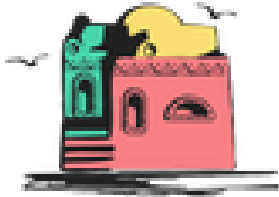




VILLAGES  
Port Colborne  
Fair Trade since 1984

Your purchase supports  
the livelihoods of artisans



Dandarah

Villages Port Colborne has been supporting Fair Trade since 1984. We are a non-profit store that is largely volunteer-run.

*As a business located in Ontario's first Fair Trade town, we are proud to be a part of a local community who support the livelihoods of producers from developing communities by providing ethically sourced products and their stories.*

**Thank you for supporting  
Fair Trade!**

# Dandarah

Dandarah is a woman-owned social enterprise based in Montreal, Canada, with a mission to support artisans and sustain traditional crafts.

We work directly with economically and socially marginalized artisans in Egypt, mostly women and minorities, to improve their economic and social conditions by providing employment opportunities, sustainable income and access to international markets.

We partner with local NGOs, artisan cooperatives, and self-employed artisans in different rural areas and inner cities in Egypt to create high-quality handmade products rooted in local age-old crafts, such as hand weaving, glass blowing and pottery. We work with our artisans on promoting the use of natural materials, and sustainable processes such as recycling and up-cycling.

Dandarah is also a member of 1% for the Planet, pledging to donate 1% of annual sales to support nonprofit organizations focused on the environment. 1% for the Planet believes that we can build a better future for all 1% at a time. With every purchase from Dandarah, we can all be 1% better.

Dandarah also partners with MSF Canada by donating 1% of annual sales to support MSF's humanitarian work.

**See reverse side for more information!**



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## Their Story

The story of Dandarah started many years ago on the banks of the Nile river. As my sister and I were growing up in a multicultural household in Heliopolis (a neighbourhood of Cairo with some beautiful architecture), our parents awakened in us a love for art and Egyptian crafts in all its forms. Among the things we learned to appreciate the most about art was how it's often rooted in the culture of the artists and tells the stories of the people and the land that inspire them. Egypt was an excellent learning ground for us because of the wealth and diversity of the art and craftsmanship present in that country. We learned to love the stories told by the art creations of some renowned artists like the architects Hassan Fathy and Ramses Wissa Wassef, and the sculptors Mahmoud Mokhtar and Hassan Heshmat. As well as by unknown artists and craftsmen who live in humble surroundings in Egyptian inner cities, rural villages or oases.

The idea for Dandarah and our interest in launching a social enterprise was born when we moved to Canada some years ago. It was born from a desire to share beautifully handcrafted products beyond the boundaries of their home country and to empower artisans and sustain their age-old crafts.

## Meaning of Dandarah

Dandarah (or Dendera) is an agricultural town on the west bank of the Nile River, in the south of Egypt.

This town is home to one of the best preserved temples of pharaonic Egypt. It was dedicated to the goddess Hathor who was usually depicted as a woman with the head of a cow and ears of a cow, or simply in the form of a cow. Hathor was the goddess of the sky, of women, of beauty, and of fertility and love. She was strongly connected with motherhood.

The town of Dandarah is also situated in proximity to other Egyptian towns and villages, such as Nagada, Akhmim and Hagaza. These rural towns are major centres for artisans of different traditional crafts including, hand weaving of fabrics and carpets, tapestry, pottery, and woodworking.

*Source(s): <https://www.dandarah.ca/pages/our-story>*