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FOR IMMEDIATE RELEASE

Gaia Herbs Offers Grants to Organizations Expanding Herbal Access for Underserved Populations in the United States

Leading Natural Herbal Products Brand Helps Connect People, Plants and Planet Through its Gaia Roots Small Grants Program

BREVARD, N.C. (June 1, 2020) – [Gaia Herbs](#), a leading natural herbal products brand in the United States, is now accepting applications for \$5,000 grants via its social impact program, the [Gaia Herbs Roots Initiative](#) (Gaia Roots). Open through July 31, the program is exclusive to organizations based in the United States that are working to increase herbal access to drive community empowerment and health. The four winners of the \$5,000 grants will be announced in August.

“Gaia Herbs has a strong foundation of advocating for farmer prosperity and environmental regeneration through our Gaia Roots program,” said Alison Czczuga, Sustainability and Social Impact Manager of Gaia Herbs. “This year, we have broadened the emphasis for our small grants program to focus on projects expanding herbal access to underserved communities, supporting health and personal empowerment in these regions. There is a critical need in this area and our grants program will help communities develop and strengthen programs that bring herbs and herbal products to marginalized populations in a time when they are most urgently needed.”

“The use of plants for healing predates recorded history, and forms the origin of much of modern medicine. Gaia is honored to be part of nurturing and growing this tradition. In order to fulfill our purpose of connecting plants, people, and planet to create healing, we must use our voice to challenge historic and ongoing racism and other forms of structured oppression. Racial and ethnic minorities and economically disadvantaged populations face additional challenges in having access to healthcare in the United States. When they do receive it, their care may not be equivalent to that of other groups. As a company, it is our responsibility to help inspire the change needed to build a strong and equitable system where healthcare is a human right, and not just a right for those that can afford it,” said Angela McElwee, President and CEO of Gaia Herbs. “This systemic issue also extends to access to products that support health, and this reality became even more clear with the COVID-19 crisis happening. While some people can readily purchase herbs and herbal products to support their immune health, for others this access is much more limited. Recognizing this disparity, we made the conscious decision to focus our small grants program this year to award organizations expanding access to herbs and herbal products to minority and economically disadvantaged communities.”

The Gaia Roots small grants program is open to U.S.-based social enterprises, non-profit organizations, small businesses, individual herbalists, and naturopaths. To apply for the small grants program, focusing on projects supporting herbal access, organizations must complete the [official application](#) and provide a quarterly progress report on their project. In an effort to advance herbal knowledge and education, establishments must also be willing to allow Gaia Herbs to share its story. Examples of the types of projects that the initiative will fund include herbal educational programs, free clinics, mobile clinics, herbal farming, and community garden projects.

Gaia Roots was created to form partnerships with like-minded, purpose-driven individuals and organizations to develop programs that have a positive social and environmental impact in communities throughout the world. Guided by our purpose of connecting people, plants, and planet to create healing, our work is focused on the three key pillars of this initiative:

- **People** – Gaia Roots educates and supports community organizations and small farmers focused on regenerative farming, herbal education, and social justice efforts. Through an annual small grants program, monetary awards are given to organizations meeting the grant criteria and focused on efforts to strengthen communities in the U.S.
- **Plants** – Five percent of profits from specific product lines are donated to organizations that develop farmer training and education initiatives that empower marginalized farmers in the U.S. and empower herbal access to lower income and underserved populations.

- **Planet** – Gaia Roots supports the positive works of other organizations helping to support regenerative agriculture projects beyond the regenerative practices at the Gaia Herbs farm, which helps make a larger positive impact globally.

All Gaia Herbs products are sold through natural and independently owned health food stores across the nation as well as through [gaiaherbs.com](https://www.gaiaherbs.com) and other trusted online retail sites. To find a store near you, visit [gaiaherbs.com/stores](https://www.gaiaherbs.com/stores).

About Gaia Herbs

Since 1987, Gaia Herbs has been connecting plants, people, and planet to create healing. Today, Gaia Herbs is a leading herbal brand in North America with more than 200 liquid extracts, functional powders, teas, and patented Liquid Phyto-Caps®. Our dedication to quality and integrity is unparalleled and meticulously proven by science. We use organic methods to cultivate more than 3 million plants each year on our farm, and we screen the plants in our analytical laboratory to pinpoint the exact right time to harvest and extract in our state-of-the-art processing facility. All of that leads to products exceptional in their purity and integrity. We offer the industry's first comprehensive herb traceability program, [meetyourherbs.com](https://www.meetyourherbs.com), which allows us to share complete transparency with our customers. We are proud to be a [Certified B Corporation®](#) using business as a force for good™. Our mission to nurture healthy connections with nature extends beyond our herbs through the [Gaia Herbs Roots Initiative](#), which champions environmental and social sustainability on our farm, our community, and around the world. Learn more at [gaiaherbs.com](https://www.gaiaherbs.com) and join in the conversation on [Facebook](#), [Twitter](#), [Pinterest](#) and [Instagram](#).

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