



OUR STORY

In the spring of 2003, coalition forces were called to secure the banks in Basra, Iraq. Upon doing so, they found a collection of brilliant un-circulated Iraqi coins that were decommissioned by Saddam Hussein at the end of the first Gulf War. Although the coins could not be used for monetary purposes, what they symbolized was invaluable. Because the coins represent freedom and the sacrifices made to preserve it, the coalition forces wanted them to be a part of doing something good. So they decided to auction off the coins and use the proceeds to rebuild the orphanage in Basra that had been destroyed during Saddam's reign.

In keeping with the intent to do something positive with the Iraqi coins, in 2004, we founded Products for Good and purchased the entire coin collection to create good works for as many people as possible. We used the coins to develop a line of products that would give everyone an opportunity to honor and express their gratitude to our men and women in uniform. We also chose Cleveland Vocational Industries (CVI), a facility in North Carolina that provides work opportunities for mentally and physically challenged individuals, to assemble our products.

And last but certainly not least, we created a plan to donate over \$20 million to charities that help our men and women in uniform and their families. A percentage of every dollar generated from the sale of our products (before any expenses are paid) is sent immediately to charities that include USA Cares, the Folds of Honor Foundation, The Aleethia Foundation, Tragedy Assistance Project for Survivors (T.A.P.S.), Helping a Hero and The Gerald T. Parks Memorial Foundation.

From the mentally and physically challenged Americans who assemble our products to the recipients who feel recognized when they receive them and the wounded and their families who benefit from our donations, every Products for Good gift tells a story of honor, hope and gratitude. We look forward to hearing yours.