

Breathing Space Yoga & Mindfulness Studio 2019 Annual Report

The big news for 2019 is the establishment of the [Seed to Flower Fund for Yoga Service](#), which will generate mini-grants to pay yoga teachers for work in prisons and addiction recovery centers. The Fund will grow through studio profits, fundraisers, and private donations. By end of 2019, the fund has reached its \$10,000 initial goal, and will begin offering mini-grants in 2020.

The Studio in 2019

Classes & Workshops

- We expanded our weekly yoga classes this year to 7
- We offered “Foundations of Mindfulness” in Fall 2019, by donation
- We had the following workshops in 2019:
 - Intro to Yoga (offered twice)
 - Yoga for Back Pain
 - Alignment Yoga
 - Mindful Eating (offered twice)
 - Let Your Yoga Dance for Kids/Families
 - Gay/Trans Yoga & Meditation

Fees & Monthly Subscriptions

- We increased monthly recurring from 25 to 29 people at end of 2019
- We restructured the monthly subscriptions to 4 classes/month (\$28), 8 classes/month (\$40), and Unlimited (\$48) levels
- We established class passes for 5- and 10-class discounts
- Drop-in fee remains \$10

Teachers

We grew from **one** regular teacher (Dori) to **five** (Lorrie, Johanna, Michael, and Lois). A variety of teachers offers participants a chance to learn different aspects and approaches to yoga. Michael is supporting our Mindfulness class offerings, which allow participants to study and practice in community, with a view to establishing mindfulness as a lifelong practice. Both Dori and Michael donate their teaching time.

In December, Angelica Lopez approached us to offer yoga classes. She is just completing her 200-hour training in January. Angelica offered a class to a few folks in early December. We hope she will come on board to teach a weekly class in 2020.

The Studio Environment

- Added black bolsters to support Restorative classes
- Expanded Studio Shop to include recycled and new yoga clothes and gifts (\$5-\$25), in addition to yoga accessories (socks, eye pillows, etc.). Added lighting, display crates & hanging racks
- Created community wall display with images of classes, teachers, etc.

Website

- Moved to Tula yoga studio software for enhanced features – reporting, retention of members
- Expanded Unwind Be Kind© blog

- Increased activity on Instagram and Twitter accounts
- Set up Shopify store and card processing for online store sales
- Established the Western Mass Mindful Eating Community private Facebook group

Celebrations & Fundraisers

- Summer Solstice two-year celebration
- October fundraiser/clothing bazaar for the Seed to Flower Fund, netting \$1334 for the Seed to Flower Fund
- Two birthday fundraisers for the Seed to Flower Fund, netting \$400+

Outreach in 2019

Breathing Space continued to serve and make contact with addiction recovery centers and Hampden County Sheriff's Department facilities in 2019. The focus of outreach continues in those two areas – those in recovery and incarcerated individuals. Sites include:

- Western Mass Wellness and Recovery Center (“Mill Street”)
- Prerelease Center in Ludlow
- Western Mass Regional Women's Correctional Center (“Chicopee Jail”)
- Also:
 - Yoga session during the first Mindfulness Retreat Day at the Main Institution (“Ludlow jail for men”) in January (Dori)
 - Info session on Recovery Yoga at Mill Street in December (Johanna)
- The [“Yoga in Jail” feature](#) ran in the Valley Advocate on June 19, 2019

Recovery Centers & Jails

- 50-70 Individuals offered free yoga classes per week
- 5-7 classes per week
- 100+ miles donated per week for community classes

Donations Made

- Donation of \$108 to El Corazon banner project for the Puerto Rican Cultural Corridor on Main Street
- Donations of clothing from the October Fundraiser to Enlace de Familias, St. Jude Clothing Pantry, and Womanshelter
- Donation of yoga mats to the Chicopee Jail
- Donation of yoga mats to Mill Street
- Donation of \$4,211 to the Seed to Flower Fund for Yoga Service

Financial Statement 2019 (compared 2018)

Breathing Space Inc.

PROFIT AND LOSS

January - December 2019

	TOTAL	
	JAN - DEC 2019	JAN - DEC 2018 (PY)
▼ Income		
4000 Donations	5,205.73	6,418.98
5060 Program Service Revenue	17,622.59	9,598.06
6810 Other Revenue	0.97	610.99
Refunds Received	663.83	623.38
Sales of Product Revenue	309.36	
Total Income	\$23,802.48	\$17,251.41
GROSS PROFIT	\$23,802.48	\$17,251.41
▼ Expenses		
7540 Professional Fees	2,306.00	955.02
8010 Occupancy	12,413.50	11,964.00
8110 Supplies	3,637.40	3,158.56
8130 Telephone, Telecommunications	1,233.38	666.69
8140 Postage, Mailing Service	55.05	
8310 Travel	6.00	431.61
8570 Advertising/Promotional	336.83	973.29
8590 Other Expenses - Refunds & Reimburse	20.01	111.07
9300 Charitable Contributions	4,319.64	467.00
Taxes Paid	43.31	
Uncategorized Expense	192.00	328.96
Total Expenses	\$24,563.12	\$19,056.20
NET OPERATING INCOME	\$ -760.64	\$ -1,804.79
NET INCOME	\$ -760.64	\$ -1,804.79

Notes on Financial Statement

- The two columns compare 2019 and 2018 results
- Class fee income (“Program Service Revenue”) increased from \$9,598 to \$17,623
- Sales of product revenue (from the Store) was \$309
- Advertising costs decreased due to learning what works
- Charitable contributions to the Seed to Flower Fund were (\$4211)
- Supplies cost remained steady
- Professional fees of \$2306 reflect the Studio’s ability to now pay other yoga teachers, expanding our offerings
- Rent increased (“Occupancy”) from \$987 to \$1057 per month
- Internet, website, and studio software costs (“Telephone, Telecommunications”) increased
- There is a -\$761 deficit for this year (which is less than half the deficit in 2018)