GoodWeave is a nonprofit organization working to end exploitative child labor in the carpet industry and offer educational opportunities to children in South Asia. The GoodWeave™ label is your best assurance that no child labor was used in the manufacture of a carpet or rug.
From the Executive Director

2009 was a turning point in GoodWeave’s evolution; an opportunity for us to discuss, define and begin implementing far-reaching changes in how we work to bring an end to child labor in the handmade rug industry. The most visible change was the launch of the GoodWeave™ brand and logo to replace the RugMark identity on which the organization was built. Our business partners and supporters are delighted with the new brand. Consumers have embraced it, too.

The GoodWeave brand is emblematic of a broader transformation happening within our organization. During the past 12 years, GoodWeave USA has matured from an industry outsider to a partner in corporate strategy. Retailers now recognize that the GoodWeave child-labor-free carpet certification draws consumers into showrooms and helps make the sale.

In 2008, we took a step back from our work to ask ourselves some hard questions about our strategy and our theory of change. This formal learning and evaluation process – which included certification, marketing and child rights champions – led us to develop and begin implementing a new strategic plan in 2009 to strengthen corporate use and consumer recognition of the GoodWeave label. Rather than waiting for consumers to demand rugs, we are making the choice easy for them by making sure there is a certified rug available for every style and budget.

The plan, slated for continued implementation in 2010 and beyond, hinges on expanding into more key producer countries and achieving greater market share in rug-buying countries. Market share translates into greater public awareness, more incentive for large retailers to adopt our certification program, and increased income from license fees to support our rescue, rehabilitation and prevention efforts in weaving communities.

To increase market share in bad economic times with depressed housing sales is difficult, yet we are doing just that. As noted throughout this report, we are moving toward our ultimate goal: the tipping point when joining GoodWeave is the routine thing for businesses to do and consumers to insist upon. When that happens, the world’s rug manufacturers will have unavoidable and undeniable financial incentives to not employ children.

Our successful evolution is a reflection of the commitment of our stakeholders – ethically sensitive businesses and donors – who deserve all the credit we can possibly offer.

We thank you on behalf of the 3,600 children who have been rescued from carpet looms, the 9,000 who have received an education and the many thousands more who will not forfeit a moment of their childhoods to the weaving of rugs.

Nina Smith, Executive Director

Table of Contents

A Path to the End of Child Labor .................................................. 2
Kusum: From Exploitation to Liberation and Schooling .................. 4
Bringing Thousands of Knots to Millions of Consumers ............... 6
GoodWeave Charts an End to Child Labor ................................. 8
Industry Partners Lead the Way ................................................... 10
Financial Information ............................................................... 14
Supporters Listing/Board and Staff ............................................. 16
A Path to the End of Child Labor

The International Labour Organization estimates there are 215 million child laborers across the world. The sheer size of the problem is daunting to anyone who wants to help restore these childhoods – yet there is a path, and GoodWeave has helped blaze it.

In only 15 years GoodWeave has contributed to a major reduction in illegal child labor. When the organization was founded in 1994, the U.S. Department of Labor estimated that about one million children were working illegally at the looms. Today that number has fallen to about 250,000.

GoodWeave has always believed that when consumers have the option to purchase certified child-labor-free rugs, they will make the compassionate choice. Our increasing U.S. market share and the decreasing number of child weavers proves this is so.

The broader implications for child slavery and human trafficking beyond the carpet industry are significant. Nepal’s carpet factories are known as a gateway to the brothels of India. More than one in three rugs from Nepal bore the GoodWeave label this year. In doing so, GoodWeave has ensured that facilities weaving those rugs are not sources for the child sex trade. And GoodWeave’s programs provide a replicable model for reform across agricultural and manufacturing sectors corrupted by modern-day slavery, including forced and bonded labor.

GoodWeave fulfills its mission to end child labor through its child-labor-free certification and monitoring, including ongoing surprise factory and loom inspections. As discussed on the following page, GoodWeave helps rescue, rehabilitate and educate child laborers. GoodWeave also prevents child labor by providing day-care and education for the children of carpet weavers and other kids vulnerable to exploitative work.

The GoodWeave network of five country offices (in the U.S., U.K., Germany, India and Nepal) is led by GoodWeave International. The shared strategy for eliminating illegal child labor focuses on areas of maximum impact. India and Nepal produce one-third of all handmade rugs exported to markets in North America and Europe, which account for roughly 85 percent of global rug purchases. By focusing on these countries, GoodWeave has achieved decisive results quickly and at low cost.

Progressing along the path to end child labor, GoodWeave has set ambitious growth goals, including reaching 20 percent global market share by 2018. This is the projected tipping point that will signal the end of child labor in this industry.
Steps to Freedom and Education for Child Laborers

The GoodWeave label, traceable to the site and date of manufacture, is affixed to each rug made under a GoodWeave license. Participating North American importers pay a license fee, and this cost is passed on to consumers as a negligible .5 percent increase in retail price (or $10 on a $2,000 rug).

In 2009, the sale of GoodWeave certified rugs in the U.S. and Canada generated nearly $100,000 to fund programs for children in India and Nepal. Total North American sales since 1997 have raised more than $1.3 million for GoodWeave programs.

As demand for the GoodWeave label grows and more rugs are certified, GoodWeave gains access to more sites for inspection and more funds to help children. Each percentage point gained in market share means:

- Sponsored schooling for 550 children in India and Nepal;
- Liberation of 750 children from bonded labor and other illegal working conditions;
- Prevention of 1,000 other children from being sold into labor or otherwise entering the workforce.

Guided by the United Nations Convention on the Rights of the Child, GoodWeave applies a graduated approach to stopping illegal child labor through:

- Rescue. The most urgent need is to remove children from rug-making facilities. GoodWeave inspectors in India and Nepal routinely visit loom sheds and factories, discouraging the flow of children into the workforce and enabling the rescue of child laborers. GoodWeave rescued 83 children from the looms in 2009 and has rescued 3,600 child laborers since inception.

- Rehabilitation. Once children are liberated, they receive medical and psychological treatment, basic education and a welcoming social environment at a GoodWeave rehabilitation center.

- Education. After rehabilitation, children are offered free tuition at an accredited local school. In India and Nepal some 9,000 children have received educational support from GoodWeave, and 96 new students joined our schooling program in 2009. Children who return to their families are offered sponsored education until age 18 or grade 10.

- Prevention. Acting on the adage that the best cure is prevention, GoodWeave assists families in weaving communities through services including day care and early childhood education, school sponsorship, adult workshops on social and health issues, mobile medical treatment and literacy classes for of-age weavers.

Guided by the United Nations Convention on the Rights of the Child, GoodWeave applies a graduated approach to stopping illegal child labor through:

IN 2009 GOODWEAVE RESCUED 83 CHILDREN FROM THE LOOMS AND PROVIDED THEM WITH AN EDUCATION.
Kusum: From Exploitation to Liberation and Schooling

By the time she was 12, Kusum had experienced more suffering than anyone should have to endure in a lifetime. Her father, a violent alcoholic, beat every member of the family with anything he had at hand – blows that eventually led to her mother's death. Both of Kusum's older sisters were sold into bonded labor to feed her father's addiction – and when she was just eight years old, Kusum's father sold her to a carpet labor broker for the equivalent of $14.

For years, Kusum endured the harsh conditions of a carpet factory, toiling hour upon hour, day after day, with little hope that anything would ever change. But on March 9, 2009, a GoodWeave inspector found, rescued and brought Kusum to GoodWeave’s rehabilitation center, Hamro Ghar (Our Home).

To hear Kusum tell more of her story in her own words, go to GoodWeave.org/about/children_stories.

“After a GoodWeave inspector rescued me, someone from the carpet factory tried to get me back, but my friends at Hamro Ghar encouraged me to study and become a thulo manche (well-educated person) so I stayed here . . . When I go back to my village, I can show everyone how far I’ve come.”

Kusum, Kathmandu, Nepal

A Partnership for Residential Rehabilitation in Nepal: Hamro Ghar (Our Home)

Hamro Ghar is GoodWeave’s Kathmandu residential rehabilitation center for rescued child weavers. GoodWeave’s local child rights partner, the Centre for Child Studies and Development, oversees all of the programs, which provide food, shelter, healing and schooling in a community setting for children who have never before seen a classroom.

Children, most of whom are between 10 and 14 years old, arrive at Hamro Ghar overworked, largely illiterate and suffering from the effects of physical abuse and neglect. Each child spends time with a medical doctor and a counselor to begin the physical and emotional healing processes. When possible, children are reunited with their families, sometimes renewing relationships after years of separation.

After being placed into peer groups, children begin their studies, which focus on literacy and numeracy, but also include sports, art, music, dance, field trips and plenty of playing. The curriculum mirrors that of government schools, but allows children to be promoted through grade levels twice yearly, accelerating their path to formal schooling or vocational training. When making up for stolen childhoods, every moment counts.
An Indian Partnership for Center-Based Schooling: GoodWeave and the Global Fund for Children

In the fall of 2009, GoodWeave and the Global Fund for Children (GFC) built a partnership in the carpet weaving communities in India to identify and co-support new, innovative programs to end child labor.

The first GoodWeave/GFC projects to be launched during 2010 in the Varanasi area of Uttar Pradesh, India, will:

• Provide basic education to out-of-school children through 15 community education centers, with emphasis on education for girls and empowerment of the Dalit (sometimes referred to as “Untouchable”) community; and

• Offer formal education to of-age girl weavers through evening classes augmented by emotional support and recreational activities.

Many GoodWeave supporters visit and volunteer at Hamro Ghar. In 2009, Carol Sebert, of GoodWeave licensee Creative Matters (above), taught a painting class and photographed many of the extraordinary works of art made by the 33 exuberant children who live there (left).
It takes thousands of knots to make a beautiful rug. And another one to make sure a child didn’t weave it.

Nearly a year of planning and preparation came to fruition in September 2009, when the GoodWeave label officially debuted through the Thousands of Knots campaign. It’s the assurance to consumers that their beautiful rugs are free of illegal child labor. Thousands of Knots builds on The Most Beautiful Rug, a three-year campaign that raised public awareness about exploitative child labor at the looms and helped draw consumers into showrooms offering GoodWeave certified rugs.

The GoodWeave name, logo and label replace RugMark as the defining child-labor-free emblem for rug dealers and consumers. With its contemporary design, the new label has already appeared on nearly 100,000 rugs sold in the U.S. and abroad.

Thousands of Knots premiered a new advertisement, website, media program and print material, all formally presented to the world in fall 2009 at the U.S. Fund for UNICEF in New York City.

THROUGH EDITORIAL MENTIONS, ADVERTISING, EVENTS AND WEBSITE VISITS, GOODWEAVE REACHED AN ESTIMATED 57 MILLION PEOPLE IN 2009.
"Great style is more than aesthetics—it's also being responsible and well-informed. GoodWeave helps us be both while finding some of the world's most beautiful rugs."  Angelo Surmelis, designer, angelo:HOME

**Faces of Freedom: Visions of Hope for Child Laborers**

Giving a tangible, human aspect to the abstract notion of illegal child labor is the goal of *Faces of Freedom*, a photo exhibition that has been touring the U.S. and Canada since 2008. *Faces of Freedom* and the *Thousands of Knots* campaign operate in tandem to build public awareness of the child labor issue in the handmade rug industry and to encourage both rug industry members and consumers to look for the GoodWeave label when they make their buying decisions.

Created by GoodWeave to showcase the faces of children rescued from the looms, *Faces of Freedom* is co-sponsored by the U.S. Fund for UNICEF. The exhibition has brought thousands of viewers face-to-face with Manju, Sunita, Laxmi and others whose childhoods have been restored by GoodWeave’s rescue, rehabilitation and education programs. Documentary filmmaker and photographer U. Roberto Romano spent 12 years cataloguing the photos.

To commemorate the 10th anniversary of the International Labour Organization’s passage of Convention 182 on Worst Forms of Child Labor and to herald progress in the fight against child labor worldwide, *Faces of Freedom* was hosted in venues across North America in 2009. A broad audience of consumers, designers, politicians, activists and students viewed the exhibit and heard from keynote speakers such as University of Miami President Donna E. Shalala, U.S. Fund for UNICEF President and CEO Caryl M. Stern, Senator Tom Harkin, Nepali Ambassador to the U.S. Hon. Shankar Sharma, GoodWeave founder Kailash Satyarthi and GoodWeave USA Executive Director Nina Smith.

To see more photos and stories of rescued child laborers like Manju (below) go to FacesofFreedom.GoodWeave.org.

2009 Highlights of *Faces of Freedom* Venues

Children’s Theatre Company, Minneapolis  
Danny Kaye Visitors Centre, UNICEF Headquarters, New York City  
Miami International Airport, Miami  
Russell Senate Office Building Rotunda, Washington, DC  
San Francisco Design Center, San Francisco  
The World Bank, Washington, DC

**Media Attention Shines a Light on Illegal Child Labor:**

The launch of the GoodWeave brand and the excitement surrounding the *Faces of Freedom* exhibition helped grab the attention of high-profile media outlets like *Voice of America*, NPR’s *World Vision Report*, *Roll Call*, *the Huffington Post* and *Natural Home & Garden*. Through a combination of editorial mentions, advertising, events and website visits, GoodWeave reached an estimated 57 million people in 2009.

The GoodWeave.org website saw a remarkable 47 percent rise in visits from 2008 to 2009. The majority of website visitors are rug purchasers seeking the assurance of GoodWeave certification, demonstrating that the campaign is working.
With the increased number of importers engaged, rugs certified, consumers educated and carpets sold . . .

37% OF IMPORTED RUGS from Nepal certified

71 IMPORTERS and 1,500 retailers in North America

7.5 MILLION RUGS certified as child-labor-free globally

$30 MILLION in 2009 GoodWeave rug sales, representing 3.5% U.S. market share

GoodWeave Charts an End to
$758,000 generated from U.S. license fees to support schools and prevention programs

9,000 CHILDREN educated and rehabilitated

3,600 CHILDREN rescued

75% REDUCTION in child labor on South Asian looms

$758,000 generated from U.S. license fees to support schools and prevention programs

. . . comes the dramatic decline of children exploited, classrooms emptied, artisans displaced, and weaving communities depressed.
Industry Partners Lead the Way
Licensee Participation is Key to Achieving the GoodWeave Mission

“We showed a client our video of adults weaving in our manufacturing facility, which included an explanation of GoodWeave. She was so impressed and really got what we were doing. It was part of the reason she came back to place another substantial order.” Tom Barnard, Delinear Rugs

Because they care—and because it’s good business—GoodWeave’s industry partners have joined the fight against illegal child labor through the global marketplace. Providing consumers with a credible third-party certification is no longer a moral nicety; it is fast becoming a business imperative.

Industry partners generate the momentum that enables GoodWeave to reach both the rug-buying consumer in North America and the child laborer in a South Asian loom shed. The first licensees signed up in 1997, and the number of GoodWeave partners has grown steadily ever since, numbering 71 by the end of 2009.

GoodWeave also finalized an agreement that will lead to the rollout of GoodWeave certified rugs within Macy’s rug departments in 2010. Macy’s is a leader among large retailers for using its market power to help bring an end to child labor.

Increasing industry participation is key to increasing market share. Every new licensed partner:

• ensures access to additional weaving facilities—facilities GoodWeave then ensures are child-labor-free;
• generates more income to support our programs in South Asia; and
• builds brand visibility and value in North America, helping secure additional partners.

Such engaged and committed companies make GoodWeave’s work possible. Membership in the GoodWeave certification program grew 17 percent in 2009 despite the economic downturn, demonstrating industry ethics.

Consumer purchases of certified rugs are also on the rise. GoodWeave’s U.S. sales grew seven percent as a share of imported rugs in 2009, a year when rug imports declined 37 percent. GoodWeave now certifies 3.5 percent of all handmade rugs imported into North America, sold through 1,500 showrooms and home furnishings retailers, in addition to online and catalog outlets.

Retailers who want to go the extra mile join GoodWeave’s Marketing Partnership program, which offers a range of sales and promotional tools in exchange for a financial contribution. Marketing Partners are recognized through prominent placement on GoodWeave.org, editorial outreach and dedicated point-of-sale materials. GoodWeave is proud to spotlight its partners, whose leadership is vital to ending child labor in the carpet industry.

MEMBERSHIP IN THE GOODWEAVE CERTIFICATION PROGRAM
GREW 17 PERCENT IN 2009.
What it Means to be a GoodWeave Licensee

Design and import companies must be licensed by GoodWeave in order to sell GoodWeave certified child-labor-free carpets. Makers and sellers of handmade rugs sign a legally binding contract to:

- produce carpets without illegal child labor;
- register looms in India and Nepal with GoodWeave;
- allow access to looms for unannounced inspections; and
- pay associated license fees.

Nearly 60 percent of fees collected from GoodWeave’s North American licensees directly supports child rescue, rehabilitation, and education in South Asia. The remainder is dedicated to increasing consumer awareness and demand for child-labor-free rugs.

To read more about GoodWeave member companies, visit GoodWeave.org/purchase_a_rug/spotlight.

Expanding the GoodWeave Certification Standard: Speeding the End of Child Labor by Preserving Weaving Communities

The GoodWeave certification offers the best assurance that a handmade rug was made without child labor. The new GoodWeave standard in development strengthens its no child labor criteria and seeks to address root causes of child labor.

After extensive research and consultation, GoodWeave International launched the development process of an expanded global standard in 2009 to be finalized in 2010 and 2011. There are six new tenets regarding workers’ rights and environmental protection.

GoodWeave is an associate member of the International Social and Environmental Accreditation and Labeling Alliance and seeks to meet the organization’s Standard Setting Code of Good Practice.

As an interim step in the effort to address environmental issues in the rug industry, GoodWeave also launched a customized carbon offsetting program in 2009. The program, developed in partnership with Carbon Clear, one of world’s largest carbon management companies, helps GoodWeave licensees offset the carbon dioxide that is unavoidably emitted in the process of shipping their certified rugs from India and Nepal. An estimated 1,900 tons of carbon dioxide could be offset through GoodWeave’s member importers alone – equivalent to the electricity usage of more than 900 homes over the course of a year or the use of more than 725,000 gallons of gasoline.
"With strong child labor laws and with the help of GoodWeave to provide market enforcement of them, we can achieve the goal of ending child labor."

Michael Mandapati, Warp & Weft
"With strong child labor laws and with the help of GoodWeave to provide market enforcement of them, we can achieve the goal of ending child labor." — Michael Mandapati, Warp & Weft
Financial Information for the Year Ending December 2009

STATEMENT OF FINANCIAL POSITION
For the Year Ended 12/31/2009 with Comparative Totals for 2008

<table>
<thead>
<tr>
<th>ASSETS 2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Assets</td>
<td></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>Grants Receivable, Net of Current Portion</td>
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<td>Other Accounts Receivable</td>
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<td>Prepaid Expenses and Other Assets</td>
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<td>Grants Receivable, Net of Current Portion</td>
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<td>Property and Equipment, Net</td>
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<td>TOTAL ASSETS</td>
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<th>LIABILITIES AND NET ASSETS</th>
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<td>Current Liabilities</td>
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<td>Accounts Payable and Accrued Expenses</td>
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<td>Social Welfare Transfers Payable</td>
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<td>Funds Held as Fiscal Sponsor</td>
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<td>Deferred Revenue</td>
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<tr>
<td>TOTAL LIABILITIES</td>
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<td>NET ASSETS</td>
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<tr>
<td>Temporarily Restricted</td>
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<tr>
<td>Unrestricted</td>
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<tr>
<td>TOTAL NET ASSETS</td>
</tr>
<tr>
<td>TOTAL LIABILITIES AND NET ASSETS</td>
</tr>
</tbody>
</table>

2009 Financial Highlights

- The sale of GoodWeave certified rugs generated license fees that comprised 19 percent of GoodWeave USA’s cash budget for 2009.
- Since 1999, GoodWeave USA has invested more than $760,000 in funds generated by the sale of certified rugs to improve the lives of former child weavers, at-risk children and weaving communities.
- GoodWeave USA leverages partnerships and in-kind support to further its goal of educating consumers about the option to purchase certified child-labor-free carpets. In 2009, leading home design and shelter publications donated more than $346,000 of in-kind advertising placements, enabling GoodWeave to reach its target audiences.
- In 2009, GoodWeave USA spent 84 percent of its total expenses on programs, meaning that just 16 cents of every dollar was spent on overhead and fundraising.

GoodWeave USA was audited by Cocchiaro & Associates LLC, Certified Public Accountants of Alexandria, VA. Full audited financial statements are available upon request.
### STATEMENT OF ACTIVITIES
For the Year Ended 12/31/2009 with Comparative Totals for 2008

#### UNRESTRICTED SUPPORT AND REVENUE

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2008</th>
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</thead>
<tbody>
<tr>
<td>Foundation Grants</td>
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<td>Licensing Fees</td>
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<td>Marketing Partnership Fees</td>
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<tr>
<td>Contributions from Individuals</td>
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<td>Interest and Other Revenue</td>
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<td>In-Kind Contributions</td>
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<td>Net Assets Released from Restrictions</td>
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<td><strong>1,373,087</strong></td>
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#### EXPENSES

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<th>2008</th>
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<tbody>
<tr>
<td>Program Services</td>
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<tr>
<td>Consumer Campaign</td>
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<tr>
<td>Carpet Trade Outreach</td>
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<td>International Programs</td>
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<td><strong>TOTAL PROGRAM SERVICES</strong></td>
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<td>Supporting Services</td>
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<td>General and Administration</td>
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<td>Fundraising</td>
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<td><strong>TOTAL SUPPORTING SERVICES</strong></td>
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<td><strong>TOTAL EXPENSES</strong></td>
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#### CHANGE IN UNRESTRICTED NET ASSETS

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<th>2009</th>
<th>2008</th>
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<td><strong>CHANGE IN UNRESTRICTED NET ASSETS</strong></td>
<td><strong>24,774</strong></td>
<td><strong>32,332</strong></td>
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#### TEMPORARILY RESTRICTED NET ASSETS

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<td>Grants and Contributions</td>
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<td>Net Assets Released from Restrictions</td>
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<td><strong>CHANGE IN TEMPORARILY RESTRICTED NET ASSETS</strong></td>
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#### CHANGE IN NET ASSETS

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<tr>
<th></th>
<th>2009</th>
<th>2008</th>
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<tr>
<td>Net Assets at the Beginning of the Year</td>
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<td><strong>NET ASSETS AT THE END OF THE YEAR</strong></td>
<td><strong>$1,733,462</strong></td>
<td><strong>$1,778,688</strong></td>
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#### 2009 UNRESTRICTED REVENUE

- 51% Foundation
- 29% In-Kind
- 13% Industry
- 5% Individuals
- 2% Other

#### 2009 CASH REVENUE

- 72% Foundation
- 19% Industry
- 7% Individuals
- 2% Other

#### 2009 EXPENSES

- 84% Program Services
- 8% Fundraising
- 8% General & Administrative
 Foundations  
Anonymous  
Antzibler Family Foundation  
ELCA World Hunger  
The Gene Foundation  
Humanity United  
Kovler Fund of The Community Foundation for the National Capital Region  
The P&G Fund of the Greater Cincinnati Foundation  
Ramsay Merriam Fund  
The Sизил Foundation  
Thanksgiving Fund  
Woodbury Fund  

Donors  
Anonymous (3)  
William & Frances Ackerly  
Brian Ahlberg  
Don Allison & Pamela Waaland  
Lisa & Tyler Anbinder  
Stephen & Madeline Anbinder  
William Andrews  
Rebecca Bailey & the Student Council of Graham Middle School  
Hilary Ball  
Kevin Bethencourt  
Heidi & Ritchie Bond  
Chantable Lead Annuity Trust  
UWIT of Gladys S. Borus  
Robert & Kelly Boucher  
Patrick Brady  
John Brennen, III on Behalf of the Merchandise Mart  
Robin Broad & John Cavanagh  
Lynn Bultolph  
Douglas Cahn  
Helen Cannaday Saulny & Kirk N. Souhly  
Panmol Chalasani  
David Christy & Shari Friedman  
Michael & Nicholas Christie, on Behalf of New York International Carpet Show  
Ann Duddy & David C. Accetta  
Kimberly Elliott  
Rose & Paul Ericson  
David Eynon  
Stephen Fein  
Fleur-de-lis Interior Design Inc., on Behalf of Its Clients and Friends  
Rebecca MacMillan Fox  
Laura Brandiuts Frisch  
Jessie Gill  
Sara Goodman & David Hyerle  
Steve Graubart  
Roger & Marian Gray  
Patricia Hambrick  
Denise Hamler  
Pharris & Jane Harvey  
Katherine Heath, on Behalf of Van Nielsen  
Ed Heller  
Ally Hiry on Behalf of Laurier VolunteerNow  
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