DIAMONDS DO GOOD®



2026 Impact Report

Every natural diamond has a story.

“Look! I can see myself.”

And with a clearer view of herself, a world of possibilities comes into focus.



Diamonds Do Good supports and celebrates the positive impact of natural diamonds on communities around the world, helping create brighter futures through education, opportunity and care.

By sharing this good, we help consumers find a deeper value in their natural diamond purchase.

BLACK COFFEE FOUNDATION GIFT OF SIGHT: | SOUTH AFRICA

INSIDE THIS REPORT

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Every page is a story of a community building something that lasts.



FLAVIANA MATATA FOUNDATION | TANZANIA

WHO WE ARE

Giving back to diamond communities. Building demand for natural diamonds.

Founded in 2006 as the Diamond Empowerment Fund, Diamonds Do Good was inspired by Nelson Mandela's desire for the world to recognize how natural diamonds support livelihoods, create opportunities and strengthen the communities where they originate.

In 2019, we adopted a name that reflected our mission: Diamonds Do Good.

Today, we advance that mission in two ways: investing in education, healthcare, entrepreneurship and women's empowerment in natural diamond communities, and sharing those stories with consumers around the world to strengthen appreciation for natural diamonds and inspire greater demand.

Supported by a global network of industry leaders and partners, we connect the beauty of natural diamonds with the people, communities and positive impact behind them. Giving consumers meaningful reasons to value and choose natural diamonds.

Because the story of a natural diamond is about so much more than the diamond itself.

2006

Founded as the Diamond Empowerment Fund

2019

Renamed Diamonds Do Good

WHERE WE WORK

Botswana
South Africa
Tanzania
Namibia
Lesotho
Sierra Leone
India

OUR MISSION

We are a global nonprofit that supports and celebrates the positive impact that natural diamonds have on communities around the world.

2026 AT A GLANCE

One year, in five numbers.

8,614

adolescent girls supported in Tanzania, helping girls overcome barriers to education.

400+

jobs supported direct and indirect employment through entrepreneurship and training.

200

women assisted in developing businesses and build economic independence.

12

entrepreneurs selected in 2026 to receive DDG entrepreneurship grants to grow their businesses.

1,400+

students accessing education through DDG supported education initiatives.

These aren't just numbers. They're students, farmers and entrepreneurs building futures that last.

A LETTER FROM OUR LEADERSHIP

Why We Do This

Across the communities where natural diamonds are found, people are building something lasting: schools that open doors, clinics that keep children healthy, and businesses that create jobs and income for their families. That progress belongs to them.

Diamonds Do Good exists to stand behind it. We partner with local leaders and organizations doing this work, so their communities can thrive today and for generations after the diamonds are mined. In 2026, that included supporting a new program that brings eye care to children in South Africa, erasing a barrier to learning for many.

The second half of our work is just as important. Consumers deserve to understand the full story behind natural diamonds, told by the people who live it. We help bring their stories to jewelers, creators and consumers so the impact is seen, understood and continued.

We are grateful to the partners and donors who make this work possible, and to the communities who trust us to share their stories. The stories in this report are theirs. We are honored to help tell them.



Peter Engel

Chair, Diamonds Do Good



BLACK COFFEE FOUNDATION | SOUTH AFRICA

WHY WE DO IT

Helping diamond communities thrive long after the diamonds are mined.

01

Because the progress belongs to the diamond communities.

Communities are built by the people who live there. Our role is to invest in the communities and help the people tell their stories.

02

Because a mine has a lifespan, a community shouldn't.

We invest in education, health and businesses that keep going long after the mining ends.

03

Because most people only hear half the story.

Consumers deserve to understand the role natural diamonds play in the places they come from: the school, the clinic, the farm.

04

Because the industry needs a voice people trust.

A brand saying it does good is marketing. An independent nonprofit showing the proof is credibility.

We help diamond communities build futures that last, and help the world understand why that matters.



TSHIRELETSO, DDG AMBASSADOR SPEAKING AT A LOCAL SCHOOL ABOUT ENTREPRENEURSHIP

HOW WE CHOOSE

As the natural diamond industry's nonprofit, Diamonds Do Good holds every grant to one standard: lasting change you can see.

WHAT DIAMONDS DO GOOD INVESTS IN

Proven Impact	Change we can measure: children screened, students enrolled, jobs created.
Lasting value	Programs and businesses built to thrive long after the mining ends.
Local leadership	People from diamond communities leading the work in their own communities.
A story worth telling	Results the world should know, shared through photos, video and their own words.

OUR COMMITMENT

Vetted
Every partner goes through audit, compliance and review.

Accountable
Partners report back on how every grant was used.

Shared
Results come with real stories, photos and updates.

The programs in this report are a sample of our work. In many cases DDG is one of several funders, and we're proud to stand alongside them.



“Every child deserves the chance to see what is possible for their future.”

– BLACK COFFEE | BLACK COFFEE FOUNDATION | SOUTH AFRICA

GIFT OF SIGHT BY BLACK COFFEE FOUNDATION

South Africa

NEW PROGRAMMING IN 2026

A global icon, a local promise.



Black Coffee is a Grammy-winning DJ, one of South Africa's proudest sons, and a voice followed by 16 million fans worldwide.
Through his foundation, he is making sure children in his home country can see clearly in the classroom, and inviting his fans to care about it too.

(left to right) Kealeboga Pule, co-chair, DDG Beneficiary Committee, and founder of Nungu Diamonds, Black Coffee, founder

Why this Program

Poor eyesight is a hidden barrier to learning, and one of the simplest to fix. Children are screened at school and get glasses or care the same week.

Why it connects

Black Coffee's voice reaches audiences far beyond the jewelry industry. When he shares the work, his fans see what natural diamonds can help make possible, often for the first time.



At Thabisang Primary School in Soweto, more than 700 students received vision screenings, with over 100 receiving glasses. For these children, clearer vision means more than seeing the classroom board—it means greater confidence, fewer barriers to learning and new opportunities for the future.

IN NATURAL DIAMOND COMMUNITIES

Behind every natural diamond are people and communities whose stories extend far beyond its beauty. From entrepreneurs in Botswana to women creating opportunities in Tanzania and India, these are the individuals shaping stronger communities and brighter futures.



WOMEN & GIRLS EMPOWERMENT Tanzania

Flaviana Matata Foundation

The Need: Poverty, early marriage and limited access to menstrual health resources prevent many girls from completing their education.
The Grant: Scholarships, mentorship, reproductive health education and improved school sanitation help girls stay in school and pursue their futures.
In 2026: 42 students received scholarship support, including 27 secondary and 15 university students. The partnership also supported improvements to school sanitation and menstrual hygiene education.



WHERE SCHOLARS GO NEXT Graduates step into careers such as as engineers, entrepreneurs and teachers, bringing a steady paycheck and new opportunity home to their families and communities. Every scholarship opens a door that stays open, and the skills, income and confidence they gain ripple out to the next generation of girls who can now see what's possible.



YOUTH EMPOWERMENT

Ctrl+Alt+ Lead

Botswana

The Need: High youth unemployment and limited access to technology, business training and employment opportunities restrict economic independence.
The Grant: Supported Ctrl+Alt+Lead, equipping young people with AI, digital literacy and entrepreneurship skills to build businesses and sustainable livelihoods.
In 2026: A 12-person AI training pilot helped young people develop business marketing materials, laying the groundwork for an expanded program targeting 350 youth and three youth-led enterprises.

12	350	3
young people in the 2026 AI pilot	youth the expanded program will reach	youth-led businesses planned

WHERE IT HAPPENS

Mabutsane, a rural community less than an hour from Botswana's Jwaneng diamond mine.

WHAT'S NEXT

Youth will put their AI skills to work on a real business: a youth-run secondhand clothing shop in Mabutsane, from the business plan to the marketing to the day-to-day operations.

"They're so excited about it. They really are… The kids are now teaching us things, too."

Lisa Jamu, Stepping Stones International


magnetic
attractive



IMPACT IN INDIA · SURAT

Investing in the families who cut the world's diamonds.

Surat, India is where 90% of the world's diamonds are cut and polished. This skill is what makes a diamond shine. In 2026 we committed to making sure their families' futures shine just as bright, from students in the classroom to women building livelihoods of their own.

EDUCATION

FUNDED IN 2026

American India Foundation

THE NEED

Children of diamond cutting and polishing workers face educational disruptions due to family migration, long working hours and limited academic support.

THE GRANT

Supported an Urban Transition Center pilot program providing academic assistance, hands-on STEM learning, teacher training and family engagement across two schools.

IN 2026

501 children received academic support, 30 teachers were trained and 14 students earned merit positions in a national scholarship examination.

WOMEN'S EMPOWERMENT

LAUNCHING SOON

Women of Surat Workforce & Entrepreneurship Initiative

With Dharmajivan Lokseva Trust

OUR COMMITMENT

$40,000 to help women build skills, income and businesses of their own.

WHO IT SERVES

Women from Surat's diamond community.

WHERE IT STANDS

Funds are set aside. The program launches as soon as final setup is complete, and we'll share the women's stories as it grows.



Their stories. Their films. Their red carpet.

FINDING THE LEADER WITHIN | SIGNET LOVE INSPIRES FOUNDATION | BOTSWANA

A NEW WAY OF GIVING

When a company wants to give, we help them give well.

2026 Pioneering Example: The Signet Love Inspires Foundation wanted to invest in young people in Botswana. Diamonds Do Good found the right local partner, Stepping Stones International (SSI) vetted the work, passed the grant through and reports back on every result.

FUNDER
Signet Love Inspires Foundation

→

FINDS, VETS, REPORTS
Diamonds Do Good

→

DELIVERS
Stepping Stones International: *Finding the Leader Within*



What is Finding the Leader Within?

A two-year leadership program for young people growing up in Botswana's diamond communities. Through workshops, mentoring and hands-on projects, they build confidence, life skills and a path to work, and learn to lead in their own villages.
Each new group of graduates helps reach the next, so the program keeps growing in the places that need it most.

From a masterclass to a premiere

One initiative from the program had actor and producer Denim Richards (Yellowstone) and his Opulent Entertainment Group joined by MTV Shuga to lead a week-long filmmaking masterclass. The young people wrote, shot and produced three short films on gangs, trafficking and the pressure on young men to stay silent. Now the films travel to villages to start hard conversations.

Give like this → Companies can fund a program through Diamonds Do Good. Contact executivedirector@diamondsdogood.org to learn more.



We fund people, not just programs.

NACHI LEARNING ACADEMY | DIAMONDS DO GOOD ENTREPRENEURSHIP GRANTS | BOTSWANA

ENTREPRENEURSHIP GRANTS

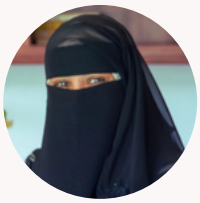
ACROSS AFRICA & INDIA

Charity helps for a season. A business helps a community for years.

In 2026, Diamonds Do Good awarded $80,000 to 11 entrepreneurs across four countries, investing in farmers, makers and small business owners whose ideas create jobs, support families and strengthen local economies. By helping these businesses grow, we are creating opportunities that extend beyond individual entrepreneurs, building more resilient communities and sustainable livelihoods for generations to come.



$20,000



$10,000



$10,000



8 x $5,000



Nakisani Chicho | Nachi Learning Academy

In Bokaa, Botswana, a growing population has created an urgent need for accessible early-childhood education. With approximately 10,000 residents and just two public schools, entrepreneur Nakisani Chicho saw an opportunity to invest in her community's youngest learners.

She founded Nachi Learning Academy to provide early-childhood education for children ages 2½ to 6, helping families access the foundational learning experiences their children need to thrive.

As the recipient of Diamonds Do Good's $20,000 Entrepreneurship Grant, Nakisani is positioned to strengthen her academy's future, expand educational opportunities and build a sustainable local business that serves families while contributing to the community's economic growth.


What grows here feeds a country.



FOOD SECURITY + EMPLOYMENT

Botswana

Erba Farms

What began as a small herb garden in her family's backyard has grown into a thriving agricultural business creating jobs, supporting local families and supplying fresh produce across Botswana.

Since receiving her first Diamonds Do Good Entrepreneurship Grant in 2022, Tshireletso has expanded Erba Farms through investments in land, sustainable greenhouse production, and agricultural infrastructure. Today, her business supplies major retailers and restaurants while providing employment and valuable agricultural skills to young people in her community.

Why We Invest: Tshireletso represents the lasting impact of entrepreneurship. By investing in the infrastructure and equipment her business needs to grow, Diamonds Do Good helps strengthen local food production, create sustainable jobs and build economic opportunities that extend far beyond the farm.

The Impact: From a backyard garden to a commercial agricultural business, Erba Farms demonstrates how investing in one entrepreneur can create opportunities for an entire community.

Since then → *Tshireletso is paying it forward. She mentors other entrepreneurs, speaks to students in local schools and serves as a Diamonds Do Good ambassador, and in 2026 she shared her story on stage at the Diamonds Do Good Awards.*



Impact only counts if people hear about it.

So we take real stories to where people already are: their feeds, their favorite creators, the jeweler's counter.

TELLING THE STORY

Funding the work is half the job.

The other half is making sure someone hears about it.

Most people buying a natural diamond know what it means to them. Far fewer know what it means to the communities behind it.

In 2026, Diamonds Do Good continued bringing those stories directly to consumers through social media, trusted creators, digital campaigns and retail education.



01

New Voices

Creators from outside the jewelry industry, many sharing about diamonds for the first time, tell the story behind their own pieces.

02

Real Stories

Authentic story telling and targeted digital ads carry those stories beyond the jewelry industry.

03

Discovery

Our Diamond Personality Quiz matches everyday values and style to natural diamond pieces from our retail partners, turning interested consumers into buyers.

Supported by
JCK | INDUSTRY FUND

What does your diamond say about you?



TAKE THE QUIZ AND SEE

DIAMONDS DO GOOD

MY DIAMOND DOES GOOD · IN ACTION

LIVE THROUGH OCTOBER

When the story is real, people lean in.

Early results show shoppers aren't just scrolling past. They're clicking, learning and taking the next step toward a natural diamond.

6×

more visits to the Diamonds Do Good website

2×

the click-through rate of typical nonprofit campaigns

3×

the click-through rate of the average Facebook and Instagram ad

4×

more people completed our Diamond Personality Quiz

1 in 4

people who found us on social went on to find their natural diamond match

FROM SCROLL TO STORE

01 See a creators story

02 Click to learn more

03 Take the quiz

04 Shop natural with our retail partners

THE INDUSTRY TOOK NOTICE

Retailers have reached out on their own to say the message is resonating with their customers.

BUILT FOR THE SEASON THAT MATTERS

Launched in the fall to build momentum into the holidays, the biggest time of year for diamond jewelry.

Campaign ongoing at the time of print. Results as of October 27. . Full results will be shared in 2027.

Supported by

JCK | INDUSTRY FUND



The industry is our megaphone.

ONE STORY, THOUSANDS OF STORYTELLERS

Retailers talk to consumers every day. We make sure they can tell the story in one breath.

WHY NATURAL

"Our goal isn't simply to change what consumers buy. It's to change what they believe. By connecting facts with emotion and real human stories, we can reshape perceptions of natural diamonds."

Rebecca Foerster · President, Hearts on Fire · Natural Diamond Ambassador, Diamonds Do Good

SALES ASSOCIATE TRAINING

A "why natural" toolkit with Hearts On Fire

A comprehensive training that gives associates simple, emotional talking points, co-branded with Diamonds Do Good and piloted at HOF Academy.

AGS CONCLAVE

What's Your Diamond Story?

An interactive workshop with Constance Polamalu of Zachary's Jewelers that used a quiz, storytelling and role-play to turn diamond facts into stories matched to what each customer values.

CONSUMER TOOL

The Diamond Personality Quiz

Supported by JCK Industry Fund Grant in 2025, a quiz retailers can use with their own customers, matching style and values to natural diamond pieces.

EVERY APRIL

April = Diamonds Do Good Month

Ready-made social content, in-store materials and toolkits so any retailer can share the impact story.

BEYOND THE JEWELRY COUNTER

New audiences

A pop-up at the Fashionphile event during New York Jewelry Week with the Accessories Council.

IN THE TRADE PRESS

An industry paying attention

Seven trade outlets in the U.S., France and Turkey covered our 2026 consumer campaign, including JCK, InStore, Centurion, Rapaport and National Jeweler.

> *"It's the oldest thing you'll ever wear, and it's still doing good today."*
> Billions of years of history and a community behind every stone, in one sentence. That's what we want in every associate's hands.



DIAMONDS DO GOOD AWARDS 2026

THE 2026 DIAMONDS DO GOOD AWARDS · MAY 28, 2026

The night the industry heard it firsthand.

Each year, the Diamonds Do Good Awards honor leaders across the diamond and jewelry industry who use their businesses, influence and platforms to create real change. In 2026, for our 20th anniversary, the industry came together at The Venetian to celebrate them, and to hear from Tshireletso Seoromeng, who flew from Botswana to share what that support makes possible.

$38K raised in a single live auction to build a new greenhouse at Tshireletso's Erba Farms. One room, one story, and a farm in Botswana that will grow for years.

TIFFANY & CO.

VANGUARD OF SUSTAINABLE LUXURY AWARD

Honoring a global leader in sustainable luxury, responsible sourcing, and environmental stewardship.



ANNA MARTIN · LIFETIME ACHIEVEMENT AWARD

Honoring her visionary leadership in responsible diamond financing, global industry advancement, and commitment to meaningful social impact.

1837
CD PEACOCK
CHICAGO
AFTER

COMMUNITY IMPACT AWARD

Honoring CD Peacock's legacy of generosity, community impact, and purpose-driven leadership in the jewelry industry.




What comes next,
we build together.



Save the Date 2027

The Diamonds Do Good Awards

THURSDAY, JUNE 4, 2027
VENETIAN HOTEL JCK LAS VEGAS

TRAVEL WITH US

Diamonds Do Good in Action: Botswana

Small-group journeys to where natural diamonds begin, to meet the people and communities behind them. Inquire for dates and details at *executivedirector@diamondsdogood.org*

LOOKING AHEAD

Growing our impact

Deeper investment in programs that create lasting change in diamond communities, and stories worth sharing.

Retailers: Join April = Diamonds Do Good Month

Creators & media: tell a story with us.

Industry Partners: sponsor the Awards and/or fund a program by name.

Everyone: $100 gives two children an eye exam and pair of glasses.

Partner. Participate. Amplify. Give.

OUR LEADERSHIP

The industry, at one table.

Leaders from across the natural diamond and jewelry supply chain who give their time and expertise to deepen our impact in diamond communities and build consumer demand for natural diamonds.



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Industry Consultant



INCOMING CHAIR
Marcus ter Haar
Not-For-Profit Advisor



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Long's Jewelers



Iris Van der Veken
WJI 2030



Sarin Bachmann
RX Jewelry Portfolio



Dr. Benjamin F. Chavis Jr
Civil Rights Leader/DDG Co-Founder



Rebecca Foerster
Hearts on Fire



Stephanie Gottlieb
Stephanie Gottlieb Jewelry



Ellen Junger
Helzberg Diamonds



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Ilana McCabe
Signet Jewelers



Piyush Patel
Dharmanandan Diamonds



Kealeboga Pule
Nungu Diamonds



Dov Tannenbaum
Leo Schachter Diamonds

STAFF **Nancy Orem Lyman** · Executive Director **Madison Harvey** · Associate Programs Director

OUR 2026 SPONSORS

The partners who make good possible.

Every grant in this report started with a company that chose to invest in diamond communities. Thank you for making this impact possible.

PARTNER SPONSORS

DE BEERS GROUP · GIA · LE VIAN · ROSY BLUE MORE THAN DIAMONDS

DHARM INTERNATIONAL · GABRIEL & CO. Artisans of Love · HEARTS ON FIRE · JCK Luxury

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And to every donor, ambassador and volunteer: thank you.



A diamond takes billions of years to form.
Its impact should last even longer.

diamondsdogood.org
@diamondsdogood