

2023 Impact Report

Crafting a Better World Together



From Our Founder

Dear Friend,

Nest believes in the power of craft to change the world.

As a leading advocate for artisan handworkers worldwide, we have been amplifying craft for more than 17 years. Handcraft is a primary form of employment for many of the world's most vulnerable people, particularly women, and there is significant overlap between handworking communities and the areas most prone to social and economic disparity, political unrest, and climate-related disasters.

Over the last few years, as we've grappled with a global pandemic, faltering political structures, and extreme weather across the globe, it has become increasingly apparent that the effects of these events are not being felt evenly.

This is why Nest is resolute in our commitment to provide artisan business leaders and creative entrepreneurs with the training, tools, and resources they need to grow and strengthen their businesses so they can be a steady source of employment in their communities, even in trying times.

With the generous support of our partners, we continue to provide artisans and makers in the United States and worldwide with expertly developed resources at no cost to them through our Artisan Guild and Makers United programs. Beyond this, our Artisan Accelerator and Ethical Handcraft programs are opportunities for more advanced enterprises to deepen their roots and develop their operations, often leading to sourcing connections with our brand and retail partners.

In addition to our hands-on programming, Nest is pursuing an ambitious research and advocacy portfolio that is taking the first steps to define the impacts of climate change on the global artisan community, and identify ways governments, multinational corporations, and consumers can work together to shoulder this burden and mitigate these effects.

At Nest, we remain incredibly proud of our work—the impact outlined in the following pages is important. We believe our climate-focused initiatives are imperative for our future, and the time we spend building stronger and more economically resilient craft businesses leads to greater safety for individuals and communities worldwide.

As you page through this report, I hope you will feel inspired by the work being done, as well as the voices of our makers and artisans as they help us pave our programs into a new era where they are undeniably needed more than ever before.

With hope for a brighter tomorrow,

Rebecca van Bergen, Nest Founder and Executive Director



Who We Are

Trusted by artisans and brands alike, Nest works at the intersection of handcraft and market access to navigate collaborations that bring unique artisan products to consumers with integrity and respect.

We do this by centering artisans' and makers' wellbeing, communities, stories, and business interests in all of our programs, which are designed to guide them toward long-term sustainability and success.

At the same time, we cultivate a growing network of designer, brand, and retail partners that are interested in incorporating handcrafted goods into their product lines. Nest is the connection for these partners to artisans and makers capable of delivering their vision of both beauty and social impact.

Nest Artisan Guild

Today, the Nest Artisan Guild, a global network that boasts **2,390 artisan enterprises** in over **125 countries**, is the foundation of Nest's programming. In total, the Guild members employ **245,159 skilled artisans and handworkers**, and the impact of this employment ripples out to impact more than **1.4 million** individuals in communities around the world.

Guild members receive access to the newly launched Nest Connect, an exclusive digital hub, that houses a growing library of business development resources prepared by industry experts. All of the resources provided to makers and artisans through the Artisan Guild and Nest Connect are free to ensure equitable access and opportunity for *all*.



60%

OF MEMBERS STATED THAT THEY ARE MORE CONNECTED TO RESOURCES AND THE SUPPORT NETWORK NEEDED TO GROW THEIR BUSINESSES SINCE JOINING THE GUILD

61%

OF MEMBERS SHARED THAT INVOLVEMENT IN NEST PROGRAMS OR SERVICES INCREASED THEIR OPPORTUNITIES FOR GENERATING REVENUE IN THE PAST YEAR

\$80K

AVERAGE NEW REVENUE GENERATED BY GUILD MEMBERS ACTIVELY INVOLVED IN NEST PROGRAMS IN THE LAST YEAR

Guild members also gain access to other opportunities, like pro bono mentorship provided by Nest's corporate partners and consideration for sourcing opportunities with Nest's brand partners.

Peer-to-peer connection between creative entrepreneurs boosts confidence and inspires collaboration.



Nest Artisan Guild

23

SKILL-BUILDING PROGRAMS
DELIVERED IN 2022 (LIVE
WEBINARS, TRAINING, STRATEGY
COURSES & MENTORSHIP)

700

MAKERS REACHED WITH THE
EXPERTISE NEEDED FOR THEIR
BUSINESS

88

SELF-PACED ONLINE-LEARNING
COURSES AND RESOURCES
ADDED TO NEST CONNECT IN
2022

85%

OF GUILD MEMBERS REPORT
THAT INVOLVEMENT IN NEST
PROGRAMMING HAS INCREASED
THEIR CONFIDENCE TO GROW
THEIR BUSINESS

NEST

Nest Artisan Guild

When artisan entrepreneurs succeed they are able to employ more handworkers who reinvest their income into their families and communities which leads to stronger personal and collective outcomes over time. It also provides families and communities with resources to better prepare for the future so they may be more resilient in the face of uncertainty.

● = Guild members located here

NEST



Makers United

In the United States, Makers United, a network of **1,647 maker entrepreneurs** representing **48 states and territories**, ensures the American Makers Movement is generating equitable opportunity for all creative entrepreneurs by supporting makers who often face disproportionate barriers to accessing the training, funding, and business development resources they need to grow their small businesses and achieve their creative and financial goals.

The program largely supports BIPOC and historically marginalized makers and is driven by participant voice and human-centered design where makers, and communities, drive solutions.



84%

ARE FEMALE ENTREPRENEURS

55%

SELF-IDENTIFY AS BIPOC OR NON-WHITE

NEST

Makers United



Makers United reaches makers in **48 states and territories** with dedicated in-person programming now taking place in **10 vibrant cities**, including **Birmingham, Austin, San Antonio, Detroit, NYC Garment District, Houston, St. Louis, Puerto Rico, Chicago, Indianapolis**, and in 2023, **Appalachia** with a focus on **Eastern Kentucky**. In addition, we support four historically marginalized craft communities: **Native & Indigenous** makers; **Immigrant & Refugee** makers; the **Gee's Bend Quilters** in Gee's Bend, Alabama, and the **Gullah-Geechee Weavers** in South Carolina.



*Lin Bader,
Founder and Jeweler of Lin Bader Design*

"As a young jewelry business, the Makers United program has been guiding me through every major milestone and providing invaluable opportunities like in-person workshops, mentorship, trade show exposures, grant programs, as well as supporting my dream to host events for local creatives! I believe crafting is empowering me as a maker entrepreneur to do my part in building a better, sustainable future. And I'm doing just that everyday knowing the Makers United program is the community I can turn to for advice, guidance and a sense of belonging."

A person wearing a yellow sweater is pouring water from a glass pitcher into several black, cylindrical cups arranged on a wooden surface. The cups are partially filled with water, and some have white straws in them. The background is slightly blurred, showing more of the same setup.

Makers United

In addition to fostering community, Makers United provides makers and creative entrepreneurs with free access to the resources and tools they need to grow their businesses and thrive.

100%

OF MAKERS FOUND
WORKSHOP CONTENT
HELPFUL

60%

OF BUSINESSES SHARE THAT
NEST HAS INCREASED THEIR
OPPORTUNITIES FOR NEW
REVENUE

NEST

Artisan Accelerator

Nest's Artisan Accelerator is an intensive, holistic program that provides high-potential businesses from the Artisan Guild with the support they need to become vital players in the international marketplace.

The Artisan Accelerator continues to establish itself as the preeminent accelerator of artisan enterprises, equipping highly-motivated social entrepreneurs with a suite of targeted programming to drive their business growth and social impact in the handcraft sector.



NEST

Artisan Accelerator

Artisan enterprises that participate in the Artisan Accelerator gain the information and skills needed to strengthen their operations, develop and market their products, and support their workers. The 50 participants in the 2021-2022 program reported the following benefits:



\$30M+

In total revenue reported by 2022 Artisan Accelerator participants, which proves the financial sustainability and success of artisan businesses in the program.



26%

Increase in production reported by Artisan Accelerator participants, which is vital for maintaining product quality and meeting market demands.



64%

Growth in the total number of artisans represented by businesses in the Artisan Accelerator in 2022, which indicates increased employment opportunities and a more significant organizational presence, which are positive for local communities.

Artisan Accelerator



Lesli Robertson
Founder, Mekeka Designs

“Mekeka Designs began the Artisan Sustainability Accelerator at just the right time. It is giving us an incredible opportunity to pause, rethink, and restructure, so that we are strategically moving forward with purpose and control over how we grow our studio. As we begin to move into the interior design world, we realize that as much as we need a plan and focus, we can’t stop being creative and innovative, while emphasizing the sustainable indigenous materials that makes our work unique.”

To date, the Artisan Accelerator has graduated **78 artisan businesses** representing **38 countries**. This group of artisan enterprises is 81% female-led and **employs 34,260 handworkers**, 77% of whom are women.

In 2023, Nest welcomed a new class of artisan enterprises with a focus on environmental responsibility and sustainability into the Artisan Accelerator. These future-focused businesses will receive a suite of tailored programming designed by Nest and industry experts over the next 18 months.

Ethical Handcraft

Nest's Ethical Handcraft Program aims to bring visibility to artisans working inside of homes and informal workshops, where transparency is often more challenging, ensuring that handworkers are compensated fairly and that safe and healthy working conditions are prioritized. The program is thoughtfully designed to address the nuances of decentralized, cottage-industry supply chains, where the majority of labor takes place outside of traditional factories.

After enrolling in the Ethical Handcraft program, businesses that create handcrafted products for Nest partners demonstrated:



57%

INCREASE IN THE NUMBER OF BUSINESSES THAT HAVE POLICIES ON CRITICAL RIGHTS AND WELLBEING FOR HOME-BASED WORKERS

72%

INCREASE IN THE NUMBER OF BUSINESSES THAT HAVE A SET MINIMUM HIRING AGE; A NECESSARY BENCHMARK TO LIMIT CHILD LABOR

78%

INCREASE IN THE NUMBER OF BUSINESSES THAT HAVE SET ENVIRONMENTAL PROTECTION GUIDELINES FOR THEIR PRODUCTION

Ethical Handcraft



The Ethical Handcraft Program's training-first model begins with a benchmarking assessment and then supports artisan leaders with educational support to ensure their workshops and production practices are in line with the Nest Standards for Homes and Small Workshops.



*Izabela Ersahin,
Founder & Designer, Bebemoss*

"Participating in Nest's program was pivotal for my business. The trainings, business tools and templates provided, and especially the Ethical Handcraft certification process significantly enhanced our operations and understanding of sustainable practices. It's more than a program; it's a partnership that nurtures success and fosters a community of like-minded entrepreneurs committed to excellence and ethical business."



Ethical Handcraft

The majority of handworkers in the furthest reaches of these supply chains are women.

In worker interviews conducted through program assessments we have learned that when women are seen and compensated fairly they are more likely to invest in their families, and take personal and community steps to prepare for the future.

94%

**OF WORKERS ARE PROUD
OF THEIR ARTISAN WORK**

71%

**OF WORKERS SPEND THE
MONEY THEY MAKE ON
HOUSEHOLD ESSENTIALS**

67%

**OF FEMALE WORKERS
STATED WORKING FROM
HOME/SMALL WORKSHOP
MAKE CARING FOR THEIR
CHILDREN EASIER**

67%

**OF FEMALE WORKERS
STATED THEIR
HOUSEHOLD DECISION
MAKING IMPROVED SINCE
STARTING TO EARN THEIR
OWN INCOME**

Sourcing & Market Access

Gee's Bend Quilters in collaboration with French luxury brand Chloé



Textiles handwoven in India for home goods retailer Pottery Barn



Nest's Sourcing & Market Access program is advancing transparency, social wellbeing, and economic opportunity for global artisans and US makers, by facilitating matches between brands and designers and members of the Artisan Guild.

Handwoven bag by artisans in Eswatini for accessories brand Kho Kho



Ghanaian artisans from Indego Africa in partnership with Tory Burch



\$1.6M+

OF SALES REVENUE
GENERATED BY NEST
BRAND COLLABORATIONS
FOR PARTICIPATING
ARTISANS IN 2022

23%

INCREASE IN TOTAL
NUMBER OF NEST
SOURCING CONTRACTS IN
2022

Sourcing & Market Access

Gee's Bend x House of Harlow



Gee's Bend x Greg Lauren



NEST

Gee's Bend x Marfa Stance



Gee's Bend x Greg Lauren



GEE'S BEND

Since 2021, Nest has been working with the Quilters of Gee's Bend to develop revenue streams for the community through thoughtful design collaborations. In 2022, 8 separate opportunities yielded \$441K in new income for the Quilters and their community, and these efforts have continued into 2023.



Together We Rise

Shared prosperity, a term coined by the World Bank, describes a state of economic growth that benefits all members of society, rather than just a privileged few. It prioritizes inclusive economic policies and practices that create equal opportunities for individuals to thrive and achieve a high quality of life.

In 2022, Nest embarked on a research study to understand the dynamics of shared prosperity in U.S. maker communities. Nest's research aims to drive impactful change in these communities by identifying opportunities to equitably distribute resources and reduce poverty, social and economic inequality.

An initial study in Gee's Bend, Alabama, released in early 2022, found that systematic inequalities have prevented most the community's famed quilters from achieving their ideal earning potential through their craft and that more than half of the quilter's monthly expenses exceed their income. [Learn more and review the report.](#)

With this insight in mind, Nest is expanding this body of research into 4 additional maker communities in 2023-2024, including Detroit, Eastern Kentucky Appalachia, Puerto Rico, and among Native and Indigenous artisans. This work will drive programming and policy solutions that support creative entrepreneurs with what they need most by addressing barriers to economic inclusion.



Looking Forward:

Climate Change Solutions for Artisans

Nest's Research and Advocacy initiatives aim to bring industry and public awareness to the often overlooked and under-represented handworker sector by leading cutting edge research on the creative economy globally and then advocating for systems-wide change through multilateral partnerships.

As the world grapples with more frequent and costly climate-related disasters, Nest is pursuing an ambitious research program in partnership with industry stakeholders to both understand the impacts of things like extreme weather and rising sea levels on global artisan communities and build meaningful, high-impact solutions.

Looking Forward:

Climate Change Solutions for Artisans

In 2022, Nest participated in the Patrick J. McGovern Foundation's Data to Drive Climate Action accelerator to better understand how climate-related disasters are already impacting artisans and lay the needed data-driven groundwork to build a global library of knowledge on this critical topic. A report detailing this work can be found on our data and research page on buildanest.org



Three out of every ten business leaders said they experienced extreme weather events that adversely affected their business and the individuals who worked for them between 2019 and 2022. These events resulted in more than \$1M USD in damages across 97 businesses, with a median average cost of \$5K USD in damages per business.



Business leaders are 46% more likely to implement measures to protect themselves personally or professionally from climate change if they have previously experienced an extreme weather event.



Over half of the businesses surveyed by Nest have enacted measures to minimize their environmental impact, demonstrating that they prioritize sustainability and trends in consumer purchasing.

Looking Forward:

Climate Change Solutions for Artisans

Nest will publish solutions-focused reports at the end of 2023 and the beginning of 2024, in partnership with Etsy and the Target Foundation, that build on these efforts by highlighting the ways that artisans have been impacted by and adapted to climate change domestically and globally.

As we face more frequent and costly climate disasters, Nest recently partnered with the Environmental Defense Fund to produce two guidebooks for US makers, in an effort to empower creative entrepreneurs with the resources needed to protect their businesses. Both guidebooks are available at buildanest.org/climate-guides



Aaliyah Taylor
Founder, Exalting In Beauty

“Nest has given me the confidence to tackle my dream of starting an accessories brand, which I had put on the shelf because it seemed too big... I believe that artists, makers, and creatives will play an important role in identifying innovative solutions for individuals, small business owners, and communities, as we face more frequent and serious climate disasters. Not only are we creative, but we have to do it all to keep our businesses running. We lean on our creativity to come up with useful solutions to everyday challenges, and I have no doubt that our ability to think critically and creatively will be important for our future.”

Our Community

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

BOARD OF TRUSTEES

Jim Brigham, Chairman
Tracey Austin-Grooms
Heather Bowman
Carmen Busquets
Marty Cordes
Clement King
Julie Meyer
Louise Parzick
Nicole Pechanec
Tracy L Reese
Amanda Tucker

ADVISORY BOARD

Nancy Abbey
Ashley Adjaye
Sean Ansett
Pam Baer
Alex Bellos
Jim Brett
Burak Cakmak
Phoebe Campbell
Natalie Chanin
Bianca Chen
Amy Christiansen
Martin Cooper
Agathe Derain
Abrima Erwiah
Livia Firth
Barrie Glabman
Amanda Hearst
Mara Hoffman
Brittany Jepsen
Donna Karan
Steven Kolb
Ivanka Mamic
Melissa Joy Manning
Andrew Morgan
Elizabeth Muir
Deborah Palmer Keiser
Marissa Sackler
Josh Silverman
Shea Soucie
Ellice Sperber
Krista Stack
Nadja Swarovski
Bandana Tewari

Iliane Ogilvie Thompson
Amber Valletta
Libby Wadle

JUNIOR BOARD

Lindsay Abrams
Jane Ehinger
Tia Harari
Maxandra Kramer
Julie Martin
Lauren Merriman
Preetha Nooyi
Erika Parkins
Lindsay Perper
Megan Ritter

FOUNDING BOARD

Molly Carter
Lauren Hurst
Ann VonAllmen
David VonAllmen
Susanna Bird
Kari Erickson
Alison Sheehan

NEST STAFF

Rebecca Van Bergen,
Founder & Executive Director
Rosie Avolio-Toly
Hannah Benau
Leti Bueno
Sarah Chi
Haley Daugherty
Ashia Dearwester
Marta Druckman
Nicole Franklin
Anthony Galante
Nico Gonzalez
Hannah Gooding
Amanda Irwin
Amanda Lee
Isabelle Larsen
Tara Levy
Meredith McCall
Gathoni Murimi
Sara Otto
Ashley Post
Becky Romasco-Kelly
Marika Shiga
Ratasha Smith
Kendal Stone
Lindsey Struck
Ivy Thompson
Dominique Tutwiler
Chris Van Bergen
Helen Wick

Our Partners

2022 Philanthropic Supporters

\$500,000 +

Bloomberg Philanthropies

\$250,000–\$400,000

Anonymous

Etsy

Oak Foundation

Target Foundation

Winn Family Foundation

\$150,000–\$249,999

The Elevate Prize Foundation

\$50,000–\$149,999

Anonymous

Ellice Sperber

Ewing Marion Kauffman Foundation

Garment District Alliance

HCC West Houston Institute

Marfa Stance

Nicole & Andrew Luck

\$20,000–\$49,999

Carmen Busquets

Cordes Foundation

General Motors

Greg Lauren

Heather Bowman

Jerry & Diane Cunningham

Julie & Jon Meyer

Louise Parzick

Patrick J. McGovern Foundation

Regional Arts Commission of St. Louis

Sidhu-Singh Family Foundation

Wells Fargo

\$5,000–\$19,999

Alexandra Moosally & Alexander Jutkowitz

Alvaro Moreira & Oliver Hicks

Anthropologie

Aurora Lopez

Bembien

Black Lab Coffee

Brittany Jepsen

Bruce C. Abrams Foundation

Columbia Gem House

Dana Bronfman

David Gill

David VonAllmen

Deepak Chopra

Donna Karan

Fabiola Beracasa Beckman & Jason Beckman

Garnet Hill

Gena Smith

Heather McGeorge

Jana Pasquel de Shapiro & Adam Shapiro

Jane Ehinger

Julie & Aaron Martin

Kastory Family Foundation

Katama Fund

Lake Fund

Lauren Merriman

Leah Friedman

Lisa O’Kelly

Lisa Staprans

Lori McGoran

Lori Weitzner

Lucy Farmer

Maria Cristina Anzola-Heimann

Maxandra and Oliver Kramer

Nathalie & Nicolas Giauque

Neiman Marcus

Pumpkin Seeds Foundation

Robert Norton

Shaari Ergas

Sholl Freede Family Foundation

Soucie Horner, Ltd.

The Hanazawa-Dal Bello Family

The Krista Stack & Neal Pawar Fund

Tory Burch Foundation

Yerba Buena Foundation

\$1,000–\$4,999

Alison Sheehan

Andrea Kerzner

Betsy Nathan & Daniel Goldberg
Block

Carole Herman & Tom Brumfield

Chyva LLC

Dominique Bluhdorn

Gerson Family Foundation

James S. Peterson Foundation

Jim and Holly Brigham

Kaileen & Adam Sues

Kori Shaw

Mary Pat Wallace

Meg Halski

Michaela Savell

Olly’s

Pond Family Foundation

Robin Zendell

Rush Family Charitable Fund

Sharon Davis

Uncommon Goods


Our Partners

2022-2023 Brand and Corporate Partnerships

ALL
ACROSS
AFRICA

Crate&Barrel


Hope
for
Flowers
by Tracy Reese





Southwest®

amazon

Etsy


KENDRA SCOTT


 MICHELANGELO
FOUNDATION
FOR CREATIVITY
AND CRAFTSMANSHIP

 STARBUCKS RESERVE™

ANTHROPOLOGIE

GAP

L.L.Bean

 Pinterest


STELLA McCARTNEY

BLOCK


Garnet Hill

LOEFFLER RANDALL

Pleasing



TARGET

bronwen
ACTIVE JEWELRY



LOEWE
FOUNDATION

qurate
RETAIL, INC.


TORY  BURCH

CAROLINA HERRERA

grandinroad.

Madewell

RALPH LAUREN
CORPORATION



Chloé

GREG LAUREN
CV

MARFA STANCE

soundpostings

west elm

WILLIAMS-SONOMA, INC.

ZIMMERMANN

NEST

Our Financials

\$5,455,318

Total Revenue raised in the past fiscal year

IN 2022, WE RAISED

\$4,149,826 from Philanthropy

\$1,305,492 from Service Partnerships

IN 2022, WE ALLOCATED

\$2,405,317 to Ethical Handcraft Projects

\$1,772,746 to Artisan Programs

\$1,055,800 to Operating Expenses

To see more of our financials, please visit buildanest.org/about/#financials



NEST



NEST

buildanest.org



SUPPORT OUR WORK

[Donate to Nest](#)