



"Fundraising at Destiny USA was an incredible experience for us. In one month, we raised over \$20,000 thanks to the support of the Destiny USA team and generous shoppers. We're grateful for this partnership and look forward to future opportunities!"

-Emily Camaione, NY Adult & Teen Challenge

destiny usa | 2025 COMMUNITY IMPACT REPORT



DESTINY USA SNAPSHOT

YOUR SHOPPING, DINING, AND ENTERTAINMENT DESTINATION

5,000+

JOBS BROUGHT TO THE
CITY OF SYRACUSE AND
ONONDAGA COUNTY

9TH

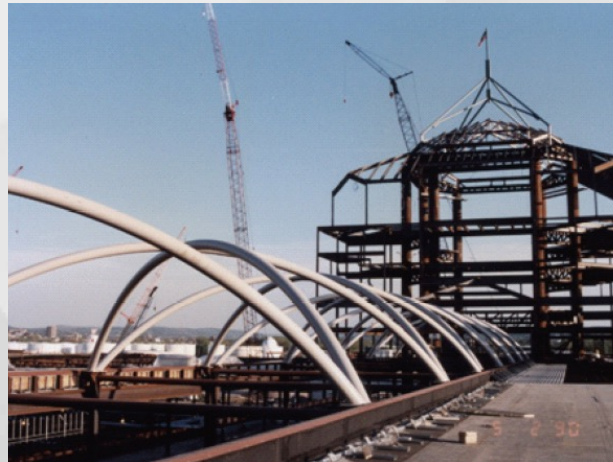
LARGEST SHOPPING, DINING,
AND ENTERTAINMENT
DESTINATION IN THE UNITED
STATES

250+

SHOPPING, DINING,
& ENTERTAINMENT
BRANDS

OCTOBER 15, 1990

Carousel Center opened its doors to the public



AUGUST 2, 2012

Carousel Center rebranded to Destiny USA



TO OUR FRIENDS, PARTNERS, NEIGHBORS AND GUESTS

Destiny USA proudly celebrated another impactful year of collaboration with non-profit and community organizations in Syracuse and Onondaga County and across Central New York throughout 2025. This year, we provided space and marketing support for over 65 non-profits and community groups, hosting more than 160 events at the center.

Our dedication to supporting the local community remains at the heart of everything we do. From offering tabling opportunities for fundraising and awareness campaigns to facilitating large-scale events in our common areas, we continue to create opportunities for meaningful engagement and positive change.

We are excited to build on this momentum in 2026, welcoming even more partnerships with non-profits and community organizations to drive collective impact and strengthen our community.



PUNKIN' CHUCKIN' FOR MAKE-A-WISH CENTRAL NEW YORK



Destiny USA partnered with Make-A-Wish Central New York, Tim's Pumpkin Patch, and the Syracuse Police Department for a memorable 2025 Halloween event. Highlights included captivating Thriller and Dracula performances by the Syracuse City Ballet, Punkin' Chuckin' to benefit Make-A-Wish CNY, and trick-or-treating. We raised over \$1,000 in the two-hour Punkin' Chuckin' event.

MS WALK / MS AWARENESS DAY



Destiny USA proudly hosted the 27th Annual Mission Steps Walk with MS Resources of CNY on March 2nd, in the Canyon. Over 150 participants gathered to show their support for multiple sclerosis (MS) research and to raise crucial funds for local programs and services benefiting those living with MS. Through events like the Mission Steps Walk at Destiny USA, MS Resources of CNY has already raised over \$60,000 this year to support its advocacy, awareness, and assistance mission for over 1,400 individuals in Central New York affected by MS.

*"The partnership we have had with Destiny USA has been an absolute success," said **Annette Simiele, Associate Director of MS Resources of CNY.** "We hold our event in a space that is large enough to accommodate all we need to do and is safe and welcoming to our guests. This relationship was formed 27 years ago and has never disappointed us. I commend the staff for the cleanliness, organization, and support. We have been 'home' at Destiny and welcome the opportunity to continue to grow with them."*





TYKES TUESDAY

Each summer, Destiny USA hosts Tykes Tuesday, a free event for children, every Tuesday throughout the summer. Each week features a different exciting theme, offering children a unique and engaging experience. In 2025, we were thrilled to partner again with Make-A-Wish Central New York as the official charity partner. Together, we created a memorable summer filled with fun, community spirit, and awareness support for a great cause.

Below is the list of organizations we partnered with for Tykes Tuesday in 2025:

- Syracuse Mets
- Wonderworks (with Jeff the Magic Man)
- Little Ray's Nature Center
- Onondaga Traffic Safety Advisory Board
- APEX Entertainment
- Destiny USA 13th Birthday Bash (with Jeff the Magic Man)
- Early Childhood Alliance (with Jeff the Magic Man)
- Syracuse Crunch (with Jeff the Magic Man)





SEASON OF SERVICE CELEBRATION



Destiny USA's Season of Service Celebration was a heartwarming success, bringing extra holiday joy to deserving families in our community. Held on December 20th, 2025, the event brought together Destiny USA and local heroes from the **Syracuse Police**, **Syracuse Fire Department**, **NY State Police**, **Onondaga County Sheriff's Department**, and **Onondaga County Probation**. Children enjoyed a special shopping spree guided by our community partners, creating memorable moments of joy and giving. Light refreshments were provided to thank everyone who made the event possible.



MALL WALKER BREAKFASTS

We hosted 3 total Mall Walker Breakfasts in 2025. These special events celebrate the dedication of our mall walkers and express gratitude for their ongoing presence at Destiny USA. Guests enjoyed a selection of bagels, fruit, pastries, and coffee, creating a warm and inviting atmosphere for the community to come together and connect. These events had nearly 100 mall walkers in attendance.





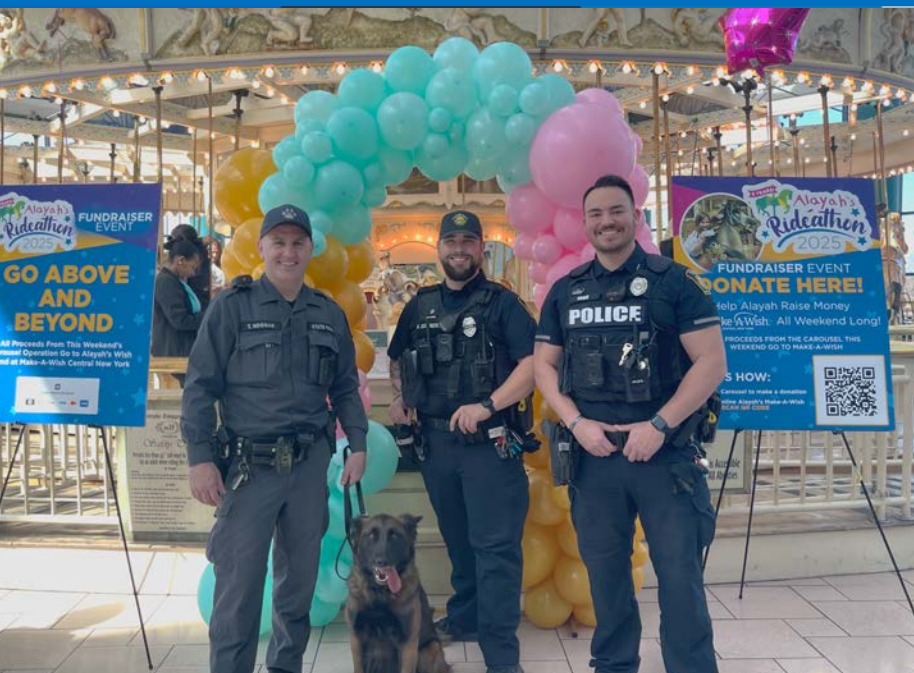
HONOR FLIGHT BOTTLE & CAN DRIVE



The two Bottle & Can Drives at Destiny USA, in partnership with Honor Flight Syracuse, Bottle & Can Retrieval Centers, and TOMRA were a huge success, raising a total of \$25,000 to support local veterans in 2025. For every can donated, Honor Flight Syracuse received 6 cents, helping provide veterans with the opportunity to experience a day of honor at our nation's memorials.



ALAYAH'S MAKE-A-WISH RIDEATHON



Alayah's 2025 Ride-a-thon at Destiny USA was a success, raising an incredible \$28,000 to support wishes for local critically ill children. With generous donations from the Sugarman Law Firm and Excellus, along with contributions from Destiny USA Carousel riders, the event truly made a difference.

From April 4-6, all carousel ride proceeds at Destiny USA benefitted Make-A-Wish Central New York. Alayah, a leukemia survivor who received her wish to be a princess at Walt Disney World Resort in 2017, was the inspiration behind this event. Her love for the carousel at Give Kids the World Village, a special resort for wish families, led to the creation of the Ride-a-thon, to pay it forward and help other kids experience their wishes.



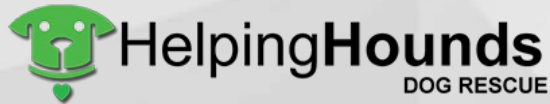
REAL MEN WEAR PINK

Destiny USA partnered with the American Cancer Society, Centro, and Syracuse community leaders to support Breast Cancer Awareness Month. The campaign kicked off with the unveiling of Centro's pink-themed bus designed by Lamar Advertising, on September 24 in the Pink Lot, where Men Wear Pink Ambassadors gathered with ACS and Centro representatives to spotlight breast cancer awareness and fundraising efforts for the Syracuse Men Wear Pink campaign.



DESTINY USA IS PROUD TO PARTNER WITH THE FOLLOWING COMMUNITY ORGANIZATIONS

Over 65 Local Organizations Supported Annually



AWARENESS CAMPAIGNS

Groups using Destiny USA for fundraising purposes will not only be in the eyes of millions of annual visitors, but also our social media outreach. Destiny USA is happy to help promote your organization in order to let our guests know about your cause.

Have a question? A campaign? An event?
Or looking for more information, please
don't hesitate to reach out. We'd love to hear from you!
Destiny USA Management Office: info@destinyusa.com

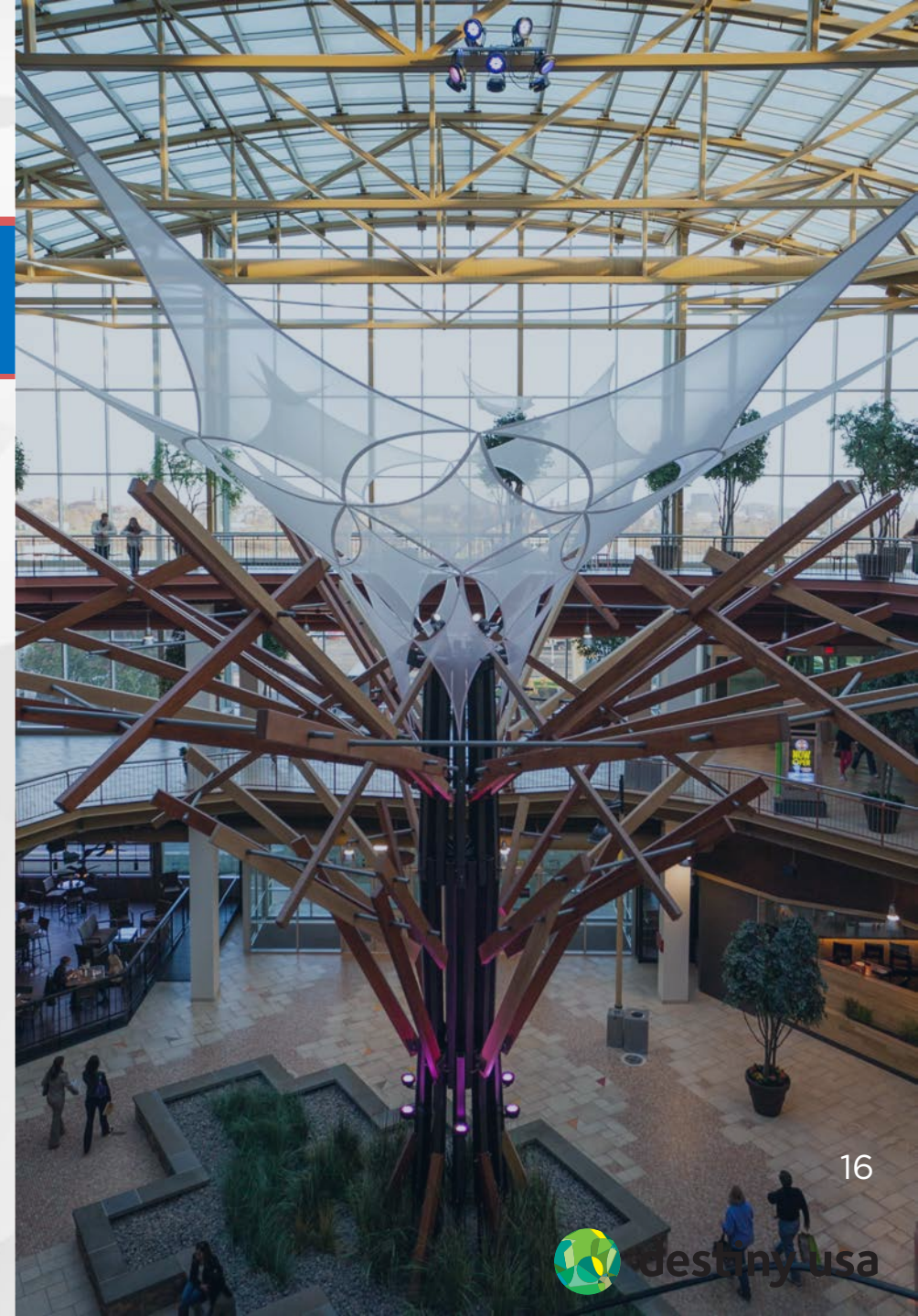
Destiny USA is a part of a community, just like your organization and we look forward to working with you in 2026 and beyond!



DONATION AND SPACE REQUESTS

Destiny USA event space and tabling are FREE for non-profit use. Groups are asked to complete and submit the required paperwork and provide current liability insurance in order to be granted access.

Requests for coupon books and giveaways can be submitted for review. Groups are asked to submit a letter of request at least two (2) months prior to event date.



FROM OUR FAMILY TO YOURS **THANK YOU!**

Destiny USA is a four-level shopping, dining, and entertainment destination offering over 250 brands, 30 dining options, and more! With its unique and diverse tenant mix, Destiny USA is the go-to place for local shoppers and tourists alike. Destiny USA is one of the most visited destination centers in America and is the premier shopping, dining, and entertainment destination in Central New York.



destiny usa

www.destinyusa.com

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