

**You're invited to make the change that matters most to you.**

**Give the Gift of Character.**

Dear Friends,

What does character mean to you?

To us, it means the essence of who we are: the passion that drives us to make a difference. The zeal we feel when we wake up doing what we love. The hope in a better future, and the commitment to being a part of that.

Lately, sustaining that character- the voice of our best, most fulfilled self- has been unusually challenging. We've all seen the reports on low morale in young people, the stresses placed on teachers, and the demands on healthcare workers. Across the board, we have a wellbeing epidemic. Everywhere, members of our communities are showing resilience, courage, and service, even when they're running on zero.

At Virtues Matter, we hear a call to action- get all members of our community the tools they need to get in touch with joy, meaning, and purpose.

Certain gifts change lives. So we created Gifts of Character, a program that allows sponsors, donors and partners to give full decks of the Virtues Cards app and tools to support the wellbeing of students, educators, healthcare workers and other vulnerable community members.

By giving the Gift of Character, you can be a critical player in supporting those who need it most. You choose where you want to make a difference - we take care of the rest.

Where do you want to make an impact? Let's do it together.

The Team at Virtues Matter

# How do we bring your purpose to life?

Here's how it works.



The Virtues Cards App and programs help people cultivate qualities such as compassion, excellence, gratitude, strength, hope, resilience and justice. This gives everyone the capacity to be their best selves and uplift others around them. Through our Virtues Volume Purchase Program, you can gift full decks of the Virtues Cards app and workshops in one of two ways.

## **SUPPORT A COMMUNITY PARTNER:**

When you give the Gift of Character to a Virtues Matter Community Partner, you support our existing programs that uplift youth, healthcare workers, and educators globally. All of these groups are confronting the challenges of disconnect and burnout with fortitude—and we're committed to getting them resources for rejuvenation.

Through our worldwide partnerships, we provide actionable practices, restorative tools, and custom strategies tailored to each group's unique challenges and needs.

## **TRANSFORM AN ORGANIZATION OF YOUR CHOICE:**

What's the organization that has made the biggest difference in your life? Is there a school, faith-based group, afterschool club, or business that is important to you, your family, or your neighborhood?

You can make a difference for them, too. With Gifts of Character, you can give Virtues Decks, retreats, and resources and see the impact in your own community.

**Please consider meeting with us to choose where you want to make a difference—  
we handle the details!**

# Choose your transformation.



## Recommended Transformation Tiers for Community Partners

*Contributions of any size can make a critical difference. When uplifting organizations of your choice, we create the custom bundle to suit their size and needs.*

*Let's make it happen!*

### Champion of the Human Spirit - \$10,000

- 1,000 Virtues Cards App Downloads\*
- Four 3-Hour Retreat/Workshop
- Premier logo placement on website

### Justice Leaguer - \$5,000

- 500 Virtues Cards App Downloads \*
- Two 3-Hour Retreat/Workshop
- Logo on website

### Peacemaker - \$2,500

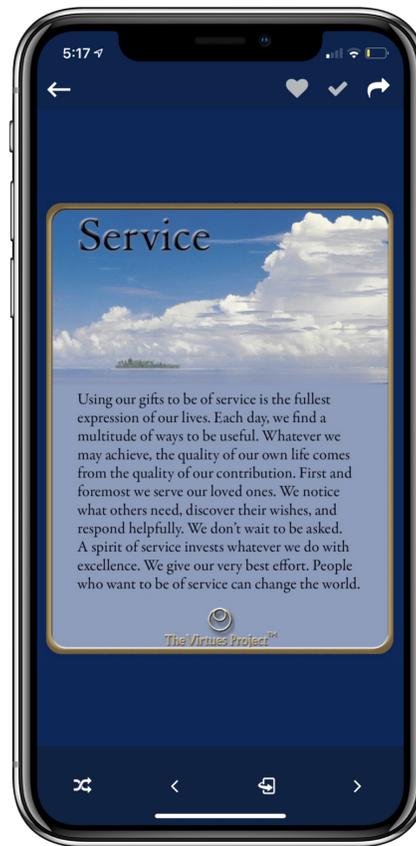
- 250 Virtues Cards App Downloads\*
- One 3-hour Intro Virtues Project Workshop
- Logo on website

### Unifier - \$1,000

- 100 Virtues Cards App Downloads\*
- One 90 minute Intro Virtues Project Orientation
- Listing on website

### Idealist - \$500

- 50 Virtues Cards App Downloads\*
- One 90 minute Intro Virtues Project Orientation



\*Includes all Premium Decks (Reflection Cards, Character Cards, DECA Cards, Resilience Cards)