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THE *Giving* ISSUE

IMPACTFUL CHANGE

Moonridge Group has its finger on the pulse of philanthropy in Nevada.

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INSPIRING IMPACTFUL CHANGE

*Written by Sarah Verneti
Photography by Talbot Snow*

Moonridge Group
Philanthropy Catalysts
has its finger on the
pulse of philanthropy
in Nevada.



L to R: Cori MacFarland, Julie Murray, Tiffany Twohig, Anna Pikovsky Auerbach, and Brianna Lawrence with a few of the children at Crestwood Elementary School in their new outdoor garden provided by a generous donation from the Greater Good Council.

Julie Murray is on a mission to inspire Las Vegas donors and volunteers who want to make a difference in the community. "Each person has the ability to affect change. You might not think you do, but one person can make such a big difference with a non-profit," says Murray.

As the founder and CEO of Moonridge Group Philanthropy Catalysts, Murray and her team work with non-profit organizations, philanthropists, corporations, and future leaders. "We align philanthropists with really extraordinary non-profit causes. When funding comes together with efficient, effective non-profits, it can make a tremendous impact in the community in terms of quality of life, education, healthcare, the environment, and the arts," says Murray.

Murray had an active role in the Las Vegas community prior to starting Moonridge Group. As founding president and former CEO of Three Square, Murray was integral in creating an organization that would go on to become a model for food banks around the country. "I saw firsthand how impactful it can be when strategic philanthropy occurs. I launched Moonridge Group as a way to take what I learned at Three Square and put that knowledge of strategic community-building into action," Murray explains.

Advising on a wide range of causes, Moonridge Group's client list is extensive and diverse, including One Night for ONE DROP, The Greater Good Council, UNLV Medical School, Paragon Gaming, The Bennett Family Foundation, The Modern, NV Energy, East Fremont Entertainment District,

Nevada Medical Center, and the Nevada Corporate Giving Council. Additionally, Moonridge Group has taken on a leadership volunteer role with Heroes United, which consists of police officers and community leaders, in an effort to reduce crime in northwest Las Vegas' Sierra Oeste neighborhood.

Alarmed by the amount of gun violence taking place in areas where children play, the members of Heroes United wanted to help the residents of Sierra Oeste take back their neighborhood. Thanks to the efforts of Heroes United and its volunteer partners like Moonridge Group, cameras and a security gate were added, helping to discourage crime. "This is a beautiful example of collaboration. When we all come together for a common vision, it can be so meaningful. For the 100 children who live in Sierra Oeste, it has given them hope. They are feeling safer and are coming out to play," says Murray.



Moonridge Group is honored to provide the services needed to help make One Night for ONE DROP a success.

COMMUNITY

Moonridge Group also takes part in projects that have global reach. For example, Moonridge Group has taken the lead in community engagement and donor relations for the ONE DROP Foundation's One Night for ONE DROP philanthropy event. The annual event features artists from Cirque du Soleil. The funds raised help ONE DROP ensure that people around the world have access to clean water and that locally conservation efforts are successful.

What advice does Murray offer for those looking to donate time to a non-

profit organization during the holiday season? She suggests researching organizations carefully prior to donating time or money. Also, she recommends volunteering with a group of friends or family. To help promote worthy causes, donors and volunteers can share photos of their volunteer experiences on social media. "Take photos and share that information. It's amazing how many people we all have in our network of friends. You'll be surprised how much you can inspire other people to engage who might see your post on Facebook," Murray says.

Perhaps most importantly, Murray emphasizes that non-profit organizations need assistance throughout the year, not just during the winter holidays. "If you had a good experience, support that non-profit throughout the year," Murray says. "Engage during the holidays, come back during the spring and summer, and you'll be surprised and pleased at how many lives you can impact." ■



Nevada Medical Center press event for new Feasibility Study: Kneeling: Steve Hilton, Eric Hilton, Standing: Julie, Anna, and Cori of Moonridge Group, Elizabeth Cheung, and Ed Cain.



Mayor Carolyn G. Goodman, Councilman Bob Coffin and Julie Murray at the unveiling of the Moonridge Group Donation Station meter located across the street from City Hall. Money collected by the meter goes towards regional homeless services.