



inspiredesire.com

INSPIRE DESIRE™ Impact Disclosure Language (Official)

1. MASTER IMPACT DISCLOSURE (HOUSE STANDARD)

This is your foundational language.

It should appear on your website and be referenced everywhere else.

Our Commitment

Inspire Desire™ aligns select creations with carefully chosen advocacy partners.

Each initiative is designed to support meaningful, long-term work while honoring the dignity of the communities involved.

Contributions are structured, transparent, and reviewed annually.

We do not treat impact as marketing-it is an extension of intention.

This establishes:

- * seriousness
- * restraint
- * credibility
- * long-term intent

2. COLLECTION-SPECIFIC IMPACT DISCLOSURES

Each collection gets its own disclosure, so impact feels intentional-not generic.

A. LUMINOUS COLLECTION

Focus: Emotional & Mental Well-Being

Primary Disclosure (Website / Long Form)

Luminous Impact

The Luminous Collection supports initiatives that expand access to emotional well-being and creative healing.

For each Luminous gemstone edition, Inspire Desire™ contributes a fixed amount to partner organizations focused on mental wellness, emotional recovery, and care through creative practice.

Partnerships are selected for integrity, impact, and alignment with our belief that clarity and care are essential forms of light.

Why this works

- * avoids medical claims
- * avoids "fixing" language
- * focuses on access and care

B. DEVOTION COLLECTION

Focus: Safety, Dignity & Empowerment

This language must be especially restrained.

Primary Disclosure (Website / Long Form)

Devotion Impact

The Devotion Collection is aligned with organizations dedicated to safety, dignity, and empowerment.

Contributions from Devotion gemstone editions support programs that provide protection, recovery resources, and advocacy for those navigating vulnerability.

Inspire Desire™ approaches this work with discretion and respect, prioritizing substance over visibility.

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Key strength

- * signals seriousness
- * avoids sensationalism
- * avoids explicit trauma language

C. RELEASE MY SPIRIT COLLECTION

Focus: Freedom, Expression & Cultural Liberation

This is your flagship advocacy language.

Primary Disclosure (Website / Long Form)

Release My Spirit Impact

Release My Spirit is dedicated to creative freedom, cultural expression, and collective healing.

Each gemstone edition supports initiatives that protect freedom of expression, uplift marginalized voices, or sustain cultural practices through art and storytelling.

Select editions are developed in collaboration with artists or cultural partners, ensuring that support is both material and cultural in nature.

This clearly links:

- * art
- * culture
- * advocacy
- * without commodifying any group

3. SHORT-FORM DISCLOSURES

(For product pages, packaging, retail tags)

These are intentionally minimal.

Universal Short Form (Safe for PDPs)

A portion of proceeds from this edition supports Inspire Desire™ advocacy partners aligned with this collection's focus.

LUMINOUS - Short Form

Luminous supports access to emotional well-being and creative healing initiatives.

DEVOTION - Short Form

Devotion supports organizations dedicated to safety, dignity, and empowerment.

RELEASE MY SPIRIT - Short Form

Release My Spirit supports creative freedom, cultural expression, and collective healing.

4. FIXED-AMOUNT DISCLOSURE (HIGHLY RECOMMENDED)

If you want maximum transparency, use fixed amounts.

Example (adapt language to real number):

For each gemstone sold, Inspire Desire(tm)™

Why this is strong:

- * avoids vague "portion" language
- * builds trust
- * simplifies reporting

You can still cap total annual contributions internally.

5. PACKAGING / RITUAL CARD DISCLOSURE

(Quiet, intimate tone)

This version goes inside the box.

This object carries intention.

Its creation supports work aligned with the values of this collection-care, dignity, and cultural expression.

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Thank you for choosing with awareness.
No numbers. No marketing. Just presence.

6. WEBSITE “IMPACT” PAGE STRUCTURE (OPTIONAL BUT POWERFUL)

If/when you build an impact page, use this structure:

Section 1 - Philosophy

We believe desire can be aligned with care.

Section 2 - Our Focus Areas

- * Emotional & mental well-being
- * Safety, dignity, and empowerment
- * Creative freedom & cultural expression

Section 3 - How Contributions Work

- * fixed amount per edition
- * reviewed annually
- * partners selected intentionally

Section 4 - Transparency Note

We share impact with clarity and restraint.

We do not over-state outcomes or use advocacy as promotion.

This signals maturity and trustworthiness.

7. GOVERNANCE & COMPLIANCE NOTES (IMPORTANT)

To protect Inspire Desire™ legally and reputationally:

Always Do

- * Use “supports,” “contributes,” “aligns with”
- * Be specific but not sensational
- * Review language annually
- * Keep donation mechanics documented internally

Never Do

- * Make health or healing claims
- * Promise outcomes you don’t control
- * Use beneficiaries in imagery without consent
- * Change causes mid-collection

8. FINAL POSITIONING (THE FEEL)

Your impact language should make people feel:

- * calm, not pressured
- * informed, not marketed to
- * respected, not emotionally leveraged

Impact is quiet power in Inspire Desire™

If you want next:

- * I can tailor this language to exact dollar amounts
- * Adapt it for specific advocacy partners
- * Write retail-safe disclosure copy for buyers
- * Create a year-end impact statement template

Just tell me how far you want to take it.

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