

# DECEMBER 2020



## SHOPPING GUIDE

# December Holidays

**5th**

Krampusnacht

**8th**

Bodhi Day

**10th-18th**

Hanukkah

**20th**

Yule

**24th**

Christmas Eve

**25th**

Christmas Day

**26th - 1st**

Kwanzaa

**31st**

New Year's Eve

## Meet The Team



**Brian Kwok (They/Them)  
Owner**

Brian Kwok is the owner and mastermind behind Guelph Market. They hold a BA Honours in Psychology and Religion & Culture from Wilfrid Laurier University. Having been an activist and entrepreneur most of their life, they are now focused on sharing their experiences with other like minded individuals. When they're not working, you'll usually find them binge watching tv, foraging in the wild, or asleep somewhere.



**Jill Doyle (They/Them)  
Admin & Publicist**

Jill Doyle is the Publicist of Guelph Market. They specialize in writing the press releases and many emails for the market. They hold a BA Honours in English from McMaster University, and a Masters Degree in English and Theatre from the University of Guelph. In their free time, Jill loves to do every craft, squeeze their cats and think about new topics for research.

# Letter from our founder

Back in 2010, I had a dream to start a business to help the most marginalized members of our community build up strong and thriving businesses. Flash forward to July 2020, I was finally able to make my dream a reality.

Originally, Guelph Market planned to run monthly in-person events so the Guelph community could browse and shop from all of the talented artisans and makers. Due to the safety precautions put in place to reduce the spread of Covid-19, we made the ultimate decision to cancel our in-person events for the foreseeable future, and instead turn to creating an online platform to promote our vendors' works.

Since launching our website on July 1, 2020, we have grown considerably. We now have over 30 vendors that have joined the Guelph Market family! We've also started creating partnerships with local non profit organizations to help spread the word and help them raise funds.

With our transition to going completely online, we came up with the perfect solution to give back to the community! Guelph Market plans to hold monthly fundraiser auctions to help raise funds for non profit organizations that work with marginalized members of our community.

In November 2020, we held a fundraiser for the 1492 Landback Lane community in Caledonia. During this fundraiser we had over 30 products donated from local businesses and community members, raising a total of \$600 for the Indigenous Land Defenders to allocate based on their needs.

This month, December 2020, we are holding a fundraiser for Guelph Wellington Women in Crisis. Moving forward, we plan to hold monthly fundraisers that will happen from the 1st to 7th of the month.

Thanks to your continued support, Guelph Market is able to continue working with local businesses and organizations to help spread the word!

## Thank you for supporting local businesses!

Brian Kwok (Founder and Owner of Guelph Market)

# *The Importance of* **Supporting Local**

As we steadily march along into the busiest season of the year (yes, even in a pandemic!), you may hear family members over zoom, friends on the telephone, or neighbours at a safe distance mentioning that they are committing to buying locally made items and products this year. For my family, the holiday season usually means a trip to the big box stores for a 'one and done' approach to holiday shopping. Sadly, last year that kind of quick and dirty shopping showed my family that there isn't much difference in products bought at the big box stores – especially when my brother and I bought my mom the same teakettle and teacup set! This holiday season we've decided that we want to have a truly unique holiday, with items that we've never seen before, or may not have even thought of when we started making our lists! We've challenged ourselves to shop from local small businesses only. But why commit to shopping local? Here's what's happening when you support small businesses in your community.

The money you would usually be giving to a big box store for your holiday shopping practically disappears into thin air! Studies have shown, when you shop at the typical big box store only 43% of that money makes it back into the community. When you shop local, more of the money you spend will be kept in Guelph. Backing small businesses means building a stronger community! Shopping local also shows that you're embracing and supporting what makes your community unique. Especially in this time of uncertainty, building a strong community is more important than ever!

Another benefit of shopping from local small business means that you're helping to create local jobs. One major downfall of the pandemic is that it has forced so many of our community members out of their steady means of employment. By supporting small businesses in Guelph, you help create higher-paying jobs for your friends and neighbours. You're showing your fellow community members that not only do you value them as a neighbor, but you value what they do for the community. To further help the community, buying local also helps protect the environment. Purchasing from local businesses helps to conserve energy and resources in the form of less fuel for transportation and less packaging being used in shipping (especially when you opt for local delivery or pickup!). Also, spending locally instead of online ensures that your sales taxes are reinvested where they belong— in your community!

Local business owners know you, and you know them. Backing your friends and neighbors in their business ventures is just another step that the Guelph Community can make to creating a tight-knit city that supports its local businesses, creators, makers and artists. Furthermore, just like with what we've been busy with at Guelph Market, studies have shown that local businesses donate to community causes at more than twice the rate of chains!

This year we urge you to shop local! Buying locally strengthens communities. Local purchases keep the wealth in our neighborhoods and increase the prosperity for the people around us instead of going to a far-away corporation. Happy Holidays from all of us at Guelph Market to all of our friends, family members and coworkers across our beautiful city of Guelph!

- Jill Doyle, Owner of Craftwitch Stitch



# Guelph Market Vendors

## Business Directory

- 1 spicy mama
- A Love Bizzare
- BathNote
- bellaberry stitches
- Bobbi's Jeweller
- Botanical Jewels
- Butterfly Chain Designs
- Cedar Turtle Native Crafts
- Con-quest Crafts
- Craftwitch Stitch
- cultivate.guelph
- Emerald and Blush
- Fetchingbowties by larry
- Get the Bag
- House of Doyle
- Jenna Cardow Art
- JunglHouse
- LJ Turtle Aromatherapy
- Out of the Hope Chest
- Proof and Concept
- Radical Homemaker
- Rhonda Hewitson Designs
- Rina.Kaz.Art
- Sasha
- Shawna Embroiders
- Sparrowtail Jewelry
- Stitch Geek
- thelittledriftshop
- Tiny Kind Toys
- World Tree Chocolate

Interested in joining Guelph Market? Check out [apply.guelphmarket.com](http://apply.guelphmarket.com)

# Guelph Market Gives Back



Illustration | Courtesy of 1492 Land Back Lanes Facebook

Guelph Market is pleased to announce the results of our Fundraiser/Auction for 1492 Landback Lane.

We are thrilled that we raised \$600 to go towards the Caledonia community for Indigenous community members to allocate funds throughout their community.

We would like to thank our community members who participated in this Fundraiser/Auction, to help raise money for this special cause. Another thanks goes to our amazing team of vendors who donated products from their individual stores on Guelph Market, as well as members of our vendor team who volunteered their time in helping to ensure this event ran smoothly. Finally, we are happy to especially thank 1492 Landback Lane for taking part in this event with us. 1492 Landback Lane fights for Indigenous rights and we're thrilled to be able to aid in their efforts to reclaim their land.



We are also thrilled to announce a new partnership with Guelph Wellington Women in Crisis (GWWIC). In an effort to help raise funds for women in our community who may need a little bit of extra help this December, we are donating all proceeds from our December Fundraiser/Auction to GWWIC. The auction will be live from December 1st to 7th on our website and you can bid directly there as well.

Guelph-Wellington Women in Crisis is a feminist community-based organization providing services to women and their children on woman abuse and sexual violence. Their programs are both inclusive and equitable to ensure all members of the community can access their services regardless of race, gender, religion, age, sexual orientation, socio-economic status and/or abilities.

We are so pleased to welcome Guelph Wellington Women in Crisis to the Guelph Market family!





Guelph Market is excited to announce our partnerships with the following organizations in our community:



# GUELPH-WELLINGTON WOMEN IN CRISIS

Working to end violence against women and children.

---



## OUR SERVICES

Marianne's Place  
Transitional & Housing Support  
Family Court Support  
Rural Women's Support  
Sexual Assault Centre  
24-hour Crisis Line  
Anti-Human Trafficking

---

# THANK YOU

for supporting this community organization.



[www.gwwomenincrisis.org](http://www.gwwomenincrisis.org)

The 24-Hour Crisis line can be  
reached at:  
519-836-5710 or  
1-800-265-7233



DESIGN CREDIT:  
CLARA MACKINNON-CABRAL



Join the movement to

# SHAKE UP THE ESTABLISHMENT

 @SHAKEUPTHEESTAB    @SHAKEUPTHEESTAB    /SHAKEUPTHEESTABLISHMENT



SPREAD THE JOY OF PLANTS THIS SEASON

# Seasons Greetings



ANTHURIUM CRYSTALLINUM  
'SILVER'



CALATHEA ORNATA



CHOOSE FROM A VARIETY OF UNIQUE PLANTS THAT ARE LOCALLY GROWN

Not sure which plant to buy?



Now offering Gift Cards!



Enjoy the rest of 2020 and continue to stay safe in 2021.  
Happy holidays from our family to yours!

[BOTANICALJEWELS.CA](http://BOTANICALJEWELS.CA)

# HAPPY HOLIDAYS!

FROM CULTIVATE.GUELPH



snake plants



Follow us on social media



@cultivate.guelph



begonias & more!



CULTIVATE.GUELPH AND  
BOTANICAL JEWELS ARE  
EXCITED TO PRESENT THEIR

# WINTER PLANT CARE GUIDE

## 1. Lower Light Levels

Plant growth will slow down and they will become semi-dormant as we experience less daylight. This doesn't mean that you should stop scheduled care and maintenance; simply allow your plants to grow at their own pace. Avid growers may consider using grow lights as a supplement.



## 2. Watering Habits

Lower light levels slow down photosynthesis and as a result, plants will use less water in winter months. Make sure to water only as much as your plant needs and monitor how fast your plants are drying out. Always allow excess water to drain from your plants.

## 3. Cold Drafts and Heating

If you find that your plants are drying out faster in the winter, it is likely a result of your home heating system. Ensure that plants are not in the path of any hot air vents as this can cause browning on foliage. If you have a fireplace, keep all plants at least 5 feet away.



## 4. Fertilizing

Houseplants continue to grow in the winter, but their growth will slow down. Unused fertilizer left in the soil can damage plant roots so it is best to cut fertilizing concentrations in half.

Botanical Jewels and cultivate.guelph, both offering pickup near downtown Guelph and local delivery through Guelph Market!



# JunglHouse

Mona Lisa Pennant



Handmade Tote Purses



Let's Taco-bout it Pennant



Rainbow Face Scrubbies



1 UP Pennant



THIS SEASON  
SHOP WITH

# Craftwitch Stitch



\$35



\$55



\$10

# Ready to take your business to the next level?

## **WE OFFER BUSINESS CONSULTATION!**

I think every entrepreneur has a vision of what they want their business to be when they open to the public. Especially when you have dreamed about your business for a number of years. When I decided to open my business this was definitely true. I knew what the end result would look like but I was uncertain on how I would exactly get there. In the summer of 2020 I started selling my products on the platform Guelph Market which gave me the opportunity to reach my customer base without having the initial cost up front for having a website.

This also gave me the opportunity to better plan exactly how I wanted my website to function. When the day came that I made the decision to move to my own platform Guelph Market was there again supporting me.

The owner Brian offered his services with website development and business consulting moving into an ecommerce store. Brian was receptive to my ideas and goals and helped me mold what I had envisioned for my own platform. Brian was able to teach me as well as guide me through the process in developing my website and creating my online presence. What I appreciate most is that throughout our time working together I was able to develop skills and knowledge on how I can continue to maintain and update my platform. Moving forward I not only know I have the support of Guelph Market and Brian when it comes to business consulting and website development, I also have a deep sense of community and local business helping local business. Which is a great feeling. If you are looking for help moving to an online platform during the pandemic I highly recommend seeking the expertise and support of Guelph Market/Brian Kwok.

- Juliana VanderHeide, Owner of Botanical Jewels.



# PitbullTough.com

Durable dog toys



Is your dog  
"pitbull tough"?



## Fetching Bow Ties by Larry

*Sophisticated, stylish, playful, patterned bow ties, and other fetching neck/hair accessories for your sweet pups.*

[www.fetchingbowtiesbylarry.ca](http://www.fetchingbowtiesbylarry.ca)



# Gifts Under \$25



Knit Cotton Towel  
\$17.50



Snowflake Ornament  
\$10.00



Hoya Kerrii var.  
\$22.50



Mookaite Ring  
\$18.00



Reusable Masks  
\$12.00



Bath Bombs  
\$5.00



Pot-O-Goose Print  
\$15.00



Acorn Diffuser  
\$7.50

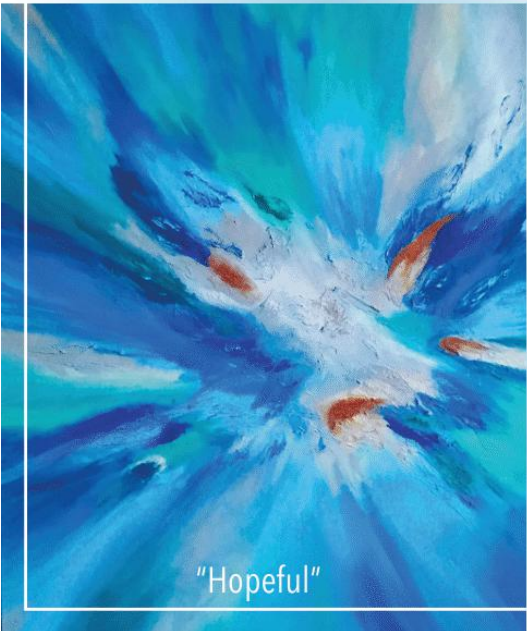
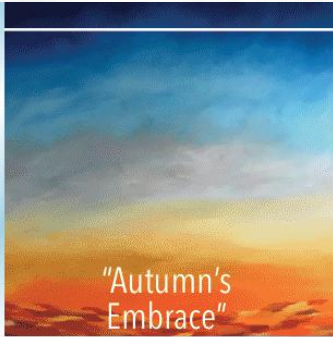
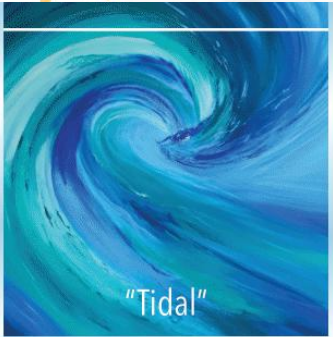


Steak Sauce  
\$22.99

GIVE THE GIFT OF AROMATHERAPY!



WITH LJ TURTLE AROMATHERAPY



This holiday season, give the gift of original art. Shop with Rhonda Hewitson Designs for a wide variety of colourful pieces. Commissions are also welcome.



RHONDA  
HEWITSON  
*Designs*





## HOLIDAY HACKS TO FOSTER WELL BEING AND NEW TRADITIONS.

By Yana Hoffman, Registered Psychotherapist.yanahoffman@gmail.com



Human beings thrive on consistency. That does not bode well for us in these “Covid Times”. Clearly we will be challenged; especially those who live alone or are away from family. However, pulling together and creating new routines can help us experience a sense of togetherness even while physically apart.

*The key here is to reinforce and amplify the thoughts and behaviours that give us a sense of connection and belonging.*

Here are some things we can do:

### **Accept-**

Things ARE different and this alone can stress our nervous system.

However, a daily practice of **looking for** things to be grateful for literally stimulates uplifting feelings in the brain. *Even the breath you are taking right now* is something to be grateful for and will increase a sense of well being. Our brain doesn't distinguish between huge and tiny. So just find even the smallest thing.

### **Don't Compare**

Don't label things “good or bad”. Our attitude affects our entire mood. Protect yourself.

Be mindful of thoughts that present as happy memories and morph into a sense of loss. How you respond to thoughts determines whether your day is filled with gratitude or despair.

### **Plan Activities and Start New Traditions.**

Our traditions create rhythm and predictability and give us a sense of belonging. This year make new traditions. Write a song or poem together. Develop a recipe. Donate to charity. Take a drive to see the holiday decorations.

**Make to do lists** that are up lifting. Have the list handy so when you are down you don't have to start from scratch remembering them.

**Get a rescue pet, or a plant.** Caring for something gets oxytocin flowing and gives a sense of connection.

**Do something crafty.** Being creative stimulates the brain and can be rejuvenating.

**Call friends and family.** Plan this in advance so you can look forward to it. Call everyone!!

**Plan the menu** assigning each person a dish. Exchanger dishes. Share dinner over zoom.

**Make a memory box**-to feed the spirit. When you are nostalgic, write it on a slip of paper.

Decorate it and sit in APPRECIATION. **Feeling** needs to be deliberate so it stores in memory.

Assemble memories in your box. Cultivate happiness as you infuse your box with happy memories and gratitude. If thoughts turn into sadness or regret be mindful and gently bring yourself back into appreciation.

**Plan For Rest and Digest.** The Vagus nerve is part of the parasympathetic nervous system which is responsible for “rest and digest”. Keeping this nerve healthy reduces stressful feelings.

**Singing, humming, breathing out more slowly** than breathing in helps reduce stress and calm the vagus nerve. Sing in the shower or while doing house work. **Stay connected.** When we are unhappy we tend to avoid others. We may think we are a burden or be seen as “weak”. But isolating is the worst thing we can do. Do you know loneliness is as lethal as smoking 15 cigarettes a day?

People don't tend to like change- but if you approach this time with curiosity and a sense of adventure you may be surprised how many resources you can connect with. Stay well.



STITCH GEEK  
SEWING

*Happy  
Holidays!*



**GOLD GLITTER FASHION  
MASK - \$20**



**SWANKET (SWEATER BLANKET)  
KIDS \$80/ADULTS \$100**



**HOUSE SCARF -  
\$40**



This holiday season shop for custom sterling  
silver jewelry from

*Butterfly Chain Designs*



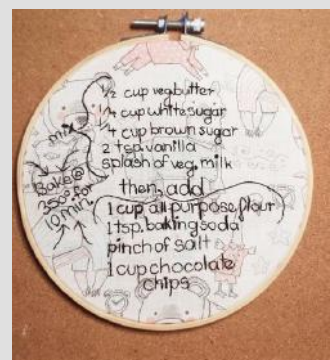
# Gifts Over \$50



3D Hydrangea  
Pendant  
\$52.00



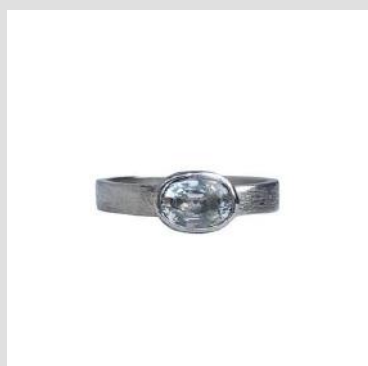
Craft Chocolate  
Box  
\$78.00



Cookie Recipe  
Hoop  
\$54.00



Swift Current  
Acrylic Painting  
\$250.00



Oval White Sapphire  
Ring  
\$1,081.00



Large Avocado  
Painting  
\$300.00



Multicultural Peg  
Doll Set  
\$98.00



Church and  
Wellesley Art Print  
\$80.00



Dolly Parton  
Crochet Doll  
\$60.00



Make Guelph Market your market  
this holiday season.