

Good News Department

Gifts That Make A Difference

(NAPSA)—Giving charitable gifts can be an inspiring way to feel the spirit of the holidays.

In fact, 50 percent of all charitable giving by individuals and families is done between Thanksgiving Day and New Year's Day, according to Charity Navigator, an organization that evaluates charities. A large percentage of that giving occurs during holiday time, when people tend to give gifts that benefit the recipient and people in need. Here's a closer look:

Gifts That Give Twice

You can find a number of gifts that raise money to help children in need worldwide. For instance, UNICEF (United Nation's Children's Fund) is offering a variety of cards and gifts with proceeds benefiting children in developing countries.

You can also purchase holiday cards at Hallmark Gold Crown stores or Pier 1 Imports that benefit UNICEF. This year, Hallmark is offering a special Keepsake Ornament that celebrates diversity around the world and features children wearing traditional clothing from different countries.

Additionally, companies including Cartier, Baccarat, Harry and David, Gucci and Montblanc have partnered with the charity, offering donations to the group when consumers purchase designated items for the holidays. To learn more about this season's cards and gifts, please go to www.unicefusa.org/shop.

Gift Of Help

Inspired Gifts is an innovative program that gives consumers the opportunity to purchase actual life-saving items for children in need



A number of holiday gifts benefiting UNICEF include this Hallmark Keepsake Ornament.

throughout the world. The items, from rehydration salts and tents to water wells and therapeutic milk, are sent to one of more than 150 countries where UNICEF serves. You can send the gifts on behalf of a loved one or friend, who will receive a card identifying the item that was sent and how it will be used to help save children's lives. For more information, visit www.inspiredgifts.org.

The Business Of Giving

Businesses can spread holiday joy to colleagues, customers, friends and millions of children around the globe by purchasing and sending cards from UNICEF's 2007 fall business card collection. A portion of each greeting card sale will benefit the organization's lifesaving programs. For more information, visit www.unicefusa.org/shop.

Founded in 1946, UNICEF helps save, protect and improve the lives of children in more than 150 countries through immunization, education, health care, nutrition, clean water and sanitation.