



14,000 Wallets Destined for Discounters Donated Instead to People in Need

Some 14,000 WalletBe wallets headed for a close out company instead made their way to charities thanks to a nudge from a mailing from a gifts-in-kind organization.

Jim Dimataris was set to sell thousands of men's and women's wallets, cell phone and accordion style wallets to a close out company. But before he made the deal, he remembered receiving a mailing from NAEIR (National Association for the Exchange of Industrial Resources), a gifts in kind organization that takes product donations from companies and redistributes them to schools, churches and nonprofits.

It seemed like a great alternative to Dimataris, who liked the idea that his wallets could make their way to women's shelters and veterans. The donation fit with his company's ethos sprung from the bedrock of valuing family. It's a foundation that has family members working together side-by-side and treats customers with personal attention—from creating customized products for them to greeting them with a live voice when they call.

The nudge that prompted Dimataris to donate his wallets echoes the way he founded WalletBe. Dimataris, owner, designer and CEO of the family-owned Dimo Gear LLC and the WalletBe® brand, began his company with another nudge—one from a friend. Unable to find a thin, functional wallet that suited his needs, Dimataris sketched out some designs. His friend encouraged him to have the designs made, so he took them to a shoe repair shop which produced the first of his wallets. Factory visits followed and the first of his retail-quality samples were manufactured. After winning a spot on QVC through a national product search, WalletBe was born. Sixteen years later, Dimataris runs the Lodi, CA company with a focus on producing high-quality, innovative products built on customer input.

When Dimataris first learned about NAEIR, he liked the idea that his company's excess wallets would go to shelters, churches, veteran's groups, schools and other nonprofits.

“It’s called product philanthropy,” explains Gary C. Smith, President and CEO of NAEIR, the largest gifts-in-kind nonprofit in the U.S.

NAEIR’s specialty is receiving donations of excess inventory from U.S. corporations, then redistributing them to member schools, churches, and charities. The corporations receive a tax deduction equal to up to twice the products’ cost. The nonprofits pay only shipping and handling plus a modest membership fee.

For companies like WalletBe, it’s a smart way to put excess inventory to good use without discounting or liquidating valuable product.

WalletBe products are posted on NAEIR’s website, <http://www.naeir.org>, along with numerous other product donations available to member nonprofits. To date, NAEIR has received donations of excess inventory from more than 8,000 U.S. corporations and redistributed more than \$3 billion in products to non-profits and schools.

For Dimataris, it was an ideal way to do good without taking much time away from his core business and customers. WalletBe shipped products off to NAEIR and they took care of the rest. “It couldn’t have been easier,” Dimataris said.

By letting NAEIR do the work for them, WalletBe found an easy way to put their products into the hands of people who truly need them while continuing to innovate for the future.

The National Association for the Exchange of Industrial Resources (NAEIR) is the oldest and largest gifts-in-kind organization in the U.S. NAEIR receives donations of excess inventory from American corporations and distributes the material to a membership base of more than 13,000 charities. It has collected and redistributed more than \$3 billion worth of new, donated supplies and equipment since its founding in 1977. On average, NAEIR members acquire more than \$18,000 worth of free products per year for their organizations. For more information about NAEIR, visit www.naeir.org or call 1-800-562-0955.

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