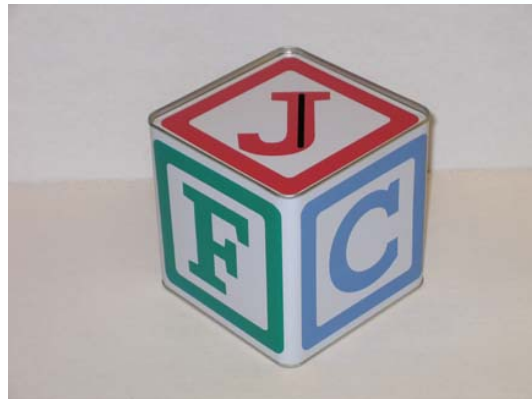


Raise money for Jewelers for Children with a JFC canister in your store

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

- 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."

Yes, send me a canister for my store! Canister only Canister with stand

Name

Company

Address

City State Zip

Phone Fax

Email

Canisters are shipped via FedEx Ground. Please allow up to two weeks for canister to arrive.
Jewelers for Children, 120 Broadway, 28th Floor, New York, NY 10271 212-687-3226 Fax