

**OBJECTIVE**

Strengthen the authentic connection between the Mighty Leaf Tea brand and the global artisanal community.

**MISSION**

The Mighty Leaf Tea Foundation supports the fostering of long-term prosperity for artisans and their communities locally, regionally and globally in tea-growing regions through monetary program support. The Mighty Leaf Foundation also promotes and encourages sustainable farming and production methods for tea-growing regions around the world through corporate partnerships and sourcing practices.

**DESCRIPTION**

Mighty Leaf finds solidarity with artisans around the world, united in a collective passion of finely honed skills used to craft products by hand. This expression and execution of their art form produces a wide range of products, ranging from master paintings, to hand-crafted textiles, to delicious blends of teas. Mighty Leaf brings the artisans' unique touch to every facet of the tea experience. With such an emphasis on the artisanal tea experience, the Mighty Leaf Tea Foundation (MLTF) was formed to partner with artisans around the world to help contribute to their success within their communities through their specialized craft.

The MLTF is a respected advocate and leader in fostering and supporting sustainability to artisans, artisan communities and the community at large both domestically and abroad through community philanthropy. By sustaining unique hand-crafts in the United States and overseas, the MLTF extends its support to artisans through monetary grants in order to establish a stronger artisan community economically, socially and spiritually.

**GOALS**

- Cultivate artisan crafts and artisan communities.
- Promote and highlight artisans and their artisanal works.
- Drive awareness to artisans and artisanal communities.
- Efficiently provide financial support to artisans.



### **Mighty Leaf Tea Foundation's Board of Advisors**

The Mighty Leaf Tea Company has thrived because of its artisan approach to tea, handcrafting delicious, culinary tea blends using only premium ingredients from around the world. The Mighty Leaf Tea Foundation is an extension of Mighty Leaf Tea's all-encompassing message of well-being of our artisan brand. From the individual, to one's family and local community, Mighty Leaf Tea has striven to encourage a path of well-being, contemplation and success through artistic expression wherever possible. Just as you find comfort and sensory pleasure in a hot cup of Mighty Leaf Tea, we would love for you to join us on our mission to discover a new path of wellness through giving with our newly launched nonprofit organization, The Mighty Leaf Tea Foundation.

As part of the Mighty Leaf Tea Foundation's Board of Advisors, you will have a gateway to reach out to artisan communities in the U.S. and across the globe. The Mighty Leaf Tea Foundation's "Extra Dunk" Digital Fundraising Program will allow Mighty Leaf customers to donate toward the non-profit, artisan focused organization of your choice. This program will also include monthly online 20% off sales on MightyLeaf.com, in which Mighty Leaf Tea will take 10 percent of the revenue to contribute toward your worthy organization. The "Extra Dunk" program has the potential to raise up to \$50,000, and will provide you with a productive avenue to both introduce your special cause to millions of people nationwide and to contribute to an organization that you truly care about.

Through several other productive avenues, the foundation is already providing monetary support for The James Beard Foundation, The Art of Elysium, Aid to Artisans and Common Threads, all of which share our commitment to fostering art and culture within communities to help them grow. Mighty Leaf Tea has also worked with smaller community organizations in major tea-growing regions, providing grants in support of communities in places like Sri Lanka and Morocco over the past few years.

The main purpose of the foundation's Board of Advisors is to assist in initiating action to support the foundation's mission to give grants to select organizations to encourage the growth of artisans within their craft.

As part of the MLTF Board of Advisors, you would have the opportunity to:

- ❖ Support and encourage several facets of artisan crafts including the performing, visual and culinary arts in communities all over the world.
- ❖ Receive funding on behalf of the MLT Foundation for the artisan focused nonprofit organization of your own choice and/or affiliation through the "Extra Dunk" digital program
- ❖ Help to develop new and existing giving programs within the MLT Foundation.
- ❖ Aid in building donor support and increasing the foundation's visibility.
- ❖ Build strong relationships with fellow philanthropists and organizations affiliated with Mighty Leaf Tea.

The Mighty Leaf Tea Foundation will continue to evolve in its list of goals in order to constantly expand its philanthropic reach. We would love for you to join us in this mission and help us to grow into a global giving organization unlike any other in the world.

Best Regards,

A handwritten signature in blue ink, appearing to read "Gary Shinner", with a long horizontal flourish extending to the right.

Gary Shinner  
Founder/CEO of Mighty Leaf Tea and the Mighty Leaf Tea Foundation



### **“Extra Dunk” Digital Fundraiser on MightyLeaf.com**

An integrative part of the Mighty Leaf Tea Foundation is the company’s loyal following of tea drinkers. With over 500,000 anticipated online visitors in 2009 and an email database of 50,000, MightyLeaf.com has the potential to raise up to \$50,000 for the celebrity’s nonprofit organization.

During its monthly 20 percent off sales, MightyLeaf.com will offer each visitor the opportunity to make a donation with every purchase toward the celebrity affiliated nonprofit organization featured on the website. In addition, the Mighty Leaf Tea Foundation will donate 10 percent of the sales in support the long-term prosperity for artisans and their communities. The “Extra Dunk” of the Mighty Leaf Tea pouch will encourage consumers to get involved in both the MLT Foundation and the featured giving organization on MightyLeaf.com.



### **Distant Village’s Mighty Leaf Tea Abaca Boxes**

Mighty Leaf Tea currently purchases its line of sustainable, handcrafted Abaca boxes from Distant Village, an eco-friendly, socially responsible packaging company. Each box is handcrafted by artisans using tree-free Abaca plant fibers and cogon grass, sealed with a whittled coconut-shell button and filled with Mighty Leaf’s whole leaf, biodegradable tea pouches. Working with Distant Village, Mighty Leaf Tea aims to promote artisan crafts and sustainability.

#### **Distant Village**

Distant Village is one of the world’s premiere providers of hand-made, sustainable packaging sourced from artisans around the globe. Building strong, mutually beneficial relationships with designers throughout the global community, Distant Village creates unique, high-quality packaging, while maintaining fair and ethical business practices. The organization also gives back a portion of its proceeds to artisan communities.

### **GRANT GIVING PROGRAMS**

The Mighty Leaf Tea Foundation has provided small grants to several programs put in place by a variety of reputable not for profit organizations. Each program supports the Mighty Leaf Tea Foundation’s ultimate goal to foster prosperity for artisans and their communities, at home and overseas.

## **Aid to Artisans**

### **Artisan Enterprise Alliance Development Program with Aid to Artisans**

The craft sector in India is critical to the country’s economy, as it employs one of the country’s largest workforces- second only to Agriculture. Mighty Leaf Tea provided a small grant for Aid to Artisans’ current program titled Artisan Enterprise Alliance Development Program (AEDAP), a program that works with Indian artisans. The Mighty Leaf Tea Foundation has chosen to provide a grant to this program because of its efforts with artisans in the tea-growing regions of India to combine the skills, resources and expertise of Indian artisans to address the various challenges that they face in craft production and marketing.

### Aid to Artisans

Aid to Artisans aims to create economic opportunities for artisans and supports community-based, sustainable economic growth for artisan enterprise development. Aid to Artisans provides assistance in order to strengthen their businesses and enter the global marketplace.

## The James Beard Foundation

### House Purveyor of Tea for the James Beard Foundation

The James Beard Foundation has specially selected Mighty Leaf Tea as part of its exclusive House Purveyors, which serves to provide product for the Foundation's use in special programming and events held at the James Beard House in New York City. In turn, Mighty Leaf Tea will provide its collection of premium whole leaf teas for the remainder of 2008 and 2009. At the heart of this partnership is an overarching goal to support the growth of the culinary arts in communities throughout the United States.

### James Beard Foundation

The James Beard Foundation exists in order to celebrate, preserve, and nurture America's culinary heritage and diversity in order to elevate the appreciation of our culinary excellence. Programs include workshops, classes, conference, readings, and other educational experiences that help people learn about and engage with food.



### Children's After-School Culinary Classes with Common Threads

The Mighty Leaf Tea Foundation provides small grants in order to support Common Threads' efforts to keep low-income children engaged and safe after-school in Chicago and Los Angeles. Specifically, the MLT Foundation supports Common Threads' nutrition, cooking and cultural programming by helping to fund the kitchen facilities, groceries, cooking equipment, gardening supplies and a trained staff of elementary educators, movement instructors and culinary professionals to teach the classes and build relationships with the children participating.

### Common Threads

Common Threads is a nonprofit organization that educates children on the importance of nutrition and physical well-being and fosters an appreciation of cultural diversity through cooking.



### The Art of Elysium's Mighty Leaf Tea Children's Yoga Program

The Mighty Leaf Tea Foundation and The Art of Elysium have developed a brand new program that will offer sick children a chance to learn yoga and meditation techniques in various hospitals in

the Los Angeles area. The Mighty Leaf Tea Foundation has provided financial support for the launch of the Children's Yoga Program in 2009. In helping to provide children with the necessary staff and yoga mats to learn more about the path to wellness, we will be introducing the young children to the health and stress relieving benefits of tea.

#### The Art of Elysium

The Art of Elysium encourages actors, artists and musicians to voluntarily dedicate their time and talent to children who are battling serious medical conditions through artistic workshops that educate and encourage young ones through acting, art, comedy, fashion, music, radio, songwriting and creative writing.

#### IN-KIND SUPPORT

In 2008, Mighty Leaf provided in-kind donations to the George Mark Children's House and HandsOn Bay Area.

#### **The George Mark Children's House**

The George Mark Children's House is a family-centered nonprofit organization that acknowledges the stress that a child's serious illness places on the entire family and provides support for parents and siblings, as well as for the seriously ill child. The ultimate goal of the House is to assist families in remaining intact, functional and capable of achieving the highest quality of life together in the midst of extreme circumstances.

#### **HandsOn Bay Area**

HandsOn Bay Area encourages people to volunteer, learn and lead in their communities. Every year, volunteer projects provide more than 50,000 hours of service to 300 nonprofits across the Bay Area. Projects are designed to meet critical community needs including education and literacy, HIV/AIDS, health and aging, homelessness and the environment.

#### GRANT GIVING BY REGION

The Mighty Leaf Tea Foundation will continue to build upon Mighty Leaf Tea Company's past giving opportunities in various tea growing regions including Sri Lanka, the Philippines and Morocco.

#### **Sri Lanka**

The Loinorn Tea Garden features 2,000 sprawling acres of tea leaves that Mighty Leaf Tea Company features in their iced tea program. In 2007, Mighty Leaf participated in the Loinorn Tea Garden's *Estate Worker Well-Being Program* in several capacities including helping to fund the building of the Loinorn Garden Community Center which provides health activities, children's activities, health exams, seniors and children's health forums and informational gatherings. It will be a center that will also be available for healthcare professionals to give health talks. Additionally, they contributed to the Children's Reading Project at the tea estate which includes eye examinations and reading glass donations for school children.

#### **Philippines**

Mighty Leaf released the Abaca Collection in 2006, featuring boxes hand-crafted by Distant Village artisans from the Philippines. In conjunction with the launch of the new collection, Mighty Leaf supported educational programs for the children of several artisan families, which then continued in 2007. From Distant Village interviews with artisan workers, Mighty Leaf discovered that 80% of the average worker's monthly income is spent for the education of their children, so the scholarship fund and educational support provides the artisan families financial relief, ultimately contributing to a healthier work / life balance, and enabling artisan families and their children an opportunity to succeed in life.

**Morocco**

Mighty Leaf's Marrakesh Mint features native Moroccan *nana mint*, giving the tea a rich chocolate mint flavor profile that is smooth without being bright. As a result of Mighty Leaf's connection with the region they've funded an afternoon tea program at a local orphanage in Marrakesh in 2007.

Every afternoon, 268 children enjoy a delicious offering of tea and milk, and snacks of bread with butter and marmalade. The afternoon tea becomes a welcome daily ritual, giving the children time to relax and rejuvenate.