



CAUSE MARKETING

A unique way to support Gift For Life is by donating a portion of the proceeds from a single product or collection to our cause. Market research shows that today's consumer responds favorably to products with a charitable angle, making this a win-win way to support our industry charity! Brief details about some successful cause marketing programs follow.

Chavez for Charity (2015 to present)

Beginning January 1, 2015, 25% of the gross profit from the sales of Chavez for Charity's Signature Collection black bracelets, black necklaces and earrings will support Gift for Life. To date, this initiative has generated \$63,000+ for Gift for Life. For information and/or orders, call 973-337-8551 or email info@chavezforcharity.com.

"Chavez for Charity was created to help a range of charitable causes that make a difference in people's lives," said Joe Cerbo, Co-Founder and CEO. "We jumped at the chance to support Gift for Life's mission of funding HIV/AIDS service and education programs. We appreciate the opportunity to raise awareness and funds for this amazing volunteer organization and to recognize the positive impact they make in communities across the U.S."

Archipelago Botanicals 2016

A portion of wholesale orders – placed during the summer 2016 gift and home markets nationwide – of Archipelago Botanicals' "Perennials Collection" candle line benefitted Gift for Life. The Perennials Collection consists of five floral blends: Gardenia, Hyacinth, Jasmine, Lavender and Sweet Pea – all poured using a premium wax blend in a white glass jar candle and adorned in a floral box with a simple button closure. This initiative generated \$5,000 for Gift for Life.

“At Archipelago, we feel it is important to give back to our communities in way possible,” said Gregg Corzine, Archipelago president. “We have been very blessed as a company and feel the need to pass that along and help the bigger picture. It is a pleasure and we only wish we could do more.”

Umbra (2013-2016)

Beginning in April 2013, a portion of the sale of Umbra’s LITTLE RED DRESS, an extension of its popular Little Black Dress family of jewelry organizers, has benefitted Gift for Life. Designed by Matt Carr, Umbra’s director of design, the 18” x 42” organizer provides jewelry storage with 39 clear pockets on the front and 24 hook-and-loop closures on the back and retails for \$20. To date, this initiative has generated more than \$13,000+ for Gift for Life. For information and/or orders, contact info@umbra.com or 1-800-387-5122.

“Over Umbra’s 35 years in our business we’ve had many friends affected by this disease. Our ‘Little Red Dress’ jewelry organizer is a perfect fit with Gift for Life to raise funds and awareness,” said Paul Rowan, Co-Founder of Umbra.

Kurt S. Adler, Inc. (2014)

A portion of wholesale orders – placed during the winter 2014 gift and home markets nationwide – of Kurt S. Adler’s “Crystal Celeste Guard” Hollywood Nutcracker benefitted Gift for Life. This initiative generated \$5,000 for Gift for Life.

“We are delighted to support Gift For Life by donating a portion of proceeds from wholesale sales of our ‘Crystal Celeste Guard’ Nutcracker,” said Karen Adler, CFO, of Kurt S. Adler, Inc. “We all know people who have been affected by this disease, and we are glad to be associated with an organization that has helped thousands of people in a compassionate manner.”

Global Views (2012-2013)

A donation for each Climbing Man product sold at wholesale from October 13, 2012, the opening of High Point Market, until January 31, 2013, was made to Gift for Life. This initiative generated \$8,200 for Gift for Life.

“We are enthusiastically supporting Gift for Life and their mission with this program,” said David Gebhart, co-founder and CEO of Global Views. “At the same time, we encourage buyers to learn more about how they can help Gift for Life and to invest in this important cause.”

ONE KINGS LANE (2012-2013)

Special sales events hosted by One Kings Lane, a leading online marketplace for the home, benefitted Gift for Life. The five-day online sale featured on-trend products from leading suppliers, including Harry Barker, Mierco and Stephanie Johnson, among others. The sales were extension of One Kings Lane’s partnership with NY NOW’s “Open House” trend and product display. This initiative generated \$36,000 (in 2012) and \$20,000 (in 2013) for Gift for Life.

“We are thrilled to support Gift for Life in its mission of hope and care, through both monetary support, and helping raise awareness of this worthy cause,” said Susan Feldman, co-founder and chief merchandising officer of One Kings Lane.