



serrv

creating connections

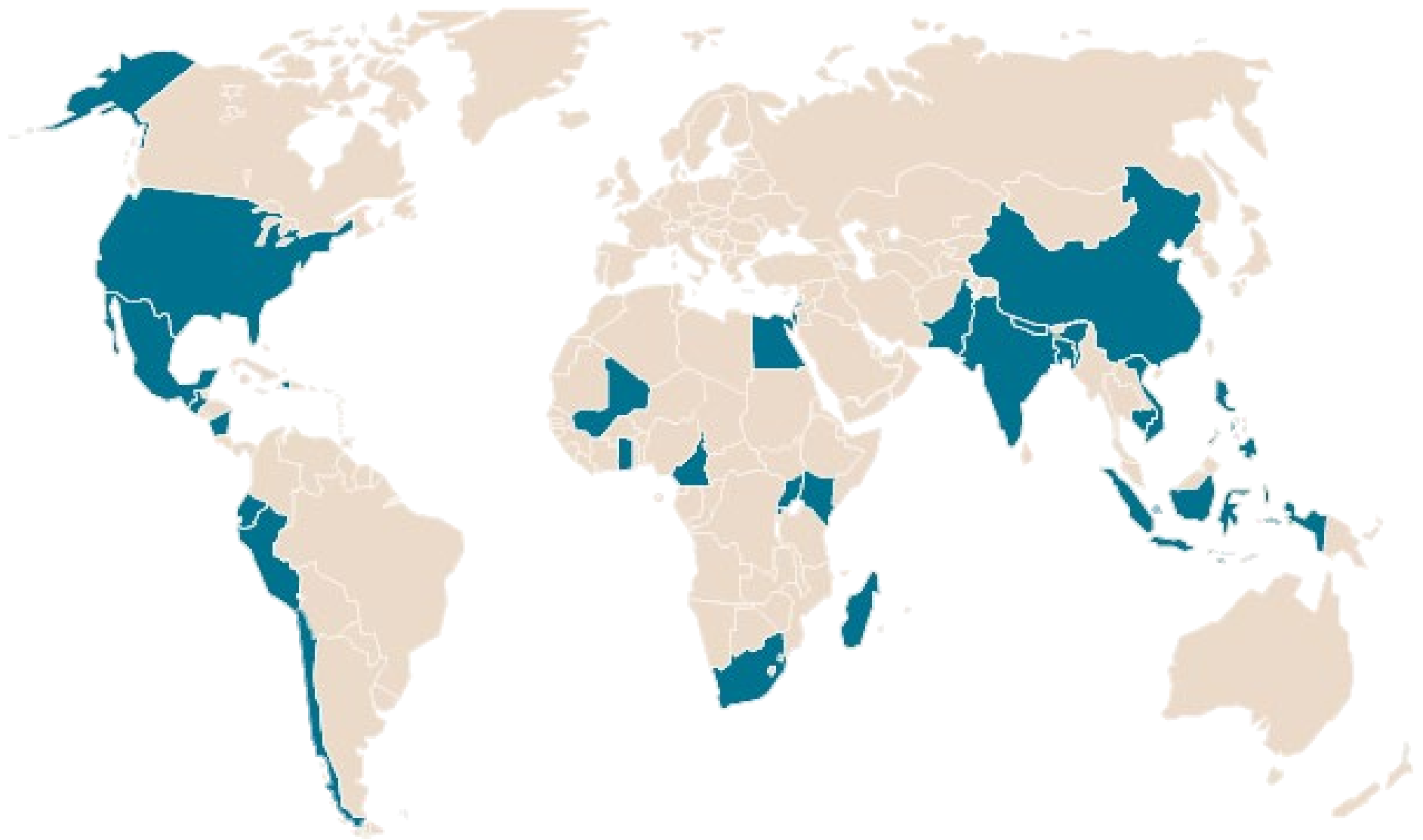


Creating connections to break the cycle of poverty.

Serrv is a nonprofit organization with **over 65 years of experience** in fair trade and development work.

Our mission:

To eradicate poverty wherever it resides by providing opportunity and support to artisans and farmers worldwide.



We create and maintain **long-term, direct partnerships** with 60 disadvantaged artisan and farmer cooperatives and small-scale organizations in 30 countries around the world.



In addition to developing product collections, **we collaborate with our partners** in creating and maintaining programs focused on women's empowerment, skills trainings, sustainable community resource development, and more.

Through their work in fair trade, **artisan and farmers are able to lift themselves and their families out of poverty, and the benefits ripple out to their communities.**



Serrv Gift Shop, 1950

Serrv is recognized as a leader and pioneer in the fair trade movement, with **origins in 1949 as one of the first fair trade organizations in the U.S.** We were founded by the Church of the Brethren to help European refugees recover from World War II by importing and selling handcrafts.

What does “fair trade” mean to us?



We are founding members of the FTF and WFTO, and adhere to their standards of fair trade. For detailed explanations of each principle, visit

serrv.org/FairTrade

- >> Honest relationships
- >> Creating Opportunity
- >> Community Investment
- >> Expanding market access
- >> Pay fairly and promptly
- >> Women’s rights
- >> Safe working conditions
- >> Earth Stewardship
- >> Preventing child exploitation
- >> Mutual respect



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.



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



Serrv "Design Camp" Trainings

From professional designers and Serrv staff, **artisan groups learn** about American product design trends, more efficient production techniques, and other information that will help their product development and sales.

Pictured: Recent trainings in India and Peru

Recent Development Projects

- >> Providing funds to **renovate partner artisan workshops** in the West Bank
- >> Supporting our partners in Nepal with **new solar panels** for electricity
- >> Giving **scholarships** for school fees and supplies for children in Kenya
- >> Providing **a grant for skills training** to a partner in Cambodia, as well as **a low-interest loan** for renovations of their production center



Pictured (clockwise): Get Paper Industry, Nepal; artisans' children in Kenya; Villageworks, Cambodia



Recent Financial Assistance for Disaster Relief

- >> For our four **partners in Nepal** who were affected by the earthquake and required assistance in rebuilding workshops and repairing homes
- >> For Asha Handicrafts' **artisans in Kashmir** who were devastated by severe flooding and needed funds to rebuild and purchase new tools
- >> For La Fem **women's cooperative in Nicaragua** who are desperately searching for new income opportunities as their coffee crops have been decimated by leaf rust disease

Pictured: Earthquake destruction outside of our partner KTS' office in Nepal



Partner Spotlight: Trade Aid Integrated, Ghana

Women from 17 different impoverished areas in Ghana weave baskets for Trade Aid Integrated. Through their fair income, **the women are empowered with self-confidence** and are respected in their villages. Stronger families and communities result.



Partner Spotlight: Get Paper Industries

GPI in Nepal is **fully committed** to their social development programs that benefit entire communities. The organization **supports five schools**, which educate 700 children from disadvantaged families and give scholarships to girls.





Artisan Spotlight: Fatema

“I am now a self-reliant woman because of my work weaving baskets. I am not alone—there are many other women who are now independent and lead their households with prosperity.”

-Fatema, Basket Weaver, Bangladesh



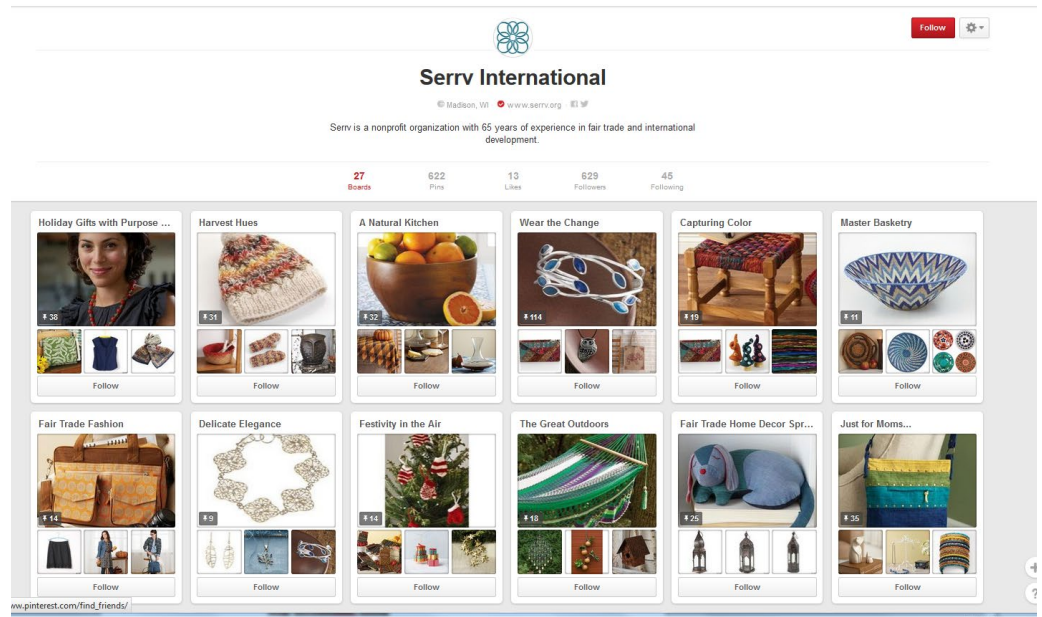
Artisan Spotlight: Eric

“Orders from Serrv are changing my family’s status and lifestyle. They make it possible for me to send my brothers and sisters to school.”

-Eric, Ceramicist, Cameroon



Follow us on social media!





On behalf of our artisan and farmer partners,
we *thank you* for your support!

Together, we can create a sustainable world
through authentic connections with artisans and farmers.

