

Gifts that give Back

Offer shoppers a little more for their dollar by showcasing these charitable products

by Stephanie Hunsberger

In today's tough economy, consumers want more for their money than simply a product. They may be looking for status, better value or just a purchase that makes them feel good. Cause marketing—when for-profit companies and nonprofit organizations partner for mutual benefit—is a concept that has grown by leaps and bounds in the last 20 years. According to the IEG Sponsorship Report, U.S. sponsorship spending on causes has grown from

product or line of products that benefits a cause that has meaning to the decision-makers in the company. For example, Karen Bullard, of Karen Cole Paper & Designs (804/357-0709), lost a close friend—the mother of three small boys—to breast cancer and witnessed the struggle of that friend's family as a result. Now Bullard gives 10 percent of the profits from the sale of her paper products to the Susan G. Komen Foundation. “[Breast cancer] is

women can celebrate and the more women we can help,” says McEvoy. “We like to think that our products promote socially responsible partying that leads to a greater good.”

Cause marketing spans industry lines. Anything from jewelry to toys to entertaining accessories to home decor can promote a cause. Even the gourmet food and kitchenware industries are getting into the game. From big players like KitchenAid (800/541-6390),

and part of the profit from “Barnacle Carnival” (a story about a young crab and its parent enjoying an under-sea carnival) benefits Conservation International.

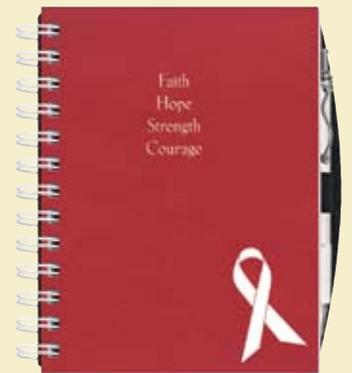
“Our team ... Agreed it was just the right thing to do,” says George White, Up With Paper's president and COO. “It is a natural for our books, as they tend to focus on a subject matter for which it is easy and natural to link a cause.

Not only does merchandise with

Three percent of net sales for the EasyPop Popcorn Maker from **Cuisinart** (800/726-6247 or www.cuisinart.com) is donated to the Breast Cancer Research Foundation. With its brushed stainless steel base and motorized stirring mechanism for even popping, the popcorn maker is both socially responsible and makes a great gift. Suggested retail/Everyday Price: \$69.95.



Eric Dehoff, owner of **Bella's Confections** (212/337-0970 or www.bellasconfections.com), is offering limited-edition pink-themed Bella's Bites fudge bites for the month of October to honor his grandmother, a breast cancer survivor and the woman who provided him with the recipe for his signature fudge. The Think Pink Fudge Collection is available in semi-sweet Classic Chocolate, and half of the proceeds will go to the Fremont Rideout Foundation Cancer Center, located in the company's hometown. Suggested retail: \$14.95.

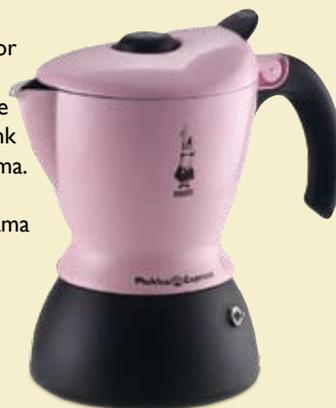


Frazzled & Bedazzled (870/672-9820 or www.frazzledandbedazzled.com) offers a collection of Hope Journals, a gift that becomes more precious over time as a journey is recorded. The collection includes the red Faith journal, which benefits the American Heart Association and the Passionately Pink journal, benefiting the Susan G. Komen Foundation. Both journals are 5" x 7" with 200 pages of lined paper and an elastic pen loop on the inside of the back cover. Suggested retail: \$12.

Seattle Chocolate Company's (800/334-3600 or www.seattlechocolates.com) Chick Chocolates collection contains Survivor Chick, a white chocolate-and-raspberry truffle enrobed in dark chocolate, which is available year-round. One hundred percent of the proceeds go to women's cancer charities including Gilda's Club and local charities in Seattle like Northwest Hope and Healing. To increase the reach of its efforts, the company also designated 100 percent of the profits from its No.-2 selling chocolate bar, Extreme Dark Chocolate Truffle Bar to the cause as well. Suggested retail: \$2.65 Survivor Chick Chocolates; \$3, Extreme Dark Chocolate Truffle Bar.



Bialetti USA (800/667-4978 or www.bialetti.com), lends its rich history of Italian stove-top coffee making to the cause with the Pink Mukka Express and the Pink Dama. The Mukka Express creates two cups of cappuccino while the Dama makes six cups of coffee, and 10 percent of the net sales of both items go to the National Breast Cancer Foundation. Suggested retail: \$89.95, Mukka Express; \$42.95, Dama.



\$125 million in 1990 to a projected \$1.57 billion in 2009.

Popular causes include African AIDS prevention and treatment, made popular through the (Red) program, a branding program and business model that raises money and awareness for the Global Fund. The (Red) program has garnered participation from brands such as American Express, Apple, Converse, Dell, Starbucks, Gap and others. Nearly everybody knows what a pink ribbon supports, and popular beneficiaries for breast cancer research and support contributions include organizations like the Susan G. Komen Foundation and the National Breast Cancer Foundation.

Many manufacturers offer a prod-

a disease that affects not only women but the children and family they leave behind,” says Bullard. “I was looking for a charity that benefits women and families and Susan G. Komen seemed to be the perfect match.”

Other companies are inspired into being because of a cause. Celebrate in Pink (888/314-PINK), for example, offers party supplies such as paper plates, napkins, cups, invitations and note cards in a signature pink ribbon design. Founder and breast cancer survivor Kathy McEvoy wanted to throw a luncheon for her supporters after her first major breast cancer walk and couldn't find any celebrationware to accent the theme of the luncheon. “The more we get the word out, the more

with the iconic stand mixer to smaller, newer companies like Charmed Life Products LLC (843/437-7079), offering the clever Grill Charms (p. 45), manufacturers are striving to do well by doing good.

And the concept of gifts that give back certainly isn't limited to AIDS research and breast cancer awareness. Jumping Jack Press, a division of Up With Paper (800/852-7677), published two books this year to raise money for specific causes, each cause relating to the topic of the book. A portion of the sales from “Kirby's Derby” (a story of a soapbox derby race between animals driving cars shaped like their favorite food) goes to the American Society for the Prevention of Cruelty to Animals,

a cause benefit worthy organizations, it benefits you as a retailer as well. For example, promoting breast cancer awareness products during the month of October (National Breast Cancer Awareness Month) with a special display gives you an opportunity to connect with your shoppers over a topic is likely near and dear to their hearts if they know someone who has been diagnosed or if they themselves have been diagnosed with breast cancer. Likewise for other charitable organizations. Whether the cause is one that directly effects your shoppers or is simply one in which you personally take great interest, it offers a personal link between you and your shoppers by conveying what is important to you. 🎀

Gifts that give Back



For DaysAgo Digital Day Counter co-inventor Kathleen Whitehurst early detection and breast cancer prevention is a serious matter. A 10-year breast cancer survivor, Whitehurst donates 10 percent of sales of the Pink DaysAgo counter to the Breast Cancer Network of Strength. The counter's suction-cup backing sticks to almost any food storage container as an easy way to keep track of how long food has been in the fridge, and the counter serves as a gentle reminder to complete a monthly self-exam when stuck to the bathroom mirror. From **Double U Products Inc.** (800/401-4906 or www.howmanydaysago.com).



Launched in 2007, **Renfro Foods Inc.'s** (800/332-2456 or www.renrofoods.com) Pink Lids Campaign has benefitted M.D. Anderson Cancer Center in Houston, Komen Tarrant County's Race for the Cure and Cook Children's Medical Center in Fort Worth, Texas. Each October, select jars of Mrs. Renfro's salsas are topped with eye-catching pink lids to draw attention, support and financial aid to the cause. Suggested retail: \$3.49.



In January Jumping Jack Press, a division of **Up With Paper** (800/852-7677 or www.jumpingjackpress.com), began donating a portion of sales from their newest pop-up children's books to related charitable organizations. "Barnacle Carnival," for example, features a parent and child crab enjoying a fantastic undersea carnival, with a portion of sales going to Conservation International. The other title benefiting a cause is "Kirby's Derby," a story about animals racing in cars that look like their favorite food. Proceeds from "Kirby's Derby" go to the ASPCA. Suggested retail, \$18, "Barnacle Carnival;" \$16, "Kirby's Derby."



Celebrate in Pink LLC (888/314-PINK or www.celebrateinpink.com) founder and breast cancer survivor Kathy McEvoy was looking forward to celebrating her first major breast cancer walk with a celebration luncheon after the event, but her fruitless search for pink tableware inspired her to start her own company. Celebrate in Pink offers coordinating tableware including dinner and dessert plates, luncheon and beverage napkins, beverage cups, invitations and notecards with a portion of net profits going to organizations that provide financial support for families of patients diagnosed with breast cancer. Suggested retail range: \$4.75-\$9.25.

"Recipes for Kindness," the first in a new cookbook series from **Gooseberry Patch** (877/854-7400 or www.gooseberrypatch.com), offers recipes to share and stories of unexpected kindness and dozens of charitable ideas to inspire. A portion of proceeds from the book will be donated to Feeding America, an organization that helps



families struggling with hunger in the United States. The book is 48 pages, soft-bound and features full-color illustrations and a low price-point, making it perfect for guilt-free impulse buys. Suggested retail: \$7.95.



The Power of Pink sticky pads on pens from **Lady Jayne Ltd.** (800/274-7685 or www.ladyjayneltd.com) are a cheerful way to jot down notes in a hurry. The sticky pads on pens make a great gift for any occasion and part of the proceeds from their sale is donated to support breast cancer research. Suggested retail: \$5.

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The iconic stand mixer from **KitchenAid** (800/541-6390 or www.kitchenaid.com) is now part of the Cook for the Cure series; KitchenAid will donate \$50 to the Susan G. Komen for the Cure foundation for each mixer purchased and registered. The Cook for the Cure initiative has raised \$7 million for the fight against breast cancer and the mixer is available in solid pink or white with the pink stripe. Each mixer comes with a flat beater, dough hook and wire whip. Suggested retail: \$349.99.

After the loss of a close friend, Karen Bullard, founder of **Karen Cole Paper + Design** (804/357-0709 or www.karen-colepaper.com), decided to donate 10 percent from the sale of her paper products to the Susan G. Komen Foundation. Bullard was looking for a charity that benefits not just those diagnosed with breast cancer, but their families as well. Karen Cole is known for its high-quality, whimsical invitations (5.25" x 8") and notepads (3.75" x 9"). Suggested retail: \$13, box of imprimables; \$8, notepad.



Nothing is more important in early detection of breast cancer than a self exam. Boob Check, from **Think Pink Ribbon** (877/426-0146 or www.thinkpinkribbon.com), a wholesaler of pink ribbon merchandise, is just the reminder some need to do complete regular self exams. Boob Check, a Heaven-scented shower gel, makes a great gift for any woman and comes complete with instructions. A percentage of sales from all of the merchandise sold from Think Pink Ribbon is donated to the Breast Cancer Research Foundation. Suggested retail: \$14.99-\$16.99.



The American Cancer Society says music therapy, along with conventional treatment, has a positive effect on patients undergoing cancer treatment. In support, **chicBlvd Inc.** (760/992-9113 or www.chicbuds.com) donates their limited-edition Swarovski Crystal Retractable Earphones to patients with breast cancer and gives a portion of product sales to the Susan G. Komen Foundation. The chicBuds have a built-in retractable device that allows for five different cord lengths, are studded with 80 Swarovski crystals, and fit any standard CD- or mp3-player. Suggested retail: \$49-\$53.

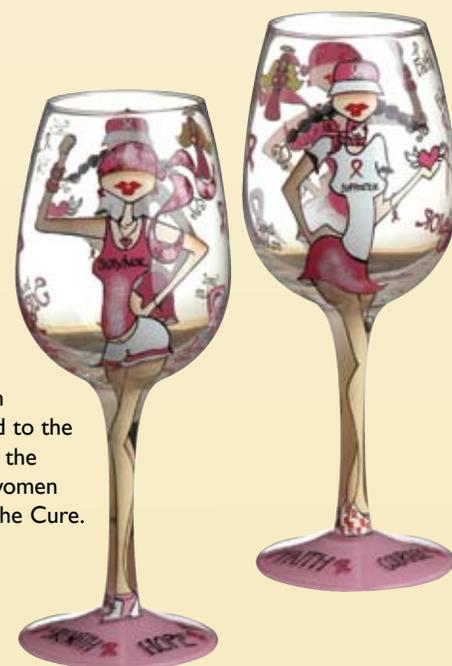


The floating charm pendant from **Linx & More** (818/224-4050 or www.linxand-more.com) are both customizable and available in pre-made designs, like the Hope design, which spells out the word "hope" and features pink stones and a pink ribbon. A percent of the proceeds from each Hope pendant sold is donated to breast cancer foundations such as the Susan G. Komen foundation. Suggested retail: \$150.



Black-finish ash wood, real stones and a pink steel ribbon adorn the Chimes of Hope from **Woodstock Chimes** (800/442-4463 or www.chimes.com). The three silver tubes are precision-tuned to create pure vibrations and comforting sounds, and a portion of the profits from this 30" chime will be donated to organizations committed to the fight against breast cancer. Suggested retail: \$30.

The Fight Like A Girl hand-painted stemware from **95 & Sunny** (888/953-4537 or www.95andsunny.com) is great for toasting in remembrance or hope. A portion of the sales from these 15" wine glasses is donated to the Susan G. Komen Foundation, and the company also sponsors several women who participate in the Race for the Cure. Suggested retail: \$25.



As a member of the second generation of women in her family to be diagnosed with breast cancer, **Charmed Life Products LLC's** (843/437-7079 or www.grillcharms.com) founder Leslie Haywood's concern lies in the future with her two young daughters. Ten percent of the proceeds from the sale of her Grill Charms Pink collection to the Breast Cancer Research Foundation. Grill charms are small, dime-size stainless steel flat charms on a serrated post that make it easy to distinguish cuts of meat on the grill, in the oven or on the stove, giving the home-chef a fool-proof way to accommodate different heat preferences, special diets and allergy restrictions. Suggested retail: \$19.95.