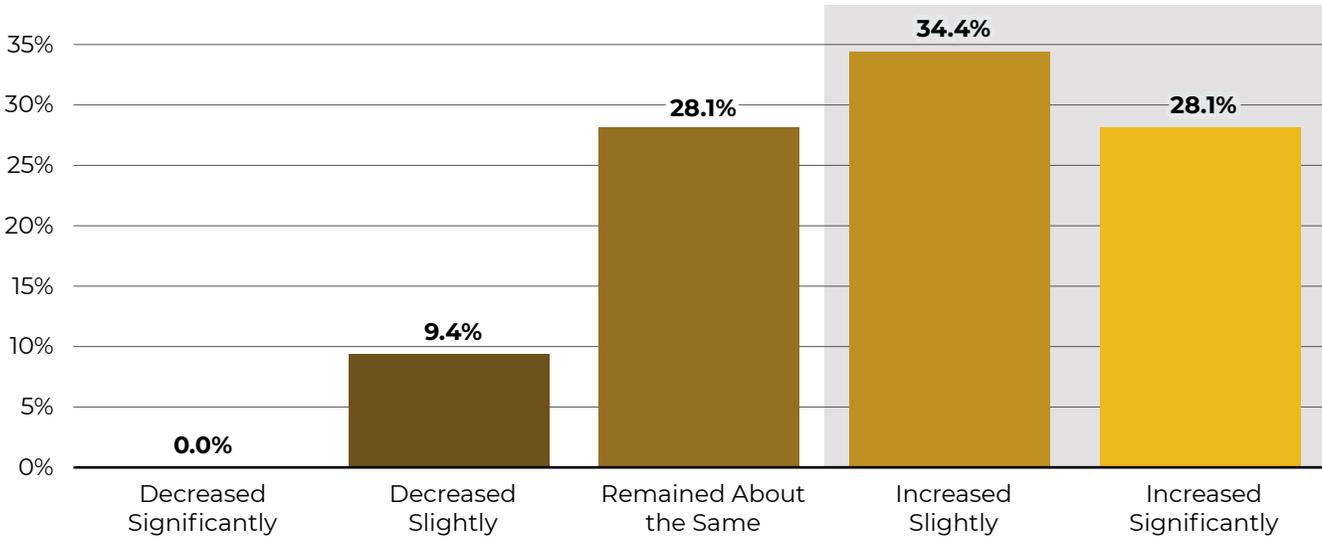
SUBARU OF LAS VEGAS

Subaru demonstrates its commitment to giving back and supporting local communities through various philanthropic initiatives. During the month of August, Findlay Subaru of Las Vegas is actively involved in projects that benefit local schools, students and those in need. Through partnerships with organizations like AdaptAClassroom.org and CCSD, Subaru provides financial support to schools and helps create a mobile library to connect students and families to books and resources. In addition, the company is working with Hearts Alive Village to find loving homes for homeless shelter dogs on National Dog Day and hosting a Peanut Butter & Water Drive to support The Just One Project's mission of building a stronger and healthier community.

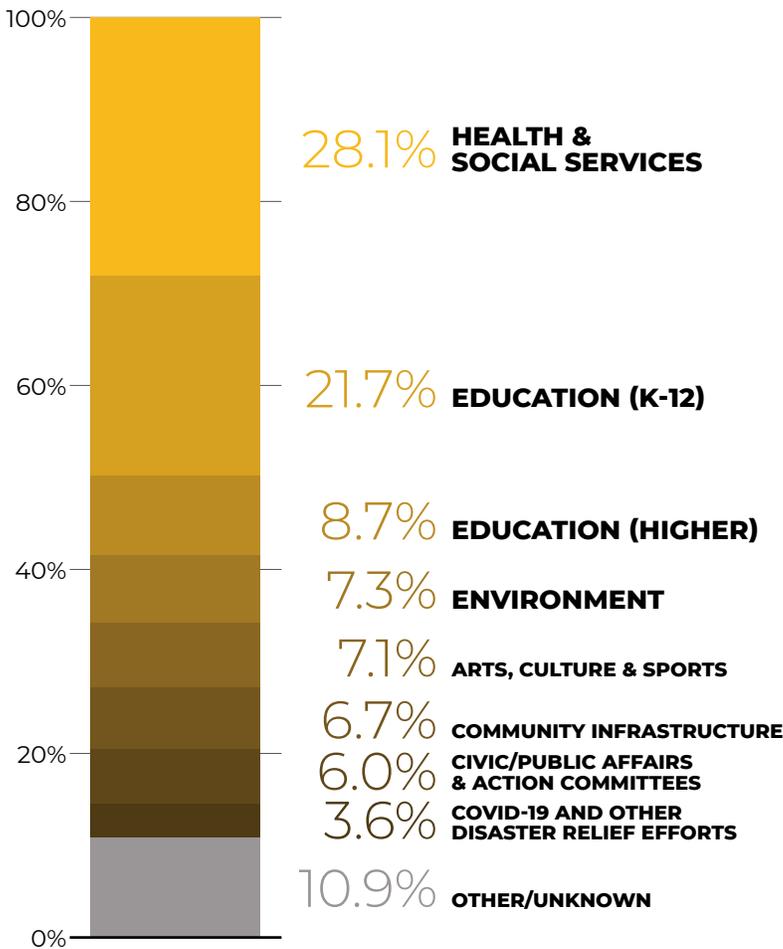
The company's commitment to community engagement is evident from month to month over the years, as evidenced by events held in July 2023 and upcoming events planned throughout the year. Subaru of Las Vegas has partnered with organizations like the Leukemia & Lymphoma Society, Michael's Angel Paws and The Just One Project to deliver blankets, patient care kits and messages of hope to patients facing cancer, while also supporting dog training programs and inspiring timeless relationships through a shared passion for canines. Additionally, the company actively participates in community events such as the 4th of July Barbecue and the FOX5 Take 5 to Care campaign to collect school supplies for students in need. Subaru's love for learning, caring for communities and making a positive impact is evident in the many initiatives it undertakes year-round.

Did the amount of your company's social investments or philanthropic donations, either cash or in-kind, increase, decrease or stay the same between your 2021 reporting period and your 2022 reporting period?

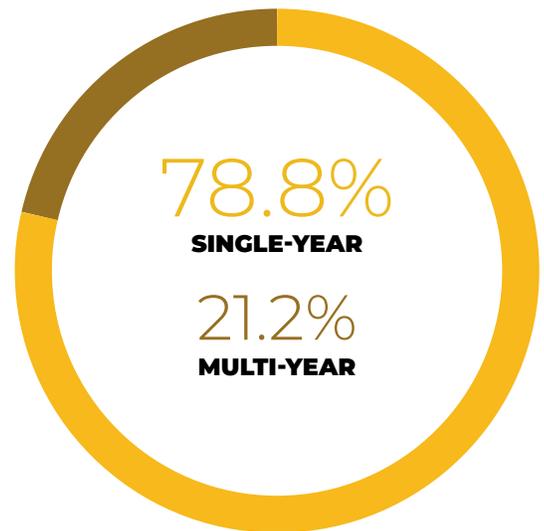
62.5% REPORTED INCREASES IN GIVING



2022 Share of Giving
By Category



Commitment Type



Provide opportunities for direct involvement with your nonprofit and foster a lasting and impactful partnership.

COMMON CHALLENGES

A lack of alignment with company business strategy or focus area remains the top challenge for businesses relative to giving. Although there may be situations where this cannot change for a nonprofit, there may be opportunities for these nonprofits to demonstrate how a company could fit into what they are trying to

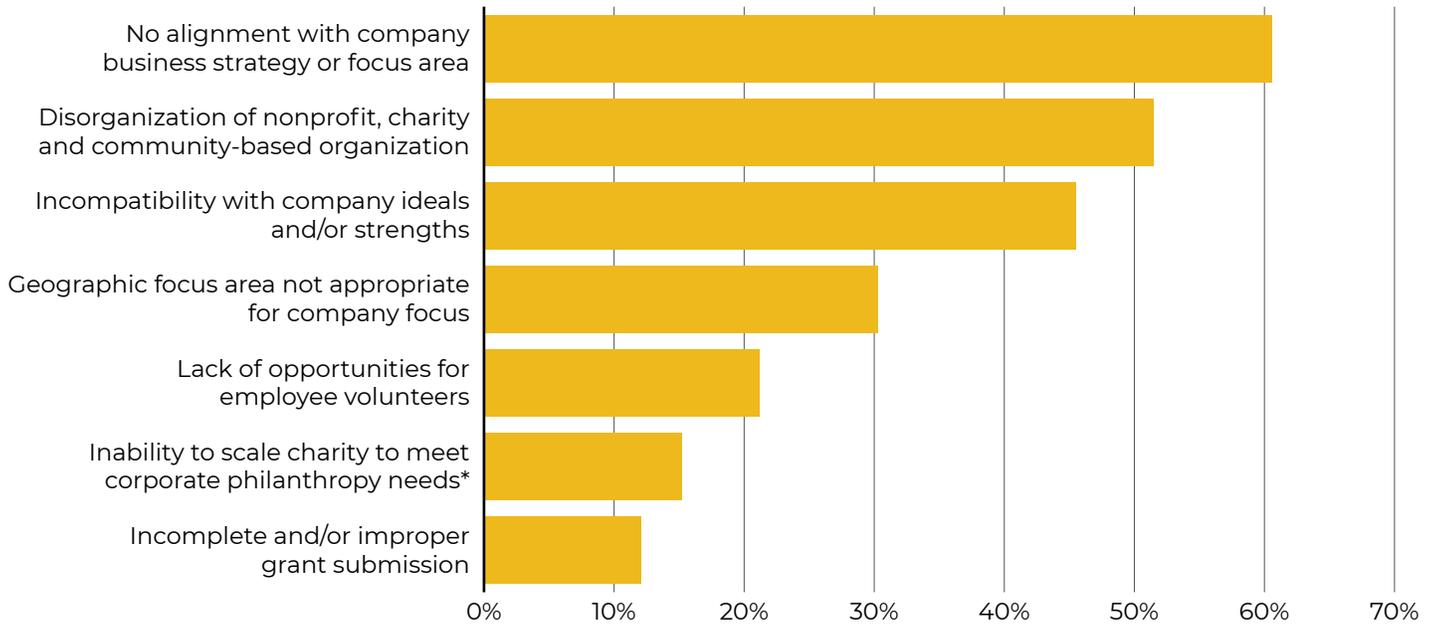
accomplish. Another common challenge continues to be disorganization of nonprofit, charity and community-based organization. This type of challenge is one that nonprofits have the ability to identify and make changes to internally in order to establish a well-organized structure.

Are there any particular things your company commonly seeks from organizations applying for grants or volunteer hours?



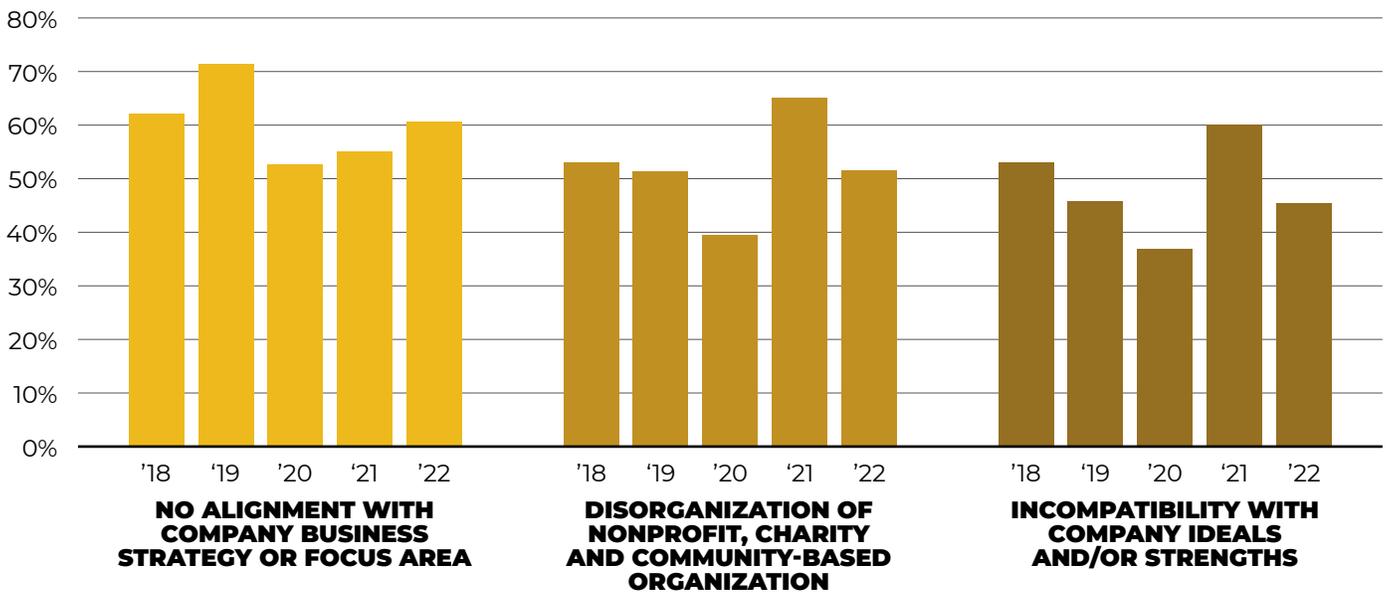
Note: Other 24.2%

Common Challenges to Giving

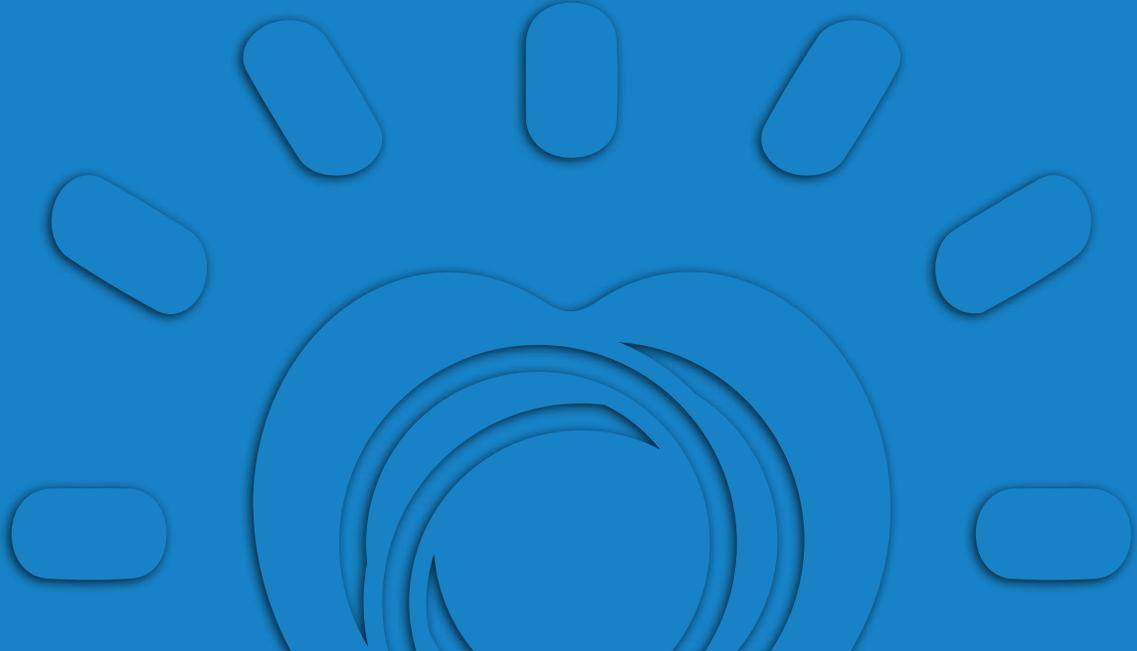


Note: This is a multiple response question. Total will not sum to 100 percent. *e.g., charity does not have the resources and/or the ability to handle the size of our donation or implement our vision for our donation

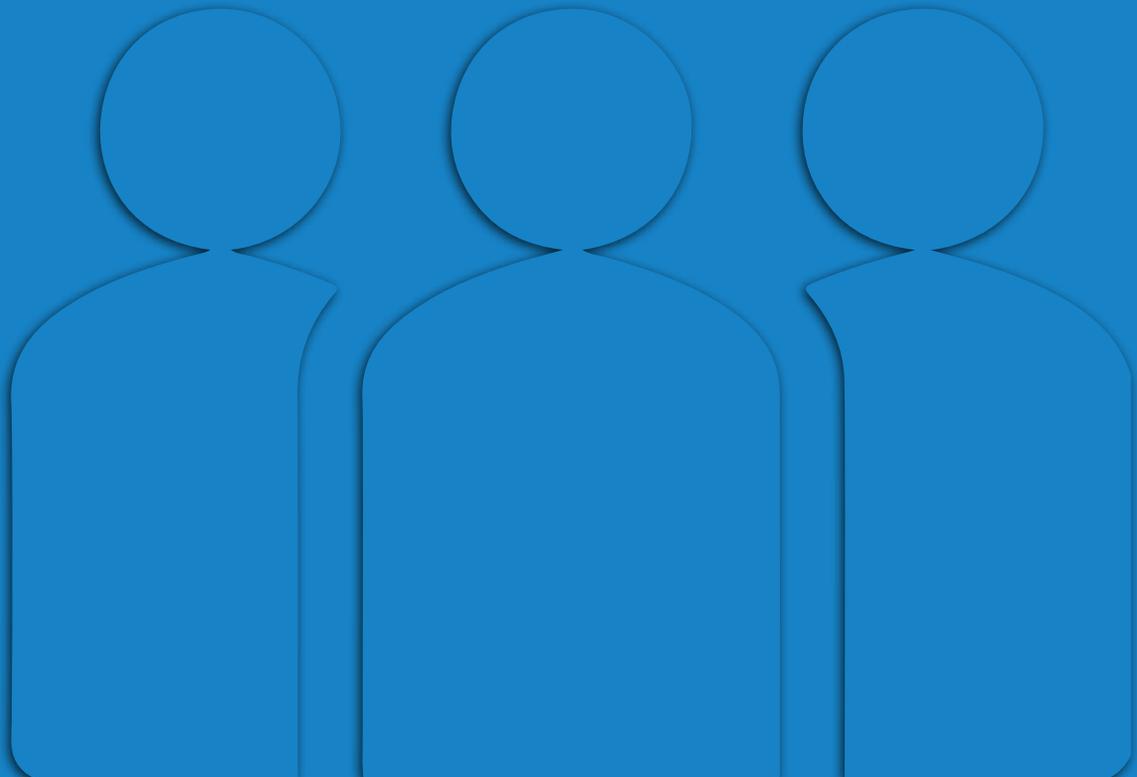
Challenges to Giving



Get to know the business you are asking for support from and identify a way to make what you do for the community relatable to their company mission. Describe why the company was selected as a potential partner and how their support to you will represent their organization's beliefs.



EMPLOYEE VOLUNTEERISM

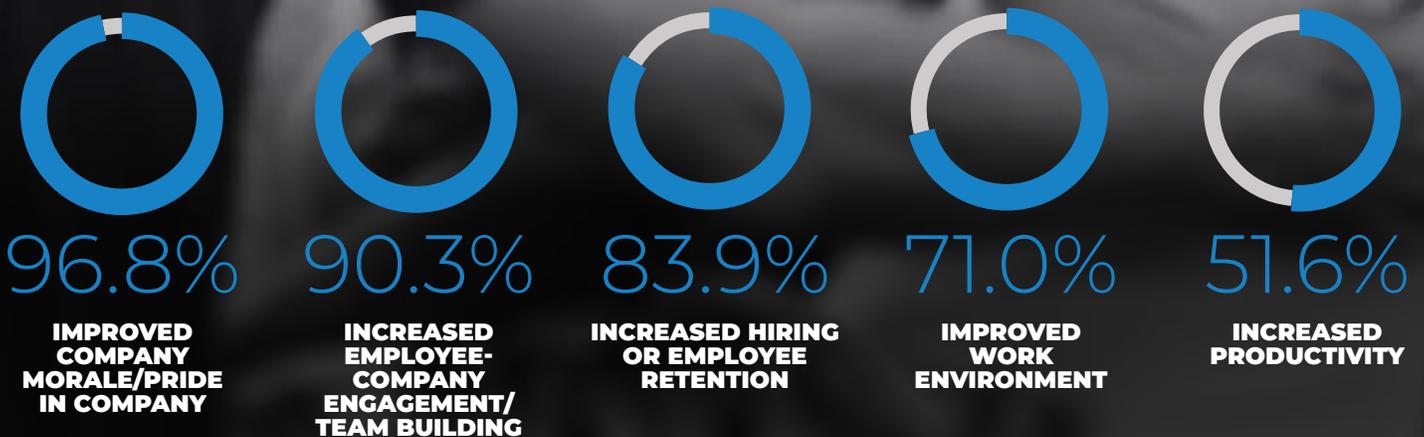


NATIONAL TRENDS IN VOLUNTEERING

Volunteering is a meaningful way in which companies can help support their local communities and provide direct resources to areas in need. Many nonprofits not only lack the revenues needed to operate at peak performance, but they also lack the hands-on investment needed to truly make an impact. However, volunteering doesn't only benefit nonprofits; there are a number of company benefits. Nearly all survey respondents stated that volunteer programs improve company morale and pride, while also increasing employee-company engagement and team building.



Employee Volunteer Program Benefits

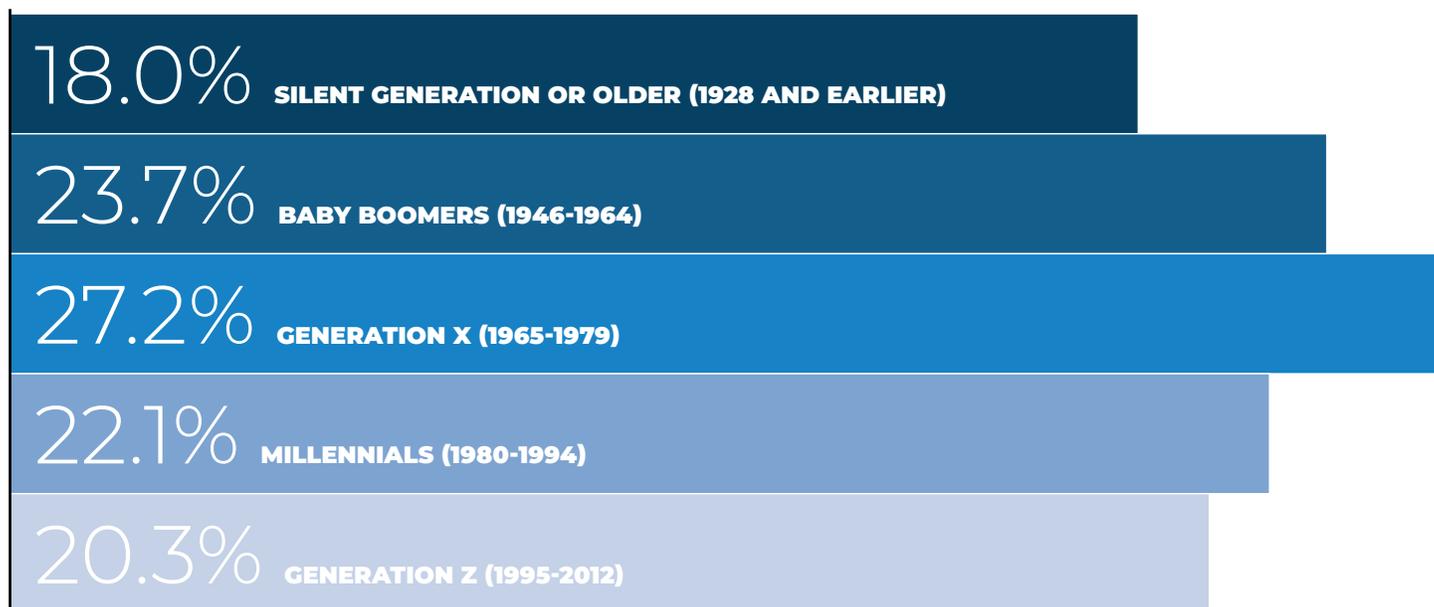


Despite the benefits to both organizations and the community, only about one-fourth of Americans volunteer annually. According to data published by AmeriCorps and the Census Bureau, volunteers in the United States served an estimated 4.1 billion hours in 2021. These commitments resulted in an economic value of \$122.9 billion.

When looking at who is volunteering, 2021 data from AmeriCorps and the Census Bureau found that Generation X, those aged 41 to 56 years old, had the highest volunteer rate with 27.2 percent. This was followed by Baby Boomers (23.7 percent) and Millennials (22.1 percent).

On a state-by-state level, Nevada has the second lowest share of residents who formally volunteered through organizations in 2021 with only 16.8 percent volunteering their time. However, Nevada's neighbor to the east, Utah, had the highest volunteer rate with 40.7 percent of residents choosing to volunteer in their community.

Volunteer Rates By Generation



Source: Census Bureau

i Collaborate with other nonprofits and demonstrate better sustainability of programs with funds provided to your organization.

Brownstein Hyatt Farber Schreck

Brownstein Hyatt Farber Schreck's Karma Bucks Program is a Dollars for Doers program that recognizes employees who volunteer. For each employee who participates in four or more Karma volunteer activities, Brownstein rewards "Karma Bucks" to be donated to a nonprofit of their choice. This encourages employees to participate in volunteer projects throughout the year and reflects Brownstein's core value of Giving Back.

The Karma Bucks Program was launched in 2021 and included in-person, outdoor service days supporting essential workers, physical and mental wellness programs and an annual holiday gift-giving event to underserved communities. In 2022, Brownstein doubled its recipients with 126 employees earning Karma Bucks. Each employee received \$150 to donate to nonprofit organizations.



PNC's strategic investment in the Junior Achievement of Southern Nevada's Inspiration Center demonstrates their commitment to shaping the future of young minds. This new 40,000-square-foot facility will offer transformative hands-on programs in financial literacy, workforce readiness, and entrepreneurship education for students of all academic levels. Opening its doors by Q1 2024, the JA Inspiration Center aims to double the number of at-risk and minority students who benefit from its impactful programming annually by 2028, from 20,000 to 40,000 students, with plans for reaching more than 60,000 students.

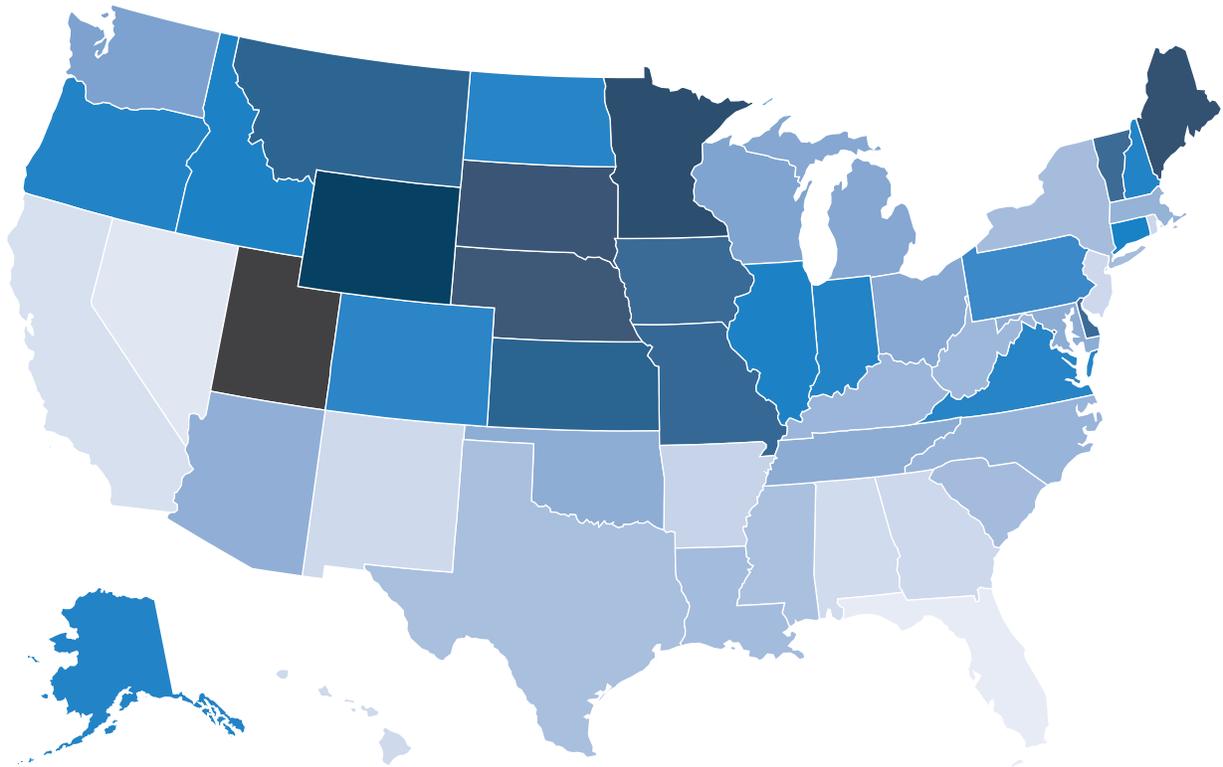
PNC's decision to invest in this initiative is grounded on the understanding that the success of our community relies on the preparedness of today's students to excel in both work and life. The impact of Junior Achievement's programs is evident in compelling statistics: 54 percent of JA students are more likely to attain a bachelor's

degree than the general population, 20 percent earn more than the general population after participating in JA programming, and 4 out of 5 JA alumni acknowledge the crucial role that JA played in helping them achieve their goals.

Junior Achievement's Inspiration Center has garnered the support of influential figures like Mark Cuban, Dr. Sanjay Gupta, and Chris Carter, along with local leaders such as Michael Crome, CFO of the Raiders, and Tyre Gray, CEO of the NV Mining Association. PNC's dedication extends beyond financial backing, as they also provide volunteers who represent the diverse student population and share their valuable life experiences. By joining forces with Junior Achievement, PNC plays a vital role in empowering young learners and shaping a brighter future for communities in Southern Nevada.

NEVADA RANKS 49TH IN THE NATION FOR VOLUNTEER RATES AT 16.8%

Volunteer Rates
By State



Lower Rate  Higher Rate

Source: Census Bureau

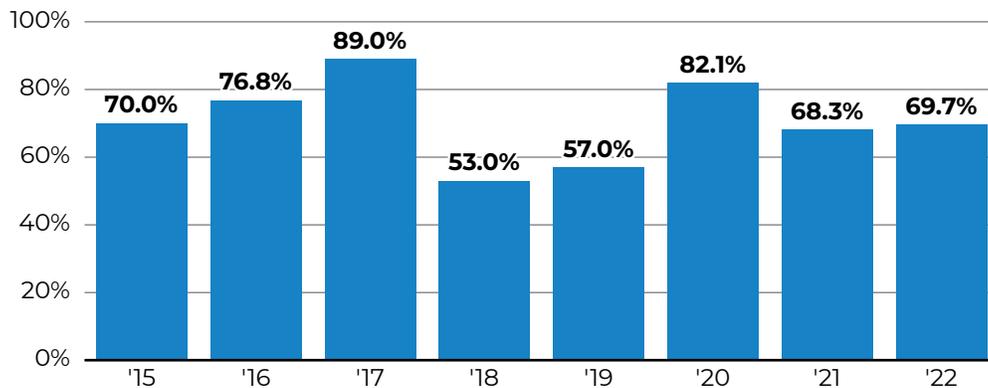


Continue to work with other nonprofits. When funding is scarce, strategy and coordination are key.

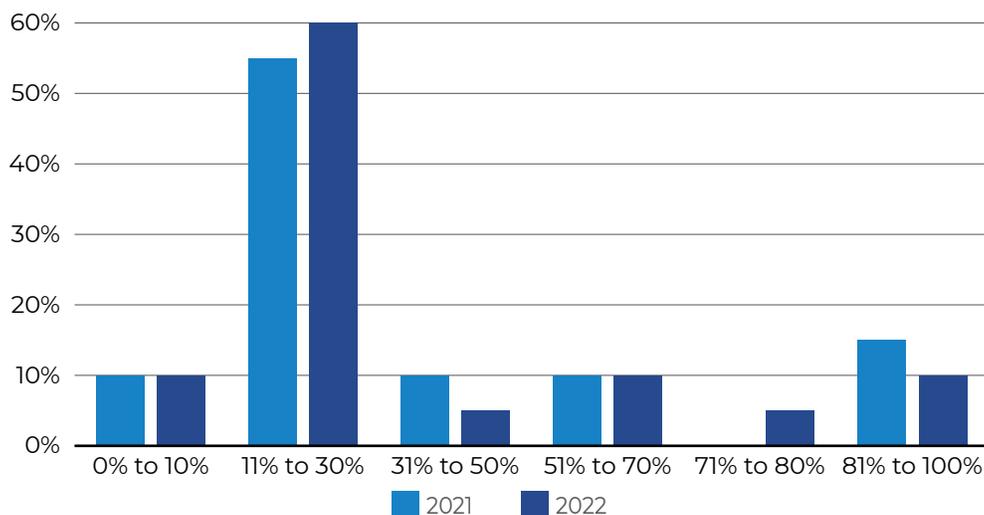
NEVADA'S VOLUNTEER PROGRAMS

It is evident through national data that Nevada has some ground to make up in terms of the overall share of residents giving back to the community, but Nevada's organizations are taking action to answer this call. Over two-thirds (69.7 percent) of companies offer volunteer programs. The most popular volunteer program offered in the workplace is an employee-volunteer recognition program, with nearly three-fourths (73.9 percent) of companies offering this program. This type of program involves highlighting employee volunteers and acknowledge their contributions to the community.

Share of Companies That Offer Volunteer Programs



Approximately what percentage of your company's employees do you anticipate participating in your employee volunteer program?

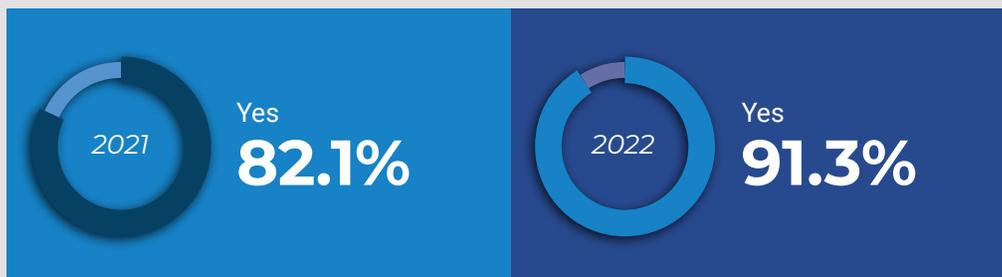


Ensure that your ask is aligned with the funders' priorities and focus areas.

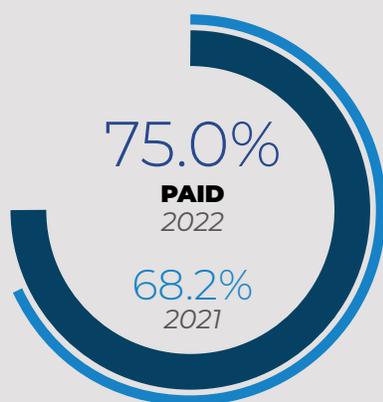
Employee Volunteer Programs Offered

EMPLOYEE PROGRAM	SHARE
Employee-Volunteer Recognition Program	73.9%
Flexible Scheduling	69.6%
Family Volunteering	43.5%
Board Leadership Programs	39.1%
Digital Volunteer Programs	30.4%
Paid-Release Time	26.1%
Dollars for Doers	26.1%
Team Grants	17.4%
Retiree Volunteering	8.7%
Volunteer Incentive Bonuses	4.4%
Other	13.0%

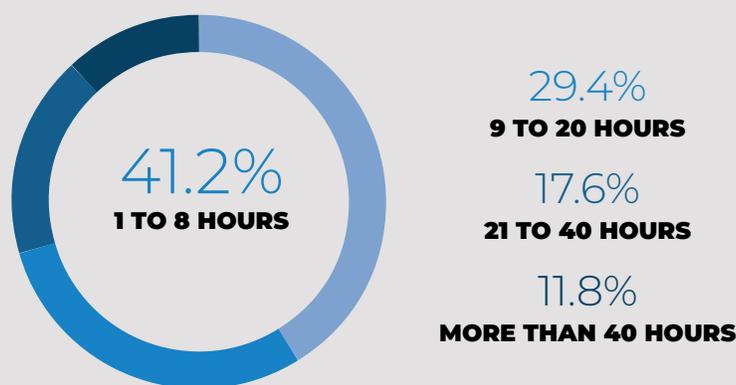
Does your company organize and sponsor community service days or events?



Were your employees paid or unpaid for the time they spent at your company's 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.



R & R PARTNERS

The R&R Foundation operates with a clear focus on making a positive impact on society. With an unwavering commitment to the greater good, the foundation supports 70 501(c)(3) organizations throughout the year. In 2022, their dedicated team members utilized 337 Volunteer Time Off hours and contributed a total of 2,397 hours to various causes. The foundation provided \$445,761 in direct and in-kind donations, channeling their success towards initiatives that serve the underserved and create lasting cultural vitality.

The Employee Giving Program empowers their team members to play a direct role in the outreach efforts. By allowing employees to guide their areas of focus based on their interests and passions, the foundation brings together its team to make a meaningful difference in the communities they operate in. Projects like honoring Arizona firefighters, aiding Project El Crucero, supporting the Oklahoma Tornado Relief Fund, and engaging in Child Focus's "Gift of Giving" Program are just a few examples of their contributions. The foundation is dedicated to supporting events like the Nevada State Anti-Bullying Law Signing, demonstrating their commitment to promoting positive change and leaving a lasting impact in the communities they serve.



Haws Corporation's priority of caring for those in need is exemplified by their philanthropic partnership with Eddy House, a 501(c)(3) charity that provides shelter, case management, food, clothing, tutoring and personal development to homeless youth in Reno, Nevada. By working closely with Eddy House's outreach coordinator, Haws Corporation has conducted two drives for

supplying hygiene products and snacks for clients and drop-ins.

As a part of Haws Corporation's Charitable Giving Policy, Haws employees vote to select two charities to support over two-year terms. In 2022, Haws supported Eddy House and Project 150, each providing resources and services to young adults facing homelessness.



PERCEPTIONS AND INITIATIVES



SOCIAL RESPONSIBILITY PERCEPTIONS

Being socially responsible is an ethical concern to companies not just in Nevada, but worldwide. Companies want to ensure they are fulfilling their civic duty in helping those they serve, which includes giving back to the community. Many companies produce social responsibility reports that demonstrate their efforts to provide customers with insight into the company's initiatives of being a community leader, as well as an environmentally friendly partner. When asked what it means to be socially responsible, the majority of companies believe it means caring about the community in which they conduct business. Nevada corporations also believe it should include being charitable and treating employees fairly.

What does it mean to be socially responsible?

ENVIRONMENTALLY
CONSCIOUS

CARES ABOUT THE COMMUNITY

PROVIDES
GOOD BENEFITS

PAYS
EQUAL
WAGES

TREATS EMPLOYEES FAIRLY

CHARITABLE

Businesses in Nevada feel that ways in which companies could be socially responsible would be to offer community involvement programs, as well as employee involvement and volunteer initiatives. Moreover, 92.1 percent of survey respondents believe companies in Nevada are socially responsible, yet the state ranks relatively low nationally in terms of volunteerism. Over the years, Nevada has typically ranked in the lower half of the nation in terms of volunteer rates, suggesting the Silver State has work to do if it wants to become a national leader in social responsibility.



Overall, how socially responsible do you feel the companies in Nevada are?

- Very Responsible
- Somewhat Responsible
- Somewhat Irresponsible
- Very Irresponsible

i Collaborate on impact and resource development.



In 2022, NV Energy demonstrated its commitment to building diverse, equitable, and inclusive communities by investing over 70 percent, or \$3.3 million, of its total \$4.7 million in organizations primarily serving diverse communities. These communities encompass various groups such as senior citizens, youth, race and ethnicity, gender and gender identity, veterans and active-duty military, disability and LGBTQ+.

The NV Energy Foundation focused on four key areas: Environment, Education/Youth Development, Safety/Wellness and Arts/Culture. Under these areas the foundation supported initiatives related to water conservation, renewable energy, wildfire and natural disaster mitigation, as well as K-12 literacy, STEM education, energy assistance, and more. Additionally,

NV Energy emphasized partnerships and collaborations with other organizations or businesses, encouraging employee volunteer involvement and fostering lasting, positive impacts in the communities they serve.

By prioritizing diverse communities and fostering meaningful projects, NV Energy and its foundation aimed to create better places to live, work, and do business. Their philanthropic efforts, financial contributions, and volunteerism demonstrated their dedication to strengthening relationships with nonprofit organizations and the community at large, measuring success through the eyes of employees, stakeholders, customers, business partners, and neighbors.



Patagonia places a strong emphasis on supporting its employees and building diverse, inclusive communities. To achieve this, the company provides a range of benefits, including company-paid health care, sick leave, paid maternity and paternity leave and access to on-site childcare at its headquarters in Ventura and Reno distribution centers. Offering on-site childcare is a strategic decision for Patagonia, as it not only benefits working parents but also contributes to a positive work environment and higher employee retention rates. The company recoups a significant portion of its costs through various means, such as tax benefits, reduced turnover and improved employee engagement. As a result, Patagonia estimates that it will recover 91 percent of its annual costs, which aligns with other companies like JPMorgan Chase and KPMG that have reported positive returns on investment for their child-care programs.

Since 1983, Patagonia has operated the Great Pacific Child Development Center (GPCDC), providing high-quality on-site childcare for its employees' children. The center offers a nurturing environment where children spend their days engaged in outdoor activities while their parents work. Patagonia values the intangible benefits of offering on-site childcare, such as a more diverse leadership team, greater employee loyalty and workplace culture built on trust and authenticity. The company sees providing on-site childcare as a core element of responsible business practices, fostering a supportive and family-friendly work environment. Patagonia's commitment to its employees and the communities it serves makes it a shining example of corporate responsibility in action.

What programs should a company offer to be socially responsible?



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

What are the reasons a company should be socially responsible?

1	TO HELP IMPROVE THE LOCAL COMMUNITY (100%)
2	TO BE SEEN AS A LEADER (74.4%)
3	TO IMPROVE THE ENVIRONMENT (69.2%)
4	TO HELP IMPROVE THE BROADER ECONOMY (61.5%)
5	TO ATTRACT EMPLOYEES (61.5%)
6	TO IMPROVE THE COMPANY'S REPUTATION (51.3%)
7	TO ATTRACT NEW CUSTOMER AND/OR RETAIN CURRENT CUSTOMERS (46.2%)
8	TO ENHANCE CORPORATE RELATIONSHIPS (38.5%)
9	TO INCREASE COMPANY PROFITS (25.6%)

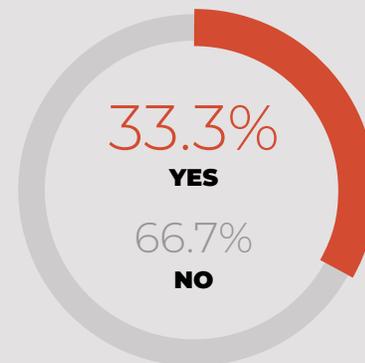
GLOBAL SUSTAINABLE DEVELOPMENT GOALS

 <p>NO POVERTY</p>					 <p>ZERO HUNGER</p>	
 <p>GOOD HEALTH & WELL-BEING</p>	 <p>QUALITY EDUCATION</p>	 <p>GENDER EQUALITY</p>	 <p>CLEAN WATER & SANITATION</p>	 <p>AFFORDABLE & CLEAN ENERGY</p>		
 <p>DECENT WORK & ECONOMIC GROWTH</p>	 <p>INDUSTRY, INNOVATION & INFRASTRUCTURE</p>	 <p>REDUCED INEQUALITIES</p>	 <p>SUSTAINABLE CITIES & COMMUNITIES</p>	 <p>RESPONSIBLE CONSUMPTION & PRODUCTION</p>		
 <p>CLIMATE ACTION</p>	 <p>LIFE BELOW WATER</p>	 <p>LIFE ON LAND</p>	 <p>PEACE, JUSTICE & STRONG INSTITUTIONS</p>	 <p>PARTNERSHIPS FOR THE GOALS</p>		

The 2030 Agenda for Sustainable Development, adopted by all United Nations Member States in 2015, provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. At its heart are the 17 Sustainable Development Goals (SDGs), which are an urgent call for action by all countries - developed and developing - in a global partnership. Governments, international organizations, businesses, civil society and individuals worldwide are encouraged to collaborate and take concrete steps to implement sustainable practices and policies that align with the SDGs, including poverty, inequality, climate change and environmental degradation. The hope is that by working collectively toward these goals, considerable progress can be made in creating a more equitable, sustainable and prosperous world for all.

The Sustainable Development Goals are gaining traction in Nevada, with one-third (33.3 percent) of surveyed companies using them as a guideline for social investment, social responsibility or philanthropic efforts. The most targeted goals in Nevada are quality education, gender equality and reduced inequalities.

Does your company use these goals as a guideline for social investment, social responsibility or philanthropic efforts?



Most commonly targeted goals

<p>1</p>  <p>QUALITY EDUCATION</p>	<p>2</p>  <p>GENDER EQUALITY</p>	<p>3</p>  <p>REDUCED INEQUALITIES</p>
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red rock resorts

Station Casinos Inc., a company that owns nine casino properties in Southern Nevada, including Red Rock Resort, launched a program 25 years ago to support elementary school children in need. It all began when the Texas Gambling Hall & Casino adopted C.P. Squires Elementary School, where many students came from homeless shelters. Texas management started by donating the coins collected from its wishing well to the school, and soon after, employees found more ways to get involved with C.P. Squires administration and students. The initiative inspired other Station properties to join in. Each property and the corporate office adopted a nearby “high need” school, identified as having over 50 percent of the students qualifying for the federal school free lunch program.

The partnership program comprises five components: 1) Each school receives an annual cash award. 2) A student incentive program targets specific areas of improvement, such as poor attendance, identified by the principal. 3) The company sponsors a recognition program for teachers and staff. 4) Team members from the partner properties volunteer their time to assist with school events and support teachers in classrooms. 5) Station Casinos donates surplus computers and equipment to the partner schools. The financial resources and positive role models provided by Station Casinos have made a significant impact on these schools, and other firms are encouraged to explore the idea of adopting schools as well.



SOUTHWEST GAS

Southwest Gas, a sustainable energy company, is deeply committed to strengthening the communities it serves and exceeding the expectations of its customers and stakeholders. Through its volunteer and employee giving programs, FUEL for LIFE, and BLUE, and its corporate foundation, FUEL GOOD, the company fosters a culture of giving back that is ingrained in its company culture. FUEL for LIFE allows employees to contribute to local nonprofit organizations through one-time gifts or ongoing payroll deductions, positively impacting countless lives in the communities the company serves. Meanwhile, BLUE, the employee-volunteer team, identifies and facilitates volunteer opportunities for Southwest Gas employees and their families, inspiring a culture of service that makes a positive difference in the lives of others.

In 2022, Southwest Gas focused its philanthropic efforts on supporting local teachers, recognizing them as the heroes who shape young minds and provide hope and encouragement for the future. With over 1,366 companywide volunteer hours and \$25,000 in donations from the foundation, the company demonstrated its dedication to the educational needs of the community. Additionally, Southwest Gas remains committed to protecting the environment and achieving its goal of a 20 percent reduction in greenhouse gas emissions by 2025 through various sustainable initiatives. Moreover, the company offers assistance to qualified customers facing unexpected financial difficulties through its Energy Share emergency fund, ensuring a helping hand in times of need.



TESLA

Tesla is deeply committed to engaging and inspiring young people in STEM-focused programs and events. The company has invested \$37.5 million in K-12 education in Nevada, supporting over 4,100 students in competitive robotics and thousands more in robotics in-class learning. They have also established 13 Tesla Robotics Labs and trained 2,500 teachers in computer science through Code.org. Tesla's dedication to empowering the next generation of leaders is further exemplified by initiatives like "Introduce a Girl to Engineering Day," which brings middle school girls into their facilities to explore various career pathways. They also celebrate Manufacturing Day to showcase advanced manufacturing at Tesla and provide opportunities for young people to learn about careers in the industry.

Moreover, Tesla is focused on creating pathways to career opportunities through internships, apprenticeships, and the Tesla START program, which offers intensive training for successful technician roles. They recruit from over 100 collegiate institutions and diverse student organizations, ensuring access to top talent passionate about sustainable energy. Additionally, Tesla's Manufacturing Development Program provides graduating high school seniors with the resources and experience needed to start a successful manufacturing career at Tesla. The company's commitment to environmental equity is demonstrated through its employee volunteer program, partnerships with local organizations to enable access to EV charging infrastructure, and clean energy and resiliency projects like the one at Allen Temple Baptist Church in Oakland, California.

CONCLUSION

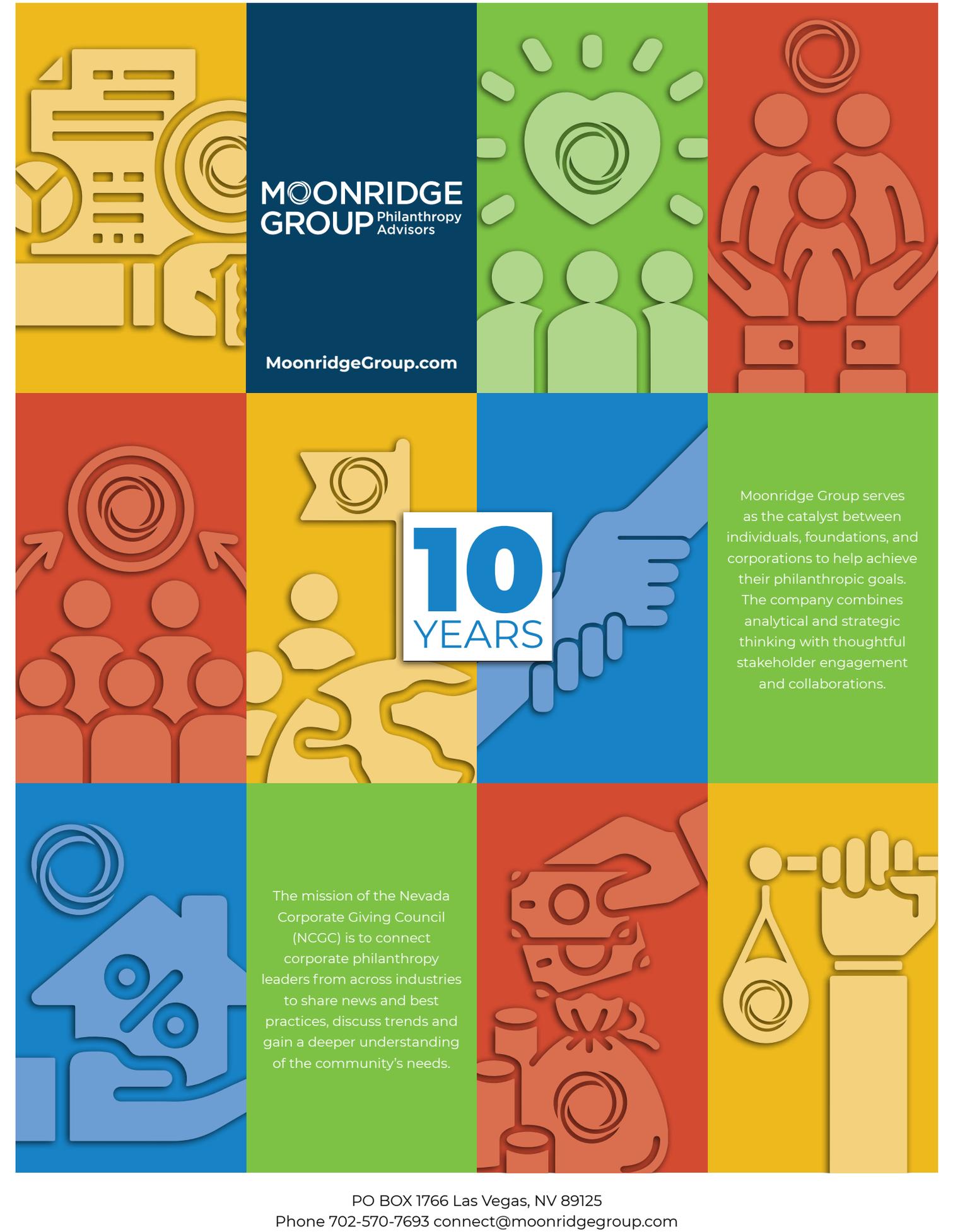
Although Nevada ranks relatively low in terms of social giving and volunteerism, the state continues to make strides in improving its position. Companies in Nevada are focused on giving back to their community and being a leader for current and future beneficiaries. Although the COVID-19 pandemic created obstacles and restrictions for what could be accomplished, companies have made every effort to recover and provide their employees opportunities to work directly with nonprofits. Additionally, Nevada's charitable giving has increased every year as the state's employment continues to grow and businesses expand.

There are many aspects of giving that cannot be quantified. However, this report has made every effort to demonstrate the state's initiatives to improve the community and better position the state for the future.

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.

The background of the entire page is a 4x4 grid of colored squares, each containing a white icon. The icons represent various concepts: a document and gear (top-left), a heart with radiating lines (top-middle), a family of three (top-right), a target with arrows (middle-left), a person with a banner (middle-middle), hands shaking (middle-right), a house with a percentage sign (bottom-left), a hand holding a coin (bottom-middle), and a hand holding a teardrop (bottom-right).

MOONRIDGE
GROUP Philanthropy
Advisors

MoonridgeGroup.com

10
YEARS

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.

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.