

Subject: Join JFC GEMS and Help Children in Need

To: [employee]

From: [HR manager, employee supervisor, store owner, leadership, etc.]

Every day, children around the world are struggling with illness, abuse, and neglect. Since 1999 the jewelry industry has helped through Jewelers for Children. Since its inception, JFC has donated more than \$62 million to programs benefiting children through its charity partners St. Jude Children's Research Hospital®, the Make-A-Wish Foundation® of America, the Elizabeth Glaser Pediatric AIDS Foundation, and the National CASA Association. This nationwide success is due to the continuing generosity of jewelry trade organizations, jewelry and watch manufacturing companies, jewelry retail stores, individual jewelry professionals, and jewelry consumers. Learn more about JFC and its mission at jewelersforchildren.org.

[Company name] is proud to support the Jewelers for Children mission. We are excited to announce our participation in JFC GEMS, a payroll deduction program our company offers to benefit JFC in helping children in need. Enrolling is easy; simply [add call-to-action]. To show our gratitude for your support, we will [highlight incentive program].

Becoming a GEM will help children like Jayden, who had a life-changing wish him on his journey with Sickle Cell. You can see him at Facets 24 here: <https://youtu.be/RLBTgBGZNWQ> [Specify call-to-action and highlight kick-off event details if applicable].

[Signature]