

NEST

# 2022 Impact Report

Unlocking the Power of Craft  
to Change our World

# From our Founder

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Each fall, as I sit down to write this letter and reflect on the previous year I am amazed. Amazed that what once felt like a dream—establishing Nest as a means of reversing systemic social and economic inequities for women and historically marginalized communities around the world through investments in handcraft—is actually a reality. And, not just that it is a reality, but that it continues to grow and evolve—impacting tens of thousands of new individuals every year.

The last two years were challenging, to say the least. The pandemic forced us to find new, innovative ways to respond to the timely needs of our artisan partners who were facing unparalleled economic hardship, in addition to the physical toll of Covid-19. We pivoted quickly, becoming a fully remote team, capable of delivering, in large part, virtual programming. We raised additional funds focused on immediate relief for our community partners, ensuring our grassroots impact was sustained.

After two years of working from our home offices, the Nest team finally returned to the field and we couldn't be happier to be working side-by-side with our artisan partners. With generous support from our philanthropic and corporate partners, our programming team grew in 2022, enabling us to provide in-person support—in addition to virtual programming—to hundreds of partners in the US and around the world through tailored workshops and educational programs ranging from operational transparency to inventory management.

Beyond this, Nest continued to make valuable market connections for our artisan partners. We celebrated International Women's Day with Pottery Barn and the Williams-Sonoma, Inc. family of brands, Anthropologie, and Garnet Hill by spotlighting a number of talented makers online while raising support for our programs. Additionally, we assisted collaborations between the Gee's Bend Quilters and famed brands Chloé and Marfa Stance, and worked with Etsy to launch two new collectives under their Uplift Makers Program—one for Native and Indigenous makers and another for resettled Afghan refugees in the US.

I hope that as you page through this report you are inspired by the picture of what's possible when we work together and invest in artisan handworkers around the world. I am so grateful to the many individuals, philanthropic, and corporate partners who have believed in Nest, turning my dream into an impactful driver of change worldwide, and I look forward to our continued work together in the years ahead.

With gratitude,



*Rebecca van Bergen*

*Founder and Executive Director*



Photo Credit: Jenna Stephens



“While the last two years were challenging, I know they were preparing us for this moment by testing our creativity, flexibility, and resilience. Nest emerged on the other side a more capable organization able to respond proactively to our artisan partners’ unique needs, as well as unmatched requests for our support from industry leaders.”—**Rebecca van Bergen, Founder and Executive Director of Nest**



# Advancing Gender Equity & Economic Opportunity by Celebrating Women's Work

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Handcraft, as well as other kinds of handwork, is a fundamental source of employment for women around the world, yet it has largely been dismissed as niche or non-scalable. **Nest believes in the power of craft to advance gender equity and economic opportunity for women, which is why we have designed a comprehensive suite of programs to support craft-based enterprises.** When artisan business leaders are given the information and tools they need to grow and sustain their businesses, the positive impacts ripple out into improved outcomes for their workers, their families, and their communities.

The **NEST GUILD** is a global network of **2,014 artisan businesses from 120 countries**, united in leveraging craft to increase gender equity, promote economic inclusion, and ensure cultural preservation and appreciation.



Through membership in the Guild, artisan business leaders receive training and access to educational materials designed to increase their business acumen at no cost. To date, Nest has delivered \$1,889,764 in programming and services to Guild members, and the impact of this effort has been substantial.

In a survey of business leaders within the Guild, leaders reported:



Members of the Nest Guild are eligible for additional programming, including the **ARTISAN ACCELERATOR**, an application-based program that equips highly-motivated social entrepreneurs with the investment and resources needed to drive both business growth and social impact.

The Artisan Accelerator aims to provide female entrepreneurs with the support they need to grow and sustain their businesses. **81%** of Accelerator businesses are founded by women, and across their supply chains, **77%** of the artisans employed are women. Underpinning all of Nest's programming, is a commitment to providing market access opportunities to artisan partners through sourcing relationships with our growing network of designer and brand partners.



Photo Courtesy of LIKHÂ

## Nest's Impact in Action

### LIKHÂ | Philippines

A long-time member of the [Nest Guild](#) and recent Artisan Accelerator participant, LIKHÂ offers a collection of ethically-made pieces ranging from home décor to fashion accessories. Their products are crafted from natural, eco-friendly materials (often repurposed agricultural byproducts), including straw and plant fiber, coco coir, sustainably-sourced shells, and recycled wood.

With in-person trade shows suspended and wholesale orders canceled, the pandemic resulted in substantial revenue loss for LIKHÂ. This reality informed one of LIKHÂ's goals as part of the Accelerator to grow its business through digital commerce.

Through their participation in the Nest Guild, LIKHÂ received fellowship support to develop a stronger digital marketing strategy enabling them to recover the lost ground from the pandemic decline in sales.

Building upon this experience, LIKHÂ's participation in the [Artisan Accelerator](#) supported the recent development of a new email series and marketing plan designed to welcome first-time subscribers and provide meaningful content over time that converts followers into buyers. Their previous welcome flow earned \$3,200 over 6 months. The latest welcome flow, developed with Nest Fellow guidance performed exceptionally well, resulting in a **+56% increase in sales in the first 90 days**.

"We are extremely grateful for the tremendous support we've received from Nest over the past four years. Going through the Accelerator program and working with Nest's extensive network of fellows and industry experts have transformed the way we do things - from sales and marketing to product assortment to HR - and have been instrumental in helping us grow our business, enabling us to more than triple our revenues last year despite the pandemic. We are beyond excited as we now go through the Ethical Handcraft Program, reflect on our supply chain and how we engage with our artisans, and deepen our commitment to making a positive impact—it is a long and challenging journey for sure, but we are so thankful to Nest for holding our hand along the way!"—Nathalie Lim, Founder, LIKHÂ



Photo Courtesy of LIKHÂ

# Driving Diversity & Inclusion in the US Makers Movement

Nest is committed to building a more vibrant and inclusive makers movement through [Makers United](#), our domestic programming that provides maker entrepreneurs who face barriers to accessing the support they need with the resources and market opportunities they require to thrive. Makers United aims to ensure the growing American Maker Movement is generating economic opportunities for all makers, regardless of their gender, race, economic means, or ability.

To date, Nest has delivered workshops and targeted resources across the country reaching:

**1,240**  
makers  
including a cohort of  
33 Indigenous makers

**82%**  
female-owned  
and led businesses

**54%**  
BIPOC-owned  
and led businesses

In a survey of past and present participants about the value of Nest's Makers United programming and service offering, makers reported:

**90%**  
improved  
business acumen

**73%**  
increased revenue  
generation opportunities

On average, BIPOC makers who receive Makers United programming report an increase in their annual revenue. And, those who were enrolled in the program before or during the pandemic appeared to be more financially resilient—43% reported an increase in revenue in 2020 compared to their non-BIPOC counterparts who reported a 13% decline during the same period.

## Reaching Makers Throughout the US

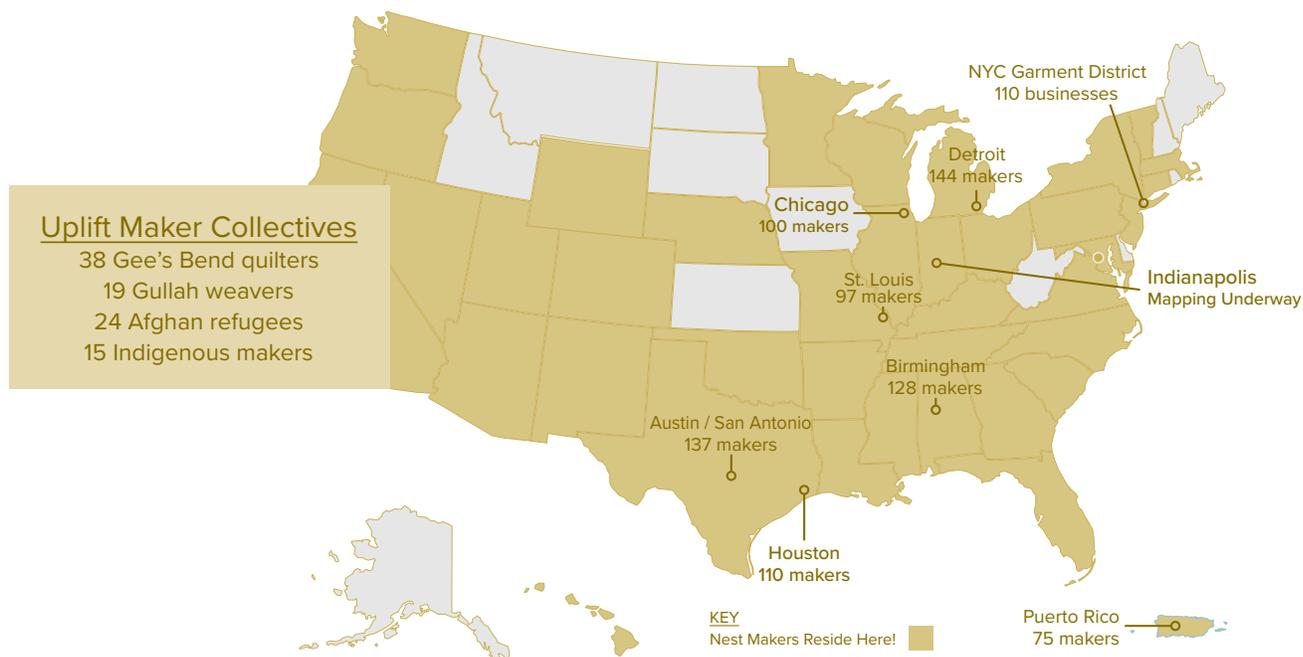


Photo Courtesy of Social Justice



## Social Justice Jewelry

Austin, Texas | Founded by Alaine Hutson

Since joining Nest's [Makers United](#) community in 2020, Alaine Hutson has enthusiastically participated in a plethora of opportunities that Makers United has offered to its community, including opportunities that came at a moment when she truly needed them the most.

At the end of 2020, Alaine was close to shuttering Social Justice Jewelry after a significant slowdown in sales brought on by the Covid-19 pandemic. She then received a Covid-19 relief grant from Nest, which allowed her to purchase more materials to produce additional inventory, and keep her business afloat.

Most recently she has been a recipient of the [Nest Revolving Maker Fund](#) supported by the Tory Burch Foundation, receiving a recoverable grant to support expanded marketing opportunities, as well as a member of the inaugural Jewelers United cohort, an accelerator program that provided BIPOC-led jewelry businesses with capital support, mentoring, and other capacity building resources.

With the financial and capacity-building support she received from those initiatives, Alaine has expanded and revitalized her direct-to-consumer presence on Instagram by working with FEMFORCE, a company that helps female entrepreneurs with social media content creation. She is also expanding her production line to include more expensive statement pieces to attract new buyers and will be hiring part-time staff to help with sales and production. And, with the funding she received through the Revolving Maker Fund, she is now selling some of her pieces on Wolf & Badger, an online retail platform that reaches millions of customers around the world.

From a one-woman shop close to shuttering to a vibrant small business now benefiting from a range of market opportunities, Alaine's participation in Makers United has truly taken her business to the next level of success and sustainability.

"Being a part of Nest's Makers United program has been invaluable and allowed me to gain more confidence as a maker and to take bigger and bolder steps."

—Alaine Hutson, Founder of Social Justice Jewelry

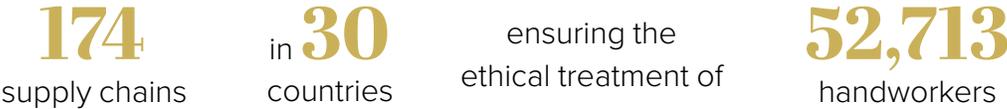
# Shining a Light on Unseen Workforces and Growing Consumer Awareness

Craft and handworkers contribute more than **\$718 billion** in value to the global GDP each year, yet the protection of their social and economic interests is often the exception rather than the norm.

Nest's **Ethical Handcraft Program** was developed to support handcraft businesses to be ethical employers, responsible suppliers, and champions for the rights of handworkers within home-based supply chains around the world.

The Nest Ethical Handcraft Program generates industry-wide transparency and social compliance for decentralized production. Through this program, handcraft businesses are certified against the Nest Standards of Ethical Compliance for Homes and Small Workshops, ensuring that artisans and handworkers have safe and equitable work environments. Products made by certified businesses carry the **Nest Seal of Ethical Handcraft**, the first and only certification mark to ensure products are Ethically Handcrafted™.

To date, Nest has worked with:



The Nest Standards, which launched at the United Nations in 2017, remain the only internationally-recognized set of compliance metrics for production outside of traditional factories. Beyond the significant reach of the Ethical Handcraft Program, it is directly contributing to 8 of the United Nations' Sustainable Development Goals (SDGs) for 2030.

	<p><b>100% increase</b> in the number of businesses who pay workers at least a minimum wage</p>		<p><b>183% increase</b> in systems to report, investigate, and resolve cases of harassment &amp; abuse</p>
	<p><b>80% of women</b> interviewed report that their income supports their children's formal education</p>		<p><b>89% of women</b> expressed their decision-making abilities have improved since earning their wage</p>
	<p><b>66% increase</b> in proportion of businesses who provide and maintain written policies around ethical practice for decentralized workers</p>		<p><b>42% increase</b> in the proportion of businesses who are able to identify and recognize all workers in their supply chain</p>
	<p><b>100% of supply chains</b> compensate their workers in legal tender, reducing risks of forced labor</p>		<p><b>295% increase</b> in businesses able to show evidence that there is no child labor in the supply chain</p>

In recent years, Nest's scope has expanded to include programming specific to other forms of handwork, like **waste picking**, to bring greater attention and opportunity to these overlooked and underrepresented workers within the informal economy.



## A Groundbreaking Commitment

In 2014, Nest and Williams-Sonoma, Inc. partnered together to create an industry-recognized set of compliance standards for home-based craft production. This effort resulted in the [Nest Standards for Ethical Production in Homes and Small Workshops](#) and the corresponding Seal of Ethical Handcraft.

In honor of International Women’s Day, Williams-Sonoma, Inc.—the parent company of Williams Sonoma, Williams Sonoma Home, Pottery Barn, Pottery Barn Kids, PBTeen, West Elm, Mark and Graham, and Rejuvenation—announced their commitment to source \$50 million in Ethically Handcrafted™ products from Nest’s artisan partners.

Williams-Sonoma, Inc. has pledged that 75% of all products across WSI brands will meet one or more of the company’s social and environmental initiatives by 2030. Their commitment to sourcing Ethically Handcrafted™ products will contribute to this effort and impact tens of thousands of consumers. Beyond this, these sourcing orders will result in increased revenues for Nest’s artisan partners and ripple out in improved outcomes for artisans, their families, and their communities.

“We are proud to partner and invest in organizations that positively impact and prioritize the wellbeing of our workers,” said Laura Alber, President and Chief Executive Officer of Williams-Sonoma, Inc. “These partnerships create resilience in our supply chain and create opportunities for our customers to support and celebrate artisan craft communities around the world.”

In market, the [Nest Seal of Ethical Handcraft](#) is the only consumer-facing certification mark signaling a product was Ethically Handcrafted™ in a home or small workshop by an individual whose rights and wellbeing are being protected by their employer. Certified Businesses and products with the Nest Seal can be found at:



# Our Community

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Nest’s work would not be possible without the support, counsel, and dedication of our Trustees, Boards, and Community.

### BOARD OF TRUSTEES

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Heather Bowman	Julie Meyer
Carmen Busquets	Louise Parzick
Marty Cordes	Tracy Reese
Brendan Cullen	Amanda Tucker
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Krista Stack	David VonAllmen
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Bandana Tewari	
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Amber Valletta	
Libby Wadle	
Wen Zhou	



Our community of beneficiaries including individual makers, artisans, social entrepreneurs, and artisan business leaders, also play a critical role in our program design and feedback loops.



## Nest's Global Reach

**WORKING WITH  
2,014 SOCIAL ENTREPRENEURS  
FROM ACROSS 120 COUNTRIES**

# Our Partners

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## 2021 PHILANTHROPIC SUPPORTERS

### \$500,000+

#### **Bloomberg Philanthropies**

#### **\$250,000–\$499,999**

Anonymous  
Etsy  
Winn Family Foundation

#### **\$150,000–\$249,999**

Garment District Alliance  
Tory Burch Foundation  
Oak Foundation

#### **\$50,000–\$149,999**

Nancy & Doug Abbey  
Alwaleed Philanthropies  
Cordes Foundation  
Nicole & Andrew Luck  
Patrick J. McGovern Foundation  
Qurate Retail Group  
Souls Grown Deep  
Community Partnership  
Ellice Sperber  
Swarovski Foundation

#### **\$20,000–\$49,999**

Bravo Family Foundation  
Carmen Busquets  
Imago Dei Fund  
Louise Parzick

#### **\$20,000–\$49,999 (cont'd)**

Josh Mailman  
Jon & Julie Meyer  
Mark Quinn-Newall  
Regional Arts Commission  
Sidhu-Singh Family Foundation  
Soucie Horner, Ltd.

#### **\$5,000–\$19,999**

Bruce C. Abrams Foundation  
Pam Baer  
Bembien  
Dana Bronfman  
Jessica Case Living Trust  
Jerry & Diane Cunningham  
Leah Friedman  
Kathryn & Raymond Harbert  
International Bullion &  
Metal Brokers USA  
Kastory Family Foundation  
Lauren Wolf Jewelry  
Melissa Joy Manning  
Morgan Stanley  
Square  
Ten Thousand Things  
David VonAllmen  
WWAKE

#### **\$1,000–\$4,999**

Chyva LLC  
Sharon Davis  
Jane Ehinger  
Gerson Family Foundation  
Meg Halski  
Carole Herman & Tom Brumfield  
James Hodge  
The House That Lars Built  
MacDonough Foundation  
Mara Hoffman, Inc.  
Julie & Aaron Martin  
Clare McCamy  
Amy Kommer Minella Charitable Fund  
Olly's  
James S. Peterson Foundation  
Mary Schoolman  
The Krista Stack and Neal Pawar Fund  
Kaileen & Adam Sues

## 2021-2022 BRAND AND CORPORATE PARTNERSHIPS

amazon

ARITZIA

BALLARD DESIGNS

BEMBIEN

Chloé

Crate&Barrel

EILEEN  
FISHER

Etsy

flying tiger  
copenhagen

FRONTGATE

Garnet Hill

grandinroad

GREG LAUREN  
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HerStory.



J.CREW

JAIPUR  
LIVING



LOEFFLER RANDALL

LOEWE  
FOUNDATION

Madewell

MARFA-STANCE



MELISSA  
JOY MANNING

MIGNONNE GAVIGAN  
NEW YORK

Morgan Stanley

NOVICA  
THE IMPACT MARKETPLACE

POTTERY  
BARN

pottery barn kids

PBteen



qurate  
RETAIL GROUP™

RALPH LAUREN CORPORATION



STELLA McCARTNEY



THE CHILDREN'S  
PLACE

THE HOUSE THAT  
Lars  
BUILT



west elm

WILLIAMS-SONOMA, INC.

WAKE

ZIMMERMANN

zulily

Nest is profoundly grateful to Foley & Lardner for the ongoing pro bono legal support they provide.

Our work would also not be possible without the members of our Nest Expert Network for the hours they have devoted to supporting, mentoring, and investing in our Guild businesses with their deep industry expertise and professional skills.

# Our Financials

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### IN 2021, WE RAISED

**\$5,041,766** Total Revenue  
*\$4,154,101 from Philanthropy*  
*\$887,665 from Service Partnerships*

### NET ASSETS

**2021: \$4,616,555**  
**2020: \$4,071,785**

### IN 2021, WE ALLOCATED

**\$2,064,562** to Ethical Handcraft Projects  
**\$1,708,943** to Artisan Programs  
**\$723,491** to Operating Expenses

Read our full [financial report](#)



Photo Credit: Stacy K. Allen Photography



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OUR WORK



**NEST**

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