

## **Margaret's Story**

### **Each Day is a Gift**

If each day is a gift, then one must approach it with an open heart and an open mind. Life certainly required flexibility when Margaret's intended few years as a flight attendant turned into a thirty six year career. Raising four wonderful, amazing kids took center stage for quite some time. This meant her drive to make a real impact in the world through service had to wait.

### **Life is Full of Surprises**

But the experience held a surprising gem. After numerous trips to Shanghai, China, Margaret found she enjoyed creating jewelry for friends back home. She had always considered a second career as a florist, so designing jewelry felt natural. Her talent piqued the interest of a friend who worked for the American Cancer Society. This friend asked Margaret to create a couple pieces for an upcoming fundraiser. Quite unexpectedly, a new life-passion was born.

### **Starting the Conversation**

Margaret started The Cancer Pearls Collection™ to create beautiful, conversation-starting jewelry that would help in the fight against cancer through education and fundraising. Her bold, luminescent pearls represent each color of cancer. Few people are aware of the color chart made years ago to represent each cancer, We all recognize pink for breast cancer and yellow for testicular cancer, but not orange for leukemia, gray for brain cancer, etc.

Her challenge to those who wear her pieces: Start a conversation about cancer with as many people as possible. Talk about friends, family and coworkers who have faced or are facing cancer. Talk about the lesser-known types of cancer and their symptoms. Raise awareness, support your community and make a difference.

### **Her Goal**

The goal of Margaret Palmer Jewelry is not exclusively to raise money for cancer. She has created numerous designs that are sold at various charitable fundraisers such as auctions, luncheons, fashion shows, and social gatherings. The past few months have included events for Habitat For Humanity, Dallas Life, Catholic Charities, Jewish Family Services, American Cancer Society, CPLC, Children's Lighthouse of Minnesota, Methodist Richardson Cancer Center, Ursuline Academy, Jesuit College Prep, Baylor Heart Hospital, National Marrow Donor Program, and Children's Medical Center.

In addition to supporting the above charities, Margaret donates 15% of sales on her website ([www.margaretpalmerjewelry.com](http://www.margaretpalmerjewelry.com)) to various cancer charities. She is raising tens of thousands of dollars for these charities.

Margaret Palmer's most recent endeavor was a retail store at NorthPark Center. Management at NorthPark Center heard of Margaret's business and generously donated a storefront for the month of December. She dedicated the store to Children's Medical Center - Center for Cancer and Blood Disorders, donating over \$11,000 of her sales to them. It was such a success, she was invited to reopen January 27 - Feb 15, 2011. The store will also be sponsoring Be The Match - National Marrow Donor Program, with registrations being done at the store.

### **Her Passion**

The most important factor in Margaret's business is her overwhelming passion and enthusiasm in her goal to make a difference. She has dedicated her exquisite jewelry business to raising funds for charitable causes. Margaret Palmer believes a small business can have an amazing impact in the lives of others. Without ever advertising, her reputation is spreading quickly.

As one of her customers wrote in a thank you letter, "It is rare that one comes across someone like you... who places others as beneficiaries of their profits."

### **How do I feel about being nominated for this award?**

I am honored and enthused to receive this special award. It gives me the opportunity to achieve one of my major goals - to start a conversation about cancer. I hope my work is an inspiration for others to follow their passion and heart in creating a business that gives back to the community.

The success of my business would not have been possible without the dedication and talents of so many volunteers who have donated their time. I am constantly in awe of the wonderful people who step forward to help. They deserve this recognition as much as I do. Thank you all for your help and support.