



**Looking Back at 2020 – a year like no other!**



**A Strong Beginning:** January and February began strong with many yoga classes (conducted at our Main Street studio) and seven free Community classes offered at the hospital, library, and schools.

The 4<sup>th</sup> annual **Chili Cookoff** fundraiser event took place on February 16<sup>th</sup> at Wendigo and it was the best ever!

During this time, the opportunity arose for Stoughton Yoga to relocate to a larger and more accessible studio space. We were starting to out-grow our beloved Main Street studio. The Board of Directors began preliminary planning for this major change -- including fundraising needs, renovation needs, and advertising -- but shortly after the decision to move was made, the Covid-19 pandemic hit.

*In mid-March, we suspended all in-studio classes.*



**Pivoting to a New Phase:** From late March through early summer, the organization’s sole source of income was from ongoing donations from monthly Sustainers and our Community Business Sponsors. **Thank you!**

Throughout this phase, many dedicated volunteers donated their efforts to help keep the organization viable as well as prepare our new larger studio space for eventual re-opening.

In the **Summer** months, several classes were held **outdoors** each week, which attracted steady participation. And in collaboration with *Stoughton Public Library, Stoughton Senior Center and Stoughton Wellness Coalition*, free or donation-based online classes and workshops were made available to the public.

When the cooler **Fall** weather arrived, indoor studio classes resumed at our beautiful new space -- but at a greatly **reduced capacity** and with strict safety precautions in place. Then, from mid-November through December, there was a national rise in covid cases, so once again we paused all in-studio classes.

During this closure, an online **Holiday Market fundraiser** helped to supplement our income: we sold delicious baked goods and some small hand-made items. In addition, we began selling props – mats, straps, blocks, blankets, and bolsters – at affordable sliding-scale prices, for yoga students to use in-home or to bring with them to future classes. (We ended the practice of prop sharing.)



At year end, we received a **generous grant** from *Stoughton Community Foundation*, to help purchase additional props for our yoga students.

**At the start of January 2021**, the new studio reopened again with limited capacity, in-person classes.

## Highlights of 2020 Key Offerings: Community Classes & Workshops

While most of Stoughton Yoga's resources in 2020 were dedicated to studio rent, relocation and renovation, as well as keeping the organization solvent, we were still able to continue supporting the well-being of the Stoughton community during this challenging time, with the following:

**Scholarships:** 5 scholarships were given to students needing assistance, ranging from \$20--\$40 each.

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| <p><b>JANUARY</b></p> <ul style="list-style-type: none"> <li>• 2 special studio classes: <i>Beginners Yoga</i> and <i>Breathing Workshop</i> ~ 19 participants</li> <li>• <b>By donation:</b> 5-week series for Teens, each received a free mat ~ 10 participants</li> </ul>   | <p><b>FEBRUARY</b></p> <ul style="list-style-type: none"> <li>• <b>Free:</b> 3 Hospital classes:           <ul style="list-style-type: none"> <li>-- <i>Open Your Heart</i> ~ 20 participants</li> <li>-- <i>Love of Self</i> ~ 20 participants</li> <li>-- <i>Yoga for Complete Beginners</i> ~ 10 participants</li> </ul> </li> <li>• <b>Free:</b> <i>Get Up &amp; Go</i> Youth class at Sandhill School ~ 50 participants</li> <li>• <b>Free:</b> Mini-yoga classes at River Bluff School Wellness Expo</li> <li>• <b>Free:</b> 3 Community classes at McFarland Public Library ~ 24 participants total</li> </ul>                                |
| <p><b>MARCH</b></p> <ul style="list-style-type: none"> <li>• <b>Free:</b> Hospital class, <i>Chair Yoga</i> ~ 8 participants</li> </ul> <p><b>MAY</b></p> <ul style="list-style-type: none"> <li>• Specialized Yoga Videos were created:           <ul style="list-style-type: none"> <li>-- 2 videos for Kids offered in collaboration with <i>Stoughton Library</i></li> <li>-- 3 videos for Seniors offered in collaboration with <i>Stoughton Senior Center</i></li> <li>-- 1 Family-yoga video offered in collaboration with <i>Stoughton Library</i></li> </ul> </li> <li>• Starting in May, <b>free</b> on-line classes have been offered twice each week, via social media.</li> </ul> | <p><b>JUNE</b></p> <ul style="list-style-type: none"> <li>• <b>Free:</b> Community class at Race Track Park outdoors ~ 15 participants</li> </ul> <p><b>AUGUST</b></p> <ul style="list-style-type: none"> <li>• <b>By donation:</b> <i>Mindful Resilience</i> workshop outdoors ~ 5 participants</li> <li>• <b>By donation:</b> <i>Racial Justice</i> virtual 6-week book discussion group ~ 7 participants<br/><i>Stoughton Wellness Coalition</i> donated books</li> </ul> <p><b>DECEMBER</b></p> <ul style="list-style-type: none"> <li>• <b>Free:</b> <i>Mindful Resilience</i> 5-week series phone discussion group ~ 4 participants</li> </ul> |

**The Importance of Sustainers and Sponsors:** As always, we remain committed to offering classes at affordable rates, as well as free community classes -- all of which is possible due to current and new Sustainers, Partners, and Business Sponsors. *We need and appreciate your support!*

✳️ **34 Total Sustainers** (ongoing donations from individuals) ✳️ **16 Local Business Sponsors**  
6 NEW Sustainers in 2020 See our website for a list of active sponsors

✳️ **1 Grant Received for \$1,160** from the *Stoughton Community Foundation*

## 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

- \* grassroots support from individuals
- \* partnerships with local businesses
- \* 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 classes in Stoughton at the hospital, public library, schools and community locations.

*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 regularly throughout the year.
- \* Our Founder and COO is a long-time Stoughton resident who is committed to wellness through yoga and community stewardship.

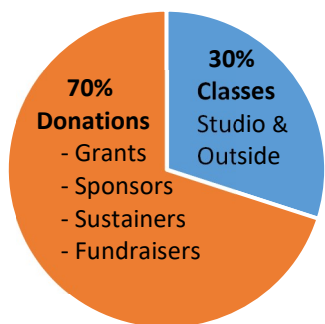
### Our Impact on Community

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

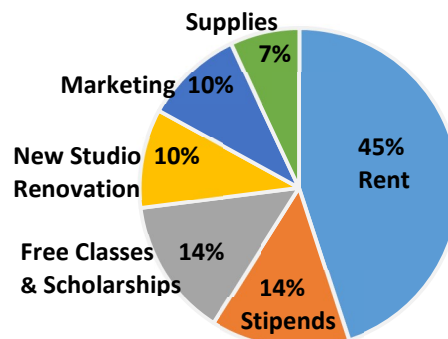
## 2020 - Ongoing OPERATIONS

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.**

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