

# Answers to your questions about the Alternative Gift Market

## What is an alternative gift?

An alternative gift is a nontraditional way of giving. Rather than buying yet one more necktie for Uncle George, honor him instead by giving in his name a life-sustaining gift to help abolish global poverty or to renew our planet's environment.

## How does the recipient of the alternative gift know about the gift?

When the shopper buys an alternative gift, he or she receives an attractive card with an insert to send or give to the recipient. The insert is a printed announcement which describes the project for which a donation has been made. The insert describes the project but does not include the prices on the shopping list or the amount of the donation.

## How much of my donation goes directly to the project?

One hundred percent of the donations to the local organizations and to Heifer International go directly to the projects described.

In the case of the global organizations, ninety percent goes directly to the sponsoring organizations. These organizations have pledged to spend 100% of the funds received on the projects described.

The other 10% goes to Alternative Gifts International, a nonprofit organization that organizes the gift market each year. AGI provides support and resources so that organizations such as our can operate the gift market in their own community. The 10% helps AGI cover their expenses.

Alternative Gifts International has a four-star rating from Charity Navigator for organizational efficiency which means that their fund raising and administrative expenses are relatively low. For more information on Alternative Gifts International, visit their website at [www.alternativegifts.org](http://www.alternativegifts.org)

## How were the local organizations chosen?

The Social Action Committee of the Unitarian Universalist Fellowship invited eight local organizations to sponsor a project in the Alternative Gift Market. The committee tried to chose a group of organizations that, taken all together, are addressing a wide range of needs within the community.

What is the source of the handmade craft items that will be for sale at the market?

The craft items that will be sold at the market are all fair trade products from artisans around the globe. The products come from A Greater Gift, a program of SERRV International, a nonprofit alternative trade and development organization. The mission of SERRV is to promote the social and economic progress of people in developing regions of the world by marketing their products in a just and direct manner. For more information, go to [www.agreatergift.org/AboutUs.aspx](http://www.agreatergift.org/AboutUs.aspx)