



COMMON
GOOD
COFFEE

PARTNERING – WITH

JOYYA

* 2022–2023

impact report

Welcome to the 2023 Joyya Impact Report.

Common Good Coffee exists to raise funds for Joyya.

Why Joyya?

Because Joyya's vision is audacious and inspiring—
to spark a movement of transformative neighbourhoods
in places of extreme poverty and modern slavery.

Since we launched Common Good Coffee, over
\$200,000 has been raised for this purpose! That's
right, your daily caffeine hit is having an impact well
beyond your nervous system.

It won't surprise you that we can't drink anywhere
near that much coffee ourselves, it is only through
your choice to drink Common Good Coffee that this
epic milestone has been achieved.

We hope you are inspired and encouraged as you
read Joyya's report—thanks for being part of this
journey with us.

The Common Good Coffee team.

commongoodcoffee.nz

3*Good



**COMMON
GOOD[®]
COFFEE**



THREE TIMES AS GOOD

spark good*

**“Spark a*
movement of
transformative
neighbourhoods
in places of extreme
poverty and
modern slavery”**

OUR MISSION

What does that mean?

01

SPARK A MOVEMENT

We want to be part of a movement with other like-minded people, not build our own institution. Our aim is not to build a big business or service provider. We want to see neighbourhoods transformed so that they no longer require big business and social services!

“If you have come here to help me, you are wasting your time. But if you have come because your liberation is bound up with mine, then let us work together.” LILLA WATSON

02

OF TRANSFORMATIVE NEIGHBOURHOODS

Transformative neighbourhoods are not just recipients of help, but also agents of change in the world. Although their needs may be high, they also have much to offer their own neighbourhoods and others. This is best done in mutually transformative relationships where worlds usually separated come together, exchange gifts, and learn from one another.

03

IN PLACES OF EXTREME POVERTY AND MODERN SLAVERY.

We do not claim that we will end *“extreme poverty and modern slavery”*, that is beyond our means. But we do want to play our part. Therefore, until they do end, we are committed to being in *“places of extreme poverty and modern slavery”*.

Contents

COMMON GOOD COFFEE	02 - 03
MISSION STATEMENT	04 - 05
AN UPDATE FROM ANTS	06 - 07
INTRODUCING 3-IN-1	08 - 11
JOYYA COLLECTIVE	
WATER, ON TAP, WITH A SWIPE	12 - 13
CORE SERVICES	14 - 15
QUOTES & STATS FOR COLLECTIVE	16 - 17
K2K—KOLKATA TO KATHMANDU	18 - 19
JOYRIDE	20 - 21
JOYYA NEIGHBOURS	
SUSMITA'S STORY	22 - 23
NEIGHBOURING	24 - 25
JOYYA GOODS	
PRIYANKA'S STORY	26 - 27
JOYYA GOODS	28 - 29
NEW CYCLE, NEW CHOICES	30 - 31
FINAL THOUGHTS & JOIN THE TEAM	32 - 33
DRINK MORE COFFEE	34 - 35





An update from Ants

2022 was a big year for Joyya! For me the highlight has been watching our community programs flourish. Every week, hundreds of people flow into our centers. They are filled with noise, chaos and joy—and I love it! Whether it be people learning cycling, languages, computer skills, hairdressing, guitar, kids coming for fun at play-space, or people getting medical attention, legal assistance, or simply coming for a listening ear. Our buildings are bursting with diversity and life. **It's great seeing so many people come together to transform their own lives and their wider community.**

It's been an exciting but difficult year for the business arm. Increasing commodity prices, inflationary pressures, and economic downturns in key markets have meant that our employee numbers have not increased, but with an increased sales team and multiple new customers joining us, **we are optimistic for the future.**

I love living in Kolkata. It's a privilege to celebrate peoples' triumphs, to share in their losses, and to see the incorrigible joy that weaves throughout this place. **Our staff, our volunteers, and our neighbours embrace and exemplify grit and goodness. They show the world what people can do when given an opportunity.**

Joyya will continue to spark good in places of extreme poverty and modern slavery, not just in Kolkata but around the world. We hope that you feel inspired to join us.

Ants



JOYYA



We think Joyya is unique in our 3—in—1 approach to Community Development. We make use of three different engines to help spark meaningful and lasting change with the communities in which we live and work.



3—in—1

*joyya goods

BUSINESS ARM

A business that offers meaningful employment with lots of extra benefits so that people are empowered to make dignified choices for themselves and their families. We produce apparel, bags and promotional items for organisations around the world. This “economic engine” gives employees more financial freedom and also helps the wider community as money flows to other local people and businesses.

joyya collective*

SOCIAL ARM

A collection of NGO’s, value-aligned businesses, donors and neighbours who partner together to deliver social programs in our communities. What binds us is a passion to see individuals and communities able to realise the changes they want for themselves, their families and their neighbours. Our “Social Engine” is now delivering an exciting range of services in health, housing, legal, vocational training, education, and recreation. Reaching both children and adults in our communities.

joyya neighbours*

RELATIONAL ARM

We live in our neighbourhoods. We eat, shop, play, and raise families here. This means we don’t just do things *for* people, but we do things *with* people. We make time to ‘hang out’, we celebrate and we mourn together. As neighbours, we look for small ways to love and support one another towards our common goals. The “relational engine” recognises that poverty is not just economic, that relationships and interconnectedness have the power to bring real meaning and joy to our lives.

joyya

joyya collective*

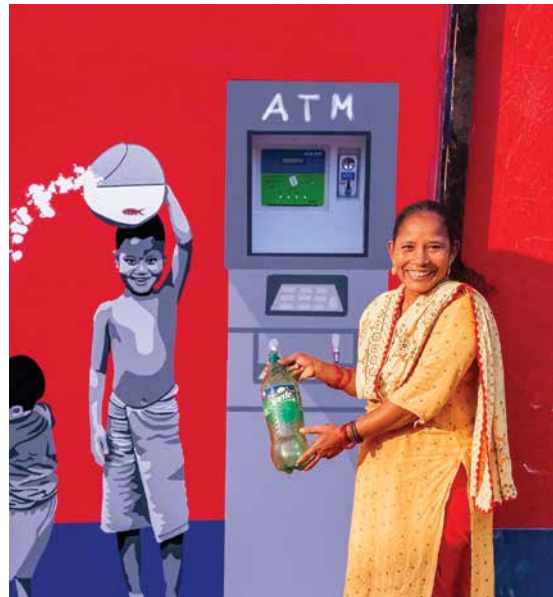
The United Nations 2023 water report highlights that around a quarter of the world's population do not have access to safely managed drinking water.

Water, on tap, with a swipe

One of our newest projects is the Joya Water ATM— an ATM machine that dispenses free, clean, filtered drinking water.

We have just installed our first Water ATM up in Dhulian and are in the process of distributing swipe cards so people in the community can access an allocated amount of free water each day. (Further units will hopefully be installed in our Kolkata communities in the not-too-distant future.)

The majority of people in our communities are included in this United Nations water statistic, and Joya is keen to change that. The swipe card/ ATM system allows more people to access safe, clean drinking water in a fair and sustainable way. Our system can distribute 1,000 litres per hour.



People in our communities experience a lot of sickness related to unclean drinking water, so we're excited to see the health and well-being benefits of this initiative. We also hope that it promotes good community interaction and "water cooler" chats as people gather around this community resource.

"Water connections are so difficult to get here in Dhulian. Having fresh clean drinking water for our community is something that is really needed"

**SUBHENDU,
DHULIAN COLLECTIVE LEADER**

6 Core Services

JOYYA

Extreme poverty and modern slavery cannot be reduced to only economic issues, therefore neither can the solution. We have learned people are more likely to achieve the change they are wanting to see in their lives if they have access to social support. Joyya offers support in six areas:



HEALTH

Undiagnosed, untreated, or unexpected health issues can cause time off work and incur large debts which contribute to the cycle of poverty.

Joyya Health helps alleviate this by providing early interventions such as clean water projects, drop-in health clinics, and medical screening. Interest-free medical loans are available in emergency situations.



EDUCATION

Education is the single best way out of poverty. But when you are already impacted by poverty, getting a quality education can be difficult.

Joyya Education helps alleviate this by providing funds for school fees, uniforms & books. We also provide classes outside of school for children to 'catch up' on school work and focus on areas in which they are struggling.

Every community has its own unique beauty and struggles; therefore, each neighbourhood decides what support will most benefit their community. We come together to listen, learn and support the identified social needs. Starting with the passions and dream of each community, we bring together some great development practice to create meaningful and lasting change.



LEGAL/FINANCE

Without access to legal and financial resources, people impacted by poverty can be at the mercy of corruption and injustice

Joyya Legal/Finance helps alleviate this through its free community legal centre. It provides education on rights, entitlements, and advocacy in the legal system. Interest free loans are also provided for situations where funds are required to get over the 'bumps' in life.



joyya collective

HOUSING

Housing is a basic human need. Lack of housing means lack of security, emotional health, family life and the ability to build towards a better future.

Joyya Housing currently helps alleviate this through providing emergency housing and interest-free loans for renovations and house upgrades. There is far more required in this area and we are currently looking into creative solutions for the future.



VOCATIONAL TRAINING

Getting good secure employment is most difficult for those that can't access basic training and skill development.

Joyya Vocational Training helps alleviate this through providing relevant targeted vocational training, job readiness, and assistance with documentation to prepare people for the actual job market within their communities.



SOCIAL/RECREATIONAL

Being outdoors, physical exercise, connecting with others and having fun are necessary for a person's overall well-being. We can't always remove the struggle, but we can make sure that in the midst of it, there are moments of fun.

Joyya Social & Recreation provides events, outings, exercise classes, parties, and social groups.

“I have two children. I study at the beauty course so they can have opportunities later”



“I like kids club because I get to go to the park and play”

NOONAI

“I am learning beauty skills so I can improve my life”



“I really enjoy drawing class, I have learned a lot and I wish you could all learn drawing too”

SHANTI

Stats for collective:



“My favourite Joyya activity is football because lots of kids come and we have fun playing together”

SHAMRAT

* Education

 participants	210
 courses	15
 classes	42
 hrs/yr	41,550

* Vocational Training

 participants	185
 courses	19
 classes	49
 hrs/yr	18,500

* Social & Recreation

 participants	454
 courses	7
 classes	17
 hrs/yr	59,000

OF FUN, FRIENDSHIP &
MEMORY MAKING

* Medical

 free medical clinics hr	720
--	-----

(ALREADY DOUBLING THIS YEAR)

 fresh water project	1
--	---

(MORE ON THE WAY)

 1000's of hours of community social worker support	
--	--

Joyya

K2K— Kolkata to Kathmandu

Two of Joyya's communities are based near Kolkata's red-light areas. **Our K2K program aims to help Nepali women wanting to exit the sex trade to return home and start a new life free from exploitation.**

We walk alongside these women, providing support, access to legal services, training, planning and even accompanying them as they make the journey back to Nepal, where we connect them with partner organizations. **Building trust and learning to hope for a different life can take a long time for these women after all the abuse they have suffered.** To date, we have helped 14 Nepali women to return to Nepal.

“K2K has given them a hope and a belief that they can live a life free from exploitation and it is possible for them to have a new life”



✱ ANU KARKI

Isha* grew up in a rural village in Nepal. She came to Kolkata as a teenager, seeking to change her impoverished upbringing. Instead, she ended up working in the sex trade in Kolkata. She didn't know if she would ever be able to return home to Nepal, or how to get away from her current situation.

For years Isha would come along to different Joyya social events. Our K2K team built a relationship with her and helped to show her how her life could look different. Isha began to believe that returning to Nepal could be a possibility for her.

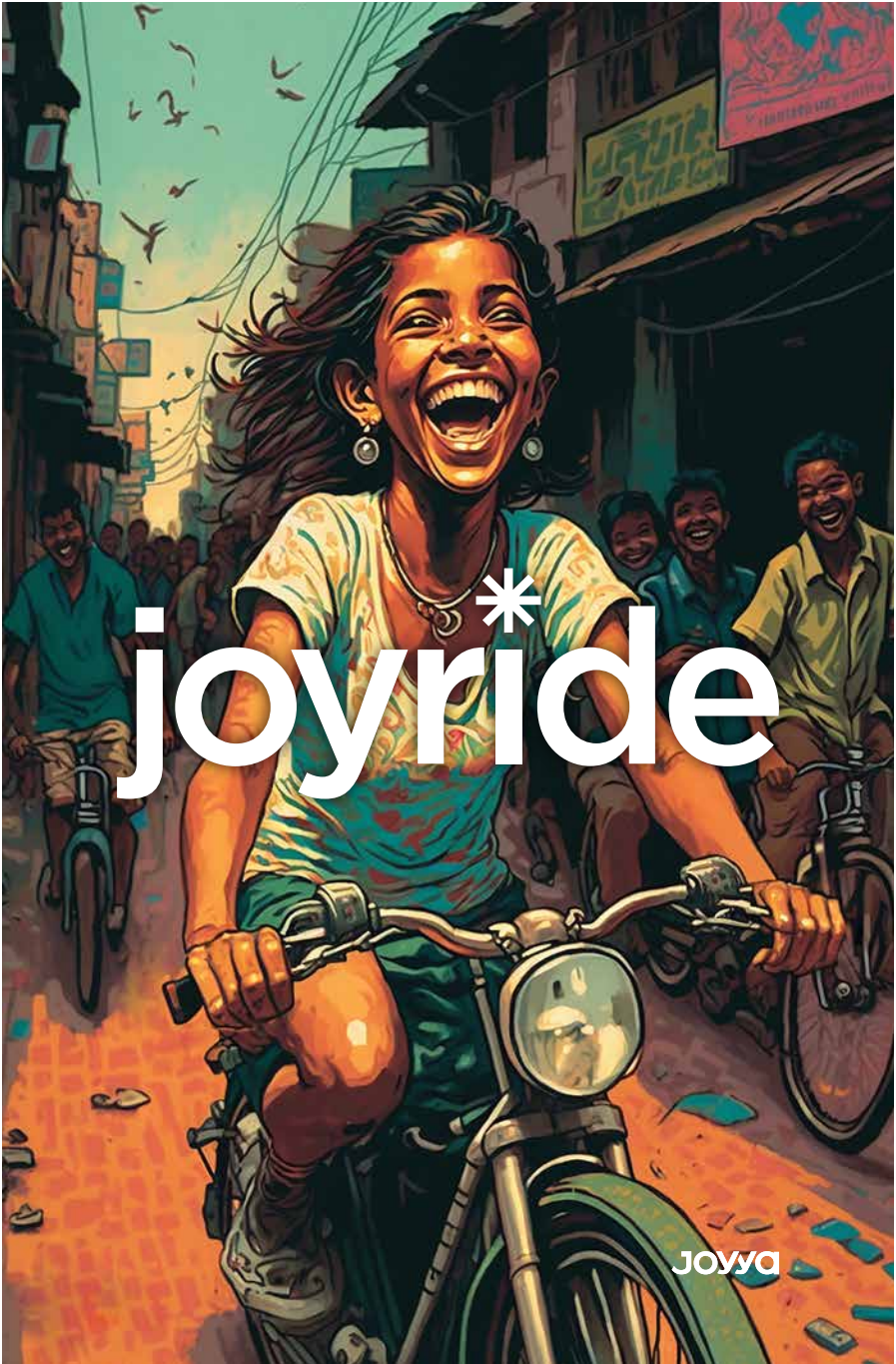
Our K2K social workers helped Isha to prepare and travelled with her as she made the journey home. Once she was settled into a safe house in Nepal, she was able to fulfill her lifelong dream of learning English, and also completed a baking training course. Now Isha has a full-time job in a café, and she hopes to one day connect back in with her family.

“My dream is to open my own shop in Kathmandu and help other Nepali women like me start their new life in Nepal”

“I am thankful that I am living this new life. Thanks to all the team who helped me in my journey. I was the person who used to doubt my own skills but now I have learned to do things myself and gained confidence in my own skills.”

“K2K has given them a hope and a belief that they can live a life free from exploitation and it is possible for them to have a new life”

**ANU KARKI
(K2K SOCIAL WORKER)**



joyride*

At Joyya, we've always been big on Joy and Fun! We believe moments of fun and connection are so important—both for us and for the communities we serve. So we kicked off a little fundraiser called “Joy Ride”.

In its second year we had a bunch of awesome supporters take up the “Joy Ride” challenge—**they raised nearly \$40,000** to bring joy to kids in our communities by providing fun social events and clubs as well as improved educational opportunities.

91 year old Jim and his cat Bob stepped out the distance to the top of Aoraki/Mt Cook on his home stepper/cycle. Their challenge not only raised lots of funds, but inspired us and bought us joy as we watched on.

“Taking part in Joy Ride has been a really fun experience for our family! It's also given us a great way to talk with our kids about what life looks like for people living in extreme poverty—chatting through what's different, what's hard, but also what our similarities are and seeing our shared humanity. It's helped our kids to see they are global citizens and they've been excited to do something to make a difference and spread some joy.” The Down Family



Joyva

joyva neighbours*

“I’ve been able to work for two years and save money to get engaged and have a big celebration” SUSMITA

Susmita's story

Susmita has been creating positive change literally since she was born! Her birth to one of the original sewers instigated the opening of the crèche which Joyya still runs.



Susmita grew up in Ram Bagan—a community long impacted by extreme poverty and modern slavery. If she'd followed the path expected of her she would likely have married very young and dropped out of school early. Instead Susmita worked hard and with the support of her family is achieving things that few in her community ever have.

Now Susmita is studying towards her Masters' Degree at University and giving back to her community in wonderful ways.

Susmita still lives in her childhood neighbourhood where she now works at our RBCC community centre while continuing her studies. She hasn't forgotten

her neighbours—especially the children who are in a similar situation as she was—she wanted to offer what she has learned to help them grow. So when Joyya offered her a job tutoring children, she jumped at the chance. Today she has helped many other children with their learning and is a great role model to them.

“I've been able to work for two years and save money to get engaged and have a big celebration”

We are proud to support and partner with Susmita as she not only role models a different way of life, but continues to give back to her neighbours, creating lasting transformation in her community.

Neighbouring

We want to be a movement of transformative neighbourhoods. This means helping to encourage connected communities—where people know each other, look out for each other and work together to make the changes they want to see. Neighbouring also recognises that poverty is not just economic, that relationships and interconnectedness have the power to bring real meaning and joy to our lives.

OUTCOMES:



FRIENDSHIP

Do our part in creating a friendly welcoming neighbourhood for everyone, especially those on the margins.



FACILITATION

Help encourage and resource local support groups and community projects that enhance the neighbourhood.



FORMATION

Identify, develop, and support local leadership within our neighbourhoods.



FRAMING

Discovering ways to share stories, celebrations, and rituals that promote solidarity and raise awareness of our common humanity.



spark good*

Joyva

*
Joyva goods

“Everyone at Joyva told me
I could do it, so I believed them
and I did it!” PRIYANKA

Priyanka's story



Meet Priyanka. She is our newest production manager, but she is not new here at Joyya.

Priyanka originally came to work with us after she had to drop out of university to support her family. After training with us as a sewer Priyanka took every opportunity to keep developing her skills. She has been promoted from a production sewer, administrator of the t-shirt department, production assistant and is now production manager!

Priyanka has worked incredibly hard to reach this position. She has been industrious and curious and is always eager to learn from others. She has seized opportunities to learn new languages and typing and computer skills so that she can do more at work. We couldn't be more proud of her!

She credits a lot of her success to having encouraging friends and colleagues. Saswati, an older colleague, advised her *"you are young so you can keep growing"*.

Priyanka says that Joyya has given her lots of opportunities and a job that she never dreamed would be available to her once she dropped out of university. Rather than thinking about *"why I can't"* she focuses on *"why not?"* She now makes sure she passes all those skills and encouragement to those she leads, hoping they too will believe in themselves and fulfil their dreams.

"Everyone at Joyya told me I could do it, so I believed them and I did it!"

Joyya Goods

Joyya

The past year was one of renewed hope for the business arm of Joyya. We have delivered some big orders; **15,000 bags** to a conference partner, and **60,000 sleeping bag covers** to a manufacturer. Like any business last year, we struggled with the impact of inflation and economic uncertainty, but it is loyal partners like these that keep us going, and we have faith there are more great partnerships awaiting us.



In the past 2 months we have on-boarded 5 first-time customers who ordered a variety of tees and totes for their businesses. In response to customer feedback we are developing exciting new offerings—like small-batch custom-coloured totes and new fabrics for softer aprons.

We exist to create sustainable jobs and to help our people realize their potential. In working towards that goal, over the last 3 years we have increased wages for our entry-level staff by 16%. We have made more promotions this year than any other year in memory.

We made 35 interest free loans that enabled staff to make big improvements in the lives of their families—like making repairs and improvements to their homes to make them safer and healthier.

We also love our new development program that means staff get to spend 2 paid hours every week working on their professional or personal skills. Staff can choose courses in Bangla, English, maths, typing, computer skills, learning to cycle or a variety of different vocational skills.



“It has been an absolute joy working with Joyya to create our brand new scoop shop uniforms. The team are always so helpful and dedicated to the work which makes it all the easier to partner with them. Knowing that our staff are wearing uniforms created by Joyya are something that our entire team loves.



Joyya is a brand we are completely aligned with and share similar values to us, therefore we will always make the effort to work with them at every chance we get. Thank you Joyya.”

BEN & JERRY'S



untouched world™
NEW ZEALAND

“Joyya have partnered with Untouched World in supplying organic cotton tees since Joyya started. Joyya’s commitment to ethical fashion production is innovative and second to none. Their product quality is excellent and they are an absolute pleasure to work with. We love what they are achieving socially. Our customers are really invested in the Joyya story and are delighted to wear and gift their Untouched World tees made by Joyya. We would highly recommend Joyya for any organisation looking to improve the transparency and social good in their supply chain.”

**PERI DRYSDALE, FOUNDER & CEO,
UNTOUCHED WORLD**



New Cycle, New Choices



*
CHOBITA,
& HER NEW
PINK BIKE

Chobita works in our t-shirt sewing team. As an employee she has access to a whole range of extra development opportunities and one that she has seized on this year has been cycle training.

Over 6 weeks she first learnt to cycle in an enclosed area, then progressed to cycling on quiet streets and now has the confidence and skills to negotiate Kolkata's crazy traffic! Once she finished the cycling course Chobita decided to buy herself a bike (a stunning bright pink bike no less!) What makes this so special is that it is one of the first times she has bought something just for herself!

Now Chobita bikes to work most days which saves her time and money. She is so proud of her achievement and that her bicycle gives her more time, more choices and more independence. Great work Chobi!

“I am so happy and proud that I have learned to ride a bike and now I can ride to work each day and save the bus fare”.

CHOBITA



*joyya goods



Final Thoughts

I hope that while reading through this update you felt proud, inspired, and glad to be a part of the Joyya team.

2023 continues to bring new challenges, but our communities are meeting them with the same tenacity and innovation that they always have.

We are looking forward to seeing our improved customer care and increased sales team resulting in more employment opportunities this year. Jobs provide choices that poverty has previously stolen. They remain a crucial part of the solution to extreme poverty and modern slavery.

As encouraged as we are by the growth in our programs and social services, what really inspires us is all the new people that are choosing to call themselves part of Joyya. They are not only choosing to make life better for themselves, but also to be part of the transformation they want to see in their neighbourhoods. We long to see our neighbourhoods more connected with people continuing to use their abilities and resources to dream of a better tomorrow, initiate new solutions, and rise up together.

Thank you for the part you are playing in helping us spark a movement of transformative neighbourhoods in places of extreme poverty and modern slavery.

Ants



join the team

Thanks for joining us on this journey as we seek to “spark good” in the world. We hope this little update has left you inspired and excited by what we’re doing and what we can achieve together.

You can support the Joyya movement in a few different ways:



Buy from us



Donate to us



Fundraise for us



Come and Visit us

Visit [Joyya.com](https://www.joyya.com)
or contact hi@joyya.com
to find out more

[TWITTER.COM/JOYYA_WORLD](https://twitter.com/joyya_worlds)
[INSTAGRAM.COM/JOYYAWORLD](https://www.instagram.com/joyyaworld)
[FACEBOOK.COM/JOYYAWORLDS](https://www.facebook.com/joyyaworlds)
[YOUTUBE.COM/@JOYYA_WORLD](https://www.youtube.com/@joyya_world)





drink* more coffee



Keen to get your
workplace, local café or
home drinking Common
Good Coffee?

Visit:

[commongoodcoffee.nz](https://www.commongoodcoffee.nz)

or contact us on:

hello@commongoodcoffee.nz

📍 [INSTAGRAM.COM/COMMONGOODCOFFEENZ](https://www.instagram.com/commongoodcoffeenz)

📘 [FACEBOOK.COM/COMMONGOODCOFFEENZ](https://www.facebook.com/commongoodcoffeenz)



JOYYA



COMMON
GOOD
COFFEE

Joyya

spark good*

commongoodcoffee.nz