

DIAMONDS DO GOOD IMPACT REPORT

*A LOOK INTO THE
REAL PEOPLE AND REAL IMPACT
OF DIAMONDS DO GOOD IN 2023*



DIAMONDS DO GOOD



INSPIRATION

Nelson Mandela encouraged our co-founders in 2007 to tell the good story behind natural diamonds which are crucial to the socio-economic development of Southern Africa. We are now a global organization recognizing and helping promote the true impact of natural diamonds around the world.

MISSION

Diamonds Do Good's mission is to support global communities where natural diamonds are mined, cut, polished and sold...and sharing these stories of positive impact with consumers.

GOVERNANCE

Diamonds Do Good is guided by a diverse and influential board of directors drawn from all areas throughout the natural diamond industry. The organization serves as an impartial third-party authenticator, showcasing the positive impact and meaningful contributions of natural diamonds.

LETTER FROM LEADERSHIP

Dear Diamonds Do Good Supporters,

We extend our heartfelt gratitude for your critical support and unwavering commitment to Diamonds Do Good in 2023. Your generous funding has played a pivotal role in enabling us to make life-changing impacts in natural diamond communities worldwide.

In 2023, Diamonds Do Good implemented transformative initiatives, fostering sustainable development, education, and empowerment opportunities in these communities. Through your contributions, we've witnessed positive change and meaningful progress that would not have been possible without partners like you. These are the values that resonate strongly with the natural diamond-purchasing consumer and which need to be championed for the health of the industry.

As we look forward to 2024, your continued support will be even more crucial. We are dedicated to expanding our efforts and your ongoing partnership ensures that we can continue to make a lasting difference in natural diamond communities and share these emotional stories of positive impact.

We are also thrilled to share with you the exciting news of Kathy Corey stepping into the role of incoming president in 2024. As the former owner and current board member of Day's Jewelers, Kathy brings a wealth of experience and passion to our mission. We are confident that under both her leadership and the continued leadership of Anna Martin as Immediate Past President, Diamonds Do Good will reach new heights in its pursuit of meaningful impact and positive change.

Once again, thank you for standing with us in our mission to create a brighter future for natural diamond communities. We are grateful for the trust you have placed in Diamonds Do Good.

Wishing you a joyous holiday season and a prosperous New Year.

Sincerely,

ANNA MARTIN
President
Diamonds Do Good

KATHY COREY
Incoming President
Diamonds Do Good

NANCY OREM LYMAN
Executive Director
Diamonds Do Good

GLOBAL IMPACT



At Diamonds Do Good, our goal is to create life-changing impact in the journey of natural diamonds from the moment they are mined, cut, and polished to the time they are cherished forever and to communicate this impact to consumers.

We currently support active programs in the **Northwest Territories of Canada**, the third largest producer of natural diamonds, **India**, where nine out of 10 natural diamonds are cut and polished, and **diamond-producing countries in Africa**, with special emphasis on **Botswana**, the leading producer of gem quality natural diamonds.

Because of your support in 2023, we were able to expand a critical community-advancing program into India and the Northwest Territories of Canada.

IMPACT BY THE NUMBERS

In 2023, Diamonds Do Good gave **over \$400,000** in grants to programs making life-changing impact in natural diamond communities.

Diamonds Do Good prioritizes the United Nation's **Sustainable Development Goals**, specifically Goal 4 (**Quality Education**), 5 (**Gender Equality**), 8 (**Decent Work & Economic Growth**), 10 (**Reduced Inequalities**), & 17 (**Partnerships for the Goals**).



725

entrepreneurs received a 16-week training & certification

85%

of the Botswana population has access to safe space radio program

1,394

girls in Tanzania have access to menstrual health supplies **every month** overcoming a major challenge to attending school

\$25k

to support student scholars in NWT Canada

36

students fully supported through further education in STEM in India for all of 2023

10

entrepreneurs received funding to further their community building businesses

OUR PROGRAMS

DIAMONDS DO GOOD ENTREPRENEURSHIP GRANTS - *Africa, India, NWT*

Entrepreneurship promotes economic growth, provides access to goods and services, and improves the overall standard of living. Entrepreneurs make a positive impact on their communities and improve their well-being by catering to underserved areas and developing environment-friendly products.

In 2021, Diamonds Do Good launched the DDG Entrepreneurship Grant Program to support entrepreneurs in natural diamond communities who are making an impact.

Since the inception of this program, ***Diamonds Do Good has supported 725 entrepreneurs in diamond communities*** through a 16-week entrepreneurship program guided by leading business moguls and professors from around the world.

Diamonds Do Good has supported 30 entrepreneurs with grants ranging from 5,000-20,000 USD to support their businesses and advance their communities.

Diamonds Do Good expanded this program in 2023 to include entrepreneurs in India. In 2024, we will expand this program to include the Northwest Territories of Canada.

It's not just me who is impacted by this grant. My children will understand that Diamonds Do Good changed their life and has changed the village that they are growing up in."

– Mirriam Margret

Diamonds Do Good Entrepreneurship Grant Recipient



OUR PROGRAMS

MINE TRAINING SOCIETY - *Northwest Territories of Canada*

In the rural Northwest Territories of Canada, the diamond industry is one of the main economic drivers as thousands of people are employed at mines and many social-economic benefits have arisen due to this industry.

For most local youth, continued education is a barrier to furthering the community through needed career-fields like physicians, pharmacists, or engineers.

Diamonds Do Good created a partnership with the Mine Training Society to help bridge the barrier to continued education by granting students in need with scholarships to provide the necessary resources to start or finish school.

Since the partnership began in 2018, Diamonds Do Good has granted over \$150,000 to support this program.

Diamonds Do Good has played a significant role in my life by shaping my career and by significantly contributing to the socio-economic state of the Northwest Territories.”

– Trisa

Mine Training Society x Diamonds Do Good Grant Recipient



OUR PROGRAMS

SENTEBALE - Botswana

In Sub-Saharan Africa, around 4,200 adolescent girls and young women ages 15-24 are diagnosed with HIV... every week.

Since 2018, Diamonds Do Good has partnered with leading NGO Sentebale in Botswana to provide mental health resources and programming for youth impacted by HIV/AIDS.

Diamonds Do Good specifically funds the Let Youth Lead and Radio Positive Programming.

Let Youth Lead empowers young adults to become advocates and mentors for their younger peers who have recently been diagnosed with HIV. These advocates are providing mental health services, peer-to-peer counseling and reducing the stigma of living with HIV.

Radio Positive is a radio program fully sponsored by Diamonds Do Good that reached 85% of the Botswana population.

[DDG] has touched the lives of countless individuals, inspiring them to embrace optimism, pursue their passions, and embark on their own journeys of growth and fulfilment."

– Sekgabo

Radio Positive Host and Let Youth Lead Advocate



OUR PROGRAMS

FLAVIANA MATATA FOUNDATION - *Tanzania*

In Tanzania, many girls and young women drop out of school due to various reasons including teenage pregnancies, child marriage, and poverty.

Diamonds Do Good has partnered with the Flaviana Matata Foundation to empower the girls and young women these areas to become educated, self-sufficient leaders in *their communities*.

In 2023, Diamonds Do Good has supported 5,500 girls and young women through programs put on by FMF including Scholarship Programs, Back to School Funding, Menstrual Cycle Management, and the building of schools, classrooms, and washrooms for students and teachers.

The Diamonds Do Good Bracelet has been successful throughout 2023 for its efforts in raising funds for the Flaviana Matata Foundation and empowering retailers to tell the powerful stories of natural diamonds.

“DDG is one of the biggest examples [of nonprofits making an impact]. We have girls who are graduating from college, getting jobs, going back to their communities, and supporting their families.

– Flaviana Matata,
Founder, Entrepreneur, and Top Model



OUR PROGRAMS



RENAISSANCE SCHOOL - *South Africa*

In Limpopo, South Africa, right outside of De Beers Venetia Mine, the Renaissance Secondary School is the school of over 1,500 students.

During a 2019 visit to the school, the International Group the Young Diamantaires established a need for the school to have a science lab to further the students education and allow them to have a competitive edge in the job market.

Since 2020, Diamonds Do Good has partnered with the Young Diamantaires raising funds for the completion of the science lab.

During a 2023 visit to the school, DDG Board Member Kealeboga Pule and staff discovered the school lacked electricity.

In an ongoing effort for 2023, Diamonds Do Good is working with De Beers and the Young Diamantaires to ensure the school is a safe and reliable place for students to learn.

Growing up in a school very similar to this, I understand the impact of the teachers, the classroom, and the buildings. Diamonds Do Good and the natural diamond industry continue to make a powerful impact on students in South Africa and beyond.”

– Kealeboga Pule

*Diamonds Do Good Board Member;
Managing Director, Nungu Diamonds*

OUR PROGRAMS



VEERAYATAN - *India*

In rural communities outside of Gujarat, India, many young people are faced with challenges such as a high population density, low literacy rate, and inadequate infrastructure.

Since 2015, Diamonds Do Good has supported leading NGO Veerayatan with specific scholarships aimed to help students and young people with needed funding in the STEM sciences.

The goal of The Diamonds Do Good Scholarships with Veerayatan is to assist youth by giving scholarships to 18-30 years of age, who are seeking additional training and/or education that is needed in their community.

Since the inception of this program in 2015, Diamonds Do Good has given over \$500,000 to support students in India and empower them to further their education and pursue their dreams.

It's inspiring to me to know there are organizations like Diamonds Do Good who are committed to making an impact on students like me."

– Ashi Shah

Veerayatan Scholarship Recipient

REAL PEOPLE, REAL IMPACT



MEET A DIAMONDS DO GOOD GRANT RECIPIENT

One of 30 entrepreneurs awarded a DDG Entrepreneurship grant, Tshireletso is a farmer in a small village in Botswana.

When Tshireletso started the free entrepreneurship program made available to her by Diamonds Do Good, she had no expectations of receiving funding for her farm.

Tshireletso persevered through 16-weeks of intensive business classes and many rounds of interviews and business pitches.

In 2022, Tshireletso received a grant from Diamonds Do Good.

At the time, her business, Erba Farms, started out in the window sill of her parent's backyard. Now, the business, which is currently in over 25 supermarkets across Botswana, employs eight people in her rural community - creating lasting, positive impact and changing the lives of her employees and their families.

Thank you, Diamonds Do Good, your grant not only changed my life, but it changed many other lives as well."

DIAMONDS DO GOOD BRACELET



In November 2022, Diamonds Do Good launched the Diamonds Do Good Bracelet to create a beautiful piece of jewelry that equips sales associates to tell the story of natural diamonds and their impact around the world. The bracelet (retailed at \$129) also raises money for the Flaviana Matata Foundation through Diamonds Do Good empowering girls and young women in Tanzania.

The bracelet launched with our key partner retailers including Jared, Hamilton Jewelers, Greenwich St. Jewelers, Royal Asscher, and Onirikka Fine Jewelry.

Today, the bracelet is in over 240 retail stores around the world.

[Click here to buy your bracelet from our retail partners.](#)

DIAMONDS DO GOOD & JCK | INDUSTRY FUND



The mission of the JCK Industry Fund is to support the jewelry industry's long-term success and growth by providing grant funding to impactful organizations with the vision and programming to drive sustainable improvements across the industry.

For many years, the JCK Industry Fund Grant has supported Diamonds Do Good with our consumer confidence messaging.

In 2023, Diamonds Do Good used the funding to disseminate the **Real People | Real Impact** campaign with consumers who are looking to get engaged.

With **over 74 million impressions**, the campaign educates consumers on the life-changing impact of their natural diamond purchase. The campaign has seen an engagement rate that doubles the current industry average.

For more information and to view elements of this campaign, follow @DiamondsDoGood on Instagram and click here.

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DIAMONDS DO GOOD AWARDS



The Diamonds Do Good Awards are an opportunity for the industry to gather on the eve of JCK to honor and celebrate industry members who are using their businesses to further advance the community around them by giving back.

In 2023, Diamonds Do Good honored De Beers Group (The GOOD Award), Rosy Blue (Visionary Award), Valérie Messika (Next Gen Award), and Lorraine West (Inspiration Award).

The Diamonds Do Good Award serves as our annual fundraiser to continue our annual giving to the programs we support around the world.

Please Save the Date for the 2024 Diamonds Do Good Awards on Thursday, May 30th.

**"THE BEST
EVENT I
ATTENDED IN
VEGAS
LAST YEAR."**

- Leading Jewelry Retailer



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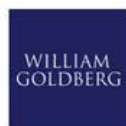
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OF DIAMONDS DO GOOD**

