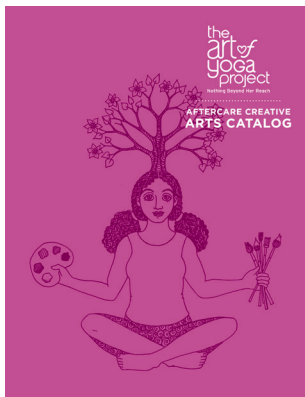
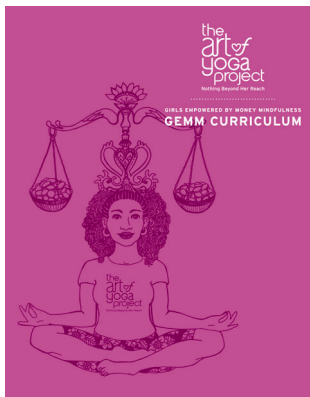
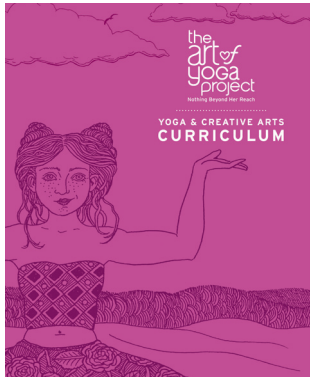


## Programs Overview

- Providing a strength-based, trauma-informed, gender-responsive intervention program to at-risk, exploited and incarcerated girls in San Francisco, San Mateo and Santa Clara Counties
- Continuum of care from juvenile halls, rehabilitation centers and alternative high schools to aftercare sites and mentoring
- Yoga and Creative Arts Curriculum combines character development, health education, yoga, meditation, creative arts and writing
- National affiliates license and deliver the curriculum to girls in their communities
- 80+% of girls consistently report improvements in interpersonal skills, pro-social behavior, and emotional regulation outside of class
- Girls Empowered through Money Mindfulness (GEMM) Curriculum provides financial literacy education

self-awareness,  
self-respect &  
self-control



## Board of Directors

Amy Santullo, Chair  
Educational Policy Specialist, Cert. Yoga Teacher

Dede Barsotti, Treasurer  
Chief Administrative Officer, Radar Partners

Jennifer Friedman, Secretary  
Partner, Jorgenson, Siegel, McClure & Flegel

Rebecca Horsley Bara  
Owner Vibe Yoga Studio, Cert. Yoga Teacher

Michele Kirsch  
Women's Advocate, Philanthropist

## Key Staff

Lisa Pedersen  
Executive Director

Mary Lynn Fitton  
Founder/Director of Programs

## Advisory Board

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Executive Director, Center on Poverty & Inequality,  
Georgetown Law

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Advanced Certified Jivamukti Yoga Teacher

Kelly McGonigal, Ph.D  
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Therapy, Health Psychologist, Lecturer, Author

Desirée Rumbaugh  
Anusara Yoga and Fitness Expert

Melanie Tervalon, MD, MPH  
Pediatrician, Cultural Humility Expert

## Youth Advisors

Rocsana Enriquez  
Danielle Robinson

## Office Address

Sobrato Center for Nonprofits - Redwood Shores  
330 Twin Dolphin Drive, Suite 131  
Redwood City CA 94065  
(650) 924-9222

## Mailing Address

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email: [office@theartofyogaproject.org](mailto:office@theartofyogaproject.org)

the  
art of  
yoga  
project

Nothing Beyond Her Reach

## Annual Report 2014



*Working to end cycles of  
violence and victimization for  
teenage girls involved in the  
Juvenile Justice System*

# Financials

## Statement of Financial Position as of June 30, 2014 [unaudited]

<b>Assets</b>	
Cash and Cash Equivalents	\$ 366,721
Fixed Assets, Net	3,117
	<u>\$ 369,838</u>
<b>Net Assets -Unrestricted</b>	<u>\$ 369,838</u>

## Statement of Activities for the Year Ended June 30, 2014 [unaudited]

<b>Revenue</b>	
Contributed	
Foundations and Corporations	\$ 132,431
Individuals	87,721
Public Funding	121,710
Other	9,895
	<u>351,757</u>
Earned	
In-Kind	6,761
	14,385
	<u>\$ 372,903</u>
<b>Expenses</b>	
Program Expenses	\$ 325,231
Management and Administrative Expenses	61,169
Fundraising Expenses	17,094
	<u>\$ 403,494</u>
<b>Total Decrease in Net Assets</b>	\$ (30,591)
<b>Net Assets, Beginning of Year</b>	400,429
<b>Net Assets, End of Year</b>	<u>\$ 369,838</u>

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

Tax ID Number: 20-2448697

The Art of Yoga Project would like to recognize all of our dedicated yoga instructors, art & writing educators, mentors, ambassadors, Advisors and Board of Directors — many whom generously donate their time, expertise, and talent to this work.

## Major Contributors July 1, 2013 - June 30, 2014

### \$10,000 and above

Carrie Anderson Family Fund  
May and Stanley Smith Charitable Trust  
Nancy & DuBose Montgomery  
van LöbenSels/RembeRock Foundation  
Yoga Dana Foundation  
YWCA of the Mid-Peninsula Donor Advised  
Fund of The Women's Foundation of CA

### \$5,000 to \$9,999

Dede & Mike Barsotti  
Carla Culbertson & Scott Greenberg  
The Caw Foundation  
Charter Oak Foundation  
Jennifer H. Friedman  
Intrepid Philanthropy Foundation  
The Isabel Allende Foundation  
Peery Foundation  
Santullo Family Fund, Silicon Valley  
Community Foundation  
Valerie Beth Schwartz Foundationn

### \$1,000 to \$4,999

Pam & Tom Adams  
Rebecca & John Bara  
Michelle Cale & Duncan Greatwood  
Lydia Callaghan & Adam Weiss  
Anne & Terry Clark  
The Diakonos Foundation  
Frances and John Morse Charitable Fund  
Deborah Justice  
Kathryn J Hallsten  
The Kirk Family Charitable Fund  
Haig Kouyoumdjian  
Leo Buscaglia Foundation  
lululemon athletica  
Ed Massey  
Lisa Pedersen & Jorgen Smidt  
Julie & Robert Riccomini  
Shannon B Rossi  
Sophie And Arthur Brody Foundation  
Steven & Michele Kirsch Fund  
The Steven B. Achelis Foundation  
Kathleen and John Sweazey  
Frances & Peggy Thompson  
W. Bruce Cook and Mary Louise  
Cook Foundation  
Yoga@Cindy

### \$300 to \$999

Liza Baskind  
Center for Spiritual Enlightenment  
Martha Chamberlain  
Becky Chambers  
Connie and Bob Lurie Foundation  
Tench and Simone Otus Cox  
Suzanne Delbanco  
Barbara Dehn & John Alfano  
Hayley Ditzler  
Donald & Virginia Fitton  
Franklin P. Johnson  
Nicole Garratt & Eric Schulman  
Julie & Michael Greicius  
Amy Kacher  
Rich Kelley

### \$300 to \$999 (continued)

Teresa Lobdell  
Karen Lott  
Maritza  
Traci Mason  
Angela McConnell  
Kathy McGlynn  
Christina McLeod Murray  
Azadeh Moini  
Annelise Cooney Mora  
Anne O'Brien  
Lymne Olson  
Barbara Ostby  
Wesleigh Roeca  
Mary Rouleau  
Carolyn & William Schmarzo  
Sofia University  
Lucy Stapleton  
James Struble  
Patricia Tobin  
Unity Palo Alto Community Church  
James Forbes, Urban Properties  
Teri and Mark Vershel  
Cheryl Volckmann  
Jackie Weill  
Nancy & Jeffrey Yu  
The Zingale Living Trust

### In Kind Donations

Rebecca Bara  
William Brown  
A. Claudia Eads  
Joey's Corner  
Michele Kirsch  
Giselle Mari  
Martin Ranch Winery  
Deri McCre  
Annelise Mora  
National Charity League-  
Saratoga/Los Gatos  
OceanaFit Yoga  
John Rettger  
Marita Seulamo-Vargas  
Kim Shetter  
The Sobrato Family Foundation  
Vibe Yoga Studio  
YogaSource Palo Alto  
Liza Zassenhaus



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



Dear Friends,

During the past year, The Art of Yoga Project served over 600 teen girls in our community by providing age-appropriate, gender-responsive and culturally sensitive rehabilitative services through an intervention that combines yoga and creative arts.

Our therapeutic programs help heal at-risk, incarcerated and exploited teen girls. Many of the girls that we work with have experienced severe and chronic trauma. Our circle of supportive peers and women elders is especially effective in building trust among young women with histories of physical, sexual and emotional abuse.

Our outcomes range from short to long-term, simple to profound. In the short term, we mitigate the harsh environment of incarceration and the unfamiliar and complex circumstances in which a girl finds herself. She is alone and afraid—broken in body, mind and spirit—and we provide consistent, caring and mature support. Secondly, with proven sensory integration and self-regulation techniques we are healing the dysregulation in the girls' nervous systems caused by severe, developmental trauma. Finally, we are providing concrete tools for self-awareness, self-respect and self-control for life-long accountability, positive decision-making and wellness.

Through your support, this innovative program is bringing girls a life-long discipline of yoga and creative expression to guide them toward accountability, well-being, fulfillment and joy.

We are so grateful for the generous and consistent support of our community. Thank you for a wonderful year—for believing in our girls and championing our work. Namaste!

With deep gratitude,

*Lisa Pedersen*

Lisa Pedersen  
Executive Director