

## Program Outcomes

The Art of Yoga Project's gender-responsive programming combines Yoga, visual arts, and creative writing to help at-risk teenage girls create new, positive identities and a better future for themselves.

Since beginning the program, over 90% of girls self-report using tools for emotional regulation outside of class, as well as improvement in interpersonal skills, pro-social behavior, self-awareness and self-respect.



## Board of Directors

**Angela McConnell, Chair**  
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**Lisa Pedersen**  
Executive Director, The Art of Yoga Project

## Advisory Board

**Kelly McGonigal, Ph.D**  
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  
650 924-9222

[www.theartofyogaproject.org](http://www.theartofyogaproject.org)  
[info@theartofyogaproject.org](mailto:info@theartofyogaproject.org)

The Art of Yoga Project is a 501(c)(3) non-profit  
Tax ID Number: 20-2448697



Nothing Beyond Her Reach

## Annual Report 2011



## Financials

### Statement of Financial Position as of 6/30/11

[unaudited]

#### Assets

Cash and Cash Equivalents	\$348,903
Fixed Assets, Net	7,109
	<u>\$356,012</u>

#### Net Assets

Unrestricted	\$356,012
Temporarily Restricted	-
	<u>\$356,012</u>
	<u>\$356,012</u>

### Statement of Activities for the Year Ended 6/30/11

[unaudited]

#### Revenues

##### Contributed

Foundations and Corporations	\$224,416
Individuals	62,249
Public Funding	62,867
Events	8,392
	<u>357,924</u>

Earned	11,563
In Kind	12,640
	<u>\$382,127</u>

#### Expenses

Program	\$216,108
Management and Administration	56,180
Fundraising	32,143
	<u>\$304,431</u>

Total Increase in Net Assets	\$ 77,696
Net Assets, Beginning of Year	278,316
Net Assets, End of Year	<u>\$356,012</u>

## Dear Friends,

Because of your support The Art of Yoga Project can look back upon another successful program year. As girls enter the juvenile justice system, they stand on the precipice of a lifelong cycle of crime and incarceration, yet still have the opportunity to turn toward healing and rehabilitation. Thank you for helping us to inspire over 500 at-risk teenage girls to awaken their self-awareness, cultivate self-respect, and practice the self-control necessary for change.

Every day girls show us the success of our innovative gender-specific intervention. In their own words:

*"Yoga refreshed my soul";*

*"Yoga brings me peace. I plan on doing it my whole life";*

*"These things relax me; makes me feel good about myself...";*

*"It opens up my mind...";* and

*"When I get angry now, I just breathe through it."*

We continue to build and expand our community to reach more girls in need beyond our programs in the San Francisco Bay Area. The AYP Affiliate program allows us to partner with organizations that work with at-risk girls, license our curriculum, provide ongoing consultation and offer a specific AYP trauma-informed training program. We now have 18 Affiliates across the country. Our outreach efforts include an article in the International Journal of Yoga Therapy, where we published our work and best practices. Developed over seven years, these guidelines have evolved through the shared experiences of over 75 Yoga instructors, artists, art therapists, counselors, and administrators.

I count myself extremely fortunate to be part of AYP. It takes many people and resources to turn our mission into reality. AYP would not succeed without the dedication and commitment of its Staff, Board and Volunteers. I feel honored to lead such an exciting and vibrant team. I want to express our sincere gratitude to our Donors and Ambassadors for their generous financial support, for believing in our work and most importantly, for believing in the girls we serve.

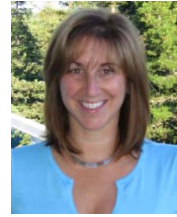
Thanks for doing your part to insure our continued success.

With deep gratitude - Namaste!

*Lisa*

Lisa Pedersen,  
Executive Director

Thank you for your donations and support. Yoga really inspired me to respect my body & love it more. Yoga & The Art part are also like therapy for me.  
-AYP Participant, 2011



## Major Contributors

July 1, 2010–June 30, 2011

**\$50,000 and above**  
Foundation for Global Community  
San Mateo County

**\$10,000 - \$49,999**  
The Almanac - Holiday Fund  
Davis Peace Project  
Elizabeth Fry & Dupont Kirven Foundation  
Intrepid Philanthropy Foundation  
Catherine & Franklin P. Johnson, Jr  
May & Stanley Smith Charitable Trust  
SanDisk  
Santullo Family Fund  
Santa Clara County  
Van Loben Sels/Rembe-Rock  
Yoga Dana Foundation

**\$5,000 - \$9,999**  
Dede & Mike Barsotti  
The B.E.L.I.E.F. Foundation  
The Bothin Foundation  
The Caw Foundation  
Charter Oak Foundation  
Jennifer H. Friedman  
Valerie Beth Schwartz Foundation

**\$1,000 - \$4,999**  
Rebecca & John Bara  
Baroni  
Anne & Walter Clark  
The DiSabatino Family Fund  
Shaluinn Fullove & John Allington  
Phil & Gloria Horsley  
The Isabel Allende Foundation  
lululemon athletica  
Connie & Bob Lurie Foundation  
Angela McConnell  
Frances & John Morse Charitable Fund  
Christina McLeod Murray  
Amy Ragen  
Julie & Bob Riccomini  
RSF Social Finance  
Shinnyo-en Foundation  
Institute of Transpersonal Psychology

**\$500 - \$999**  
Sophie & Arthur Brody Foundation  
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Steven & Michele Kirsch Foundation  
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Janet Stone  
Amy Walecka, Seaver Institute  
Wati Design  
Linda McGrath

**In Kind**  
William Brown  
Gaïam  
Deri McCrea  
National Charity League,  
Saratoga/ Los Gatos Chapter  
Park Chalet/Beach Chalet  
YogaAccessories.com

#### Ambassadors

Lauren Anas  
Jessica Archer  
Neta Bar  
Kent Bond  
Sasha Baskina  
Laura Camp  
Jean Couch  
Jill Glikbarg  
Lindsey Goldberg  
Pete Guinosso  
Sean Haleen  
Maritza K.  
Tatjana Kaurinovic  
Catherine Killion  
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Ritu Riyat  
Dr. Berte Rubin  
Jane Sanguinetti  
Karen Scura  
Kim Shetter  
Mark Sierra  
Sienna Smith  
Rebecca Snowball  
Debbie Steingesser  
Suzanne Sterling  
Janet Stone  
Lara Graham Truppelli  
Megan Windeler  
Courtney Woodrow

#### Yoga Studios

The Balance Center  
Breathe Los Gatos  
Change of the Peninsula  
Downtown Yoga Shala  
Flying Yoga Shala  
Joy of Being  
Lifestretch Yoga  
Menlo Pilates & Yoga  
Peacebank Yoga Studio  
Soula Power Yoga  
Stanford Aerobics and Yoga  
Willow Glen Yoga  
Yoga Mayu  
Yoga Mountain Studio  
YogaSource, Los Gatos  
YogaSource, Palo Alto  
Yoga Tree Castro  
Yoga Tree Valencia  
YogaWorks

#### Trunk Shows

Wati Grossman,  
Fall Trunk Show  
Alison Rutherford,  
Red Haute Jewelry

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