



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

GETTING INVOLVED – THE FACETS OF FUNDRAISING

**A GUIDE TO IMPLEMENTING CAUSE MARKETING PROGRAMS IN
YOUR OWN BUSINESS**

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GETTING INVOLVED

"FACETS OF FUNDRAISING"

Getting involved in Jewelers for Children can be so much more than simply writing a check. There are many companies in our industry that support JFC on an on-going basis and we have looked at all of that support and developed a plan that any company can adopt to become more involved. Below is the outline of a plan you can use in your place of business to become involved. There are also links to more detailed explanations, samples for your use and some success stories from companies in the industry.

THE GEMS

They are our most precious resource. They shine brightly in every setting. They are true gems... the children our industry works tirelessly to support, children in need who depend on all of us in their struggle against catastrophic illness, abuse and neglect.

ENGAGEMENT

This is the best proposal you'll ever be a part of! Helping a child in need is a truly gratifying experience that your employees and customers will treasure. The Jewelers for Children has a proud history of leading our industry's combined efforts and is pleased to support your fundraising endeavors as we rally for children around the world. Get engaged and help children in need.

DESIGN

As a jeweler you've already got a skillful eye for design. Now let your creativity help others in need by designing a fundraising program just for your store. The best designs always come from good intentions and the finest of detail. Who better than a jeweler to master this design?

BAR SETTING

Now that you've plotted your design, set the bar for a fundraising goal. Your employees will enjoy working together for a great cause to achieve a common goal. And since our industry has always thrived on a little competition, try offering some incentive prizes for employees who raise the most money or meet a certain fundraising threshold. Create a work environment with employees all working together for a common cause, employees who are proud to be a part of your store. What a brilliant setting!

MINING

To maximize your program's potential go mining to source the best resources. Start with your loyal customers and invite them to participate in the program. Utilize marketing resources and take advantage of the media to promote your fundraising program to the general public. And don't forget your vendors or suppliers who might be willing to offer their support of our industry and our cause.

MAGNIFY

The ideal audience for marketing your fundraising program is the customers already in your store. Magnify your program at the point-of-sale so customers are aware of your efforts. Then let your salespeople do the rest! Your customers will feel good about supporting our industry's cause, and they'll feel good about shopping with a jeweler who's making a difference in their community.

INSTRUMENTS

A good jeweler knows you need the right tools to get the job done right. Our jewelers' fundraising toolbox includes uniquely designed instruments to help you customize your program and maximize your results. You'll find them as you read through this journal.

TAKE-IN

After you take-in the donations, kindly remit the proceeds of your program along with a results form to the JFC. And on behalf of your industry's charity, allow us to present you with a gesture of gratitude for your efforts to support the needs of children.

FINISH

Now that you've put the finish on your program, it's time to celebrate your efforts! And a finish this bright deserves some recognition. Take time to highlight your store and its hardworking employees, your gracious customers and your generous industry by following up with the media to report your results. In doing so, you'll strengthen the positive perception of our industry, build brand awareness for the JFC and promote the good work of your store within its community. Now that's a beautiful finish!

Finally, we hope you'll be so inspired by your experience that you'll never really finish working to support children in need. After you scale and measure this year's program, we hope you'll polish it up for next year and continue to be a valued partner of the Jewelers for Children.

Jewelers for Children Programs

- **Canister Program** – easy to implement, the JFC canister program is a tried-and-true way to display your support for the JFC while collecting donations through your customers and employees.
- **Hero for Hope** – become a “Hero for Hope” by supporting the JFC’s monthly giving campaign. Donations made by your store’s employees can be credited toward your JFC appreciation gift (e.g., Facets of Hope tickets).
- **Honors and Memorials** – what better way to recognize a milestone in someone’s life; a birthday, anniversary, new baby, than to make a contribution in their name. A personalized acknowledgement card is sent to the honoree noting your donation. Memorial donations are also a thoughtful way to acknowledge a loved ones passing.
- **Hope for the Holidays** – Utilizing JFC’s holiday cards, designed by the children we have helped, is a great way to support JFC and show your support for the charity. Each design includes information on JFC and the child artist so that your recipients can learn more about JFC. You can also ask your business associates to make a donation in your honor during the holiday season in lieu of buying a gift.
- **Sell on eBay to Support JFC** – JFC is a part of eBay’s Giving Works and you can designate a percentage of the selling price for any item you sell on eBay as a donation to JFC. eBay collects the donation and remits it to JFC.
- **Shop Online and Help Children in Need** – JFC is listed with Yellow Brick Mall, a shopping portal that represents a massive number of online retailers. By starting at their site and going on to shop normally, you will help Jewelers for Children as the retailer will donate a portion of your purchase to JFC.
- **Kazanjian Foundation Jewels for Charity** – host the exciting collection of jewelry from celebrity notables and raise funds for JFC and your local charities. The collection also provides a great opportunity for an in-store event to attract customers.
- **Search and Support** – Search the web with Yahoo-powered GoodSearch.com and they will donate a penny to Jewelers for Children each time you search.
- **79 Reasons to Smile** - Bob Schneider, long-time jewelry industry veteran from St. Louis has compiled a book of limericks and poems, written both by his late father and himself. Published as a tribute to his father, this whimsical collection will brighten your day and the day of those around you. Two dollars of the purchase price of every book goes to JFC.

Canister Program

The Jewelers for Children canister program is a great way for your company to support JFC and to involve your employees and customers. The attractive canister and Plexiglas stand are available, free of charge, to anyone who would like to participate in the program.

You can earn seats to the Facets of Hope event from your canister collections. For every \$ 500 that a company submits in canister donations in a year, they earn a dinner ticket to the event. This is a great reward to use with employees who truly adopt the canister program and work to increase contributions.

You can use the canister in a number of ways, including having your customers and employees drop money in, as well as using it for a collection site for your own matching contributions. Some successful ideas include:

- Invite customers and employees to drop contributions into the JFC canister.
- Perform minor services such as watchband sizing, jewelry cleaning, or gift wrapping for free, and ask that customers put a donation in the JFC canister in return.
- Run a special promotion in which proceeds or a portion of the proceeds from a particular product or service goes to JFC.
- Conduct a special "JFC Week" (or month) in your store, during which time a portion of your sales proceeds go to the JFC. To help promote your event, you can use the JFC ad slick and press release with your local media.
- Offer to match all customer contributions to the JFC canister with an equal donation of your own.
- Offer to make a contribution to JFC for every \$100 or \$500 a customer spends in your store.

Small Jeweler, Big Difference
Howard's Jewelry & Loan
Story by Trace Shelton of Instore Magazine

Howard Hurwitz knows what it's like to struggle. His first location of Howard's Jewelry & Loan, located in the Cleveland area, measured just 15 x 90 feet. It was an uphill climb to make ends meet in the store's early days, back in the 1980s. Eventually, the business got its legs and grew into a second location in 2000.

Then, Hurwitz heard about worse struggles than his – struggles of life and death, being fought not by business owners, but by children.

"I was sent two money-collection canisters by Jewelers for Children just after I had opened my second store," says Hurwitz. "It was a time period when my wife Leslie and I were considering what we should be involved with, charity-wise. We thought, 'What better than the charity of the jewelry industry?'"

For Hurwitz, being involved in an industry-wide effort was appealing, but when he attended his first Facets of Hope Dinner in Las Vegas, giving to Jewelers For Children became his passion.

"Our first year in the program, we raised \$1,000, which was enough to earn Leslie and I two tickets to the Facets of Hope Dinner," he says. There, the couple listened to children on stage who told stories of dealing with cancer and other catastrophic diseases, and how they were helped by St. Jude Children's Research Hospital, one of the charities that JFC supports. "Our hearts were touched so deeply," says Hurwitz. "We have two healthy kids and a grandson; we realized that Jewelers for Children was the charity we wanted to put most of our efforts into."

The dinner was a turning point. Before, the store took in donations, but there was little focused effort. Now, Hurwitz and his team raised the stakes.

"We started donating all money from watch batteries or minor repairs up to \$15 into the canister. If it was an \$8 battery, customers would often say 'Keep the change' on a 10 or 20 dollar bill," says Hurwitz. Howard's employees tell customers about the four major charities that JFC supports, and their reaction has been nothing but thankful. Over time, donations from Howard's have grown from \$1,000 to \$12,000 per year.

Much of the reason for the program's success has been Hurwitz spreading the word to his employees at all three of his stores. "My people know that JFC is very important to me. When someone asks for a battery, we tell them how much it is and that the entire proceeds go into the Jewelers for Children charity box, and some of the great programs they have going on."

Part of the charity's appeal is that donors can see the results in their own communities, says Hurwitz. "We sponsored some kids in Cleveland through the Make-A-Wish Foundation. Their wish was to have a swimming pool in their backyard, and they got it! It's one of those things that puts a smile on your face."

Hurwitz also remains in touch with the people his donations benefit by visiting St. Jude's Hospital regularly to see the kids and the doctors. Recently, he says, there was a story of a woman from Jamaica whose four-year old child had bone cancer. "The doctor suggested St. Jude's, and she got in and he had a bone marrow transplant without paying a penny. This child probably would not have made it. It's a very worthwhile and rewarding charity; you can see some great things happening."

As much as he loves Jewelers for Children, Hurwitz is saddened and a little surprised that more independent jewelers like him aren't involved in the charity. "If we could get them to come to just one Facets of Hope Dinner and see what happens on stage, their hearts would open up," he says. "Every cent matters. You don't have to be the president of Movado to have an impact."

Become a Hero to Children in Need

The Jewelers for Children Hero for Hope program provides an opportunity for anyone to become involved in helping children who are the victims of catastrophic illness or life-threatening abuse and neglect. For as little as \$ 1.00 a week, you can be part of the JFC mission and change the lives of children.

The Hero for Hope program is structured similarly to a United Way® campaign. Anyone can join directly by simply completing an enrollment form. You can give as little as one dollar a week, or any amount that fits your budget. You can also choose how you pay, once a week, once a month, all at once, whatever is most convenient. Employers can offer the program to their employees as a payroll deduction. Each pay period the specified amount will be deducted from an employee's paycheck and submitted to JFC. All contributions to the JFC Hero for Hope program are fully deductible as charitable contributions.

Every JFC Hero for Hope will receive a Hero for Hope certificate and lapel pin so that you can showcase your support for the industry's charity. Heroes are also listed as supporters on the JFC website and a list of all Heroes follow below.

Laurence Grunstein, President of Citizen Watch Company of America, Inc. said "We introduced the program in 2006 to our employees at all of our U.S. locations and had a tremendous response. All of those involved feel like their helping to make a difference for children in need and they all see that as a company were committed to helping as well. Everyone feels like we're all working together to make a difference."

Efraim Grinberg, President and CEO of the Movado Group, Inc. adds, "Our employees have been involved with the Hero for Hope program since it began. We hold an annual kick-off that gets everyone motivated and excited, so much so that our employees hold fundraising activities throughout the year where the proceeds go to JFC as a supplement to their payroll deductions. The program has been something we can all rally around and feel like we're making a difference."

Quality Gold Shows Its Quality

By Anthony DeMarco

Quality Gold has been a longtime supporter of Jewelers for Children, so becoming part of the charity's Heroes for Hope campaign was just a natural thing for the 30-year-old company to do. Based in Fairfield, Ohio, just north of the "Queen City," Cincinnati, the jewelry manufacturer and wholesale distribution company has been involved with Heroes for Hope since April of 2004. So far, employees have contributed \$7,916, and they can make their donations through payroll deductions. In 2008, 10 percent of the company's approximately 200 employees contributed \$2,332.

The program is 100 percent voluntary. During orientation, new employees are made aware of the program and given an opportunity to contribute. All employees may choose to contribute and may opt out of the program at any time.

Michael Langhammer, chief executive officer of Quality Gold, said that it's important to allow his staff the opportunity to help make a difference when it comes to children in need—particularly when the need is as great as it is today.

"By offering staff at Quality Gold the opportunity to participate in the Heroes for Hope campaign, we collectively are able to contribute positively to the lives of children," Langhammer said. "Every dollar does make a difference."

It isn't always easy for the busy company and its employees to be involved with JFC.

Langhammer started Quality Gold in 1979 as a one-man operation and has supervised its growth to the point where it now actively serves approximately 24,000 independent jewelers across the United States and in Puerto Rico. The company also serves as a special orders source for several nationwide and regional chain stores. But Quality Gold is fully committed JFC, and Langhammer and his employees believe that helping children is well worth the time they put in and the money they contribute.

Quality Gold has more than 139,000 jewelry and gift items in stock and available to ship the same day and more than 100,000 items available as special order. The company offers one of the largest catalog assortments in the business—more than 5,000 catalog pages. Its range of products, purchased from all parts of the world for sale to retailers throughout the United States, include everything from the Playboy Jewelry Collection to the Kids and Cuddles jewelry Collection.

In addition, Quality Gold designs and manufactures flat and three-dimensional charms and jewelry in yellow gold, white gold, sterling silver, or a combination of metals.

Besides its participation in Heroes for Hope, the company has worked with Sterling Jewelers Inc. for many years and in several ways to assist JFC. Its most important contribution may be its support of the annual Facets of Hope Dinner, held annually during The JCK Show ~ Las Vegas. During the past two years, the company has provided lapel pins for all dinner guests, one of the many ways it supports the event.

Anthony DeMarco is a senior editor at *JCK* magazine.

Donations in Honor, or in Memory, of Someone Special

One very special way to honor someone, or to memorialize someone, is to make a donation to Jewelers for Children in their name.

When you make a donation JFC will send a card to the recipient of your choice indicating that you have made a donation (no dollar amount mentioned) in their name, or that of a loved one. The card explains the work of JFC and our legacy charities.

Say Happy Holidays and Help Children in Need!

While it may not seem like the right time for holiday wishes, it's never the wrong time to start planning for the upcoming season. The Jewelers for Children, Hope for the Holidays program is a great way to show your support of JFC at the very special time during the holidays.

The program has a number of components with options to fill everyone's needs. Those options include:

- **Holiday Cards** – Choose from a number of designs created by the children who have benefited from JFC support through our charity partners. Cards are available with imprints, and/or logos, for your use in sending holiday greetings to everyone on your list. If you are interested in purchasing 10,000 or more cards, JFC has many unique, one-of-a-kind designs available that we will make available exclusively to your company.
- **Contribution Cards** – You can purchase these cards to send to recipients as an alternative to traditional gifts. For as little as \$ 25.00 each, you can send cards advising recipients that a donation has been made in their name to JFC. We'll send you the cards to use for everyone on your list.
- **Contribution Inserts** – Use your own cards with a specially designed JFC insert stating that a donation has been made in the recipients honor.
- **Holiday Honor Program** - The idea is simple. Write to your vendors, customers and other business contacts and ask them that in lieu of sending a holiday gift they consider making a donation in your honor to Jewelers for Children. We'll acknowledge every contribution received in your honor and at the conclusion of the program, we'll send a full list of donations received in your honor. We will gladly customize an honor donation form for your company that includes your company name and logo and provide you with originals for use with all your letters.

Show your support of the industry's charity by participating in the Jewelers for Children Hope for the Holidays Program. Plan your participation early to make the biggest impact and to insure that your cards and inserts are customized and available to you in time for the busy holiday season.

Sell on eBay and Support JFC

It's now possible for you to shop on the Internet and sell your products on eBay AND support JFC at the same time.

JFC is now a registered charity with eBay Giving Works. Giving Works is part of the eBay site and allows sellers to donate a portion of the sales price from an online auction to any of the charities registered with Giving Works.

It's quick and easy! Simply list your item on eBay as you would normally do, except choose the option to donate a percentage of the sale to a registered charity. A pop-up window labeled as Mission Fish will appear and you simply follow the directions.

Once your item is sold, Giving Works collects the portion donated to JFC from the purchase price and forwards it to JFC. It's that easy.

When you think about all the merchandise sold on eBay, even a small percentage will help JFC meet our mission of supporting children who are the victims of catastrophic illness or life-threatening abuse and neglect.

Shop Online? Start with Yellow Brick Mall or Goodshop and Support JFC

The next time you shop online, start with www.yellowbrickmall.com/jewelersforchildren.php

While it's a complicated website address, supporting JFC is not.

Yellow Brick Mall works with hundreds of online retailers to direct a certain amount of every purchase made by customers starting on the Yellow Brick Mall page.

All you have to do is visit www.yellowbrickmall.com/jewelersforchildren.php. By simply clicking on the link to any of the many online stores shown on the page, you're helping JFC. When you link to a store and make a purchase, a portion of that purchase (the percentage or dollar amount listed under the merchant's name) goes to Jewelers for Children. It's that easy!

No login required! Your personal information, buying habits, or credit card information is NEVER shared with Yellow Brick Mall. Your purchase is directly with the online merchant and your shopping experience is not altered in any way.

Online shopping has become a necessity for many today and now it's easy to include JFC in your shopping experience. The next time you're going to make an online purchase, check the Yellow Brick Mall and see if the retailer you're about to visit participates. If so, you can make the same purchases at the same price and JFC will benefit.

Add www.yellowbrickmall.com/jewelersforchildren.php to your Internet browser's list of Favorite sites to visit and you'll be ready!

JFC is also a listed charity with www.goodshop.com. Goodshop works just like Yellow Brick Mall. Before you start shopping, visit www.goodshop.com and enter Jewelers for Children as your recipient charity. You will be taken to a screen verifying that we are a listed charity. From there, you can select your online retailer and begin shopping.

The participating retailer donates a percentage of your purchase directly to JFC. The prices you pay do not change and none of your personal information is collected by Goodshop.

Jewelers for Children & Jewels for Charity
Help Turn Old Jewelry Into the Treasure of Life

An Opportunity to be Considered as a Hosting Retailer

Jewelers for Children, the industry's charity, is partnering with The Kazanjian Foundation and its Jewels for Charity program, the charitable organization established by the founders of Kazanjian Bros., Inc. Together, JfC will help turn old treasured jewelry into the treasure of life and provide a gift of love for children in need. After all, a child is more precious than a gem.

The Kazanjian Foundation collects donated jewelry from celebrities and other notable individuals as charitable gifts. To benefit Jewels for Charity, the Kazanjian Foundation sponsors a tour of the Jewels for Charity Collection to fine jewelry stores, galleries and museums worldwide. If you qualify, you too can be part of this impressive tour.

The Jewels for Charity Collection's availability is limited to approximately two-dozen stores per year, so if you would like to participate, please learn more by visiting www.jewelsforcharity.org, or call 310.278.0811.

HOW IT WORKS: The program allows the person who has donated a piece of jewelry to specify a recipient charity. That charity will receive 70 percent of the proceeds. The hosting store will then designate another charity to be the recipient of the remaining 30 percent. The Kazanjian Foundation takes no portion of the proceeds from the sale of any donated piece from the Collection. In the event that the donor of the piece has not specified a recipient charity, the entire proceeds from the sale of the piece will go to Jewelers for Children.

THE BENEFITS: Jewels for Charity acts as a complimentary publicity program designed to bring recognition to the jewelry store hosting the event. The uniqueness of this program and the high profile celebrity content will generate additional traffic into your store resulting in sales that will benefit both Jewels for Charity and your business. It is a philanthropic activity that attracts broad attention, including news media. This in-store event will attract old and new customers alike. Your event will serve to honor youth focused charities and support the shared belief that a child is more precious than a gem.

WHAT THE KAZANJIAN FOUNDATION WILL DO: The Foundation will showcase the JfC celebrity jewelry featuring items such as the tiara that Madonna wore at her wedding, the diamond and sapphire pocket watch that Clark Gable carried, among others; jewelry donated by other prominent families; significant consigned jewelry pieces that will add impact and salability; and supply support materials such as pictures, letters of authenticity and other provenance. They will also provide assistance for local publicity, and cover shipping costs and insurance over \$250,000.

THE HOST'S RESPONSIBILITY: To host an evening party for your VIP clients, we ask that you distribute brochures, encourage donations, and cover on-premise insurance for the first \$250,000 of the Jewels for Charity Collection. The Kazanjian Foundation will cover the rest. And, you must package and return items properly in compliance with the Foundation's instructions.

WHAT YOU NEED TO DO: Retailers who are interested may submit a request to Jewelers for Children by calling 212-687-2949. Your store must be rated 41 or higher with the Jewelers Board of Trade, or you will need to provide additional financial information, and purchase a bond to protect the collection while it is in your care.

Fundraising Ideas

- **Wish List** – implement a holiday "wish list" program that is built around an in-store event where your customers can shop and prepare their own wish list. They identify the gift givers in their lives and you can contact them and invite them to stop in and shop from the wish list for the important people in their lives.
- **"Change Your Watch Battery, Change a Life"** - donate proceeds or a portion of the proceeds from watch battery replacements to the JFC. Or offer complimentary replacements in exchange for a \$10 donation to the JFC. Promote the program through the media and in-store with a message such as, "Let us change your watch battery and together we'll change the life of a child."
- **Co-op Opportunity** – partner with a supplier or retailer to offer a specific product to customers to raise money for JFC. Through such a program, the supplier would donate a specific amount to the JFC for every product sold while benefiting from additional promotional value as their brand is highlighted to retail customers. Traditional incentives offered by suppliers might be forfeited in exchange for their support of your JFC fundraising program. A number of companies in the industry produce a specific product that benefits JFC.

Community Events – hosting a community-wide fundraising event is a great way to raise money for the JFC while raising awareness of your company's brand. Many jewelers have had success hosting golf or tennis tournaments, walk-a-thons, races, and even miniature golf events. Be creative and raise money while having a great time doing something your employees, customers and the community will enjoy! And consider soliciting other local businesses such as food and beverage suppliers to either donate or offer reduced rates on their products and services to help you offset your costs and maximize your donation to the JFC.

Purchase with Purchase – similar to a percentage of sales, but requires the customer to make a store purchase before being offered the JFC fundraising product for purchase. This program creates an exclusive opportunity that is only available to customers of the store and could include such products as plush items, jewelry boxes, charms, rubber bracelets, holiday ornaments, etc.

- **Store Events** – sponsoring special event fundraisers is a great way to host customers in your store, feature your merchandise and show your support for a great cause. Offer a spectacular piece of jewelry as an auction or special drawing prize and provide jewelry cleaning, sizing or other services for customers who participate in the auction. A request can also be made through the JFC to invite a charity representative and/or family to be the special guests at your event.
- **Percentage of Sales** - offer a specific product or product line to customers and donate a percentage of the sales price to the JFC. Products can be existing merchandise on hand or new products specially designed and branded for the Jewelers for Children. This is similar to a co-op program with a manufacturer, but relates to a jeweler using product in their store vs. purchasing product from a manufacturer who has an arrangement with JFC.
- **Round-up or Add-on at the Register** – the customer is asked at the register if they would like to roundup their purchase price to the nearest dollar, or add a specific dollar amount to their bill in support of the cause. Roundup participants could be offered a free gift opportunity or service such as sizing or jewelry cleaning in exchange for their gift.

Gift Certificate Program – during a designated promotional period, a set donation amount would be donated to the JFC for every store gift certificate sold. An enclosure card could be created to accompany the gift certificate with a message to the recipient about how their gift is also a gift for children supported by the JFC.

- **Add-on Service** – offer customers a service that is traditionally offered as a complimentary service such as sizing or jewelry cleaning in exchange for a donation to the JFC. The JFC Canister Program is a great method for collecting add-on program funds.
- **Pin-ups** – a "pin-up" is offered for purchase to customers for a price point of \$5 or \$10, added on to their bill at the register. The pin-up is traditionally made of paper, and hung around the area of purchase with the customer's name written on the pin-up. The pin-up could feature a tear-off bounce-back coupon or special gift opportunity for a service such as sizing or jewelry cleaning for the customer.
- **"Link Bracelet"** - another pin-up concept would be to offer the customer a paper "link" that would be combined with other customers' links to create a long bracelet to display in your store. This could present an interesting media opportunity by having customers and employees spread across the store holding the long link bracelet.
- **Employee Activities** – involve your employees in your fundraising by holding special events and promotions. Have an employee bake sale, a raffle or silent auction, or offer a jeans day to those employees who make contributions.

Jewelers for Children works to maintain our brand and to ensure that any program that involves our name and/or logo truly does benefit children in need. We ask everyone who is interested in working with JFC in some form to submit an application showing their plan for the program. Our Special Programs Committee reviews these applications and respond to all inquiries.

Helzberg has a soft spot for Jewelers for Children

By Michelle Graff

Courtesy of National Jeweler

North Kansas City, Mo.—Marvin Beasley subscribes to the theory that trying to be everything to everybody makes you important to no one.

That's why when Beasley, the former chairman and chief executive officer of Helzberg Diamonds, took the reins at the North Kansas City, Mo.-based chain following the 2004 death of Jeff Comment, he opted to direct charitable giving to two causes, and two causes only—the United Way of Greater Kansas City and Jewelers for Children (JFC), the industry organization that concentrates on giving to children's causes such as the Make-a-Wish Foundation of America and St. Jude Children's Research Hospital.

"As much as you want to do a number of things, it's better to be focused," says Beasley, who resigned from Helzberg in April.

Nearly five years after Helzberg first partnered with JFC, the retailer has donated about \$1 million to the organization and has become the main sponsor of JFC's annual "Facets of Hope" dinner, held in conjunction with the Las Vegas jewelry shows.

But that's not what's important to Beasley, father of three and grandfather of six.

What matters is that through the donations it makes to JFC, Helzberg has made a difference in the lives of countless children.

"To save a child's life, it's a pretty noble thing," Beasley says.

"That's where the rubber hits the road, really."

A touching cause

There is an endless number of ways in which the head of an organization like Helzberg, a 94-year-old institution with more than 200 stores, can choose to give back.

Homeless shelters, AIDS research and disaster relief are all causes worthy of time and money.

But there is something about helping children that strikes a chord deep within Beasley. He says he recognizes how lucky his own children are—they are all healthy and safe, and have parents who have the means to take care of them.

"We are very fortunate in that regard," he says.

Other children, though, are not so lucky and need a little extra help to get started in life, which is exactly what Helzberg hopes to give them.

The company makes a flat donation to JFC each year, and for the past four years has been running a holiday promotion in its stores—and a plush one at that.

Beasley says that to make Helzberg's support of JFC even bigger, the company began selling \$15 plush toys in its stores, an easy add-on to any jewelry purchase. The toys cost the retailer \$8, and Helzberg donates the remaining \$7 from each toy sale to JFC.

This year's promotion was a stuffed version of Toodles, the Yorkshire terrier that stars in Helzberg's most recent television ads.

Beasley says the store's toy sales generate a lot of excitement among sales staff, and for good reason: Not only are they a great add-on to every purchase, but the top five toy sellers get treated to a high-end dinner in Las Vegas each year.

"They've become quite accustomed to it," he says. "I think there's always a lot of chatter about this year's toy. It's become part of our heritage, I think."

Tough year for giving

Prior to his resignation from Helzberg in April, Beasley served as the JFC board's vice president of fundraising for the second year in a row, a tough task in a year when money is tight all around. Despite the times, though, JFC Executive Director David Rocha says the organization is seeing "tremendous" donations.

"It's gratifying to see the industry still rally around the charity," he says.

As for Beasley's departure, Rocha says he is sorry to see him go (JFC requires its board members to be professionals who are currently employed in the industry) but hopes Beasley will resurface somewhere else in the jewelry world and once again join JFC.

He calls Beasley "instrumental" to the organization.

"The charity will certainly miss Marvin and his input," Rocha says. "He really committed himself to the task at hand and did an outstanding job."

And, in talking with Beasley, there is no doubt that he will miss the organization too, as the cause is one that is clearly dear to his heart.

Beasley recalls one incident in which he met a very sick little boy, no more than 5 or 6 years old, who was in need of a bone marrow transplant but had no medical insurance.

The price tag on the operation—\$250,000—was way beyond his family's means, but St. Jude Children's Research Hospital stepped in, agreeing to take the boy and foot the bill, 100 percent. It's hard to tell where that little boy would be today without St. Jude's, a hospital known for groundbreaking cancer treatments and its willingness to take in children regardless of the family's ability to pay.

"Every single penny of that child's treatment was paid for," Beasley says. "That's touching. It really is."

Helping On Many Fronts
Samuels Jewelers
Story by Trace Shelton of Instore Magazine

With 132 store locations to manage, Samuels Jewelers could hardly be blamed if it stuck to a basic, no-frills approach to charitable giving. But the organization feels so strongly about the Jewelers For Children cause, it's gone the opposite direction, leveraging its streamlined business approach and multiple stores to go above and beyond to raise money for the charity.

"Children are innocent and need the support, care and devotion of families and organizations such as JFC to assist when difficult times arise," says Steve Velasquez, vice-president of administration and special projects for Gitanjali USA, the company that operates the Samuels stores. "This is also a worthwhile cause that everyone in our organization can relate to, get behind, and participate in. Everyone has had or knows of experiences and examples where the support of children in need made a difference in a family's life."

In order to make the biggest possible difference, Samuels has implemented several initiatives to support Jewelers For Children. Every store participates in the donation canister program, but additionally, the Samuels POS system includes a prompt at the end of each transaction displaying the request: "Would you like to donate one dollar to Jewelers For Children?" The customer can then donate with cash, credit card, or check. "It opens a dialogue about the charity, and many customers donate more than the one dollar request," says Velasquez.

Because employees were so passionate about the JFC cause, the Samuels management team developed a system that allows employees to donate directly through a bi-weekly payroll deduction. But as with any retail organization, much of the money raised for charity comes from customers themselves. One of the most successful promotions for Samuels has been the "Sammy Bear." The stuffed teddy bears, all labeled with the name "Sammy," have been offered during holiday buying seasons like Christmas (with a Santa hat) or Valentine's (holding a red heart). The Sammy Bears are promoted in catalogs and on signage in the stores, encouraging customers to purchase the bear along with any jewelry purchase made. All of the profits from the sale of these bears were donated to JFC.

Last but not least, Samuels has held an annual car show event near its headquarters in Austin, Texas, that benefits JFC. Gitanjali executives Lou Menendez and Dan Ramirez, both avid classic car enthusiasts, organized the event. The event raised money through entry fees for car owners to have their cars judged for awards, entry fees for spectators to view the historic cars, food and drink fees at concession stands, T-shirt sales commemorating the event, raffle tickets for prizes donated from local businesses, and donation jars. All profits from these highly successful events have gone to JFC.

Why has Samuels chosen Jewelers for Children as its primary charity? In large part, because of the variety of incredible organizations that it supports, which includes Make A Wish Foundation, CASA, St. Jude Children's Research Hospital, and the Elizabeth Glaser Pediatrics AIDS Foundation. "JFC has taken the charge to help children on many different fronts, and that commitment has struck a chord with us," says Velasquez. "Being in the jewelry business, we appreciate being part of our customers' happiest occasions. We are proud to support an organization that is giving back to those families that have shared their lives with us and an organization that is striving to make those family lives even happier."

Employee Incentive Ideas

The following is a selection of ways to recognize and reward your employees for their support of your JFC fundraising program and/or the "Heroes for Hope" employee giving program. Incentives may be offered for participation as well as for meeting a certain fundraising donation threshold. Rewarding your employees' efforts is a great way to keep the JFC program top-of-mind for employees and can significantly increase your store's donation to help children in need.

- **Merchandise Discount** – offer employees who raise a specified threshold of fundraising dollars an incremental discount off a one-time purchase in your store.
- **Merchandise Gifts** – present a special piece of merchandise to the employee who raises the most money for the JFC.
- **JFC Incentive Prizes** – order selected JFC branded merchandise such as rubber bracelets, mugs, pens, or flashing hearts for employees who participate in your fundraising program.
- **Gift Certificates** – present the employee who raises the most money for the JFC program with a complimentary gift certificate to their favorite restaurant or store. Other gift certificates such as movie or event tickets could be purchased for all employees who meet a certain fundraising threshold.
- **In-store Recognition** – recognize employees who raise the most money with a special recognition plaque in your store. Specially-designed lapel pins or charms that employees could wear would also recognize their efforts for the JFC in your store and in front of customers.
- **Comp Days** – offer special "comp" or vacation days to employees who meet a certain fundraising threshold.
- **Check presentation** – invite the employee who raises the most money for the JFC program to serve as the store's representative for a check presentation to a JFC representative.
- **Special events** – host a party or reception just for your employees who participate in the JFC fundraising program. Contact the JFC to inquire about the feasibility of having a charity representative and/or family attend as a special guest.
- **Ticket to "Facets of Hope" Gala** – use your store's earned or purchased "Facets of Hope" tickets to present to an employee or employees who meet a significant fundraising threshold.
- **"Facets of Hope" Program Book Ad** – honor your employees among your industry by purchasing a recognition ad in the Facets of Hope program book that features the names of your employees who participated in your fundraising program.
- **Local Recognition Ad** – purchase an ad in your local newspaper to recognize your employees who participate in the program. Honor the employee who raised the most money with a special highlight. This recognition tactic will also garner positive recognition for your store.

Promoting Your Involvement

However you decide to become involved with Jewelers for Children, it's important that you make all of your stakeholders aware of your involvement. Statistics show that today's consumer is much more concerned about the social impact a company they are doing business with has. Your stakeholders would include your employees, your customers, prospective customers and your neighbors and peers in your community.

By following some of the suggestions in this section Promoting Your Involvement, we have provided some suggestions developed from what other supporters have found successful. This includes tips for dealing with the media and promoting your charitable efforts.

JFC has built this reference document with input from companies that support our organization. If you try something and that you find works very well, or does not work well, please share your experience with us. Together we will continue to make a difference in the lives of children in need.

JFC is excited to assist in gaining local, positive publicity for your store. While the press release template that we've created is a valuable resource—for you and for the media—it is important to supplement this with a personalized “pitch.” We know that you have great stories to tell, and we want to help you share those stories with the community. If you're planning a charitable event or promotion, let people know about it. Better yet, let the media spread the word for you. To that end, we are providing the following suggestions to help you effectively communicate with members of the media and successfully solicit coverage in your area.

Establish a context: In other words, find a hook. Your first conversation or correspondence with the media may be your only opportunity to sell your story. Each reporter is searching for a compelling story angle, and you must be prepared to lead him/her along that path. This can be accomplished by establishing a connection between your charitable program and a larger trend or particular need in your community.

Localize a national story: JFC serves as the ultimate liaison, connecting local jewelers to local chapters of national charities, such as Make-A-Wish and CASA. By leveraging JFC's national resources, you can attach your store to a national movement. This could make your story seem more impressive to the local media, who always appreciate a local angle to their stories. For example, if your store is hosting an event for the local chapter of the Make-A-Wish Foundation, the media will see that you are partnering with a national organization.

Get to the point: Media members are barraged with phone calls and emails. The best way to ensure that they read/listen to your pitch is to quickly and directly state your main idea. As a general guideline, try to convince the reporter that your story is newsworthy within two sentences.

Give them the fact: Think of a surprising fact that will support your pitch and elicit a reaction from reporters. Essentially, you want to grab their interest by telling them something they don't know.

Timing is everything: This is true on multiple levels. Pitches themselves should be timely and relevant to a current or seasonal story, such as a major holiday or the summer wedding season. Moreover, knowing when to speak to a reporter is as important as knowing how to speak to a reporter. In general, television and newspaper reporters are under heavy deadline pressure in the late afternoon. During these times, they are likely to be distracted—and potentially annoyed—when speaking on the phone.

Now that you have taken the initiative, the reporter will decide if he/she would like to move forward with a story about your store. If, indeed, the media express interest in your store's initiative, they likely will ask you for an interview. While an interview request is a very positive development, the interview process itself can feel a bit unnatural or intimidating. That said, there are a few things to keep in mind when talking to the media. In most cases, the cardinal rule for interviewing with TV, radio, and newspaper reporters is: “Be yourself.” But here are some

additional tips, many of which are simple, common sense reminders, to help you feel more comfortable in this forum.

General Interview Tips and Guidelines

There are universal guidelines to follow during any interview, regardless of the media format or topic. Your goal is to direct and set the tone of the interview, while expressing your main points. Prior to the interview, it is important to review your central communication objective for the interview. When possible, try to bridge your answers back to this objective during the interview.

During the Interview:

- In normal conversation, people tend to build up to a logical conclusion. Since time is precious on TV (and editors like pithy sound bites), make your point first. Then you can present supporting information.
- If you have a series of points to make, say: "There are three reasons I feel that way. I..." This way, the reporter is compelled to let you get the complete message out. If you have been cut off, you can easily pick up the message where you left off ("I do want to get back to that third point, which is...").
- Nothing is ever "off the record"—if a reporter hears it, it's free for the quoting, so do not say anything you do not wish to have reported.
- Use everyday language that is easy to understand. You're really talking to the audience/reader, not just the reporter.
- Avoid saying "no comment." Instead, indicate why you cannot respond. For example, to a question about revenue or spending, you can respond, "Well, I can't discuss that. However, I can tell you that..."
- Treat the interviewer like a respected peer. Don't say "sir" or "ma'am," but use first names sparingly, if at all.
- Avoid patronizing remarks, such as "that's a good question" or "I'm glad you asked that, Bill."
- Be friendly, animated, and natural. Be yourself.
- You are really speaking to a large audience—listeners, readers, and viewers—so use humor cautiously. A joke could be taken the wrong way.
- Always make eye contact with the reporter. On Television, never look into the camera. Always address your answers to the person asking the question.

Body Language and Appearance:

- If you are asked to appear as a guest for an in-studio interview, you should lean forward in your chair to show involvement and interest. This stance creates an eye-to-eye equality between you and the interviewer. It also allows for a tighter shot, since you will be closer together. Sit up straight, in the front of the chair. Sitting back in the chair causes you to slouch.
- Do not fidget. Ring twisting, finger tapping, and thumb twiddling distract the reporter and the audience.
- Maintain eye contact with the interviewer. You'll appear alert and interested if you do.

- Always remember that, even when the interviewer is talking, the camera may be on you. Anything you do, any expression you make, could get picked up and seen by thousands of viewers.
- Wear pleasant, professional-looking clothing in solid bright or dark colors that flatters your skin color and physique.

FACETS OF FUNDRAISING
"SAMPLE CUSTOMER APPEAL LETTER"

(Date)

Dear (valued customer):

A piece of jewelry can be a gift of love to celebrate weddings, anniversaries, birthdays, and just-because-I-love-yous. And we at (name of company) have been honored to share so many of these special occasions with you. Now, we invite you to give a gift of love for a child in need. Beginning (date) our store will host (name of program) to support the Jewelers for Children in their efforts to help children whose lives have been affected by catastrophic illness or life-threatening abuse and neglect.

(Brief description of fundraising program and call-to-action)

Founded in 1999 by the U.S. jewelry industry with the mission of helping children in need, the Jewelers for Children (JFC) has distributed more than \$30 million to worthy children's charities. The four largest beneficiaries of JFC's programs and funds are the Make-A-Wish Foundation of America, which grants the wishes of children with life-threatening illnesses; the Elizabeth Glaser Pediatric AIDS Foundation, which works to fund and conduct critical pediatric AIDS research; St. Jude Children's Research Hospital, which is dedicated to the conquest of catastrophic diseases afflicting children; and the National CASA (Court Appointed Special Advocate) Association representing more than 70,000 local community volunteers who are appointed by judges to advocate for the best interests of abused and neglected children. JFC also supports the Make-A-Wish Foundation International, the Santa-America Fund, Autism Speaks and the Juvenile Diabetes Research Foundation.

We hope you will consider participating in this special Jewelers for Children program to help children in need. We are grateful for your continued patronage and look forward to seeing you soon.

Best regards,

(company representative)

P.S. As a special thank you for supporting our JFC program, please enjoy our (complimentary service or coupon offer) with our compliments.

FACETS OF FUNDRAISING
"MEDIA PITCH LETTER"

(Date)

Dear Editor:

Weddings, anniversaries, birthdays, and just-because-I-love-yous. As part of the (city) community for (#) years, (company name) has been proud to share so many special moments with local residents. Having seen the smiles and the tears (the good kind), we know that there is nothing more joyful, personal or meaningful than a new piece of jewelry. We also know that all of us can do more to spread this warmth. That is why we are partnering with Jewelers for Children (JFC), the jewelry industry's charity, and our loyal customers to provide special gifts of love to children in need.

(Brief description of fundraising program and call-to-action)

Overwhelming supported by the jewelry industry, the JFC has distributed more than \$30 million to worthy children's charities since 1999. The four largest beneficiaries of JFC's programs and funds are the Make-A-Wish Foundation of America, which grants the wishes of children with life-threatening illnesses; the Elizabeth Glaser Pediatric AIDS Foundation, which works to fund and conduct critical pediatric AIDS research; St. Jude Children's Research Hospital, which is dedicated to the conquest of catastrophic diseases afflicting children; and the National CASA (Court Appointed Special Advocate) Association representing more than 70,000 local community volunteers who are appointed by judges to advocate for the best interests of abused and neglected children. JFC has also funded a wish-granting program in India, since 2002, in conjunction with the Make-A-Wish Foundation International. In 2006, funds were also distributed to the Starlight Starbright Children's Foundation, the Association of Hole in the Wall Camps and the Jason Program and in 2007 Autism Speaks and Santa-America were added. And in 2008, the JFC announced its support of the Juvenile Diabetes Research Foundation.

When children receive love and support, the brilliance of their smiles outshines even the most brilliant piece of jewelry. Their stories inspire us to make a bigger difference. Jewelry is, at its essence, a gift of love, and we are aware of the tremendous impact we can have on children's lives, both locally and nationally. Often overwhelmed by the boundless generosity of our customers, we hope to galvanize that giving spirit with (name of program). We encourage you to visit our store and experience (name of program) first-hand. We have no doubt that you will take great pride and satisfaction in the selflessness and compassion of our community.

I will contact you shortly to follow up and discuss this story in more detail. In the interim, please feel free to call me with questions.

Regards,

[Sample Post-promotion Press Release]

{DATE}
FOR IMMEDIATE RELEASE

CONTACT: NAME
COMPANY
PHONE
EMAIL

(NAME OF COMPANY) RAISES \$()
FOR JEWELERS FOR CHILDREN

(CITY, STATE ABBREVIATION, Date) – (Company name) has raised more than \$() for the Jewelers for Children, a non-profit organization that helps children in need overcome catastrophic illness or life-threatening abuse or neglect.

(Store name) customers responded overwhelmingly to the (name of program). (Provide brief description of program).

"We are grateful for the response our customers have shown to our store's efforts to support the Jewelers for Children," said (company representative). "Our efforts will help children in need from our community and around the world."

Jewelers for Children was founded in 1999 by the U.S. jewelry industry with the mission of helping children in need. Since its inception, JFC has donated more than \$30 million to programs benefiting children whose lives have been affected by illness, abuse, or neglect. The four largest beneficiaries of JFC's programs and funds are the Make-A-Wish Foundation of America, which grants the wishes of children with life-threatening illnesses; the Elizabeth Glaser Pediatric AIDS Foundation, which works to fund and conduct critical pediatric AIDS research; St. Jude Children's Research Hospital, which is dedicated to the conquest of catastrophic diseases afflicting children; and the National CASA (Court Appointed Special Advocate) Association representing more than 70,000 local community volunteers who are appointed by judges to advocate for the best interests of abused and neglected children. JFC also supports the Make-A-Wish Foundation International, the Santa-America Fund, Autism Speaks and the Juvenile Diabetes Research Foundation.

About (company name)

About Jewelers for Children

Jewelers for Children (JFC) is the jewelry industry's official charity and is generously supported by those who create and sell fine jewelry and watches. Manufacturers, retail jewelers, trade associations, watch companies and those who provide professional services to the jewelry industry all support JFC's mission to assist children in need. JFC invests in special programs to reach children whose lives have been devastated by catastrophic illness or life-threatening abuse and neglect.

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