

2016 STATE — of Our — UNION



Overview of Yoga Alliance + Yoga Alliance Registry

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

*Our international membership includes more than **67,700** **yoga teachers** and **4,300** **yoga schools** in **160 countries**.*



Overview of 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 staff is dedicated to 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 delivers member value 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,
- Carrying 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 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 RYTs and the unique value of Yoga Alliance to the public and targeted audiences, elevating 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 and feedback for schools through the transparent Social Credentialing system, and
- Funds scholarships, grants, educational opportunities and yoga research initiatives through the Yoga Alliance Foundation.



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. 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 RYTs and RYSs. The two related organizations are sometimes collectively referred to as Yoga Alliance.

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

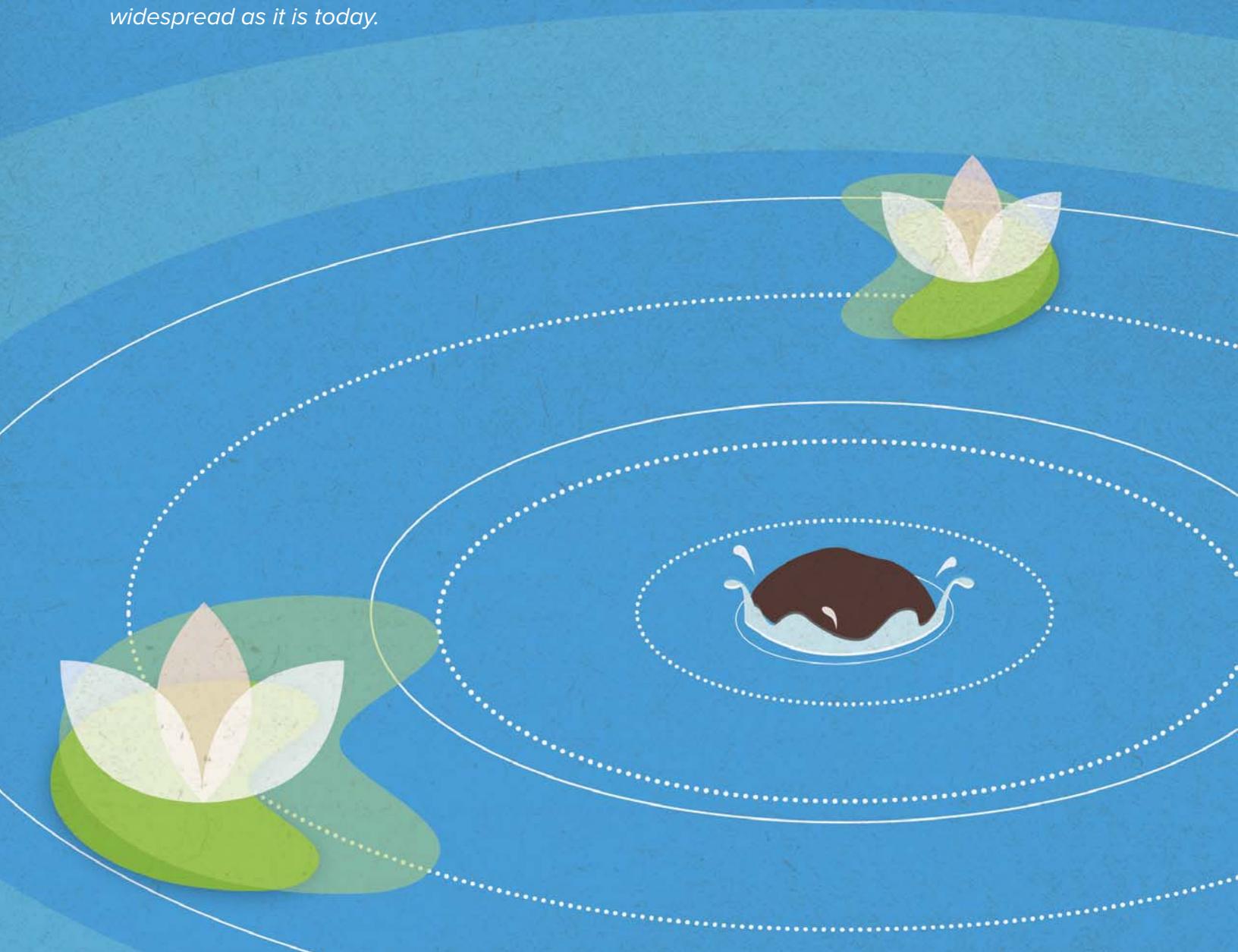
We are the largest international nonprofit association representing the yoga community. Yoga Alliance:

- 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 increases accountability and promotes 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.



Letter from Leadership

Yoga has grown into a multi-billion dollar industry as more and more people throughout the world find value in its practice. Yet yoga isn't just a blossoming industry of teachers, studios and schools – it's a unique community. It is exhilarating to know that all of us have played a role in upholding the integrity of yoga. Through individual practice, teaching and training, the Yoga Alliance community has been an integral part in making yoga as widespread as it is today.



Letter from Leadership

TO OUR COMMUNITY

February 2016

We all recognize yoga as a profound personal practice. It encompasses the mind, body and spirit, and promotes personal growth both on and off the mat.

Every day, Yoga Alliance works to bridge the gap between the personal and the professional elements of yoga. Many organizations promote the numerous and diverse styles of yoga. While this is also at the heart of what we do, we stand for the integrity of yoga as well—creating and maintaining fair standards.

Grounded in ancient tradition and responsive to requirements of contemporary life, we work continuously to fulfill our mission of promoting and supporting the integrity and diversity of the teaching of yoga. Yoga Alliance is a group of dedicated individuals who live by the values of service, community, learning and excellence.

As the yoga industry grows, the value that our organization provides soars. Because we are the largest international nonprofit association representing the yoga industry, we can leverage our resources and work together on important initiatives. Together, we achieve results far beyond the reach of any single yogi.

We are pleased to share these results with you in this State of Our Union—results that couldn't be possible without you, our members. As stewards of our organization's financial resources, we are proud of these accomplishments and the continuing increase in our membership. From 2014 to 2015, we grew 17 percent—that's over 72,000 members internationally!

Whether it's through Social Credentialing, our Online Workshops and publications, advocacy initiatives, Member Perks, our Foundation activities or community outreach events, we hope you take advantage of all the benefits and opportunities that are available to you. Without your support and guidance, these programs would not exist.

Our membership has rapidly grown into the largest, most diverse group of yoga teachers and schools in the world. Whether you're already a member or hope to become one, we encourage you to join us as we continue our work and advance the practice of yoga for all.



Brandon Hartsell

Brandon Hartsell
Chairman and Treasurer
of the Board



Barbara Dobberthien

Barbara Dobberthien
Executive Director and
Chief Operating Officer

Our Board and Committees

Yoga Alliance and Yoga Alliance Registry are led by a volunteer board of directors. Our board is comprised of experienced yoga teachers and experts in fields such as technology, business and finance. We also benefit from the guidance and advice of over 100 committee members. Because of their dedication, 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 and Treasurer
Addison, TX

TERRI MCDERMOTT, E-RYT 200
Vice Chair
Traverse City, MI

KERRY MAIORCA, E-RYT 500, RPYT
Secretary
Chicago, IL

SWAMI ASOKANANDA, E-RYT 500
New York, NY

JORDAN DIPIETRO
Arlington, VA

MARGIE DEUTSCH LASH, E-RYT 200
Irvine, CA

STAFFAN ELGELID, RYT 500
Devon, PA

MARION (MUGS) MCCONNELL,
E-RYT 500
Scotch Creek, British Columbia,
Canada

NAYASWAMI GYANDEV MCCORD,
E-RYT 500
Nevada City, CA

DAVID PRYOR, JR.
Washington, DC

ROGER RIPPY, E-RYT 500
Houston, TX

MARK SINGLETON
London, United Kingdom

ARUN TILAK, E-RYT 500
Lawton, OK



Our Board and Committees

Education Committee

Margie Deutsch Lash, E-RYT 200, Irvine, CA, *committee chair, board member*
 Kellie Adkins, E-RYT 500, RPYT, RCYT, Fruitland Park, FL
 Swami Asokananda, E-RYT 500, New York, NY, *board member*
 Jason Campbell, E-RYT 500, Sun City West, AZ
 Traci Cooley, E-RYT 200, RYT 500, Dubuque, IA
 Dawn Curtis, E-RYT 500, RPYT, Vienna, VA
 Joan Dwyer, RYT 200, Providence, RI
 Brandon Hartsell, E-RYT 500, Dallas, TX, *ex officio board member*
 Julie Holman, RYT 200, Phoenix, AZ
 Prashant Joshi, E-RYT 500, Austin, TX
 Tyler Mongan, RYT 200, Honolulu, HI
 Sherry Zak Morris, E-RYT 200, Vista, CA
 Dave Sims, E-RYT 200, RYT 500, Indianapolis, IN
 Charlotte Raich, E-RYT 500, RCYT, RPYT, *staff liaison*
 Barbara Dobberthien, *Executive Director and Chief Operating Officer*

Governance Committee

Margie Deutsch Lash, E-RYT 200, Irvine, CA, *committee chair, board member*
 Brandon Hartsell, E-RYT 500, Dallas, TX, *board member*
 Gyandev R. McCord, E-RYT 500, Nevada City, CA, *board member*
 Andrew Tanner, E-RYT 500, Boston, MA, *Yoga Alliance Chief Ambassador*
 Arun Tilak, E-RYT 500, Lawton, OK, *board member*

Member Benefits Committee

Margie Deutsch Lash, E-RYT 200, Irvine, CA, *committee chair, board member*
 Terri McDermott, RYT 200, Traverse City, MI, *committee co-chair*
 Blaine Carter, RYT 200, Enfield, Nova Scotia, Canada
 Brandon Hartsell, E-RYT 500, Dallas, TX, *ex officio board member*
 Rachel Hirsch, RYT 200, Chicago, IL
 Raven Seltzer, E-RYT 500, West Roxbury, MA
 Leslie Simionescu, RYT 200, Traverse City, MI
 Erin Thomas, E-RYT 200, Bloomington, IN
 Rob Walker, E-RYT 500, Calgary, Alberta, Canada
 Katrina Whelchel, RYT 500, Weddington, NC
 Kay Williams, RYT 200, Ormond Beach, FL
 Charlotte Raich, E-RYT 500, RCYT and RPYT, *staff liaison*
 Barbara Dobberthien, *Executive Director and Chief Operating Officer*

Standards Committee

Gyandev R. McCord, E-RYT 500, Nevada City, CA, *committee chair*
 Deborah T. Bennett, E-RYT 200, RCYT, Bowling Green, VA
 Melissa Cooper, RYT 200, Pittsburgh, PA
 Mark Drost, E-RYT 500, Santa Barbara, CA
 Brandon Hartsell, E-RYT 500, Dallas, TX, *ex officio board member*
 Kerry Maiorca, E-RYT 500, RPYT, Chicago, IL, *board member*
 Jacinta McBurney, E-RYT 500, Edinburgh, United Kingdom
 Marion (Mugs) McConnell, E-RYT 500, Scotch Creek, British Columbia, Canada, *board member*
 Amani Murray, E-RYT 500; RPYT, Charlotte, NC
 Roger A. Rippy, E-RYT 500, Houston, TX, *board member*
 Cindy Jeffers, E-RYT 500, *staff liaison*
 Barbara Dobberthien, *Executive Director and Chief Operating Officer*

Advisory Group to the Standards Committee

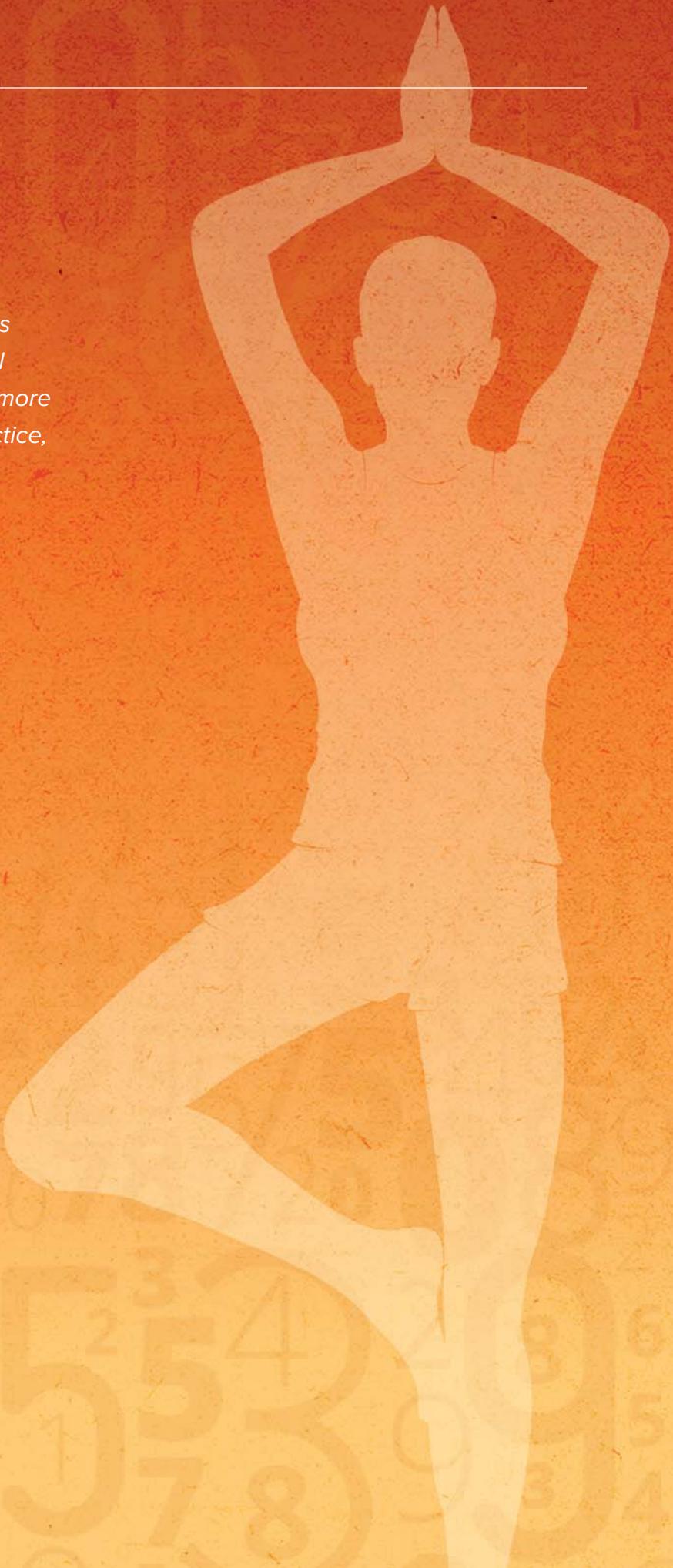
Kellie Adkins, E-RYT 500, RPYT, RCYT, Fruitland Park, FL
 Nancy P. Alder, E-RYT 200, Mansfield, CT
 Barbara D. Altshuler-Pacheco, E-RYT 500, RPYT, RCYT, Addison, TX
 Bea Ammidown, E-RYT 500, Santa Monica, CA
 Monica Angelucci, Prague, Czech Republic
 Lisa J. Babiu, E-RYT 500, St. Albert, Alberta, Canada
 Lara Benusis, E-RYT 500, RCYT, Long Island, NY
 Kitty Blincoe, Mahwah, NJ
 Chase Bossart, E-RYT 500, San Francisco, CA
 Carol S. Bowman, E-RYT 500, RCYT, Pomona, NY
 Ashley K. Brennan, E-RYT 200, Raleigh, NC
 J. Brown, E-RYT 500, Brooklyn, NY
 Courtney Butler, E-RYT 500, RPYT, RCYT, Hot Springs, AR
 Patricia Callahan, E-RYT 500, RPYT, Fuquay Varina, NC
 Giselle Campagna, Denver, CO
 Francesca Cervero, E-RYT 200, Brooklyn, NY
 Jasmine Chehراzi, E-RYT 500, Washington, DC
 Ilene M. Cohen, E-RYT 200, RYT 500, New York, NY
 Justine Cohen, Newton, MA
 Dawn Curtis, E-RYT 500, RPYT, Vienna, VA
 Hari-kirtana Das, E-RYT 500, Washington, DC
 Nicole DeAvilla, E-RYT 500, RPYT, RCYT, Kentfield, CA
 Leslie J. Denny, E-RYT 500, Oceanside, CA
 Arun Deva, E-RYT 500, Los Angeles, CA
 Ganga Devi, E-RYT 500, RPYT, London, England
 Jean Di Carlo-Wagner, E-RYT 500, San Diego, CA
 Joanna M. Dunn, E-RYT 500, RPYT, Leavenworth, WA
 Deni Ehrenberg, RYT 200, Columbus, OH
 Gyl Elliott, E-RYT 500, Arcadia, CA
 Tara Engeran, E-RYT 500, New Orleans, LA
 Aly Faber, E-RYT 200, Charlotte, NC
 Irene Flores, Chicago, IL
 Ally L. Ford, E-RYT 200, Clearwater, FL
 Suzanne Garacochea, RYT 200, Charleston, SC
 Lori Gaspar, E-RYT 500, Glen Ellyn, IL
 Cathy Geier, Seattle, WA
 Leslie M. Glickman, E-RYT 500, South Boca Raton, FL
 Jasmine Grace, E-RYT 500, Columbus, OH
 Sharon Greenspan, RYT 200, Virginia Beach, VA
 Kim Grether Salloux, RYT 200, Livingston, MT
 Britty L. Hamby Austin, TX
 Becca Hewes, E-RYT 500, Norman, OK
 Marianne Hritz, E-RYT 200, Canfield, OH
 Angela L. Hubbs, New York, NY
 Jessica Jennings, E-RYT 500, RPYT, Los Angeles, CA
 Nicole Cyrille Joseph, E-RYT 500, Nashville, TN
 Alan M. Kaye, RYT 200, Woodland Hills, CA
 Katherine King, RYT 200, Burlington, MA
 Christopher J. Kourtinatos, E-RYT 500, Tubingen, Germany
 Amy Kraft, E-RYT 500, Scottsdale, AZ
 Carol Krucoff, E-RYT 500, Chapel Hill, NC
 Eduardo Krumholz, E-RYT 200, RYT 500, Monument, CO
 James A. Kulackoski, E-RYT 500, Chicago, IL
 Claudine LaRochelle, E-RYT 200, RYT 500, Mississauga, Ontario, Canada
 Suzanne E. Leitner-Wise, E-RYT 500, Alexandria, VA
 Darren Main, E-RYT 500, San Francisco, CA
 Elizabeth K. Mayotte, E-RYT 200, RYT 500, Clarksville, MD
 Catherine (Cassie) A. McClellan, E-RYT 200, Amelia Island, FL
 John (JP) P. McClellan, E-RYT 200, Amelia Island, FL
 Victoria McColm, Savannah, GA
 Terri McDermott, E-RYT 200, Traverse City, MI
 Linda S. McGrath, E-RYT 500, Los Gatos, CA
 Lisa M. McQuade, E-RYT 500, Charleston, SC
 Hali D.J. McQuillan, E-RYT 200, Okotoks, Alberta, Canada
 Surendra Mehta, Diamond Bar, CA
 Barbara Metzdorff, E-RYT 500, RCYT, Santa Fe, NM
 Jennifer Kaya Mindlin, E-RYT 500, RPYT, Sacramento, CA
 Tejvinder S. Monga, E-RYT 500, RCYT, Dallas, TX

Stuart F. Moody, RYT 200, San Rafael, CA
 Sherry Zak Morris, E-RYT 200, Vista, CA
 Karen K. Moss, E-RYT 500, Memphis, TN
 Barbara A. Murray, RYT 500, Cardiff, CA
 Arielle Nash, E-RYT 500, RPYT, Glenburnie, Ontario, Canada
 David Nelson, E-RYT 200, San Francisco, CA
 Gwen M. O'Hanlon, E-RYT 200, West New York, NJ
 Jennifer L. O'Sullivan, E-RYT 500, Alexandria, VA
 Annie Okerlin, Tampa, FL
 Darryl Olive, E-RYT 500, Kansas City, MO
 Gene Ore, RYT 200, Miami, FL
 Kymber Owens, RYT 200, Asheville, NC
 Anne Phyfe Palmer, E-RYT 500, RPYT, Seattle, WA
 Michael Plasha, E-RYT 500, RPYT, Erie, PA
 Maureen Priest, E-RYT 200, Skippack, PA
 Jennifer S. Prugh, E-RYT 500, San Jose, CA
 Annie Quagliaroli, E-RYT 500, South Windsor, CT
 Mimi Ray, E-RYT 500, Grand Rapids, MI
 Marisa Robinson, RYT 200, Elgin, IL
 Susanne J. Robinson, East Longmeadow, MA
 Kathleen G. Santor, E-RYT 500, Henderson, NV
 Linda K. Schlesinger-Gessner, Folsom, CA
 Lillah A. Schwartz, E-RYT 500, Asheville, NC
 Natalie Seagraves, E-RYT 200, Santa Rosa, CA
 Kim Shand, E-RYT 500, Mountain Lakes, NJ
 Sanjeeta K. Sharma, E-RYT 200, RYT 500, La Puente, CA
 Dave Sims, E-RYT 500, Indianapolis, IN
 Jessica S. Tague, Chicago, IL
 Kaye Temples Yarbrough, E-RYT 500, RPYT, RCYT, Raleigh, NC
 Erin Thomas, E-RYT 200, Bloomington, IN
 Laura K. Thompson, E-RYT 200, Ogden, UT
 Therese Tibbits, Irvine, CA
 Antoine Tinawi, E-RYT 500, Saint-Laurent, Quebec, Canada
 Thalia Tooke, RYT 200, San Francisco, CA
 Kenneth W. Toy, E-RYT 500, Hampton, NH
 Dawn Trapp, E-RYT 200, RPYT, Boise, ID
 Carrie Tyler, E-RYT 500, Newburyport, MA
 Noeleen Tyrrell, E-RYT 200, Co. Leitrim, Ireland
 Rob Walker, E-RYT 500, Calgary, Alberta, Canada
 Karen Walsh, RYT 500, Flemington, NJ
 Judy Weaver, E-RYT 500, Lighthouse Point, FL
 MaryLou Webb, E-RYT 500, Springfield, MO
 Cora Wen, E-RYT 500, San Jose, CA
 Katrina W. Whelchel, RYT 500, Weddington, NC
 Julie M. Whitbeck-Lewinski, Cranberry Township, PA
 Sue Woodd, E-RYT 200, Surrey, United Kingdom
 Debbie L. Woods, RYT 200, Glenview, IL

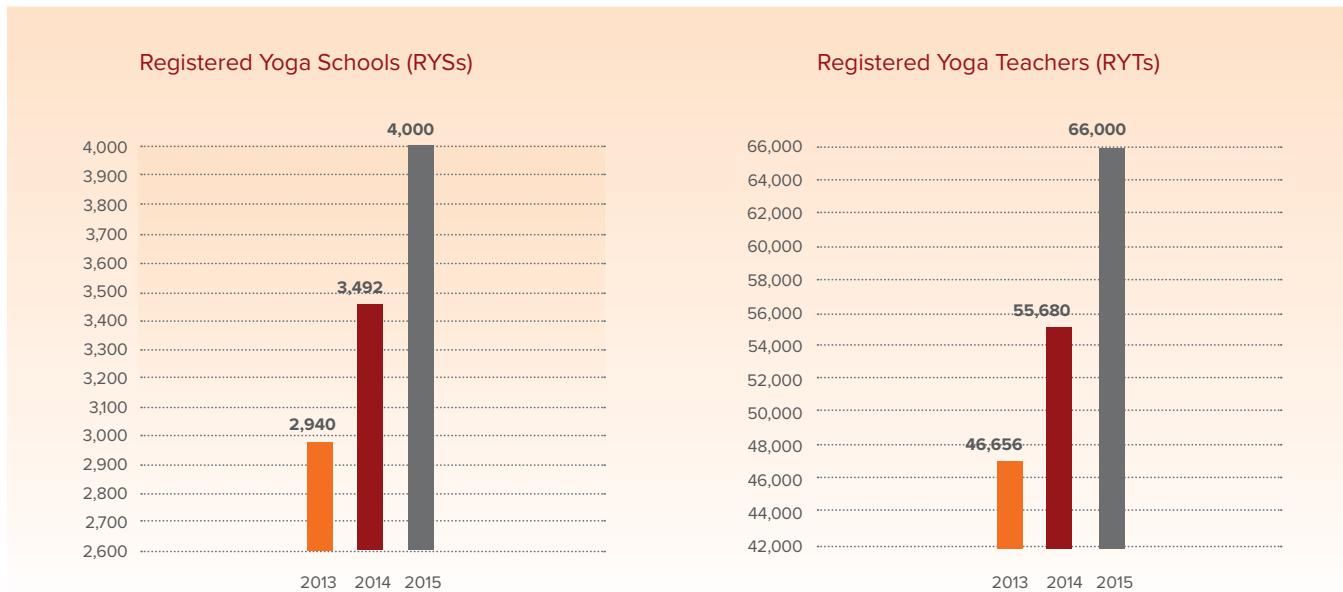
Every effort has been made to present an accurate list of committee members as of February 2016. Our humblest apologies if we have inadvertently omitted you. Please contact us at info@yogaalliance.org.

Yoga by the Numbers

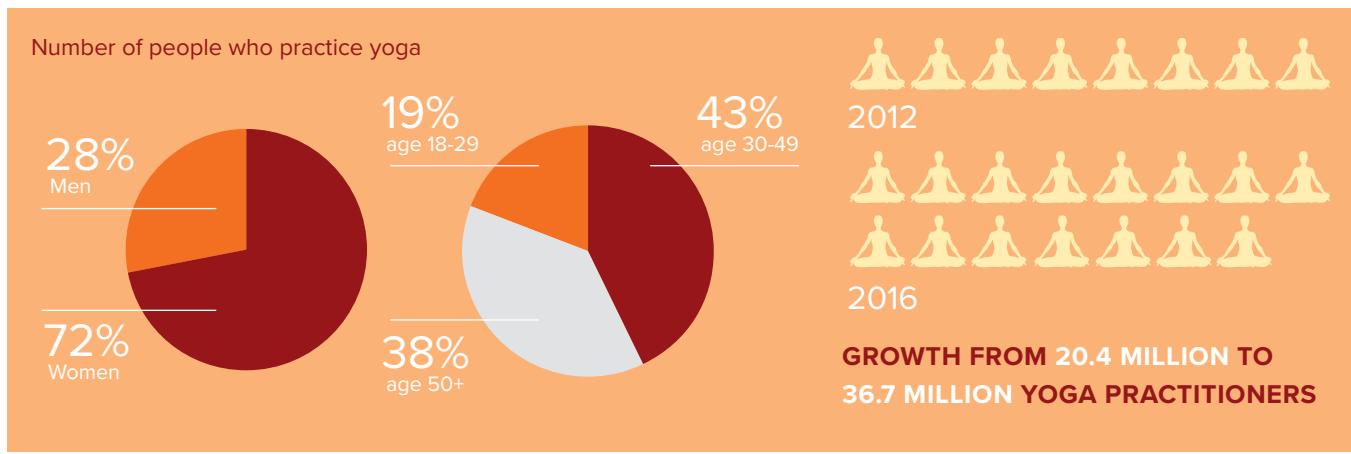
As the popularity of yoga climbs, our community continues to grow. Keeping in mind our commitment to listen and respond to the changing needs of this community, we surveyed both the general public and our members in 2015 to learn more about their perceptions of both yoga practice, and of Yoga Alliance as an organization.



Yoga by the Numbers



KEY FINDINGS FROM THE 2016 YOGA IN AMERICA STUDY



- 34 percent of Americans say they are somewhat or very likely to practice yoga in the next 12 months – equal to more than **80 million Americans**.
- **The top five reasons for starting yoga are:** flexibility (61 percent); stress relief (56 percent); general fitness (49 percent); improve overall health (49 percent) and physical fitness (44 percent).
- **86 percent of practitioners** self-report having a strong sense of mental clarity, 73 percent report being physically strong and 79 percent give back to their communities – all significantly higher rates than non-practitioners.

- People who practice yoga are **significantly more involved in other forms of exercise** like running, cycling and weight-lifting, compared to non-practitioners.
- **37 percent of practitioners** have children under the age of 18 who also practice yoga.
- Students spend **\$16 billion per year** on classes, gear and equipment, up from \$10 billion in 2012.
- 74 percent of practitioners have been **doing yoga for five years or less**.
- 50 percent of yoga teachers have been teaching for **more than six years**.

Progress

Fulfilling our mission requires focus, leadership and support. Working with state and local lawmakers, our 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.



Key Accomplishments

YOGA ALLIANCE REGISTRY



"I love the 'Connect with Me' feature on Yoga Alliance's Directory. I have been approached [by potential employers/students] a few times and feel like it is definitely an added value to being a part of the YA community. Thank you for being proactive and providing great features like this to your registered teachers, YA!"

Kimberly T., E-RYT 500, Houston, Texas

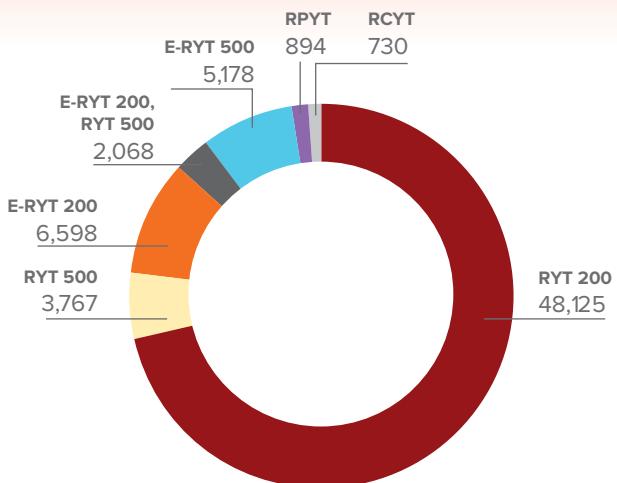


Yoga Alliance Registry serves the entire yoga community, including the yoga-practicing and yoga-curious public. Our voluntary Registry enables yoga practitioners of all skill levels to find and research over 67,700 teachers and 4,300 schools. Our registrants have met either our RYS Standards or our RYT Requirements, and represent a wide variety of disciplines, styles and lineages.

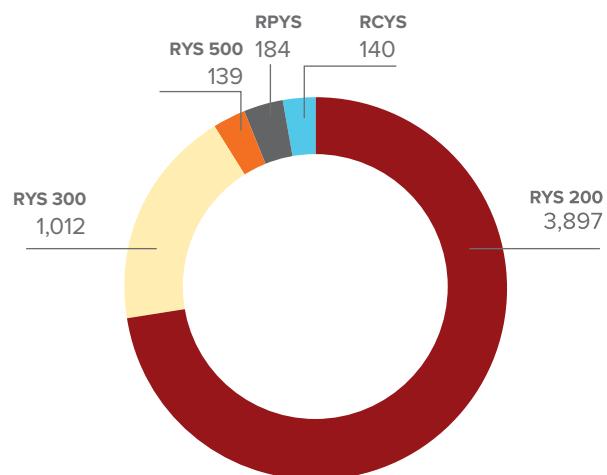
In April 2015, we improved our Registry to include a more intuitive user interface, better search capability and the "Connect with Me" feature. This feature gives users the ability to directly contact any RYT or RYS through a secure email gateway.

By using our Registry, anyone can make informed choices about the yoga teacher or school that is right for them. Our Registry received over half a million unique pageviews in 2015, double the traffic of 2014. As a service to our registrants, we promote our Registry through digital and print advertising.

TEACHERS

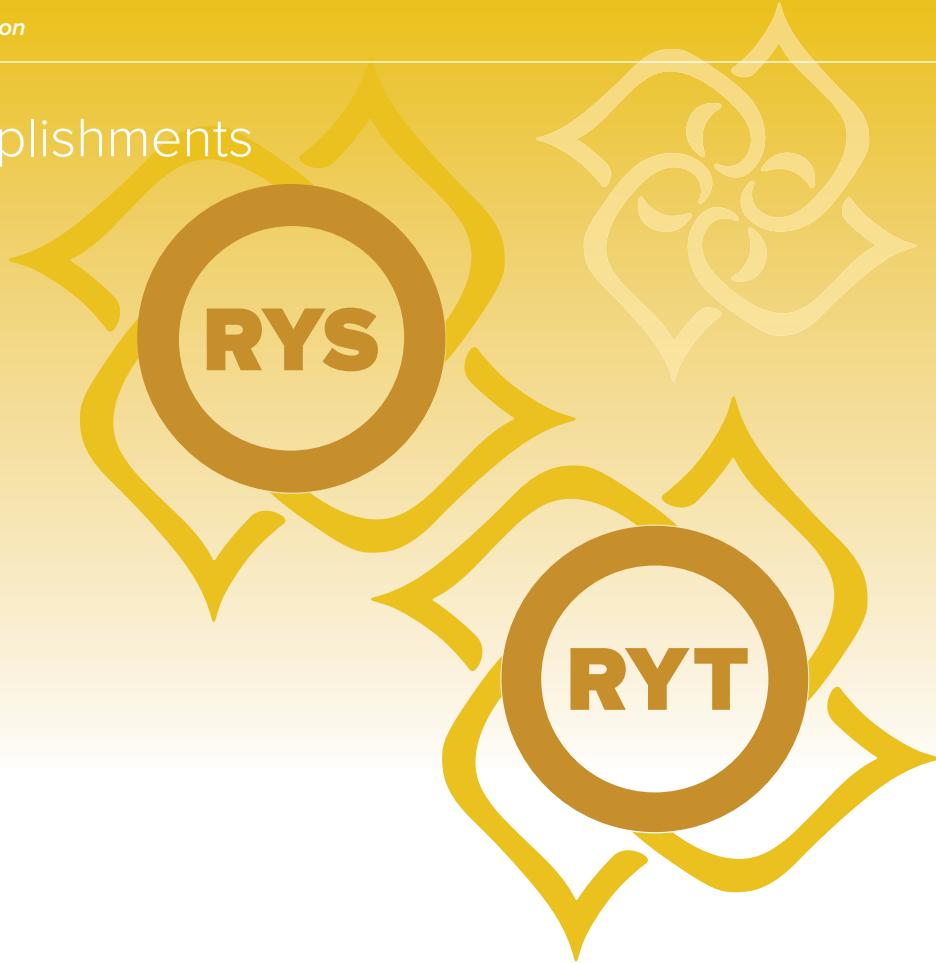


SCHOOLS



Key Accomplishments

STANDARDS



As the leading credentialing organization for the international yoga community, Yoga Alliance Registry provides a set of minimum Standards for yoga schools that specify hours of study in certain educational categories. We continually evaluate these Standards to ensure that we're promoting safe and competent teaching practices that are relevant to the community.

For yoga schools, registering with Yoga Alliance Registry means that their curriculum has met our quantitative Standards and that they have kept up with their annual registration fees. A school that joins our Registry may call itself a Registered Yoga School (RYS®) and be listed on our online directory of RYSs.

For yoga teachers, joining Yoga Alliance Registry means meeting our teacher requirements, meeting our Continuing Education requirements and paying their annual registration fees. Registered teachers are eligible to use the title Registered Yoga Teacher (RYT®). Teachers with significant teaching experience may be eligible to apply for the title Experienced Registered Yoga Teacher (E-RYT®)

Key Accomplishments

SOCIAL CREDENTIALING



As the popularity of yoga grows each year, so does the need for increased rigor and oversight of yoga schools. We introduced our Social Credentialing system in late 2013 to meet the increasing demand for oversight. Social Credentialing requires verified teacher trainees to provide objective, non-anonymous and systematic feedback about the RYS they attended. According to our 2015 Member Survey, 95% of our RYT^s thought reviewing their RYS was an important part of their registration.

In 2015 alone, over 25,000 trainees provided their feedback to 3,100 RYSs. Since the inception of Social Credentialing, we've collected over 48,000 reviews of over 3,600 schools.

OVER
48,000
 TEACHER TRAINEES
have provided feedback
 TO OVER
3,600
distinct schools
 through
 SOCIAL CREDENTIALING

This feedback has been instrumental for both Yoga Alliance Registry and the general public. 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. People who are interested in teacher training at an RYS can see these reviews and use them to help decide whether the training is right for them.

Additionally, our staff is able to use Social Credentialing to see trends and hold our schools accountable to the standards they promise to uphold.



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. Our 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.

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. Additionally, our Advocacy in Action page provides background information and the latest updates about matters facing the yoga community, including state regulatory issues, patent and copyright issues and attempts to prohibit the practice of yoga.

We won several key victories this year on behalf of the yoga community:

- **New Laws in Arkansas and Colorado.**

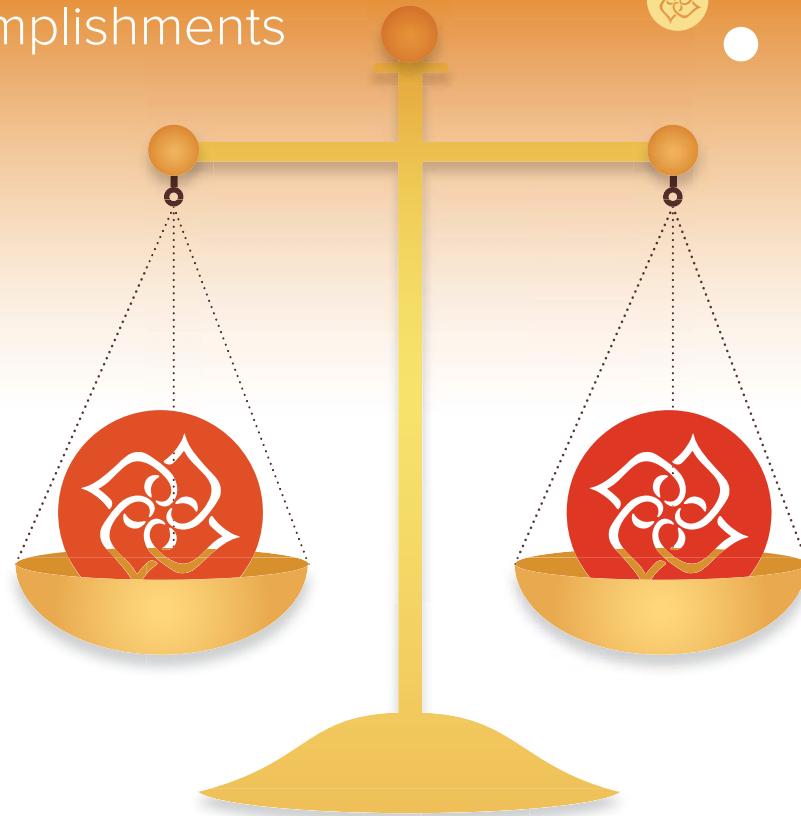
Thanks to the grassroots efforts of Yoga Alliance members and our allies, bills were signed into law in Arkansas (February 2015) and Colorado (March 2015) to protect the rights of yoga schools to operate without unnecessary restriction. Our contributions have included underwriting costs for legal counsel, lobbying, targeted email campaigns to state officials, local coordination, public petitions and local and national media outreach.

- **Bikram's Yoga College of India v. Evolution Yoga.**

Maintaining the position that yoga poses and sequences of poses cannot be copyrighted, Yoga Alliance provided support to Evolution Yoga, LLC's legal counsel against the Bikram's Yoga College of India lawsuit claiming Evolution committed copyright infringement by teaching a series of poses made popular by Bikram Choudhury. Oral arguments were made to the Ninth Circuit Court of Appeals in

Key Accomplishments

ADVOCACY



May 2015, and on October 8, the Court affirmed a previous ruling by a federal district court that Bikram Choudhury's sequence of 26 yoga poses is not entitled to copyright protection.

On December 8, Bikram entered another petition to the court for a rehearing en banc, which would've brought the case before a larger panel of judges in the same court, but it was denied.

• **Sedlock v. Baird, et al.**

Yoga Alliance supported Yoga for Encinitas Students (YES!) in its arguments to the California Court of Appeals to allow yoga as a health and wellbeing activity in schools. It is Yoga Alliance's position that yoga is not inherently religious and that the Encinitas School District should be allowed to continue its yoga physical education program. Arguments were heard in March 2015. On April 3, 2015, the Court determined the school district's yoga program to be "devoid of any religious, mystical or spiritual trappings," affirming

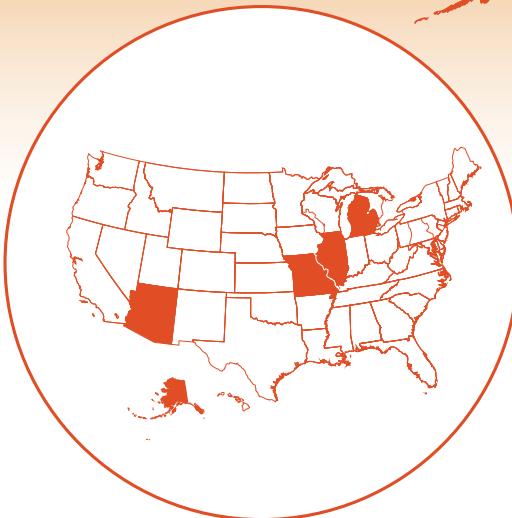
the trial court ruling. The plaintiffs did not seek further review by the California Supreme Court of the Court of Appeal's ruling by the May 13, 2015 deadline, finalizing the victory.

• **Music Licensing.**

Three Performing Rights Organizations (PROs)—the American Society of Composers Authors and Publishers (ASCAP), Broadcast Music Incorporated (BMI) and Society of European Songwriters, Artists and Composers (SESAC)—have pursued 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 successfully negotiated rates with ASCAP and SESAC to provide music licenses at special rates for YA members and the yoga community at large.

Key Accomplishments

ADVOCACY



Additionally, we're continuing to advocate for the yoga community in a few new places:

- **Alaska.** Yoga Alliance was contacted by yoga teacher training programs (YTTs) in Alaska regarding recent interactions with the Alaska Commission on Postsecondary Education (ACPE). We learned that the ACPE requires Alaska YTTs to comply with state regulations meant for vocational or professional programs and pay annual fees to operate in the state. On behalf of Alaska yoga community, we're actively fighting this in the state legislature.
- **Arizona.** Some of our members in Arizona contacted us regarding regulations on YTTs by the Arizona State Board for Private Postsecondary Education (SBPPE). Yoga Alliance is working with Arizona's legislators, regulators, and decision makers to make sure that YTTs are no longer harmed by needless and burdensome requirements. More recently, a Yoga Alliance representative participated in an SBPPE meeting to present our case, answer questions, and mark another step toward solutions that will help the yoga community thrive.

- **Illinois.** In early 2015, members of the Illinois yoga community contacted Yoga Alliance regarding concerns about the Illinois Board of Higher Education's (IBHE) actions to regulate YTTs as private "vocational" schools. Yoga Alliance is currently working with legislators to fight this effort and protect Illinois YTTs.

- **Michigan.** Yoga Alliance was alerted to potential YTT regulations by the Department of Licensing and Regulatory Affairs (LARA). These regulations require expensive fees and numerous regulatory hurdles. Yoga Alliance is concerned that LARA's requirements are not only unnecessary, but harmful to the yoga community and small businesses in this state. We have assembled a team on the ground that is working with Michigan regulators and legislators to make sure we are heard by key decision makers.

Key Accomplishments

ADVOCACY



- **Missouri.** We were contacted by members of Missouri's yoga community regarding actions by the Missouri Department of Higher Education (MDHE) to regulate YTTs as "vocational schools" under its Postsecondary School Certification Program. With our help, Representative Elijah Haahr pre-filed a bill in the Missouri House of Representatives on December 10, 2015 that would prevent state regulators from imposing burdensome and unnecessary regulations on YTTs. Companion legislation was also introduced in the state Senate in early 2016.

- **Slovenia.** Members of Slovenia's yoga community contacted Yoga Alliance to voice concerns that regulations on yoga studios and teacher training programs will harm the practice of yoga in their country. In addition to opposing unnecessarily burdensome government regulation of yoga, we disagree that yoga is a type of sport and, therefore, can be regulated by Slovenia's Ministry of Education, Science and Sport. Yoga Alliance sent a letter to the minister on May 20, 2015 offering observations about the issue and outlining our stance.

For the latest updates on our Advocacy work, visit our website.

Key Accomplishments

EDUCATION



We believe it is imperative that our members are equipped with the proper resources to build upon their knowledge of yoga. Our Online Workshops allow for the sharing of insights from talented yoga teachers, school/studio owners and entrepreneurs with our members anywhere in the world.

In 2015, we offered 21 Online Workshops, almost doubling the number we hosted in 2013 and 2014 combined. Over 5,300 people attended these

workshops live, while recordings of our workshops were replayed over 12,000 times this year alone. That translates to over 32,000 workshop views since we began this program in 2013.

Topics covered in our workshops span the many facets of yoga, including business topics, legal guidance, teaching tips and information about Yoga Alliance programs. Many of these workshops are eligible for Yoga Alliance CE or RYS curriculum hours as well.

Here's a sample of our 2015 programs:

- Creating Themes for Yoga Classes
- Facebook Marketing for Yoga Teachers and Studios
- From Yogi to Yogipreneur: Success Beyond the Studio
- Healthy Teacher-Student Relationships
- How to Stand Out and Promote Yourself Online
- Profitable Private Yoga Retreats
- Share Your Yoga Classes Online
- Transitioning from Independent Contractors to Employees

Key Accomplishments

COMMUNITY OUTREACH



We believe that our members comprise diverse, thriving communities. To better serve these communities, it's important for us to check in with them in the same way that we check in with our bodies during our yoga practice—ready to listen and observe.

In January 2015, we launched a bold initiative to connect with our members and other yoga participants. Our Chief Ambassador, Andrew Tanner, E-RYT 500, traveled around the United States and Canada to meet with yoga teachers, school owners and studio directors who wanted to share their thoughts with us. We met them at conferences like *Yoga Journal LIVE!*, yoga festivals like *Wanderlust*, community events and other speaking engagements. Andrew also led several discussions on the future of the yoga industry at these events and explained how Yoga Alliance is working to serve teachers and school owners everywhere.

NUMBER OF MEMBERS
who received

FREE
PROFESSIONAL HEADSHOTS

at outreach events
1,627
Total Savings
TO MEMBERS
\$81,350

To date, we have engaged with thousands of people in 16 cities throughout the U.S. and Canada.

We plan on continuing to meet our members at events, festivals, yoga studios and conferences around the world to deepen our bond with them and build relationships with other yoga practitioners. By providing a forum for dialogue, we're embracing our diversity and living our yoga.

When we can't meet members in person, we maintain an active social media presence that allows them to engage with us online. Our social media growth has mirrored the growth of yoga. In 2015, our Facebook presence grew more than 47 percent from 78,000 fans to over 115,000. We experienced similarly rapid growth on Instagram.

Key Accomplishments

PUBLICATIONS



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

Yoga Insider is our monthly news aggregation on a variety of yoga topics. In 2015, we shared over 450 stories from local, national and international media outlets.

Our newest resource, the Index of Yoga Research, is a compilation of published peer-reviewed research about yoga and its effect on overall health and well-being. Since introducing it in February of 2015, we've compiled over 400 findings in 12 different categories.

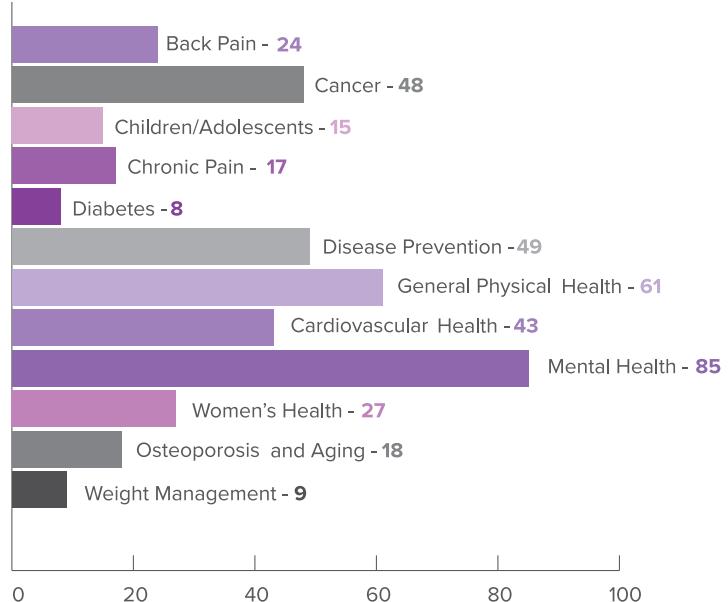
The monthly newsletter provides our membership with important information about Yoga Alliance, the yoga community and member benefits. It reaches over 100,000 members and is always available to view in our online archive.

Our article archive is a free resource available to anyone and contains informative pieces on a variety of topics. We published 68 articles in 2015, bringing our archive to a total of 121 articles.

As a leader in the yoga community, we will continue to create content that educates our members and the public on important issues and topics for yoga teachers, studios and schools.

INDEX OF YOGA RESEARCH

by percentage



Key Accomplishments

PERKS



Yoga Alliance selectively partners with companies around the world to provide members access to discounts on insurance, technology, travel, and other products and services to support yoga teachers and businesses. In 2015, we expanded the Member Perks program to 37 programs. We review partner companies, their products and services



for: ethical business practices, sustainable manufacturing and sourcing, quality, support for the yoga community and service to the community. Please visit our website for the most current list of partners and their available perks.

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ENDORSED PARTNERS



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Independent Product Consultant

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Foundation + Scholarships

Our Yoga Alliance Foundation scholarship program continues to grow!
Meet the winners below.



Marissa Angeletti, E-RYT 200
Denver, Colorado

Recipient of a 2015 Advanced Training Scholarship



Alisha Gard, RYT 200
Oakland, California

Recipient of a 2015 Advanced Training Scholarship



Jade Beauvais
British Columbia, Canada

Recipient of a 2015 Aspiring Yoga Teacher Scholarship



Jens Augsperger, RYT 200
Mannheim, Germany

Recipient of a 2014 Aspiring Yoga Teacher Scholarship



Chelsea Curtin, RYT 500
Santa Cruz, California

Recipient of a 2013 Advanced Training Scholarship



Janina Edwards, E-RYT 200, RYT 500
Atlanta, Georgia

Recipient of a 2014 Advanced Training Scholarship

FOUNDATION

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

- Engaging in charitable and education activities,
- Awarding 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, education and raising awareness.

SCHOLARSHIPS

Since it began in 2013, the Yoga Alliance Foundation scholarship program has awarded over \$21,000 to 12 current or aspiring yoga teachers. 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-RYT^s who plan to enroll in a RYS 200 program. Scholarships are awarded based on service in the yoga community, leadership and financial need.

2013 Gift of Yoga Scholarship winner Chelsea Curtin, RYT 500, used her award to fund teacher training at a RYS 300. In a recent follow-up, she noted, *"This scholarship was such a gift. I would not have been able to afford the training on my own. This training has opened several doors already, helping me build connections in my community, and I know it will continue to benefit me for many years to come."*

Foundation + Scholarships



Becca Cerra
Shafer, Minnesota
Recipient of a 2015 Aspiring Yoga Teacher Scholarship



Katie Fortier
Westminster, Massachusetts
Recipient of a 2015 Aspiring Yoga Teacher Scholarship



Rachele Guastella
Grand Rapids, Michigan
Recipient of a 2015 Aspiring Yoga Teacher Scholarship



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



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



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

GET INVOLVED

Tax deductible donations to the Yoga Alliance Foundation help fund yoga scholarships, grants, education and research initiatives. There are now multiple ways to give:

- Shop through AmazonSmile
- Make a direct donation through Paypal
- Contribute during registration, renewal or upgrade through your Yoga Alliance account
- Text "YOGA" to 91999 to donate from your mobile device

“Being chosen for a Yoga Alliance Foundation scholarship is very humbling and exciting. It has shown me that I am seen as having the potential to be a catalyst for growth in communities.”

Jade Beauvais, 2015 Aspiring Yoga Teacher Scholarship Recipient

Poised for Growth

Yoga Alliance and Yoga Alliance Registry bring standards, leadership and community to a previously underrepresented and fragmented industry. Our programming in 2016 will continue on our path of success and lay the foundation for new and improved benefits for years to come.

The board, committees and staff of Yoga Alliance and Yoga Alliance Registry will be working on the following projects in 2016:

- Continuing Education standards review
- Launching a new YACEP (Yoga Alliance Continuing Education Provider) designation and its accompanying directory
- Reviewing our Continuing Education requirements and how CE credits are tracked
- Exploring membership options for studios and other yoga centers
- Expanding the impact of the Foundation
- Investigating how to incorporate distance learning into our Standards



Yoga Alliance Registry Mission

First, Yoga Alliance Registry's (YAR) voluntary school registry for teacher training programs 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, and 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 and techniques that are common to 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 teacher training programs. This is a public benefit and any private benefit to the schools is simply ancillary to the primary public benefit.

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

no certification test or independent assessment of Registered Yoga Teachers ("RYTs"). Rather, the RYT credential is derivative of the RYS or school 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 the yoga teachers. In addition, the specialized RYT 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 instructors. This is a public benefit and any private benefit to the teachers is simply ancillary to the primary public benefit.

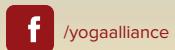
Yoga Alliance Registry is a non-membership organization and its registries include both for-profit and non-profit organizations and does not promote or prefer one group of schools or teachers over any other.



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www.yogaalliance.org



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