

You call this
YOGA.



YOU CALL THIS YOGA

2025 RESULTS &

2026 STRATEGIC PLANNING

BOARD CONFIDENTIAL
LAST UPDATED JANUARY 2026



Purpose



We exist to educate and inspire individuals and communities to greater health

Mission



We do this by providing accessible yoga practices at no cost to participants

Vision



We aspire to a world where everyone can experience the benefits of a yoga practice

Unique Value



We bring yoga directly to communities with limited access to wellness resources.

We customize our approach to meet the specific needs of the communities we serve.

You Call This Yoga 2025 Year In Review Summary

Customer

YCTY expanded equitable access and program quality by tailoring offerings to community needs, achieving strong attendance, consistent feedback collection, and measurable participant impact, while identifying opportunities to strengthen ongoing content engagement.

Operational

YCTY strengthened internal operations by improving content consistency, document access, and early governance capacity, while partially implementing analytics and advisor recruitment efforts that will mature in the next planning cycle.

Financial

YCTY maintained financial discipline while strengthening sustainability by renewing core partnerships, controlling marketing costs, and laying the groundwork for diversified funding through updated sponsorship structures and materials.



Learning & Development

YCTY advanced instructor and ambassador learning through regular engagement and resource sharing, while identifying gaps in committee structure and cadence that will require renewed focus to fully support organizational growth.

Detailed Results of You Call This Yoga 2025 Goals

Customer

Initiative

Identify and prioritize communities with limited access to yoga resources



Complete - net neutral with 18 classes in total.

Develop yoga team and programming tailored to the needs of the community



Complete - 4/5 survey results achieved. Exceeded attendance targets/site. Return rate of 3x.

Implement system to collect student impact stories of the benefits of YCTY classes



Complete - Collected 2 impact stories per quarter

Develop fresh and innovative educational content to grow across multiple media channels



Mixed results - Up 20% subscriptions on YouTube. Newsletter & engagement growth trailing and stagnant.

Implement feedback systems to ensure quality of programs.



Complete - surveys issued and returned.

Detailed Results of You Call This Yoga 2025 Goals



Financial

Initiative

Develop dependable funding partnerships with community hosts and sponsors



Metric

Complete - renewal of existing MOU, generating 1 new partner each Qtr 2025

Maintain budget formula per cost of services



Complete - Marketing costs stayed under 25% each quarter

Create Tiered sponsorship packages to meet different funding partner needs



Complete - Website revised and sponsor documents updated by June 2025

Detailed Results of You Call This Yoga 2025 Goals

Operational

Initiative

Generate and review protocols and practices.
Build network of leadership advisers, contractors:
Identify areas of weakness and explore referrals
Enhance org capacity thru shared alignment in
recruitment of team



Metric

50% Complete - recruit 3 Board
prospects by Dec 31, 2025 and add two
advisers by Sept 30, 2025

Create a content calendar to ensure consistent
communications and folders for org documents



Complete - 100% of team can access Info
by July 2025

Implement analytics to measure digital outreach
effectiveness



50% Complete - Increase web views by 50%.
Google Ads revised in Jan 2026; Garrett
reporting stats at board meeting in Jan 2026

Detailed Results of You Call This Yoga 2025 Goals



Learning & Development

Initiative

Enhance engagement and support within YCTY:
Create a schedule for committees to meet



Metric

Off track - Committee meeting schedule target was June 30.

Build & nurture teacher network; Establish practice of knowledge sharing



Complete - Meeting quarterly with Ambassadors

Utilize educators of best practices. Identify resources and plan for attendance.



Complete - Schedule of opportunities sent quarterly

You Call This Yoga 2026 Goals



New Partnerships

Recruit 2 new partnerships and the teachers to support them In the Triangle



Advisor Development

Full set of key advisory members separate from board members



Meet Fundraising Needs

Raise funds to meet the target of \$88k



Board Development

Add 2 new board members



Programming Impact

Deliver and assess the Impact of 20 classes and 8,000 visits



Business Continuity

Determine and document the plan

How we'll drive new partnerships

Strategic Initiative

Metric

Identify and prioritize communities with limited access to yoga resources.

Net 2 new advisors by end 2026

Develop yoga team and programming tailored to the needs of the community

100% effectiveness in fulfilling mission program goals: achieve 4/5 survey, exceed attendance targets per site, return rate of 3x/year

Build and nurture teacher network.
Establish the practice of knowledge sharing.

Quarterly ambassador meetings with 15 people.
Leadership responds to needs within 1 - 2 days

Use social media and relationships to recruit teachers and new team members.

Recruit 100% of teachers and team required for programs

How we'll build our team of advisors

Strategic Initiative

Metric

Generate and review protocols and practices

Net 2 new advisors by end 2026

Build a network of leadership advisors and contractors.

Identify areas of weakness and explore referrals.

Net growth of 2 board members by end of 2026

Enhance org capacity through shared alignment in the recruitment of team.

How we'll meet our fundraising goal

Strategic Initiative

Develop dependable funding partnerships with community hosts and sponsors.

Maintain budget formula per cost of services

Update tiered sponsor packages

Metric

Renewal of existing MOUs and key donors, generating 1 new partner each quarter of 2026

Marketing costs under 22% average for 2026
Class production and stipends at 50% for 2026

Website revised and sponsor documents updated by January 31, 2026

How we'll strengthen board development

Strategic Initiative

Metric

Enhance engagement and support within YCTY by creating a schedule for committees to meet	Intended to have committee meeting schedule by Jan 30, 2026
Create clarity of board responsibilities and accountability	100% of team confirms awareness and makes commitment to selected initiatives
Implement analytics to measure digital outreach effectiveness	Increase website views by 50% by Dec, 2026 (from 240 to 360)
Utilize educators of best practices: Identify resources and plan for attendance	Schedule revised quarterly and shared at Board meetings
Develop business continuity plan	Documented for April board review Completed and ratified by July 2026 board meeting

How we'll measure and communicate our programming impact

Strategic Initiative

Metric

Collect student impact stories of the benefits of YCTY classes

Collect 2 impact stories per quarter

Develop fresh and innovative educational content across multiple media channels

20% more YouTube subscribers (from 1200-1500 for the year), newsletter registrants (from 1766 to 2100 for the year), social media engagement on IG, FB (from 180 to 220/quarter)

Feedback to ensure quality of programs

Receive surveys back; Collected In May and November 2026 followed by presentation of results to the board

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Thank you!

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