

WorldCrafts expands aid for children's causes

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BIRMINGHAM, Ala. (BP)—[WorldCrafts](#), the fair trade division of Woman's Missionary Union, has launched a new initiative to benefit the work of Lifeline Children's Services and families adopting domestically or internationally through Lifeline.

Meanwhile, WorldCrafts is continuing its benefit initiative through the [Baptist Coalition for Children and Families](#)' connection with children's home ministries in Alabama, Arizona, Arkansas, Florida, Louisiana and South Carolina.

Each of the participating organizations benefits from the sale of handcrafted items ranging from jewelry and accessories to home décor and Christmas-themed craft items to support more than 2,000 artisans and their families around the world.

Any individual or church can host an online WorldCrafts benefit for [Lifeline](#), for families adopting through Lifeline, or for one of the participating Baptist children's home ministries.

Each benefit lasts one month, and at the end of the month, 20 percent of all sales generated by the benefit will go directly to the host's selected beneficiary.

To begin the process of hosting a benefit, a prospective host or church simply completes an online registration form. Upon receipt of the form, WorldCrafts will create a unique promotion kit for the host including a webpage, promotion code, media slides and sliders, social media images and a bulletin insert.

Lifeline supports families in their adoption journey, as “a way God gives families to vulnerable children who need to know the love of a family and the love of Christ,” according to the organization.

For families adopting through Lifeline, registration can be done [online](#) by completing a form to be entered into WorldCrafts’ system.

Upon receipt of the registration, WorldCrafts creates a webpage and promotional kit for the family. After a family is registered as a beneficiary, their family, friends, coworkers and churches can go to the family’s webpage and sign up to host benefits for their adoption.

Emily Swader, marketing strategist for WorldCrafts, said the WMU ministry “joins Lifeline in its dedication to the rescue and transformation of vulnerable children and families throughout the world.”

“WorldCrafts’ vision is to offer an income with dignity and the hope of everlasting life to every person on earth,” Swader said. “Coming alongside of and offering financial support to families pursuing adoption is a natural connection for us.”

WMU Executive Director Sandy Wisdom-Martin highlighted WorldCrafts’ initiative for Baptist children’s home ministries noting: “Many people have a desire to assist foster children but don’t know how or where to get started. This initiative through WorldCrafts can help create connections between churches and families and their local Baptist children and family ministry.”

Compiled by Baptist Press Senior Editor Art Toalston from reporting by the Woman’s Missionary Union communications staff.