Discover the power of 1%

1% of your day is only 14 minutes

Take the 1% Challenge

Join your UVA colleagues and train your brain to be more focused, present, aware, and resilient.

PARTICIPATE
Login and start your 1% Challenge between August 2nd - August 15th

DEDICATE
Practice mindfulness for at least 14 minutes a day in our live or on-demand sessions

CELEBRATE
Earn rewards and donate to charity for every minute you practice

How the 1% Challenge Works

• Enrollment starts the first time you participate in any mindfulness activity between August 2nd - August 15th.

• Practice 14 minutes of mindfulness a day with a live or on-demand session via the eM Life app or web.

• Join a Vibe Tribe to support the charity of your choice. Compassionate Connection to support Mental Health America is your default charity.

• You have 30 days to earn your rewards.

• Rewards are earned when you register as well as at 15 and 25 days of consecutive or nonconsecutive participation.

• Redeem your Pulse Cash after 30 days, when your 1% Challenge is complete.

Earn All 3 Rewards

Upon Activation
Mindfulness Practice Guide

15 out of 30 days
$25 Pulse Cash
for gift card or donation of your choice

25 out of 30 days
$25 Pulse Cash
for gift card of your choice

Create an account to take the 1% Challenge.

Connection that magnifies results | By giving to yourself you give to others

Mental Health America
To Write Love on Her Arms
Meals Wheels
Wellness For Cancer
Mardy Fish Children's Foundation