

self-awareness,
self-respect &
self-control



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.



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Nothing Beyond Her Reach

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the
art of
yoga
project

Nothing Beyond Her Reach

Annual Report 2012



Financials

Statement of Financial Position as of June 30, 2012

[unaudited]

Assets

Cash and Cash Equivalents	\$ 379, 638
Fixed Assets, Net	4,426

\$ 384,064

Net Assets -Unrestricted

\$384,064

Statement of Activities for the Year Ended June 30, 2012

[unaudited]

Revenue

Contributed	
Foundations and Corporations	\$157,141
Individuals	82,877
Public Funding	78,240
Events	6,823
	<u>325,081</u>

Earned	9,913
In-Kind	16,564
	<u>\$351,558</u>

Expenses

Program Expenses	\$229,963
Management and Administrative Expenses	60,403
Fundraising Expenses	32,108
	<u>\$322,474</u>

Total Increase in Net Assets \$ 29,084

Net Assets, Beginning of Year 354,980

Net Assets, End of Year \$384,064

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

Tax ID Number: 20-2448697

Major Contributors

July 1, 2011 - June 30, 2012

\$10,000 to \$40,000

100 Women Charitable Foundation
Intrepid Philanthropy Foundation
John & Marcia Goldman Foundation
May & Stanley Smith Charitable Trust
van Löben Sels/RembeRock Foundation
Yoga Dana Foundation

\$5,000 to \$9,999

Dede and Mike Barsotti
The Caw Foundation
Charter Oak Foundation
The Isabel Allende Foundation
Jennifer H. Friedman
Nancy & DuBose Montgomery
Silicon Valley Community Foundation,
Donor Circle for the Arts Fund
Valerie Beth Schwartz Foundation

\$1,000 to \$4,999

Rebecca and John Bara
Lydia Callaghan & Adam Weiss
Anne & Walter Clark
Connie and Bob Lurie Foundation
Mary Louise Cook
The DiSabatino Family Fund
Frances and John Morse Charitable Fund
Harmony Fulton
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Santullo Family Fund
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Tench and Simone Otus Coxé
Kelli and Steffan Tomlinson
Whole Foods Market, San Mateo

\$500 to \$999

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Annie Stapleton, M.D.
Dave Devries
Dharma Merchant Services
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Pam & Tom Adams
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\$200 to \$499

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Christina & Dennis Moser
Barbara Ostby

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.

Bonnie Pearlman
Ruth & Roy Rogers
Marita Seulamo-Vargas
Kim Shetter
Sumi Shin
Cynthia and Jeffrey Traum
United Way of San Diego County
Teri and Mark Vershel
Willow Glen Yoga
Yoga Mountain Studio
Yoga Aid

In Kind Donations

AstaYoga
Breathe Yoga Studio
Corepower Yoga
Groove Yoga
Karma Krew
Menlo Pilates & Yoga
Peacebank Yoga Studio
Willow Glen Yoga
Yoga at Change
Yoga Belly
Yoga Mountain Studio
Yoga One
Yoga Shala
Yoga Tree, San Francisco
YogaSource, Palo Alto
Neta Bar
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Taproot Foundation
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Prajna Vieira
Kris Wolcott
Courtney Woodrow
Leah Woods
Yogawoman

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



Dear Friends,

Empowerment. Rehabilitation. Healing and well-being. Each year we guide 500 at-risk, incarcerated and exploited teen girls in the San Francisco Bay area's juvenile justice system to use yoga and creative expression as tools

for a more positive future. Locally we operate at 10 sites where our gender-responsive program gives girls safe ways to push limits and test boundaries. All year long we provide a dynamic and vigorous experience to challenge the girls physically, mentally and emotionally and help them heal from their traumatic pasts.

In cooperation with San Jose State Justice Studies Department our findings now show a **statistically significant** increase ($p < .05$) in the three main indicators of success – self-awareness, self-respect and self-control – among girls who have participated in our Yoga and Creative Arts Curriculum. Qualitative results suggest that the girls benefit greatly from an opportunity to relax, a chance to learn how to best deal with their anger or negative emotions, and to spend time 'being in their bodies' each day.

We have expanded our Aftercare -- always seeking opportunities to interface with the girls once they have left their juvenile detention setting in order to maintain positive role-modeling, reinforce life skills learned and keep them safe and secure. This year we piloted a new financial literacy curriculum called GEMM (Girls Empowered through Money Mindfulness). It was taught as an adjunct to the core program and helps to mitigate the lack of financial education available for youth today, particularly for young girls in at-risk communities. The documentary "Yogawoman – Never Underestimate the Power of Inner Peace" narrated by Annette Bening features a former AYP student and mentee, Sayle. It offers a rare glimpse into one involved in our programs and her path toward a successful future.

We share our program and insights beyond our own community. By licensing the Yoga and Creative Arts Curriculum we now have 23 Affiliates in 10 states where we have provided advice and consultation on program implementation. In addition, over 200 yoga teachers, art therapists, and other professionals have completed our training - *Using Yoga and Art to Support and Empower At-Risk and Exploited Teen Girls*.

We are so very grateful for the support of our wonderful community - 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 you all give so charitably to support our mission. Thank you for a wonderful year.

With deep gratitude - Namaste!

Lisa Pedersen

Lisa Pedersen
Executive Director

"I have personally witnessed the impact ... In court when I have asked girls about how their yoga practice serves them, they tell me how it grounds and relaxes them and reminds them to use their breath before reacting negatively to situations."

The Hon. Susan Irene Etezadi, Supervising Juvenile Judge, San Mateo County Superior Court