

Fashion as a Force for Good™

TRADES *of* HOPE



These cue cards are to help you make your pop-up easy! Don't feel like you need to read them word-for-word if you don't want to, but you can. Add your own stories, what you love about Trades of Hope, and why you joined. This is going to be fun! Your pop-up will help more women keep their babies, overcome trafficking, and rise out of extreme poverty. Thank you for rising up for them and changing the world!

Here is the card order: (Cards Marked "Artisan Card" are interchangeable)

1. Introduction
2. How It Works: Sustainability vs. Charity
3. "How are Artisan Partners paid?"
4. *Choose an Artisan Card*
5. Founding Story
6. Junia's Story of Hope Artisan Card
7. *Choose an Artisan Card*
8. Closing Card

BONUS CARDS:

- 1 Checkout Card (These are talking points for when you're checking a customer's order out, not for the presentation. No need to memorize them. Just get yourself familiarized with them so it becomes a natural part of your checkout process over time.)
- 1 "What is Fair Trade?" Card (This is for your own knowledge and to answer any customer questions.)
- 5 Artisan Cards (We recommend only 2 Artisan Stories in addition to Genia's, so pick your faves!)

Asha

ARTISAN PARTNER • *India*



My name is _____, and I'm a Partner with Trades of Hope. First, I want to thank _____ for getting us together! By gathering us, she is making a difference in the lives of women globally! And I'm excited about the pop-ups YOU all are going to have to keep this force for good going!

Trades of Hope creates jobs for women in desperate situations. And what this means for YOU is that you're creating sustainable, dignified income for women by doing something as FUN as shopping! And the real value is the fulfillment you'll feel putting on your accessory knowing you've stood with a woman who's leading her family out of poverty. Asha, one of our Artisan Partners in India says, "We have a light joke in our workshop that Trades of Hope has really given us hope!" Does globally helping women by shopping pieces YOU LOVE sound like something you'd be interested in? Well, you're in the right place!

Right now, you have the opportunity to help women out of slums, sex trade, and extreme poverty. AND survivors of human trafficking here in the U.S.! We partner with Elevate Academy, an online school that provides survivors with education, career mentoring, and trauma counseling! YOU can support survivors of human trafficking in our own backyard. And the real value for you is the RELIEF of FINALLY being able to do something TANGIBLE against such a big issue. One survivor said, "Elevate Academy has literally been the lifeline I needed to stay alive and get out." The more items shopped today, the more days of Elevate Academy we sponsor for a survivor entering the program. _____'s goal is for us to sponsor ___ days of Elevate Academy together today! Let's do it!

A close-up portrait of a woman named Shiba, who is smiling warmly at the camera. She has dark hair pulled back, a bindi on her forehead, and a nose ring. She is wearing a vibrant, multi-colored patterned top with a white shawl draped over her shoulders. Her hands are resting on a table in front of her, and she appears to be working on a small object. The background is a plain, light-colored wall with some items hanging on it.

Shiba

ARTISAN PARTNER • *India*

You may be wondering, "How can shopping help women rise out of poverty?" I get it! I once asked the same question.

The problem is that millions of women around the world lack job opportunities to break cycles of poverty. This forces mothers to give up kids to orphanages, propels human trafficking, and endangers women. The good news is we already know how to solve this! Creating safe, dignified, and fair jobs for women is proven to transform whole communities!

What this means for you is that when you find Trades of Hope accessories YOU LOVE, you create jobs for more women. This cycle of sustainable business breaks the cycle of poverty and changes the world, one life at a time. We couldn't do this without YOU!

Did you know? Statistically, when a woman rises out of poverty, she brings 4 more people out with her. How cool is that?! A woman with a fair job will wisely invest her money, feed and clothe her children, send them to school, and reach out to her community, too!

People around the world are not in poverty because they lack ability, but because they lack opportunity.

At Trades of Hope, we're giving women the opportunity to rise out of poverty by shopping their fashion and home accessories. We're empowering women to be the heroes of their own stories! Each and every one of our designs has a special, meaningful story tied to it. I'd like to share a couple of them with you, but first, let's answer an important question...

Dolores & Dolores

ARTISAN PARTNERS • *Guatemala*



"How are Artisan Partners paid?" If I were you, I would want to know this! At Trades of Hope, we are not a charity. We are in a dignified business partnership with our Artisans. We don't send back a charitable kickback months after a design sells because it's not very sustainable and, honestly, it's not very dignified. We pay our Artisan Partners 100% of their asking price up front before their new design is released. This means they're earning 3-6 times what they would normally earn in their local marketplace.

We ensure that they are paid living wages for their region, which varies as we partner in more than 15 countries! This living wage allows them to provide for their families, send their kids to school, and save for the future. Many of our Artisan Partners receive holistic care through vocational training, counseling services, health care, savings plans, and education scholarships. By shopping, you are creating more demand for a design, which leads to more work opportunities for more women!

On top of all of this, we have our Gifts of Hope program. Trades of Hope donates 10% of net profits back to causes we really believe in like global girls' education, fighting human trafficking, and community outreach led by our Artisan Partners.

Trades of Hope is a member of the Fair Trade Federation. This is your third-party stamp of approval guarantee that Trades of Hope operates in the best interest of our Artisan Partners. Shopping fair trade designs CHANGES LIVES, lives of women like (Artisan name on next card)...

Mosmeen & Asha

ARTISAN PARTNERS • *India*



India is home to 1/4 of the world's poorest families. Vulnerable women are often exploited in sweatshops and many parents continue to practice marrying off their young daughters through arranged marriages.

Listen to Mosmeen's story of hope: "I was married off at a very young age to a man from another village. This is the tradition. When girls become teenagers, they are married off by their parents for a better life. The girls have no say. Sadly, some years later, my husband deserted me. I was left alone with my three children and no security or dignity.

Now I'm happy that I've become independent. We have our dignity and economic security. All three of my children can go to school, and I'm also able to support other female Artisans in my village. Trades of Hope gives us valuable work to achieve our hopes and dreams. It gives us strength."

Isn't that inspiring?! We offer accessories, bags, and decor, ethically made by women in India, so you can help them receive fair wages, health care, and literacy programs. The real value is the JUSTICE you'll feel knowing you've helped a woman become the hero of her own story and RISE out of poverty.



Can I tell you a quick story about why Trades of Hope started? Founders Gretchen and Elisabeth (a mother-daughter duo) were forever changed by what they saw in Haiti. After looking into international adoption and having several experiences with corrupt orphanages, Gretchen founded an orphanage in Haiti and led it for almost a decade. Elisabeth spent her childhood going to Haiti and was forever molded by the poverty she saw and people she grew up around. They both experienced ways in which charity work can be awkward for all people involved, undignified, and simply ineffective! But most importantly: they realized that most of the children at the orphanage weren't orphans. Haiti is home to over 500,000 children living in orphanages. Many of these "orphans" have loving parents who only gave them up because they couldn't afford to keep them alive.

Deep down, Gretchen and Elisabeth knew there had to be a better way to help these families. There had to be a way to keep them together. They thought, "What if instead of adopting out their children, we could create jobs for mothers to be able to raise their children themselves?"

Out of this desire for justice, Trades of Hope was born! Our founders believe all women, everywhere, should have the opportunity to better their own lives and be the heroes of their own stories! It was their dream to create business opportunities for women in desperate situations to end poverty, keep families together, and stop human trafficking. Because of people like you, today that dream is real and changing lives for women around the world! For women like Junia...



Junia
ARTISAN PARTNER • *Haiti*



In 2014, this mama, Junia, and her baby girl, Chrisnaly, were in a desperate situation in Haiti. No job, no home, no support. And Junia was at the point of needing to hand her baby over to someone else to keep Chrisnaly alive.

She was at a point of desperation that I can't even fathom.

But as Junia walked up and down dirt roads, looking for an orphanage to take in her baby, she was offered a job! This job was making jewelry at one of our Artisan Communities in Haiti. That offer, that one moment, changed the path of Junia and Chrisnaly's life FOREVER.

On her first day, Junia went to work, dropped Chrisnaly off at the on-site daycare, and then went HOME TOGETHER at the end of the day. And they have continued to do so for years. These photos show almost a decade of hopeful change. Junia is now a master potter, leads a department, and Chrisnaly is growing strong by her mother's side. THIS is the impact of a job!

A job can transform a woman's desperation into HOPE. That's what we're doing for women and families in 15+ countries, literally ALL OVER the world. That's what you are a part of today by shopping, by having your own pop-up, and keeping the ripple of hope going. You are giving women options, freedom, and the ability to be the heroes of their own stories. It's powerful, it's real and it's FUN to be part of, because it's accomplished through beautiful accessories and home decor!



Clara

ARTISAN PARTNER • *Guatemala*

Now let's travel to the vibrant country of Guatemala. In many areas, women are faced with abuse and inequality due to a lack of education and jobs. Even those who can make goods lack a marketplace to sell them. But the women we partner with can take care of their children while being proud businesswomen!

Clara, one of our Artisan Partners says, "Thank you very much to all of you who are buying our designs. In our community, sometimes our husbands do not have jobs. We are a group of women who can work from home so we can watch our little babies at the same time. This is providing us with money every week to feed our children. We're happy that you like what we make for you and the quality of it. We are so grateful for this partnership!"

Our Guatemalan designs include upcycled Huipil (which are traditional blouses worn by women), jewelry with a fingerprint of the woman who made it for you, and stunning kimonos! But there's one more surprise from this beautiful country...

Not a jewelry person? Our line includes bags, home décor, kids items, gift boxes... and even COFFEE! Who here is a coffee lover? Coffee makes up 70% of the Guatemalan economy so we believe we can transform the entire country through the coffee industry! Our coffee is ethically sourced from microclimates with natural pest management, and hand harvested. Each bag provides fair wages, education, AND gives back to babies in the NICU! The 5-star reviews on our site, even from self-proclaimed coffee snobs, say it's some of the best coffee they've tasted!

Artisan Card

Sukaina & Manal

ARTISAN PARTNERS • *Jordan*



Thank you, again, for being a part of this pop-up! There are three ways YOU can be a part of Trades of Hope: by shopping, getting your friends together like _____, or being a Partner like me!

You can FEEL FREE to come up with a long wish list tonight, because if you choose to get YOUR friends together like _____ did today, you can receive free shopping credit for your favorite designs! And the real value is continuing the ripple of change _____ has started. Just ask _____, it is so easy and fun. I'm going to connect with each of you, so start thinking about if free designs and helping more women is something you'd enjoy!

Quick question before I give you some Lookbooks: What's ONE THING YOU would do if you had some extra cash? Trades of Hope Partners earn an income by sharing our mission as easily as I did today. And what that means for YOU is having some extra cash, working whenever you'd like, and helping women out of poverty and trafficking. And the real value is the freedom to spend more time with your kids, take the trip, or buy the shoes — whatever having more freedom looks like for YOU! My experience as a Partner has given me... (list 3 ways being a Partner has enhanced your life). If earning an income and making an impact sounds fun, let's connect!

Shopping allows you to experience a sense of PURPOSE. It's that feeling of giving the perfect, meaningful gift. It's actively doing something, from right where you are, to help women rise out of poverty. It's wearing something that not only makes you feel beautiful, but has been created by the hands of women who are now full of hope. Who wants a lookbook?!



Serving Customers at Checkout

TRADES *of* HOPE

01. Serving Through Up-Selling

If your customer is purchasing something that matches another design (EX: she has labradorite stone earrings that match a labradorite bracelet, or a handbag that has the same leather as a wallet), ensure she knows! You may be helping her out and making her life easier by giving her the opportunity to shop a coordinating piece! (We're never annoyed at a restaurant when asked "Do you want fries with that?" That's all you're doing here! But in a way that changes lives!)

02. Give her the opportunity to earn free and 50% off her faves!

Before completing the checkout process, see if she would like to have her own Trades of Hope pop-up. She may have seen some designs she couldn't shop today or maybe she wants to further support our Artisan Partners. Simply ask her: "Does receiving some free designs AND helping more women out of poverty and trafficking sound like something you'd be interested in?"

03. She might be wanting to earn an income AND make an impact!

Remember how you felt when you discovered the opportunity to be a Partner? Your customer may be searching for something similar in her life right now. Don't keep the gift to yourself! You never know who is wanting what you have to offer. Simply ask every attendee, "There may be a way YOU can earn extra cash WHILE helping women around the world lead their families out of poverty! Is that something you'd want to learn more about?"

FAIR

P R I N C I P L E S

TRADE

TRADES *of* HOPE

"What is Fair Trade?"

The principles of Fair Trade are:

- Create opportunities for people in economic and social hardships
- Develop transparent and accountable relationships
- Build capacity
- Promote fair trade
- Pay Artisans promptly and fairly
- Support safe and empowering working conditions
- Ensure the rights of children
- Cultivate environmental stewardship
- Respect cultural heritage



Trades of Hope is a member of the Fair Trade Federation and subject to ongoing review. To become a member is an extremely thorough and time-consuming process. It's an accomplishment of which we are extremely proud!

A woman with long brown hair, wearing a red t-shirt, is smiling and holding two large, white, scalloped-edged ceramic plates. She is standing in a workshop or factory setting. In the background, there are stacks of similar plates, a blue wall, and a metal grid tray. The text 'Emelyn' is overlaid on the left side of the image.

Emelyn

ARTISAN PARTNER · *The Philippines*

Our designs from the Philippines all feature locally-collected capiz shell. Each piece began at the bottom of the sea. Shopping them creates much needed jobs for all of the hands that touch them.

In the Philippines, finding employment as a woman can be an overwhelming challenge. Poor working conditions, a lack of job security, and unfair pay for women are often their reality. We help give women in the Philippines fair wages, as they work from home and in local rural workshops.

Emelyn is only 24 year old. But through her work as an Artisan, she is able to support her parents, send her younger brother to school, and buy land to build her family a home. She has even risen to co-manage the workshop's entire capiz production process!

Listen to how Emelyn's work gives her family hope. She says:

"I wasn't able to finish my studies, and it's very difficult to get hired for a good paying job in the Philippines. Capiz production is very close to my heart. I dream of being financially stable, being able to support my family, and live a comfortable life. I hope that our buyers will continue to support us in the future, so we'll be able to continue this work from generation to generation."

Every purchase of our fair-trade capiz designs empowers Emelyn to lead and inspire her Artisan community in the Philippines.

A woman with dark hair, wearing a grey sweater, is focused on working with a gold chain. She is using her hands to manipulate the links of the chain. In the foreground, a wooden workbench holds a pair of pliers with black handles and a red band, and a long, intricate gold chain. To the left, there is a clear plastic container filled with small, clear, faceted beads. In the background, a white shelf holds several spools of thread in various colors (yellow, white, pink, brown) and other tools, all slightly out of focus. The background wall is a vibrant teal color.

Mae Lee

ARTISAN PARTNER · *East Asia*

Our mission in East Asia is to fight human trafficking.

Here, poverty encourages sexual exploitation of women in brothels. These women want to provide for their families but have few options.

Your purchases provide sex trafficking survivors with holistic care. This looks like safe housing, job skills training, health care, adult education, and trauma counseling.

Listen to Mae Lee share how making Trades of Hope accessories has helped her heal. She says:

"When I was 15 years old, my mother needed money, so I was trafficked to Greece. I was finally helped and returned back to my home country after 6 incredibly painful years. However, I had no idea what to do when I arrived. With only a primary school education, it was extremely difficult to find a job.

This Artisan community stepped in and offered me a new beginning. I arrived with no confidence in myself, but now, I take pride in my work. At this workshop, I know who I am, and I feel a sense of purpose. I have a community that is like family to me, and I have been able to pursue dreams that I once thought were impossible."

Can you imagine the trauma Mae Lee experienced as a young girl? Now imagine the hope she experiences today, because this Artisan community rescued her from a brothel and gave her the opportunity to change her story! You become part of her story of hope when you shop our jewelry from East Asia!

A photograph of two women, Erna and Francine, sitting at a wooden table in a workshop in Haiti. They are both smiling and focused on their work. Erna, on the left, is wearing a light blue t-shirt and is holding a string of colorful beads. Francine, on the right, is wearing a black and white striped shirt and is also working on a string of beads. The table in front of them is covered with several trays and bowls filled with a variety of colorful beads in different shapes and sizes. The background shows a rustic workshop environment with wooden structures and other people working in the distance.

Erna & Francine

ARTISAN PARTNERS • *Haiti*

Every workday in Haiti, mothers like Erna overcome ongoing threats of extreme poverty, political unrest, and gang violence. They face these challenges daily as they travel to their workshop because the opportunity to earn a dignified income and provide for their children is so vital. There is no other option for them.

But listen to Erna share how making jewelry has changed her life:

"My husband didn't have a job, and I didn't have any way to pay for school or a house for my children. I regretted having children and wanted to end my life. Then, someone told me there was a place where I could go to ask for a job. I came with my two children and the Artisan leader gave me a big hug and told me I could start work on Monday!

Now, I'm able to pay for school for my kids and feed them. I can pay my rent, and this Artisan community has helped me a lot with medical needs. My job also helps me care for my mom and dad. We all live together in a one-room rented house. My dream is to own my own home where everyone has their own room."

Erna is proof that, with a fair job, women can transform their whole lives. If you want to stand with Erna and her community in Haiti, they have handcrafted beautiful accessories for you!