

GOOD NEWS

EDITION N° 8 – FALL 2016



CAUSEBOX



HAPPY FALL!

We have so much to be grateful for this time of year, so we're kicking off Thanksgiving season in September — we hope you don't mind!

It's an exciting time for CAUSEBOX — we just moved into a new office in Venice, California, right by the beach, and we're encouraged everyday by the social media posts from our amazing CAUSEBOX community — it truly feels like a family.

The Fall Box is all about good living. We started off by asking ourselves a simple question: *'What does it mean to live well?'* Out of an endless array of possible answers, here were some of our favorites: building and nurturing community, living gratefully, eating well and feeling healthy, engaging your creative side. Our goal was to stuff all of those ideas into a beautiful box.

We created a rustic palette, with muted earth tones, some peachy pinks, and a touch of light lavender. We partnered with brands that represent all of the things we care most about: community, generosity of spirit, and commitment to sustainability. We doubled down on the details — focusing more on the brand stories and sharing them in the new, improved, and renamed reveal catalog — “Good News” (which you're currently holding). We hope that you love all of the details — from the hand-drawn artwork on the outside of the box to the rose-gold foil on the exclusive CAUSEBOX print!

As always, we are endlessly grateful for each and every one of you!

To good living,

Matt & Brett



FALL 2016

URBANA SACS

Chic multi-use storage container,
handmade in Los Angeles p.14

HOBBS TEA

Assorted single-origin tea pack
handpacked in Haleiwa, Hawaii p.20

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Six pack of premium thank-you
cards for *gratitude* season p.17

DOGEARED

Elegant, minimal 'Balance' necklace,
designed in Los Angeles p.13

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Seasonal print hand lettered by
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UMANO

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LIZ ALIG

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LUCKY IRON FISH

Cooking supplement for increasing iron
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to the iron deficiency epidemic p.23



THIS BOX WAS DESIGNED BY A 9-YEAR OLD

umano is an apparel brand on a mission to empower kids to unleash their creativity. They believe art education is not about learning to draw; it's about learning to see. Judging by Jasmine's artwork for our Fall '16 CAUSEBOX — the kids are seeing clearly.

In October 2011, brothers Jonathan and Alex Torrey set out to fuse fashion and philanthropy. They knew that art education increases students' ability to express ideas, solve problems, and collaborate with others — and they were disheartened by the way arts programs were being affected by school budget cuts nationwide. By 2004, surveys were indicating that up to 25% of principals had cut art education in their schools. Jonathan and Alex came up with a full circle solution. umano was born.

First, they find children in areas affected by art education budget cuts, and they commission and empower them to create artwork. umano then screen prints the artwork by hand onto their signature, silky soft omobono fabric shirts, and finally, for every shirt sold they donate a backpack full of school and art supplies to children. Full circle.

And their model is working. So far, in 2016 alone, thanks in part to an appearance on ABC's Shark Tank, umano has donated 30,000 backpacks full of school supplies to children! And they don't skimp on supplies — each backpack is loaded with crayons, pencils, erasers, and two notebooks to fill up with big ideas.



MEET THE ARTIST

Jasmine is nine years old, and this is “The Leaves.” She is from Harlem, NY and she is in the fourth grade. When she grows up she wants to be an art teacher so she can paint all the time.

SLOW FASHION

Elizabeth Roney is a self-described “textile nerd.”

She begins talking about fabrics, and there you are, trailing behind her on one of her adventures — in the bazaars of Madagascar, Kenya, Haiti — sifting through sheets of cloth and textiles in search of something exotic, rich, beautiful.

“I love timeless textiles, bulky handwoven stripes, super soft pima cotton, hand-dyed silk, vibrant boho ikat... textures, drapings, prints...”

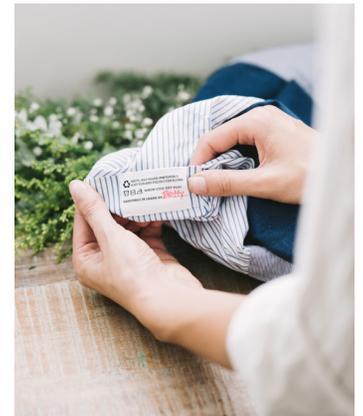
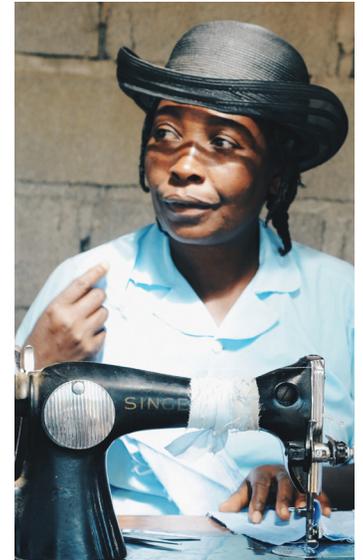
After earning a fashion degree, working with non-profits in India and Honduras, and spending a Summer in Kenya, she started to look at her clothing differently. She looked beyond the textiles. Instead, she focused on the tags. Not at the price tags though. Instead, she became deeply interested in where her clothes were coming from.

“I started to realize that there are actual people who make our clothes. People with their own dreams, good days, bad days... children. And I realized that we have an opportunity to give the people who make our clothes a better life.”

And that’s really how it all began. When we start to assign familiar faces to global issues we can become a part of the solution. Elizabeth had a degree in fashion, she was full of energy, obsessed with “classic boho” and had a heart for service. She had everything she needed.

“I started Liz Alig as just a collection of a few dresses - really as an experiment to see if it was possible to make clothing completely and totally out of recycled materials, because at the time it was almost impossible to find fabrics that were produced ethically.”

The dresses sold out. She began partnering with an artisan group called Mi Esperanza (“My Hope”) in Honduras to meet demand — and suddenly she was solving her own problem. She could look at the tag, see where the product was coming from, and proudly say that the garment was helping people in significant ways. “I realized that the production of our clothing with small fair trade cooperatives could give women in developing countries educations, which in turn could give them



PICTURED:
Liz Alig
Recycled Apron

a source of income, which in turn would give their children better educations... Maybe the production of our clothing could be a key in helping whole communities out of poverty?"

As operations have grown since the founding of the company in 2009 — Liz Alig has expanded upon its commitment to fair trade standards. Beyond sourcing their materials ethically and sustainably, paying a fair wage, and honoring artisans by creating a wonderful work environment, Liz Alig and Mi Esperanza are training women and facilitating sustainable employment. This, in turn, trickles all the way down into the communities by providing a means for educating the artisans' children.

In collaborating with CAUSEBOX on an apron for Fall, Liz Alig has magnified its impact across multiple regions. Their artisan network includes groups in Haiti, Ghana, and Honduras — and each of these groups was activated for our partnership. These aprons started off as dress shirts! The Liz Alig seamstresses in Haiti sorted through 10,000 shirts in order to find fabrics that matched our Fall palette. The shirts were then thoroughly washed, cut, color matched, and stitched into timeless, effortless aprons for the CAUSEBOX community. The partnership made beautiful use of tons (literal tons) of material that would have created needless waste, and it provided meaningful work and training for dozens and dozens of women in three separate corners of the world. In the case of the artisan group in Haiti, it sponsored the purchase of several sewing machines which increased production capability and provided steady incomes for several months.

It all started because a “fabric nerd” with a timeless sense of style saw a problem, and decided to use her gifts to create a solution.



MADE IN LOS ANGELES

MEET TWO COMPANIES THAT ARE MAKING
BEAUTIFUL PRODUCTS, IN BEAUTIFUL WAYS IN
LOS ANGELES, CALIFORNIA.

DOGEARED JEWELRY, CULVER CITY



At Dogeared Jewelry “Good Things Happen.” This is their tagline, their mantra, their M.O. And good things *do* happen when you build products and community with the kind of intentionality that Dogeared is committed to. Each of their pieces balances elegant simplicity with deep and meaningful representation of moments and things that matter. Some pieces are symbolic of friendship, others encourage a belief in balance, love, luck. All of their pieces draw inspiration from the city in which they are designed — Los Angeles. The energy, fluidity, and variety of Los Angeles can be felt in the designs — from the free-spirited, natural beauty of life by the ocean, to the creative flow and sparkle of Hollywood.

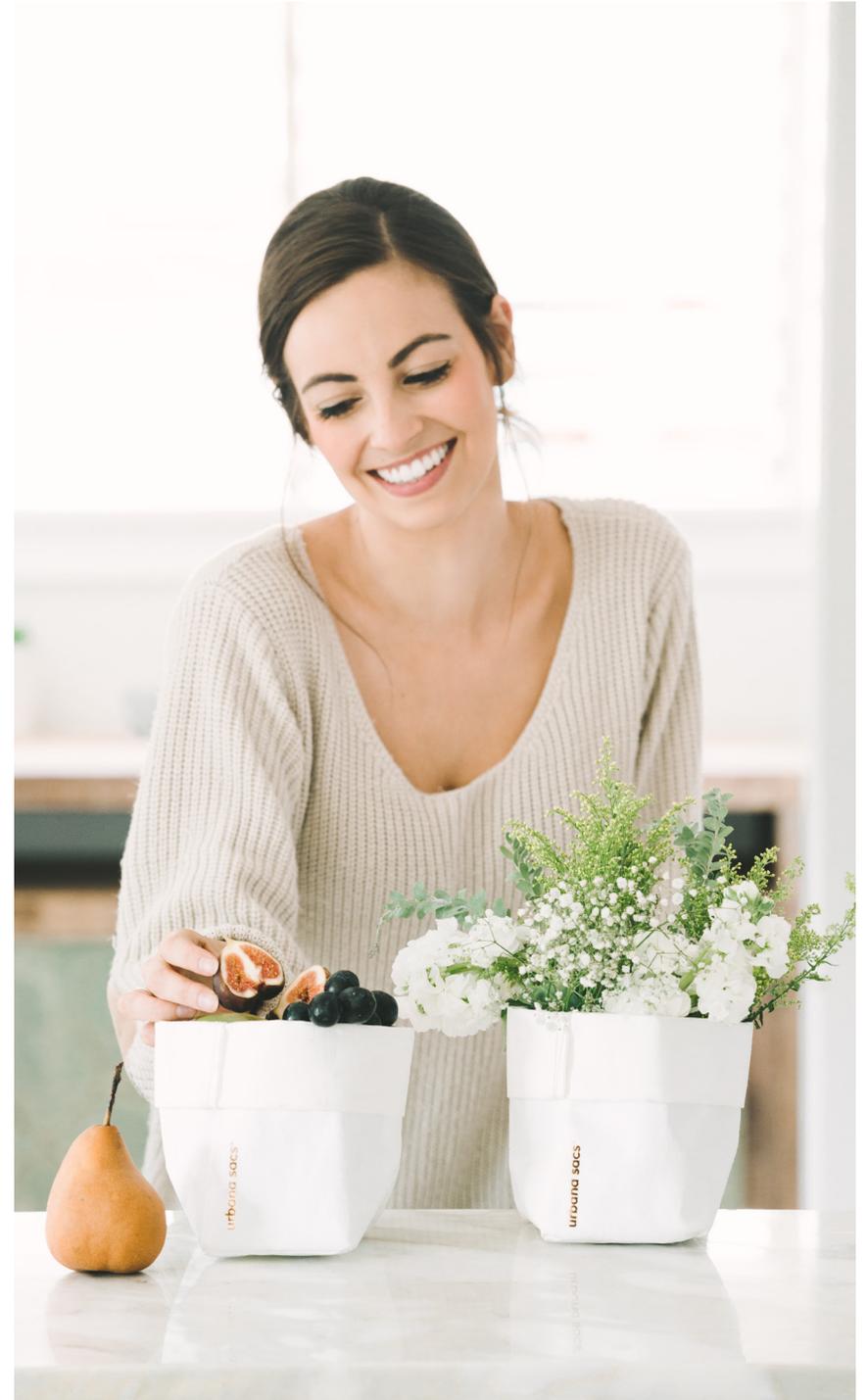
Beyond handcrafting beautiful and meaning-filled products — Dogeared is a certified B-Corporation with a commitment to using business as a force for good. “Our goal is to actively work alongside organizations that empower both women and our local communities to lead by example and create positive social and environmental change,” says Brand Director Ashley Walkley, adding, “good things happen when we do!”

URBANA SACS, DOWNTOWN



Urbana Sacs was a happy accident. After fifteen years of leading design projects for a large architectural firm in Los Angeles, Carolina Tombolesi was ready to get back to hands-on design that connects with people on a personal level. While in the office late one evening trying to handcraft a porcelain espresso set for a client, she discovered a unique, leather-like fabric made from recycled paper that could be molded and shaped in water. After some more tinkering Carolina was amazed by the clean look and diverse uses for the reclaimed material — and decided she had to share her product and designs with the world. Urbana Sacs was born.

Each Urbana Sacs Creative Sac is useful in countless ways — from showcasing bedside bouquets to the storage of desk accessories and supplies. And each Creative Sac is made by hand in Los Angeles, where Carolina and her team draw inspiration from a communal commitment to sustainable and eco-friendly living.





GRATITUDE CHANGES EVERYTHING

Gramr Gratitude Co. is leading a movement toward more grateful living — by creating beautiful thank-you cards, and encouraging intentional action. So far more than 700,000 of their thank-you notes have been sent. They want to create a more grateful world. We want to live in a more grateful world. So we asked them to join forces with CAUSEBOX.

Gramr was born out of a simple idea. The idea that actively practicing gratitude can and will make you a happier person and ultimately help create a world filled with more intentional, expressive, and contented people.

In 2013, studies were popping up linking gratitude to happiness and improved health — but, at the time, there was no easy or tangible way to integrate gratitude into everyday living.

Gramr set out to make practicing gratitude cool (and easy) by giving the thank-you note a much needed makeover.

So, with the help of top designers, they infused the thank-you note with new life — something that could attract influencers to help spread a movement for gratitude. The Gramr team created a photo-based, square card — a living Instagram photo — and collaborated with some of the best photographers on Instagram to promote a movement for the handwritten word.

“The photographers were really excited about the concept because it gave peo-

ple a chance to interact with their photography in a completely different context — a more meaningful context than simply double tapping on a screen. With our cards, people would write messages next to their images, and those messages would never get thrown away. Emails get archived or deleted, but does anyone throw away a thoughtful thank-you note?”

Gramr launched with more than a dozen partner photographers — influential photographers like Alice Gao, Benjamin Heath, Scott Borrero, and several others who believed in the mission and wanted to see their own work printed and circulated in a new and meaningful way. And now, more than 700,000 thank you cards later, those photographers can say that they helped start something special.

From the very beginning, CAUSEBOX was determined to build a community that embodied gratitude, so we partnered with Gramr on our first ever CAUSEBOX nearly two years ago. We loved the Gramr product, the brand, the story, and the mission — and we included a set of Gramr thank-you notes in our very first box. The response by the CAUSEBOX community was powerful and meaningful. You guys even wrote us a few cards!

Eventually, we decided that the best way to support Gramr’s effort to create a more grateful world was to invite them to join the CAUSEBOX team, and make Gramr the first ever CAUSEBOX brand. They agreed that gratitude and generosity go better together — and we joined forces.

We couldn’t be happier to have Gramr on board as partners! We will continue to explore different ways of working gratitude into everything we do as a company, from the way we serve our communities and partner with socially conscious com-

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panies, to the way we interact with our amazing members. We are all in for gratitude, and we hope you will join us in creating a more grateful world together!



What is an example of ‘the good’ that you have been finding and praising lately?

Lately I’ve been reminded to find the good within myself. Often times I have found myself unhappy with the way I feel or look, and this kind of thinking can rob me of happiness. It has been said that “we are our own worst critics,” but I’m realizing that that mindset doesn’t have to be true. Rather than focusing on my imperfections and beating myself up because of them, I’m learning that it’s okay (and healthy) to focus on the good that’s inside of me — and even to celebrate and praise it! I’ve already noticed a change in the way I view myself and have gained an even stronger self-confidence.

PRINT OF THE SEASON

by JENESSA WAIT

@jenessawait

Interview Series

Jamie Chambers, Founder and CEO, Hobbs Tea

CAUSEBOX: I know how important the harvesting process is to you — when you say that Hobbs Teas are ‘handcrafted’ — what exactly do you mean by that? Can you walk us through the curating and harvesting process?

Jamie Chambers: Every single Hobbs Tea bag is hand-filled, hand-tied, and hand-sealed in small batches. This protects and preserves the quality, integrity, and benefits of the tea. All of our tea is single-origin, and is curated and harvested from ultra-traditional organic farms. We work directly with century-old tea gardeners who have a reverence and knowledge of tea that has been passed down for generations.

CB: Do you have a particular favorite type of tea?

JC: Right now, Yerba mate and Rooibos. Both are great with organic milk and honey, and pair perfectly with fresh organic fruit!

CB: You have a background in culinary arts, with a specific focus on pastries — in what ways did your cooking and baking experience draw you to tea? Have you always been a big tea drinker?

JC: Tea has been a huge part of my life since early childhood. It is the quintessential fix-all! Sick? Tea. Hard day? Tea. Celebration? Tea. Gift? Tea. My mother made tea one of our family rituals. When I learned of the harmful pesticides and chemicals in different tea bag components, I knew I needed to create something much better for my friends and family to enjoy!

CB: In what ways did your background in cooking help you find and curate the kind of high quality teas that Hobbs is committed to sharing with the world?

JC: Studying culinary arts has influenced my understanding and appreciation of tea in all kinds of ways — oddly enough, one interesting way is through the corresponding knowledge of wine that I developed. In the same way that a fine wine flavor profile is influenced by the growing region, attentiveness to the plant,

seasons, weather, crafting process, curing, aging, and TLC — tea cultivation depends on the same love, care, and attention to details.

CB: How has growing up in Hawaii had an impact on your creative process?

JC: Growing up in the small beach town of Hanalei, Kauai really influenced the way I think about my company’s environmental impact. At Hobbs, we place an enormous emphasis on care for the land, its people, and on improving the overall health and well-being of our customers. We only use sustainable, organic whole leaf tea - the absolute best for our planet and our bodies. Each plant-fiber tea bag is hand-sealed in a backyard compostable bag. To reduce our waste impact, no staples, bleach, nylon, plastic, preservatives, or ‘natural’ flavors are ever used!

CB: Can you share a few thoughts about starting and running a company as a female founder?

JC: Being a young, female business owner is extremely rewarding everyday! You have the opportunity to inspire and help others. A couple of the things I try and stay mindful of while building my business: always focus on what you can do for others, and for the world, never the other way around; put your ego aside, business is never personal; be nice; believe in your imagination — your daydreams are the seeds of your future, and they could end up enhancing millions of people’s lives; and lastly, be different — embrace who you are and what you love. Laugh loud, hug tight, be grateful every single day.



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JUST ADD LUCK

Iron deficiency is the world's most common micronutrient issue, impacting more than 3.5 billion people globally—affecting mostly women and children in the developing world. Gavin Armstrong is tackling the problem, one fish at a time.

Gavin Armstrong was working on his doctorate in Ontario, Canada when he first heard about a “Lucky Fish.” An associate of his, Dr. Chris Charles, was doing fieldwork in rural Cambodia when he noticed the devastating impact of iron deficiency on the local community. He knew that food could be infused with iron by simply boiling water with a block of iron for a few minutes. But nobody was interested in putting a block of iron into their rice pot, even if temporarily.

So he shaped the block of iron into a fish, and tried again. This time the locals loved it! Dr. Charles’ clever iron fish could be effortlessly used as a supplemental source of iron — by simply immersing the fish in a pot of cooking water, and adding a dash of lemon juice, families could add 70 micrograms of iron to each of their meals (which amounts to 75% of the daily requirement for iron)! When Gavin learned more about the fish, he knew there was an opportunity to make a real global impact.

In early 2014, he founded Lucky Iron Fish and began manufacturing fishes. He sold the fishes and donated one fish to communities in need for every fish sold. For a while, he sold about 100 fish per month.

Then, in May 2015, the BBC ran the Lucky Iron Fish story and shared Gavin and Dr. Charles’ mission with a broader audience. Sales immediately soared to 100 fish per hour, and they’ve never looked back. Since the story first broke, media outlets from Oprah, to Forbes, to CNN have picked up the story, magnifying the impact that Gavin and his team are having throughout the world.

CAUSEBOX



CAUSEBOX Love
Nicole from the Member
Happiness Team pinning up
some of our favorite social
media posts from the week.



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Elizabeth Roney, Page 8