

**The Jewelry Book** magazine recognizes the many jewelry companies involved with charitable organizations. To acknowledge numerous worthwhile causes, each issue features a designer, manufacturer or retailer alongside that person's selected charity.

With so many outstanding causes and limited resources, Steven Goldfarb, president of Alvin Goldfarb Jeweler in Bellevue, Washington, believes that he must work to support charities with the broadest impact—hospitals, cancer research and public schools. For over 15 years, he and his wife, Fredda, have been philanthropic role models for both the jewelry industry and the Bellevue region.

Steven's father, Alvin, who currently serves as chairman of the board, founded Alvin Goldfarb Jeweler in 1980. With its timeless fine jewelry, watches and upscale gift items, the business gives an aura of being around far longer than its "Silver Anniversary" celebrations suggest. Steven, who started working with his father after graduating from the University of Washington and the Gemological Institute of America, cites him as his role model for working with customers, bankers, accountants, advertisers, merchandisers and everyone else involved in making the company the success it is.



**Fredda and Steven Goldfarb**

Steven and Fredda have witnessed unparalleled success in their philanthropic activities. Both serve on several charitable boards and donate generous amounts of time and energy to the community. Steven served on the hospital and foundation boards of Overlake Hospital (the area's major medical institution) for 13 years, and was elected foundation chairman in 1997. He also has a 17-year-long run as a member, and was the 2001 president, of the Bellevue Breakfast Rotary Club, which recently gave a foundation grant award to support local homelessness prevention programs and

provide school supplies for children in low-income families. Steven also sits on the award-winning Seattle Children's Theater Board of Directors. Fredda, in turn, also a graduate of the University of Washington, served as a volunteer and board member of the Seattle Children's Home and Overlake Medical Center. She currently works with The Interfaith Council of Washington, Camp

Brotherhood and the WomanSpirit Center, which sponsors programs that promote women's spirituality and personal growth. In 2004 she received the Father William Treacy "Model of Hope" Award for leadership in interfaith activities.

Cancer research has directed the Goldfarbs' efforts for about 15 years. The illness "is terrifying not only to the patient," Steven says, "but also to the family and friends. I don't know of anyone who has not been touched by this disease in one way or another."

Fifteen years ago, a close friend died from a type of cancer that is now treatable. Since their friend's death, Steven and Fredda have been actively involved in the Fred Hutchinson Cancer Research Center, where they have been Gala Trustees for almost a decade. In 2005, the Goldfarbs received the Distinguished Community Service Award from the Grace Heffernan Arnold Guild to honor their contributions to cancer research. The annual award recognizes an individual or organization that has provided exceptional support in the fight against cancer. Instead of basing the award exclusively on financial support, the Guild recognizes the honorees' dedication and commitment to making a difference through personal interaction and involvement. "I am proud," Steven insists, "that we have been supportive of cancer care, as well as research in cancer prevention."

Much of Steven's charitable activities, of course, have something to do with jewelry. Ten years ago, one of their major charity events had a raffle as a part of the auction. Though it raised only a few hundred dollars, it kept guests bidding until the end. Over the years, Steven has worked with many of his suppliers so each purchaser of a raffle ticket receives a small prize, with one grand-prize winner. This year, Honora provided freshwater pearl, sterling silver and leather bracelets to each bidder; the grand prize was a pearl and diamond bracelet from designer Gregg Ruth. This year's raffle raised over \$30,000.

Over the past ten years, Alvin Goldfarb Jeweler raised over half a million dollars for charity. "It's very important to give back some of our success," Steven maintains. "We are fortunate to live in a wonderful community, and we try to support the causes that are most important to us and to our customers." ❖