



## Social Impact Snap Shot

### Helping Hands Rewards' 2008 Purchases with Mercado Global

Buyer Information	
Company:	<b>Helping Hands Rewards</b>
Address:	Chicago, IL
Product(s):	Jewelry

#### I. Overview of Social Impact:

The following summarizes the approximate social impact of *Helping Hands Rewards'* purchases with Mercado Global in 2008. During this time, *Helping Hands Rewards* purchased products from women artisans in Guatemala's Highlands. The fair trade earnings from these purchases made it possible for these artisans to send more of their children to school this year and provide more nutritious foods for their families. These communities are located on the shores and in the mountains above Lake Atitlan in Guatemala's western highlands.



The women who participated in these orders are some of the poorest women in Latin America. They live in rural, indigenous communities and generally have little to no local market access. Most of the women whom participated in this order are illiterate. Thanks to Mercado Global's sales, we now work with nearly 400 artisans, a twofold increase from the previous year. Due to *Helping Hands Rewards'* sales partnership, our partner artisans now have unprecedented food security, potable water, and electricity. For example, this year's annual social impact survey of our partner artisans found that nutritional rates and food security have increased significantly; these women have seen a 25% increase in access to potable water and a 34% increase in electricity in their homes.

#### II. Summary of Social Impact:



Our partner artisans reported that they used their earnings from these sales primarily to:

- 1) Cover the costs of *sending additional children to school*, and
- 2) Supplement their families' diets with *more nutritious foods*, especially fruits and meats, which are otherwise generally too expensive to purchase regularly.



The following artisan cooperatives participated in *Helping Hands Rewards*' 2008 purchases:

Benefiting Communities & Artisan Cooperatives	
<i>Participating cooperative(s):</i>	San Jorge, Analizadoras, Chutinamit, Artesanas Mayas, El Progreso
<i>Benefiting community:</i>	San Jorge la Laguna, El Tablon, San Pablo La Laguna, Chuacruz, La Cuchilla



“With the money I have earned from my cooperative’s sales with Mercado Global I have been able to enroll in night classes. This year I fulfilled my dream of graduating from elementary school.”

- Lucia Ixcaya, 26, member of the San Pablo Jewelry Cooperative (second from right in bottom row)

### III. Social Impact of Fair Wage Employment Provided by Purchases:

Purchase Summary	
<i>Purchase Orders to-date:</i>	68
<i>Total value of Purchase Orders to-date:</i>	\$12,145.00
<i>Total employment hours generated (approximate):</i>	5,465

Sample Social Impact of Fair Wage Employment Hours Provided by Purchases	
If the income from wages earned through these sales was used exclusively for the purchase of any of the following items, our partner cooperative members could pay for:	
84	full primary school scholarships for their children (includes inscription, school fees, and the cost of books and supplies)
10,931	pounds of beans for their families
5,465	pounds of fruit for their families



### III. Scholarships Funded by Orders in 2008:

In addition to the social impact of the fair wage employment hours provided by *Helping Hands Rewards'* purchases through Mercado Global, we were able to use some of the revenue from this sale to provide scholarships to children in some of our partner communities. Funds for scholarships are distributed each January, as the Guatemalan school year begins in January.

Norma Elizabeth Acetún Pocop, age 17, was given a 6th year of high school scholarship, Emilia Rosa Julajuj Churunel, age 12, was given a 6th grade scholarship; Roberto Carlos Chiroy Churunel, age 11, was given a 5th grade scholarship; Santos Churunel Morales, age 15, was given a middle school 3rd year scholarship; Marin Ibate Chiroy, age 16, was given a middle school 1st year scholarship; Santa Julajuj, age 16, was given a middle school 1st year scholarship; and Rodolfo Guarcax Panjoj, age 16, was given a high school 6th year scholarship – from the communities of Chuacruz and San Jorge La Laguna in *Helping Hands Rewards'* name, which offsets the cost of supplies, entrance fees, and books for the 2009 school year. In total, 88 children in our partner communities were given scholarships for the 2009 school year.

