

THE YOGA IMPACT CHARITY



2019

Annual Report

ABN: 41 619 568 679



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MISSION STATEMENT

**To improve the psychological and physical well-being
of those who have experienced trauma through
world class evidence-based trauma-informed yoga trainings and programs**

KEY VALUES

- ☐ We seek to empower individuals and communities
 - ☐ We strive to improve psychological and physical health
 - ☐ We use our passion to energise, engage and inspire others
 - ☐ We seek and support non-violent ways to achieve peace and justice

- ☐ Focus on social impact
 - ☐ We combine the practice of yoga with western research methods and innovative technology
 - ☐ We commit to doing good for the whole

- ☐ We acknowledge our place within an interconnected global community
 - ☐ We communicate simply and in multiple languages
 - ☐ We strive to minimise our negative impact on the environment

- ☐ We embody the change we seek
 - ☐ We know it takes people with different ideas, strengths, interests and cultural backgrounds to be effective

STRATEGIC OBJECTIVES

- ☐ Develop a world class trauma-informed yoga training program to equip yoga teachers with the requisite skills
 - ☐ Host workshops and retreats globally to share our knowledge about trauma-informed yoga principles
 - ☐ Develop online trauma-informed yoga training resources
 - ☐ Seek to match graduates of the program with not-for-profits, government and schools working with traumatised populations to share the benefits of yoga

- ☐ Engage with community organisations to develop yoga programs for those in need
 - ☐ Target weekly group classes of one hour of yoga
 - ☐ Match groups with a yoga teacher for a minimum 10-week term

- ☐ Measure social impact
 - ☐ Track key metrics
 - ☐ Ongoing measurement of impact

- ☐ Advocate for the inclusion of mind-body therapies, such as yoga, within mainstream mental health treatment services
 - ☐ Present social impact results at industry conferences
 - ☐ Participate in government consultations
 - ☐ Engage with key media outlets to share the success of the program



Participant in the Coffs Harbour refugee women's group, taught by Linda Williams

"You don't know how to relax deeply if you haven't tasted it. After I tasted it through yoga, I realised this is something I have to try again."

Participant from Iraqi women's group

ABOUT US

The Yoga Impact Charity provides evidence-based trauma-informed yoga trainings globally. Our trauma-informed yoga teaching team partner with not-for-profit organisations, government and schools to provide yoga programs to refugees, survivors of domestic violence, families of the Defence Force, people in detention, mental health workers and aboriginal carers.

In 2019, we taught over 415 yoga classes in the following locations:

- ☐ Sydney
- ☐ Melbourne
- ☐ Coffs Harbour
- ☐ Vienna
- ☐ Amsterdam

We also hosted training workshops and retreats for yoga teachers interested in teaching trauma-informed yoga classes in:

- ☐ Coffs Harbour
- ☐ Sydney
- ☐ Darwin
- ☐ Orvieto, Italy

In addition to this we have created an online training resource called The Starter Kit which has been accessed across nine countries and five continents.

Our programs have been evaluated by the New South Wales Service for the Treatment and Rehabilitation of Torture and Trauma Survivors and found to reduce Post Traumatic Stress Disorder within 9 classes and reduce Depression within 12 classes.

The Charity is the evolution of a program created by Danielle Begg in partnership with the Vasudhara Foundation in 2014 called the Refugee Yoga Project. The Yoga Impact Charity Ltd is a Health Promotion Charity registered with the Australian Charities and Not-for-profits Commission and has been endorsed a Deductible Gift Recipient by the Australian Tax Office.



Section 1

An overview of The Yoga Impact Charity



OUR PEOPLE

BOARD MEMBERS



DANIELLE BEGG

Danielle is passionate about combining yoga and social impact and teaches trauma sensitive yoga classes for refugees in Sydney.

She is the Co-founder and CEO of The Yoga Impact Charity.

Danielle is a registered yoga teacher and holds a Bachelor of Psychological Science (Hons) from the University of Queensland and a Master of Science in Comparative Social Policy from The University of Oxford.

She completed Harvard's Global Mental Health Refugee Trauma and Recovery Certificate Program in 2017.



KATRINA COLPO

Katrina is a yoga teacher and communications specialist working in the not-for-profit sector, currently with Amnesty International.

Katrina is passionate about social change and the transformative power of yoga and as a yoga teacher she wants to share the benefits of yoga with everyone.

Katrina holds a Bachelor of Business (Marketing) from the University of Technology, Sydney.



ANDREW JENNINGS

Andrew is a member of the KKR Asia Pacific Infrastructure team. He has over 14 years of corporate finance experience.

He is the Treasurer and Company Secretary of The Yoga Impact Charity.

Andrew holds a Bachelor of Engineering (Civil) (Hons I) and a Bachelor of Commerce, from the University of Queensland.



CLAIRE PALMER

Claire is a barrister with Sixth Floor Chambers and a keen yogi.

She has a doctorate from the University of Oxford, which she attended on a Clarendon Scholarship.

Claire also has a Bachelor of Commerce (Hons I) and a Bachelor of Law (Hons I) from the University of Sydney, where she was awarded the Henry S. Albinski Prize for Best Honours Thesis in Australian Foreign and Defence Policy.



Settlement Services International Refugee Week event in Western Sydney taught by Danielle Begg

"I personally also noticed myself evolving to become a calmer person. Even though that I had lost both my father and brother in Iraq and I arrived here suffering from severe stress, but with yoga I learnt how to clear my mind from all negativities and move on with my life. After learning to control my anxiety and stress, these changes did not just affect me but it transformed my life. I started studying and I enrolled myself into courses some of which learning English, work skills and many more. I was determined to start this beautiful group. I am more relaxed now and this had a great impact on my children and my family. Yoga impacted positively on every part of my life."

Iraqi Women's Group Participant

TEACHING TEAM



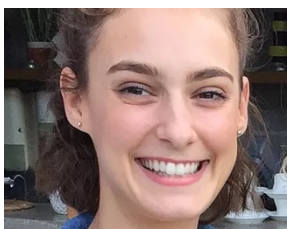
DEB SHAW



JACQUI HING HUDSON



SANGEETHA ESWARAN



STEPHANIE SKINNER



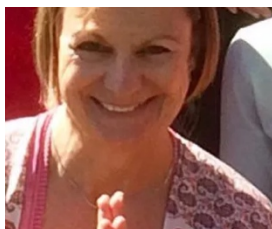
HARRIET SMITH



ZAINAB JAWADI



NAOMI STEINBORNER



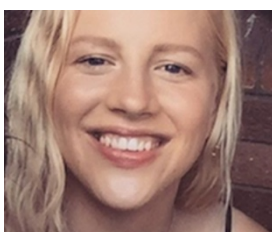
LINDA WILLIAMS



FIONA SCHLEUSSINGER



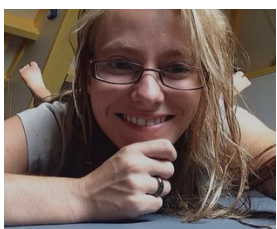
AMANDA OWEN



ISABELLE SLEURINK



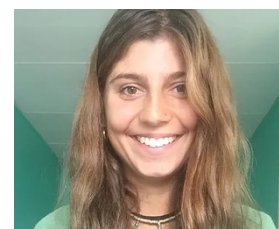
ALESSANDRA LARGE



LAURIEN ZURHAKE



FRAUKE KUHN



EMILIA CIANI

VOLUNTEERS



TANAMI SONTER



KATIE RITCHIE



JESSICA BROWN



KELU MAC



TABITHA ACRET



KRISTY MANCINI



GEORGIE BAKER

OUR SUPPORTERS



PARAYOGA
empowering the world to thrive



YOGA THAT MEETS YOU



OUR PARTNERS





The Woke x The Yoga Impact Charity Scholarship recipient, Zainab Al Jawadi, on her 200-hour yoga teacher certification

Section 2

Governance



STRUCTURE AND MANAGEMENT

The Yoga Impact Charity Ltd is a Health Promotion Charity registered with the Australian Charities and Not-for-profits Commission and has been endorsed as a Deductible Gift Recipient by the Australian Tax Office.

The Charity is classified as a “Small Charity” as its annual revenue is under \$250,000.

The day-to-day operation of the Charity is carried out by volunteers, who donate their time to:

- ☐ Co-ordinate and oversee the yoga programs
- ☐ Market and promote the program to new potential partners and the broader community
- ☐ Manage the finances of the charity including seeking new funding partners
- ☐ Undertake various administrative activities

The services of a yoga teacher are typically procured by the Charity and matched with a program. Other requirements such as rooms and language translators are often generously provided by our Partners.

While the Charity remains small, we expect the role of the Board and Management team to overlap significantly. We do not believe we are of a scale where we can have a clear delineation between the two groups, particularly while we do not have the funding to employ a management team.

We maintain a strong commitment to transparency and for that reason, we have elected to make our Annual Report public each year.

We are humbled by the trust placed in us by our financial supporters, and we are proud to showcase our commitment to helping the community.

CHAIR & CEO REPORT



Danielle Begg

Chair & CEO

The Yoga Impact Charity

We are so thankful to everyone who has supported us this year to share the gift of yoga where it is needed most and are thrilled to report that this year the teaching team have shared 415 yoga programs across 19 organisations to 3,391 attendees!

In order to meet the demand for our evidence-based trauma informed yoga programs, we have needed to grow our teaching team. To do this, The Yoga Impact Charity hosted a number of trauma-informed workshops and retreats in Sydney, Coffs Harbour, Darwin and Orvieto (Italy) with over 40 yoga teachers and health professionals attending. This year has also seen the creation of an Online resource, The Starter Kit, that to date has been accessed across 9 countries. In the future, we will be focusing on the creation of additional Online resources to enable greater accessibility to our training materials.

In line with our core values, we seek to empower individuals and communities that we work with. One of the ways that we translate this value practically is through the provision of scholarships. We are proud to share a collaboration with WOKE Yoga Mosman. This year, we offered a WOKE x The Yoga Impact Charity Scholarship to enable Zainab Al Jawadi to undertake a 200-Hour Yoga Teacher Training. Zainab has since joined The Yoga Impact Charity teaching team and is able to share the gift of yoga with refugee communities in South West Sydney on a weekly basis. In the future, we intend to establish The Yoga Impact Charity 200 Hour Teacher Training Program and provide a number of scholarships to empower people from the communities we work with to become Yoga teachers.

In addition to sharing yoga within our partner organisations, we continue to advocate for the inclusion of trauma-informed yoga within health services more generally by sharing the evidence-based benefits of the practice. I presented The Yoga Impact Charity's program evaluation results at a number of conferences including: The Australasian Yoga Conference and the Australia New Zealand Refugee Trauma Conference.

The impact we've achieved this year would not be possible without our supporters, and our support has come in many forms.

I am very thankful to the expertise of fellow Directors Katrina Colpo, Claire Palmer and Andrew Jennings for generously volunteering their time to oversee the direction of The Yoga Impact Charity.

We have gratefully received strategic advice from Matt Singmin at Vasudhara, financial support from private donors, and support in various forms from our team of Ambassadors.



Left: The Yoga Impact Charity Goodness Bags featuring indigenous artwork by Chern'ee Sutton, gifted to all workshop and retreat participants. Also available for purchase via our online shop

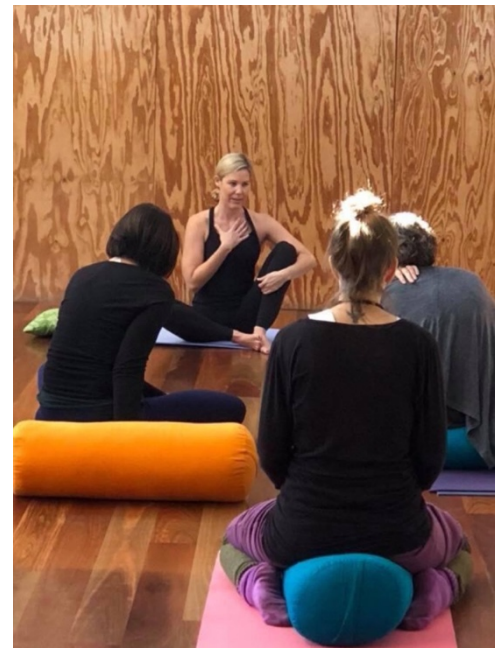
Right: The Yoga Impact Charity 20-hour trauma-informed yoga retreat in Orvieto, Italy

I am honoured to have been named a lululemon Ambassador for Chatswood and a Global Here to Be Partner! The Yoga Impact Charity has received so much support from lululemon and would like to acknowledge in particular Steph Cochrane and the team at Chatswood, as well as lululemon Balmain, lululemon Warringah and lululemon Macquarie Centre for supporting our community yoga programs.

We have received hundreds of mats from Power Living Neutral Bay and Power Living Fitzroy. These mats are used during our trauma-informed yoga programs and can also be taken home by yogis for home practice.

Power Living Neutral Bay, in addition to their contribution of yoga mats, led a Christmas present donation drive, which enabled us to share Christmas presents with all of the refugee children in our yoga programs.

A special thank you also to Rod Sen, Mari Pizzinga and Georgia Brownlee from The Living Room in Coogee and Barzura. Each term they kindly bring a group of our yogis from South West Sydney to practice by the beach followed by a nutritious lunch and walk/swim in the ocean. This day out gives our group a chance to enjoy the healing power of yoga coupled with the peace and beauty of the ocean and nature.



Left: The Yoga Impact Charity excursion to Coogee Beach for the Liverpool West Public School Iraqi kids yoga group. Thanks to the Living Room Coogee for generously hosting the day and to the Coogee Surf Life Saving club for arranging a water safety lesson for the group
Right: The Yoga Impact Charity Co-founder and CEO, hosting a trauma-informed yoga workshop in Coffs Harbour

We have also had two Research Interns contribute to our work through our partnership with the Professional and Continuing Development Program at Macquarie University.

We hope to continue to attract a significant base of supporters over the next few years as we grow and evolve, as these gifts make all the difference.

In the coming year we hope to continue to expand on the growth of our programs, workshops and retreats into other parts of Australia and the world. We also hope to build on the evaluation of our programs with further research and academic exploration.

With gratitude,

Danielle

Principal activities

The Yoga Impact Charity's object is to pursue the following charitable purposes:

- ☐ expand the offering of yoga classes to individuals who have experienced trauma, in order to enhance physical, emotional and psychological health and wellbeing;
- ☐ advocate for the inclusion of mind-body therapies, such as yoga, within mainstream mental health treatment services;
- ☐ to carry out activities ancillary to the object of the charity, including (but not by way of limitation):
 - ☒ to evaluate, research and publish results of select yoga programs;
 - ☒ host retreats for yoga practitioners who wish to teach yoga to those who have experienced trauma; and
 - ☒ raise funds for the object of the charity

Directors' meetings

The number of Director's meetings of The Yoga Impact Charity during the year and the number of meetings attended by each Director is as follows:

	Entitled to attend	Attended
Danielle Begg	2	2
Katrina Colpo	2	2
Andrew Jennings	2	2
Claire Palmer	1	1

Contribution in winding up

The Company is incorporated under the Corporations Act 2001 and is a Company limited by guarantee. If the Company is wound up, the constitution states that each member is required to contribute a maximum of \$10 each towards meeting any outstanding obligations of the entity. As at 30 June 2019, the total amounts that members of the Company are liable to contribute if the Company wound up is \$40.

Audit

The Charity is classified as a "Small Charity" as its annual revenue is under \$250,000. As such, the Charity does not need to have its financial statements reviewed or audited for ACNC purposes.

The financial statements presented in this Annual Report are unaudited.

"In the past, I used to be very anxious all the time and very nervous. I used to not be able to breathe as I do now. And now I am much better. Like, when I go to sleep, I practice breathing in and out. I am practicing my breathing every single night... and it helps me relax and calm down."

Participant from the Iraqi women's group



Top: Refugee yoga class at Fairfield Public School in Western Sydney taught by Sangeetha Eswaran

Bottom: The Iraqi kids yoga group at Liverpool West Public School enjoying a yoga class thanks to The Living Room Coogee, taught by Danielle Begg

Section 3

Financial Report



TREASURER REPORT



Andrew Jennings
Treasurer
The Yoga Impact Charity

The second year of The Yoga Impact Charity was a significant improvement on the prior year with the Charity generating a net surplus of \$20,379 on revenue of \$54,950.

In all, 415 yoga classes were taught during the year, with 238 of these being funded by our partners, generating \$22,350 of revenue for the Charity. A further \$29,160 was raised in donations, with the highlight being \$23,489 of donation from athletic apparel company, lululemon. Finally, \$3,340 was earned from hosting workshops and the sale of Starter Kits, a number that we expect to grow materially in future years.

The largest expense of the Charity was the cost of procuring yoga teachers for the respective programs. This year we paid \$28,403 to yoga teachers, a number that was marginally higher than the revenue generated from classes and workshops. This is due to 177 yoga classes being provided by the Charity at no cost to our partners. In future years, we expect this gap may widen as the Charity provides more free yoga classes to our partners and utilises funding from donations and grants.

The financial position of The Yoga Impact Charity at 30 June 2019 was equally strong with the Charity finishing the year with \$29,439 of cash in the bank and net assets of \$26,490.

Our second year has exceeded all expectations, particularly with regards to the quantum of donations received. The financial backing provided by our donors, supporters and partners has set The Yoga Impact Charity up for success in future years.

FINANCIAL REPORT

Responsible persons declaration

The responsible persons declare that in the responsible persons' opinion:

- ☐ there are reasonable grounds to believe that the registered entity is able to pay all of its debts, as and when they become due and payable; and
- ☐ the financial statements and notes satisfy the requirements of the *Australian Charities and Not-for-profits Commission Act 2012*.

Signed in accordance with subsection 60.15(2) of the *Australian Charities and Not-for-profit Commission Regulation 2013*.



Name: Andrew Jennings
Date: 31 October 2019

Statement of financial performance

Year ending 30 June	Notes	2019	2018
Income			
Government grants		-	-
Donations and bequests		29,160	7,753
Sales	2	25,790	21,550
Total revenue		54,950	29,303
Other income		-	-
Total income		54,950	29,303
Employee expenses/payments		-	-
Grants & donations for use in Australia		1,000	-
Grants & donations for use outside Australia		-	-
Other expenses	3	33,571	23,192
Total expenses		34,571	23,192
Net surplus		20,379	6,111

Statement of financial position

As at 30 June	Notes	2019	2018
Assets			
<i>Current</i>			
Cash at bank		29,439	6,861
Accounts Receivable		-	7,400
Accrued revenue		3,650	-
Total current assets		33,090	14,261
Total assets		33,090	14,261
Liabilities			
<i>Current</i>			
Accounts payable		1,800	8,150
Accrued expense		4,800	
Total current liabilities		6,600	8,150
Total liabilities		6,600	8,150
Net assets		26,490	6,111
Equity			
Retained earnings		26,490	6,111
Total equity		26,490	6,111

Statement of cash flows

Year ending 30 June	Notes	2019	2018
Operating Activities			
Donations		29,160	7,753
Payments received from customers		29,540	14,150
Payments made to suppliers		(36,121)	(15,042)
Net cash provided by Operating Activities		22,579	6,861
Net change in cash		22,579	6,861
Cash at beginning of period		6,861	-
Cash at end of period		29,439	6,861

Notes to the financial statements

Note 1: Summary of Significant Account Policies

Basis of preparation

1. These special purpose financial statements have been prepared in accordance with the requirements of section 60.40 of the *Australian Charities and Not-for-profits Commission Regulation 2013 (ACNC Regulation)*.
2. The financial statements have been prepared on an accrual basis of accounting.

Note 2: Revenue

Year ending 30 June	Notes	2019	2018
Revenue			
Government grants		-	-
Donations and bequests		29,160	7,753
Yoga classes		22,350	20,500
Workshops		1,640	1,050
Starter kits		1,800	-
Total revenue		54,950	29,303

Note 3: Other expenses

Year ending 30 June	Notes	2019	2018
Other expenses			
Yoga teacher services		28,403	22,305
Travel		446	529
Insurance		48	185
Office		314	173
Bad debts		1,600	-
Starter kit royalty payments		1,800	-
Advertising and marketing		480	-
Other		480	
Total other expenses		33,571	23,192

Section 4

Other important information



HOW YOU CAN HELP

Volunteer your time

If you are interested volunteering your time to assist with the administration and marketing of the Charity, please get in touch we would love to hear from you!

Host a trauma-informed yoga program in your organisation

We collaborate with not-for-profits, schools and government to provide trauma informed yoga programs.

Become an ambassador

Anyone can host a yoga class or community event to raise funds for our programs.

To find out more go to: www.yogaimpactcharity.com/become-an-ambassador

Join the teaching team

Our teaching team have undertaken a minimum 200-hour teacher training program and our advanced training course specialising in trauma informed yoga.

You can register for training at: www.yogaimpactcharity.com/join-the-teaching-team

Make a donation

The Charity been endorsed as a Deductible Gift Recipient by the Australian Tax Office. Should you wish to make a financial contribution, this can be done through our website (www.yogaimpactcharity.com/donate) or you can contact us to arrange an Electronic Funds Transfer.

100% of funds raised go towards our yoga programs.

\$1,000 = 1 term of trauma-informed yoga

\$2,000 = half year term of trauma-informed yoga

\$4,000 = full year of trauma-informed yoga

Any contribution, no matter the size, is greatly appreciated.



Iraqi and Syrian primary school children at Liverpool West Public School, NSW

CONTACT US

Danielle Begg
0428 670 881

danielle@yogaimpactcharity.com

Facebook: The Yoga Impact Charity

Instagram: yogaimpactcharity

Website: www.yogaimpactcharity.com