As I reflect on my last letter to you I’m struck by how much our world has changed in just one year, and how much more relevant and important Nest’s work is today as we try to create a “new normal” during a global pandemic, economic slowdown and urgent conversation around racial justice.

As the Covid-19 pandemic unfolded across the globe, our worlds were turned upside down and the familiar patterns of our daily lives became distant memories. The Nest team, like so many others, transitioned to working from home and quickly became even more intimately familiar with homework, a common mode of employment among our artisan partners. This transition, along with the rippling economic impacts of the pandemic, primed us, as global citizens, to consider the many benefits of homework for all workers, and shined a light into the far reaches of our modern supply chains where individuals, particularly women and minorities, have been quietly and humbly working from home for generations.

The last twelve months have tested Nest’s programming in unthinkable ways and have proven, over and over, that our building block approach to small business development for handcraft businesses yields more resilient businesses and workforces, able to weather unforeseen social and economic challenges.

As we continue to work from our bedroom offices or kitchen tables, we must not forget the multitude of hands that have been working like this for generations. We must emulate their resiliency, determination, and perseverance. And we must work harder for them.

With gratitude,

Rebecca van Bergen
Founder and Executive Director

With support from Nest, our artisan partners produced and distributed more than 200,000 handmade masks
Nest envisions a world where *handcraft* celebrates and protects *culture and heritage*, while providing dignified, *sustainable livelihoods* for artisans and their families.

Nest is making this world a reality through a spectrum of small business development and corporate support programs designed to promote transparency, diversity, and inclusion, ensuring all artisans—regardless of their sex, race, age, or ability—have access to safe, stable employment.
2006
OUR FOUNDING
Nest is founded to support artisan women by providing capacity building, training, and market access

2009
BRAND PARTNERSHIPS
Nest begins work with brands creating a dual revenue stream and a pathway for amplifying and scaling support of the handcraft sector

2015
THE ARTISAN GUILD
Nest introduces the Artisan Guild to provide more inclusive access to expert-led business development resources, which today serves over 1,100 artisan businesses around the world

2017
THE NEST STANDARDS
The Nest Standards for Homes & Small Workshops launch at the United Nations as the first system for evaluating ethical production outside of factories

2019
THE NEST SEAL
The Nest Seal of Ethical Handcraft appears for the first time in West Elm & Target, and today is featured on hundreds of products

2020
COVID-19 RESPONSE
In response to the Covid-19 pandemic, Nest raises $1M in 45 days to provide relief grants to its artisan partners
In response to Covid-19, Nest, with philanthropic support from several generous foundations and corporations, launched a multi-pronged initiative designed to address our artisan partners’ unique business challenges.

**PPE SOURCING**
Nest’s PPE Purchasing Initiative donated PPE to frontline and essential workers in communities around the world while providing artisan businesses with the capital they needed to keep their production lines open and their workers employed through the height of the pandemic.

**PRODUCT PURCHASING**
Many artisan businesses reported sitting on deadstock product as they faced delayed or canceled orders. Nest purchased these products as appreciation gifts for frontline and essential workers as a means to provide the businesses with immediate capital.

**FREE WEBSITES & MARKETING SUPPORT**
Nest offered in-kind support grants to fund expert services to help develop and implement direct-to-consumer (D2C) marketing and sales strategies to limit the impact of decreased wholesale demand. In total Nest funded and built out 18 D2C Websites for our artisan partners.

**THE NEED**
as expressed from our surveyed Guild network

- 87% of businesses paused production
- $14.7M in lost revenue (as reported by respondents)
- 2,299 artisan jobs lost

**THE RESPONSE**
Nest rapidly raised $1M in 45 days

**THE IMPACT**

- 213,000 masks created and donated to essential workers in 18 countries at 92 hospitals and 47 community organizations
- $666,979 in rapid relief product purchasing
- 4,580 artisan jobs saved
Nest has continued to move forward 100% of our core programs by reimagining implementation.
Through the Artisan Guild, a free open access network, social entrepreneurs around the globe are receiving sophisticated pro bono business support (via webinars, raw material giveaways, and consulting projects with Nest Fellows) designed to help them grow their craft-based businesses and drive community impact.

1,114
artisan businesses
across 115 countries

35%
increase in artisan members in 2020

110
industry experts provided mentorship

77
resources developed

38
employees

15
businesses supported

4,534
artisans directly impacted

21,296
individuals indirectly impacted

PIXAN (QUETZALTENANGO, GUATEMALA)
Pixan is an innovative and ethical social business model that gives indigenous Mayan women access to employment opportunities. Fellows supported Pixan through the challenges of Covid-19 assisting with website changes to drive SEO and increased traffic, an optimized brand story, pricing structure for wholesale and retail, as well as a project timeline to brave the storm of the upcoming six months.

From the Artisan Business
“I am beyond grateful to Nest and Qurate for this opportunity. The support that the Qurate team provided me with was support that I’ve been waiting years for, and the results were beyond anything I ever anticipated.”
—Diana Alvarado, Pixan

From the Fellow
“It is amazing how much one person can do for others and how important a single sale can be.”
—Jaime Perez, QVC
The Artisan Accelerator is an application-based program that provides support to craft-based businesses at a critical inflection point. The program continues to bring together an annual cohort of ten highly-promising businesses to participate in an intensive year-long business development curriculum designed to help scale their work and impact.
Makers United is continuing to create a more inclusive Maker Movement across the United States by supporting diverse artisan entrepreneurs with city landscape mapping, business-building workshops, and exciting market access opportunities.

**THE HANDWORK LANDSCAPE**

**READ** the Birmingham Report
**READ** the Austin / San Antonio Report
**READ** the Detroit Report

- **338** makers supported
- **86%** female owned and led businesses
- **50%** BIPOC owned and led businesses
PARTNERSHIP SPOTLIGHT: GEE’S BEND QUILTTERS

HISTORY
Tucked along a wide bend in the Alabama River, 50 miles south of Selma, is a small town called Boykin, otherwise known as Gee’s Bend. Most of the residents in this tiny village trace their lineage back to slaves and shareholders of the Pettway Plantation.

QUILTERS TODAY
While the quilts have earned the community national, even global, recognition, the fame of this important heritage craft has not translated into economic advancement for The Bend. The average annual income in Gee’s Bend is about $12,000 with some residents living without electricity and plumbing, and many lacking mobile and internet access. This limits the quilters’ ability to expand sales of their goods, and leave a more substantial mark on the American craft landscape.

CRAFT TRADITION
Among the women of The Bend a unique quilting tradition emerged. What began with a practical purpose—keeping children and families warm at night—became a medium to showcase their shared values and pay homage to their cultural identity. The quilters of Gee’s Bend have gained notoriety and their one-of-a-kind style is widely celebrated in the art world.

GEE’S BEND & NEST
Nest, in partnership with Souls Grown Deep, has spent the last year building relationships and establishing trust within the community. During this time Nest has been able to bring several market opportunities to the quilters generating over $92,000 in income over the last year. Now Nest is working to build direct-to-consumer channels for both overstock quilts, as well as new quilts to provide a sustainable and steady income stream for the community.
By making home and small workshop-based production a safe and viable option, Nest’s Ethical Handcraft Program is continuing to open up new doors for brands to source responsibly produced handmade items. With the Nest Seal, consumers are empowered to make responsible purchasing decisions based on point-of-sale education.

By working with 25 brands

We trained and assessed 127 supply chains in 21 countries

Ensuring ethical treatment of 45,139 workers

Look out for this!
On over 380 products currently in market!
Our Community

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

“...very challenging year, from providing critical support to it’s global community of makers to making a commitment to nurture diversity, equity and inclusion here at home. I am so excited to see what 2021 brings and I’m confident that Nest will meet its goals”—Tracy Reese, Nest Board of Trustees

“So in awe of what has taken place in the past 13 years! There is so much momentum in this industry for what Nest is striving for, we cannot wait to see what the next 5-10 years holds!”—Ann & David VonAllmen, Nest Founding Board

“I am extremely proud to serve on the NEST Advisory Board. It is more important than ever to support the artisan economy, women’s wellbeing and culture and creativity. I look forward to continued advancement through collaboration and the brilliant resilience of the NEST community”—Nadja Swarovski, Nest Advisory Board

“The care Nest takes towards their artisans and their communities resonates deeply with me and as a member of the Junior Board, I have the opportunity to support Nest and share my enthusiasm for the work they do.”—Erika Parkins, Nest Junior Board
2019 PHILANTHROPIC SUPPORTERS

$250,000 – $500,000
Bloomberg Philanthropies
Oak Foundation
Winn Family Foundation

$100,000 – $249,999
Imago Dei Fund
Mike & Gillian Goodrich Foundation

$50,000 – $99,999
Heather Winn Bowman
Nicole & Andrew Luck
Louse Parzick
Swarovski Foundation

$20,000 – $49,999
Bruce C. Abrams Foundation
Carmen Busquets
Community Foundation for Greater Birmingham
Cordes Foundation
Julie & Jon Meyer
Pat & Larry Baer Family Foundation
Same Sky Foundation
Ellice Sperber

$10,000 – $19,999
Jerry & Diane Cunningham
Doris Duke Charitable Foundation
Jane Enyger
Hall Rockefeller
Shea Source
Lisa Stoprans
David & Ann VorAllmen
Stephen & Melinda Winn

$5,000 – $9,999
Leah Friedman
IMC
Paul & Carol Jiganti
JMCMRJ Sorrell Foundation
Kastory Family Foundation
MIT Foundation
Jim Schiavitti
Ilene Oghiwe Thompson

$1,000 – $4,999
Susanne Bird
Suzy Beshet
Jim Brigham
Deci DeMatteo
Melanie Deslens
Carolyn Ezrin
Gerson Family Foundation
James Hodge
Yohann Jacob
James S. Peterson Foundation
Lisa Koenigsberg
MacDonough Foundation
Ivanka Mamic
Adson Mauze
Rebecca Meisels
Lindsey Meyer
Ron Negron
Newman’s Own Foundation
Rosemary Pritzker
Jarrett Reed
Sharon S. Davis Foundation
Atison Sheehan
Krista Stack
Ben Vise Trincal
Mark Welger
Sharon Zucker

2019–2020 BRAND AND CORPORATE PARTNERSHIPS

Nest is profoundly grateful for the pro bono legal support from Foley & Lardner
$3,445,399
Total revenue raised in the past fiscal year

IN 2019, WE RAISED
$2,522,399 from Philanthropy
$923,000 from Service Partnerships

IN 2019, WE ALLOCATED
$1,212,755 to Artisan Guild Programming
$1,503,171 to Ethical Handcraft Projects
$517,213 to Operating Expenses

NET ASSETS
2019: $3,270,876
2018: $3,058,616

Read our full financial report here
GET INVOLVED

1. **DONATE**
   90% of the artisans Nest supports are women, impacting over 1 million artisan family members globally. Join Nest in preserving handcraft, improving women’s well being, and increasing workforce inclusivity around the world.

2. **JOIN THE RECOVERY: MADE AT HOME CHALLENGE**
   As we social distance, we are reimagining the way real-life challenges bring supporters together. Rallying around a common desire to support small businesses struggling in the midst of the pandemic, join the Nest 2020 Recovery: Made at Home impact challenge.

3. **APPLY TO BE A FELLOW**
   The Nest Fellowship Network includes skilled professionals with a passion for supporting the growth and development of handwork businesses. As a member of the network, you will receive notifications about opportunities to support the Nest Artisan Guild.

4. **STAY IN THE KNOW**
   Sign up for Nest’s Newsletter to get the latest updates on Nest’s work and stories of impact from our artisan partners!
JABOTS FOR JUSTICE
Inspired by the life work and recent passing of Ruth Bader Ginsburg, Nest launched Jabots for Justice, beautiful, ethically handcrafted collars made by Nest artisan partner, La Casa Coztal. Our Jabots for Justice collars were created to honor Ruth Bader Ginsburg’s memory and carry forward her legacy.

“Hope” is the thing with feathers—
That perches in the soul—
And sings the tune without the words—
And never stops—at all—
And sweetest—in the Gale—is heard—
And sore must be the storm—
That could abash the little Bird
That kept so many warm—
I’ve heard it in the chilliest land—
And on the strangest Sea—
Yet—never—in Extremity,
It asked a crumb—of me.
—Emily Dickinson