One Yoga Annual Report 2021

A note from our Leadership Team - Claire, James, & Stephanie:

“As we navigated a second pandemic year, we continued to live stream classes, held classes in Minneapolis parks and at the Mill City Farmers Market, and began indoor classes at Blooma and the Center for Performing Arts. We look forward to opening our new studio at the Ivy Building in March 2022, as well as beginning DEI work and strategic planning.”

Programming by the Numbers

- 34 weekly live stream classes
- 97 yoga in the park classes
- 50 workshops & advanced trainings
- 3 school partnerships

Students by the Numbers

- 743 unique clients
- 257 new students
- 45 students per day, on average
- 6 classes taken per student each month, on average
- 151 unique members each month
- 59 sliding-fee participants each month
- 12 member-donors
- 52 BIPOC intro offers redeemed

Giving by the Numbers

- $16,052 total individual donations
- $4,775 from Give to the Max Day
- $4,570 from Spring Forward MN
- $2,520 from member-donors
- $4,187 from other sources

Sources of Income

- Total for 2021: $180,666
  - Memberships: $121,965
  - Other class income: $23,580
  - Workshops & Trainings: $14,554
  - Community Partnerships: $2,260
  - Other: $2,255
  - Contributed Revenue: $16,052
  - Other: $2,520

Giving by the Numbers

- Total individual donations: $16,052
  - Give to the Max Day: $4,775
  - Spring Forward MN: $4,570
  - Member-donors: $2,520
  - Other sources: $4,187