

POWER PLAYER
ROB LIGHT

Fundraising is in Rob Light's blood. The head of the music department, partner and managing director of Creative Artists Agency has his mom to thank for the benevolence gene. "I was telling my mother that I was going to be involved in City of Hope, and unbeknownst to me, she was a City of Hope fundraiser when I was 6," says Light. The year was 1962, and she had successfully raised \$2,000 for the California-based nonprofit cancer research and treatment center—a substantial sum in those days. Like mother, like son: The younger Light was honored for his exceptional philanthropic efforts with the Spirit of Life Award at the hospital's annual Spirit of Life Gala this past September, having raised more than \$6 million for the facility. Although Light had attended City of Hope events for years, it became a focus for him in 2010 when Maple Leaf Sports & Entertainment's Tim Leiweke (that year's award recipient) asked him to be a dinner chair. "Part of being a dinner chair is going out and actually taking a tour of the facility," Light explains. "And once you do, you're hooked. I spent four hours there and was just mesmerized." Founded in 1913 as a sanatorium for tuberculosis patients, City of Hope grew in scope to eventually focus on cancer treatment and research. Now considered one of the leading centers for the disease, the hospital has pioneered innovative treatment technologies, including the development of synthetic human insulin and bone marrow transplants. "There are a lot of great causes around the world," Light points out, "but this one lives on everybody's front doorstep, so it was really important to me to get involved." Crediting the power network of CAA for helping him reach his goal, he says, "If I can show future honorees how to successfully rally their own networks, then hopefully I'll be a big contributor going forward." cityofhope.org



GUIDING LIGHT CAA partner Rob Light has raised over \$6 million for City of Hope.

FAB FIVE

Looking Back:
Extraordinary Evenings
of 2013

1

Elton John Oscar Party

The legendary singer's annual viewing party—benefiting the Elton John AIDS Foundation—is always the hottest ticket of awards season. This year's event, held on Feb. 24 at the Pacific Design Center, raised more than \$6 million and was packed as always with John's A-list friends.

2

An Unforgettable Evening

The Entertainment Industry Foundation's Women's Cancer Research Fund's annual benefit on May 2 once again proved the power connection between the women of Hollywood, bringing in over \$1 million—and a performance by Bruno Mars.

3

Sports Spectacular Gala

The long-running event that benefits Cedars-Sinai Medical Center was held on May 19 this year at the Hyatt Regency and raised over \$1 million for the hospital. Top athletes, entertainers and community leaders attend each year.

4

Chrysalis Butterfly Ball

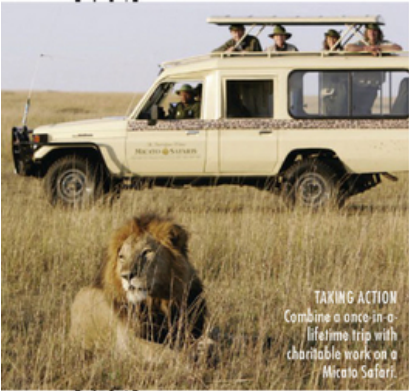
Held annually at a Mandeville Canyon private home, the evening's emcees are always the biggest treat. Actor Max Greenfield played host on June 8, cracking jokes that helped raise \$1.4 million for the city's homeless.

5

Fulfillment Fund Stars Benefit Gala

On Oct. 23, this buzzed-about event raised money (amount not available at press time) for the fund, which helps low-income students attend college. The night featured funnyman Ed Helms as host and a performance by Pharrell Williams.

TRAVEL VOLUNTEERISM



Unparalleled hospitality and accommodations notwithstanding, **Micato Safaris** stands out for its dedication to the greater African community. Micato's One for One Commitment means that for every safari sold, Micato supports the education fees for an impoverished child. Through its AmericaShare program, the group developed a community center (inclusive of a library, sports center and clean water source) in Kenya's second-largest slum, Mukuru. Guests can visit Mukuru on any Micato safari that begins or ends in Nairobi and witness the outfitter's philanthropy in action through its Lend a Helping Hand on Safari program. Charitable work can be integrated into any Micato safari sojourn, peppering luxurious jaunts in the savanna with constructive time in local communities. A good time and a great cause all in one—we've just upped the ante on your next vacation. micato.com

NEW IN L.A.
A STAR IS BORN

When the iconic Beverly Hills Post Office closed in 1993, a group of concerned locals joined forces to preserve the landmark building and transform it into a dynamic cultural institution. Enter L.A. philanthropist Wallis Annenberg, whose foundation donated \$25 million to the project. Now, the **Wallis Annenberg Center for the Performing Arts** has at last debuted, consisting of the masterfully restored post office, as well as an adjacent 500-seat state-of-the-art theater. Poised to become a benchmark of the community, The Wallis' highly anticipated inaugural season launches Nov. 8 with a performance by the renowned Martha Graham Dance Company. *Wallis Annenberg Center for the Performing Arts, 9390 N. Santa Monica Blvd., Beverly Hills, 310.746.4000, thewallis.org*