



#RAISE  
*YOUR*  
HAND





BVLGARI AND  
SAVE THE CHILDREN:  
TRANSFORMING  
THE LIVES OF  
AT-RISK  
CHILDREN

#RAISE  
*YOUR*  
HAND

BVLGARI AND  
SAVE THE CHILDREN  
ARE MAKING HISTORY,  
AND YOU CAN BE  
A PART OF IT!

Since 2009, Bulgari has partnered with the non-profit organization to provide support and opportunities to the world's most vulnerable children and youth at home and abroad.

Through programs focused on education, youth empowerment, emergency assistance, and fighting poverty, these two leaders have combined forces to work together for good across the globe.

**A portion of the proceeds from each purchase of Bulgari's Save the Children jewelry collection is donated to funding these programs, so [#raiseyourhand](#) and change a child's life today.**

***Bulgari and Save the Children are proudly transforming children's lives, saving them today and investing in their tomorrow.***



# EDUCATION

INVESTING IN CHILDREN'S  
FUTURES THROUGH LEARNING

Today's inequalities in education are tomorrow's inequalities in life, and Bulgari believes that **education is the best investment we can make to build a prosperous, healthy and just society.**

Children's access to school is the key to breaking the lethal cycle of poverty and discrimination, particularly for those who live in areas devastated by armed conflict, civil instability or natural disasters.

We invest in children's futures by **expanding access to learning throughout childhood and adolescence**, providing teacher training and a healthy and happy environment for children in which to develop.

**OUR EDUCATIONAL PROGRAMS  
HAVE GIVEN THE GIFT OF  
KNOWLEDGE TO 900,000  
CHILDREN.**



# YOUTH EMPOWERMENT

PROVIDING YOUTH WITH  
SKILLS TO BECOME AGENTS  
OF CHANGE

Since 2016, Bulgari has supported an innovative program to **empower the most vulnerable and marginalized youth** in Albania, Uganda, Bolivia and Nepal, giving them the opportunity to achieve their full potential.

Through this new program, we train youth in the life skills they need to make informed and sustainable decisions about their future and help them **reach their personal and financial goals through the education, vocational training and economic empowerment necessary** for stable employment and long-term success.

**MORE THAN 16,000 TEENS HAVE BRIGHTER FUTURES THANKS TO OUR EMPOWERMENT PROGRAMS.**



# EMERGENCIES

SAVING CHILDREN AND  
FAMILIES WHEN DISASTER  
STRIKES

When natural or man-made disasters hit, children are the most vulnerable of all victims. Bulgari has supported **Save the Children's humanitarian efforts** following the earthquakes in Haiti in 2010, Japan in 2011, China in 2013, Nepal in 2015 and Italy in 2016. Since 2014, Bulgari has also provided aid to Syrian children forced to flee their homes who are now living in the Za'atari refugee camp in Jordan.

With **immediate relief and long-term support**, we save the lives of children during natural disasters and humanitarian crises at home and across the globe.

**OUR EMERGENCY RESPONSE  
HAS REACHED OVER 100,000  
CHILDREN IN DANGER.**



# FIGHTING POVERTY

HELPING POOR CHILDREN  
IN OUR HOME COUNTRIES

Poverty can put children at risk in many different ways, and Bulgari supports Save the Children's **fight against childhood poverty** through a number of different programs and approaches. In Italy and Spain, we have opened social and educational centers in underprivileged urban areas. In Australia, a mobile van engages at-risk suburban children and through digital media, art and sports. In the rural US, we work to lower drop-out rates among the poorest children. In the UK, we support families in extreme poverty with basic essentials, including cookers and cots.

We tackle childhood poverty in developed economies, **improving the lives of children through education and social engagement** inside and outside the classroom.

**WE HAVE IMPROVED THE QUALITY OF LIFE OF OVER 75,000 CHILDREN.**



EVERY  
PURCHASE  
HAS THE POWER  
TO MAKE  
A DIFFERENCE

For every piece sold,  
a part of the proceeds will be  
donated to Save The Children.





**Today a sterling silver piece from Bulgari's Save the Children collection, tomorrow something far more precious: a child who can hope for a better future.** The donation included with every purchase of a Bulgari Save the Children ring, pendant or bracelet makes an important impact on a child's life. Here are some examples of what **a donation from a single purchase can provide:**

- A set of flash cards to develop math skills for 100 children in mountainous remote areas of **Vietnam**.
- Full sets of shelter, personal hygiene supplies and utensils for a family in case of emergency in **Nepal**.
- Two months of healthy snacks for 30 Syrian children attending kindergarten in the Za'atari refugee camps in **Jordan**.
- School books and materials for a high school student for one academic year in **Albania**.
- Three months' vocational training in leather and bead craft for one at-risk teenager in **Uganda**.
- A school kit for preschool children including folders, story books, pencils and drawing books in **Mozambique**.

- Classroom tables and benches for five children in the **Ivory Coast**.
- Eight regular checkups for a child from birth to three years in Xinjiang, **China**.
- Two months' vocational training in jewelry making for a teen in **Bolivia**.





To date<sup>(1)</sup>, the partnership has raised over \$70 million (€60M) to support Save the Children's strategic areas of **education, youth empowerment, emergency relief and poverty reduction**. Thanks to Bulgari, Save the Children has **improved the lives of over 1.2 million at-risk children across the globe**, including Albania, Afghanistan, Australia, Bolivia, Bosnia-Herzegovina, Brazil, China, Colombia, Democratic Republic of Congo, El Salvador, Ethiopia, Haiti, India, Indonesia, Italy, Ivory Coast, Japan, Jordan, Kenya, Kosovo, Malawi, Mexico, Montenegro, Mozambique, Nepal, Serbia, South Sudan, Spain, Uganda, UK, USA, Vietnam and Zambia.

(1) October 2017

# TANGIBLE, LIFE-CHANGING RESULTS<sup>(2)</sup>

- US **\$70 million** (€60M) raised
- **1.2 million** children reached
- **43,000** teachers trained
- Activities in more than **3,900** schools
- Projects in **33 countries** on **5 continents**

(2) Results updated as of December 2016



OUR CELEBRITIES  
WITNESS  
POSITIVE CHANGE  
IN THE FIELD

Many of the celebrities involved in promoting awareness of the partnership have been actively involved in field visits to Save the Children programs funded by Bulgari, where they have seen the impact of this groundbreaking project firsthand.

Among them **Ben Stiller** visited programs in Uganda and Haiti; **Zhang Ziyi** and **Li Xiao Ran** in China; **Eriko Nakamura** in Japan; **Bebel Gilberto** in Brazil; **Vinicio Marchioni** in Italy; **Eric Bana** in Australia; **Isabella Ferrari** in Italy, Jordan and Nepal; **Adrien Brody**, **Jon Kortajarena** and **HSB Princess Lilly Wittgenstein** in Nepal; **Jeanette Aw**, **Debbie Goh**, **Hattaya Wongkrachang** and **Pham Huong** in Vietnam, **Luke Evans** in the UK and in India and **Valentina Lodovini** in Italy.



“I treasure in my heart the amazing strength of the women nursing their babies I met in the safe space run by Save the Children with the support from Bulgari.”

Nepal 2015 - **Isabella Ferrari**, *Italian actress*



“This trip has made me realize that all these people that work only to make these kid’s lives a little better are real heroes!”

Nepal 2015 - **Jon Kortajarena**, *Spanish model and actor*



“The work of the Save the Children educators is crucial to help the youngest victims recover trust and serenity.

The support of Bulgari is fundamental to give these children a promising future.”

Nepal 2015 *HSH Princess* **Lilly zu Sayn Wittgenstein Berleburg**



“Save the Children, with the support of Bulgari, has shown how important it is to aid children and give them the

love and support that they deserve.”

**Vietnam 2016 - Jeanette Aw**, *Singaporean award-winning actress*



“I was very moved to see how Bulgari is supporting Save the Children in addressing a need that is so important but often

forgotten for these marginalized children.”

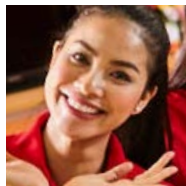
**Vietnam 2016 - Debbie Goh**, *Malaysian award-winning actress-producer*



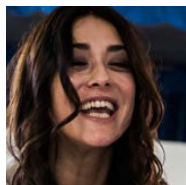
“It is important to continue supporting children, especially those who have been forgotten or left behind

like the ones that I met.” **Vietnam 2016 -**

**Hattaya Wongkrachang**, *DJ and entrepreneur*



“Thank you Save the Children and Bulgari for the difference you are making in the lives of these children, and for giving them a fighting chance to survive and get equal opportunities in school and the future.” **Vietnam 2016 - Pham Huong**, *Miss Universe Vietnam 2015*



“The effects of an earthquake last far beyond the first terrifying moments. Reconstruction and overcoming the emotional trauma take time. These children lived through a horrific experience and we need to help them get back to their daily lives. Thank you, Bulgari and Save the Children, for the new temporary school in Corridonia and for giving me the opportunity to be part of it.” **Italy 2017 - Valentina Lodovini**, *Italian actress*



**Italy**



**Nepal**



**India**



**Jordan**



**Ethiopia**



**Albania**



**Vietnam**



**Bolivia**



**UK**



**Nepal**



**Italy**



**US**

Eugenia Silva



Carina Lau



Josephine Skriver



Johannes Huebl

Naomi Watts



Tali Lennox



Luke Evans

Olivia Palermo

#RAISE  
*YOUR*  
HAND



Chloe Norgaard

#RAISE *YOUR* HAND  
CAMPAIGN

Since its inception, this project has attracted more than **250 distinguished personalities** from the worlds of film, sports, arts and entertainment, all of whom generously lend their support to this important cause free of charge under the artistic direction of **Fabrizio Ferri**.

“We raise our hand to signal our presence, our interest, our attention, our participation. To signal that we do not hide, that we have no fear, that we believe we have an answer. Raising our hand while wearing the ring or the bracelet symbolizes our support for Bulgari’s effort to raise funds for Save the Children. I have personally witnessed the positive impact it has had on the lives of thousands of children around the world, thanks to the money raised so far. That’s why I donate my work. This is how I raise my hand” .

***Fabrizio Ferri***



Meg Ryan



Dorian Grinspan



Nastia Liukin

# FACES OF THE FUTURE: ONE CHILD, ONE STORY





Proceeds from #raiseyourhand help at-risk children across the world like **Clayson, this sunny three-year old from a poor rural area in Malawi**, get the services they need to survive past childhood and thrive as adolescents. Clayson had lived his **infancy in the harshest conditions imaginable**: his home a mud hut with no electricity and running water; his family often going hungry because his father is disabled and



mother is not able to provide adequately through farming and odd jobs. Clayson was one of **countless children in impoverished Malawi with no access to early childhood education** who then begin primary school unprepared, often drop out at a young age, and perpetuate the cycle of illiteracy and poverty.

Instead, **Bulgari's partnership with Save the Children transformed Clayson's life.** Donated funds from #raiseyourhand were used to help Clayson's village re-

**open and expand a preschool that had been closed due to lack of resources,** and provide children educational materials, games, and a nutritious meal a day. Today, Clayson is thriving in this stimulating environment that provides learning and socialization, and also monitors his growth so he will be prepared for a successful entrance into elementary school and beyond. **From a bleak present, Clayson is now preparing for a successful future thanks to people like you!**

Photo credits:

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