



Gaining Momentum & Steady Growth



As the year began with recurrent surges of Covid, we were able to continue our yoga classes due to the vigilance of instructors and management; we followed strict safety protocols. Some instructors chose to pause a few classes. In the meantime, adding to the beauty of Stoughton Yoga’s studio, custom-made chakra wall sculptures were donated and installed – this was the first time we received a very generous estate donation.

Some of our special events included 90 minutes of *Yin*, a calming and slow-moving style of yoga.

Guided Meditation, as a free monthly class, was offered in the spring and winter, and into 2023.

In the fall, we partnered with a local Physical Therapist, to lead two PT-based free workshops focused on *Balance*. These were well received. More topics are planned in the future.



One of our goals has been to increase programming for families and kids. During the summer we offered a free youth yoga class during National Night Out.

Additionally, in partnership with Stoughton Wellness Coalition, we provided *Mindful Mondays* yoga for young teens. This free Community Gift Class has grown in popularity and we intend to continue offering it monthly in 2023.



Attendance increased in all classes as Covid levels finally started to decline. As class sizes grew, we maintained reasonable distance between mats – at least 3 feet apart – rather than packing students together. To help us meet increasing demand, we added a weekly Saturday morning class as *pay-what-you-can*. We also added more special events; some as *Free Community Gift Classes*. For example, in partnership with the Library, our monthly *Yoga Sundays* class is very well attended. Other special monthly classes have gained momentum as well.



A few fundraising efforts helped to offset lost income due to the pandemic. Various sales included: heart-shaped soft pretzels, holiday brotzopf and cute honey-bears. Our t-shirt sales were enhanced by a local artist’s creative wood-block printing of our logo onto cozy shirts.

In Summary: With the support of sustainers, donors and business partners, we remain steady. Even with inflation we are able to keep low rates. We believe access to wellness tools – like yoga and mindfulness – is key for health equity. Our aim is to consistently offer affordable, excellent classes.

Free Community Gift Classes & Events

In 2022 we increased the number and variety of free community gift classes, while adhering to health and safety measures.

In total, we offered **20** community classes, impacting **234** participants.

1st Qtr: 7 classes 83 participants

2nd Qtr: 3 classes 31 participants

3rd Qtr: 5 classes 51 participants

4th Qtr: 5 classes 69 participants

Weekly Yoga Classes

As the year evolved more classes were offered and by year end, we were up to 15 weekly classes. Each of our 10 yoga instructors has their own special style that keeps students coming back.

We offered morning classes most week days and a drop-in Saturday morning *pay-what-you-can* class.

Late afternoon and early evening classes continue to be popular on most days for many students.

By the end of 2022 our participation numbers had reached around **150 yoga students per week!**

Donations & Business Sponsors

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 our Donors, Sustainers, Partners, and Business Sponsors.

✳ **30+ Total Sustainers** (ongoing donations from individuals) ✳ **17 Local Business Sponsors**
See our website for a list of active sponsors.

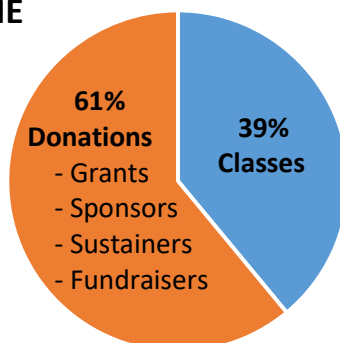
Scholarships: *We continue to offer assistance to students with financial need.*

Operations

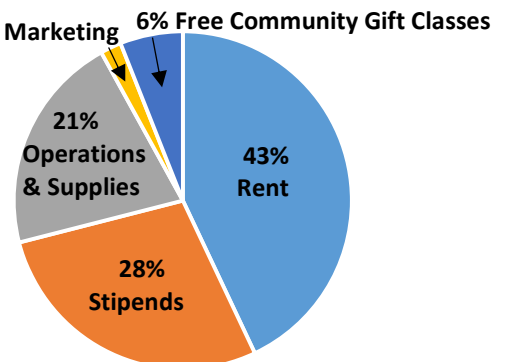
The Chief Operating Officer is responsible for Stoughton Yoga's operations, programming, finances, public relations, and instructor support. The COO's key focus is to ensure that Stoughton Yoga delivers on its mission and helps the organization grow and prosper. Both the COO and Webmaster are paid contractors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

Organizational changes began in December when the COO stepped back due to medical needs. An interim-COO/ Studio Manager, from our Board of Directors, took on the daily operations, instructor support and finances. Our former COO retained oversight of public relations, business development and programming.

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 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 dedicated yoga studio in Stoughton since 2016.

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

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.

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.

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 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.

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