RugMark is a nonprofit organization working to end exploitative child labor in the carpet industry and offer educational opportunities to children in India and Nepal. The RugMark® label is your best assurance that no illegal child labor was used in the manufacture of a carpet or rug.

A Message From the Executive Director

Akkas’s small hands foretold a bleak future. They were lined with cuts, caused by working on the looms from 3 a.m. to 8 p.m. every day. He’d been sold into bondage as a young child, forced to trade his dreams and his education for hard labor and constant hunger.

Today, his laughter tells a different story. It’s a story of hope, mirrored in the lives of thousands of other children in India and Nepal, children whose lives have been transformed because of your support.

In this year’s report, you’ll read about Akkas’ remarkable journey, and how RugMark has ensured that he and over 3,200 other children are now going to school instead of laboring on the looms. You’ll also read about the new initiative that’s making it all possible: RugMark USA’s Most Beautiful Rug consumer awareness campaign.

Our Most Beautiful Rug campaign has helped to build our network of retail stores, design showrooms and online retailers, now 1,500 strong. In 2007, we moved significantly closer to our goal of ensuring that 15 percent of all handmade rugs in the US Marketplace carry the RugMark®. Once we reach our 15 percent goal, we believe we’ll see an industry-wide change that leads to a business sector free from child labor.

This significant expansion in supply has been met with an equally impressive rise in demand. Sales of certified rugs increased by 20 percent over the past year, and more shoppers than ever visited RugMark.org. As the market for child-labor-free rugs grows, the number of children exploited on the looms declines—and for every certified rug sold, more funds are generated to educate kids.

The Most Beautiful Rug campaign is also opening the eyes of millions of consumers, showing them how their purchasing choices are inextricably linked to the invisible world of child labor. They’re learning that the beauty of a carpet comes not just from color and design, but also from who made it, and under what conditions.

The story of Akkas reminds us that in the new global economy, the wellbeing of the rest of the world often lies in our hands. Together we can continue to build a just marketplace that protects the planet and those that inhabit it—especially the quarter of a million ‘carpet kids’ who are still waiting to be reached.

Nina Smith, Executive Director
Making Their Mark: Consumers Ask for Independent Label

Turn on the television or pick up the paper—how many times do you hear the word “green”? Companies are getting the message: over and over that decision-makers in the checkout counter can influence the air we breathe and the world we inhabit. As the push toward responsible shopping builds, many are beginning to wonder how to tell if a product is part of the solution or the problem. A growing number of consumers want to know both the human and environmental impact of their purchase.

A woman was born in India, one of the manufacturing capitals of the world, one of the very first social labels was launched: the RugMark®. At the time, there were three million “child workers” in India and Nepal visiting licensed manufacturing sites and more funds are generated to educate ‘carpet kids.’ RugMark was founded with the belief that Western consumers had the compassion and economic power to improve the lives of children and transform the manufacturing sites and work environments where they were being exploited. Child labor in the industry has decreased by as much as 60% and RugMark rugs have never been stronger: totaling approximately $50 million in 2007. RugMark is at the forefront of this burgeoning green living movement.

The RugMark approach is not simply harm reduction, but also prevention by investing in proactive programs such as daycare for workers’ children, workers’ rights workshops, and adult literacy classes. RugMark inspectors can trace a product’s geographical origin back to the production site. RugMark’s event schedule in 2007 was the most diverse yet, with events in Boston, Portland, San Francisco, Chicago, New York, Atlanta, and Los Angeles. One hundred top designers and media representatives attended an event at the Atlanta headquarters of famous retailer Z Gallerie. Z Gallerie honored RugMark’s work through a series of stunning posters that identified rugs bearing the RugMark® certification label. The “Purchase a Rug” page continues to be the most popular attraction. The Most Beautiful RUG Gains Momentum. RugMark is driving change. In 2007, editorial and advertising in key print and online publications brought RugMark’s message to millions of readers. Placements of RugMark.org were featured in the New York Times, Wall Street Journal, and several top interior design magazines. RugMark.org is driving change.

In 2007, RugMark’s media mentions increased 204%, highlights included:

• RugMark’s event schedule in 2007 was the most diverse yet, with events in Boston, Portland, San Francisco, Chicago, New York, Atlanta, and Los Angeles. One hundred top designers and media representatives attended an event at the Atlanta headquarters of famous retailer Z Gallerie. Z Gallerie honored RugMark’s work through a series of stunning posters that identified rugs bearing the RugMark® certification label.

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What’s the single most beautiful thing about an imported rug? Bold colors, rich textures, and intricate designs all contribute to a carpet’s aesthetic beauty. But only one thing counts more in today’s green living movement: the RugMark® certification label. This is the message of RugMark USA’s consumer awareness campaign: The Most Beautiful Rug. From a small market in South Asia to a seat at the table in the world’s leading interior design magazines. The outreach was reinforced at the point of sale. When individuals walked into downtown showrooms and browse product, they saw posters and brochures that identified rugs bearing the RugMark® certification label. Many of these prospective consumers and clients took the next step and visited RugMark.org to locate retail outlets, link to online shopping, trace their certified rug, and learn about child labor around the world.

Michael Conroy, Brandeis

"There is a movement afoot that has the potential to transform the way global corporations do their work. It is also capable of positively at all levels. . . .I will go before you and make the way safe. It is capable of affecting producers and consumption as the movement afoot is capable of affecting producers, and the solution or the problem. A growing number of consumers want to know both the human and environmental impact of their purchase.

There is a new wave.
BEHIND THE LABEL, BEHIND THE LOOM

Since 1995 RugMark International has certified more than 5.5 million carpets as child-labor-free. The RugMark® label on the underside of the rug speaks to a sophisticated system of workplace monitoring, including surprise visits by inspectors to factories and village-based looms. This third-party certification program offers everyone in the supply chain – from producers to retailers to consumers – assurance that no illegal child labor was employed and their rug is beautiful both inside and out.

In 2007 RugMark inspectors in South Asia identified 157 child carpet weavers, and the total number of rescued children surpassed 3,200. Every single boy and girl found working is offered the opportunity to reunite with their families and to have what they call “the light of an education.” For many children, their interaction with RugMark social workers is the first time they are given a choice to weave their own path. Among the choices offered to children are whether to pursue ongoing learning or to enroll in vocational training, to live at home with educational support or to attend boarding school. RugMark’s role is to ensure students have the financial and emotional support needed to stay in a classroom and off the carpet loom.

RugMark is one of the few certification programs that identifies problems and provides solutions. RugMark not only builds schools for rescued children, but also supports factory daycare to stop exploitation before it starts. In 2007, 199 children were cared for at these daycare centers while 60 workshops were conducted to inform carpet weavers of their labor rights. Also, 793 adult artisans attended non-formal education classes taught by, among others, seven RugMark graduates.

The wide array of programs is increasingly funded by the sale of RugMark rugs. A portion of the purchase price of every RugMark certified rug is returned in the producer country of origin. In 2007, $102,035 was raised for Viranasi, Mirzapur, the Kathmandu Valley and other weaving communities in South Asia. That represents a 15 percent increase over 2006.

Increasing educational opportunities in the rug making capitals of South Asia coupled with the deterrent effect of RugMark inspections has led to a dramatic reduction in the use of child labor in the carpet industry. With The Most Beautiful Rug campaign unrolling in North America’s top rug purchasing capitals, RugMark aims to reach the remaining estimated 250,000 child weavers.

“It’s something to take a carpet child and make him a capable, strong citizen of the nation. That is the importance of RugMark.”

Jyoti, RugMark inspector
Akkas: The Story of a Carpet Boy

Akkas lived with his parents and five siblings in the Ratan District of Nepal. His father's salary as a rickshaw driver was meager and money he did earn was spent on alcohol. Not able to afford the school admission fee, Akkas was forced to stop his studies and in his words ‘drop his dream.’

One day his parents borrowed the equivalent of $7 from a thekedar (broker) in exchange for Akkas and his elder sister. Akkas was taken to a carpet factory, where he was made to weave rugs from 3 a.m. to 8 p.m. with one break to eat. He later told a RugMark volunteer that ‘the worst part was hunger.’

Akkas was identified by a RugMark inspector four months later, once the company using that manufacturing site joined the U.S. certification program.

As a RugMark staff person in India powerfully notes: “A child laborer loses his eyes, his bones, his lungs… but more than that, his personality and dreams. Those are often irreplaceable.”

While Akkas’s body still bears the evidence of his hard labor, including deep cuts in his hands from the yarn, his spirit does not. Akkas is a strikingly happy child, always smiling and laughing. Today, he is at the RugMark rehabilitation center, renewing his dream of getting an education.

RugMark Schools in South Asia

NEPAL

**NON-FORMAL EDUCATION**

- Nepal RugMark Foundation Rehabilitation Center/Center for Child Studies and Development, Sinamangal, Kathmandu

**FORMAL EDUCATION**

- Little Angels’ School, Lalitpur, Kathmandu
- Laboratory Higher Secondary School, Kiripur, Kathmandu
- Annapurna English Secondary School, Sinamangal, Kathmandu

**DAY CARE AND EARLY CHILDHOOD EDUCATION**

- Education, Protection and Help for Children, Jorpati, Kathmandu
- Children Welfare and Community Development Services, Mahankal, Kathmandu
- Helpless Rehabilitation Society, Mahankal, Kathmandu

INDIA

**REHABILITATION, NON-FORMAL AND FORMAL EDUCATION**

- Balashrya Centre for Bonded Laborers, Gopiganj, Bhadohi

**PRIMARY SCHOOLS, GRADES K-8**

- Jagapur, Bhadohi
- Newada, Varanasi
- Handia, Allahabad
- Cherapur, Bhadohi
- Vijaypur, Mirzapur
- Lakhamanpatti, Bhadohi

**DAY CARE AND EARLY CHILDHOOD EDUCATION**

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While Akkas’s body still bears the evidence of his hard labor, including deep cuts in his hands from the yarn, his spirit does not. Akkas is a strikingly happy child, always smiling and laughing. Today, he is at the RugMark rehabilitation center, renewing his dream of getting an education.

“Trending the day at the RugMark school. I have to say it was one of the most inspired days of my life”

Kerry Smith, Lapchi
Education shows us the real beauty of the world. I hope that all the children of the world can have freedom and the golden chance for education.

Jaya Bhandari, RugMark Young Hero

THE MOST BEAUTIFUL MESSENGERS: RugMark’s Young Heroes

It began as a simple idea to weave together RugMark’s domestic and international efforts ... to introduce supporters to beneficiaries ... and to link the cause to the product. In 2007, the Rug Anuaya! rug campaign came to life.

Last April, RugMark embarked on a 10-day multi-city speaking tour with two rescued child weavers stepping in some of the nation’s top showrooms, studios and universities.

The issue of child labor is a largely invisible one, often hidden in dark loom sheds and remote factories. The Young Heroes, Site of RugMark’s Young Heroes initiative, brings people face-to-face with this problem and its most beautiful solution.

From Boston to Miami, audiences heard the story of South Asia’s carpet kids. Talks were given by RugMark leaders Nina Smith and Kailash Satyarthi. However, the most important spokespersons were Jaya Bhandari and Sanita Lama, who shared their powerful testimony.

Sanita’s voice got stronger when she shared that she was a student in the 12th grade and a part-time teacher with Nepal RugMark teaching non-formal education classes to adult carpet workers. Both Sanita and Jaya are the first educated generations in their families, and today, are college-bound as a result of RugMark’s support.

Thousands learned about RugMark’s work via event attendance and millions more through media placements. Interviews aired on “The World” and “Voice of America” and news of the tour made it into O (Oprah) magazine and the Philadelphia Inquirer among others.

In one of the tour’s most poignant moments, celebrated pianist and composer Marvin Hamlisch dedicated the Broadway hit “Dreamers” to Sanita and Jaya during his New York benefit concert. For the 218 million children forced to work in the world today, life is without dreams. Through its Most Beautiful Rug campaign and Young Heroes tour, RugMark is changing that.

To see video of RugMark’s Young Heroes, click on “film clips” in the News + Events section at www.RugMark.org.

Young Heroes Tour Sponsors

RugMark is deeply grateful to all the Young Hero event hosts including Domini Social Investments, Mountain Sethi, The New York Design Center, Odegard Miami and New York, Tisch College at Tufts University, the University of Miami and Walden Asset Management.

The Young Heroes tour was generously sponsored by Humanity United, Ramsay Merriam Fund and Donna E. Shalala via the Henry J. Kaiser Family Foundation.

University of Miami President Donna E. Shalala with Sanita and Jaya.

Award-winning composer Marvin Hamlisch gives a private concert at RugMark’s Young Heroes program.

Bhandari and Sanita Lama, who shared their powerful testimonies. At first Sanita struggled as she told crowds how she began weaving at the age of six. For two years, she tied knots and inhaled wool fibers until she was found by a RugMark inspector and brought to Hamro Ghar, meaning ‘our home.’

Sanita’s voice got stronger when she shared that she was a student in the 12th grade and a part-time teacher with Nepal RugMark teaching non-formal education classes to adult carpet workers. Both Sanita and Jaya are the first educated generations in their families, and today, are college-bound as a result of RugMark’s support.

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When rug design or import companies sell certified child-labor-free carpets, it means they are licensed by RugMark USA. Becoming a licensee can have a profound effect on children’s lives, but the process is straightforward. Makers and sellers of handmade rugs sign a legally binding contract to:

• Produce carpets without illegal child labor;
• Register all looms in India and Nepal with RugMark;
• Allow access to looms for unannounced inspections; and
• Pay associated license fees (totaling a half a percent of the retail price)

Sixty percent of fees collected by RugMark’s North American licensees funds child rehabilitation and education in South Asia. The remainder is invested in developing a more aware, ethical marketplace through The Most Beautiful Rug campaign.

Visit www.RugMark.org for more information on how to become a licensee and to view a sample license agreement.

Designers and Importers
In 2007, forty-six North American rug-design and import companies participated in the third party certification program. RugMark members represent a broad spectrum of the industry. From boutique design firms to multi-channel retailers, each is committed to transforming labor practices and providing social and educational programs to their weaving communities. Inherent in all, is a product quality only achieved by the work of skilled adult artisans. Increasingly, companies are teaming up with RugMark because of the moral and business imperatives. Recent studies show U.S. consumers are looking beyond the buzz to make more informed purchasing decisions. To understand if a company “does good things for people and the planet,” more than half of surveyed consumers depend on certification seals and product labels as guides.

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RugMark makes the connection between its members and the rapidly expanding base of socially motivated shoppers. Its Most Beautiful Rug campaign increased exposure with advertising and editorial placements growing 60 and 169 percent respectively over 2006.

RugMark now certifies 2.1 percent of the total handmade rug market in the U.S. and certifies almost 30 percent of all handmade rugs imported from Nepal. RugMark certified rugs are sold through a network of showrooms and home furnishings retailers and a growing number of online and catalog outlets nationwide. With sales venues rapidly expanding, buying a certified rug has never been easier.

The Marketing Partnership program provides specialized tools to retailers who wish to further support RugMark’s mission and contribute financially to help children in weaving communities. Marketing Partners differentiate themselves through higher profile recognition on RugMark.org, editorial outreach and dedicated point-of-sale materials. RugMark’s website is gaining an increased position through an aggressive search engine optimization and online marketing program.

RugMark Members: A Pattern of Success
RugMark’s fight to end illegal child labor utilizes a market-driven approach and industry partners are the engine fueling its progress. Rug company involvement encourages manufacturers in South Asia to open their doors to RugMark’s independent workplace inspections and agree to improved conditions.

The number of North American importers and designers joining RugMark’s mission has grown by more than 100 percent since 2005. Sales of rugs certified by RugMark increased 20 percent over 2006 while total industry sales of imported handmade area rugs declined 1.2 percent for the same period. Evidence is building that ethical production is big business.
“Our clients are educated. They are aware of potential child labor abuses overseas. So when I tell customers about RugMark and its third-party certification, they feel much more at ease. It makes selling a rug easier.”

Dean Buchanan, J. Asher Handmade and Decorative Rugs
### Financial Information for Year Ending December 31, 2007

#### STATEMENT OF FINANCIAL POSITION
For the Year Ended 12/31/2007 with Comparative Totals for 2006

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>2007</th>
<th>2006</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ASSETS</strong></td>
<td></td>
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<tr>
<td>Current Assets</td>
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<tr>
<td>Cash and Equivalents</td>
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<td>Investments</td>
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<td>Licensing Fees Receivable</td>
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<td>Marketing Partnership Fees Receivable</td>
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<td>Grants and Other Receivable</td>
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<td>Prepaid Expenses and Other Assets</td>
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<td><strong>Total Current Assets</strong></td>
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<td>Property and Equipment</td>
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<td>Website</td>
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<td>Photo Library</td>
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<tr>
<td>Property and Equipment, Net</td>
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<td><strong>Total Property and Equipment</strong></td>
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<td>$60,754</td>
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<tr>
<td><strong>Total Assets</strong></td>
<td>$897,965</td>
<td>$919,246</td>
</tr>
</tbody>
</table>

| LIABILITIES AND NET ASSETS | | |
| Current Liabilities | | |
| Accounts Payable and Accrued Expenses | $16,098 | $31,156 |
| Social Welfare Transfers | 116,047 | 76,815 |
| Funds Held as Fiscal Sponsor | 23,377 | 12,076 |
| Deferred Revenue | 6,000 | - |
| **Total Liabilities** | $161,522 | $120,047 |
| Net Assets | | |
| Temporarily Restricted | 205,087 | 425,437 |
| Unrestricted | 531,356 | 373,762 |
| **Total Net Assets** | $736,443 | $799,199 |
| **TOTAL LIABILITIES AND NET ASSETS** | $897,965 | $919,246 |

#### STATEMENT OF ACTIVITIES
For the Year Ended 12/31/2007 with Comparative Totals for 2006

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<tr>
<th>UNRESTRICTED SUPPORT AND REVENUE</th>
<th>2007</th>
<th>2006</th>
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<tbody>
<tr>
<td>Foundation Grants</td>
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<td>Licensing Fees</td>
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<td>Marketing Partnership Fees</td>
<td>13,780</td>
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<td>Contributions from Individuals</td>
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<td>Interest and Other Revenue</td>
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<tr>
<td>In-Kind Contributions</td>
<td>407,322</td>
<td>309,364</td>
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<td><strong>Net Assets Released from Restrictions</strong></td>
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<td>185,644</td>
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<tr>
<td><strong>TOTAL UNRESTRICTED SUPPORT AND REVENUE</strong></td>
<td>$1,398,142</td>
<td>$990,478</td>
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| EXPENSES | | |
| Program Services | | |
| Consumer Campaign | | |
| Carpet Trade Outreach | | |
| International Programs | | |
| **Total Program Services** | | |
| Supporting Services | | |
| General and Administration | | |
| Fundraising | | |
| **Total Supporting Services** | | |
| **TOTAL EXPENSES** | | |
| **CHANGE IN UNRESTRICTED NET ASSETS** | | |
| **CHANGE IN TEMPORARILY RESTRICTED NET ASSETS** | | |
| **NET ASSETS AT THE BEGINNING OF THE YEAR** | | |
| **NET ASSETS AT THE END OF THE YEAR** | | |

| ECONOMICS | | |
| Program Services | | |
| Consumer Campaign | | |
| Carpet Trade Outreach | | |
| International Programs | | |
| **Total Program Services** | | |
| Supporting Services | | |
| General and Administration | | |
| Fundraising | | |
| **Total Supporting Services** | | |
| **TOTAL EXPENSES** | | |
| **CHANGE IN UNRESTRICTED NET ASSETS** | | |
| **CHANGE IN TEMPORARILY RESTRICTED NET ASSETS** | | |
| **NET ASSETS AT THE BEGINNING OF THE YEAR** | | |
| **NET ASSETS AT THE END OF THE YEAR** | | |

### 2007 Financial Highlights
- Imports of RugMark certified rugs in North America generated $190,000 – $102,000 for the rehabilitation and education of children in weaving communities and $88,000 to fund The Most Beautiful Rug campaign.
- The Most Beautiful Rug campaign expanded to the pages of leading home design and trade magazines with three new media sponsors supporting the campaign in 2007. In-kind advertising placements totaled $375,000, a 42% increase over 2006.
- More individuals are committed to ending child labor. Individual giving rose 41% to nearly $100,000 in 2007.
- 83 cents of every dollar contributed to RugMark supports program activities. General and administrative costs accounted for just 6% of total expenses.

RugMark USA was audited by Cocchiaro & Associates, LLC, Certified Public Accountants of Alexandria, Virginia. Full audited financial statements are available upon request.

### 2007 CASH FLOW

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2007 RugMark Supporters Listing

RugMark Foundation USA is grateful to all its charitable supporters.

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Jennifer Shaloff-Rahimi & Idris Shaloff
Sandra Shalof
Anne-Catrin Sallaba
Gary Coles-Christensen,
Robin Broad, PhD,
Michela O'Connor Abrams,
Stolen Childhoods
Stephanie Odegard,
Michela O'Connor Abrams,
Stolen Childhoods
Denise Hamler,
Sen. Tom Harkin,
Denise Hamler,
Sen. Tom Harkin,
Denise Hamler,
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