



Diamonds Do Good Impact Report 2024





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Our Mission

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

Message from the President

Dear Friends and Colleagues,

As we reflect on 2024, it's clear this has been a landmark year for Diamonds Do Good. With the support of our industry allies, we've been able to dedicate significant funds to programs that align with our mission to create a positive legacy for the natural diamond industry. This report highlights the impact we've achieved together—from supporting young entrepreneurs to funding critical education and health initiatives. These efforts bring to life the ideals behind Diamonds Do Good and exemplify the social and economic progress possible through sustainable partnerships.

This year, we were thrilled to celebrate the Diamonds Do Good Awards and honor the incredible achievements of GIA, Lisa Bridge, London Jewelers, and Shiona Turini. With record-breaking attendance, the event truly became a highlight in Las Vegas. We're deeply grateful to each of you who joined us, invited colleagues, and contributed to making it an unforgettable night. We look forward to announcing our 2025 honorees and celebrating together again.

We've also deepened our engagement with consumers and industry leaders, amplifying stories that connect people to the communities behind the diamonds they cherish. With our new website, dedicated consumer broadcast initiatives, and the continued success of the Diamonds Do Good Awards, we've created opportunities for people to witness and be inspired by the positive change their support helps generate.

On behalf of the Diamonds Do Good team, thank you for standing with us.

With gratitude,



*President
Diamonds Do Good*



Impact by the Numbers

2024

Jobs Created & Sustained

Over **400 direct and indirect jobs** supported through entrepreneurship and training programs.

Educational Opportunities:

More than **1,400 students** gained access to education, many for the first time, improving their long-term futures.

Women Empowerment

Supported over **200 women entrepreneurs** with the resources, tools, and mentorship needed to achieve financial independence.

Health Access

Reached **500+ youth** through Sentebale's HIV/AIDS support initiatives, providing life-saving education and resources.

Together, we've made a tangible difference in diamond-producing regions, proving that diamonds are more than treasures—they're catalysts for change.

Beneficiary Impact



A close-up photograph of a young Black man in a white lab coat and blue gloves, focused on using a pipette to transfer liquid into a small vial. He is in a laboratory setting, with a red multi-well plate and other lab equipment visible in the foreground. The background shows a typical lab environment with white walls and ceiling lights.

DDG Entrepreneurship Grants

Overview: Now in its fourth year, the Entrepreneurship Grants program offers direct funding and support for entrepreneurs within diamond-producing communities.

This year, our program extended to include India, supporting a new range of small businesses.

Impact: Recipients are turning their ideas into impactful ventures that bring jobs, stability, and growth to their communities. For many, these grants are a chance to build a self-sufficient future, create local employment, and reinvest in their towns.

Flaviana Matata Foundation

Overview: The Flaviana Matata Foundation is a long-standing partnership dedicated to empowering young women in Tanzania. Through mentorship, training, and financial support, the foundation equips women with skills and resources to thrive.

Impact: This year's funding supported programs that helped hundreds of young women overcome barriers to education, such as access to safe spaces and sanitary environments. These initiatives enabled them to stay in school, enter the workforce, achieve financial independence, and make meaningful contributions to their communities.





Veerayatan

Overview: Veerayatan has been instrumental in delivering educational resources to children in rural areas in India, specifically those who otherwise would have little access to schooling.

Impact: Our grant helped facilitate scholarships for students in Engineering & STEM Education. Through Veerayatan, they now have access to quality education, laying the foundation for a brighter future.



Sentebale

Overview: Sentebale operates in southern Africa, working with youth affected by HIV/AIDS. The program provides vital health services, education, and support to help these young people thrive.

Impact: Diamonds Do Good's Radio Program plays a vital role in educating Botswana's population impacted by HIV/AIDS, fostering awareness, and promoting healthier communities. Sentebale's impact is profound. The program has changed lives by offering a support system that fosters resilience and well-being.



New Programming for 2025

Overview: The American India Foundation is implementing an innovative program to support the children of cutters and polishers—migrant workers who are essential to India’s diamond industry.

Impact: This program addresses educational barriers by providing bilingual resources, cultural inclusivity, and academic support. It empowers these children to excel in school and beyond, despite the challenges their families face.



Consumer &
Industry Impact

April = Diamonds Do Good Month

Focus: Celebrated Diamonds Do Good Month to highlight the impact in diamond-producing regions and promote awareness of our mission.

Collaborations: Partnered with retailers and industry stakeholders to expand our message reach and engage wider audiences.

Consumer Engagement: Engaged consumers through interactive initiatives, reinforcing the positive impact of natural diamonds on communities.

[▶ Click here to watch the campaign](#)

225
retail stores

15 million+
consumers engaged

78%
increase in website traffic

DAY'S
JEWELERS
SINCE 1922
AN OFFICE OF ANTI-CORRUPTION

Lasker
JEWELERS & DIAMONDS

HELBURG
DIAMONDS

LUX BOND & GREEN
JEWELERS SINCE 1898

ZACHARY'S
JEWELERS

BORSHEIMS

Paoli
JEWELRY

MJ
CHRISTIAN DIAMONDS

Fred Meyer Jewelers

GREENWICH ST
JEWELERS

JM



Diamonds Do Good Awards - 2024

The Diamonds Do Good Awards, held annually, recognize the exemplary efforts of individuals and organizations that embody our mission. This year's honorees, GIA, London Jewelers, Lisa Bridge & Shiona Turini, were celebrated for their innovative approaches to sustainability, community development, and social change within the diamond industry. These awards serve as a reminder of the collective potential of industry partners to create meaningful, sustainable impact.



New Consumer-Centric Website

Our newly launched consumer website is at the heart of our Q4 initiatives, setting a new standard for educating consumers about natural diamonds. Developed in partnership with Catapult Creative, the site provides a comprehensive resource on natural diamond sourcing, sustainability practices, and the impactful community programs they support. The website bridges the gap between consumers and our mission, empowering buyers to make informed choices that drive positive change in natural diamond communities.



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NATURAL DIAMOND EDUCATION

Sustainability in the Diamond Industry

Q4 Broadcast Campaign

Our Q4 broadcast campaign targets consumers during the peak natural diamond shopping season, delivering timely insights on today's hottest diamond trends while emphasizing sustainability and the industry's ongoing efforts to create a positive impact. By connecting the allure of natural diamonds with their meaningful story, we aim to inspire conscious purchasing decisions.

The campaign is further amplified by Julia Chafé of JewelsByJules, whose influence and expertise bring the message to life.

20 million+
viewers

550
station airings



FOX

CBS

LIFE
LOVE
SHOPPING

“Natural diamonds offer unparalleled beauty and lasting impact and create brighter futures for communities worldwide.”

-Julia Chafé

Click below to watch our segments with:

Borsheims 

Zachary's Jewelers 

Helzberg Diamonds 

Q4 Trends with Julia 



2025 Diamonds Do Good Awards

Diamonds Do Good is thrilled to unveil the honorees for the 2025 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, June 5, 2025**, at the San Polo Ballroom 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—[**click here to buy yours now.**](#)



Retail Leadership & Innovation Award

Claudia Cividino
Jared



GOOD Award for Lifetime Achievement

Shri Govind Dholakia
SRK



Purpose-Driven Business Leadership Award

Tanishq



Community Impact Award

Sissy's Log Cabin

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CHANGEMAKER PARTNERS

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FUND



GIA[®]

LE VIAN[®]



ROSY BLUE

MORE THAN DIAMONDS

GIVING PARTNERS

JCK

Luxury

The Leo Schachter logo features a stylized blue line-art profile of a lion's head with a flowing mane.
Leo Schachter

