

JOYN

# IMPACT



# REPORT

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# THANK YOU

## A LETTER FROM OUR FOUNDER

Looking back over the last thirteen years I am struck by how we just couldn't have done any of this without your support. I can't say it enough, I am so grateful for you – for carrying our handcrafted bags and for cheering us on over the years. None of this would have been possible without you.

We started JOYN to create good work in a place where unemployment rates were staggering and high migration left behind little opportunities. As a small community, we took the plunge and set up manufacturing right in the middle of this rural setting.

From here our community of makers grew. Whether from living and working on the streets, or from addiction or disease - we saw time and time again the transformative power of a community coming together around craftsmanship, hand making and working together to create products that deserve to exist in our world.

We quickly realized that good work needed to be more than just a paycheck and responded with various initiatives including life skills training, on site child care, healthy meals and more. Today we have the joy of seeing the long lasting impact of this work.

Over these last thirteen years with your support, we've seen hundreds of families impacted. You'll read here in this report, just some of this impact but we hope as you read, you'll see your part in it.

I know our community is so grateful everyday and I am too.



Melody Murray  
JOYN Founder

## A LETTER FROM OUR GENERAL MANAGER

Reflecting on thirteen years of JOYN, I am filled with gratitude.

Within my own story, JOYN represents a beautiful turning point. I'm Tibetan born and was raised as a refugee in Rajpur with my mum and two sisters. I had to drop out of school when I was 15 to support my aging mother and found myself doing different odd jobs to make ends meet.

In 2012 an opportunity arose to begin working for JOYN as a cook. I wasn't sure of my strengths and potential at the time, but from here began a transformative journey of self discovery and hard work. Over time, I graduated from being JOYN's cook to the distribution department, then on to production, operations & finance, and finally to the privilege of being the General Manager here at JOYN.

As I reflect on the last thirteen years, I can see that my own story is just one of many different stories. I'm proud to share that 80% of our employees are trained on ground - people from all different backgrounds who, with support and training, are realizing their potential and thriving in their lives.

I'm grateful for the support of our customers, stores and partners who have made this possible and I'm hopeful for our future - to empower more people with new opportunities and to help them also realize their potential.

Thank you.

A handwritten signature in black ink, appearing to read 'Tsering Yangkyi', with a long horizontal flourish underneath.

Tsering Yangkyi  
General Manager



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Our story began in 2010 with a community who came together around the age-old art forms of spinning, weaving and block printing in the small rural town of Rajpur, nestled in the foothills of the Himalayas. Our vision; to be a different kind of business – a conduit for opportunities in underserved communities, putting people over profit and bringing their hand made products to people across the world with fairness, equality and justice.

### **HANDMADE SLOWLY & ETHICALLY**

Every JOYN bag is handcrafted slowly and ethically from our studio in the Himalayas. We choose not to mass produce but work in small batches with each bag going through many stages as raw materials take shape in the hands of our makers. Hand making in this way may be slower, but our commitment is to people over profit and this ‘purposeful inefficiency’ enables us to create more living wage work for more people.

### **COMMUNITY MANUFACTURING**

We are proud to be one of the few fashion brands that does its manufacturing in house. We don’t out source to factories, but make every bag from our own studio. This gives us true transparency on how our products are made. It also ensures we can commit to the wellbeing of our growing community of makers while creating a work environment with community at its heart.

### **FAIR, LIVING WAGES**

Every JOYN bag creates hours of above living wage work. To ensure our makers are paid fairly, each year we re-evaluate based on the local cost of living – currently a JOYN salary is 15% above the local living wage.

### **TRANSPARENCY & CONNECTION**

Each bag carries the signature of its maker because we believe everyone deserves to know where their products come from. This creates true connection to the things we own – when you know who made your products, how they were made and what it means to the maker to see them in your hands, that product becomes not just a bag, but something to treasure forever.



WHERE



WE WORK





In 2023, despite the growth in India’s economy, the unemployment rate rose. This ‘jobless growth’ is largely due to the fast growing tech industry which typically benefits a smaller, privileged section of society. Small and medium manufacturing enterprises like JOYN are critical for creating jobs, especially in places with high unemployment rates. In Rajpur, the unemployment rate is double the national average, with **1 in 10 adults being unemployed**.



Rising unemployment rates result in high migration rates. **Between 2018 and 2022, 33,000 people migrated from the Himalayan foothills to find work.** High migration to urban areas leads to little investment into rural areas. This can leave behind extreme poverty with few opportunities for people who experience barriers to work, such as those who are disabled, homeless, displaced or impacted by addiction.



Due to high competition in the fashion industry with cheap, exploitative labor available across the globe, manufacturing companies often offer minimum wage contractual positions which are not secure. In India, a garment worker’s wages are on average **2.8 times below living wage** limiting access to adequate living conditions, healthcare and education. It is not enough to simply create work for people. To lift out of poverty, access to secure, living wage work is critical.

WHO WE WORK WITH

70%

Were living below the poverty line

15%

Were formally addicted to drugs or alcohol

12%

Came to India as refugees

12%

Experienced barriers to work due to disabilities

The fashion industry is one of the most exploitative in the world with practices that put profit first at all costs.



There are **42 million garment workers** in Asia. The majority are women and girls paid 'poverty wages' below living wage.



Many factories offer insecure contract positions, often with poor working conditions that impact not only the makers, but also pollute the surrounding air and water.



Millions of products are churned out with **92 million tons** of clothing heading to landfill each year.

We are committed to being at the forefront of the wave that's making change, re-imagining fashion as a force for good.

Our mission is to be a conduit for opportunities in underserved communities; bringing their hand made products to people across the world and JOYning them to markets and opportunities with fairness, equality and justice.





### 'PURPOSEFUL INEFFICIENCY'

We choose handmade over automated to offer more living wage work to more people. Over the years, we have been and continue to be one of the largest employers within Rajpur.



### COMMUNITY MANUFACTURING

Most garment workers are forced to migrate to urban areas, moving away from their cultural and family heritage. We believe in bringing industry to rural areas, keeping families together.



### SECURE, LIVING WAGES

Rather than offering contract work, we offer secure employment above the local living wage. We are committed to our makers' wellbeing and provide paid maternity leave, free child care, free healthy meals, subsidised education for families, and more.



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## How we work

*'purposeful inefficiency' creates more living wage work for more people with more impact*



In the last 12 months

*09/22 - 09/23*

16,973

HANDBAGS MADE

56,815

HOURS OF LIVING WAGE  
WORK CREATED

150

PEOPLE IMPACTED

15%

PERCENTAGE JOYN SALARY IS  
ABOVE LOCAL LIVING WAGE



Living wages are just the beginning...

18,200

HEALTHY MEALS PROVIDED

2080

HOURS OF FREE CHILD  
CARE PROVIDED

\$1000

SAFE LOANS PROVIDED

10

KIDS SUPPORTED THROUGH  
THEIR EDUCATION

37%

MAKERS RECEIVED  
TRAINING TO UP-SKILL

14%

MAKERS RECEIVED A  
PROMOTION

17%

BOUGHT THEIR FIRST  
SCOOTER

5%

MORE MAKERS MOVED TO  
IMPROVED ACCOMMODATION

# Thirteen

YEARS

# Hundreds

OF FAMILIES IMPACTED

# Thousands

OF PRODUCTS WITH PURPOSE

*from our hands to yours*

PRODUCT



VALUES



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01  
Handmade

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02  
Sustainably small batch

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03  
Designed with forever in mind



### HANDMADE

Every JOYN bag is handcrafted through traditional methods of making. The result – bags that are beautifully unique, bringing connection, inspiration and a canvas for the wearers own creativity. Each piece tells a story, from design to manufacture, all the way to the final product that lands from our hands to yours.



### SUSTAINABLY SMALL BATCH

We choose not to mass produce, but are intentional about working in small, sustainable production runs. We launch 3-4 collections a year, each time creating a small batch of handcrafted products from carefully sourced materials. We also make use of our offcuts to reduce waste wherever possible.



### DESIGNED FOR FOREVER

Each JOYN bag is designed to slot effortlessly into wardrobes for year round wear. We're not interested in following trends, but create timeless pieces you'll feel good about wearing, season after season, year after year.

We envision a world where community is connected to the art of hand making - the practice of choosing slow and spending our time to create products that deserve to exist in our world.





# JOYN

BAGS

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CONNECTING  
MAKERS *to* MARKETS

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@JOYNBAGS  
WWW.JOYNBAGS.COM