

# ZENWORKS YOGA

## 2019-2021 IMPACT REPORT

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# A MESSAGE FROM OUR EXECUTIVE DIRECTOR

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We founded ZENworks Yoga in 2010 with the core mission of providing free yoga and mindfulness programming to children and families in underserved communities across Northeast Ohio.

**Never has our already-important mission been more critical than during the past year.**

The Covid 19 pandemic added additional stress and anxiety to our population of students, many of whom are already at-risk for enduring the effects of pressure and trauma. Immediately, in April 2020, we were able to support our schools and students by building on our existing video collection. During the 2020-2021 school year, we pivoted our in-person model to an entirely virtual program for our scholarship schools, added to our online offering of full-length classes and short, brain-break exercises, plus offered frequent virtual workshops for educators and yoga instructors.

ZENworks Yoga remains committed to our students, and the communities we serve. We are so grateful for the difference we are able to make in a child's life, each and every day. And we could not do it without the support of our community and partners, from the people who attended our summer community pop-up classes, to those who donated during our Back to School Fundraiser, or purchased an item during our apparel sales, or the companies that sponsored or donated in-kind during our events.

We are looking forward to the next school year and all our opportunities to connect and support our students, teachers, families and communities!



**SONYA PATEL,**

Founder & Executive Director, ZENworks Yoga

# ZENWORKS YOGA

## MISSION

We are a Cleveland-based 501(c)(3) non-profit organization committed to supporting the mental and physical wellness of students, staff, and families in underserved schools and community organizations through yoga and mindfulness programming.

## VISION

Our vision is to inspire all bodies to connect, belong, and flourish.

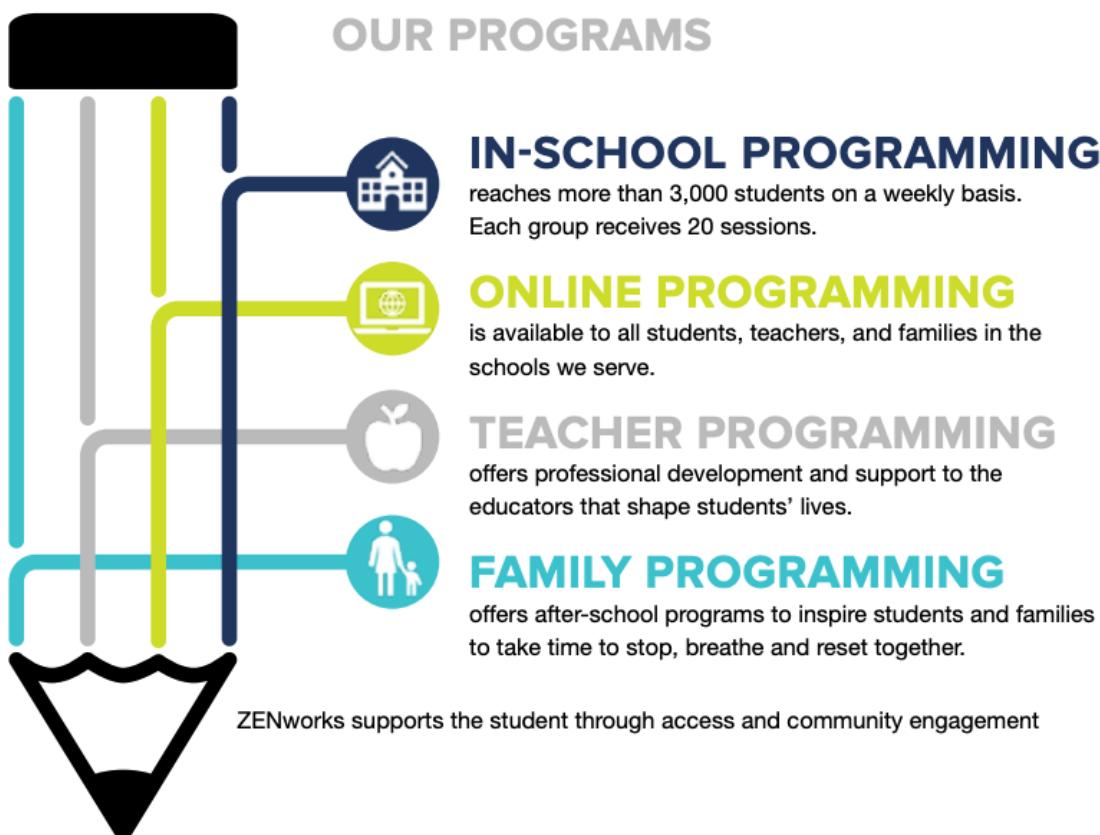
## VALUES

Accessibility	Equality	Professional Development
Inclusivity	Personal Growth	Physical Wellness
Mental Wellbeing	Community Engagement	Education





## OUR PROGRAMS



"Now, more than ever, ZENworks Yoga is a powerful force to improve the physical and mental health of students in Northeast Ohio."

*-Sonya Patel, Founder & Executive Director*

<b>JULY 2019</b>	Planning underway for scholarships schools and professional developments
Completed day long instructor retreat and kicked off year long programs at 20 scholarship schools. Professional Developments also begin	
<b>SEPTEMBER 2019</b>	
<b>DECEMBER 2019</b>	Completed a great first semester and continued planning for the Art Auction Fundraiser
Kicked off the 2nd semester and completed our midyear instructor retreat on creating connection	
<b>JANUARY 2020</b>	
<b>MARCH 2020</b>	Schools are abruptly closed and we are unable to complete our second semester of programming in person
Provide schools and the community with free online resources, videos, and workshops to continue programming virtually	
<b>APRIL 2020</b>	
<b>JUNE 2020</b>	Create an official Belonging Committee to address diversity, equity and inclusion. Provide free summer community yoga classes in person
Serve all 20 scholarship schools with virtual weekly lessons. Continue providing workshops and resources to educators as well as the annual instructor retreat	
<b>AUGUST 2020</b>	
<b>JANUARY 2021</b>	Continue serving 20 scholarship schools virtual for the remainder of the school year. Start building new website
Prepare for in person summer programs and new website launch!	
<b>MAY 2021</b>	
<b>JUNE 2021</b>	Planning and fundraising to help us bring more programs into the schools for the 2021-2022 year

# OUR PRESENCE



## TAKING A VIRTUAL APPROACH

During the past year, we significantly focused our efforts on growing our virtual presence. With more students, teachers, and families looking online for convenient, free, and accessible mindfulness and wellness programs, we saw an opportunity to continue supporting the community via the expansion of our online class offerings.

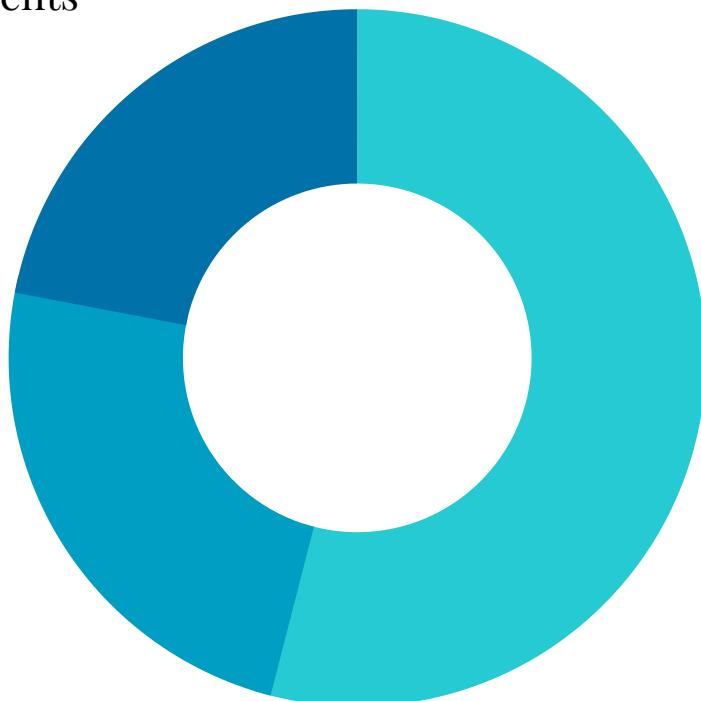
For the first time ever, we opened access to our vast database of yoga and mindfulness videos and made them FREE to the public. We also created a YouTube channel and continuously added full-length classes, while also sharing resources and content across all our social media channels.

Our goal is to continue adapting and growing with our community. With the versatility of our paid programming options for schools and our fundraising efforts, we are confident our ability and willingness to quickly adapt to a new normal, and unforeseen changes will greatly benefit not only our Northeast Ohio youth but also families, educators, and youth nationwide.

# Finances

## Fundraising Events

22%



## Contributions

54%

## Programming Fees

24%

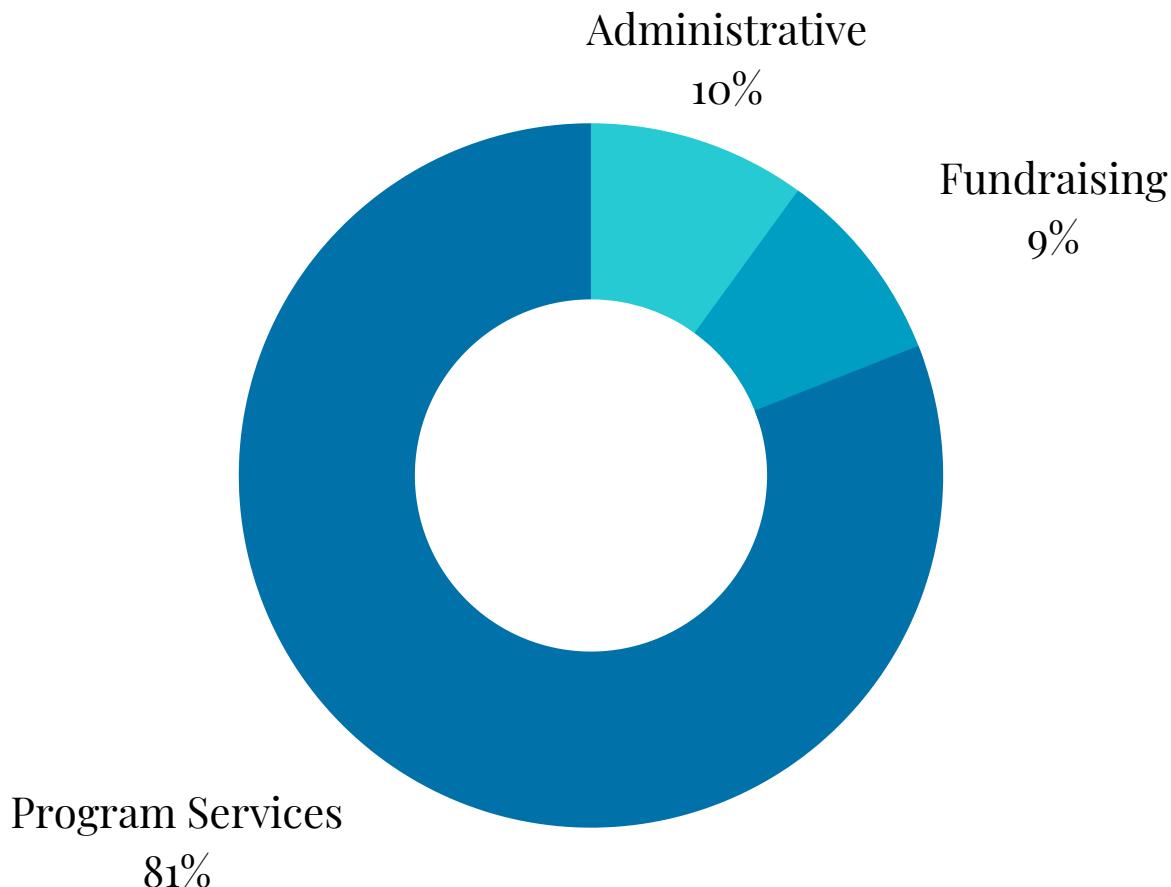
## GROSS REVENUE

Contributions & Grants	\$55,068
Program Service Fees	\$25,932
Fundraising Events	\$21,610
<b>Total Revenue</b>	<b>\$102,610</b>

For fiscal year 7/1/2019 - 6/30/2020

\*The financial data is presented using the accrual method of accounting, which provides a historical, accurate overview of receipts, expenses, and earnings.

# Finances



## EXPENSES

Program Services	\$89,466
Fundraising	\$9,022
General & Administrative	\$11,462
<b>Total Expenses</b>	<b>\$109,951</b>

For fiscal year 7/1/2019 - 6/30/2020

\*The financial data is presented using the accrual method of accounting, which provides a historical, accurate overview of receipts, expenses, and earnings.



# BEING PRESENT NOW, IMPROVES OUR FUTURE

ZENworks Yoga is honored and privileged to make a difference in the lives of our students and communities with our yoga and mindfulness programs. And we are so grateful to the companies, organizations and people who make this possible for us, through grants, donations and more. Thanks to their continued support, we are excited to continue offering yoga and wellness to under-served schools and communities throughout Northeast Ohio, as well as to expand our virtual offerings for students and families around the country.

Our gratitude to the following ZENmakers who supported us during the 2019-2020 SY by donating \$500+

- Amit and Sonya Patel
- Brand Love LTD
- Bruening Foundation
- Deepti and Anup Patel Foundation
- Dwellworks
- Kamla Bafna Charitable Foundation
- Marlin Art Inc.
- Martha Holden Jennings Foundation
- Mary Weatherhead
- Megan Johnston
- Navin and Shila Patel
- Tammy Oliver
- The Char & Chuck Fowler Family Foundation
- Vishal Sheth

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## BOARD OF DIRECTORS

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### SONYA PATEL

Founder and Executive Director, ZENworks Yoga

### SAMANTHA SOPKO

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