

# *the little market*

A NONPROFIT FOUNDED BY WOMEN TO EMPOWER WOMEN



2018 IMPACT HIGHLIGHTS

## OUR MISSION

Founded by women to empower women, The Little Market is a 501(c)(3) nonprofit organization committed to supporting dignified job opportunities for women in need all over the world. We work with artisans to curate and design beautiful products that preserve cultural techniques and traditions. Each purchase helps to break the cycle of poverty and leads to better lives for the artisans, their families, and their communities.



## A NOTE FROM THE CO-FOUNDERS

Dear friends,

What an amazing year of growth!

With your tireless support and encouragement, we have been able to source products from more than 66 artisan groups in 28 countries, generate thousands more hours of dignified labor, and amplify our reach by opening our very first brick-and-mortar store in the Pacific Palisades in California.

We are humbled by the outpouring of support from customers, artisans, and concerned citizens all over the globe who share in our vision for a better world. Together, we represent a community that believes that all people, regardless of their gender, race, and religion, and where they are born, deserve respect and the opportunity to support themselves and their families through dignified work opportunities.

In reflecting on our journey over the past five years, we are inspired more than ever having seen the positive impact this community can make in the lives of people around the world. Whether you make a purchase at The Little Market or share our story with a friend, we thank you for your support.

Thank you for joining us on this journey.

Love,

A handwritten signature in grey ink, appearing to read 'LC' with a small heart above the 'L'.

LAUREN CONRAD

A handwritten signature in grey ink, appearing to read 'Hannah Skvarla'.

HANNAH SKVARLA

THE LITTLE MARKET  
ETHICALLY PURCHASED  
**50,354 UNITS**  
OVER THE PAST YEAR.<sup>1</sup>

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THESE PURCHASES HAVE  
GENERATED APPROXIMATELY  
**148,085<sup>2</sup> HOURS**  
OF DIGNIFIED WORK FOR  
ARTISANS AROUND THE WORLD.

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WE WELCOMED **NINE**  
NEW ARTISAN GROUPS.  
EACH HAS ENRICHED OUR  
COLLECTION WITH UNIQUE,  
ETHICALLY MADE PRODUCTS.

<sup>1</sup>These figures represent purchases made during the 2017-2018 fiscal year spanning from July 1, 2017 to June 30, 2018.

<sup>2</sup>This figure was calculated with the aid of a proxy and using data collected from each artisan group specific to its technique and production time.

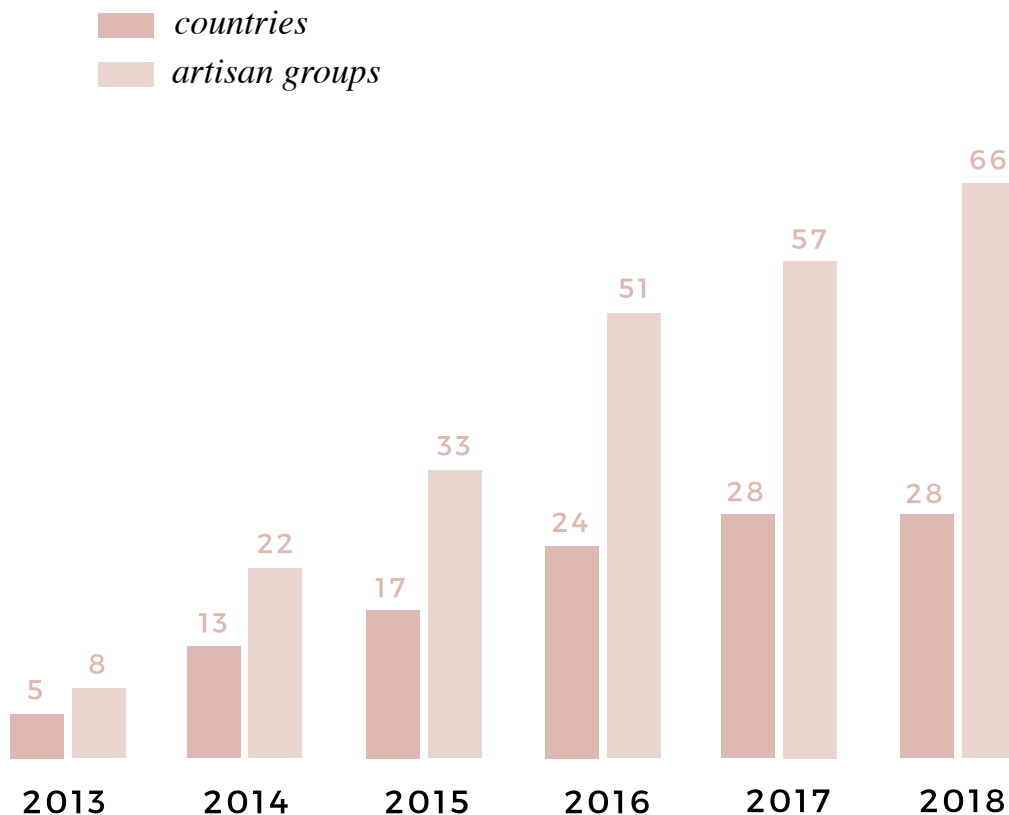
## CONTEXTUALIZING OUR PURCHASES

WE ARE ETHICALLY SOURCING PRODUCTS FROM MORE THAN 66 ARTISAN GROUPS IN 28 COUNTRIES.

Over the past five years, The Little Market has purchased 122,876 units, generating approximately 478,983 hours of dignified work.

We source products from artisan groups that promote dignified employment opportunities in a safe, healthy working environment that is free of harassment, discrimination, and child labor.

## PARTNERSHIP GROWTH





## **SPOTLIGHT: EMPOWERING AT-RISK YOUNG MOMS IN CHICAGO**

At The Little Market, our mission is to support dignified job opportunities for women in marginalized communities all around the world, from the highlands of Guatemala to rural villages in Bangladesh. We also work with several artisan groups here in the United States, and with each of these groups, we are honored to collaborate on innovative designs and products that create more work for the artisans and support their respective programs.

One of our partners in the United States, Bright Endeavors, is a social enterprise based out of Chicago, Illinois. We began working with Bright Endeavors in 2015. Through this organization, young, at-risk mothers participate in a paid transitional jobs program to develop marketable skills, access educational opportunities, and earn fair wages. In a safe and supportive environment, they can learn the necessary skills to be competitive and well-equipped in the workplace.

When The Little Market first carried products from Bright Endeavors, our collection consisted of four different fragrances of soaking salts. Through a robust product development collaboration, we now carry a full line of soaking salts made with a variety of herbs and natural ingredients that come in ten fragrances. Additionally, we developed an exclusive line of eight sugar scrubs, which was a completely new product for Bright Endeavors.

When our co-founders visited Bright Endeavors in February 2017, the team members shared their excitement about using skills and training they had acquired and applying them to create new products. They were very proud of their work.

Jasmine is one of the incredible women who has worked with Bright Endeavors. She completed the training program through Bright Endeavors and was hired as a Production Coordinator. Recently, Jasmine was promoted to work at New Moms, the parent nonprofit organization to Bright Endeavors, as a full-time Family Engagement Specialist. She said, “When creating bath products for The Little Market, there is curiosity and excitement. Bath salts and sugar scrubs are one of the highlights for Production Assistants to make a product from scratch and enjoy good fragrances while doing so. Production Assistants take pride in owning a part of The Little Market products that they create by printing their names on the labels that describe the mission of our program and credits them for their quality.”

This partnership with Bright Endeavors has been an incredible opportunity to collaborate on new products and expand our collection. As The Little Market grows, our goal is to build more collaborative design partnerships with an increasing number of artisan groups all over the world and expand their reach to new customers.



# SUPPORTING DIGNIFIED OPPORTUNITIES FOR SURVIVORS OF SEX TRAFFICKING

## *Philippines, Southeast Asia*

### FACTS ON THE GROUND:

The 2018 Global Slavery Index, a global study of modern slavery conditions by country published by the Walk Free Foundation, ranked the Philippines 30th out of 167 countries in its prevalence of human and sex trafficking.<sup>3</sup> This score ranks the Philippines as one of the countries with higher vulnerability to trafficking and slavery. According to the United Nations, 71 percent of trafficking victims are women and girls.<sup>4</sup> The majority of victims are channeled into the sex trade.

### MAKING A DIFFERENCE:

TAYO Collective works with 15 women who are survivors of the sex trade. In addition to dignified employment and safe housing, the artisans have access to nutrition and health training, personal development programs, and a tuition-free college education. Every purchase empowers the artisans to break the cycle of poverty and permanently escape the sex trade.



<sup>3</sup>The Global Slavery Index, 2018 Country Data Prevalence Index Rank: Philippines.

<sup>4</sup>United Nations Office on Drugs and Crime (UNODC), 2016 Report: Majority of trafficking victims are women and girls; one-third children.

# REDUCING THE ENVIRONMENTAL FOOTPRINT WHILE PRESERVING AN ANCIENT TECHNIQUE

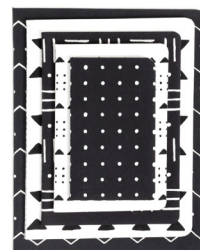
*India, South Asia*

## FACTS ON THE GROUND:

In 2017, textiles constituted four percent of India's Gross Domestic Product (GDP).<sup>5</sup> Annually, tons of second-hand clothing donations from the Global North, including the United States, are sent to India.<sup>6</sup> The import of used clothing creates unfair competition for domestic producers. Further, second-hand unsold garments are often discarded in landfills, which has a negative environmental impact.

## MAKING A DIFFERENCE:

Craft Boat is a social enterprise working with talented artisans who repurpose cotton from the garment industry into beautiful paper-based products while following innovative environmentally friendly practices. Ten to twelve artisans craft products for The Little Market as they preserve a traditional papermaking technique that dates back to the 1500s.



<sup>5</sup>Nilanjana Bairagi. "Recycling of Post-Consumer Apparel Waste in India: Channels for Textile Reuse." Journal of Textiles Science and Engineering. December 21, 2017.

<sup>6</sup>Shilpa Kannan. Where Many of the Clothes You Throw Away End Up. BBC News, July 12, 2017.

## CURATED GIFT BOXES

At The Little Market, we carry more than 150 ready-to-go curated gift sets for every occasion. Each purchase from our collection supports dignified job opportunities for artisans in marginalized communities around the world.

### HEART BOWL

**WHO:** WOOD CARVERS OF KENYA

**WHERE:** KENYA

**FEATURES:** MADE WITH ETHICALLY  
SOURCED OLIVE WOOD

### SOAKING SALT

**WHO:** BRIGHT ENDEAVORS

**WHERE:** UNITED STATES

**FEATURES:** MADE BY YOUNG, AT-RISK  
MOTHERS PARTICIPATING IN SKILL  
DEVELOPMENT PROGRAMS

### GIFT BOX

**WHO:** CRAFT BOAT

**WHERE:** INDIA

**FEATURES:** MADE WITH REPURPOSED COTTON  
TEXTILES FROM GARMENT MANUFACTURERS  
WHILE FOLLOWING INNOVATIVE  
ENVIRONMENTALLY FRIENDLY PRACTICES



Our Heartfelt Gift Box pictured below represents approximately 3.5 hours of dignified work for refugee women, at-risk young mothers, women who were formerly homeless, and artisans in marginalized communities.



### **SOAP**

**WHO:** DOWNTOWN WOMEN'S CENTER

**WHERE:** UNITED STATES

**FEATURES:** MADE BY WOMEN WHO WERE FORMERLY HOMELESS AND ARE PARTICIPATING IN PERMANENT HOUSING REENTRY AND SKILL DEVELOPMENT PROGRAMS

### **CANDLE**

**WHO:** PROSPERITY CANDLE

**WHERE:** UNITED STATES

**FEATURES:** HAND-POURED BY REFUGEE WOMEN IN THE GLOBAL SOUTH WHO HAVE RESETTLED IN THE UNITED STATES

## THANK YOU FOR YOUR SUPPORT!

One of the highlights of 2018 was opening our first brick-and-mortar store in Los Angeles, California. This milestone, made possible through your support, creates the opportunity to interact with our supporters and also expand the reach of the artisans' products. We are excited to showcase the beauty and detail of each product and share the artisans' stories in new ways.



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*contact us:*

THELITTLEMARKET.COM  
HELLO@THELITTLEMARKET.COM  
800-404-3300

*visit us:*

1010 N SWARTHMORE AVE  
PACIFIC PALISADES, CA 90272  
424-266-4660

