



2021

ANNUAL REPORT

THE COLLECTIVE
—— YOGA CO-OP ——

The Collective Yoga Cooperative LWCA

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A group of people are sitting on mats on a grassy lawn in a park, practicing yoga. They are seen from behind, looking towards a line of trees in the background. The scene is peaceful and natural.

INTRODUCTION

DEAR FRIENDS,

After another challenging yet beautiful, shape-shifting year, all of us at The Collective Yoga Cooperative feel so honored to continue sharing our mission with such a vast community of students, supporters, and all those curious about the impact yoga can have on our lives.

We started this project with the hopes to make yoga more inclusive, more accessible, and shared with more heart. Right from the beginning we asked ourselves and our peers, "How can we share this practice in a way that truly encompasses connection, community, and growth, in a current climate that feels so limited?" We wanted to expand on the values of yoga. To create safe space for a diverse community of students.

We are so proud to share these highlights from the past year.

OPERATIONAL UPDATE

\$10,750

RAISED FOR A
FUTURE BRICK
& MORTAR

RAISING CAPITAL

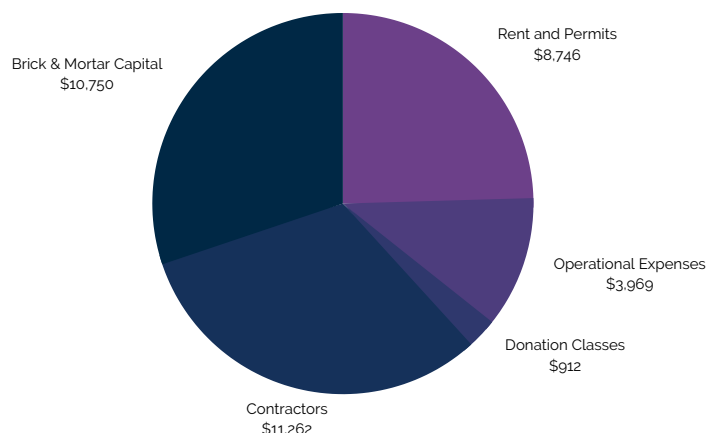
A brick and mortar studio is our dream -- a space to take class, a space to gather and connect, a space built for and by community, a brave space with leaders of color and LGBTQ+ leaders at the helm.

Inclusive of the 6 months of operation before our official establishment as a Workers Cooperative in January 2021, we raised \$10,750 through class revenue as well as monetary donations via IndieGogo, GoFundMe, Zelle, Venmo, and cash.

NUMBERS AT A GLANCE

Since we began operations in August 2020, we have pulled in \$35,684 of gross income -- \$1,750 in teacher-owner share purchases, \$4,893 in donations, and \$29,041 in class revenue.

Most of our revenue goes to operational expenses, and paying teachers and event partners, but the fact that we have over \$10,000 in the bank for a future brick and mortar at 18 months of operation is a win in our book! Here's to growing in 2022.



CHARITABLE IMPACT

DONATION CLASSES

Running donation classes was one pillar of how we ran our business in 2021. In 2020, we partnered with local charities and grassroots organizations on a monthly basis for recurring donation classes. For 2021, we switched to a quarterly model for more attention per organization. While we have since changed models for 2022, our impact was nearly \$1,000 in charitable donations in 2021.

Organization	Amount
The Love Fridge	\$131.00
Hermosa Mutual Aid	\$135.00
Give India	\$100.00
UNICEF	\$25.00
Doctors Without Borders	\$25.00
Immigration Equality	\$25.00
Advancing Justice	\$80.00
Community Dinners	\$130.00
Howard Brown Health	\$261.00



In addition to running donation classes for our quarterly partners (The Love Fridge, Hermosa Mutual Aid, Community Dinners Avondale, and Howard Brown Health), we also set up donations in response to local/global crises -- rising violence towards the AAPI community, the water crisis in Lebanon, refugees in Afghanistan, etc. With a total of \$912 donated, see the chart to the left for a breakdown by charity.



EVENTS AND PROGRAMMING

SPECIAL EVENTS

Without a permanent brick & mortar, we leaned into workshops and special events, and formed longer-term partnerships for recurring pop-ups. We averaged about 4-5 events per month throughout the city. Here is a list of everything we ran in 2021:

- Sequencing for a Home Practice
- Yoga + Cocktails at Koval Distillery
- Yoga at Uptown Farmers Market
- Yoga in the Park (Wicker & Welles)
- Yoga + Meditation
- Yoga + Coffee at Bungalow by Middle Brow
- Vinyasa bilingue en el parque
- The Collective Yoga Picnic
- Pride Week classes
- Arm Balance & Inversion Workshop at lululemon Lincoln Park
- 5k Run + Yoga in the Park
- Live Music Vinyasa
- Vinyasa Release Sound Bath
- Yoga + Happy Hour at Dovetail Brewery
- Strength in the City Fitness Festival
- Queering the Parks
- Pranayama Workshop

- Harry Potter Halloween Yoga
- Star Wars Halloween Yoga
- Backbending Workshop
- 108 Sun Salutations/Yoga Mala

COMMUNITY YOGA

The last quarter of 2021 also marked the beginning of our Community Yoga project. We shifted our social justice commitment to a mutual aid model, rather than our previous model of partner organizations with donation classes; coordinating partnerships and classes amidst a global pandemic simply was not working. Our Community Yoga program, however, is growing and thriving! Like mutual aid, we use part of our membership revenue to host regular no-cost yoga classes, in support of communities often excluded from yoga. Our partners in 2021 were:

- Coffee, Hip Hop & Mental Health x lululemon - Community Yoga for All
- The Chicago Public Library (Daley Public Library branch) - Queer Self Care Day

EVENTS AND PROGRAMMING

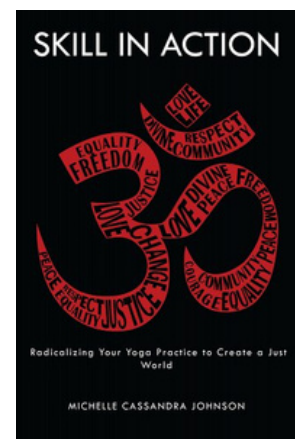
PERSONAL DEVELOPMENT AND CONNECTION

We're more than a yoga studio, we're a community. In 2021, we decided to make our membership to be more than just classes and special events. We wanted to create a way in which students and teachers can experience conversation and growth together.

We launched two programs in the second half of 2021 -- both optional programming that students could avail of if interested. We hope to revisit/continue these personal development and connection offerings into 2022:

THE COLLECTIVE YOGA BOOK CLUB

Paco took on this endeavor with the yoga book [Skill in Action](#) by Michelle Cassandra Johnson, about the intersection of social justice and a personal yoga practice. While some of the book club events we hoped for ended up canceled or switched to virtual due to the COVID surge, we intend on revisiting The Collective Yoga Book Club in 2022, hopefully executing what we envisioned for the previous year.



GROWTH JOURNEY

The Growth Journey was Manny's brainchild with the intention of bringing one's yoga practice off the mat and into everyday life. At the top of every week for five weeks, Manny sent journaling prompts and tasks to eventually uncover a Sankalpa -- or one's core value, reason, mission, or "why." At Week 5, the participants had an affirmation they could take with them into the new year. With all the positive feedback we received, we intend on creating Growth Journeys quarterly.



FUTURE GOALS

OUR HOPES FOR 2022

We have big dreams for our future. We are excited for what's to come, and we hope you are as well! Below are some of our goals for 2022:

MORE POP-UP EVENTS

In 2021, we hosted a lot of fantastic pop-up events. From breweries to libraries and parks -- we think yoga can happen just about anywhere. We are hoping to partner with even more spaces that believe in our mission as we move into the next year.

COMMUNITY YOGA CONTINUED

In 2021, we expanded our reach even more to connect with communities who are often left out of yoga spaces. We partnered with Coffee, Hip Hop & Mental Health as well as the Chicago Public Library. In 2022, we aim to expand these partnerships even more. Community Yoga is supported by our membership and is always free in an effort to break down the barriers of inequity and access.

FUNDRAISING FOR A FUTURE BRICK & MORTAR

As a co-op, we are proud to say we have no corporate funding behind us. We want to raise more funds in 2022 so that we can get closer to opening our brick & mortar location. If you'd like to support us in this goal, visit our GoFundMe page [here](#).

GROWING OUR TEACHER ROSTER

In order to reach more communities, we want to grow our teacher roster in 2022! Maybe you are a talented yoga teacher, or you know someone who might be a great fit in our co-op? We would love to hear from you! You can reach us at info@thecollectiveyogacoop.com.



THANK YOU

As we enter into 2022, the unknown, and beyond, we do so with such gratitude for all of you. Thank you to the incredible organizations who have accepted our support and our efforts to raise funds and awareness for their community work, which we feel deeply passionate about. Thank you to those who have welcomed us into your space to host our classes and workshops.

And to our students -- old and new -- thank you for sharing your practice with us and our community; for traveling to parks and breweries to practice with us, and for welcoming us into your home practice via Zoom. To all of you, friends, family, students, supporters, you inspire us to continue sharing this work by showing us what collective experience truly means.

In Gratitude,

THE COLLECTIVE YOGA CO-OP

Elena, Izzy, Manny, and Paco