



# PROGRAM OVERVIEW

Here to Be is lululemon's community-based social impact program that makes the healing benefits of yoga and meditation accessible through best-in-class nonprofit partnerships.

01

## OUR PURPOSE

Everyone has the right to be happy - the joy created and experienced while living into one's highest, truest self.

02

## OUR STAND

Yoga and meditation are transformational tools that build resilience, promote health, and create community

03

## OUR MISSION

We partner with best-in-class organizations to make the healing benefits of yoga and meditation accessible in communities that otherwise wouldn't have access.

## WHO WE SUPPORT

Nonprofit organizations in the yoga service space, which make the therapeutic and healing benefits of yoga + meditation equally accessible to everyone. Examples of populations included in their work are:

- > Economically distressed
- > Physical illness or disability
- > Mental illness
- > Victims of violence + conflict
- > First responders + aid workers

## A GLOBAL PROGRAM ROOTED IN LOCAL NEED

We distribute grants through our global network of 400+ stores, and invest in national + international partnerships that create access at scale.

- > **Local Grants:** rooted in local need and distributed by our stores
- > **Ambassador Grants:** amplifying work in the yoga service space by these leaders in our collective.
- > **National Grants:** Large scale work being done by our current in-market partners: Yoga Foster (USA), LoveYourBrain (USA), and Our Mala (UK)
- > **Global Grants:** Supporting global projects outside of lululemon's market: Africa Yoga Project and the UN Foundation Inner Peacekeeping Project for aid workers in the Middle East

## OUR GRANT IMPACT PILLARS

All of our grants, locally and globally, ladder up to four impact pillars that create access to yoga + meditation in big and small ways.

### COLLECTIVE LEARNING

- > basic research
- > applied tools + resources

### SKILL DELIVERY

- > training existing teachers for specific skills
- > new teachers from beneficiary communities

### DIRECT IMPACT

- > supplies
- > teacher salaries
- > space to practice
- > digital + print

### CAPACITY BUILDING + OVERHEAD

- > overhead costs (everyone has them!)
- > capacity building