

VELOVITA®
CHARITABLE MATCH

The **VCM Program** is open to individuals and entities who are passionate about their charity. Specifically, the **VCM** is open to Qualified Participants such as influencers, political figures, celebrities, athletes, churches, and religious organizations.

Velovita will consider many factors in determining whether a particular individual or entity qualifies to participate in the **VCM Program**.

VCM Program Application Requirements

1. Have at least **500,000 followers** on a social media platform.
2. Be a **verified social media** platform user (i.e., have a blue checkmark on Instagram).
3. Receive approval for participation from **Velovita's CEO** and **President**.

Qualified Participant Requirements

1. Become a **Velovita Member**.
2. Generate income pursuant to **Velovita's Member Rewards Plan**.
3. Build a customer and/or member base by ethical means.
4. Read and adhere to the most current version of **Velovita's Member Business Agreements**.
5. Complete all sales through **Velovita's V-Cloud**, or the Qualified Participant's replicating website (provided).
6. Donate at least fifty percent (50%) of such income to a qualified non-profit organization, chosen by the Qualified Participant.
7. Qualified non-profit must either be a 501(c)(3) organization under the U.S. Internal Revenue Code, or pre-approved by **Velovita's CEO** and **President**.



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Social Media Requirements for Qualified Participants

1. Display the **VCM logo** on their website or social media profile(s).
2. Record and post an “**unboxing**” video at least once every three months.
3. Promote **Velovita** on their social media page, feed, stories, reels, etc. at least once a week.
4. Allow **Velovita's Social Media Team** and Members to “repost” content.

A Qualified Participant must document their contribution to a qualified non-profit either monthly, quarterly, or annually. Once **Velovita** receives written notification and proof of a Qualified Participant's contribution, **Velovita** will submit a matching contribution to the qualified non-profit, chosen by the Qualified Participant, i.e., a contribution that is one hundred percent (100 %) equivalent in value to the contribution made by the Qualified Participant.