

## **Talking Points for Your Serrv Sale:**

**Who is Serrv?** Serrv International is a fair trade nonprofit celebrating its 70<sup>th</sup> year after its founding in 1949. Serrv works with nearly 8000 artisans and farmers living in poverty in 25 countries, and was a founding member of both the World Fair Trade Organization and the Fair Trade Federation.

**What does Serrv do?** Serrv works with artisan groups to produce handcrafted gifts, home décor, fashion, and food items through fair trade. All revenue is channeled back to those producers to fund employment, education, community building, and healthcare initiatives. Artisans are paid fair wages in advance.

**What is fair trade?** Fair trade ensures artisans are paid fair wages for their work and ensures safe working conditions. Fair trade also allows for the creation of opportunities for individuals, communities, and environments to thrive and grow. Fair trade is a system that creates long-term relationships based on dialogue, transparency, honesty, and respect. To learn more, visit [serrv.org/fairtrade](http://serrv.org/fairtrade).

**Where else can you find Serrv handcrafts?** You can access over 1000 global handcrafts at [serrv.org](http://serrv.org), and at hundreds of independent stores across the country. Follow Serrv on social media, and be sure to sign up for emails to stay connected.