



## HOPE, LOVE, LIGHT

THE GRAFF FOUNDATION  
DONATES US\$1 MILLION  
TO THE WORLD HEALTH  
ORGANIZATION

As individuals, companies, communities and countries throughout the world join forces to respond to the global challenge of the Coronavirus pandemic, the Graff Foundation has announced that it is pledging its support to the World Health Organization (WHO).



## US\$1 MILLION DONATION

Today, the Graff Foundation will donate US\$1 million to the COVID-19 Solidarity Response Fund in support of WHO, which is leading and coordinating the global efforts to detect and respond to the pandemic.

The donation will aid the Fund's critical work tracking and understanding the spread of the virus; mobilising resources; ensuring patients are given the correct care and frontline workers have access to essential supplies and information; and accelerating the development of vaccines, tests and treatments.

The COVID-19 Solidarity Response Fund was set up at WHO's request by the United Nations Foundation and the Swiss Philanthropy Foundation. The Graff Foundation donation is being made through the UN Foundation.

The majority of financial resources from the Fund are targeted at the most vulnerable and at-risk countries, which are prioritised according to greatest need on a week by week basis. As of the beginning of April 2020, the COVID-19 Solidarity Response Fund has bought and shipped PPE to 75 countries; supplied close to 1.8 million diagnostic kits to 126 countries; created and distributed technical and public health information to millions; and supported drug trials that may help save the lives of those worst affected by COVID-19.

"COVID-19 is a textbook example of a global problem that requires global cooperation," said Elizabeth Cousens, President & CEO of the UN Foundation. "I thank Graff for their commitment to the COVID-19 Solidarity Response Fund – it could not be more clear that we need to work together across sectors to fight this pandemic."

Francois Graff, trustee of the Graff Foundation, on behalf of the Graff family: "The challenge presented by the pandemic has had a profound effect on all of us at Graff. As an international business, it has been terrible to witness the speed with which the virus has spread, and the pain and uncertainty it is causing throughout the world. The COVID-19 Solidarity Response Fund is a vital tool in the global response to the virus. We are proud to contribute to its life-saving work and support the medical community and key workers who are heroically devoting their lives to caring for others during this global crisis."

Funded by, but separate from, the Graff organisation, the Graff Foundation is a UK-registered charity that supports philanthropic activities around the world.

#HopeLoveLight

## NOTES TO EDITORS

For over half a century, Graff has operated at the very pinnacle of the high jewellery industry, discovering and crafting diamonds of brilliance and rarity, transforming the hidden wonders of the earth into spectacular pieces of jewellery that move the heart and stir the soul.

## OUR HISTORY

Founded by Laurence Graff OBE in 1960, the company remains a family business with Francois Graff (son of Laurence) as CEO and two further family members directing design, merchandising and production. Graff is a vertically integrated company that stewards every stage of the jewellery making process - from the sourcing of each rough stone, through to the cutting, polishing and setting of each piece. With almost 60 stores worldwide, Graff has ambitiously grown from its foundation in the UK to achieve a global presence.

## IMPORTANT STONES

Throughout its rich history, Graff has become the world leader for diamonds of rarity, magnitude and distinction. Perhaps most notably, the House has dominated the list of historical and important rough diamonds discovered, cut and polished this century. Some of those exceptional diamonds include the 1,109 carat Lesedi La Rona, the largest rough diamond discovered since 1905, The Graff Venus, The Lesotho Promise, The Delaire Sunrise, The Wittelsbach-Graff, The Graff Perfection, The Graff Pink and The Golden Empress.

## THE MOST FABULOUS JEWELS IN THE WORLD

Our jewellery collections and Unique High Jewels are designed and manufactured in our London atelier, where our master craftsmen employ stone-led design techniques to emphasise the beauty of each individual stone. This highly-personalised approach extends to our bridal jewellery, with Graff engagement ring collections featuring unique settings that celebrate each and every diamond.