



Clockwise from left: Community members in Nepal receive emergency supplies from Get Paper Industry; Yannina Meza, Director of Manos Amigas, Peru; Artisans from Bethlehem Fair Trade Artisans in the West Bank; an artisan with Bombolulu Workshops, Kenya works in the temporarily relocated woodcarving workshop; Sita C.K. of Get Paper Industry, Nepal in front of the shelter she built with Serrv funds.

QUARTERLY
NEWSLETTER
WINTER 2015

Life lessons: Serrv's impact in 2015

As we near the end of 2015, we look back and reflect upon how we at Serrv have fulfilled our mission this year. For a nonprofit organization, this is the true test of our success. What positive changes have we created for marginalized people around the world?

Serrv changes lives through 100% dedication to fair trade principles and targeted development programs. Our commitment to ongoing product development and regular orders enables mothers, fathers, sisters and brothers to work their way out of poverty. Some of our partnerships with artisan and farmer organizations have lasted more than 35 years and continue to grow. Others are new collaborations, recently initiated to expand our reach and impact on disadvantaged artisans and farmers in different areas of need.

Every one of our relationships develops through a shared vision of a more just world. We are grateful for our inspiring fair trade partners and for opportunities to improve individual lives through our work.

Thanks to your generous support, we were able to provide additional funds to several of our partner organizations in 2015. Here are a few examples:

"The donation we received from Serrv this year was used to visit our workshops and train artisans about criteria for the new fair trade guarantee system with the World Fair Trade Organization. We are thankful to Serrv for the donation. We know that we will learn about areas to improve in the near future, and we will continue to

INSIDE:

- >Your donations help our Nepalese partners
- >Updates for VillageWorks' expanded workshop
- >How knits from Nepal support earthquake recovery

be transparent about our work. We want people around the world to understand fair trade and see that it creates change, progress, and education.” –*Yannina Meza, Manos Amigas, Peru*

“Serrv supports us in two major ways: large orders and help improving our fair trade practices. This includes two peer visits and helping us establish an Internal Monitoring System for the World Fair Trade Organization. Serrv is a major partner who has touched many artisans’ lives, benefiting them in the midst of political unrest. We are truly honored to be working with Serrv.” –*Suzan Sahori, Bethlehem Fair Trade Artisans, West Bank*

“We received funds from Serrv very soon after the earthquakes and they helped to run our emergency support and relief program. We used the funds for immediate cash needs of our producers and relief work in different areas. We reached three different communities and provided materials including food, electrolytes, mats, and dry milk for children. It was really painful to see how the earthquake affected very marginal people, who have very basic housing structures. We are grateful for the support in reaching those in need.

“Our long term relationship with Serrv has significant impact on our organization along with the benefits for our producers and communities. Besides regular work and fair wages for the artisans, Serrv pays 4% added on top of the cost of products which is used towards community support projects like building schools, girls’ education campaigns,

health camps, tree plantation and other support to the local people.

“We are proud to be partner of Serrv, which is a pioneer fair trade organization.” –*Milan Bhattarai, Get Paper Industry, Nepal (current Serrv board member)*

With you, Serrv will continue to strengthen these relationships and more as we end 2015 and move into 2016. Thank you for helping us create lasting change and a better future for artisans and farmers around the world.

Serrv provided additional support to these partners in 2015:

- Wired funds to Bombolulu Workshops, Kenya, after a fire destroyed a workshop and supplies
- Sent earthquake relief funds for three additional partners in Nepal
- Facilitated donations from Work of Our Hands, a fair trade store in Iowa, for VillageWorks in Cambodia and Prescraft in Cameroon
- Provided financing for Mitra Bali of Indonesia to attend the World Fair Trade Organization biennial conference

Suzan is depending on you

Bob Chase, CEO/President

During my career in fair trade I have met many people who inspire me; people who struggle against great odds to make life better for those around them. One of these is Suzan Sahori, the Executive Director of Bethlehem Fair Trade Artisans. Suzan and her colleagues live and work in a chaotic environment that often includes material shortages, travel restrictions and political violence. Suzan faces these obstacles with energy, creativity, and optimism.



Supporting people like Suzan is not only a matter of purchasing products and paying a fair price. If Suzan and others like her are to succeed they also need our encouragement and assistance to secure needed equipment, training, and marketing support.

Your donation to Serrv allows us to provide concrete, practical, low cost development assistance to people like Suzan. I hope you will join me in sending a message of support and hope to Suzan by using the enclosed envelope to send your tax-deductible* donation, or donate online at serrv.org/donate. Thank you.

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

Words from our supporters

“When the colorful Serrv catalog arrives, all activity stops. I read the stories of people around the world who are helped by this caring organization, and I dream about everything I want to order for friends and family—and for me, too.”

-Marge, donor and customer

“We believe that empowering women gives the best bang for the buck, and Serrv does just that. It is a privilege to be involved.”

-Beth and Roland, donors

“The new products that appear in Serrv’s catalog each season prove that they never stop growing and nurturing their long-standing relationships with artisan and farmer partners in disadvantaged communities throughout the world.”

-Lois and Paul, fair trade store owners

“I would rather spend money buying products from you than anyone. Thanks for doing what you are doing.”

-Pam, customer

Expanded workshop grows impact to local artisans

One of the many benefits of the long-term partnerships we cultivate is seeing the organizations we work with grow and increase their capacity to serve disadvantaged artisans and farmers. One such group is VillageWorks in Cambodia, which Serrv has been partnering with for nearly 10 years. A few years ago VillageWorks acquired a new building, giving them the opportunity to expand and improve some of their workshops. The building needed a bit of work, particularly to make bathrooms, entrances, and the workshops handicap-accessible. Many artisans at VillageWorks have physical disabilities and it was important for the building to be equipped to accommodate everyone. In addition to housing workshops, the new space also serves as a skills training center for artisans.

In 2014 Serrv offered both a grant and a low-interest loan to support renovations and improvements, and Kerry Evans from Serrv’s Product Development team visited and toured the new facility this past April. The first floor of the building was gutted to make room for a large production area which houses both the screen printing and sewing workshops. Entrances and bathroom facilities were enlarged and made handicap-accessible, and there is ample room for future expansion. The workshops are well-lit and well-ventilated and have space for storing screens, inks, and other materials. On the second floor, rooms are available for artisans to stay rent-free if they choose, allowing them the convenience of living and working in the same place and saving them transportation and housing expenses.



Krem and Sok, two of the artisans who work at the new facility.

is happy that VillageWorks supports people with disabilities and hopes they can expand their reach in the future.

Serrv is proud to support VillageWorks’ commitment to employing people with physical disabilities and working to expand their impact.

Our Reversible Ikat Bag, woven in the traditional Cambodian ikat style.



VillageWorks’ new building houses the screen printing and sewing workshops.





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LOOK INSIDE to read about our impact in 2015!

OUR MISSION

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

serrv.org
 1.800.423.0071

Join our growing global community



Knits for Nepal's Future

In the wake of the terrible earthquakes which struck Nepal this past spring, our partner organizations there are working to rebuild homes, workshops, and livelihoods. The situation in Nepal continues to be devastating, as people struggle with lack of power, housing, water, and food. Recovery efforts will take years.

Visit serrv.org/Nepal to learn how Serrv has responded and how your tax-deductible donations* can provide continued support for recovery.

You can also help by purchasing items handcrafted in Nepal, such as our beautiful knit sweaters, throws, and leg warmers. Your purchases allow Serrv to provide more orders to our partners, giving them additional income needed to rebuild their lives.

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