

Swagger Gifts Launches Community Giving Program

The retailer's donation program, which enables customers to financially support their favorite local causes while they shop, kicks off this month with several participating non-profits.



(Cary, NC) - Mandy Becker, owner of Swagger Gifts, has announced that the popular gift and decorative accessories retail boutique has launched its very own in-house giving program – in which shoppers can select their favorite local cause to financially support – each and every time they make a purchase at Swagger Gifts.

When Kay Walker, Director of Development for the Autism Society of North Carolina, heard of the newly launched program, appropriately titled the “Community Giving Program”, she was first in line to sign up. And the line is getting longer.

“The Autism Society of North Carolina is delighted to partner with Swagger Gifts as part of their Community Giving Program,” says Kay Walker, Director of Development. “As the rate of autism increases in our state, and our budget faces unprecedented challenges, we are grateful for community-minded business like Swagger Gifts that help us support the autism community.”

That’s because Swagger Gifts, a local gift boutique, is practically giving money away to charities like the Autism Society of North Carolina and Pretty in Pink Foundation.

The Swagger Gifts’ Community Giving Program, a cash-back donation program, reflects the spirit of corporate giving benefiting locally enrolled non-profits. It offers participating organizations an additional opportunity to increase revenue to continue their worthy causes through community products, programs, and services.

“This program allows our shoppers’ gifts to keep giving,” says Becker – who first thought of the program as way to extend the store’s “Holiday Open House Preview Party” theme of benefiting a great local cause well beyond the holidays. “By participating, you know that the initial purchase results in a wonderful gift for a friend, client, or family member as well as gifting dollars for a charity - and that charity will ultimately enhance its client-base with products, services, and enrichment programs. Purchases from Swagger Gifts truly are the gifts that keep giving.”

According to Mandy Becker, the Community Giving Program is a simple concept. Shoppers purchase gifts at the boutique on Kildaire Farm Road in Cary for any occasion and, upon checkout, select a charity to receive donation dollars. “We encourage donors to think outside the gift. Not only is it thoughtful to think of purchasing a gift for that special someone, but it is even more thoughtful when a percentage of your purchasing dollars are gifted to your favorite charity. Our concept is that if a business or individual needs to buy a gift, why not be sure that their favorite charity receives the gift of a donation also?” says Becker.

Active in the community, Becker involves her gift-giving store in various programs that benefit others. Since 2007, Swagger Gifts has encouraged the community’s support with its annual Holiday Open House Preview Night to honor a local charity. Additionally, Becker open the store up to several “Shop for the Cause” events throughout the year to support several other local programs including Nancy’s Butterfly Fund, the Susan G. Komen Race for the Cure, and other shopper favorites.

For more information about the Swagger Gifts’ Community Giving Program - or to participate - please call (919) 858-5884, or 1-877-792-4437 (toll-free), Monday through Friday between 10am until 6pm, or Saturday from 10am until 5pm or visit the store’s website at: http://www.swaggergifts.com/community_giving. Mandy Becker can also be directly reached via email at Mandy@SwaggerGifts.com.

About Swagger Gifts

Swagger Gifts, an upscale boutique with an eclectic flair, specializes in personalized gifts for everyone on your list - including yourself - has been in business since 2002 and has been voted "Best Gift Shop" - by Cary Magazine and The Cary News readers. Having recently re-launched their web site, everything offered in their store, as well as great gift giving advice can be found online at www.SwaggerGifts.com – with new merchandise and features being added daily, including a blog authored by Mandy, her fabulous staff, and her customers in the blogging community.