



MALL OF AMERICA

COMMUNITY RELATIONS

To all our friends,

PARTNERS, NEIGHBORS AND VISITORS

Looking back on the past year, Mall of America® has had another amazing year working with the Twin Cities non-profit community. We couldn't do this without the support from you - our tenants, employees and guests. Giving back to the community is a big part of who we are, and it is these partnerships with extraordinary people and organizations like you that help us work hard to make our communities a better place to live. We contribute \$25,000 on average every day in cash, products, and in-kind support to charities and non-profits. Our tenants and employees contribute their time, skills, and resources with unwavering generosity. As a result, our community partners have been able to raise awareness and more than \$12 million annually making an immeasurable difference in the lives of countless people. We aim higher each year and hope to see our donation level grow. On behalf of the entire Mall of America family, we want to thank our community partners for the incredible work they do. We look forward to working together in years ahead, and making a difference for people in our backyard and around the world.

Dan Jasper

Vice President, Public Relations

Sara Durhman

Manager, Community Relations

\$25,000 WORTH OF SUPPORT
EVERY DAY





GIVING MATTERS AT MOA™

You sometimes hear that Mall of America® is a city in itself. We tend to think it's more like a small town, where people know and look out for each other. Maybe it's that sense of community within MOA™ that makes us feel so strongly about giving to the larger communities that surround us.

Strong communities promote healthy, vibrant families and families are our most important customers. Still, at the end of the day we use our company - wide resources to help our communities because it's the right thing to do. It's one of the most gratifying aspects of our work and let's face it, it just makes us happy.

Together, we've been
making a difference
on a major scale.

HOW MOA™ SUPPORT ADDS UP

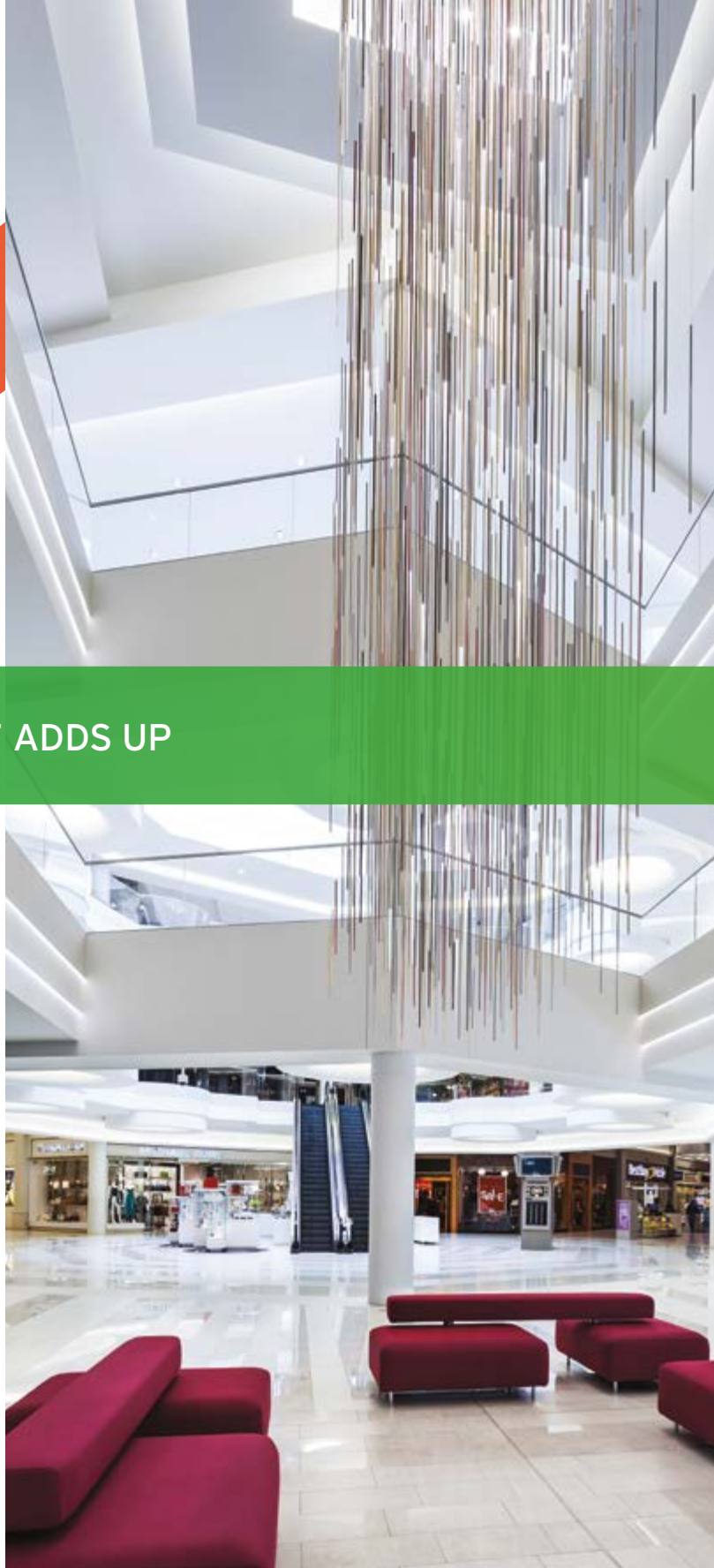
ENGAGEMENT WITH SOCIAL MEDIA

483,000+ FACEBOOK FANS

41,000+ TWITTER FOLLOWERS

14,000+ INSTAGRAM FOLLOWERS

*AS OF NOVEMBER 2014





\$25,000 DAILY DONATION VALUE


\$24,000 IN COINS COLLECTED EVERY YEAR
DONATED TO 12 CHARITIES

82,000 SUBSCRIBERS CONNECTED TO COMMUNITY PARTNERS
IN OUR MOA™ NEWSLETTER EVERY MONTH

\$9,490,000 ANNUAL DONATION VALUE

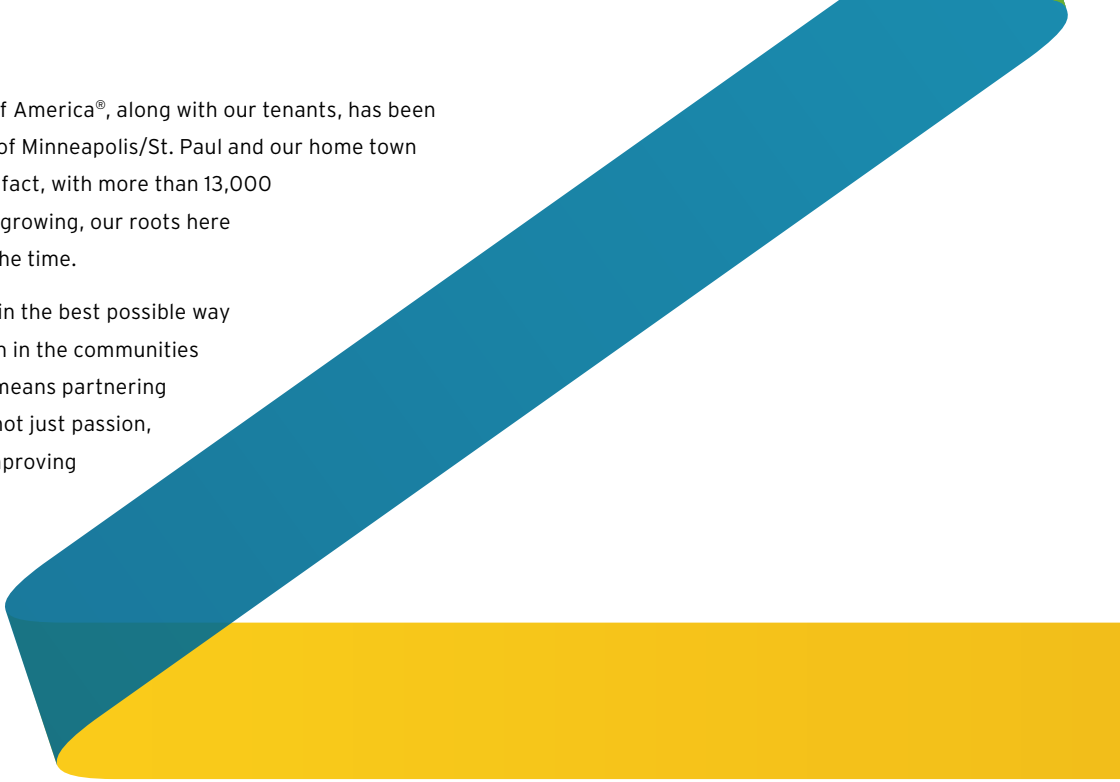


40,000,000 ANNUAL VISITORS EXPOSED TO
MOA SUPPORTED CAUSES & EVENTS



For more than 22 years, Mall of America®, along with our tenants, has been a big part of the communities of Minneapolis/St. Paul and our home town of Bloomington, Minnesota. In fact, with more than 13,000 employees in the building and growing, our roots here are wide and grow deeper all the time.

We want to use our resources in the best possible way to make positive things happen in the communities where we live and work. That means partnering with organizations that bring not just passion, but a strong track record of improving people's lives.



KS95 for Kids

15TH ANNUAL RADIOTHON

For 15 years, the KS95 Radiothon for Kids has been raising money, spirits and hope for families with children battling cancer. Mall of America® has been a key partner in that effort, having hosted the event 10 times, with Children's Cancer Research Fund and Gillette Children's Hospital as beneficiaries,

Right from the start it's been a powerful event. At the end of the very first Radiothon in 1999, Darlis Clausen of Gillette Children's Hospital noticed crowds of people spontaneously gathering on the floors above them in Macy's Court. Then they began throwing down money. "I will never in my life forget that sight. It was just like money coming from Heaven."

The 15th annual Radiothon took emotions to a whole new level, with an unforgettable performance of Zach Sobiech's hit song "Clouds." Sobiech, a Minnesota teen with cancer, debuted his song during the 2012 Radiothon. Sobiech passed away in May—but his voice wasn't silenced. "Clouds" raised the roof in the Mall again in 2013—this time sung by "The World's Largest 'Clouds' Choir."

"The goal was to have 1,000 people come out and participate. We ended up with almost 5,000," says Jenny Phyle of Children's Cancer Research Fund. Melanie Miltz of KS95 remembers "It was just an unbelievable moment—all those people on every single level of the Rotunda, giving their support, singing the song, joined together. Everyone was happy that night."



"I've been in fundraising 40-some years. And I tell you what—to be at Mall of America is a whole different ball game."

DARLIS CLAUSEN
Director, Children's Miracle Network
Gillette Children's Hospital





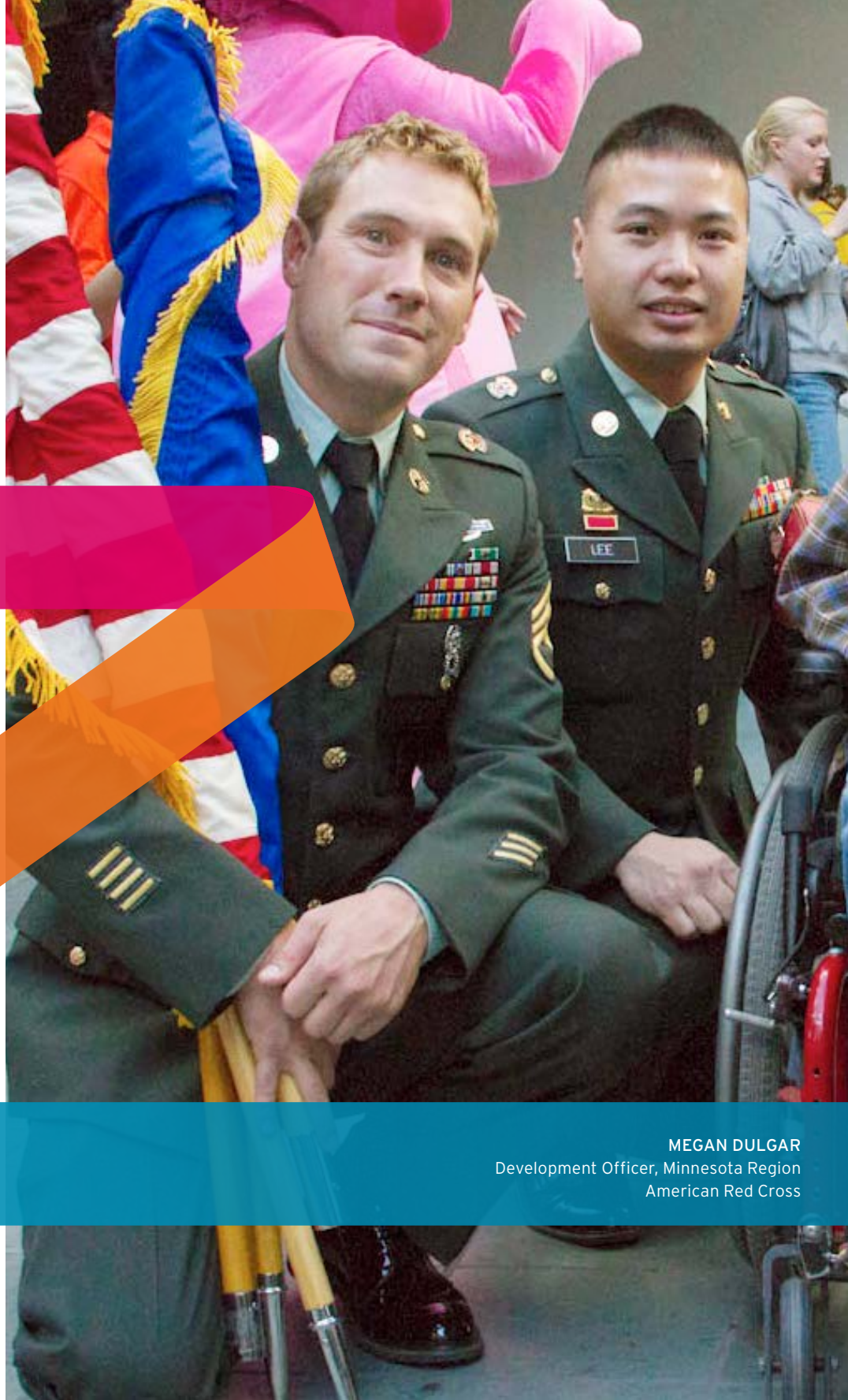
“They know what they’re doing. They get community and media and how they can work together, and what you can accomplish. With the Mall, anything is possible.”

MELANIE MILZ
Director, Marketing and Promotion
KS95

“The Mall staff are extremely accommodating, always willing to help. They genuinely care about the success of our event.”

JENNY PHYLE
Events and Programs Coordinator
Children’s Cancer Research Fund





MEGAN DULGAR
Development Officer, Minnesota Region
American Red Cross



Holiday Mail for Heroes

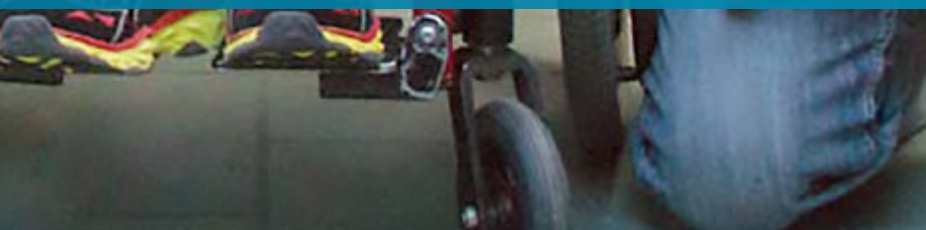
AMERICAN RED CROSS

From volunteer recognition events and VIP receptions to community blood drives and telethons in times of disaster, American Red Cross has partnered with Mall of America® for years. The Mall has been the ideal home and partner for these events. As Red Cross Development Officer Megan Dugar puts it, "The event staff makes it so we really just have to show up. Everything we needed was provided. Everything has been thought of ahead of time." That goes beyond basic needs. For instance, at a Veterans Day event last year, MOA™ donated over 1,000 free wristbands to Nickelodeon Universe® for military members and their families. Dugar remembers, "I was working the registration table when the wife of a deployed military member stepped up to be handed her wristbands, and she burst into tears. We had a really simple task that day of handing out wristbands... but I realized we were offering a lot more than that. We were offering respite to these people. So for one afternoon in November, that woman and her children were able to tear through Nickelodeon Universe, hop from ride to ride, and just have fun."



**American
Red Cross**

"The word I would use is 'open'...open to meeting the needs of Red Cross clients and volunteers, open to bold ideas and to making big things happen ...and always greeting us with open arms!"



MDA Muscle Walk

TWIN CITIES

Q: How many muscles does it take to walk? A: One—your heart! That’s what they say at Muscular Dystrophy Association, and in 2013, more than 1,600 walkers, on foot and in wheelchairs, came together in a heartfelt effort to combat neuromuscular disease at the MDA Muscle Walk at Mall of America®. “We say the event is our largest family reunion” says Jack Pipken of MDA. “Many of our families, when they first get their diagnosis, don’t know who to turn to. And then they see that there are thousands of people out there that they can lean on when they need help.”

The partnership between Mall of America and MDA goes back many years. “They have been a huge supporter” says Pipken. In addition to providing the Rotunda as a venue, the Mall helped out with everything from technical support to connections with Mall businesses, to access to Nickelodeon Universe® mascots. And it all paid off. The Walk quadrupled the number of walkers from the year before, and doubled money raised, to more than \$200,000. Pipken says, “It’s a mix of a lot of fun, but also emotion. And if there’s one word to describe the event, it’s HOPE.”





*"I can't speak highly enough about them.
Everything they offer goes above and beyond."*

JACK PIPKEN
Executive Director
MDA, North Central States.





Pianos on Parade

KEYS 4/4 KIDS

Dedicated to helping young people believe in themselves through the arts and mentorship, Twin Cities-based Keys 4/4 Kids supports its mission by selling donated pianos to the public. Last May, to raise money as well as raise its profile, Keys 4/4 Kids paired 15 professional artists with aspiring youth artists to transform worn out pianos into unique works of art—live, at Mall of America®. The crowd got in the act too, decorating a piano with their own tissue paper handprints and setting a world record for The Most Handprints on a Piano!

Adding to the excitement, student pianists got to perform during the event. “The kids would get really nervous before they went onstage,” says Newell Hill, the organization’s founder. “But they all went on, and you could just see their confidence building. To know they were performing at Mall of America was such a cool thing for them.” According to Hill, the event really helped put Keys 4/4 Kids on the map. “We are entirely donation-driven, so the more visibility and exposure we can get, the better it is. A lot of people who visited us were from out of town. And they kept saying ‘we should have something like this in our city.’”



“Working with the Mall has helped us leverage ourselves within the community, giving us the visibility and exposure we need to achieve our mission.”

NEWELL HILL
Founder, Executive Director
Keys 4/4 Kids



MAKE THE CHANGE FUND

At all the registers inside Nickelodeon Universe® there are donation collections that our guests can put change into. Each quarter a different organization is selected and their logo and mission is put on all of these collection boxes and the organization receives all of the donations at the end of their schedule months. TreeHouse was a recipient of the Make The Change Fund from Mall of America®!

TreeHouse

For many at-risk kids, enjoying the rides with friends at Nickelodeon Universe is more than entertainment. It's a step on the path to transformation. That's why TreeHouse, a nonprofit organization serving struggling teens and their families, was thrilled with the gift of free passes for unlimited rides at Nickelodeon as part of a weekend retreat. "They just loved it," says Nick Frenzen of TreeHouse. "Some of these kids have never been able to go to Mall of America. To get them outside their normal environment for some fun, to experience new perspectives—those things really do make a difference in our kids' lives."

In another initiative, TreeHouse honored one peer-selected youth whose good deeds throughout the year exemplified servant leadership, with a \$250 gift card donated by the Mall. "She got huge applause from the other students," recalls Frenzen, "because she earned it. It was a really cool reward for her. These things are all pieces of the puzzle that help lead these kids to transformation, ultimately to grow and become healthy members of society."

"Extremely gracious and generous would be the two words I would use about working with the Mall staff."

NICK FRENZEN
Senior Area Director
TreeHouse







"The people at the Mall were very engaged and interested in what we were doing. It felt like they were a part of our program!"





KATHERINE HOPEN
Parent volunteer
Burnsville High School



BOOSTER VOLUNTEER PROGRAM

Every year Mall of America® donates more than \$100,000 to nonprofit organizations through its Booster Program. Nonprofits send a group of volunteers to work at the Mall for eight hour shifts, and the Mall donates \$50 per volunteer to the organization. It's been a great way for a variety of organizations to raise money, build community, and have fun while they're at it.

For the music department at Burnsville High School, it was the perfect way to make a dream trip to perform in Italy a reality for band and choir students. "We have a pretty diverse population in our school district," explains parent volunteer Katherine Hopen. "This really opened it up for kids who probably would not have been able to make the trip."

"The people at the Mall were very engaged and interested in what we were doing. It felt like they were a part of our program!"



COMMUNITY PARTNERS

Here are just a few of the many organizations MOA™ has supported over the past year:

Allina Hospice Foundation
American Red Cross
Autism Speaks
Beyond the Yellow Ribbon
Bloomington Heritage Days
Bloomington Public Schools
Bloomington Theater and Arts Center
Boys & Girls Clubs of Central Minnesota
Brain Injury Association of Minnesota
Bundles of Love
Can Do Canines Assistance Dogs
Coaches for Kids
Cornerstone
Domestic Abuse Project
Education Foundation of Bloomington
ESGR
Foundation for Fighting Blindness
Fraser

GiveMN
Great River Greening
Habitat for Humanity
HandsOn Twin Cities
Home for Life
Homeward Bound
HOPE Adoption and Family Services
Indian Health Board
Juvenile Arthritis Association
Juvenile Diabetes Research Foundation
Keys for Kids
La Oportunidad
Lupus Foundation of Minnesota
March of Dimes
Meals on Wheels
Minnesota Orchestra
Minnesota Teen Challenge
Muscular Dystrophy Association

National Kidney Foundation
Nomandale Community College
Pet Project Rescue
Prevent Child Abuse Minnesota
Rotary Club of Bloomington
Salvation Army
S.A.V.E.
Second Harvest Heartland
S.K.A.T.E. Brooklyn Park
Special Olympics
Susan G. Komen
United Way
Walk to End Hunger
Wildlife Science Center
Women's Foundation of Minnesota
YMCA

For more information and to request a donation, visit

GIVING GUIDELINES

Mall of America® supports community causes through in-kind donations to registered 501(c)(3) organizations for special events, silent auctions and raffles. These donations are limited to the five-state area of Minnesota, Iowa, Wisconsin, South Dakota and North Dakota.

While we cannot make monetary donations, we are glad to provide other types of support. Please be sure to make your requests in writing at least two months in advance.

In order to be as fair and effective as possible with our support, we unfortunately cannot donate to:

- School groups, classes, proms, PTOs/PTAs or graduation parties
- Fundraisers for specific individuals
- Faith-based organizations
- Corporate fundraisers, incentive programs or events
- Third-party fundraisers

[MALLOFAMERICA.COM/COMMUNITY](https://mallofamerica.com/community)



ABOUT MALL OF AMERICA®

Since opening its doors in 1992, Mall of America has transformed the shopping experience, becoming an international leader in retail, hospitality and entertainment. Owned and managed by Triple Five Worldwide®, MOA™ is one of the top tourist destinations in America and one of its most recognizable brands.

From musical acts to celebrity book signings to fashion shows, MOA has earned a national reputation for entertaining guests with excitement and style. Hosting more than 400 free events annually, the Mall has become the place for people to meet their favorite celebrities and have one-of-a-kind experiences.

Along with coverage in numerous national and local broadcasts, print media outlets and an extensive social media footprint, MOA has been featured on the Discovery Channel, Travel Channel and TLC.

Beyond the glitz and the glamour, we are a community with a deep investment in our employees, neighbors and guests. They have welcomed us, shared their talents and helped our business thrive. We never forget that and will always work to give back to the communities that have given us so much.

MALL OF AMERICA

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