

Spotlights

SECTION



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Team Karma raising funds for community

BETHLEHEM—Karma Balm, a human animal and planet-friendly skincare company began its campaign to raise funds for local schools, charities and nonprofit organizations. With strong ties to the community in which the company has been embraced and grown, Karma Balm had decided to team up with organizations that promote environmental awareness and social responsibility to aid in their efforts to raise monies for their own organization and cause.

Team Karma, an offshoot of its product line, offers a generous 50 percent donation ratio of every balm sold, as well as a spotlight on the www.TeamKarma.info site. The site further explains about the carbon foot print reduction and each and everyone's reasonability to improve their environment, physically and socially. The company emphasizes that it's never too late to start reducing their consumption and improve its evolution.

In its formative first year



COURTESY PHOTO

Carley Calais, daughter of Karma Balm founder Corey Calais, shows off some of the Karma Balm product. Carley is also a fourth grader at Bethlehem Elementary School.

Karma Balm founder Corey Calais had thought of several ways to get her product out into the market place. Yet the desire to have the balms in the market place was not the only motiva-

tion. Her inspiration was educating the community with the concept of reducing waste and social responsibility. "Beyond the green trend and environmental scare tactics, we want to be

a part of healing our planet and society with a fun informative method. It seems a natural progression to aid organizations that need help raising funds for their cause," said Calais.

The idea began to form when the local school started a fundraiser for school trips with a company that offered crafty holiday products. The concept was for the children to sell the products to family, friends and neighbors for an incentive prize. The holiday merchandise pictured in its catalog turned out to be made outside of the United States and much smaller than advertised. The children then received their "gifts" that were made outside of the country as well.

The waste of fuel to create and ship these unethically made products had to be enormous, and due to the quality of the products most if not all would ended up in a landfill. Waste, consumption and deterioration are a detrimental lesson for our children.

Team Karma does not offer a plastic prize for the sales efforts nor does it offer a vast printed catalog of countless merchandise in several different packaging styles. What Karma Balm and the Team Karma fund raising campaign offers is a

"Karma Points" for each student that returns their sales kits and product shipping packaging. In return the company turns those "Karma Points" into dollars and donates the money to a local animal shelter for the care of an animal. "We are supporting those that want to support their community and a home grown company with a greater mission in mind," Calais said.

Team Karma would like to give a very special thank you to Bethlehem Elementary for embarking on the first Team Karma—Raising Funds While Raising Awareness. The school will have their fundraiser complete before the holidays. Just in time for a warm holiday.

Karma Balm is located at Peace of Infinity Holistics in Bethlehem on the corner of Park Ave and Main St. For information on fund raising for your own organization please contact corey@karmabalm.org or visit www.TeamKarma.info the Karma Balm family would be happy to help you.