



*Artisans pictured are from Bangladesh, Kenya, and Ecuador.*

QUARTERLY  
NEWSLETTER  
SPRING 2015

INSIDE:

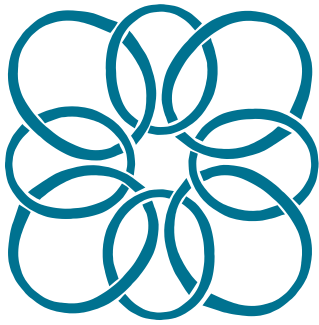
- >Creating opportunity in the West Bank
- >Artisans benefit from fair trade bonuses
- >MarketPlace: Handwork of India founder reflects on 35 years of impact
- >Serrv introduces a new organic tea

## Introducing our new brand identity

As we uphold Serrv's ongoing mission to eradicate poverty wherever it resides, we continuously challenge ourselves to improve the way we market products on behalf of our artisan and farmer partners. As part of our strategy to reach a broader audience and communicate clearly who we are and what we do, we've taken the step of rebranding the look and feel of our communications. We are excited to introduce our new logo and branding this spring season!

The past couple of years have brought a healthy amount of internal reflection and analysis to our organization, as well as market research to find better ways to connect with customers. We were fortunate to have the help of an excellent consultant, Bruce McKinnon of Mission Brand, to work with us on a brand audit and future recommendations. His work with focus groups and positioning strategy provided insight into our customer base and how we can further appeal to and reach them. With additional research, outside assistance, and the expertise of our board of directors, we were able to create a revitalized brand strategy that moves us towards our vision for Serrv in the future and emphasizes what is important to us as a global community.

The most exciting element of the new Serrv logo is what we call the "connections mark." The eight connected links represent the eight core values of Serrv's global community. Our community includes artisan and farmer partners, customers, donors, lenders, volunteers, fair trade allies, and staff. Our core values are what we stand for as a fair trade organization dedicated to lifting disadvantaged artisans and



*Our new "connections mark" represents our eight core values.*

to an empowered woman who can now send her children to school, to a community transformed through fair trade work, or to preserving a cultural craft tradition. Our customers create endless stories of impact through these connections. We intend to deepen this concept in the future and you will see these changes over time.

The new mark showcases what Serrv has created over the last 65 years, and more clearly demonstrates how our

farmers out of poverty. You can read more about our core values on our website at [serrv.org/aboutus](http://serrv.org/aboutus).

The mark also symbolizes the connections Serrv creates. We offer you not only a high-quality handmade product, but a connection to the artisan or farmer behind that product. It's a connection

connected global community works together to achieve our mission. Join us as we grow these connections even further in 2015 and beyond!

## Our Core Values

Improved Quality of Life

Partnership & Collaboration

Communication,  
Transparency, & Trust

Sustainable Development

Culture, Craft, & Tradition

Product & Service Quality

Education

Volunteerism

## Fair trade supports artisans in the West Bank

Serrv's former Director of Product Development, Jean Johnson, recently traveled to the West Bank and Israel on behalf of Serrv. She visited our partners' artisan workshops to understand how the ongoing regional conflict affects their lives and the challenges they now face. She found that grim conditions in the West Bank make production and sales of crafts challenging—cost of raw materials as well as export and shipping fees have risen, and local tourism has fallen drastically, making local sales negligible.

By working with organizations based on fair trade principles, like Serrv's partners BFTA and Holyland Handicrafts, artisans can count on orders and support.

"The work Serrv's partners are able to accomplish under the circumstances speaks to their incredible persistence and ingenuity," Jean says. We are proud to support organizations in the West Bank who are dedicated to supporting disadvantaged artisans with respectful relationships and collaboration.



*Jean Johnson, center, with staff from Holyland Handicrafts.*



*Atubikama, Trade Aid Integrated, Ghana*

**Eradicating poverty is about more than selling products. It is about education, training, & empowerment.**

Your tax-deductible\* donation will allow us to support more struggling families in their journey to a better life.

Please support our work today. Donate online at [serrv.org/donate](http://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](http://serrv.org/donate) for financial and regulation information.*



# Bonuses and blankets

For our partner St. Mary's Mahila Shikshan Kendra in India, 2014 was a year of providing sustainable work for an increasing number of women. St. Mary's was also able to continue to offer social programs to benefit artisans such as personal loans, saving schemes, medical care, and educational scholarships for children of artisans.

One of their most memorable days each year is the day of distributing bonuses, held in December. It is an annual opportunity for artisans to be recognized for their hard work with a celebration of flowers and garlands, guests and dancing. Women are invited to share experiences of how fair trade has improved their lives, and guests give congratulatory messages for creating high quality embroidery pieces that touch the hearts of customers around the world. The women then receive their bonus gifts, which this year included a blanket, electric cooker, and a set of four bowls for each artisan.

"We the St. Mary's family are very grateful to [our partners] for the constant support, guidance, and the help that we receive. It is because of your cooperation and hard work that our women get employment and empowerment."



*Artisans receive bonuses as part of their work in fair trade.*

# Impacting women for 35 years and counting

Pushpika Freitas has been changing the lives of women in India for 35 years through her nonprofit organization MarketPlace: Handwork of India. From a small beginning with three artisans to supporting over 480 women in 14 cooperatives today, the organization has grown to be a shining example of how a dream to empower women can develop into years of meaningful change for many families. When asked about the cooperative's origins in 1980, Pushpika said, "I was driven to do something to empower women, give them a voice in making decisions, learn skills, and be able to earn a livelihood at home while raising a family." Serrv is proud to have an expanding partnership with this inspiring organization.

The women who design and sew MarketPlace clothing lead better lives through their work, and the stories of change are widespread. They are able to



*Pushpika Freitas, founder of MarketPlace: Handwork of India.*

---

*I was driven to do something to empower women,  
give them a voice in making decisions, learn skills,  
and be able to earn a livelihood at home  
while raising a family.*

*—Pushpika Freitas, founder of MarketPlace: Handwork of India*

---

send their children to school, they become self-assured decision-makers in their families, and they are viewed with respect in their communities. The confidence that comes with this work causes these women to become agents of change—like Rajiya, whose story is featured in our spring catalog. Rajiya took it upon herself to make sure her neighbors received the information they needed to enroll in a new food subsidy program, which will greatly benefit them.

We are proud to continue another year of collaboration with MarketPlace: Handwork of India with new tunics and dresses in our spring catalog. We are proud not only because of the beautiful new designs, but because we know that the women who make them are leading better lives and impacting their communities.



*Our new Favorite Tunic in Amethyst, handmade by artisans of MarketPlace: Handwork of India.*



Serrv International, Inc.  
500 Main St. • PO Box 365  
New Windsor, MD 21776  
fair trade • handmade • nonprofit [serrv.org](http://serrv.org)

NONPROFIT  
U.S. POSTAGE  
**PAID**  
WESTMINSTER, MD  
PERMIT #874



## OUR MISSION

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

[serrv.org](http://serrv.org)  
1.800.423.0071

Join our growing global community



## Organic Indian Teas

Our new, organic teas originate from unique biodynamic gardens located in Darjeeling, Kerala, and Assam. Small-scale farmers help to restore biological life while they also earn a viable income and join together in cooperatives or associations that benefit all members. The farmers gently handpick each tea leaf to ensure its quality while practicing sustainable farming techniques to protect the land.

Serrv renewed its partnership with Tea Promoters India in 2015. Browse our spring catalog to find all five varieties of fair trade organic tea we offer from our tea partner!



Read more about our partners at [serrv.org/artisanstories](http://serrv.org/artisanstories).

