



Jolica
The Art of Giving

1. FAIR TRADE

Jolica is a Fair Trade company which sells handcrafted accessories, produced by artisan groups in six developing countries.

2. HOME PARTIES

Jolica's direct sales model enables entrepreneurs in Canada and the U.S. to have their own successful Fair Trade business, allowing them flexibility of time and location, requiring minimal financial outlay, and yet having a significant global impact. Jolica's home parties mean personal, relaxed, shopping experiences for home party hosts and guests.

3. ACCESSORIES

Jolica's product line includes jewelry, handbags, and scarves, handcrafted by fairly paid, adult artisans following Fair Trade standards.

4. FOUNDATION

Five percent of all retail sales are designated to the Jolica Foundation. Since its inception in 2005 until July of 2012, the Jolica Foundation has donated more than one hundred twenty thousand dollars to its projects around the world.

ONE COMPANY FOUR STORIES



THE WHO, HOW, WHEN AND WHERE OF JOLICA

WHO WE ARE

Jolica is a Fair Trade, direct sales company which sells handcrafted jewelry, scarves and handbags through independent Gift Consultants. Jolica's unique sales model enables entrepreneurs across Canada and the U.S. to develop their own Fair Trade businesses, with flexibility of time and location; artisans around the world to establish their own handcraft businesses, and provide stable futures for their families; and for consumers to enjoy personal, relaxed shopping experiences and purchase products they feel good about.

Direct sales makes it possible for independent Fair Trade entrepreneurs to thrive in any and every community, with minimal environmental impact and little financial risk.

Jolica products can be purchased through Gift Consultants across Canada and the U.S., at home parties, fundraiser events, and online at www.jolica.com.

Five percent of all our retail sales are designated to the Jolica Foundation, which is committed to addressing barriers that keep people in developing countries from learning skills, creating sustainable ways of earning income, and participating fully in their communities.

Jolica is a member of the Fair Trade Federation, the Direct Sales Association and the Direct Selling Women's Alliance.

OUR LOCATION

Jolica's corporate office and warehouse are located in Fonthill, Ontario. Gift Consultants are located across Canada and the United States in ever increasing numbers and locations.



THE WHO, HOW, WHEN AND WHERE OF JOLICA

CONTINUED

OUR FOUNDERS' STORY

Jolica's founders, Darlene and Ted Loewen, were MKs (missionary kids) who grew up far from Canada and in very different parts of the world. Darlene spent her formative years in the Congo, while Ted spent his childhood in Colombia and Ecuador.

Years later, as young adults living in Canada, they studied various aspects of business, finance and education in Winnipeg, where they met in 1986 and were married two years later.

Darlene began her career as a middle school teacher, while Ted worked in a variety of executive rolls at Palliser Furniture in Winnipeg. Eventually their entrepreneurial spirit led them to the Niagara area in Ontario, where they created a multi-million dollar candle company. But running a successful business was not enough, they wanted to do more.

Growing up overseas made a strong impression on both Darlene and Ted, helping to form their ideals and inspiring in both of them a passion to empower artisans in developing countries through fair business practices here in Canada. In 2005 they founded Jolica, a Fair Trade, direct sales business in Fonthill, Ontario.

Darlene and Ted are a talented team with vast international and business know-how. Darlene is the President of Jolica; Ted is its VP of Finance.



THE WHO, HOW, WHEN AND WHERE OF JOLICA

CONTINUED

OUR HISTORY

2005

- Founded by Darlene and Ted Loewen
- Offices and warehouse located in Loewen's Fonthill, ON home
- Key staff persons located in Ontario, Manitoba, Alberta and BC
- Ten Canadian Gift Consultants
- Product Line: eighty-five percent jewelry with heavy emphasis on sterling silver but included some glass pieces. Also carried scarves and goat leather handbags
- Products handcrafted in Chile, Peru, India, Indonesia, Nepal and Thailand

2006

- Jolica became an international company with Gift Consultants in the U.S. and Canada

2007

- Quality and sales of leather handbags increased dramatically

2008

- Warehouse moved to basement of office building at 178 Highway 20 West, Fonthill

2010

- Purchased building at 178 Highway 20W, now location of warehouse and offices

2012

- Five staff members
- One hundred Gift Consultants
- Product Line: jewelry constitutes seventy-seven percent of sales (sterling silver followed by glass and other fashion jewelry), scarves twelve percent, and leather goods approximately eleven percent



THE WHO, HOW, WHEN AND WHERE OF JOLICA

CONTINUED

OUR PEOPLE



Darlene Loewen, Co-Founder, President

Darlene combines her fashion, merchandising and marketing talents with her passion for justice issues in her work at Jolica. Born in Kinshasa, Democratic Republic of Congo and educated in Winnipeg, Manitoba, Darlene left her ten year teaching career at the Mennonite Brethren Collegiate Institute in 1998 to purchase and run, with her husband Ted, a successful candle business. However in 2004 they decided to focus their entrepreneurial talents on a growing idea – a Fair Trade home party business, an idea which became Jolica. Darlene lives with her husband and Jolica co-owner, Ted, and their three children in Fonthill, Ontario.



Ted Loewen, Co-Founder, Vice-President of Finance

Born in Canada, but raised and educated mostly in Colombia and Ecuador, Ted received his Bachelor of Commerce degree from the University of Manitoba in 1989. Hired by Palliser Furniture, his strong business and leadership skills were soon recognized. Ted held a number of executive positions, successfully putting together strong teams and growing his departments. While working at Palliser, Ted was deeply impressed by the owners' commitment to giving back. The DeFehr Foundation would become a model for the Jolica Foundation. Ted, and his wife/partner's entrepreneurial spirit led them to own and operate a successful candle company in Ontario, and in 2005 to found Jolica.



Ingrid Heinrichs Pauls, Public and Media Relations

Ingrid joined the Jolica team in 2012, continuing her long history of advocating for Fair Trade. While raising her children and working as a maternity nurse in Canada and the U.S., Ingrid volunteered for a large, non profit, Fair Trade organization. In 2000 she left her nursing career to manage Ten Thousand Villages stores, and eventually to take on the role of Education and Media Coordinator. Ingrid was very successful at getting the Fair Trade message and the products into national and local media, and in front of live audiences. Ingrid lives in Oakville, ON with her husband. She has 3 children and 4 grandchildren, all of whom live in Ontario. Family, Fair Trade and the family cottage are her passions.



Ann-Michele Ewert, Vice-President of Team Development

Raised in Vancouver, Ann-Michele received her Bachelor of Arts degree from University of British Columbia. After many years in convention planning she began working with Jolica, then in its early stages. Her skills as a certified Convention and Meeting Planner (CMP) have been a big asset to the company, and shine particularly brightly at Jolica's annual conference. Ann-Michele's passion for Fair Trade began while sitting on the Board of Directors of Ten Thousand Villages. When she isn't working from her home office in Vancouver she enjoys traveling and spending time with her husband and her labradoodle. Her two children are currently attending university.



Ann Morris, Customer Service

Ann worked in banking for almost 25 years, a career she enjoyed for all the clients she had the opportunity to get to know and work with. Always friendly and very helpful, Ann quickly became a favourite of Ted and Darlene's. In 2008 she left her position at the bank to join the team at Jolica. Ann works closely with Jolica's Gift Consultants via email and phone, and thoroughly enjoys meeting them personally at Jolica's annual conference. In her spare time Ann volunteers as the church librarian, reads, travels and scrapbooks. She lives in Fonthill with her husband and 2 children.



Wendy Koch, Graphic Designer

Wendy started working for Jolica in 2007. Her many years of experience working for an international development organization made her a good fit for promoting Jolica's Four Stories. She loves to travel, vacation at her cottage, and spend time with her family. She has lived overseas – in France and Nicaragua. Wendy currently lives in Stratford, Ontario.

OUR MISSION

Through independent Gift Consultants who establish their own Fair Trade, home party businesses and who see business as a way to create positive change in the world, Jolica aims to build a community of people who believe that a purchase can be more than just a transaction, it can be a catalyst for improving people's lives both locally and globally.

Jolica's commitment to Fair Trade principles and to the Jolica Foundation empowers Gift Consultants as well as the party hosts and guests to improve the lives of artisans globally through the sale and purchase of quality, handcrafted jewelry, scarves and handbags.

Jolica gives women everywhere the opportunity to grow their own businesses, develop new skills, build relationships and bring together people who share a commitment to social responsibility.

WHAT PEOPLE ARE SAYING ABOUT US



"I consider myself a savvy shopper who's always on the lookout for sales, but when I became aware of the story behind Jolica, it was a real eye opener. The time and craftsmanship that goes into making the items, and the difference that it makes in the lives of the people who benefit by achieving a better life for their families has made an impact on my life. I have a much better appreciation of where items are made and what Fair Trade means. Thank you for the humbling and blessed experience!" — *Rosella S, Customer, Manitoba*

"I love the jewelry from Jolica. There is such a wide variety of unique pieces and the prices are good. The added bonus is knowing that buying this jewelry helps others." — *Mitzi S, Customer, Alberta*

"I have been in Direct Sales for about 25 years and recently joined Jolica. In the beginning as I learned something new that Jolica does to help artisans, guests, hostesses, gift consultants I was always surprised. I have come not to be surprised – I am in awe. I have come to learn what an amazing company Jolica is to work with and am very happy to be part of the Jolica Team/Family." — *Donna W, Gift Consultant, New York*

"What I love about Jolica is that it has allowed me to be a stay-at-home mom and still have an amazing career!" — *Shannon Y, Gift Consultant, Saskatchewan*

"Jolica and Fair Trade is my way of paying it forward." — *Nadine L, Gift Consultant, Manitoba*

"I chose Jolica for many reasons; one is that it is flexible enough for me to work around my family. Also, I absolutely love what we are doing for the artisans and how we are helping so many people with the Foundation projects. I am so proud to be part of this amazing company!" — *Keri J, Gift Consultant, Alberta*



JOLICA ARTISANS

KARYAWATI

Karyawati is a mother, a wife, and a skilled artisan living in Bali, Indonesia. She works each day at a workbench in her front yard. Karyawati uses beautiful artistry in her work – specializing in a particular Balinese style of silver jewelry called Jawan. Karyawati learned her skill in the workshop of a master artisan. Now she has her own workshop and helps provide for her family through her work. She is proud of her creations and the fact that her daughter is able to go to school because of her income.



TARUN

In the 1980s Tarun left his home in Bangladesh to work in Kolkata, India. His first job was to make leather samples. Nine years later he began his own leather handbag business. Unlike mainstream shops, Tarun's employees are given decision-making power, flexibility and job security, and are paid fairly and on time. Many of Tarun's pieces are made of eco-friendly leather, which is tanned using a more environmentally friendly process.

CARLOS & JESSICA

Carlos began his career as an apprentice in an iron workshop and Jessica worked as a medical secretary. Life changed for them when their third child was born with a lung disorder. Jessica resigned from her job to stay home with their daughter. She started creating pieces of jewelry and sold these pieces to friends, family and at local craft fairs. Jessica's glass jewelry became so popular that it became a full-time job. Carlos and Jessica have been committed to fair trade principles right from their first day. Unlike many local workshops, they pay a good salary to their staff. They schedule regular paid team development days, focusing on viewing each artisan holistically as a person.



PUI

In Thailand, one of Jolica's artisan groups is lead by Pui. After working as a designer in Bangkok, she returned to her village and established a weaving cooperative. Pui changed the design of scarves from traditional patterns to ones reflecting the demands of the marketplace – despite opposition from various villagers. Pui's business is successful and she uses that success to improve people's lives. She has set up a fund for artisan children and is proud to say that one of those children is now getting her PhD.

FOUNDATION PROJECTS

The Jolica Foundation is committed to addressing barriers that keep people in developing countries from learning skills, creating sustainable ways of earning an income, and participating fully in their communities.

SAVING LIVES WITH INSECTICIDE-TREATED NETS / SEPTEMBER 2005-APRIL 2009

In partnership with MEDA (Mennonite Economic Development Associates), Jolica provided insecticide-treated mosquito nets in Tanzania through partnerships with the local public health network and local businesses. **Jolica provided more than 6000 nets.**



HELPING MARGINALIZED WOMEN IN AFGHANISTAN / JANUARY 2008-DECEMBER 2010

The Foundation was a participant in *Through the Garden Gate*, a project delivered by MEDA in Afghanistan. In this project, marginalized women were equipped to grow a kitchen garden that supplied the needs of their family and provided extra produce to sell. Among the many benefits of this project, the women became literate, developed self-respect, and gained the respect of their community. Every \$50 contribution provided the resources for another woman to participate in the program. **As of December 2010, Jolica provided more than 1,120 gardens.**



WARMING HOMES IN CHILE / JANUARY 2010-JUNE 2010

Due to climate change, winters in Chile had become significantly colder over recent years. This change posed a problem because their homes and workplaces had not been designed to protect Chileans from the cold. A \$50 small space heater allowed them to sleep, eat and work more productively. **Jolica provided over 75 space heaters for our artisan partners in Chile.**



GIVING THE GIFT OF SIGHT IN INDIA / JULY 2010-JUNE 2012

The Jolica Foundation, in partnership with **cbm** (Christian Blind Mission), provided the Gift of Sight in India. Every \$51 contribution provided cataract surgery for one adult as well as Vitamin A supplements to prevent blindness for 30 children. **Jolica provided more than 620 Gifts of Sight.**



PATHWAYS & PURSESTRINGS / JANUARY 2011-JUNE 2011

Among other responsibilities, women in Pakistan have traditionally played a lead role in providing milk for their families. Through this MEDA project, women are trained to test milk for milk-borne diseases and help homebound women access markets. As the health of the villagers improves, they are able to be more productive and improve their quality of life. **Jolica supported more than 60 women in Pakistan.**



PROVIDING HOPE IN MOROCCO / JULY 2011-PRESENT

Many youth in Morocco face an uncertain future. The education system has prepared them for government jobs that don't exist. As a result approximately 40% of youths, aged 15-29 are unemployed with little hope for the future. Jolica is delighted to partner with MEDA to provide business training for these young people. **As of June 2012, Jolica helped to provide entrepreneurial education for more than 160 Moroccan youths.**



RESTORING CHILDHOOD / LAUNCHING JULY 2012

One in every 750 children is born with clubfoot, a condition that is often neglected in poor families. The result is a child that is house-bound and in increasing pain. Clubfoot can be corrected relatively easily if treated early and the child can go on to live a normal, active life. **Working in partnership with cbm Canada, the Jolica Foundation will be able to correct clubfoot for one child in the Democratic Republic of Congo for every \$1000 in retail sales.**



QUICK FACTS

1. Founded in 2005 by Darlene and Ted Loewen
2. A Fair Trade, direct sales retailer
3. Products are sold through Gift Consultants across Canada and the U.S., who own independent Jolica home party businesses
4. Gift Consultants sell at home parties, fundraiser events and through online sales
5. Target customer: women thirty-five to fifty-five years old, with children, who are involved in their communities, have post secondary education, have traveled internationally, and have a strong sense of social responsibility
6. Product line includes jewelry, scarves and handbags
7. Products are handcrafted by artisan groups in 6 developing countries
8. Packaging is crafted out of handmade paper by GET Paper, a Nepalese Fair Trade producer group
9. Jolica works directly with its artisan groups, visiting each group every 3 or 4 years
10. Five percent of all sales support the Jolica Foundation
11. Offices and warehouse are located in Fonthill, Ontario



CONTACT JOLICA

For more information about Jolica and any of its four stories, contact

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