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PHILANTHROPY



PHOTOS COURTESY SCOTT HARRISON

Miracle Mile workers pose inside the Miracle Mile Shops at Planet Hollywood Resort, which on Jan. 1 started Caring, Giving, Changing. During the campaign, the mall will raise money for one nonprofit each month through fountain coin collections, promotions and in-kind donations.

MIRACLE (MILE) OF GIVING

Mall at Planet Hollywood Resort starts yearlong philanthropic push

BY CAITLIN MCGARRY

Large corporations often sponsor charitable campaigns, but it's a little unusual for a shopping mall to launch its own yearlong philanthropy effort.

Angel Williams, community relations and business development director for the Miracle Mile Shops at Planet Hollywood Resort, said it's also unusual for a mall to create a position like hers — someone in charge of community outreach and philanthropic campaigns.

"I think it is a point of differentiation for our shopping center," Williams said.

The Miracle Mile Shops on Jan. 1 launched its first charitable campaign, Caring, Giving, Changing. The retail center will raise money for one nonprofit each month through fountain coin collections, promotions and in-kind donations. January's chosen charity was Children's Miracle Network Hospitals. February's designee is the American Heart Association's Southern Nevada chapter, to

recognize the Go Red for Women heart health campaign.

The shopping center last year informally raised more than \$100,000 for partners like United Way of Southern Nevada, Aid for AIDS of Nevada and Shriners Hospitals for Children.

Miracle Mile executives decided to solidify those partnerships with this year's Caring, Giving, Changing campaign.

"For us, it was important to really have a deep relationship with our partners," Williams said. "We didn't want to hit them one year and move on to other partners. We wanted to deepen the roots and establish the relationships."

This year's goal is \$100,000.

The charities were chosen after the mall's executives, including General Manager Russ Joyner, pinpointed areas of interest: health care, education and tourism in Las Vegas among them. That's why Shriners was selected, Williams said. The organization's annual Las Vegas golf tournament boosts visitation to the city.



Joyner in 2004 joined Miracle Mile Shops when the mall was known as Desert Passage at the Aladdin. Williams said Joyner's involvement with the Las Vegas Chamber of Commerce as a member of the organization's board of trustees cemented the mall's commitment to philanthropy.

"(Joyner) kept getting approached more and more by different community groups and saw the need to formalize" a campaign for charitable giving, Williams said.

Miracle Mile is working on events and promotions with merchants inside the mall to coincide with its campaign.

One event the center is working on is the February kickoff of the Go Red for Women campaign in front of Planet Hollywood Resort, incorporating the resort's light-emitting diode screens. The American Heart Association's local affiliate usually launches the campaign at the "Welcome to Fabulous Las Vegas" sign.

Contact reporter Caitlin McGarry at cmcgarry@lvbusinesspress.com or 702-387-5273.

DONATIONS

- America First Credit Union donated \$1,600 to Safe Nest through the credit union's Community Assistance Program.
- Catholic Healthcare West/St. Rose Dominican Hospitals gave Helping Hands of Vegas Valley a \$5,000 grant for its low-income qualified pantry program.
- United Family of Dealerships donated \$12,500 to the Public Education Foundation's Clark County READS Library Enhancement Program to replace books at Fitzgerald Elementary.
- The JPMorgan Chase Foundation donated \$20,000 to Rebuilding Together Southern Nevada.
- The Caesars Foundation gave Green Chips a \$50,000 grant to help the sustainability nonprofit launch its Convene for Green website this year.
- Anthem Blue Cross and Blue Shield donated \$596,894 to Nevada nonprofit organizations and community events in 2011. Boys & Girls Clubs of America's Triple Play program and the Oasis Institutes Catch Healthy Habits programs were two recipients of the health care company's philanthropic efforts.
- An anonymous gaming executive donated \$1 million to United Way of Southern Nevada to help the nonprofit give away \$500 gift cards to needy families over the holiday season.
- United Way of Southern Nevada donated \$1 million to 12 local agencies to provide rent and food assistance. Recipients included Catholic Charities of Southern Nevada, which received \$355,178; \$165,864 for HELP of Southern Nevada; and \$103,119 for Lutheran Social Services of Nevada.
- NV Energy in 2011 donated more than \$5 million to community organizations in Nevada, including more than \$1.2 million to United Way of Southern Nevada.

UPCOMING EVENTS

- Kendall Tenney is hosting the 11th annual 5K Run for a Wish benefiting the Make-A-Wish Foundation of Southern Nevada at 9 a.m. Feb. 4 at Town Square Las Vegas, 6605 Las Vegas Blvd. South.
- Catholic Charities of Southern Nevada is celebrating its 71st anniversary with the Heart of Hope Awards Luncheon from 10:30 a.m. to 11:30 a.m. Feb. 9 at The Mirage, 3400 Las Vegas Blvd. South.
- Colors of Lupus is hosting its "Unmasking Lupus" gala from 6 p.m. to 9 p.m. Feb. 11 at Treasure Island, 3300 Las Vegas Blvd. South.
- Keep Memory Alive's 16th annual Power of Love Gala is Feb. 18 at the MGM Grand Garden Arena, 3799 Las Vegas Blvd. The event will raise money for the Cleveland Clinic Lou Ruvo Center for Brain Health and celebrate Muhammad Ali's 70th anniversary.
- Paragon Gaming is sponsoring the ninth annual Walk with the Heart of a Child at 8 a.m. Feb. 25 at the Fashion Show mall, 3200 Las Vegas Blvd. South, to raise money for the Children's Heart Foundation.
- Easter Seals Nevada's fourth annual Walk With Me event is at 9 a.m. April 7 at Bunker Park, on the corner of Tenaya Way and Alexander Road.

Send submissions to Business Press reporter Caitlin McGarry at cmcgarry@lvbusinesspress.com. Include the name of the donor company, the charity that benefits, and the size of the contribution. Also include a date for the contribution or event.