



Talking Points

- >> **Serrv is a nonprofit organization** creating meaningful, long-term connections with disadvantaged artisans and farmers worldwide.
- >> **We have been dedicated to lifting artisans and farmers out of poverty since 1949.** As a leader and pioneer of the fair trade movement in the U.S. and globally, Serrv and our supporters have touched thousands of lives through our long-term relationships and decades of experience.
- >> **You'll find a personal story behind every item we offer, for example:**
 - empowered artisans and farmers who can support their families through fair payments
 - safe and enjoyable working conditions, including in countries like Bangladesh
 - more children attending elementary school and eating nutritious meals
 - basic community health care, eye exams and dental check ups that otherwise are not available
 - more girls staying in school, and women learning numeracy and literacy
 - local investments in caring for the environment
- >> **The values of fair trade are central in everything we do.** Fair trade means that we participate in a system that creates **long-term, direct relationships** based on dialogue, transparency, honesty, and respect.
- >> We develop and fund targeted **social programs and skills trainings**, offer **interest-free prepayments** for orders when needed, and **provide grants** so artisans can expand their businesses.
- >> **We believe that breaking the cycle of poverty builds stronger societies, economies, and peace.** Together, we can build a more sustainable world.

Our Artisan and Farmer Partners:

- >> Serrv currently works directly with 62 community groups in 26 countries.
- >> You can find more information about all of our partners as well as printable features about groups and individual artisans at serrv.org/ArtisanStories

*Join our global community! **Learn more at serrv.org***