GoodWeave USA 2011 Annual Report: A Journey to the End of Child Labor
In loving memory of Kusum, 1997–2012

Kusum, rescued by GoodWeave in 2009 at the age of 12, survived abuse from an alcoholic father, her mother’s death by her father’s hand and four years of forced labor. Despite her incredible perseverance, she did not survive her final challenge: a severe case of spinal tuberculosis, which took her life on July 8, 2012. GoodWeave was by her side. This report is dedicated to her memory.

GoodWeave® is a non-profit organization working to end exploitative child labor in the carpet industry and offer educational opportunities to children in India, Nepal and Afghanistan. The GoodWeave label is your best assurance that no child labor was used to make a carpet or rug.

We fulfill our mission by:

• building awareness of the plight of the world’s “carpet kids,” and the power consumers have to help them by insisting on the GoodWeave label;

• licensing rug manufacturers and certifying their products as child-labor-free and making unannounced, independent inspections of factories and looms to ensure compliance; and

• providing rehabilitation, counseling, education and a home for rescued child laborers and at-risk children.

Rug images (in order of appearance) by Stephanie Odegard Collection, Bennett Bean, Carini Lang, Asha Carpets, Guildcraft Carpets, Kooches, Lapchi, Ariana Rugs, Miller Davis Group, Madeline Weinrib, Warp & Weft.

GoodWeave is grateful to U. Roberto Romano, whose copyrighted photographs are featured throughout this report. Additional photography courtesy of GoodWeave USA.

Text by Tom O’Leary. Design by Diane Durban.
From the Executive Director

Any time we begin creating an annual report like this one, we love having something big to share—something that goes above and beyond the ordinary metrics of progress, and that represents a truly momentous achievement for the work. This year, I’m very excited to report that we don’t have one. We have three.

The first is the launch of our program in Afghanistan—a major epicenter of child labor in the carpet industry. After planning and analysis, our work came to fruition in 2011. We opened an office in Kabul, staffed it with a highly experienced Afghan director and a team of local inspectors, signed a major U.S. importer of Afghan carpets and initiated programs to support weaving communities.

The second major development is the debut of GoodWeave rugs in Macy’s stores. As one of the world’s largest retailers, Macy’s is a carpet industry leader. The partnership marks our entry into the mainstream rug market—and it challenges other prominent retailers to follow suit.

Last—but certainly not least—is the expansion of our certification standard to address poverty in weaving communities, a root cause of child servitude. The expanded standard, which includes environmental, labor and transparency criteria, was approved and will be implemented following the Codes of Good Practice of the International Social and Environmental Accreditation and Labeling Alliance (ISEAL).

Looking forward to 2012, the theme of expansion will continue. Our partnership with Macy’s will grow as our rugs become available in more stores. New programs in Afghanistan, India and Nepal will provide more access to education and daycare for children. Our U.S. market share is expected to grow from 5 percent to 10 percent in the next three years.

These are just a few of the reasons that make right now a watershed moment in our fight against child labor. I’m very glad you’re here to share that moment with us—and I hope you share my deep pride in our collective accomplishments, as well.

With tremendous gratitude,

Nina Smith, Executive Director
In 1995, GoodWeave embarked on a journey that many thought impossible: freeing 1,000,000 “carpet kids” from exploitation. Over the past 17 years, GoodWeave has grown considerably, but our holistic, multi-faceted vision for ending trafficking and child labor in the carpet sector has remained the same.

In the era of the global economy, it is not sufficient simply to ensure untainted supply chains. Organizations and companies have an obligation to reinvest in the communities whose labor or resources they depend on. From the outset, GoodWeave has always been focused on this kind of reinvestment.

-- Siddharth Kara, renowned author, Human Trafficking Fellow at Harvard University and one of the world’s foremost experts on modern slavery
We believe that if consumers are made aware of children’s suffering and are given a choice, they will choose a GoodWeave certified rug: the best assurance, backed by independent inspections, that it is child-labor-free. As demand for the rugs we certify grows, so does our power to transform the conditions that keep weaving communities vulnerable to trafficking and child labor.

We’re already well on our way to making our vision a reality. The number of children working on looms has dropped from 1 million to 250,000. We’ve rescued more than 3,650 child laborers, each of whom has been offered rehabilitation, medical care, counseling and a home. We’ve also provided 10,135 rescued and at-risk children with an education, with 2,631 enrolled at the end of 2011.

In the pages that follow, we invite you to come with us as we describe the journey of a GoodWeave certified rug all the way from a designer’s inspiration to a customer’s home—with views of the breadth of our work and the past year’s accomplishments along the way. Our destination is not only the end of child labor in the rug industry, which we expect to achieve by 2018, but also the replication of the GoodWeave model in other industries to realize our ultimate goal: the end of child labor throughout the world.

Using child labor in the production of luxury goods such as high-end, hand-loomed carpets is unacceptable to me as an interior designer and a mother. Thanks to organizations like GoodWeave, designers can specify products that are socially and ethically responsible. — Kristi Nelson, Managing Partner and Principal Designer, KM Nelson Design, LLC.
Traditions Restored, Childhoods Saved: The Journey of a GoodWeave Rug Begins

Rug weaving is an ancient art in South Asia—but globalization and the race to the bottom all too often turn what should be the craft of a skilled adult artisan into the exploitation of a child. Children between the ages of six and 14 are forced to work up to 18 hours a day and suffer respiratory illnesses, deformities from sitting in cramped loom sheds, impaired vision and conditions like arthritis usually associated with the elderly.

The difference between GoodWeave and other certifications is something no other system can claim: Independent, frequent and unannounced inspections of every level of the supply chain, including factories, sub-contractors, village looms and home looms. In 2011, we established a Central Inspection Unit in Varanasi, India, where we oversee the process in all producer countries, ensuring consistency, transparency, quality control and independence from influence.

If a child is found working, our independent Certification Committee decides whether the company may retain its status with GoodWeave and creates a plan of action. Regardless, the child is immediately rescued and taken to a GoodWeave facility that provides food, shelter, clothing, medical treatment, psychological services and the opportunity to reunite with family if possible—along with a fully sponsored education until age 18 or grade 10, whichever comes first.

Because the best way to help child laborers is to keep them from working in the first place, we also assist families with daycare, early childhood education, school sponsorship, community awareness trainings, mobile medical treatment and literacy classes for adult weavers. In 2011, we offered fully sponsored educations to 1,863 kids at risk of entering the workforce.

Learn more at GoodWeave.org/about/schools_education_opportunities

It is audacious to aspire to end human rights abuses in an unsettled nation, but GoodWeave’s progress in just one year [in Afghanistan] proves to me that where there is a willingness to try, much can be accomplished --Khaled Hosseini, author, The Kite Runner and A Thousand Splendid Suns; Founder and President, The Khaled Hosseini Foundation
A new standard for ending child labor

To truly bring about an end to child labor, the conditions that foster it must be addressed. By raising the standard of living in weaving communities, we can alleviate the crushing poverty that forces parents to send their children to work instead of school—or to release them into the hands of traffickers.

This was the guiding principle that led to the creation of a new GoodWeave certification standard that was finalized this year and will be implemented by the end of 2013. The standard is based on seven principles:

1. no child labor;
2. no forced or bonded labor;
3. freedom of association and collective bargaining are recognized;
4. no discrimination;
5. decent working conditions are respected;
6. negative environmental impacts of production are identified and minimized; and
7. transparency.

The principles were developed after four years of research in weaving communities, as well as extensive consultations with 600+ beneficiaries and stakeholders including weavers, industry members, trade associations, NGOs, unions, government and multi-lateral organizations.

GoodWeave’s new certification criteria were developed and will be implemented in accordance with the strictest standards—standards that no other organization or label in the rug industry can match. GoodWeave is an associate member of the International Social and Environmental Accreditation and Labeling Alliance (ISEAL Alliance), the worldwide leader in the development of good practices in certification. As part of its ISEAL membership, GoodWeave is in the process of meeting the criteria for ISO 65, a standard that applies to certification management policies, procedures and recordkeeping.

ISEAL holds GoodWeave accountable to internationally accepted codes of good practice, which cover:

- **Transparency:** Standard-setting and implementation policies and practices are available to the public at GoodWeave.net.
- **Stakeholder engagement:** GoodWeave consults with a wide range of stakeholders, from rug industry partners to human rights groups, in developing and revising its standards.
- **Impact:** To maximize its impact, GoodWeave is committed to continually improving its certification system through rigorous monitoring and evaluation of its programs.
- **Accountability:** GoodWeave’s policies, procedures and recordkeeping are reviewed by an independent body to ensure that its certification system is verifiable, consistent, competent and impartial.

Learn more at GoodWeave.net/standard-development/new-standard
Accomplishments Along the Way

Afghanistan—new in 2011

It was a moment years in the making. After major success in Nepal and India, GoodWeave conducted comprehensive analysis to determine where to expand our efforts with the greatest impact. In 2011 that work came to fruition: the official launch of program operations in Afghanistan.

According to Save the Children’s 2011 State of the World’s Mothers, Afghanistan is the most dangerous place in the world to be a child. A third of elementary school-aged children work, and more than 5 million Afghan children—42 percent of the country’s child population—are not in school. As Afghanistan’s largest legal employer, the carpet industry is pivotal in changing the culture of child trafficking and labor. Our programs will not just end child labor in the country—they will also empower women, who represent an estimated 95 percent of the weaving workforce, with better job prospects, wages and working conditions.

India—established 1995

The handmade rug industry is critical to the Indian economy, representing about 25 percent of global production. Despite its importance and that Indian law bans employment of children below age 14 for hazardous employment, child labor is widespread. UNICEF estimates that 12 percent of children in India ages five to 14 are engaged in carpet production and other forms of child labor. That’s why GoodWeave India’s accomplishments to date are so important: the rescue, care and education of 2,996 former child weavers, as well as 10.3 million certified rugs exported from India since 1995.

Social Programs

- Early Childhood Education Center, Balkh Province
- Vision care and eyeglass distribution, Kabul

Working for Women

Many women in Afghanistan are the de-facto breadwinners for their families, having lost a male head of household, but have limited opportunities to earn income. The carpet industry represents a real opportunity.

GoodWeave’s market promotion and social programs result directly in a greater demand for adult labor, increased wages and improved working conditions. All of these things mean more and better jobs for women—and when women have access to income, they have more of a voice and often choose to spend those resources in ways that reinvest in families and communities. By investing in women-owned companies and sponsoring their participation in international trade shows, GoodWeave will bring their role out from behind the loom and into other prominent areas. By facilitating more and better job prospects, improved wages and benefits, increased productivity and strategic positioning in the market, GoodWeave will ensure that the Afghan rug industry is a vehicle for women’s advancement. To learn more about GoodWeave’s work to empower women visit GoodWeave.org/women

Social Programs

- Rehabilitation center for bonded laborers, Mirzapur
- Village-based schools, Mirzapur and Bhadohi
- Health awareness and mobile medical clinics, Panipat and Meerut

Valley and Balkh Province
In 2011, progress in India and Nepal continued apace as we expanded our efforts to the country where kids need us most: Afghanistan.

**2011 Accomplishments**

**In Afghanistan:**
- Established a staffed office and infrastructure in Kabul
- Piloted inspection and monitoring system
- Signed on a major U.S. importer of Afghan carpets
- Initiated two social programs: a childhood education program and vision testing/eyeglass fitting for weavers

**In India:**
- Six children rescued and offered comprehensive care
- 1,052 children educated
- 1,396 adult workers supported through medical care
- 783 production sites, employing 13,512 adult workers, inspected regularly

**In Nepal:**
- 102 children rescued and offered rehabilitation
- 123 rescued children provided ongoing educational support
- 456 children given school sponsorship or daycare
- 382 production sites, employing 20,137 adult workers, inspected regularly

In 2011, 5,033 children were deterred from exploitative labor because of GoodWeave’s inspection and monitoring system.

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**Nepal—established 1996**

The rug industry in Nepal is the third largest national revenue stream, employing some 100,000 weavers, and with a worldwide reputation for the finest hand knotted technique. Child labor is a significant problem, but not the only one—carpet factories are a known source for traffickers who sell girls across borders to Indian brothels. That’s why we are focusing our Nepal efforts on women and girls, as well as the Tamang, a socially excluded people who are vulnerable to bonded child labor.

**Social Programs**
- Early childhood education centers, Kathmandu Valley
- Rehabilitation center, Hamro Ghar (Our Home), Kathmandu
- School sponsorship for children at-risk of exploitation, Kathmandu Valley
- Long-term education for rescued children throughout Nepal

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**Project Muskan: Weaving a Brighter Future.** Twelve-year-old Monish used to watch with disappointment as his friends left for school. With four siblings and the government school far from his village, Monish’s father could not afford his son’s education. This all changed when we launched Project Muskan (meaning “smile” in Hindi).

Countless children like Monish are forced to stay home and help their parents on the carpet looms in India’s northeastern weaving communities. In 2011 we reached Monish and over 1,046 children like him. They are now enrolled in non-formal education centers, offering accessible and accelerated learning program for kids from impoverished, marginalized and illiterate weaving communities.

Monish is no longer disappointed. “Now when I am studying, I feel very confident and happy.”

*Learn more at GoodWeave.org/project-muskan*

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**Lives behind the Label.** When Raj Kumari was brought to Hamro Ghar, our Kathmandu rehabilitation center, no one could have predicted that 10 years later, her story would come full circle. Raj Kumari’s abusive, alcoholic father drove the family deeper and deeper into poverty until he abandoned them altogether. She was forced to leave school and travel to Kathmandu with her mother and brother to weave carpets.

After her rescue by GoodWeave, Raj Kumari excelled in her studies, finished high school with high marks, and earned admission to the largest college in Nepal. After graduation, she returned to Hamro Ghar—this time as a teacher. Raj Kumari works with many students, but one is extra special. “I want to give my daughter a good education so she won’t be a child laborer like me. I’ve realized the importance of education.”

*Learn more at GoodWeave.org/raj-kumari*
Our ability to rescue and educate children and lift families out of poverty in Nepal, India and Afghanistan hinges on one critical factor: demand for child-labor-free rugs in North America. That crucial link in the journey of a rug—connecting the artisan to the consumer—is created by our licensees.

In order to become a licensee, a rug design or import company signs a contract to produce carpets without child labor; register looms in India, Nepal and Afghanistan with us; allow access to looms for unannounced inspections and pay associated license fees. The majority of those fees directly support child rescue, rehabilitation and education in South Asia, and the remainder is dedicated to increasing consumer awareness and demand for child-labor-free rugs.

In 2011, the number of North American licensees continued its double-digit growth. There are now a total of 91 licensees, an increase of 17 percent since 2010. The trend is unmistakable; the rug industry is undergoing a profound transformation. The more licensees that sign on with us, the more certification is becoming a business imperative. Retailers and importers throughout North America are realizing what 91 already
GoodWeave certification is a competitive advantage, one they can’t afford to be without.

Several retailers and showrooms selling certified rugs make significant contributions to our Industry Sponsorship Program. Industry sponsors contribute financially to help children in weaving communities and receive specialized marketing tools, higher profile recognition on GoodWeave.org and dedicated point-of-sale material.

Goodweave impressed us with their understanding of the challenges and opportunities of working with people in India. And back at home, Goodweave provides information and awareness about rug-makers to our dealers and directly to consumers. This empowers buyers to ask the right questions and make decisions that reward producers and importers who conduct their business in a responsible manner—Walter Chapin, President, Company C.
## GoodWeave Licensees and Sponsors

### Licensees

<table>
<thead>
<tr>
<th>Company</th>
<th>Licensee/Studio</th>
<th>Company</th>
<th>Licensee/Studio</th>
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<th>Licensee/Studio</th>
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<tr>
<td>Aleure, Ltd.</td>
<td>Elson &amp; Company</td>
<td>Madeline Weinrib Atelier</td>
<td>Somace Design</td>
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<td>Alicia D. Keshishian Carpets</td>
<td>emma gardner design, LLC</td>
<td>Magdalena York Collection</td>
<td>Squarefoot Commercio E</td>
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<td>Amy Helland</td>
<td>La Musa</td>
<td>Malene B</td>
<td>Decoracao Ltd.</td>
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<td>Apeiron Design LLC</td>
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<td>Stephanie Odegard</td>
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<td>Ariana Rugs, Inc.</td>
<td>Guildcraft Carpets</td>
<td>Mia Muratori and Co</td>
<td>Collection</td>
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<td>Asha Carpets</td>
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<td>Miller Davis Group</td>
<td>Stile BK USA</td>
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<td>Barbara Jacobs Color and Design</td>
<td>I+I srl</td>
<td>Modern Archive, LLC</td>
<td>Tania Johnson Design</td>
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<td>Bennett Bean Studio</td>
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<td>Bev Hisey</td>
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<td>Nashville Rug Gallery</td>
<td>The Rug Company</td>
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<td>Bronzino Handmade Inc</td>
<td>Inunoo Inuit Carpets, Div of Caccese Collection</td>
<td>Nepal Rugs &amp; Carpets</td>
<td>Tibetan Karma Carpets</td>
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<td>Cadrys Handwoven Rug Specialists</td>
<td>Joan Weissman Studio</td>
<td>New Moon</td>
<td>(DBA Karma Carpets)</td>
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<td>CalviRugs</td>
<td>Kenneth L. Mink &amp; Sons, Inc.</td>
<td>NIBA Rug Collections</td>
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<td>Carini Long</td>
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<td>Chandra Rugs</td>
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<td>Christina Ruhaak LLC</td>
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<td>Layne Goldsmith Studios</td>
<td>Robin Gray Design</td>
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<td>Diane Paparo Studio</td>
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<td>Doug &amp; Gene Meyer Studio</td>
<td>Liz Gambreg Studio</td>
<td>Rug Art</td>
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<td>e Bella</td>
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<td>Saturday Floors and Art</td>
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<td>ecoFiber Custom Rugs</td>
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### Lead Sponsors

- floordesign
- SR Hughes
- Driscoll Robbins
- Kush Handmade Rugs
- Interior Resources

### Industry Sponsors

- Carol Piper Rugs
- Dalworth Flooring
### GoodWeave Licensees: Numbers That Count

<table>
<thead>
<tr>
<th>Number</th>
<th>Description</th>
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<tbody>
<tr>
<td>91</td>
<td>Number of North American licensees</td>
</tr>
<tr>
<td>17%</td>
<td>Increase in licensee membership in 2011</td>
</tr>
<tr>
<td>30%</td>
<td>Increase in U.S. certified rug sales in 2011</td>
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<tr>
<td>10.8 million</td>
<td>Number of GoodWeave rugs sold worldwide to date</td>
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<tr>
<td>5.3%</td>
<td>Percentage of all handmade rugs imported into the U.S. now GoodWeave certified</td>
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<tr>
<td>$962,119</td>
<td>Generated for GoodWeave programs in the field through the sale of certified rugs from North American licensees, since 1997</td>
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Childhood is a brief moment in our lives when we can be truly happy, when our dreams live in our hearts and we learn to love and share. It is an individual tragedy to rob a child of this brief moment in time by subjecting them to the burden of manual labor.

--Kerry Smith, Managing Owner, Lapchi, Llc.
A One in a Million Campaign to Raise Consumer Awareness

In order for the journey of a GoodWeave rug to continue once it’s imported into North America, consumers need to know it’s out there. That’s where One in a Million comes in.

With the advertising support of over a dozen leading magazines including House Beautiful, Interior Design, Traditional Home, Veranda and Elle Decor, the campaign officially debuted at the Atlanta International Area Rug Market in January 2011, and its flagship ad, featured below, appeared in the February 2011 issue of Dwell.

The campaign symbolizes the enormous task that rug weaving presents, one only fit for adult artisans: the one million knots that make up a hand-crafted 8" x 10" rug. It also represents each of the one-in-a-million children who have been rescued, housed, nurtured and educated by us—as well as the one-in-a-million supporters who have made their freedom possible. Most of all, of course, the campaign stands for the children who are still working on looms—a number that has fallen from 1 million to 250,000 since we began our work in 1994.

2011 One in a Million Campaign Highlights

• More than 60 million consumers reached
• 250-plus media mentions including features in Huffington Post, The Christian Science Monitor, Traditional Home and CNBC.
• A three-part CNN series focused on our work, part of the station’s yearlong Freedom Project
• Advertising through our One in a Million PSA placements reaching 48 million readers
• Coverage of the Macy’s-GoodWeave partnership in more than 60 online and print outlets, and the photo exhibition Faces of Freedom in Macy’s Herald Square
• 165,000 unique visitors to GoodWeave.org
• A version of GoodWeave.org optimized for mobile devices
• Double the fan base on Twitter and Facebook

Key Events in 2011

• DOMOTEX tradeshow, Hannover, Germany, January 2011
• Atlanta International Area Rug Show, Atlanta, January 2011
• Architectural Digest Home Show, New York, April 2011
• International Contemporary Furniture Fair, New York, May 2011
• New York International Area Rug Show and Metro Market Week, New York, September 2011
The Magic of Macy’s

June 2011 marked a major milestone in the fight against child labor. One of the world’s largest retailers—Macy’s—debuted exclusive collections of GoodWeave certified rugs that were prominently marketed in stores. The moment was historic for both Macy’s and us: Macy’s became the first major retailer to carry child-labor-free rugs, and we became the only social or environmental certification to formalize such a partnership with Macy’s.

The relationship is more than just a partnership with one company—it’s our grand entrance into the mainstream rug market. The popular appeal of Macy’s and the affordability of the line of GoodWeave rugs sold at Macy’s mean that the organization is able to reach an entirely new customer base. It also sends a message throughout the corporate world that will compel other national retailers to follow suit.

In accordance with the California Transparency in Supply Chain Act of 2012, Macy’s implements and reports efforts to address human trafficking and slavery in the direct supply chain, including both private and market brands. Macy’s now points to GoodWeave as a way to put this policy into action, as well as one of its three Socially Responsible Product initiatives.

To find a GoodWeave retailer near you, visit http://www.goodweave.org/purchase_a_rug

GoodWeave represents social entrepreneurship at its best—that’s why we selected them, in 2005, as part of our very first class of Skoll Foundation awardees. Their market-based model, designed to end a devastating social ill, works. And today GoodWeave’s partnership with Macy’s is taking their work to a new level: retail and consumer demand is beginning to tip, and GoodWeave is there, maximizing the good that comes from it—Sally Osberg, President and CEO, Skoll Foundation.
# STATEMENT OF FINANCIAL POSITION
For the Year Ended 12/31/2011 with Comparative Totals for 2010

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<thead>
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<th>ASSETS</th>
<th>2011</th>
<th>2010</th>
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<td><strong>Current Assets</strong></td>
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<td>Investments</td>
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<td>Licensing Fees Receivable</td>
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<td>Unbilled Government Revenue</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><strong>TOTAL CURRENT ASSETS</strong></td>
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</tr>
<tr>
<td><strong>Property and Equipment, Net</strong></td>
<td>18,679</td>
<td>34,656</td>
</tr>
<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td>$2,451,196</td>
<td>$1,587,911</td>
</tr>
</tbody>
</table>

| LIABILITIES AND NET ASSETS    |               |               |
| Current Liabilities           |               |               |
| Accounts Payable and Accrued Expenses | $42,721  | $38,897       |
| License Fees Payable for Field Programs | 66,438     | 87,839        |
| Funds Held as Fiscal Sponsor  | 1,320         | 1,682         |
| Deferred Revenue              | 4,755         | 11,651        |
| **TOTAL LIABILITIES**         | $115,234      | 140,059       |

| NET ASSETS                    |               |               |
| Temporarily Restricted        | 1,580,000     | 602,500       |
| Unrestricted                  | 955,962       | 845,542       |
| **TOTAL NET ASSETS**          | $2,355,962    | 1,447,842     |

| **TOTAL LIABILITIES AND NET ASSETS** | $2,451,196 | $1,587,911 |

## 2011 Financial Highlights
- Google.org announced a grant to GoodWeave as part of its one-time funding to support the global fight against slavery.
- Leading home design and shelter publications donated $648,615 of in-kind advertising placements, enabling us to reach our target audiences without spending any money.
- 83 cents from every dollar GoodWeave USA spent went directly to core programs.
- Thanks to our entrepreneurial financial model, license fees comprised 16 percent of GoodWeave USA’s cash budget for the year.

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 12/31/2011 with Comparative Totals for 2010

<table>
<thead>
<tr>
<th>UNRESTRICTED SUPPORT AND REVENUE</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foundation Grants</td>
<td>$188,886</td>
<td>$174,614</td>
</tr>
<tr>
<td>Government Revenue</td>
<td>294,266</td>
<td>-</td>
</tr>
<tr>
<td>Licensing Fees</td>
<td>212,193</td>
<td>164,724</td>
</tr>
<tr>
<td>Marketing Partnership Fees</td>
<td>16,880</td>
<td>14,790</td>
</tr>
<tr>
<td>Contributions from Individuals</td>
<td>103,117</td>
<td>76,169</td>
</tr>
<tr>
<td>Interest and Other</td>
<td>30,767</td>
<td>10,722</td>
</tr>
<tr>
<td>In-Kind Contributions</td>
<td>661,085</td>
<td>534,183</td>
</tr>
<tr>
<td>Net Assets Released from Restrictions</td>
<td>609,500</td>
<td>932,500</td>
</tr>
<tr>
<td><strong>TOTAL UNRESTRICTED SUPPORT AND REVENUE</strong></td>
<td>$2,116,694</td>
<td>$1,907,702</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EXPENSES</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Services</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Consumer Campaign</td>
<td>667,872</td>
<td>566,829</td>
</tr>
<tr>
<td>Carpet Trade Outreach</td>
<td>587,211</td>
<td>382,730</td>
</tr>
<tr>
<td>International Programs</td>
<td>416,938</td>
<td>439,796</td>
</tr>
<tr>
<td><strong>TOTAL PROGRAM SERVICES</strong></td>
<td>1,672,021</td>
<td>1,389,355</td>
</tr>
<tr>
<td>Supporting Services</td>
<td></td>
<td></td>
</tr>
<tr>
<td>General and Administration</td>
<td>84,926</td>
<td>91,029</td>
</tr>
<tr>
<td>Fundraising</td>
<td>249,127</td>
<td>170,438</td>
</tr>
<tr>
<td><strong>TOTAL SUPPORTING SERVICES</strong></td>
<td>334,053</td>
<td>261,467</td>
</tr>
<tr>
<td><strong>TOTAL EXPENSES</strong></td>
<td>2,006,074</td>
<td>1,650,822</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CHANGE IN UNRESTRICTED NET ASSETS</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CHANGE IN TEMPORARILY RESTRICTED NET ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grants and Contributions</td>
<td>1,587,000</td>
<td>390,000</td>
</tr>
<tr>
<td>Net Assets Released from Restrictions</td>
<td>(609,500)</td>
<td>(932,500)</td>
</tr>
<tr>
<td><strong>CHANGE IN NET ASSETS</strong></td>
<td>888,120</td>
<td>(285,620)</td>
</tr>
<tr>
<td>Net Assets at the Beginning of the Year</td>
<td>1,447,842</td>
<td>1,735,462</td>
</tr>
<tr>
<td><strong>NET ASSETS AT THE END OF THE YEAR</strong></td>
<td>$2,335,962</td>
<td>$1,447,842</td>
</tr>
</tbody>
</table>

**2011 TOTAL REVENUE**
- 38% Foundation Grants
- 31% In-Kind Services
- 14% Government Revenue
- 11% Industry Revenue
- 5% Individual Contributions
- 1% Other Income

**2011 CASH REVENUE**
- 55% Foundation Grants
- 20% Government Revenue
- 16% Industry Revenue
- 7% Individual Contributions
- 2% Other Income

**2011 EXPENSES**
- 83% Program Services
- 13% Fundraising
- 4% General & Administrative
GoodWeave USA Supporters

GoodWeave is grateful to all of its donors without whom none of the accomplishments in this report would be possible. The following acknowledges those who gave $100 or more in 2011. If there is a misspelling, omission or incorrect listing, please let us know so we can get it right.

$1,000,000+
Google.org

$250,000-$999,000
Humanity United

$100,000-$249,000
Anonymous via Vanguard Charitable Endowments The Skoll Foundation

$25,000-$99,999
Anonymous

$10,000-$24,999
Anbinder Family Foundation Naomi and Nehemiah Cohen Foundation The P&G Fund of the Greater Cincinnati Foundation Thanksgiving Fund

$2,000-$9,999
Anonymous Charitable Lead Annuity Trust UWT of Gladys Burris Elevate Destinations with Dominique Browning Evangelical Lutheran Church in America Mary’s Operation Day’s Work Ramsay Merriman Fund Jolene Smith via the Stewart R Mott Charitable Trust Jacqui Taylor

$1,000-$1,999
Darin Dalmat James Druckman Claudine Fontham Jennifer Galvin Elizabeth Gattofield Paola Gianfarrro Patricia Hambrick Richard Marks Elizabeth & Carl Negin Pamela Schmidt & the students of Brentwood High School Maureen Orth Dave & Pamela Staley Nancy Wilson Patricia & Dennis Zerega

$500-$999
Anonymous William Ackerly

$200-$499

$100-$199


LEGEND: * GoodWeave Guardians, people who give monthly. • Our most loyal donors and foundations who have supported our work for the past five years or more. • Federal employees who designate GoodWeave in their workplace giving campaign.
Thank you to the following law firms for their pro-bono services:

Covington & Burling LLC
Mayer Brown LLC
Sunstein Kann Murphy & Timbers LLC

Combined Federal Giving Campaign
A heartfelt thank you to the generous federal employees who designated GoodWeave (CFC # 11139 – “Child Slavery, Trafficking and Forced Labor Rescue”) in their workplace giving campaign in 2011. These donors are marked with an *.

Media Sponsors
A select group of companies have come forward to partner in GoodWeave’s national public education campaign. We especially salute them.

A select group of companies have come forward to partner in GoodWeave’s national public education campaign. We especially salute them.

In-Kind Donors
A very special thank you to the following companies who generously donated rugs for our 2011 fundraising efforts:

Carini Lang
Company C
Custom Cool
Indi-B

In-Kind Media Donors
GoodWeave thanks its media donors, who contribute invaluable in-kind services such as advertising and related promotions.

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Kul Chandra Gautam
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Manoj Bhatt, Country Director, India
Lubha Raj Neupane, Country Director, Nepal

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Advit Foundation
Children, Welfare and Community Development Services
Education, Protection and Help for Children
Helpless Rehabilitation Society
Laboratory Higher Secondary School
Little Angels’ Higher Secondary School
Paremeyan Training and Rehabilitation Organization
VisionSpring
Human Welfare Association
Bal Vikas Ashram
Sahara International

Reaching for the Stars

GoodWeave Nepal captured the coveted 2011 STARS Impact Award for children’s protection in Asia. The highly competitive STARS awards, sponsored by the UK-based STARS Foundation, support local organizations that achieve excellence in the provision of services to disadvantaged children and demonstrate effective management practices.
GoodWeave
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twitter.com/GoodWeave