

2020 DSA Annual Awards: CSR Vision for Tomorrow

Noonday Collection leverages the direct sales model and Fair Trade fashion to create dignified jobs around the world. We sell an exclusive collection of jewelry and accessories that are hand made by Artisans across the globe through our network of consultants; aka Ambassadors.

Our Mission is focused on creating dignified jobs for Artisans and Ambassadors, as well as our home office team members. We have proven this model by ensuring that we are continuously connected to the lives we sustain by our work. We do this by conducting collaborative design of our products to ensure they are on trend, as well as connecting Ambassadors and Artisans by way of conferences and reward trips. Since inception, we have created 4,000+ Artisan jobs and have connected 2,000+ Ambassadors to this Mission.

GATHER FOR GOOD

———— (VIRTUALLY) ————

Host a virtual Trunk Show, and **Noonday will donate 10% of the proceeds** to an individual, local business, or cause affected by COVID-19.

Noonday Collection's corporate response to COVID-19 had both a national and international effect. In an effort to support the sales of our Ambassadors and to provide economic relief to our Ambassadors' local communities, Noonday launched the Gather for Good campaign. When a Hostess partnered with an Ambassador to host a Gather for Good Trunk Show (virtually for safety purposes), we donated 10% of the sales to a local business, charitable organization, or individual of the Hostess' choice.

From March 19 - May 31, \$120,066 was raised through Gather for Good Trunk Shows and was donated to 1,009 recipients facing economic challenges due to the pandemic. \$20,883 of that amount included a donation to No Kid Hungry.

PROGRAM DEFINITION

Noonday saw an economic need as COVID-19 took over our nation, and to assist in closing this need we committed 10% of trunk show sales as a financial donation. We branded the initiative as “Gather for Good”. We focused on empowering Trunk Show Hostesses by having them partner with an Ambassador (consultant) and select anyone in their community or network as the benefiting entity of the 10% giveback. This method proved to be a rapid manner of delivering financial assistance to those in need.

Given the global focus of our business, in June we shifted the 10% donation to Artisan Business Partners around the world and extended the branding of the initiative to “Gather for Global Good”. This provided a much-needed financial relief to thousands of Artisans and their families.



10% of all sales from qualifying Gather for Global Good Trunk Shows in June were designated to increase emergency funding for Artisan Businesses facing the global pandemic. The donations listed below were sourced from the sales at Gather for Global Good Trunk Shows and additional donations from Noonday Collection.

LONG TERM IMPACT

Noonday's 10% donation initiative provided economic relief to those in need and allowed them to sustain the financial impact of COVID-19. As a result of this we foresee deeper connections amongst Ambassadors and their Hostesses. We also have a long-term commitment to Artisan Business Partners in providing additional financial support. This will enable them to remain in business and employ Artisans so that they can provide for their families. Below is a list of donations made to Artisan Business Partners as part of this initiative.

- \$14,500 donated to Artisan Partners in India to fund supplemental incomes, food rations, health kits, and general living costs
- \$12,040 donated to Artisan Partners in Guatemala for financial relief, food, household necessities, and electricity costs
- \$9,000 provided to an Artisan Partner in Uganda as a \$4,800 no-interest loan to cover 6 months of workshop rent and a \$4,200 donation for the purchase of food
- \$6,000 donated to Artisan Partners in Kenya for food rations, rent costs, and medical expenses
- \$4,000 donated to Artisan Partners in Peru to purchase food and winter coats as well as provide supplemental incomes to Artisans
- \$3,000 donated to an Artisan Partner in Ethiopia to supplement Artisan incomes
- \$3,000 donated to an Artisan Partner in Haiti as a deposit to an Artisan savings program for emergency needs
- \$1500 donated to Artisan Partners in Ecuador to help meet household expenses and supplement Artisan incomes
- \$800 donated to an Artisan Partner in Rwanda to support the household expenses of Artisan families
- \$500 donated to an Artisan Partner in Thailand for an Artisan education fund
- \$500 donated to an Artisan Partner in Mexico to provide financial relief for Artisan women
- Two-year extension on a no-interest loan granted to an Artisan Partner in Peru

More information on the short- and long-term impact of this initiative can be found on our [Impact web page](#).