

ncCommunity  
great people give back

**FALLSVIEW**<sup>®</sup>  
CASINO RESORT



Report to our Community 2018-2019

# A Message from the President

At Niagara Casinos we continue to make bold moves and try new things. At the same time, we remain true to our values, with our long-standing commitment to community development deeply embedded throughout our business. We also continue to explore new opportunities to help solve major societal challenges in the areas of diversity and inclusion, environmental protection, affordable housing, healthcare and education.

Our 4,200 associates are the inspiration for our Community Giving Program, ncCommunity. They have rallied around our support of over 170 charities and non-profits within the Niagara region. At the core of our company's success is our associate's talent and dedication; they make the difference.

Thank you to the hundreds of associate volunteers and our community partners for being an instrumental part of positive change throughout our region. We are proud to support you on your journey.



Richard Taylor, President, Niagara Casinos



# ncCommunity Program Overview

We are fortunate to have a team of great people that genuinely care about those in need and continue to get involved and make a difference in our community. The core focus of our program's outreach encompasses social improvement through ncCommunity sponsorships and donations, volunteerism through our Sunshine Program and associate fundraising campaigns for United Way Niagara. We look to provide remarkable service to those seeking assistance, earn trust and loyalty with community partners and work as one team with our associates on their recommendations for giving.

## Program Fast Facts:

We support over **170 charities** and non-profits within the Niagara region

Over **3,000 volunteer hours** invested into community programs

**\$162,000** in associate fundraising each year

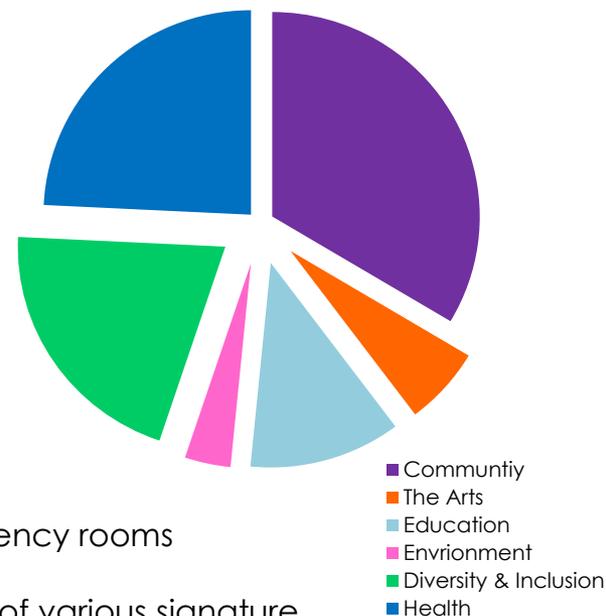
**\$1.24 million** donated each year

**5,000** pans of food donated to the local Soup Kitchen each year

**\$3.5 million** donated to support Niagara Health System's three largest emergency rooms

**\$750,000** provided to the Canadian Cancer Society, Niagara Unit, in support of various signature events

We are committed to building a stronger Niagara with our dedicated associates, our business partners and stakeholders by understanding and responding to those in need.



# This is the start of something BIG

Program sponsorships, volunteerism and enhanced message exposure are the most direct way our team assists with helping to provide affordable housing, shelter and emergency food supplies throughout the region. By working alongside organizations such as Project S.H.A.R.E, the Niagara Falls Community Outreach Soup Kitchen, Habitat for Humanity Niagara and Positive Living Niagara we are able to support causes that create real positive change in our community.

Since 2016, we have participated in 12 build days with **102 volunteers**, providing over **\$42,000** in donations for Habitat for Humanity Niagara. This year we will be contributing an additional **\$50,000** along with **320 hours** of volunteer work towards Habitat Niagara's Building Future Program and the construction of three homes in Niagara Falls.

Our Food & Beverage team delivers **26 pans of food 4 times per week** to local soup kitchens

We represent **44%** of total donations to Project S.H.A.R.E through seasonal campaigns

*"We have built a great relationship with Community Outreach over the past 4 years, it feels good to be part of something larger than yourself."*

**– Rosemary Girardo, Director Food & Beverage, Niagara Casinos**

*"I love that you can say, 'we built that deck' or 'I painted these walls', it's a sense of accomplishment that is unique and empowering."*

**– Margaret March, Housekeeping Supervisor, Niagara Casinos**



# Bringing our Community Together

ncCommunity encourages all associates to participate and to get involved, it works with our volunteers to help champion causes within our community that our team is passionate about.

## Highlights Include:

Presenting sponsors of **Niagara Falls Rotary Ribfest** which provides funds to Pathstone Mental Health, school breakfast programs, the Boys and Girls Club of Niagara and Literacy Niagara

**City of Niagara Falls** donations to support Canada Day Celebrations, Coronation 50 Plus Volunteers and the Trillium Awards

Presenting sponsors of **Niagara Grape & Wine Festivals** and host sponsor of the **Icewine Gala**

**Providing funding for local events including:** the Welland Rose Festival, Fort Erie Friendship Festival, Summer Daze BBQ Competition, International Cool Climate Chardonnay Celebration, Pelham Summer Festival, St. Catharines Rotary Ribfest, Feast Street Niagara, Winter Wine Fest and many more!



# Celebrating our Diversity

Niagara Casinos is committed to achieving diversity and inclusivity by fostering an environment that is representative of both our communities and the customers that we serve. We transcend this objective to our work within the local community by initiatives that actively promote a positive inclusive environment where all members of our society are supported to thrive and succeed.

## Pride Niagara

In 2018, Niagara Casinos' were presenting sponsors for Pride Niagara's Pride in the Park event. Pride Niagara is a celebration of Niagara's sexual and gender diverse community and its supporters. They provide social activities and information for LGBTQ groups across the region, including a rainbow flag raising ceremony, UNITY Awards (gala recognizing individuals that have made an impact on the LGBTQ community) and **Pride In The Park** (an all ages festival). Niagara Casinos' provides financial and volunteer support to ensure that each of these events is a success and continues to be an integral part of our community.

## Migrant Workers Festival

During the Spring and Summer months, Niagara recruits international workers to help with agricultural growth and harvest throughout the region. The majority of these seasonal migrant workers are from Mexico, Jamaica and the Caribbean Islands. Niagara Casinos works with various programs that assist with **ensuring social inclusion**, health care, transportation, equal access to employment, language accessibility and access to education throughout their stay.

## Positive Living Niagara

ncCommunity funded the program to help raise awareness for HIV/AIDS within our community. Associates volunteered their knitting skills to help produce over **100 scarves** which were distributed throughout the St. Catharines downtown core.



# Empowering our Female Leaders

Our ncwomen's programming focuses on empowering our female staff of 1,900 strong through resiliency training, mental health sessions, networking opportunities and community volunteerism. We celebrate each others achievements, promote our strengths and build each other up by funding and participating in: the Niagara Falls Women's Half Marathon, CMHA Women & Wellness events, Habitat for Humanity builds and the Big Brothers Big Sisters Go Girls! program.

## Program Stand-Outs:

### International Women's Day

This year we were proud to partner with the Greater Niagara Chamber of Commerce and bring their International Women's Day celebration to Niagara Casinos, making it the largest women's event in Niagara to date! The event featured guest speaker five-time Olympic Silver Medalist Charmaine Crooks who shared messages of female perseverance in sport and in our personal lives. Start Me Up Niagara, United Way Niagara and Leadership Niagara were also in attendance to demonstrate the importance of providing future generations of women with no disadvantages to their income, no limits to their potential and no barriers to their career success based on gender.

### Walk A Mile in Her Shoes in Support of Gillian's Place

Walk A Mile is a symbolic march that gives men the opportunity to take a stand against the societal restrictions and domestic violence against women and children in our region. As sponsors of the event for the past three years and as presenting sponsor this year, our company has provided a total of \$80,500 in combined fundraising and corporate donations. All of the funds raised help to provide additional beds, food, clothing and counselling services to Gillian's Place women's shelter which serves over 1,576 women and children in Niagara.



# Building a Future of Success

A vital component of our region's prosperity is a quality education offered by our local institutions. We work alongside our community partners to fund diverse programming that can effectively equip students with industry-leading skill sets for graduate success. As presenting sponsors of **Niagara College's Seafood Gala** for over 15 years and strong supporters of **Brock University**, we are proud to be part of their initiatives to help make post-secondary education more accessible and affordable.

## Leadership Niagara

Each year, Niagara Casinos partners with Brock University's Leadership Niagara Program which brings together individuals who are recognized as emerging leaders and provides opportunities for these participants to help local non-profits with their program development. This year our team members included:

**Andrew Chechalk**, Analyst, and **Laura Gilmore**, Entertainment Programs Manager, worked with the Rotary Club of St. Catharines to focus on the opening of Shania Kids Can Clubhouse to enhance public education.

**Dave Schellenberg**, Engineering Supervisor, partnered with Gateway Residential & Community Support Services and RAFT Niagara to help develop 40 affordable rental housing units in St. Catharines.

**Kailash Manohar**, IT Security Database Manager, worked with a team to develop an automated scheduling system to strengthen early learning education for A Child's World Niagara.



# A Healthy Outside Starts from the Inside

Health and wellness is a key component of ncCommunity. We strive to improve accessibility to quality healthcare through our investment in the Niagara Health Foundation, Pathstone Mental Health, Hospice Niagara, Rankin Cancer Run, Wellspring Niagara, the Steve Ludzik Foundation for Parkinson's Research, the Canadian Cancer Society Niagara Unit, Pearl Gloves Charity Boxing Event for MS and the Hotel Dieu Shaver Foundation...just to name a few.

## Celebrity Ice Cup for Hotel Dieu Shaver

As major sponsors, the event featured a two-day hockey tournament giving amateur hockey players the opportunity to play against legendary NHL alumni. This is the first year where in addition to our corporate donation, our Fallsview Falcons hockey team raised over **\$10,800** to assist with the purchase of much needed physiotherapy equipment, stroke rehabilitation enhancements and equipment for the Rankin Family Cancer Rehabilitation Centre.

*"Your contributions have helped purchase state-of-the-art equipment and technology to diagnose and treat thousands of patients who rely on Niagara Health each year." –*  
**Roger D. Ali, President & CEO,  
Niagara Health Foundation**

*"With the tremendous support from donors such as you, we have been able to grow and expand our programs and services enabling us to reach over 18,000 individuals annually." –*  
**Carol Nagy, Executive Director,  
Hospice Niagara**



# Art Transcends Boundaries

We are honoured to support and celebrate the amazing achievements of our local artists, talented performers and inspiring educators. The arts bring us joy, help us express our values, foster creativity and build bridges between cultures. Niagara Casinos is proud to provide the funding to commemorate individuals and programs that work to strengthen our communities through artistic outreach.

## Highlights Include:

Funding for the **Niagara Pumphouse's Art By The Lighthouse** annual event which supports year-round education programs and exhibitions to nurture the talent of local artists at all levels.

Major sponsors of the **Niagara Symphony Orchestra** which is comprised over 50 musicians that provide classical and contemporary orchestral music to more that 12,000 Niagara residents annually.

Donors to **Bravo Niagara's Voices of Freedom Festival** bringing together the best in Canadian jazz and soulful music to highlight inclusiveness, empowerment and the importance of freedom in our community.

Major sponsors of the **Niagara Jazz Festival** celebrating 265 local musicians through annual performances.

Funding for the **City of St. Catharines Art's Awards** recognizing excellence in all areas of artistic creation.



# Taking Care of Our Niagara

Sustainability is about seeing the big picture and working together towards a better, more environmentally friendly future. Our community outreach includes working with the **City of Niagara Falls' Clean Sweep** programming to maintain a litter-free neighbourhood, providing monetary support to **Links for Greener Learning** and coordinating internal hikes for our associates with **Heartland Forest**.

## Moments That Ignite

All of our used electronics and household items are donated to Habitat for Humanity Niagara who recycles these items responsibly and retains the profit for their charitable programs. That's over **4,700** pieces each year!

Our EVS and Hotel Housekeeping team utilize **ozonized water** for cleaning rather than chemicals.

We have introduced regeneration eco-friendly uniforms which use **66%** less energy when laundered.

Our in-house recycling consists of three major waste streams: trash (non-recyclable/ non- organics), single stream recycling for paper, plastic and metals and organics.

We received the **4 Green Keys** rating from Green Keys Global for sustainable meeting/convention facilities and practices.



*"It's nice to volunteer and it's nice to give back to the community and help out...we want to clean up our city and make it beautiful."  
– Amy Clark, Admin Assistance Finance & Operations, Niagara Casinos*

# United Way Niagara

Through our fundraising with United Way Niagara we are able to help an additional 103 programs at 48 agencies. Our United Way events committee is comprised of 11 volunteer associates who work with various departments throughout our organization to plan and execute fundraising events for United Way Niagara. The phenomenal success of our fundraising is a reflection of the dedication and enthusiasm of our associates. The year-long campaign kicks off each January with the support from local restaurants, tourist attractions, sports affiliates and vendors who assist with tickets and silent auction fundraising for each of our events.

In 2018 we raised over **\$215,000** and were honoured to be named **“Corporation of the Year”** by the charitable organization.

Since our first campaign in 1997, we have contributed nearly **\$6 million** to the United Way.



*“As a long-time contributor to the United Way, both financially and through volunteerism, Niagara Casinos helps to make it possible for us to invest in programs that improve the lives of families throughout our Niagara region.” –*  
**Frances Hallworth, Executive Director, United Way Niagara**

Through Niagara Casinos' Endowment Fund of over **\$1 million**, we are able to invest an additional **\$35,000** into charitable grant programs with the Niagara Community Foundation each year!

## 2018 Stand-Out Grants

### **Big Brothers & Big Sisters**

Funds to help develop a new organizational structure by amalgamating two organizations (St. Catharines & Niagara Falls) in neighbouring communities.

### **The Village of Hope**

Supported the delivery of fresh fruit and vegetables to the most vulnerable in the community who are currently receiving Meals on Wheels services.

### **Project S.H.A.R.E**

Provided funding to develop procedures and train a group of volunteers for their 'reduce, reuse, recycle' program.

### **Town of Niagara-on-the-Lake**

Funded their Black History educational program that included an interactive mobile application walking tour complementing the Voices of Freedom Park.

### **Open Arms Mission of Welland Inc.**

Purchased poly box trucks and a conveyer unit to move large amounts of canned and dry foods to improve the safety and efficiency of the warehouse.

### **Quest Community Health Centre**

Funded equipment to support 10 cultural competency training workshops.

# ncCommunity Sunshine Program

A volunteer offers their gift of time, inspires hope and dreams, enjoys helping others, encourages team work, is selfless, generous and kind, while always extending a helping hand.

Through our Sunshine Program we support our associates in paying it forward! When employees complete 8 hours of volunteer service, Niagara Casinos provides a \$100 donation to their charity in appreciation of their efforts and dedication.

Since 2015, our associates have contributed over **3,130 volunteer hours** through the program – that's **\$39,200** in community donations!

2018 marked our highest year for volunteerism with over **\$13,000** given back to the community.

Top organizations included the Niagara Falls Community Outreach Soup Kitchen, Women's Place of South Niagara and the MS Society of Niagara.

*"It's the little things that make a difference and I'm happy that we have such a great team of volunteers who work together to help make our community stronger." - Teresa Howell, Restaurant Manager, Niagara Casinos*



*thank you*

to our community partners who provided gifts and donations to  
assist with our associate fundraising this year!

Swiss Fudge  
The Famous  
Niagara Ice Dogs  
Doc Magilligan's Restaurant & Irish Pub  
Falls Manor Resort  
Fashion U Turn  
Red Lobster  
HOCO Entertainment & Resorts  
Peninsula Lakes Golf Course  
White Oaks Conference Resort and Spa  
Beechwood Golf & Social House  
Bird Kingdom  
Niagara River Lions  
Eagle Valley Golf Club & Golf Academy  
Safari Niagara  
Chuck's Roadhous Bar & Grill  
Presents Niagara  
Havana Tobacconist

Canadian Niagara Hotels Inc.  
Captain Jack's Fun Centre  
Rolling Meadows Golf & Country Club  
Silversmith Brewery  
Steam Whistle Brewing  
MLSE Sports & Entertainment  
Hard Rock Café  
Greg Frewin Theatre  
Hockey Hall of Fame  
Dragon's Fire Golf Club  
Pelham Hills Golf Course  
Strada West  
Canyon Creek  
Molson Coors  
Red Bull Canada Inc.  
Labatt Breweries Ontario  
Cherry Hill Golf Club  
LA Fitness Niagara Falls  
Zehrs Niagara Falls

The Maple Syrup Store  
Hornblower Niagara Cruises  
Thundering Waters Golf Course  
International Country Club of Niagara  
Mommaz Boyz Pub & Eatery  
Fudge Factory  
Whirlpool Jet Boat Tours  
Canadian Corps Unit 104  
Marineland Canada  
Niagara Helicopters Limited  
Niagara Falls Golf Club  
Carpaccio Restaurant & Wine Bar  
Ripley's Believe It or Not  
Zappi's Pizzeria  
The Hilton Niagara Falls Fallsview  
Carmine's Pizza  
Swarovski  
Regency Athletic Resort

Our company values are entrenched in every program we create. We look to **provide remarkable service** to those seeking assistance, **earn trust and loyalty** with community partners and **work as one team** with our associates on their recommendations for giving.

We look forward to the challenges ahead and welcome the opportunity to give back to our Niagara.



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