



YOGA ALLIANCE

ANNUAL REPORT

2020-2021



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Letter from

BOARD CHAIR

KERRY MAIORCA



As I write to you in my last year as the Yoga Alliance Board Chair, a position I have been honored to serve in for the past five years, I find there is no easy way to talk about the challenges of 2020 and 2021. The extensive losses experienced during these years in families, communities, health, finances, and so much more are difficult to heal. And yet, there is a simple comfort in knowing we can all refuel and rejuvenate as often as needed by reconnecting: with yoga, with ourselves, and with each other.

Like the practice itself, the service provided by Yoga Alliance members and yoga

professionals around the world has evolved in unexpected and surprising ways—perhaps the most meaningful of which occurred during the past two transformative years. As we all continue to wade through the unknowns propelled by the COVID-19 pandemic, social injustices, and global inequities, I want to remind you of the power within you and the practice you teach. As a studio owner, I've witnessed immense gratitude and healing in yoga students, whether practicing in-person or online, as well as the many immeasurable gifts yoga provides to individuals and communities alike. It is imperative that we as yoga leaders and advocates do not lose sight of our shared purpose of bettering the world through yoga, and find the comforts we can in knowing change is the only real constant.

Three years ago, Yoga Alliance and the Yoga Alliance Foundation embarked on a new

multi-faceted and action-oriented strategic plan designed to bring our vision to life: elevating our collective well-being and human consciousness through yoga. The map we laid out for ourselves in 2019 has had to evolve in response to the times, and with each adaptation we made we've kept the priorities of our members at the forefront while contemplating how such changes will affect the broader yoga community. We believe it is the ability to adapt, to break out of old patterns, and to create new more effective pathways that measure our success as an organization. Most importantly, our destination and intended impact remain the same: fostering quality, safe, accessible, and equitable yoga teaching and education for everyone, everywhere. Thank you for walking this road with us, and we look forward to all that lies ahead.

Moving forward, I am pleased to share that Jo-Ann Bance will

be serving as the new Board Chair. It has been an honor to work alongside her since she joined the board two years ago. Jo-Ann's intelligent, inclusive, and discerning approach as well as her enthusiasm for diving in and getting things done will be so impactful in this next phase of the board's work. I'd also like to express my sincere gratitude and appreciation for the incredible Yoga Alliance and Yoga Alliance Foundation staff—their dedication to yoga, their creativity, and their commitment to serving our community continually inspires. To our fearless President and CEO Shannon Roche—thank you for your leadership, partnership, big vision, and incredible ability to adapt in a beyond challenging time. Here's to the continuing evolution of yoga, and of Yoga Alliance.

With gratitude,

Kerry

INCOMING BOARD CHAIR



JO-ANN BANCE

**E-RYT 200, RYT 500, YACEP,
BBA, MHRM | ALBERTA, CANADA**

Jo-Ann Bance's yoga journey began with her first yoga class in 1999 during which she felt an instant knowing that there was so much more to learn. In 2013, Jo-Ann completed a 200-hour yoga teacher training program, leaving with an even greater knowing of what was still left to discover. Having graduated from a 300-hour training, she has been teaching ever since, finding opportunities to practice, teach, and grow via a student of yoga.

Jo-Ann has a Bachelor's Degree in Business Administration and a Master's in Human Resource Management. She has worked in various senior management roles for both government and post-secondary institutions. Jo-Ann has over 20 years of experience as an administrator, which is combined with her solid financial and human resources background.



Though these are difficult times, yoga and its teachers have remained a beacon of hope and peace for many—certainly for me, personally. There is a light at the end of this strange and scary tunnel, and it is yoga. It is the breath. It is community, unity, and love.

Letter from

PRESIDENT AND CHIEF EXECUTIVE OFFICER

The years of 2020 and 2021 were difficult.

We faced the global COVID-19 health crisis, the racial reckonings sparked by George Floyd's murder, ongoing political polarities, and collective isolation. During this time, we have been challenged to find new, perhaps more emotionally satisfying ways to say: this was hard. It is still hard.

It is impossible and untrue to reflect on these past two years without first grounding into this reality—and yet—Yoga Alliance and the Yoga Alliance Foundation witnessed some incredible things.

We saw members and the entire yoga community center themselves in the principle of ahimsa (non-harm)—seeking just and safe ways to widen access to yoga's important lessons of unity and love while remaining grounded in education and understanding. We saw communities find innovative, inspiring ways to come together, pivoting to accommodate physical-distancing regulations and developing new ways to share the practice. And, we heard the loud and clear call for us as a member-based nonprofit association to reimagine our role in providing support for yoga teachers, schools, and the communities they serve.

We asked the community, "What do you really need?" and we asked ourselves, "What can we do differently and better?" With this, a few clear answers and themes emerged.

First, to truly live into our values and foster the quality, safe, accessible, and equitable yoga our mission promises, we must embrace internal equity education and reflection; and take appropriate action to acknowledge and dismantle the structures that perpetuate white supremacy. This includes working with leaders in the field of equity to better understand how and

"We must embrace internal equity education and reflection; and take appropriate action to acknowledge and dismantle the structures that perpetuate white supremacy."

where power and privilege exist in our organization and therefore reverberate throughout our work in the yoga community. As we continue this journey of education and self-reflection, we are growing a deeper understanding of biases, discrimination, and inequities within Yoga Alliance, yoga and wellness spaces, and the world. This work is never ending, and we ask the community to commit to joining us in holding ourselves and one another accountable.

Second, we need to continue to invest in the yoga community—putting real dollars where our heart is—to help forge strong foundations from which yoga can reach everyone, regardless of geographical location, race, gender, age, ability, and all lived-experiences and backgrounds. Over the past two years, this included more than \$15 million contributed to key initiatives, including COVID-19 relief and recovery through the Yoga Alliance Foundation, equity in yoga, ongoing advancements in yoga teacher training

standards, and the many other initiatives detailed in this report.

And lastly, our standards needed to evolve. In 2018, the 18-month member-driven Standards Review Project served as a catalyst for some major changes within Yoga Alliance, including the creation of Elevated Foundational Registered Yoga School (RYS) 200 standards, a strengthened application and review process; and activating the shared member-wide Ethical Commitment. Given the omnipresent impacts of COVID-19 and natural shifts in the way of life for yoga professionals and beyond; we are committed to regularly evaluating our standards to ensure they accommodate the modern landscape now and in the future. Over the past two years, this has meant adapting standards for the online environment allowing for yoga teachers and schools to take their programs online. Also, key up-leveling timelines for RYS 200s and their Lead Trainers have been extended while Yoga Alliance standards undergo the necessary adjustments to ensure they serve today's specific needs.

Though these are difficult times, yoga and its teachers have remained a beacon of hope and peace for many—certainly for me, personally. There is a light at the end of this strange and scary tunnel, and it is yoga. It is the breath. It is community, unity, and love.

To the yoga educators, leaders, students, and communities continuing to serve day-in and day-out in the name of balance and harmony—thank you.

Yours in yoga,



FOR YOU AND FOR YOGA

Our work is rooted in the history and tradition of yoga practice.

In service of the powerful impact yoga can have on individual and communal health and wellbeing, Yoga Alliance and its Foundation envision a world in which all people can realize their greatest potential through the teaching and practice of yoga.

As the largest non-profit association serving the global yoga community, Yoga Alliance not only seeks to advance the evolving profession of yoga teaching but demonstrate the powerful impact yoga can have in making the world a better place.

UNITED IN THIS SHARED VISION, YOGA ALLIANCE AND ITS FOUNDATION:

- Build and engage with the yoga community to create mutually supportive relationships with and among members
- Invest in and support public outreach and education to communicate the benefits of yoga and the value of high-quality yoga teaching
- Broaden awareness of and provide tools to surface and reduce barriers to yoga, especially among historically marginalized communities
- Address outside regulations to reduce external restrictions that limit access to yoga, and
- Continue to mature and strengthen the organization's capabilities to meet the evolving needs of the yoga community while also providing respected credentials and resources that enable schools and teachers to learn and grow





Vision

Yoga Alliance and Yoga Alliance Foundation envision a world in which our collective wellbeing and human consciousness is elevated through equitable access to high quality teaching and practice of yoga.



Yoga Alliance

Mission

Yoga Alliance advances the evolving profession of yoga teaching and broader connected community of students, individuals and businesses through supporting the professional growth and development of yoga schools and teachers.

Yoga Alliance Foundation

Mission

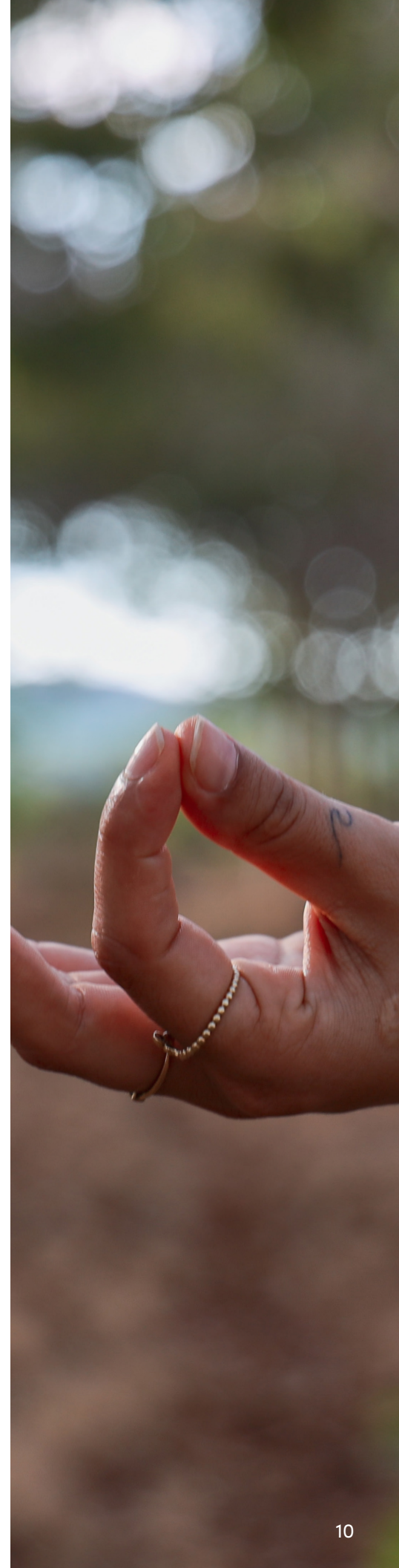
Yoga Alliance Foundation leverages yoga for social impact, and fosters an expansive, accessible, and equitable yoga community.

GROUNDING IN YOGIC VALUES

Yoga Alliance's values operate as a guiding compass and moral lens through which the organization serves.

As part of the organization's vision of equitable access to the healing benefits of yoga, Yoga Alliance understands its responsibility in practicing Svādhyāya (self-study) and Satya (truthfulness). By listening and learning from the community and diversity, equity, and inclusion experts, Yoga Alliance holds steadfast to its commitment to the values of unity, equity, seva, integrity, and inquiry.

Yoga Alliance and its Foundation are committed to engaging in collaborative dialogue and spearheading initiatives to drive progress to make yoga more equitable, inclusive, accessible, and diverse nationally and worldwide. This important work and its impact in the United States are highlighted throughout with Program Spotlights.





Unity

We believe the essence, study, practice, and teaching of yoga is a holistic system of growth and wellbeing for individuals and communities. In this spirit, we celebrate the vast richness of yoga's roots amongst its many lineages and traditions.



Seva

We approach our work in the yogic spirit of service and support yoga teachers' efforts to do so, too.



Equity

We strive to foster a more equitable yoga community and commit to surfacing and reducing barriers to safe and accessible teaching and practice for all people.



Integrity

We encourage ourselves and others to be responsible for our thoughts, words, actions, and our impact on the environment, and to remain accountable for ourselves and others.



Inquiry

We actively encourage, invite, and consider new information and remain open to evolving points of view. This is so we can continually improve and grow rather than stand static in pre-existing knowledge and assumptions.

A GLOBAL COMMUNITY



A United Community

A global membership means a global perspective, and Yoga Alliance and its Foundation are committed to addressing the unique needs of yoga teachers, schools, trainees, and practitioners as they embark on their own unique path of learning.

Yoga Alliance's Shared Ethical Commitment sits at the cornerstone of this promise and unites members around shared principles to foster safe and respectful guidelines for the profession of yoga teaching no matter where they are in the world.

It elevates the public's understanding of the yoga teaching profession and signals to the public the commitment Yoga Alliance members have made to building an inclusive yoga community for all.

Yoga Alliance's membership is a diverse community of yoga teachers, schools, and continuing education providers around the globe.

In becoming a Yoga Alliance member, you become a part of an expansive global community sharing knowledge, experience, support, and a movement to better the world through yoga.

COMMUNITY



165*
Countries

* There are Yoga Alliance members in 165 countries around the world

SHARED ETHICAL COMMITMENT

- **Code of Conduct:** outlines proper behavior within Registered Yoga School (RYS) and Registered Yoga Teacher (RYT) programs, classes, and other offerings. Topics covered include active inclusion, respectful student-teacher relationships, consent-based touch, and honesty in communications.
- **Scope of Practice:** clearly defines the role of a yoga teacher, including responsibilities, limitations, and boundaries, such as advising and teaching according to credentials, experience, or abilities.
- **Position on Equity in Yoga:** honors a shared responsibility to a deeper understanding of the inequities within yoga and how they can result in exclusion. This helps us, collectively, build spaces and communities that unite.

LANGUAGE SUPPORT – 2020 LAUNCH

Yoga Alliance now offers member support in Spanish, French, Japanese, Chinese, and English and provides translations for key communications.

NAVIGATING A NEW NORMAL



February 2020

Yoga Alliance launched three major enhancements to standards.

- Elevated Standards underlying the Foundational Registered Yoga School (RYS) 200 credential
- A strengthened application and review process
- The shared member-wide Ethical Commitment, including a Code of Conduct, Scope of Practice, and Position on Equity in Yoga.

April 2020

Yoga Alliance Foundation established an emergency relief fund to support those in the yoga community hardest hit by COVID-19 pandemic.

December 2020

Up-leveling to Elevated RYS Standards put on hold. Lead Trainer up-level requirements put on hold.

March 2020

The World Health Organization (WHO) declares the COVID-19 outbreak a pandemic prompting stay-at-home orders and recommendations for mask-wearing and physical distancing. Yoga Alliance creates online teaching exemption and begins waiving membership fees for those needing support. The organization waived more than \$180,000 in 2020.



October 2020

YA CommUnity launched (see insert for more details)





October 2021

Launched Online Teaching Application with new requirements set to remain active through December 31, 2023



YA COMMUNITY | ONLINE FORUM

October 2020 Launch - 20,051 users

Amid new and extreme social distancing, the YA CommUnity was created to help yoga professionals navigate the pandemic and connect the community from around the world to share information, resources, and experiences; and form personal peer-to-peer relationships that enhance their livelihoods, strengthen professional networks, and inspire yoga teaching and practice. CommUnity is now a cornerstone of Yoga Alliance membership.

September 2021

Updated Yoga Therapy Policy released in collaboration with International Association of Yoga Therapists (IAYT)

December 2021

Yoga Alliance announces that all schools will be required to up-level to the Elevated RYS Standards by December 31, 2023



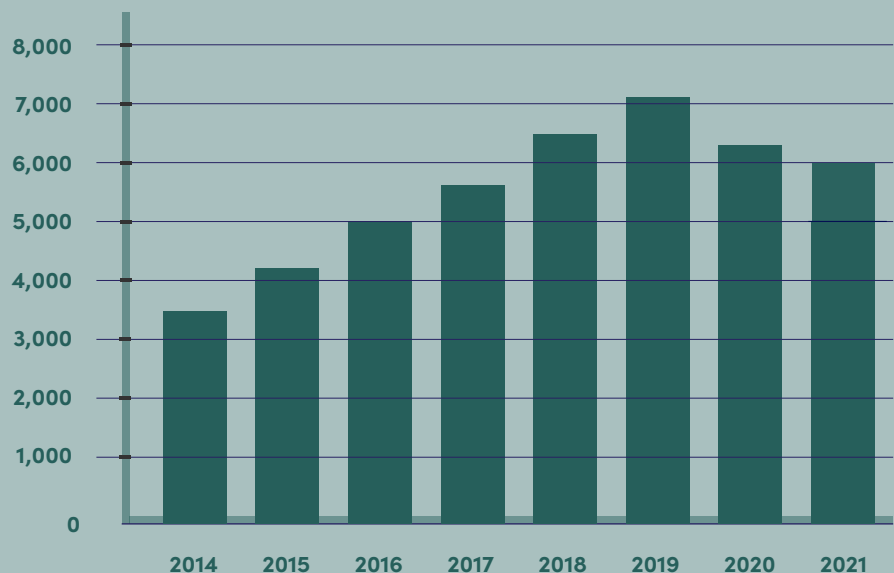


Yoga Alliance offers three types of internationally recognized yoga profession credentials for teachers, schools, and continuing education providers. These credentials serve as markers of high quality, safe, accessible, and equitable yoga teaching, and set Yoga Alliance members apart in the otherwise crowded and growing yoga teaching field.

THE PROFESSIONALIZATION OF YOGA

Registered Yoga Schools (RYSs) and their offerings provide teacher trainees with the foundation for, and pathway to, the professionalization of yoga.

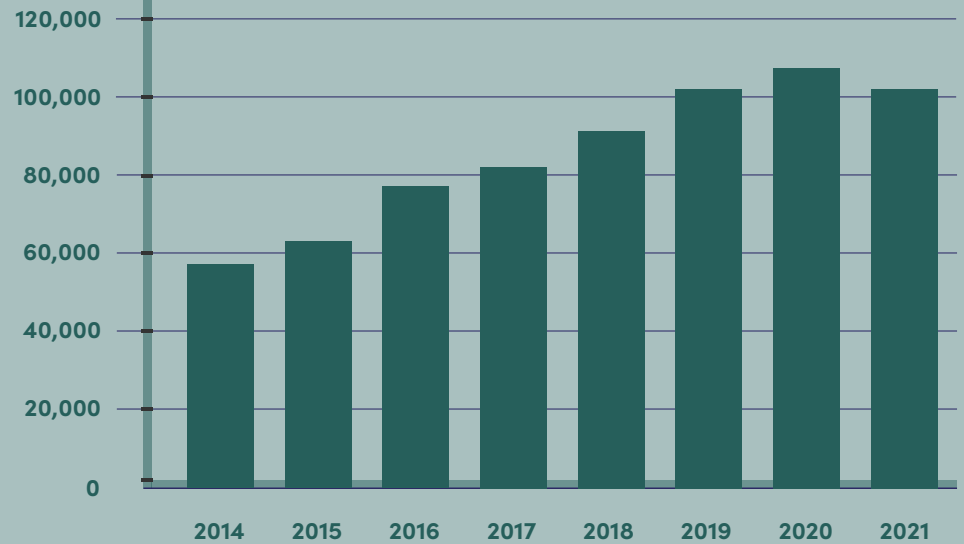
TOTAL REGISTERED YOGA SCHOOLS (RYSs)



TEACHING IN TIMES OF NEED

Throughout the difficulties of 2020 and 2021, the global community perhaps needed yoga more than ever. Thanks to the inspiring commitment and resilience shown by Registered Yoga Teachers (RYTs) and yoga educators everywhere, communities worldwide maintained access to yoga's healing gifts.

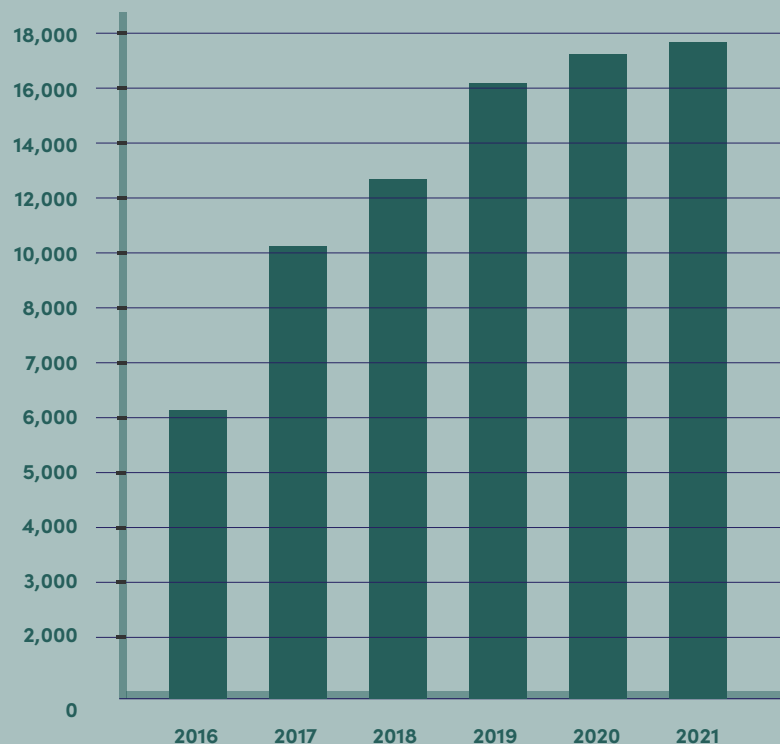
TOTAL REGISTERED YOGA TEACHERS (RYTs)



THE PURSUIT OF EDUCATION

Yoga Alliance Continuing Education Providers provide yoga teachers with thorough experience and competency-based training to deepen their education and understanding of yoga's vast breadth and depth.

TOTAL YOGA ALLIANCE CONTINUING EDUCATION PROVIDERS (YACEPs)



Program Spotlight

TEACHING FOR EQUITY

Teaching for Equity provides financial support, business-building resources, and community connection for yoga teachers serving for little or no pay in communities experiencing marginalization.

In addition to amplifying participating teachers' work and the importance of their service, Teaching for Equity teachers receive continuous support that promotes long-term emotional and mental wellbeing, helping them to maintain their work well beyond the end of the program.

Through their service, participating teachers create meaningful and lasting impact by bringing their communities together and fostering individual and communal health.

This program is made possible with implementing partners Ivy Child International and Synergy Yoga.

25 participants



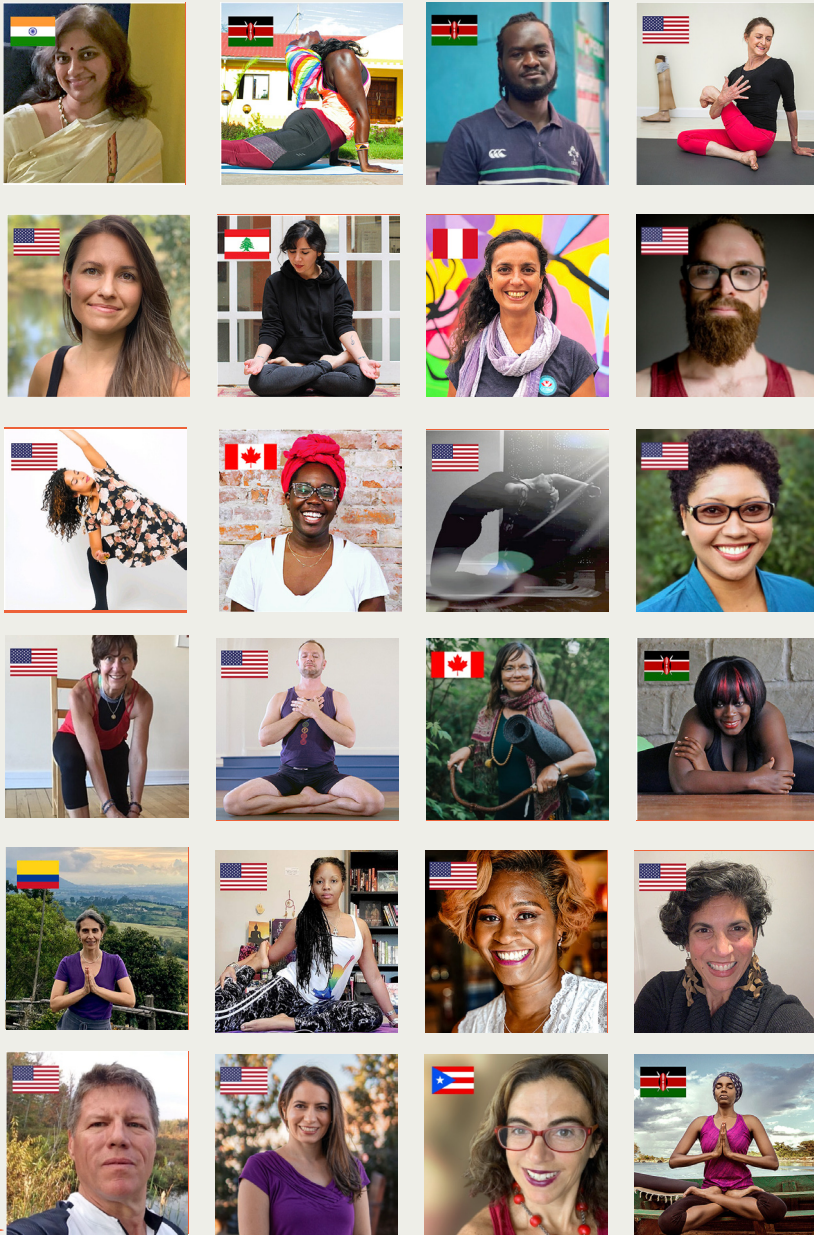
[Teaching for Equity] helped keep my community connected and many students have shared they feel encouraged by my work. Physically, emotionally, physiologically—I feel positive growth happening in me each day."

**– Namurembe Rita Brown:
TFE Inaugural Participant,
Kenya**



250 hours of yoga taught

> 500 students reached



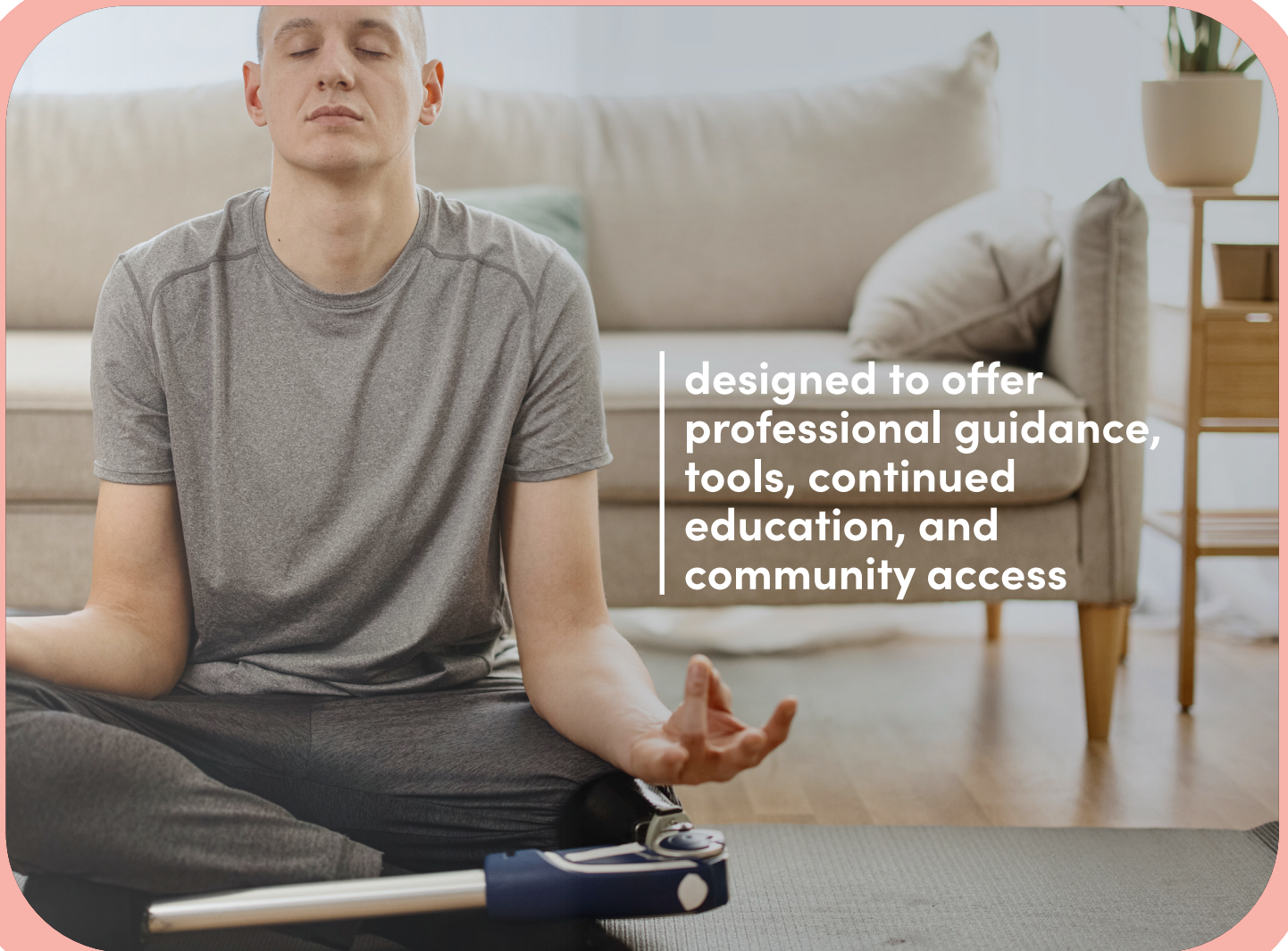
In Memory of Marsha Danzig, 2021 Teaching For Equity Participant, USA:

It is our honor to celebrate the life of Marsha Danzig, founder of Y4A: Yoga for Amputees, who passed away in January 2022 due to COVID-19.

Marsha was a pioneer in her work and a source of inspiration, motivation, mentorship, and education for so many members of the yoga community. She was a leader in yoga for amputees, a Somatic Movement and Dance Kinetics teacher, and wrote several books, including *Yoga for Amputees: The Essential Guide to Finding Wholeness After Limb Loss*, a spiritual memoir of embodiment, *From the Roots*, and *The Tiniest Acorn*, a children's book illustrated by her brother Matthew. Marsha spoke three languages and created the first limb loss yoga teacher training in the world.

We are so grateful for all the ways she led and served in the yoga community, and we celebrate the transformative impact of her work.

Inaugural TFE participants' determination, commitment, and service laid the foundation for the program to grow and the benefits of the practice to spread further across the globe.



designed to offer professional guidance, tools, continued education, and community access

THE BENEFITS OF MEMBERSHIP

Membership benefits support credential holders' yoga professions and personal practices.

They are designed to offer professional guidance, tools, continued education, and community access to help members successfully share quality, safe, accessible, and equitable yoga.

Over
20,000
members

YA CommUnity: A dynamic online forum connecting members from all over the world, helping them to grow their network, enhance their livelihoods, and inspire their teaching and practice.

3 million
views
between 2020-21

The Global Directory: The professional yoga directory, which houses member profiles to help expand their reach, build their network, and become more easily accessible to potential practitioners, students, and employers.

76 discount
partners

Discounts: Yoga Alliance Partners provide members with exclusive discounts and perks on products or services designed to support their yoga practice, profession, and businesses.

500+ total
events

Live and Virtual Events: Events range from continuing education to community building opportunities. Presenters and hosts include noteworthy and world-renowned thought leaders, experts, and community members who provide rich insight, knowledge, and perspectives.

600+ videos
in total

Video Resource Library: A robust virtual library containing educational content, professional guidance, and applicable resources and tools for yoga teaching and training.

20 videos
with hundreds
of supporting
research
papers

Scientific Research and Yoga: An expertly curated library of timely and relevant research on yoga's applications in health, wellness, and disease for members to apply in their teaching, practice, and day-to-day lives.

Yourya.org: A dedicated resource providing the latest and most important association updates, helpful tools, and need-to-know information regarding members' livelihoods, yoga professions, and membership.

CONSCIOUS COLLABORATORS

Yoga Alliance's socially conscious partners provide exclusive discounts and services to members as a means of supporting them in their livelihoods. They operate from and are based in locations all over the world.

Yoga Alliance is extremely grateful to all Partners for their thoughtful collaboration in bettering the lives and work of yoga professionals worldwide.

Business Products & Services

bamboo
Epidemic Sound
FitGrid
Gary Kissiah Law
Gleantap
Groupon
Gymcatch
Instabook
LiveEdit
Marvelous Software
MINDBODY
OfferingTree
ResusciTech
Ribbon
RMCO: Relaxing Music
Strydal
Teachable
Ubindi
vstudio
YAMA Talent
YogiTunes
Zen Planner

Travel & Leisure

Fit Bodies, Inc.
Teaching Vacations
Travel Rewards Program

Apparel, Props, & Gear

Bodynova North America
Buddha Groove
Buddha Pants®
Dudes Yoga
Gaiam
greenyogashop
Grow from Nature
Halfmoon
Hugger Mugger
Integral Yoga Distribution
JadeYoga
Jala
Juru Yoga
lifepro
Manduka
Modern ÕM

Nufoot
OMM YEAH!
OXB Studio
prAna
Sage Moon
Superfit Hero
The Five Clouds
Vertiball
Warrior Addict
Yogateria
Yoloha Yoga

Healthy Living & Wellness

Aeemelia
ALOHA
Asutra
Avazera
Banyan Botanicals
KureTea™
Online-Therapy.com
Scentered
The Five Clouds

Yoga Education & Training

Amanda McKinney
Brain Longevity® Therapy Training
Glo
Kids Yoga Stories
New World Library
The Institute of Yoga Sports Science
VEDAMO
YOGAAnatomy.net
YogaUOnline

Insurance

Alliant Insurance
Catch
Gallagher Insurance
Japan Holistic Healthcare Association



DONORS AND PARTNERS

**To every individual
and organization that
contributed to the Yoga
Alliance Foundation
in 2020 or 2021
— *thank you.***

Your generosity and willingness to act directly supported yoga professionals and their communities through a time of great need. With your help, yoga teachers, schools, and the students they serve were better equipped to navigate the challenges of COVID-19 and established new norms.

2020-2021 DONATIONS BY THE NUMBERS

Special thanks to our Member Benefit Partners!

Partners support the Foundation and collaborate with Yoga Alliance to enhance membership benefit offerings.



\$263,140
in donations received



\$106,159
received from institutional
donors



21,491
member donors



\$156,981
received from individual
donors

Program Spotlight


AWAKENING YOGA SPACES

Awakening Yoga Spaces

Awakening Yoga Spaces (AYS) is a collaborative coalition of yoga and wellness communities committed to diversity, equity, and inclusion in the yoga world and making yoga teacher trainings more accessible to members of the Black, Indigenous, and People of Color (BIPOC) community facing financial barriers.

This year, Yoga Alliance Foundation was honored to award a grant to BIPOC trainees in yoga teacher and yoga therapy programs offered through participating coalition studios, and to support program creators.





“With funding, Awakening Yoga Spaces is able to support rising yoga teachers of color as they raise their critical voices for equitable yoga that serves the community in diverse and inclusive ways. It helps them claim their places in yoga leadership, extending the gifts of yoga that serve them as individuals, and serve others as a result.”

**– Awakening Yoga Spaces creators,
Annie Moyer and Marsha Banks-Harold**

\$25,000

grant supporting 16 AYS scholarships



A GLOBAL HEALTH CRISIS AND MOVING FORWARD

When the COVID-19 pandemic struck, many yoga professionals closed their classroom doors, halting their services completely or moving them online.

In response, Yoga Alliance created resources to meet the needs of its members and the broader yoga community facing unprecedented pandemic-induced stressors.

FORWARD

YOGA ALLIANCE ACTION AND SUPPORT



- Permitted Continuing Education credits to be earned online
- Provided open access to Yoga Alliance's Continuing Education content and live courses
- Extended Elevated Standards and Lead-Trainer up-leveling timelines to Dec 31, 2023
- Established the 2021 Online Teaching Exemption & 2022-2023 Online Teaching Application



- Waived **\$180,000+** in membership fees in 2020
- Waived **\$9,000+** in membership fees in 2021



- Created the COVID-19 resource website, yourya.org

YOURYA.ORG

This website was created in response to and as a resource for timely news, events, tools, and resources pertaining to members' yoga professions and personal lives.

MOST POPULAR TOOLS

- Digital Events Calendar
- Membership Updates
- Anti-racism Resources
- Professional Resources

WARD

307

Workshop and digital event presenters from the global yoga community

181

Continuing Education (CE) courses

145

Presenters that identify as People of Color* or LGBTQIA+

46

Courses regarding social justice, diversity, equity, and inclusion

4

Spanish-language workshops

ELEVATING DIVERSE VOICES IN THE YOGA COMMUNITY



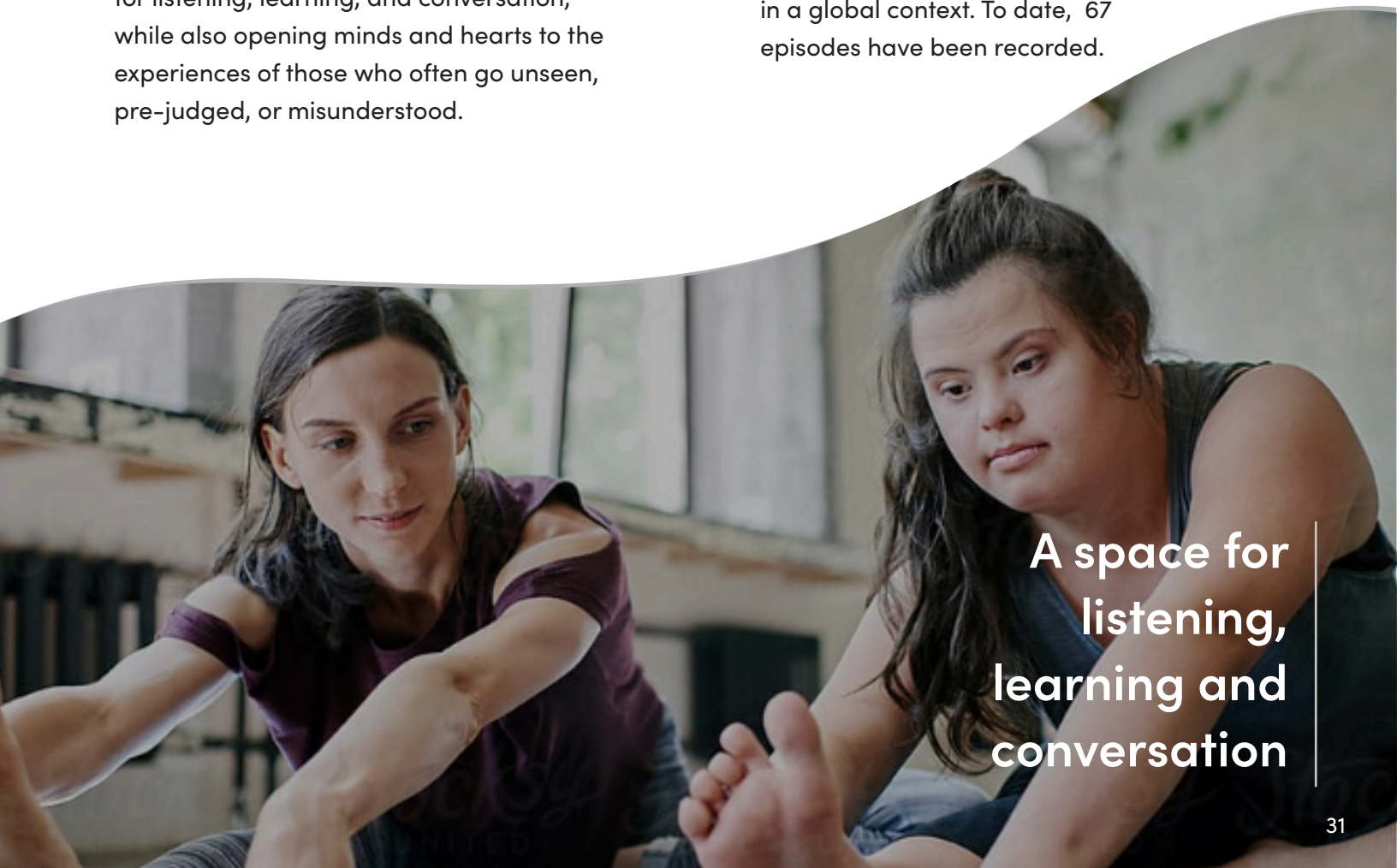
"I DON'T SEE COLOR..." SIX-PART DIGITAL SERIES

Created and hosted by Quentin Vennie, a celebrated wellness expert, motivational speaker, and author. The six-part digital series featured a variety of guests to invite the yoga community into a space for listening, learning, and conversation, while also opening minds and hearts to the experiences of those who often go unseen, pre-judged, or misunderstood.



UNITY IN YOGA PODCAST

Created and hosted by Maya Breuer, Yoga Alliance Vice President of Cross-Cultural Advancement, the Unity in Yoga podcast guides listeners through the teaching, practice, and discussion of yoga in a global context. To date, 67 episodes have been recorded.



A space for
listening,
learning and
conversation

YOGA IS ACTION

YOGA IS CURIOSITY

YOGA IS EMPATHY

YOGA IS INCLUSION

YOGA IS NOW

#AllforYoga

ALL FOR YOGA **NARRATIVE CAMPAIGN:** **CHANGING THE** **PERCEPTION OF YOGA**

We believe the more people practice yoga, the better the world will be.

The #AllforYoga social media campaign was designed to underscore not only the value of yoga for the collective, but also demonstrate how it is a practice for everyone; inclusive of every race, age, gender identity, sexual orientation, ability, lived experience, and lifestyle.

Some of us may be members of Yoga Alliance, some may be yoga teachers, some devout practitioners, and others are just getting started. Though our individual yoga paths may vary, our love for the practice, and our belief in its restorative power, are uniform.

As a community brought together through the union of yoga, we look out for each other, and provide support to those that need it. We encourage, empower, and educate one another, and remain relentlessly optimistic in what we can achieve together. Together, we're **#AllforYoga.**



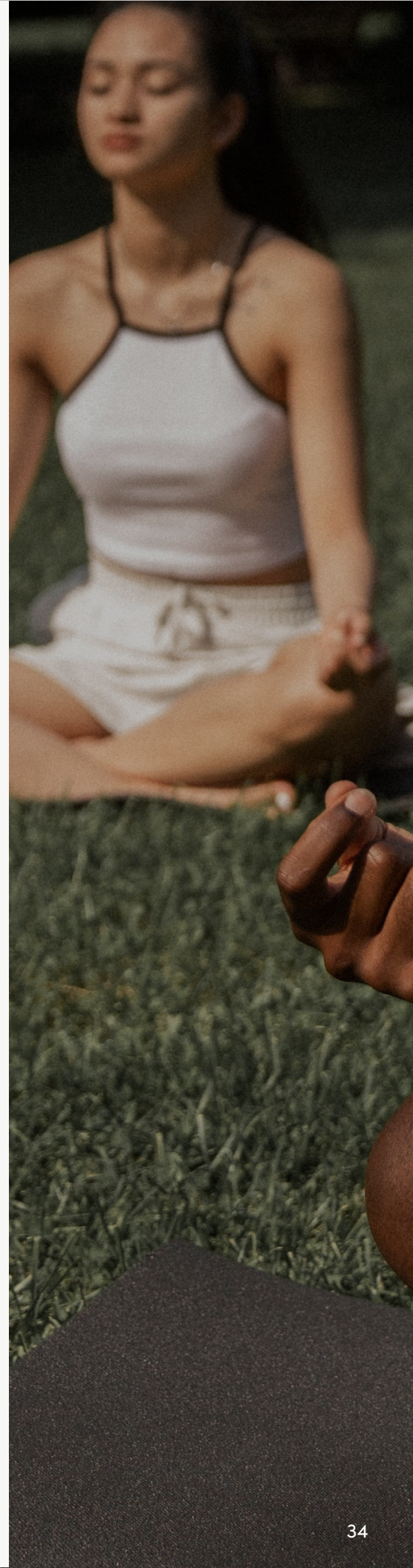
Program Spotlight

BREATHE FOR JUSTICE

Yoga and Mindfulness Youth Training

Research shows that yoga instruction and mindfulness practices can promote young adults' physical and emotional health, while supporting their academic success. Armed with this knowledge, the Yoga Alliance Foundation donated to Breathe for Justice—a Youth Yoga and Mindfulness Teacher Training Program led by Ivy Child International.

Breathe for Justice supports scholarships for BIPOC students to complete a Registered Yoga School 200-hour (RYS 200) yoga and mindfulness teacher training, including a year-long apprenticeship and mentor program. Co-created by those it serves, Breathe for Justice promotes leadership within BIPOC youth and facilitates peer-to-peer learning. It is also a strong example of how yoga can be used to support unique stressors and lived experiences—in this instance, those of BIPOC youth—and as a vehicle for justice, action, and amplifying one's voice.



A young Black man with short hair and a mustache is sitting cross-legged on a grassy field, eyes closed, in a meditative state. He is wearing a white t-shirt and a gold chain necklace. The background is a soft-focus green field.

**The program supports
scholarships for
BIPOC students to
complete a Registered
Yoga School 200-hour
yoga and mindfulness
teacher training**

\$100,000

donated for 100 Breathe for Justice program scholarships



EVOLVING THE YOGA ALLIANCE CREDENTIALS

Since its humble beginnings in 1999, Yoga Alliance has evolved alongside yoga's natural progression to meet the needs of its growing membership and the broader yoga community all while adapting to the modern yogic landscape.

This includes regularly evaluating its standards designed to set the ethical and educational framework for yoga professionals to ensure high quality, safe, accessible, and equitable yoga teaching.

STANDARDS REVIEW PROJECT (SRP)

Beginning in 2018, the community-led 18-month Standards Review Project was designed to provide a detailed summary of the yoga community's teaching and training priorities. It brought together the voices, experiences, and input of thousands via several feedback channels, including:



A **12,000**-respondent survey from **12** countries in **7** different languages



8 working groups



a diverse spectrum of **95** expert advisors



listening tour



series of online town halls

**Learn more about the Standards Review Project at yastandards.com.*

3 MAJOR THEMES EMERGE

1

The credentials must identify and support you as **experts and professionals** who stand for **quality, safety, and equity** in yoga

2

For this to be credible, we must be able to **uphold the credentials with integrity** through enhanced standards and application and review process

3

As a membership association, we need to better **support you** through:

- Continuing our **advocacy work**
- Expanding our **educational resources** and **member benefits**,
- Convening **community-wide dialogues** in support of the field's challenges and growth



ADAPTING TO THE MOMENT

Throughout 2020 and 2021, Yoga Alliance announced significant standards and policy updates.

* Due to radical shifts in the yogic and/or global community's landscape regarding COVID-19, some updates have been delayed or revised.



These changes elevate the baseline for yoga teacher training and build confidence in the quality and safety yoga members are bringing to their communities.



February 2020 release of Elevated Foundational RYS 200 Standards*



Updated Yoga Therapy Policy and reignited collaboration with the International Association of Yoga Therapists (IAYT)



Creation of the 2021 Online Teaching Exemption and 2022-2023 Online Teaching Application allowing RYSs to host programs online while facing lingering COVID-19 impacts



Updating the application process and software to be more inclusive and user-friendly for members and potential RYSs all over the world



Activating the Experienced Teacher Pathway for yoga teachers with extensive teaching and training expertise—outside of Yoga Alliance’s defined credentials—to obtain E-RYT 500 status



PROVIDING SUPPORT FOR COVID-19 RELIEF IN INDIA

In May and June of 2021, India, home to many of yoga's deepest wisdom-drenched roots, suffered a severe spike in the COVID-19 Delta variant. In support, Yoga Alliance donated a total of \$25,000 to relief efforts facilitated by American India Foundation and Global Giving.

Additionally, in honor of International Day of Yoga 2021, Yoga Alliance Foundation created a 24-hour Matching Donation Campaign that contributed to on-the-ground efforts supporting India in its COVID-19 recovery. With the help of the yoga community, this campaign raised a total of \$32,000 that went to three organizations providing grassroots COVID-19 relief in India.

SUPPORTED ORGANIZATIONS

- **Khalsa Aid International:** A humanitarian relief organization specializing in disaster response.
- **Goonj:** An organization that works on poverty alleviation and sustainable development, with specialized attention to marginalized communities.
- **Ivy Child International:** Global nonprofit that partners with systems of education and care to enhance well-being through innovative and culturally responsive programs.
- **American India Foundation:** One of the largest non-partisan American organizations supporting development work in India and committed to improving the lives of India's underprivileged.
- **Global Giving:** A nonprofit that connects donors with grassroots projects around the world.

While the impacts of these organizations are still growing,

here's an overview of how their work has made a difference:



	Over 1,260,000 masks distributed
	1000+ micro recovery grants provided to families in critical need
	377,500+ ready meals distributed
	550+ partner organizations reached
	12,300,000 kgs rations and essentials gathered
	Multilingual educational resources provided for prevention management and wellness strategies

Program Spotlight

EMERGENCY RELIEF FUND

Yoga Alliance Foundation's initial COVID-19 response included the swift introduction of the global Emergency Relief Fund for all yoga professionals worldwide, including Yoga Alliance members and the broader yoga community alike. This fund was created in collaboration with Ivy Child International.

In addition, the Foundation contributed to the Reclamation Ventures Wellness Relief Fund—a program providing monetary assistance to U.S.-based yoga professionals experiencing pandemic-induced need.

remarkable blessing

You don't know how much
this means to me

I was crying and
laughing and singing

funds

My ends will actually reach
this month because of

sincere gratitude.

I got to
you so

A million thank yous

My ends will actually reach
month because of

At last, good news!!

My sincere gratitude.

uch

I dropped to my knees
in gratetitude

such a remarkable
blessing

My heart and mind are in
awe of such a remarkable
blessing

Yes yes yes!!!
I was able to pay my rent!

meet
f you!

At last, good news!!

he funds thank
o so so much!

31

countries served

432

people recieved assistance

\$500,000

total dollars contributed

GROWING COMMUNITY & EDUCATION ONLINE

Yoga Alliance expanded its online workshop programming exponentially to foster community during a time of physical distancing and simultaneously expanded educational opportunities. In total, this resulted in approximately 500 hours of new programming spanning **256 events in 2020** and **233 events in 2021**, respectively.

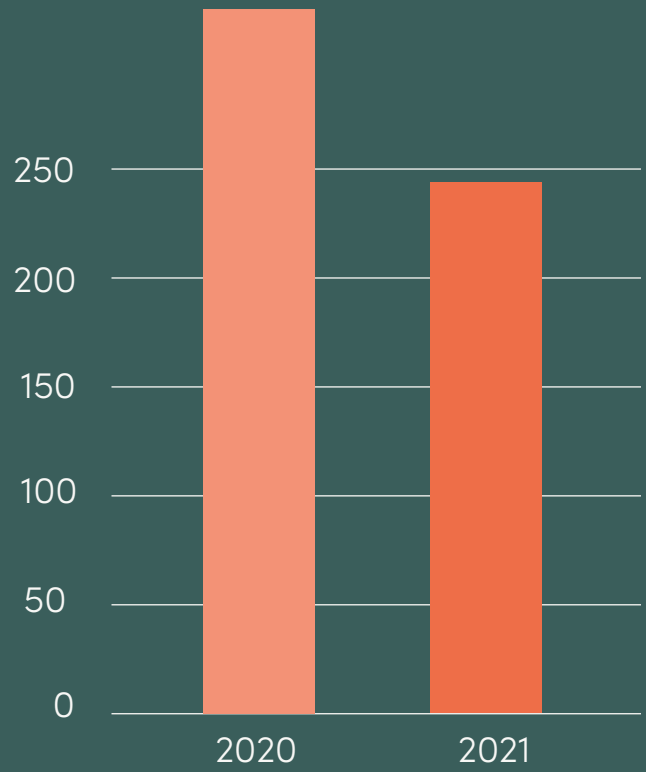
New online events featured hundreds of presenters and special guests sharing unique perspectives and knowledge based on their varied backgrounds and lived experiences.

Online events are now a pillar of Yoga Alliance membership and will continue to grow in service to the members' interests, needs, and educational advancement.

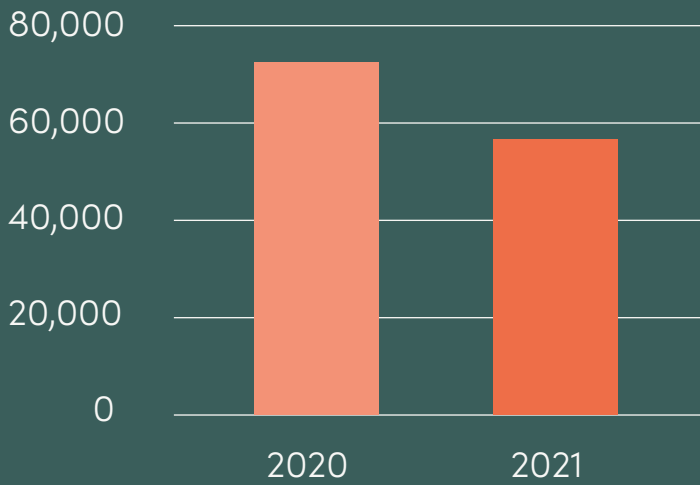
MOST VIEWED AND ATTENDED DIGITAL EVENTS

- Scientific Research on Yoga and Depression | CE Workshop
- All about the SI Joint | CE Workshop
- Iyengar Yoga: Respiratory Health | CE Workshop
- The Anatomy of Yoga Sequencing | CE Workshop
- Kundalini Lineage | Yoga Lineages

TOTAL DIGITAL EVENTS



TOTAL ATTENDEES



GLOBAL CONNECTION, COMMUNITY GROWTH

Throughout 2020 and 2021, Yoga Alliance and Yoga Alliance Foundation’s international reach grew, as did the broader global yoga community. With this, Yoga Alliance launched a new “Building International Relationships” initiative in the spirit of community and commitment to expanding diversity, equity, and inclusion. This work included hosting conversations, events, and opportunities for Yoga Alliance members, thought leaders, and yoga professionals to showcase their work and share stories about their experiences teaching yoga around the world.

INTERNATIONAL GATHERING SANGHAS

Starting in September 2021, Yoga Alliance collaborated with Synergy Yoga to host monthly publicly-available online Sanghas. Sanghas were designed to platform important conversations on the following themes and topics:

- Varied cultural yoga expressions
- Yoga and wellness for community building
- The intersection of wellness work and social justice
- Yoga and wellness throughout the COVID-19 pandemic

INTERNATIONAL GATHERINGS

From July to September 2020, Yoga Alliance held five invitation-only gatherings with guests from 15 different countries. These events helped foster meaningful relationships while supporting Yoga Alliance’s internal efforts to learn more intimately about the varying yoga experiences and perspectives around the world.

COMMUNITY SANGHAS

These public gatherings were created to provide an opportunity for members and others to come together in community during times of social distancing. These conversations included teachers, artists, and leaders from across the spectrum of yoga, mindfulness, meditation, complementary medicine, and holistic health.





-  **International Gathering**
-  **International Gathering Sanghas**



A new way of life calls for

BETTER TOGETHER | EVENT & CONFERENCE SPONSORSHIPS

Throughout 2020 and 2021, Yoga Alliance and the Yoga Alliance Foundation worked in collaboration with supporting organizations to host safe, engaging, and educational events designed to bring people together around important and timely yoga and global community topics.

a new way of gathering

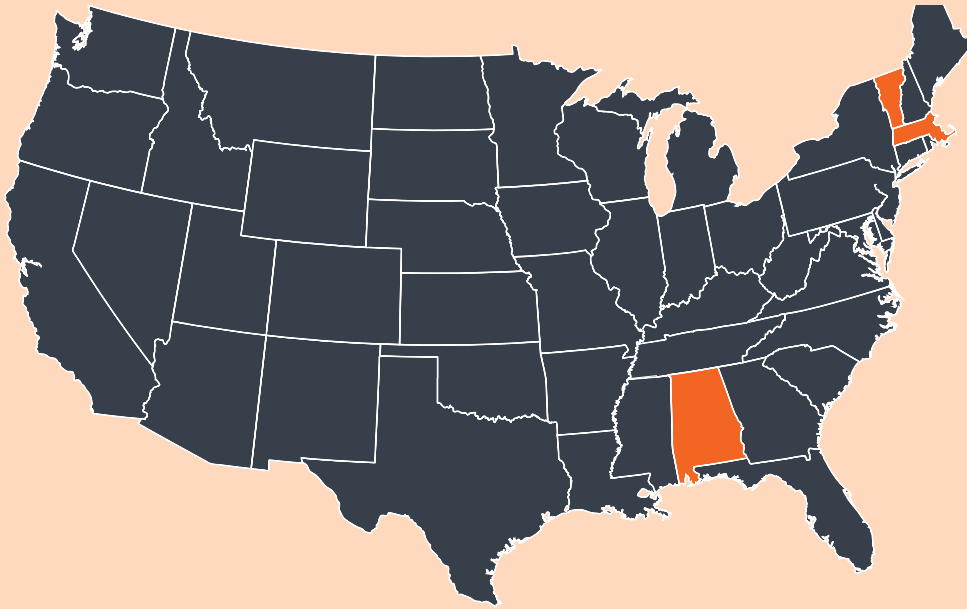
EVENT	SPONSOR	CONTRIBUTION
Evolution of Yoga Summit	Yoga Alliance	\$45,000
Accessible Yoga Conference	Yoga Alliance + Yoga Alliance Foundation	\$6,000
National Kids Yoga Conference	Yoga Alliance	\$5,000
Rhythm of Change: The Belize International Yoga Festival	Yoga Alliance	\$750
SOULFest NYC and DC	Yoga Alliance Foundation	\$10,000
Wellness After COVID: A Yoga & Healthcare Symposium	Yoga Alliance + Yoga Alliance Foundation	\$5,000



SUPPORTING THE COMMUNITY IN PRACTICING YOGA FREELY

Yoga Alliance advocated for the yoga community in the United States on national and state levels where yoga teachers were facing burdensome regulations.

The association used both grassroots Congressional outreach efforts, as well as one-on-one meetings with members of Congress and state legislatures to help achieve its goals; and, when possible, encouraged members to participate as ambassadors for the yoga community at large.



STATES



New Hampshire (WIN)

Helped amend statewide legislation to help yoga teachers avoid costly licensure fees.



Alabama (WIN)

Helped reverse the state's 28-year ban on yoga instruction as an elective activity for public school students.



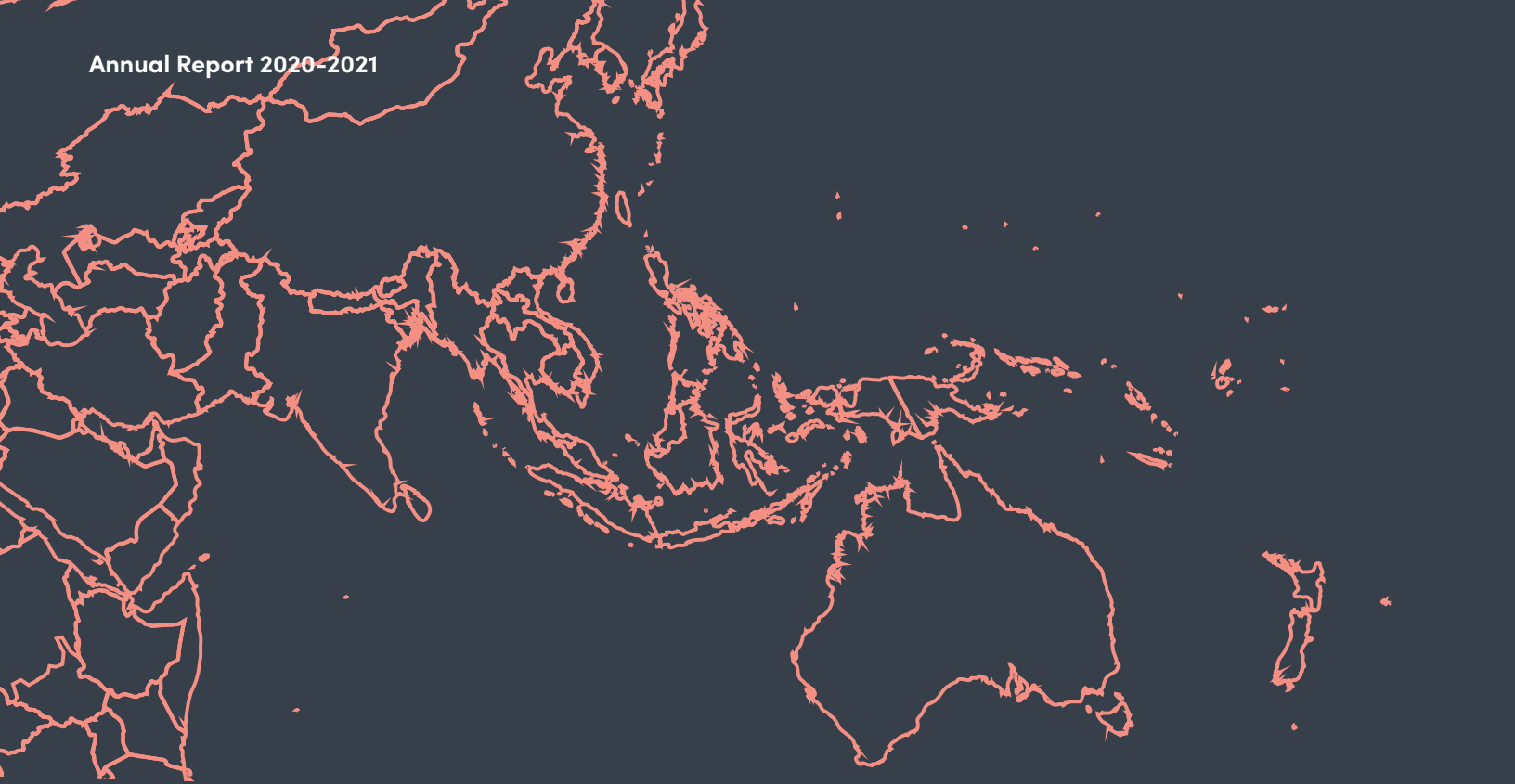
Massachusetts (ACTIVE)

Actively engaged with state legislators and testified at hearings with the goal of exempting yoga from a bill (formerly known as the "bodyworks bill") designed to prevent human trafficking that would unnecessarily require licensure and other regulation of wellness providers.

FEDERAL

COVID Relief (ACTIVE)

Through its advocacy efforts, Yoga Alliance connected the yoga community to their members of Congress via email, hoping to advance the CARES Act, GYMS Act, and other financial relief packages.



YOGA ALLIANCE AND YOGA ALLIANCE FOUNDATION

BOARD OF DIRECTORS

Yoga Alliance and Yoga Alliance Foundation's volunteer Boards of Directors provides strategic direction that advances the livelihoods of yoga professionals across the globe.

Their dedication, wisdom, and energy act as a compass for Yoga Alliance and the Yoga Alliance Foundation in supporting and fostering high quality, safe, accessible, and equitable yoga training and teaching everywhere.

Learn more about the Yoga Alliance Board of Directors at yogaalliance.org/OurBoard



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E-RYT 500, YACEP



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E-RYT 500, YACEP

FINANCIAL SUMMARY

REVENUE AND SUPPORT	2021*	2020	2019
Membership Dues	\$9,075,704	\$9,195,665	\$8,988,459
Membership Fees	\$2,027,949	\$2,307,481	\$2,814,401
Contributions	\$177,215	\$85,926	\$135,153
Investment Income, net	\$950,850	\$789,426	\$1,153,511
Other Revenue	\$69,442	\$1,423	-
Total Revenue and Support	\$12,301,160	\$12,379,921	\$13,091,524

EXPENSES	2021*	2020	2019
Program Services	\$8,022,955	\$8,956,921	\$6,560,349
Supporting Services: Management & General	\$2,432,396	\$1,663,055	\$2,783,037
Total Expenses	\$10,455,351	\$10,619,976	\$9,343,386
Changes in net assets	\$1,845,809	\$1,759,945	\$3,748,138
Net assets at beginning of year	\$14,448,771	\$12,688,826	\$8,940,688
Net Assets at End of Year	\$16,294,580	\$14,448,771	\$12,688,826

*At the time of publishing, the 2021 audited financials were not approved by the Yoga Alliance Board of Directors. We are including this information to provide a more complete perspective of our organization's financials over time. Please note financials presented here may vary slightly from final tax filings. Please check [yogaalliance.org](https://www.yogaalliance.org) for the most up-to-date audited and approved financials and 990 Forms. You can also access Yoga Alliance's tax forms at [guidestar.org](https://www.guidestar.org).

Source: Combined Statement of Activities in the 2020 Audited Financial Statements
For more financial information, visit https://www.yogaalliance.org/About_Us/Financials
2021 Financial Statement will be available later this year

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all for yoga

all for yoga

all for yoga

all for yoga

all for yoga



YOGA ALLIANCE

ANNUAL REPORT

2020-2021



Yoga Alliance earned a **2021 ASAE Power of Associations Award** for its work in supporting the yoga community during the COVID-19 pandemic.



yogaalliance.org