



2024
NEVADA
CORPORATE
GIVING REPORT

11th Edition

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KEY TAKEAWAYS

We are pleased to present the 11th edition of the *2024 Nevada Corporate Giving Report*. This report has been revered as Nevada's gold standard for philanthropic efforts and corporate social responsibility. Below are the report's five key takeaways.

Nevada businesses and their employees **increased the state's total giving** to \$641 million during 2023.

The primary challenge to successful corporate philanthropy is **finding a nexus between corporate strategies and community areas of need**.

More Nevada businesses are embracing the **United Nation's 17 Sustainable Development Goals** when giving.



Nevada businesses are **good corporate citizens**.

For the past decade, **education has remained the greatest challenge** facing the state according to corporate donors.

CHARITABLE GIVING

While the United States ranks high in overall generosity among other nations, Nevada struggles in the bottom half of the country in terms of giving. Despite these challenges, Nevada's corporations are focused on improving and engaging with the local communities with increased attention toward education, healthcare and housing.

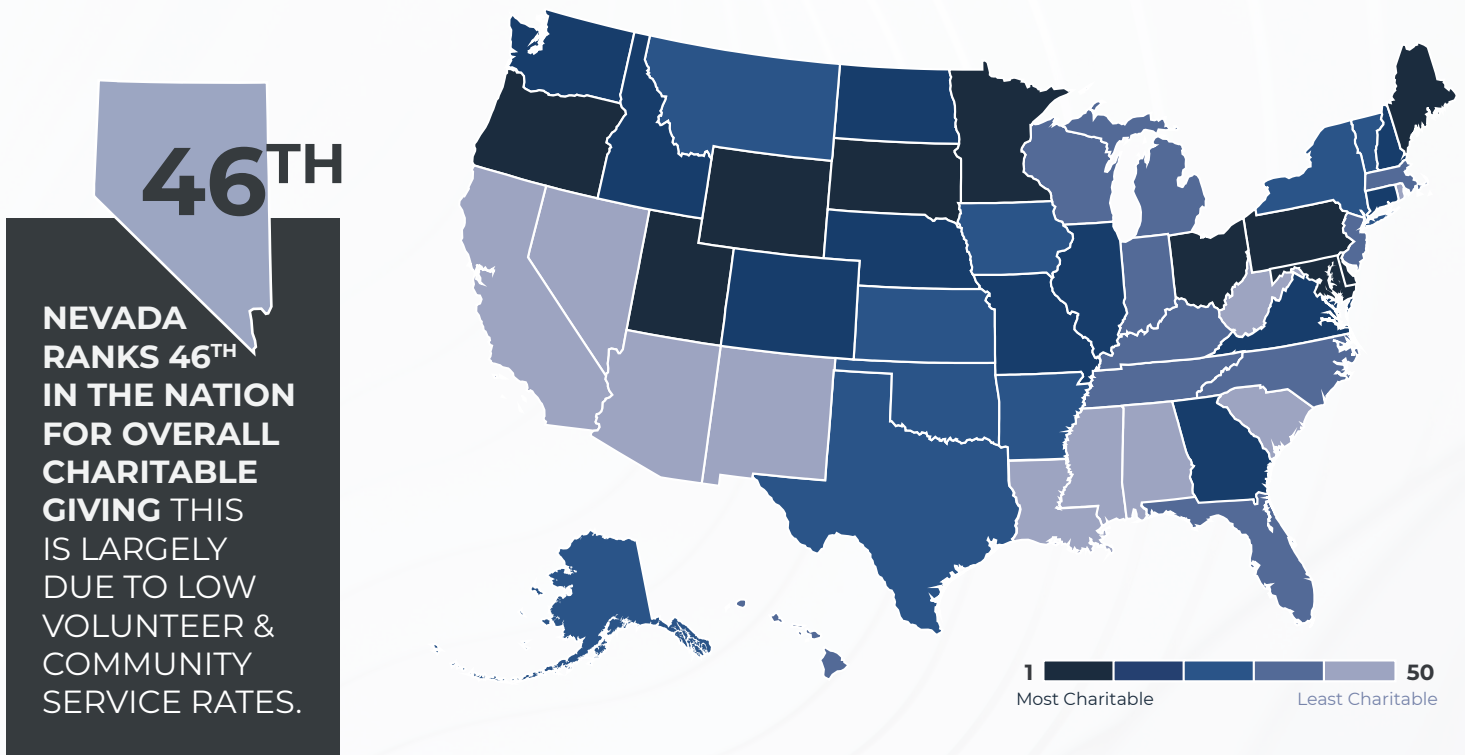
NATIONAL TRENDS IN CHARITABLE GIVING

WORLD GIVING INDEX, 2023



Source: Charitable Aid Foundation, World Giving Index 2023. **Note:** Top 10 most giving countries: (1) Indonesia, (2) Ukraine, (3) Kenya, (4) Liberia, (5) United States, (6) Myanmar, (7) Kuwait, (8) Canada, (9) Nigeria and (10) New Zealand.

CHARITABLE GIVING BY STATE, 2023



Source: WalletHub.

NEVADA'S PRIORITY ISSUES

MOST IMPROVED ISSUES IN THE PAST 10 YEARS



TOP 5 NEVADA CHALLENGES



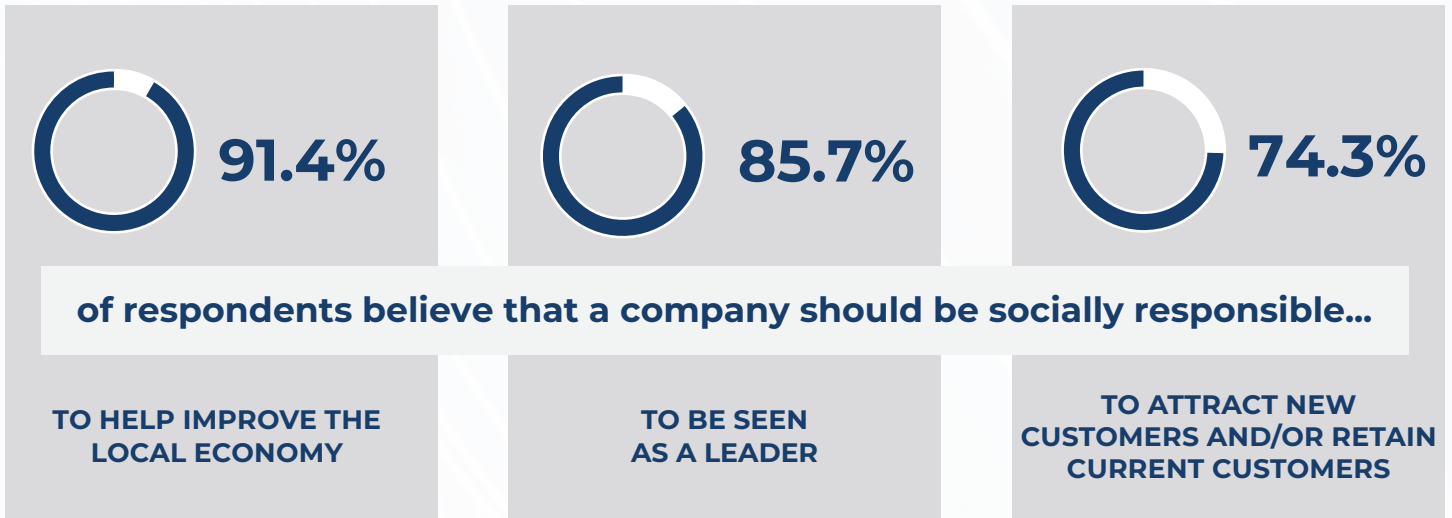
EDUCATION HAS RANKED AS THE #1 CHALLENGE FOR THE PAST 10 YEARS

GIVING IN NEVADA

YEAR-OVER-YEAR SUMMARY

	COMPANY AND IN-KIND GIVING	EMPLOYEE GIVING	VOLUNTEER HOURS IN NEVADA	
2022	\$618.6 M	\$67.7 M	1.2 M	2022
2023	\$640.9 M	\$72.8 M	1.4 M	2023
GROWTH	+ 3.6%	+ 7.6%	+ 18.9%	GROWTH

GIVING TRENDS IN NEVADA



TRAJECTORY OF GIVING



2023 SHARE OF GIVING | TOP THREE CATEGORIES



CHARITABLE IMPACTS OF NEVADA'S MAJOR SPORTS ORGANIZATIONS

SUPERBOWL HOST COMMITTEE

FORMULA 1 (F1)

\$3 M IN GRANTS TO **117** LOCAL NONPROFITS FOCUSED ON DEI, EDUCATION, HEALTH, SOCIAL JUSTICE, AND YOUTH

\$88 M IN PUBLIC INFRASTRUCTURE IMPROVEMENTS
\$1.5 M IN CONTRIBUTIONS TO LOCAL ORGANIZATIONS

SPORTS TEAMS CHARITABLE GIVING



\$2,866,050
in total Foundation grants and contributions for 2022
(7.2 percent increase compared to FY21)

\$100,000
pledged to veteran groups after the 2023 Stanley Cup Final

19 VISITS
to Clark County School District elementary schools by alumni, broadcasters, Chance and other VGK personalities for 2024 Nevada Reading Week



\$10 MILLION+
donated, 400,000+ meals provided, 815+ community events hosted

600 MEALS
donated to individuals and families in need of food assistance ahead of Thanksgiving 2023

\$1 MILLION
donated to UNLV athletics

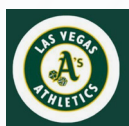


PARTNERSHIPS
with Rape Crisis Center and LGBTQ Center of Southern Nevada

PROGRAMS
Lace Up (mentorship), Give & Go (free tickets), Slam Dunk Health Challenge (youth health)



\$140,000
raised for 153 local organization in 2023



\$200,000
donated to support Nevada's youth recreation sports



\$50,000 DONATED
In 2022 the UFC Foundation donated \$20,000 to Wrestle Like a Girl; \$15,000 to Cure 4 The Kids Foundation and \$15,000 to St. Jude's Ranch for Children.

COMMON CHALLENGES TO GIVING



COSTS



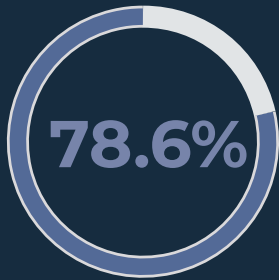
**LACK OF DATA/
INFORMATION**



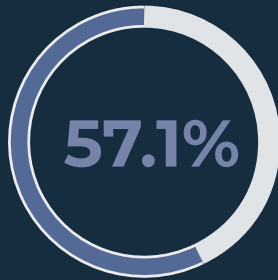
**ISSUES OUTSIDE
OF COMPANY'S
CONTROL**

Note: This is a multiple response question. Total will not sum to 100 percent. Top remaining challenges to giving include 21.4% lack of opportunities for volunteers and 14.3% poor quality of grants submitted.

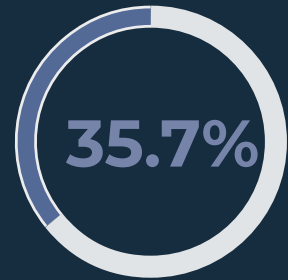
Top Challenges Preventing or Limiting Giving



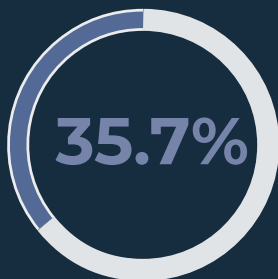
**No alignment with
company business
strategy or focus area**



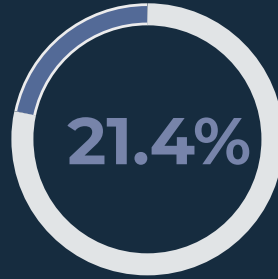
**Incompatibility with
company ideals
and/or strengths**



**Disorganization of nonprofit,
charity or community-based
organizations**



**Geographic focus area
not appropriate for
company focus**



**Lack of opportunities for
employee volunteers**

SPOTLIGHT STORY



WINNEMUCCA EARLY LEARNING CENTER

Barrick Nevada Gold Mines is committed to ensuring the prosperity of the communities it impacts, with initiatives spanning education, childcare, healthcare, and cultural preservation. Through significant investment in the Boys and Girls Clubs, they provide after-school programs, youth sports leagues, and essential childcare services that align with mining shift schedules. The Early Learning Centers, established with a \$4.6 million investment, offer affordable childcare with extended hours, supporting families with young children and unconventional work hours.

Healthcare access in rural Nevada is bolstered by the renovation of the Nevada Health Center and the provision of advanced medical equipment, ensuring residents receive timely and adequate care. For Native American communities, Nevada Gold Mines funds the Newa Numa Scholarship Fund and Summer Youth Employment Program, fostering educational and career opportunities. These programs, coupled with efforts to preserve tribal languages and cultural heritage, underscore the company's dedication to long-term community development and support.



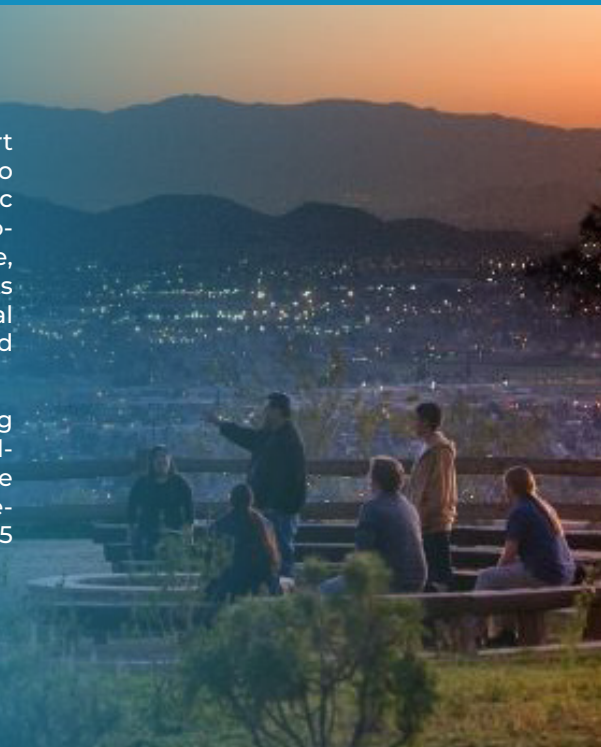
SPOTLIGHT STORY



GIVING BACK TO TRIBAL COMMUNITIES

The San Manuel Band of Mission Indians emphasizes community support through philanthropic efforts guided by the principle of "Yawa'," meaning to act on one's beliefs. They work to advance self-sufficiency through economic development and focus on four key pillars: Education, including STEAM programs, scholarships, and arts; Health and Wellness, covering healthcare, mental health, and disaster response; Empowering Lives, which supports basic needs, including food and transitional housing; and Preserving Cultural Traditions, emphasizing language revitalization, heritage celebrations, and environmental conservation.

In 2022, the San Manuel Band of Mission Indians awarded 267 grants totaling \$21.5 million. The Education pillar supported 75 organizations with \$8.4 million. The Empowering Lives pillar aided 80 organizations with \$5.0 million. The Health & Resilience pillar funded 65 organizations with \$3.6 million. The Preserving Cultural Traditions & Empowering Indian Country pillar supported 35 organizations with \$4.5 million.

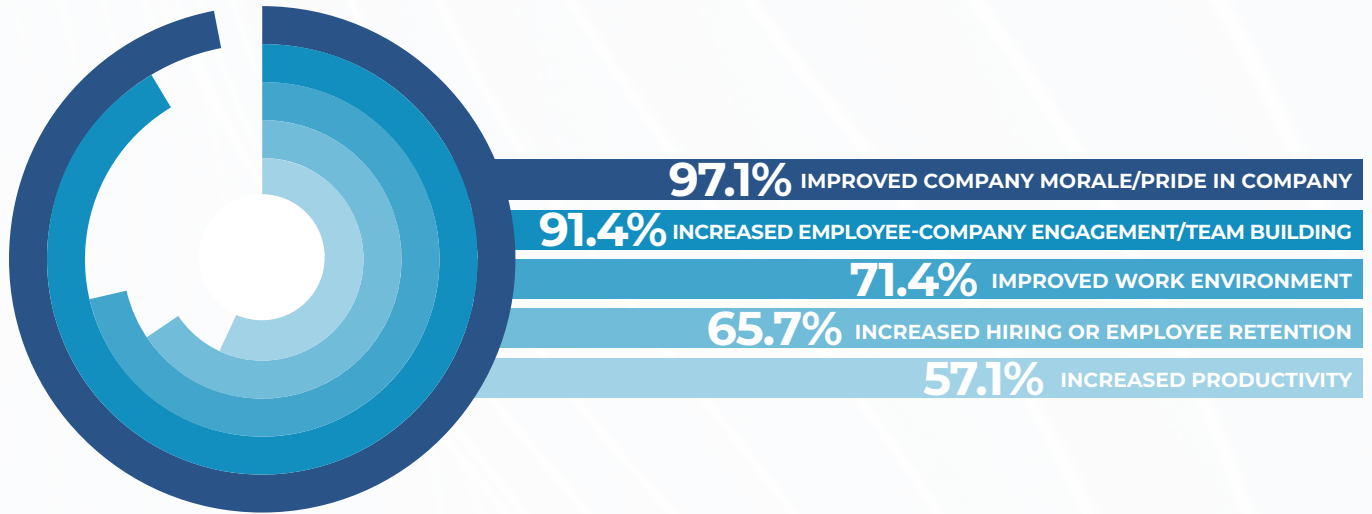


EMPLOYEE VOLUNTEERISM

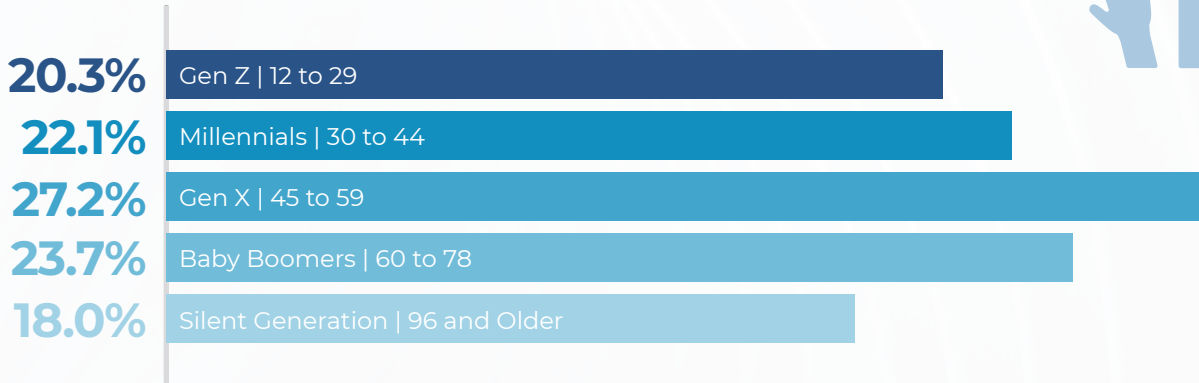
Employee volunteerism is a vital aspect of corporate social responsibility, enabling businesses to positively impact their communities while fostering a culture of engagement and purpose. This section explores national trends in volunteering and focuses on Nevada's specific volunteer programs. Drawing from recent survey data, we examine how companies in Nevada participate in volunteer initiatives, with many even offering paid time off. These insights highlight the commitment of local businesses to community service and the benefits of such programs, including improved company morale/pride, boosted engagement/team building, and stronger community ties. We know volunteerism exists at a much higher level and survey data used in the report is based on a small sample of the state's businesses.

NATIONAL TRENDS IN VOLUNTEERING

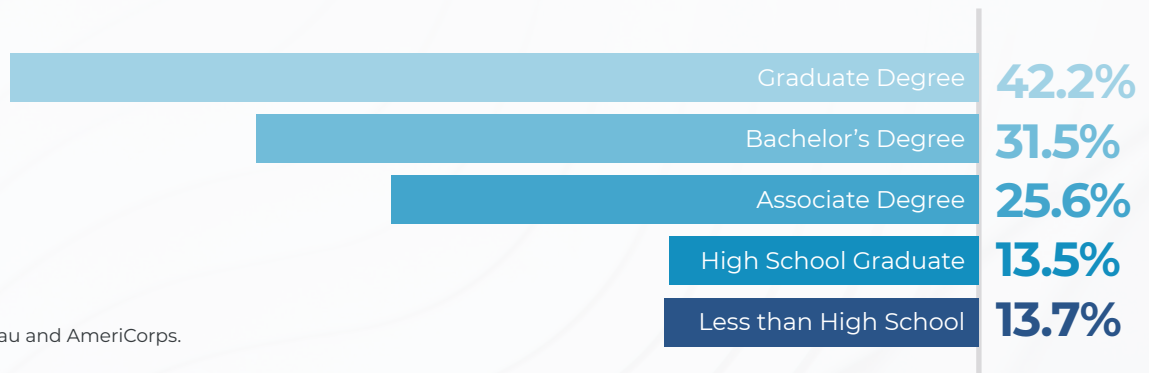
EMPLOYEE VOLUNTEER PROGRAM BENEFITS



VOLUNTEER RATES BY GENERATION



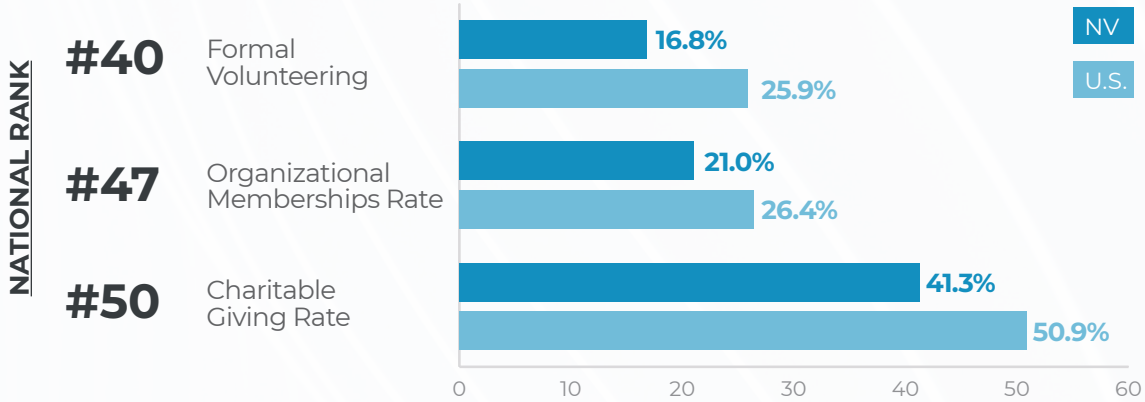
VOLUNTEER RATES BY EDUCATIONAL ATTAINMENT



Source: U.S. Census Bureau and AmeriCorps.

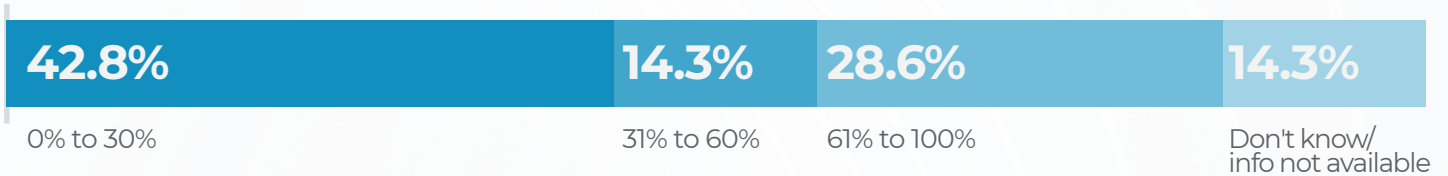
NEVADA'S VOLUNTEER PROGRAMS

VOLUNTEER RATES AND RANKINGS

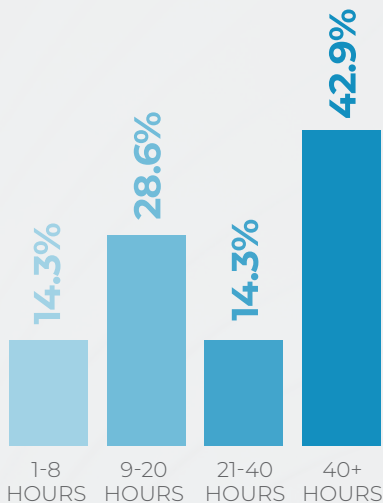


Source: U.S. Census Bureau and AmeriCorps.

SHARE OF COMPANY EMPLOYEES WHO PARTICIPATE IN VOLUNTEER PROGRAMS



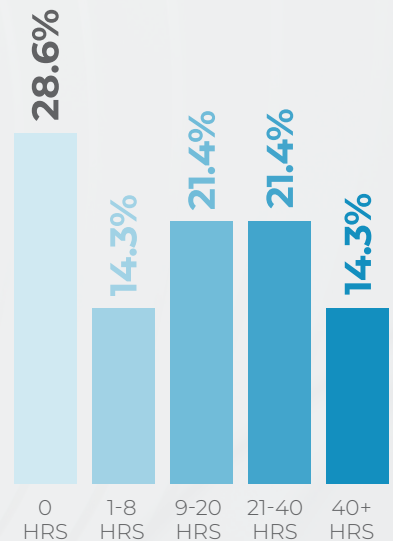
Hours spent with company-based volunteer programs per year



57.2%
of employees report typically volunteering more than 21 hours through company-based volunteer programs.

35.7%
of companies reported giving employees more than 21 hours of paid time off for outside volunteering

Hours of paid time off for volunteer work outside of the office



SPOTLIGHT STORY



GROW UP GREAT BY PNC

PNC Grow Up Great is celebrating 20 years of fostering a love of learning in children from birth to age five. Our initiative has created numerous opportunities through engaging programs, resources and experiences. Volunteerism has been crucial to our success, with employees actively supporting early childhood education year-round, especially during Great Month each April through supply drives, school visits and volunteer events.

Over the past two decades, we've invested \$500 million in bilingual early childhood education and \$247 million in grants to advance high-quality education, supporting over 10 million children. While PNC Grow Up Great is a national initiative, its impact is strongest locally. To mark our 20th anniversary, we are awarding grants across our entire footprint. For details on the Nevada investment, please scan the QR code.

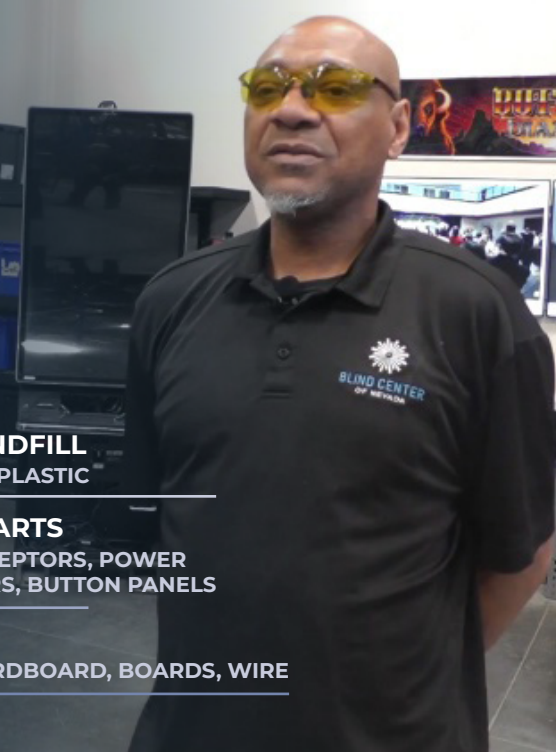


SPOTLIGHT STORY



THE BLIND CENTER OF NEVADA & ARISTOCRAT GAMING PARTNERSHIP

Through the partnership between Aristocrat and the Blind Center of Nevada, technical and workforce development is offered for the visually impaired community. The local initiative includes helping to safely dispose of slot game materials. Since 2021, it has generated an estimated value of over \$500,000 for the Blind Center of Nevada while recycling many e-waste items otherwise headed for the landfill. These efforts directly support the Blind Center of Nevada's membership services and programs. Below is the scope of waste management solutions they have provided to the community since 2021:



**\$500K+
VALUE**

ESTIMATED
TO THE BLIND
CENTER

**1.5 M
POUNDS**
OF E-WASTE
RECYCLED
OR SOLD



JUST 6% TO LANDFILL
PRIMARYLY PAPER, PLASTIC

26% SOLD AS PARTS
SCREENS, BILL ACCEPTORS, POWER
SUPPLIED, PRINTERS, BUTTON PANELS

68% RECYCLED
METAL, WOOD, CARDBOARD, BOARDS, WIRE

PERCEPTIONS AND INITIATIVES

Social responsibility is the driving force of philanthropy among corporations. Overall, employees in Nevada believe companies within the state are generally responsible and should typically focus on local issues when it comes to giving. With regard to direction, more companies are adopting the global Sustainable Development Goals as their guideline to giving. The goals that companies typically target are Quality Education and Good Health/Wellbeing.

SOCIAL RESPONSIBILITY AND PERCEPTIONS

What Does it Mean for a Company to be Socially Responsible?



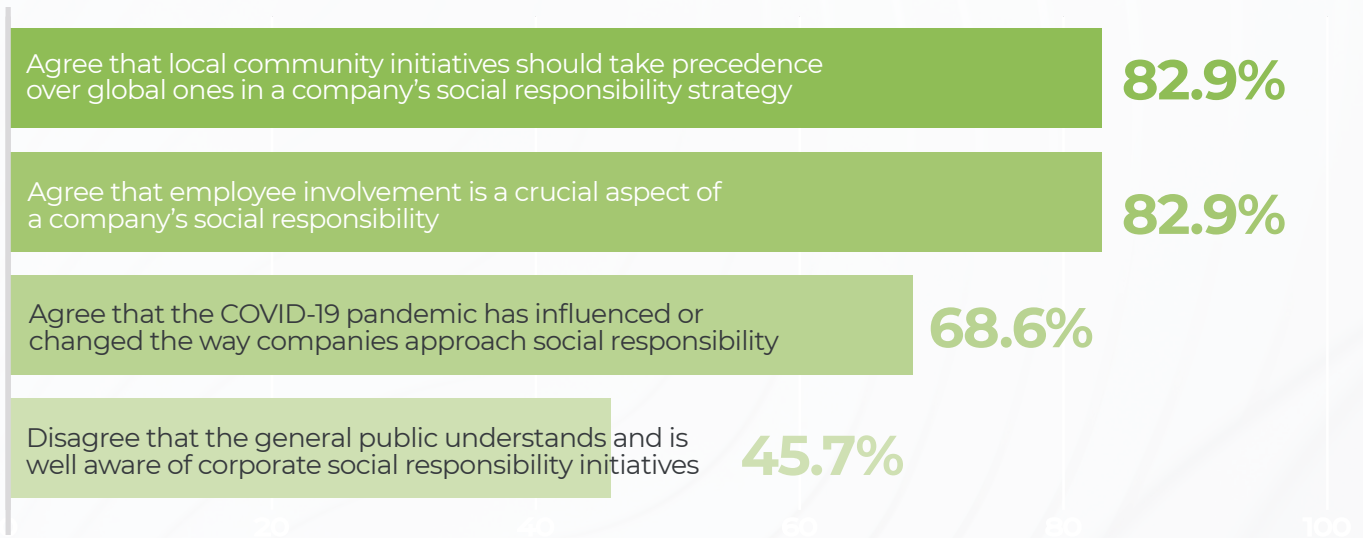
Overall Social Responsibility of Companies in Nevada



88.2%

OF COMPANIES IN NEVADA ARE CONSIDERED TO BE SOCIALLY RESPONSIBLE

EMPLOYEE PERCEPTIONS



GLOBAL SUSTAINABLE DEVELOPMENT GOALS



TARGET GOALS FOR NEVADA CORPORATIONS

35.7%

- GOOD HEALTH & WELLBEING
- QUALITY EDUCATION

28.6%

- NO POVERTY
- ZERO HUNGER
- RESPONSIBLE CONSUMPTION & PRODUCTION
- CLIMATE ACTION

21.4%

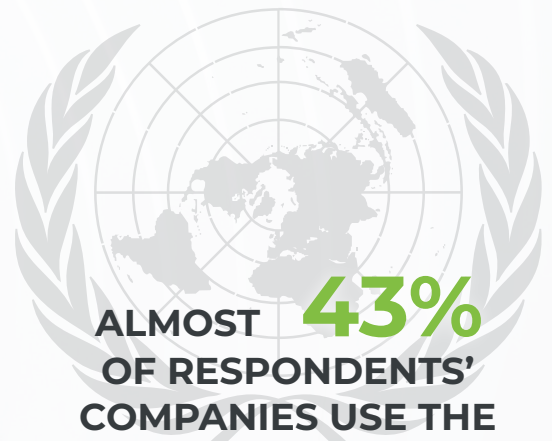
- GENDER EQUALITY
- DECENT WORK & ECONOMIC GROWTH
- SUSTAINABLE CITIES & COMMUNITIES

14.3%

- CLEAN WATER & SANITATION
- AFFORDABLE & CLEAN ENERGY
- INDUSTRY, INNOVATION & INFRASTRUCTURE
- REDUCED INEQUALITIES

7.1%

- LIFE BELOW WATER
- LIFE ON LAND
- PEACE, JUSTICE & STRONG INSTITUTIONS
- PARTNERSHIPS FOR THE GOALS



ALMOST 43% OF RESPONDENTS' COMPANIES USE THE 2030 AGENDA FOR SUSTAINABLE DEVELOPMENT AS A GUIDELINE

Note: Multiple response question. Total will not sum to 100%.

ABOUT THE CONTRIBUTORS

NEVADA CORPORATE GIVING COUNCIL

PAUL STOWELL, CO-CHAIR

MONICA MORADKHAN, CO-CHAIR



Nevada Corporate Giving Council (NCGC) would like to thank all the businesses that participated in the annual corporate giving survey. For more than a decade, we have seen a variety of corporations in Nevada step up to provide where they direct their charitable giving. They also provide key insight into their opinions and perceptions relative to giving which has helped nonprofits develop and grow.

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

MOONRIDGE GROUP

JULIE MURRAY, CEO/PRINCIPAL



Moonridge Group is honored to oversee the work of the Nevada Corporate Giving Council (NCGC) and co-produce the *Nevada Corporate Giving Report*. Since 2013, we have examined Nevada's philanthropic progress in corporate giving. This report, a model for best practices nationwide, is the only large-scale effort of its kind in our state.

At Moonridge, we believe it is best to examine data on an annual basis due to changing economic conditions and community needs. This approach allows us to maximize the impact of corporate giving and direct resources where they are most needed. Although Nevada ranks relatively low compared to other states, we believe this report can help Nevada expand its corporate efforts and giving across the entire state.

We extend our sincere gratitude to the NCGC for their leadership and participation in this report, and to the team at Applied Analysis for their assistance. We hope you find this report helpful in making Nevada a great place to do business and reside.

APPLIED ANALYSIS

BRIAN GORDON, PRINCIPAL

JEREMY AGUERO, PRINCIPAL

MELANIE SWICK, SENIOR MANAGER



Applied Analysis, in cooperation with Moonridge Group and NCGC, is proud to present the 2024 Nevada Corporate Giving Report. For more than a decade, our teams have worked together to create this comprehensive report that quantifies the philanthropic efforts made by Nevada businesses which impact a wide range of social challenges facing the state.

In preparation for this annual report, two surveys were distributed to both employees and companies in Nevada which gathered overall perceptions and implementation of giving with the state. Several function 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 and assessment to the assessment contained herein.

This report aims to shed light on the efforts of businesses in Nevada 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 that state of Nevada.

SURVEY PARTICIPANTS

Thank you to our survey participants and all companies that make this report possible. We greatly appreciate all the companies that participated in this year's survey and the creation of the report. You are the drivers behind this report and the voice for Nevada's corporate giving initiatives.

BE PART OF THE CHANGE

FOLLOW ALONG AT [MOONRIDGEGROUP.COM](https://www.moonridgegroup.com)

Moonridge Group provides community investment strategies for corporate and private funders, and serves in support roles for local initiatives.

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