



### 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.

In 2016 Stoughton Yoga became a 501(c)(3) nonprofit organization. The Stoughton Yoga studio is the *first and only* dedicated yoga studio in Stoughton.

### 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 classes in Stoughton at the hospital, public library, schools and other community locations.

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

### Funding Sources

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

### Leadership

- \* Stoughton Yoga is led by an 8-member Board of Directors who meet regularly 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 Individuals

- ✓ Access to affordable yoga classes led by over 13 instructors.
- ✓ Inclusive and adaptive yoga offered with props for all body types, ages, and those with physical limitations.
- ✓ Convenient class times during the week.
- ✓ Support of physical and mental health and well-being.
- ✓ Sense of belonging and acceptance.



### Our Impact on Community

- ✓ Our studio classes are about half the cost of other yoga classes in the Madison area.
- ✓ Our studio is well stocked with a variety of props for more adaptive and inclusive yoga classes. We go above and beyond what other studios normally have available.
- ✓ Variety of *pay-what-you-can* classes and special events.
- ✓ Expanded free class offerings throughout the year at community locations, including Stoughton Hospital, Library and Schools.



After serving the community for over 3 years, here are **highlights** of our **2019 results**:

**14 Weekly studio classes**

- 5—14 participants per class
- 4 Pay-what-you-can classes/week

**31 Free Community Classes** ~ 230 total participants

- Stoughton Hospital
- Public Library
- Wellness Garden
- Earth Day
- Fox Prairie Family Fun Event

**Scholarships**

Since 2016 we have given \$207 in scholarships to assist 7 individuals in a 5-week class series

**Community Partner: Stoughton Hospital**



**2 Grants Received in 2019 totaling \$1,400**

**Types of yoga classes include**

Alignment-focused \* Kundalini \* Restorative  
Mindful \* Slow Flow \* Vinyasa \* Yin \* Hatha

**9 Youth Classes** ~ 107 total participants

- 7 classes for teens ~ 70 teens
- 2 classes for children ~ 37 children

**5 Special Workshops, including**

- Breathing to reduce stress
- Home practice
- Mindful connections for kids
- Mindfulness

**20 Local Business Sponsors**

- See our website for a list of active sponsors

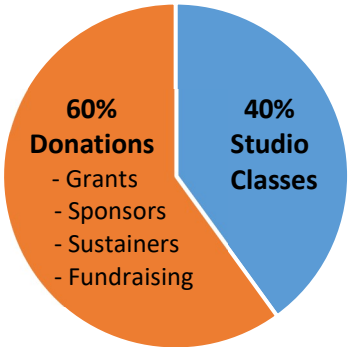
**28 Total Sustainers** (ongoing donations from individuals)

- 16 NEW sustainers in 2019

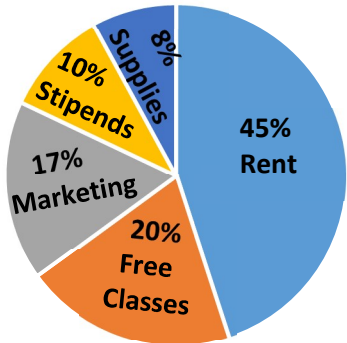
**Ongoing OPERATIONS**

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. The COO and Webmaster are each paid a small monthly stipend for their work.

**INCOME**



**EXPENSES**



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 classes throughout the community.

**Contact:**

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