

MOSAIC COLLECTIVE



2022 IMPACT REPORT

“

FAIR TRADE PROVES THAT GREATER JUSTICE
IN WORLD TRADE IS POSSIBLE.

IT HIGHLIGHTS THE NEED FOR CHANGE IN THE
RULES AND PRACTICE OF CONVENTIONAL
TRADE AND SHOWS HOW A SUCCESSFUL
BUSINESS CAN ALSO PUT PEOPLE FIRST.”

- World Fair Trade Organization

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LETTER FROM THE

FOUNDER



As I look over the impact we've made over our first year of operations, I am in awe of the growth God has allowed us to experience and of the community He's brought together. It has been a year of growth, impact, and new connections that have encouraged our mission.

This also was the first full year of Mosaic having its own little retail space, and what a blessing it's been! The space has allowed us to make deeper connections with the community and raise awareness on the issues we're passionate about. We also expanded our outreach by going to markets at universities and in the community. Through these events we had the privilege of connecting with more incredible people and we have been encouraged by the positive response and support of this community - in person and online.

It is also through this community that we achieve Mosaic's heart - empowering the vulnerable and educating others on the issues in our world today. We have continued to plant seeds to achieve our long term vision: A world where consumers value the dignity of people over the cost of a product.

This year we experienced a 147% YOY growth and expanded our staff from just me to a new COO and Marketing Manager! Each of which helped expand our impact and develop deeper relationships with our community - in person and online. Starting out we only had 10 partner organizations and worked in 3 countries. Now we have 40 partner organizations and work in 25 countries! It is an honor to work with such talented individuals across the globe and connect you with their stories and craftsmanship.

The mission of Mosaic Collective is far from over and the growth we have had is because of YOU. We call ourselves Mosaic Collective because of the connection of our stories forming a beautiful mosaic. Every item in the shop went through the hands of different artisans and made its way to you. When you buy an item you connect that person's story to your own, forming a mosaic of freedom and hope.

Thank you for being an advocate for the vulnerable. Thank you for your constant support and prayers. Thank you for believing in our mission. Thank you for joining us on this journey. We are moving forward in full confidence that this is only the beginning. We hope this report leaves you inspired by the impact you've made and the doors you've helped open for the future.



LETTERS FROM

TEAM MEMBERS



VICTORIA
CHIEF OPERATING OFFICER

If you would have told me this time last year that I would be standing here as the COO of Mosaic Collective, I would not have believed you. In January of 2022, I started on the team as Jenn's first intern with barely any knowledge of what fair trade was or how I could make a difference in fighting human trafficking, domestic abuse, or poverty. Now I stand today with a deeper understanding of the injustices in the world that are happening before our very eyes. The reality is that right this very moment women are hopeless for a future because they do not know anything different than being sold for their bodies. Or the reality that men and women are getting paid less

than 10-15 dollars a week to work in unethical conditions of sweatshops to provide for their families. I have learned that although this is the reality of the injustices we are faced with, there is a higher calling to fight back for justice.

In my role as COO, it has been so beautiful to partner with the local community to educate them on what is occurring all around the world and locally and give them a way to help change the narrative. A passion that God has placed on my heart is for women, vulnerable and broken women. My heart is to be able to serve women in our community and overseas that have been exploited. To be able to give them hope for more and hope for purpose.

MADDIE KATE
MARKETING MANAGER



I have fond memories of fair trade dating back to late middle school and throughout highschool. My aunt would buy fair trade items for me for Christmas and birthdays. I always loved the uniqueness of each product, but did not fully grasp the weighty impact each product brings until my 20s, when I joined Mosaic Collective. The realization that I was receiving gifts made by women who were likely taken captive around a similar age is daunting and contributes to my drive of compassion for them.

Working with Jenn has fulfilled a couple of my adulthood dreams, being a part of a greater story through changing the narrative of hurting people, and founding my company, Marigold Marketing LLC. As the Marketer at Mosaic, I contribute to the growth of customer and brand loyalty, facilitate and expand our email marketing, establish Mosaic's Pinterest media, help plan events, research markets, and carry out SMS marketing campaigns. The heart behind what I do is to first serve Mosaic Collective in driving revenue and discovering creative ways to reach their audience; second is to serve the local public through education about how Mosaic is helping end human trafficking and slave labor. This focus is newer in the Lynchburg area, but one I am passionate about and eager to help with.



OUR MODEL + MISSION

Mosaic Collective empowers vulnerable people groups through sourcing sustainable and handcrafted goods. Our central belief is that all people deserve equal rights, a living wage, and respect in their lives. At Mosaic, we source our products from survivors of human trafficking, domestic abuse, poverty, and other vulnerable individuals. We seek to educate our community on injustices in the world today and our hope is that through this we achieve the goal of consumers seeing the humanity behind the products they buy.

5 P's

At Mosaic, we strive for everything we do to align with our core values and principles. In order to do so we operate through a 5 P's Sustainability Framework.



PURPOSE

WHAT WE ARE FIGHTING FOR AND WHAT LIGHTS US UP.

We are fighting for vulnerable people groups in our community and around the world. Our largest purpose is to educate others and encourage them that they can make a difference in pursuit of ending human trafficking.



PEOPLE

THE PEOPLE WHO ARE INTERWOVEN IN OUR BUSINESS.

The heart of Mosaic centers around people. The success of this business does not depend on the team alone – it rests on the community of people God has brought together. In all we do, we want to make sure this community comes first. This applies to our team, our artisans, our customers, our partners, etc.



PLANET

THE THING THAT HOUSES YOUR MISSION AND IS AFFECTED BY YOUR PEOPLE, PROFIT, AND PURPOSE.

Environmental sustainability is a core tenant of our business. Since our products are ethically made we can ensure that our partners focus on preservation of the environment in all facets of business.



PROFITS

THE VEHICLE FOR SUSTAINING PEOPLE AND THE PLANET.

We believe the dollars we spend are the world's most powerful source for change. In this, we strive to manage our profits well by paying our artisans and employees above the living wage and treating everyone with dignity and respect. It's also important that we make sure every dollar is implemented well with our 5 P's.



PARTNERSHIPS

EMBRACING PROACTIVE AND STRATEGIC COLLECTIVENESS FOR MUTUAL AND GLOBAL GAIN.

Partnerships are essential to our business model. We are excited to begin quarterly partnerships with nonprofits next year by giving 10% of our net sales at the end of each quarter to our partners. We also plan to expand our collaborative efforts with other local businesses in the years to come.

IMPACT AT A GLANCE

FACTS

NUMBER OF PRODUCTS SOLD

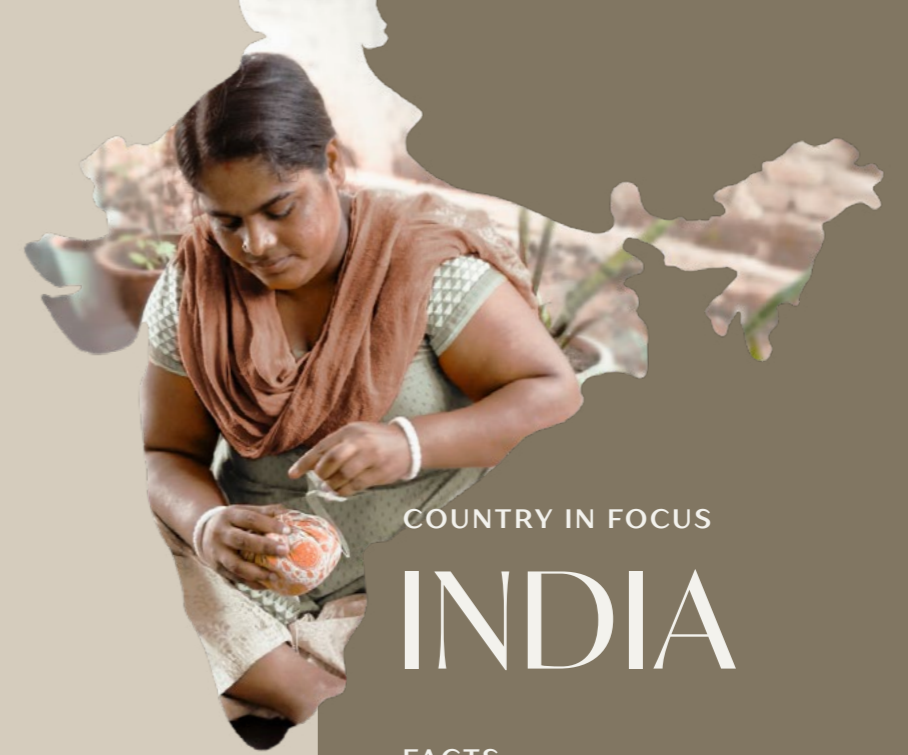
5,380

PARTNER ORGANIZATIONS

40 Organizations

COUNTRIES WE WORK IN

25



COUNTRY IN FOCUS

INDIA

TOP SELLING PRODUCTS + THEIR IMPACT

HOPE'S LANDING CANDLES

Empowering survivors of domestic violence and human trafficking in Ohio.

HAND EMBROIDERED SHIRTS

Made with fair trade organic cotton in Haiti and hand-embroidered by refugees resettling in the US from Afghanistan.

BELJOY JEWELRY

Handmade in the United States. Empowering vulnerable people groups in Haiti.

HANG SIGNS

Hand sewn by a community of women and men empowered daily with a sustainable income, positive community and growth opportunities.

THE TOTE PROJECT

Made with fair trade organic cotton. Empowering survivors of exploitation in India.

AJIRI TEA

100% women owned and operated. Empowering widows in Kenya and providing education for orphans.

FACTS

- 163 million people without access to clean water (Asha Project).
- 100,000 babies are aborted every year because of poverty (Asha Project).
- 135,000 kids are trafficked every year in India (Asha Project).
- 8M people enslaved – almost the entire population of NYC (Global Slavery Index).
- Sex Trafficking and Forced Labor most common forms.

OUR PARTNER ORGANIZATIONS

- Ziyada
- The Tote Project
- Serrv
- Creative Women
- Asha Project
- Joyya
- Joyn

Working with these organizations allows us to prevent exploitation, restore broken lives, empower the vulnerable, and so much more.

EVENTS HOSTED

DOCUMENTARY NIGHT

Documentary nights are a cherished time for our community. The issue of human trafficking is vast and the information about it can be overwhelming, but these events make for a more enjoyable time of learning together. Educational nights further our goal of raising awareness and initiating change.

HOPE FOR THE HOLIDAYS

Hope for the Holidays is one of our give back programs with Mosaic Collective. During the holiday season, we partner with organizations fighting human trafficking by making necklaces and writing cards for the organizations to give to survivors, brothel outreaches, and staff. Over the past 5 years with Jars of Hope and Mosaic Collective, we have donated hundreds of jars and cards.

VIP CHRISTMAS PARTY

Every year we host a VIP Christmas party where attendees get to be the first to shop the new Christmas items!

ONE YEAR CELEBRATION

This year we celebrated ONE YEAR of having our first ever retail space!

POP UP PARTNERSHIPS

We are so grateful for the partnerships we have had at markets with other organizations and businesses this year.

- Ayven Avenue
- La Vida Coffee + Market
- Hill City Handmade
- Mission House Market
- Liberty Block Party
- Liberty Campus Yard Sale
- Academy of the Arts Clay Festival
- Lexi + Lee Spring Market
- Freedom Market with Freedom 424
- Students Against Trafficking (SAT) Gala



EVENT IN FOCUS

CLOTHED IN HOPE



Clothed in Hope started as an initiative to raise money for nonprofits fighting human trafficking. This is a collaborative effort as we collect donated clothes from the community. We price everything individually and set up our venue as a boutique for the day.

At our first event, we set a goal to raise \$1,000 to rescue one girl from slavery in Cambodia. At the

end of the day we were blown away – we raised \$5K for this rescue mission!

The success of this event led us to hosting one each semester. The outstanding support of the community over the years has resulted in over \$40K raised. We have used this money to support various safe homes, rescue operations, and further Mosaic Collective's mission.

OUR VISION

WHERE WE'RE HEADING

FUTURE STOREFRONT + LARGE STAFF

With the enormous growth we have had over the course of one year, we are looking to expand our retail space! Through this we will be able to offer more job opportunities for survivors and other vulnerable people. In our expansion, we will work with individuals at a global scale and also invest in our community. This larger space would provide opportunities for our impact to increase tenfold.

IMPACT INCREASE

- Job opportunities for vulnerable people in our own community and around the world.
- Increased hours of work for the partners we already work with.
- More opportunities to host educational awareness events.
- Increase in donations to our partner nonprofits.

EXPANDING NONPROFIT PARTNERSHIPS

As we grow, we also want to partner with more nonprofits at a local and global scale. We plan to do this through donating 10% of quarterly sales and various events.

EMPLOYMENT OPPORTUNITIES FOR SURVIVORS / KIDS AGING OUT

One of our most significant goals as an organization is to advocate for the vulnerable. In 2023 we'd love to incorporate working with survivors and kids aging out of foster care.

INVESTMENT OPPORTUNITY

Our future goals and plans provide an opportunity for investors to join us in our mission. We are looking for fellow changemakers who are passionate about fighting for justice. Every dollar will help fund local and global initiatives to empower vulnerable people and lift them out of poverty.

2023 PARTNERS

HOMES OF HOPE (Q1)
ISAIAH 117 HOUSE (Q2)
FREEDOM 424 (Q3)
LYNCHBURG DAILY BREAD (Q4)



