



**Marc L. Reisch**  
Chairman, President and  
Chief Executive Officer

January 15, 2010

Dear Employees:

As we are all well aware, the terrible destruction, loss and injury in Haiti caused by the recent earthquake is a tragic situation leaving an already destitute population without basic necessities – food, water and safe shelter. We are all moved to do what we can to aid in the rescue and relief work.

Attached is information on making donations to qualified charitable organizations to support the Haitian relief efforts.

Visant is contributing \$100,000 immediately to aid in these efforts. In order to encourage you to be as generous as possible, Visant will also make a matching contribution to the extent of employee contributions to recognized charitable organizations assisting in the Haitian relief efforts. Please provide evidence of your contribution to your local HR representative.

Thank you in advance for your generosity.

If you have questions, please contact your Human Resources Manager.

Sincerely,

**Visant Corporation**  
357 Main Street, 1st Floor Armonk, New York 10504  
T 914.595.8210 F 914.595.8235

marc.reisch@visant.net

# *How to Make a Donation Following a Natural Disaster*

## **Where and how to donate money**

Here are some of the major organizations where you can make a tax-deductible donation to help victims of the Haiti earthquake. Most organizations are taking donations online and by phone.

- *The American Red Cross International Response Fund* provides immediate relief and long-term support through supplies, technical assistance, and other support to people in need. Donations can be online at [www.redcross.org](http://www.redcross.org) or by calling 800-REDCROSS or 800-257-7575 (Spanish).
- *CARE* is a leading humanitarian organization fighting global poverty. Donate online at <http://www.care.org/index.asp>. Or call 800-521-CARE (800-521-2273).
- *Catholic Relief Services (CRS)* has programs around the world devoted to emergency response, HIV, health, agriculture, and other missions. Donate online at <http://crs.org/> or call 800-736-3467.
- *Direct Relief International* provides medical assistance globally to improve the quality of life for people affected by poverty, disaster, and civil unrest. To donate online, go to <http://www.directrelief.org/Index.aspx?id=192> or call 800-676-1638.
- *Doctors Without Borders/Médecins Sans Frontières* is an international medical humanitarian organization of nurses and doctors working in more than 60 countries. Donate online at <http://doctorswithoutborders.org/> or call 888-392-0392.
- *Partners in Health* and its partner organization Zanmi Lasante has worked in Haiti for nearly 25 years, and is one of the largest non-governmental health care providers in the country. Donate online at <http://www.pih.org/home.html>. To donate by mail, send a check to: Partners In Health, P.O. Box 845578, Boston, MA 02284-5578.
- *Save the Children* is providing support to meet the most critical needs of children and families affected by the earthquake in Haiti. Donate online at <http://www.savethechildren.org/> or call 800-728-3843.
- *UNICEF* is providing aid to children and families affected by the earthquake in Haiti. Donate online at <http://www.unicef.org/>. Or call 800-FOR-KIDS (800-367-5437).

Written with the help of Melanie Hardie, MA, CFP®, AFC, LADC. Ms. Hardie is a senior financial consultant at Ceridian.

### **Safety tips when making a donation**

When making a charitable donation online, by phone, or e-mail or mail, government authorities and other experts advise taking the following safety precautions:

- *Be wary of third-party solicitations for relief.* To ensure that your donation goes directly to a trustworthy charitable organization, use secure Web sites and telephone numbers and addresses that have come from a confirmed source. You'll find a list of legitimate organizations where you can make a donation earlier in this article.
- *Be skeptical of individuals representing themselves as surviving victims or officials asking for donations* via e-mail or social networking sites.
- *Do not respond to any unsolicited (spam) incoming e-mails*, including clicking links contained within those messages.
- *Verify the legitimacy of nonprofit organizations.* Confirm the group's existence and its nonprofit status. You can use the Better Business Bureau's charity section at [www.bbb.org](http://www.bbb.org) or review charity ratings at [www.charitywatch.org](http://www.charitywatch.org).
- *Be cautious of e-mails that claim to show pictures of the disaster areas in attached files because the files may contain viruses.* Only open attachments from known senders.
- *Make contributions directly to known organizations rather than relying on others to make the donation on your behalf.* This will ensure that contributions are received and used for intended purposes.
- *Do not give your personal or financial information to anyone who solicits contributions.* Providing such information may compromise your identity and make you vulnerable to identity theft.
- *Know how a group will use your money.* Ask if your donation will support a specific program or go into a general fund.
- *Never send cash.* Send a check, not cash. A check also provides a record of your donation.
- *Never give credit card information to callers you don't know.* If you get a call about a group that interests you, ask the caller to send you information about it by mail.
- *Be sure to use a "secure" Web site when making a donation online.* If you will be paying by credit card online, be sure the organization is reputable, trustworthy, and that the site is "secure." Web sites that use Secure Sockets Layer (SSL) technology or Secure Electronic Transaction (SET) technology encrypt your credit card information as you send it over the Internet. This prevents unauthorized parties from seeing your purchase information. Most sites will notify you that secure technology is in place when you reach the checkout page. The following are other indications that your information is safe: "https" in the Web address instead of "http," a locked padlock icon at the bottom of the screen if you are using Microsoft Internet Explorer or Netscape Navigator 4.0 or higher, or an unbroken key icon at the bottom of the screen if you are using an earlier version of Netscape Navigator.