



The mission of the DSWA Global Foundation is to provide education about the Direct Selling Profession through the DSWA Chapter program and public events while supporting causes in alignment with the values of DSWA.

The target audience of the Foundation is primarily women in the direct selling profession.

The DSWA Global Foundation supports the Area Chapter Program which brings together individuals who share a common love of direct selling and a desire to grow, learn and support one another in this great profession. The Chapter events offer education for direct sellers in a safe environment where members and guests learn and grow together.

The Foundation underwrites the position of the Area Coordinators who oversee the development of the local chapters in each state. The chapter dues pay for the commission of these individuals. The Area Coordinator is also trained to educate the public about the direct selling profession by speaking at high schools, colleges and employment services.

Scholarships are an important component of the philanthropic work of the organization. The Foundation provides scholarships to individuals to enter the direct selling profession in an amount up to \$500 per person (to be used toward the starter kit and beginning inventory or tools). There is also an opportunity to receive a clothing allowance of up to \$200, complimentary membership in the DSWA, free admission into local Area Chapter meetings, as well as free educational materials (books, audios, DVDs and more).

The additional scholarship program is for children of direct sellers. The Foundation will offer a minimum of ten scholarships of \$5,000 per year for children of direct sellers to attend a college or university. There is an application process for these scholarships to be granted.

The final charge of the Foundation is to educate the public about this profession through public relations, advertising, and marketing campaigns.

The Foundation will also contribute to other humanitarian projects which will make a difference in the lives and legacies of women globally.