

Live Beyond You Challenge FAQs

Before contacting us with questions, please read this FAQ all the way through so you have a deeper understanding of the challenge. You can also [watch this video](#) as we answer most of these questions in them.

What is the Live Beyond You Challenge?

The "Live Beyond You" Service challenge by Beyond Me Initiative aims to inspire support for charitable causes through music and humanitarian work. It involves three main steps:

1. **Support the Music:** Fans are encouraged to buy Watson's latest album, "Long Way To Go", which is bundled up with other exclusive immersive experiences and behind the scenes content to support the Live Beyond You Service Challenge. When fans purchase the music bundle, this purchase triggers a matching donation from one of our corporate sponsors. The LBY Service Challenge emphasizes the unifying and healing power of music, serving as a soundtrack for hope and inspiration.
2. **Serve Locally:** Participants need to form a group of at least three people and register their service group and chosen charity for the challenge. Registration can be done at LiveBeyondYou.org.
3. **Share your story:** Groups are to engage in acts of service and document their experiences in a short 2-minute video. This video should detail their activities, motivations, and contributions to community healing. Submitted videos enter a raffle, where the winning charity can receive a grant of up to \$5,000.

How often is The Live Beyond You Challenge held?

The Live Beyond You Challenge operates continuously throughout the year, offering participants the opportunity to create multiple videos, thereby increasing their chances of winning a grant of up to \$5,000 for their chosen charity. Periodically, we conduct the challenge on a quarterly basis, each with a specific fundraising target and album sales to help us raise a certain amount of funds to give away as grants to charities. For each quarter, our handpicked recording artists and creative collaborators will produce an album that serves as the theme's musical backdrop.

Our fans have the option to purchase this album or make a direct donation to the Beyond Me Initiative to kickstart the challenge. In the service videos, we encourage our fans to incorporate our songs as part of the background music while they share their service stories. Additionally, we may introduce distinct themes for each quarter.

Nonetheless, the most noteworthy aspect is that the challenge remains active year-round. Our fundamental goal is to promote community service, nurture the spirit of humanitarianism, and aid charities in securing vital funding to amplify their impact. Collectively, we strive to bring healing and positive transformation to the world.

How can I participate in the challenge? What are the specific steps?

Participation is simple and involves three steps.

1. **Tune in:** [Purchase one of our albums for \\$10 at WatsonTunez.com](#). Each album purchase triggers a corporate donation to Beyond Me Initiative, funding grants for charities. This is your chance to make a real difference. If for some reason, you are not into our music, but still want to support the cause, you can make a donation of \$10 or more directly to Beyond Me Initiative and enter the challenge.
2. **Serve:** [Register Here](#), form a group of at least three people, and serve with a local charity of your choice. You'll connect with those in need and support a cause that's close to your heart.
3. **Share:** While serving, capture photos and/or videos of your efforts and create a 2-minute video explaining what you did, why you served, and how it contributes to healing the world. Your video will inspire others to follow suit and will be shared within the [Tunez Squad Community](#) on social media. [Submit your video](#) to Beyond Me Initiative for a chance to help your charity win a grant up to \$5,000.

I thought the Beyond Me Initiative was a registered charity. Why is it selling an album and other items? Aren't charities not allowed to engage in commercial activities and sell products like this?

You're right; Beyond Me Initiative is a 501(c)(3) charity, which means we can't sell things like albums, merchandise, or fan subscriptions. This is why our enterprise had to be split up into different divisions, but still under the same brand. So while Beyond Me Initiative is officially our non-profit division of the Beyond Me Enterprise and cannot participate in commercial activities, we use our other divisions such as Beyond Me Entertainment to sell music and immersive experiences like that. With Beyond Me Initiative as our non-profit, our main role is to get sponsorships from corporations, collect donations,

and give grants to other charities to help alleviate suffering and promote humanitarian values. To handle commercial activities, we created Beyond Me Entertainment, a separate entity. Even though we work together, these are two different legal organizations. Beyond Me Initiative focuses on getting sponsors to match album sales from our corporate partner, Beyond Me Entertainment. We then use nearly 90% of those matched donations to provide grants to established U.S. 501(c)(3) charities. It's a process we're proud of because it supports and enhances the work of other charitable organizations effectively.

Why is it necessary to buy an album from WatsonTunez.com?

Purchasing the album contributes to our non-profit arm, Beyond Me Initiative, which receives matching donations. These donations assist local charities in making a positive impact in our community. Your purchase enables you, as our supporter, to play a role in deciding which organizations should receive recognition and funds for their projects aimed at alleviating human suffering.

Can I make a donation instead of buying the album to participate in the challenge?

Absolutely. While we strive to create exceptional music that is uplifting, empowering, and inspires you to tap into your own healing potential, we recognize that musical preferences vary widely from person to person. When it comes to music, everyone has their own unique taste. That's why we welcome donations of \$10 or more to our non-profit branch, Beyond Me Initiative.

When you make a donation, you will receive a confirmation, and you can use this confirmation as evidence when you register for the challenge, demonstrating your support for the cause. We encourage fans and supporters to make a donation or purchase the album because it not only engages them in the process but also increases the likelihood of their active participation in the service challenge. As a community, we pool our resources to support charitable causes that bring more healing and positive inspiration into the world.

Even if your chosen charity is not selected for a grant, you can take pride in knowing that your contribution, whether through the purchase of one of our albums or a direct donation to our non-profit arm, played a vital role in making the grant process possible. Your support contributes to the overall mission of spreading positivity and healing to those in need.

What types of projects does Beyond Me Initiative support through this challenge?

We give grants to charities for a specific, self-sustaining project up to \$5,000. [View this short video](#) to see what types of projects that we've supported in the past. Projects will vary, but in general, the project needs to be specific and serve a group of people who are dealing with trauma, hurt, suffering, disadvantaged, or despaired. The charity needs to be clear about how this projects helps alleviate hurt. Once funded, the project needs to be able to continue without more investment on our end. Here are 20 project ideas that charities could use to apply for the grant program, focusing on self-sustainability and addressing the needs of people dealing with trauma, hurt, suffering, disadvantaged, and despair:

1. **Mental Health Workshops:** Fund workshops that teach coping strategies, stress management, and mental health support techniques to individuals dealing with trauma.
2. **Community Healing Gardens:** Create therapeutic gardens that help people connect with nature and provide a peaceful space for healing.
3. **Art Therapy Classes:** Support art therapy programs that provide an outlet for expression and healing through creative means.
4. **Job Training Programs:** Develop vocational training programs for disadvantaged individuals, giving them skills to secure employment and regain confidence.
5. **Family Counseling Services:** Offer free or low-cost family counseling to help heal relationships and reduce the impact of trauma.
6. **Peer Support Groups:** Establish peer-led support groups for individuals who have experienced similar traumas to share their experiences and aid in recovery.
7. **Therapeutic Animal Assisted Activities:** Fund therapy animals and their handlers to provide emotional support to people suffering from trauma and despair.
8. **Transitional Housing for Survivors:** Create transitional housing for survivors of domestic violence or homelessness to give them a stable environment.
9. **Life Skills Workshops:** Provide life skills workshops, covering financial literacy, time management, and other essential skills for people trying to rebuild their lives.
10. **Recovery Mentorship Programs:** Develop mentorship programs where individuals who have overcome trauma and despair serve as mentors to those currently struggling.
11. **Substance Abuse Recovery Centers:** Support the establishment of addiction recovery centers, providing therapy, counseling, and rehabilitation services.
12. **Therapeutic Writing Workshops:** Offer writing workshops to help individuals process their emotions and tell their stories as a form of therapy.

13. **Technology Access Centers:** Create centers where people in need can access technology and learn digital skills to improve their economic prospects.
14. **Community Wellness Events:** Organize wellness events, like fitness classes, mindfulness retreats, and nutrition workshops for trauma survivors.
15. **Emergency Trauma Kits:** Assemble and distribute emergency trauma kits containing essential supplies and resources to individuals in crisis.
16. **Food Security Initiatives:** Establish sustainable community gardens or food distribution programs to combat hunger and food insecurity.
17. **Rehabilitation Equipment Loan Program:** Provide durable medical equipment on loan to individuals recovering from physical trauma or disability.
18. **Music Therapy Programs:** Fund music therapy sessions that help individuals cope with emotional pain and develop resilience.
19. **Elderly Companionship Services:** Create programs that connect isolated seniors with volunteers for companionship and emotional support.
20. **Legal Aid Clinics:** Set up legal aid clinics to provide free legal assistance to individuals dealing with traumatic legal issues, such as immigration or domestic violence cases.

These projects should not only provide immediate relief but also empower individuals and communities to continue their healing journey independently in the long run. Our grants can be a catalyst for positive change and sustainability in the lives of those affected by trauma, hurt, suffering, disadvantaged, and despaired.

I participated in the challenge, but my chosen charity didn't win. Now what?

As much as we wish there were ample funds to guarantee rewards for everyone's chosen charities, regrettably, this is not the case. Hence, we organize a raffle and encourage our fans and supporters to actively engage by serving and submitting as many videos as they can. This increases the likelihood of their chosen charity winning a grant. The more videos you create and the more service you provide to your charity, the greater your chances of success.

If, in the raffle, your chosen charity isn't selected, there's no need for disappointment. Your contribution, whether it involved purchasing one of our albums, serving a charity and supporting a cause you care about, or making a direct donation to Beyond Me Initiative, plays a pivotal role in enabling us to provide grant funding to charities that align with the mission we all deeply care about: alleviating suffering in the world.

Regardless of the outcome, you can't truly lose, as you've actively contributed to making a positive impact and can take pride in being part of something larger than yourself.

Continuing your participation in the challenge ensures that you are a winner in your commitment to making a difference. Whether it's your non-profit charity or another that is selected, together, we are all collectively effecting change. Therefore, we extend our heartfelt gratitude for your generous support and for setting an example that inspires others.

Who are some of Beyond Me Initiative's corporate sponsors and major charity partners?

Our corporate sponsors will change from one quarter to the next as we continue the challenge. Some of the notable charitable partners we've collaborated with include the Drew Brees Foundation, Mud Ministry, and the Super Service Challenge. Additionally, we've joined forces with corporate partners like Cascade Dafo, Pizza Hut, various restaurants, McDonald's, and many others. As we expand our network and establish connections, we will feature our corporate sponsors on our website and express our gratitude to them on social media. We'll acknowledge their partnership and their willingness to match our album sales with donations.

Why don't corporate sponsors donate directly to charities, and why involve service groups to trigger donations? Couldn't corporate sponsors simply donate the funds directly to charities without this process?

In our field, building connections is critical. Corporate sponsors may hesitate to donate to unfamiliar charities because they often lack insight into the charity's story and its impact on the community. Meanwhile, charities are often stretched thin, with limited time to navigate the complex grant application process and approach corporations for funding. The Beyond Me Initiative (BMI) serves as a crucial intermediary by hosting the Live Beyond You Challenge. We bridge the gap between sponsors and charities using the service stories shared by our fans and supporters to persuade sponsors to match album sales with donations. As a registered charity ourselves, we specialize in channeling most of the matching donations as grants to other organizations already making a difference in the realms we aim to address, such as alleviating human suffering.

Rather than competing with the many remarkable charities out there, we focus on supporting and amplifying their efforts, bringing their work into the spotlight to raise awareness and help them even more. This embodies our vision of living beyond

ourselves and being Beyond Me Initiators, emphasizing meaningful relationships with individuals, corporations, and other charities to maximize our collective impact. The funds are then directed towards charitable causes that corporations might not typically contribute to through their own initiatives, streamlining the grant application process with minimal paperwork. Once a non-profit is selected in the raffle, we engage with them to initiate the grant process while video documenting the impact generated.

Furthermore, the Live Beyond You Challenge embraces a community-driven approach to philanthropy. It's not just about writing checks; it's about visually witnessing the concrete impact of corporate giving and donations, with the service stories playing a vital role in making this impact visible. The challenge encourages active participation among our fans and supporters, ensuring they become active contributors in this transformative process. Additionally, the challenge significantly raises awareness for charities and the individuals they serve, fostering a sense of shared responsibility for charitable causes. This mirrors the humanitarian spirit we aim to embody, emphasizing that it's more meaningful when individuals actively live out the principle of "Live Beyond You." The approach not only magnifies the impact of donations but also serves as a catalyst for promoting service and volunteerism, aligning with our mission to encourage positive actions within the community.

Can nonprofits apply for a grant from Beyond Me Initiative without volunteers participating in the Live Beyond You Challenge?

Currently, the answer is no. The Live Beyond You Challenge is designed primarily for our devoted fans who have purchased our albums and resonate with our humanitarian values and cultural initiatives. We actively encourage our fans to suggest charities for us to support, provided they align with causes that hold significance for them. After all, they are the ones who support our music and community, and we aim to empower them to create a tangible impact through their actions, serving as an inspiration for others to engage in charitable service. In this challenge, we request our fans to serve their chosen charity and subsequently submit a service video. To ensure fairness and impartiality, we employ a raffle system, which prevents any bias towards a particular charity and provides everyone with an opportunity to be selected.

What happens once an organization is selected from the raffle?

The process includes the following steps:

1. We initiate contact with the organization through email to notify them that they've received a grant recommendation.
2. Subsequently, the charity undergoes a two-week application process to request a grant of up to \$5,000 for a particular project. This step provides us with insights into the project's nature and the funding required for its successful implementation.
3. Our Beyond Me Initiative Board of Directors then evaluates whether the project aligns with our established criteria and has a tangible impact that allows us to create a video documentary. This documentary will effectively illustrate the impact being generated for our fans and supporters. Following our assessment, we communicate our decision to the organization.
4. If the project gains approval, we coordinate plans to visit the organization, conduct interviews with key leaders, document their work, and showcase the specific project. We aim to provide an in-depth look at how the project operates and the impact it has.
5. This process repeats for each new quarter, featuring a different charity and project in succession.

Do all members of the service group need to purchase the album?

The individual signing up for your service group should be the one who has purchased the music bundle. It's required for at least one member of the service group to have bought the music bundle. While we recommend that everyone in your group purchase the music bundle to support the challenge, it's not mandatory for your group to participate and help your chosen cause win the charity raffle. If you wish to buy the music bundle and register your group for the challenge, please visit LiveBeyondYou.org.

Why can't I serve and do the challenge all by myself? Why do I need to serve by being part of a group of 3 people or more?

The name "Beyond Me Initiative" as an organization and "Live Beyond You" as a service challenge name inherently conveys that this challenge extends far beyond individual efforts. It emphasizes unity and the collective raising of awareness. To embrace this idea and amplify our impact together, we encourage you to invite your friends, family, or co-workers to join you in this challenge. Undertaking actions by oneself may not always generate the same level of impact as when a group of people comes together to support a cause. Furthermore, we believe that serving alongside others can be more enjoyable and fulfilling than attempting to do it alone.

Can you serve multiple different organizations as part of the challenge? Or is it better to just pick one organization and serve with them?

You have the flexibility to choose either option based on your convenience and preferences. When you register, and if you intend to serve multiple different organizations, ensure that you complete a separate registration form for each charity you plan to serve on behalf of. It's essential to note that you only need to make a donation or purchase the album once per person in your service group to enter the contest. Simply copy and paste the donation confirmation or album purchase receipt number into each registration form you complete. For each organization you are serving with, please conduct thorough research to ensure accuracy in the information provided. This includes details such as the organization's name, website, EIN number, the key contact person's information, and other relevant details.

How many organizations receive grants?

The number of organizations we can give grants to can vary. Historically, we have awarded grants to as many as 10 different organizations over the course of a year from a pool of approximately 30 applicants. We make it a point to announce the grant recipients to our fans and supporters by the end of the year or at the conclusion of every quarter when we conduct the challenge. The specific number of grants and their amounts depend on the sales of albums generated during the year or quarter, with these sales matched by donations to the grant program from our sponsors up to a certain limit. Furthermore, the grant amount provided to each organization varies according to the size and impact of the particular project they are working on and have proposed to us.

Beyond Me Initiative invests significant time in vetting the non-profits selected in the raffle to ensure that their projects align with our core mission of promoting healing and alleviating suffering. Another crucial factor is that these projects must be documentable through video, allowing us to showcase the impact that the grants have had on those they were intended to assist. This approach ensures accountability, enabling us to measure the proper and effective use of the funds for the project's objectives.

What are the criteria for a non-profit to qualify for a grant after it is selected in the raffle giveaway?

To be eligible for the grant, a non-profit organization must be a verified 501(c)(3) and legally hold this status in the United States. This competition is currently open to

U.S.-based charities only, even if they conduct work in other countries. We do have plans to expand our efforts internationally in the future, but right now only U.S. charities are eligible.

What if I can't find a non-profit organization in my area that I want to serve with or a cause in my area that I want to support? What should I do?

We've simplified the process to help you find local charities effectively. We rely on Charity Navigator, a reputable organization that assesses US-based charities for free. Their ratings help you evaluate charities based on financial health, accountability, and transparency. Watch our short explainer video to learn how to find a charity to serve: [Short Explainer video:

https://www.youtube.com/watch?v=kz5oEwxPx8g&ab_channel=WatsonTunez].

If you can't find a local charity, expand your search and consider remote collaboration. We provide templates for emails, letters, and social media messages to help you connect with charities. These templates allow you to communicate clearly and let the charity know your goals for serving. By participating in the LBY Challenge charity raffle, you can help win funds for the charity you serve. Access the templates here: [Connect package Link:

<https://drive.google.com/drive/folders/1f2juaQrKo6UxkmJz62fE-DvjFINlc97I?usp=sharing>]. It's a win-win situation when you collaborate with charities to make a difference.

What if I want to start my own non-profit organization or I already work at a non-profit organization, can I do the challenge on the behalf of my own organization?

I'm sorry, but the answer remains no. If you're in the process of starting a nonprofit organization and it doesn't possess a valid 501(c)(3) credential, it won't be eligible to receive a grant. Having the appropriate legal status as a charity with the IRS is a prerequisite for charities seeking funding through the challenge. Additionally, our rules explicitly state that staff or board members of an established charity cannot participate in the challenge on behalf of the same charity they already work for or oversee, in order to prevent conflicts of interest. Starting your own nonprofit organization and attempting to secure grant funding through the challenge is not currently an eligible approach. It's important to note that winning in the raffle is not guaranteed. If you intend to establish your nonprofit organization and want to participate in the Live Beyond You Challenge, you should wait until your organization achieves legal charity status. At that point, you can encourage volunteers who are not board members or staff members of your organization to take part in the challenge on behalf of your charity. While the challenge

promotes involvement and positive impact, creating your own nonprofit does not align with the challenge's current objectives.