



*Kindred & Co.*

HOLIDAY GIFT GUIDE

— 2 0 2 3 —

ETHICAL + SUSTAINABLE



dear kindred friend,

This year I wanted to showcase how our gifting can be gifts for our loved recipients and also gifts for our world. How do the gifts we buy do good for our world too? Both in the ethical practices and also in its sustainability?

Each of the small businesses listed this year has shared their ethical + sustainable business practices. I loved getting this little BTS look, as I hope you do too.

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



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pg 6

### HOW TO USE THIS GUIDE:

As a round-up of some favorite shops that we have worked & connected with, with incredible missions, hearts, and owners behind them. Each shop has highlighted best seller, seller fave, and new products (Kindred & Co. included).

*\*Important note:* If this year and season is financially hard, please don't hear from us that you must shop to support. There are many ways to support small businesses without spending money. Please see [page 7](#) for some ideas. (*Pro tip: you can practice these ideas anytime, not just in the holiday season*).

We have also included a little "how to be intentional with gifting" thought prompt at the [end of the guide](#) for you - so we can really double down on that "good gifting" mentality :)

With that, we send you off with our warmest wishes and seasons greetings for this 2023 holiday season!

with joy & gratitude,  
Kindred & Co

\$10.95+ | Early Morning Earl Grey



best seller

\$9.95 | Warm Vanilla Chai



new product

\$8.95+ | Cinnamon Caramel Apple



best seller

# 27 TEAS

*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!

*ethical + sustainable*

We reuse packaging materials whenever possible. We also educate why consumers should pick loose leaf over a tea bag (less waste, compostable, less plastic).

*Connect & Shop*

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

IG: @27teas

FB: @27teasllc



## KIRSTEN LAWLER—AUTHOR

*About the business:*

Copywriter turned author, Kirsten recently released *Rebekah's Way*, a historical fiction novel that'll take you through every pivotal moment in Rebekah's biblical journey of arranged marriage, motherhood, and ultimately, betrayal.

*ethical + sustainable*

All of my books are print to order, or e-book! So, I never have excess copies on hand, which really cuts down on waste.

*K&Co. sidenote:*

I have started reading this book and it is so good. If you like Francine Rivers, you'll like this book.

new product



\$12.99 Paperback |  
\$3.99 Kindle



*Connect & Shop*

Book Link: [Buy "Rebekah's Way" on Amazon](#)

IG: @authorkirstenlawler

# EARTHSIDE CANDLE CO.



best seller

\$24 | Mistletoe Candle



best seller

\$30 | Frosted Juniper Candle

## About the business:

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

## ethical + sustainable

We use nontoxic ingredients in our products and use sustainable/compostable shipping materials.

## Connect & Shop

Website: <https://earthsidecandles.com>

IG: [@earthsidecandleco](https://www.instagram.com/earthsidecandleco)



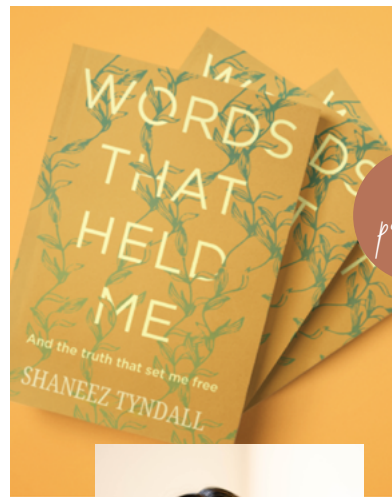
# FROOTFUL

## About the business:

Shaneez Tyndall is the founder and creative engine behind Frootful. Inspired by Jeremiah 17:7-8, we believe that a person rooted in hope will thrive in every season of their life. Frootful publishes books and creates resources like Words That Held Me to equip and encourage women in the "messy middle" of life.

## ethical + sustainable

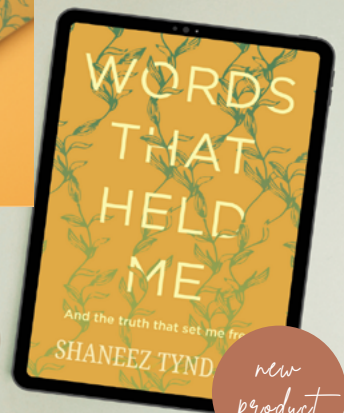
Using a print-on-demand service to publish my paperback books and having a digital version of my book available are some of the ways I'm being more eco-friendly this year. I'm also reading "No One is Too Small To Make a Difference" by Greta Thunberg to continue to educate myself.



\$13.99 | Paperback

\$4.99 | eBook / Digital

new product



new product



FROOTFUL

## Connect & Shop

Website: <https://www.byshaneez.com/wthm>

Company IG: [@frootfulco](https://www.instagram.com/frootfulco)

Author IG: [@byshaneez](https://www.instagram.com/byshaneez)

# HOPEFOLIO

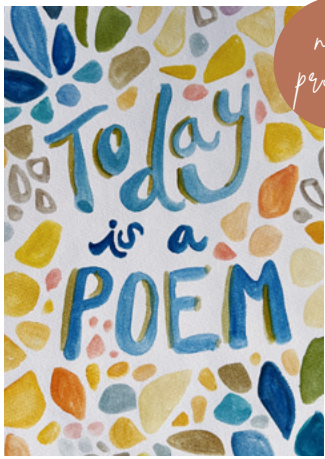
*About the business:*

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.

*ethical + sustainable*

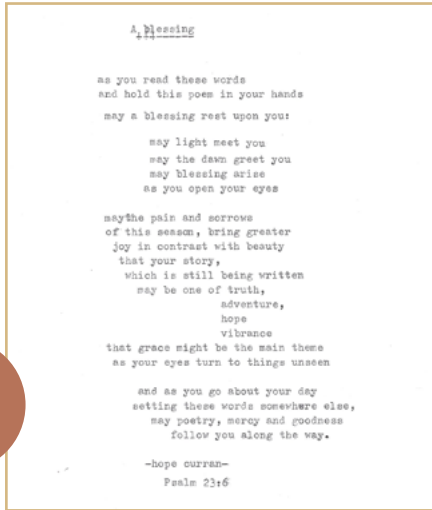
I incorporate handmade paper into some of my offerings that's made from 100% recycled materials in San Francisco.

*new product*



\$20+ | Watercolor prints

*seller fave*



Custom Typewriter Poem

*Connect & Shop*

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

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

IG: @photohope



# LONDON CRAFTED

*About the business:*

Acrylic, clay and rattan handcrafted earrings and gifts. Shopping made easy for you and the people you love.

*ethical + sustainable*

I incorporate ethical and eco-friendly practices into London Crafted by working from home and cutting out shipping orders that are local to my area. I also recycle as much as possible. When creating my products I try and not waste materials and use scraps for various things.

*new product*



\$22 | The Hayley

\$24 |  
Confetti Christmas  
Tree Earrings



*best seller*

\$22 | The Willow



*seller fave*



*Connect & Shop*

Website: [www.londoncrafted.com](http://www.londoncrafted.com)

IG: @londoncrafted

# NARRATIVE FORTH



\$60 | Dear Love Journal



\$14.25+ | Calligraphy Initial Wax Seal set



\$14.25+ | Christmas Bow Wax Seal Set

## About the business:

Narrative Forth came out of a family tradition of using journals in lieu of cards to capture special occasions, which enhanced traditions and became treasured keepsakes. These journals are now a tradition you can share with your family and loved ones.

Goods for the sentimental minimalist.

## ethical + sustainable

Our Journals are designed to store greeting cards in one beautiful place, cutting down on waste from discarded cards. Our wax seals are created with no waste. All scraps and quality controlled seals are melted back down and used.

Connect & Shop

Website: [www.narrativeforth.com](http://www.narrativeforth.com)

IG: @narrativeforth

narrativeforth

# POIEMA HOME CO.

## About the business:

Our mission at Poiema is to see people in community once again. Let our candles be the beginning, let them be the flame your family and friends gather around.

## ethical + sustainable

I am very picky about the suppliers I use for my candles and only source from those who create wax and fragrances without added toxins, phthalates and parabens. I also have a vessel recycle program where customers can return an empty vessel for a discount on a new candle. The old vessel gets reused.



\$40 | Dark Rose and Labdanum Candle



\$30 | Santal and Cardamom Candle



Connect & Shop

Website: [poimahomeco.com](http://poimahomeco.com)

IG: @poimahomeco

# TAYLOR & JESSIE



\$52 | 12-Month Undated Planner

best seller



\$8 | Flowers Galore Notebook

new product



\$12 | To-Do List Notepad

seller fave

## About the business:

Taylor & Jessie is an everyday stationery shop that sells notebooks, planners, sticky notes, and notepads with the sole mission of helping women prioritize their mental health while crushing their goals.

ethical + sustainable

All of our products are made and printed in the United States. We use 30% recycled paper for our products.

Connect & Shop

Website: <https://taylorandjessie.com>

IG: @taylorandjessie.co

TikTok: @taylorandjessie\_co



# KINDRED & CO.

## About the business:

We design paper goods for your every day story. 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.

ethical + sustainable

Our planners are printed in anticipated sell-out numbers to prevent over-printing. If there is over-printing, all planners are stored and either sold at a discount or donated.

Our other stationery and merch items are printed on demand to prevent overprinting/over production. Stationery items are printed on 100% recycled paper and merch items on eco-friendly organic cotton.



best seller

\$42 | 2024 Kindred Planner



customer fave

\$25 | "trying my best" cap



new product

\$12+ | Christmas cards  
custom option



\$10+ | Custom envelopes  
(watercolor + hand lettered)



Connect & Shop

Etsy: <https://kindredandcoboutique.etsy.com>

Website: [kindredandco.net](https://kindredandco.net)

IG: @kindred.and.co

## SUPPORT SMALL WITHOUT SPENDING MONEY:

We understand that not every individual has the finances to support every small business they love or wish they could (most of us don't either). However, supporting small doesn't always have to be just with your finances.

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.

Ask a small business owner friend you know how you can support them, even if not financially, I'm sure they'll feel honored to be asked and will also have another idea or two not on here as well.

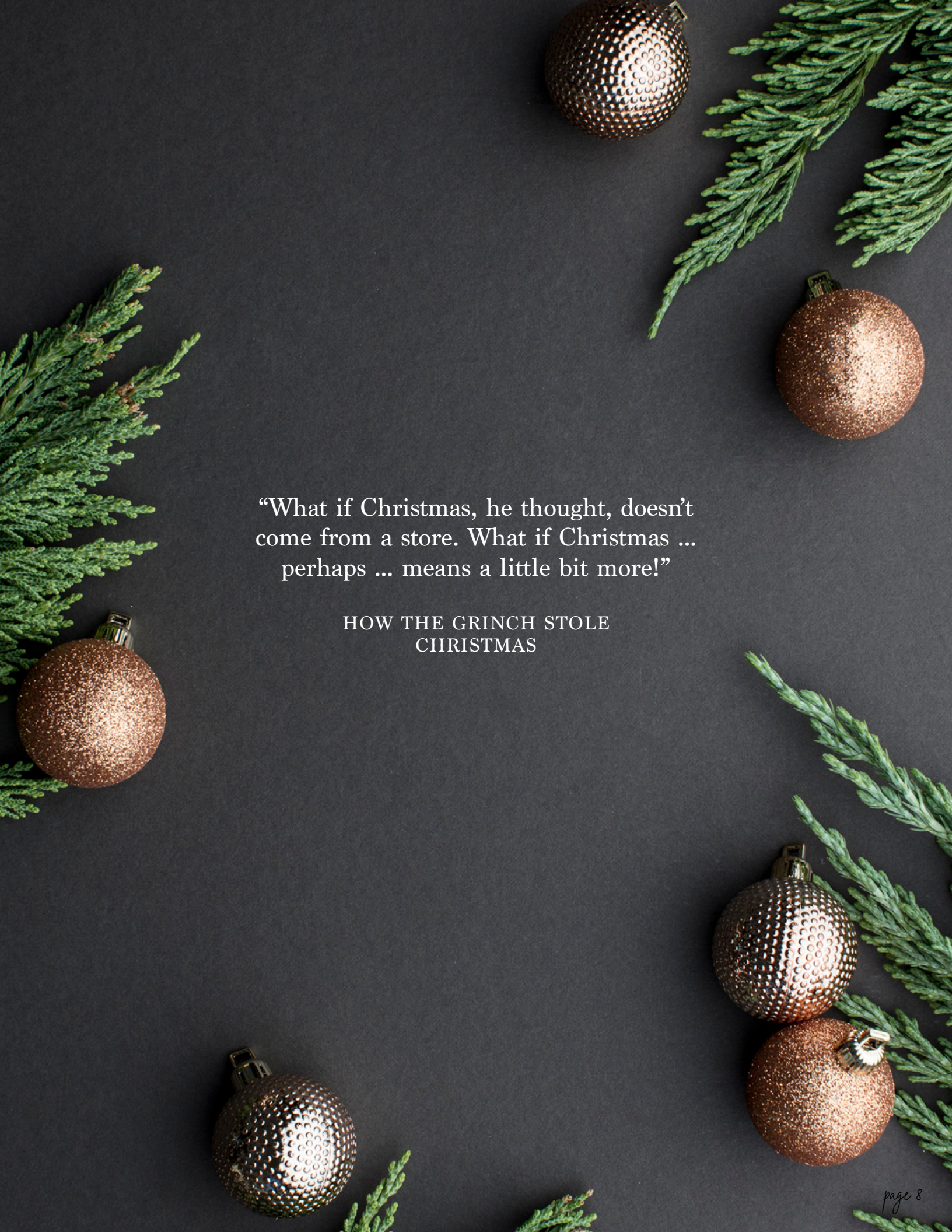
## PRACTICE INTENTIONAL "GOOD" GIFTING

Beyond shopping from shops with ethical + sustainable business practices, we can practice "good" (as in good for you + the world) gifting by being intentional with our gifting.

*Use the space below for the following:*

Write out a list of who and what you want to gift this year. Then take time to write out where you are going to gift from and consider if there might be another more ethical + sustainable + small business shop you can support this year. It might take a little more time, but it'll be worth it.





“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