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GFI Newsletter: This Month - Friendship* Fairness* Equality

One Family's Story



The Cac Family had struggled for years to survive, growing barely enough food to feed their three young children.

Learn how the BeFair Campaign has helped the Cac family of Guatemala save enough time and money to change their lives, save money, eat nutritious meals together and send their children to school.

[Read full story here!](#)



Happy Holidays!

It has been an exciting year at GFI, and thanks to your help we have been able to reach thousands of workers and families from Guatemala to India:



Verapaz Community Empowerment Program: This year in Alta Verapaz, Guatemala, 15 communities got together and registered to obtain legal representation under

the first Agro-Ecological Committee of Fray Bartolome. Thanks to their direct collaboration with the Municipality, today these communities manage a local farmers market, increasing the price and sale of their produce. In one year they have increased the price of annatto by 25%! We'd like to say a special thanks to our partners, the Pastoral Social of Alta Verapaz and

This Holiday Season Give a Life Changing Gift!

The best of all gifts is the gift that transforms life.

Give the gift of water this season! Help Mayan farmers increase incomes and improve family nutrition. Join GFI in the drive to deliver 5,000 irrigation systems to Mayan farmers in Guatemala.

Please take a moment to add one Mayan farmer to your gift recipient list

[Make a gift donation here!](#)

You Can Help

The Global Fairness Initiative launched the BeFair Campaign to bring low-cost technologies that improve livelihoods.

These kits use low-cost drip irrigation and specialized trainings to help farmers improve their nutrition and increase their incomes by as much as 50%. Your contribution of \$40 will deliver one irrigation kit plus technical trainings to an indigenous farming family in Guatemala.

**DONATE \$40 OR MORE
AND RECEIVE A BEFAIR
WATER BOTTLE !**

IDE, as well as to Ban Rural and Eco Ventures for sharing financial management practices and introducing credit and savings to Fray Bartolome.



Promoting Informal Labor Rights: The new house to house survey of Guatemala was released this year and, for the first time in its history, included

ILO labor rights specifications (based on recommendations from GFI's PILAR Roadmap to Formalization). In Nicaragua over 3,00 enterprises received direct information on the benefits of formalization, as the government is now reaching bottom of the pyramid producers.



Building Inclusive Shea Economies: In August 2011, the first South-South Exchange visit took place between Shea Nut women farmers of Pagsung, Ghana, and the Self

Employed Women's Association (SEWA) in India. Facilitated by GFI, the World Bank and SEWA, this exchange program allowed for Pagsung representative to learn on-site from the women of SEWA's private arm, RUDI Multi Trading Company. Building on this experience, in December Pagsung delivered its first order of Shea butter to Singapore's Wilar International!



LEARN MORE AT
befaircampaign.org

Call for BeFair Campaign Fundraisers

Help the BeFair Campaign bring innovative, life-changing technology to Guatemalan farmers. Support GFI's drive to deliver 5,000 irrigation kits by hosting a local fundraiser, a Happy Hour, or a House Party. The perfect 2012 get-together!

Contact Alessandra for more information on hosting a fundraising event at adelgado at globalfairness.org



Salt Workers Economic Empowerment Program: Based on the results of the 2010 survey and research on alternative pumping solutions for the 80,000 salt farmers in Gujarat,

India, our technical partner developed a retrofit model and new pump sets. Pilot testing began on seven test farms to measure performance and monitor carbon offset. Moving forward, SWEEP is looking into the selection and testing of a fuel-efficient centrifugal pump that is expected to reduce fuel consumption by 30-50% and the development and implementation of a piston pump to realize 50-70% fuel savings.

Ecuador - An Intern's Perspective

Gheed El Makkaoui, an American University student from Lebanon, worked as a GFI intern during her fall semester.

I recently visited Ecuador as part of my International Environment and Development program at the American University. During this trip I was reminded of the great need for understanding and collaboration in the development field. As necessary as it is for communities to improve their livelihoods, I came to realize the problems that arise when good intentions do not address the need and concerns of the communities. For instance, oil companies have begun taking over parts of the rainforest for extraction. Along the line of Ceiba and palm trees you see a bright flame surrounded by nothing but polluted air. In exchange for their use of the land, the oil companies sponsored the building of a school and have provided supplies to a community along the strip of the Napo River. Although the community needed the school, the companies do

not maintain this one. And supplies like laptops and books in Spanish are not of much use to a children who speak Kichwa and must walk long distances to school everyday.

The country has been blessed with other human and natural resources beyond oil. Development can help local communities reach their full potential -- but only if we have the patience to go step by step and accept that one size does not fit all.



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