

# Products with Purpose

Companies that give back  
affect more than just sales

BY JULIE MCCALLUM  
*Editor-in-Chief*



## ACACIA CREATIONS GOES BEYOND FAIR TRADE TO IMPROVE LIVES

Maura Kroh, Owner

[www.acaciacreations.com/our-story](http://www.acaciacreations.com/our-story)

**Mission:** “The mission of Acacia Creations has always been to improve lives in a long-lasting, sustainable way. The company goes beyond fair trade by creating jobs, providing training and giving back to communities through education and healthcare initiatives. It works directly with thousands of craftsmen and women across Africa and Asia to build paths to prosperity.”

### How do the products serve the mission?

Three separate cause-related collections raise money for different projects.

- 1. Barefoot Trade Bracelets.** For every bracelet purchased, Acacia Creations uses \$1 for education-related expenses in Kenya. This includes everything from school tuition (public schooling in Kenya is not free) to supplies, shoes, uniforms and anything else that might ensure a good education for children.
- 2. Healing Hearts.** Each item sold from this collection raises 50 cents for childhood healthcare expenses.
- 3. The Endangered Collection.** Ten percent of sales of this collection goes to benefit wildlife conservation. Currently we are partnered with the David Sheldrick Wildlife Trust here in Kenya and the Sea Turtle Conservancy in Florida.

**Plans for the Future:** The company would like to deepen the collections by adding new products to generate more revenue for charitable projects.

### How Can Retailers Get More Involved?

“We always love when retailers have specific requests for how money raised from their purchases should be



Clockwise from top: Students in Kenya who benefit from education supplies and support by Acacia Creations. The Drinking Giraffe Bowl is hand-carved and painted jacaranda wood. Ten percent benefits animal conservancy. The Healing Hearts Statement Necklace is made from recycled paper beads with a hand-wrapped metal wire heart pendant. Proceeds are donated to childrens' healthcare in Kenya.

used,” Kroh said. “With a purchase of \$500 or more from the Endangered Collection, we foster an orphaned elephant in the customer’s name. They receive regular updates from the David Sheldrick Wildlife Trust.”



## BRIDGEWATER CANDLES PARTNERS WITH RICE BOWLS TO FEED AND NURTURE

Bob Caldwell Jr., Owner

[www.bridgewatercandles.com](http://www.bridgewatercandles.com)

**Mission:** "Bridgewater Candle Co. is committed to sharing warmth and hospitality with the world through its Light a Candle, Feed a Child program. In 2010, Bridgewater partnered with Rice Bowls, a nonprofit with a mission to feed and nurture orphans worldwide."

### How do the products serve the mission?

Bridgewater donates a portion of each jar candle sold to Rice Bowls. Every candle sold provides three meals to a hungry child overseas. Through the Light a Candle, Feed a Child program, Bridgewater hopes to raise awareness for the global orphan crisis as well as help to fight hunger of orphaned children around the world.

**Plans for the Future:** The goal for 2015 is to reach five million meals provided.

### How Can Retailers Get More Involved?

Angel Rice, owner of Under the Carolina Moon, a Southern-inspired gift boutique located in Easley, South Carolina, was awarded an all-expense paid trip to Haiti led by Bridgewater President Bob Caldwell Jr. She was selected through a nomination process and was awarded the opportunity to go out of thousands of authorized dealers. "There are not enough words for me to express how amazing the trip to Haiti was," Rice said. "I feel



Bridgewater Candle Co. took a group of employees, sales representatives, retailers and editors to Haiti on its fifth annual Brand Experience trip to visit orphanages supported by the company's Light a Candle, Feed a Child program. Designed to give participants a first-hand experience of the difference this program is making, the group returned forever changed by the journey. The 18 oz. large jar candle in the Sweet Grace scent is a best seller.



so blessed to have been invited and to see the work the program is doing was truly humbling."



# Come See What's **NEW** at Glory Haus!



*journey jars*

Sadie Robertson | *live Original* | **Glory Haus** ©2014

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PHILANTHROPIC FOOTSTEPS**

**Glory Haus and Pickles with a Purpose**  
Molly Holm, Owner/Chief Creative Officer  
[www.gloryhaus.com](http://www.gloryhaus.com)  
[www.facebook.com/PicklesWithAPurpose](http://www.facebook.com/PicklesWithAPurpose)

**Mission:** "Community transformation that glorifies the Lord and changes lives through our work, art and relationships."

**How do the products serve the mission?**

"Pickles with a Purpose" was launched in April 2015 by Molly Holm's son, Luke Holm. The nonprofit organization is managed by Glory Haus, and sells the family gourmet sweet and spicy pickles in 16-ounce jars and 12-pack cases to retailers across the country. In addition, Glory Haus products (tea towels, burlap table runners, pillows, etc.) produced in the company's India factory are providing fair-trade jobs to impoverished women.

**Plans for the future:** Many new products are launching in January 2016. The Collegiate and Everyday vintage boards and frames were designed to create a softer, more neutral look that is timeless and classic. "Journey Jars" are a one-of-a-kind necklace from Sadie Robertson's Live Original Glory Haus Collection that allows you to bottle memories from along your journey. The new Strong + Kind Collection for Korie Robertson of A&E's "Duck Dynasty" is inspired by Robertson's new "Strong and



Luke Holm, shown with a jar of "Pickles with a Purpose" pickles in the Glory Haus showroom in Atlanta.

Kind" book. "The new Intentional Life by Crystal Paine (MoneySavingMom.com) collection is a beautiful reminder that YOU were created to make a difference, and to count your blessings. Glory Haus is also excited about its new Nativity Collection launching in January."

**How Can Retailers Get More Involved?**

Retailers can become more involved by carrying Glory Haus products in their stores. To create a Glory Haus account, visit [www.gloryhaus.com](http://www.gloryhaus.com) and click on "Wholesaler Sign-in."



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