



others

TRADE FOR HOPE

2024

IMPACT REPORT

CREATING JOBS TO END
POVERTY



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WHY WE WAKE UP IN THE MORNING

We're on a mission to end poverty with fair trade principles and ethical partnerships.

We want to be an example of empowering people and we welcome you on our journey to fight poverty with fair trade principles and ethical partnerships.

We're proud to actively contribute to the **UN Sustainable Development Goals (UNSDG or SDGs)**. The SDGs provide a global framework for addressing critical social, economic, and environmental challenges. These 17 goals, adopted by all UN member states, aim to create a more sustainable and equitable world by 2030. In this report, we'll detail the SDGs we're supporting and how.

This past year, we've taken large steps forward in our business and sustainability strategy by hiring specialists to assess and measure our current environmental and social impact and working with a team of MBA student consultants to evaluate what metrics best align with our values and what consumers are looking for.

We're analyzing our entire supply chain and establishing processes so we can better track and communicate our impact.



This will help us have better metrics behind our values and keep us accountable for the ways we want to improve.

Thanks to you - our customers and supporters - we celebrated our 27th anniversary of Others. **That's 27 years of children going to school, of women making their own income for the first time, and flexible work for mothers.**

It's our hope that this report helps you see how Others aims to make a positive impact for people and the planet, and brings you in on the journey of how we can better serve our artisan partners.

WHO WE ARE

Others is a Salvation Army initiative using fair trade principles to create jobs and contribute to empowerment and poverty alleviation.

Our products are carefully hand-crafted by artisans who are affiliated with The Salvation Army's community work in Bangladesh and Kenya.

Others offers a unique tool within The Salvation Army's toolkit to harness our international network to generate social impact through ethical business.

For us, **fair trade principles** mean ensuring that artisans receive fair wages, work in safe conditions, and have access to stable, sustainable employment.

Over the years we've remained committed to ethical business practices that prioritize people and the planet over profit. This means fostering long-term partnerships instead of short-term transactions, valuing handmade craftsmanship, and creating dignified work opportunities — especially in communities where jobs are scarce.



SOCIAL IMPACT

We're supporting the UNSDGs by empowering our artisans with flexible work opportunities in areas where they are limited.

We work with artisans who have been craftsmen for generations and partner with local Salvation Army programs to offer flexible work and opportunities in remote villages and urban centers. For some of our artisans, working with Others is part of their journey to escape human trafficking.

Income from Others means fair and dignified work for people with few alternatives.



A CLOSER LOOK



SDG #1 NO POVERTY

By providing fair wages and stable employment, we help artisans lift themselves and their families out of poverty. We've partnered with artisans in Pakistan, Moldova, Kenya, and Bangladesh since the inception of Others in 1997. While our work has evolved over the years, our mission remains the same: to create dignified work opportunities for people with limited alternatives. Today, our focus is on Kenya and Bangladesh, where we continue to empower artisans through sustainable livelihoods.



UP-FRONT PAYMENT

We provide up-front payment for raw materials so our artisans don't have to invest personal finances in raw materials for the products they make. Incorporating this in the payment structure is different from the industry standard, where most suppliers are paid months or weeks after delivery.

798 ARTISANS

We partnered with 798 artisans in 2024. According to UN reports, half of the world's population earns so poorly that they cannot live on their wages. By creating safe and flexible workplaces more people have access to decent work. This is especially important for mothers and those living in rural environments.

I am easily able to meet my basic needs and stay financially stable thanks to my work with Others. I make sisal doves, snowflakes, reindeer, and beaded bracelets.

-- Christine, Kenya

A CLOSER LOOK



SDG #4 QUALITY EDUCATION

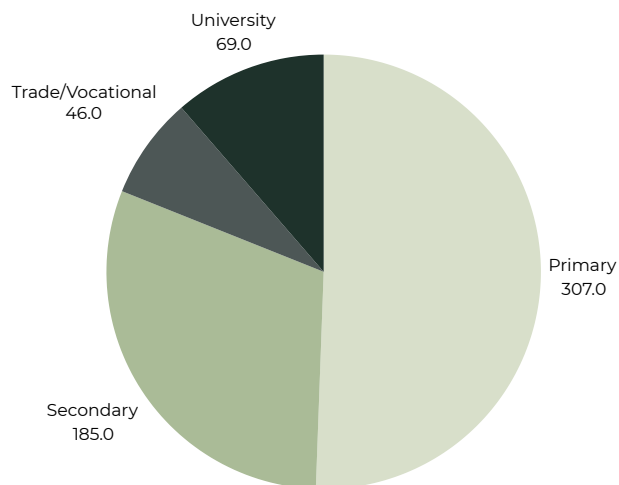
For our artisans, education is the first thing they choose to invest in with their income—a powerful testament to their hope for a better future.

617 CHILDREN

A reported 617 children are being financially supported through school using income from Others in 2024. This typically includes their own children and other youth in the community. When we ask what our producers spend their wages on, this is the first thing they say - how proud they are to pay school fees for their children.

Level of Schooling Sponsored by Others Income

Shown in number of children supported



DID YOU KNOW?

While we have full time artisans, a big focus for us is offering flexible and part time work. This allows women and mothers to be paid on a piece-work basis while working from home. Still, 627 of our artisans report they are able to meet their household needs exclusively with their income from Others.



SHANKERPUR, BANGLADESH

DID YOU KNOW?

“The Heart Village” , once a village of division and struggle, is now home to its first generation of female breadwinners. Through Others, skilled artisans found new opportunities, brought families and neighbors together once divided by religion and financial hardship. When asked what the handcrafted hearts they make represent, one woman answered simply: Hope.

A CLOSER LOOK

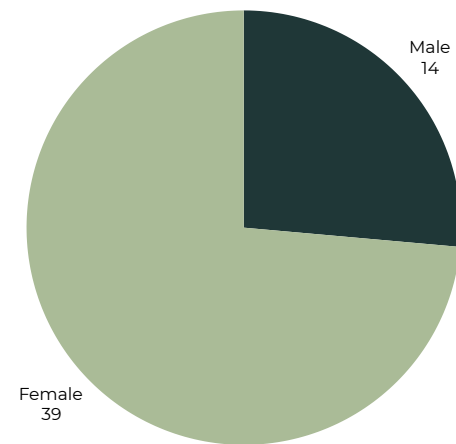


SDG #5 GENDER EQUALITY & WOMEN'S EMPOWERMENT

Many of our artisans are women who gain financial independence and leadership opportunities through their work. Creating opportunities in local communities decreases the likelihood of exposure to exploitation and means that fewer families need to migrate seasonally to find work.

We've seen decreases in cases of domestic violence where women are earning income from Others. We champion female leaders in artisan groups, production & retail managers, and the Global team.

Managers and Group Leaders in Kenya and Bangladesh



A CLOSER LOOK



SDG #10 REDUCED INEQUALITIES

While most artisans are not contracted as employees, we thoroughly ensure artisans are being paid a fair wage for the products they produce. The local

Salvation Army annually regulates salary levels, ensuring our producer partners are compensated fairly and in a way that allows them to be self-sufficient.

Our artisan partners have reported the following from working with Others:

OPENING A SAVINGS ACCOUNT

HOME RENOVATIONS

BUYING LIVESTOCK

PAYING SCHOOL FEES FOR CHILDREN

STARTING A SMALL BUSINESS

TRANSPARENT & FAIR WAGES

EARNING THEIR FIRST INDEPENDENT INCOME

COVERING MEDICAL EXPENSES

BUYING A SEWING MACHINE

SKILLS TRAINING

SUPPLEMENTING THEIR SPOUSE'S INCOME

SUPPORTING FAMILY MEMBERS

JOINING SUPPORT GROUPS

LEADERSHIP OPPORTUNITIES

BUYING NONESSENTIAL ITEMS



I've been able to educate my children because of Others and my income also supports my small business. I make the sisal doves, snowflakes, reindeer, and beaded bracelets.

Kezia, Kenya



In Kenya our sisal baskets are made in rural areas. We use natural plant based dyes in all of our new baskets. The colors shown here are from local leaves and bark trees, which are used for all new products. Our goal is to transition to 100% plant based dyes in our sisal baskets by 2027.

ENVIRONMENTAL IMPACT

Sustainability is an essential focus for Others Trade for Hope as we deepen our commitment to protecting both people and the planet.

This year, we've taken steps to evaluate our environmental practices and identify areas where we can make a greater impact.

In this section, we'll outline our efforts to measure sustainability, track progress, and ensure our actions align with our mission to foster **positive change for our artisans, customers, and the environment.**

We set high quality standards for our products and design them so that they can be **durable both in terms of functionality and expression.**

Many of our products are made from **locally sourced renewable materials and leftover materials** from our own or external production. We often use the natural color of the material, and there is often no need for extra surface treatment.



Our artisans use local craft methods that have often been taught from generation to generation. We design for handwork and there is often little use of machines that run on electricity in our production.

A CLOSER LOOK



SDG #12 RESPONSIBLE CONSUMPTION & PRODUCTION

Our production is always based on local access to raw materials and craft traditions, such as jute braiding in Bangladesh or sisal weaving in Kenya.



We're proud that this year, we've introduced **100% plastic-free packaging** for retail customers. This change reduces waste and supports our commitment to sustainability.

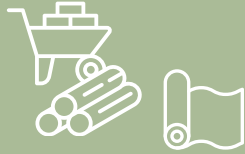
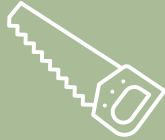


Many of our products use few materials. This makes it **easier to recycle** the products after long and faithful service.



We strive to **design for efficient shipping** which leads to less unnecessary shipping of empty volumes/air (e.g. possibility of stacking).

OUR ENTIRE SUPPLY CHAIN



ENVIRONMENTAL IMPACT

We are currently working on identifying, mapping, and improving the sustainability aspect of the entire value chain from raw material to finished products.

This involves mapping production, CO2 footprint, waste management and shipment of the product to the end customer, etc. As part of our commitment to continuous improvement, we hired a sustainability consultant to oversee this work.

Our first focus is mapping the value chain in our production countries, Kenya and Bangladesh, identifying risks and areas for improvement. We will also analyze the value chain in our retail markets.

We aim to complete the first phase of this work by the end of 2025, but recognize that value chain improvements are an ongoing process that will continue to evolve as we gain deeper insights and refine our approach.

We've already begun addressing some key areas for improvement, including exploring product-specific and company-wide certifications, shipping methods, and organic cotton sourcing. As we move forward, this list will likely expand.

WHERE YOU SHOP...

We believe that every dollar we spend casts a vote for the kind of world we want to live in.

Where we shop reflects our values and impacts the world. Each purchase signals our priorities, such as sustainability or support for local businesses.

As consumers, we can influence market trends and encourage responsible practices. The Candle of Hope ornament symbolizes hope and reminds us that small choices can lead to a brighter future, inspiring thoughtful decisions for a better world.



... MATTERS

CANDLE OF HOPE

- 1** Income from 1 candle covers a set of pencils and erasers.
- 10** Income from 10 candles covers the cost of a child's school uniform.
- 108** Income from 108 candles covers a year of schooling for a child.

WHERE YOU SHOP...

Kenyan sisal doves, meticulously handcrafted by our skilled artisans, embody the rich tradition and artistry passed down through generations.

Each dove is a testament to the dedication and craftsmanship that define our local communities, where techniques have been honed over decades.

Our artisans pour their hearts into every piece, creating unique items that celebrate both cultural heritage and sustainable practices. By empowering these artisans with flexible work opportunities, we not only support their livelihoods but also contribute to the preservation of their time-honored skills.



... MATTERS

KENYAN SISAL DOVE

1

Income from 1 dove pays for one living chicken

15

Income from 15 doves provide a month of basic household needs for a family of 4

83

Income from 83 doves pay for a year of public schooling for a child

GET TO KNOW KENYAN BASKET WEAVING

KENYAN SISAL BASKET

Sisal weaving is a long-standing tradition in Kenya, passed down through generations as a way to craft durable, beautiful goods from locally sourced fibers. This skill remains a vital part of Kenyan heritage, with artisans weaving everything from baskets to ornaments using techniques honed over centuries.

Our Sisal Dove ornament is a powerful symbol of hope and peace, handwoven with care by skilled artisans. Each dove represents new possibilities — for the artisans who create them and for the communities they support. The income earned from their craft provides stability, helping artisans pay for food, housing, and school fees, ensuring a sustainable future for their families.

Working in groups, artisans are paid per piece, allowing for flexible and steady income. Many are also connected to local Salvation Army programs and self-help groups, creating a stronger sense of community and economic resilience.

On the right, see how our artisans bring the Sisal Dove to life!



1. Harvest the leaves from the sisal plant, starting with the base of the plant.



2. Fibers are extracted from the sisal leaf before being dried and brushed.



3. Shape the dove's body with steel wire and sisal material.



4. Banana leaves are cut into wings and the hanging loop is threaded with beads.



5. The finished doves are measured and checked for quality. Each dove is made by hand and is unique!

MEET ARTISANS ...

I have improved my skills and am able to involve myself in many products. My income from Others supports my small business. I make sisal baskets.

Rose, Kenya



... FROM KENYA

Others has given me a job that keeps me occupied and earn an income. As a parent to young children I'm able to pay for their education. I'm part of the group that makes sisal doves, reindeer, and beaded bracelets.

Donah, Kenya



MEET ARTISANS ...

I am proud to be part of this because the money I have received from orders has enabled me to pay school fees for my children. Others is a unique concept, it has offered me the platform to travel, interact and broaden my sense of the world and people. I've learned different cultures, different products and also interact with other members who are in similar situations as I am.

Loice, Kenya



... FROM KENYA

I am educating my children and my small business is growing thanks to Others. I make sisal baskets.

Catherine, Kenya



GET TO KNOW BANGLADESHI EMBROIDERY

Candle of Hope Ornament

Embroidery has been a cherished tradition in Bangladesh for generations, with each stitch carrying stories of culture, creativity, and resilience. This craft not only preserves heritage but also provides meaningful work, especially for women in rural communities.

Our Candle of Hope ornament is a beautiful expression of this tradition. Each one is carefully hand-stitched, blending artistry with impact. More than just an ornament, it helps support children's education in Bangladesh, providing school fees, uniforms, and supplies that empower kids to dream bigger.

For many of our artisans, education is the first thing they invest in with their earnings—a powerful testament to their hope for a better future. When you purchase a Candle of Hope, you're not just buying a handcrafted piece—you're helping to light the way for the next generation.

Take a look on the right to see how our artisans bring the Candle of Hope to life, stitch by stitch!



1. Trace the embroidery design with a blue pencil and cut the candle shape.



2. Sew the candle shape and fill it with stuffing.



3. Hand embroider the Hope or Bird design.



4. Add the gold Others tag and pack in individual boxes.



5. Enjoy or share this gift of hope!

MEET ARTISANS ...

I am Nila, and I am 30 years old. I knew I needed to do something to stand on my own feet and survive. That's when I discovered Others. Now, I work as a shopkeeper at The Salvation Army's local showroom in Jashore.

I am very happy working here, as it allows me to support my husband. My dream is for Others to grow even bigger, creating employment opportunities for many people so that millions of girls like me can have a safe job. Thank you.

Nila, Bangladesh



... FROM BANGLADESH

I am Sima, 33 years old. My husband is currently unemployed, and I have one daughter. I am an embroidery artisan and leaf basket-maker and have been working at Others for five years. I can embroider spider net designs on purses and make leaf baskets. With my income, I cover my family expenses. I am grateful to Others.

Sima, Bangladesh



MEET ARTISANS ...

I am Ferdousi, 40 years old. I am separated from my husband and have one daughter. I have been working at Others for four years as a sanding artisan. With my income from Others, I cover my family's expenses. I can sand French rollers, chopping boards, paper towel dispensers, spoons, and more. I am grateful to Others.

Ferdousi, Bangladesh



... FROM BANGLADESH

I am Mithun, 38 years old. My wife is a housewife, and we have two children. I have been working at Others for 18 years. With my income from Others, I cover all my family's expenses and my children's education. I can make all of Others products, but I especially enjoy creating stars, spoons, paper towel dispensers, Christmas trees, and new samples. I am grateful to Others.

Mithun, Bangladesh



CAUSE FOR CELEBRATION

Every product sold is more than just a purchase —it's a step toward sustainable livelihoods for our artisans.

As Others Trade for Hope continues to expand, we are strengthening our presence in retail markets, building relationships with mission-aligned partners, and reaching more customers who believe in trade as a force for good.

79,900+

Products sold in 2024

6

Retail Markets

22

Retail Partnerships

4

Trade Shows Attended

386

Presence in 386 stores

Trade Shows:

OSLO
DESIGN
FAIR

SHOPPE
OBJECT

Retail Partnerships:

We've formed key partnerships with TJ Maxx, and Marshalls in the US and ARK and Kitch'n in Norway.

TJ Maxx and Marshalls are selling Others products online!



ARK is a Norwegian bookstore selling Others products in 100 locations and Kitch'n is one of Norway's largest kitchen stores, selling Others products in 150 locations.

FINAL PONDERINGS FROM OUR TEAM

Each success fuels our passion to do more as we strive for lasting impact.

As we conclude this report, we are reminded that the work of Others Trade for Hope is not just about business - it's about transformation. The **lives touched by each handcrafted product and every ethical trade decision are a testament to what we can achieve** when we place people and the planet at the heart of our mission.

While we face challenges working within a nonprofit structure with limited resources and a lean team, our commitment remains unwavering. **We continue to prove that trade can be a force for good**, prioritizing fairness, empowerment, and lasting change.

Our journey is far from over. Each year brings new challenges, but also new possibilities. **With your support, we will continue to strengthen our partnerships, expand our impact, and innovate** in ways that serve both our artisans and our environment.



THANK YOU FROM OUR TEAM

We have a team of 18+ who make this possible everyday. Meet our team from the Others Global office on the right.

Thank you for believing in our vision and for being a vital part of our community. Together, we are building something greater. We are **fostering hope, empowering futures, and creating a global movement that stands for fairness, sustainability, and dignity for all people.**

Here's to our next chapter of impact and hope!



Bo Christoffer Brekke
Dorianeh Stanford
Ellen Skaar
Stine Sofie Skinlo



OTHERS GLOBAL TEAM (LEFT TO RIGHT): ELLEN SKAAR, CHRIS BREKKE, DORIANEH STANFORD, STINE SOFIE SKINLO

Others Global Team

Bo Christoffer Brekke - General Manager
Ellen Skaar - Product Design & Brand Manager
Dorianeh Stanford - Impact & Business Development
Stine Sofie Skinlo - Product Design & Sustainability

Production Team

Lily Mondal - Bangladesh General Manager
Major Magdalene Mutokaa - Kenya General Manager

Retail Team

Stine Aune - Norway General Manager
April Foster - US General Manager

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