



SERRV



SERRV Our World

www.serrv.org
a nonprofit organization

What is SERRV?

- SERRV is a nonprofit organization with **over 60 years** of fair trade and development experience.
- We work to eradicate poverty through our **direct connections** with low-income artisans and farmers. We market their crafts and foods, find joint solutions to their challenges, and help them grow and embrace the future.





What is SERRV?

- We support our artisan and farmer partners in making **sustainable development choices** with materials and production techniques, financial resources, and social programs that **benefit entire communities**.
- **As a nonprofit organization**, we use all proceeds from your purchases and donations to promote these values in the **32 countries** where we work.



Through SERRV partnerships, artisans and farmers around the world are **lifted out of poverty.**



“With my earnings I am now more independent and don’t need to rely on my husband for money. I am able to pay for food for my family, my children’s education, and have some pocket money for myself.”

*Bhagabati Shrestha (front)
Carpet Weaver, Nepal*



“We want customers to know that they are supporting our basic needs.”

*Faustina Adongo (left)
Basket Weaver, Ghana*



The New Windsor, MD SERRV Gift shop in 1950

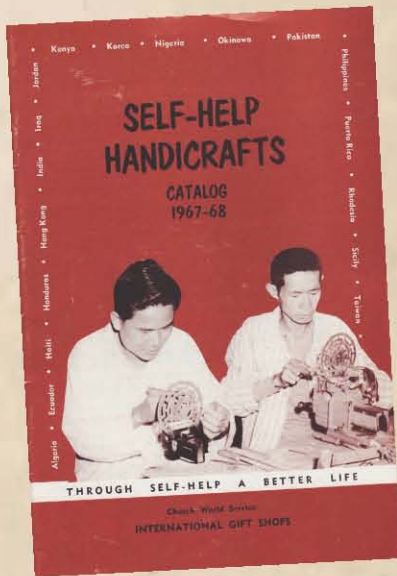
What is SERRV's history?

➤ SERRV was founded in 1949 by the Church of the Brethren to help European refugees recover from World War II by importing and selling handcrafts.

➤ Since then, we've shifted focus to the developing world, especially in Africa, Asia and Latin America.

➤ In 1999, we separated from the Church of the Brethren and became an independent nonprofit.

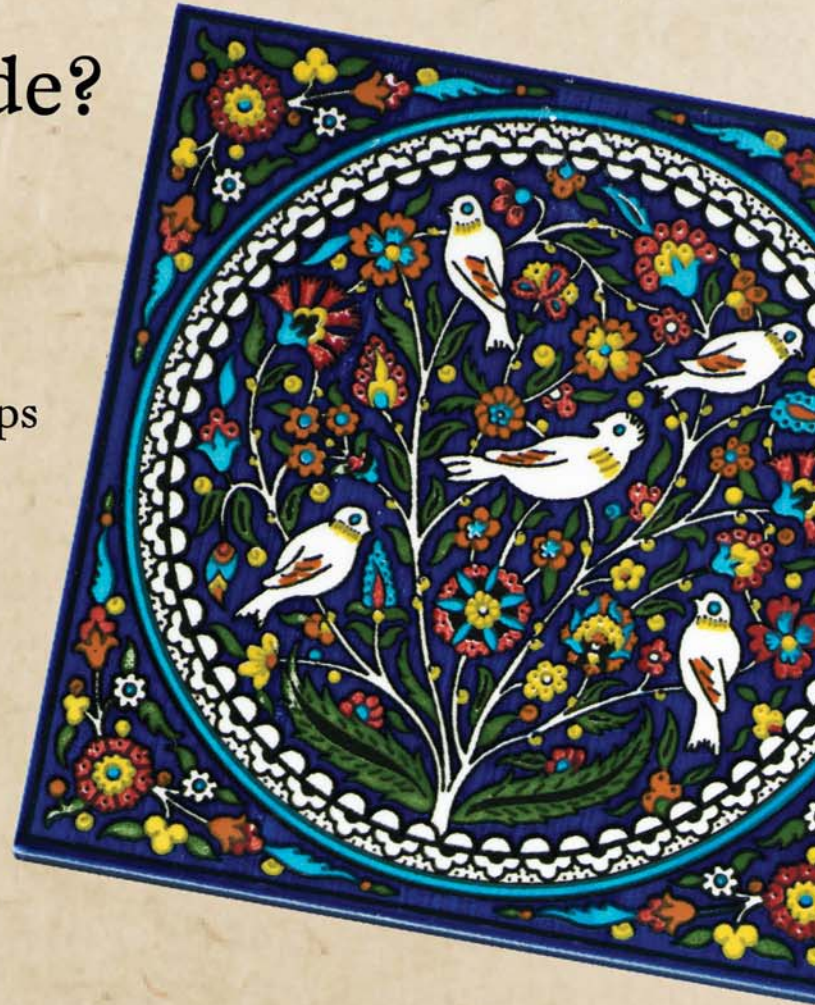
➤ We continue to be a leader in the fair trade world, as founding members of the Fair Trade Federation and World Fair Trade Organization.



An early SERRV catalog

How do we practice fair trade?

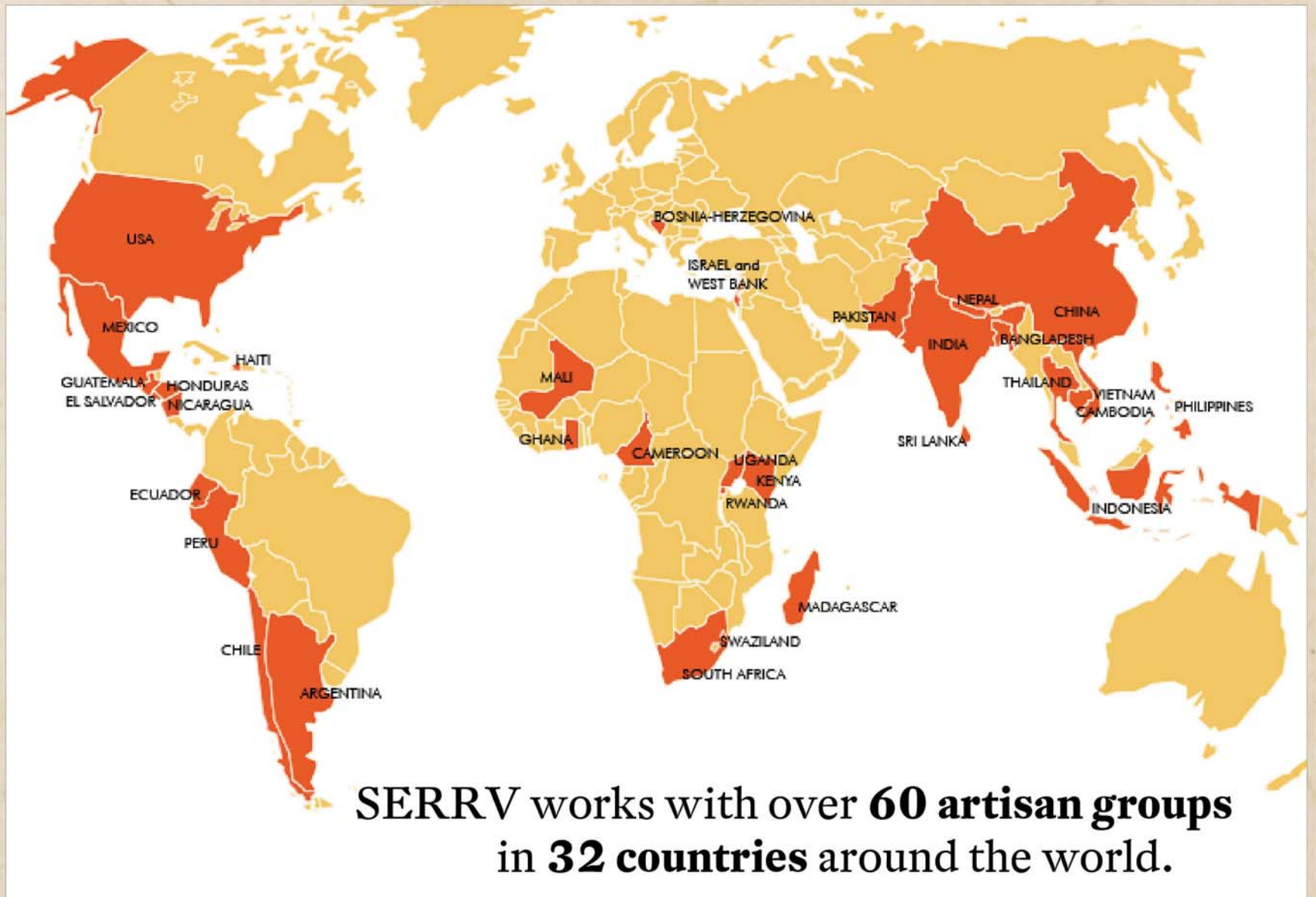
- Support equal rights for women and prevent child exploitation
- Build long-term, dependable relationships with our artisan and farmer partners
- Ensure care for the environment
- Guide sustainable development
- Provide prepayments for orders
- And of course, pay a fair price for crafts and foods we sell



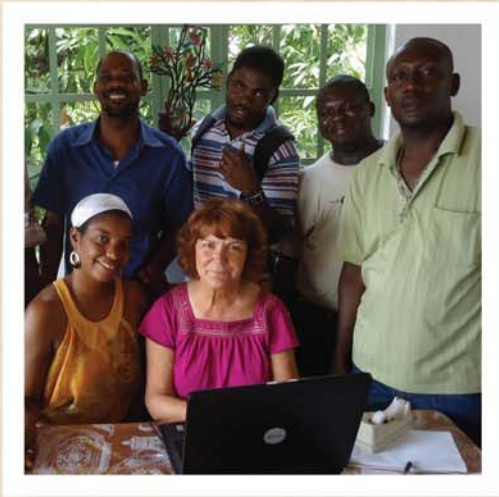
How are we different?

- As a nonprofit organization, we exist solely to help artisans sell their products.
- We develop long-term relationships with our partners.
- We pay a 50% prepayment on our orders when our partners request it, and then we pay the balance when they ship.
- We pay for samples, shipping expenses and customs fees.
- Reducing our environmental footprint is a priority; we ship most of our products by sea and strive to use recycled or FSC-certified paper for our printed materials and packaging.
- We rely on and are grateful for help from a national network of volunteers who advance fair trade and sell SERRV products.





The SERRV Process



Through our committed partnerships, we conduct trainings for artisans to learn new skills, develop social programs for their communities, and jointly design products that fit well with current U.S. trends.



The product is shipped to SERRV, where it undergoes quality control and is stocked in the warehouse.



We promote the product to you, the SERRV customer, through a catalog, website, retail stores, and volunteer sales.

We support our partners with trainings to develop new skills and knowledge, and tools they need to work better.



Design Camp held in the U.S. with product critiques and workshops with professional designers



Haitian artisans received new tools to rebuild their lives after the earthquake



Design workshops held in Peru for our Latin American partners

Through income from SERRV orders, artisan and farmer organizations are able to develop projects that benefit entire communities.



Get Paper Industries in Nepal supports five schools, which educate 700 children and give scholarships to girls.



Tintsaba in Swaziland runs a mobile homeopathic medical clinic offering care to rural groups and staff.

Artisan Spotlight: Delta Survie, Mali

Every year at the hospital in Mopti, more than 200 women receive operations to repair their obstetric fistulas, a condition caused by prolonged labor, lack of pre-natal care, a scarcity of qualified midwives, and young girls giving birth. After the operation, most of the women decide to stay near the hospital for recovery. Delta Survie trains the women to create gorgeous beaded jewelry, generating income for them and developing skills which can be used in the future to help support their families.



“Thanks to SERRV’s efforts we get many jewelry orders. Through these orders we can make crafts and gather together to learn many things.” – *Djeneba Sissoko, jewelry artisan*



Artisan Spotlight: MarketPlace: Handwork of India

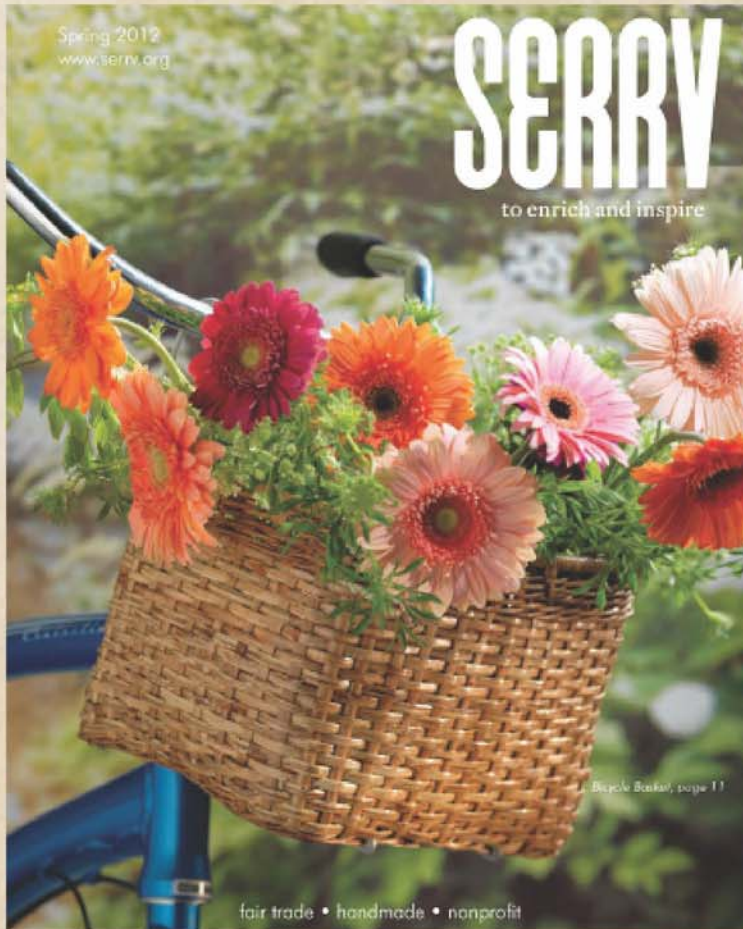


MarketPlace: Handwork of India is a non-profit fair trade organization working to empower women in the poor areas of Mumbai through the sales of their hand printed and embroidered textiles.

With limited opportunities for employment, women in India frequently rely on their husbands or other family members to support the household, which can be difficult. Through their work, the MarketPlace women are empowered with their own income and new skills, which increase confidence and self-sufficiency.

“I’ve sent my two sons to a good school with my salary. I want to see them grow up as well-educated, independent individuals.” — *Seema Verma, embroiderer*

How does SERRV sell products?



➤ Catalog

Our catalog is mailed to thousands of customers and potential customers twice a year. It contains 500-700 products each spring and fall season.

How does SERRV sell products?

➤ Online

Our web site, www.serrv.org, lists hundreds of products for sale. We also post profiles and information about the artisans and farmers we work with and their organizations.

The screenshot displays the SERRV website interface. At the top, the SERRV logo is prominent, followed by the tagline "to enrich and inspire" and the mission statement "fair trade • handmade • nonprofit". A navigation menu includes links for Home, Decor, Kitchen, Food, Women, Holiday, Gifts & Collectibles, Sale, Donate, and About Us. A search bar is located on the right side. The main content area features a large banner for "Handmade with a story" showcasing several jars of Eswathi Kitchen products, including Peach & Ginger Jam, Tomato & Chili Chutney, Swazi Fire Sauce, Pineapple Chutney, Lime Marmalade, and Hot Mango Chutney. A small inset photo shows a woman, identified as Eswathi Jam and Chutney, with a "SHOP NOW" button below it. Below the banner, there are three smaller promotional tiles: "Shop Now! Jewelry, Home Decor, Kitchen Accents & More", "Harvest Baskets" featuring a basket of fruit, and "New Accessories for Autumn" featuring a red and yellow scarf. On the far right, there is a "SERRV STORIES" section with a "Read our blog & new arrivals" link and a "Read More About The Women of SERRV" link.

How does SERRV sell products?



➤ Retail Stores

We have a SERRV store in Madison, Wisconsin, and an outlet store in New Windsor, Maryland.

Independent stores around the country buy fairly traded products from us. More than 600 stores across the United States carry SERRV products.

How does SERRV sell products?

➤ Volunteer Sales

Hundreds of volunteers sell SERRV products at churches or other events in their community. These sales are fun to host and make a real difference in the lives of artisans and farmers!

“Knowing our purchases improve the lives of artisans and their families makes our SERRV Sale a loved tradition year after year!”

—*Jeanne, Kentucky*





Learn more about how you
can **SERRV Our World**
and make a difference to
artisans, farmers and their
families!

Visit **www.serrv.org**
or call **1.800.423.0071**



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