



KARMA IN SUPPORT OF WOMEN

International Womens Day 2021



Who we are.

We believe something as small as a fizzy drink can make a big difference.

A difference to people, and to the planet. If you took 1% of revenue from the 2 billion colas drunk a day — just imagine all the good you could do.



We created Karma Drinks to do right, and built the Karma Foundation to make sure the good we say we do gets done.

The Karma Foundation works with 8 cola growing communities in Sierra Leone, and through our policy of 'Trade Not Aid' helps deliver economic and social independence to the villages.





The Karma Foundation connects the people who drink our drinks...



... to the people who grow our ingredients and to the places they're grown.



Empowering women is a globally recognised strategic development priority. For over a decade, educating women has been seen to raise households, communities and countries out of poverty and disease.

Sources: The UN, Forbes, World Bank, Unesco

For People.

The Karma Foundation has helped fund bursaries to send 614 children to school, including 133 girls, who wouldn't otherwise have an education.

By working directly with the Tiwai communities and hearing their needs, we built 4 schools, and 3 extra classrooms.

8 teachers have been funded, reducing the teacher/pupil ratio by 60%. With the government committing support to supply building materials, textbooks, desks, chairs and uniforms.

Talk about a perfect partnership; the locals tell us what they need, and together with the government, we make it happen.

Real change is woven into the futures of each and every child in these villages.

For Planet.

How can we achieve a sustainable future if we only include half the world in the conversation?

80% of subsistence farmers are women. They are literally the gardeners of the world.

The UN listed “Achieve gender equality and empower all women and girls” in their 17 Sustainable Development Goals.

Project Drawdown estimates that girls education would reduce carbon by 85 gigatons by 2050.

According to the UN, 80% of women displaced by climate change are women. Education means they're more likely to withstand these changes and better equipped to find alternate ways of living.

The Gola rainforest, protected by the communities we work with, is one of the worlds most important biodiversity hotspots. After a decade of civil war, and the Ebola outbreak, the communities are using sustainable methods to xxxxx



For Real.

**Enough numbers.
Here's a real story for you.**

In the Tiwai region of Sierra Leon, there's a young woman called Hawa Alie. Hawa was orphaned during the 10 Year War in Sierra Leone and raised by her aunt.

Despite missing a few years of school, she persevered. Hawa sat her University Entrance Exams a year ahead of schedule and passed on her first sitting.

She's been accepted to Njala University Medicine Faculty to be a Senior Nurse.

The Karma Foundation has supported Hawa's education since 2016, she's the first kid from Tiwai to go to University.

Let's not let her be the last.

**THIS IS
A STORY
ALL ABOUT
HAWA**

The man is drinking Water.



Fatma Kalle



The Women is cooking Food



The Power of Karma

We're only just getting started. And with your help, we can do so much more. Every time you choose a Karma Drink, you're making a difference and showing big business that community matters.

It's not a great business model, but it is a good one.

Every Drink Does Good.



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