

**EMBRACE THE
DIFFERENCE[®]**

Brand Kit

2016



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EMBRACE THE
DIFFERENCE®

03

about



My name is Robyn Zimmer. As a mother of a child with developmental differences I am well aware of the many challenges faced each day by people with chronic illness, physical, emotional and developmental disabilities. I designed the Embrace The Difference® symbol to show support, acceptance and kindness no matter what differences we may have.

My son Sam, the inspiration behind Embrace The Difference®, is now 23 years old. When Sam was two years old he was not speaking and I knew there was something wrong. We addressed his hearing issues with tubes and speech therapy which allowed him to catch up. But in kindergarten, we knew there were other issues. He was diagnosed with ADHD. As the years went on, learning disabilities started to surface and finally he was diagnosed with Aspergers Syndrome at age 14.

Raising Sam was quite an adventure. Each new school year brought new challenges that had to be faced. But Sam has an amazing gift. He astounds people by his ability to read peoples emotions. Many people have taken Sam under their wing through the years, embracing and accepting his differences. Because of this, Sam was able to grow into the amazing young man he is today.

Embrace The Difference® is a simple, yet powerful reminder that we are all connected, no matter what differences we may have. I have developed the Embrace The Difference® symbol into a line of jewelry that not only promotes acceptance - but raises funds for a variety of different organizations. Please join me in spreading this message of acceptance and kindness.

Sincerely,

Robyn Zimmer
Creator of Embrace the Difference

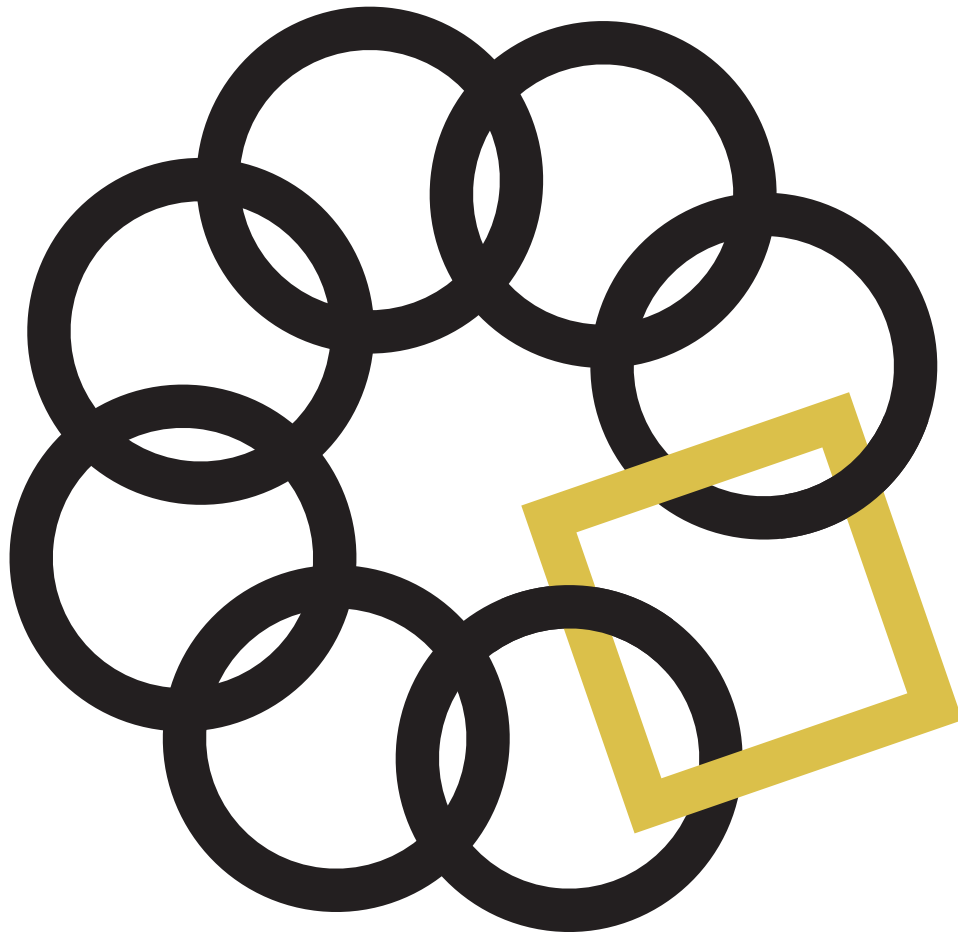


EMBRACE THE
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04

symbol

Interconnecting circles, connected by a square show that we are all linked together, no matter what differences we may have.



**“ He drew a circle that shut me out. Heretic, rebel, a thing to flout.
But love and I had the wit to win: We drew a circle that took him in. ”**

-Edwin Markham



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donations



\$10 - \$100

**FROM EACH PIECE SOLD WILL BE DONATED
TO A PARTICIPATING CHARITY OF THE CUSTOMER'S CHOICE.**

LEARN MORE ABOUT THE CHARITIES AT EMBRACETHEDIFFERENCE.ORG



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jewelry

Traditional Pendant

Interconnecting circles connected by a square show that we are all linked together. Wearing this symbol is a simple reminder to be kind and accepting, no matter what difference we may have.



Gold & diamond pendant | \$850
\$100 donation card included



Two tone pendant | \$195 (large)
\$30 donation card included | \$170 (small)



Sterling Silver pendant | \$125
\$30 donation card included



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07

jewelry

Inspiration Tag Pendant | \$69.99
\$30 donation card included



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jewelry



1 1/2 ct Diamond Pendant | \$995
\$100 donation card included



Gold "Little Notes" | \$225
\$30 donation card included



Silver "Little Notes" | \$125
\$30 donation card included



Silver Heart Pendant | \$90
\$30 donation card included



Heart Pendant | \$170
\$30 donation card included



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jewelry



Charm bracelet | \$195
\$30 donation card included



Heart bangle | \$30
\$10 donation card included



Chain link bracelet | \$30
\$10 donation card included



Charm bangle | \$30
\$10 donation card included





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jewelry

Beaded Bracelets | \$30
\$10 donation card included



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jewelry

Earrings

\$30 donation card included



Two-Tone Earrings | \$250



Sterling Silver Earrings | \$150



Two-Tone Dangle Earrings | \$299

Rings

\$30 donation card included



Two-Tone Ring | \$265 (large)
\$195 (small)



Sterling Silver Ring | \$170 (large)
\$150 (small)



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accessories

Key-chains

\$30 donation card included



Two-Tone Keychain | \$150



Mini Keychain | \$125



Sterling Silver Keychain | \$95

Menswear

\$30 donation card included



Cuff Links | \$250



Tie Tac | \$150



Silver Tie Tac | \$95



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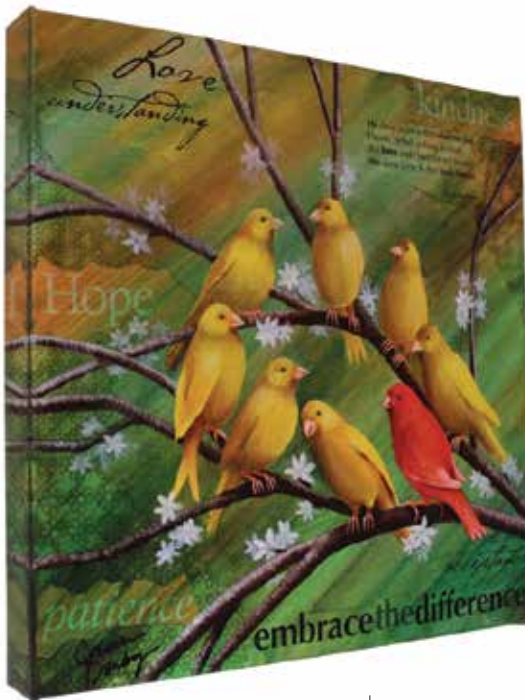
gifts

"Painting a better world"

Robyn Zimmer, Founder of Embrace the Difference, has teamed up with inspirational artist Colleen Wall Darby to create an Embrace the Difference® painting. This stunning work of art is now available as part of the Embrace the Difference® collection for a limited time.



\$30 | \$10 donation card included



\$110 (20x20) | \$30 donation card included
\$60 (12x12) | \$10 donation card included



\$180 (20x20) | \$30 donation card included
\$110 (12x12) | \$10 donation card included

“ This painting is my interpretation of the organization’s symbol. Seven yellow canaries are used to represent the circles and one red canary to represent the square. The birds all sit perched on branches forming a circle and the background is filled with words of understanding, kindness and inclusion. The bird just to the left of the red canary looks out of the painting to draw the attention back to you, the viewer, as if to ask, ‘What will you do? Be exclusive and judgmental or loving and accepting?’ - Colleen Wall Darby ”



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gifts

Gifts

\$10 donation card included



Paperweight | \$50



Ornament | \$30



T-Shirt | \$25

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donations

How donations work

Every Embrace the Difference® purchase is accompanied by a special donation card. Each donation card has a unique code, and an explanation of the meaning behind Embrace the Difference®. Each item comes with a \$10 - \$100 donation card.

When the code is entered at embracethedifference.org/redeem.php, the user will specify which participating charity will receive their donation.



front

back

As a participating charity,

You will receive the names and addresses of those who designated their donation to your organization, along with a check on a quarterly basis.



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charities

Participating charities

*Currently, these are the charities benefiting from Embrace the Difference.
We are adding new charities every month!*

Advocates	CURE Childhood Cancer Association	Make-A-Wish® of Eastern North Carolina
Alberti Center for Bullying Abuse Prevention	Danceability	Mary Cariola Children's Center
ALEH	disAbility Resource Center of Wilmington	Mercy Center for Women
Ali's Rally	The Down Syndrome Association of Greater Charlotte	Muscular Dystrophy Association
Alzheimer's Association	Emma's Footprints	National Multiple Sclerosis Society
American Diabetes Association	Enable	National Multiple Sclerosis Society: <i>Greater North Carolina Chapter</i>
American Cancer Society - Buffalo Hope Lodge	The Eric Brigandi Foundation	Niagara Cerebral Palsy
American Cancer Society- Relay for life: <i>South Atlantic Division</i>	Evergreen Health Services	Oldstead center for sight
The Anthony F. Martino Fund	Familial Dysautonomia Foundation (FD NOW)	Opportunities Unlimited of Niagara
Aspire of Western New York	Foundation for Prader-Willi Research	People Inc.
Autism Society of Central New York	Gateway-Longview	Prader-Willi Alliance of NY
Autism Society of North Carolina	Gateway to Learning Special Education & Training Center	RACIN!
Autism Society Northwestern Pennsylvania	Dr. Gertrude A. Barber Foundation	Relay for Life of New Hanover County
Autism Speaks	GiGi's Playhouse	The Resource Center
Bornhava	Grace Guest House, Inc.	Roanchar Ranch Draft Horse Rescue
The Buffalo Wellness Center	Headway of Western New York	The Ronald McDonald House of Buffalo
The Cantalician Center for Learning	Heritage Centers Foundation	Roswell Park Cancer Institute
Catholic Charities of Buffalo	Heritage Christian Services	SABAH
Cape Fear Council Boy Scouts of America	Heritage Farm, Inc.	Save the Michaels of the World, Inc.
The Center For Handicapped Children, Inc.	HITS Foundation	Southeast Works
Challenged Athletes Participating in Sport or C.A.P.S	Horizon Health Services	Southern New England Region of Hadassah
7 Chances Charity	Hospice Buffalo	Special Spaces, Buffalo
Child & Family Services	Housing Opportunities Made Equal, Inc. (HOME)	St Mary's School for the Deaf
The Children's Growth Foundation	JDRF	Stone's Buddies / Women & Children's Hospital of Buffalo
The Children's League	JDRF Coastal Carolina Branch	Suburban Adult Services Inc.
Cody's Wheels of Hope	Joubert Syndrome & Related Disorders Foundation	Summit Educational Resources
Column of Hope	Kaely's Kindness Foundation	Touching Bases
Comforting Hugs Foundation	Ken-Ton Special Education PTSA	The Vera Bradley Foundation for Breast Cancer
Community Services <i>for the Developmentally Disabled, Inc.</i>	Kevin Guest House	WNY Ovarian Cancer Project
Cradle Beach	The Leukemia and Lymphoma Society <i>Of Western & Central New York</i>	Yad B'Yad
Cranberry Hospice & Palliative Care	Kids Escaping Drugs	
Crohn's & Colitis Foundation	Make-A-Wish®	

As of 2/08/2016

TO LEARN MORE ABOUT PARTICIPATING CHARITIES VISIT, EMBRACETHEDIFFERENCE.ORG



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testimonials



Staff and families have expressed their positive feelings about “Embrace the Difference”, and love the significance of the name. Bornhava is most grateful for the promptness we receive the bonus from purchases These financial gifts enable Bornhava to provide the extras that are so significant to children—We are most thankful.



As a service provider, “Embrace the Difference” speaks to me on two levels: spiritual and support. To embrace, love, accept, and include people with other abilities is what we should be all about. This concept of inclusion IS our mission and must be our passion. To be supported financially from the generous donations of the sale of the jewelry further reinforces the provider who embraces that mission and passion. The Zimmer family “gets it!” I am very happy to be drawn into their circle.



The Embrace the Difference jewelry line is beautiful, both in its design and in the message behind it. Simple lines create a powerful symbol reminding us that we are all unique and connected. As the parent of three special children, each individually unique and beautiful in his or her own way, I am proud to wear the Embrace the Difference pendant and share the artist’s inspiration and important meaning behind it.



Type 1 diabetes makes our kids strong, independent, and resilient. We “Embrace the Difference” as we face our challenges with hope”



As a mother of a child who passed away, I am always looking for where I am supposed to be and where I fit.....and again, with your design, I feel like it is possible to find my place again! Thank you for giving me a little bit more hope everyday, more so, thanks for giving my students a feeling of belonging now! YOU ROCK!!



Evergreen Health Services and Embrace the Difference share the same values. Every day, the Evergreen staff works to provide quality care to the WNY community. We’re so pleased that this jewelry exists as a beautiful reminder of what we’re all working toward: understanding, inclusion, respect. We are proud to promote Embrace the Difference, and to be a recipient of their charitable giving.



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testimonials



The Alzheimer's Association, WNY Chapter is so pleased to be a part of the Embrace the Difference initiative. Robyn's jewelry design is beautiful and simple, yet it perfectly represents the connectedness and differences in all of us. While we are very grateful for the donations it has brought to our organization, we also believe in their vision of acceptance for everyone, regardless of disability, age or illness.



*The Eric Brigandi
Foundation*

Robyn and I connected as two kindred spirits as we share an understanding of the distinctive role we have as parents of children with disabilities. It is my hope that this custom version of the Embrace the Difference ring will be added to the collection as a tribute to a little boy that made a difference in the world. It reminds all of us that "There is no foot so small that it cannot leave an imprint on this world"

The Eric Brigandi Foundation is a proud supporter of the Embrace the Difference initiative as its design brings meaning and awareness to all in a very unique and beautiful way.



Teenagers dealing with a cancer diagnosis, friends rallying behind them and all who support our mission of providing support to teen girls diagnosed with cancer have "Embraced the Difference". We are all true believers that "we are connected" as we embark on our individual journeys. We are connected by our strength, our fears, our hopes and our differences. Thank you for designing jewelry and gifts that assists us with promoting acceptance and understanding while also raising money for Kaely's Kindness Foundation. We are so very grateful that we have been chosen to assist in spreading the message of kindness and acceptance.

danceability

Embrace the Difference is not only beautiful, but it speaks to people. When you see someone with an Embrace the Difference piece, you are curious to know their story. Danceability, a dance and movement program for children and adults with special needs and their families, is thrilled to be one of the Embrace the Difference charities. The donations we have received are making a difference for our dancers. We all can't wait to see what piece of jewelry is next!



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media

1/23/2016 | Embrace the Difference® on WNY Living.



4/26/2014 | Embrace the Difference® for #Givebackday



12/20/2011 | Robyn Zimmer is interviewed by Janet Snyder on The Healthy Zone, about Embrace The Difference® jewelry.



Embrace the Difference® featured in WNY Women Magazine.





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beneficiary

Becoming a beneficiary of Embrace The Difference[®] is easy, and there is absolutely no cost to your organization. The only requirement is that your organization spread the word through newsletters, social media, events and if possible - a link back to the website. Embrace The Difference[®] will also periodically provide customized flyers for you to share with your organization. Occasionally we will have events in which we will ask you to participate.

The Embrace The Difference[®] symbol was developed to promote acceptance, as well as to raise funds for the organizations that work to make this vision a reality. The ultimate goal of this line is to make Embrace The Difference[®] a universal symbol of acceptance and kindness.

Embrace The Difference[®] also reserves the right to approve of all designated beneficiaries.

Please contact **Robyn Zimmer** to find out how you or your organization can get involved.

Robyn Zimmer

Robyn@embracethedifference.org

embracethedifference.org

716-984-3644



Thank you for your interest in becoming a beneficiary of the
EMBRACE THE DIFFERENCE[®] Initiative.