

# mala market

BORN IN HTX. RAISED BY COMMUNITY.

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1302 W.Gray St.  
Houston TX 77019

Mala market is a non-profit 501(c)3 organization offering a storefront as an incubator to locally operating micro businesses and entrepreneurs.

We offer financial aid in the form of micro grants, overhead operating cost coverage, tax write-offs, and employee compensations.

In addition, mala market provides affordable brick and mortar space in the heart of Houston to micro businesses. We oversee daily operational tasks including but not limited to merchandising, marketing, POS, etc.

Majority makers at mala market are home based businesses engaged in local hand made goods for consumer use. They are able to utilize our facility and take advantage of low costs to grow their brands exponentially with the help of mala market. We aim to create accessibility to our local makers, creators and doers in one collaborative environment all while directly impacting our local economy in a positive way.

Part of our community effort is extended to Youth Entrepreneurs as well. Our Youth Program offers facility, education, and financial awareness to young aspiring entrepreneurs. Mala market offers free maker space to youth guests under the agreement that 20% of their sales must go to an organization of their choosing and an additional 15% must go to their personal savings account. We aim to encourage independent thinking, creativity, the nature of giving and guidance for the youth.

In addition to the many layers that mala market can offer business owners, the youth and the community,

we have plans to grow our vision too much deeper depths. With our micro grant funding program, we hope to financially support multiple local businesses for a duration of one year to aid their scale, growth, and expansion. Supporting a self-sufficient network of makers positively impacts the social health and wealth of our community while preserving the circular economy philosophy which is the foundation that mala market is so proudly built on.

In addition to providing financial aid, we hope to expand our non-profit offerings and business opportunities. Creating affordable solutions for our local makers is essential in growing our vision to the next level.

Our ever-growing vision is deeply rooted in the act of consciousness and preservation - consciousness in our consumer habits and preservation of our environment. No longer will there be an out-of-sight-out-of-mind mentality. Treating our planet and environment like our home will be a great start. Our circular economy philosophy extends past the monetary impact and encourages reciprocity between what we give to our environment and what we can take from it to fuel our bodies, minds and souls. With more intentional practices, we can achieve purity.

With warmth,

  
Somya Gupta





# OUR STORY







our pillars,  
rooted in a strong  
foundation, will help us  
achieve our vision towards  
more conscious consumer practices on  
a global level. Creating opportunities  
towards a self-sufficient community is our vision  
for a sustainable long term future.

## global reach

in the form of micro grants, operational costs coverage, tax write-offs and employee compensation.

offering additional aids in the form of marketing, events, partnerships, workshops, merchandising and media outreach.

makers have low financial responsibility at mala market in exchange for full operations, allowing businesses to financially invest in their brands.

## facility

affordable, reliable and consistent retail space where small business owners can utilize the low financial commitment to expand their brands. Establishes accessibility to our local makers in one collaborative environment.

the facility can also be used to host events for your business or partake in events hosted by mala market/other businesses.

opportunities designed for the youth, community and local businesses. opportunities in the form of education, exposure, expansion and intention.

By receiving full sales profit from completed transactions at mala market, businesses are able to create their own opportunities within their brands.

## financial aid

## opportunity

## circular economy

creating reciprocity in our local economy and our relationship with our environment through conscious consumer decisions



# our team



**CHAIR / PRESIDENT**  
**SOMYA GUPTA**



**EXECUTIVE COMMITTEE DIRECTOR**  
**ASHLEY WALTER**



**YOUTH PROGRAM REP**  
**IMAN MIRZA**

Our current board members our the newest faces to mala market!

We are excited to announce Somya Gupta as Chair of the 2023 - 2024 Board of Directors. Gupta is Co-Founder of SETSVN, a Houston based media production company servicing various industries such as weddings, events, conferences and more. In addition to that, she is the visionary expertise behind the concept of mala market. Working closely with local non-profits, co-ops and small businesses such as SETSVN, Gupta is strong supporter of building businesses with community in mind.

We are very excited to invite Ashley Walter as our 2023 - 2024 Executive Committee Board Member. Her previous work with the New York fashion industry has led her to work passionately with local businesses to encourage slow and intentional business practices that support a sustainable and long-term future.

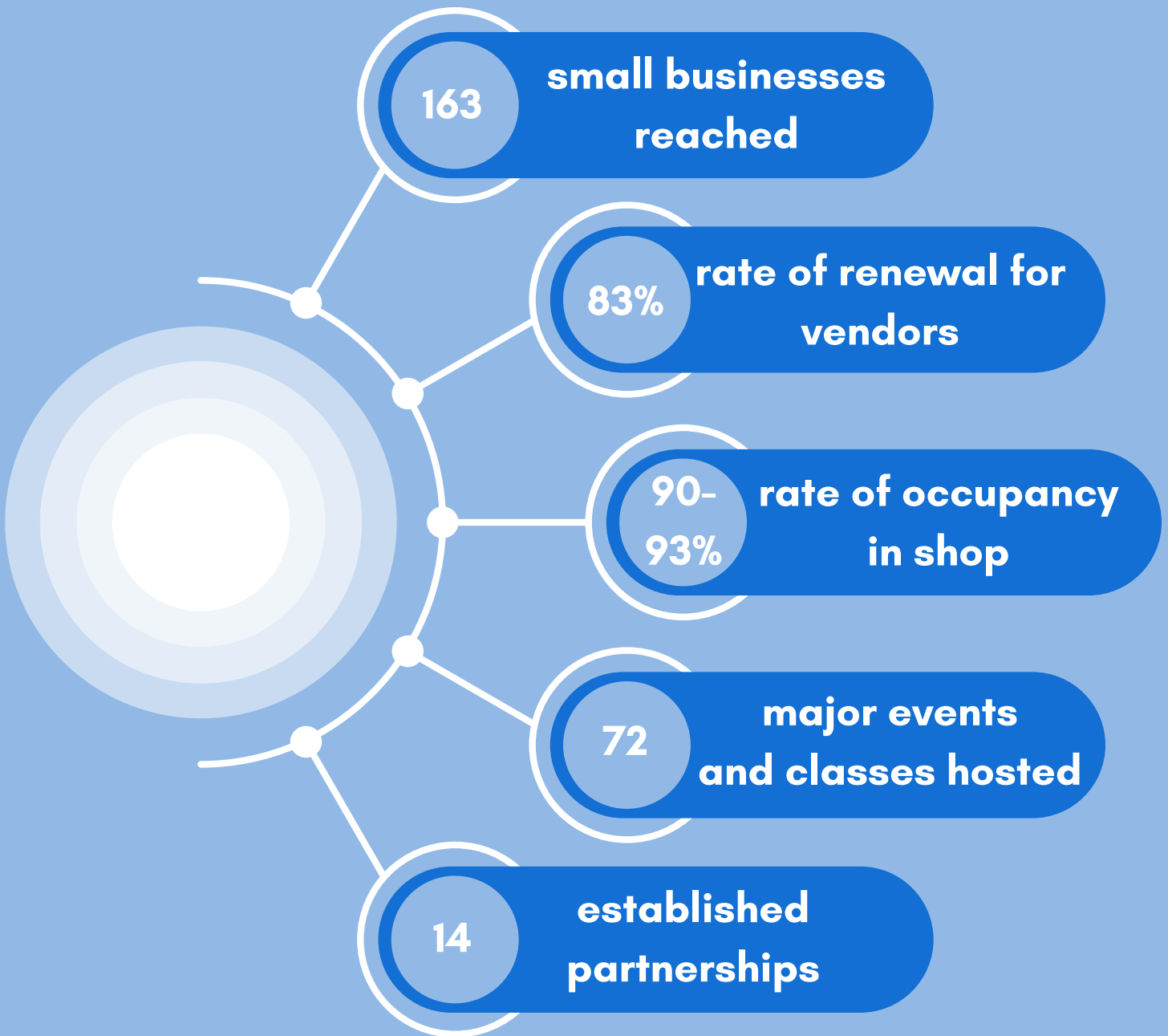
Iman Mirza proudly occupies the role of Youth Entrepreneurship Program Representative for 2023 - 2024. Her role in our youth program is essential in reaching our younger community. We aim to provide equal opportunity in education, facility and opportunity for our youth entrepreneurs.

In addition to the election of three new board members, mala market welcomes our newest volunteer, Carlos Garza, Co-Founder of SETSVN. In partnership with mala market, Garza creates all in-house media content and footage.



2023

# a look at our numbers



# donor levels

Donate today and help us grow our mission to a global level!

All donations can be completed through our website donation link or in person.

**\$50K +**

Public thank you during event

Social media/print collateral mention + extra large logo lives on website for a year

Gala invite

Bi-annual company spotlight on social media

Media mention in the form of video

**up to \$50K**

Public thank you during event

Social media + print collateral recognition

Medium logo lives on website for a year

Gala Invite

**up to \$10K**

Public thank you during event

Social media + print collateral recognition

Small logo lives on website for a year

Gala Invite

**up to \$5K**

Public thank you during event

Social media + print collateral recognition

Small logo lives on website for 6 months

**up to \$1K**

Public thank you during event

Social media + print collateral recognition

**up to \$500**

Public thank you during event

print collateral recognition

**GLOBAL**

**NORTH AMERICA**

**UNITED STATES**

**TEXAS**

**HOUSTON**

**WEST GRAY**



# donors

## WEST GRAY (up to \$500)

Leandra Scott  
Jennifer Bourgeois  
Jacobi Ford  
Amanda Field  
Laura Lozano  
Crystal Correa  
Tram Nguyen  
Jessica DiCampi  
Rina Chandarana  
Jennifer Pluma  
Debraeyia Drayden  
Aysha Badat-jackson  
Khyra Williams  
Sade Tims  
Mehek Ahmed  
Jerry Richardson  
Vini Gupta  
Ahad Azimuddin  
Nicole Cantu  
Christian Rose  
Jeremy Aaronson  
Insight Structures  
Jose Colina  
Ashok Menon  
Amy LeRoy  
Danielle Ferris  
Dalisa Garrett-Gailliard  
Nazia Mirza  
Natasha Gupta  
Fernando Santiago  
Carlos Garza  
Sarah and David Anzola  
Reshma Kara  
Danielle Pollan - Ferris  
Deborah Armenta  
Vivek Singh  
Michael Ryan  
Ann Marie Garza

Brittany Bass  
Gaby Luna  
Amy LeRoy  
Dalissa Garrett-Gailliard

## HOUSTON (up to \$1K)

Maria Cadena





# sponsorship packages

Become a sponsor today and help us grow our vision!

All donations can be completed through our website donation link or in person.

## Principal supporter \$12,000

Help provide a year of free access to community events geared towards small business owners and entrepreneurs looking to elevate their brands. This sponsorship will help curate ongoing educational events, classes and workshops at mala market. We hope to keep our community involved and supporting our local makers, creators, and doers all year long!

## Core supporter \$8,000

Help sponsor our reduced waste mission for the gala event. We aim to create an unforgettable night for our guests all while staying conscious of our waste. This sponsorship will help fund the farm to table menu, composting initiatives and our responsibly sourced decor.

## Advocate \$5,000

Help sponsor our Community Outreach efforts, more specifically, our Youth Entrepreneurship program. Help raise funds to offer educational programs, community based excursions, and immersive events for youth entrepreneurs looking to hone in on their independent spirit.

## Visionary \$4,000

Help sponsor our micro-grant program for eligible small businesses operating locally in Houston. This sponsorship will help fund our micro-grant award for 2 eligible business owners at mala market. The award is called Expand Your Brand.

## Believer \$1,000

Help sponsor our gala performers such as Skylar Dance Collective. This sponsorship will help raise funds to pay the performers, artists, musicians and hosts.

## Supporter \$500

Help sponsor various services for our gala guests in attendance. This will help pay for the valet services on site for up to 4 hours, drinks, appetizers, etc.





# sponsors

## Supporter (up to \$500)

**Sprouts Farmers Market**  
**Phoenicia Grocers**  
**HOW**  
**St. Arnold**  
**Topo Chico**  
**Linda's Tropical**  
**Levels of Grandeur**  
**Uncomplicated Lush**  
**Coco Elan**  
**Four Circle Studio**  
**Carrot**  
**IPlantClay**  
**Leah Sweet Ceramics**  
**Nissa Crafts**  
**Half and Half Bakery**  
**Dacamera**  
**Exhilarate Skin and Body**  
**Bgiry Lip Sauce**  
**Perfect 10 Beauty Bar**  
**Complexions Skin Lab**  
**Union Studio Yoga**  
**Loyly Suana Lounge**  
**Boaf Pottery**  
**Sunflower Ceramics**  
**Blookat**  
**Jessica Phillips**  
**Insight Structurs**  
**Aurelia**  
**Sheneka Miller Jack**  
**Tonya Ferris**  
**Mai-Anh Nguyen**  
**Ashok Menon**  
**RHB Custom Designs**  
**A Cut Above Non-Alcoholic Spirits**



# sponsorships explained

## **SUPPORTER**

With the help of your sponsorship as a Supporter, you will be directly contributing to our largest annual fundraising gala event at mala market. Your contribution will help supply our volunteers lunches/dinners, our cash bar and our valet service on site for the event. These are all factors in creating an unforgettable night for our guests who support mala market!

## **BELIEVER**

With the help of your sponsorship as a Believer, you will be directly contributing to our funds available for our performing artists at the annual fundraising gala event. The gala event will partner with local dance companies and musicians to host a night of innovative contemporary and classical masterpieces with live musical accompaniment. Dance serves to enrich the physical, economic, social and cultural elements of society.

## **VISIONARY**

With the help of your sponsorship as a Visionary, you will be directly contributing to our Micro-Grant "Expand Your Brand" Funding Program. This program includes two micro grant awards given out on an annual basis to two eligible local Houston businesses. Each business will receive an award amount of \$2,000 with grant terms and conditions applied. Eligibility includes the following but is not limited to:

- A legal standing entity operating in Houston
- Must be a current maker at mala market with a record of 12 consecutive months of occupancy
- Must have a clear mission and vision behind their brand
- Must have proof of action towards practicing that mission
- Is able to share clear evidence of how their business has grown in the past 12 months (i.e. how have sales increased, how have marketing campaigns improved, how has brand engagement increased, how has productivity improved, how has the business scaled in the given amount of time, etc)
- Is practicing long term sustainable habits for their business such as the use of responsible ingredients, reduced plastic waste, ethical manufacturing practices and the sanitary use of repurposed items

Terms and conditions applied to grant recipients include but are not limited to:

- Recipient must use the micro grant to grow and enrich their Community Outreach efforts within their brand. A list of examples follows:



# sponsorships explained

- Initiating educational classes or workshops guided by your brand's mission - can be in the form of product education, manufacturing education, etc.
- Engaging in partnerships with local organizations/charities/foundations to promote collaboration and expand each businesses capabilities in providing more economically sustainable options for the community
- Hosting community events that educate members about your brand's mission and create a sense of gathering within the community
- Use of the micro grant to expand your brand's mission to be more deeply rooted in community by offering community services/events such as bayou walks, picnics in the park, coffee and chat, self-care retreats, weekend markets, beach clean-ups, local business tours, open mic nights, etc.

## ADVOCATE

With the help of your sponsorship as a Advocate, you will be directly contributing to our Community Outreach efforts, more specifically, our Youth Entrepreneurship program. Our youth program, YGP, invites young entrepreneurs under the age of 15 to set up shop at mala market for free. They bring their business in under the agreement that in exchange for the free space, they are required to donate 20% of their sales to a non-profit or charity of their choice with an additional 15% reserved specifically for their personal savings account on a monthly basis. This agreement allows the kids to occupy space in a professional settings that encourages positive money consciousness mindsets and encourages the act of giving and receiving. The environment asks the kids to be professional and responsible for their business. The program provides facility, financial aid, and a network of established makers for the kids to engage with. The program's mission is to facilitate the independence and the confidence of these young entrepreneurial spirits. Your contribution will help expand our efforts to be able to provide educational workshops and classes for the YGP members to learn about checks, merchandising, cost analysis vs. profit, etc. It will also help us provide the tools needed in order to host regular educational excursions including beach clean-ups, bayou educational tours, youth hosted markets, etc.



# sponsorships explained

## CORE SUPPORTER

With the help of your sponsorship as a Core Supporter, you will be directly contributing to our Low Waste initiatives for our annual fundraising gala event. An integral part of our business model includes providing access to long term sustainable practices for consumers. Our sustainability efforts aim to contribute to social, economic and environmental sectors including but not limited to the social health of our community supporters, the economic well-being of our local businesses, the economic sustainability of our city, the self-sufficiency of our people, and the accessibility of handmade consumer products to community members who are looking to be more mindful of their waste/carbon footprint. Funding for the Core Supporter Program will help us successfully execute a low to zero waste gala event so that our fundraising efforts don't need to leave a wasteful footprint behind. Your contribution will directly fund our farm to table dinner service, decor, composting services and the use of reusable ceramic/glass dinnerware.

## PRINCIPAL SUPPORTER

With the help of your sponsorship as a Principal Supporter, you will be directly contributing to our annual Educational Initiatives for Entrepreneurs and Small Business Owners. One such example is our Empowering Entrepreneurs Panel Series, which invites professionals from various industries to come and speak on subject points geared for entrepreneurs and small business owners. Our 2023 panel included a highly educated panel of speakers from Central City Co-Op, Agility Bank, PFS Investments, Asch Building, Dance Source Houston and more! Our topics in discussion included Financial Strategy and Investments as a Small Business Owner, Brand Development, Sustainability in Business, Business Models Rooted in Community and more! We hope to continue educational initiatives such as our EE Panel Series as well as expand our efforts to provide more opportunities and access to resources/information for growing business owners. The goal for each panel session is to have a qualified speaker, a Q&A session and breakfast all provided for free to attending guests. Your contribution will help contribute funds back to our speakers, provide breakfast options and allow for our facilities to be occupied for the duration of these free community events.



# 2023 Expand Your Brand Recipient



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WELLNESS: AWAKENED  
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**Catalina, Founder - Ordained Daoist Priest and native Colombian, with a profound respect and long history of working with nature.**

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