

Stoughton Yoga 2023 Annual Report

Working Together

We began the year with leadership and administrative changes when Marlene, Stoughton Yoga Founder, required a long leave of absence due to a serious medical diagnosis. Thankfully, Bonnie, Stoughton Yoga Treasurer, stepped up and took on the role of managing day to day operations, making the transition seamless for students and teachers. An ongoing dedicated volunteer crew was established for creating posters-managing the bulletin board, doing laundry, and studio maintenance. Marlene was able to continue directing programming during her treatment and returned to managing daily operations in August.



Bonnie and Marlene

Survey Says

A survey was distributed to all current students and teachers. We received very positive feedback and a few good suggestions. A discussion group, focusing on women's wellness, was one of the ideas that we implemented based on the survey.

"Stoughton Yoga is a wonderful space and community and I'm so grateful to have discovered it!"

- Stoughton Yoga Student



Stoughton Yoga Volunteer, Joe

More Classes in Response to Growth

Evening class times tend to be the most popular, so we added more weekend events to accommodate students who are unavailable during weekdays. We continue to add more weekend opportunities to serve our growing student base.



Acoustic Yin with Lauren V and Jack

Teen and Youth Programming

Youth and teen programming was an area of growth in 2023. With the support of Stoughton Public Library and Stoughton Wellness Coalition, we added Family Yoga for ages 6 and up and a community class for ages 10 and up. We received a generous grant from Stoughton Area Community Foundation to subsidize 5-week yoga sessions for high school students, making the rate even more affordable (\$25 for 5 weeks).

Free and Pay-What-You-Can Classes

A total of 86 Free and pay-what-you-can classes, averaging 7 per month, were offered in 2023, benefiting almost 700 participants! The teachers were compensated directly by our organization for these community classes, thanks to our supportive donations.

"Affordable classes make yoga accessible to more people and gives community members the ability to take multiple classes per week. I personally appreciate it and take advantage of the incredible value."

- Stoughton Yoga Student



Stoughton Yoga Class

Props and More

The Stoughton Yoga Studio is now fully equipped and very well stocked with props and mats. In 2023 we purchased 10 additional bolsters with wipeable covers, as well as new mats. Our maintenance volunteer made a beautiful, custom built shelf unit for these bolsters and mats.



Custom Made Bolster and Mat Shelf

People's Choice Favorite!

Stoughton Yoga was designated a Madison.com People's Choice 2023 Favorite! This was big news in light of the large number of yoga studios in Dane County. We are truly honored and aim to earn your vote again in 2024!

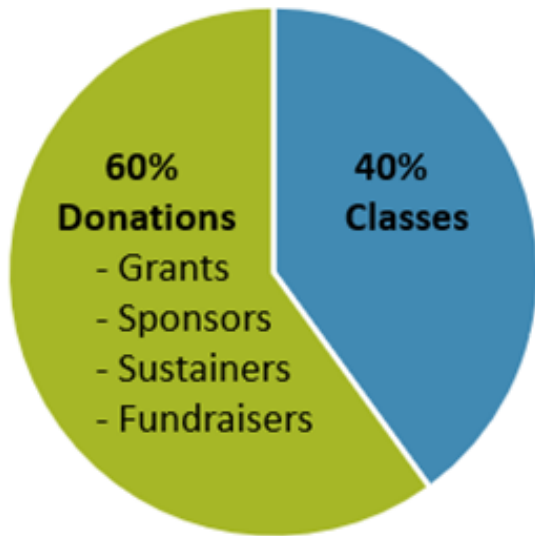


2023 Stoughton Yoga - Ongoing Operations

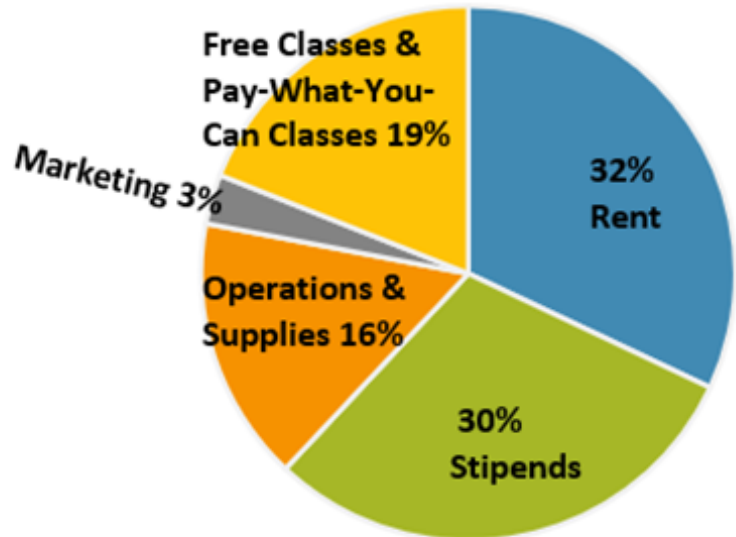
The Chief Operating Officer is responsible for Stoughton Yoga's operations, programming, finances, public relations, and instructor support. The COO's key focus is to ensure that Stoughton Yoga delivers on its mission and helps the organization grow and prosper. Both the COO and Webmaster are paid contractors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

Note: In 2023, from January through July the COO had stepped back due to medical needs. An interim Studio Manager, from our Board of Directors, managed the daily operations, instructor support and finances; however, the COO retained oversight of public relations, business development and programming. In August the COO returned in her original role.

INCOME



EXPENSES



Stoughton Yogis



Laundry Volunteer, Margaret

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 dedicated yoga studio in Stoughton since 2016. Stoughton Yoga is a 501(c)(3) nonprofit organization.

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 weekly classes are offered at reduced rates, plus we provide FREE Community Gift Classes on a monthly basis.

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



Stoughton Yoga Class

Leadership

Stoughton Yoga is led by an eight-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.

Funding Sources

- grassroots support from individuals
- partnerships with local businesses
- yoga students attending our classes
- fundraising events
- grants

Our Impact on Individuals

- Access to affordable yoga classes led by over 10 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.

"The teachers are excellent. They create a safe and welcoming environment for people of all ages and abilities...My instructor understands the students and is flexible about [helping] me making adjustments as needed."

-Stoughton Yoga Student

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.

Stoughton Yoga

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