

# Corporate Philanthropy

IN NEVADA 2014

## PREFACE

Nevada's corporate community has a long tradition of charitable giving, a tradition that was needed, perhaps more than ever, in the wake of the Great Recession. During the past five years, many Nevadans struggled along with the slow-recovering economy. Government revenues fell and assistance programs were cut, even as caseloads climbed to their highest level. Despite their own financial struggles, Nevada businesses stepped in to help fill the void, providing dollars and volunteers to local charities charged with aiding needy communities. Now, even as the state economy emerges from its recent depths, there is a great need for private-sector philanthropy. Within this construct it has become increasingly important that corporations give right, give smart, and give strategically.

In 2014, Moonridge Group and the Nevada Corporate Giving Council launched the first Nevada-specific Corporate Philanthropy Survey in an effort to better understand the landscape of corporate giving and engagement in our state. Survey results cover calendar year 2013 or the fiscal year that ended June 30, 2014. Nearly every industry in the state is represented in the survey results, including mining; manufacturing; trade, transportation and utilities; information; financial activities; professional services; leisure and hospitality; retail; and advertising. Results include corporations employing more than 150,000 people and generating more than \$54 billion in business receipts in Nevada.

The survey asked companies about their motivations, policies, procedures, culture, and evaluation process for philanthropic efforts. This report summarizes the results of the survey and our supporting research, providing a benchmark for companies across the state to compare how they give as well as setting strategies to get more out of every dollar or volunteer hour. To this end, we believe that an informed giving strategy will not only help provide for the community, but can produce a greater return on investment for the business as well.

This report provides an in-depth analysis of corporate giving in Nevada in hopes of elevating the discussion, generating interest, and motivating additional engagement. Moonridge Group and the Nevada Corporate Giving Council offer these results to further that conversation so we can better understand where Nevada's corporate philanthropy stands, and where it needs to be.

### JEREMY AGUERO

Report Author | Applied Analysis

### ABOUT NEVADA CORPORATE GIVING COUNCIL

The mission of the Nevada Corporate Giving Council (NCGC) is to bring together senior executives in corporate philanthropy in Nevada in order to build connectivity, share best practices, gain a deeper understanding of community issues, and publish an annual report on Corporate Giving in Nevada, all with the ultimate purpose of achieving real, measurable social change with respect to our community's greatest challenges while driving and enhancing business performance with a concrete return on investment.

### ABOUT MOONRIDGE GROUP

Moonridge Group serves as the catalyst between individuals, foundations, and corporations to help achieve their philanthropic goals. The company combines analytical and strategic thinking, with thoughtful stakeholder engagement and collaborations. This allows its clients to maximize the efficient use of their resources in order to achieve measurable and tangible results.

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# EXECUTIVE SUMMARY

Nevada's companies gave an estimated \$134.4 million in the past year, approximately 0.22% of their revenues, far more generous than the 0.13% of revenues given nationally, according to a 2012 survey.<sup>1</sup> If the same share of revenues was given by all Nevada-based companies, donations would increase by more than 50% to \$204.6 million.

Current giving levels equate to roughly \$487 per employee per year for the average Nevada company. Furthermore, the state's workforce recorded 260,460 hours through company volunteer programs. These volunteers and donations produced both goodwill on behalf of their companies, as well as tangible results in their communities across the state.

## Giving and the Economy

Nevada's economy continues to face new challenges in the wake of the Great Recession. In spite of this, companies continued to value and support corporate philanthropy. The economy was clearly improving during the study period; however, continuing issues for gaming companies as well as a decline in gold prices meant many of Nevada's largest corporations reported net revenue declines and even net losses in the reporting period. This mix of recession and resurgence played into corporate giving decisions but did not dissuade them. In fact, every respondent reported giving at the same or higher levels than in the prior year.

## Where Nevada's Companies Give

Companies in Nevada gave a significant allocation (34%) to health and social services, largely with in-kind giving of company products and services. Culture and arts (13%) was the second most-popular giving area, with most of the funding dedicated towards public broadcasting initiatives. Civic and public affairs giving received 12% of allocations, and education across the state received just over 11% of corporate donations. The two most commonly cited needs that require more attention were hunger and education, but corporate philanthropy leaders said that dialogue with charities, better organized finances, and more efficient volunteering opportunities could improve results statewide irrespective of funding levels for those areas.

TOTAL ESTIMATED ANNUAL  
GIVING BY NEVADA'S  
CORPORATIONS:  
**\$134.4 MILLION\***

\*Total giving includes corporate and corporate foundation giving; estimate is based on the 2014 survey results, external data sources and internal AA calculations.

## Employees and Company Engagement

Over three-fourths of companies surveyed offered a defined route encouraging employee volunteerism. Most of these programs (80%) were company-sponsored days or events. Companies differed widely on the number of events they offered per year, ranging from 1 to 75 events.

The decision-making process tends to lie with CEOs, CFOs or COOs for many companies (43%). However, separate foundation leadership (29%), philanthropy leaders (14%), or a philanthropy committee (7%) account for half of the companies surveyed, meaning a separate, independent effort was put in place to guide a company's philanthropic engagement. Company employees had the final say in charitable activities for 7% of companies.

In choosing where to give, most companies prioritize the needs of the community over strategic giving, demonstrated results, and a host of other factors. When it came to why companies gave, businesses commonly cited protection of reputation, creating opportunities for growth, increased customer loyalty, and providing opportunities to engage with employees.

<sup>1</sup> CECP, in association with The Conference Board. Giving in Numbers: 2013 Edition.

# GIVING AND THE ECONOMY

Although some of us have short memories when it comes to the challenges of the Great Recession between 2007 and 2009 – and more realistically through at least 2011 in Nevada – these struggles remain fresh in the minds of many in the state’s business community. Nevada’s businesses have made great strides since the depths of the recession, but the state has a long way to go until it returns to the growth trajectory it rode for the better part of the last three decades. Most economic indicators point to stability and continued improvement, leading Nevada businesses, including corporate givers, to remain optimistic that the worst of the recession is behind us.

Nevada’s unemployment rate has fallen from 13.9% at the height of the recession to 6.8% at the end of 2014. Yet the companies in our 2014 corporate philanthropy survey, in sum, did not achieve a net profit in 2013. Nevada’s two major industries continue to face headwinds in the recovery. The gaming industry reported negative net income for the sixth consecutive year, and Nevada’s mining companies are being impacted by a sharp drop in the price of gold. Notably, the sum of the output for Nevada’s two major industries decreased in 2013. In spite of these obstacles, corporations still report a commitment to corporate philanthropy, whether the gifts are given with strategic, community-minded, or purely charitable intentions.



Nevada’s unemployment rate has fallen from 13.9% at the height of the recession to 6.8% at the end of 2014.



## Impact on Giving

Depressed revenues can lead to cost-cutting measures across a company, including a deeper look into philanthropic giving. Though historical data at the state level is scarce, 100% of our survey respondents said they did not change the size or destination of their giving in the past year. This is an indication that Nevada corporations believe that instead of cutting contributions during a challenging economic climate, they should maintain their giving in the times of greater community need.

With Nevada's economy continuing to recover and gold prices stabilizing, charitable giving will likely become more strategic and less focused on meeting basic needs, while increasing with the size of the economy as a whole.

### The Cyclical Nature of Corporate Giving

2007 - 2012

Declining or  
challenging economic  
conditions



Increased demand  
for charitable giving  
to meet basic  
needs



2015 and Beyond

Improving or  
stable economic  
conditions



Ability to  
increase level of  
targeted, strategic  
charitable giving



## Gaming Industry

Nevada's gaming industry continues to face challenges in the ever-changing consumer mindset, but it is also the industry that gives the most back to our state in charitable giving dollars. The recession brought massive losses across the industry, with the state's largest casinos losing over \$5.9 billion in fiscal year 2009 alone. Though visitor volumes to Las Vegas and across the state have reached record levels in the past year, revenues have not experienced the corresponding increase many expected. Spending per visitor is down compared to the pre-recession era, while the mix of how visitors spend their dollars is moving from gambling to other entertainment options.

Nevada's gaming industry strives to continually evolve amid ongoing economic pressure. The industry is transitioning away from gambling revenues to revenues provided by other amenities at the resorts. The cost of this transition includes further capital spending to redevelop nightclubs, bars, restaurants, and hotels in the name of pleasing the ever-changing Las Vegas visitor. What hasn't changed is the industry's continuing commitment to bettering local communities across the state.

AGGREGATE NET INCOME (LOSS) BEFORE FEDERAL TAX OF THE LARGEST CASINOS IN NEVADA	
FY 2007	\$1,956,788,667
FY 2008	\$865,544,057
FY 2009	(\$5,926,885,578)
FY 2010	(\$2,313,791,036)
FY 2011	(\$2,434,471,050)
FY 2012	(\$1,236,811,092)
FY 2013	(\$1,073,967,044)
FY 2014	(\$490,391,554)



**MGM RESORTS**  
INTERNATIONAL®

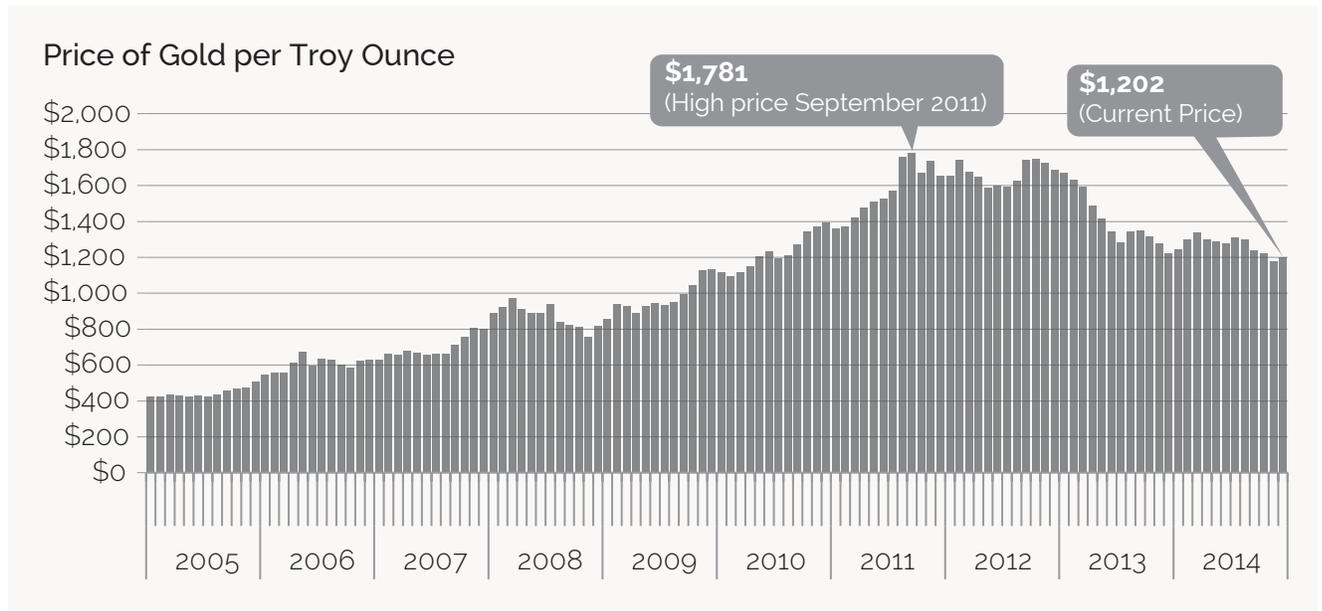
MGM RESORTS OFFERS MULTIPLE PATHS FOR COMMUNITY ORGANIZATIONS TO ENGAGE THE COMPANY

MGM Resorts International offers three ways for charitable organizations to receive assistance from the global gaming operator. The first is the corporate charitable giving program, which allocates a portion of company profits to improving education, health, environmental sustainability, basic needs, and cultural priorities of local communities. MGM also has a 100% employee-funded foundation where employees can choose to donate to agencies of their choice or to grant funds allocated by employee representatives from each property. Finally, employees are encouraged to volunteer in their communities using the VolunteerMatch system.



## Mining Industry

The mining industry has provided for education and community investment throughout rural Nevada. The industry faces a considerable headwind in the form of diminished commodity prices. Nevada mined 75% of the nation's gold and 27% of the nation's silver in 2013. Both of these minerals comprise nearly 90% of the total value of minerals mined in the state. However, the value of gold and silver declined significantly in 2013, leaving mining companies in the state with a revenue shortfall. In spite of lower revenues, the mining industry sees substantial benefit in continuing to engage with philanthropy and community partners in order to be ready when commodity prices turn around.



### BARRICK GOLD MAINTAINS ITS RELATIONSHIPS WITH STAKEHOLDERS THROUGH GOLD PRICE DROP

As a leader in the mining industry, Barrick feels strongly about developing projects around the world with an open dialogue and input from community members. This constructive process results in investments in the communities and individuals surrounding its operations. As the price of gold tumbled in 2013, Barrick maintained not only its stringent safety standards around the globe, but also its engagement with the communities and local governments where it operates by continuing to offer support. Barrick believes that consistent engagement is the only way to earn the trust of the stakeholders of the communities in which they operate.

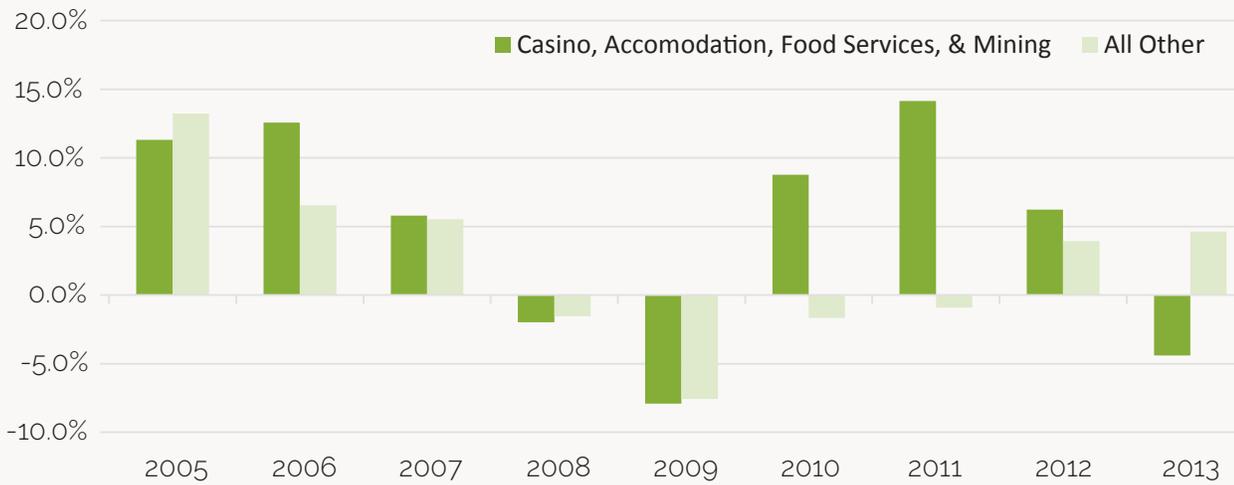
#### Barrick's Stakeholder Groups



## Other Industries

Other industries in Nevada have managed to show consistent growth in gross output since 2011. In fact, every sector outside of mining, utilities, and government grew from 2011 to 2013. Two sectors have reported particularly healthy growth since 2011: the finance, insurance, real estate, rental and leasing sector grew 13.7%, and professional and business services grew 10.8% during the two-year period. Though these industries are not the focus of Nevada's economy, they play a considerable role in providing dollars, services, and volunteers for philanthropic efforts.

Nevada GDP Growth by Components



### PROFESSIONAL SERVICES FIRMS IN NEVADA ARE INVESTED IN THE SUCCESS OF LOCAL NONPROFITS

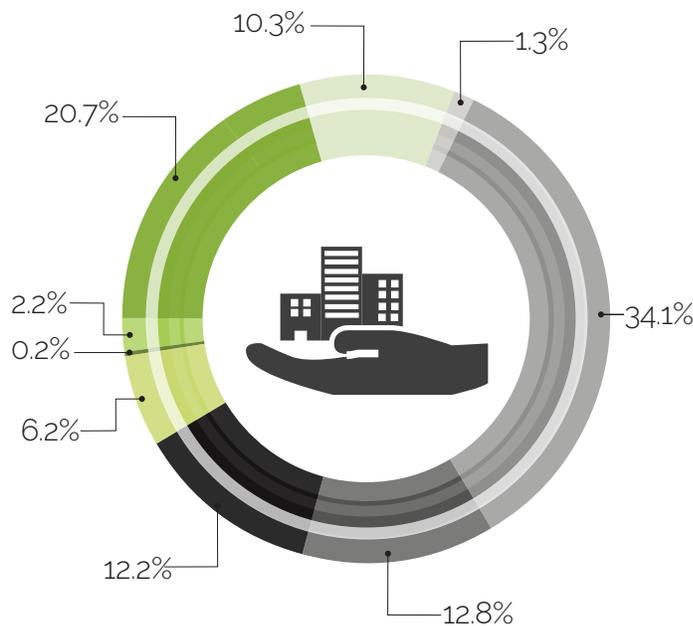
All press is good press for local nonprofit causes. Whether to assist a client or simply help spread the word, local public relations firm Purdue Marion & Associates frequently writes and issues press releases that help publicize the activities of local nonprofit organizations and causes. Past examples include news items on the Nevada Partnership for Homeless Youth, Three Square food bank, Candlelighters (raising funds for childhood cancer), National Night Out (teaching crime prevention) and Dress for Success, an organization that promotes the economic independence of disadvantaged women.

# WHERE NEVADA'S COMPANIES GIVE

Nevada corporations participating in the 2014 Corporate Philanthropy Survey were asked to categorize their giving among a variety of program types. All of the companies surveyed indicated that their focus in terms of types of charitable causes had not changed compared to the prior year (2012). This finding was notable in light of the fact that nearly 53% of respondents said that their relationship with long-

time recipients was relatively unimportant in deciding where to give. An assessment of the causes supported by charities themselves is therefore a critical and necessary step in understanding the nature of the state's corporate philanthropic landscape.

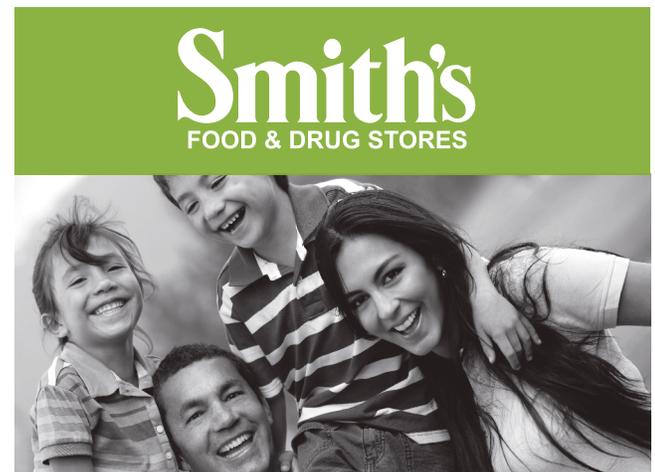
Average Giving by Nevada Companies to Each Program Type



- Health and Social Services | 34.1%
- Culture and Arts | 12.8%
- Civic and Public Affairs | 12.2%
- Education: K-12 | 10.3%
- Education: Higher | 1.3%
- Environment | 6.2%
- Community Infrastructure | 2.2%
- Disaster Relief | 0.2%
- Other and Unknown Giving | 20.7%

## Health and Social Services

Giving to health and social service programs topped Nevada companies' giving agenda, with 34% of funding being allocated to the category, slightly above the national average of 28%. The category was dominated by in-kind giving, with law firms and grocers giving considerably more than others in this category. Pro bono legal or consulting services and food donations are two examples of how companies gave in this category.



SMITH'S FOOD AND DRUG PARTNERS WITH THREE SQUARE AND THE FOOD BANK OF NORTHERN NEVADA

Smith's Food and Drug, part of the Kroger family of stores, used to ship perishable food donations from its Nevada stores to Phoenix. Now, after engaging with local food pantries, including Three Square in Las Vegas and the Food Bank of Northern Nevada, Smith's has been able to better focus its donations on the communities it serves.

## Culture and Arts

Culture and arts funding was also a major destination for corporate funds given by Nevada companies, receiving an average allocation of nearly 13%, over double the national average of 5%. The majority of corporate grants for this cause went to public broadcasting in the state. In addition to public broadcasting, the Smith Center for Performing Arts as well as symphonies, ballet companies, and other cultural programs across the state benefitted as a result of corporate philanthropy.

## Civic and Public Affairs

Civic and public affairs spending, which includes giving to local government agencies, clubs and organizations, as well as policy research organizations, accounted for an average of 12% of corporate giving in Nevada. Nationally, corporations gave 5%.

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**HEALTH AND SOCIAL SERVICES ARE BY FAR THE MOST POPULAR RECIPIENTS OF NEVADA CORPORATE GIVING, FOLLOWED BY CULTURE AND ARTS, CIVIC AND PUBLIC AFFAIRS, AND K-12 EDUCATION.**

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## Education

Though educational funding accounted for just under 12% of giving when both K-12 and higher education are considered, Nevada's companies believe that expanded philanthropy could help in this area. Three-fourths of respondents cited education as one of the three greatest challenges that could be improved with additional philanthropic effort, more than any other single issue. Education gets a considerably lower share of charitable dollars in Nevada compared to the nation, where the average corporation donates 29% of all charitable allocations to education.



STATION CASINOS

## STATION CASINOS PARTNERS WITH LOCAL SCHOOLS

Since 2001, each local casino operated by Station Casinos, as well as the corporate office, has paired with an at-risk school in the community. Not only has Stations committed \$2.4 million in the effort, but volunteers, mentors, hosting events, and donated resources are also contributed to each of the schools.

## Other Categories

Other categories comprised a relatively smaller portion of corporate giving in Nevada. Giving for environmental causes in the state amounted to 6% of the total. Donations to community infrastructure, a purpose that often aligns with commercial goals, amounted to just over 2% of all Nevada giving. Other and unknown types of giving accounted for a surprising 21% of total funding, with less than 1% going to political action committees, 3% going to other types of giving, and 17% going to causes unknown to the respondents of the survey. This suggests a significant number of companies continue to struggle with internal reporting and accountability and/or a lack of defined purpose, which is cited as a best practice in corporate giving.

## Thoughts on Giving in Nevada

Survey respondents thought there could be more done through philanthropic efforts, especially with hunger and education. Both issues are already key elements of civic engagement by corporations across the state; however, survey respondents cited plenty of room for improvement. Other categories our respondents wanted to focus on included assisting in healthcare issues and fighting homelessness in the state.

Importantly, survey respondents cited a distinct desire for charitable giving in Nevada to be more organized. Nevada corporations noted that efforts need to be undertaken to ensure that charitable finances were in order and that more volunteers were rallied across the state to leverage resources. Survey respondents also noted that better dialogue was needed to focus on getting leveraged results from charitable organizations with similar missions. The 2014 Corporate Philanthropy Survey serves as an early step in detecting and addressing some of these concerns in giving, allowing companies and charities across the state to use charitable resources more effectively. This starts with focus, organizational efficiency, and eliminating unnecessary duplication among nonprofits.

**ALMOST EVERY RESPONDENT REPORTED THAT THEIR COMPANY STRUGGLES WITH CHARITIES THAT ARE INCOMPATIBLE WITH COMPANY IDEALS OR STRENGTHS, AS WELL AS DISORGANIZED CHARITIES.**

Nevada's Greatest Challenges That Could Be Improved Through Philanthropic Efforts  
*Most Cited Challenges by 2014 Corporate Philanthropy Survey Participants*



# EMPLOYEES AND COMPANY ENGAGEMENT

## Employee Engagement Through Volunteering

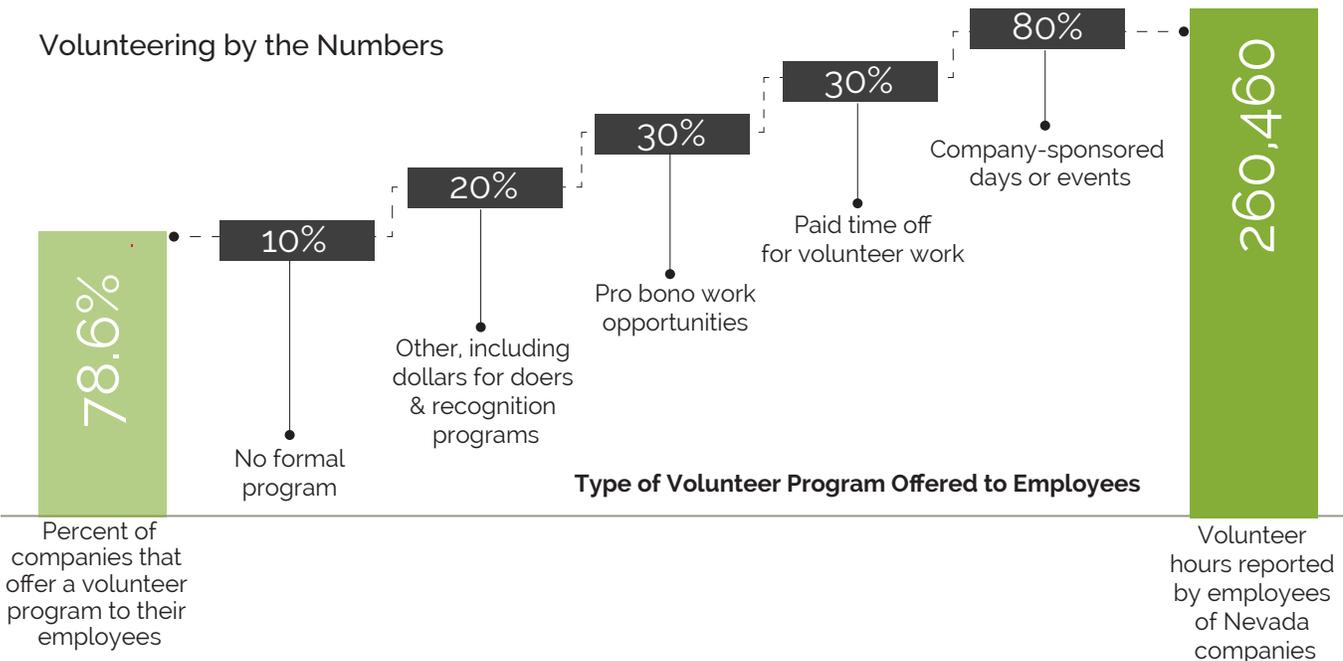
Volunteerism was a critical part of corporate philanthropy programs statewide. Nearly 79% of companies surveyed offered a volunteer program, recording over 260,000 volunteer hours by employees, an average of 1.4 hours per employee worldwide.

By far the most popular volunteer program offered to employees was a company-sponsored day or event, with 80% of those with a philanthropy program holding or sponsoring events for their employee-volunteers. Events offered by our respondents throughout Nevada included:

- At-risk school adoption
- Park cleanups
- Food drives
- Military support
- Habitat for Humanity build events
- Three Square food preparation assistance
- Child-focused holiday gift-giving programs
- Opportunity Village Magical Forest volunteer opportunities

WHEN VOLUNTEER OPPORTUNITIES ARE ORGANIZED BY COMPANIES, MOST PREFER COMPANY-SPONSORED COMMUNITY SERVICE DAYS OR EVENTS WHERE EMPLOYEES COME TOGETHER TOWARD A COMMON GOAL AND HAVE THE OPPORTUNITY TO BUILD ON THEIR PERSONAL AND PROFESSIONAL BONDS.

### Volunteering by the Numbers



Companies that hosted or participated in these events were also asked when these events occurred. Half engaged the employees during a workday, while the other half chose to use employee personal time for the volunteering events.

Companies also reported a wide number of volunteer opportunities. Of those that offered volunteer opportunities, one day per year of volunteer activities was offered by 43% of companies, two days were offered by 14%, and four or more days were offered by approximately 40%. One company in the survey cited 75 volunteer events per year offered for its employees. Though this demonstrates a remarkable commitment to helping an array of causes, most companies, especially smaller firms, report a need to focus their efforts more narrowly in order to produce meaningful results.

## Companies That Offered Volunteer Days



43% Offered one volunteer day



14% Offered two volunteer days



40% Offered four or more volunteer days



**igt**

IGT FOCUSES ON COMMUNITY NEEDS OF ITS EMPLOYEES

Donations

IGT, a global leader in the design and manufacturing of computerized gaming equipment, believes that it is important to have a significant and positive impact on the communities where it operates. Focusing on the giving areas of civic and community causes, as well as providing for basic needs in the community, IGT's resources and employees strive to have a direct impact on their own communities. Additionally, IGT offers one paid day off per year for volunteer activities, and many departments use this day for a group activity.

## Decision-Making Process

Allocating scarce funding and employee volunteers efficiently and effectively among charitable causes requires a consistent and ongoing process. This process must incorporate an evaluation of every potential engagement activity with a cause and organization to determine if it aligns well with the company's corporate philanthropy goals. Somewhat surprisingly, only 7% of the companies in our survey publish a strategic plan for corporate philanthropy (not to be confused with a corporate philanthropy or sustainability report), but all have their own process and priorities when allocating their charitable dollars.

The final decision-making authority for charitable decisions in most companies lies with the executive board, with more than 40% saying the CEO, CFO, and/or COO is responsible for deciding where to give. An additional 29% left these decisions to foundation leadership. Separate philanthropy leaders within a company selected causes for 14% of the respondents. Finally, company employees and a philanthropy committee were each responsible for the decisions in 7% of companies.

**A MINORITY OF CORPORATIONS ARE AFFORDED A DEDICATED PHILANTHROPIC LEADER; THE REMAINDER ARE SOMEWHAT CHALLENGED WITH BALANCING THE RESPONSIBILITIES OF COMPANY OPERATIONS WITH PHILANTHROPIC OUTREACH.**

Which group or individual holds final decision-making authority for selecting giving areas?



In addition to describing the decision-making process for philanthropy in their companies, respondents were asked to prioritize which factors influence their donations to certain causes. Far and away, the most critical factor cited by Nevada companies was a needs-based analysis of what the community requires most. Companies recognize that corporate giving must satisfy a need within the community to meet any goal, whether the gift is for purely charitable intentions, to meet a community development need, or to align with a strategic commercial purpose.

After needs-based giving, furthering strategic priorities was the next important factor in charitable giving decisions. If a decision to provide aid within the community also contributes positively towards the goals and mission of the business, respondents were significantly more likely to donate to the cause.

Finally, the ability of a charitable organization to demonstrate results was also considered to be relatively important by survey respondents with the majority citing a need to see their donations meeting the needs of the communities they intend to serve.

Other factors, including the relationship with recipients, commercial opportunities, quality of applications, and personal convictions of company executives were all cited, but they were slightly less important factors in the decision-making process.

Two factors had relatively low importance overall. The frequency of applications had little impact in swaying a company's decision; rather, companies tend to give more credence to both the quality of the application and the cause. Similarly, reactive giving, such as towards disaster relief, was also deemed a less-important factor in choosing where to donate by the

#### COMPANY'S AVERAGE RATING OF DECISION-MAKING FACTORS

On a scale of 1 (Least Important) to 10 (Most Important)

<b>Assessment of the greatest needs in the community (e.g., needs-based analysis)</b>	7.4
<b>Strategic giving (giving that aids business goals and serves critical community needs)</b>	6.8
<b>Demonstrated results by potential recipients</b>	6.5
<b>Company relationships with long-time recipients</b>	5.8
<b>Commercial opportunities (giving that furthers our corporation's image or company goals)</b>	5.7
<b>Quality of applications/requests from potential recipients</b>	5.5
<b>Personal convictions of company executives</b>	5.0
<b>Reactive giving (e.g., disaster relief)</b>	4.6
<b>Frequency of applications/requests from potential recipients</b>	4.2

**THE MOST POPULAR METHOD FOR NEVADA CORPORATIONS WHEN CHOOSING WHERE TO DIRECT FUNDING IS THROUGH BROAD-BASED CONSENSUS, INCLUDING VIA REVIEW COMMITTEES AND EMPLOYEE POLLING. HOWEVER, THE FINAL DECISION ON GIVING IS COMMONLY LEFT UP TO COMPANY LEADERSHIP.**

respondents. Although disaster relief serves a critical need during times of distress within the community, responding to a disaster does not allow a company to demonstrate a proactive approach when it comes to philanthropy. Importantly, companies can still assist in disaster relief efforts by regular donations to organizations such as the Red Cross, which was the eighth-largest recipient of reported grant funds by Nevada-based corporations. A long-running relationship with a response-oriented organization can fulfill both goals of helping communities in imminent need as well as showing a proactive approach to charitable giving. A consistent and proactive giving approach allows a company to better leverage its philanthropic efforts.

## Motivations Behind Corporate Philanthropy

Although companies largely agreed on the important factors in their decision-making process, their motivations for philanthropic giving were far more diverse. In fact, all four of the possible motivations were rated similarly.

Protecting and enhancing the company's reputation was a critical motivation behind philanthropy. A cohesive and proactive approach on improving the community will demonstrate the company's goodwill towards the community.

Creating opportunities for business innovation and growth was also cited as a common motivation behind philanthropy and corporate giving initiatives. Assisting the community can also provide opportunities for the business to grow, whether it is by providing physical infrastructure, better government, an educated workforce, or improving the locale around business locations.

Increasing customer loyalty was also a significant factor in company giving. Customers are more likely to support companies they believe have a good community standing and are more likely to repeat their support of the company.

Engaging employees was also a motivation behind philanthropy. Often, volunteer events and charity drives can motivate employees to bond with the company. In addition, if the employees feel that their company is serving the best interests of the community, they are more likely to stay with them.

AVERAGE RATING OF IMPORTANCE TO PHILANTHROPIC EFFORTS	
On a scale of 1 (Least Important) to 4 (Most Important)	
<b>Protecting/enhancing the company's reputation</b>	2.9
<b>Creating opportunities for business innovation or growth</b>	2.9
<b>Increasing customer loyalty</b>	2.9
<b>Providing opportunities to engage with the company's employees</b>	2.7



## Evaluating the Effectiveness of Corporate Philanthropy

When companies were asked to describe the systems they have in place to gauge the effectiveness and return on investment of their philanthropic efforts, the answers were as diverse as the motivations for giving. Survey responses included the following:

- In-house research studies to determine whether the company and community goals for the philanthropic effort were met by the contributions of the company and its employees.
- Evaluation of customer and employee feedback to assess whether the company's community involvement was recognized by both.
- Several respondents indicated that their companies did not have a dedicated way of measuring the effectiveness of donations due to the limited time allocated towards management of corporate philanthropy efforts.

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**PHILANTHROPIC LEADERS IN NEVADA FAVOR SINGLE-YEAR, RESTRICTED GIVING (AS OPPOSED TO MULTI-YEAR AND/OR UNRESTRICTED GIVING) IN ORDER TO BE MORE FLEXIBLE AND PROACTIVE IN GIVING.**

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In terms of reporting the results of philanthropic efforts to the public, **two-thirds of survey respondents** said they publish an annual corporate philanthropy or sustainability report in an effort to demonstrate and evaluate their giving campaigns.

Because corporate philanthropy's causes and motivations are extremely diverse, it is difficult to arrive at a single metric for evaluating effectiveness. However, looking at the impact of the sum, corporate philanthropy is clearly making a difference in Nevada and the causes it supports, as well as being an integral component of the corporate culture within some of Nevada's most vital companies. Corporate philanthropy is becoming more clear, more integrated, and more pervasive. However, what remains unambiguous is that each company must forge its own path. Respecting the lessons that can be learned, one size does not fit all. Evaluating needs, heightening employee engagement and maximizing the return to the community and corporation are all paramount to the success of a philanthropy program, regardless of how a company chooses to deploy it.



### NV ENERGY USES VOLUNTEERS TO TRANSFORM A LAKE

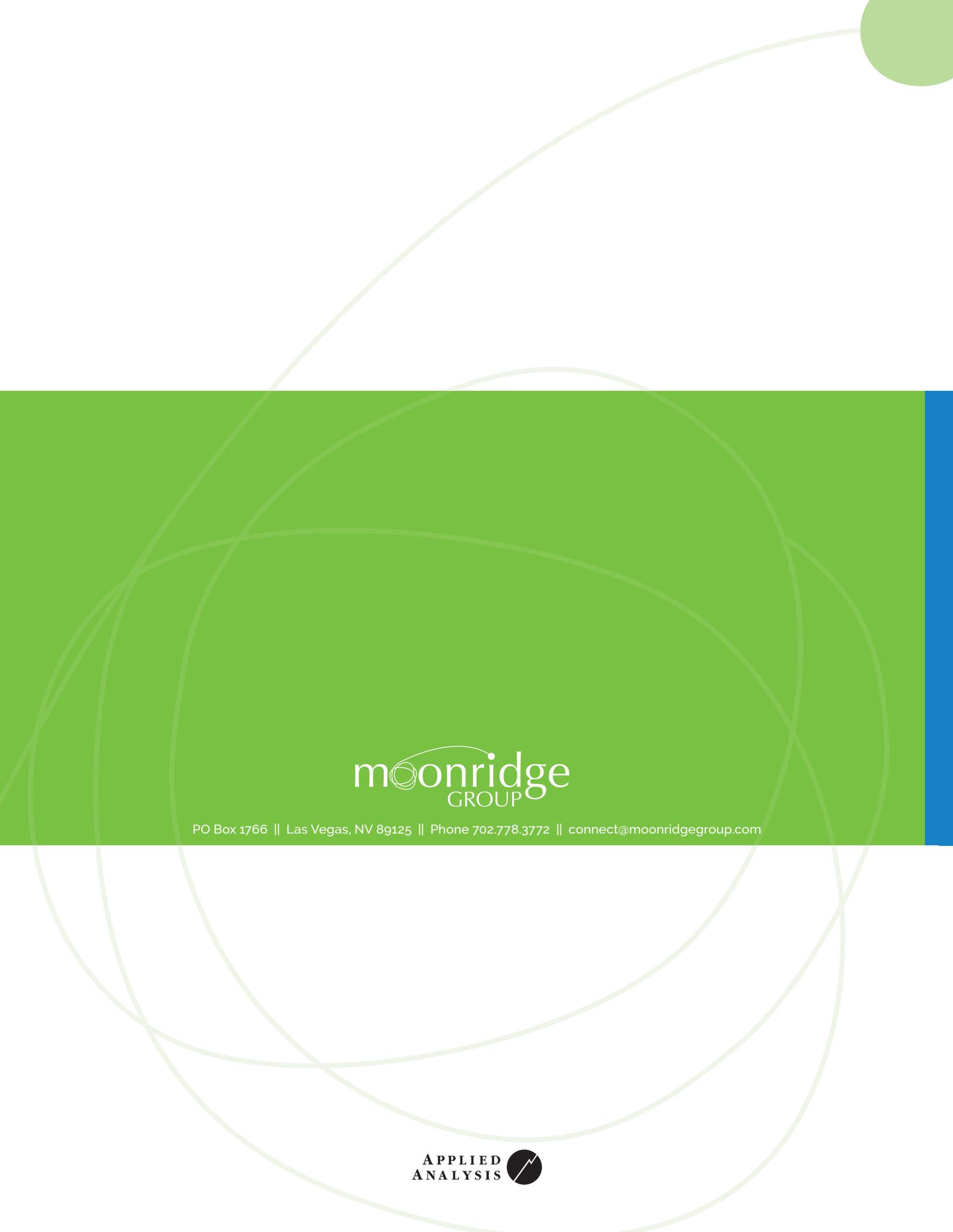
NV Energy used the third annual volunteer day at Independence Lake to transport 22 company employee volunteers by boat to perform trail maintenance and general stewardship activities in the remote lake. Located in the Sierra Nevada Mountains, the land hosting the pristine lake was transferred from NV Energy to The Nature Conservancy in 2010. In addition to its conservation and volunteer efforts at the lake, NV Energy supports charity projects throughout the state with volunteers, funding, and the support of the NV Energy Foundation.

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