

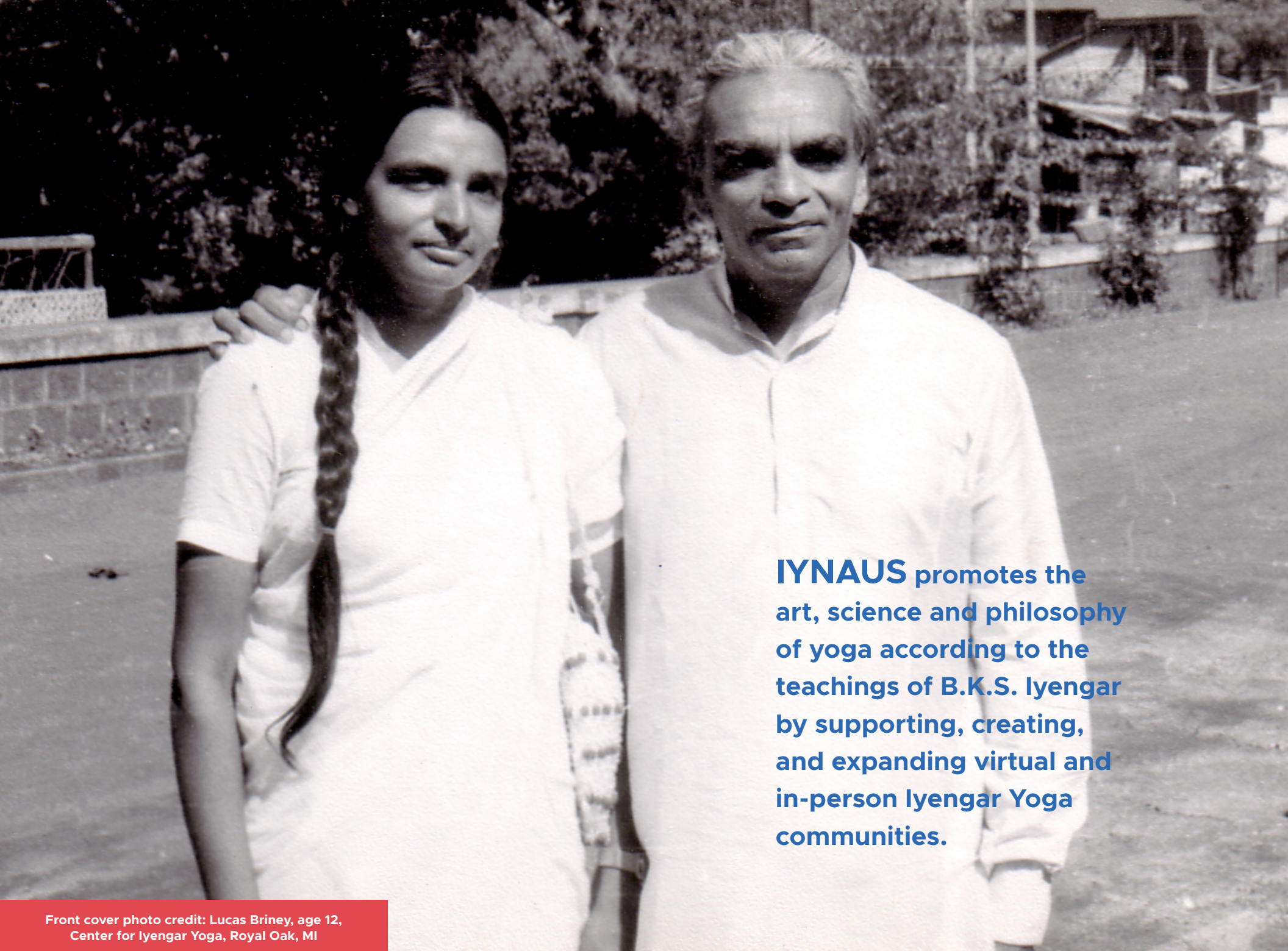


IYENGAR  
YOGA

NATIONAL ASSOCIATION OF THE UNITED STATES

# 2021 IMPACT REPORT





**IYNAUS** promotes the art, science and philosophy of yoga according to the teachings of B.K.S. Iyengar by supporting, creating, and expanding virtual and in-person Iyengar Yoga communities.

Front cover photo credit: Lucas Briney, age 12,  
Center for Iyengar Yoga, Royal Oak, MI





Mariah Oakley (and helpers!)

## From the Director of Operations

As we enter our third year of living with COVID, I've been thinking a lot about what having an Iyengar Yoga community means. If you are anything like me, your Iyengar Yoga community is one of the most important communities in your life.

I moved from California to Georgia right before the pandemic started. Leaving my Adeline Yoga community was one of the hardest parts of making that move. Then COVID hit before I had a chance to find a new yoga community! When I finally found a virtual Iyengar Yoga class I could make work schedule wise with Koren Paalman, I wondered if I would feel connected to her having never seen her in person. Would I feel part of a yoga community via Zoom? Amazingly, the answer was yes!

Many of us rediscovered our beloved local communities as we returned to some in-person and hybrid yoga classes this year. But our Iyengar Yoga communities look different than they did prior to 2020; changes brought by the pandemic gave rise to new discoveries and opportunities.

Prior to COVID, people usually had to travel to India or a convention to study with Ramamani Iyengar Memorial Yoga Institute (RIMYI) teachers, and there were rarely people from all over the world in one class. Now all that has changed: With the shift in our local yoga communities, we have developed our global community.

This last year, the Iyengar Yoga community showed its generosity by helping IYNAUS raise \$34,000 to help UNICEF fight COVID in India. Donations to IYNAUS also increased in 2021, enabling us to further our Diversity, Equity, Inclusion, and Justice (DEIJ) work, offer more free programming to members, and begin other initiatives you will read about later in this report.

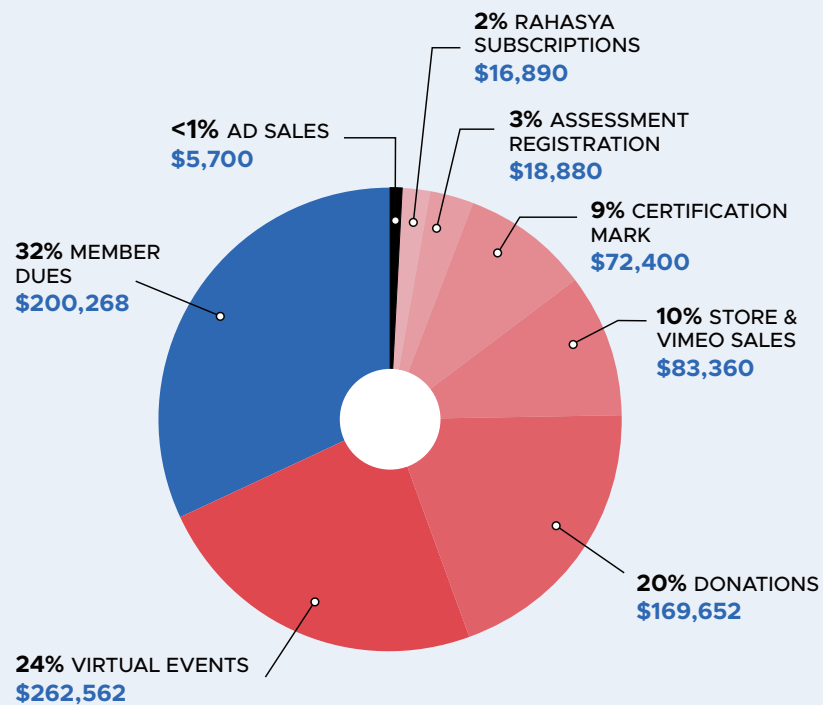
We will be forever grateful for all of you—our community—for helping us grow and expand. Whether your Iyengar Yoga community includes a class halfway around the globe, right down the street (or both!), IYNAUS wants to continue to support your Iyengar Yoga journey. In the words of Geeta S. Iyengar, “A generation will be there which will take up this art and further it.” Let’s continue to “further it” together.

*Yours in Yoga,*  
Mariah Oakley, MPH

# Financials

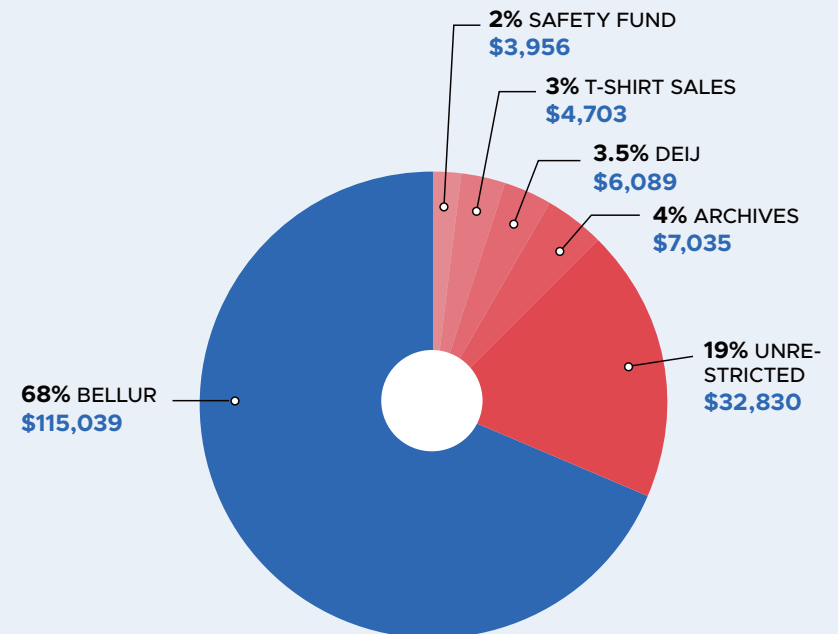
## INCOME

Total Income = **\$829,711**



## DONATIONS

Total Donations = **\$169,652**

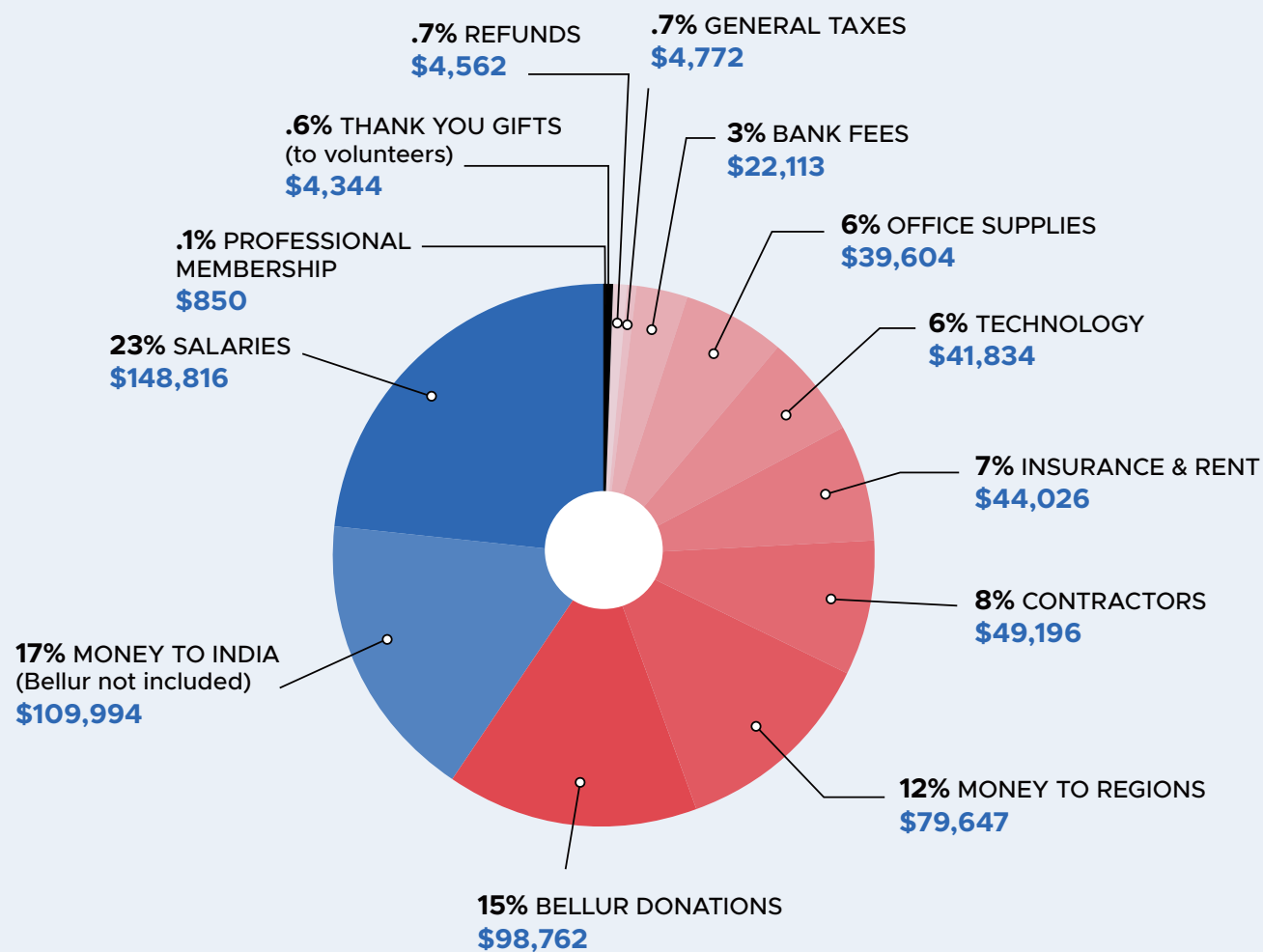


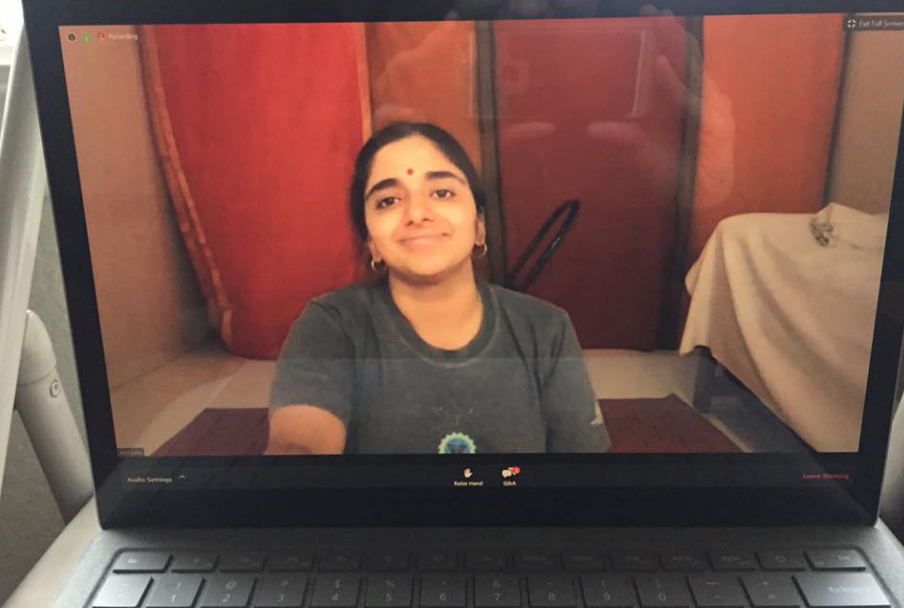


# Financials (continued)

## EXPENSES

Total Expenses = **\$648,509**





## Virtual Community

In 2020, IYNAUS helped launch the virtual Iyengar Yoga community. In 2021, our website evolved into a resource, connecting users directly to IYNAUS, Ramamani Iyengar Memorial Yoga Institute (RIMYI), and Bellur events. Free content and current events news posts are regularly updated on the site as a Member Benefit, as well.

IYNAUS increased its social media presence in 2021 with campaigns like 30 Teachers in 30 Days and The Tree of Yoga. IYNAUS offered three paid events and 12 free events with the majority focusing on Yoga and Equity.

Free:

1. *The Legacy of Racism and the Ethics of Yoga*
2. *Yoga & Equity Symposium: Social Injustice in the Body*
3. *Yoga & Equity Symposium: Yoga Hierarchies, Power, and Equity*
4. *Yoga & Equity: Renewing Connection*
5. *Mentor Orientation Session (Certified Iyengar Yoga Teachers (CIYT) only)*
6. *IYNAUS Saturday Matinees: Canadian 2008 Yasodhara Intensive Saturday Matinee with Geeta S. Iyengar*
7. *A Candid Community Conversation*
8. *Harmony in Communications*
9. *IYNAUS Teachers' Forum: Hands-on Adjustments and Consent*
10. *2nd Annual Coast-to-Coast*
11. *Navigating Insurance for Yoga Teachers in an Ever-Changing Landscape*
12. *Gurujii's 103rd Birthday Celebration and Remembering Geetaji: 3rd Punya Tithi*

Paid:

1. *Ethical Guidelines Training on Sexual Misconduct Awareness, Prevention, and Response for IYNAUS CIYTS - Session 3*
2. *Iyengar Yoga for Kids and Teens*
3. *Spring Sadhana with Abhijata Iyengar*



“ Thanks so much!!! Those sessions [Coast-to-Coast] were excellent; wonderful that they are available now so easily and without time limits. You all are treating us so well! ”





## Regional Communities

The IYNAUS Governance Committee took purposeful steps to increase representation from all 12 regions on the board of directors by updating the IYNAUS bylaws and corresponding processes. Eight new board members from seven regions joined the IYNAUS board of directors in 2021.

IYNAUS also now supports regional Iyengar Yoga communities with new resources. For example, our new website database has a special portal where regional presidents and membership chairs can access dynamic member reports. By providing a virtual space, IYNAUS encourages regional teams to connect, ask each other questions, share resources, and more. Additionally, our staff provides technical assistance to regional teams around topics like nonprofit management, Vimeo, and web development.

Finally, IYNAUS helps regional teams promote member events by providing e-blasts, website news items, and social media space for promotion. Member events—often free to regional members and low-cost to members from other regions—provide space for community growth even when people cannot physically get together. IYNAUS also continued to give stipends to teachers who led successful regional membership drives to expand their communities.

“*Mariah Oakley [IYNAUS] is an incredible resource. I and two other board members learned a lot. If you have a concern, I suggest you reach out to her. She helped tremendously.*”



Beach headstand in South Africa,  
Yoga with Dize

## Community Expansion

**With the help of technology, the IYNAUS community expanded in 2021.** Nearly 550 new members joined IYNAUS in 2021 for a total of approximately 3,200 members (average number of members throughout 2021).

### Web Communication

IYNAUS has members from more than 50 countries. Almost 37,500 people from over 130 countries visited our website in 2021, and the most popular pages (other than the home page) were the “find a teacher/class/workshop” functions.

Our Instagram account grew by 4,700 followers this year—an increase of about 36 percent! The number of Facebook followers also jumped significantly; we went from 29,000 to nearly 34,500 followers over the year. Interestingly, India is the second most popular source location for IYNAUS website and social media interactions, after the United States.

### Teacher Certification

The IYNAUS Certified Iyengar Yoga Teacher (CIYT) community expanded, thanks to the first ever assessment cycle to take place through Zoom. It was also the first assessment cycle to use the new certification levels released by Ramamani Iyengar Memorial Yoga Institute (RIMYI) in 2020. Eighty-two candidates went up for the Level 1 assessment in 2021, and 72 of them became new CIYTs.

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“ Nice job on the website!! Well appreciated!!





Pom & Enrique Cayeiro of Miami Beach Iyengar Yoga Center, poolside in Thailand

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## Added Resources

We further grew the community by adding resources to the online store (11 items) and Vimeo (4 items.) IYNAUS shipped store orders to 22 countries in 2021. New items added in 2021 include:

1. Yoga for Healthy Aging by Rita Keller (store)
2. Imagine If by Rajvi Mehta (store)
3. Yoga: A Gem for Women (new edition) by Geeta S. Iyengar (store)
4. Iyengar Yoga for Kids and Teens with Abhijata Iyengar (Vimeo and free to members)
5. Canadian 2008 Yasodhara Intensive with Geeta S. Iyengar (Vimeo)

## Donations

The new databases and website made donating to IYNAUS easier—and the Iyengar Yoga community responded! More than 400 people made a first-time donation to one of the four main campaigns (Unrestricted; Diversity, Equity, Inclusion, and Justice (DEIJ); Archives; and Safety Fund) this year. With Bellur donations included, 2021 saw more than 700 new donors.

In the 2020 Impact Report, IYNAUS asked members to help them increase donations to the four main campaigns by 10% for a total of at least \$20,000. Donors blew this number out of the water by giving nearly \$50,000 in 2021!

Additionally, IYNAUS and the Iyengar Yoga community raised \$34,000 dollars to help UNICEF fight COVID in India. (IYNAUS donated \$2,000 directly, and an anonymous member matched the first \$10,000 of donations.)

“ *To Julia Fogelson, Online Store Manager, about an international store order: Thank you very much! Have a nice rest of your day and thank you again for your kindness!.*



Susanne Bulington of Meadville, MS

## Gratitude and Looking Forward

**We are so grateful for all the Iyengar Yoga community has helped to accomplish in 2021.**

The donations, event registrations, store purchases, and memberships have all gone towards the IYNAUS mission of promoting the art, science, and philosophy of yoga according to the teachings of B.K.S. Iyengar.

IYNAUS used funds to continue important Yoga and Equity work, build assessment processes and resources for the new certification levels, maintain the improved databases and websites, continue to offer free member programming like Coast-to-Coast, and provide financial assistance to members in need.

Just as yoga practice has no end point, IYNAUS' commitment to "furthering" art, science, and philosophy of yoga according to the teachings of B.K.S. Iyengar continues ceaselessly.

### **We have many exciting goals for 2022:**

1. Continue ongoing Diversity, Equity, Inclusion, and Justice (DEIJ) symposiums and community discussions to improve equity in yoga.
2. Develop new assessment processes and resources for Level 2+ assessments and continue to improve the overall process based on candidate and assessor feedback.
3. Pilot the first ever IYNAUS community grant awards to increase access to Iyengar Yoga by launching grants for Kids and Teen Yoga.

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“ *I couldn't find a style of yoga for me until I tried Iyengar.  
Now I am home.* ”





Happy trees at Center for Well Being,  
Lemont, PA

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4. Get the IYNAUS Archives officially appraised for insurance and taxes.
5. Continue to convert old archival material to digital formats for inclusion under Member Benefits and Vimeo (as we did this year with the Canadian 2008 Yasodhara Intensive).
6. Maintain and improve databases and the website to maximize usefulness for members and the larger community.
7. Continue to offer members free programming like Coast-to-Coast and Saturday matinees.
8. Continue to offer financial support to members in need.

To accomplish this, IYNAUS wants to match the 2021 donation numbers by raising another \$50,000 in 2022 over the four main campaigns. Let's "further it" again together.

“ *Truth is, I think so highly of IYAGNY and IYNAUS, I'd buy three memberships if I had the dough!* ”

**“ Yoga is the golden key that unlocks ”  
the door to peace, tranquility and joy.  
-B.K.S. Iyengar**

