

# What your Awava purchase can do



**Keep It! is proud to announce its partnership with Awava,** a women's artisan group from Uganda that shares the Keep It! Campaign's commitment to social entrepreneurship and empowerment. By providing access to resources and opportunities, **Keep It! and Awava are giving people in Uganda and Ivory Park, South Africa the power to invest in their own lives and communities.**












Awava relies on the concept of free trade to empower women in Uganda to sell their wares at a fair price in the Western market. A fair price provides these women with access to the resources they need to create beautiful works of art — handmade aprons, accessories, jewelry, and purses that reflect the skill and artistry of each unique craftswoman.

When an Awava product is purchased, the wholesale cost supports Awava and empowers the product's creator to learn life skills, build a career, and provide familial assistance. And now, through the Keep It! Campaign's partnership with Awava, **the retail profit from these purchases will be used to support sustainable strategies that make life better for the people of Ivory Park.**



*Awava is the Luganda word meaning source or origin.*

[keepitcampaign.com](http://keepitcampaign.com)

When You Buy	Awava Artisans Receive	Ivory Park Can
 <b>Amata Apron</b> \$20	Wholesale Fair Trade Price	Pays for a hot meal every day for 1 child at the day care center for 1 month.
 <b>Owino Tote</b> \$18	Wholesale Fair Trade Price	Pays for a senior's meals at the Suppa Du Momma Soup Kitchen twice a week for two weeks.
 <b>Kafaliso Pillow</b> \$22	Wholesale Fair Trade Price	Buys a book for the library.
 <b>Eddembe Laptop Bag</b> \$35	Wholesale Fair Trade Price	Pays a cook's salary at the soup kitchen for a week.
 <b>Omusana Yoga Bag</b> \$30	Wholesale Fair Trade Price	Pays the salaries of a cook for two weeks.
 <b>Kibegabega Bag</b> \$28	Wholesale Fair Trade Price	Pays for a hot meal at the Suppa Du Momma Soup Kitchen twice a week for two weeks.
 <b>Ejibba Sling</b> \$25	Wholesale Fair Trade Price	Pays a cook's salary at the soup kitchen for a week.
 <b>Olunaku Purse</b> \$35	Wholesale Fair Trade Price	Pays for a hot meal every day for four children at the day care center for one month.
 <b>Table Mats</b> \$16	Wholesale Fair Trade Price	Pays for a hot meal every day for one child at the day care center for two weeks.
 <b>Yimba Paper Bead Necklace</b>	Wholesale Fair Trade Price	Pays for a hot meal every day for one child at the day care center for two weeks.
 <b>Langa Earrings</b> \$12	Wholesale Fair Trade Price	Pays for a week of hot meals for one child at the Sedimosang Day Care Center.