

FACT SHEET:



LOAN MADE TO: Fairwinds Trading

PRI AMOUNT: \$174,832

PURPOSE: Increase artisan exports

LOCATION: Jacmel, Croix-des-Bouquets, and Cite Soleil

GRANT ANNOUNCED: January 6, 2011

The Clinton Bush Haiti Fund awarded a Program Related Investment (PRI) loan to Fairwinds Trading to convert the initial success of the sale of Haitian handicrafts in the U.S. market into sustainable sales and long-term employment for Haitian artisans.

Fairwinds Trading brings together Haitian artisans with US retailers to translate Haitian art into market-relevant products that appeal to US consumers. This loan supports the second phase of a sales and marketing campaign for local artisans. Building upon the momentum of Macy's *Heart of Haiti* collection, Fairwinds has expanded its program to work with artisans in five communities, and is continuing to grow. The program is increasing employment opportunities for Haitians across the country, particularly women.



Sister Angela is the leader of Peace Quilts in Cite Soleil.

With funding from the Clinton Bush Haiti Fund and in-kind services from Fairwinds Trading, the PRI loan already sustains the employment of 386 artisans and artisan managers and provides secondary employment for 177 more people, and its reach is expanding. Follow-up orders from Macy's are expected to provide income to support 3,088 individuals.

Transforming Lives and Livelihoods

- Grow Haitian handicraft sales in the U.S with \$300,000 in retail orders from Macy's department store;
- Develop products for sale in additional retail outlets;
- Continuously expand by building on current marketing efforts in communities outside of Port-au-Prince;
- Increase sustained employment for women in the artisan sector by 33% in targeted communities.

What is a PRI?

PRIs, or Program Related Investments, are loans, guarantees, and other forms of investments that organizations like the Clinton Bush Haiti Fund use to support projects and programs. Since the investments usually come in the form of a loan, the borrower eventually returns the money loaned out by the lender. The lender can then use the returned funds to invest again elsewhere. PRIs enable the Clinton Bush Haiti Fund to expand the number of Haitian projects that can be supported with donor dollars.



Charlotte Charles displays art that is sold as part of Macy's Spring 2011 line.

About Fairwinds Trading Company

Fairwinds Trading is a for-profit company that uses business as a strategy for economic empowerment of people, especially women, in the developing world. In addition to being a woman-owned firm, Fairwinds Trading has chosen to focus on women because evidence demonstrates that raising the standard of living for women has the greatest positive multiplier effect within families, communities, and cultures. Trusted by both Haitian artisans and U.S. retailers, Fairwinds' strong buyer network includes Macy's, Anthropologie, and Starbucks. Fairwinds Trading has opened U.S. markets to thousands of artisans and entrepreneurs from the developing world, while introducing high-value, culturally expressive products to millions of Americans. Through its history of success with artisan products from developing nations, Fairwinds has already demonstrated that collections such as *Heart of Haiti* can generate jobs and social benefits that are ultimately both sustainable and profitable.

About the Clinton Bush Haiti Fund

The Clinton Bush Haiti Fund is a 501(c)(3) nonprofit organization founded after Haiti's January 12, 2010 earthquake, when President Barack Obama asked former Presidents Bill Clinton and George W. Bush to lead a major fundraising effort to assist the Haitian people to "build back better." The Clinton Bush Haiti Fund initially responded to the catastrophe with millions of dollars in humanitarian relief. By the time the Fund was officially formed in May 2010, it transitioned to primarily serving its longer-term mission of sustainable reconstruction. These efforts are designed to promote jobs and economic opportunity, empowering Haiti to chart its own successful future. To learn more visit www.ClintonBushHaitiFund.org.