

IN BUSINESS Las Vegas

SEPTEMBER 24, 2004



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A child in a white shirt and blue jeans stands on a grassy hill, reaching up towards a small sailboat with a red and white mast and blue sails. The sailboat is suspended by a long, thin white string that stretches from the child's hand up to the top of the frame. The background is a soft, painterly sky with light blue and white clouds.

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FROM THE EDITOR



Philanthropy comes in many shapes, sizes and efforts. Businesses and individuals across the Las Vegas Valley are constantly giving back to the community through selfless acts and monetary donations. The bigheartedness that these groups proffer is extraordinary.

This is In Business Las Vegas' fourth look at Southern Nevada's generosity and benevolence. The 2004 edition is without a doubt the largest and most comprehensive effort we have put forth on this project. We have attempted to document an array of businesses that give back to the people. While it would be impractical to claim that we have covered every generous act here, we have endeavored to show an assortment of groups performing charitable deeds.

For newcomers to this publication, we offer some background on the Business Community Investment Council. The BCIC is a volunteer group dedicated to getting Southern Nevada businesses involved in charity work. Paul Stowell of Business Bank of Nevada is the BCIC president. He so eloquently summed up his philosophy behind philanthropy in an interview for one of the stories in this section: "Giving isn't rocket science – it's

just a matter of deciding what you want to do and then doing it. It's about making a conscious decision, a commitment and then following through."

In this supplement, we take a look at employee contribution programs in the fields of gaming, banking, homebuilding, education and law, just to name a few. We have tried to identify a few faces in the Valley who have shined when it has come to kindness. These folks range from a neurosurgeon who has volunteered his expertise to save the lives of dogs with spinal injuries to a Boy Scout who has organized a force of friends and relatives to knit caps for cancer patients, premature infants and the homeless.

We are especially proud of two special features in this section. First, we have produced "A Community in Action." This is a collection of photos from various companies throughout 2004 doing what they do best – giving back to society. This collage begins on page 33. Second, we offer a list of nonprofit organizations found throughout Southern Nevada. We provide their contact information and their respective "wish lists." That feature starts on page 55.

We want you to use this publication as a guideline. Read about some of the programs in workplaces across the Valley. Enjoy the features and laud the groups. Then, examine if your company is doing its part and, if not, just how you can help change that. While philanthropy is on the upswing here, a host of needs regularly go unassisted. That shouldn't happen in a community like Las Vegas.

Rob Langrell
Special Publications Editor

STAFF

Publisher

Bruce Spotleson

EDITORIAL

Special Publications Editor
Contributing Writers

Rob Langrell
Danielle Birkin
Damon Hodge
Lisa McQuerrey
Deborah Roush
Cheri Watkins
Terry Martin

Special Publications Administrator

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Art Director
Designers

Lynne Adamson
Janet Thalken
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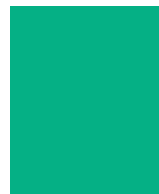


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BCIC steps up efforts to address community needs across Valley

2% Club aimed to bolster involvement by local businesses

By Lisa McQuerrey/
Contributing Writer

Nevada's growth continues to place a heavy burden on area social service providers and nonprofit organizations. They, in turn, find themselves fighting one another for every available dollar of community support.

While Las Vegas frequently garners low scores for community giving when compared with other similar sized cities, Business Community Investment Council (BCIC) spokesman Paul Stowell said he doesn't think a lot of those numbers are on target.

"It's unfortunate that we seem to rank at the bottom of these lists," said Stowell, who also serves as senior vice president and public relations manager for Business Bank of Nevada. "I don't think it's an accurate portrayal of our community. There are simply a lot of companies out there that need to verify what they're doing. Absolutely we have room to improve, but the more we can call attention to the issues at hand, the more we'll heighten local awareness and the higher Nevada will move on those lists."

In its sixth year of operation, the BCIC – a fund of the Nevada Community Foundation – is a coalition of businesses led by volunteers who are committed to enhancing the effectiveness of business philanthropy in Southern Nevada. The organization believes that through education and shared resources, more companies will establish effective corporate giving programs. The premise behind the ideals of the BCIC is two-fold: supporting the community in which you do business contributes to the overall health and well-being of the area. "Strategic philanthropy" also allows a business to capitalize on its contributions, setting itself apart in the eyes of the community, its employees and

its customers for being a good corporate citizen. According to Stowell, it's a "win-win" for everyone involved.

"Companies need to know there is a tangible return on their investment," Stowell said. "That's not the reason to give – it's the right thing to do and it betters the community. But it's important for companies to realize that when you look at the statistics, there's a greater sense of loyalty from employees of companies who give back to the community. People like doing business with philanthropic companies. Personally, my involvement has benefited my company ten-fold."

Stowell's company, Business Bank of Nevada, has established a comprehensive corporate giving program that is

supported from top management through all employee levels. The company has adopted an at-risk school, supports the Clark County Academy of Finance, the Center for Independent Living, Opportunity Village and Help of Southern Nevada. Support comes in many forms – cash donations, sponsorships, in-kind support and volunteer hours. Stowell uses his company as an example of how a relatively small business – the bank employs 85 people – can make a significant impact.

While still evolving, the BCIC is gearing up to both recruit new members and to identify local businesses that are contributing philanthropic support, but may not be getting recognized for their efforts. The organization is also exploring cohesive, targeted ways in which they can make a collective, significant impact on social service agencies demonstrating the most need.

"We're changing our focus to be more member-driven," explained Stowell. "By increasing our membership of



Vice chairman of the Golden Nugget hotel-casino in downtown Las Vegas Tom Breitling, center, and Julie Murray, the campaign director for the Andre Agassi Charitable Foundation, stand with some of the students they mentor from the Andre Agassi College Preparatory Academy.



Household Bank employee Bryan Powell gave a thumbs up to the fix-up project at Walter Bracken Magnet School.



Household's Michele Frejek pitched in to help landscape some of the surroundings of the school's campus.



Bank employee Pam Coco worked alongside some of the students to help brighten the school's block walls.

philanthropic-minded companies we'll be better able to provide more input and expertise on how to develop charitable giving programs."

BCIC is revamping its Web site and looking for ways to provide added value to its members. One new initiative to be announced at the third annual BCIC Philanthropic Summit (slated for Oct. 28 at The Rio) is the 2% Club. With an anticipated launch of January 2005, Stowell hopes to see the designation evolve into something akin to the Good Housekeeping "Seal of Approval." The Club will identify local businesses that give back at least two percent of profits to the community, whether through cash, volunteer hours or in-kind goods and services.

"We tend to see the same

faces and the same names supporting everything," said Dawn Merritt, BCIC member and public affairs manager for Sprint. "We know there are other businesses that want to be involved. The 2% Club will help the community be aware of what companies are doing."

According to Merritt, who is spearheading the program with KLVX Channel 10's Tom Axtell, the 2% Club will be designed after successful model programs implemented in Denver and Milwaukee.

"Many companies may already be doing two percent when they consider in-kind and volunteer hours," explained Merritt. "It's a great marketing tool.

People want to do businesses with companies that support the community. It feels like you're doing business with a 'home town company.' "

Stowell said the BCIC plans to grow its membership modestly, with a goal of bringing in one new member each month. Said Stowell, "As we gain momentum and gain prominence, I think more companies will start to recognize the value of being part of the 2% Club."

With its dues structure, Stowell pointed out that membership is something even small businesses can afford. "The funds go toward building awareness and funding initiatives. We reach out across the board. The BCIC wants to be a resource, instilling pride and motivating companies to



Business Bank of Nevada employees participate annually in the Adopt-A-Family program. Employees purchase items off a family's "wish list" and deliver them just before Christmas.

step up to the plate to give back. We'll see a lot of people saying, of membership in the 2% Club, 'I want this recognition.' ”

Julie Murray, a BCIC member and campaign director for the Andre Agassi Charitable Foundation, emphasized that the reason the BCIC exists is to both enhance and improve philanthropy, which will be accomplished in part at the upcoming Philanthropic Summit, where a host of experts will be on hand to share information on best practices of corporate giving. Said Murray, “A lot of companies out there want to affect change.”

Besides the introduction of the 2% Club, the BCIC will soon begin providing monthly meeting minutes to companies

that want to be involved, but might not have the time to attend scheduled events. They'll also work to bring in top-level guest speakers who can address the specific needs of the community, enlightening members about what they see as the area's most pressing needs. “People who are philanthropic-minded need to share information,” Stowell said. “It's all about best practices. The more people we bring to the table the better. There's no competition in philanthropic outreach.”

At the same time membership is being encouraged, the BCIC will also examine ways to address those critical needs – as identified through last year's Community Assessment Survey, conducted by Nevada

Community Foundation and United Way – and tackle them as a group, one by one. Stowell said this would be accomplished by working to establish the BCIC as the resource for addressing pressing social concerns. One of the challenges the BCIC will face with this approach is in harnessing the collective giving potential of its members and determining where their focus will have the most significant impact.

“Needs change, needs evolve and the demand on social services grow,” Stowell said. “Healthcare and education are very pressing needs. If we can address these critical issues, we're going to be able to solve a lot of problems in the community. If you're a nonprofit that doesn't fall into these identified needs, you may fall outside the box unless you can reorganize your organization.

“I don't want to say that some nonprofits will go away, but there are wants and needs in life,” he said. “The needs of a child with no food and shelter are more important than a luxury program. With limited resources, we need to prioritize.” **CG**

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John Guedry, left, president and CEO of Business Bank of Nevada, accepts the Governor's Points of Light Award from Gov. Kenny Guinn, recognizing the Bank as the 2003 winner of the Corporate Award for Community Service and Volunteer Outreach.

Philanthropic Summit designed to educate, motivate community giving

By Lisa McQuerrey/
Contributing Writer

The Business Community Investment Council (BCIC) will hold its third annual Philanthropic Summit on Oct. 28 at the Rio hotel-casino.

The event will demonstrate to local business leaders the tangible return on investment community giving can bring to a company. Keynote speakers and panelists will provide a variety of information to attendees about community need, selecting charitable organizations to be involved with and establishing or expanding corporate giving programs.

"We'll cover the nuts and bolts of philanthropy," said Paul Stowell, BCIC spokesman and senior vice president and public relations manager for Business Bank of Nevada. "We'll discuss best practices, learning from philanthropists what it means to give back. Giving isn't rocket science – it's just a matter of deciding what you want to do and then doing it. It's about making a conscious decision, a commitment and then following through."

Last year's event attracted 200 participants and Stowell anticipates seeing at least 300 in attendance this year. Speakers will include both well-known fund-raisers and respected local business leaders who understand both the needs of the community and the benefits of giving back through philanthropy.

"We have a roster of interesting, engaging speakers this year," said Julie Murray, event co-chair and campaign director for the Andre Agassi Charitable Foundation. "Jim Rogers, our opening keynote speaker, is one of the top 20 philanthropists in the country. Rich Harwood is recognized nationwide for

strategic philanthropy efforts. Jan Jones, our former mayor and closing keynote speaker, is very moving, speaking passionately about why it's important to support our community."

The program will also include a testimonial from Vic Donovan of Colliers International. Donovan attended the summit in 2003 and went on to use the information he received to establish his own corporate giving program.

Anticipating a "motivational" event, Murray said speakers will discuss different philosophies and benefits associated with community giving.

"We feel there are a lot of companies working to affect change in the community," Murray explained. Besides practical tips for businesses of all size on how to create a community giving program that enhances a company's reputation and builds team camaraderie and customer loyalty, participants will also receive comprehensive literature packets.

"A ticket is a \$50 donation and participants will get a binder full of lots of 'how-to' information," Murray said. "They'll receive sample forms and practical tips for starting a charitable giving program."

The BCIC is promoting the summit, which will run from 7:30-10:30 a.m., through an alliance with KNPR, which will feature program speakers on-air, and KLVX Channel 10.

For registration information, call BCIC Registration Committee Chair Fran Smith at (702) 892-2323 or e-mail volunteernevada@cox.net. Attendees can register online by logging on to the BCIC Web site, www.bciicl.org, and click on "Summit Information and Registration." **CG**

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James Rogers
*President, Sunbelt Communications; Chancellor,
University and Community College
System of Nevada*

Closing Keynote Speaker:

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Government Relations, Harrah's Entertainment*

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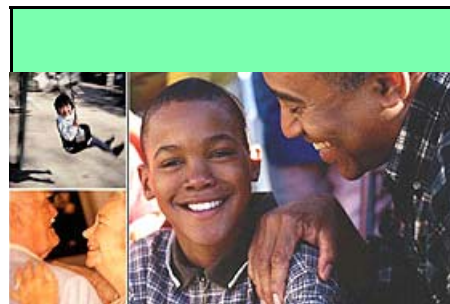
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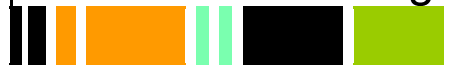
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New Web site to be crux of Nevada Gives strategy

By Deborah Roush/
Contributing Writer

In the second year of a grant project to increase philanthropy in Southern Nevada, the Nevada Gives initiative has fine-tuned how to best accomplish its mission: It is launching a Web site this week to funnel those interested in charitable giving to the right place.

"Literally, the Web site will be the gateway of giving," said Gina Polovino, vice president of government and community affairs for Boyd Gaming and a co-founder of Nevada Gives. "It



Gina
Polovino

will provide the tools and resources for individuals and businesses to take giving to the next step and get further involved with different agencies and providers out there, taking philanthropy to the next level."

Robyn Clayton, manager of consumer community affairs for Southwest Gas and co-founder of Nevada Gives, said visitors to the Web site can download brochures or giving guideline booklets and learn how to put together a foundation. "They will be able to download a lot of information but also learn where to turn for more," she said.

Funding for Nevada Gives came from a \$150,000 grant received by the Business Community Investment Council (BCIC) in 2003 from Washington, D.C.-based New Ventures in Philanthropy, a foundation that advances innovative ways to cultivate new philanthropy. Clayton and Polovino are integrally involved with the BCIC, a

group that encourages corporate giving.

"The first year was more of a surveying year," Clayton said. "We tried to get our arms around the concept and explore what would be feasible and what wouldn't work."

Clayton said Nevada Gives was modeled after other states' Give Five program. "That encourages giving five percent of your time and money and campaigning to educate the community about giving back," she said.

The idea for the Web site came after those involved with the project decided that to get the message out they had to "drive people somewhere," Clayton said. "We thought a Web site would be best since Nevada Gives doesn't have an office or a full-time employee."

"The Web site will be the engine to drive the whole initiative," added Polovino. "It's going to be the centerpiece of what we're doing."

To draw interest in the site, Polovino said Nevada Gives is beginning a media campaign to generate awareness about



Robin
Clayton

it. "We have a lot of media partners, and the nonprofit community is helping. The United Way, the University of Nevada Las Vegas Foundation and government agencies will also promote the site."

"The Web site will support the BCIC and The Nevada Community Foundation (another group advancing philanthropy) through our education process," Clayton added.

"We'll be dependent on the agencies

themselves to publicize and drive traffic to it. We're cross marketing it through different avenues to increase awareness and get people involved."

Polovino said tracking the effectiveness of the site will be critical to its success and future funding. "We'll collect data on how many times information is accessed."

Clayton said the group will track Web site hits in a database for follow-up. "We'll go back to those individuals to find out if they put together a giving program and ask what we can do help further. We'll be able to survey and measure the initiative."

In the past, Southern Nevada has struggled with the number of businesses that take part in corporate giving campaigns, the Nevada Gives organizers say.

"Not only has gaming been very generous in its contribution to the community, but the utilities and financial industries are doing some excellent work," Polovino said. "But the real crux of the situation in Las Vegas is that too few companies are doing the heavy lifting when it comes to corporate giving."

Clayton said Las Vegas has relied on gaming taxes to support community needs, but groups can't rely on that as the sole source anymore.

Polovino said both individuals and businesses need to step up for Southern Nevada to meet the needs of the 5,000 residents the community adds each month.

"We can't provide services without the necessary funds to keep up with the growth," she added.

And not having many "hometown businesses" exacerbates the problem, Clayton added. "Ninety percent of the businesses have fewer than 100 employees, so that's a challenge. If you go to Phoenix or Los Angeles, you've got a Dial Corp. or a mining corporation based there. We don't have a lot of that."

But according to Polovino, progress is being made — albeit slowly. "This is about making a paradigm shift. It's not something that's going to change in a year or two; it's going to take decades."

Clayton agreed. "We're making a little bit of difference every year; I think we're seeing that. And we're like a dog with a bone. We're not going to let go until it happens." **CG**

"...the real crux of the situation in Las Vegas is that too few companies are doing the heavy lifting when it comes to corporate giving."

—Gina Polovino, vice president of government and community affairs for Boyd Gaming and co-founder of Nevada Gives

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Casinos, staff lend helping hand to citizens of Las Vegas Valley

Besides monetary donations, workers put in productive hours as volunteers

By Danielle Birkin/
Contributing Writer

It's no secret that casino and resort properties are among the largest business enterprises in Southern Nevada. But it's less known that gaming operations are also among the most munificent when it comes to philanthropy and community support, donating millions of dollars to local nonprofit and charitable organizations, and encouraging their employees to get involved and volunteer, which they do in droves.

MGM Mirage, Southern Nevada's largest casino enterprise (based on the number of employees), is inherently generous when it comes to community outreach and espousal.

"We are the largest employer in the state, the largest taxpayer in the state and the largest property owner in the state," said Punam Mathur, senior vice president of corporate diversity and community affairs for MGM Mirage. "So when it comes to caring for a community no one has a larger stake in the well-being of this community. It's of critical importance to this company and its employees."

MGM Mirage's Voice Foundation, an employee-driven giving campaign launched three years ago, raised \$2.7 million for Southern Nevada charities this year alone. The company gives them 100 percent control over distribution of the money because MGM Mirage employees donate the funds personally.

The Community Voice Council, a

committee of 19 employee volunteers, reviewed nearly 100 applications from charitable organizations this year, funding 59 various community programs. In addition, 400 charities overall in Southern Nevada will receive funds. Nonprofits that benefited include SafeNest, the Nevada Cancer Institute, Boys & Girls Club of Henderson and Clark County Public Education Foundation.

"The roughly 42,000 employees we have in Southern Nevada are caring members of the community, so we give them an opportunity to make a monetary investment in the community they live and work in," Mathur said. "The company facilitates the program and picks up the associated administrative costs, so every dollar goes directly to work in the community."

Diana Hewitt, director of pit clerk operations at Bellagio, has been a member of the Community Voice Council since its inception. Hewitt, a longtime advocate for homeless children, had to forfeit her board position with the Center for Independent Living to take on the responsibility associated with serving on the council. But she said the sacrifice was worth it if it helps



The MGM Mirage's Voice Foundation helped contribute \$50,000 to the St. Jude's Ranch for Children for its Independent Living Program.

to alter public perception of the gaming industry, which is often misconstrued.

“We want to show the world that the casinos do a lot for the community,” Hewitt said. “Casino employees are out there making things happen. We’re not just gambling halls, we’re a community in ourselves, and we go out and help with all the needs that a community has.”

Besides its employee-giving program, MGM Mirage also has two corporate giving programs, Dollars for Doers and the MGM Mirage Family Scholarship.

Mathur characterizes Dollars for Doers — launched two years ago — as a mini-grant program. If an employee volunteers 25 to 50 hours at a nonprofit organization of their choice, MGM Mirage will donate \$250 to that organization. Likewise, 51 or more hours of volunteer work will yield a \$500 gift. Each nonprofit organization may receive a maximum of \$2,000 per year through the program. Since its inception, Dollars for Doers has raised almost \$83,000 for local charities.

“It’s compelling if you think about what that represents — people giving extraordinary amounts of time strengthening the community in which they live and work,” she said. “That’s powerful. We’re proud as a company to be able to support the amazing work of our employees.”

MGM Mirage also awards scholarships to dependent children of full-time employees. Based on financial need, the Family Scholarship program provides \$500 to \$2,500 for college-bound students who qualify. Since its inception in 2002, 749 scholarships have been awarded, representing almost \$950,000 in financial assistance.



MGM Mirage and its Voice Foundation is a big supporter of the Classroom on Wheels (COW) program in Southern Nevada.

According to Mathur, MGM Mirage has also identified several funding priorities, namely, children and childhood development, public education and community development. The company supports such organizations as Classrooms on Wheels and Big Brothers Big Sisters.

“Research suggests that mentoring is a very strong indicator of the future success of a child, and Big Brothers Big Sisters does that in an accountable, measurable kind of way,” she said. “And Classrooms on Wheels takes the program into the neighborhood and does an amazing job of helping children get an early education.”



Another leading casino operation, Mandalay Resort Group (MRG), is also committed to the Southern Nevada community — home to roughly 25,000 employees — with education again emerging

as an issue of paramount importance.

MRG recently partnered with the local Urban, Latin and Asian chambers of commerce in order to support student education and job training among the valley’s ethnic population. The Mandalay Diversity Initiative, launched last May, also encourages the participation of minorities in employment, purchasing and contracting. MRG kicked off the campaign by awarding gifts totaling \$125,000 to the three organizations.

“We have always emphasized diversity in employment, purchasing and contracting companywide,” said Tony Alamo, senior vice president of MRG and vice chair of MRG’s Diversity Committee. “This new program takes our commitment to the next level by helping to expand and support the fine efforts of the local chambers of commerce.”

The Mandalay Diversity Outreach program will fund the Mandalay Scholars Program, whereby grants will be made to college-bound students seeking careers in gaming and hospitality; the Mandalay Internship Program, with positions available to college students at MRG Las Vegas properties; Training Facility Funding, whereby grants will be provided to the chambers for construction of or improvements to training facilities; and Minority Business Development Workshops, conducted twice in 2004 at each chamber by MRG representatives.

“We are especially impressed that Mandalay went the extra step and offered our students both scholarships and an internship program,” said Louis Overstreet, executive director of the local Urban Chamber of Commerce.

The Mandalay Resort Group lends a hand in the support of student education in the Clark County School District.



MRG also makes an annual corporate gift of \$125,000 to the United Way of Southern Nevada.

"Mandalay feels as though helping children in our community is a main priority," said Reggie Burton, director of community affairs for MRG. "We believe that young people are the key to our future and that's why we place so much emphasis on supporting programs that support growing and learning activities."

Burton said each of Mandalay's 10 Southern Nevada properties also conduct United Way employee-giving campaigns, among other philanthropic activities, such as employee volunteerism.



Boyd Gaming Corp., which purchased Coast Resorts Inc. in July 2004, is also intrinsically involved in the Southern



Boyd Gaming employees work as timers, escorts and cheerleaders for the Special Olympics, which were held locally at Western High School.

WHEN
MONEY
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After making history and raising over \$2.7 million in charitable donations this year, MGM MIRAGE employees are uplifting the quality of life for thousands in Southern Nevada. From providing financial assistance for senior and child care centers, funding after-school tutoring and other educational programs, or ensuring dignity and compassionate care to people facing the challenge of a long-term illness, the MGM MIRAGE family of 32,000 employees is dedicated to building a stronger, more caring community.

MGM MIRAGE
mgmmiragevoice.com

Nevada community. Boyd Gaming now has 11 properties here and about 15,000 employees.

In terms of its employee-driven efforts, team members participate in a plethora of activities to support an array of organizations. This includes taking part in the American Heart Walk for the American Heart Association, volunteering at Opportunity Village's Magic Forest and getting involved with Special Olympics.

From a corporate perspective, education has long been a cornerstone of Boyd's community-giving philosophy, as evidenced by its recent local support of United Way's Success By 6 program. According to the United Way's Web site, Success By 6 is a national community-based movement of public and private partners that work together to deliver proven solutions that ensure all children ages infant to 6 are healthy, nurtured and ready to succeed. In 1998, the Bank of America Foundation made a five-year commitment of \$50 million to expand the Success By 6 network, which reaches more than 350 cities in the U.S. and Canada.

"When that money petered out we provided the funding to continue the program (locally)," said Gina Polovina, vice president of government and community affairs for Boyd Gaming Corp. "This entails working with children and their families in the 89109 zip code. In an assessment of at-risk communities, that was the first one that stood out head and shoulders."

The company conferred \$80,000 this year and anticipates similar annual donations in the future to help fund similar projects in eight other valley neighborhoods.

"Boyd Gaming has been an absolute major player in terms of donations and support," said Shellie Keller, local manager of the program. "Gina has also been very active on the leadership council."

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A Caesars Entertainment executive reads to students at Dean Petersen Elementary School as part of this year's Literacy Week activities. Caesars Entertainment has "adopted" the school,

Boyd Gaming also got involved with Catholic Charities, donating 660 rooms worth of furniture last year from the Stardust hotel-casino for the organization's Migration and Refugee Program, which provides services to help people relocating to Southern Nevada from all over the world become self-sufficient as quickly as possible.

The company also donated \$1 million to the Nevada Cancer Institute under construction in Summerlin, Polovina said.

Polovina said Boyd Gaming has identified four focused areas of giving upon which it concentrates its efforts: community, health and human services; culture; education; and gaming and general business associations.

"Community, health and human services includes everything from the Boys and Girls Club to the United Way to Opportunity Village," she said. "Culture can encompass everything from sponsoring Clark County's Jazz in the Park series to the Nevada Ballet Theater. Education includes 'Ready to Learn,' a program we do with KLVX that teaches kids everything from how to read their first book from how to brush their teeth — and, of course, our philanthropy is well-known throughout the halls of UNLV."

As for gaming and general business, Boyd is active with all of the local chambers of commerce, was the founder of the National Center for Responsible Gaming and also supports the Nevada Council on Problem Gambling.

"Very basically, giving back is at the heart of what we do and is one of the principles this company was founded on," Polovina said. "We have a responsibility to our employees as well as to the community."



Caesars Entertainment Inc. (formerly Park Place Entertainment Corp.) also takes philanthropy seriously.

"In the most basic terms, we do it because it's the right thing to do," said Brenda O'Boyle, director of community affairs for the company. "Fourteen thousand Caesars Entertainment employees live in Southern Nevada alone. When you add their immediate family members, it's easy to understand the impact our company and our associates have on that community."

The company has identified four specific areas of particular concern, she said: economic development, education, families in crisis, and job and life skills training.

"Our intent is to give our neighbors the skills they need to become economically self-reliant and to improve our communities by promoting economic development," O'Boyle said. "I'm sure you're familiar with the proverb that distinguishes between feeding people fish and teaching them how to fish. Caesars Entertainment wants to teach people how to fish."

The company has regularly occurring employee volunteerism and philanthropic programs that take place different times of the year at the company's five Southern Nevada properties, O'Boyle said. This includes participating in the Susan G. Komen Foundation's Run for the Cure and the MS Walk for the Cure, volunteering for Opportunity Village's Magic Forest, and collecting food and even eyeglasses for local drives.

Employees at Jubilee (a long-running show at Bally's Las Vegas Hotel Casino Resort) can be lauded for their efforts to promote literacy.

"To commemorate their 10 millionth guest, the cast and crew of Jubilee joined Clark County READS in the fight against illiteracy," said Beth Sandoz, assistant program manager for the program. "More than 1,000 books were collected, funds were raised and the community was made more aware of the program. The success of the project was a direct result of the enthusiasm of Jubilee's employees. We are very grateful for their support."

Caesars Entertainment has also established a partnership with Dean Petersen Professional Development School, where company employees serve as literacy/reading volunteers, assist with school programs such as Reading Week and donate books and other items such as winter coats for the students.

"Caesars Entertainment has provided us not only with resources such as money, supplies, backpacks, lunches, etc., but has also given of their own time," said Mary Ann Ward, principal of the K-5 school, which is located in a low-income area. "They have truly been role models for our children by extending themselves to our school."

O'Boyle said Caesars Entertainment strives to ensure that activities for employees include a philanthropic or volunteerism component.

"For example, when Caesars Entertainment associates recently enjoyed a 51s baseball game, we asked employees to consider bringing school supply items to donate to 'our' elementary school," she said. "Community is one of our corporate values, and our associates embody that value."

Station Casinos Inc., which has 13 properties and about 11,000 employees in Southern Nevada, also supports the local community in myriad ways. One of its signature programs, the SmartStart school partnership, was launched several years ago as a pilot project at a single Station Casinos property and was so successful Stations eventually took it companywide. Lesley Pittman, vice president of corporate and government relations for the company, further explains the genesis of the program.

"In the late 1990s, the Texas Station partnered with a high-need elementary school in the neighborhood, C.P. Squires, and the general manager really reached out and said put together a laundry list of whatever you need to make sure each student has the same tools and opportunities to achieve as other students," Pittman said. "Because of the success, we now partner with nine high-need schools in Clark County."

Station Casinos donates \$10,000 annually to each partner school, she said, and the employees provide additional specialized services. For example, employees in the human resources department have hosted team-building workshops for teachers, team members in the food and beverage department have instructed graduating fifth-graders in the finer points of etiquette, and a maintenance crew landscaped the grounds of a school that didn't have lawn for a playground.

But that wasn't enough.

"We wanted to do something for the other high-need schools in Southern Nevada, so we started giving \$5,000 annually to each one," Pittman said, adding that roughly one-third of the local schools qualify as high-need.

A second signature Stations program, Caring for our Community, was launched about four years ago. Every other month, the company identifies a local Southern Nevada nonprofit and awards it \$50,000. Then Station's ad department creates a bi-lingual public service campaign — television and print — around the nonprofit, highlighting the organization and the kinds of services it provides.

"It's kind of like our stamp of approval, since we've been here for 28 years," Pittman said. "It's kind of like a call to action, too, since many residents and businesses are moving into the community and may be looking for ways they can become more involved."

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Station Team Members Achieving Results Through Community Service, or STARS, is equally compelling. Each year, the company compiles an annual calendar with a different community-giving activity high-lighted each month. Team members typically participate with alacrity, Pittman said, whether they're organizing a food or clothing drive, helping out at Opportunity Village's Magic Forest or getting involved with the Christmas in April program.

Executives at Station Casinos have also recently gotten involved with the I Have a Dream Foundation, whereby they mentor children in high-need schools. Founded more than two decades ago, the I Have a Dream program helps children from low-income areas reach their education and career goals by providing long-term mentoring, tutoring and enrichment.

"(Station Casino's chairman and CEO) Frank Fertitta and his wife, Jill, and (Station Casino's executive vice president) Scott Nielson are the most incredible role models for the kids I've ever seen," said Julie Murray, co-sponsor and co-founder of the foundation. "They personally mentor a group of five Dreamers and help them set goals and provide incentives to fulfill their goals. And they do it very, very



Workers with Harrah's Entertainment lend their hand in various community improvement projects.

quietly, so you can tell they're doing it from the heart because they really want to make a difference in the kids' lives."

Station Casinos has also donated land on the Texas Station campus for a new local I Have a Dream headquarters facility, so mentors and students have a place

to meet. The additional space will also accommodate five additional students, for a total of 60 local children.

Station Casinos has also donated the use of land and facilities on the Texas Station property for the Fertitta Community Assistance Center, a one-stop shop that



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Harrah's employees show their support by participating in the Susan G. Komen Breast Cancer Foundation walk.

will provide community services from the county and nonprofit organizations. The new center is modeled after and is intended to replace MASH Village, a crisis intervention center for the homeless that closed its doors several years ago. Services at the new center will be expanded to include the at-risk population in general.

United Way of Southern Nevada has been the convener of service providers and funders to develop the center, according

to the lives of the people in this community long-term," Goulet said, adding that the company also donated \$50,000 to assist with construction costs.



Harrah's Entertainment Inc., which has three properties in Southern Nevada staffed by roughly 7,500 employees, focuses the bulk of its philanthropic efforts

to Dan Goulet, the organization's president and CEO. Once the center is open, Catholic Charities of Southern Nevada will operate and manage it.

"The leadership that Stations has played will make a huge difference in how we change

on a largely overlooked population: senior citizens. Harrah's executives agree the move just made sense.

"Basically, we're an adult product and the majority of our customers are approaching that senior age," said Dawn Christensen, director of communications marketing for the company. "We've also found that typically seniors' organizations don't receive the same attention or funding that children's organizations do so we figured we could really have a direct impact for change if we directed our charitable dollars to seniors' organizations."

Gary Thompson, spokesperson for Harrah's, expressed a similar sentiment.

"Overall, from a philosophic standpoint, we think seniors have contributed a great deal to our society and are often neglected," he said. "So we as a company pay tribute to the contributions they have made for us."

This means supporting organizations that typically benefit the older population, such as the Meals on Wheels Association of America, an agency that has served as the focal point of Harrah's giving campaign for a number of years.

Not only do Harrah's team members volunteer regularly with the local Meals

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on Wheels program, but the company also made a corporate gift of \$1 million to the organization in 2002, becoming a national prime sponsor of its March for Meals campaign, Christensen said. Since then, the company has donated 20 trucks, valued at \$40,000 apiece, which has allowed the agency to deliver an additional 1.3 million meals per year.

But the buck doesn't stop there.

Harrah's also made a \$3 million donation to the national Alzheimer's Association, the largest one-time gift the organization has ever received from a corporation, according to Christensen.

"Most of our casinos were already doing work with their local Alzheimer's Associations, so it just made sense to support them nationally and be a little more structured," she said.

The company also donated \$800,000 to the Silver Sky project, an assisted living center for low-income seniors. A public-private partnership, the city of Las Vegas, the state of Nevada and the federal government also contributed funds for the new facility, which will be located in Northwest Las Vegas. If the project is successful, it is expected to become a model for other communities throughout the country.

"Although Harrah's financial contribution was instrumental in making this project a reality, Harrah's Las Vegas and Rio employees are also going to volunteer at the facility after it is built," said Assemblywoman Barbara Buckley, chair of the Model Assisted Living Advisory Committee that is spearheading the development of the Silver Sky project. "Their donation of volunteer hours was even greater because oftentimes seniors are alone and have no visitors."

Rounding out Harrah's philanthropic plate is its H.E.R.O. program, or Harrah's Entertainment Reaching Out, which is localized at each property. A company-sponsored volunteer program, employees donate their time to a plethora of local organizations, including Christmas in April, Rebuilding Nevada and Make a Difference Day.

Although it's evident that casino properties don't gamble when it comes to philanthropy, Thompson, a Las Vegas resident for more than 25 years, said volunteerism and community service seem to be embraced by Southern Nevadans in general.

"I have never met a community where there are so many people who give money or time to charitable organizations," he said. "The tremendous community spirit astounds me." **CG**

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Wells Fargo Foundation all about community improvement

By Damon Hodge/
Staff Writer

When it comes to corporate philanthropy, Wells Fargo has it covered, from A to ... Y.

More than 300 entities shared \$2.5 million in Wells Fargo Foundation funds in 2003, the recipients representing a wide swath of community and civic interests, as well as an alphabet-soup amalgam.

From Advocates to End Domestic Violence and the Arthritis Foundation to the YMCA and Young Explorers International. From the African-American Youth Leadership Conference to Yerington Co-op Preschool. Battle Mountain High School Rodeo to the Western Folklife Center. Carson City 4-H to the Volunteer Center of Southern Nevada. Durango High School to the University of Nevada, Las Vegas.

Causes ranged from the perennially popular (the Shade Tree shelter for abused and homeless women and their children is a favored recipient donor) to the particularly inconspicuous (improving conditions for the Fallon Paiute-Shoshone Tribe).

Each year, the foundation donates \$2.5 million to nonprofits 501(c)(03) and 501(c)(06) organizations as part of a stated goal to ensure "a prosperous future for all Nevadans."

Everything the foundation does is designed to enhance quality of life, according to Doris Charles, president of Wells Fargo Southern Nevada retail banking. "The Foundation tries to assist communities throughout Nevada by supporting nonprofit groups that focus on human services and educational, artistic, cultural, civic and environmental programs," Charles said.

Wells Fargo Bank Nevada is in more than 20 communities in Nevada and along

the Lake Tahoe border and has more than 100 full-service branches.

In 2003, the bank invested more than \$2.5 million to more than 300 programs and services, Charles said. Wells Fargo donated a \$107,000 corporate gift, on top of personal employee contributions totaling \$286,000 to the United Way/Community Support Campaigns.

The majority of the foundation's 2003 apportionment went to education-related causes (\$1.08 million or 42 percent), followed by civic initiatives (\$825,479 or 32 percent), health and human services projects (\$485,174 or 19 percent) and arts and culture (\$172,125 or 7 percent).

Southern Nevada nonprofits received half of the funding in 2003, with the philanthropy spread to a number of civic entities, like the I Have a Dream Foundation, which provides low-income, at-risk students from kindergarten through 12th grade with mentoring, tutoring and homework assistance, and Gear Up (Gaining Early Awareness of Undergraduate Programs), which provides tutoring, mentoring, recreational activities, academic enrichment and career assessment and counseling to disadvantaged students in six middle schools and seven high schools.

Gear Up is run under the auspices of UNLV's Center for Academic Enrichment and Outreach (the Center), the nation's largest federally funded education support program. The foundation funds various programs at the Center, according to its executive director Tracy Cotton.

"The foundation's funds do quite a bit for us ... they provide scholarships for students at UNLV who provide service hours to Gear Up, which is a tremendous benefit for qualified students in need," Cotton said. "The funding that Wells

Fargo provides for TRIO (a package of federally approved education programs geared toward low-income Americans) is also vital."

Here's how the foundation works: Nonprofits submit funding request applications throughout the year, asking for commitments both small (sponsoring a table of 10 for \$1,000 at a banquet) and large (requests topping \$50,000; the foundation only funds projects up to \$25,000). "We've even see requests up \$250,000," Charles said.

The foundation's board then meets as a committee to review the history of a group, its mission, its purpose and its objectives and discuss how they tie into the foundation's focus, which highlights activities that benefit human services, educational, artistic, cultural, civic and environmental programs. If needed, board members will ask applicants for additional information, with final decisions on funding requests made during the monthly board meetings.

Excluded from Wells Fargo donations for endowments, are marketing activities or charitable advertisements, individuals (including scholarship or fellowship assistance), for-profit entities, sectarian or religious activities, fraternal, labor, military or professional associations or similar membership groups, political parties, campaigns or organizations involved in lobbying or influencing, sports/athletic groups/activities, equipment (including computer hardware and software), film or video production (including documentaries), travel related (including conferences, seminars, tours and student trips), hospitals, vehicles, promotional merchandise, research projects, capital campaigns, fundraising events and general operating expenses.

As long as there's no shortage of applicants, Charles said the foundation will continue to fund worthwhile causes. "As long as the pool of money is available, we'll award it. Our goal is to spend all the money each year." **CG**

"The foundation's funds do quite a bit for us ... they provide scholarships for students at UNLV who provide service hours to Gear Up, which is a tremendous benefit for qualified students in need."

—Tracy Cotton, executive director of UNLV's Center for Academic Enrichment and Outreach

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Wells Fargo employees out to prove volunteerism has plenty of benefits

By Damon Hodge/
Staff Writer

On page 6 of Wells Fargo's 2003 Nevada Community Report, which details the bank's philanthropic efforts that year, is the story of Mark Eisinger.

Granted a six-month leave of absence, Eisinger, a project manager in ATM Banking, volunteered for Civitan, a global group that assists the developmentally disabled. A 15-year Civitan supporter who volunteers 40 hours a month, Eisinger prepared a comprehensive financial report for 700 delegates at the group's international convention, created new branches throughout the state and organized projects benefiting youth, disadvantaged families, brain disease, injury research and the Special Olympics.

"Helping people feels good," Eisinger said.

As it relates to employee volunteerism, Wells Fargo has a lot to feel good about. Last year, 40 percent of the company's nearly 3,000 statewide employees volunteered in their communities, contributing 8,300 hours of civic service and generating more than \$142,000 of volunteer time, according to the Independent Sector's value of a volunteer hour.

Emerging from the outreach are stories like Eisinger's. Or Clark County Reads, in which more than 150 employee-volunteers spend a minimum of one hour a week for 12 weeks mentoring and reading to local students who need extra support. Or the Jefferson Awards, a partnership with KTNV Channel 13 recognizing outstanding civic servants and encouraging volunteerism; winners are profiled in a news report and the top winner attends the Jefferson Awards National Celebration of Service to America each June in Washington, D.C.

Created by Wells Fargo in 1999, the

Community Volunteer program identifies volunteer opportunities employees and tracks and rewards their efforts, assigning points for each opportunity. Doris Charles, president of Wells Fargo Southern Nevada retail banking, said response has been phenomenal, with volunteerism up slightly over last year when employees participated in 80 programs. This year's goal is 100 activities.

"In 2003 in Southern Nevada, our team members invested more than 5,500 hours in a variety of community causes and we want to continue to move the bar a little bit higher every year," Charles said. "Volunteerism is one of the most beneficial things that Wells Fargo can do and I can't think of anything more rewarding. It's also an important part of company's vision to promote economic development in the community and offer services that promote economic self-sufficiency. This (volunteerism) filters into our goals."

When her time permits, Charles is among a group of Wells Fargo employees who volunteer at Nathan Adelson Hospice, which provides end-of-life care to the terminally ill. "It's enormously rewarding to have the opportunity to devote personal time to a cause, organization or individual," Charles said. "As a bank, we can be no stronger or any more successful than the communities in which we do business."

While a large number of employees volunteer during work hours, many commit evenings and weekends to outreach, participating in activities such as Christmas in April (rebuilding homes for low-income families and fighting homelessness).

Rewards can also be tangible. Besides having their exploits highlighted in a quarterly newsletter, Wells Fargo employee-volunteers are feted at an annual recognition event and qualify for prizes. Last year's winner received an Alaskan cruise. **CG**



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Dog's best friend

Local neurosurgeon donates his expertise through life-saving operations

By Danielle Birkin/
Contributing Writer

Dr. Randal Peoples can easily be considered the Florence Nightingale of the canine kingdom. But he's not a veterinarian.

Peoples, a local neurosurgeon who has practiced in Southern Nevada since 1991, has nonetheless volunteered both his time and medical expertise to save the lives of dogs with spinal injuries who would have otherwise been euthanized.

His unexpected foray into veterinary surgery was precipitated by an unhappy turn of events.

"About three years ago, I received a call at 2 in the morning from my good friend Nancy (Kamphaus-Wegis) — her dog, Nala, had been hit by a car," Peoples said. "According to the vet who had seen Nala in the emergency clinic, Nala had broken her spine and had no movement of her legs and had lost bowel and bladder functions. There were also other injuries, and they didn't expect her to survive the night. It was pretty devastating for Nancy."

Fortunately, Nala — a 50-pound Airedale terrier — made it through the night, and the following morning Kamphaus-Wegis transported her to her regular vet, Joanne Stefanatos, who practices conventional and holistic medicine at Animal Kingdom Veterinary Clinic. When Stefanatos put her in traction and Nala started moving her tail, they realized her spinal cord was damaged, but not severed.

"In humans, we do everything we can to save the spinal cord, but an operation like that would cost upwards of \$10,000 for a dog," Peoples said. "So I asked Joanne, 'Is there any reason why I can't do the operation?' I've also done pediatrics, and

the dog was bigger than some of the kids I've operated on. The only other choice was to put Nala to sleep forever, and she's just the sweetest dog."

With Stefanatos acting as anesthesiologist, Peoples performed the surgery, a four-hour operation that saved Nala's life. After a long recovery, the dog has regained bowel and bladder functions, and can stand and take a few steps by herself. When she's not in her wheelchair (Animal Kingdom donated one, as did a local animal rescue operation), she happily drags herself all over the house, according to Kamphaus-Wegis, and serves as an inspiration.

"Randy's a pretty amazing person to have done what he did for Nala," said Kamphaus-Wegis, who has since founded her own business, Nala's Pet Sitters. "You really can get a handicapped animal out there and do things with them. They're not limited to lying around the house. Nala's really quite active — we take her hiking in her wheelchair and she can out-hike the other three dogs we have. She's really shown a lot of people."

Peoples was equally pleased with the outcome of the operation, not to mention the tremendous sense of reward he experienced for helping a friend and saving a life.

"I was in the waiting area when they wheeled Nala out and Nancy was holding her dog and Nala was licking her and it was such a great scene," he said, adding that the poignant reunion then took a humorous turn of events. "There was this lady in the waiting area and she asked me if I was Dr. Peoples and I said I was. Then she asked me if I was a vet and I said no, and she said, 'That's very good to hear, because you operated on

me a few years ago.' "

Since then, Peoples has performed a handful — or in this case, a paw full — of life-saving operations on other dogs, including two dachshunds, a Chihuahua and a mixed breed, donating his time and talent gratis out of unadulterated altruism coupled with a profound love of creatures great and small.

"I love doing it and I love animals," said Peoples, who in fact has a virtual menagerie of pets of his own, including two dogs, leonbergers Mac and Molly; two goats, Lucy and Lulu; one recently hatched emu, Ti; and 14 egg-laying chickens. "I can name them but it looks too silly," he said of the flock. "People are very attached to their pets — they're just a part of your life."

To facilitate his budding volunteer practice, Peoples admitted he had to take a crash course in canine neurology.

"I did have to learn dog brain anatomy," he said. "One of the vets I've worked with gave me a book and I took it home and read it. Dogs have more ribs and the spinal cord ends at a different level, and the instruments vets use are cruder than what I'm used to, but the techniques are based on the same principles."

Besides providing life-saving operations for local dogs, Peoples also practices philanthropy and generosity on the home front, distributing excess eggs among his neighbors on a regular basis. His chickens typically lay nine to a dozen eggs each day, so there's usually plenty of yoke to go around. But don't count on boring old white or brown eggs from the neighborhood chicken coop — three of his birds, exotic South American breeds, lay blue and green eggs.

"They're especially popular around Easter," Peoples said. **CG**

"People are very attached to their pets — they're just a part of your life."

—Dr. Randal Peoples, a Las Vegas neurosurgeon

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Bank wants to build 'excellent' neighborhoods

By Damon Hodge/
Staff Writer

That Bank of America's headquarters are located downtown, an area whose steady renaissance is being powered by hundreds of millions of dollars in investments, partially reflects the company's newest philanthropic effort.

Funded with \$500,000 from the Bank of America Foundation, the inaugural two-year Neighborhood Excellence Initiative seeks to revivify and improve local neighborhoods and honor those doing the improving.

The program's genesis stemmed from a desire to make a lasting impact in the communities the bank serves. Management in the company's top 25 markets, including Las Vegas, gathered input from clients and community leaders about pressing civic needs. From that discourse sprang the Neighborhood Excellence Initiative.

After more than a year in the planning and rollout phases, the initiative was unveiled earlier this year. It received such a tremendous response that bank officials are considering lengthening next year's application period.

George Smith, Nevada market president for Bank of America, thinks the program uniquely positions his company as a difference maker.

"The bank does well here and we want to pay back the city, so the idea

was to improve neighborhoods, whatever that meant," Smith said. "It's very much a big-picture type of program — it may go this direction in Las Vegas or a totally different direction in San Diego. We have flexibility with regards to what the market needs."

That flexibility, for instance, allows Bank



Bank of America employees make an impact at neighborhoods all across Las Vegas.

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Employees at the Bank of America participated in the Salvation Army's Food Drive earlier this year.

of America to fund a group focused on creating affordable housing — one whose mission is health and human services and one dedicated to educational training. The company is only limited by the creativity of its applicants.

This year and next, the foundation will award \$250,000 locally in three categories:

- Neighborhood Builders, which allots annually \$100,000 to two nonprofits working to promote vibrant neighborhoods;

- Local Heroes, which celebrates the achievements of neighborhood champions and allows five winners to direct \$5,000 to

eligible nonprofits; and

- Student Leaders, which rewards five progressive high school juniors and seniors with paid 8-week summer internships at community-based organizations.

Bank officials will reassess the initiative after the initial 2-year run.

The most ambitious of Bank of America's civic programs, the Neighborhood Excellence Initiative certainly isn't the first. The bank annually awards \$500,000 to local nonprofits and its employees donate hundreds of hours to charitable causes — last year, they logged 1,150 volunteer hours. Market development manager Steve McCracken said the Neighborhood Excellence Initiative underscores the bank's commitment to Las Vegas, "a commitment it's always had."

Smith and McCracken serve on the seven-member selection committee that disperses funds. Rounding out the group are: Sprint General Manager Lou Emmert, Clark County School District Superintendent Carlos Garcia, KLAS-TV Channel 8 General Manager Emily Neilson, United Way of Southern Nevada boss Dan Goulet and Thomas and Mack Development managing partner Peter Thomas.

Excited that each accepted a role on the committee, Smith is even more delighted by the committee's diversity; each member brings a different skill set and body of knowledge.

"We hand-selected this team and really got an all-around group," Smith said. "This is probably the best thing we did because even though this is a Bank of America program, it's really tailored to each local market and we have people with great knowledge of this market." **CG**



The Bank of America and United Way teamed up to make a difference at the annual "Day of Caring."

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Financial Solutions helps uncover road to tax freedom

By Cheri Watkins/
Contributing Writer

It has been said that two things are inevitable — death and taxes. Supreme Court Justice Louis D. Brandeis has softened the edge of this adage with a metaphor. He compares the avoidance of taxes to using a free bridge, which represents a social service because it decreases traffic congestion. Most citizens, though, will continue to pay taxes on the toll bridge, increasing congestion because not enough people

know there's an alternate road.

The good news is that a niche cartographer has arrived in Henderson. Financial Solutions, a full-service money management consulting company, specializes in designing charitable planned giving programs. It offers educational workshops and free initial consultations to assist a wide range of clients in mapping out the route to income, estate and capital gains tax avoidance. President Joe Luby III has been in the financial planning business for more than eight years. He started

the company in Bangor, Maine, and moved to Henderson about a year ago. Luby and operations manager Loretta Snow still oversee the operation.

One of the options that Financial Solutions provides is the Nonprofit Partners Program, which has already been organized for the Las Vegas Philharmonic and can be designed for any nonprofit organization. For an annual fee, Financial Solutions will provide ongoing training and education for a nonprofit's staff, as well as individual consultations for current and potential donors. Proceeds from the annual fees are redistributed equally among all program members.

According to the article, "What You Need to Know," authored by Luby in the May/June 2004 newsletter distributed by the National Council of Nonprofit Associations (NCNA) and Promoting Advocacy and Leadership for the Sector (PALS), research indicates that some of the largest donations made to nonprofits come from planned gifts such as the Non-Profit Partners Program. These



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donations, which renew the vitality of a nonprofit organization by improving its long-term financial and programmatic planning capabilities, utilize gifts of assets such as real estate, works of art, life insurance policies, tangible property and securities.

Financial Solutions has a workshop scheduled for Sept. 30 in Henderson that introduces various types of planned giving and how to identify potential donors for planned gifts. While these educational opportunities are geared toward executive directors, development officers, fund-raising professionals and marketing directors, any one can attend.

Some examples of planned giving options can be broken down as follows:

- The charitable lead trust donates a regular income from a trust to charity for a period of years, then the remainder is paid back to the donor or the trust's assigned beneficiaries

- A charitable remainder trust is one that the donor/grantor is paid income from until their death, or for a term not more than 20 years, at which time the balance is passed on to the designated charity

- Donor advised funds allow the donor to make recommendations about what a receiving charity does with contributed funds; the established trust enables the donor to make current and future charitable donations, in addition to specific grants

- The pooled income fund is an intriguing option for executives, companies or other groups of associated individuals who would like to create a trust, the entire contents of which is invested by the trustee. This fund embraces the dual function of supporting a charitable organization and paying out earnings to donors based on the trust's success and the donor's assigned units of participation in the investment.

Financial Solutions, which offers the first consultation for free, can be contacted at (702) 451-1158 or via its Web site: www.financialsolutions.com. **CG**

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Breast cancer survivor aims to spread hope

By Damon Hodge/
Staff Writer

It's March 2003. Five months after her last chemotherapy treatment, Alisa Savoretti is back on stage, working six nights a week, two 80-minute shows a night.

She's tired, her energy "nonexistent," yet she's content, "happy to be back dancing." Five years away from performing in "La Cage" at the Riviera hadn't killed the Vegas showgirl inside her. Nor would a life-threatening illness.

Rewind 15 months to the mammogram that changed her life. Savoretti, 38, at the time, was living in her hometown of St. Petersburg, Fla. She was working on her start-up company, RetroHome.com, which sells unique and antique furniture and collectibles, when she found a lump on her left breast. She ignored it until a friend scolded her into getting a diagnosis.

She received a needle biopsy on Jan. 16, 2002. The results came a day later: Cancer. Savoretti was in shock.

"I didn't tell my mom because I'd lost my father to cancer," Savoretti said. "I focused on my work. I flew to New York for a tradeshow the same day. But, emotionally, I was thrown under a bus. Young women don't focus on breast cancer and I didn't. I was told I needed a mastectomy and that reconstruction (of the breast) would begin after the surgery."

The surgery was a matter unto itself. Having left Vegas for St. Petersburg in 1998, Savoretti put most of her time and money (\$70,000 on credit cards alone) into RetroHome.com and couldn't afford health insurance. Fortunately, St. Petersburg offers free care to uninsured, underinsured and indigents. "I was basically an indigent, so they treated me for free," she said. "They saved my life."

Offered her old La Cage job back — she danced in the show from 1995-98 — Savoretti returned to Vegas in '03, got active in cancer research awareness projects and brainstormed My Hope Chest to help similarly situated breast cancer survivors.

The nonprofit's goal is to secure funding to provide free reconstructive surgery — the procedure can top \$25,000 — and raise global awareness of this "final piece" of recovery. Early response has been promising, with more than 80 academicians, medical professionals and the civic activists attending the group's coming-out party at Hooters restaurant. Board members are developing the nonprofit's strategic agenda and setting its application and selection criteria. Plans call for several major fund-raisers over the next few months, choosing an applicant in February and performing the first surgery

in March or April. Savoretti admits it's an ambitious slate.

"I want to take this story national, take it to Oprah," she said.

Savoretti also envisions My Hope Chest as a catalyst for education: teaching women, especially those under 40, about the importance of self-examining their breasts; educating breast cancer survivors on the necessity and risks of chemotherapy — she waited months before undergoing treatment, allowing the cancer to spread and was initially unaware that chemotherapy could impact fertility and memory.



"Women need to know about these things," she said. "They need to know early detection ... it's the best cure. They need to talk about breast cancer and to know that it can happen to them."

Regaining her self-esteem was Savoretti's toughest battle. After the surgery, she went scuba diving in St. Martin, "to get her mind off things." But she couldn't vacation from her new reality as a breast cancer survivor. She experienced crying fits, angry outbursts, insomnia and developed a terrible stutter. The drug Paxil helped with anxiety and depression.

Chemotherapy left her drained. She underwent eight treatments from May 2002 to October 2002, emerging nauseous and achy after each. Water tasted like lead. Her hair began falling out after the second treatment.

"I was in the shower. I combed my hair and a patch came out ... I called the salon down the street and asked if a stylist could shave my head to 1/4 inch (all around). It was done in 30 minutes," said Savoretti, who began sporting a bandana. She had a tough time dealing with gawkers. "People would stare at me and wonder what was wrong. Some people would smile. Others

would look away."

After the chemotherapy came painful stomach injections to increase her white blood cell count. Gradually, her hair returned, restoring much-needed confidence. Civic work also helped repair her psyche: she modeled mastectomy wear during an American Cancer Society fashion show and participated in a Making Strides Walk, raising \$4,000 for cancer research.

Returning to La Cage in March 2003 — wearing a padded costume — rekindled her spirits. "I was so happy to be back dancing," she said. But the schedule savaged her body. Nights usually ended with bathtubs full of Epsom Salt. "I had no muscles or endurance." She performed through October 2003 before devoting herself to RetroHome.com, a new job as a nanny and an idea she birthed this summer — My Hope Chest.

Using contacts from the National Association of Women Business Owners group, Savoretti recruited Nevada Cancer Institute attorney Maria Nutile and Dr. William Zamboni, director of plastic surgery at University Medical Center, to serve on the nonprofit's board. Savoretti's

passion impressed Assemblywoman Valerie Weber, R-District 5, who joined the board and plans to be a legislative advocate for My Hope Chest.

Carolyn Muse-Grant met Savoretti at a breast cancer walk last year and was inspired by Savoretti's story.

"Alisa is not the only person without the money or the insurance for reconstructive surgery. There are lots of women out there that fall between the tracks," said Muse-Grant, who recognizes that My Hope Chest is one of many charitable groups competing for a finite pool of philanthropic funds in a tough economy. "I think we have a compelling story. It's paramount to a woman's feeling of self-worth and femininity to be able to have this surgery or at least have the option."

As for Savoretti, she's eager for everything to come together — for My Hope Chest to get to be helping women, for RetroHome.com to be doing big business. She just wishes everything could move faster.

"I believe I was born to get breast cancer and start this organization," she said. "I'm at peace with breast cancer." **CG**



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The Southern Nevada Chapter of National Electrical Contractors Association (NECA) has taken an active role in the community, donating materials, tools, equipment and their time on various projects. Last July, 37 union electricians representing several NECA electrical contracting firms gathered at Opportunity Village to restore its electrical system to a good working order. Some of the electricians, including Ben Grad of Acme Electric, left, volunteered up to six hours that day.

NECA workers will continue to volunteer at Opportunity Village throughout the year until the project is complete. At bottom right, Robert Buntjer, the assistant training director at the electrical JATC facility, is interviewed about the NECA's volunteerism; Buntjer is the project organizer. Opportunity Village is a not-for-profit organization that serves people throughout the community with intellectual disabilities, to enhance their lives and the lives of their families. Opportunity Village provides a wide range of services for people with disabilities, and operates two campuses, two Work Centers and one Thrift Store in Las Vegas.



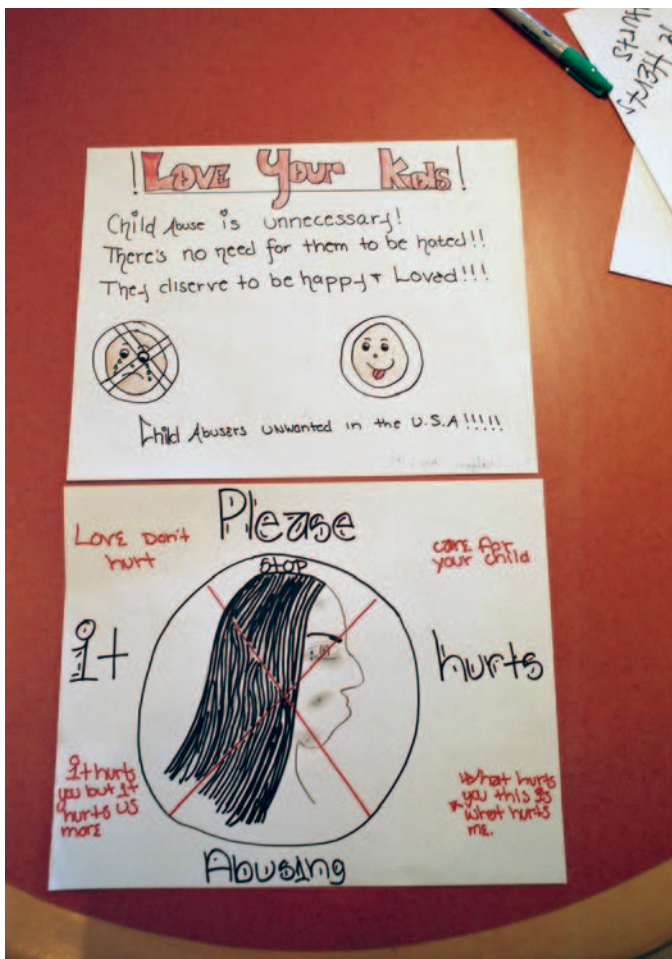


Southwest Gas employees spent time as volunteers at the Special Olympics, which were held at Western High School. The company's workers served as timers, escorts and cheerleaders for all of the participants.



Christmas in April is another project supported by Southwest Gas employees. The program, which was started locally in 1993, is dedicated to renovating homes of low-income families as well as the elderly and disabled. New roofs, painting, installation of kitchen and bathroom cabinets and flooring and landscaping is all part of the project.





R&R Partners, one of the city's largest advertising and public relations firms, adopted Child Haven for a year. During that span, R&R reworked all of Child Haven's communications materials, produced a new educational and fund-raising video and made a \$50,000 cash donation. When R&R presented the check, it also threw a pizza party for the children and conducted a workshop on how to create a great ad. Some of the kids' work is shown above and at left.

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Boys Hope/Girls Hope of Nevada	Nevada Council on Economic Education
Business Community Investment Council	Nevada Development Authority
Children's Cabinet	Nevada Fair Housing Center Inc.
Christmas in April	Nevada Hispanic Services
Citizens for Affordable Homes, Inc.	Nevada Housing and Neighborhood Development
Clark County Fair and Rodeo	Nevada Taxpayer's Association
Clark County School District	Opportunity Village
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KB Home Nevada directs giving to overlooked causes

By Lisa McQuerrey/
Contributing Writer

When KB Home Nevada considers its corporate giving agenda, one of its main priorities is selecting organizations that might have been overlooked by major area funders – organizations they feel can make a significant and positive impact.

“We look for projects that will make a difference in people’s lives,” said Bonnie Hernandez, marketing director for KB Home Nevada.

In 2005, the home builder will launch the “KB Home Discover Your Dream” scholarship program, which Hernandez said is one of the largest corporate sponsorships offered to date in Clark County. According to Hernandez, the company plans to give at least 15 \$2,000 scholarships to Clark County students next year, with plans in the works to make the scholarships renewable.

“We’re very excited about this program,” Hernandez said. “It’s an idea put together by KB Home Nevada President Jim Widner. It’s open to all local high school students, and we’re not limiting it to those who are planning to study architecture. Most students don’t know what they want to major in at first.” The home builder will also offer internship opportunities for local youths who want to learn more about pursuing a career in the building trade.

Besides its scholarship program,

KB Home Nevada prides itself on assisting a number of local charitable organizations. The builder is the largest supporter of Henderson Allied Community Advocates (HACA), an organization that provides families in need with food, utility assistance and other homeless prevention services. Earlier this year, KB Home Nevada sponsored HACA’s annual Clark County Bed Race to raise funds for the organization. KB Home employees teamed up with NASCAR weekly Dodge Racing Series driver Mike Cofer to design a NASCAR-themed bed on wheels.

“Our relationship with KB Home Nevada has been a Godsend,” said Daniele Dreitzer, HACA’s executive director. “Their generosity has been incredible.”

Dreitzer said the company has not only provided cash funding for its general operating budget, but has participated in fund-raising events and encouraged volunteer efforts by employees. “They assisted 35 kids with our back-to-school event this year, ‘adopting’ kids and buying clothes, shoes, backpacks and school supplies.”

As demonstrated through its support of HACA, KB Home Nevada has linked much of its charitable giving to the dream of homeownership. In June, KB Home contractors provided in-kind materials and services to help with the office remodeling efforts of Rebuilding Together, a national organization

founded locally in 1993 as Christmas in April. Rebuilding Together provides home maintenance, utility assistance and other home rehabilitation services for low-income and elderly individuals. Executive director Keith Lane said that between the materials, labor and cash donations raised from last year’s KB Home Charity Golf Tournament, the organization received \$120,000 in goods and services from the home builder.

Another beneficiary of KB Home Nevada is the Make a Wish Foundation. Last month, KB Home Nevada raised \$30,000 for the foundation through its annual golf tournament. The company enlisted the support of NFL Hall of Famers, local entertainers and area contractors. The funds are expected to bring to fruition at least 10 “wishes” of children facing life-threatening illness.

Besides its charitable giving, KB Home Nevada provided voter registration opportunities at its 37 community sales offices valley-wide this summer. Noting that thousands of new homes owners may not have had the opportunity to register to vote or change their address on registration forms, Widner said the process was offered as a convenience for area residents.

“It’s always the leadership of this organization that sets the mood and pace,” said Hernandez of the company’s charitable giving programs. “When we select an organization, we look for ways to make a difference. We get overwhelmed by the response of our employees. They’re very passionate about giving.

“We want to be part of making this community the best place it can be,” said added. “Jim Widner has a big heart and you can’t help but feel it – his passion permeates the organization. It’s not just a matter of writing a check. We want to be part of it.” **CG**

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HACA working to ensure self-sufficiency of at-risk residents in Henderson

By Lisa McQuerrey/
Contributing Writer

Henderson Allied Community Advocates (HACA) has been serving the Henderson since 1991, providing a host of homeless prevention services.

"Our main focus is to help families

facing economic crisis move toward self-sufficiency," explained HACA executive director Daniele Dreitzer. "We offer a range of programs, including life skills classes, resume writing and interviewing instruction, budgeting, self-esteem and referrals for job training."

HACA, located in the Henderson Professional Plaza at 153 W. Lake Mead

Dr., Suite 3-100, is a community-based nonprofit organization. A volunteer neighborhood council comprised of Henderson residents donates time to the organization to identify the "real" needs of the community.

Besides promoting self-sufficiency and homeless prevention, the organization provides food, clothing, transportation, temporary shelter and senior services. Last year HACA assisted more than 5,000 individuals. The organization works in conjunction with Clark County Social Services, the Henderson Welfare Office and other area non-profits to identify those most in need of services. Rent and utility assistance are other common requests made to HACA.

"With the public housing situation, the affordable housing crunch is on," Dreitzer said. "We're continually trying to connect people with resources and let them know what type of help is available."

Dreitzer wants potential donors to know that when they support HACA, all of the funds stay right here in the community. "We're completely local," she explained. "I think that's important to note, because in tough economic times, businesses are careful with where their money goes. Here in Henderson, we're seeing more growth, which can compound problems. People are still coming here seeking opportunity. Sometimes they quickly use up the limited resources they had to begin with."

While HACA strives to prevent homelessness of Henderson families, it also tries to help local children early on, getting kids off to a good start in recognizing the importance of education to help them achieve and maintain self-sufficiency as they grow older.

HACA conducts a literacy program, "Breakfast Bookworm," and holds a back-to-school event to outfit at-risk children with the essentials, such as shoes and clothing, backpacks and school supplies. The organization recently supplied 700 kids in grades K-12 with necessary goods. HACA also holds an annual fund-raising event, the Clark County Bed Race, which involves supporters designing and "racing" specially designed racing beds.

Dreitzer cites growth and the correlating increase in the number of families in need as a major challenge for the organization. "We're really ramping up our fund-raising because of the financial impact we've seen on state, local and federal funding programs," she said. "The need continues to grow. We've seen a 10 to 15 percent per-year increase in the number of people we serve, and that's been going on for the past several years." **CG**

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Scout's honor

Local Boy Scout gathers troops to knit hats for variety of groups

By Danielle Birkin/
Contributing Writer

When 13-year-old Drew Young was contemplating an appropriate community service project to complete to earn his Boy Scout

Eagle Badge — scouting's highest honor — he never suspected he'd learn to knit as a consequence.

Serendipity, however, led him to the loom, along with more than 100 local volunteers, who are helping to make a difference — and providing comfort and

warmth — for cancer patients, premature infants, abused women and children and the homeless population.

Young and scores of helpers he recruited have been feverishly knitting stocking caps they plan to donate to various charitable organizations, including Las Vegas' Nathan Adelson Hospice, Child Haven and Shade Tree shelter, and the Latter-Day Saint Humanitarian Center in Salt Lake City.

"My mom got some looms for a project her (church group) was doing and I was thinking, 'Hey, this would make a pretty good Eagle project,' so I started checking around and found out that lots of organizations would need hats like homeless shelters and Child Haven and for people who had chemotherapy and lost all of their hair," Young said.

The Center for Compassionate Care, an affiliate of Nathan Adelson Hospice, is among the organizations benefiting from the project. The center is recognized for offering expert coaching in end-of-life care, grief and loss support and education. It is distributing the caps to local children who are undergoing chemotherapy.

"It has made such a difference," said Karen

(From bottom) Drew Young, Jay Young, Andy Rempfer, Dave Colvin, Craig Anderson, Wendy Jones, Don Price and Melinda Collins participated in a project spearheaded by Drew Young to knit hats for various charities in Las Vegas. Drew's father, Jay, is an attorney at the firm of Marquis & Aurbuch, as are the others in the picture.



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Goodsell, palliative care educator for the center. "It's helped the children in our community be more normal. These kids have so many challenges, at least they don't have the challenge of being bald."

Boys and girls ranging in age from 2 to 17 wear the caps, Goodsell said

"Drew has really taken it further for the girls, putting pins and flowers on the hats," she said. "For the girls, it's like opening packages for Christmas. Our need was so great he's brought us a box already and has promised more."

Although the Boy Scout office requested 300 caps for the project, Young discovered the need was so extensive across the board he doubled that figure and committed to producing 600, enlisting the assistance of myriad friends, family, acquaintances and other scouts. The eighth-grade student even got his Tae Kwon Do classmates and

their parents involved, not to mention a plethora of employees at the law offices of Marquis & Aurbach, where his father, Jay Young, practices general civil and commercial litigation.

"There's more need than one would imagine in Las Vegas for stocking caps," said Jay Young, scoutmaster of Troop 462, of which Drew Young is a member. "My son had heard about the need for hats at homeless shelters and for cancer patients, so he started checking into it. The need also extended to preemies or babies with birth defects who have trouble regulating their body heat."

According to Jay Young, about 15 to 20 of his co-workers volunteered to knit six hats apiece for the project.

"We use a special loom so people like myself with no manual dexterity can do it — it doesn't take any special talent, just time and a caring heart," he said, adding

that his family has also stepped up to the plate. "In our home we have looms in every room. So wherever you are you sit down and knit — that's the rule. We have four children and our 6-year-old daughter has done four or five hats. The only person who hasn't knit is our 3-year-old."

Besides enhancing the community, Jay Young said that the Eagle Scout project is also intended to hone leadership skills.

"The boy is not doing all the work," he said. "His job is to recruit, so it's a challenge for a 13-year-old boy to stand up in front of a group of 30 women at a church auxiliary group and teach them to knit and explain the need for stocking caps in 115-degree weather. He also had to go out and get sponsors in the community for the cost."

Said Drew Young of the experience: "I was kind of scared that I'd blow it, but it's been just fine." **CG**

These kids have so many challenges, at least they don't have the challenge of being bald."

—Karen Goodsell, educator for the Center for Compassionate Care



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Law firm's gift takes aim at helping preschoolers excel in North Las Vegas

By Deborah Roush/
Contributing Writer

At the beginning of the last school year at Tom Williams Elementary, only about 10 of the 191 kindergartners spoke English. And fewer than that had any experience

doing the things that make those first weeks less chaotic: lining up, listening to the teacher, coloring or using scissors.

But organizers of a new program, funded in part by a local law firm, hope to change that.

The "Mommy and Me Preschool Program," which begins in October, is

"an opportunity for moms of 4-year-olds to come to school for two-hours a day four days a week with their children," said Teddie Brewer, the principal of the North Las Vegas School.

"They'll be taught letters, numbers and colors, but we'll also be teaching our moms how to work with their children so they can carry it on when they go home," she added.

"Most of the preschoolers are Hispanic," Brewer said. "They don't speak English and have no socialization outside of the home and no academic experience. This is to get them ready to start learning in kindergarten. Kindergarten at this school is the most important grade we have. If students are not ready for first grade, they're behind

"Kindergarten at this school is the most important grade we have. If students are not ready for first grade, they're behind for their entire academic career."

-- Teddie Brewer, principal at Tom Williams Elementary School



Pat Curtis, partner with the law firm of Schnell & Wilmer, in the Mommy and Me Family Resource Center at Tom Williams Elementary school. The law firm sponsored the literacy program for preschoolers.

for their entire academic career.”

According to Brewer, the Mommy and Me program is ideal for a school like Tom Williams, where most of the students’ mothers are home during the day. “We don’t have a lot of single moms here and we don’t have a lot of moms who work. That’s why this program can work here,” she said.

So far, 40 students are signed up for the program and there is space for 75. “Once we get started, word will spread and we’ll be full,” Brewer predicted.

The curriculum for Mommy and Me is a modified version of a preschool program federally funded with Title One money for at-risk schools already being offered to about 15 children at Tom Williams. “That preschool program doesn’t have room for anymore kids. Also, it’s only for the students who are tested and score the very lowest. But those are the ones who go to kindergarten and are the superstars,” she said.

The Mommy and Me program is being made possible largely through a gift from a local law firm — Snell & Wilmer — which has a foundation that supports early childhood educational initiatives.

“A few years ago the firm recovered a large contingency fee award of \$1.5 million and we set aside a half-million in a foundation for charitable purposes in the firm’s (markets),” said Patricia Curtis, one of the firm’s partners and chairman of the Las Vegas Foundation Committee.

“We did assessment studies before we chose where the money should go. There’s an organization called the Children’s Action Alliance that’s a nonprofit that has studied the long-term benefits of early childhood education.

“They have found that it raises graduation rates, lowers teen pregnancy rates, lowers the need for special education intervention and generally is a very beneficial thing — especially for disadvantaged youngsters,” Curtis said.

The law firm identified the school by contacting the Clark County Focus School Project, a program that partners primarily high-risk schools with area businesses to provide funding or volunteer time. “The Focus School Project identified Tom Williams immediately,” Curtis said.

That’s because Brewer, who has worked at Tom Williams about two



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years, had written a proposal to the regional superintendent outlining the Mommy and Me program that she had read about in a professional journal.

"We thought that if we had 75 kids who were more ready for school that would be better for everybody and help especially at the beginning of kindergarten which was overwhelming with so few speaking English," she said. "This program does that."

But the program didn't look like it would come about until the United Way approached the school saying it would like to develop a "Success by Six" program, where they analyze the needs of the neighborhood and help fund programs to make improvements.

"Some of the Success by Six monies come from Title One, some from the Clark County School District, and the Mommy and Me part comes from Snell & Wilmer," Brewer said.

Brewer fully expects the program to

be another success for the school, which already celebrated its removal from the State of Nevada Department of Education's needs improvement list this year. "Parents in this community want to know how to make their children successful," she said.

Curtis, too, expects a good return on the firm's investment.

"Teddie Brewer is very dedicated and there is a strong force behind this program, including the United Way and its support, our financial support and our service commitment as well. We have a long list of volunteers who want to help out at the school reading, tutoring or mentoring," she said.

The school will know how well the program works next August, when the kindergarten class is pre-tested. "And then we'll see how successful those students are in kindergarten," Brewer said.

And Brewer said this program is just

the beginning of programs designed to make things better at Tom Williams and for the immediate area. "I see this as a school that is still in need of improvement with low test scores. But we want to create a community of learners. If we don't catch our kids in the beginning, we pay for it in the end. We would rather pay now and get them off to a good start.

"This program is the perfect beginning to a community school, which is what we envision for the long run. There's nothing here but the school — we've got one park and no youth center. There's nothing for the kids to do around here, so the school has to pick up on that," she said.

"We're working on after-school programs as well, but right now we want to concentrate on one thing," Brewer said. "We'll get Mommy and Me off to a good start and then we can turn to other things." **CG**

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Big Brother named to Board

Snell & Wilmer attorney steps into new role for nonprofit

By Deborah Roush/
Contributing Writer

Corey Eschweiler, a “big brother” for Big Brothers Big Sisters of Nevada, will continue outings with the 9-year-old boy he mentors, but is adding more responsibilities for the organization. He recently was named to a three-year term on the board of directors.

Eschweiler, an attorney with the law firm Snell & Wilmer, began his volunteer work for Big Brothers Big Sisters of Nevada when he relocated to Las Vegas from Iowa in 1998, where he also was affiliated with the national organization.

According to Willi Baer, president of Big Brothers Big Sisters of Nevada, the mission of the group, founded in Las Vegas in 1973, is to enhance children’s lives through “exceptional mentoring relationships.”

Mentors, or “bigs” as they are called, spend time each week with the child, or “little,” they are matched with. “Most of our littles are from low-income families or have an absentee parent or parents,” Baer said.

Eschweiler said he was “amazed at the number of young children waiting for matches” when he moved to Las Vegas. He dove in head first — planning a community bowl-a-thon event that raised almost \$12,000.

According to Baer, there are about 100 children waiting for mentors and 90

of them are boys. “We have 560 active matches right now. We try to make 10 matches a month and have a local goal of having 1,000 active matches by the year 2010.”

Eschweiler said that is a lofty goal in Southern Nevada, where the community is “more transient.”

“It’s more difficult here to get a commitment for a long period of time. If you set a goal of 200 net matches for the year, if 100 are closed because the big or little moves away, there’s that many more matches you need to meet the goal,” he said.

Eschweiler, who spends between 12 and 16 hours each month with his little brother, said he enjoys the rewards the program provides.

“You can go to movies, have pizza or go to baseball or basketball games. There are also special events Big Brothers puts on — picnics and other types of matched outings. Or, you can just go to the park and talk about school and what’s going on in life,” he said.

“For me the biggest reward is seeing the growth of my little brother. Typically what you see is insecurity — the kids are shy and timid at first but through mentoring and talking — it’s incredible to see these kids come out of their shells and meet the goals you help them make for themselves,” he said.

Yet Eschweiler admits volunteering for the organization is a serious

commitment. “But it’s like anything else. You make time to put important things in your schedule. It is important to me and has become a part of my schedule,” he said.

Baer said the Big Brothers Big Sisters program is open to anyone with “a desire to help a child.”

“If someone calls to volunteer, we have an extensive screening and background check and interview references which takes about a month. In the meantime, we match according to similar likes and dislikes and areas of town. We wouldn’t match an adult in Summerlin with a child in Boulder City, for example,” she said.

Once the match is made, the organization trains the children, parents or guardians and the mentor. “We have a staff of degreed, trained social workers who counsel to keep matches on track,” she added. “Of course, we have one match that’s been (together) close to 10 years, so they don’t need as much support as a brand-new match.”

Baer said there are opportunities to help Big Brothers Big Sisters without becoming a mentor. “You can get involved on many levels. If you don’t want to be a big or little just yet, you can help on a marketing or special event committee,” she said.

For more information about Big Brothers Big Sisters of Nevada or to volunteer, call (702) 731-2227. **CG**

Typically what you see is insecurity — the kids are shy and timid at first but through mentoring and talking — it’s incredible to see these kids come out of their shells and meet the goals you help them make for themselves,”

— Cory Eschweiler, Big Brother and an attorney at Snell & Wilmer

United Way's McMahan takes 'unique approach to life'

By Cheri Watkins/
Contributing Writer

By virtue of Las Vegas' dynamics, most residents encounter someone new every day. Usually, it's just a simple passing. Sometimes, a few words are exchanged.

Seldom, though, is someone touched to the magnitude Dick Benoit was nearly five years ago. Benoit, the public relations manager at UNLV's Office of Educational Outreach, met Tammy McMahan at a UNLV event; she later came to work for him as an intern and a writer/editor.

Benoit describes McMahan as having a "unique approach to life." She has an active attitude about contributing to humanity, and her desire and enthusiasm for engaging intellectual discourse might further the goals of the community -- even the country. McMahan credits her parents with teaching her to be a fair, open-minded listener, who stands firm in her own values, but respects and tries to understand the opinions and motivations of others.

McMahan, who was married last month to Anthony Allison, moved to Las Vegas in 1995 to work as a law clerk, writing and researching for the federal judges at the U.S. District Court downtown. She is a native of Tennessee, where she attended Carson-Newman College and grew up in the tight-knit, loving family of Joseph and Betty McMahan, the younger sister of two siblings, Joseph and Lisa.

She left her position as a law clerk about 18 months ago, opting to make a career transition. While she explored journalism by working as a freelance writer for a variety of local publications, McMahan credits a certificate in public relations skills at UNLV with providing

"one of the most intellectually stimulating courses of study I can remember ever having undertaken."

In early July, after having volunteered for the Red Cross as well as interning and working for UNLV, McMahan took a job as marketing coordinator for the United Way.



Tammy McMahan, a product of UNLV's Office of Educational Outreach, knows that nonprofit organizations can be more than simply fund-raising machines. She realizes that groups such as the United Way can make a long-term difference in a person's life.

She explained the organization's current focus on three major areas, which they have identified as critical to Clark County: a commitment to education, support for self-sufficiency and access to health care. Since beginning her new role, most of her time has been spent researching these issues and the organizations that serve them. That's in addition to preparing for the United Way's mid-September kickoff for its fall fund-raising campaign.

"While working at both the Red Cross and the United Way, I have researched the burgeoning movement among nonprofits to inform clients and contributors that organizations can be highly effective, essential community members," McMahan said. "They're not just fund-raising entities. I hope this new philosophy will both encourage clients to participate with nonprofits in finding positive, long-term solutions for their challenges and prompt contributors to see their donations as investments in their city, state, nation and world." **CG**

In early July, after having volunteered for the Red Cross as well as interning and working for UNLV, McMahan took a job as marketing coordinator for the United Way.



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Henderson, NV 89015

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When Keenan Berry's toothaches became progressively more painful, his parents were in a bind about what to do. When they shared their story, an acquaintance suggested they call St. Rose Dominican Hospitals' Positive Impact program. Keenan qualified for the program and his teeth were cleaned and cavities filled. Positive Impact also provided free dental care for his older sister, Vannah, younger sister, Bethany, and younger brother, Terrell. Like many others, the Berry family now knows first hand that at St. Rose it's more than just a nice smile - it's about life.



St. Rose Dominican Hospitals

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St. Rose Dominican Hospitals' Positive Impact programs provide free medical and dental care to approximately 500 uninsured and underinsured children each year.

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Community in Need

A sampling of local nonprofit organizations, the challenges confronting them and their most urgent needs:

A Lift Up.org

1294 Amapola Drive
Las Vegas, NV 89142

Phone: 702/457-0700

FAX: 702/457-2955

Email: aliftup@cox.net

Web site: www.aliftuporg.us

Mission: To give philanthropic aid to struggling and underprivileged, and spiritual guidance to those in need

2004 Budget: DND

Biggest Challenge: Having resources to help all who apply

Wish List: Corporate sponsors for Thrift Store, advertising services, Web site services, storage space

Aid for AIDS of Nevada

2300 S. Rancho Drive, Suite 211
Las Vegas, NV

Phone: 702-382-2326

FAX: 702-366-1609

Email: caroline@afanlv.org

Web site: www.afanlv.org

Mission: To provide support and advocacy for individuals and families living with HIV/AIDS in Southern Nevada

2004 Budget: \$1.4M

Biggest Challenge: Educating our community, particularly our youth, about the disease in order to reduce HIV infection and eliminate fear, prejudice, stigma and ignorance often associated with the disease

Wish List: Financial support by building community partners, food, nutritional supplements, advertising, marketing collateral and an updated Web site

ALS Association, The – Nevada Chapter

2101 S. Jones Blvd., #120
Las Vegas, NV 89146

Phone: 702/248-4507

FAX: 702/248-8070

Email: alsanv@aol.com

Web site: www.alsnevada.org

Mission: To improve the lives of persons living with ALS and to help find a cure for ALS, most commonly known as Lou Gehrig's disease

2004 Budget: \$500,000

Biggest Challenge: Adequate funding to support our patient programs; lack of public awareness about Lou Gehrig's disease

Wish List: Community leaders to serve on Board of Directors; ADLs (Aids for Daily Living – ergonomic devices for disabled persons), publicity, volunteers to form annual Walk Team, volunteers for fundraising in support of Walk to D'Feet ALS

Alzheimer's Association

5190 S. Valley View Blvd., #101
Las Vegas, NV

Phone: 702/248-2770

FAX: 702/248-2771

Web site: www.alz.org

Mission: To provide support and educational services to those dealing with Alzheimer's disease and to one day eliminate the disease

2004 Budget: \$500,000

Biggest Challenge: To outreach to the large numbers of individuals who need services

Wish List: Computers and software, volunteers

American Cancer Society

1325 E. Harmon Ave.

Las Vegas NV 89119

Phone: 702/798-6877

Web site: www.cancer.org

Mission: To eliminate cancer as a major health problem by preventing cancer, saving lives and diminishing suffering from cancer through research, education, advocacy and service

2004 Budget: \$900,000+

Biggest Challenge: Eliminating cancer as a major health risk

Wish List: Monetary donations, volunteers, liquid supplements (Boost and Ensure), wigs and other personal items

American Diabetes Association

2785 E. Desert Inn Road, Suite 140
Las Vegas NV 89101

Phone: 702/369-9995

FAX: 702/369-3717

Email: alarrera@diabetes.org

Web site: www.diabetes.org

Mission: To prevent and cure diabetes and to improve the lives of all people affected by diabetes

2004 Budget: \$500,000

Biggest Challenge: To get the public to realize diabetes is a serious disease that can lead to very serious complications, and ultimately death, if not controlled

Wish List: Corporate and business sponsorships to help reach fundraising goals, advertising, marketing, printing, public relations

American Red Cross-Southern Nevada Chapter

3672 N. Rancho Drive

Las Vegas NV 89130

Phone: 702/791-3311

FAX: 702/791-3372

Web site: www.redcrosslasvegas.org

Mission: To help people avoid, prepare and cope with emergencies through services governed and directed by volunteers and consistent with the Congressional Charter and the principles of the International Red Cross

2004 Budget: \$1.8M

Biggest Challenge: The organization's demographic includes people from all walks of life, so the greatest challenge is making sure people know the range of programs and services provided, and the degree to which every person in any family, neighborhood or workplace can and should take advantage of those services.

Wish List: Value-added corporate partnerships in which businesses benefit while helping to deliver services to the community, volunteers, cash donations, contributions of capital assets, expertise to allow organization to offset budgeted expenses.

Animal Foundation

655 N. Mojave Road
Las Vegas NV 89101

Phone: 702/384-3333

FAX: 702/384-4563

Email: dorgill@animalfoundation.com

NONPROFIT ORGANIZATIONS

Web site: www.animalfoundation.com
Mission: To provide a safe, clean and caring refuge for the animals of Las Vegas

2004 Budget: DND

Biggest Challenge: To save the life of every adoptable animal that comes through the shelter doors and place it in a responsible, caring home

Wish List: Volunteers, financial contributions, grooming services, printing and graphic artist services, corporate partners, towels, blankets, kennels, medical supplies, office equipment, used cell phones

Big Brothers-Big Sisters of Southern Nevada

4045 S. Spencer Street, Suite A-57

Las Vegas NV 89119

Phone: 702/731-2227

FAX: 702/737-9209

Email: info@bbbsn.org

Web site: www.bbbsn.org

Mission: To enhance children's lives through exceptional mentoring relationships

2005 Budget: \$997,021

Biggest Challenge: Recruiting

appropriate volunteers to match with the more than 100 children on the waiting list, securing sufficient funding to place loving adults in the life of every child in need

Wish List: Laptop computers, advertising and printing services, land on which to build new offices, billboard space, funding, capital campaign, underwriting

Boulder Dam Area Council of Boy Scouts of America

7220 S. Paradise Road

Las Vegas NV 89119

Phone: 702/736-4366

FAX: 702/949-6022

Email: regrant@bsamail.org

Web site: www.bdacbsa.org

Mission: To prepare young people to make ethical choices over their lifetimes by instilling in them the values of the Scout oath and law

2004 Budget: \$3,041,755

Biggest Challenge: To grow the staff in relation to the population explosion of the Las Vegas Valley in order to reach out to new neighborhoods

Wish List: Means to build an

endowment to fortify scouting during periodic economic downturns, \$12 million gift to develop a 1,000-acre high-adventure camp, upgraded computer systems, audio-visual equipment, and construction assistance to rebuild and expand Camp Potosi

Boys & Girls Clubs of Las Vegas

2850 S. Lindell Road

Las Vegas NV 89146

Phone: 702/367-2582

FAX: 702/367-2104

Web site: www.bgclv.org

Mission: To inspire and enable all young people, especially those from disadvantaged circumstances, to realize their full potential as productive, responsible and caring citizens

2004 Budget: \$408M

Biggest Challenge: Raising sufficient funds to meet the continuing increase in demand for services and growing need for childcare

Wish List: Aquarium with exotic fish, bookshelves, storage cabinets, sturdy bumper pool, air hockey and ping-pong tables, copiers with service contracts, drinking fountain, DVD player with

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age-appropriate movies, fax machines, industrial carpet cleaner, laptop computer, LCD projector, maintenance for 11 vehicles, microwaves, outdoor security lighting systems, Playstation with age-appropriate games, professional exterior and interior painting, professionally installed carpet and tile, two vans, furniture, game-room equipment, board games, books, food, plumbing and electrical work, landscaping, office supplies, arts and craft supplies, sports equipment, land, facilities and buildings, sound equipment, computers, software

Candlelighters for Childhood Cancer

3021 S. Maryland Parkway, Suite 600
Las Vegas, NV 89109
Phone: 702/737-1919
FAX: 702/792-2780

Email: info@candlelightersnv.org
Web site: www.candlelightersnv.org

Mission: To alleviate the isolation, uncertainty and loneliness felt by families facing childhood cancer through support, education and services, without regard to economics, race, religion or choice of health care providers

2004 Budget: \$500,000

Biggest Challenge: Finding ways to educate the community at large and to educate the medical community of the services provided by Candlelighters

Wish List: Cases of paper, food gift certificates, color copier, new toys, letter-folding machine, groups or individuals to sponsor parties for the families, sponsors for the Travel for Treatment program, printing services, emergency fund contributions for utilities, food, and rent, toys and food for the holidays, gifts for teenagers, volunteers

Catholic Charities of Southern Nevada

1501 Las Vegas Blvd North
Las Vegas, NV 89101
Phone: 702/385-2662
FAX: 702/384-0677

Web Site: www.catholiccharities.com

Mission: Single focus since 1941: Give help and hope to people in need regardless of race, religion or creed

2004/2005 Budget: \$14.5M

Biggest Challenge: Meeting the demand of services by an ever increasing population of men, women and children in need

Wish List: Food

Child Focus

1771 E. Flamingo Road, #112-B
Las Vegas NV 89119
Phone: 702/436-1624

Email: info@childfocusnv.org

Web Site: www.childfocusnv.org

Mission: To provide resources/services that enrich the lives of children living in foster care and to create opportunities for each child to develop their individual strengths/abilities for adulthood

2004 Budget: \$75,000

Biggest Challenge: Recruiting tutor volunteers to match with nearly 100 children currently on waiting list; changing public misconception of children living in foster care

Wish List: Creative and media services, office furniture and equipment, financial contributions, donated items for annual silent auction

Children's Advocacy Alliance, The

2245 N. Green Valley Parkway, #432
Henderson, NV 89014
Phone: 702-228-1869

Email: DonnaLColeman@aol.com

Web site: http://communitylink.reviewjournal.com

2004 Budget: \$50,000

Biggest Challenge: As an all-volunteer organization, biggest challenge is finding time to accomplish everything we'd like to see change in the Child Welfare System

Wish list: We hold a graduation party every year for Foster Children graduating from high school; we always need gifts (usually 50-55 of each item) like CD's; camera; tickets, etc. We also do monthly outings for Child Haven and can always use tickets for events

Community College of Southern Nevada (CCSN) Foundation

6375 W. Charleston Blvd., W3D
Las Vegas NV
Phone: 702/651-7301
FAX: 702/651-7303

Web Site: www.ccsnfoundation.org

Mission: To secure additional resources to enhance educational programs and projects at CCSN

2004 Budget: \$150,000

Biggest Challenge: To create community awareness that CCSN is the largest institution of higher education in Nevada with over 35,000 students

Wish List: Funds to support outstanding programs at the college

Courage Unlimited, Inc.

P.O. Box 363780
North Las Vegas, NV 89036-7780
Phone & Fax: 702/453-3855

Email: courageunlimited@cox.net

Web site: www.courage-unlimited.faithweb.com

Mission: To provide a positive forum for celebrating and improving life through health education, and to support cancer and HIV/AIDS survivors and families

2004 Budget: \$135,000

Biggest Challenge: Obtaining funding from private sources

Wish List: Professional copier/printer, shredder, ink cartridges, workstation privacy screens, CD-RW disks and cases, five (5) workstations, donated office space, laminating machine, electric binding machine and supplies, office telephone system, underwriter for the Essence of Beauty Magazine

Cystic Fibrosis Foundation

2785 E. Desert Inn Road, Suite 240
Las Vegas, NV 89121
Phone: 702/383-8500
FAX: 702/383-9700

Email: aweinberger@cff.org

Web site: www.cff.org

Mission: Since established in 1955, the mission is to assure the development of the means to cure and control CF and to improve the quality of life for those with the disease

2004 Budget: \$163,000

Biggest Challenge: Increase number of volunteers who can put the Foundation in touch with organizations and companies that can help Foundation reach its fundraising goals

Wish List: Volunteers, donors, food and beverages for community events, including walk-a-thons, golf tournaments and gala dinners

Down Syndrome Organization of Southern Nevada

5300 Vegas Drive
Las Vegas, NV 89108
Phone: 702/648-1990
FAX: 702/648-2020

Email: jsmith@dsosn.org

Web site: www.dsosn.org

Mission: To enlighten the public by promoting a positive understanding of Down Syndrome, and to be a resource of support and information for families and individuals affected by Down Syndrome

NONPROFIT ORGANIZATIONS

2004 Budget: \$200,000

Biggest Challenge: To be recognized as an important member of the community, to help individuals with Down Syndrome be recognized for their abilities and contributions to the community, to aid in financial burden of parents with Down Syndrome children who do not qualify for other state or federal help

Wish List: Cash contributions, grants to restart programs, computers and equipment, volunteers, board members

Easter Seals of Southern Nevada

6200 W. Oakey Blvd.

Las Vegas, NV 89146

Phone: 702/870-7050

FAX: 702/870-7649

Email: tjeeves@eastersealssn.org

Web site: www.eastersealssn.org

Mission: To create solutions and positively change the lives of children and adults with disabilities, and their families

2004 Budget: \$4M

Biggest Challenge: To bring in funding for the many programs provided that enable people with disabilities to live as independently as possible

Wish List: Monetary donations, scholarships for child-care center, computers, playground equipment, vans

F.L.O.C.K. Cat Sanctuary

P.O. Box 94917

Las Vegas NV 89193-4917

Phone: 702/615-4198

Web site: www.flockcats.com

Mission: To operate no-kill shelter to save cats and kittens which are abandoned, unwanted, neglected or lost; and which would otherwise die of starvation, thirst, disease or injury

2004 Budget: DND

Biggest Challenge: Raising cash donations to cover \$60,000 to \$75,000 in annual vet bills; finding committed volunteers

Wish List: Cash donations, canned and dry food, cat litter, cages, humane traps, pet carriers, garbage bags, bleach, paper towels, paper plates, food and water dishes, litter trays, printing, marketing and PR services, fundraising assistance, veterinary assistance, grant writers

Foundation for an Independent Tomorrow

1785 E. Sahara Ave., #160

Las Vegas, NV 89104

Phone: 702/362-8544

FAX: 702/362-8513

Web site: www.lasvegasfit.com

Mission: To empower motivated unemployed and underemployed Nevadans to move into self-sufficient employment and thus break the cycle of dependency by providing individualized guidance, resources, and support for essential education and training

2004 Budget: \$589240

Biggest Challenge: Finding enough funding opportunities

Wish List: More employment partnerships to help clients

Girls and Boys Town of Nevada

821 N. Mojave Road

Las Vegas NV 89101

Phone: 702/642-7070

FAX: 702/649-3906

Email: waitet@girlsandboystown.org

Web site: www.girlsandboystown.org/nevada

Mission: To change the way Nevada

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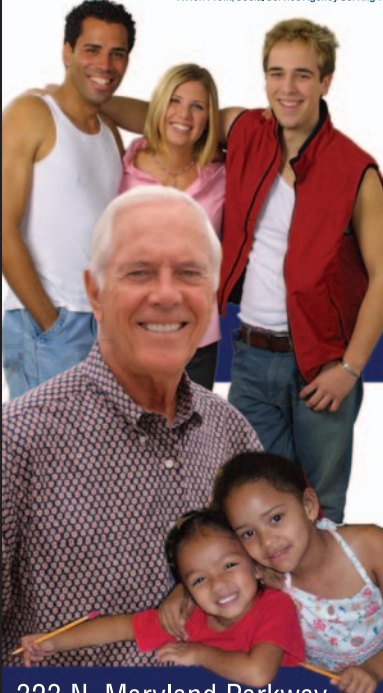
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and America care for at risk children and families

2004 Budget: \$305M

Biggest Challenge: Gaining the financial support to provide the level of quality care that disadvantaged, abused and neglected children need and deserve

Wish List: Corporate and business sponsorships to assist in meeting annual fundraising goals

Girl Scouts of Frontier Council

2941 Harris Ave.

Las Vegas NV 89101

Phone: 702/385-3677

FAX: 385-9278

Email: pmiller@frontiercouncil.org

Web site: www.frontiercouncil.org

Mission: To inspire girls with the highest ideals of character, conduct, patriotism and service so they may become happy and resourceful citizens

2004 Budget: \$108M

Biggest Challenge: To recruit adult volunteers at a pace fast enough to keep up with the explosive growth in the number of girls in the 5-17 age bracket living in Las Vegas

Wish List: Van to accommodate 15 passengers, computers for after-school centers, outdoor camping equipment, business sponsorships of various Girl Scout programs

Goodwill of Southern Nevada

3585 Patrick Lane, Suite 100

Las Vegas NV 89120

Phone: 702/597-1107

FAX: 597-5147

Email: stevec@sngoodwill.org

Web site: www.sngoodwill.org

Mission: To provide training, employment and job placement services to people with disabilities and special needs, in order to maximize the quality of life for each individual served

2004 Budget: \$11,000,000

Biggest Challenge: Serving the enormous need in Southern Nevada where there are over 71,000 citizens with disabilities who are unemployed; providing a new facility to help serve at least four times as many people annually than current level

Wish List: Donations and sponsors to raise \$7.6 million to purchase new Goodwill Good Neighbor Center, property, marketable securities, gently used household goods

Habitat for Humanity Las Vegas, Inc.

1573 N. Decatur Blvd.

Las Vegas NV 89108

Phone: 702/638-6477

FAX: 638-6478

Email: info@habitatlasvegas.org

Web site: www.habitatlasvegas.org

Mission: To build simple, decent, affordable homes for families in need, in partnership with God and our community

2004 Budget: \$770,000

Biggest Challenge: Finding affordable land in decent neighborhoods and recruiting skilled volunteers to teach other volunteers how to build a home

Wish List: Land, skilled volunteers to serve as team leaders, contractors to donate services or significantly reduce rates, concrete, fill dirt, backhoe services, new home designs

Help of Southern Nevada

953 E. Sahara Ave., 35B, Suite 208

Las Vegas NV 89104

Phone: 702/369-4357

FAX: 702/369-0247

Email: adreschler@helpsonv.org

Web site: www.helpsonv.org

Mission: To assist families and individuals throughout Southern Nevada to overcome barriers and attain self-sufficiency through direct services, training and referral to community resources

2004 Budget: \$3,400,000

Biggest Challenge: Accumulating sufficient funding to maintain operations and services for the client base, especially in the current environment of declining government funding and tentative business climate

Wish List: Food, bus tokens, cash donations for rental and utility assistance, food for Thanksgiving, toys and personal hygiene items

Las Vegas Indian Center

2300 Bonanza Road

Las Vegas NV 89106

Phone: 702/647-5842

FAX: 702/647-2647

Email: adeboardasd@earthlink.net

Web Site: www.lasvegasindiancenter.org

Mission: To promote the social and economic self-sufficiency of Native American people and the community at large

2004 Budget: \$423,000

Biggest Challenge: Adequate funding to cover personnel, personnel, expenses, operating expenses in excess of available grant monies

Wish List: General donations, baby diapers and formula, school clothing and supplies, non-perishable food, walking shoes for diabetic and overweight persons, 34" TV screen for Alcohol & Drug Education classes, monthly community Potluck sponsor (main dish); sponsors for seats and tables at Annual Honor the Elders banquet

My Hope Chest

3395 S. Jones Blvd, #192

Las Vegas NV 89146

Phone: 702/221-9693

Email: info@myhopechest.org

Web site: www.myhopechest.org

Mission: Establish and maintain Breast Reconstruction Fund to help women who have fallen through the cracks of medical care

2004 Budget: \$1,300

Biggest Challenge: Raising awareness and funds to perform breast reconstructive surgeries

Wish List: Social Worker, grant writer, volunteer board members and committee members, administrative assistance for executive, corporate sponsorships, list of surgeons with an emphasis on breast construction

Jewish Family Service Agency

4794 S. Eastern Ave., Suite C

Las Vegas, NV 89119

Phone: 702.432.0304

FAX: 702.794-2033

Email: ExecDirector@jfsalv.org

Web site: www.jfsalv.org

Mission: Jewish Family Service Agency is a comprehensive social service agency committed to addressing the human service needs of children, adolescents and adults. While guided by Jewish principles and values, JFSAs programs and services are open to all in the community.

2004 Budget: approx. \$300,000

Biggest Challenge: JFSA is one of the best-kept secrets in this town. We have a significant impact on the lives of well over 5,000 Clark County residents each year. Still, developing the king of community support needed to sustain existing programs and plan for new

NONPROFIT ORGANIZATIONS

programs is our biggest challenge.

Wish List: New printers; new reception area furniture, new meeting room furniture, new (not used) copier that sorts, staples and produces two-sided copies.

Juvenile Diabetes Research Foundation

1771 E. Flamingo Road
Las Vegas NV 89119
Phone: 702/732-4795
FAX: 702/732-1635
Email: dcollins@jdrf.org
Web site: www.jdrf.org

Mission: To find a cure for diabetes and its complications through the support of research

2004 Budget: \$1.75M

Biggest Challenge: Successfully cultivating new companies to participate in the annual Walk to Cure Diabetes

Wish List: Business sponsors from new industries (including, but not limited to medical, gaming and legal) for annual Walk to Cure Diabetes, volunteers, food for events, donated items for silent auctions at special events

Las Vegas Sun Summer Camp Fund

2275 Corporate Circle #300
Henderson NV 89074
Phone: 702/259-4097
FAX: 702/952-4098
Email: dee@lasvegassun.com

Mission: The Las Vegas Sun Summer Camp Fund is a 501(c)(03) organization established to provide economically disadvantaged youth, ages 8 to 14, an opportunity to experience summer camp. All administrative expenses are absorbed by the Las Vegas Sun.

2004 Budget: \$250,000

Biggest Challenge: To see that no child is turned down due to lack of funds, in spite of rising area growth that has exponentially increased the number of disadvantaged children eligible for the Summer Camp program

Wish List: Organizations and individuals willing to cover camp fee for one or more children (approx. \$275/child), raffle items for annual fund-raising event

Lutheran Social Services of Nevada

P.O. Box 1360
800 N. Bruce
Las Vegas NV 89125-1360
Phone: 702/639-1730
FAX: 702/639-1736
Email: Jaime@lssnv.com
Web site: www.lssnv.com

Mission: To express the love of Christ by serving and caring for all people in need

2004 Budget: \$700,000

Biggest Challenge: To provide services to all those in need

Wish List: Non-perishable food items, personal hygiene products, gently used clothing items for all ages, monetary contributions, and corporate sponsorships

Miracle Flights for Kids

2756 N. Green Valley Parkway, Suite 115
Henderson NV 89014
Phone: 702/261-0494
FAX: 702/261-0497
Email: info@miracleflights.org
Web site: www.miracleflights.org



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| www.bbnv.com |

Baby Steps

That's how it starts. Baby steps are small, but they lead to big things. At least, that's our philosophy at Business Bank of Nevada. It's the reason we give as much assistance as we can to the communities we serve. And we don't just mean money. Our employees give their time and talents, and our company gives its equipment. At Business Bank, we want more than your business to prosper. We want your community to thrive, too.

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always there for your business and your community.

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Mission: To provide free air transportation for sick children as many times as needed as far from home as necessary to get them well

2004 Budget: DND

Biggest Challenge: Providing each and every flight every time a request is made (over 4,457 flights provided in 2003/2004, over 36,000 total to date)

Wish List: Cash donations, frequent flyer vouchers on airlines, printing, graphic design and information technology services, filing cabinets, office furniture, computers and computer equipment

Nevada Association of Latin Americans (NALA)

323 W. Maryland Parkway
Las Vegas NV

Phone: 702/382-6252

FAX: 702/383-7021

Email: terinala@hotmail.com

Mission: To improve opportunities and quality of life for people of all ages and ethnicity

2004 Budget: DND

Biggest Challenge: Raising funds to help the needy in Las Vegas

Wish List: Monetary donations, building repairs, new computer and equipment, landscaping services, toys for children, books for all ages

Nevada Black End-of-Life Care Coalition (under the auspices of Nathan Adelson Hospice)

Address: 4130 Swenson Street
Las Vegas NV 89119

Phone: 702/733-0320

FAX: 702/796-3172

Email: ccotton@nah.org

Mission: To provide leadership and guidance throughout the community, to assist agencies, organizations and individuals to improve end-of-life care for African Americans

2004 Budget: DND

Biggest Challenge: To create avenues of awareness raising

Wish List: Meeting rooms, individual donations, sponsorship for educational luncheons, opportunities to provide in-services, volunteer grant writers, steering committee members

Nevada Community Foundation (NCF)

1850 E. Sahara Ave., Suite 207
Las Vegas NV 89104

Phone: 702/892-2326

FAX: 702/892-8580

Email: Stacey@nevadacf.org

Web site: www.nevadacf.org

Mission: To encourage philanthropy at all levels, to provide leadership in building a lasting source of funds to sustain nonprofit organizations through grants – now and forever

2004 Budget: \$960,000

Biggest Challenge: Increasing people's awareness and understanding of the community foundation

Wish List: Contributions to the Southern Nevada Unity Fund – NCF's unrestricted endowment that supports the entire community now and in generations to come, where there is currently a dollar-for-dollar match on Fund contributions

Nevada Council on Problem Gambling

4340 S. Valley View Blvd., Suite 220
Las Vegas NV 89103

Phone: 702/369-9740

FAX: 702/369-9765

Email: nevccouncil@aol.com

Web site: www.nevadacouncil.org

Mission: To generate awareness, promote education and advocate for quality treatment of problem gambling in Nevada

2004 Budget: DND

Biggest Challenge: Public and media misconceptions about problem gambling; lack of treatment resources for problem gamblers and their families; inconsistent employee education on problem gambling

Wish List: Corporate sponsors, media partners to coordinate effective public awareness campaigns, office volunteers, advertising and printing services, LCD projector

Nevada Society of the Prevention of Cruelty to Animals

4800 W. Dewey Drive, Suite D
Las Vegas NV 89128

Phone: 702/873-7722

FAX: 702/362-7757

Email: nevadaspca@aol.com

Web site: www.nevadaspca.org

Mission: To operate a no-kill animal shelter to save and protect animals in need, find the animals new homes, and promote humane education in the community

2004 Budget: DND

Biggest Challenge: Funding, and finding good foster homes and committed volunteers

Wish List: Bequests and trust gifts, car donations, workplace supplies, computers, new phone system, foster-care assistance, volunteers, canned cat and dog food, blankets, bedding, animal-safe toys, hay and rabbit food, guinea pig habitats, pine shavings for cages, grooming supplies, digital cameras

Opportunity Village

6300 W. Oakey Blvd.

Las Vegas, NV 89146

Phone: 702/259-3741

FAX: 702/259-3735

Email: harnedc@opportunityvillage.org

Web site: www.opportunityvillage.org

Mission: To serve people with intellectual disabilities and enhance their lives and the lives of their families

2004 Budget: \$14M

Biggest Challenge: As the largest employer of people with disabilities, to continue to find work for the people we serve in package/assembly, mailing services, and custodial and document destruction services for private businesses

Wish List: Increased contract work opportunities, volunteers for arts and music program, musical instruments and art supplies

Rebuilding Together with Christmas in April

3360 W. Sahara Ave., Suite 115
Las Vegas, NV 89102

Phone: 702/259-4900

Fax: 702/259-8600

Email: ciavegas@aol.com

Web site: www.rtcasn.com

Mission: To provide free housing rehabilitation for low-income seniors and the disabled

2004 Budget: \$1M

Biggest Challenge: Increased financial and community support

Wish List: Financial contributions, updated office equipment (computers and phone systems), office furnishings

NONPROFIT ORGANIZATIONS

Ronald McDonald House Charities

2323 Potosi Street
Las Vegas NV 89146
Phone: 702/252-4663
FAX: 702/252-7345
Email: joann@rmhlv.com
Web site: www.rmhlv.com

Mission: To provide comfort "home away from home" for families whose children are in the hospital

2004 Budget: \$380,000

Biggest Challenge: Educating the public about available services of RMH charities

Wish List: Personal hygiene items, sack lunch items, and new toys, crayons and coloring books

S.A.F.E. House

921 American Pacific Drive, Suite 300
Henderson NV 89014
Phone: 702/451-4203
Fax: 702/451-4302
Email: safehouse2@aol.com
Web site: www.safehousenv.org

Mission: To respond comprehensively to the varied and tremendous needs of families affected by violence and abuse
2004 Budget: \$1.3M

Biggest Challenge: To increase comprehensive response to families experiencing violence and abuse

Wish List: Van, everyday household items (paper towels, toilet paper, laundry detergent, dryer sheets, liquid bleach, trash bags, household cleaners); medicine cabinet, hair-care and personal hygiene supplies; clothing (especially new undergarments), furniture, silverware, new appliances, televisions, pots and pans, CAT bus tokens, non-perishable food items, baby food and hygiene supplies, children's snacks, toys, movies

The Salvation Army

P.O. Box 28369
Las Vegas NV 89126
Phone: 702/870-4430
Fax: 702/258-8259
Email: charles.desiderio@usw.salvationarmy.org

Mission: To preach the gospel of Jesus Christ and to meet human needs in his name without discrimination

2004 Budget: \$14.5M

Biggest Challenge: Rebuilding North Las Vegas warehouse after 2003 fire,

since 1/3 of the annual operating budget derives from proceeds of sales at thrift shops supplied by stores in that warehouse

Wish List: Cash donations, gas vouchers and bus tokens for job seekers, grocery store vouchers

St. Rose Dominican Health Foundation

102 E. Lake Mead Parkway
Henderson NV 89015
Phone: 702/616-5000

Web site: www.strosehospitals.org

Mission: To improve community health and wellness through fundraising and relationship building for St. Rose Hospitals

2004 Budget: \$15M Capital Campaign

Biggest Challenge: Meeting \$15M Capital Campaign goal to fund San Martin Campus, third campus under construction on Warm Springs Road near Durango

Wish List: \$15M capital campaign donations, in-kind donations toward the development of the San Martin Campus Healing garden, complimentary PR/Marketing services, children's care/activities items

"We help turn on the magic in the Magical Forest"

Congratulations to Opportunity Village on its 13th Annual Magical Forest, November 24 to December 30, 2004.

The Southern Nevada Chapter NECA and IBEW Local 357 are pleased to support our community. In the past year our union electricians and their companies have donated thousands of hours and hundreds of supplies in support of southern Nevada's charitable organizations, such as the Center for Independent Living, Boys and Girls Clubs of Henderson and Opportunity Village.

Working together, NECA and IBEW ensure southern Nevada has the finest skilled electricians and highest quality electrical installations. For more information visit us online at sncneca.org or ibewlu357.com.



Susan G. Komen Breast Cancer Foundation Las Vegas Affiliation

850 W. Flamingo Road, Suite 27
Las Vegas NV 89103
Phone: 702/822-2324
Fax: 702/877-2455
Email: komenlv@earthlink.net

Web site: www.komenlasvegas.com

Mission: To eradicate breast cancer, as a life-threatening disease, by advancing research, education, screenings and treatment

2004 Budget: \$700,000

Biggest Challenge: Creating partnership affiliations in the fairly young community of Las Vegas (young in terms of healthcare and resources) to increase grant funding to other non-profits, and government and educational institutions, which in turn direct funds directly to those with breast cancer and their families

Wish List: Strong community partners, advertising, copying and printing services; computer equipment and supplies, quilts, blankets, teddy bears

TechStart, Inc.

Attn: Lois Greene, 2nd Floor
2700 W. Sahara Ave.
Las Vegas NV
Phone: 702/491-3501
FAX: 702/362-8917

Email: techstart@lvcoxmail.com

Web site: www.techstartnevada.org

Mission: To break down the real and imagined barriers to greater success, increased self-esteem, enhanced educational opportunities, and improved quality of life for the technologically disadvantaged through the utilization of computers and related technology

2004 Budget: \$78,000

Biggest Challenge: Acquiring modern equipment

Wish List: Warehouse and office space, flatbed truck with lift gate, forklift, funding, volunteers/tutors and educational computer software

United Way of Southern Nevada

1660 E. Flamingo Road
Las Vegas, NV 89119
Phone: 702/734-2273
Fax: 702/734-8504
Email: jill@uwaysn.org
Web site: www.uwaysn.org

Mission: To mobilize our community to create sustained change to improve lives
2004 "Investment Dollars" raised: \$10.4M

Biggest Challenge: Addressing our communities most pressing needs – according to the 2003 Community Assessment – Access to Healthcare, Commitment to Education, and Support for Self-Sufficiency

Wish List: To continue improving lives in Southern Nevada – that's what matters.

WestCare Foundation

900 Grier Drive
Las Vegas, NV 89119
Phone: 702/385-2090
Fax: 702/307-4029
Email: westcare@westcare.com
Web site: www.westcare.com

Mission: To assist children and adults with substance abuse problems, and to help people in crisis

2004 Budget: \$6,653,619

Biggest Challenge: De-stigmatizing substance abuse so that people understand the addiction is a disease, not a character flaw

Wish List: Room Sponsors (\$5,000 level) to furnish a bedroom for two with room to be named after sponsor; new computer equipment, large-screen TV, VCR, videos and educational CD-ROMs, framed pictures, living room furniture, bed linens for twin beds, vacuum cleaners, patio furniture, landscaping, security cameras, clothing (especially socks, underwear, maternity outfits), toys, diapers, baby formula, highchairs, strollers, car seats, personal hygiene products, art supplies, computer games, recreational equipment (especially basketball hoop), journals, books, disposable cameras

Women's Development Center

953 E. Sahara Ave., Suite 201
Las Vegas, NV 89104
Phone: 702/796-7770
Fax: 702/796-3007
Email: aschmit@wdclv.org
Web Site: www.wdclv.com

Mission: To develop and provide affordable housing, economic and educational opportunities, and support services to individuals and families in order to obtain for them long-term self-sufficiency thus ending the cycle of poverty

2004 Budget: \$1,933,703

Biggest Challenge: Raising sufficient funds to provide services required to meet the needs of the growing community

Wish List: Financial support, volunteers, subcontracting services at reduced rates, PR coordinator, personal hygiene items, arts and crafts, games and activities for children, household items, laundry products

Nevada State Bank is Proud to Support the Philanthropy Summit



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extraordinarily precious
members of society."

From the Wisdom of the Elders



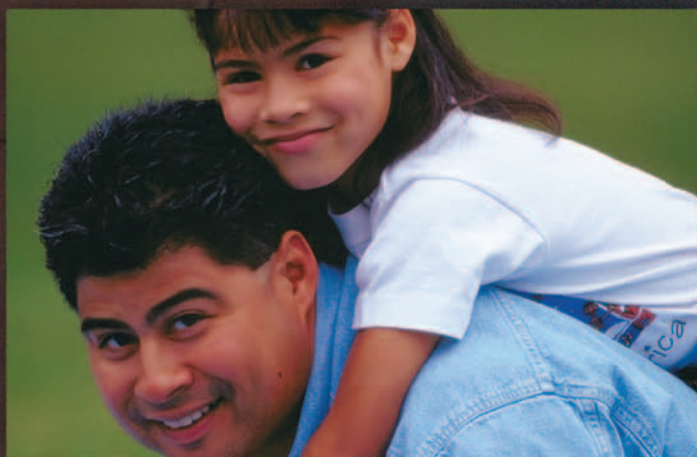
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Hundreds of individuals and dozens of companies meet every year to increase philanthropy in southern Nevada. Please join us and learn how charitable giving can help businesses and communities prosper together.

Return on Investment: A Philanthropy Summit • October 28, 2004 - Rio All-Suite Hotel & Casino
7:30 a.m. to 10:30 a.m. - Continental Breakfast

Featuring: Jan Jones - keynote, Jim Rogers - keynote
with Dave Carver, Louis Castle, Rich Harwood, Ann Simmons, Carolyn Towbin,
Gwen Castaldi, Vic Donovan, Julie A. Murray, Paul Stowell

When companies give, communities prosper.

Business Community Investment Council

Register online at www.bcicl.org or call 892-2323

