

2006 Annual Report



Improving the Lives of Artisans through Fair Trade



World of Good: Development Organization's Mission

World of Good: Development Organization is focused on building strategies to substantially improve economic and social conditions for millions of artisans and their families living on less than \$4 per day. Our organization promotes fair trade practices and invests in fair trade artisan communities around the world. We strive to educate US consumers and corporations about the benefits of engaging in ethical trade practices to bridge the gap between the global north and south.

A Message from the Executive Director

Dear Partners and Friends,

Our dedicated team has made great progress toward achieving our mission. Thanks to your support we have had an outstanding year and are excited to share our accomplishments with you.

In partnership with leaders of the fair trade community, we have been a catalyst for the implementation of policies to create a fair wage standard. During 2006, we emerged as leaders in the global fair trade community. We were elected to serve on the IFAT Standards and Monitoring Committee and brought fair wages to the center of discussions at the global fair trade conference reaching more than 300 leaders.

In parallel, we created the Fair Trade Wage Guide, our first artisan wage calculation tool. Through the international dissemination of the Fair Trade Wage Guide, we empowered more than 230 artisan groups in 28 different countries.

We also built our health and education community development grant program, to improve the standard of living in artisan communities. We funded eight projects in South Africa, India, Guatemala, Vietnam, Indonesia and Kenya.

In this report, we provide additional information on these accomplishments. In this early stage, we can already see our work improving the lives of craft artisans. We hope you continue to join us in this journey to transform lives through the strengthening of fair trade standards and fair wage compensation and continued investment in community development.

We are happy to have a solid group of supporters, and are especially grateful to our funders and advisors who have believed in our mission since it was a mere idea. These partnerships have made our work possible and allowed us to build our organization. We look forward to growing together in the future and building a long-lasting, high impact, development organization that will transform the lives of millions of artisans in the informal economy. Thank you!

Sincerely,

Holly Harbour



In Guatemala, Holly Harbour delivers a check for \$1,200, to help build the children an elementary school.

Year in Review: World of Good: Development Organization

Global Partnerships: Setting the Global Standard for Fair Wages

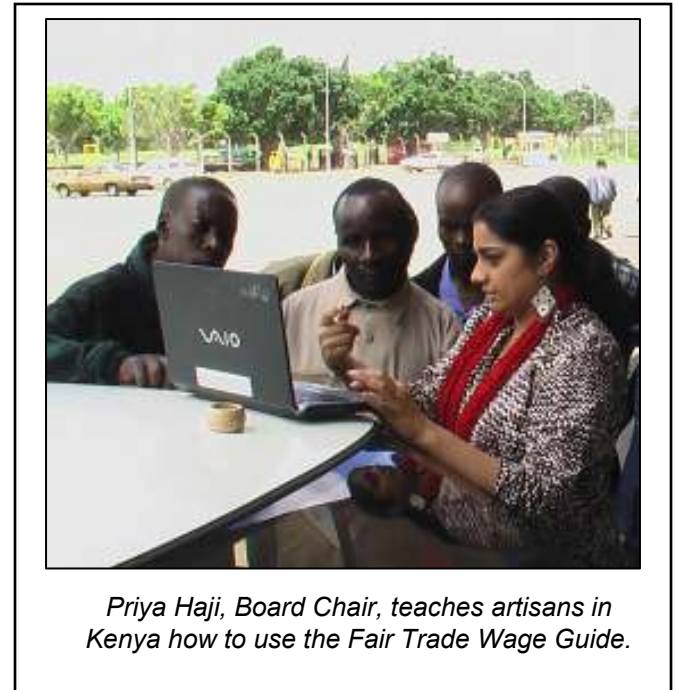
- 🌐 Served on the International Fair Trade Association's Standards and Monitoring Committee.
- 🌐 Set the wage standards for the Fair Trade Wage Guide in partnership with global fair trade leaders at the Fair Trade Wage Guide conference hosted by World of Good: Development Organization.
- 🌐 Led the fair trade movement to take action on strengthening fair wage standards at six strategic international conferences reaching more than 300 leaders in the movement.

Fair Trade Wage Guide: Providing the Tools

- 🌐 Developed the Fair Trade Wage Guide website, powered by the latest global wage data.
- 🌐 Empowered more than 230 artisan producer groups with training on the Fair Trade Wage Guide and, through the FTWG, analyzed 658 products from 28 different countries.
- 🌐 Recruited more than 100 fair trade buyers and artisan groups for product price/wage testing.

Artisan Grants Program: Furthering Community Development

- 🌐 Funded eight health and education community development grants in South Africa, India, Guatemala, Vietnam, Indonesia, and Kenya.
- 🌐 In partnership with World of Good, Inc, raised more than \$20,000 for the grant program through a warehouse fundraiser sale in December 2006.



Priya Haji, Board Chair, teaches artisans in Kenya how to use the Fair Trade Wage Guide.



"I never paid a lot of attention to computers because my main focus had always been wire art. I always thought the two were in parallel industries and would never meet. I only started appreciating computers when I started learning how to use them after the (World of Good Development Organization) donation." - **Christopher Sandisolo, Streetwires Wire Artist** (Streetwires received a grant that funded a computer lab in South Africa)

Global Partnerships: Setting the Global Standard for Fair Wages

Emerging as Leaders in Setting Fair Wage Standards for the Informal Economy

Our organization has emerged as a leader in driving forward fair wage standards in the global fair trade community. We are dedicated to strengthening the methodology behind paying fair wages in the informal economy. Some key highlights include:

- 📍 Elected as one of eight organizations in the world to serve on the International Fair Trade Association's Standards and Monitoring Committee and identified as the key advisor on wage standards within IFAT.
- 📍 Brought fair wage policy discussions to the top of the agenda at six strategic international conferences and catalyzed 300 leaders in the movement to focus on fair wages as a key issue for the future of fair trade.
- 📍 Conducted Wage Guide trainings with the International Labor Organization's Asia Country Leaders and International Working Conditions and Informal Economy Departments.

First Annual Fair Trade Wage Guide Conference Hosted by World of Good: Development Organization

- Set the wage standards for the Fair Trade Wage Guide in partnership with global fair trade leaders.
- Created a dedicated advisory board representing key fair trade organizations including the International Fair Trade Association, Ten Thousand Villages, Global Exchange, Serrv International and the Network of European World Shops.
- Harnessed commitments for championing and using the Wage Guide.

Global Presentations of the Wage Guide

IFAT Regional Conferences:

- Cooperation for Fair Trade in Africa - Kenya
- International Fair Trade Association, Pacific Rim - New Zealand
- Asia Fair Trade Forum - Thailand
- International Fair Trade Association, Europe – France

Fair Trade Buyers and Artisan Groups:

- Network of European World Shops Conference - Italy
- Dutch World Shops and Fair Trade Original - Netherlands
- Aid to Artisans - Connecticut
- Ten Thousand Villages - Pennsylvania
- Cooperation for Fair Trade in Africa/FTWG Seminar - Kenya
- Thaicraft – Thailand

Broader Dissemination:

- International Labor Organization - Geneva
- Clean Clothes Campaign - Netherlands
- Fairtrade Labeling Organizations International (FLO) - Germany
- Greenfest - Washington, DC

Field Research Intern, Kara Penn, presents her findings to Thaicraft after three weeks of training and testing the Fair Trade Wage Guide. Kara is an MBA candidate at MIT.



Fair Trade Wage Guide: Providing the Tools to Empower Artisans

Empowering Artisans with Wage Information

We developed the Fair Trade Wage Guide, a user-friendly web-based tool, that allows producers around the world to access wage data and calculate fair wages in the informal craft economy. In one year, we developed a dynamic website that allows users to:

- 🌐 Access international wage information including minimum wage standards and international poverty line information from anywhere in the world.
- 🌐 Calculate a daily wage based on the time it takes to make a product. The site also provides suggestions on how to increase the price per piece or decrease production time to ensure that minimum wage standards are met.
- 🌐 Record wage data in a unique, secure database that can be used as an online accounting system for artisans and buyers.



Field Research Intern, Carla Fernandez, collects product information from an artisan in Guatemala. She received a research grant from NYU to participate in the program.

“The Fair Trade Wage Guide is exactly what the handmade fair trade movement needs to bring it to the next level of maturation. It represents the most innovative thinking around fair wages for handicrafts.” - **Charlotte Opal, Co-author – Fair Trade: Market Driven Ethical Consumption**

Impact of the Fair Trade Wage Guide

The Wage Guide is already having an impact on the fair trade community and wider informal craft sector. This year we have:

- 🌐 Empowered and trained more than 230 artisan producer groups through the international dissemination of the Wage Guide.
- 🌐 Analyzed wage data for more than 650 products in 28 countries. Early results indicate that there is a strong need for better wage standards.
- 🌐 Recruited more than 100 fair trade buyers and artisan groups, representing more than 1000 artisans, to use the Fair Trade Wage Guide.
- 🌐 Increased artisan wages – as a direct result of using the Wage Guide, artisan groups are already reporting that they are receiving higher wages.

Artisan Grants Program: Furthering Community Development

Improving the Lives of Artisans and their Families by Funding Health and Education Projects

Grant: Computer Lab
Artisan Group: Mercado Global
Country: Guatemala

Grant: Educational Toys for Preschool
Artisan Group: Shiva Shakthi
Country: India

Grant: Computer Lab
Artisan Group: Streetwires
Country: South Africa

Grant: Medical Equipment
Artisan Group: Freeset Bags
Country: India

Grant: Water System
Artisan Group: Ajuema Cooperative
Country: Guatemala

Grant: Furniture for Preschool
Artisan Group: Aulac
Country: Vietnam

Grant: Kindergarten Renovation
Artisan Group: Kandari
Country: Indonesia

\$1000 High-Impact Grant Provides Fresh Drinking Water to a Community in Kenya

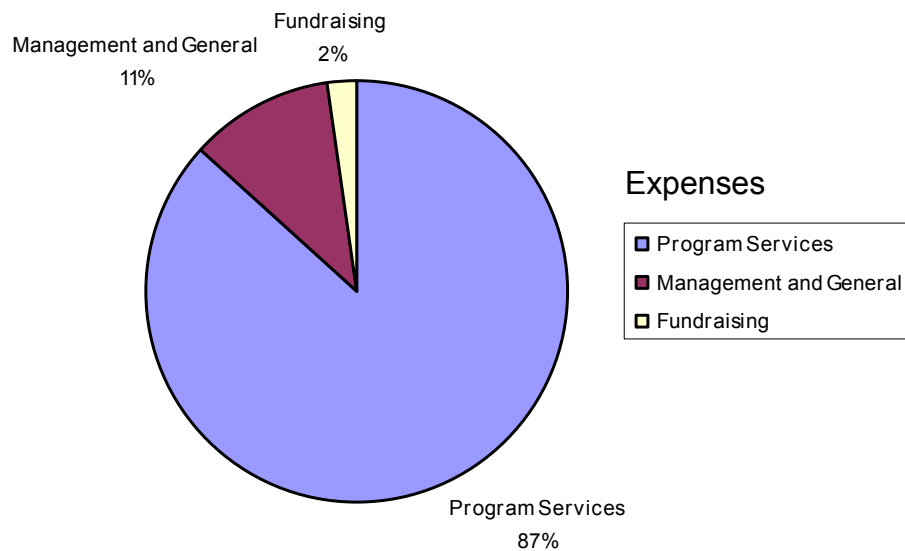
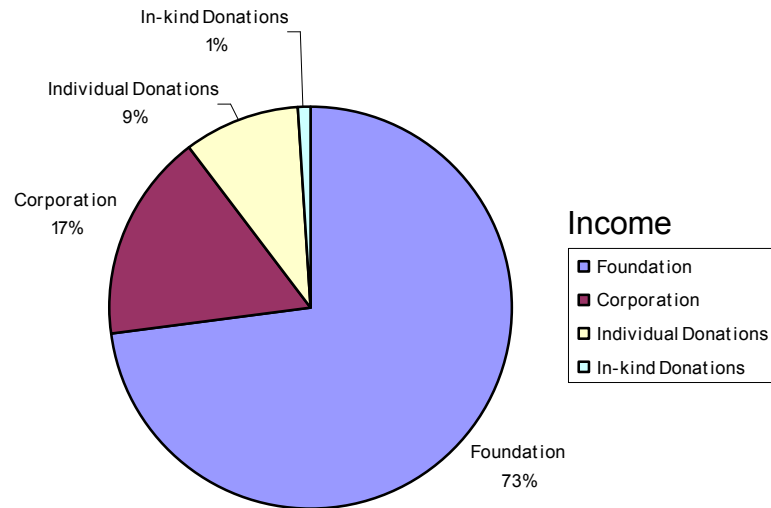
Previously, artisans in the Nyabigena soapstone carving community in Kenya had to walk three hours a day to access clean water. Thanks to a WOGDO grant, the artisans now have two freshwater wells right in their community. Some artisans have used the time they have saved to start a community garden and a sewing cooperative.



Holiday Fundraiser 2006

In partnership with World of Good, Inc., we held our third annual Holiday Fundraiser Warehouse Sale to raise money for grants to be awarded in 2007. We are happy to report that we raised \$20,000 for the Economic Development Projects program. We look forward to investing this money into health and education infrastructure projects in Fair Trade communities around the world.

Financials



Annual Report Financials	2006	2005
INCOME		
Foundation	\$101,500.00	\$145,000.00
Corporation	\$23,211.75	\$31,030.09
Individual Donations	\$12,731.17	\$1,344.41
In-kind Donations	\$1,427.65	\$0.00
Total	\$138,870.57	\$177,374.50
EXPENSES		
Program Services		
Fair Trade Wage Guide	\$136,188.80	\$29,298.54
Economic Development Projects	\$6,402.99	\$3,240.00
Total Program Services	\$142,591.79	\$32,538.54
Management and General		
Management and General	\$18,176.56	\$9,960.90
Fundraising	\$3,860.41	\$2,028.08
Total Expenses	\$164,628.76	\$44,527.52

Partners and Team Members

Advisory Board Members

Stefan Durwael

International Fair Trade Association

Tex Dworkin

Global Exchange

Doug Dirks

Ten Thousand Villages

Alex Mas

UC Berkeley Professor

Claribel David

Asia Fair Trade Forum

Yannina Meza

Manos Amigos, Peru

Shiran Karunarantne

Gospel House, Sri Lanka

Karen Gibbs

Aid to Artisans

Eileen Davenport

International Fair Trade Association

Carol Wills

Quality Management System

Jennifer Marcy

Crafts Center – CHF International

Mike Muchilwa

International Fair Trade Assoc., Africa

Ruth DeGolia

Mercado Global

Lorraine Caruso

Oxfam Australia Trading

Erika Spil & Carol Bergin

Network of European World Shops

Stephen Salmon

Thaicraft, Thailand

Board of Directors

Priya Haji, *Board Chair*, World of Good: Development Organization; *CEO*, World of Good, Inc.

Charlotte Opal, *Vice-Chair*, Standards Committee, Fairtrade Labelling Organizations International & *Co-Author*, Fair Trade: Market Driven Ethical Consumption

Cheryl Musch *Producer Relations Manager*, SERRV International

Susan Dawson *Global Strategy Expert*



Leaders of the knitting cooperatives in Puno, Peru meet once a week to discuss work and receive purchase orders from Manos Amigas, a fair trade organization located in Lima. Program Manager, Audrey Seagraves, met with this group of women to train them on the Fair Trade Wage Guide and make design modifications to ensure higher wages. The cooperative leaders represent more than 200 women in Puno.

WOGDO Staff

Holly Harbour, Executive Director

Audrey Seagraves, Program Manager

Trevor WencI, Web Developer

Field Research Team

Carla Fernandez, Intern, Guatemala

Kara Penn, Intern, Thailand, Vietnam, Cambodia

Hunter Sasser, Intern, Kenya

Special Thanks to Our Funders

Ishiyama Foundation

Omidyar Network

Ramsay Merriam Fund

Rudolf Steiner Foundation

Sapling Foundation

William H. Draper, III

World of Good, Inc.