

2015

STATE

— *of our* —

UNION



Yoga Alliance Mission + Guiding Principles

Mission

Yoga Alliance® promotes and supports the integrity and diversity of the teaching of yoga.



Yoga Alliance Mission + Guiding Principles

GUIDING PRINCIPLES

We are the largest international nonprofit association representing the yoga community. Yoga Alliance:

- Celebrates the diversity of yoga styles, traditions and lineages,
- Advocates for self-regulation in the yoga industry and universal access to safe yoga practices,
- Upholds the worldwide growth of yoga through education and community,
- Educates the public on the value and credibility of voluntary registration by yoga teachers and yoga teacher training schools with Yoga Alliance Registry (YAR), our related 501(c)(3) non-membership public charitable organization,
- Encourages safe yoga instruction by promoting adoption of YAR quantitative Standards by yoga teacher training schools,
- Inspires members to foster an informed yoga community by providing fair and full feedback to Registered Yoga Schools, which fosters accountability and continual improvement,
- Advocates to protect the yoga community from unfair or unnecessarily burdensome patents, taxation, or government regulation,
- Guides yoga teachers and yoga schools in achieving success with conscious and effective business practices, and
- Serves the member community by supporting scholarship programs, providing benefits, and developing strategic alliances.



To our Community

We belong to a unique industry and community. Yoga is a personal practice that encompasses mind, body and spirit and can be easily infused into the entirety of the practitioner's life. Yoga has also grown into a multi-billion dollar industry as more and more people throughout the world find value in practicing yoga and seek out teachers, studios and schools to support their practice. It is exciting and affirming to know that we have all played a role in uplifting the quality and integrity of yoga through our individual practice, our schools and our businesses.



To our Community

March 2015

As the industry grows and teaching practices mature, Yoga Alliance's value to members and the public continues to soar. Being the largest international nonprofit association representing the yoga industry means we are able to leverage our resources and work together on important initiatives including promoting the benefits of yoga to the public, and supporting yoga teachers, schools and businesses. We achieve results far beyond the possible reach of any single member.

The last year has been truly transformational. We are pleased to share with you how we have worked to fulfill our mission of promoting and supporting the integrity and diversity of the teaching of yoga. Our community has strengthened due to enhanced Yoga Alliance outreach, social media and local community events. We prevailed in the state legislative, regulatory and policy arenas to ensure yoga schools and businesses can continue to operate without unnecessary onerous restrictions. The number of scholarships offered by our foundation doubled. Social Credentialing was launched to enhance credibility and transparency of our credentials. Over 10,500 members and non-members benefitted from our Online Workshops. The Member Perks program grew to 31 partners, enabling our members to benefit from significant discounts on insurance, travel and other yoga-related products and services. Our international membership continues to grow, and we are creating benefits tailored to our members' needs in different regions of the world.

Together we have accomplished this and more without ever raising individual member fees.

We are proud that membership grew 19 percent from 2013 to 2014, and that we served as stewards of our organization's financial resources.

Yoga Alliance Registry was founded 16 years ago by yogis from a variety of lineages and traditions seeking to uplift and advance the practice of yoga. Yoga Alliance, its sister organization, was incorporated in 2011 as a related membership trade association, and our membership has rapidly grown to be the largest, most diverse group of yoga teachers and schools in the world. Grounded in ancient roots and responsive to requirements of contemporary life, Yoga Alliance at its core is a group of dedicated individuals who live by the values of service, community, learning and excellence. Our unifying values underscore our work and empower our results.

We invite you to learn more, engage with us and help us continue advancing the practice of yoga – in all its forms – to create health and wellbeing for all.



Brandon Hartsell

Brandon Hartsell
Chairman of the Board



Barbara Dobberthien

Barbara Dobberthien
Chief Operating Officer

Board + Committees

Yoga Alliance and Yoga Alliance Registry are lead by a volunteer board of directors, most of whom are experienced yoga teachers and have backgrounds in fields such as technology, business and finance. We also benefit from the guidance and advice of over 100 dedicated committee members. Thanks to their exceptional commitment, generosity and collective wisdom, Yoga Alliance continues to grow and provide better support to our membership and the larger yoga community.

Yoga Alliance and Yoga Alliance Registry Board of Directors

BRANDON HARTSELL, E-RYT 500

Chair
Addison, TX

ROGER RIPPY, E-RYT 500

Treasurer
Houston, TX

KERRY MAIORCA, E-RYT 500, RPYT

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SWAMI ASOKANANDA, E-RYT 500

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Irvine, CA

GYANDEV MCCORD, E-RYT 500

Nevada City, CA

ARUN TILAK, E-RYT 500

Lawton, OK



Yoga Alliance Committees

Education Committee

Margie Deutsch Lash, E-RYT 200, *committee chair*
 Scott Kleinfeld, E-RYT 200, *committee co-chair*
 Kellie Adkins, E-RYT 500, RPYT, RCYT
 Lynn Bushnell, E-RYT 500
 Jason Campbell, E-RYT 500
 Dawn Curtis, E-RYT 500,
 Joan Dwyer, RYT 200
 Brandon Hartsell, E-RYT 500, *board liaison*
 Sherry Zak Morris, E-RYT 200
 Dave Sims, E-RYT 200, RYT 500

Compensation Committee

Brandon Hartsell, E-RYT 500
 Margie Deutsch Lash, E-RYT 200
 Arun Tilak, E-RYT 500

Member Benefits Committee

Margie Deutsch Lash, E-RYT 200, *committee chair*
 Terri McDermott, RYT 200, *committee co-chair*
 Irina Cotler, E-RYT 500
 Queena Deschene, RYT 200
 Katrina Ford, RYT 200
 Suzanne Leitner-Wise, E-RYT 500
 Dara Susini, E-RYT 200
 Erin Thomas, E-RYT 200
 Rob Walker, E-RYT 500
 Kay Williams, RYT 200

Standards Committee

Gyandev R. McCord, E-RYT 500, *committee chair*
 Kerry Maiorca, E-RYT 500, RPYT, *board member*
 Roger A. Rippy, E-RYT 500, *board liaison*
 Deborah T. Bennett, E-RYT 200
 Melissa Cooper, RYT 200
 Marion (Mugs) McConnell, E-RYT 500
 Jacinta McBurney, E-RYT 500
 Amani Murray, E-RYT 200, RYT 500; RPYT
 Jaime Stover Schmitt, E-RYT 500
 Mark Drost, E-RYT 500
 Mary Lou Webb, E-RYT 500

Eligibility Subcommittee to Standards Committee

Melissa Cooper, RYT 200, *subcommittee chair*
 Kellie Adkins, E-RYT 500, RPYT, RCYT
 Bea Ammidown, E-RYT 500
 Ilene M. Cohen, RYT 500
 Anne Machetto, E-RYT 500
 Maureen Priest, E-RYT 200
 Justine Shelton, E-RYT 500

Best Practices Subcommittee to Standards Committee

Deborah T. Bennett, E-RYT 200, *subcommittee chair*
 Kathleen Grace Santor, E-RYT 500, *subcommittee co-chair*
 Aly Faber, E-RYT 200
 Linda McGrath, E-RYT 500
 Tejvinder Monga, E-RYT 500, RCYT
 Justine Wiltshire Cohen
 Leslie Glickman, E-RYT 500
 Rebecca Hewes, E-RYT 500

Governance Committee

Brandon Hartsell, E-RYT 500, *chairman*
 Margie Deutsch Lash, E-RYT 200
 Andrew Tanner, E-RYT 500

Ethics Development Subcommittee to Standards Committee

Kerry Maiorca, E-RYT 500, RPYT, *subcommittee chair*
 Kitty L. Blincoe, E-RYT 200, RYT 500
 Lori Gaspar, E-RYT 500
 Gary Kissiah, RYT 200
 Catherine (Cassie) A. McClellan, E-RYT 200
 Hali D.J. McQuillan, E-RYT 200
 Victoria McColm
 Darren Main, E-RYT 500
 Anita Rangaswami, RYT 200
 Kim Grether Salloux, RYT 200

Advisory Group to the Standards Committee

Kellie Adkins, E-RYT 500, RPYT, RCYT
 Nancy P. Alder, E-RYT 200
 Barbara D. Altshuler-Pacheco, E-RYT 500, RPYT, RCYT
 Bea Ammidown, E-RYT 500
 Monica Angelucci, E-RYT 200
 Lisa J. Babiuik, E-RYT 500
 Lara Benusis, E-RYT 500
 Kitty Blincoe, E-RYT 200
 Chase Bossart, E-RYT 500
 Carol S. Bowman, E-RYT 500, RCYT
 Ashley K. Brennan, E-RYT 200
 J. Brown, E-RYT 500
 Courtney Butler, E-RYT 500, RPYT, RCYT
 Patricia Callahan, E-RYT 200, RYT 500, RPYT, RCYT
 Giselle Campagna, RYT 200
 Francesca Cervero, E-RYT 200
 Jasmine Chehrazi, E-RYT 500
 Ilene M. Cohen, RYT 500
 Justine Cohen
 Dawn Curtis, E-RYT 500, RPYT
 Hari-kirtana Das, E-RYT 500
 Nicole DeAvilla, E-RYT 500, RPYT, RCYT
 Leslie J. Denny, E-RYT 500
 Arun Deva, E-RYT 500
 Ganga Devi, E-RYT 500
 Jean Di Carlo-Wagner, E-RYT 500
 Joanna M. Dunn, RYT 200, RPYT
 Deni' Ehrenberg, RYT 200
 Gyl Elliott, E-RYT 500
 Tara Engeran
 Aly Faber, E-RYT 200
 Irene Flores, E-RYT 500, RPYT
 Ally L. Ford, E-RYT 200
 Katrina W. Ford, RYT 200
 Suzanne Garacochea
 Lori Gaspar, E-RYT 500
 Cathy Geier
 Leslie M. Glickman, E-RYT 500
 Jasmine Grace, E-RYT 200, RYT 500
 Sharon Greenspan, RYT 200
 Kim Grether Salloux, RYT 200
 Britty L. Hamby
 Becca Hewes, E-RYT 500
 Marianne Hritz, E-RYT 200
 Angela L. Hubbs
 Katherine King, RYT 200
 Jessica Jennings, E-RYT 500, RPYT
 Nicole Cyrille Joseph, E-RYT 500
 Alan M. Kaye, RYT 200 from
 Christopher J. Kourtinatos, E-RYT 500
 Amy Kraft, E-RYT 500
 Carol Krucoff, E-RYT 500
 Eduardo Krumholz, RYT 500
 James A. Kulackoski, E-RYT 500

Claudine LaRochelle, RYT 200
 Suzanne E. Leitner-Wise, E-RYT 500
 Darren Main, E-RYT 500
 Elizabeth K. Mayotte, RYT 500
 Catherine (Cassie) A. McClellan, E-RYT 200
 John (JP) P. McClellan, E-RYT 200
 Victoria McColm
 Terri McDermott, RYT 200
 Linda S. McGrath, E-RYT 500
 Lisa M. McQuade, E-RYT 500
 Hali D.J. McQuillan, E-RYT 200
 Surendra Mehta
 Barbara Metzdorff, RYT 500, E-RYT 200, RCYT
 Jennifer Kaya Mindlin, E-RYT 500, RPYT
 Tejvinder S. Monga, E-RYT 500, RCYT
 Stuart F. Moody, RYT 200
 Sherry Zak Morris, E-RYT 200
 Karen K. Moss, E-RYT 500
 Barbara A. Murray, RYT 500
 Arielle Nash, E-RYT 500, RPYT
 David Nelson, E-RYT 200
 Rhonda Hill Nolan, E-RYT 200
 Gwen M. O'Hanlon, RYT 200
 Jennifer L. O'Sullivan, E-RYT 500
 Annie Okerlin
 Darryl Olive
 Gene Ore, RYT 200
 Kymber Owens
 Anne Phyfe Palmer
 Michael Plasha, E-RYT 500, RPYT
 Maureen Priest, E-RYT 200
 Jennifer S. Prugh, E-RYT 500
 Annie Quagliaroli, E-RYT 500
 Mimi Ray, E-RYT 500
 Marisa Robinson, RYT 200
 Susanne J. Robinson, RYT 200
 Kathleen G. Santor, E-RYT 500
 Linda K. Schlesinger-Gessner
 Lillah A. Schwartz, E-RYT 500
 Natalie Seagraves, E-RYT 200
 Kim Shand, E-RYT 500
 Sanjeeta K. Sharma, E-RYT 200, RYT 500
 Dave Sims, E-RYT 200, RYT 500
 Dara W. Susini, E-RYT 200
 Jessica S. Tague
 Kaye Temples Yarbrough, E-RYT 200, RYT 500, RPYT, RCYT
 Erin Thomas, E-RYT 200
 Laura K. Thompson, E-RYT 200
 Therese Tibbits
 Antoine Tinawi, E-RYT 500
 Thalia Tooke, RYT 200
 Kenneth W. Toy, E-RYT 500
 Dawn Trapp, E-RYT 200, RPYT
 Carrie Tyler, E-RYT 500
 Noeleen Tyrrell, E-RYT 200
 Rob Walker, E-RYT 500
 Karen Walsh, RYT 200
 Judy Weaver, E-RYT 500
 Cora Wen, E-RYT 500
 Julie M. Whitbeck-Lewinski
 Sue Woodd, E-RYT 200
 Debbie L. Woods, RYT 200

Every effort has been made to present an accurate list of committee members as of March 2015. Our humblest apologies if we have inadvertently omitted you. Please contact us at info@yogaalliance.org.

About Yoga Alliance + Yoga Alliance Registry

Yoga Alliance is the largest international nonprofit association representing the yoga community.

*Our international membership includes more than **55,000 yoga teachers** and **3,500 yoga schools** in **138 countries**.*



About Yoga Alliance + Yoga Alliance Registry

Yoga Alliance Registry serves the public by providing a way to find yoga teachers and schools that meet the Registry's curricular Standards relating to yoga techniques, educational methodology, health and safety of the human body and yoga principles and ethics. Registered schools and teachers are eligible to use the trademarked title Registered Yoga School (RYS®) or Registered Yoga Teacher (RYT®). Every RYS and RYT is also a member of Yoga Alliance.

Headquartered in Arlington, Virginia, our small staff is dedicated to supporting our members in fulfilling our mission to promote and support the integrity and diversity of the teaching of yoga.

As an evolving organization that is responsive to government, market and member drivers, Yoga Alliance is increasingly effective at delivering member value by enabling them to leverage their fees by:

- Providing an international platform that enables members to collectively advance the practice and teaching of yoga – in all its forms – to create health and wellbeing for all,
- Sharing the cost on important advocacy initiatives that protect the industry, schools and teachers from legislation, regulation and policies that limit their ability to grow, prosper and serve their clients and students,
- Giving members access to online workshops and resources on a diverse set of topics, and discounts on products and services from a growing pool of more than 30 insurance, travel, apparel, legal, technology and other partners,
- Maintaining and participating in accessible forums – regional meetings, yoga conferences and committees – for ongoing peer interaction and learning, to ensure diverse viewpoints and practices are shared and respected, and

- Promoting the benefits of yoga, the importance of RYSs and RYTt and the unique value of Yoga Alliance to the public and targeted audiences, thereby continually uplifting the credibility and perception of the industry.

Yoga Alliance also supports the work of Yoga Alliance Registry, which:

- Offers credentials that establish credibility of a school or teacher that has met standards and guidelines for safety and quality,
- Provides additional credibility for schools through the transparent Social Credentialing feedback system, and
- Awards scholarships through the Yoga Alliance Foundation to yoga teachers and aspiring yoga teachers.

Through strategic planning and rigorous budget management, Yoga Alliance is able to achieve results far beyond the reach of a single member.



Member benefits and services are provided through Yoga Alliance, including Member Perks and Online Workshops.



Yoga Alliance Registry conducts our credentialing and developmental activities. Our credentialing activities include the teacher and school registries.



Yoga Alliance Registry conducts its public charity developmental activities such as scholarships and donations, under the name Yoga Alliance Foundation.

Yoga Alliance and Yoga Alliance Registry are related organizations that work together to support the yoga community. Yoga Alliance, founded in 2011, is a nonprofit 501(c)(6) membership organization under the United States Internal Revenue Code (IRC). It supports the yoga profession through providing benefits and services. Yoga Alliance Registry, founded in 1999, is a nonprofit IRC 501(c)(3) organization that provides a public service through its teacher and school credentialing programs and the public directory of RYTt and RYSs. The two related organizations are sometimes collectively referred to as Yoga Alliance.

Progress + Key Accomplishments

Yoga Alliance has an ambitious and multifaceted mission. Fulfilling this mission requires focus, leadership and support. Working with our volunteers, state and local lawmakers, partners and other allies, we've made great strides toward serving our membership so that they can focus on advancing the practice and teaching of yoga.



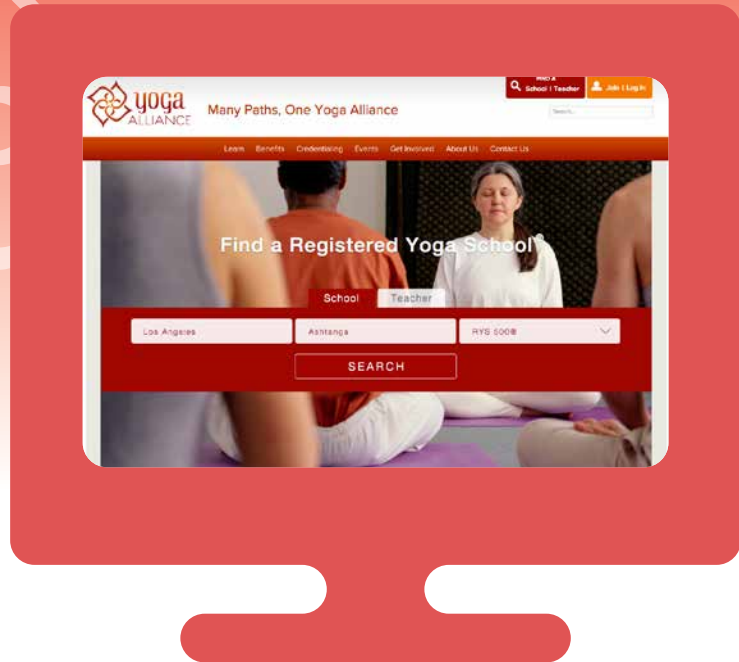
Progress + Key Accomplishments



YOGA ALLIANCE REGISTRY

Yoga Alliance serves the entire yoga community, including the yoga-practicing and yoga-curious public. Our sister organization's voluntary school Registry enables aspiring teachers to find and research over 3,500 schools representing a wide variety of disciplines that have met its curricular Standards for yoga techniques, educational methodology, health and safety of the human body, and yoga principles and ethics.

The Registry also enables anyone to easily search and find over 55,000 yoga teachers from a wide diversity of lineages and practices.



By using the Registry, everyone can make informed choices about teachers and schools.

Yoga Alliance Registry launched our enhanced online public Registry in December 2013. Factoring in feedback from registrants, usage statistics and best practices, an improved Registry has now been launched to include a more intuitive user interface, better search capability and the ability to directly contact every RYT and RYSs through a secure email gateway.

Progress + Key Accomplishments



STANDARDS

As an international credentialing organization for the yoga community, Yoga Alliance Registry provides a set of educational Standards for yoga schools that specify hours of study in certain educational categories. Registration with Yoga Alliance Registry means schools or teachers have met either school curriculum or teacher training Requirements, have met Continuing Education Requirements and have paid their annual registration fees. Registered schools and teachers are eligible to apply for use of the trademarked title Registered Yoga School (RYS®) or Registered Yoga Teacher (RYT®). Teachers with significant teaching experience are eligible to apply for use of the trademarked title Experienced Registered Yoga Teacher (E-RYT®)

To ensure that safe and competent teaching practices remain relevant to the community, Yoga Alliance Registry continually evaluates and enhances its Standards.

Two significant standards were updated in 2014:

- A RYS offering a 500-hour training is eligible to also offer a 300-hour training without having a 200-hour training program.
- The teaching experience required for a RYS non-Lead Trainer faculty member increased from 100 hours to 500 hours.

Yoga Alliance Registry's philosophy supports lifelong learning with a goal to ensure yoga teachers have quality Continuing Education options available to them. Effective January 1, 2015, Yoga Alliance Registry enacted three changes to the Continuing Education Requirements:

- More stringent qualification Requirements for Continuing Education Providers.
- Mandatory Continuing Education reporting for all RYTs and E-RYTs.
- Equal value for Non-Contact and Contact Continuing Education Hours.



Progress + Key Accomplishments



OVER
27,000
 TEACHER TRAINEES
have provided feedback
 — to approximately —
2,800
distinct schools
 — through —
SOCIAL CREDENTIALING



SOCIAL CREDENTIALING

As the popularity of yoga grows each year, so does the need for increased rigor and oversight of yoga schools. To meet the increasing demand for oversight, Yoga Alliance Registry launched the online-based Social Credentialing system. Social Credentialing requires verified teacher trainees to provide objective, non-anonymous and systematic feedback about the RYSSs they attended.

Yoga Alliance Registry initiated Social Credentialing in December 2013; since its launch, over 27,000 teacher trainees have provided feedback to approximately 2,800 distinct schools.

By incorporating feedback into a school's listing in the Registry, the Social Credentialing system also yields insight into a school's culture and training experience to help potential yoga teacher trainees make informed decisions about which yoga school is right for them.

Progress + Key Accomplishments



ADVOCACY

As the largest international nonprofit organization representing yoga teachers, yoga schools and the yoga community, we actively monitor issues that are important to the yoga community and advocate on the community's behalf. Activity in the legislative, regulatory and policy arena has increased dramatically, and Yoga Alliance has worked consistently to protect the yoga community from the burden of unnecessary regulations and limitations.

Thanks to the grassroots efforts of Yoga Alliance members and our allies, legislation to protect the rights of yoga schools to operate without unnecessary restriction became law in Arkansas in February 2015. A similar bill is currently under consideration in Colorado, and we hope to prevail. Our contributions to our Arkansas and Colorado members and stakeholders have included underwriting costs for legal counsel, lobbying, targeted email campaigns to state officials, local coordination, public petitions and local and national media outreach.

We continue to advocate on behalf of the yoga community at large:

- **Bikram's Yoga College of India v. Evolation Yoga.** Maintaining the position that yoga is available for all and that yoga poses and sequences of poses cannot be copyrighted, Yoga Alliance is providing support to Evolation Yoga, LLC's legal counsel against the Bikram's Yoga College of India lawsuit claiming Evolation committed copyright infringement by teaching a series of poses made popular by Bikram Choudhury. Oral arguments will be made to the Ninth Circuit Court of Appeals in May 2015, and Yoga Alliance will continue our support through the final decision.
- **Sedlock v. Baird, et al.** Maintaining the position that all yoga is not inherently religious and that the Encinitas School District should be allowed to continue its yoga physical education program, Yoga Alliance is supporting Yoga for Encinitas Students (YES!) in its arguments to allow yoga as a health and wellbeing activity in schools to the California Court of Appeals. Arguments were heard March 2015, and we expect a formal opinion from the court to be issued in 90 days.

Progress + Key Accomplishments

- *Our leadership in addressing state-level legislative, regulatory and policy issues continues to build our credibility and increase demand for Yoga Alliance information and perspective on matters pertaining to the yoga industry. To date, our organization and viewpoints have been shared with millions of individuals around the world through a wide variety of media outlets:*



BBC

CNN

IANS | Indo-Asian News Service

THE DENVER POST

THE WALL STREET JOURNAL.

npr

The New York Times

The Washington Post

yoga
JOURNAL

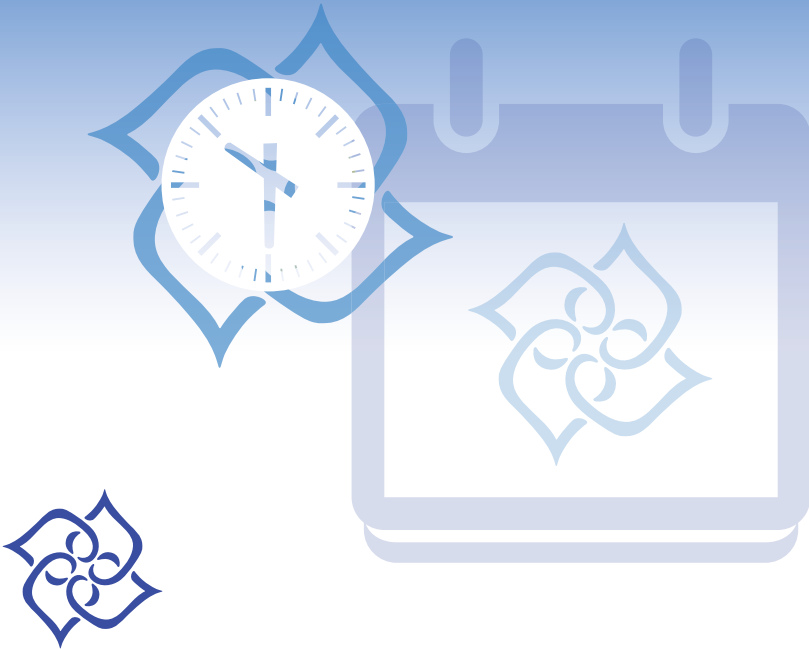
and more...

- **Taxing Yoga Studios.** Yoga Alliance worked with Washington, D.C. yoga studios to oppose a wellness tax of 5.75 percent on yoga classes. The “yoga tax” did go into effect on October 1, 2014; however, Yoga Alliance will continue to support its removal from future budgets.
- **YogaGlo.** YogaGlo pursued a patent to film yoga classes in a classroom setting, positioning the camera to include both teachers and students, and cited its patent application in letters seeking to stop other yoga businesses from filming yoga classes. Determining that the filming approach is not unique and merely logical, Yoga Alliance started a petition that garnered more than 14,500 signatures in opposition to YogaGlo’s patent application. In a decisive victory, YogaGlo announced in an October 27, 2014 blog post that it would withdraw its patent application.
- **Blanket Music Licensing Fees.** Performing rights organizations American Society of Composers Authors and Publishers (ASCAP), Broadcast Music Incorporated (BMI) and Society of European

Songwriters, Artists and Composers (SESAC) are seeking to collect license fees from yoga studios and teachers for music played at the studio and/or during class. Because playing music in a yoga studio is considered a public performance, these fees are legally applicable; a music performance requires permission by the music owner, usually in the form of payment. Yoga Alliance is currently in discussions with ASCAP, BMI and SESAC to represent the interests of yoga teachers, schools and studios.

Our Advocacy in Action web page provides background information about matters facing the yoga community, including state regulatory issues, patent and copyright issues and attempts to prohibit yoga practice in schools or elsewhere. Yoga Alliance’s official stance on government regulation of yoga serves as guidance for our allies at the U.S. state and local level, and as a resource for our international members and allies.

Progress + Key Accomplishments



EDUCATION

The safety, integrity and growth of yoga depends on competent teachers being equipped with the proper resources and knowledge to maintain a successful business or following. Yoga Alliance has held 23 online workshops attended by more than 6,300 participants

and replayed by over 4,200 online viewers for a total of more than 10,500 views since the program launched in January 2013. Topics cover the breadth of yoga, including business advice, legal guidance and Yoga Alliance programs.

Yoga Alliance has held
23 Online Workshops

— attended by —

6,300

LIVE VIEWERS

and an additional

4,200

on-demand viewers

— for a total of —

10,500

since the program launched
in January 2013.

- **Yoga Law: What You Must Know**
- **Employees or Independent Contractors?:**
New Risks and Liabilities
- **Learn About Yoga Liability**
- **Internet Laws for Yoga**
- **Opening a Yoga Studio:**
A Discussion of Ethical and Legal Considerations
- **The Conversion to RYS 300:**
A Workshop for RYS 200 & 500s
- **Raising the Bar on Yoga Teacher Training and the Case for Social Credentialing**
- **Stress Less, Teach More:**
Secrets to Creating and Filling High-Value Programs to Enhance Your Income
- **Own It: How to Open a Successful Yoga Studio**
- **Run It: How to Prosper as a Yoga Studio Owner**
- **Rock It: How to Inspire and Attract New Students as a Yoga Teacher**
- **The Science of the Private Yoga Class**
- **Managing Your Risk:**
Understanding Liability & Insurance Needs of Yoga Businesses, Yoga Teachers and Independent Contractors

Progress + Key Accomplishments

We have engaged with thousands of people in:



COMMUNITY

Yoga Alliance believes that yoga is a diverse, living tradition and that when everyone has the opportunity to contribute to the tradition, the entire yoga community is strengthened. That is why we have been steadily reaching out to the community throughout 2014 by attending conferences, community events and other speaking engagements. In January 2015 we launched our boldest, most strategic and personally relevant initiative to connect with our members and other yoga participants. To date, we have engaged with thousands of people in a number of locations including: *Little Rock, AR; Los Angeles, CA; San Francisco, CA; Boulder, CO; Denver, CO; Washington, DC; Honolulu, HI; Boston, MA; Stockbridge, MA; Baltimore, MD; Austin, TX; Dallas, TX; Charlottesville, VA; and London, England.*

We will continue to take Yoga Alliance directly to cities, events, festivals, yoga studios and conferences around the world to deepen the bond with our members and build relationships with other yoga participants and the public. By providing a local forum to dialogue

about legal and advocacy issues, business concerns, or other topics of interest, we're embracing our diversity and living our yoga. As trust in Yoga Alliance is strengthened and members engage, an international, diverse grassroots coalition to advance the practice and teaching of yoga naturally emerges.

We maintain an active social media presence to strengthen our community by enabling anyone to engage with us, connect with each other, discuss topics of interest, learn more about Yoga Alliance and receive our latest news. Our social media growth has mirrored the growth of yoga. In 2014, our Facebook presence grew more than **250 percent** from **22,250 connections** to **more than 78,000**. We experienced similarly rapid growth with Instagram and Pinterest, while our LinkedIn group and Twitter following held strong with steady growth.

Progress + Key Accomplishments



RESOURCES

Yoga Alliance has a wide variety of online resources to help members stay current on issues impacting the yoga community, as well as tools to support their teaching, training and business.

Yoga Insider is a monthly newsletter providing an aggregation of news, information and insight on a variety of yoga topics. Launched in April 2014, each edition contains approximately 40 stories that have been aggregated from diverse sources including media, research organizations and universities.

Our newest resource, the **Index of Yoga Research**, is a compilation of published research about yoga and its effect on health and wellbeing.

Because our advocacy efforts have greatly increased in recent months as state governments attempt to regulate yoga schools, we created our **Advocacy in Action** page to provide members with information on at-risk states and developing regulation issues.

The monthly newsletter provides our membership with important information about Yoga Alliance, the yoga community and member benefits. The newsletter

reaches approximately 90,000 members and is available to view at any time on the Yoga Alliance website.

Yoga Alliance and Yoga Alliance Registry have developed several resource centers to support current and aspiring registrants and members:

- **Online Profile Resource Center**, which provides tips and guidance for RYTs and RYSs updating their Registry profiles.
- **RYT and RYS Resource Centers**, one-stop shops for members to find important information regarding membership.
- **Business of Yoga Resource Center**, which includes articles, videos, presentations, event coverage and more.

Yoga Alliance customer service associates respond to nearly 4,000 requests for information every month. As Yoga Alliance's "front line" to the public and members, this team is knowledgeable, engaged and available to provide support to all.

Progress + Key Accomplishments



PERKS

Yoga Alliance selectively partners with companies around the world to provide members with discounts on insurance, technology, travel and other yoga products and services. Launched less than two years ago, the Member Perks program has grown to **31 partners**.

Partner companies and their products and services are reviewed for ethical business and manufacturing processes, quality, support for the yoga community and service to the community. Please check our website for the most current list of partners and their available perks.

EXCLUSIVELY ENDORSED PARTNERS



ENDORSED PARTNERS



AFFINITY PARTNERS



Foundation + Scholarships

FOUNDATION

Yoga Alliance Foundation is part of Yoga Alliance Registry, and serves the public through:

- Engaging in charitable and education activities,
- Awarding of scholarships and other forms of aid to qualified students and schools of yoga,
- Supporting safe and high-quality professional training practices, and
- Fostering, promoting and disseminating research of yoga, with an emphasis on training and education and raising awareness.

SCHOLARSHIPS

Yoga Alliance Foundation scholarship program awarded a combined \$11,150 to six yogis in 2013 and 2014. The Advanced Training scholarship is awarded to RYT 200s who plan to enroll in a RYS 300 program; the Aspiring Yoga Teacher Scholarship was introduced in 2014 and is awarded to non-RYTs who plan to enroll in a RYS 200 program. Scholarships are awarded based on financial need, work with underserved communities, commitment to continual growth and refinement as a yoga teacher, and leadership in the community.



"I want to commit myself to teaching what yoga gave me and how [those] wonderful mechanisms can help others."

Jens Augsperger, Mannheim, Germany
Recipient of the 2014 Aspiring Yoga Teacher Scholarship



"It is important for kids to have an environment that makes them feel safe, supported and able to express their creativity and I am honored to provide that space for them."

Chelsea Curtin, RYT 500, Santa Cruz, California
Recipient of the 2013 Advanced Training Scholarship



"What inspires me about yoga is that it's available to everyone. We can all touch the divine, using the appropriate vehicle to get there."

Janina Edwards, E-RYT 200, Atlanta, Georgia
Recipient of the 2014 Advanced Training Scholarship

The Yoga Alliance Foundation scholarship program awarded **\$11,150 to six yogis.**



"Bringing families together through [yoga] provides an opportunity for parents to engage...with their children. This allows for trust, respect and love in the home to grow, expand and flourish."

Joy Kilpatrick, RYT 500, Durango, Colorado
Recipient of the 2013 Advanced Training Scholarship



"I want to be a yoga teacher so that I can bring yoga to those who struggle and want something better for themselves."

Brigid Korce, Durango, Colorado
Recipient of the 2014 Aspiring Yoga Teacher Scholarship



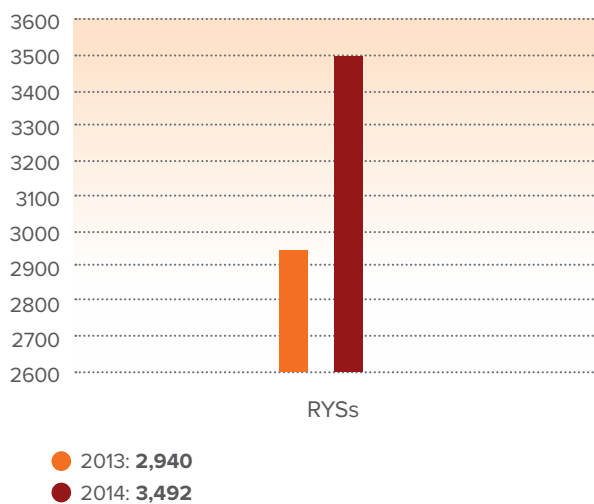
"I believe that anyone can benefit physically and mentally from a...daily yoga practice. If you can breathe, you can do yoga."

Joanne Spence, E-RYT 200, Pittsburgh, Pennsylvania
Recipient of the 2014 Advanced Training Scholarship

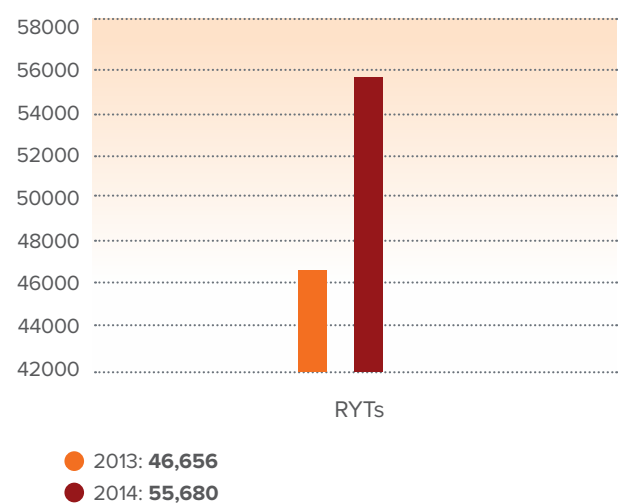
Yoga by the Numbers + Good to Know

Progress can be defined in a number of ways. Yoga Alliance is making great progress toward establishing itself as a vital organization in a diverse and rapidly growing industry. As yoga continues to grow throughout the world, Yoga Alliance leads the way with our Standards and various programs to support safe and competent teaching practices.

Growth in Current Registered Yoga Schools



Growth in Current Registered Yoga Teachers



- The number of Registered Yoga Schools grew by 19 percent.
- The number of Registered Yoga Teachers grew 19 percent.
- The yoga industry is in a strong growth stage. Projected yearly growth is anticipated to be 3.3 percent with long term stability and increased profitability.
- Contributing factors to industry growth include preference for low-impact exercise, baby boomer growth and increased yoga participation by men.¹
- Revenues from yoga classes exceeded \$3.4 billion in 2013 in the United States.¹
- There are 20.4 million current practicing yogis and 41.2 million aspirational yogis interested in yoga in the United States.²
- The yoga industry is highly fragmented, and there is no clear market leader¹. Yoga Alliance brings value due to its unique role as a membership-based organization and advocate for teachers and schools.
- Yoga Alliance has met the requirements to receive the highest level of security in alignment with the Payment Card Industry (PCI) Data Security Standard (DSS), an information security standard defined by the Payment Card International Security Standards Council.

¹ IBISWorld, Industry Report: Pilates & Yoga Studios in the US, 2013

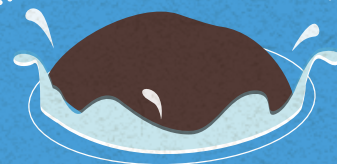
² Yoga Journal, Yoga in America, 2012

Poised for Growth

Through advocacy, quantitative Standards, credentialing and valuable member resources, Yoga Alliance and Yoga Alliance Registry bring rigor and high standards to a previously underrepresented and fragmented industry. Our 2015 programs will continue on this path of success and lay the foundation for expanded programs in the coming years.

The following endeavors are under consideration by the boards of Yoga Alliance and Yoga Alliance Registry:

- Continuing Education Standards review
- Continuing Education Provider network development and continuing education credit tracking
- Studio membership
- Foundation expansion
- Continued international expansion to include outreach to prospective schools and students and addition of regional benefits



Yoga Alliance Registry Mission

First, Yoga Alliance Registry (YAR), a voluntary school registry for yoga schools, serves the public by establishing minimum curricular standards relating to: ***yoga techniques, educational methodology, health and safety of the human body, and yoga principles and ethics.***

Yoga Alliance Registry advances education by developing, monitoring and improving standards for high-quality yoga instruction. Yoga Alliance Registry also promotes health and safety of the public by providing a mechanism for aspiring yoga teachers to ensure that the training they receive covers fundamental health and safety basics as well as core yoga principles that are common among the diverse forms of yoga practice. Specialized Standards are established for schools that train teachers in prenatal yoga techniques or to teach yoga to children, which require additional guidelines to accommodate the unique health and age-appropriate needs of these groups. The principal benefit from this activity is both educational and furthering the public interest in having information about the offerings of yoga schools.

Second, Yoga Alliance Registry teacher registry serves the public by providing a way to find yoga teachers who have completed their training at schools meeting Yoga Alliance Registry minimum Standards.

Yoga Alliance Registry conducts no certification test or independent assessment of RYT's. Rather, the RYT credential is derivative of the RYS's registry, and is entirely voluntary. This serves the public by providing an easy method for yoga students and practitioners to find yoga teachers who have received yoga teacher training that meets minimum Standards in safety, anatomy, and yoga techniques and principles, without having to independently investigate the educational credentials and background of yoga teachers. In addition, the specialized Yoga Alliance Registry registrations help members of the public find teachers with training in prenatal yoga or yoga techniques suitable for children. The principal benefit from this activity is in providing information to the public interest regarding the nature of the training received by yoga teachers so the public may make informed choices about their yoga teachers.

Yoga Alliance Registry is a non-membership organization and its registries include both for-profit and non-profit organizations and does not promote or prefer any one school or teacher over another.



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