



Kindred & Co.

HOLIDAY GIFT GUIDE

— 2 0 2 1 —

HOPE IN THE YEAR



dear kindred friend,

From the beginning of the year, the word I most often heard was "hope." How are we seeking hope following 2020? How are we pursuing a hopeful posture in everyday mundane living? Where is hope's place amidst continued hardship?

The bottom line sentiment being: I am (or choosing to be) hopeful.

Not to say there isn't continued brokenness, uncomfortable change, hardship, internal and external chaos, but to believe that amidst all these there is a reason to be hopeful and have *hope*.

Hope for ourselves and for the loved ones around us.

This year's guide is sprinkled with *hope*. From the way our fellow small business have experienced hope to the ideas of gifting a little bit of hope and goodness with others.*

Here's a peek of who you can expect to read about in this guide:



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HOW TO USE THIS GUIDE:

As a round-up of some favorite shops that we have worked with & connected with, that have incredible missions, hearts, and people behind them. Each shop has highlighted three products they're loving and why. We are also announcing Kindred & Co.'s holiday products at the end, so be sure to scroll on through!

**Important note:* If this year and season is financially hard, please don't hear from us that you must shop to support, or that hope can be bought. There are many ways to support small businesses without spending money and infinitely more ways to share hope than through monetary means. Please see [page 9](#) for some ideas. (*Bonus: you can practice these ideas anytime, not just in the holiday season*).

With that, we send you off with our warmest wishes and seasons greetings for this 2021 holiday season! We can't wait for you to fall in love with these shops and to sprinkle *hope* wherever you go this season.

with joy & gratitude,
Kindred & Co

27 TEAS



\$9.95+ | New England Chai | Perfect for someone who loves a good chai, or as a way to share New England to those who might not make it for the holidays.

best seller

\$7.95+ | Turmeric Trio | A customer favorite, especially for those who are seeking anti-inflammatory herbal tea options!



customer fave



\$9.95+ | Chocolate Peppermint Bark | This black tea has the right amount of subtle chocolate with peppermint freshness to get you into the winter spirit! Adding a candy-cane to the rim is our favorite!

seasonal fave

About the business:

27Teas is a woman owned, NH based, loose leaf tea company. We are on a mission to deliver you the most delicious cup of tea, while also giving back a percentage of profits to clean water initiatives!

Hope in 2021:

By leaning into all the good that is around me, taking note of the things that bring me joy, especially the little things like a hot cup of tea or a beautiful fall leaf. When I recognize and call out the joy around me, I realize there is hope for more joy each and every day.

Connect & Shop

Website: <https://27teas.com>

IG: @27teas

FB: @27teasllc



C&C HOLISTIC LIVING

About the business:

C & C Holistic Living, LLC was created to show individuals how to make simple changes to live healthier lives by using what God has placed in the earth. All skincare products & candles are handmade with natural and organic ingredients.

Hope in 2021:

We have found hope this year through our faith. In spite of everything that has transpired from 2020 to now, our faith in God has been what has given us hope. Thankfully our church never completely shut down, so we have been able to gather with other believers on a weekly basis which has been extremely encouraging.

\$15+ | Lavender & Vanilla 100% Beeswax Candle | Infused w/ pure lavender & vanilla. Lavender is known for relaxation & vanilla is known for fighting anxiety and depression.



best seller



seller fave

\$5 | Beeswax Lip Balm | Four all-natural & organic ingredients make up this amazing lip balm to help soothe chapped lips.

\$5+ | Whipped Body Butter | 100% vegan, 5 all-natural & organic ingredients in this nourishing body butter, perfect for dry itchy skin



customer fave



Connect & Shop

Website: www.candcholicliving.com

IG: @ccholicliving

CAMPKIT COMPANY



\$40 | Original CampKit Box
| This CampKit is bursting with five days of camp fun! Each box contains dozens of games, challenges, crafts, songs and activities plus all the materials required for a memorable camp experience at home!



best seller



Great for kids ages 5-12 years old!

About the business:

CampKit's goal is to help families learn, play, and grow together by bringing the fun of summer camp to your home. We desire to create opportunities for fun, connection, and meaningful conversations through every CampKit experience.

Hope in 2021:

We've found hope this year in knowing that we are valued for who we are, not what we do or accomplish. We have hope when we fall short of our own expectations, we can remember that we are made for relationship, not productivity!



Connect & Shop
Website: www.campkit.co
IG: @campkitco

EARTHSIDE CANDLE CO.

About the business:

Our goal here at Earthside Candle Co. is to help you create a memorable and cozy environment. We believe in creating non-toxic products that will not only last, but will make an impact and give glory to God earthside.

Hope in 2021:

All my hope is found in the Lord Jesus! As a Christian, I always go to God and the Bible when I need to be reminded of God's promises and need a little encouragement to get through my days.



customer fave

\$18 | Mistletoe | perfectly festive holiday candle for any time of year. Top notes of eucalyptus & camphor, while middle notes of pine & fir are reinforced by a touch of spiced clove. Cedarwood & patchouli in the base ground this cheery scent.

\$18 | Christmas Tree | Created for the early Christmas decorator in mind. Our Christmas Tree candle is filled with notes of pine, fir, & cypress giving off the perfect scent.



best seller



Connect & Shop
Website: <https://earthsidecandles.com>
IG: @earthsidecandleco

FROOTFUL

Postcards (set of 10): \$12.50
Greeting cards (set of 8 w/ envelopes): \$16.50

seller
fave



Love's Letters | postcard or greeting card | Love notes inspired by scriptures. No matter what season you find yourself in, what you've experienced before, or what the voice inside your head might be saying, the truth is that you are greatly loved. Let these reminders quiet every last one of your fears.



new
product

Pressed for Purpose | postcard or greeting card | Hard Truth: Real growth doesn't happen in places of comfort, but patience in places of pressure produces something precious and priceless. Do not despise the days of being pressed, for there is always purpose being produced on the other side of pressure.

About the business:

Frootful creates resources to equip and encourage women in the "messy middle" of life. Inspired by Jeremiah 17:7-8, we believe that a person rooted in hope will thrive in every season of their life.

Hope in 2021:

Frootful ran a series called **Hope in the Wild** where women shared lessons learned walking through hard times. Each story featured powerful insights that not only encouraged Frootful's community, but me as well, beautifully providing exactly what I needed to navigate the harder parts of this year.

Connect & Shop

Website: <https://www.etsy.com/shop/FrootfulCo>

IG: @frootfulco



HOPEFOLIO

About the business:

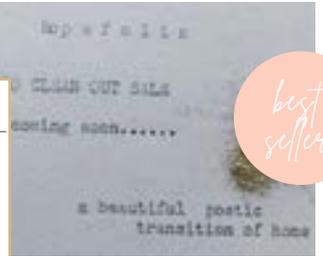
My name has inspired a lifelong multidisciplinary research approach of light, home, community, beauty, relationships and I believe hospitality is the highest form of art. My poems and photos are prayers and promises written in ink, portraits of light. Hopefolio aims to be a "hopeful portfolio", bringing poetry and light into your home, relationships and everyday life.

Hope in 2021:

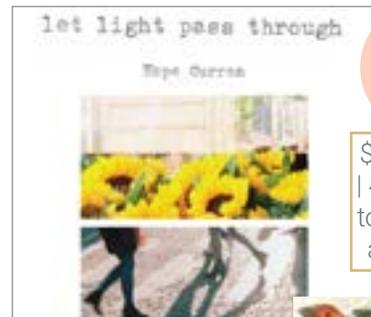
Hope has been an ongoing theme in my life. To hope is to not yet have, yet hold close. In the spring my mom was diagnosed with stage 4 colorectal cancer. Little did I know the unexpected changes in life would allow me to journey with her and experience a new kind of daily hope that comes from a thankfulness for simply being alive. I got engaged in the summer and married in the fall. Planning a wedding brought together so many seemingly disjointed parts of life and called for radical celebration amidst deep suffering and unknown. I've found hope in the miracle of unconditional love that blooms amidst adversity.

Although my life has radically changed this year, I find hope is an anchor for my soul.

\$60 | Custom Typewriter Poem | Let's have a conversation and give me a few days to be inspired by your words, story and life to write a fresh typewriter poem



best
seller



seller
fave

\$30 | Let Light Pass Through | 40 pages of poetry and photos from Paris, self published and limited edition by Hope

\$25 | Hand painted poem prints | One of a kind hand painted 8.5x11 prints for your home; custom options available



best
seller

Connect & Shop

Website: <http://www.hopefolio.com/>

Shop: <https://www.hopefolio.com/treasures>

IG: @photohope

hopefolio

JFAM CRAFTS

About the business:

Jfam means Jesus's family. No matter where you are, what nationality you have, as long as we are in Jesus's family, we are one family! We are three Chinese Christians living in the U.S, with different backgrounds, in different places, in different industries, but we share one thing in common: we all love Jesus! When COVID started, we decided to use designs and crafts to express our Chinese identity and connect Christians all over the world.

Hope in 2021:

When I realized I would not be able to go home and see my family in person (back in Asia) this year due to the pandemic and all the travel policies, I felt very disappointed and helpless. The trip has been delayed several times. I have not seen my parents in person for over two years and things are still pending. It feels similar to waiting for Jesus to come again. I do not know when exactly it would happen, but wait patiently. However, the hope given by God is better. I know on that Day, God will fulfill his promises and I will have everlasting joy in Him (Revelation 21:4). My plans during the pandemic can be changed easily, but waiting for God will not be in vain (1 Peter 2:6).



best seller

\$15 | "Taste & See" Mug | Ceramic vinyl mug, good for daily use and coffee lover. A good remind that taste and see the Lord is good.



new product

\$18 | "Light of the World" Mug | Ceramic mug. This is my new favorite. I brought it with us when we went camping, loved it so much



seller fave

\$10 | "Give us Daily Bread" Tote | Perfect tote bag for grocery shopping or every-day purpose as well.

Connect & Shop

Etsy: www.etsy.com/shop/TheJFamCrafts

IG: @thejfam.crafts



kNICHE

About the business:

kNICHE was created for winter people. We strive to design every piece with luxury and style. Being from the Northeast, Shaynah knows how important it is to have functional winter accessories. These products are for anyone from the minimal neutralist to the chic stylist who loves a pop of color. All my materials are ethically sourced and in support of fellow female owned small businesses and every product is 100% handmade with pure coziness in mind.

Hope in 2021:

It may sound cheesy but I have found a lot of hope within myself. Starting a small business is no easy task and in the beginning phases, it's very hard to have faith in yourself and believe you will have success. After many trials, failures, a lot of "no" and many lessons along the way I have learned that as long as I have hope and believe in myself, I can succeed as a business.



new product



\$60 | Knit Mittens | for the cozy enthusiast, super soft, & can be made to match any beanie!

\$75 | Luxury Wool Knit Beanie | Variety of styles and colors (see IG), perfect for a ski trip or as your everyday beanie



customer fave

kNICHE

Connect & Shop

Etsy: <https://www.etsy.com/shop/knichegoods>

IG: @knichegoods

best seller



\$42 | 2022 Kindred Planner | the perfect companion to your 2022 year as you navigate your being with all you do.

\$54 | Kindred Christmas box | all the essentials for celebrating and preparing for the holiday season in a box.



new product

seller fave



\$24 | Be Still Journal | full of truthful gracious prompts & blank pages to help you slow down & be still in the busyness & slowness of life.

About the business:

We are a paper goods company encouraging you to pursue life from who you are, not what you do. Our products are designed to bring breath into the week, joy in the mundane, perspective to see the life stuff as helping mold us into who we are becoming, and intentionality and discipline into all areas of our lives. It's simply about being.

Hope in 2021:

In a semi-post-pandemic year, it has felt hard to find hope in the things I used to. But I've learned that hope can be found in the steadiness and stillness of life - from the changing colors of fall, to the sweet smiles of a baby, to the encouraging firm words from a good Book. Hope isn't something that's based on circumstance, but stands on its own.

Connect & Shop

Website: <https://www.kindredandco.net>

Etsy: <https://www.etsy.com/shop/KindredandCoBoutique>

IG: @kindred.and.co



MW ART ENTERPRISES

About the business:

I am on a mission to invite joy and beauty into my everyday—and help you do the same. Through both fine and affordable art—a collection of postcards, prints, and canvases—I hope to inspire in you a little wonder and beauty that helps you choose joy in the middle of the mundane. That you would stop and marvel at the loveliness of the world around you, and in you. May my postcard collections inspire a little wanderlust!

Hope in 2021:

In the mess of the mundane, no longer in the midst of a living museum, I am looking for hope in the “glory moments”: The way the light shines through the window and dapples onto the floor; the way the dying sunset hits the vibrant changing leaves of fall in an explosion of wonder; each full breath of crisp autumn air; the beauty that persists around me, though I stubbornly, at times, refuse to see it. Hope is the thread held out by joy, which itself is the undercurrent of sorrow. This year, I've been learning to swim.

best seller



\$29 | Paris Postcards | 16 postcards of the City of Light, an intimate walk past corners of the city you might have missed if you weren't looking for them.

\$35 | California Postcards | Take a tour of California in 20 photographs. From the dramatic drops of Yosemite to the colorful Madonna Inn, plus a few nods to San Francisco, this is my home

new product



\$32 | Provence Postcards | 12 cards (and envelopes) that take you on a visual journey through the three mountain ranges of Provence: Les Alpilles, le Luberon, and le Verdon

seller fave



Marissa Wu

Connect & Shop

Website: <https://www.etsy.com/shop/mwartenterprises/>

Pinterest & IG: @mllemarissa

FB: @mwartenterprises

RUBY STRIPE

About the business:

Wrap your gifts in art! We are a mother daughter team on a mission to make gift giving more beautiful. The idea for Ruby Stripe was sparked when my mom & I were thinking about ways to combine our different talents and passions - I'm an artist and stationery designer, she's a champion-level party planner and crafty gift giver. We offer beautiful high-quality gift wrap that is curated into seasonal collections and can also be mixed and matched easily!

Hope in 2021:

After 2020 when so many loved ones were kept apart, seeing more people able to come together and being a small part of that has given us joy and hope!



\$19+ | Holiday Wrapping Paper | check out our new Christmas & holiday wrapping paper for 2021!

new product



best seller

Connect & Shop

Website: <https://www.etsy.com/shop/RubyStripe>
IG: @rubystripe



SCRIBBLES BY SARAH

About the business:

I created this shop with beautiful, purposeful, paper goods to help bring art into your everyday life. Each item in this shop is unique as I design all of the artwork and products you will find here. These thoughtfully designed products range from creative stationery to make daily tasks more enjoyable, to custom paintings for a unique, handmade gift. And in case you were wondering where the name Scribbles By Sarah came from, that's how I signed my artwork on paper and greeting cards as a kid. And now, it's a reality!

Hope in 2021:

This may sound counterintuitive, but I have found a lot of hope in the ways that I have been lacking this year. In these areas of lacking from health issues, being away from friends and family and so on, I have been reminded of how the Lord provides in ways I wouldn't have expected. And that brings me great comfort and hope because his care and provision isn't dependent on if I have a rough day, or am physically weak. I have been clinging to Psalm 23 daily as a reminder of that hope.

seller fave



\$22 | Botanical Line Art Greeting Card Set | colorful cards designed to brighten the day of your family and friends w/ thoughtful phrases & verses & line drawings.



\$15+ | Custom Watercolor Floral Painting | Original watercolor of your florals to preserve a memory.

best seller



new product



\$10 | Watercolor Wrapping Paper Set | different watercolor designs to wrap your gifts in - new designs for Christmas 2021!



Connect & Shop

Etsy: <https://www.etsy.com/shop/ScribblesBySarahV>
IG: @scribblesbysarahv

“What if Christmas, he thought, doesn’t come from a store. What if Christmas ... perhaps ... means a little bit more!”

HOW THE GRINCH STOLE CHRISTMAS



SUPPORT SMALL WITHOUT SPENDING MONEY:

We understand 2021 has not been a kind year in many ways, including financially. Here are some ways you can still support small businesses in BIG ways without spending a cent:

IG Posts

- Like & comment
- Share & Save
- Tag friends

Products

- Leave a review
- Take & share photos
- Share even if you don't buy

Encouragement

- Cheer your small business friends on!
- Encourage others to shop small this season

IG Stories

- Engage with their stories
- Respond to polls/surveys/feedback requests

Mailing List

- Subscribe to their lists
- Respond to their questions/ action steps

Remember: Supporting small means supporting a dreamer and dream being pursued in faith.

*with joy & gratitude,
Kindred & Co*