

Be A Superhero To Kids In Need

Getting Involved with Jewelers for Children

Jewelers for Children is a 501 (c) (3) non-profit organization that raises money in the jewelry industry that is used to help children who are the victims of catastrophic illness or life-threatening abuse and neglect.

Since 1999, more than \$ 56.7 million dollars has been raised from the industry, including manufacturers, retail jewelers, watch companies, trade associations, and those who provide professional services to the industry.

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 this document to provide you with information on the programs that Jewelers for Children offers, as well as examples of what many have done in their own business. This is only meant to be a starting point for you and what you might develop that works for you. There is no one plan that works for everyone and we are happy to work with you to be as creative as you would like.

Helping children in need is easy with a Jewelers for Children fundraising program that best works for your and your business. Whether it's one that someone is already doing, or one you create yourself, you'll be helping us reach children in need.



Join your industry as we rally for children around the world. Learn more about Jewelers for Children and our charity partners, read how some jewelers are helping JFC today, read inspiring stories about the children we help, and see a list of ideas on fundraising programs that can be utilized by anyone.

The best program results will come from a collaboration of your employees, customers, and suppliers/vendors all working together to help support our industry's cause. See some examples of how you can work with your suppliers and vendors, as well as your employees. You will also find an example of customer communications you can use.

Optimize your fundraising results by promoting your program to the media and through in store point-of-sale materials. You will find examples of JFC provided materials you can use in your own store, along with a sample press release and tips for working with the local media to get your story out.

Your industry joins you in celebrating your program results and the children we support are grateful for your efforts. Maximize the exposure you get for the results of your fundraising campaign and share the results with JFC so that others can learn from your success.

Take time to highlight your business 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 business within the community.

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
A GIFT OF LOVE FOR CHILDREN IN NEED

Make-A-Wish® America

Granting the wishes of children with life-threatening medical conditions

Make-A-Wish® America enriches the lives of children with life-threatening medical conditions through its wish-granting work. The Foundation's mission reflects the life-changing impact that a Make-A-Wish® experience has on children, families, referral sources, donors, sponsors and entire communities.

Since 1980, Make-A-Wish® America has given hope, strength and joy to children with life-threatening medical conditions. From its humble beginnings with one boy's wish to be a police officer, the Foundation has evolved into an organization that grants a child's wish in the U.S. every 40 minutes.

Make-A-Wish® has been a Jewelers for Children Legacy Charity since 1999, providing nearly \$ 13.3 million to grant wishes across the U.S. Thanks to the generosity of the jewelry industry, JFC's funds have granted the heartfelt wishes of more than 1,940 children!



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

National CASA (Court Appointed Special Advocate) Association

Association Advocating for Abused and Neglected Children

The National CASA Association is dedicated to making the world a safer and more nurturing place for the nation's abused and neglected children. Highly trained CASA volunteers are matched one to one with children in foster care and work to ensure that they are placed in stable, caring homes where they can thrive. CASA's national network of local programs in more than 1,018 communities provides a strong voice, one child at a time, to more than 200,000 children each year. Nearly 70,000 caring, trained volunteers serve children every year; yet tens of thousands of children go without an advocate to speak for them.

The National CASA Association has been a Jewelers for Children Legacy Charity since 2003. JFC has provided nearly \$ 10.8 in support to CASA since the relationship began. Those funds have been used by National CASA to make grants to local CASA programs in 1,100 communities which has provided for advocacy to more than 54,659 children in crisis situations. Funds have also been used to produce two different public service announcements that are used to recruit volunteers and funds have been used to enhance and re-launch the National CASA website.



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

Elizabeth Glaser Pediatric AIDS Foundation

Dedicated to Preventing Pediatric HIV Infection and Eliminating Pediatric AIDS

Elizabeth Glaser acquired HIV through a blood transfusion and unknowingly passed the virus on to her daughter, Ariel, and her son, Jake. Following Ariel's death in 1988, Elizabeth joined with two close friends with one goal: to bring hope to children with AIDS. The Foundation that now bears Elizabeth Glaser's name has become a global leader in the effort to eliminate pediatric AIDS, working in 17 countries and at more than 5,000 healthcare sites around the world to prevent the transmission of HIV to children and help those already infected with the virus. The Foundation's global mission is to implement prevention, care, and treatment programs; further advance innovative research; and give those affected by HIV and AIDS a voice to bring dramatic change to the lives of millions of children, women, and families worldwide.

The Elizabeth Glaser Pediatric AIDS Foundation has been a Jewelers for Children Legacy Charity since 1999. Since that time, JFC has provided more than \$ 12.4 million in grants. This support has funded a variety of activities, including prevention of mother-to-child transmission programs in sub-Saharan Africa and India, more than 20 fellowship opportunities for the training of young doctors pursuing careers as pediatric clinical research scientists, an Elizabeth Glaser Scientist Award, and four International Leadership Awards, three based in sub-Saharan Africa and one in India.



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

St. Jude Children's Research Hospital

Finding Cures, Saving Children

St. Jude Children's Research Hospital®, located in Memphis, Tenn., is one of the world's premier pediatric cancer research centers. Its mission is to find cures for children with cancer and other catastrophic diseases through research and treatment.

St. Jude is internationally recognized for its pioneering research and care. Founded by the late entertainer Danny Thomas, St. Jude freely shares its discoveries with scientific and medical communities around the world. St. Jude is the only pediatric cancer research center where families never pay for treatment not covered by insurance. No child is ever denied treatment because of the family's inability to pay. Eighty-five cents of every dollar received supports the research and treatment at St. Jude. For more information, please visit www.stjude.org.

St. Jude has been a Jewelers for Children Legacy Charity since 1999. JFC has provided more than \$ 13.7 million in support since the relationship began. These funds have been used to fund the Bone Marrow Transplant Unit at the hospital, a Stem Cell Transplant Laboratory, a Chair in Genetics and Gene Therapy, and a research project on Immune System Response during treatment for childhood cancers.

In 2016, JFC began funding a Human Applications Laboratory that will conduct research in training the body's immune system to fight cancer naturally. The commitment calls for \$ 3 million over a period of five years.



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

Other Charitable Efforts

Make-A-Wish International

The Make-A-Wish® International, India Chapter has been supported by Jewelers for Children since 2002. During that time, JFC has provided nearly \$ 1.8 million to fund wish granting in India. To date, more than 12,000 wishes have been granted using the JFC funding.



Santa-America Fund



Santa America is a national volunteer service organization with a very special mission. Over one-hundred Santas across America visit children and families in crisis. Santa Claus visits when a child or family needs him—twelve months a year—bringing love, hope and joy to special needs children in a loving visit of about an hour at home, hospital, or hospice. Jewelers for Children has provided \$ 345,000 since 2007.

Responding to Current Events

In 2005, JFC also contributed \$ 325,000 to the American Red Cross towards the hurricane relief effort in the devastated gulf region and we previously made a donation of \$ 50,000 to Save the Children for their tsunami relief efforts in Southeast Asia.

In 2010, more than \$ 115,000 was donated to Save the Children, Direct Relief International and the American Red Cross for relief efforts after the devastating earthquake in Haiti.

In 2013, \$ 25,000 was donated to the United Way of Southeastern Connecticut following the horrific events at the Sandy Hook Elementary School.

In 2014, \$ 100,000 was donated to the Save the Children Ebola Relief Fund, to help assist in the global fight against the deadly disease.

In 2015, \$ 25,000 was provided to Save the Children to assist with the Nepal earthquake relief efforts.

In 2013, JFC introduced a Local Grants contest which allows for retailers to nominate local charities to receive grants based on votes received during a Facebook based campaign. Thirty grants have been awarded totaling \$ 300,000.



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

Jewelers for Children Programs

JFC has a number of programs that anyone can take advantage of. All of these programs are set up and ready to go with minimal effort. Below is a list of these programs and the following pages contain details on how each program works and how to participate. In many cases, real time examples of companies utilizing these programs is included.

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.

Lavish Jewelry Cleaner - Every jewelry store sells jewelry cleaner. Why not sell a cleaner that benefits kids in need? Through a partnership with Lavish, the leading provider of jewelry cleaner, jewelers can sell or give away the product in their stores with a donation being made to JFC.

Ambassador of Hope Bracelets - These bracelets are a great way for you to show your support of JFC to both your customers and your employees. Purchased in bags of 10 for \$100.00, with the JFC logo on each one, you can distribute them and wave the JFC flag as well as generate interest.

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 and is produced by Hallmark. You can also ask your business associates to make a donation in your honor during the holiday season in lieu of buying a gift.

Events - Join us at one of our annual events to support the cause and have a great time! The Facets of Hope celebration is held each year in Las Vegas, along with our Rings of Strength event for bikers, walkers and runners. JFC Celebrates is held each year in New York during the JA New York Spring show. Sponsorship and participation are available.

Shop and Search 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. We are also 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. You can also find JFC on Amazon Smile, where 0.5% of your purchase will be donated to JFC. When you search the internet be sure to use the Yahoo-powered GoodSearch.com and they will donate a penny to Jewelers for Children each time you search.

White Pine Trading/WP Diamonds Buy Back Program – Simply complete the easy, online form and a FedEx label is sent to you by WP Diamonds. WP will submit an offer back to you. If you accept, a check is sent to you for the consumer and you receive a 10% commission. Jewelers for Children receives \$ 20 for each item sold to WP.



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

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 cata-



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

Canister Program

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 business! Canister only ____ Canister with stand ____

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

Canister Program

Everyone Knows Somebody...

"It's impossible not to have your heart touched by a children's charity," says Lane Roberds of B.C. Clark in Oklahoma City. "And with as multipronged as Jewelers For Children is, everybody knows somebody who was touched by one of the issues JFC covers."

B.C. Clark has been a longtime supporter of JFC. Like in many other stores, JFC canisters sit on the counter at its three stores, and the jeweler has found that watch batteries offer a natural promotional vehicle for getting those canisters filled.

Whenever a customer brings in a watch for a new battery, when they ask "how much," B. C. Clark associates tell them it's \$10, and if it's cash or check, please just put it right into the JFC canister.

"Credit cards are a bit tougher," says Roberds, but every year in August the retailer also tracks those battery sales put on charge cards. Cash battery sales still go into the canister like they do the rest of the year, but credit battery sales are logged in a notebook and at the end of the month, B. C. Clark sends a check for that amount to JFC.

Customers love the August promotion. "We treat watch batteries like the batteries in your smoke detector at home," says Roberds. "You should change them once a year, especially if your watch has gotten wet." So, with publicity in its newsletter and advertising, August means it's battery month at B.C. Clark—and it's time to get them changed, and incidentally do good in the process.

Customers don't know much about JFC, so it's up to the staff to explain the mission and the recipient charities. Then, the customers often open up about children in their own lives. "The ones who've personally been affected are the most generous," says Roberds. They either have a sick child or know a friend or family member who does, and they'll almost always relate that story as they're having their batteries changed. One customer even put \$100 in the can, which Roberds says is the exception to the rule—but putting more than the requested \$10 is common, with \$20 being the most frequent donation.

In addition to its generosity to JFC, B.C. Clark also has long been known around Oklahoma City for its charitable efforts at home. Many local organizations, such as the Salvation Army, the Oklahoma Medical Research Foundation, and the local food bank have benefited from the retailer's largesse.

Story by Hedda Schupak

BC Clark
J E W E L E R S



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

Canister Program

A Very Big Little Can

“The first time we went over \$10,000, it blew our minds to see our name up there with big companies like Sterling. We’re one little store with six employees.”

In House Jewelers in Jacksonville, Maryland, may be one little store, but it’s one impressive little store. Located in the heart of Maryland’s affluent horse and hunt country north of Baltimore, the firm has raised upwards of \$50,000 for Jewelers For Children in the past six years—simply by putting the Jewelers For Children canister and sign on the counter and asking customers to donate to JFC in lieu of paying for new watch batteries.

Scott McQuaid and Matt Durante, In House’s co-owners, say customers often get confused by the promotion. They’ll ask, “ok, we put some money in the can, but now what do we owe you for the battery?” “Nothing,” say the partners.

Once the customers really get it, they’re quite generous. Matt and Scott don’t have a formal policy for suggested donations, but for customers who do want some kind of guideline, their standard response is that most customers put in five dollars a battery. And many customers put in more.

Even in a small store in a small town that has just one shopping center, donations add up. In part, it’s because customers in the area are affluent to begin with, but more than that, it’s because JFC resonates with them. Of course they ask what Jewelers for Children does and not surprisingly, St. Jude Children’s Research Hospital, a longtime JFC recipient, strikes the most familiar chord, says Scott. But he says customers also are very interested in the work of the Elizabeth Glaser Pediatric AIDS Foundation and the other organizations JFC benefits.

“Some of our customers don’t bother with the canister; they just write a check directly to the charity,” says Scott. One woman, he recalled, gave \$50 per battery to JFC. In addition to the watch battery promotion, the partners don’t charge for small fixes in general, requesting a donation to JFC instead.



“If it takes less than two minutes to fix, we can’t charge for that,” says Scott. So they ask for a donation and customers are happy to comply.

Like many jewelers, In House started out small and on a shoestring budget. But even from the start, the pair always gave back to local charities, usually schools and churches. Matt, in particular, swims for charity in many of the area’s “open water” events, and since the business is focused on custom design, they’ll frequently create a special piece to be auctioned off for a local charity.

But as the business grew, the two decided they wanted to select a specific charity and align their efforts toward it. “We read an article about the JFC and it seemed like a great charity. We both have kids—I have three and Matt has two, and thankfully they’re all healthy, but we thought what a great idea to help children who aren’t. We’ve been to Vegas and been to the [Facets of Hope] dinner a few times and it just wrenches your heart to hear some of the kids’ stories,” says Scott.



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

Canister Program

Luxury Main Line Jeweler Makes Watch Repair Good For Kids

While jewelers remain divided about carrying watches as a merchandise category, there's no doubt that knowing how to fix one on the spot is a huge advantage, especially for a luxury jeweler. Benari Jewelers, with two locations in Exton and Newtown

Square, PA, not only can service a Rolex watch on-site with a Rolex-trained and authorized watchmaker, but that service also indirectly helps Jewelers for Children because of the customers it brings in the door.



Benari Jewelers has been a longtime participant in the JFC canister program, and like many stores across the country, the jeweler asks its customers to donate to JFC in lieu of payment for replacing a watch battery. But depending on the complexity of the repair, the jeweler also will donate its time for repair, asking customers to pay the can instead of the cash register. The watchmaker routinely tests, cleans, and inspects every watch, even those that come in for a simple battery, says Benari's Jenna McIver.

Being a luxury jeweler and a Rolex authorized repair shop not only brings in more customers through the door, but many of those customers are willing to donate far more than the suggested \$10. Some will put \$20 or more into the can, says McIver. The JFC canister sits by the register at both stores, and Benari staff talks up JFC to anyone who walks in the door, not just watch customers. But with its two locations in a very affluent area—Newtown Square, especially, has been home to more than a few major league athletes who played for the Philadelphia Phillies, Eagles, or the city's other major sports teams—Benari has an opportunity to reach out to customers who have not just the desire to give back, but the means as well.

"We try to touch everyone with the JFC story," says McIver. And people do donate, she says, even if they don't buy and don't need their watch repaired.

Benari's commitment to JFC is on its Facebook page, and the store will specifically advertise the watch battery program on its page at certain times in the year, says McIver. Customers really do like to read those posts and they come in to donate because of them, she says.

"We're just wonderful advocates of JFC," she says. Nobody would argue that point—since 2010, the jeweler has raised more than \$17,000 for the children.



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

Hero for Hope

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.

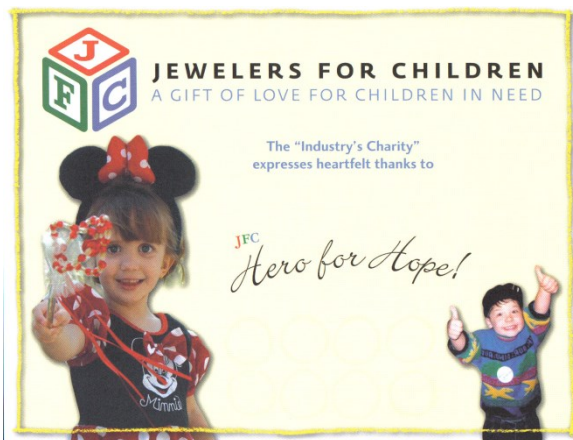
JFC
Hero for Hope!

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.

JFC also can set up a Hero for Hope program at your place of business for any, or all, of your employees. All the details, including sample posters, pay stub inserts and communications to employees can be found at www.jfcheroesforhope.org.



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,"



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

Hero for Hope

Langhammer said, "Every dollar makes 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,

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

☐ YES, I will help children in need by becoming a Jewelers for Children *Hero for Hope*!

I choose to donate in the following category:

<input type="checkbox"/> Diamond Heart	\$10 per week (\$520)	<input type="checkbox"/> Silver Heart	\$3 per week (\$156)
<input type="checkbox"/> Platinum Heart	\$5 per week (\$260)	<input type="checkbox"/> Bronze Heart	\$2 per week (\$104)
<input type="checkbox"/> Gold Heart	\$4 per week (\$208)	<input type="checkbox"/> Ruby Heart	\$1 per week (\$52)
<input type="checkbox"/> Benevolent Heart \$ _____ per week (You choose level of sponsorship)			

Check Enclosed ☐ Credit Card: ☐

Name on Card: _____ Card Number: _____

Signature: _____ Expiration Date: _____



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

Tribute and Memorial Donations

Tributes and Memorials

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.

If you are interested in making an honor or memorial donation, please complete the form and return it by email or fax.

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Donation Amount: \$ _____

In honor/memory of: _____

Send acknowledgement to: _____

Address: _____

City: _____ State: _____ Zip: _____

Check , Cash or Credit Card

Check Enclosed _____ Credit Card: _____

Name on Card: _____

Card Number: _____ Expiration Date: _____

Signature: _____



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

Hope for the Holidays

Holiday Greetings From Some Very Special Children

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 cards are produced by Hallmark, the leader in the greeting card industry. The Hallmark logo appears on the back of all of the cards and is embossed on the envelope flap.

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.



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

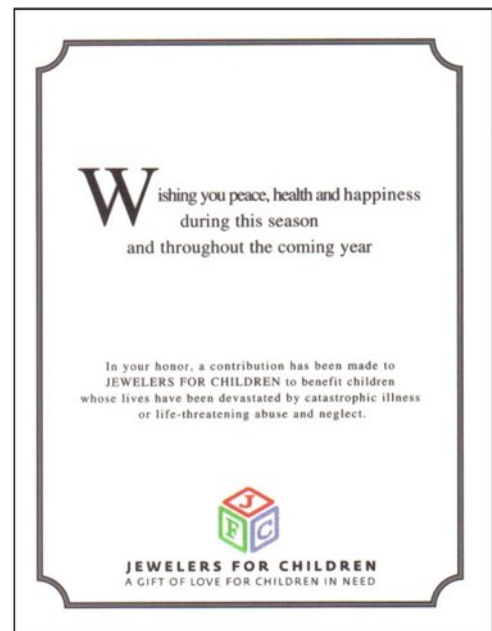
Hope for the Holidays

JEWELERS FOR CHILDREN Contribution Cards and inserts have been created to offer a meaningful alternative to traditional holiday gifts. Please consider honoring those on your holiday list by making a contribution in their name to help children whose lives have been devastated by catastrophic illness or life-threatening abuse and neglect.

CONTRIBUTION CARD



HOLIDAY INSERT (FOR USE WITH YOUR OWN CARDS)



INSIDE SENTIMENT: May the holiday season bring Peace on Earth to all. In your honor, a contribution has been made to the Jewelers for Children that will offer hope to children in need.

CONTRIBUTION CARD IMPRINT & PERSONALIZATION (optional): Up to four lines of 40 characters per line, including spaces. Corporate logo or company name may be imprinted on card. Return address on back flap of envelope is also an option. Imprinting is available in black ink only and only in Contribution Card. See order form for pricing.

SIZE: 5 1/8" x 7 1/4"

COST: \$25.00 per card.



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

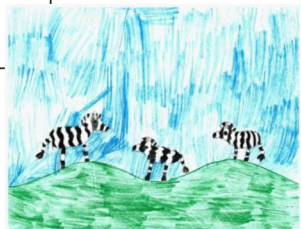
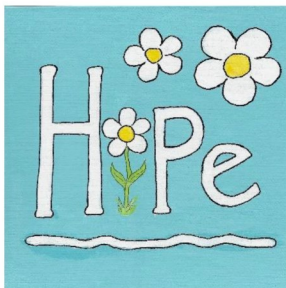
Note Cards



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

These adorable note cards were designed by children at St. Jude Children's Research Hospital®. The cards are blank inside so you can write or print your own message and show your support for children in need.

JEWELERS FOR CHILDREN NOTE CARDS



CARDS CAN BE PURCHASED INDIVIDUALLY WITH A MINIMUM OF 10 PER ORDER. SIZE: 3 3/4" x 5 1/4"

COST: \$ 1.00 per card, fully deductible as a charitable contribution.

SELECT DESIGN & QUANTITY: (PLEASE CHECK ONE)

☐ Heart ☐ Hope ☐ Rhinos ☐ Zebras

Qty: _____ Qty: _____ Qty: _____ Qty: _____

SUMMARY OF CHARGES (PLEASE SELECT THOSE THAT APPLY TO YOUR ORDER):

___ No. of Cards \$ 1 per card Total \$ _____

SHIP TO:

Company: _____ Attn: _____

Address: _____ City, State, Zip _____

Phone: _____ Fax: _____ Email: _____

PAYMENT:

☐ Check Enclosed ☐ Credit Card

Name: _____ Credit Card #: _____

Exp. Date: _____ Signature: _____

Return this form to Jewelers for Children, 120 Broadway, Ste. 2820, New York, NY 10271

Fax 212-687-3226, info@jewelersforchildren.org



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

Hope Bracelet



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

HONORA HOPE NECKLACE

The 2021 Ambassador of Hope bracelet is a necklace! The new Honora necklace is 18" long and comes in six exciting colors.

Featuring black or white pearls on an adjustable string bracelet, they have an H charm and silver knot stops.

Sponsored by:

RICHLINE GROUP
A Berkshire Hathaway Company



**NECKLACES ARE \$15 EACH, \$12 EACH
IF MORE THAN 6 ARE PURCHASED**

INDICATE QUANTITY OF EACH COLOR:

COLOR: PURPLE ____ DK. BLUE ____ LT. BLUE ____ GRAY ____ WHEAT ____ BEIGE ____

SHIP TO:

Company: _____ Attn: _____

Address: _____ City, State, Zip _____

Phone: _____ Fax: _____ Email: _____

PAYMENT:

☐ Check Enclosed ☐ Credit Card

Name: _____ Credit Card #: _____

Exp. Date: _____ Signature: _____

Return this form to Jewelers for Children, 120 Broadway, Ste. 2820, New York, NY 10271
Fax 212-687-3226, info@jewelersforchildren.org



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

FACETS OF HOPE D I N N E R

Underwriting Opportunities

\$ 150,000	Premier Underwriter (includes 40 dinner tickets and a 4-color journal page)
\$ 100,000	Miracle Maker Underwriter (includes 40 dinner tickets and a Platinum journal page)
\$ 75,000	Benefactor Underwriter (includes 30 dinner tickets and a Gold journal page)
\$ 50,000	Patron Underwriter (includes 20 dinner tickets and a Silver journal page)
\$ 35,000	Sponsor Underwriter (includes 10 dinner tickets and a Bronze journal page)

All underwriter packages include listing company name on dinner invitation and journal cover, based on meeting deadlines; company logo banner at event, company name/logo displayed during reception; and recognition plaque.

Dinner Prices – Does not include journal pages

Tables of Ten	\$ 6,000
Individual Tickets	\$ 600

Journal Prices – Does not include dinner tickets

\$ 30,000	Diamond Page 4/C	\$ 6,000	Full Page B/W
\$ 24,000	Emerald Page 4/C	\$ 3,000	Half Page B/W
\$ 18,000	Ruby Page 4/C	\$ 1,800	Quarter Page B/W
\$ 12,000	Sapphire Page 4/C	\$ 1,200	Eighth Page B/W
\$ 900	Gems for Kids Listing – <i>Listing Only</i>	\$ 6,000	Bar Sponsor

Evening's Schedule

6:00 p.m. – 7:30 p.m.	Cocktail Reception	7:30 p.m. – 8:00 p.m.	Program
8:00 p.m. – 9:00 p.m.	Dinner		

Benefiting our Charity Partners: St. Jude Children's Research Hospital, Make-A-Wish America, the National CASA Association, the Elizabeth Glaser Pediatric AIDS Foundation, the Organization for Autism Research and the Santa-America Fund



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

Rings of Strength

The “Rings of Strength Tour” name originates from the story of Maggie and Odie—two beautiful children, diagnosed with cancer, who formed a deep bond that was illustrated by a ring of strength that Maggie gave to Odie during his fight for life.

When Odie passed away in 2011, his mother returned the ring to Maggie so that she could continue to be strong in her own battle with cancer.

In honor of their fight, JFC is proud to invite you to stand alongside children in need by sponsoring the Rings of Strength Tour. Your participation will provide rings of strength and hope for children in need. financial support to amazing children who are fighting for a brighter future.

Held the day before the JCK Show opens in Las Vegas. To participate in an activity, visit www.ringsofstrength.org.

EVENT SPONSOR \$15,000

2 spots available

- Prominent logo on event banners and T-shirt
- Logo on event program and promotional materials
- Logo on event landing page on JFC site
- Mention at event start
- Full page, bronze level ad in the Facets of Hope journal
- Four seats at the Facets of Hope dinner

___ MAJOR SPONSOR \$10,000

unlimited spots available

- Logo on event banners, T-shirt, event program, and promotional materials
- Logo on event landing page on JFC site
- Mention at event start
- Full page ad in the Facets of Hope journal

___ RING SPONSOR \$5,000

exclusive

- Logo on event banners, T-shirt, event program, and promotional materials
- Full page ad in the Facets of Hope journal

___ REST STOP SPONSOR \$2,500

3 spots available

- Company name and logo on rest stop
- Branded products at rest stop
- Logo on event program
- Full page ad in the Facets of Hope journal

T-SHIRT SPONSOR \$5,000

exclusive

- Company name and logo in event program
- Logo on event banner
- Logo on sleeve of T-shirt
- Full page ad in the Facets of Hope journal

HAT SPONSOR \$4,500

exclusive

- Company name and logo in event program
- Logo on event banner
- Logo on back of hat
- Logo on event banner
- Logo on bag

___ WATER BOTTLE SPONSOR \$4,000

exclusive

- Company name and logo in event program
- Logo on event banner
- Logo on one side of water bottle
- Half page ad in the Facets of Hope journal

___ TOWEL SPONSOR \$4,000

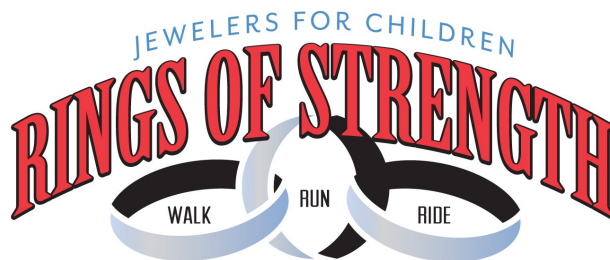
exclusive

- Company name and logo in event program
- Logo on event banner
- Logo on towel

___ SWAG BAG SPONSOR \$2,000

exclusive

- Company name and logo in event program



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

Shop, Sell and Search to Raise

GoodShop



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.

Amazon Smile



JFC is also listed on Amazon Smile, AmazonSmile is a website operated by Amazon with the same products, prices, and shopping features as Amazon.com. The difference is that when you shop on AmazonSmile, the AmazonSmile Foundation will donate 0.5% of the purchase price of eligible products to Jewelers for Children.



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

Shop, Sell and Search to Raise Funds



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 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 browsers list of Favorite sites to visit and you'll be ready!



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

Programs to Run in Your Business

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.

Community Involvement – Get involved in your local community by joining local clubs like the Rotary, Kiwanis, the Better Business Bureau. The exposure you will gain from being involved in these local organizations will be valuable in getting your store name out to potential customers.

Support your Local School – Volunteer to be a presenter during a career day presentation, or offer to make a presentation on the jewelry industry, making jewelry, or another topic related to the industry. Sell yourself as the expert. Jewelers of America offers a seminar for delivery to young children in school on a loaner basis. Contact JA and ask to borrow the Why is a Ruby Red program for your local school.

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.

Hold Your Own Rings of Strength—Hold your own local version of the popular Rings of Strength for all of those who can’t attend in Las Vegas. Full details on planning and executing are included.



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

Programs to Run in Your Business

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.

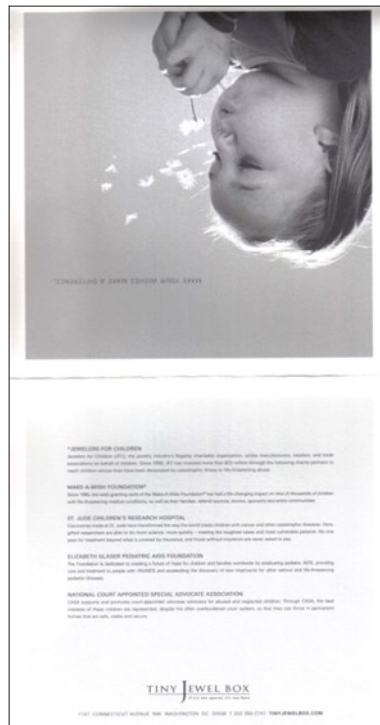
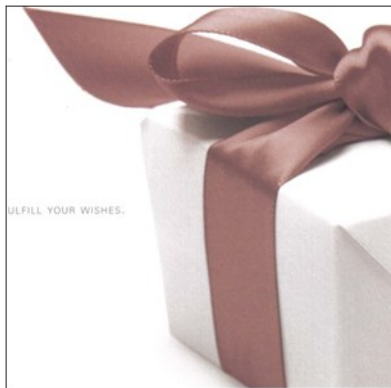
Jewelers for Children works to maintain our brand and to ensure that any program that involves our name and/or logo truly does benefit children in need. We ask everyone who is interested in working with JFC in some form to submit an application showing their plan for the program. Our Special Programs Committee reviews these applications and respond to all inquiries. You can find the details on our website at <http://www.jewelersforchildren.org/fund-raising.htm>.



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

Wish List

Here are some examples of the materials developed for the Wish List program run by Tiny Jewel Box in Washington, DC



Account Number (for office use only)

Name _____

Mailing Address _____

E-mail Address _____

Birthday (month/day) _____ (Anniversary optional) _____

In whom shall we share your wishes? _____

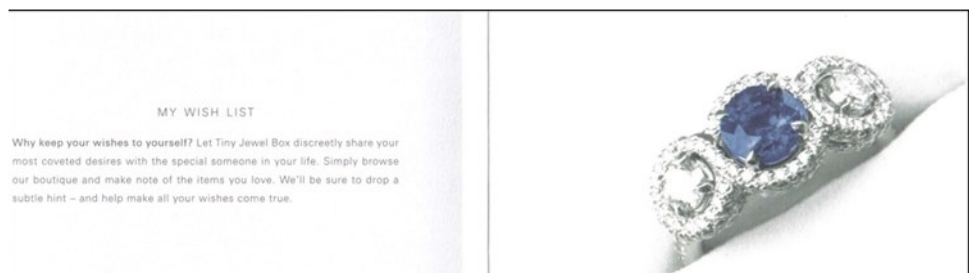
_____ E-mail Address _____

_____ E-mail Address _____

Write Your "Wish List"

N B R P W A E M	Name	
Name		
N B R P W A E M	Name	
Name		
N B R P W A E M	Name	
Name		
N B R P W A E M	Name	
Name		
N B R P W A E M	Name	
Name		
N B R P W A E M	Name	
Name		
N B R P W A E M	Name	
Name		

Item Codes: N-Necklace B-Brooch R-Ring P-Pin W-Watch A-Accessory E-Earring M-Miscellaneous



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

Change a Watch Battery, Change a Life

Goodman's Lives Up To Its Name

The jewelry retailer not only does good but also gives a whole new meaning to Monday.

By William George Shuster, Senior Editor



Consider, for example, the tiny watch battery—or, more specifically, consider the “Monday Batteries” program of independent jeweler John Hayes, president of 76-year-old Goodman’s Jewelers, in Madison, Wis.

Every Monday, all year long, every watch battery sale is designated for Jewelers for Children, the national charity of the retail jewelry industry that aids thousands of children annually.

“Whenever a customer comes in and buys a watch battery, we install it and thank them for helping us help the JFC,” says Hayes. “We keep track of every battery sale, and at year’s end tally up the proceeds and send a check to Jewelers for Children.”

How much aid can sales of those little batteries provide?

In fact, it’s thousands of dollars annually, or more than \$12,000 in the four years since Hayes began the program.

He got the idea at a Wisconsin jewelry trade show where he saw a JFC presentation and heard a child helped by the Make-A-Wish foundation, a charity JFC supports. “I thought, what can I do to support this?” Hayes says. “Then I thought—batteries! That wouldn’t need much administration, people always buy batteries, even during recessions, and Monday is always our busiest battery day.”

Goodman’s—located downtown on Madison’s main shopping street, four blocks from a university campus and two blocks from the state capitol—is well situated for a steady flow of watch battery customers.

“So I decided we will keep track of all battery sales on every Monday and donate that to JFC,” says Hayes, who employs 14 people. “Now, it’s part of our weekly routine and well accepted by our customers, who feel good about helping the Jewelers for Children charities this way.”

Some customers buy more than one battery, and some catch the spirit of giving. “When we give back change from a battery purchase, many say, ‘Just put it in the [donation] box,’” says Hayes. Many tell others about the program, and customer word-of-mouth, along with a periodic public service announcement on a local radio station, is the primary way the program is promoted. “When people find out what the battery program does, they feel good about it and spread the word to their friends,” says Hayes.

Doing good also benefits the store.

“It does affect us positively, because when people spread the word, it builds good will for us in the community,” says Hayes. Sometimes, it results in new customers, not only for watch batteries but also for jewelry. “We do get people who tell us, ‘Because you do this, I want to come back and buy here,’” Hayes explains.

But the primary reason Goodman’s does it is for the great good those little batteries produce. The Monday Batteries program continues Goodman’s long history of local philanthropy and is “part of our giving back to the community,” Hayes says. It’s an example he hopes other jewelers will follow to support JFC and multiply the big beneficial effects of small acts of charity. long history of local philanthropy and is “part of our giving back to the community,” Hayes says. It’s an example he hopes other jewelers will follow to support JFC and multiply the big beneficial effects of small acts of charity.



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

Change a Watch Battery, Change a Life

Pugh's Diamond Jewelers: Slow and Steady Adds Up



There's an adage among runners that slow and steady wins the race—but when it comes to raising money to help children in need, the race never ends. At Pugh's Diamond Jewelers in Zanesville, OH, anywhere from \$475 to \$575 a month gets collected for Jewelers for Children, just from keeping a canister on the counter and asking customers to make a \$10 donation into the JFC can instead of paying for a watch battery.

"People are very happy to donate," says owner Patrick Pugh. "It's a way to get involved and not even miss [the money]," he says. Even technology plays a role—those customers who had planned on paying by debit card for their watch battery still get to donate, because the store pulls the equivalent money from the cash register and puts it in the can.

"We didn't really kick off a campaign, we just started talking up the charity and the can to customers, and they're really interested," says




Pugh. He doesn't know if any generous customers slip in more than the \$10 they're asked to donate, but with the store logging a steady few hundred dollars a month for JFC, it's definitely possible.



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

Community Events

The following few pages show examples of the Community Events that jewelers across the country have held to benefit causes. Community Events provide an opportunity for a jeweler to garner some much-needed local publicity and to raise funds to help support charity.

<div><h3>CAR REGISTRATION FORM</h3><p>Pre-Registration fee: \$25.00. Register the day of the event, \$30.00. Registration: 8:00 am until 11:00 am. Note: There will be 55,000 sq. ft. of covered area available on a first come, first serve basis. Overflow will park outside on grass. Portable shade recommended.</p><p>Name: _____ Phone: _____</p><p>Address: _____</p><p>City: _____ State: _____ Zip: _____</p><p>Vehicle Make: _____ Model: _____</p><p>Year: _____ Class: _____</p><p><input type="checkbox"/> Yes, reserve a time slot for a picture of my car with the Hooters Girls.... add \$10.00 donation</p></div> <div><h3>VENDOR REGISTRATION FORM</h3><p>Registration fee: \$150.00. Vendor setup at 7:00 am.</p><p>Date: _____</p><p>Name/Company Name: _____ Phone: _____</p><p>Address: _____</p><p>City: _____ State: _____ Zip: _____</p><p>PRODUCT FEATURED: _____</p></div> <div><h3>ALL REGISTRANTS MUST SIGN BELOW</h3><p><small>I (participant) understand all entries will remain in the show until the car show is officially over. I will not hold responsible The City of Dripping Springs, the owners or lesssees of Stone Mountain Event Center, Samuels Jewelers, Samuels Diamonds, officers, directors, sponsors, employees, agents, representatives nor anyone connected with the management for personal injuries, nor liable for any any claims incurred by entrant or spectator during or as a result of participating in the event. I agree to observe all rules and decisions of the show promoters and judges.</small></p><p>Signature: _____ Date: _____</p><p>Mail to Dan Ramirez at Samuels Diamonds, 2914 Montopolis Drive, Suite 200, Austin, TX 78741 Or register Online at www.samuelsjewelers.com</p></div>	<div><h2>SAMUELS</h2><p>A DIAMOND TRADITION SINCE 1891</p><p><i>presents 2005 3rd Annual</i></p><h1>SUMMER SIZZLE</h1><h2>show & shine</h2><div></div><p><i>Saturday, July 30th 2005</i> <i>8am - 4pm</i> <i>Stone Mountain Event Center</i> 3023 Highway 290 West in Dripping Springs (just 15 minutes from the "Y" in Oak Hill)</p><p>Benefiting</p><p>JEWELERS FOR CHILDREN <small>A GIFT OF LOVE FOR CHILDREN IN NEED</small></p></div>
---	---



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED



JEWELERS FOR CHILDREN

A GIFT OF LOVE FOR CHILDREN IN NEED

B E C O M E A MIRACLE-MAKER.

CONTRIBUTION FORM

WALKER NAME _____
ADDRESS _____
CITY _____
STATE _____ ZIP _____
PHONE (H) _____
(W) _____
E-MAIL _____

SPONSOR'S NAME & ADDRESS CONTRIBUTION

SAMPLE: MARY WALKER, 30 MAIN ST, PORTLAND \$30

1. MY OWN CONTRIBUTION _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____
18. _____
19. _____
20. _____



G. M. Black & Sons



RECIPIENT CHARITIES



MAKE-A-WISH.

St. Jude Children's
Research Hospital

Helping Children's Dreams, With Love

Your gift will help children in need.

G. M. Black & Sons



Christmas in July!
Santa (Stan) surprised the
children at the Barbara Bush
Children's Hospital at the
Maine Medical Center...
teddy bears and presents
delighted the children
in the middle of the summer!



JEWELERS
CHARITY
FUND



WALKER
FOR THE
CHILDREN



SAVE ONE LIFE...
SAVE THE WORLD.

SUNDAY, MAY 18, 2003
9 AM
AUGUSTA, ME



G. M. Black & Sons

Community Events

Community Events

Walk for the Children.

On Sunday, May 18, 2003, at 9 AM,
G.M. Pollack & Sons will host the First Annual
"Walk for Children" in Augusta, ME.
Rain or Shine! Details and map
of walk will be available
at all stores.
All proceeds will go to the
Jewelers Charity Fund for Children.
Lunch to follow!

Grand Prize!

Raise \$1,000⁰⁰ or more
and as the top
fundraiser*,
you're going to Las Vegas!
That's right, you'll be
Doris & Stan's guest at the
Jewelers Charity Fund
"Facets of Hope" Dinner
in Las Vegas
on Sunday, June 1, 2003.

*One Winner only

What a great way to have fun...
getting together with
co-workers and significant others
to help save a child.

Everyone who participates
in the Walkathon
will receive
this lovely
Jewelers
Fund
And
who
\$10.00
receives one too!



Through the efforts and generosity of
jewelers throughout the country, the
Jewelers Charity Fund for Children (JCF)
continues to assist kids with severe
illnesses. Two years ago, the Jewelers
Charity Fund raised \$1.5 million for the
new Bone Marrow Transplant Clinic at
St. Jude Children's Research Hospital in
Memphis, TN. Our goal this year is to
raise \$4 Million! This money will benefit
the Elizabeth Glaser Pediatric AIDS
Foundation, the Make-A-Wish
Foundation and St. Jude Children's
Research Hospital. It's great to be part
of the miracles seen every day in the life
of a child. It's heart-warming to be
a miracle-maker.

Dream.
Hope.



"Every Child
Deserves the Chance
to Live a
Healthy Life!"



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

Community Events

Sample Timeline for A Golf Event

Five Months Prior to Event

- Establish date and timeline
- Create letter of introduction that you can use to let everyone know about your organization and your goals to raise funds by holding a miniature golf tournament that will involve all members and families in your community
- Recruit chairperson and celebrity chairs
- Start recruiting committee members and volunteers
- Secure event site

Four Months Prior to Event

- Assign committee responsibilities
- Draft proposals for, and begin soliciting, corporate sponsorships and donations
- Contact local churches and schools to determine their interest in participating
- Establish event budget and goals
- Contact media for sponsorship
- Continue soliciting local business for major sponsorships and corporate and individual participation

Three Months Prior

- Contact printer for all printing needs
- Contact a printer for shirts
- Continue soliciting donations and golfers
- Confirm prize solicitations
- Confirm media advertising for the event

Two Months Prior

- Send news release to all area radio, television and newspapers
- Continue soliciting donations and golfers
- Confirm volunteers
- Print event program listing major sponsors

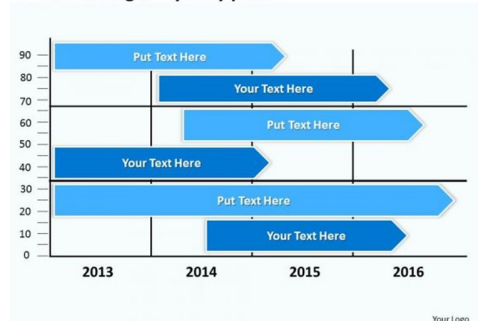
One Month Prior

- Prepare hold sponsor banners
- Establish tournament day schedule
- Prepare and print sponsorship forms and distribute to participants and corporate teams
- Assign volunteer responsibilities for day of event
- Begin media advertising

Two Weeks Prior

- Contact media to request live coverage of the event, give schedule and best time to cover event
- Notify all committee members and volunteers of time to arrive
- Prepare program and thank you notes for event

Timeline diagram yearly plans



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

Community Events

Committees and Chairs Required

Chairperson

- Selects co-chairs
- Oversees all committees
- Responsible for coordinating set up on event day
- Responsible for media advertising
- Responsible for making announcement on day of event

Fundraising

- Solicit and coordinate all sponsorships for event

Player Recruitment

- Responsible for player recruitment
- Prepare schedule for day of event
- Responsible for scoring and identifying winner on event day

Prizes

- Solicit all prizes for event
- Assign prizes for appropriate levels
- Assign prizes for all contests and volunteers

Raffle

- Solicit prizes for raffle
- Obtain permit for raffle
- Print tickets
- Sell tickets
- Coordinate drawing on day of event

Auction

- Solicit auction items
- Logistics of value, bids, etc
- Set up on event day
- Identify and coordinate with volunteer auctioneer

Food

- Determine menu and pricing
- Coordinate all food for event
- Recruit volunteers for cooking and serving
- Responsible for set-up

Audio and Music

- Coordinate all audio visual needs for event
- Responsible for set-up on day of event
- Coordinate all announcements and music



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

Community Events

Day of Event

- Execute event
- Issue post event press release with details of success

Three Weeks Post Event

- Hold final committee meetings for event evaluation
- Name next year's chairperson
- Present thank you gifts to businesses and volunteers
- Send thank you notes to all players, sponsors and volunteers



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

Community Events

Page 3



5th Annual Spring Swing Robert Venditelli Memorial Miniature Golf Tournament 75 Pocasset Street, Johnston, RI 02919



\$5,000 Hole In One Sponsor

- Corporate logo on billboard
- Prominent placement of corporate name and logo on all printed materials related to the event.
- Recognition in media releases
- Corporate signage at the Tournament.
- Four playing spots in the Celebrity Tournament and four sweatshirts and four T shirts.
- Picture and check presentation with JOE ROCCO of News Channel 10 the day of the event.
- Corporate logos prominently displayed on event sweatshirts and T-shirts. Anticipate 300-400 participants.
- Commemorative Gift Presentation
- Four tickets to Thomas Family Brunch at 1997 National Convention at The Westin Hotel in Providence

\$2,500 Eagle Sponsor

- Two playing spots in the Celebrity Tournament and four sweatshirts and four T-shirts.
- Recognition in media releases/printed materials.
- Recognition on "Corporate sign" at Fiddlestick.
- Corporate logo prominently displayed on event sweatshirts and T-shirts. Anticipate 300-400 participants.
- Commemorative Gift Presentation.
- Two tickets to Thomas Family Brunch at 1997 National Convention at The Westin Hotel in Providence

\$1,000 Birdie Sponsor

- Four playing spots in the Corporate Tournament and two sweatshirts and two T-shirts.
- Recognition on "Corporate sign" at Fiddlestick.
- Corporate logo displayed on event sweatshirts and T-shirts. Anticipate 300-400 participants.
- Commemorative Gift Presentation

\$500 Par Sponsor

- Two playing spots in the Corporate Tournament and one sweatshirt and one T-shirt.
- Recognition on all printed materials
- Corporate logo displayed on event sweatshirts and T-shirts. Anticipate 300-400 participants.
- Commemorative Gift Presentation

\$100 Tee Sponsor

- Sign on hole
- One T-shirt

*Net Proceeds to Benefit
St. Jude Children's Research Hospital*



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

Community Events



Contestant Rules:

QUALIFYING:

1. Contestants should solicit and collect donations for the miniature golf tournament. A minimum donation of \$10 is required.
2. Contestants are required to sign the waiver (located on the back of this brochure) releasing liability from any and all persons, producers, promoters, and others officially associated with FIDDLESTICKS and the CCC Mini-Golf Tournament. If under the age of 18 you must have a parent or legal guardian's signature of consent.
3. Contestants should pre-register before September 15th, by completing the sponsor sheet and mailing it along with check(s) to: Robert Venditelli Memorial Fund, 915 Oaklawn Ave., Cranston, RI 02920, or call 942-3416 to arrange for a pick-up.

REPORTING COLLECTED FUNDS:

1. Collected funds must be submitted with the registration by the deadline.
2. List all information requested about contributors on the form.

TOURNAMENT FORMAT:

1. Two different 18-hole courses will be used for the tournament. Each participant will play 18 holes of golf.
2. Play is divided into three age groups. Registration begins 40 minutes prior to the scheduled start of each group. Exact starting times are located on the cover of this brochure.
3. Each tournament begins with a SHOTGUN start, meaning everyone starts at the same time. Participants are assigned to a hole at which they begin and conclude play. Players skip the 18th hole and play it at the end of the round.

SCORING:

1. Players count the number of strokes it takes to get the ball in the cup. Maximum of FOUR strokes per hole.
2. Hole #18: If buzzer rings, score is "1" otherwise take a "2".
3. Scores are tallied immediately after play is concluded.
4. For every \$10 in individual sponsor sheet donations, 1 stroke will be deducted from score (Maximum of EIGHT strokes.) EXAMPLE: *Player A shoots 42 and collects \$30, three strokes are subtracted leaving a final score of 39. Player B shoots 44 and collects \$70, seven strokes are subtracted leaving a final score of 37. PLAYER B WINS !!
5. Lowest FINAL SCORE per tournament wins. All awards will be presented at the designated times.
6. A "SUDDEN DEATH" playoff will occur in the event of a tie. One hole will be selected by the official scorer, the player CLOSEST TO THE CUP, will be declared the winner.

Special prizes awarded for low score and most funds raised

How to solicit donations

Tournament Starting Times

Children 10 & Under: 11 am
Adults: 12 pm
Youths 11-17: 1 pm

Auction at 1:30 pm

Raffle Drawing at 2 pm

Tournament Prizes!

* Prizes will be awarded in each age group for lowest overall score and most funds raises.

* All players will receive a small memento.

* In addition to other prizes, players who individually raise:

\$25 receive a T-SHIRT

\$50 receive a SWEATSHIRT

\$75 receive a T-SHIRT & SWEATSHIRT

* Additionally, participants who raise more than \$100 will receive one ticket for every \$100 raised and they will be entered in a SPECIAL DRAWING for a grand prize of:

THANKSGIVING DINNER FOR
12 PEOPLE COURTESY OF
MORIN'S CATERING.

* The top two fund-raisers who raise the most funds for the Youth (11-17) and Children (10 & under) tournament, will receive a SPECIAL GIFT courtesy of the Warwick Toys R Us.



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

Community Events



1998 Robert Venditelli Mini-Golf Registration Form

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Age: _____

Celebrity forms available by calling 942-3416



Sponsor Sheet

Name	Address	Phone #	Pledge
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			
15			

Call 942-3416 if additional sponsor sheets are needed or use a separate piece of paper.

TOTAL \$ _____

Send form and donation check(s) to: The Robert Venditelli Memorial Fund, 915 Oaklawn Avenue, Cranston, RI 02920 or call 942-3416 to arrange for pickup by September 15th to compete in the tournament. Make checks payable to CCC or to the fund.

I wish to participate in the The Robert Venditelli Memorial Miniature Golf Tournament to benefit Charities for Children with Cancer (CCC) being held on Sunday, September 27th, 1998 at Fiddlesticks Family Recreation Center, 1300 Ten Rod Road, North Kingstown, RI. I do for myself, heirs, executors, and administrators, waive, release and forever discharge any and all rights, any claims for, or to be, for which I may hereafter have occur to me against all officially associated, individually or collectively, of responsibility, for any injury to persons, or damage to personal property during, or related to, this event.

Signature: _____
(Parent or Legal Guardian's Signature if under 18)

Date: _____



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

Community Events



*5th Annual Spring Swing
Robert Venditelli Memorial Miniature Golf Tournament
75 Pocasset Street, Johnston, RI 02919*



_____ We will be involved in the 5th Annual "Spring Swing"
at the following sponsorship level:

_____ HOLE IN ONE - \$ 5,000.00

_____ EAGLE - \$ 2,500.00

_____ BIRDIE - \$ 1,000.00

_____ PAR - \$ 500.00

_____ Enclosed please find our camera ready logo

NAME _____

TITLE _____

COMPANY _____

STREET _____

CITY _____

PHONE (_____) _____

PLEASE MAKE CHECKS PAYABLE TO THE **ROBERT
VENDITELLI MEMORIAL "SPRING SWING"**

MAIL THIS AND YOUR CAMERA READY LOGO TO:

ROBERT VENDITELLI MEMORIAL "SPRING SWING"
75 POCASSET STREET
JOHNSTON, RI 02919



St. Jude Children's
Research Hospital
ALSAC • Danny Thomas, Founder

*Net Proceeds to Benefit
St. Jude Children's Research Hospital*



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

Percentage of Sales

Thistle & Bee Says Show Time Is A Good Time for JFC

Designer silver company Thistle & Bee knows a thing or two about trade shows—after all, the company exhibited in 11 American shows last year alone! And at every single event, a percentage of sales from the merchandise they sold at the show was donated to Jewelers for Children. The company has raised more than \$ 15,000 over the years.

Until recently, the company has been very low-key about its support of JFC, says Thistle & Bee's Jodi McLaughlin. "We've been doing it for five or six years, but we really haven't sought publicity. It really was just about donating." Indeed, it's only been within the last few weeks that the company began to actively promote its efforts to raise funds for JFC. Information has been added to the company website, www.thistleandbee.net, and it's also including mention of its commitment in its trade advertising.

Though the company has scaled back on the total number of shows it's attending, this year's Thistle & Bee booth exhibits have amped up awareness of JFC with point of sale signage that hopefully will encourage more merchandise sales—and in turn, more funds for the kids.

Additionally, Thistle & Bee donated a sterling silver and wood photo frame and clock for the JFC silent auction at the Smart Show in Chicago.



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

Percentage of Sales

Here's an example of how one jeweler used a Percentage of Sales model to support JFC.

Make a Purchase Make A Difference!
A percentage of Your Purchase Benefits
Jewelers for Children!



As the industry's charity, Jewelers for Children (JFC) 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 unite on behalf of children.

Since 1999, more than \$ 18 million has been invested in special programs to reach children whose lives have been devastated by catastrophic illness or life-threatening abuse and neglect. Please join with the "Industry with a Heart" in support of the work being done by our charity partners.



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

Percentage of Sales

Works Like A Charm!

Sarah Leonard Fine Jewelers in Los Angeles is a happy place. The jeweler hosts a variety of events throughout the year, but one of the most popular is its annual holiday kickoff party, held last year on December 3. Shortly before the party, Gail Friedman—a new JFC board member—was trying to think of a way to tie Jewelers for Children into the event.

“We always had a [JFC] canister, but I wanted to do more, especially now since I’m on the board. How can we get people to give a little more than just the money they put in the can?”



She came up with a “charming” idea: hold a raffle with jewelry prizes to benefit JFC, get the customers involved with the drawing, and also offer a special sterling silver charm with the purchase of multiple raffle tickets.

Tickets were priced at \$10 for one, or \$25 for three, which also included the silver charm. She asked vendors to donate product for the raffle prizes; one giveaway per day from December 3 through December 24, 2009. The drawing was held at 5:00 p.m. daily, and whatever customer happened to be there at the moment was asked to lend a hand—as in, put it in the bowl and pull the winning ticket.

Sarah Leonard’s in-house jeweler created a charm featuring the Sarah Leonard name on one side, the JFC logo on the other, and the date. The idea, of course, is to do a new charm every year so that they become collectible.

“One of my customers said, ‘Great. Now I need to buy a bracelet to put these charms on,’” said Gail. “That hadn’t even occurred to me yet,” she laughed. (She’s looking into it, though, for this year’s party.) She also discovered that when it came to the charm, many customers couldn’t buy just one—at least, not if they have daughters or granddaughters.

The charm proved to be so popular that the Friedmans ran out of them the first night and had to give customers an IOU until their jeweler had time to cast more. But customers were totally cool about it—they just laughed, and gladly came back later to pick their charms up, often buying something more in the process. And, because the charms were made in-house, it wasn’t long before they were fully restocked.

“People had fun—especially when they’re drinking,” quips Gail. But the fun wasn’t limited to the kickoff party. The excitement of the raffle kept customers coming in for the next three weeks, continually building exposure for the charm and adding to the kitty for JFC.

“All our vendors were very generous [with raffle prizes],” says Gail. Prizes spanned a variety of price points, with the most expensive being a pair of \$1,500 multicolor sapphire and diamond earrings. The winner of those was the daughter of a customer who had just purchased a very expensive strand of pearls.



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

Percentage of Sales

“This woman was spending \$15,000 on pearls, which was a great sale, but it was made even better when her daughter won the sapphire earrings,” says Gail.

Gail says customers were very interested in and receptive to JFC. She had a JFC poster in the window, and another on the counter, which, she says, “we kept moving all night so we could show more merchandise.” She also made up a poster listing all the potential prizes, which were raffled off in list order. The first two, from Simon G. and Rhonda Faber Green, were raffled off the night of the kickoff party, as both designers were present that evening. The Friedmans also gave away a variety of door prizes (unrelated to JFC) during the kickoff party. These included gift certificates to local restaurants, theatre tickets, and UCLA sports tickets.



“It was a great event, and the staff had as much fun as the customers,” says Gail. In fact, she even brought in an extra helper to sell raffle tickets—her mother.

It also proved that doing good for others benefits the giver as well as the receiver, as many of the raffle winners bought additional pieces to complement their win. For example, the winner of a Philip Stein watch bought more interchangeable straps, while the winner of the Rhonda Faber Green bracelet bought another bracelet to wear with it and the winner of an Asch-Grossbardt pendant bought coordinating earrings.



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

Percentage of Sales

Here's how a manufacturer is using the Percentage of Sales model to support Jewelers for Children

CELEBRATE YOUR MILESTONES

Gifts of jewelry that honor the special people and times of your life.



The **Tree of Life** is a powerful symbol found in many cultures and religions. Its deep roots provide strength and stability, enabling the branches above to reach for the heavens. The collection was designed to honor those in our lives who provide a solid foundation so that we too can reach our highest potential.

The Tree of Life design features a sturdy, multi-branched tree that symbolizes strength and longevity. A tiny human heart, tucked in the tree's upper boughs, commemorates love and loyalty. The collection includes his and/or her rings, pendant and charm; all are customized with a birthstone or other precious gem and a personalized inscription - on charm or pendant. Additional precious gems can be added to pendant to symbolize birthdays or other meaningful events.

We use recycled metals and Fair Trade gemstones in this jewelry line.
A percentage of each sale is donated to **Jewelers for Children**.

- * Collection includes ring (\$85.00), pendant (\$145.00) and charm (\$65.00)
- * Available in silver, 14K or 18K yellow gold, or white gold
- * Every piece customized with birthstone or precious gem
- * Additional precious gems can be added (call for pricing)
- * Custom Stamping available on back of charm or pendant

BLACK MOUNTAIN
jewelry co.

P.O. BOX 916
ALPINE, ARIZONA 85920
602-526-6318 • BUSINESS
INFO@BLACKMOUNTAINJEWELRY.COM

WWW.BLACKMOUNTAINJEWELRY.COM

All designs are property of Black Mountain Jewelry Co. and protected by copyright.

Ring



Pendant



Charm





JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

Percentage of Sales

In 2008, after having some medical issues of their own, Mark and Carla Mead decided that they wanted to do something to give back at their business, Black Mountain Jewelry Company. They introduced their Tree of Life jewelry collection and decided that 5% of every sale would be directed to Jewelers for Children. "It just seemed like a perfect fit for us; the Jewelers for Children legacy charities resonated with us and we really wanted to be part of something bigger than we were." said Carla Vaughn-Mead. The Tree of Life is a powerful symbol found in many cultures and religions.

Its deep roots provide strength and stability, enabling the branches above to reach for the heavens. This collection was designed to honor the caretakers in our lives who provide a solid foundation so that we too can reach our highest potential. The line has connected very well with the medical community, survivors of serious illness and moms.



The Tree of Life design features a sturdy, multi-branched oak tree that symbolizes strength and longevity. A tiny human heart, the "*Heart of Humanity*" tucked in the tree's upper boughs, commemorates love and loyalty. The collection includes his and/or her rings, pendant and necklace; all are customized with a birthstone and a personalized inscription - on necklace or pendant. Additional stones can be added to pendants to symbolize birthdays or other meaningful events.



Since introducing the line, the Meads have raised over \$ 1,100 to support Jewelers for Children. "The reaction from our customers has been overwhelming. continues Mead. In many cases it really closes the sale for them.

They feel good about purchasing something and they know that a donation is being made. The JFC charities are so well known with our customers, everyone can connect with at least one of them from personal experience, or by knowing someone who has personal experience with them."

The line, and the accompanying information about the JFC support has been featured in 17 Magazine as well as Pregnancy Magazine, generating interest at the consumer level. Plans call for a full rollout to industry trade press later this year telling the story of the line and the funds it raises to support JFC.

The line is currently sold on-line and at high-end craft shows across the country. The Meads plan to make the move into the wholesale business this year and expand beyond their traditional base. "We would love to be selling a ton of pieces and generating a huge amount of money for JFC! commented Mead. While we know we are having an impact with the Tree of Life, both through the customers we touch and with the money we raise for JFC, our goal is be a really large donor."



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

Percentage of Sales

Here's how a major manufacturer ran a special program, using the Percentage of Sales model to raise funds and awareness for JFC

MONTBLANC CELEBRATES MOTHERS AROUND THE WORLD *International Jewelry Brand Introduces Special Edition Necklace for Mother's Day*

New York, New York (March 13, 2009) – In honor and celebration of a mother's precious and eternal love, Montblanc has created a special edition necklace to commemorate Mother's Day. The "Montblanc Precious Heart" necklace features a heart pendant embellished with the outline of Montblanc's iconic star pattern and a brilliant, full-cut diamond placed on a sterling silver chain.

Montblanc has dedicated 2009 as its year of giving and will launch several initiatives over the next several months in the U.S. and abroad in support of charitable organizations. A portion of the proceeds from the sales of the "Montblanc Precious Heart" necklace will be donated to Jewelers for Children, a non-profit charity whose programs assist children who have been affected by illness, abuse, and neglect.

"We are thankful for Montblanc's generous support and dedication to Jewelers for Children," said David Rocha, Executive Director of Jewelers for Children. "They clearly recognize the importance of giving back to those in need, most importantly our younger generation."



"Montblanc proudly joins Jewelers for Children in their efforts to support children in need," said Jan Patrick Schmitz, President & CEO of Montblanc North America. "A jewelry creation inspired by mothers, the Montblanc "Precious Heart" necklace is a great opportunity to remember this very special woman in your life while supporting a very worthy cause."

The special edition Montblanc "Precious Heart" necklace will be available at Montblanc Boutiques and select jewelers in the U.S. and Canada starting April 20th.

About Jewelers for Children

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 through our charity partners St. Jude Children's Research Hospital®, Autism Speaks, the Elizabeth Glaser Pediatric AIDS Foundation and the National CASA Association. JFC also provides support to the Make-A-Wish Foundation® of America, the Make-A-Wish Foundational International, and the Santa-America Fund. 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.

About Montblanc

Established in 1906, Montblanc has built an unrivalled reputation for precision in design, materials and craftsmanship and today is one of the leading worldwide, diversified luxury brands, owned by the Swiss holding company, Richemont. For more information about Montblanc, please visit www.montblanc.com.



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

Purchase With A Purchase

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. His involvement will certainly be missed, 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."



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

Purchase With A Purchase

In addition to the Purchase with a Purchase Model, Samuels Jewelers also uses the Round-up/Add-on at the Register by programming their point of purchase software

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.



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

Purchase With A Purchase

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."

"Sweetie Bear" Helps Children In Need

Page 1 of 1

From Eveningsnews.com

GIFT IDEAS

"Sweetie Bear" Helps Children In Need

By

Nov 15, 2005, 21:31

(NAPSI)-This holiday season, gift giving may be a little sweeter with the help of a "bear who cares."

The signature "Sweetie Bear" created by Crescent Jewelers is a gift item sold exclusively in Crescent stores whose proceeds will benefit Jewelers for Children, a nonprofit industry association dedicated to aiding a wide range of children's charities.

"Sweetie Bear" was created to honor longtime Crescent Jewelers employee Noemy Roman, who died tragically of leukemia last summer. Roman was known for calling everyone she worked with "sweetie." It was this endearing greeting that inspired the company to name this year's signature holiday bear "Sweetie Bear."

The plush white bear features a jeweled heart, ballerina skirt, a "2005" embroidered paw and retails for \$9.95.

All net proceeds for the bear will benefit Jewelers for Children, which supports the Make-A-Wish Foundation, Elizabeth Glaser Pediatric AIDS Foundation, St. Jude Children's Research Hospital and the National CASA Association. The goal is to raise more than \$100,000 and give back to the community in honor of Roman.

"Noemy was a jewel among jewels for over 18 years and earned the love and respect of all that came to know her," said Sterling Brinkley, president and CEO. "She was a compassionate colleague and friend and blossomed into a dynamic leader during her tenure. Noemy inspired her team to be at their best and created a shopping experience that was as thoughtful and personal as the jewelry itself. We are proud to honor her memory with this very special holiday item that beautifully captures Noemy's celebratory spirit and generosity."

About Jewelers For Children

As the jewelry industry's charity, Jewelers For Children is 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 unite on behalf of children in need. Since 1999, more than \$18 billion has been invested in special programs to reach children whose lives have been devastated by catastrophic illness or life-threatening abuse and neglect. For more information, visit crescentjewelers.com.

© Copyright by EveningsNews.com

http://www.eveningsnews.com/printer_sweetie_bear.php

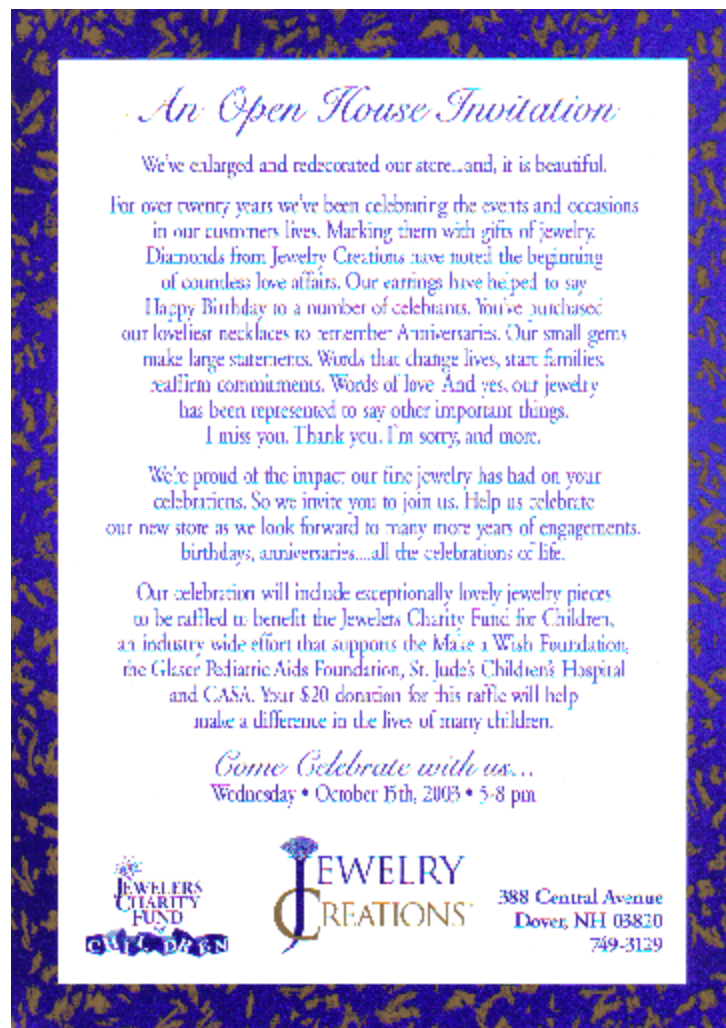
8/7/2006



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

In Store Events

Here is an invitation prepared by a jeweler who used the Store Events model to hold a special event celebrating the re-opening of their store.



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

State Level Events

Gridiron Rivalry Helps JFC Donations In The Heartland

Any college football fan knows what rivals Oklahoma and Nebraska are on the field, but this year the rivalry carried over into basket making to benefit Jewelers for Children.



Bill and Sharon Blair, executive directors for the state jewelers associations in Missouri, Nebraska, Oklahoma, and South Dakota, run the Jewelers Education Foundation, a biannual conference that brings together retailers and manufacturers from the Midwest for a weekend of learning. Bill Blair will modestly insist that he and Sharon aren't the ones to thank for the Heartland's support of JFC, but in fact it's their belief in the organization and their efforts to keep it top-of-mind for their association members that keeps donations pouring in.

For example, this year's JEC in March raised about \$4,000 through a silent auction, the highlight of which were baskets full of goodies donated by each of the state association lead-

ers and honoring that state's university.

"Because the baskets were put together by individuals, each one was a little different," says Blair. Contents ranged from small trinkets like a pennant or travel mug to bigger insignia items like a blanket to take to the stadium for games. The biggest rivalry, of course, was between Oklahoma and Nebraska, where the two associations tried to outdo each other in creativity of their basket.

Three college baskets—from Missouri, Kansas, and Nebraska—were bought by one jeweler, who in turn re-donated them to his local Rotary Club to be raffled off again, says Blair.

"Now that's some nice double-dipping!" he joked. Another jeweler at the conference paid \$200 for a basket of wine, and he doesn't even drink wine, said Blair. The jeweler handed the bottles back to Blair and said to go enjoy a glass of wine.

In addition to the JEC, all of the state associations also host their own conventions each year, and because they believe in the mission of JFC, each also has some kind of fundraising effort, whether it's a raffle, auction, or just passing the hat, according to Blair.

"Of course, passing the hat is very effective when you have someone like Jim Clark of B.C. Clark (Oklahoma City) throwing in a \$100 bill," he said.

But Blair insists again that he and Sharon aren't the reason why Heartland jewelers are so dedicated to JFC.

"We have speakers in from CASA or Make-A-Wish, as well as kids who've been helped by the various organizations [that partner with JFC]," he said. "It really brings it home to jewelers on a local level, not just that it's



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

In Store Event

Saving Up For JFC Time

At Buccieri's Gems and Jewelry in Oak Bridge, N.J., July is JFC month. The JFC canister sits on the counter all the time, but every year, for one month, the store also donates five percent of its profits from appraisals, repairs, and watch batteries to Jewelers For Children. It's become such a popular event that customers often wait and hold onto their stopped watches or broken jewelry until it's time for the event, and bring it in specifically for it.

This year will be the fourth year for the event. Kathy and Matt Buccieri publicize it through their own Web site and e-newsletter, and also target local media with press releases. Since it's a charitable event, they've been very successful in gaining publicity from a number of local newspapers, such as *Aim Jefferson* and the *Morris County Daily Record*.

"The newspapers have given us great exposure both online and in their print editions," says Kathy.

What's interesting about this promotion is that it's only two years younger than the store itself. Kathy and Matt opened in November 2005, and the promotion began in 2007.

"We haven't raised quite as much as I'd like, but it's something we enjoy doing and hopefully it brings recognition to JFC," says Kathy. For the promotion, she makes big signs to hang in the store, which explain JFC and identify its recipient charities.

"Many people have a personal connection, either to the overall mission or to one of the very specific groups. One year a woman was so moved that she donated \$50 on the spot." For her and Matt personally, having two girls (ages seven and two), also means they can relate as parents, not just as jewelers.

Buccieri's also gives back to its own community. Every December, the store holds a collection drive for a local battered women's shelter. While much of the emphasis is placed on collecting clothing and toys for the children living at the shelter with their mothers, the Buccieris also put part of the focus on collecting something special for the women. One year it was pajamas; another it was cosmetics and other products to pamper themselves a bit after their harrowing experiences.

Like the JFC event, customers wait and look forward to the December drive.

"Both of these events are just something we enjoy doing," says Kathy.

Story by Hedda Schupak, jewelry market and retail analyst.



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

Venus Jewel's Fundraising Program Enjoys Success at JCK Show

Venus Jewel, an Indian manufacturer and supplier of polished diamonds, reported that its fundraising program, Venus Online Challenge (VOC), witnessed a significant footfall at the JCK show in Las Vegas.

Venus Jewel thanks all the participants who took the challenge and is donating \$25,000 to the Jewelers for Children organization.

"I am personally thankful to each and every participant who took the Venus Online Challenge, as they have not only supported our mission of charity but also the JFC's mission to raise funds for the children in need. We hope to receive such overwhelming support in all our future endeavors," says Rajesh Shah, partner, Venus Jewel.



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

Employee Involvement

The following is a selection of ways to recognize and reward your employees for their support of your JFC fundraising program and/or the “Hero 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.



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

Employee Involvement

Frederick Goldman employees truly shine in their support of JFC!

In 2004 when CEO Jonathan Goldman asked for an employee volunteer to help get the employees at Frederick Goldman involved in supporting Jewelers for Children, he never anticipated the potential that would be realized when Judy Passer raised her hand. Since 2004, the employees of Goldman have donated more than \$ 15,000 to JFC.

Passer describes her involvement with JFC as one of the best parts of her job. She is overwhelmed by the support and generosity of her fellow employees and over the past six years she has seen absolutely everyone get behind supporting JFC. It's never a problem to gather volunteers to help with the employee fundraising activities and everyone's generosity is amazing. Folks are always coming up with new ideas on ways to raise money.

The first major activity Passer undertook was an employee's Cabaret Night where everyone had the opportunity to showcase their hidden talents. All attendees paid a nominal fee to be there and they even shot a DVD of the evening and sold copies for \$ 20! "Putting together an event like this certainly turned out to be a bigger task than anyone thought, but the success was unbelievable." said Passer. "The few employees who missed it regretted it the next day."

Goldman employees also contribute using JFC canisters placed all around their building and they have had "Jeans Days" where employees pay a nominal fee of a few dollars for the opportunity to wear jeans on a certain day. Every year during the Goldman employee holiday party a raffle is organized and 2009 was no exception. A 50/50 raffle with tickets priced at \$ 2.00 was a big hit and three of the winners donated their prizes back to JFC.

Passer added, "We've also done *Guess the Number of Jelly Beans in the Jar* and a baked goods sales where people donated their time and ingredients to bake treats that were sold around the office. Everyone is more than willing to give their time and participate by making a small donation to participate." Goldman employees recently donated funds to JFC for Haitian relief efforts after the devastating earthquake. "Everyone wanted to do something and we were pleased that JFC was involved and gave us a vehicle we know and trust to help."



Future plans include a possible employee cookbook that will be printed and sold and a contest to guess the weight, length or delivery date for a co-workers baby. "We're always trying to think of something new and keep it fresh and fun." said Passer. Goldman employees can learn about the latest JFC fundraising activity through their company Intranet that even includes a link to the JFC website where all new employees are encouraged to visit and learn more about the cause.

"All of us here feel like we're part of something bigger. The support from the Goldman's and our entire management team give everyone something to rally around. We work hard in a very competitive industry and having the opportunity to focus for a short time on something so fulfilling gives us all a little reprieve from the stress of the workday and is so gratifying to know we're helping children in need. Our work for JFC provides an opportunity for us all to bond in a way that is meaningful and important." added Passer.



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

Employee Involvement



The Goldman employees also sponsored their own JFC Wish, through the Make-A-Wish Foundation in 2005 and had the opportunity to meet with wish kid Joseph who was heading off to the Super Bowl, thanks to their support. “It’s an event we will all remember for a long time. Seeing first-hand the results of our efforts and meeting Joseph helps everyone know we’re doing the right thing.” added Passer.

For Passer, it’s also a labor of love. She is also involved with a number of outside organizations during her own time and her experience organizing JFC fundraising events at Goldman has made it possible for her to play an important role by sharing that experience with other groups on how they can involve their employees and raise funds for a cause.

Jonathan Goldman, who served as the first chairman of the board of Jewelers for Children finds the response from his employees very gratifying. “JFC has always been important to me and I wanted to find a way to show my employees just how important it is and to hopefully get them involved. I never dreamed that they would step so strongly as a group to help. I’m so pleased and proud of every one of them.”



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

Promote 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.



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

Promote Your Involvement

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.



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

Promote Your Involvement

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.



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

Promote Your Involvement

SAMPLE LETTER TO THE EDITOR

(Date)

Dear Editor

<<store name>> is running a special promotion to benefit Jewelers for Children, the jewelry industry's charity organization. During the <<time period>> we will be making a donation to Jewelers for Children for <<enter detail of promotion, i.e. for every watch purchased, every item purchased from the X line, etc.>>, equal to <<percentage or dollar amount of donation>>.

We believe strongly in this cause and we are determined to raise as much money as we can for children who are the victims of catastrophic illness or life-threatening abuse and neglect. Jewelry is a gift of love and through our support of Jewelers for Children, we hope to share some of that love with children who are less fortunate.

<<add details on store location and hours, years in business>>

Since the founding in 1999, Jewelers for Children has provided more than \$ 56.7 million to help children who are the victims of catastrophic illness or life-threatening abuse and neglect. This success is due to the generous support of the jewelry industry, including manufacturers, retailers, wholesalers, watch companies and service providers. The funds have been used to support the Jewelers for Children Legacy Charities which include Make-A-Wish America, that grants the wishes of children with life-threatening illnesses, the largest wish-granting organization in the world; the Elizabeth Glaser Pediatric AIDS Foundation which works to fund and conduct pediatric AIDS research that leads to prevention and treatment of HIV infection in infants and children around the globe; St. Jude Children's Research Hospital (R), founded by Danny Thomas in 1961, dedicated solely to the conquest of catastrophic diseases afflicting children; and the National CASA (Court Appointed Special Advocates) Association, which represents more than 70,000 local community volunteers who are appointed by judges to advocate for the best interests of abused and neglected children in the foster care system.

By visiting <<store name>> during <<time period>>, customers will be showing their support of these very worthy organizations.

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

Regards,

<<name and store title>>

<<contact phone and email>>



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

Promote Your Involvement

SAMPLE PRESS RELEASE

(DATE)
FOR IMMEDIATE RELEASE

CONTACT: NAME
 COMPANY
 PHONE
 EMAIL

<<STORE NAME>> SUPPORTS FUND-RAISING FOR JEWELERS FOR CHILDREN

<<store name>> is running a special promotion to benefit Jewelers for Children, the jewelry industry's charity organization. During the <<time period>> we will be making a donation to Jewelers for Children for <<enter detail of promotion, i.e. for every watch purchased, every item purchased from the X line, etc.>>, equal to <<percentage or dollar amount of donation>>.

"We believe strongly in this cause and we are determined to raise as much money as we can for children in need," says <<name and store title>>. Jewelry is a gift of love, and through our support of the Jewelers for Children, we hope to share some of that love with those who are less fortunate.

<<add details on store location and hours, years in business>>

Since the founding in 1999, Jewelers for Children has provided more than \$ 56.7 million to help children who are the victims of catastrophic illness or life-threatening abuse and neglect. This success is due to the generous support of the jewelry industry, including manufacturers, retailers, wholesalers, watch companies and service providers. The funds have been used to support the Jewelers for Children Legacy Charities which include Make-A-Wish America, that grants the wishes of children with life-threatening illnesses, the largest wish-granting organization in the world; the Elizabeth Glaser Pediatric AIDS Foundation which works to fund and conduct pediatric AIDS research that leads to prevention and treatment of HIV infection in infants and children around the globe; St. Jude Children's Research Hospital (R), founded by Danny Thomas in 1961, dedicated solely to the conquest of catastrophic diseases afflicting children; and the National CASA (Court Appointed Special Advocates) Association, which represents more than 70,000 local community volunteers who are appointed by judges to advocate for the best interests of abused and neglected children in the foster care system.

By visiting <<store name>> during <<time period>>, customers will be showing their support of these very worthy organizations.

###



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

Promote Your Involvement

SAMPLE CUSTOMER COMMUNICATION

(Date)

Dear <<customer name>>

A piece of jewelry can be a gift of love to celebrate a special occasion such as a birthday, anniversary, wedding, or life milestone. We at <<store name>> have been honored to share in some of these moments in your life. A piece of jewelry can also be a gift of love to children in need and we invite you to give help us give to those who are less fortunate.

<<store name>> is running a special promotion to benefit Jewelers for Children, the jewelry industry's charity organization. During the <<time period>> we will be making a donation to Jewelers for Children for <<enter detail of promotion, i.e. for every watch purchased, every item purchased from the X line, etc.>>, equal to <<percentage or dollar amount of donation>>.

We believe strongly in this cause and we are determined to raise as much money as we can for children who are the victims of catastrophic illness or life-threatening abuse and neglect. Jewelry is a gift of love and through our support of Jewelers for Children, we hope to share some of that love with children who are less fortunate.

<<add details on store location and hours, years in business>>

Since the founding in 1999, Jewelers for Children has provided more than \$ 56.7 million to help children who are the victims of catastrophic illness or life-threatening abuse and neglect. This success is due to the generous support of the jewelry industry, including manufacturers, retailers, wholesalers, watch companies and service providers. The funds have been used to support the Jewelers for Children Legacy Charities which include Make-A-Wish America, that grants the wishes of children with life-threatening illnesses, the largest wish-granting organization in the world; the Elizabeth Glaser Pediatric AIDS Foundation which works to fund and conduct pediatric AIDS research that leads to prevention and treatment of HIV infection in infants and children around the globe; St. Jude Children's Research Hospital (R), founded by Danny Thomas in 1961, dedicated solely to the conquest of catastrophic diseases afflicting children; and the National CASA (Court Appointed Special Advocates) Association, which represents more than 70,000 local community volunteers who are appointed by judges to advocate for the best interests of abused and neglected children in the foster care system.

We look forward to seeing you during <<time frame>>. As our special way of saying thank you for helping us to support this very worthy cause, we will <<insert info on special promotion, i.e. free watch battery, jewelry cleaning, etc.>>.

Best,

<<name>>

<<store title>>



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

Promote Your Involvement

JFC PROVIDES THIS IN-STORE IDENTIFICATION FOR YOU TO SHOW YOUR SUPPORT



JEWELLERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

Contact Us

If you would like more information on any of the information in this packet, please contact us at:

Jewelers for Children
120 Broadway, 28th Floor
New York, NY 10271
(212) 687-2949
(212) 687-3226 Fax
info@jewelersforchildren.org
www.jewelersforchildren.org



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED