

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

60 EAST BROADWAY BLOOMINGTON, MN 55425
952.883.8800 • MALLOFAMERICA.COM

2013 COMMUNITY RELATIONS



To all our friends,

PARTNERS, NEIGHBORS AND VISITORS

Thanks to our amazing tenants, employees and guests, MOA™ has had another great year of helping non-profit organizations. This is something that is very important to our identity and critical to our community. It is these partnerships with the extraordinary people and organizations that work so hard that make our communities a better place to live.

Giving back to the community is a big part of who we are. We contribute on average \$26,000 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 epic generosity. As a result, our community partners have been able to raise awareness and more than \$15 million annually, making an immeasurable difference in the lives of countless people. We'd like to see our donation level continue to grow each year.

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 the years ahead, making a difference for people in our backyard and around the world.

Maureen Bausch

Executive Vice President, Business Development

Dan Jasper

Vice President, Public Relations

Sara Durhman

Manager, Community Relations



\$9,000 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.

ENGAGEMENT WITH
SOCIAL MEDIA

425,000+
FACEBOOK FANS

20,000+
TWITTER FOLLOWERS

50,000+
BLOG READERS PER MONTH

*AS OF FEBRUARY 2013

\$26,000 DAILY DONATION VALUE

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

100,000 SUBSCRIBERS CONNECTED TO COMMUNITY PARTNERS
IN OUR MOA™ NEWSLETTER EVERY MONTH

\$9,490,000 ANNUAL DONATION VALUE

42,000,000 ANNUAL VISITORS EXPOSED TO MOA™ SUPPORTED
CAUSES & EVENTS

HOW MOA SUPPORT ADDS UP

For 20 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.



"THEY WERE EXTREMELY ACCOMMODATING AND HELPFUL. THEY ADDED TO THE IDEAS WE ORIGINALLY HAD AND MADE THEM BETTER."

CARING BRIDGE

For years, friends and families of people facing health issues have found connection and support online through CaringBridge. For its 15th anniversary celebration, CaringBridge wanted a real-world gathering place—and there was no place better than Mall of America®. The Mall Rotunda set the stage for the star of the party, a 30 X 40-foot greeting card, signed by a world-record-breaking 2,216 people. "Being able to have a physical presence for reaching out to the community—we couldn't have done that without Mall of America" says Sona Mehring, Caring Bridge founder. "Looking over the Rotunda and seeing such an impactful presentation, you just kind of went Wow!"



GiveMN

For the past two years, GiveMN has headquartered its Give to the Max Day at Mall of America®. As the largest online giving event in the world, having a physical presence at the Mall has been huge. "To have that headquarters increased our media coverage, and that translates to more giving to nonprofits. So it's been an incredible impact on the entire nonprofit sector in our state," says Executive Director Dana Nelson.

And it wasn't just about providing a venue. "I just love that we can come together with the Mall of America team to come up with fun ideas. The whole team is fabulous. They say yes to everything! It was great to ideate and brainstorm with them."

"When we walked in the Rotunda on Give to the Max Day, it was like...

WHOA, WE'RE REAL!
WE HAVE **ARRIVED!"**



RED RIBBON RIDE

Since it was founded in 2002, Red Ribbon Ride has raised millions of dollars for Minnesota HIV/AIDS organizations, and Mall of America® has played a key role in their success. The Mall of America serves as a starting point for the 300 mile bike ride, and Mall staff provide PR and media relations support. "The media coverage we get, and having the ability to start at Mall of America is priceless," says Theresa Fetsh, Executive Director for the Ride. "Typically we've gotten all four local television stations, plus newspapers and radio. The coverage is really helpful for the ride. And it's also helpful for generating awareness and educating people about HIV and AIDS, in Minnesota."

"Media connections that might not respond to a small nonprofit cover the Red Ribbon Ride because we have MOA™ behind us."



Girl Scouts

THE GIRL SCOUTS
OF MINNESOTA AND WISCONSIN RIVER VALLEY
WANTED TO THROW A BIG PARTY
FOR THE GIRL SCOUT CENTENNIAL.



BUT WHEN THEY PARTNERED WITH MALL OF AMERICA® FOR THE EVENT,
**THEY HAD NO IDEA
JUST HOW BIG
IT WOULD BE.**

"We were so incredibly impressed by the generosity of the Mall in welcoming the Girl Scouts. We had expected 50,000 and we ended up with an estimated 150,000 people," said Linda Greene, CEO. "And everything went as smoothly as you could have possibly imagined."

"There were so many things going on in the different courts around the Mall" Greene recalls. "They had a Zumba class going, and our national CEO was up there doing Zumba. There were big men teaching self defense classes to little girls—it was really fun to watch! At the end of the program we had confetti canons and green balloons. It was like New Year's Eve in New York City!"



“THEY REALLY ENCOURAGED US TO THINK BIGGER...”

they were so visionary in helping us think about all we could possibly do with the resources of the Mall.”

Besides hosting the two-day event, the Mall provided a large retail space for a Girl Scout pop-up store for six weeks before the party. “We were able to use it to promote programs, promote the event itself, and of course, sell Girl Scout cookies!” Day after day, the store was packed. “It was an amazing experience, just to be overwhelmed

with so many people wanting to come in and grab a little bit of Girl Scout history,” says Greene. “And everything went as smoothly as you could have possibly imagined. We were so incredibly impressed by the generosity of the Mall in welcoming the Girl Scouts.”



WALK TO END HUNGER



“THEY ARE SO INCREDIBLY HELPFUL.

They genuinely want our event to succeed, and they want our mission to succeed.”

Since its inception in 2008, the Walk to End Hunger has raised nearly \$1,200,000 to help put food on the table for people in need. Held at Mall of America® on Thanksgiving morning, the Walk has become one of the Mall’s signature events. “They go above and beyond providing the space,” says Jessica Francis of Hunger Solutions, one of the Walk’s sponsoring organizations. “They give us advice on our fundraising initiatives, they encourage us to work with their retailers, and they help us to leverage the relationships they’ve got.”

But it’s not all about such serious stuff. “The Mall opened two rides for us for free, and they also provided a Santa. The pictures with Santa were tremendously popular. It ended up being a fantastic day at The Mall for all the kids!”



"TO HAVE THIS RESOURCE DROP OUT OF THE HEAVENS IS INCREDIBLE!"

MNIC

Minnesota Internship Center's partnership with Mall of America® is proof that little things can add up to something big. It started with the Mall donating a Little Free Library to two of the school's locations in impoverished neighborhoods. The libraries were a huge hit, and inspired social worker Nancy Burkhardt to apply for the Mall's Pond Fund. She was in luck! MNIC was awarded all the money from the Mall's ponds from the month of October. The total was more than \$1,200; enough to fund Paws for Learning in the school for a full year. Paws for Learning uses trained therapy dogs to help troubled students develop coping skills that can help them succeed in school. "\$1,200 may not sound like a lot of money to some people", says Burkhardt. "But to me, it was a gold mine that opened the door to provide a mental health service that our students are responding to."

COMMUNITY PARTNERS

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

Allina Hospice Foundation

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

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

Operation Glass Slipper

Pet Project Rescue

Prevent Child Abuse Minnesota

Rainbow Health Initiative

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

Walk to End Hunger

Wildlife Science Center

Women's Foundation of Minnesota

YMCA

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 three 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 or graduation parties
- Fundraisers for specific individuals
- Faith-based organizations
- Corporate fundraisers, incentive programs or events
- Third-party fundraisers

For more information and to request a donation, visit MALLOFAMERICA.COM/COMMUNITY

