2012 ANNUAL REPORT



Conrad N. Hilton FOUNDATION

The Conrad N. Hilton Foundation is a family foundation established in 1944 by the man who started Hilton Hotels. We fund organizations working to improve the lives of disadvantaged and vulnerable people throughout the world.

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Reflections

Our philanthropic endeavors reflect the faith, vision, and values that guided our founder, Conrad N. Hilton.

2012 was a particularly significant year for the Conrad N. Hilton Foundation.

Our Los Angeles offices relocated to a permanent home in picturesque Agoura Hills, California, to provide a setting that is conducive to our work and to set the stage for our projected growth. The first of four phases, this exciting development fulfills a vision of a light-filled building that is as energy efficient as technology permits and that inspires all who enter. The following pages contain additional information on our new home.

In the grantmaking arena, we surpassed \$1 billion in total funds distributed since our inception in 1944, including \$83 million in 2012. Our board of directors adopted program strategies to guide our work in two additional areas: Foster Youth and Substance Abuse. We published four *In Practice* knowledge papers, "Eliminating Blindness from Trachoma Infection," "Philanthropic Grantmaking for Disasters," "Providing Access to Safe Water," and "Response to Hurricane Katrina." In addition, we supported the publication of "Good Practices for Nonprofits in Monitoring and Evaluation: A Hilton Laureate Sourcebook" and started a blog named *Horizons.*

Finally, my father, Barron Hilton, has assumed the role of chairman emeritus after serving as chairman of the board for the past five years. My father is the Foundation's longest-serving board member, having joined in 1950, and his leadership has enabled us to increase the Foundation's impact.

His pledge to the Foundation of virtually his entire net worth will more than double our endowment and make it possible for us to reach even more people in need throughout the world.

Seven M. Hilton

Steven M. Hilton Chairman, President & CEO



Our new home

Situated at the foot of Ladyface Mountain in Agoura Hills, California, approximately 30 miles northwest of Los Angeles, the Foundation's new campus is a testament to our commitment to continue our work for generations to come. We have taken great care to respect and preserve the natural beauty of the area.

Designed for sustainability

The first building (approximately 23,000 square feet) opened in October 2012 and was designed to achieve the U.S. Green Building Council's LEED Platinum certification. The long-term plan calls for the construction of several more buildings following distribution of Barron Hilton's pledge to the Foundation. Our goal is a cutting-edge, highly sustainable campus that will be a net-zero energy user and will have the lowest possible impact on the surrounding geography and habitat. Among the green features are:

- Natural daylight that greatly decreases the need for artificial lighting
- A passive heating and cooling system that captures air through a series of chimneys on top of the building—providing fresh air and reducing energy demands by more than 60%
- An exterior shading system that automatically raises and lowers with the angles of the sun to control glare and limit the need for cooling
- Solar panels that produce electricity to bring the building to a net-zero usage level
- Solar water heating that is also used to heat the building
- A green roof with native plants that provide insulation and capture rain water
- Interior and exterior use of reclaimed water
- Bioswales, or natural drainage channels, that clean storm water runoff from the driveways and parking lot
- A unique water blending system that combines city water, rain water, and reclaimed water (former wastewater) to irrigate California-native plants
- Electric car charging stations

"My hope was to gather the best and the brightest experts in sustainable building and green technologies, with the goal of stretching them to come up with ideas that they thought were the most cutting-edge possible."

> STEVEN M. HILTON Chairman, President & CEO Conrad N. Hilton Foundation

"This building is the most integrated building, from a systems point of view, that you could possibly imagine."

> DOSS MABE, FAIA Partner, ZGF Architects LLP

We touch lives across the United States and throughout the world.

Our approach

In partnership with leading nonprofit organizations, governments, and other funders, we address critical societal needs in the United States and around the world.

Philanthropic resources

International business pioneer Conrad Hilton established the Conrad N. Hilton Foundation in 1944. When he died in 1979, he bequeathed virtually his entire estate to the Foundation, with a mandate to help the world's disadvantaged and vulnerable people. At the end of 2012, the Foundation's assets totaled approximately \$2 billion and our cumulative giving exceeded \$1 billion.

Following his father's example, Barron Hilton has pledged virtually his entire net worth to the Foundation. This generous addition to Conrad Hilton's legacy will enable the Foundation to become an even more significant resource and philanthropic leader in the future.

Focused on impact

To maximize effectiveness and impact, we cultivate long-term projects and partner with organizations whose efforts are aligned with our program strategies. We welcome the involvement of partner funders to help ensure the long-term stability of these projects.

Given our proactive approach, the Foundation does not accept unsolicited proposals. For additional funding opportunities available through the Conrad N. Hilton Humanitarian Prize, please see page 15. To learn more about the Conrad N. Hilton Fund for Sisters, an independent organization supporting direct-service ministries of Catholic Sisters worldwide, please visit hiltonfundforsisters.org.

Our priorities

Rooted in the life interests and last will of our founder, the Conrad N. Hilton Foundation pursues approaches that touch a diversity of people, places, and needs.

Initiatives

We invest in six strategic initiatives. Each involves partnering with grantees, generating new knowledge, giving voice to issues, and joining with others to achieve measurable impact.

Strengthening congregations of Catholic Sisters

Helping children affected by HIV and AIDS

Supporting older youth in foster care

Ending chronic homelessness

Preventing substance abuse

Providing safe water

Major programs

The Foundation also gives priority to the following program areas:

Confronting sight loss

Overcoming multiple sclerosis

Responding to disasters

Nurturing Catholic schools

Educating students in hospitality

2012 Grant payments: \$83 million



Strengthening congregations of Catholic Sisters

Enabling Sisters to advance human development more widely and effectively

In 2012, the Hilton Foundation awarded several exploratory grants to inform the development of our strategic initiative in support of Catholic Sisters. The Fund Raising School and the Lake Institute—both housed in the Center on Philanthropy at Indiana University—were granted \$1.9 million to develop a customized fundraising and development training program that explicitly addresses the needs of Catholic Sisters in the United States today. This project was funded jointly with the Gerald and Henrietta Rauenhorst Foundation.

The National Religious Vocation Conference (Chicago, IL) received \$650,000 to implement its Moving Forward in Hope National Vocation Plan, as well as to assess and grow its own organizational capacity. The Center for Catholic Studies at Durham University (United Kingdom) received \$200,000 to support research that will help the Foundation and others who develop and assess programs for enhancing the vitality of congregations of women religious globally.

Through our partners at Marywood University and the African Sisters Education Collaborative, the Sisters Leadership Development Initiative in Africa began its sixth year of activity.

Geographic area of focus

Worldwide

Helping children affected by HIV and AIDS

Improving early childhood development outcomes for young children affected by HIV and AIDS in the developing world

The Hilton Foundation has pledged to address the gap in essential services to meet the special needs of children under five, a critical stage for healthy development. We support programs that take a holistic approach to improving outcomes for children affected by HIV and AIDS through early childhood development activities that connect to and leverage existing health, nutrition, and related services.

Our five-year strategy specifically seeks to improve the ability of parents and caregivers to provide better ageappropriate care, enhance the ability of community-based organizations to deliver quality programs and services, and encourage country-level and global stakeholders to leverage investments and resources for this population. From developing a multilingual care guide to training community health workers, to working with African governments on integrating early childhood development into their national policies and strategies, our partners support vulnerable children and families in areas of high HIV and AIDS prevalence in East and Southern Africa.

In 2012, grants totaling \$22 million were awarded to 10 organizations. In addition, the Foundation launched a Monitoring, Evaluation, and Learning initiative led by the South Africa-based Human Sciences Research Council.

Geographic areas of focus

Kenya, Malawi, Mozambique, Tanzania, and Zambia





Supporting older youth in foster care

Achieving healthy and productive lives for transition-age foster youth in New York City and Los Angeles County

The Hilton Foundation focuses on transition-age foster youth in New York City and Los Angeles County. The board of directors adopted a new strategy in 2012 that supports programs that lead to improved educational and employment outcomes, promote effective systems change, and develop knowledge for the field. The strategy places an emphasis on pregnant and parenting foster youth and youth involved in both the child welfare and juvenile justice systems (sometimes referred to as "crossover youth").

Grants in 2012 totaled \$6.6 million. Our grant to Inwood House supports programs that provide services to pregnant and parenting foster youth in New York. Other recipients were Federation Employment and Guidance Service for employment and education programs in New York, and United Friends of the Children for its college readiness program in Los Angeles. In addition, funding provided to the University of Chicago will enable researchers to study outcomes of the first cohort of youth eligible to receive foster care benefits beyond age 18 as per Assembly Bill 12 (The California Fostering Connections to Success Act).

Geographic areas of focus

New York City and Los Angeles County

Ending chronic homelessness

Making permanent supportive housing a reality for chronically homeless people in Los Angeles County

Over the past two decades, the Foundation has provided more than \$70 million toward solutions to chronic homelessness. 2012 marked the second year of implementing our strategy to help end chronic homelessness in Los Angeles County, as well as the release of the first evaluation report of the initiative by Abt Associates. The report, available on the Foundation's website, found that substantial progress has been made toward key goals, including increasing the supply of permanent supportive housing and leveraging public and private sector funds. It also highlighted areas for improvement, such as better data systems to prioritize persons for supportive housing.

The Foundation awarded nearly \$13 million in grants for the chronic homelessness initiative in 2012. Grants included approximately \$8 million over three years to United Way of Greater Los Angeles to support the Home For Good action plan and Funders Collaborative. In 2012, this collaborative-established with a \$1 million challenge grant from the Foundation—released \$105 million in coordinated resources to 30 nonprofit organizations. These organizations will collectively house more than 1,000 chronically homeless people during the first year.

Geographic area of focus

Los Angeles County







Preventing substance abuse

Setting youth on a path toward healthy living by focusing on substance abuse prevention and early intervention

After extensive background research and consultation with more than 60 national experts, practitioners, government representatives, and other funders on how best to improve substance abuse outcomes for youth, the Foundation's board of directors approved in 2012 an updated strategy for the prevention of substance abuse.

Because youth is the critical period for preventing substance abuse disorders, we are focusing our strategy on improving substance abuse outcomes for young people between the ages of 15 and 22 by means of prevention and early intervention. A cornerstone of the strategy is Screening, Brief Intervention, and Referral to Treatment (SBIRT), a widely tested early intervention model that currently reaches only a small percentage of youth. We will work with partners such as health professionals and associations, advocacy organizations, and research institutions to increase knowledge and implementation of this model.

In 2012, longtime grantee BEST Foundation launched a mobile platform game called Tunnel Tail, which provides opportunities to achieve rewards and validation for successfully navigating pressure situations.

Geographic area of focus

United States

Providing safe water

Increasing sustainable access to safe water for people in severe need within developing countries

Building on more than two decades of experience, the Hilton Foundation has improved the well-being of over two million ultra-poor people in targeted developing countries by supporting sustainable access to safe water.

Key elements of our current five-year strategy include promoting interventions and appropriate technologies that lead to scalable water access; strengthening the enabling environment for Water, Sanitation, and Hygiene interventions; and disseminating and adopting sector-wide knowledge. We expect our programs to result in sustainable safe water access for at least one million additional people, increased funding to the sector, and enhanced knowledge and capacity of local communities to effectively implement and maintain water programs. Central to the Foundation's grantmaking approach are cultivating long-term partnerships and leveraging resources.

As part of our \$50 million commitment over five years, in 2012 the Foundation awarded grants to Alternativas, the Desert Research Institute, and the Foundation Center. In addition, we launched a Monitoring, Evaluation, and Learning initiative led by the University of North Carolina, Chapel Hill.

Geographic areas of focus

Burkina Faso, Ethiopia, Ghana, Mali, Niger, and waterstressed regions of India and Mexico



The Foundation is guided by Conrad N. Hilton's mandate to alleviate human suffering without regard to race, religion, or country.

Confronting sight loss

Preventing blindness and empowering those facing the challenges of visual impairment

The Foundation continues to partner with The Carter Center and Helen Keller International to prevent and control trachoma—an infectious eye disease in Mali, Niger, and Tanzania. We support research to improve the quality and delivery of surgery for trichiasis, the advanced, blinding stage of trachoma.

In addition, we fund the publication and distribution of The London School of Hygiene and Tropical Medicine's *Community Eye Health Journal*, which is distributed to tens of thousands of community-level eye health care workers in developing countries. An *In Practice* paper, released in 2012, examines our history of supporting trachoma elimination activities and looks at the current state of the trachoma elimination field.

Nearly a quarter century of Hilton Foundation support totaling \$67 million has enabled the Perkins School for the Blind to extend its expertise to 67 countries, building the capacity of local agencies to improve education services and resources for children who are deafblind or visually impaired with multiple disabilities. In 2012, Perkins reached 72,000 children, parents, educators, university students, and government officials—an increase of nearly 10 percent over the prior year.

Overcoming multiple sclerosis

Seeking a cure and improving quality of life for those who live with MS

Multiple sclerosis (MS) is a chronic disease of the central nervous system that has unpredictable and often debilitating effects. For more than a half century, the Hilton Foundation has supported research and efforts to aid those affected by MS with grants totaling nearly \$20 million.

We continue to support comprehensive wellness interventions such as The Marilyn Hilton MS Achievement Center, named in honor of the late wife of Barron Hilton. The Center is a partnership between the UCLA Department of Neurology and the National Multiple Sclerosis Society, Southern California Chapter.

In 2012, we provided start-up funding to the Cleveland Clinic's Lou Ruvo Center for Brain Health for its MS program in Las Vegas. The grant will provide for access to diagnostic and medical treatment in cutting-edge facilities, clinical trials of medications, and social services to help patients and their families cope with the effects of the disease.

Our 2012 grant to the National MS Society supports research in three areas: effective rehabilitation devices, treatments for progressive MS, and potential causes and triggers of MS.

Responding to disasters

Providing water, sanitation, and other aid to people in the aftermath of natural disasters; promoting disaster preparedness

Our disaster-related activities spanned the globe in 2012. In response to the food crisis in the Sahel region of Africa, the Foundation contributed to Mercy Corps and Catholic Relief Services to support programs that improve resilience to food insecurity in Niger.

Closer to home, we helped Enterprise Community Partners and Project Hospitality address the housing-related needs of populations affected by Hurricane Sandy on the East Coast. To promote disaster preparedness in our own backyard, we provided \$1 million to the American Red Cross Los Angeles Regional Chapter's PrepareLA campaign.

As part of our commitment to sharing our experiences and lessons learned, we are supporting a research project on donor response and beneficiary accountability in disasters using the 2010 Haiti earthquake as a case study.

With the aim of leveraging our impact even more broadly, our grant to the Center for Disaster Philanthropy will help the organization to grow and guide responsible funding in the aftermath of disasters. The Center's seasoned specialists share insights, provide updates, champion best practices, and administer a pooled disaster recovery fund.

Nurturing Catholic schools

Supporting Catholic schools and extending their benefit to more youth

In 2012, the Hilton Foundation continued to support programs that build capacity at the primary and secondary levels in parochial and diocesan schools in Greater Los Angeles. We awarded the Department of Catholic Schools of the Archdiocese of Los Angeles \$1.2 million to assist with the implementation of its Strategic Marketing & Public Relations Plan and complementary initiatives.

We also approved a \$1 million grant to the Catholic Education Foundation of the Archdiocese of Los Angeles to provide 800 elementary students with tuition awards and to support non-tuition-based programs that enhance the overall development of the students and the marketability of Catholic schools. Through this grant, we continue our partnership with The Carrie Estelle Doheny Foundation, which also supports a number of these programs.

Educating students in hospitality

Creating opportunities for the next generation of hotel and restaurant managers

Developing a global system of worldclass hotels earned Conrad Hilton a reputation as "innkeeper to the world." As a tribute to the significant influence of the Hilton family on the hospitality industry, the Foundation promotes excellence through educational and training opportunities. The Conrad N. Hilton Foundation is a family foundation independent of Hilton Worldwide. We have awarded nearly \$88 million in the field of hospitality education since our inception.

In 2012, we continued to support our flagship program, the Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston. The College houses the world's largest archival repository devoted exclusively to the hospitality industry.

We also provided ongoing funding to the Culinary Institute of the Pacific at Diamond Head at the University of Hawai'i, the School of Hospitality Leadership at DePaul University, and the William F. Harrah College of Hotel Administration at the University of Nevada, Las Vegas. Grants over the past decade to Olmsted Center for Sight have enabled visually impaired and physically disabled individuals to attend the National Statler Center for Careers in Hospitality Service.





Conrad N. Hilton Humanitarian Prize

Honoring extraordinary contributions toward alleviating human suffering

The Conrad N. Hilton Humanitarian Prize was created in 1996 to advance the work of exceptional nonprofit organizations and to focus attention on the increasing need for humanitarian aid worldwide. This annual \$1.5 million prize is the world's largest humanitarian award. The selection is made by an independent international jury.

The 2012 recipient of the Hilton Humanitarian Prize was HelpAge International, the only global organization with a singular focus on providing assistance to, and advocating for, disadvantaged older people. Begun in 1983 by five organizations in Canada, Colombia, India, Kenya, and the United Kingdom, HelpAge International has grown into a global network that empowers older people to claim their rights to health care, social services, and economic security. In 2011, HelpAge assisted two million older people to claim their first pension payment or receive an increased sum. An advocacy and development organization, HelpAge's focus ranges from research and policy work supporting pensions, emergency assistance, and livelihoods, to providing funds for grassroots activities.

The 2013 Hilton Prize will be presented in October at a Hilton Humanitarian symposium and dinner at The Waldorf Astoria New York. Learn about the Prize and view past recipients on the Foundation's website.





Our founder

This year marks the 125th anniversary of Conrad Hilton's birth. Positively influenced by the Catholic Church and its Sisters, his life was grounded in a profound faith in God and country, a belief in hard work, and the ability to "dream big."

An international business pioneer whose surname remains synonymous with "hotel," Conrad Hilton was an ambassador of goodwill who left the world a better place than he found it. A man of vision who lived out the American dream, his success can be attributed, in part, to the following principles: Your word is your bond. Be economical with resources. Stay one step ahead of the competition. Build *esprit de corps* among employees and investors alike.

He built a global system of world-class hotels that established standards of quality for the entire hospitality industry. Under the banner of "World Peace Through International Trade and Travel," Hilton built hotels in key war-torn European cities to foster understanding and to encourage tourism and economic growth following World War II. He insisted that local building materials and furnishings be used and local people trained to staff the hotels—policies that enhanced the American image abroad.

Despite an active career, he found time to speak out for world peace and write books such as *Inspirations of an Innkeeper*. His prayer for peace, "America On Its Knees," brought forth requests for reprints from around the world and his autobiography, *Be My Guest*, appeared on best seller lists.

Conrad Hilton's last will states his firm conviction that "There is a natural law, a Divine law, that obliges you and me to relieve the suffering, the distressed, and the destitute." His bequest to the Conrad N. Hilton Foundation has established, in perpetuity, his remarkable humanitarian legacy.

Inspired by the example of Conrad N. Hilton, we continue to translate his visionary legacy into practical and effective programs that benefit those in need.

Our billionth dollar

"Charity is a supreme virtue and the great channel through which the mercy of God is passed on to mankind. Christmas is forever."

INSCRIPTION ON CONRAD N. HILTON'S GRAVESTONE

Christmas is forever indeed. More than 99% of the billion dollars awarded since the Conrad N. Hilton Foundation's inception was awarded after Conrad Hilton's death.

During the first several decades, the Hilton Foundation contributed relatively small amounts of money to many organizations and the asset base remained relatively small. Then Conrad Hilton's passing in 1979 ushered in a new era. We prepared to assume our place as a major philanthropic entity. We rigorously examined our policies and the practice of merely responding to grantseekers shifted to a proactive, long-term major project approach.

In our first published annual report (1982-83), then president Donald H. Hubbs wrote: "The task of accomplishing some positive change in a complex and strife-ridden world is not an easy one, but we welcome it. As we embark on this era of expanded responsibility, we do so with the hope that we can build a strong foundation from which to carry out the wishes of our Founder, Conrad Nicholson Hilton."

It took 68 years to distribute our first billion dollars. We are already well on our way to distributing our second billion.

Financial statements

Statements of Financial Position

		UNAUDITED		AUDITED	
Assets		YEAR-END 2012 (DECEMBER 31)		YEAR-END 2011 (DECEMBER 31)	
Cash and cash equivalents	\$	57,867,187	\$	36,523,056	
Amounts receivable from the sale of investments		225,556		79,144,610	
Dividends and interest receivable		359,717		361,359	
Program-related advances		24,000,000		24,000,000	
Long-term investments		2,109,668,519		1,964,141,785	
Property, plant, and equipment		37,834,825		20,222,862	
Other		918,892		654,891	
Total assets	\$:	2,230,874,696	\$	2,125,048,563	

Liabilities and Unrestricted Net Assets

Total liabilities and unrestricted net assets	6 4	2,230,874,696	\$ 2,125,048,563
Unrestricted net assets	2	2,164,304,649	2,031,197,384
Total liabilities		66,570,047	93,851,179
Grants payable		60,863,324	78,180,495
Payable for purchase of investments		459,524	10,761,282
Accounts payable and accrued liabilities	\$	5,247,199	\$ 4,909,402

Combined Assets

The following is presented for informational use only. The year-end 2012 information has not been subject to audit and is presented to provide an indication of the current asset value of the Conrad N. Hilton Foundation and two related trusts, of which the Conrad N. Hilton Foundation is the sole remainder beneficiary. The assets held within the two remainder unitrusts will be distributed to the Foundation following the death of Barron Hilton, who has additionally named the Foundation as the primary beneficiary of his personal estate. For purposes of this presentation, no estimate of Mr. Hilton's personal estate is included in the combined asset presentation.

	UNAUDITED	AUDITED
	YEAR-END 2012 (DECEMBER 31)	YEAR-END 2011 (DECEMBER 31)
Conrad N. Hilton Foundation	\$ 2,230,874,696	\$ 2,125,048,563
W. Barron Hilton Charitable Remainder Unitrust	755,900,000	710,500,000
2006 Barron Hilton Charitable Remainder Unitrust	1,227,200,000	1,167,200,000
Total	\$ 4,213,974,696	\$ 4,002,748,563

Statements of Activities

		UNAUDITED		AUDITED
Revenues and Gains		YEAR-END 2012 (DECEMBER 31)		YEAR-END 2011 (DECEMBER 31)
Operating revenues	\$	33,316,461	\$	30,753,104
Net realized/unrealized gains on investments		172,449,471		29,637,161
Contributions received		14,654,129		10,080,677
Total revenues and gains		220,420,061		70,470,942
Less investment expenses		2,427,450		2,168,682
Net revenues and gains	\$	217,992,611	\$	68,302,260

Expenses

Unrestricted net assets – end of year	2,164,304,649	+	2,031,197,384
Unrestricted net assets—beginning of year	2,031,197,384		2,045,706,397
Increase (Decrease) in net assets	133,107,265		(14,509,013)
Total expenses	84,885,346		82,811,273
Excise taxes	3,550,000		2,125,500
Operating expenses	15,967,632		12,248,402
Approved grants	\$ 65,367,714	\$	68,437,371

Staff

EXECUTIVE

Steven M. Hilton Chairman, President & CEO

Marge Brownstein Executive Assistant – Special Projects

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CONRAD N. HILTON HUMANITARIAN PRIZE

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DIRECTOR EMERITUS Donald H. Hubbs

Photos

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Page 2: The solar thermal array on the roof of the new building. Photo by Nick Merrick © Hedrich Blessing/courtesy ZGF Architects LLP

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Conrad N. Hilton

Improving the lives of disadvantaged and vulnerable people throughout the world.

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