



Journal

Jewelers for Children | Fall 2007

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9th Annual Facets of Hope Follow-Up

The 9th Annual Facets of Hope Celebration was held on Sunday, June 3, 2007 at the Bellagio Hotel in Las Vegas. Jewelers for Children honored industry leaders H. Marvin Beasley, chairman and CEO of Helzberg Diamonds and Lee Michael Berg, president and CEO of Lee Michaels Fine Jewelry.

JFC Chairman, Laurence Grunstein announced that the charity has committed \$ 4.7 million to the charity partners in the year ahead. This represents a 5% increase over the amount committed in 2006 and brings the total the industry has donated to \$ 27,765,000.00!

"Everyone in this room, and our industry, should be very proud of this fantastic

accomplishment! We continue to prove that we are the industry with a heart and these numbers demonstrate just how true that is. Together, we continue to improve the quality of life for many children who are in desperate need of our assistance." said Grunstein.

Three very special young people participated in this year's program, including Shavonn Flemmings representing the Elizabeth Glaser Pediatric AIDS Foundation, who traveled with his mother from Jamaica, Tanishq Harry representing the Make-A-Wish Foundation International who, along with his parents, came all the way from India, and Haley Arcenault representing St. Jude Children's Research Hospital, and her mom.

Shavonn Elizabeth Glaser Pediatric AIDS Foundation

When Carrol of Kingston, Jamaica, got married in 1995, becoming infected with a deadly virus was the furthest thing from her mind. She was in a stable relationship and she had no reason not to trust her husband. Little did she know, however, that her husband was keeping a devastating secret. Throughout their marriage, he hid the fact that he was HIV-positive and Carrol, totally unaware, became infected too.

In 1997, while still unaware of her HIV status, Carrol gave birth to a son, Shavonn. Soon after Shavonn's birth, Carrol's husband became seriously ill but did not reveal his status to her until two years later, just before his death. To add to Carrol's devastation, Shavonn was also diagnosed with HIV.

Carrol and Shavonn were referred to the

Continued on page 2



Shavonn Continued from page 1

Pediatric Infectious Disease Clinic in Kingston in 2001. Here, Dr. Celia Christie and her team, supported by funding from the Foundation's International Leadership Award, began lifesaving antiretroviral treatment for Shavonn. Carrol, supported by close family and friends, worked long hours to support herself and her son.

Due to the high level of stigma and discrimination in Jamaica, Carrol kept Shavonn's HIV status a secret to protect him. But this secret worked against Shavonn: Although Carrol was able to give him his morning and evening doses of medication, his midday doses were missed when he was with his other caregivers, who did not know he was HIV-positive. And as funds became scarcer, Carrol couldn't always afford Shavonn's medicines.

After five months of missed doses and periods without treatment, Shavonn developed resistance to his medications and his health began to deteriorate. He began to lose weight, stopped growing normally, and suffered

from recurrent urinary tract infections.

Dr. Christie and her team eventually found a twice-daily treatment regime for Shavonn, which eliminated the need for midday dosing. And with help from the Global Fund's grant to Jamaica, the cost of Shavonn's medicines was substantially reduced.

Shavonn is now nine years old, healthy and active. He wants to be a fireman and a minister when he grows up. Shavonn's courage in his struggle against HIV has given Carrol hope and confidence for her own life. Her fierce dedication to her son and her compelling need to help others who face the same struggle has driven Carrol to become an adherence counselor, encouraging others and giving motivational talks stemming from her own experiences.

Carrol's motto is, "HIV is not in control of my life, I am in control of my life with God's help."

Tanishq Make-A-Wish International

Six-year-old Tanishq Harry, dressed in regal, maroon-colored and very traditional Indian attire, appeared undaunted as he waited with his family to address a room filled with more than 2,200 at the Facets of Hope Celebration dinner in Las Vegas. After all, Tanishq had spent more than a year fighting for his life, and he was now enjoying every day of his remission. So too were Tanishq's father and mother, Ashwini and Anjali.

"When Tanishq was diagnosed, we left everything - our jobs, our friends, everything that had been known to us - to move with him to a city where he could get treatment," Ashwini said. "We stayed there for more than a year, and it was very difficult. Very, very difficult. But last year, someone from Make-A-Wish India approached us and told Tanishq that Make-A-Wish could grant him any wish. He chose to fly, in fact, to fly to Shimla, a beautiful town with



snow and mountains a place that none of us could ever have dreamed of going to. It was a miracle."

Haley St. Jude Children's Research Hospital

Hayley Arceneaux was a normal eight year old until she was diagnosed with Osteosarcoma. A tumor was discovered in her leg that had grown in her bone and outside of the bone.

As a result of the medical advances at St. Jude Children's Hospital, Hayley's leg was saved. Her knee and part of her thigh bone were removed. An artificial knee joint and a special titanium rod were inserted. The titanium rod will expand as she grows, eliminating the need for additional surgery.

After a year of treatment, including surgery, chemotherapy, and physical therapy, Hayley learned that her cancer is in remission and she can now resume a normal life.

Hayley joined JFC at this year's Facets of Hope event where she opened the program and welcomed the evening's



guests. She is a bright, articulate ten-year old who enjoys spending time with her friends.



Happy Holidays To All!

2007-2008 Commitments to Charities

- **\$ 1 million** to St. Jude Children's Research Hospital to continue funding a program on immune system regeneration
- **\$ 1 million** to the National CASA Association to continue funding the Champions for Abused Children program
- **\$ 1 million** to the Make-A-Wish Foundation of America to continue the Wish-A-State program
- **\$ 675,000** to the Elizabeth Glaser Pediatric AIDS Foundation to fund two Leadership Awards on the African continent
- **\$ 325,000** to the Jason Program to continue funding the Gems of Care project
- **\$ 200,000** to the Make-A-Wish Foundation International to continue funding the chapter in India
- **\$ 200,000** to the Starlight Starbright Children's Foundation
- **\$ 300,000** will be set aside to fund additional program(s) in Africa and/or India later in 2007.
- Distributions from the Jeffrey W. Comment Memorial Endowment Fund:
 - **\$ 50,000** to the Association of Hole in the Wall Camps
 - **\$ 50,000** to Autism Speaks
 - **\$ 35,000** to the Santa-America Fund

It's not too early to start thinking about the upcoming holiday season. For many in the industry, it's already getting late! The 2007 Jewelers for Children Hope for the Holidays program is now underway.

This year's card designs are shown here and an order form is included in this issue of the Journal.



The three designs come from children who have benefited from the support JFC has given to our charity partners.

The snowglobe design was drawn by 14 year-old Shelby representing the Make-A-Wish Foundation; the snowman

was drawn by Grace Rosa a 5 year-old St. Jude patient and the bell design was done by Laura a 16 year-old St. Jude patient.



Holiday Promotion for Jewelry Retailers

If you're a jeweler and you're looking for a holiday themed promotion you can offer to your customers, JFC has just the thing for you! The JFC holiday ornament and counter display can instantly fulfill your need for a holiday promotion.

The counter display comes pre-loaded with 12 JFC snowman holiday ornaments and simply has to be placed on your counter. With each sale you can offer your customers an opportunity to help children and get something in return.

The display with 12 ornaments is available from JFC for \$ 125.00. This amount includes a \$ 55.00 contribution to JFC that is tax-deductible. You can sell the ornaments to your customers or give them to customers and employees.

The adorable ornament, from a holiday card design by 13 year-old St. Jude patient Caitlin, makes for a great holiday tree ornament, a package decoration, or hang them in a window during the holiday season.



WWW.JEWELERSFORCHILDREN.ORG

Meet Our Newest Charity Partners!

Autism Speaks

Autism Speaks was founded in 2005 by former NBC Chairman Bob Wright and his wife Suzanne after their grandson was diagnosed with autism. During the past two years, the organization has merged with the National Alliance for Autism Research, the Autism Coalition for Research and Education and Cure Autism Now to become one of the largest organizations dedicated to fighting autism in the world.



The goal of Autism Speaks is to change the future for all who struggle with autism spectrum disorders.

The organization is dedicated to funding global biomedical research into the causes, prevention, treatments, and a cure for autism; to raising public awareness about autism and its effects on individuals, families, and society; and to bringing hope to all who deal with the hardships of this disorder.

Autism Speaks aims to bring the autism community together as one strong voice to urge the government and private sector to listen to concerns and take action to address this urgent global health crisis. It is the organization's firm belief that, working together, the missing pieces of the puzzle will be found.

The support from JFC will be used to support the mission of Autism Speaks and JFC will receive recognition at the organization's grass roots program, Autism Speaks Walk Now for Autism. The Walks number more than 50 and take place in the U.S., Canada and the United Kingdom.

To learn more about Autism Speaks, visit their website at www.autismspeaks.org.

Autism Facts:

- 1 in 150 children is diagnosed with autism today, compared to 1 in 10,000 in 1993.
- 1 in 94 boys is on the autism spectrum
- Autism is the fastest-growing serious development disorder in the U.S.
- A new case is diagnosed every 20 minutes.



David Rocha with Congresswoman Carolyn McCarthy (D -NY) and Mark Roithmayr, President of Autism Speaks.

The Santa-America Fund

Santa-America is a non-profit, tax-exempt, national volunteer service organization that brings unconditional love, hope, and joy to special children and their families in hospice, bereavement, chronic pediatric care, or post-traumatic stress.

Santa-America has over one hundred authentically costumed, fully bearded, background checked, highly trained Santa's--sensitive to the special needs of our special children, their siblings, and parents in crisis. Our family visits are warm and loving, meaningful and credible. We build on past memories and create new, lasting memories 365 days a year.



Hospital and hospice staff, social workers, and special needs educators can refer Santa. Santa brings gifts and visits children, siblings, parents and support staff for an unhurried visit of about an hour. Santa has up to 30 points of information on the children and family so he is credible from the start. The same Santa will revisit the family during grief and bereavement for as long as necessary. Santa respects the spiritual context of each family and can be as spiritual or secular as the family wishes.

Jewelers for Children will be supporting Santa-America in their efforts to recruit, train and clear volunteer Santa's, Mrs. Claus' and Elves across the country.

For more details on Santa-America, visit their website at www.santa-america.org.

Sell, Shop, Support JFC!

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



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

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

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

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

Raffles, raffles, everywhere!

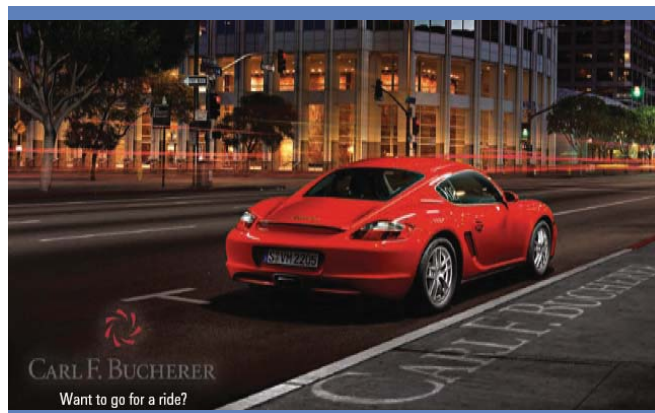
During the recent industry activities in Las Vegas, JFC was the beneficiary of the proceeds from a number of raffles held at different events. In total, JFC received more than \$ 120,000 in support from these activities!

We'd like to say thanks to everyone who helped us out by buying a ticket and special thanks to those generous companies and individuals that donated prizes.

During the JCK Show, culminating at the Facets of Hope event, JFC held the Chance for Kids Raffle and raised more than \$ 50,000. The grand prize was a two-year lease on a 2008 BMW 5 Series. Congratulation to Bill and Cindy Sites on winning the big prize and thanks to Jim Kerwin at Kerwin Communications and Paul Miller Automotive Group for their support.

Prizes were also donated by Citizen Watch Co. of America, GE Money, Cartier North America, Harry Winston, Thistle & Bee, Waterford/Wedgewood, St. Jude Children's Research Hospital, MacDaddy's Fishing Lures, Inc., Collectors Universe, and Steuben Glass.

During the Couture event at the Wynn Hotel, the annual Keys for Kids raffle was held with first prize being a six-day journey



to Germany and Switzerland donated by Carl F. Bucherer North America. The trip includes a visit to the famed Porsche factory in Stuttgart-Zuffenhausen, Germany and a tour of the Bucherer Factory in Lengnau, Switzerland. The best part is the Porsche that you get to drive from Germany to Switzerland for three days!

Thanks to our friends at Carl F. Bucherer North America and the Nielsen Jewelry Group for their support.

The next time you shop online, start with Yellowbrickmall.com

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 your 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!

GCAL/AGL covers the city!

Gemological Certification and Appraisal Laboratory and the American Gemological Laboratory, divisions of Collector's Universe ran a promotion at each of their locations during the Las Vegas shows that benefited JFC. Each person that purchased a raffle tickets for a different prize, received an adorable stuffed bear wearing a t-shirt with the GCAL/AGL logos on the front and the JFC logo on the back.

During the Couture event, Howard and Vicki Cunningham from Cunningham Fine Jewelers in Tulsa, OK won a flat screen television as did Tom Dourdy from Las Vegas, NV.

At the JCK Luxury show, R.J. Barkovitz of Stroudsborg, PA and Joel Kopel of New York, NY both won flat screen televisions. During the JCK Premier event, Kathryn Mays of Fort Smith, AR won a Marilyn Monroe collage and at the JCK Show, David McGayley of San Rafael, CA won a flat screen television.

Special thanks to Collector's Universe and GCAL/AGL for donating all of the raffle prizes at these events, the stuffed bears, and the staff to sell raffle tickets. The activity raised nearly \$ 15,000 for JFC!



Jewelers on the Fairway!



The first annual Jewelers on the Fairway golf tournament was held on August

6, at Trump National Golf Course in Briarcliff Manor, NY. The proceeds of the tournament benefit Jewelers for Children and the Hope and Heroes Children's Cancer Fund located at Columbia University Medical Center. The tournament was organized by Samir Mehta of Paras Diamond Corp. / Amikam and Larry Gordon of LG Diamond Corp. / Shreeji Jewelry.

More than 60 golfers turned out for the full day of activity. The event kicked-off with a breakfast for players, followed by a few golf contests. A shot gun tee off began at 11:00, with golfers finishing the day with a cocktail reception and awards ceremony.

Congratulations and gift certificates were handed out to Samir Mehta, Joel Schechter, Randy McCullough and Bob Curry who were on the first place team.



"The first tournament proved to be a huge success and we're excited about the future. Said Samir Mehta. We are

researching dates for the 2008 tournament and hope to announce them soon."

"The support of the jewelry industry, and the local community for Hope and Heroes and JFC, has been very gratifying." Added Larry Gordon. "Both Samir and I are very pleased with the results and we're excited about future events."

The Hope & Heroes Children's Cancer Fund, an independent 501(c) (3) charity, provides philanthropic assistance to the Herbert Irving Child & Adolescent Oncology Center at Columbia University Medical Center. The Fund's mission is to support and expand existing programs and therapies at the Center, develop new initiatives, and enhance the research that is vital to continuing the fight against pediatric cancer. The Center is located at Morgan Stanley Children's Hospital of New York-Presbyterian, ranked the sixth best children's hospital in the United States—number one in New York City—by U.S. News and World Report.



JFC touches children everywhere...

During the past year, we have held a number of Local Connection Events to show the industry the results of their efforts in local communities. Here are some examples of those events and the people who participated.

Events were also held at:

- New Orleans, LA - Lee Michael's
- Baton Rouge, LA - Lee Michael's
- Glendale, AZ - Treasures Jewelers
- Sioux Falls, SD - Faini Designs Jewelry Studio
- Charlottesville, VA - Tuel Jewelers
- Santa Barbara, CA - Bryant & Sons, Ltd



La Crosse, WI – Hosted by Howes Diamond Jewelers with Jan Howes, Mary Kaja, Kathy Bartel, and Ruthann Schultz participating.



Portland, OR – Oregon Convention. Retailer jewelers representing the Oregon State Jewelers Association came together with the Make-A-Wish Foundation® of Portland and two chapters of CASA for Children during the associations' annual convention



Plainview, NY – Hosted by Solomons Fine Jewelry with Marc Solomon, Kay Cameron and Michael Steubing - a wish dad- participating.



Monaca, PA – Hosted by Kings Jewelers with Dale Perelman, Dennis Petimezas, Barb Becker and Heather Yates participating among others.



Florence, AL – Hosted by Grogan Jewelers with Jay Klos, Nancy Dawkins, Melissa Picudella and Rhonda Bogus participating among others.



San Diego, CA – Hosted by Jacobs & Spadea Jewelers with with Stuart Benjamin, John Spadea, Chris Jacobs, Bill Collins, Rossana Aguilar, Rachel Gershwin, Kim Penny and Luz –a Make-A-Wish® recipient – participating.



Fort Worth, TX – Hosted by Mary Haltom Jewelers with Mary Haltom, Troy Vinson, Robin Montgomery, Blair Cowens, Nancy Fisher and Barry Smink participating.



Journal

Jewelers for Children | Fall 2007

The Jewelers for Children is a nonprofit association in support of children in need. For further information, or to support our organization, please contact JFC, 52 Vanderbilt Avenue, 19th Floor, New York, New York 10017. Telephone 212-687-2949 Fax: 212-687-3226. www.jewelersforchildren.org ©2007 JFC. All Rights Reserved.



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

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NEW LOCATION!
Venetian Resort Hotel
and Casino, Palazzo Ballroom



2008 Facets of Hope Celebration
Sunday June 1, 2008