

Frequently Asked Questions

Where does Aid to Artisans work?

Currently, ATA has projects in Colombia, El Salvador, Haiti, Mexico, the Caribbean, Ecuador, Iraq, India, Burkina Faso, Benin, Lesotho, Mali, Senegal and South Africa. In its 33 years, ATA has helped low-income artisans build profitable craft businesses in over 110 developing countries.

Where does Aid to Artisans receive its funding?

As an international nonprofit, ATA relies solely on generous support of a range public and private sector partners and many individuals for funding.

How does Aid to Artisans choose which countries it works in?

Because we rely on funding to do our work, we work with our funding partners to determine where we will start a new program. ATA assesses the abilities, craft potential and needs of a particular country or region and develops a proposal on how best to develop the craft businesses for those communities.

How long are Aid to Artisans projects?

Our projects can be short-term, such as a focused customized training, up to 5 years. Typically, it takes at least 3 years to help artisans build an income generating and sustainable craft enterprise.

How does Aid to Artisans create sustainable businesses?

The artisans' talent and entrepreneurial spirit form the core of ATA's work. ATA helps these artisans to build sustainable businesses through a holistic approach to their business. This includes: product development, that includes everything from raw material procurement and processes to designing collections for the export market; marketing assistance, that is tailored depending in the target market and the needs, but could include international trade show exhibition and buyer trip assistance to the artisans workshops, and business skills training. Part of the training process includes enrollment in ATA's industry-leading Marketing Readiness Program (MRP). The MRP brings together artisans, exporters, leaders of craft associations and industry professionals and world-renowned international designers for an intensive 5-day training that covers all aspects of developing a profitable business. Throughout ATA's work, we train and build the capacity of all the players in the distribution channel to ensure that we leave behind an infrastructure that maintains after we have ended our program.

How does Aid to Artisans monitor the sustainability and outcomes of its projects?

Before, during and at project completion, ATA conducts monitoring and evaluation sessions, which include surveys, assessments and artisan feedback to determine both the sales increase of their business, the number of artisans benefited, as well as artisans' perceptions of how ATA's work has benefited them, their families and their communities.

What types of products do the artisans that ATA works with produce?

Artisans produce products primarily for the home décor, home furnishings and fashion accessories market.

Do artisans work in safe conditions?

ATA supports a safe working environment that satisfies, at a minimum, all local statutory regulations. ATA aims to ensure that work is carried out under humane working conditions using appropriate materials and technologies, while following good production and work practices.

Through an eBay funded grant, ATA has recently developed an Artisan Health and Safety Manual that will soon be available to all artisans to download for free. This manual will further help to train artisans in the latest health and safety measures.

Is Aid to Artisans a fair trade organization?

ATA is a member of the World Fair Trade Organization and follows its principals. Furthermore, ATA has developed its own Code of Practice. When we are working with artisans, we integrate our Code of Practice principals into our services, including transparency, fair wages and good working conditions.