

Nonprofit & Corporate
Citizenship Awards

LEADERSHIP EXCELLENCE (CORPORATE)

**MARTHA SAUCEDO**

AEG

FOR nearly fifteen years, it has been AEG Executive Vice President of External Affairs, Martha Saucedo's guidance and leadership that has developed, implemented and directed AEG's overall philanthropic strategies, including overseeing and managing AEG's public and community affairs policies, charitable Foundations and the creation of the company's structures, guidelines and priorities relating to corporate giving and support, including AEG's strong sense and commitment to employee volunteerism.

Over the last decade, Saucedo has been particularly active in working with numerous internal divisions to create a number of successful new campaigns and fundraising opportunities which rely on existing programming and assets allowing the development costs to remain low so funds raised could be maximized. This has included using unsold luxury suites at STAPLES Center to creating unique game night experiences for charity fundraisers, using an unused storage area at STAPLES Center to create a showroom for high-end brands to sell merchandise during events to VIP seat-holders with a portion of the profits donated to Foundations and auctioning off a Kings Stanley Cup Ring.

Under her direct supervision and stewardship, substantial donations last year were made to Special Olympics World Games, California Science Center, Central Avenue Jazz Festival, Children's Hospital Los Angeles, City Year, City of Hope, Community Coalition, The GRAMMY Museum, Los Angeles Conservation Corp, Los Angeles Fund for Public Schools, MusiCares and United Way while major donations were also made to such organizations as Camp Del Coronado, Carecen, Count on Me Foundation, L.A. LIVE Community Easter Celebration, Figueroa St. Elementary School, Hollenbeck Police Activities League, Homeboy Industries, L.A. Promise, Los Angeles Boys & Girls Club, Midnight Mission, Padres Contra Cancer, Los Angeles Police Foundation, SALEE, Cedars Sinai Sports Spectacular, T.J. Martell Foundation, Urban League and Working Californians among dozens and dozens of others.

FINALISTS

NANCY GALE
JAMAH

Concerned that students from underserved communities lack the support and resources necessary to provide consistent mentorship and exposure to real world business experience, AMBITION, formerly In True Fashion, was founded in February of 2010 by luxury handbag designer Nancy Gale of

JAMAH. To capture real life experience and anchor its entrepreneurial aspects, the program is designed to pair with a number of host companies. Ranging in industry, these companies are luxury brand consumer goods businesses that manufacture in the USA. The luxury component empowers students by welcoming them into a world from which they too often feel prohibited.

Through a carefully constructed curriculum, the AMBITION journey guides its students to become proficient problem solvers via protocols with real-world actualization. The end result is a young mind confident it can achieve anything. An AMBITION student learns to live a life without limitations. Each year, AMBITION reaches more than 50 students as a part of a hands-on, intensive entrepreneurship program spearheaded by JAMAH.

PATRICK MCNICHOLAS
MCNICHOLAS & MCNICHOLAS

Urban Compass was founded in 2004 by Patrick McNicholas of McNicholas & McNicholas with a close friend, Don Morgan, who had recruited McNicholas to serve as a Trustee for the University of San Francisco. Both men shared a passion to create an organization, which would effectuate a

sea change for disadvantaged youth in urban areas and address core issues of inequality. This passion became a vision, which gave birth to Urban Compass.

Urban Compass provides a safe environment to nurture the educational, cultural and emotional growth of at-risk and underprivileged children in Watts. Urban Compass has become a cornerstone for achievement, independent thought, and social responsibility through guidance, mentorship, tutoring and companionship. It has developed strategic programs that foster growth and development by focusing on after-school programs, exposing youth to special events with monthly field trips, and offering family support. McNicholas continues to drive the organization forward by spearheading plans to open new Urban Compass sites throughout California and create a middle school that will fortify the Urban Compass mission.

JIM RISHWAIN
PILLSBURY WINTHROP SHAW PITTMAN

Jim Rishwain is Chair and Chief Executive Officer of Pillsbury Winthrop Shaw Pittman, an international law firm with more than 600 lawyers in five countries. In 2013, Rishwain was appointed Chair of the Board of Directors for CASA (Court Appointed Special Advocates) of Los Angeles after

only two years as a board member. Founded in 1978, CASA of Los Angeles is a community-supported non-profit whose mission is to mobilize community volunteers to advocate on behalf of abused and neglected children in the highly overburdened foster care system of Los Angeles County.

In his first year as a board member, Rishwain launched many initiatives to gain community recognition for CASA and its work. One of the initiatives was to hold a gala as a rallying and defining moment when CASA could tell its story to the community. In the first year of the Gala, the event drew 650 attendees and raised nearly \$900,000 for the organization. This year, the 4th annual Gala hosted 800 guests and raised almost \$1.3 million.