



Women-owned businesses that *give back*

By Yolanda F. Johnson

As we celebrate spring, and with it, Women's History Month in

March, I wanted to focus upon a new concept I'm trying to live out in my own life: The Philanthropic Lifestyle™. This is a term I've coined to note the ways we can "connect the dots" between the products and services we use and the brands that will support the greater good.

I know, it's easy to sometimes just use or wear what's easiest and right in front of you. But just as we try to choose the healthiest products or items that have natural ingredients that are kind to our bodies and homes, what if we also took just a few extra minutes to seek out things that are healthy for our soul and that help others?

Let it begin with me! It is my pleasure to share with you a few brands that have really stood out as both women-owned and that are charitable.



Shea Yeleen

Established in 2005 by Rahama Wright, **Shea Yeleen International, Inc.** is a nonprofit social enterprise dedicated to empowering women in West Africa and the United States through the production, sale, and use of shea butter products. A unique blend

of grassroots organizing and business development, Shea Yeleen specializes in manufacturing high quality, organic, fair trade skin care products, utilizing a sales strategy that incorporates women's micro enterprise development.

SheaYeleen.com

Kendra Scott

This one is a very well-known and highly-respected retail brand of beautiful jewelry, and **Kendra Scott** is also one of the most women-championing and charitable brands I've found.

Through the Kendra Gives Back events and multiple other philanthropic initiatives, this brand celebrates paying it forward. I am a huge fan and have personally participated in Kendra Gives Back events for organizations I've been a part of, and they were fantastic, fun, and feel-good.

KendraScott.com



Brave Sis Journal

So many incredible foremothers have forged the path to the opportunities we enjoy today. The new **Brave Sis** Journey-Journal, created by Rozella Kennedy, will introduce you to Black and other American women of color, notably the lesser-known "sheroes," whose stories will inspire you to carve out your place in today's world.

The 320-page, 7x9" linen hardcover book is cozy—and perfect for snuggle time. It's colorful and inspirational month after month, with quotes, prompts, coloring pages, and commemorations to get you in a reflective, energized, and creative mood throughout 2021. Rozie and the team at Brave Sis have donated more than 500 journals to organizations supporting women and girls of color to keep them inspired this year as well.

BraveSis.com



From beauty products and cosmetics, jewelry to stationery and home office items, there are so many ways to live philanthropically. Just take a few minutes to think about how you use the power of your spending dollars to connect to "good work" and helping make the world a better place. It can all happen, one item at a time.