

Breathing Space Yoga & Mindfulness Studio

2018 Annual Report

January 3, 2019

Many thanks for your support and interest in supporting Breathing Space in 2018. I wanted to update you on what has happened over the past 12 months, our first full year of operations, and what is planned for 2019. There is a financial year-end report attached to the end of this report.

In the Studio in 2018 –

Classes & Workshops

- Six weekly yoga classes
- Four types of classes offered:
 - Gentle (2x)
 - All-levels Flow (2x)
 - Rest & Restore
 - Intermediate Flow
- Two Mindful Eating Class Series (March and September)
- Workshops
 - Let Your Yoga Dance
 - Kids/Family Yoga
 - Moving Inside Out
 - Spring Detox
 - Yoga for the Solstice
 - Intro to Yoga
- Weekly meetings of Holyoke Mens and Womens Mindfulness Groups

Memberships

- Established two Membership levels: Regular (\$28/month) and Premium (\$40/month)
- Membership growth from 8 members in 2017, to 25 members at the end of 2018
- Three participants on public benefits supported for free memberships
- Launched 2019 Member Promotion – pay for five months, get sixth month free

The Studio Environment

- Creation of Studio shop for yoga supplies. Filed for sales tax license. \$213 in sales for 2018 (shown as donations in financial statement).
- Set up brochure table for addiction recovery support
- New speaker for yoga class music

Website

- Integrated Acuity Studio scheduling software
- Re-launched the Unwind Be Kind blog
- Added teacher bios and pictures
- Created Anti-discrimination, privacy, and revised Studio policies

Celebrations

- Celebration/Fundraiser for one-year anniversary June 7
- Members Holiday party Dec 11

Studio Owner Activities

- Attended “Work that Reconnects” workshop with Dr. Joanna Macy, February 2018
- Completed Prison Yoga Project training April 2018. Member of PYP Massachusetts chapter
- Traveled for two writing retreats July and October 2018
- Substantial work completed on book: “Embodying Recovery: How to Overcome Addiction, Restore Balance, and Enter the Stream of Life.” Forthcoming in 2019
- Upgraded yoga teacher certification to “Experienced” E-RYT, marking 1000+ hours of teaching

In the Community in 2018 –

Breathing Space continued to serve and make contact with addiction recovery centers and Hampden County Sheriff’s Department facilities in 2018. The focus of outreach continues in those two areas – those in recovery and incarcerated individuals. Continual outreach to yoga teachers who could also teach community classes has provided good community, but limited placements so far. Also, searching for bilingual Spanish/English yoga teachers continues.

Recovery Centers & Jails

- 50-70 Individuals offered free yoga classes per week
- 5-7 contact hours per week at 6 facilities
- 100+ miles donated per week for community classes
- Donation of blocks and mats to the Prerelease Center
- Donation of mats to the Northampton Recovery Center
- Creation of the Breathing Space Trauma-Informed Yoga guidelines, used at all volunteer sites

Cash Donations Made

- Nueva Esperanza
- Paralyzed Veterans Association
- Valley Students for Gun Control
- Providence Services for the Needy
- Yoga Service Council

Outreach sites

- Providence Hospital – Intensive Outpatient Program (1x per week)
- Providence Hospital – Clinical Stabilization (1x per week)
- Hampden County Prerelease Center (1x per week)
- Northampton Recovery Center (occasional)
- Western Mass Regional Womens Correctional Center (“Chicopee jail”, 1 weekly class)
- Hope for Holyoke Recovery Center – (1x per week)

Activism

- March for Our Lives, March 24
- Liberate all Families, June 29
- Pittsburg Memorial, Nov 7

Financial Statement 2017 & 2018

Breathing Space Inc.

STATEMENT OF ACTIVITY

January - December 2018

	TOTAL	
	JAN - DEC 2018	JAN - DEC 2017 (PY)
Revenue		
4000 Donations	6,418.98	2,123.00
4500 Government Grants		11,281.36
5060 Program Service Revenue	9,598.06	2,154.00
6810 Other Revenue	1,630.91	856.12
Total Revenue	\$17,647.95	\$16,414.48
GROSS PROFIT	\$17,647.95	\$16,414.48
Expenditures		
7540 Professional Fees	1,351.56 ↓	712.69
8010 Occupancy	↑ 11,964.00	6,979.00
8110 Supplies	2,852.46 ↓	6,230.16
8130 Telephone, Telecommunications	666.69 ↓	1,189.89
8210 Printing and Copying	843.02 ↓	1,897.96
8310 Travel	431.61 ↓	1,059.78
8570 Advertising/Promotional	436.37 ↓	
8590 Other Expenses - Refunds & Reimburse	111.07 ↓	389.48
9300 Charitable Contributions	467.00 ↓	639.81
Uncategorized Expense	328.96 ↓	50.00
Total Expenditures	\$19,452.74	\$19,148.77
NET OPERATING REVENUE	\$ -1,804.79	\$ -2,734.29
NET REVENUE	\$ -1,804.79	\$ -2,734.29

Notes on Financial Statement

- The two columns compare 2018 results (full year, left) and 2017 results (7 months, right).
- In 2017, we received a government grant for approximately \$7,500, matching \$7500 in donations (\$11,281.36 plus the Donations line, minus service fees). That amount has been almost replaced by Program Service Revenues (classes and workshops) this year, \$9,598.06.
- While Occupancy increased due to 12 months' rather than 7 months' of rent, almost all other costs were reduced after our 2017 startup year.
- There is a -\$1804.79 deficit for this year. The trend on Program Service Revenue is strong, and already 4 new members have come on board for 2019.
- Financial goal for 2019 is to reach breakeven in our second full year of operations. To run a surplus would allow for an expanded class schedule among other possibilities.