



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