



ANUSARA SCHOOL OF HATHA YOGA

# ANNUAL REPORT 2022

[WWW.ANUSARAYOGA.COM](http://WWW.ANUSARAYOGA.COM)



“

Our Commitment is born  
of an inner awakening!

- Paul Muller-Ortega

## A Message from John Seelye, President, Board of Directors

Dear Anusara Members, Friends, Donors, and everyone else who helped to make 2022 an extraordinary year for the Anusara School of Hatha Yoga-



"Our commitment is born of an inner awakening." And thus we are all drawn to safeguard, to develop, to share and ultimately to go ever deeper with the methods and practices of self inquiry that have already proved so beautifully fruitful. While the activities in the wider world may tend to command our attention

and affect resources, our collective efforts at our own inner awakenings give us each greater flexibility, equipoise and hopefully wisdom for whatever may come our way, individually and collectively.

As a teacher-led organization, we understand what it means to learn, to cultivate greater awakenings and fuller capacities, and to improve at an organic pace. We also understand that our

purpose is to serve our members, teachers, friends and beyond and to facilitate this inner awakening for all.

2022 was a year of growth and maturity for the Anusara School of Hatha Yoga. While the pandemic was forcing us all to shift the ways we engage with one another and creating setbacks for most studios and teachers, we all were blessed to still have virtual ways of connecting to engage, teach and practice. Actually, the number of teacher trainings increased in 2022 as compared to 2019-2021. We also managed to end 2021 with a small surplus in our budget rather than an expected deficit from the impacts of the pandemic.

As a school, we re-imagined our relationship to our licensed teachers as members, whose experience of Anusara should be of receiving benefits rather than just committing to a responsibility of satisfying obligations.

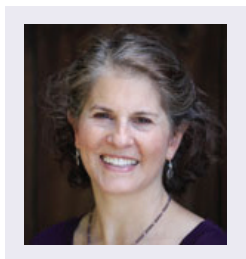
I am so looking forward to whatever fruits 2023 shall bear for Anusara. Thank you for being a companion on this beautiful journey.

With Great Gratitude,

**John Seelye**

Board Of Directors

## A Message from Kim Friedman, Executive Director



It has been an honor to serve in this role since August 2017. Never in my wildest dreams did I expect to combine my love of Anusara and my organizational development consulting work with nonprofit organizations. But, as we know, the Universe works in mysterious and magical ways!

The Anusara School of Hatha Yoga (“the School”) is many things to many people: an educational hub for Anusara yoga; a professional organization for Anusara students on the path to become Anusara teachers and currently licensed teachers; a worldwide community; and the “container” that helps ensure the Anusara method flourishes as it evolves.

The School is a bustling melting pot of languages, cultures, traditions, beliefs, gender identities, and ethnicities—all bound together by the transformative power of Anusara yoga.

The Board of Directors, six part-time staff members, and many volunteers power the School’s daily operations. Upheld by the School’s core values, we all work hard to ensure the beautiful garden that we are all tending continues to flourish.

I see evidence of growth and sustainability wherever I turn!

Here are a few examples:

- ◇ A commitment by the Board of Directors to generate 25% of the School’s revenue in 2023
- ◇ A more expansive and inclusive vision statement
- ◇ A new mission statement that reflects the School’s evolution since its inception in 2012
- ◇ New continuing education and professional development programs
- ◇ A new “Fundamentals and Innovation” policy (to be finalized in early 2023), aimed at promoting innovation of the Anusara method based on the fundamental elements of Anusara Yoga
- ◇ A new Friends of Anusara membership option for students, retired Anusara teachers, and other Anusara enthusiasts
- ◇ Skillful communication within the Anusara global community, thanks to Anusara’s Compassionate Communications tools

**I see a bright future for Anusara Yoga and the School, characterized by collaboration, integrity, the pursuit of excellence, and—most importantly—a commitment to being in right relationship with all life.**

With unwavering respect and gratitude,

**Kim Friedman**

Executive Director



## What Guides Our Nonprofit, International School



### Vision

Awakening hearts, illuminating minds, strengthening bodies—from the roots of yoga and in recognition of the sacred in all beings.

### Mission

To sustain a vibrant educational hub that is guided by our life-affirming Tantric Yoga philosophy and the tradition of self-inquiry. We seek to promote the realization of human potential on all levels and to elevate health and well-being around the world.

### Core values

- ◇ We recognize the sacred in the heart of all beings.
- ◇ We accept that growth is an ongoing process, supported by humility and a spirit of innovation.
- ◇ We recognize the power of collaboration, supported by mutual respect and responsibility.
- ◇ We celebrate the tremendous force for good and harmony by cultivating unity within diversity.
- ◇ We seek refinement and excellence, defined by high standards, professionalism, and a desire to learn and provide service to others.
- ◇ We believe in integrity and accountability, as characterized by fairness, honesty, and transparency.
- ◇ We seek to be in right relationship with all life on a sustainable earth.

## 2021-2022 Accomplishments

The many accomplishments listed below were possible because of the commitment, passion and leadership provided by the School's Board of Directors, the staff, and countless volunteers.

### New mentoring program

We developed and launched a new Mentoring Program for less experienced licensed Anusara teachers.

### Samudra Shakti Online

Samudra Shakti Online continued to expose Anusara teachers and students to a wide variety of topics and presenters.

### Kula Bhrājana Europe Online

We developed and launched Kula Bhrājana Europe Online (free monthly workshops for Anusara students and teachers).

### \$22,000 USD more revenue in 2022

Despite the pandemic, we generated approximately \$22,000 USD more revenue than estimated in 2021, due to a higher-than-anticipated number of applications and teacher trainings. This allowed us to **hire our first-ever Social Media Manager**, who has increased Anusara's social media presence, profiles, and offerings.

### Fundamental and Innovations Committee

The Board of Directors created a Fundamentals and Innovations Committee to support, guide and oversee the evolution in Anusara's methods, teachings, and offerings.

### New fundraising plan

The Board of Directors worked with a fundraising consultant to finalize and implement a **fundraising plan** aimed at diversifying the School's revenue sources and increasing revenue. Additional resources will focus on providing our members with more benefits and services.

### New and improved Anusara website

We continued to improve the appearance, friendliness, functionality, and usability of our website. The School has now claimed its place at the **top of an Internet search** for "Anusara."

## 2021-2022 Accomplishments

### Samavesha 2021 and 2022 Online

Samavesha 2021 and 2022 Online, Anusara's annual international festival, were a huge success!

### Active and committed Board of Directors

We have an active and committed Board of Directors that represents 6 countries, including China.

### Updated vision and mission statements

With input from many teachers, the School's Board of Directors updated the School's vision and mission statements to reflect the School's new capacities and goals.

### New membership structure

The School moved to a membership structure for our licensed teachers to more accurately reflect the relationship of our licensed teachers to the School.

- ◇ Friends of Anusara is a new membership category that enables students, supporters, and other Anusara enthusiasts to become members of the School.

### Anusara's 6th annual conference in China

Xingya Yoga Center, the Anusara School of Hatha Yoga's representative in China, held Anusara's 6th annual conference in China.

### Expansion of Anusara community in China

There is a high level of collaboration between the School's Board of Directors, staff, and the Xingya Yoga Center, Anusara's representative in China.

- ◇ Alyssa Li, a Chinese national living in the USA, supports the School's communication with China and is helping to expand the Anusara community in China.
- ◇ The new China Teacher Growth Council supports the professional development of Anusara teachers in China.







## Membership Profile: Licensed Teachers

The Anusara School of Hatha Yoga's professional development path starts with an Elements license and continues until a teacher becomes an Experienced Certified Anusara Teacher (ECAT).

Teacher trainers play a special role in the School, as they train the next generation of teachers.

We celebrate teachers at all license levels, for they are what keep Anusara Yoga growing!

FEBRUARY REPORT 2022 BY GLOBAL REGION						
Licensed Teachers	Asia/ Pacific	Canada	Europe/ Middle East	Latin America	United States	Total
 Elements	64	0	260	26	71	421
 Inspired	25	1	112	18	54	210
 Certified	9	2	34	6	55	106
 ECAT	4	1	25	3	20	53
<b>Total</b>	<b>102</b>	<b>4</b>	<b>431</b>	<b>53</b>	<b>200</b>	<b>790</b>





## Benefits of being a Licensed Member

Your Anusara teaching license offers you a host of resources and benefits, including:

### Intellectual Property

Most importantly, your license gives you access to Anusara Yoga's intellectual property (such as manuals and guides) and grants you the right to proudly call yourself a licensed Anusara teacher!

### Communication and Promotion

- ◇ Your profile in the Teachers Directory
- ◇ Announcement of new licensed teachers in the bimonthly newsletter *Anusara News* and on social media
- ◇ Publication of your Anusara events in the Heart of Anusara Worldwide Events Series section of the School's website
- ◇ Use of Anusara logos and images to promote your classes
- ◇ Website translation
- ◇ Your MindBody Online account (you can access it in your native language on your cell phone)

### Professional Development

- ◇ Personalized support as you advance from one license level to the next
- ◇ Many resources in the Teachers' Lounge
- ◇ Samavesha, the international Anusara festival
- ◇ Free Mentoring Program
- ◇ Free continuing education (live and recorded)
- ◇ Online classes in different languages
- ◇ Immersion and Training Manuals in several languages
- ◇ Therapeutic Applications of Anusara Yoga—A Guide for Teachers (available in Spanish in early 2022)

### Discounts

- ◇ Discounts for all Anusara members
- ◇ 15% discount on manuals (exclusive for Latin America)
- ◇ 10% discount on Anusara merchandise from the Anusara Store

## Support

- ◇ Licensing: Licensing Specialist Ory Brown
- ◇ General: Administrative Assistant Aline Franco Flores

## Worldwide Community

- ◇ Anusara teachers have friends all over the world through their membership as a licensed teacher!
- ◇ The Anusara World Travel Network is a new service offered by the School to connect teachers interested in traveling to other studios to teach with studios/teachers interested in hosting a visiting teacher.

## Leadership Development Opportunities

As a teacher-led school, there are many ways to participate in the School's daily activities, such as volunteering to serve on a committee, helping with translation, serving as a Country Coordinator and assisting with curriculum development.

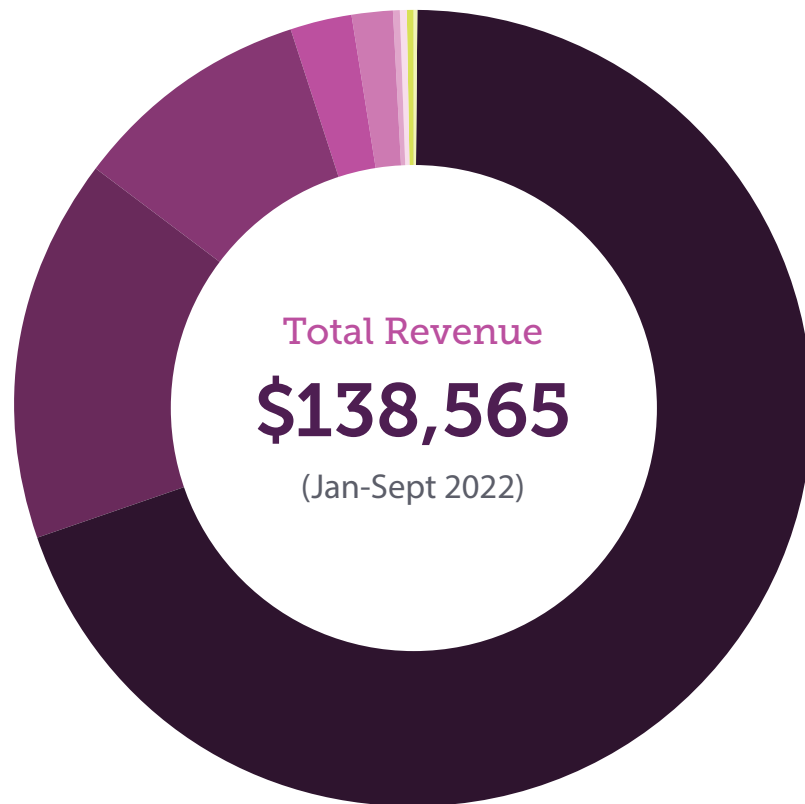




## Financial Highlights 2022

The School's Board of Directors, staff, and volunteers make a modest budget go a long way! The Board of Directors is embracing its role as "ambassadors" of Anusara Yoga to diversify the School's revenue sources and increase the amount of money the School receives so we can hire a part-time Communications Director and a part-time Community Development and Outreach Team Leader.

The Anusara School of Hatha Yoga operates on a calendar year (January-December). The numbers below represent income for the first nine (9) months of 2022, not the entire year.



■ Membership Renewals	\$96,719	69.8%
■ Applications & New Memberships	\$21,656	15.6%
■ Training Registrations	\$13,281	9.60%
■ Membership Advances	\$3,787	2.73%
■ Online Store	\$2,074	1.52%
■ Member Benefits	\$651	0.47%
■ Contributions & Corp Sponsorship	\$276	0.20%
■ Newsletter Advertising	\$75	0.05%
■ Bank Interest	\$47	0.03%
<b>Total Income</b>	<b>\$138,566</b>	<b>100%</b>



## Financial Highlights 2022

■ Personnel (see details below)	\$149,143	91.6%
■ Payment Processing Fees	\$5,687	3.50%
■ Information Technology	\$5,461	3.35%
■ Administrative	\$2,053	1.25%
■ Member Benefits	\$480	0.30%
<b>Total Expenses</b>	<b>\$162,824</b>	<b>100%</b>

■ Personnel: Mgt & General Expenses	\$73,011	49.0%
■ Personnel: Program Expenses	\$72,413	48.5%
■ Personnel: Fundraising Expenses	\$3,719	2.50%
<b>Total Personnel Expenses</b>	<b>\$149,143</b>	<b>100%</b>

Note: The 2022 year-end projected deficit will be offset by last year's planned surplus.



## Individual Donors

The Board of Directors extends a heartfelt thank-you to our generous donors!

Aat Bos	Ann Farbman	Cecile Gayet	Denise Hatch	Eva Pöschl-Walter	Jane Goldstein
Adam Ballenger	Anonymous	Chaya Spencer	Diane Ritucci	Fabrizio Ottolini	Jane Norton
Adolfo Fernandez	Arianna Picciotti	Chiara Andolfatto	Dixie Bachmeier	Frank Verhoef	Jaye Martin
Agnes Tesch	Barbra Noh	Christopher Palumbo	Edith Kilchenstein	Gail Corvette	Jayendra Hanley
Alberto Vezzani	Bill Carver	Christy McKenzie	Elena Scaramuzza	Georgina Fearn	Jeannine Plaiche
Alessandra di Prampero	Birgit Poeltl	Claudia Dahnelt	Ellen Saltonstall	Gianni Chavez	Jenifer Harbour
Alessandra Pergreffi	Bonnie Kiser	Claudia De Pascale	Eric Mann	Hilary Davis	Jennifer Benning
Alicia Poldino	Cara Butler	Courtenay Willis	Eric Minetto	Isabel Ferreira	Joanna Gallenberger
Aline Franco Flores	Carla Ciatto	Cristina Pizzo	Erika Corinna Nasi	Jacalyn Prete	John Seelye
Andrea Boni	Cathy Bryant	Deborah Payne	Eva Ananya	Jana Castellano	Judy Kaminstein

## Individual Donors

Juan Ramon Martinez Pascual	Kim Nace	Lois Nesbitt	Mila Mantovani	Phyllis Rowley	Scott Johansen
Julia Pearing	Kim Friedman	Lorenza Iapoce	Nancy Burtenshaw	Piero Vivarelli	Sonya Quijada
Julia Schlenkert	Kristin Dahlhaus	Madhuri Martin	Nicole de Raad Yoga Studio	ReaAnna Marchisio	Tanya Kingsley
Kai Hill	Laura Casini	Maria Grazia Orlando	Nicole Konrad	ReaAnna Peltier	Tiffany Wood
Karen Boutelle	Laura Verga	Marie-Hélène Delacroix	Nicoletta Pesarini	Ria Van Ieeuwen	Ulrik Notlev
Karin Ger	Leslie Salmon	Mary Arnold	Noeleen Tyrrell	Royce Battleman	Veronika Freitag
Kathrin Rottmann	Letizzia Wastavino	Maya Keller	Ory Brown	Sabine Willmann	Vic Huang
Kathy Meehan	Lilamayi Kiyomi Hayashi	Meggie Cafferty	Paola Endrizzi	Sabrina Benvenuti	Will Doran
Katia Pallucca	Linda Eifer	Melissa Watkins	Paulette Bodeman	Sandra Schöler	William Dorigan
Keric Morinaga	Lisa Long	Michael Thurnherr	Peter Goodman	Sarah Powell	Yue Yao



## In-Kind and Financial Support (Collaborators)



Prana is a lifestyle brand based in the USA. They offer sustainable clothing for those who love yoga, travel and the outdoors.



Yogavibes is an online video platform offering yoga enthusiasts exceptional practices. YogaVibes offers daily live and on demand classes.



Momence is an all-in-one tool that instructors, creators and studios use to easily offer classes, memberships, and video on demand.



Thailand yoga holidays helps yoga teachers organize retreats in the most spectacular areas of Thailand.



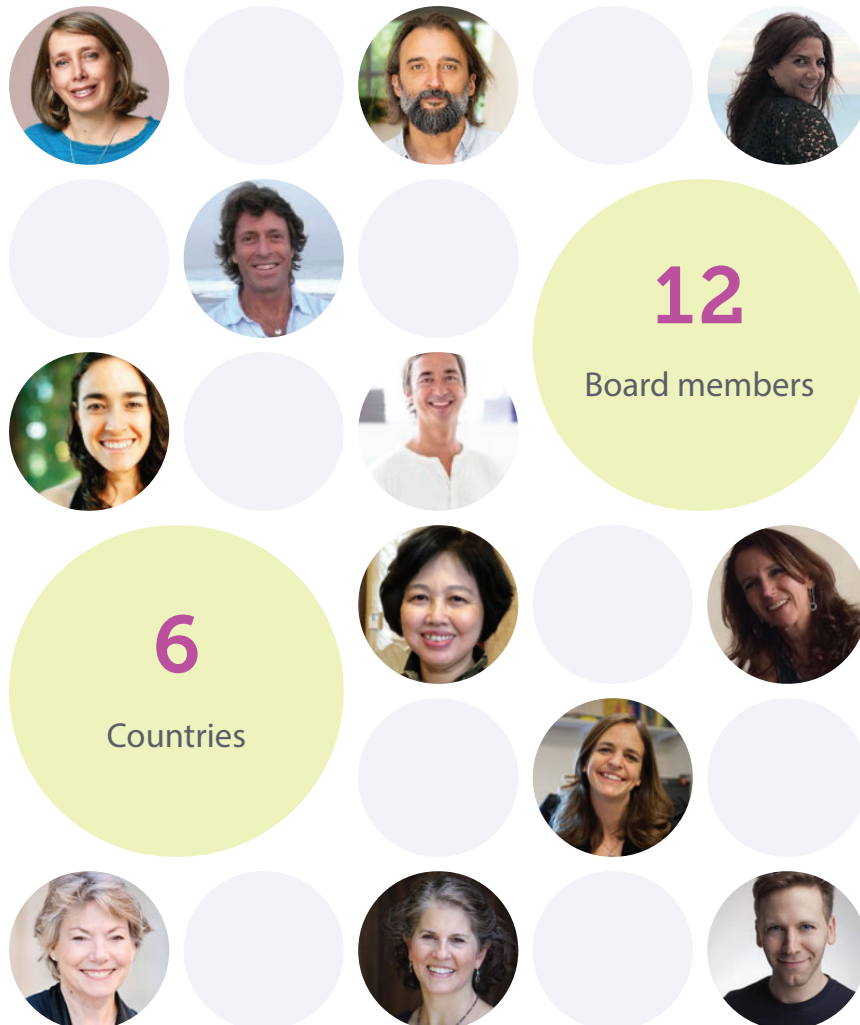
Exclusive collection of Yogaessential clothing and accessories offers timeless pieces inspired by practice, tested by teachers and made of natural Made-in-Italy fabrics in harmony with the company's ethics.



Yogare is an online yoga studio based on subscription classes where you can find more than 500 classes led by over 30 teachers in various styles, mostly Anusara and mainly in Italian.



Music of wisdom is a music production studio specializing in creating royalty-free meditation, relaxation, sleep, and ambient music for commercial use.



## Meet our Board of Directors

As a nonprofit organization, the Anusara School of Hatha Yoga is required to have a Board of Directors. The School's Board members are all volunteers, except the Executive Director. Board members' primary responsibilities include: hiring and overseeing the Executive Director; ensuring the organization's financial health through budget oversight and fundraising; setting policy; and serving as "ambassadors" of Anusara Yoga.

Board members typically serve a three-year term. Some members serve a shorter term if they are appointed to fill a vacated position. If you are interested in serving on the Board of Directors, let us know by sending an email to [information@anusarayoga.com](mailto:information@anusarayoga.com).

## Meet the Staff

Our dedicated, hard-working, part-time staff is committed to providing excellent service to our members. They support teachers' professional development. The staff coordinates the work of many volunteers spread across the globe. They are responsible stewards of the School's digital and financial resources.



**Kim Friedman**

Executive Director



**Gianni Chávez Man Ging**

Professional Development  
Team Leader



**Ory Brown**

Licensing and Member  
Care Specialist



**Aline Franco Flores**

Administrative Associate  
and Store Manager



**Lisa Trudersheim**

Store Assistant



**Beth Stelz**

Bookkeeper





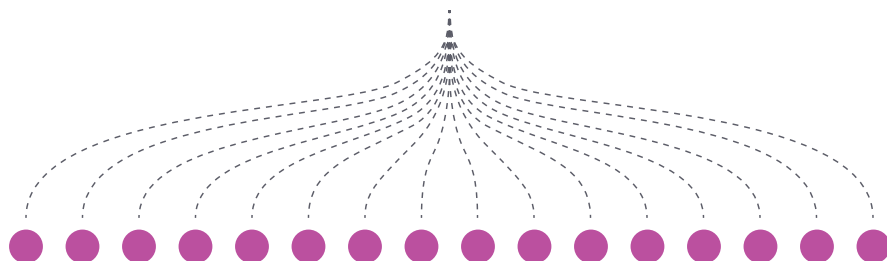
### 12 Members Board Of Directors



### 6 Staff Members



### 100+ Volunteers



## We are like a Beehive!

As a teacher-led school, our teaching members serve in many vital roles as volunteers.

Here are some examples:

- ◇ Country Coordinators
- ◇ Curriculum development
- ◇ Document translation
- ◇ Event planning
- ◇ Continuing education program development
- ◇ Website maintenance and upgrades
- ◇ Affiliated Studios Liaison
- ◇ Video editing
- ◇ Development of marketing materials
- ◇ Reinstatement Liaison
- ◇ Intellectual Property Guardian

In addition, all members of the Board of Directors serve in a volunteer capacity.

Thank you to everyone who so generously shares their energy, gifts, knowledge, and expertise! Because of you, the Anusara School of Hatha Yoga is thriving and growing!





**THANK YOU**  
FOR YOUR SUPPORT AND INTEREST!

[WWW.ANUSARAYOGA.COM](http://WWW.ANUSARAYOGA.COM)