



# The WorldCrafts Story

Around the globe, exquisite, undiscovered art in remote regions is waiting to be purchased. The work is handcrafted, usually from all-natural, renewable resources. Often, the artisans who create the unknown art live in poverty, not able or not knowing how to find an audience for their work. In desperation, some sacrifice their children's education, live in squalid housing, go without food, or even turn to slavery or prostitution. Even when their work does find an audience, it is often through large corporations that do not offer them a livable wage—but sell their superb work for a premium rate.

Established in 1996, WorldCrafts™, a non-profit ministry of WMU®, has sought out these artisans and provided an audience for their work. WorldCrafts began in 1996 with one artisan group—Thai Country Trim in Thailand. We now partner with artisan leaders and local crafts guilds worldwide to bring one-of-a-kind artistry indigenous to Asia, Africa, Europe, Latin America, the Middle East, and the Far East to the discriminating consumer. Every item is created by hand, never factory produced or rushed to meet quotas. Always, these guilds and leaders abide by Fair Trade Federation guidelines that ensure fair wages and humane, environmental sustainability and voluntary working conditions for the artisans.

What is more, many crafts guilds are in small, remote villages—small enough that lifting a few dozen artisans out of poverty impacts the economy of the entire community! Also, as monetary support grows through consumers of WorldCrafts, local guilds are able to train and offer work to more artisans—including those who are shunned by local society, such as the disabled or former sex trafficking slaves. Purchases of handmade WorldCrafts transforms lives of artisans, their families, and communities—offering them housing, education, nutrition, and a sense of dignity.

The business impact of WorldCrafts in local economies also opens doors for relationships that would otherwise remain closed. Local contacts who facilitate the exchange of art are able to establish relationships with artisans and people groups.

WorldCrafts thrives on the support of culturally aware, globally-minded people like you. Will you partner with us to share the undiscovered talent of these artisans and their wonderful cultures with your friends and family? Not only can you host a WorldCrafts event tailored to your needs to be simple or elaborate at any time of year at your home or place of worship, you can also:

- Give exquisite, meaningful fair traded art to family and friends
- Place catalogs on display tables or magazine racks
- Register online to receive notifications of specials
- Include WorldCrafts products and artisan stories in programs
- Give a tax-deductible gift to the Jackson/Reese Endowment fund, which enables WorldCrafts to continue
- Lift up the artisans, artisan leaders, their countries, and their work

We are privileged to support you in planning your event and promotion of WorldCrafts with available materials. You can call 1-800-968-7301 for free catalogs to use in WorldCrafts conferences, on display tables, in a magazine rack, or for a WorldCrafts event. You can also order free promotional brochures to use in registration or conference bags and as handouts at state and associational events. To learn more about the individual artisans and their work, and to find promotional ideas and materials, visit [www.WorldCraftsVillage.com/events.asp](http://www.WorldCraftsVillage.com/events.asp). Don't forget to contact us at [worldcrafts@wmu.org](mailto:worldcrafts@wmu.org) to let us know how your event or promotion went!