

VOLUNTEERISM



Harrah's Entertainment Reaching Out (H.E.R.O.)

H.E.R.O. is an employee-based volunteer program at all Harrah's properties. Volunteers make noteworthy, visible contributions to the community by lending their time, skills, expertise, and caring. H.E.R.O. teams demonstrate that HET employees have a positive impact on life in the communities we serve.

Selecting the right volunteer projects and community partners has been critical to our H.E.R.O. program's success. Some examples include:

- **The Muscular Dystrophy Association:** HRCR has partnered with MDA for every telethon since 2003 and the Outback Golf Classic for 2005-2008. Since 2003, a total of 101 H.E.R.O. volunteers donated 751 hours to the Muscular Dystrophy Association. HRCR's efforts on behalf of MDA resulted in HRCR winning the San Diego Health HERO Award for 2008.
- **The Multiple Sclerosis Society:** HRCR has participated in the annual MS Walk since 2003, with 389 H.E.R.O.s donating 1,604 hours, leading to several recognition awards for our group's participation.
- **The Inland Empire Race for the Cure:** HRCR has participated in this annual event since 2005, with 476 H.E.R.O.s donating 2,024 hours.

As of June 30, 2009, employees of HRCR donated 21,739 hours of service to the community since our grand opening in August 2002 – something that could only be accomplished with employee commitment to our CSR Program.

Success Story - The Angel's Depot – Founder Susan Hall approached HRCR with her proposal to establish the Angel's Depot a charity providing boxes of food for a week to seniors living in poverty in November 2005. HRCR elected to provide funding (\$20,000) and also submitted a request to the Harrah's Foundation, which provided funds for a truck to be utilized for picking up and delivering food. (\$60,000).

Even before the official opening, Harrah's employees became involved with The Angel's Depot. Our Senior Vice President and General Manager Janet Beronio became a member of the Board of Directors (she is currently the 1st Vice President). Other members of our executive team and our H.E.R.O. committee joined the auxiliary to help get the organization started. On May 30, 2006, 75 Harrah's Rincon H.E.R.O.s turned out to assist with The Angel's Depot's Grand Opening event. In the three years since then, 320 H.E.R.O. volunteers have contributed 2,125 hours of service to The Angel's Depot - setting up and tearing down fundraisers, holding employee car wash fundraisers (which have raised \$1,025), and holding food drives which have collected 24,449 food items to date. Employees have truly embraced the cause of The Angel's Depot. In fact, Wardrobe Clerk Esther de Leon spends much of her off time helping out with clerical tasks such as stuffing envelopes and stamping cans. "I think they are doing something wonderful in the community and I want to be a part of it," she said.