



## A Year of Resilience and Fostering Community



As the pandemic continued into 2021, physical health and mental well-being became *the* number one priority for many. Interest in our yoga classes was high.

Stoughton Yoga's main focus was continuing to serve the community with a variety of class offerings while also mitigating risks. Our staff, instructors, and students rose to the occasion by creating a culture of responsibility and caring for all.

This same individual action on behalf of others was key to our organization's financial viability in 2021.

A few people stepped up with a generous monthly investment, providing a steady income stream that helps us pay the rent without increasing our class rates or requiring a monthly membership fee to all of our students.



Stoughton Yoga's long awaited Grand Opening Celebration took place in the summer. We had door prize drawings, free ice cream treats (courtesy of *One Community Bank*), and 3 free mini yoga classes as well as a fun storytelling event.



In the fall, a monthly Guided Meditation community gift class was added to our schedule.

We also partnered with *Stoughton Library* to offer free monthly yoga classes at our studio. In addition, we produced two yoga videos for families/kids that were posted on the Library's Facebook page.



## Community Gift Classes & Events in 2021

Stoughton Yoga was able to offer some free community gift classes, while adhering to health and safety measures relative to the pandemic.

- February: Free Yin yoga class, to thank our local Healthcare workers.
- June: 3 Free mini-yoga classes during our Grand Opening celebration.
- August: Free yoga classes offered to local EMS workers.
- October: Free monthly guided meditation classes sponsored in part by local businesses.
- December: Free monthly yoga classes sponsored in part by Stoughton Library.
- December: Fundraiser with special Brotzopf baked goods.

**Scholarships:** *We continue to assist students with financial need.*

## Donations and Grants in 2021

As always, we remain committed to providing classes at affordable rates, as well as free community gift classes -- all of which is possible due to current and new Donors, Sustainers, Investors, Partners, and Business Sponsors. *We need and appreciate your support ~ Thank You!*

✳️ **31 Total Sustainers** (ongoing donations from individuals) ✳️ **12 Local Business Sponsors**

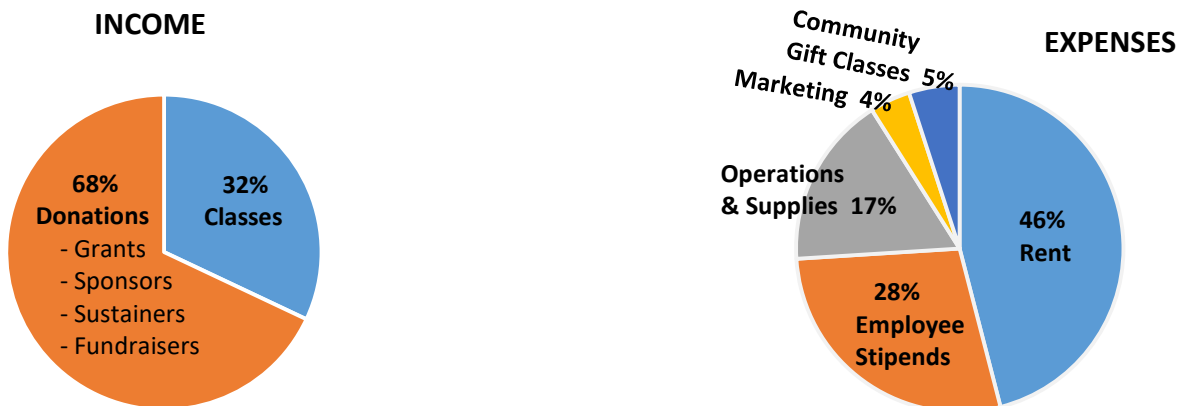
See our website for a list of active sponsors.

### 2 Grants were received

- ✳️ *Stoughton Area Community Foundation* awarded a \$500 grant to purchase wipeable covers for our yoga bolsters.
- ✳️ *Dane County* awarded a \$2,500 Covid-Relief grant for help with expenses incurred during the time of our closure and to compensate an employee who was furloughed for several months.

## Ongoing OPERATIONS

The Chief Operating Officer is responsible for Stoughton Yoga's operations, programming, finances, public relations, and support of instructors. The COO's key focus is to ensure that Stoughton Yoga delivers on its mission and helps the organization grow and prosper. Both the COO and Webmaster are paid employees of Stoughton Yoga.



Stoughton Yoga Sustainers and Business Sponsors are our largest and most important source of funding to help us offer studio classes at reduced rates, as well as free community gift classes at our studio and at locations throughout the greater Stoughton area.



## 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.

We believe that self-care through the practice of yoga can be made available to anyone and everyone in our community. Our studio is the *first and only* dedicated yoga studio in Stoughton.

*Stoughton Yoga is a 501(c)(3) nonprofit organization.*

## Funding Sources

- \* grants
- \* partnerships with local businesses
- \* grassroots support from individuals
- \* fundraising events
- \* attendance at our affordable yoga and mindfulness studio classes

## Our Impact on Individuals

- ✓ Access to affordable yoga classes led by over 12 instructors.
- ✓ Inclusive, adaptive 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.

## What we do

Stoughton Yoga offers a variety of yoga, meditation, and mindfulness classes at our studio at reduced rates as well as FREE and accessible community gift classes in our studio and at 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.*

## Leadership

- \* Stoughton Yoga is led by an 8-member Board of Directors who meet throughout the year.
- \* Our Founder and COO is a long-time Stoughton resident who is committed to wellness through yoga and community stewardship.

## Our Impact on Community

- ✓ Our studio classes are about half the cost of other yoga classes in the Madison area.
- ✓ We offer a variety of free community gift classes at locations throughout the greater Stoughton area.
- ✓ Meaningful workshops and special events that support community interests and needs.

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