



Siji Jose, tea farmer, Kerala, India.

Our vision

Imagine a world freed from the scandal of poverty.

Imagine a world where trade is just.

Imagine a world where people and communities flourish.

We believe such a world is possible and our mission is to help bring it about by fighting poverty using trade as our weapon.

By working to build such a world we are responding in a practical, Christian way to the call of the Gospel to love God and serve the world. It lies at the heart of who we are, what we believe and what we do.

Traidcraft is led by practising Christians from various denominations and backgrounds. Our Christian perspectives are enshrined in our Foundation Principles, which are used to shape our policy and guide our decisions.

Support our work

Fair trade is a transformational activity. Imagine if every time you enjoyed a cup of tea or coffee, bit into a cereal bar or indulged in some chocolate, it made a difference to the lives of others. When you choose Traidcraft products that's exactly what you do, whether you're serving them in church or at home.

Here are some ways in which you can support our work:

- **Run a regular Traidcraft stall** in your church or **serve fairly traded refreshments** and encourage other groups to do the same.
Call 0870 444 1543 to find out how easily it can be done.
- **Have a collection** to support Traidcraft's development work. For information about our appeals call 0191 4976445 or email fundraising@traidcraft.org.uk
- **Campaign for trade justice.** Find details of our latest campaigns at www.traidcraft.org.uk/campaigns
- **Make your church a Fairtrade Church.**
See www.fairtrade.org.uk
- **Pray for us and the producers we work with.**
We rely heavily on the prayers of others and we never undervalue their importance or their effectiveness.
See www.traidcraft.org.uk/prayercall

However you choose to help us, we're always grateful for your contribution.



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Photo credits: Richard Else, Shailan Parker, Rajendra Shaw.



a Christian response to poverty



Weaver Jani Alam and his son, Abdul, Barabanki, India.

What we believe

Our principles stem from those aspects of God revealed in the Bible and especially in the person and teaching of Jesus Christ.

God is love. All people are created in his image, valued by him and called to eternity with him. We must, therefore, treat each person with respect, dignity and love. So, while we will always be a Christian-based organisation, we are happy to work with those of other faiths and beliefs, recognising the work of God in Christ in them.

God is just. Throughout scripture we are confronted with God's repeated call to act justly. The continuing poverty of millions in a world of plenty, the gross inequalities in the way we conduct and regulate trade are affronts to his goodness and justice. They demand a response from us.

God is biased towards the poor. The Gospel of Jesus Christ proclaims good news for the poor. Christian discipleship demands we not only address the needs of the poor but also ask questions about why they are poor, and challenge systems and structures that keep them in poverty.



Chek Chan, production manager, Rehab Crafts, Cambodia.

My children, our love is not just to be words or mere talk, but something real and active.

1 John 3:18



Joyce Chibouro, sugar farmer, Chikwawa, Malawi.



Arjanbhai Gadhvi, cotton farmer, Mandvi, India.

What we do

We work in partnership with the poor, disadvantaged and marginalised in developing countries, whatever their creed, and with all those who share our mission of using trade as a means of fighting poverty.

We fight poverty by engaging directly in trade, by influencing others who practice and govern trade, and by developing the skills and markets of poor producers.

We recognise that poverty has spiritual as well as material dimensions so we raise awareness of poverty issues among UK consumers and encourage them to exercise moral choices when spending their money.

We support the development of people to achieve their God-given potential and we promote relationships between rich and poor people that enable the poor to earn from their skills and for the rich to learn from the poor.

We promote responsible stewardship of the created environment, giving people access to resources, a share in decisions about them, and responsibility for their use.

We seek fairness for producers, customers, employees, shareholders and other stakeholders, and we report on our activities openly and honestly in our financial and social accounts.