

FINANCIAL TIMES

How to spend it

NOVEMBER 3 2012

all over the shop

FOR GOODNESS' SAKE

Making a splash

Norwegian water brand Voss is firmly established in the upper echelons of the bottled-water market – but its charitable foundation is also a success, with over 36 safe-water access points in sub-Saharan Africa, aiding more than 100,000 people. Until now, Voss has used high-profile events, such as last year's art auction with Sotheby's at Oslo's Kistefos Museum (which raised \$750,000 for the cause), to generate funds. This season sees a new initiative – the online African Bazaar, an emporium of curated gifts (from \$20) with 100 per cent of proceeds directly supporting Voss's clean-water projects.

All the pieces – from chunky handmade bowls to intricately beaded necklaces – are sourced from artisans in the communities where the foundation operates. "We believe it will fuel financial empowerment in the regions where we work," says the foundation's executive director Kara Gerson. Voss Foundation, www.thevossfoundation.org.