



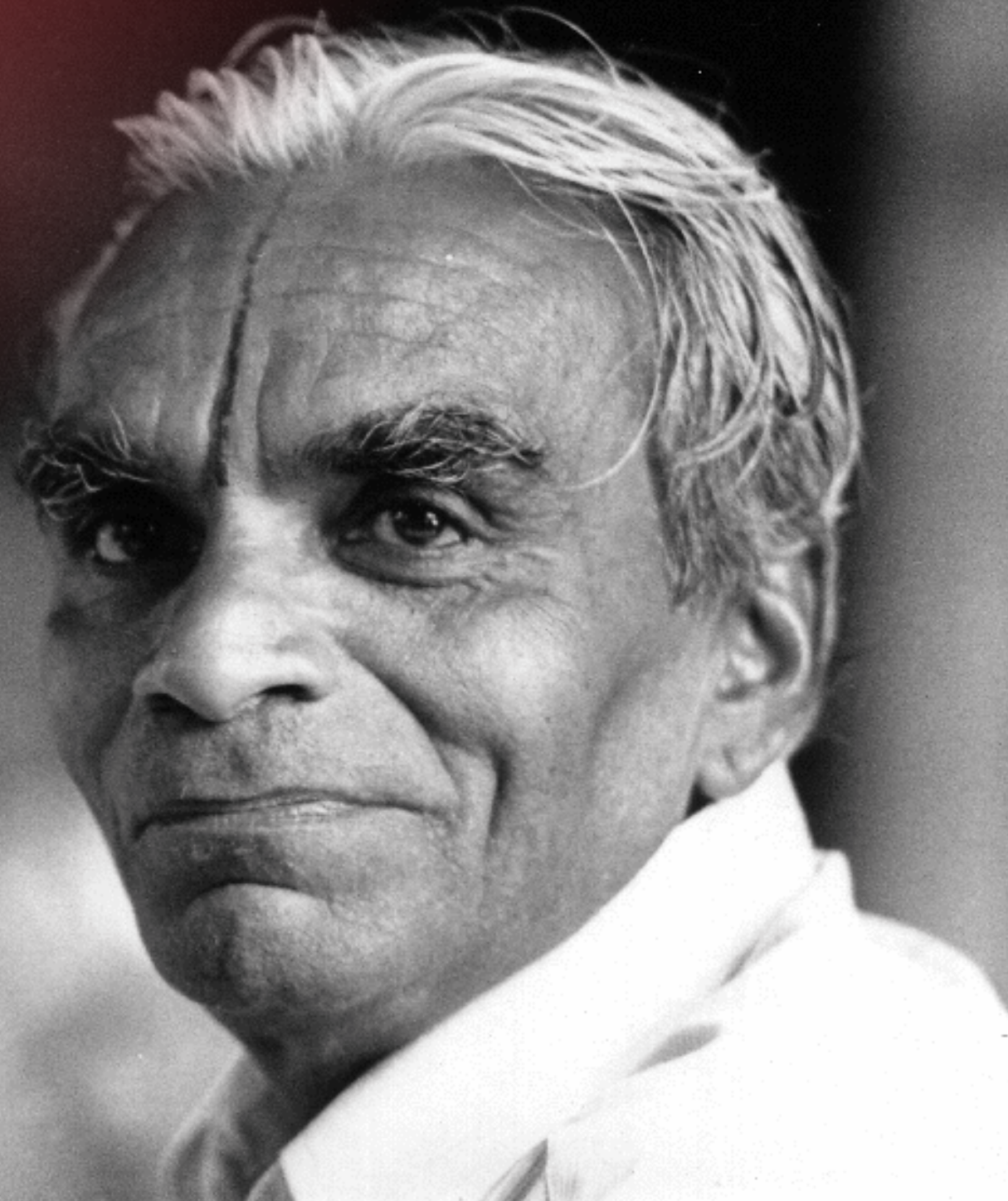
IYENGAR  
YOGA

NATIONAL ASSOCIATION OF THE UNITED STATES

# 2020 IMPACT REPORT



**IYNAUS** promotes  
the art, science and  
philosophy of yoga  
according to the teachings  
of B.K.S. Iyengar through  
**innovation, inclusion,  
and inspiration.**







Mariah Oakley (and family!)

## From the Director of Operations

Members often ask me what a typical IYNAUS year looks like—in terms of profit and loss, membership, number of assessments, etc. Since I started working with IYNAUS three years ago, IYNAUS has had an investigation regarding the conduct of a former CIYT, a convention, a complete restructuring of the Iyengar Yoga Teacher certification system and now a global pandemic. Perhaps the question is not what does IYNAUS look like during a typical year, but how does IYNAUS adapt to change?!

Gurujī taught us to adapt to change through **innovation, inclusion, and inspiration**. This report highlights what IYNAUS accomplished in 2020, using innovation, inclusion, and inspiration as our guiding principles.

We can probably all agree that 2020 ended up being the year of innovation—and IYNAUS could not have accomplished anything without support from you, our members. You helped us create a virtual Iyengar Yoga community in a time when most of us were losing our in-person communities. Many of you contributed to this community not only through IYNAUS, but also by creating your own innovation, inclusion, and inspiration.

Your financial support meant IYNAUS could not only pursue our mission but also expand it. In addition to your paid membership, you participated in paid events and also donated additional funds. This support enabled IYNAUS to hire DEIJ subject-matter experts, offer free events, provide financial assistance for over 250 members—and *more*! And we know that many of you supported IYNAUS while facing your own pandemic challenges.

In *The Tree of Yoga*, Gurujī writes, “Yoga is firstly for individual growth, but through individual growth, society and community develop.” **IYNAUS thanks you for helping us develop a community we could all turn to in a year of adapting to challenges.**

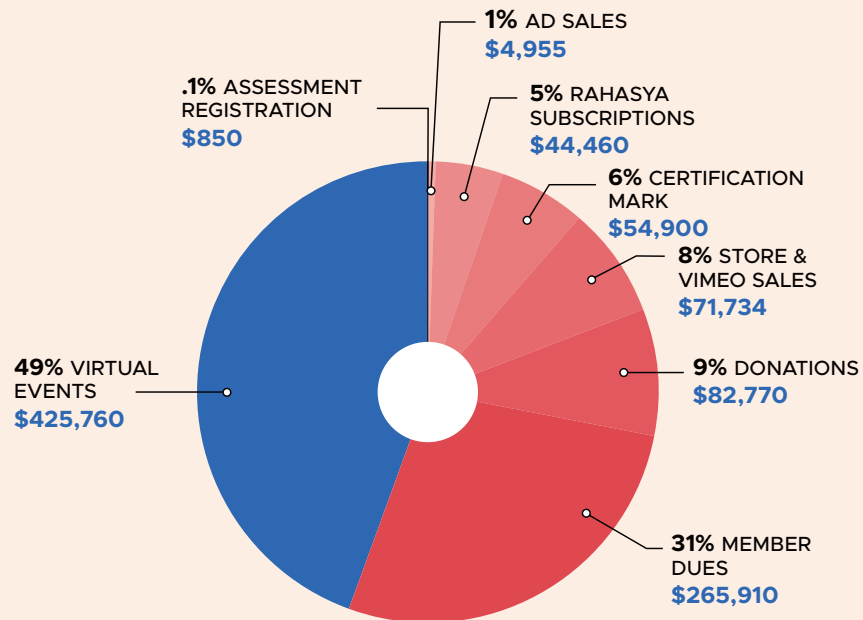
Our work is not done, and IYNAUS will always strive to innovate, become more inclusive, and inspire. We invite you to stay on the journey with us.

*Sincerely,*  
Mariah Oakley, MPH

# Financials

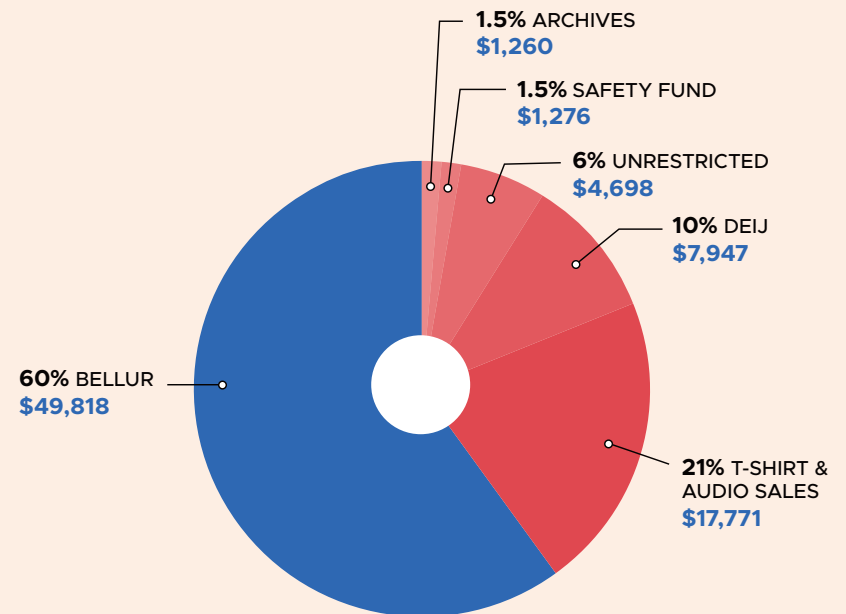
## INCOME

Total Income = **\$951,339**



## DONATIONS

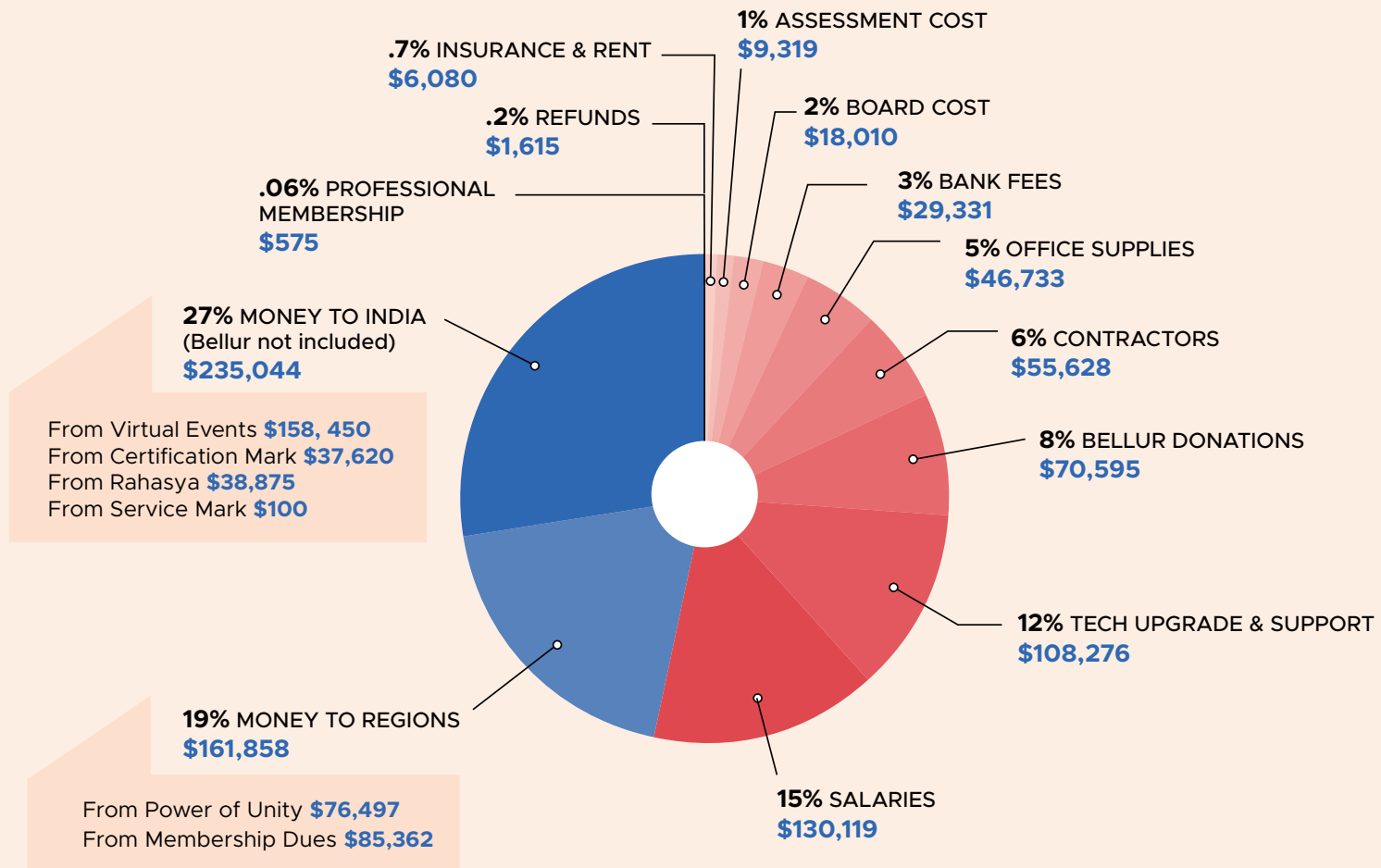
Total Donations = **\$82,770**



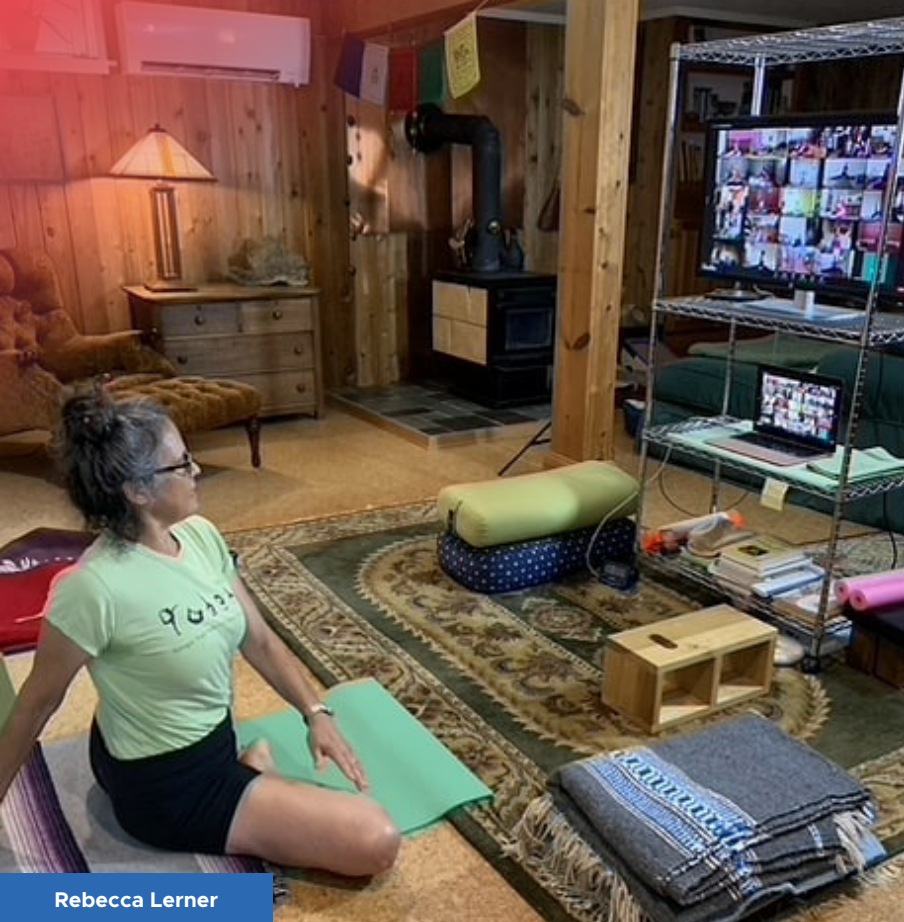
# Financials (continued)

## EXPENSES

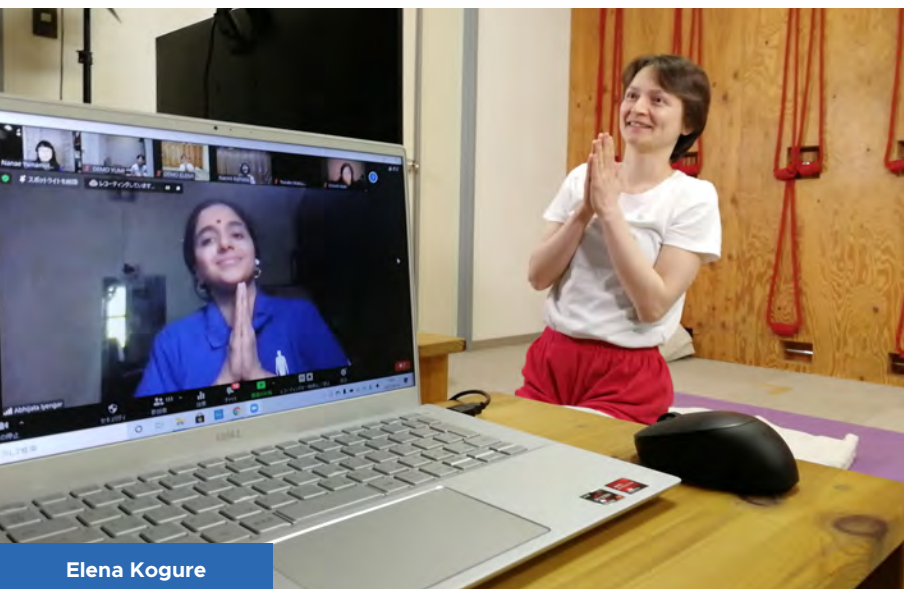
Total Expenses = **\$873,187**







Rebecca Lerner



Elena Kogure

## Innovation

Through B.K.S Iyengar's example we know innovation leads to accessibility. B.K.S. Iyengar taught us that with the right props, anyone can practice yoga.

### In 2020 one of our primary props became technology.

IYNAUS created a virtual space for the community to meet, learn, and connect. We presented live workshops with Abhijata Iyengar, free member-only events with senior teachers, expanded Vimeo On Demand offerings, and even our first assessments via Zoom.

### We thank our members for jumping into this new innovation with us.

Nearly 5,000 people from around the world joined IYNAUS in 2020 in one or more of our 11 virtual events:

1. Power of Unity
2. Autumn Sangha
3. Coast-to-Coast Yoga Gathering
4. Guruji's 102nd Birthday Celebration & Remembering Geetaji: 2nd Punya Tithi - Online Global Gathering
5. Social Media Webinar
6. Teaching Iyengar Yoga in the Time of COVID-19
7. Studio Reopening During COVID-19
8. Ethical Guidelines Training on Sexual Misconduct Awareness, Prevention, & Response for IYNAUS CIYTs—Session 1
9. Ethical Guidelines Training on Sexual Misconduct Awareness, Prevention, & Response for IYNAUS CIYTs—Session 2
10. Yoga and Equity Symposium: Listening / Speaking to Diversity
11. Yoga and Equity Symposium: Access and Inclusion

“Thank you for all your work during this crazy time! I'm so enjoying the opportunity to study with Abhijata and other US teachers online through IYNAUS. It would have been easy to fall into a state of tamasic despair, but instead I feel inspired and vibrant through the practices.

IYNAUS YOGA AND EQUITY SYMPOSIUM:

## ACCESS AND INCLUSION

FEATURING

**BETSY SILVA** WITH



AMITA BHAGAT



DIEDRA DEMENS



AVERY KALAPA



STEPHANIE  
PERRY-BUSH



HEATHER  
HAXO PHILLIPS



BRYAN  
THOMPSON



SATURDAY,  
DECEMBER 5  
4–6 p.m. EST

## Iyengar Yoga National Association of the United States:

### Sexual Misconduct Awareness, Prevention, and Response Training

Session 1  
December 6, 2020

RAINN

The information contained in this presentation is confidential and is intended solely for the client to whom it is addressed.

## Inclusion

**Guruji set the ultimate example for inclusion.** He made it possible for all to study yoga, regardless of health, finances, race, gender, religion, age, or ethnicity. He never denied anybody entrance to his classes. He would help anyone who asked for help.

In 2020, IYNAUS reflected upon whether we were uploading Guruji's vision of inclusion. Our community dug deeper into issues of diversity, safety, prejudice, and equity. We reflected on how inclusive we have been and how to do better. In our efforts to do better, IYNAUS started two initiatives in 2020:

**DEIJ Symposiums and Accompanying Resources:** A series of free diversity, equity, inclusion, and justice (DEIJ) symposiums with subject matter experts to spark open and honest dialogue about the role of race in the history of our country and our community and how it informs our habits and the implicit biases that we all have. IYNAUS is inspired by the number of members who dove into DEIJ issues—even when it was uncomfortable.

**Required Ethics Training for CIYTs:** Some in our IYNAUS Community have not felt safe in the past due to sexual misconduct. A community where anyone feels unsafe is not a truly inclusive community. To create a safer, more inclusive community, IYNAUS now requires all Certified Iyengar Yoga Teachers (CIYTs) to take an ethics training—ensuring all teachers receive the same message about sexual misconduct. We hired subject matter experts to deliver the “Ethical Guidelines Training on Sexual Misconduct Awareness, Prevention, & Response for IYNAUS CIYTs.”

IYNAUS could not continue on this journey without our members. We are listening and learning.

“*Today's training [DEIJ Symposium] was great! A home run! Thanks you for all the steely bravery and hard work it has taken to get IYNAUS to where it is. I am definitely inspired and working with the material we discuss.*”





Sandy Carmellini

## Inspiration

**B.K.S. Iyengar's generosity, tenacity, and devotion to yoga still inspires us today.**

2020 was an incredibly difficult year. To help inspire our members IYNAUS held a number of free events: workshops with senior teachers, celebrating the lives of Gururji and Geetaji, navigating yoga in the time of COVID-19, and DEIJ Symposiums. IYNAUS hopes these events helped members feel inspired to proceed confidently in the coming months.

Recordings from the free events are now available on your Member Benefits Page—so *the inspiration can continue*.

### Inspiring numbers:

- 253 scholarships/financial assistance given to paid events or for membership dues.
- 3,107 people took part in one or more free virtual IYNAUS events.
- Nearly 2,000 members participated in Coast-to-Coast.



Santiago Hernandez

“Thank you SO much for making the Coast to Coast videos available on our IYNAUS member pages. Those practices were so wonderful, and as I missed a few of them I'm SO excited to be able to practice them now.





Patti Martin

## Looking Forward

This year IYNAUS is continuing to look for ways to innovate, promote inclusion, and inspire.

### In 2021 IYNAUS plans to:

1. Respond to member requests for virtual event topics, like the Kids and Teens Yoga with Abhijata Iyengar.
2. Continue to develop and grow our DEIJ Initiative.
3. Continue to provide financial assistance.
4. Continue to offer free virtual events and make those recordings available to members.
5. Continue to support Bellur, in honor of Guruji.

In 2020 you helped IYNAUS create a vibrant virtual community, and your financial support made everything in this report possible. We hope that in 2021, IYNAUS will have your support again.

**In 2021 our goal is to raise 10% more money in each of our main donation categories: unrestricted, archives, DEIJ, and safety fund.** This year IYNAUS needs to raise a total of \$20k in donations. We recognize that not everyone is in a position to donate, but if you can, even small amounts will go a long way.

“ *Over the years, Iyengar yoga has an answer to every problem I bring to it. I want to support it and promote it to others.* ”

**“ Words cannot convey the value of  
yoga, it has to be experienced.  
-B.K.S. Iyengar**

