

Business Columnists **Holly Haber**

NorthPark hopes to generate 50 days of excitement



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The first beneficiary of NorthPark Center's 50 Days of Giving campaign is Dallas CASA, which will receive recruitment billboards to be put up throughout the county.



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Few shopping malls are as beloved as **NorthPark Center**, and not only because it's filled with high art and painterly landscaping.

Dallas' de facto community hub is celebrating its 50th birthday by distributing more than \$1 million among 50 nonprofit groups in North Texas. Each **50 Days of Giving** grant will support a specific project, beginning with Wednesday's announcement that NorthPark is providing **Dallas CASA** with recruitment billboards throughout Dallas County. The campaign will last through Oct. 28.

"Our goal is to give more than a gift," said **Nancy Nasher**, NorthPark co-owner, in a presentation Wednesday to executives of all 50 beneficiaries. "We hope to create excitement about each organization and inspire others to give and get involved."

NorthPark has been philanthropic since opening day, and Nasher has expanded its largesse since she joined the family business in 1990.

The mall hosts many fundraisers, including the most powerful ones for **Ronald McDonald House of Dallas** — the **Trains at NorthPark** — and for Dallas CASA through the **Parade of Playhouses**. The **Susan G. Komen Race for the Cure** has raised \$31.4 million since 1995, and the **North Texas Food Bank** has collected 909,890 cans of food from the whimsical **Canstruction** displays that have decorated the corridors every fall since 1996. More than 10,000 homeless dogs and cats have been adopted at NorthPark since 1990 through the **SPCA of Texas**.

On Sept. 17, NorthPark will host festivities for the single biggest day of community philanthropy in the nation: **North Texas Giving Day**. Organized by the **Communities Foundation of Texas**, the online fundraiser racked up an astonishing \$26.3 million in 18 hours last year.

In addition to the charities above, groups benefiting from NorthPark's 50 Days of Giving program are **AT&T Performing Arts Center**, **Baylor Scott & White Medical Center-Irving**, **Booker T. Washington High School for the Performing and Visual Arts**, **Bookmarks** branch of the **Dallas Public Library**, **Business Council for the Arts**, **Cancer Blows**, **Chemical Awareness Resources and Education**, **Catch Up & Read**,

Children’s Craniofacial Association, Children’s Health, Community Homes for Adults Inc., Creative Arts Center of Dallas, the Crow Collection of Asian Art, The Crystal Charity Ball in support of Dallas Services Vision for Children, Dallas Area Habitat for Humanity, Dallas Ballet Company, Dallas Black Dance Theatre, Dallas Center for Architecture, Dallas Children’s Theater, Dallas Museum of Art, The Dallas Opera, Dallas Symphony Orchestra, Dallas Theater Center, Dallas Women’s Foundation, Down Syndrome Guild of Dallas, The Family Place, Genesis Women’s Shelter & Support, Heroes on the Water, Jewish Family Services of Greater Dallas, Junior League of Dallas, KERA, Nasher Sculpture Center, Sam’s Day fundraiser for Parent Project Muscular Dystrophy, Parkinson Voice Project, Preservation Dallas, Salesmanship Club of Dallas in support of Momentous Institute, The Salvation Army DFW Metroplex Command, Shared Housing Center Inc., TACA, TeamConnor Childhood Cancer Foundation, Texas Scottish Rite Hospital for Children, Two x Two for AIDS and Art in support of The Foundation for AIDS Research, Uplift Education, the Texas Fashion Collection at the University of North Texas, and Vogel Alcove.

“Thank you, Dallas,” Nasher concluded, “for 50 incredible years.”