

# Global Gazette

*The latest news, updates, and announcements*

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### *Good deed of the day:*

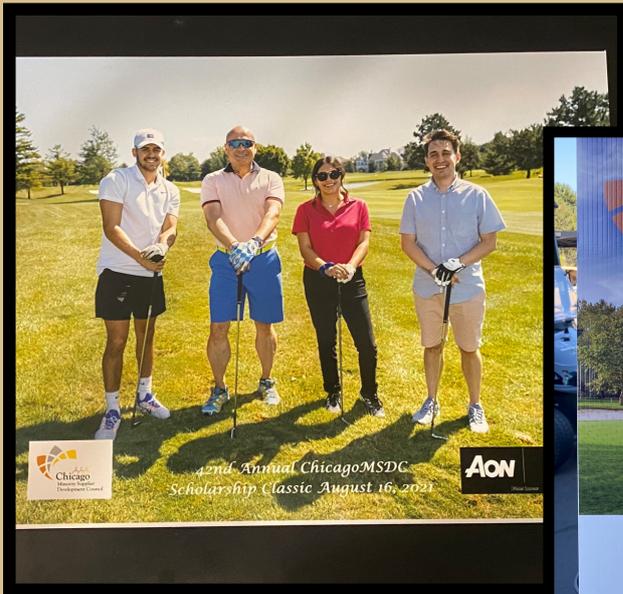
Good days start with the right mindset, start your day with whatever makes you happy: stretch, call an old friend, or go for a walk and enjoy the sun on your face.



## **Celebrating 101 years of Women's Equality**

August 26th is National Women's Equality Day. This month we celebrated the 101st anniversary of women's equality by hosting an educational workshop on the history of the women's equality movement. In 1920 the 19th amendment was ratified which gave women the right to vote and ended a 70-year long civil rights movement in victory. However, it is important to remember on this day that not all women gained the right to vote equally. Women of color did not gain the right to vote without restrictions until 45 years later with the Voting Rights Act of 1965. This equality does not exist everywhere though, on average in the world, women have just three-quarters of the legal rights afforded to men. That is why Global has decided to make a donation to Global Fund for Women, an organization that supports gender justice movements around the world. In 2020 this non-profit gave \$9.6 million dollars to 318 organizations in 79 countries. The grants that they create are 79% multi-year planned and 32% help support grass-roots movements with less than \$50,000. Our donation will be helping Global Fund for Women's new campaigns for domestic workers' rights, feminist anti-violence movements, and ending gender-based violence.

# Becoming a Certified Minority Business Enterprise and the Annual ChicagoMSDC Scholarship Classic



On Monday, August 16th Global joined the Chicago Minority Supplier Development Council for their Annual ChicagoMSDC Scholarship Classic. President Felix Villa, CSR Coordinators Alexis Mordawski, and Sebastian Villa were joined by our summer intern Alex Jaquez to test their golf skills out on the course. Global was proud to attend as a Birdie sponsor partner to support the Dolores Saxton Walker Scholarship Fund.

Every year, the ChicagoMSDC invites local minority business enterprises (MBEs), corporate members, and advocates of the supplier diversity community to join fundraising efforts to support student scholars and provide an excellent opportunity to network with new and familiar faces. The scholarships award \$3,000 per student to defray financial obligations of academic expenses or tuition. This year, the Council awarded 18 scholarships to high-performing minority Chicago Public School high school students. In addition to the CPS student awards, the scholarship fund also offers stipends for growing certified minority business enterprises attending Northwestern University's Kellogg School of Business, NMSDC Executive Management Program.

This event was the perfect occasion to get our team introduced to the ChicagoMSDC network as a new Certified Minority Business Enterprise. Global attained national certification on August 9th through the National Minority Supplier Development Council (NMSDC). With this certification, we have more opportunities to connect with prospective corporate buyers who are looking to build relationships with trusted MBEs. ChicagoMSDC is committed to helping solve the need for supplier diversity, and we're excited to utilize this partnership!

From our experience at the Scholarship Classic and through attaining this certification, we have learned how our values align with our fellow MBEs and the passion we share for giving back to the community. We are proud to be part of this community and look forward to many more wonderful events and opportunities with ChicagoMSDC.

# Vendor Spotlight: Jordan's Skinny Mixes

In honor of Women's Equality Day and for our first Vendor Spotlight, we wanted to highlight the woman-owned brand, Jordan's Skinny Mixes. They are partners with the Helen Gordon Davis Centre for Women and help support programs and services that empower, educate, and elevate women in the Tampa Bay region.

Skinny Mixes has been with Global for 3 months and has been a wonderful addition to our clients. The company was started in 2009 by Jordan Engelhardt with a simple vision, to create the perfect skinny margarita and other cocktail mixers that were low-calorie yet still delicious. This one idea blossomed into the enterprise we see today with products beyond just cocktail mixers including Skinny Syrups, Keto Syrups, Cold Brew Coffee, and much more to come. One of the most special things about Skinny Mixes is that it is a company by women for women. What makes them unique was their ability to realize there was a gap in the market for healthier products in this specific part of the beverage industry. Jordan acquired a team of experts in this industry who are women that understand what it is their consumer is looking for. Skinny Mixes sees how their customers are finding new uses for their products and is continuing to innovate new products relevant for women. They are taking the time to listen to their dedicated cult following to create simpler and healthier alternatives to everyday products. They are consistently relevant to industry changes by having gluten-free, kosher products which are US-made as well as low-calorie, low carb, zero sugar, and Keto friendly.

Skinny Mixes has learned a lot through their time in the pandemic. They were able to have significant growth of 75% in the past year despite the many challenges the pandemic brought. With many of their physical retailers closing stores, Jordan and her team had to find a way to adapt to the changes of the world. They learned how to move to online retail and take advantage of the situation they were in.



Customers could no longer go to cafes or restaurants but were still looking to make a delicious cup of coffee while they work from home and enjoy a refreshing drink to relax at the end of the night. Their marketing team used this time to educate customers on what syrups are and how they could use them in their own homes.

So what's next for Jordan's Skinny Mixes this year? Their new pumpkin collection has been released just in time for fall with their six favorite flavors like Pumpkin Spice and Pumpkin Cheesecake. Skinny Mixes is available now in KeHe where you can find these delicious flavors and many more! However, the real star of Skinny Mixes right now is their Flavor Bursts. The Flavor Bursts are the serving size of a bottle of syrup in a concentrated and convenient size. Just a few drops go a long way at making any cup of coffee extra tasty without the extra calories or sugar. They fit well in your pantry, purse, or even your car which makes them perfect for on the go. In the future, we can expect to see some more natural-focused products coming from Skinny Mixes with products naturally sweetened with agave nectar.