

# 2021



**DIAMONDS DO GOOD®**  
Annual Impact Report





The background of the entire image is a close-up photograph of a person's hand holding a large, clear, rough-cut natural diamond crystal. The hand is positioned with the thumb and index finger gripping the crystal, which is held up against a dark, out-of-focus background. The lighting highlights the facets and textures of the diamond.

# OUR MISSION

We are a global nonprofit that supports and celebrates the positive impact natural diamonds have on communities around the world. We give back to those who live and work in natural diamond communities, and share this impact with consumers to build confidence and inspire purchase intent for natural diamonds.



# TABLE OF CONTENTS

2	Mission
4	Letter from Chair
5	2025 Global Impact
6-12	How We Give Back
13-15	Consumer Impact
16-19	Industry Impact
20-21	Looking Ahead
22	Lead Sponsors
23	Board of Directors





## 2025 — A YEAR OF FRUITION

In 2025, Diamonds Do Good experienced a true year of fruition, when the seeds of our work and partnerships came to life in powerful ways.

We celebrated the Diamonds Do Good Awards, honoring those whose leadership and integrity continue to move our industry forward. We embarked on our first-ever Diamonds Do Good in Action Trip to Botswana, offering industry professionals a firsthand look at the positive impact natural diamonds have in the communities where they are discovered. Our beneficiary programs continued to grow, empowering women entrepreneurs, students, and families across Africa and India. And through our expanded broadcast and digital storytelling efforts to consumers, we were proud to be recognized with a Silver Telly Award for sharing these stories of real impact with the world.

As we look to 2026 and beyond, we remain committed to showing how every natural diamond tells a story of empowerment and how, together, we make diamonds do good.

With gratitude,  
Kathy Corey  
President, Diamonds Do Good



# 2025 GLOBAL IMPACT

## **JOBS CREATED & SUSTAINED:**

Over 400 direct & indirect jobs through entrepreneurship and training programs

## **EDUCATIONAL OPPORTUNITIES:**

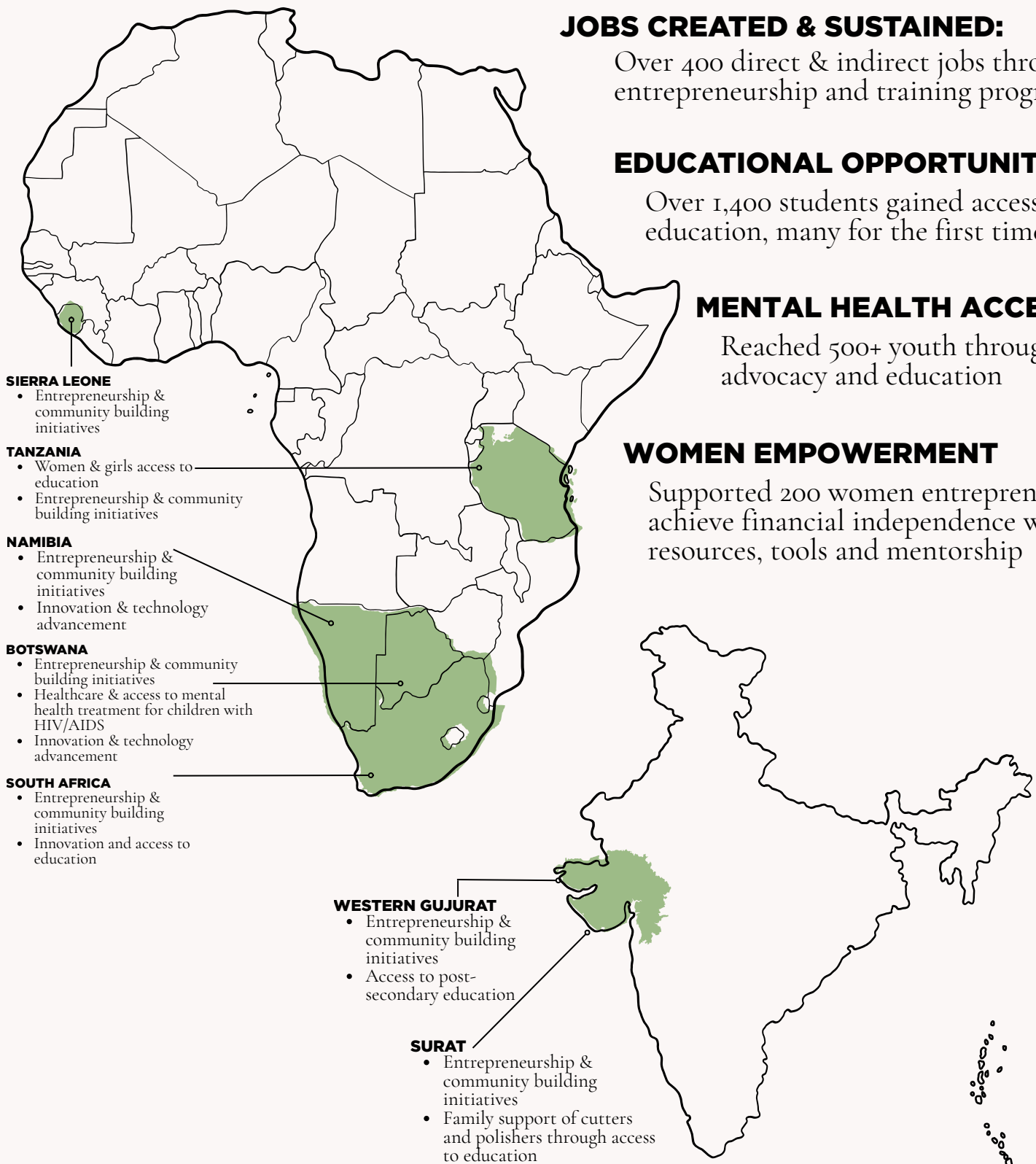
Over 1,400 students gained access to education, many for the first time

## **MENTAL HEALTH ACCESS**

Reached 500+ youth through advocacy and education

## **WOMEN EMPOWERMENT**

Supported 200 women entrepreneurs achieve financial independence with resources, tools and mentorship







# *How We Give Back*

2025



# DIAMONDS DO GOOD'S Urban Transition Centers in partnership with American India Foundation

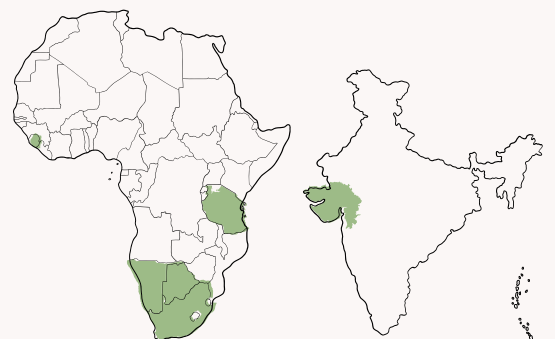
The American India Foundation is implementing an innovative education program designed to support the children of India's diamond cutters and polishers, often migrant workers who play an essential role in the country's diamond industry.

This program helps bridge educational gaps by providing bilingual learning resources, fostering cultural inclusivity, and offering tailored academic support. Through these efforts, children are empowered to succeed in school and build brighter futures, despite the unique challenges their families face as migrant workers.



# DIAMONDS DO GOOD'S Entrepreneurship Grants

Now in its sixth year, the Entrepreneurship Grants Program provides direct funding, mentorship, and support to emerging entrepreneurs in diamond-producing communities. These grants help individuals strengthen their businesses, expand their operations, and create long-term pathways to economic independence. Grant recipients are transforming their ideas into thriving, community-driven ventures that generate jobs, stability, and sustainable growth. Entrepreneurs Tshireletso of Erba Farms exemplify how these grants spark meaningful, lasting impact. For many, this support represents a powerful opportunity to build self-sufficient futures, uplift their families, and reinvest in the communities they call home.



Tshireletso of Erba Farms, 2021 Grant Recipient during DDG's 2025 visit



# FLAVIANA MATATA FOUNDATION

The Flaviana Matata Foundation is committed to empowering young women in Tanzania through mentorship, skills training, and financial support. By providing education and practical resources, the foundation helps young women build confidence, pursue opportunity, and shape brighter futures for themselves and their communities.

This year's funding provided scholarships for young women at the secondary, college, and university levels, opening doors to education that would otherwise be out of reach. These opportunities foster financial independence, leadership, and generational change, enabling scholarship recipients to become powerful role models within their communities.





# DIAMONDS DO GOOD & Sentebale Let Youth Lead Program



Sentebale operates across southern Africa, supporting youth whose lives have been affected by HIV/AIDS. Through accessible health services, educational programs, and emotional support, Sentebale provides young people with the tools they need to stay healthy, continue their education, and thrive.

Diamonds Do Good's Radio Program strengthens this work by delivering essential HIV/AIDS education across Botswana, raising awareness, breaking stigma, and empowering communities with life-saving information. Together, these efforts offer young people a reliable support system that fosters resilience, confidence, and long-term well-being.



# VEERAYATAN

Veerayatan has been instrumental in expanding educational access for youth in rural India, particularly for students who would otherwise have limited or no opportunities for formal schooling. By providing learning resources, mentorship, and structured academic pathways, Veerayatan opens doors to education that can transform both individual lives and entire communities. This year's grant supported scholarships for students pursuing Engineering and STEM education. Their success will not only uplift their own futures but also help strengthen and advance the rural communities they come from.





NEW! Partnership Offerings!

# Signet's Love Inspires Foundation + Diamonds Do Good: **FINDING THE LEADER WITHIN**

In 2025, Diamonds Do Good introduced a new model of collaboration that identifies high-impact programs for foundations to support. Through this approach, we act as a bridge connecting aligned philanthropic partners with initiatives that empower communities and drive meaningful, measurable change. *Finding the Leader Within* became the first program selected through this model for Signet's Love Inspires Foundation.

*Finding the Leader Within* is a transformative leadership development program for young people living near the Jwaneng diamond mine in Botswana. Through mentorship, hands-on learning, and values-based guidance, participants discover their strengths, build confidence, and develop the skills needed to lead with purpose. The program equips youth with a deeper understanding of their own potential empowering them to make informed decisions, pursue opportunities, and become catalysts for positive change within their communities.







# *Educating Consumers*

2025

**56.78**  
**MIL+**  
IMPRESSIONS

**30K+**  
NATURAL  
DIAMOND QUIZ  
COMPLETIONS



# EDUCATING CONSUMERS

## NATURAL DIAMOND BROADCASTS

Supported by the JCK Industry Fund, Diamonds Do Good brought the natural diamond story to life in living rooms across America connecting emotion, aspiration, and impact. By aligning with three key retail seasons, each broadcast met consumers in moments that mattered most.

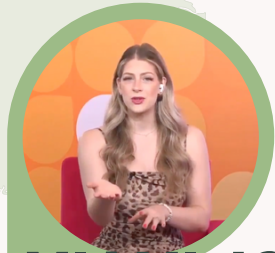
Picked up by hundreds of newsrooms nationwide, from New York and Los Angeles to Chicago, Miami, and Boston, these stories gave the natural diamond message cultural relevance and heart, amplifying our impact to millions.

Click below to see a few standout examples:

**MILWAUKEE:WEDDING**



**PHOENIX:JCK**



**MIAMI:JCK**



**SILVER TELLY  
AWARD WINNER  
BUSINESS-TO-  
CONSUMER**

# 56.78 MIL+

Projected Broadcast Impressions  
*by the end of 2025*

# 210+

US Markets Reached



# 7.6 MIL+

digital video views as  
newsrooms pushed the  
story on digital &  
social channels

# 594%

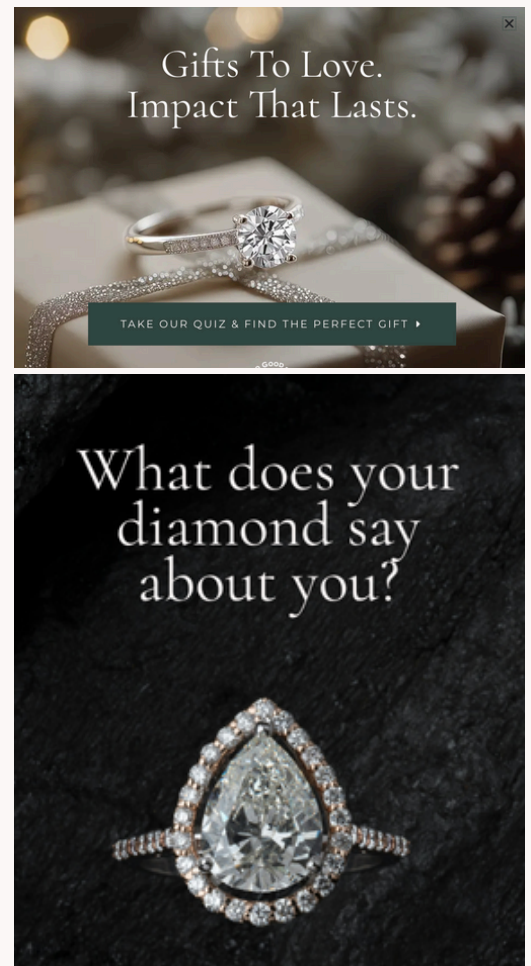
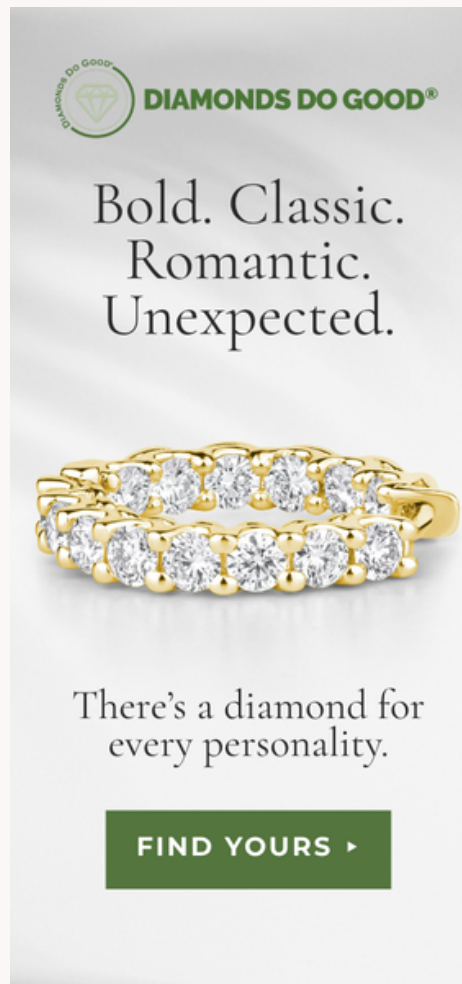
increase in website traffic  
as newsrooms connected  
directly to DDG.com





# EDUCATING CONSUMERS

## DIGITAL STRATEGY



In 2025, Diamonds Do Good reimagined education through experience with the launch of our “What’s Your Diamond Story?” quiz, an interactive tool that connects consumers to the power of their purchase through style, personality, and purpose. The quiz guided shoppers to reflect on what matters most to them, love, legacy, or impact, while discovering how natural diamonds create meaningful change in communities across Africa and India.

Through targeted digital campaigns, strategic collaborations, and strong retailer partnerships, we transformed consumer awareness into deeper understanding—and turned shared values into action.

# *Industry Impact* 2025

**LARGEST  
DIAMONDS DO  
GOOD AWARDS  
AUDIENCE  
EVER**





# DIAMONDS DO GOOD AWARDS

*Celebrating the brilliance of those who do good*

Our most attended event to-date, the sold-out 2025 Diamonds Do Good Awards celebrated leaders and companies whose values mirror the natural diamond industry's positive impact around the world. This year, we honored Claudia Cividino of Jared Jewelers, Shri Govind Dholakia, Tanishq, and Sissy's Log Cabin Jewelers for their commitment to responsible business, community development, and storytelling that inspires consumer confidence in natural diamonds.





# INDUSTRY IMPACT

## MUSE HAVE A HEART X DIAMONDS DO GOOD

In partnership with Muse's Have a Heart initiative, Diamonds Do Good brought together nine designers to create a limited-edition collection celebrating love, community, and purpose. A portion of every purchase supports the Flaviana Matata Foundation in Tanzania, empowering girls through education and opportunity.

The collection launched at Nordstrom's New York City flagship store bringing the message of doing good through diamonds to a wider audience.



ADRIANNA  
KINAL



# DIAMONDS DO GOOD

*in action / destination / botswana*



In March 2025, Diamonds Do Good led its first-ever guided trip to Botswana, bringing together industry leaders, retailers, and partners to experience the full journey of a natural diamond — from the earth to the communities it supports. Participants visited the Jwaneng Mine, one of the world's most valuable diamond mines, met with entrepreneurs and beneficiaries whose lives have been transformed by diamond-funds programs, and a safari.

Attendees saw firsthand how responsible sourcing, local entrepreneurship, and education initiatives are shaping a sustainable future for diamond-producing nations.

As we look ahead, Diamonds Do Good will continue to expand this initiative, inviting more industry members to witness the power of natural diamonds in action during our 2026 Destination Botswana experience.



# *Looking Ahead*

2026





# 2026 DIAMONDS DO GOOD AWARDS

Diamonds Do Good is thrilled to unveil the honorees for the 2026 Diamonds Do Good Awards! These remarkable leaders have set a new standard in the natural diamond industry, blending innovation, ethical business practices, and unwavering commitment to community empowerment. The awards will be presented on Thursday, May 28, 2026, in the Venetian Hotel, Las Vegas.

Join us for an evening of inspiration as we honor those who make a meaningful difference. Tickets are limited. [Buy yours now.](#)



TIFFANY & CO.

Tiffany & Co.

DIAMONDS DO GOOD VANGUARD  
OF SUSTAINABLE LUXURY AWARD

Honoring a global icon who strives to set the standard for sustainable luxury, from sharing the origins of their primary raw materials to investing in the artisans who craft their jewelry. Tiffany & Co. is dedicated to traceability, responsible sourcing and protecting the natural world by taking bold action on climate change and conservation. As a Maison that celebrates the many facets of love, sustainability lies at the heart of everything they do.



Anna Martin

GOOD AWARD FOR LIFETIME  
ACHIEVEMENT

Celebrating her groundbreaking career in responsible diamond financing, her leadership in shaping global markets, her significant contributions to GIA's Board serving as Vice Chair and later as Senior Vice President of Global Business Development, as well as her many influential roles across industry associations, including as Chair of Diamonds Do Good, championing the integration of business excellence with meaningful social impact.



1837  
CD PEACOCK.  
CHICAGO

AFTER

CD Peacock

DIAMONDS DO GOOD'S  
COMMUNITY IMPACT AWARD

Celebrating the jeweler's long-standing legacy of impact, leadership, and generosity, reflected in its deep commitment to the communities it serves. From its work with numerous charities, including the Beautiful Lives Project, Cradles to Crayons, The Community House, and the Hinsdale Humane Society, to its leadership in demonstrating

# Global Board of Directors



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Day's Jewelers

### TREASURER



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Jewelry & Luxury Content Creator



Dr. Ben Chavis  
DDG Co-Founder



Nathalie Diamantis  
Luxury Jewelry Consultant



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Elias World Media



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Nilesh Kothari  
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Eddie Levian  
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Avi Levy  
GCAL by Sarine



Sally Morrison  
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Kristi Nicolosi  
The Kingswood Co.



Lola Oladunjoye  
Lola Fenhirst



Piyush Patel  
Dharmanandan Diamonds



Pritesh Patel  
GIA



Constance Polamalu  
Zachary's Jewelers



Kealeboga Pule  
Nungu Diamonds



Craig Rottenberg  
Long's Jewelers



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Dov Tannenbaum  
Leo Schachter Diamonds



Iris Van der Veken  
Watch & Jewellery Initiative 2030



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**GIA**®

LE VIAN®



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JEWELS

