

Mid-America Jewelry News

Serving the Jewelry Industry in America's Heartland

VOL. 4 NO.4

Todd Malcolm continues to “*Make a Difference*”

By Amy Minnick
Staff Writer

(Moline, ILL) - He is a third generation jeweler with years of experience in Jewelry design and manufacturing. He is a man with a serious commitment to his community. He is a custom jewelry designer who operates by appointment only. He is Todd Malcolm, the creator behind the Make a Difference jewelry collection and nothing brings him more joy than to combine his design talent with his love for helping his community.

Several years ago Todd's life forever changed when he lost his brother, Marc Malcolm, to cancer. He calls the experience “humbling” when thinking back on that tragic time and

remembers needing to do something with all the emotion and pain he felt. Naturally, he sat down and started to design.

The result? A beautiful pendant he called “In Mother's Arms.” Featuring the silhouette of a mother cradling a child seemed to symbolize the loss Malcolm felt.

“We all know with mothers we have a place to go for comfort. The pendant commemorates the unconditional love between a mother and child,” Malcolm commented.

Taking it one step further he decided to produce only



Proceeds from Todd Malcolm's “Heart of an Angel” are donated to help troubled youth in his community



500 of these pendants and to donate a portion of the proceeds to Gilda's Club, an organization offering program for the entire family to help them cope with the disease.

“We offer wellness programs for the person with cancer as well as support

groups for spouses and a special program for children in Noogey Land”, states Director Claudia Robinson.

When on member of the family is diagnosed with cancer, the entire family is affected, which is why Malcolm believes so strongly in the mission of Gilda's Club. “Instead of going on different nights for support, families come together and leave together when they need to be together the most. People are not sad here. They spend time reaching out to the person next to them, giving them support,” states Robinson.

Doing his part to help children in community came naturally to Malcolm. He designed his first customer piece for The John

Deere Classic golf tournament in 1998. Today he has expanded his collection, which he calls the “Make a Difference” Jewelry line, to include 14 different pieces sold throughout the Midwest.

“In Mother's Arms,” raised \$8,000 for Gilda's Club. We used the money “to help children cope and deal with the physical changes they or their parents may be going through.” Malcolm states proudly.

“This money was used to hire a psychologist to help the children cope as well as materials for them to read and color that discussed the Changes they would see in their parents”.

Please see Difference on Page 9.

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Malcolm's most recent piece, entitled “Heart of an Angel” combined the silhouette of an angel

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-Todd malcolm

with its wings fully expanded to form a heart. Proceeds from the sell of this piece benefited Arrowhead Ranch, a home and school for troubled youth in his community. “I created this piece so that the angel would provide guidance while the heart provided love and support.

I do this because I believe in giving back,” Malcolm states, “and I have a strong belief in family, children and the home and want to help the children who cannot help themselves.”

Each pendant is available for only one year during which the proceeds benefit his charity of choice. After that Malcolm puts the piece out in the retail line. He makes each one by hand in both 14 karat gold and silver and tries to keep the cost down to increase its wide appeal.

His “Heart of an Angel” pendant sold for \$265 in gold and \$172 in silver with the chain sold separately. Each piece comes with a letter explaining what it represents and commemorates as well as a cer-

tificate of authenticity that label and number it. Both are signed by Malcolm.



Malcolm's “In Mother's Arms” pendant

Malcolm describes his pieces as custom-made limited edition selections of fine jewelry made only by special order. In every piece his goal is to combine the symbolism of love, family, home and community into one unique

piece. He accomplishes that in each piece.

His true accomplishments, however, come from the children he helps. O.M., a 14 year-old resident of Arrowhead, has this to say when asked what the pendant reminded him of: “It reminds me of my mother who has the heart of an angel. I can only wish to some day be so strong and kind as my mother.”

Todd Malcolm considers himself fortunate and blessed. “I've enjoyed the many charities I've worked with, including the Boys Club and the Child Abuse Council. I enjoy creating pieces that not only hold your interest but are symbolic to the wearer as well. I want to use my abilities to benefit the children in

my community and I want to touch the people around me. If I can do both of those and raise money for charities as well, then I consider myself a winner. I'd love to expand my charity work. Maybe there is a manufacturer out there who is willing to partner with me and take it nationwide. If we could raise tens of hundreds of thousands for charity, that would make me so happy.” To view the various charity pieces created by Todd Malcolm please visit, www.malcolmjewelers.com or contact Todd Malcolm by calling (309) 764-1213.