

Stoughton Yoga 2024 Annual Report

After the past several years of navigating our way through first a pandemic and then Marlene's cancer treatment, Stoughton Yoga is going strong and looking forward to serving the Stoughton community for years to come.

About Stoughton Yoga

Yoga was never meant to be big business. The tradition and true spirit of yoga is one grounded in kindness, giving, and awareness that we are ALL connected.

What we do

Stoughton Yoga offers a variety of yoga, meditation, physical therapy and mindfulness classes. We host the classes at our studio as well as other locations throughout the greater Stoughton area.

Our Mission is to ensure that the Stoughton community has access to quality, affordable and inclusive yoga, meditation and mindfulness classes.

Award Winning Yoga

Stoughton Yoga was thrilled in 2023 to be named as a Madison.com People's Choice Favorite. In 2024, Stoughton Yoga won top honors as People's Choice Winner! After receiving this honor, many new students found their way to our studio.



Inclusivity, Affordability and Community

Stoughton Yoga's continued focus is on inclusivity, affordability, and the feeling of a community center. We added "Community" to our official nonprofit organization name, Stoughton Community Yoga. We are still lovingly referred to as "StoYo" or Stoughton Yoga and thanks to a grant from the Stoughton Area Community Foundation, we purchased a new, bright purple, Stoughton Yoga outdoor sign to increase visibility and awareness of our services.



Class Growth

New events such as Yin Yoga & Native American Flute and Restorative Yoga & Nidra were added to our monthly lineup, as well as a couple of additional weekly classes.



Peggy Moore, Yin Yoga & Native American Flute Instructor

Youth and Teen Programming

With the support of Stoughton Public Library, we continued Family Yoga for ages 6 and up. Additionally, Stoughton Yoga maintained the 5-week yoga session special rate for high school students, \$25 for 5 weeks.

Free and Pay-What-You-Can Classes

Our weekly classes are offered at reduced rates, plus we provide several FREE and pay-what-you-can Community Gift Classes on a monthly basis.

A total of 77 Free and Pay-What-You-Can classes, averaging 6 per month, were offered in 2024, benefiting over 700 participants!

Funding Sources

- Grassroots support from individuals
- Partnerships with local businesses
- Yoga students attending our classes
- Fundraising events
- Grants

Leadership

The Stoughton Yoga Board of Directors held elections for officer positions to refresh leadership and responsibilities. We thank the board for their dedication and service to Stoughton Yoga:

Carrie Kish – President
Tim Bautch – Vice President
Joyce Brehm – Secretary
Amanda Bosky – Treasurer
Bonnie Mezger – Special Projects
Carola Breckbill
Margaret Plotkin
Linda Schaefer



Carrie Kish
Stoughton Yoga
President

Sustainer Growth

As our student base grows, so does our group of Stoughton Yoga Sustainers. Our business model is based on the idea that all of our students who are financially able will voluntarily become Stoughton Yoga Sustainers, donating \$5-\$10 or more monthly for the benefit of all.

We began 2024 with 24 Sustainers which grew to 65 by year's end. Our goal for 2025 is to reach 100 Stoughton Yoga Sustainers.



"Investing as a sustaining member of Stoughton Yoga was a natural extension of my gratitude. Why not give a solid footing to those who have helped me find mine?"
-Molly

Community Connections

Stoughton Yoga became a Chamber member and is pleased to network with other businesses who add to the vitality of Stoughton. Some of our fellow Chamber businesses are also Stoughton Yoga Community Sponsors.

Our gratitude to our Community Sponsors.

- Cheesers LoKal Market
- Edward Jones
- Green Road Pottery/Yahara Tea and Chocolate
- Ink Cap Books
- Inkworks
- Inspire Martial Arts
- LSM Chiropractic
- Nazareth Health and Rehabilitation Center
- One Community Bank
- Pizza Pit
- Quick Fix After Hours Chiropractic Care
- Stoughton Family Dental
- Stoughton Health
- Stoughton Public Library
- Stoughton Wellness Coalition



Our Impact on Individuals

- Access to affordable yoga classes led by over 10 instructors.
- Inclusive, accessible yoga offered with props for all body types, ages, and physical limitations.
- Convenient class times during the week.
- Supports physical/mental health and well-being.
- Sense of belonging and acceptance.

Our Impact on Community

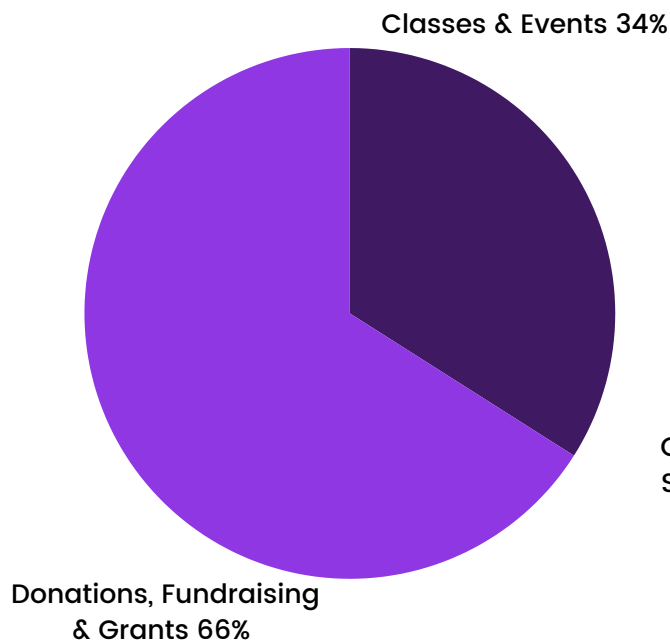
- Our studio yoga classes are about half the cost of similar classes in the Madison area, making the practice of yoga more equitable in an industry that has become increasingly elitist.
- We eliminate barriers to the practice of yoga by offering classes geared to all body types and abilities in a welcoming environment.
- We are helping to build a culture of health in our community.

2024 Stoughton Yoga - Ongoing Operations

Two separate, board appointed positions with distinct duties were created, Director of Operations and Studio Manager. Marlene Widra, Stoughton Yoga Founder, is currently working in both roles. The Studio Manager and Webmaster, Dianne Parish both receive a stipend for their roles.

Additionally, our volunteers play an important role in supporting Stoughton Yoga and we are incredibly grateful to them.

Income



Expenses

