

Jewelers for Children

ANNUAL REPORT

SEPTEMBER 30, 2010

Our Mission



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 \$ 35 million to programs benefiting children whose lives have been affected by catastrophic illness, and life-threatening abuse and neglect. 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.

From the Chairman

I want to first thank you for your support of Jewelers for Children in 2010. While we are all struggling with the economy right now, I am happy to report that the charity saw an increase in donations this year and we were able to increase the support to our charity partners by almost double what we did in 2009.

As we complete our 12th year, I am happy to note that the industry 's support of JFC and in turn, our support to our charity partners now exceeds \$ 35 million! That 's an accomplishment we can all be proud of and be thankful for the many children whose lives we have touched, and saved.

As we look to the year ahead, we know that it will continue to be a challenge, but we remain focused on expanding our donor base in the industry and our goal is to raise even more in 2011. We will continue to keep our expenses as low as possible and still maximize our support to children in need.

With your support in the year ahead, we can reach even more children and continue our mission to help those less fortunate. Thanks again for all you do.

Edward Bridge
Ben Bridge Jeweler
Chairman of the Board, Jewelers for Children



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Our Support

In 2010, Jewelers for Children donated \$ 3 million to our charity partners. That funding will be used to help children in need through the programs we have in place with the charities. In the year ahead, JFC will provide:



- \$ 600,000 to the Make-A-Wish Foundation® of America to fund the Wish A State program, providing for more than 90 wishes to be granted, with at least one wish in every state. Since 1999, JFC has funded more than 1,200 wishes in the United States,

research project on the immune systems of children undergoing treatment for life-threatening cancer treatment. Since 1999, JFC has funded the bone marrow transplant unit at the hospital, a chair in gene and genetic therapy and the stem cell research laboratory.



- \$ 600,000 to St. Jude Children ' s Research Hospital to continue funding our multi-year pledge of \$ 5 million for a

- \$ 600,000 to the National CASA (Court Appointed Special Advocate) Association to continue funding the Champions for Abused Children program which provides for National CASA to make grants to deserving local chapters across the country. This funding will provide for nearly 100 grants that will provide needed volunteers for more than 700 children in

foster care. Since 2002, JFC has provided funding that has provided more than 4,700 children with a caring, trained volunteer to make sure they get through the system and into a loving home environment as quickly as possible.



- \$ 530,000 to the Elizabeth Glaser Pediatric AIDS Foundation to fund prevention of mother to child transmission programs in Africa. The Foundation will use the funds to reach pregnant women to test for the HIV virus and to provide those who test positive with the necessary medical care to allow for them to deliver healthy babies. The Foundation requires \$ 15 to reach

each woman and since 1999, JFC has provided support to reach more than 150,000 women in need. Support has also been provided for the Elizabeth Glaser Scientist Award and the Foundation' s Leadership Award program.



Our Support

- \$ 530,000 to Autism Speaks to fund the toddler treatment network, an outreach program developed to test and diagnose children for autism at the youngest age possible and provide support and education to their families and care-givers on how to minimize the impact of autism.
- \$ 50,000 to the Make-A-Wish Foundation® International to continue funding a wish-granting program in India. Since 2001, JFC has provided funding to grant more than 12,000 wishes in India, a worldwide center for the diamond industry.
- \$ 25,000 to the Santa-America Fund to provide for volunteer recruitment and training. Santa-America is a volunteer organization that provides for a visit from Santa or one of his elves to chil-

dren in crisis. The program is funded in memory of Jeffrey Comment, former CEO of Helzberg Diamonds, who was an original board member of JFC.

In 2010, Jewelers for Children, in conjunction with the Jewelers of America conducted a special fundraising campaign to support the victims of the devastating earthquake in Haiti. The campaign raised \$ 124,650. One hundred percent of the funds raised were distributed to organizations working directly with the victims. Save the Children received \$ 64,650, Direct Relief International received \$ 30,000 and the American Red Cross received \$ 30,000.

Financial Results—Year Ending September 30, 2010

Statement of Financial Position

Current Assets	
Cash & Equivalents	\$ 545,578
Pledges Receivable	377,885
Prepaid Expenses	2,539
Total Current Assets	\$ 926,002
Capitalized Software, Net	5,544
Total Assets	\$ 931,546

Liabilities and Net Assets

Current Liabilities	
Accrued Expenses	\$ 104,802
Grants Payable	455,000
Total Liabilities	559,802
Net Assets	371,744
Total Liabilities and Net Assets	\$ 931,546

Statement of Activities

Revenue	
Event Revenue, Net of Direct Benefit	\$ 2,845,381
Other Contributions	696,190
Investment Income	2,792
Donated Items (Rent)	27,143
Total Support and Revenue	\$ 3,571,506

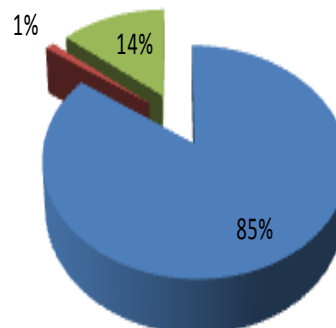
Expenses	
Program Service Expense	\$ 3,038,170
Fundraising Expense	42,752
Administrative Expense	494,670

Statement of Activities—continued

Net Assets	
Change in Net Assets	(4,086)
Net Assets, Beginning of Year	\$ 375,830
Net Assets, End of Year	\$ 371,744

2010 Expenses

■ Programs ■ Fundraising ■ Administrative



Our Board of Directors

Officers:

Edward Bridge, Chairman of the Board
Ben Bridge Jeweler
Seattle, WA

Peter Engel, Vice Chairman and V. P. for Fundraising
Fred Meyer Jewelers
Portland, OR

Ruth Batson, Vice President for Charity Programs
American Gem Society
Las Vegas, NV

Terry Chandler, Vice President for Special Programs
Diamond Council of America
Nashville, TN

Joel Schechter, V. P. for Marketing & Public Relations
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New York, NY

John Green, Treasurer
Lux Bond & Green
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Steven Kaiser, Secretary
Kaiser Time
New York, NY

Howard Sherwood, Immediate Past Chairman
Daniel's Jewelers
Culver City, CA

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NEW Customer Service
Sterling, VA

Tom Andruskevich
Birks and Mayors
Tamarac, FL

Debbie Azar
Gemological Science International
New York, NY

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Lee Michaels Fine Jewelry
Baton Rouge, LA

David Bonaparte
JCK Shows/Reed Exhibitions
Norwalk, CT

John Bosco
HSN
St. Petersburg, FL

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Akron, OH

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Calhoun Jewelers
Royersford, PA

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ViewPoint Sales and Marketing
New York, NY

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Jewelers Mutual Insurance
Neenah, WI

Jerry Ehrenwald
International Gemological Institute
New York, NY

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JewelAmerica
Long Island City, NY

Rebecca Foerster
Rio Tinto
New York, NY

Gail Friedman
Sarah Leonard Fine Jewelers
Los Angeles, CA

Cecilia Gardner
Jewelers' Vigilance Committee
New York, NY

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Frederick Goldman, Inc.
New York, NY

Sushil Goyal
925 Sterling, Inc./Liberty Gems
New York, NY

Efraim Grinberg
Movado Group, Inc.
Paramus, NJ

Laurence Grunstein
Citizen Watch Co. of America Inc.
Lyndhurst, NJ

Howard Hauben
Centurion Jewelry Show
Merrick, NY

John Hayes
Goodman's Jewelers, Inc.
Madison, WI

Howard Hurwitz
Howard's Jewelry Center
Maple Hts., OH

Susan Jacques
Borsheim's Fine Jrlry. & Gifts
Omaha, NE

Abhay Javeri
M. Suresh/SDC Designs
New York, NY
Dan Kisch
Instore Magazine
New York, NY

Russell Kwiat
Kwiat
New York, NY

Michael Langhammer
Quality Gold, Inc.
Fairfield, OH

Eddie LeVian
LeVian Corp.
Great Neck, NY

Mark Light
Sterling Jewelers, Inc.
Akron, OH

Marvin Markman
Suberi Brothers LLC
New York, NY

Anna Martin
Standard Chartered Bank
London, UK

Dan Mawicke
Richemont North America
New York, NY

Samir Mehta
Paras Diamond Corp.
New York, NY

Dipu Mehta
Rosy Blue
New York, NY

Sally Morrison
J. Walter Thompson
New York, NY

Pamela Mortensen
J.C. Penney
Plano, TX

Carol Pennelli
David Yurman
New York, NY

Dennis Perry
Bulova
Woodside, NY

Debra Puzio
QVC
West Chester, PA

Martin Rapaport
Rapaport
Las Vegas, NV

Jim Rosenheim
Tiny Jewel Box
Washington, DC

Glenn Rothman
Hearts On Fire
Boston, MA

Matthew Runci
Jewelers of America, Inc.
New York, NY

Jan-Patrick Schmitz
MontBlanc North America, Inc.
New Providence, NJ

Whitney Sielaff
National Jeweler Magazine
New York, NY

Laura Swan
Kohl's
Menomonee Falls, WI

Elliot Tannenbaum
Leo Schachter Diamonds LLC
New York, NY

Mark Udell
London Jewelers
Glen Cove, NY

Dennis Ulrich
Richline Group
Mount Vernon, NY

Craig Underwood
Underwood's Fine Jewelers
Fayetteville, AR

Steven Velasquez
Gitanjali/Samuels Jewelers
Austin, TX

Alex Weindling
A. G. Weindling, LLC
New York, NY

Victor Weinman
Tache USA, Inc.
New York, NY

Josh Weinman
Firestone, Inc.
New York, NY

Bobby Wilkerson
Wilkerson Associates
Stuttgart, AR

Ulrich Wohn
Tag Heuer
Springfield, NJ