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BETH DOANE: THE ENTREPRENEUR MAKING FASHIONABLE TEES ORGANIC, ETHICAL

by [admin](#)



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FLARES



After starting a business that specialized in imports and exports, Beth Doane realized that the fashion industry was placing the wellbeing of factory workers and the environment at risk. Inspired to become a [social entrepreneur](#), she started RainTees, where every purchase of a T-shirt gives something back to Central America.

How Beth Doane is Solving the Problems of Mass Production

Beth Doane initially started Andira International, a business that aimed to import – and export – fashion products worldwide. It was during her travels that she realized the severe consequences that the industry had on the speed of climate change, and the wellbeing of millions of people working in impoverished countries to make garments. From here, she started [RainTees](#), a [green business](#) producing organic T-shirts, with every sale funding a project in Central America.

Her objective is to undo the damage that industrialization has had on the continent. The designs adorning the products sold are drawn by children in some of the worst-affected areas in Central America. Meanwhile, a pen pal scheme helps RainTees enthusiasts to connect with young people worldwide who need help.

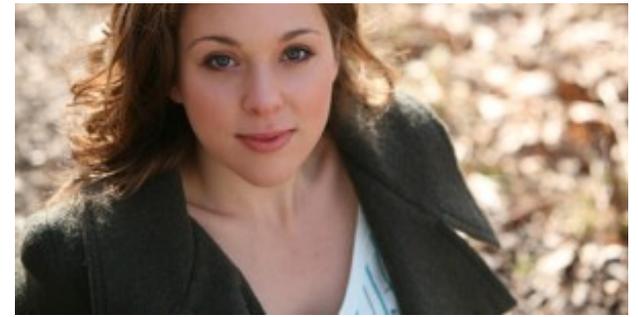


In addition to creating organic garments that have won critical acclaim on the catwalk, Doane has produced a book called “From the Jungle.” Reading it opens your eyes to why the work of RainTees is so important, and why customers should spend a little more to preserve what’s left in [endangered rainforests](#), and grow from there. This supports Doane’s other efforts to reforest the world by donating a seedling as RainTees are purchased. Doane estimates that her company has planted over 20,000 trees to date.

About this Entrepreneur for a Change



Beth Doane has lived around the world, and has established a strong connection with the nature around her. While working in the fashion industry, she saw how the rights of young children and their parents were being violated, not to mention how many kids didn't have the basic supplies they needed to learn.



Thought Doane has just turned 30, she has secured a nomination for Outstanding Women of the Year from a reputable magazine in LA. Doane also received recognition from her former university in Michigan, where she has won two awards for being an exceptional example of what alumni can achieve.

As well as helping others without a voice, Doane is using her own to inspire a new wave of social entrepreneurs. She is showing how profits can be balanced with sustainability, and helping the vulnerable. Like many others, she hopes that there can be a sea change in industries focused on greed and negativity, with companies focusing on being eco-friendly and generous instead.

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Lorna Li is a business coach, entrepreneur and Amazon rainforest crusader, with a passion for green business, social enterprise, and indigenous wisdom. She helps changemaking entrepreneurs harness the power of the Internet to reach more people and make a bigger impact, while designing the lifestyle of their dreams. She is an [Internet marketing consultant to changemakers](#), and works with innovative tech startups, sustainable brands, social enterprises & B-Corporations on SEO, SEM & Social Media marketing.

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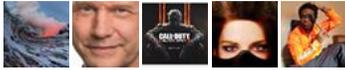
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Testimonials

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Tara Kehaka from Oakland was about to launch a new online business promoting sustainable tourism and accommodation. She trying to determine what kind of website she needed to power her business, in addition to the best way to name it. I can't say enough about Lorna's expertise in this field. So many options and routes to take when you're starting out. I'm starting my new business and have questions about choosing a domain name – Do hyphenated names work? How do I choose what domains to purchase? What types of names are going to be successful for SEO? Does .co work as well as .com? She clearly has a lot of experience and (I'm sure) has saved me a lot of time, work, and worry. It's good to know there's someone there who cares about changing the world, being green, and has all that experience to boot.”

– Tara Kehaka, Consultant at Mountain Sobek Travel



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Entrepreneurs for a Change is a podcast, community, and resource for entrepreneurs who are changing the world and the way we do business. We are about business for good, not business as usual. We are about making impact, while making profit. We are about loving our work, rather than hating our jobs. We are about designing a business that supports our lifestyle rather than work that takes over our lives. We are here to show you how you can have passionate work and adventure in life, through the mentorship of entrepreneurs who are already doing it

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