

2025 Possibility Project

About The Yogi Foundation

The Yogi Foundation is the nonprofit organization established by Yogi Tea.

We support projects in farming communities and across the creative, science, and technology sectors, working with scientists, artists, and thought leaders to reimagine what's possible.

The Yogi Foundation's 2025 Possibility Project

The Yogi Foundation's 2025 Possibility Project offers catalytic support for ideas and projects that open doors we haven't yet walked through. We're drawn to work that rewrites the story—where collaborators find unexpected solutions, research becomes revelation, and systems shift toward more connectivity and resilience. Whether through the lens of science or the language of art, in community circles or on the page, we are interested in ideas that will help us all start building a more connected, compassionate, and regenerative future.

Our Questions

Projects submitted should clearly connect to at least one of the guiding questions below.

Reimagining Systems

How can redesigned institutions, norms, or systems of care help society and its communities flourish? How might emerging science, regenerative design, or ancestral frameworks help us rethink how we live, govern, and support one another? What voices and stories will fuel the next wave of innovation?

Culture and Nature

How can we reframe the broken and extractive relationship with the natural world to live in harmony with nature? What cultural practices do we elevate to re-build a healthy planet? What are new ways for communities to experience the benefits of nature?

Unconventional Partnerships

What new constellations of collaborators—across disciplines, sectors, geographies, or worldviews—can illuminate fresh insights or solutions to today's most complex challenges? What happens when those who don't typically work together join forces?

Ideas that inspire us

The Possibility Project is an experiment in discovering how we can be of greatest benefit to our shared future. Because projects can take many different shapes, we wanted to share a few ideas that have inspired us so far:

A grower and a filmmaker reveal the cultural life of an everyday plant,
reminding us that biodiversity is not abstract, but lived.

A climate scientist and a musician turn data into sound,
making the urgency of climate change something we can feel in our bones.

Designers replace single-use plastics with organic materials,
proving that waste is not inevitable.

Indigenous leaders join with scientists and governments
to protect land and water, ensuring survival for generations to come.

We're looking for

- Creative projects, research, and initiatives that inspire possibility, offer new ideas, solutions, or stories for a thriving future
- Work bridging disciplines—i.e., science, art, culture, regenerative practices, or holistic health
- Reciprocal collaborations that honor and share knowledge
- New ideas where catalytic support will enable growth; launching or scaling ideas, initiatives, and projects

How This Works

- Grants range from \$20,000 to \$100,000; partial funding may be considered for proposals exceeding this amount
- Funding can support project costs, storytelling components, research, community engagement, or collaborative pilots
- Eligible applicants include individuals, nonprofits, research institutions, and creative collectives, both U.S. and international
- For-profit businesses are not eligible

Timeline

Letter of Intent

- **October 1, 2025** → *Letter of Intent (LOI) window opens*
- **October 31, 2025** → *LOI window closes*

Full Proposals (by invitation only)

- **Early December 2025** → *Applicants notified; Select projects invited to submit full proposals*
- **Mid-January 2026** → *Full proposals due*
- **March 2026** → *Grant awards announced*

How to Apply

Before you get started, here's an overview of what we hope to learn from you in the letter of intent (LOI). Please use the PDF as a reference and remember to submit your LOI through our website.

LOI Requirements

- **Project Summary (350 words):** A picture of your project. What will your gift to the world look like? Include primary activities, outputs, and details (place, people, medium, etc.).
- **Intended Outcomes (300 words):** What does your project seek to reframe, inspire, or shift? Who benefits, and how?
- **Storytelling Component (250 words):** What story does this tell, and how will you share it?
- **Collaborators:** Who will you engage and how? Do you have a wish list?
- **Budget:** Total project cost and grant amount requested