



Pearls With Purpose

 [pearlswithpurpose.org](https://pearlswithpurpose.org)



**MEDIA KIT  
2021**



# About Us

A group of women in traditional African attire, including colorful dresses and headpieces, standing in front of mud-brick huts. A white diagonal line runs across the image from the top left to the bottom right.

**Pearls With Purpose**, a social impact organization, is dedicated to sustainable self-reliance for disadvantaged individuals in developing countries (primarily abused/abandoned women, sex trafficked survivors and others seeking vocational training).

We manage a lean operation through cost-effective processes which benefit the individuals in developing countries first. The artisans who create these handcrafted pieces are highly trained by our organization. They use high-quality materials and locally sourced supplies such as genuine Grade-A pearls, semi-precious gemstones and larimar.



# About Us

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**Each handcrafted product creates sustainable incomes and preserves cultural traditions.** Through our efforts, our artisans are able to earn fair wages and provide for their families. The artisans have fulfilling jobs and work in a safe environment. This is often their home so that they can take care of their families and have a flexible schedule.

We have created an online platform for artisans to showcase their beautiful products to a broader audience. Building this mutually beneficial relationship, customers have the opportunity to purchase unique, one-of-a-kind pieces from around the world, and artisans are able to support themselves and their families.





# About Us

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Beginning in 2002, **Pearls With Purpose** started with a handful of women in the squatters area of Antipolo City, Philippines. Pearls With Purpose has since expanded into India, Cambodia, Kenya, Peru, and the Dominican Republic.

Hundreds of women have been given a hand up rather than a handout as they have become self-reliant through micro-enterprise mentoring and artisan jewelry training.

Over the years, Pearls with Purpose has aligned with other like-minded organizations such as Mentors International, Operation Underground Railroad, DoTerra Healing Hands and Believe International. These partnerships have created opportunities to train and teach even more women while providing them with micro-loans and a product pipeline to truly grow their businesses. In addition, invaluable mentorship has been provided.

# About Us

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**We humbly realize that it is the socially minded women in America who create sustainable lifelong change for these artisans.**

By caring about where your accessories are made, what they are made from, and who actually benefits from the purchase, thousands of lives are improved and dramatically changed for the better. This is the beauty of a social-impact organization. When a product is purchased from Pearls With Purpose, over 72% is used to impact the life of another human being on the other side of the world.

The remaining 28% is used here in America for marketing and raising awareness.

**Now that's a concept we can all get behind!** Shopping with us brings humanity back into consumerism. It's that simple.





# FEATURED PRODUCTS



Because all of our pieces are created by hand and various artists, variations will occur and no two pieces will be alike.



# FEATURED PRODUCTS



Each of our designs are created using genuine pearls (Philippines), gemstones (India & Peru), sterling silver (Cambodia), larimar (Dominican Republic), and traditional cultural patterns (Kenya).





# Mentoring

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Mentoring teaches us to lift each other up, while creating powerful, positive, long-lasting relationships along the way.

Mentoring is a crucial part of our program. We believe in the importance of guiding these artisans on their path to greater self-reliance. They have a trusted colleague to turn to when they have questions and need advice.

Many of these women have been abused and abandoned. They have had little education and even fewer opportunities. With mentoring comes a new-found confidence, which empowers these artisans to move forward and build their own successful futures.

# Teaching

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We provide artisans, primarily women, in underdeveloped countries the opportunity to learn the art of jewelry making along with personal development and business skills training. This empowers these artisans to firmly establish their own businesses and grow their co-ops.

Every purchase gives our jewelry artisans greater independence and purpose. Which enables them to provide food and education for their families.





# ARTISAN STORIES

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**Angelica**

After 8 years in the sex trade, Angelica has been living at the aftercare facility called Mercy Workshop since 2017. A mom of three, she is ferociously fighting for her 15-year-old daughter who has recently fallen into sex trafficking, recently giving birth to her unexpected granddaughter.



**Alejandra**

Alejandra is single mother with three children, ages 4, 7, and 11. She learned the art of making paper rolled beads about 5 years ago. She was making this type of beaded jewelry to sell hoping to provide a better life for her children, but, living in such a poor community, her income was never enough.



**Niurca**

Niurca was first rescued from Human Trafficking 8 years ago. She lived at the Leche Y Miel aftercare facility for a month and then went back to prostitution and drugs. Today she is back living at Leche Y Miel and she is learning a new skill. She has only been back in the program for about 8 months

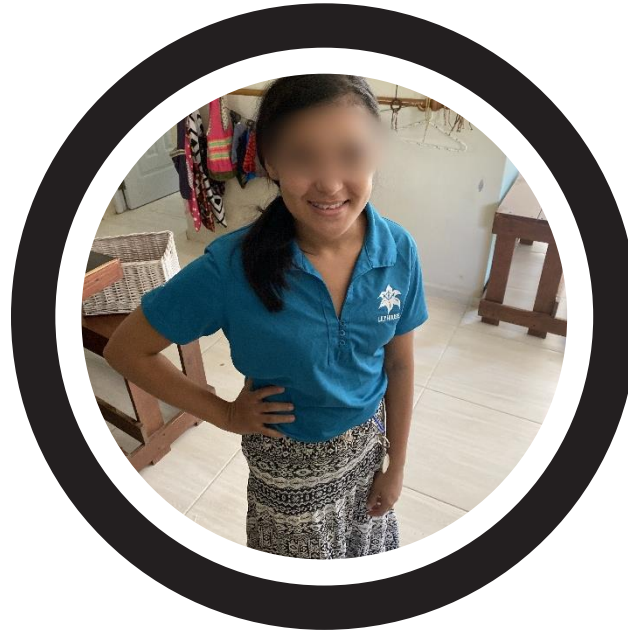
# ARTISAN STORIES

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**Nica**

"I love creating and designing jewelry. When I am having a bad day, I go get my kit and I start creating. Each twist, bend, and curl is creating something beautiful. **As I create something beautiful, I start to feel that way too.**"



**Erika**

Erika is only 17 years old, but in her short life she has experienced many hardships. She was sold at the age of 12 into human trafficking. It was only the day before we arrived at the aftercare facility of Leche Y Miel that she had been rescued.



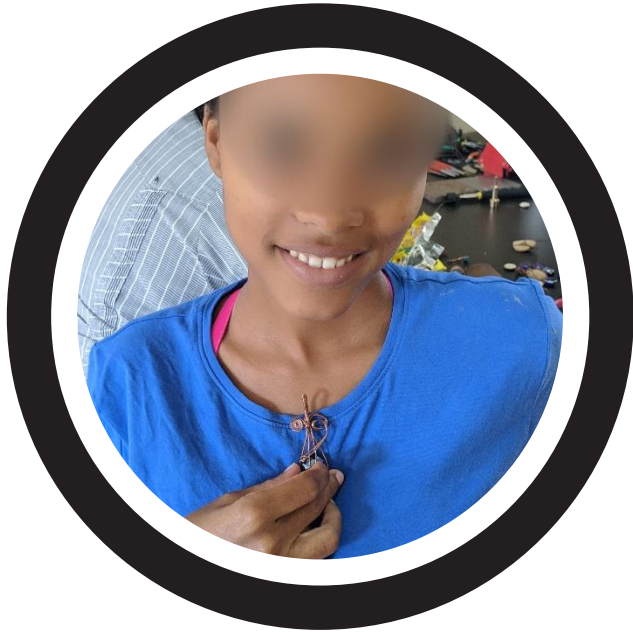
**Veniela**

Veniela was rescued 4 years ago from Human Trafficking and is now one of the "House Moms". She has a heart of gold and, having been in the shoes of those rescued, she is also very patient and caring. She is a natural leader in a strong and loving way. She has become our co-op leader at Leche Y Miel and manages the organization of supplies, materials, and workmanship when orders are received.



# ARTISAN STORIES

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**Liss**

When we first met Liss she had only been living in the aftercare facility for about three months. She is 21 and the mother of 3 children under the age of 3, all from different fathers. She was first trafficked at the age of 15. Because of the horrible circumstances associated with sex trafficking, it resulted in several pregnancies.



**Kalaiselvi**

Eight years ago Kalaiselvi was pregnant with her second child and wanted to help support her family. Kalaiselvi and her husband Boopathy have a love marriage, which is unique in India where typically marriages are arranged. Kalaizelvi was able to learn jewelry making from Pearls With Purpose. She is very dedicated to supporting her co-op and only one year after starting she was voted by her group to become the co-manager with Jayalakshmi.



**LeLani Adalla**

LeLani understands poverty. She was born and raised in a squatters village with eight other siblings located five hours outside of Manila. Lani was given her first toothbrush at the age of 18. She knows first-hand the cycle of poverty- and the ability of an individual when offered hope, education and mentoring to break that cycle.

# HANDMADE AND HEART MADE FOR LONG TERM SELF-RELIANCE

Each of our designs are created using genuine pearls (Philippines), gemstones (India & Peru), sterling silver (Cambodia), larimar (Dominican Republic), and traditional cultural patterns (Kenya).  
Because all of our pieces are created by hand and various artists, variations will occur and no two pieces will be alike.



“Saw the jewelry, heard the stories, shopped. Sent everyone from my work over – they shopped. Thank you for making a difference in the world.” - Juls



“My heart is always seeking organizations that make a difference – and Pearls is the REAL deal – They walk the walk...” – Jyl L.

“Best customer service, incredible quality, and SUCH a worthy cause – I love this organization”  
– Linda L.



“Genuine pearls, genuine love, connection at multiple levels – LOVE this company!” –Jill







# THANK YOU

Pearls With Purpose



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healing hands  
FOUNDATION®