

Dear Friend in Fair Trade:

As I write this letter, it seems the world is facing uncertainty unknown since SERRV's founding in 1949, post World War II. Pandemic, violence and natural disaster are impacting our artisan partners around the world, while too many lives have been lost here in the U.S. to COVID.

Your support of our mission has been critical to weathering difficult times, and to caring for people beyond our own borders. For years, and even decades, your faithful support through Consignment sales uplifted both our global artisan partners and our local team. Even last year, when an in-person event wasn't possible, many of you found a way to support SERRV through our online SERRV & Earn program.

We're so immensely grateful for that support.

With this letter, however, I need to let you know that we've made the difficult decision to end our Consignment (returnable handcrafts) program in 2021. We continued this program as long as we could, and spent many hours deliberating this decision. It was made due to declining Consignment sales over the past 10 years, the high costs of returns to our warehouse, and increasing shipping costs.

But we value our Consignment community as the most faithful ambassadors of our mission, and don't want to lose your support or your voice for our work. So in making this change, **our priority was to find new ways your community could support our mission.** We're working on two programs for this fall, and both will include access to all of our full line of 1000+ fair trade items. Here's an early look at what will be available:

For an Online Community Event

Like our SERRV & Earn program last year, this online option will be shareable with your local or extended community. With a custom link to our website, **your nonprofit will earn 20% of purchases** made on this link. We'll also offer FREE delivery promotions on select weekends this fall.

For an In-Person Event

This 'trunk show' option will bring you our best-selling food and handcrafts from around the world in themed kits with artisan stories. We'll offer these non-returnable kits, backup inventory, and/or any of our complete line of products at **a deeper discount to your organization, with FREE shipping to one host location** - whether for a community event or a smaller house party.

More information on both programs will be mailed to you this summer.

Thanks for understanding the need for SERRV to make this major change, and for considering one of these programs. From all of us at SERRV, best wishes for a happy and healthy summer.



Loreen Epp, President & CEO

