



Rubia

MENDING AFGHANISTAN
STITCH BY STITCH



Rubia Report

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Rubia, Inc. is a non-profit organization serving women in Afghanistan, offering them training and income through the sale of their work. Rubia translates the heritage and skills of Afghan women into sustainable livelihoods.

Rubia, Inc. is a project of Social & Environmental Entrepreneurs (SEE), a 501 [c] (3) non-profit

Dear Friend,

With your continued enthusiastic support, Rubia is making a difference.

Sustainable business development for impoverished women is the key to social and economic recovery. Rubia is there in Afghanistan working toward this goal.

This is your opportunity to contribute to our grassroots organization that is helping transform Afghanistan's shattered economy.

Rubia needs your help!

Your donation will keep these women working, learning, and contributing toward a peaceful, prosperous and secure future in Afghanistan.

Your generous contribution is fully tax deductible and guaranteed to make a difference.

[Donate Now!](#)

Thank you for taking the time to read our latest news and for caring and supporting this important cause.

SECURITY IN AFGHANISTAN DETERIORATING

This year, security in Afghanistan has markedly deteriorated. Poppy cultivation and the drug trade have exploded all over Afghanistan and in our home valley of Darrai Noor as well. Fighting in the valley - between farmers trying to protect their fields and military forces instructed to eradicate the crop - has pit brother against brother. This conflict sheds light on a reconstruction effort/income generation alternative that is neither planned nor funded for success. Rubia is affirmed that its grassroots approach to build a peaceful future in Afghanistan is more crucial than ever. With funding from Barakat, Inc. Rubia offers more home-based classes for men and women in Darrai Noor. By offering training and handwork in the Afghan countryside Rubia offers a real alternative livelihood.



WORLD CHALLENGE

Rubia has been nominated for World Challenge 2007. Now in its third year, **World Challenge 2007**, BBC World and Newsweek in association with Shell, is a global competition that seeks out projects and businesses that not only make a profit, but also put something back into the community, rewarding individuals or groups that truly make a difference through enterprise and innovation at a grass roots level. The winner will receive a US\$20,000 from Shell to benefit their project.

To follow the judging process and cast your vote for Rubia visit www.theworldchallenge.co.uk/competition.php

RUBIA RETURNING TO SANTA FE

Rubia has again been invited to attend the prestigious *Santa Fe International Folk Art Market* in Santa Fe, New Mexico July 14-15, 2007. The Santa Fe Market will be an unparalleled gathering of the finest folk artists from 35 countries selling one-of-a-kind juried pieces of art. More than 20,000 visitors are expected to attend this cultural exchange. This market, along with scheduled business training and networking, will be a significant progression toward sustainability for the Rubia community in Afghanistan, as well as Rubia US. Although we cannot bring any of our embroiderers to the Market this year we know that by promoting their work in Santa Fe we are keeping their income channels open, a critical response to the growing security threat. To find out more about the market visit www.folkartmarket.org



REDISCOVERING AFGHANISTAN: EDUCATION IN THE US

Rubia has been working in partnership with the Arts Alliance of Northern New Hampshire to develop and deliver dynamic teaching tools and multi-sensory programs about life in Afghanistan today. Through presentations, conferences and courses reaching elementary through graduate level students and educators – and talks to libraries, service organizations and community groups, Rubia and the Arts Alliance are building cross-cultural understanding while demystifying Afghanistan. Please contact us or the Arts Alliance (info@aannh.org, 603-323-7302, www.aannh.org) to bring one of these programs to your community.

RUBIA RETREAT – BUILDING CAPACITY IN THE US

In January the School of Community Economic Development at Southern New Hampshire University hosted the first annual Rubia Retreat, a successful brainstorming session with 23 experienced and dedicated professionals. Our positive outcome goals for Rubia in 2007 pointed to expanding operations in the US in order to provide a consistent level of work for women in Afghanistan, and to increase our educational programs for US audiences about Afghanistan. In order to accomplish these goals Rubia US plans to open an office on the NH seacoast in order to expand capacity for sales, marketing, and educational programming. Already Rubia US has made valuable contacts with retailers and like-minded organizations that will positively impact our sales and non-profit business model going forward.

VISIT WWW.RUBIAHANDWORK.ORG

Please visit our newly designed website made possible through a grant from Free Range Studios. Our new look makes it easy for you to view products and find out where to purchase them. Learn about the women in the Rubia community, our home-based education program in Darrai Noor, sales and speaking events, and even make a donation through [*PayPal*](#).

To learn more about Rubia, News, Events or donating to Rubia, please visit www.rubiahandwork.org



PANGEA ARTISAN MARKET & CAFÉ

Rubia goods are now for sale at Pangea in Washington, DC. This innovative store at the International Finance Center offers an educational shopping experience. Through multimedia exhibits Pangea offers visitors the opportunity to learn the stories behind the products for sale. Visit Pangea at 2121 Pennsylvania Ave, NW Washington, DC 20433 www.pangeamarket.org

TASHAKOR MEANS THANK YOU

We'd like to thank you for helping make one of our dreams come true. Last year, your generous donations enabled us to bring Master Embroiderer Hafiza Malikbaba to the US where she represented Rubia at *The Santa Fe International Folk Art Market*. Hafiza spent the summer here and visited New Hampshire Farmer's markets, spoke at multiple libraries, and had many opportunities to talk to people about her extraordinary life and her work with Rubia.

This year, with your support, Rubia will return to *The Santa Fe International Folk Art Market* and work on promoting the women's handwork to a wider US market.

Gratefully,

Rachel Lehr
President

Jeanne Freeze
Treasurer