

NEST

2015 IMPACT REPORT



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NEST

Nest partners with the world's most promising artisans to build sustainable businesses within the competitive landscape of today's global economy. Through this process, Nest helps artisans to alleviate poverty, empower women and promote cultural preservation within their families and throughout their communities. Over the past nearly ten years, Nest's innovative approach to advancing artisans and homeworkers has established the organization as an industry leader and innovator.

CELEBRATE 2015

Nest's impact
is felt on every level



COMMUNITY

For every 1 artisan employed,
20 more people are
impacted, including
family members and
others in the supply chain

We call this the
Nest Ripple Effect



BUSINESSES

This year,
Nest artisan partners
experienced a
76% growth
in revenue



ARTISANS

Nest artisans
earn 120% more
than their
national minimum wage,
on average





WHY IT MATTERS

ADDRESSING THE GLOBAL NEED AND OPPORTUNITY

Craft is the second largest employer of women in emerging economies—a \$32 billion industry.

It is estimated that anywhere from 20-60% of fashion production happens inside homes—not within the formalized factory setting.

Nest is not a market or middleman. Unlike most artisan organizations, which typically operate within the artisan supply chain, Nest artisans have direct access to their clients and are free to conduct their sales without Nest’s intervention.

"The appreciation of our work by high-end fashion brands is a ray of hope to the future of handloom. I hope that this inspires weavers and the craft world to know that their work is alive and respected globally."

—Jitendra Kumar, Loom to Luxury

GOALS FOR ARTISANS

VISIBLE

Women’s Empowerment. Craft is the second largest employer of women in emerging economies. It helps to keep women out of forced labor, empowers them to earn economic independence, and allows them to work from home while caring for their children. But in the home as part of the unregulated informal sector, women remain largely invisible. To help them to know their rights and to empower them both personally and professionally, Nest is committed to making artisan women **visible**.

VIABLE

Poverty Alleviation. Without access to modern tools, infrastructure and training, artisans are cut off from the global marketplace and unable to earn a sustainable income. Nest provides the business development programming that allows artisans to work more consistently, earn higher wages, and move beyond the confines of poverty. Focusing on scaled growth and long-term sustainability, Nest helps artisans businesses to become more **viable**.

VALUABLE

Cultural Preservation. Mechanized mass production is endangering ancient craft techniques that form the backbone of cultural and community identities around the world—and increasingly, the younger generation is abandoning family traditions perceived as outdated. To keep cultural traditions alive, we must integrate modern innovation and training into heritage techniques. Nest preserves cultural identity by making craft **valuable**.



GLOBAL REACH



Nest grew from serving 1,528 artisans in 2014 to **5,646 artisans** in 2015, reaching more than **100,000 people, including artisan family & community members**, through the power of the **ripple effect**.

PROGRAMS IN MOTION

Nest's model leverages in-depth assessments to inform multifaceted development programming that is made further sustainable through strengthened market access.





A STUDY IN VISABILITY: SWAZILAND

ARTISAN CHALLENGE

Universally, global artisan groups lack access to the industry-specific education and formalized training that are essential to design elevation and business growth. Artisan businesses are typically without the financial means, resources, or know-how to identify and hire consultants—and they are often geographically isolated from central industry hubs.

At the same time, there is an ever-growing population of industry professionals who are seeking to support and learn from artisan enterprises around the world.

Bridging this gap, Nest launched its **Professional Fellowship Program** to match skilled professionals with artisan groups in need of training.

NEST SOLUTION

In 2015, Nest implemented one of its most successful fellowship initiatives to date, integrating the work of six Nest fellows to Swaziland.

Sapna Shah (of *Eddie Borgo*) trained weavers in **contemporary design and development of the new Khokho line**.

Amanda Lee (of *Phillip Lim*) joined all artisans to implement new solutions and curricula designed to improve **production efficiency**.

Grace Robinson-Leo (MFA Yale University School of Art) created an elevated **product lookbook** for Khokho, strengthening branding with studio photography.

Carlo Bisceglia, an Italian master leather craftsman, provided onsite **leather production training**, so that KhoKho can be made entirely in-house by Nest artisans. Nest funded necessary equipment.

Caroline Ashkar, an L.A.-based photographer, chronicled leather training for the Khokho line, **producing press-ready photos** to support the artisans' marketing strategy.

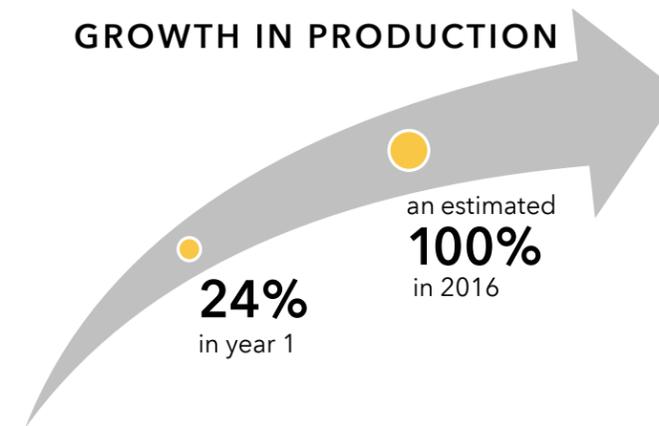
Shannon Broyles (of *S/B Factory showroom*) is leading a marketing and sales strategy for Khokho, securing retail partnerships that will ensure a successful **product launch in the US**.



NEST IMPACT

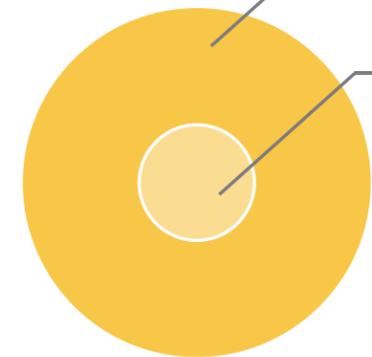
Results of the integrated fellowship approach in Swaziland demonstrate the efficacy of this program and the nearly limitless opportunity for its expanded growth and artisan impact.

GROWTH IN PRODUCTION



767 total artisans reached

with **10** receiving intensive training in leather production



8 new product designs completed as part of the Khokho handbag line



Media interest in the artisan community behind the **Khokho collection** from:

ELLE

TRAVEL+
LEISURE

THE WALL STREET JOURNAL
WSJ



A STUDY IN VIABILITY: MEXICO

ARTISAN CHALLENGE

Global artisan cooperatives for women are improving the social climate of global communities, but in operating as social entities, they often **lack sound business, sales and marketing strategies** that allow them to establish independence and to grow sustainably.

Colectivo 1050° is a cooperative of ceramicists in Oaxaca, Mexico, practicing a high level of craft expertise and design innovation, but facing challenges to business **viability**. **While socially focused, the cooperative's lack of a concerted sales and marketing strategy was dramatically curbing its ability to reach clients and achieve sales.** This posed barriers to wage increase, consistent pay, and overall sustainable business growth.

NEST SOLUTION

Nest's executive team and on-the-ground program manager worked alongside Colectivo 1050° to design and implement a tailored sales and marketing strategy designed to tackle primary pain points threatening the group's ability to thrive and grow.

Sales: Over the course of 2015, Nest helped Colectivo 1050° successfully leverage increased presence at international trade shows including the International Folk Art Market. On the ground, a Nest sales strategist assisted the group in optimizing pricing formulas and analyzing and tracking shopper data. With Nest's support, Colectivo 1050° is hiring a fulltime sales professional to cultivate and manage buyer relationships.

Marketing: Nest and Colectivo 1050° are now building a redesigned website and marketing collateral that will help the group position itself more competitively in the contemporary market.

Shipping & Logistics: Nest is securing a shipping expert with past experience at UPS to work directly with the artisan enterprise to overcome the major shipping and logistic challenges it faces.



NEST IMPACT

The improvements to Colectivo 1050°'s bottom line have been staggering, proving that with hands-on training and guidance surrounding sales and marketing strategy, artisan enterprises can see almost immediate drastic improvement to their business so that they can continue their important work within their communities.

PRODUCTION ORDER GROWTH



ARTISAN EMPLOYMENT GROWTH





A STUDY IN VALUE: INDIA

ARTISAN CHALLENGE

Experts believe the 500 year-old craft of Varanasi Silk Jacquard Weaving could become extinct within a decade. Just ten years ago as many as 100,000 Indian handlooms were active, but since the rise of the power loom and the outsourcing of cheap labor to factories, this number has been cut in half.

As the perceived value of handloom suffers, younger Indians increasingly view the craft as unviable and eschew the trade for its lack of modern relevancy. These factors combine to threaten not only the cultural handloom tradition, but also the livelihoods of the weavers, their family members and their communities—all of whom are closely tied to the craft. There exists a pressing need to reinstate the **value** of the Indian handloom culture and craft.

NEST SOLUTION

In partnership with artisan group Loom to Luxury, Nest is committed to reviving Varanasi silk jacquard by generating unprecedented awareness and demand for the technique, reinvigorating the industry, celebrating its artisans and **reversing the tradition's dangerous trend toward extinction.**

Silk-weaving atelier designed by David Adjaye: Designed by world-renowned architect David Adjaye, Nest, in partnership with Indian Charitable Trust, RASA, is constructing a silk weaving atelier in Varanasi—emblematic of the idea that handloom should be celebrated and valued. Beyond improving working conditions, product quality and production efficiency, the workshop is bringing unprecedented attention to handloom craft and its master craftsmen and women.

Design elevation, industry awareness & market access: Nest implemented a design consultancy with Megan Ryley (formerly of Carolina Herrera and Oscar de la Renta), who spent months in Varanasi teaching contemporary color theory while guiding Loom to Luxury artisans through the development of their first solo collection of silks. Nest brought the group to Paris to show the collection, generating market awareness and demand from new luxury clients.



NEST IMPACT

Nest's Varanasi Project has become a worldwide phenomenon, attracting international media acclaim and partnership from some of the most respected brands in luxury, shining a bright light on the future of the endangered handloom craft.

Generated **100 million** media impressions
Read more about the work of Nest and its partners at buildanest.org/press

65 new contemporary textile designs



100% increase in clients like The Row, Maiyet and KITX



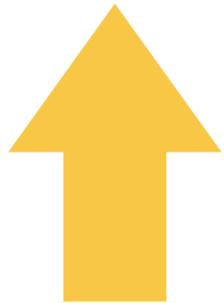
250+ new brand contacts established

Showed on **3 Paris Runways** in Fall 2015



NEST IMPACT ACROSS ALL SITES

2015 was a tremendous year for growth in business opportunity for all Nest artisans, as a result of Nest programming.

PRODUCTION ORDERS	REVENUE
<p>increase of 45%</p> 	<p>increase of 76%</p> 



↑ 8%
increase in employment

(Most artisan partners prioritized providing increased volume and consistency of work to their existing artisans before increasing overall staffing)

visible

LOOKING AHEAD

A NOTE FROM NEST'S FOUNDER

This report reflects the valued contributions of time, talents, and financial support that make Nest's work possible. It is a privilege for us to showcase the multitude of ways that this support is enriching artisan businesses, women, families and their communities.

We are making more women **visible**, we are developing and implementing the tools to make artisan businesses **viable**, and we are preserving cultural identities by making craft **valuable**.

As we embrace the new frontiers that lie ahead, we do so with the knowledge that creative solutions, innovative approaches and revolutionary global thinking are necessary means for engendering lasting change for artisans at the global scale. We are confident that Nest will lead the way—**with your support.**

As you consider your 2015-16 giving, we ask you to make this important work a priority. On behalf of artisans and their families across the many corners of the world, **thank you.**

Warmly,



Rebecca van Bergen

valuable

visible

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\$50,000+

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\$20,000+

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\$2,500+

Phoebe Campbell
The Kantian Foundation
Maxandra Short Kramer
Michael and Alison Mauze
Carrie Odell
Nico and Natalya Poniatowski
Wendell Vaughan Winton

thank you

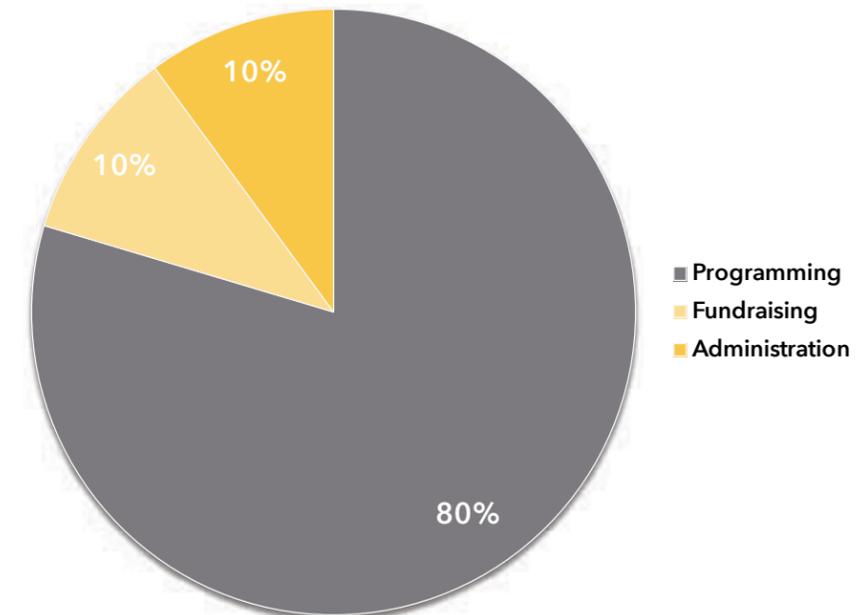
FINANCIAL REVIEW

As Nest's Operating Budget continues to grow, Nest is scaling its programming to increase number of artisans worked with and overall impact, with each year.

	2012	2013	2014
Nest Operating Budget	\$781,255	\$1,214,732	\$1,720,472*

* Beyond operating support, Nest raised an additional \$498,000 in 2014 designated for the Varanasi atelier with groundbreaking taking place in 2016.

2015 PROJECTED BUDGET



2015 Expenses		2015 Revenue	
Programming	\$1,477,215	Foundations	\$1,100,000
Administration	191,186	Individuals	456,800
Fundraising	187,219	Retail Partnerships	24,729
		Cash Reserve	274,091
Total	\$1,855,620	Total	\$1,855,620

Nest is supported by brilliant, creative minds and generous hearts. Its growth and successes would not be possible without the support of a passionate and engaged Board of Trustees, Founding Members Board, Advisory Board, and other valued members of the Nest family.

Thank you for your support
of our work!

To make a contribution,
please **CLICK HERE.**

buildanest.org 

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