



Our vision is to lead teen girls in the California Juvenile Justice System toward accountability - to themselves, to others and to their community. By providing practical tools to effect behavioral change, we aspire to be a nationally recognized method for the effective treatment of at-risk adolescent girls, particularly in the juvenile justice system.

self-awareness,
self-respect &
self-control



Board of Directors

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Editor in Chief, International Journal of Yoga Therapy

Desirée Rumbaugh
Anusara Yoga and Fitness Expert



Nothing Beyond Her Reach

555 Bryant Street #232
Palo Alto CA 94301
theartofyogaproject.org

"I like expressing my feelings in art and yoga. It is a positive way to check in with yourself. I am able to control my feelings, when I get upset I am able to walk away from a bad situation and breathe to calm myself down." AYP Participant



Nothing Beyond Her Reach

Annual Report 2010



Financials

Statement of Financial Position as of June 30, 2010

[unaudited]

Assets

Cash and Cash Equivalents	\$ 277,379
Fixed Assets, Net	937
	<u>\$ 278,316</u>

Net Assets

Unrestricted	\$278,316
Temporarily Restricted	-
	<u>278,316</u>
	<u>\$ 278,316</u>

Statement of Activities for the Year Ended June 30, 2010

[unaudited]

Revenue

Contributed	
Foundations and Corporations	\$ 179,849
Individuals	43,180
Public Funding	108,511
Events	27,565
	<u>359,105</u>
Earned	4,278
	<u>\$ 363,383</u>

Expenses

Program Expenses	\$204,695
Management and Administrative Expenses	51,662
Fundraising Expenses	28,674
	<u>\$ 285,031</u>

Increase in Unrestricted Net Assets	\$ 78,352
Increase in Temporarily Restricted Net Assets	-
Total Increase in Net Assets	78,352
Net Assets, Beginning of Year	199,964
Net Assets, End of Year	<u>\$ 278,316</u>

The Art of Yoga Project is a 501(c)(3) non-profit organization.

Tax ID Number: 20-2448697

“The Art of Yoga Project has strong leadership, a clear and important mission, and a well-designed program with a track record of success with at-risk girls.”

*The Hon. Marta Diaz, Supervising Juvenile Judge,
San Mateo County Superior Court*

Major Contributors

July 1, 2009 - June 30, 2010

\$50,000 and above

Foundation for Global Community
San Mateo County

\$10,000 to \$49,999

The B.E.L.I.E.F. Foundation
The Caw Foundation
Elizabeth Fry & Dupont Kirven Foundation
Franklin & Catherine Johnson Foundation
GGS Foundation
Santa Clara County
Yoga Dana Foundation

\$5,000 to \$9,999

The Jennifer H. Friedman Living Trust
Jewish Community Teen Foundation
Marin/San Francisco
Silicon Valley Community Foundation
van Löben Sels/RembeRock Foundation
Marcy and Richard Woodrow
Bart Woytowicz

\$1,000 to \$4,999

Dede and Mike Barsotti
Connie and Bob Lurie Foundation
The DiSabatino Family Fund
Frances and John Morse Charitable Fund
Woody Harrelson
Gloria and Phil Horsley
Irwin Belk Educational Foundation
Wendy Klein, Nandi Yoga
Iululemon athletica
Angela McConnell
Christine McLeod Murray,
YogaSource Palo Alto
Julie and Bob Riccomini
Santullo Family Fund
Woman's Club of Palo Alto

\$500 to \$999

Janice Brody
Courtney Woodrow,
Change of the Peninsula
Dasher Technologies in honor
of Rebecca Bara
Nicki Doane & Eddie Modestini
Helmut Wolfgang Schumann Foundation
Lowitz Charitable Lead Trust
Desiree Rumbaugh, YogaKula
Sophie and Arthur Brody Foundation
M. Celine Takatsuno
Whole Foods Market

\$200 to \$499

Laura Chenel
Suzanne Delbanco
Shari Flick
Diana and Freeman Ford
Kathleen Frederickson
Lisa Haley, Be Yoga
Silvie Hibdon, Planet Granite
Joy of Being

Teresa Lobdell
Paisely Family Fund, In honor of
Sophia Cooper, NCL 2010 Saratoga/
Los Gatos Chapter
Rising Lotus Yoga
Mark Sierra
Mark Stephens
Jessica Welborn
Megan Windeler
YogaSource Los Gatos

In Kind Donations

Lauren Anas
Rebecca Bara
Sarah Barnard
Be Yoga, Menlo Park
Being Yoga, Burlingame
William Brown, CPA
CASA, San Mateo
Change of the Peninsula, San Mateo
Julie Dakin
Devotion by the Ocean
Nicki Doane & Eddie Modestini
Downtown Yoga Shala, San Jose
Enso, Half Moon Bay
Fancy Fechner
Firefly Yoga, Iowa
Jennifer Friedman
Jill Gilkberg
Emily Goligoski
Vanessa Greenfield
Lisa Haley
Headset Group
Silvie Hibdon
Lisa Hsia, Satsumabug
Joey's Corner Design, San Francisco
Joy of Being, Moss Beach
Hala Khouri
Tripti Mahendra
Manduka
Giselle Mari
Lynn Marrin
Maya Yoga, Maui, HI
Deri McCrear
Dr. Kelly McGonigal
Frances Morse
Namaste Jewelry Design
Nandi Yoga, San Mateo
National Charity League, Saratoga/
Los Gatos Chapter, Class of 2010
Planet Granite, Belmont

\$500 to \$999

Precious Life Wellness Village
Jennifer Prugh
Red Haute Jewelry
Reformation Studio, San Jose
Bob Riccomini
Ellie Rubin
Alison Ramsey Rutherford
Anirudh Shastri
Kim Shetter
Jane Smithson, J.D.
Rebecca Snowball
Julie Starling
Jill Torphy
Tineke Triggs
Tammy Trujillo
Westside Yoga Studio, Sebastopol
Shirlee Williamson
Courtney Woodrow
Yoga Kula, San Francisco
Yoga Mayu, San Francisco
Yoga Mountain Studio, Fairfax
YogaSource, Los Gatos
YogaSource, Palo Alto

Special thanks to:
Honorable Marta Diaz
Honorable Catherine Gallagher
Honorable Margaret S. Johnson

The Art of Yoga Project would like to recognize all of its dedicated mentors, yoga instructors and artists many who generously donate their time.

While we work to assure the accuracy of our donor information, we apologize if any name has been inadvertently misspelled or overlooked. Please contact info@theartofyogaproject.org with corrections.



Dear Friends,

Summer, Fall, Winter and Spring are, to most people, just seasons. At The Art of Yoga Project (AYP) we use the seasons to inspire and focus our innovative curriculum. Throughout the year, we guide over 500 young women incarcerated in the San Francisco Bay Area to use yoga and creative expression as tools for their empowerment, rehabilitation, healing and well-being.

Our gender-responsive program assists girls by giving them safe ways to push limits and test boundaries. Through meditative movement and art, we invite them to explore themes of body image, communication, anger-management, relationships, resiliency and accountability. All year long we provide a dynamic and vigorous experience to challenge them physically, mentally and emotionally.

Last Summer, we matched trained yoginis as mentors or “moginis” with girls in our program. The girls expressed appreciation for having a positive adult role model and the mentor-mentee relationship helped the girls continue their journey to build self-awareness, self-respect and self-control as they transitioned back into their communities.

During Fall, we focused on building a stronger funding base to support our extensive programming in three counties. We ran our first ever annual campaign, held many successful fundraising events and focused on attracting new foundations. We also received partial funding in two counties.

In Winter, our leadership team confirmed our goals to serve each girl more completely. We envision a “Holistic Continuum of Care” for girls in the juvenile justice system and plan to continue to develop after-care programs with community partners. We strive to be experts at working in both detention-based and rehabilitation centers and to refine a nationally recognized model.

This Spring, we welcomed additional staff and accepted two new AYP Affiliates from Minnesota and Idaho. We shared our expertise and learning through our professional training program that builds on our best practices for delivering the highest quality, trauma-informed, strength-based and gender-responsive programming.

Throughout the seasons we have been supported by a wonderful community of people - from the dedicated women who serve on our board, to the skilled program staff of yoga teachers and artists, to the generosity of our donors, community partners and our volunteer administrative team - together they all give so charitably to support our mission. Thank you for a wonderful year.

With deep gratitude - Namaste!

Lisa Pedersen
Executive Director