



## Introducing the Passion in You fundraiser matching program

The Young Living Foundation's Passion in You fundraiser matching program gives Young Living brand partners and employees around the world the opportunity to raise awareness and funding for causes they're passionate about. Once a fundraiser application is approved, the Foundation will match fundraising efforts dollar for dollar up to \$10,000 USD to bring much-needed support to the communities you care about!

Below are the general Passion in You program requirements and eligibility criteria, but be sure to visit [YoungLivingFoundation.org/passion-in-you](https://YoungLivingFoundation.org/passion-in-you) for the complete details.

### ABOUT THE PROGRAM



#### WHO IS ELIGIBLE TO APPLY

Young Living brand partners in good standing and Young Living employees of at least six months are invited to apply. Learn more about how to become a Project Leader on the next page.



#### HOW TO SELECT AN ORGANIZATION TO SUPPORT

Find an organization in a community you care about that aligns with the Foundation's [mission and three focus areas](#). Try a web search for organizations in your area for a little inspiration.



#### DONATION COLLECTION AND PROCESSING

The Passion in You fundraiser page makes receiving and tracking donations easy! Collect contributions in-person or online by sharing your unique fundraiser link.



#### THREE MONTHS TO REACH YOUR GOAL

Once your application is approved, you'll have 90 days to reach your fundraising goal. Even if you don't reach your goal, the Foundation will still match each dollar you raise.

### APPLICATION PROCESS

- ♥ **HOW DO I DETERMINE WHAT TO FUNDRAISE FOR?** Reach out to your chosen organization and inquire about their current funding needs. Then, you can decide together on a specific "Passion Project" that meets the criteria outlined on page 2.
- ♥ **WHAT IS NEEDED BEFORE I APPLY?** You will need the following information for your selected charity: a point of contact, their title and phone number, the organization's address, website, social media handles, and official registration documentation. You can collect this information while you work with them to determine a current fundraising need.
- ♥ **HOW DO I APPLY?** Once you have the above information and review the application criteria on the next page, begin the application process at [YoungLivingFoundation.org/passion-in-you](https://YoungLivingFoundation.org/passion-in-you).
- ♥ **WHAT HAPPENS AFTER I SUBMIT MY APPLICATION?** Once an application is completed and submitted, it will be reviewed and evaluated by the Passion in You evaluation team, and you, the Project Leader, will be notified whether or not it is approved. If it is approved, you, the Project Leader, will be provided with a fundraising toolkit, which includes everything needed to make for a successful fundraiser!



## CRITERIA TO BECOME A PASSION IN YOU PROJECT LEADER

- ♥ In addition to being a Young Living brand partner in good standing or employee of at least six months, you must agree to the following expectations:
  - ♥ Project Leaders must collaborate with a charitable organization to determine an immediate project or need that the funds will be designated to.
  - ♥ Project Leaders must coordinate all fundraising efforts for the project.
  - ♥ Project Leaders must share stories and photos of their experience once the project is completed.
- ♥ You can only be selected as a Passion in You Project Leader once every two years.
- ♥ Young Living brand partner Project Leaders must have a "Project Partner" that is a Platinum or above for projects with fundraising goals of \$10,000 USD or more. Learn more about Project Partners at [YoungLivingFoundation.org/passion-in-you](https://YoungLivingFoundation.org/passion-in-you). This requirement does not apply to Project Leaders ranked Platinum or above, or Young Living employees.
- ♥ The Project Leader must submit the Passion in You application in English. Please note that all funding will be processed in USD.

## CRITERIA FOR CHARITABLE ORGANIZATION ELIGIBILITY

- ♥ The charitable organization must include initiatives that are aligned with the Young Living Foundation's mission and three focus pillars.
- ♥ Organizations must be a registered non-profit or NGO. Please note that official documentation of charitable status must be provided during the application process.
- ♥ Organizations can only receive funding from the Passion in You program once every two years.
- ♥ Organizations that have a religious affiliation may qualify; however, Passion in You projects cannot include funding for inherently religious activities such as religious worship, instruction, or proselytizing.
- ♥ Organizations must not have a political affiliation.
- ♥ Organizations must have a web presence.
- ♥ Organizations must be established for at least one year.

## CRITERIA FOR PASSION IN YOU PROJECT ELIGIBILITY

- ♥ Project must align with the Young Living Foundation's mission and three focus pillars.
- ♥ Project funding cannot be used for overhead or administrative expenses.
- ♥ Project must be an immediate, current year need of the organization.
- ♥ Project must be implemented within 90 days of receipt of funds.

## Questions?

Visit [YoungLivingFoundation.org/passion-in-you](https://YoungLivingFoundation.org/passion-in-you) or email us at [passioninyou@younglivingfoundation.org](mailto:passioninyou@younglivingfoundation.org).