



*Pictured: Children who attend Tara Project's learning center in Shri Ram Colony, a slum in India*

## QUARTERLY NEWSLETTER

FALL 2016

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## Making Futures Bright

As a fair trade organization, we are dedicated to protecting children's rights. We believe children should be able to thrive through security, education, and play. Our fair trade partners are passionate about these values too, and many run schools and development centers for children of artisans and their communities. They offer financial help with school fees, books and uniforms, and raise awareness about the importance of sending children to school. Fair trade purchases and donations help to make these dreams a reality for marginalized students and their families.

This holiday season, we are excited to provide financial support toward three educational projects in Nepal, India, and South Africa! We are teaming up with partner organizations who have expressed the need for additional resources for their ongoing community programs. With Serrv's help, more students will have access to educational tools to give them a better future.

### **Paying Student Fees in South Africa**

Turqle Trading is passionate about providing sustainable employment opportunities for nearly 500 men and women in South Africa, a country with extremely high unemployment rates among black and colored South Africans. Through their vision of greater family and community success, Turqle dedicates a portion of each product sale toward paying school fees for employees' children. With this support, children are able to attend good quality schools in Cape Town and surrounding communities. This year Serrv will contribute to this fund, increasing the number of students who can gain a quality education.

### **Furnishing a School Rebuilt after the Earthquake**

It has been over a year since the earthquakes in Nepal and there are still countless buildings, schools and homes that have yet to be rebuilt. With funding from Serrv, Get Paper Industry in Kathmandu recently rebuilt one of their schools with materials that will withstand future earthquake shocks. Over 200 children and teachers are delighted with the new classrooms, though they don't yet have desks and chairs and currently sit on the floor for class. Serrv will provide funds for these furnishings and supplies as well as funding to help more girls attend school.

### **Giving Marginalized Children Basic Education**

Tara Projects in India has a jewelry workshop in a Delhi slum called Shri Ram Colony. The community suffers from a lack of standard amenities and the majority of families live in extreme poverty. Recognizing the need to support children here, Tara founded a learning center where kids can gain a basic education and learn about their rights and role in society. The center currently enrolls 60 children, mainly girls, and strives to increase that number to 100 over the next few months. Serrv is committed to deepening the center's impact through providing stipends for teachers,

learning materials for students, and more.

The holiday season is a time to consider those who are struggling in the world and how we can respond to their needs. At Serrv, we believe education is a crucial tool needed for families and communities to break the cycle of poverty. By providing education for children and fair wages to adults, Serrv and our fair trade partners have a direct impact on poverty now and over the long term. We are proud to support our partners' projects that are giving children hope and opportunity for a better future.



*Turtle Trading employees' children  
at school in South Africa*

## **Please donate today**



*Student in a school funded by our partner Get Paper Industry, Nepal. Photo by Joseph de Leo.*

**Your tax-deductible\* donation supports struggling families in their journey to a better life.**

Eradicating poverty is about education, training, and empowerment for future generations.

**Donate online at [serrv.org/donate](https://serrv.org/donate) or call 1.800.423.0071.**

*\*Serrv is a 501(c)3 nonprofit organization. Contributions are tax-deductible to the extent allowed by law. Visit [serrv.org/donate](https://serrv.org/donate) for financial and regulation information.*

## **Connecting Iowa with Cameroon and Cambodia**

In early 2015, we were approached by one of our store partners, Work of Our Hands in Pella, Iowa, regarding potentially funding projects with our artisan partners. Over the last 12 months their donations, in combination with Serrv funds, have led to long-term investments and improvements in two areas of need.

In Cameroon, funding supported reconstruction of buildings in Bafut used by our partner Prescraft as both living spaces and workspaces for artisans (including some who are blind). The buildings received new rafters and a new roof, new flooring, a new veranda, and fresh paint and shutters. They are now significantly improved.

In Cambodia, our partner VillageWorks has a long-term goal of harvesting their own silk cocoons as a free and natural raw material for their artisans to use in handwoven silk products. Funds were invested in preparing and planting land with mulberry trees, the sole food of silk worms.

We are grateful to Work of Our Hands and other donors for making these direct, meaningful projects possible for artisans in places as distant yet connected as rural Cameroon and Cambodia!



# Partners in Peru



*Serrv partner Manos Amigas celebrates 25 years of fair trade*

Manos Amigas was started in Lima, Peru in 1991 and became a Serrv partner within their first year. We were invited to join them in February for their 25th Anniversary Celebration and Kerry Evans, Serrv Senior Buyer, was able to attend. Artisans and their families, fair trade allies, and other friends joined for a day of food, games, and recognition. Manos Amigas, which means “hands of friendship”, uses 20% of their proceeds for local social programs including school uniforms and supplies, school tuition, a meal program, and emergency aid. We are inspired by all that they continue to accomplish and proud to partner with them.

While in Peru, Kerry also visited our other partner organizations Intercrafts Peru and Allpa, along with several small artisan workshops. She was able to share and receive updates, work on new product designs, and further deepen our partnerships.



*Painting a nativity for Intercrafts Peru*

# Transforming Lives in the Philippines

The Community Crafts Association of the Philippines (CCAP) has been marketing handcrafts for marginalized Filipino artisans and investing in community development projects since 1973.

Last year, CCAP approached us with a request for funding new social programs to increase their impact. Their approach to fair trade and community development is impressive, and with funding from our donors and Catholic Relief Services’ fair trade program we were able to support their exciting initiatives.

Their goals were to educate artisans about fair trade, product costing and product design; conduct orientations on Children’s Rights and Welfare and Social Security options for all artisans;; improve documentation of fair trade practices; and generate bilingual newsletters to educate others about their work and fair trade. More than 150 artisans will directly benefit from these programs, and even more artisans, family members, and communities will indirectly benefit.

Their first undertaking was to train 90 artisans from 11 small groups in Bicol and Quezon in a deeper understanding of fair trade principles and application. Their next fair trade seminar will be held in a different region this fall.

In addition, they are currently conducting a series of workshops about public Social Security benefits and children’s legal rights. This is vital knowledge in areas where this information is not readily made available and women and children often suffer the consequences.

Lastly, they have contracted with a product designer to help them create new samples for Serrv and the US market, with the goal of increasing orders and income for artisans while also funding their ongoing community development programs.

We look forward to seeing their new product ideas later this year.

What makes CCAP a remarkable organization is the way they deeply consider the roots of poverty and suffering, and then strive to find creative and meaningful responses. By providing education and opportunity through fair trade while simultaneously informing Filipinos of their legal rights they are impacting multiple areas of artisans’ lives now and for the future.



*Our best-selling Peace Wreath from CCAP*



*Peace Wreath artisan Rujillio Castro and his wife Norma*

*“Learning Fair Trade challenges your own values to be a better person for yourself, your family, your community, society and mother earth.”*

*–Czarina Gragera, Fair Trade Advocacy Program Manager, CCAP*





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

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Please visit [serrv.org/donate](http://serrv.org/donate) to support these programs with  
your tax-deductible donations and for more information.

## *Embroidered by Hand*

Women artisans with Serrv partner St. Mary's in Ahmedabad, India use their hand embroidery skills to earn a living, to create friendships and to provide support for one another. St. Mary's works with impoverished women of various religious faiths, building vital peace and creating stronger community.

Find St. Mary's beautiful home decor items on [serrv.org](http://serrv.org).

