



A self-help enterprise by local artisans with disabilities

More info. [www.gftv-sr.org](http://www.gftv-sr.org)

COVID-19 initiatives [www.gftv-sr.org/covid-19.html](http://www.gftv-sr.org/covid-19.html)

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## Media Release

### Hang On! You Are Not Alone

The CORVID-19 virus is having a devastating impact on many countries around the world. Tourism is one of the largest industries in Cambodia and before the virus the dramatic decrease in business due to changes in the tourist industry and now of course, there is no business at all.

Genevieve's Fair Trade Village is a social enterprise that operates a retail shop to help Cambodian artisans with disabilities achieve fair prices for their work and to increase their income with more sales. Our shop also supports 6 families in transitional housing at Full Belly Farm – these families were previously homeless and have at least one member who has a disability. Recently we committed to assisting 10 tuk tuk drivers with disabilities – prior to the pandemic.

Each of the families mentioned and many more marginalized Cambodians are almost certainly to be food insecure during the time it takes for the virus to come under control, not to mention being faced with the inability to purchase needed medicines or healthcare. The World Health Organization has recently identified people with disabilities as the group likely to be most at risk due to the virus. (<https://www.yahoo.com/lifestyle/the-coronavirus-and-people-with-disabilities-214936915.html>) This high risk is layered on top of the UN's Sustainable Development Goals 2015, which has identified persons with disabilities as the most marginalized group when it comes to the gap in them achieving their needs.

#### Our Priorities

- to help these families survive so they can return to taking care of themselves when things improve.
- we want to survive as a social enterprise so that our constituents have something to come back to, since Genevieve's Fair Trade Village is one of the few beacons of hope for people with disabilities in Siem Reap Province.
- we want to share resources with our community partners who are creating their own initiatives to help their staff and their stakeholders, who have one foot out of poverty at best.



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## Our Plan

1. Stage 1 - We need to do solicit funds to meet the most urgent needs in serving these folks. We are also embarking on fund raising through other means online in the short term including monetizing our You Tube channel and offering online activities such as workshops and trivia quizzes for modest enrollment fees.
2. Stage 2 - Launch an online shop within the next 3 months.

Seems like a lot of work but it is worth it – we need folks to Hang On! – we want them to know that they are not alone!

## How you can help

We can use your help in this – the more you promote our fundraising through your social media, the more you will be helping people in need.

If you can, a modest donation will go a long way, but we are sensitive to the fact that in these times that might not be possible for you. We think 1000 donors at \$10 USD each will see us through.

Other ways to help us are:

- Subscribe to our GFTV YouTube Channel & ask your network to also subscribe – we need 1,000 subscribers to be able to monitor our Channel and earn some income through associate advertising
- Watch the videos on our GFTV YouTube Channel and comment on them – we need 4,000 watch hours, so we can make some advertising money – we are planning language lessons, cooking classes, jewelry making workshops and much more in terms of content.

We would love to hear from you by email or on Facebook if you wish to become involved – we can use all the help we can get. (links here)