



## **Gifts With Humanity - Company Profile**

Updated: March 1<sup>st</sup> 2011

### **Introduction**

While in Kenya, Kevin and Renice noticed that while the local artisans made some great stuff, there was simply nobody to sell it to. During their three year stay in Kenya they started working with local artisans to help them sell their products on the international market via the internet. After three years it was time for them to leave Kenya and they had no real plans for the future. Almost on a whim they decided to try to continue the project from a base in the USA.

Today they still work directly with some of the same artisans and great causes that they connected with back in 2000. On a recent trip to Kenya, Kevin was amazed at the impact at one project The Teenage Mothers Association of Kenya , which had purchased its own land, built a purpose built center and expanding their great work.

“The great thing about this project is that they are now sustainable, they own their own land, generate income both from fees and craft sales. I meet with girls who had been with the project fro 10 years plus and are now at University, a prospect which would have been simply out of their reach without this project. This is exactly why we do what we do.”

It's been a hard ten years growing the business, during some pretty rough economic times. For Kevin and Renice the success of Fair Trade despite the economy is a clear indicator that US consumers do care. They have been amazed at the success over 10 years both in the US and in the communities that produce the products.

Gifts With Humanity (GiftsWithHumanity.com) is a solely owned brand of Global Fair Trade Crafts inc.

### **Location**

The company recently completed the purchase of a 10,000 sq ft warehouse facility in Florida.

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### **Contacts**

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**Global Fair Trade Crafts inc**

Founded in the USA in 2002 by Kevin Ward and Renice Jones following three years volunteer service in Kenya , Africa. The company is focused on lifting artisans out of poverty through Fair Trade practices. Initially working solely with artisans from Kenya. Today the company imports from 20 countries and around 40 artisan groups.

Sales for 2010 were \$1.7 million USD

Primary sales channels are GlobalCraftsB2B.com a wholesale division. Direct to consumer sales via drop ship partners and the companies own retail online brand GiftsWithHumanity.com

The company focuses on specialty the gift market and consumers who are focused on ethical consumerism.

**Product Range**

Products include Jewelry, Home Décor, Bags and Accessories. All products are 100% Fair Trade, Artisan made and many are eco conscious. Recycled products are a mainstay of the company as they seek unique and unusual products from all over the world.