

## A Year in Review

2024 was a year of celebration for SERRV. We celebrated a major milestone—75 years—and all that we'd accomplished since our birth in 1949. We supported a number of important causes, detailed on the next page, brought in a commemorative coffee, and much more.

But 2024 proved to be a year of challenges as well. We faced a decline in sales, and in response we revised our strategies and forecast planning accordingly. We're working through our 2024 external audit to ensure clarity and accuracy for the future.

While we recognize the challenges, we also had several accomplishments. We're proud of what we've done in collaboration with our artisan and farmer partners around the world—and with you.

We wouldn't have made it to 75 years without your support, and for that, all of us here at SERRV extend our deepest thanks.

I hope you enjoy these brief 2024 highlights, and look forward to sharing more about 2025 in the coming months.

Yours in fair trade,



Serena Sato  
President/CEO



# 2024 Highlights

## Celebrating 75 Years

To celebrate our 75th anniversary, we donated \$10,000 towards climate change initiatives and artisan development projects:

- Solar water heating for ACP in Nepal
- Textiles wastewater management systems for Sasha in India
- Reforestation projects for CCAP in the Philippines and Apikri in Indonesia
- Biodynamic beekeeping program support for Sindyanna in Israel

*Our partners at CCAP planting trees for reforestation*



## Connecting With Our Partners

Our former CEO and our Director of Product Development visited several of our partners in India and Nepal, deepening relationships and planning future designs. We also hosted visitors from Asha in India and Sindyanna in Israel.



*Former SERRV CEO and current Product Development Director visiting with our partner Tara Projects in India*

## Updating Our Website



In August, we launched the NEW [serrv.org](https://serrv.org), complete with new payment methods, updated security, and more.

## Gaining New Credentials

After a thorough application process, SERRV became a Verified Fair Trade Enterprise with People + Planet First.



**Verified**  
**Fair Trade Enterprise**

## Connecting With Fellow Fair Traders

SERRV's Sales Director and Wholesale Coordinator attended the Fair Trade Federation conference in Richmond, VA. We organized and hosted a Retailer Summit focused on building the success of brick-and-mortar fair trade stores.



*SERRV staff and store managers from around the country at the Retailer Summit*