

# IN THE NEWS

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☆☆☆ PAGE A-3

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### Local entrepreneur gives the gift that gives back



Andy Wolfe of Bloomfield Hills recently developed donation gift cards in \$10, \$25 and \$50 denominations to benefit the Children's Hospital of Michigan Foundation. The donation gift cards are available at Warren Prescriptions on 14 Mile and Middlebelt in Farmington Hills.

BY MARY BETH ALMOND  
C & G STAFF WRITER

**BLOOMFIELD HILLS** — Those struggling to find a conventional gift for the person who seems to have everything can breathe a sigh of relief this holiday season, thanks to donation gift cards developed by local entrepreneur and business owner Andy Wolfe.

"The idea is to encourage people to give gifts that give back," said Wolfe, managing partner of Dealer Concepts in Bloomfield Hills. "Gift cards are very popular gifts, so why not offer consumers the chance to buy a donation gift card? The giver and recipient will know that they are helping children who could be staying in the hospital this holiday season."

Wolfe's gift cards benefit the Children's Hospital of Michigan Foundation, a charity that he and his company have been supporting for years. Formed in 2004, the Children's Hospital of Michigan Foundation supports the healthcare

See GIFT on page 6A



## Gift

from page 3A

needs of children by raising philanthropic resources for pediatric patient care, medical education, research and prevention of childhood diseases and injuries.

"Andy has always been a big supporter of the hospital, and we were thrilled to have the opportunity to partner with him on the pilot program," said Suzanne Chandler, the major gifts officer for the Children's Hospital of Michigan. "We hope metro Detroit residents will consider donation gift cards during their holi-

day shopping to help our mission of offering the best pediatric care in Michigan."

Wolfe said developing the gift cards was a way for him to give even more by making it convenient for others to donate. He added that the gift cards are an easy and convenient way for others to support a charity and solve gift-giving dilemmas at the same time.

"Normally, giving to a charity is a somewhat difficult process. You have to find the charity, get their phone number, fill out a contribution form, or worse yet, wait for a charity to call you at your house and ask you for money," said Wolfe. "The idea was

to make giving to charity as easy as grabbing a card off the shelf in the greeting card section, inserting it into a greeting card, and away you go."

The donation gift cards are available at Warren Prescriptions on 14 Mile and Middlebelt in Farmington Hills. They can be purchased in \$10, \$25 and \$50 denominations, with all proceeds going to Children's Hospital of Michigan Foundation.

In the future, Wolfe has plans to make donation gift cards available for any and all charitable organizations across the country.

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### FARMINGTON HILLS

#### Give a different kind of gift

Those looking for a different gift this holiday may season may want to consider a donation gift card. The cards are being sold at Warren Prescriptions, 14 Mile and Middlebelt in Farmington Hills, and can be purchased in \$10, \$20 and \$50 donations. All proceeds go to the Children's Hospital of Michigan Foundation. The cards, which were developed by local entrepreneur and business owner Andy Wolfe of Dealer Concepts LCC have the donation amount on them so the receiver will know how much was donated in their honor.

— Special writer Cindy Dennis

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