

LI People  
ON THE MOVE

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**Genevieve DellaFera**, of Lattingtown, manager of business development at Fera Pharmaceuticals in Locust Valley, has been appointed to the board of trustees of the Long Island Children's Museum in Garden City.



**Jessica Boccia**, of East Northport, director of marketing and communications at the Long Island Children's Museum in Uniondale, has been appointed to the board of trustees of the Long Island Children's Museum in Uniondale.



**Lisa M. Casa**, of Massapequa Park, a partner in the employment and labor group at Fairchild Deegan Terranova in Uniondale, has been elected vice president of the Eastern District of the Federal Bar Association in Central Islip and Brooklyn.



**Aime Durako**, of Woodside, Queens, a marketing director at Marketing Works in East Setauket, has been appointed to the board of directors of PLUS Group Homes in Wantagh.



**Daria Toller**, of Commack, vice president of recruiting at Executive Alliance in Commack, has been promoted to president.



**Michael Schlank**, of Plainville, has been hired as executive director of Sid Jacobson JCC in East Hills. Schlank was chief executive at NY Camps in Fairfield, New Jersey.

—DIANE DANIELS

## THE ISSUE: HOLIDAY SHOPPING

## Combat 'giftflation' by maintaining your budget

## MONEYFIX

NerdWallet

**T**hink about all of the people on your holiday gift list. Now, think about how much all those gifts are going to cost. Are you starting to sweat a little bit?

If gift shopping feels like a bigger financial burden this year, you're not alone.

A recent NerdWallet survey finds that holiday shoppers plan to spend \$182 more than last year on presents, on average.

Chalk it up to "giftflation." "Giftflation" is the rising cost of gift giving, fueled by inflation and the growing pressure to give.

Shoppers are getting a strong dose of sticker shock this year.

Sweeping tariffs have hit popular gift categories, such as apparel, household goods and appliances. It's no surprise that many holiday shoppers (74%) expect tariffs to impact their holiday shopping, according to the NerdWallet survey.

It's not just gifts that are getting more expensive. Inflation is also driving up the price of food, energy, transportation and other essentials, according to data from the Bureau of Labor Statistics.

"When everyday costs rise, that leaves less room for discretionary spending when it comes to gift giving," says Hillary Stalker, a certified financial planner in Tennessee.

Surging costs come at a time when many households are coping with income disruptions from layoffs and the government shutdown. Shoppers may lean more heavily on payment methods like credit cards and buy now, pay later plans, which could lead to overspending.

Taylor Nelson — an accredited financial counselor in North Carolina — says the high earners she works with are feeling the squeeze, too.

"They're making money, but they are just pressed in a lot of other areas right now," she says.

A lot of high earners are entering a stage of life where they feel expected to give gifts to more people, like their kids' teachers, Nelson says. And when it comes to showing gratitude to the people in our lives, we often set the bar too high.



If gift giving feels like a bigger financial burden this year, you're not alone.

Stalker says the rise of social media and influencer culture has intensified the pressure to buy more expensive and extravagant gifts.

What used to be "keeping up with the Joneses" now feels more like "keeping up with the Kardashians," she says.

You can keep the holiday magic alive without going overboard on gifts. These strategies might help:

**Take a good look at cash flow**

If you don't already have a holiday budget, make one. Check on how much money you have coming in and going out. Then, choose a spending limit that works for you.

If you're feeling strapped this year, start thinking about a savings plan for next year. Put a little bit of money away for holiday spending each month throughout the year so that it's not such a crush to your budget.

**Reset expectations**

Take a step back and evaluate the relationships you have with the people you feel obligated to give gifts, Nelson says. "Do they even want a gift?" she says.

Talk to adult family members about what they value. You could do something more meaningful than a wrapped present, like swapping child care, Nelson suggests.

Don't hesitate to set boundaries. Let loved ones know if you need to scale back or sit out the gift exchange this year.

Be honest about the financial or emotional challenges you may be

facing right now. Friends and family may assume you're doing just fine financially. They might not know about the busted water heater you just replaced, or that your homeowners insurance premium is about to go up.

"These discussions can be difficult, but they're necessary to protect yourself."

**Pause before you buy**

Taking advantage of Black Friday and other holiday deals can help offset inflation. But don't let flashy advertisements and the fear of missing out on online sales lure you into buying more than you had planned.

If it's too hard for you to scroll through social media without feeling the urge to shop, give yourself permission to log off.

"It's also perfectly OK to take a step back from being on social media through the holidays," Stalker says.

Taking a break will help you avoid impulsively buying things through influencer links or envying what other people have.

**Get creative**

Look for affordable ways to give, such as thrifting your holiday gifts, planning a coffee date or making something by hand.

Stalker says her favorite gifts this year are the painted coffee mugs her kids made for Mother's Day.

"And surely, they did not cost anywhere near the price tag of a designer handbag," she says.

Send submissions and color headshots to [peopleonthemove@newsday.com](mailto:peopleonthemove@newsday.com)