

2022-2023 IMPACT REPORT





A MESSAGE FROM OUR FOUNDER

Executive Director, Lauren Turner

Dear friends and supporters,

We are closing out our Fiscal Year 2022-2023 and I am pleased to share this Impact Report of our accomplishments. In our first year of operation we set ambitious goals to secure the funding needed to hire and train expert faculty, install programs in multiple locations, and bring the powerful practice of yoga to veterans and first responders who otherwise may not have tried it.

The idea of WWYP started as a show of gratitude for the incredible service and sacrifice of our veterans, service members and first responders. In yoga, we refer to this as *seva*, the Sanskrit word for "selfless service". What began as humble volunteer work in Natick, in remembrance of my late uncle, a US Army veteran, is quickly growing to reach the military and first responder community across Massachusetts. I am incredibly grateful to all who have supported us since day one, with special recognition to our founding board members, teaching faculty and my mentors who helped turn an idea into a formal 501(c)3 charitable organization.

Through the generosity of our donors, we provided 97 yoga services to 5 different communities. We welcomed 98 members of the military and first responder community into our program, with 351 visits. During these first 9 months, 61% of participants returned for a second class (compared to 50% average in the yoga studio industry). As we move into our second year, I expect our impact to grow expeditiously.

Mind-body practices, like yoga, provide the Warrior "within" us with the valuable tools that foster the equanimity and inner resilience we need to bring back a sense of peace and ease in our lives.

THE MISSION

Our mission is to equip veterans, service members and first responders with tools and training to manage stress, increase resilience and promote post traumatic growth.

Through yoga we build community, reignite bonds and provide a space where Warriors can heal from invisible wounds shoulder to shoulder.



Founder, Lauren Turner begins to offer free yoga classes to veterans in Natick, MA

OCTOBER 2021

Warrior Within Yoga Project, Inc. officially incorporates in Massachusetts

SEPTEMBER 2022

First grant awarded.
(Catalyst Fund - Blue Cross Blue Shield of Massachusetts Foundation)

Launches classes in second location, Marlborough, MA

JANUARY 2023

By May running yoga series in 5 locations

MAY 2023

JULY 2022

Founder accepted into EforAll Greater Worcester Business Accelerator program. Went on to earn \$2,550 in prize money over 12 month program

DECEMBER 2022

Earns 501(c)3 charitable organization status

MARCH 2023

Begins pilot series in Devens, MA

Awarded second grant (ES Veterans Association)

JUNE 2023

Named grant recipient by Middlesex Savings Charitable Foundation

YOGA PROGRAMS

Warrior Within Yoga Project offers trauma-informed yoga to veterans, first responders and their families, at no cost to them. We are dedicated to empowering those who have served and currently serve with a practical set of skills and resources that improve quality of life and help to conquer the war within.



CLASS LOCATIONS

Recurring classes were offered in:

- Natick, MA
- Marlborough, MA
- Holliston, MA
- Devens, MA
- Worcester, MA

BY THE NUMBERS

93 participants served
351 total visits
97 total services

61% of participants returned for a second class

5 locations with a recurring class

Veterans from every conflict including GWOT,
Desert Storm, Vietnam, Korean War & WWII

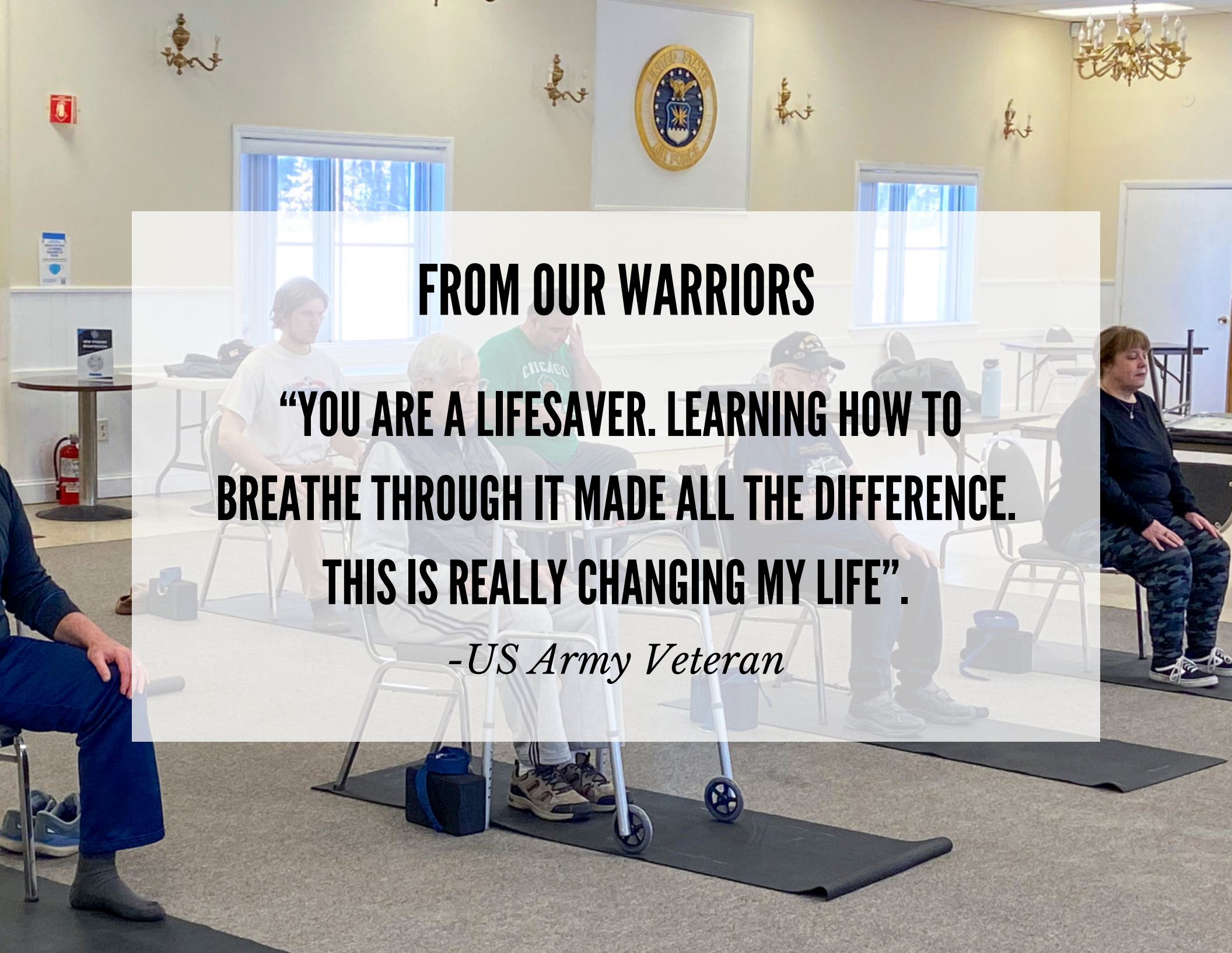
Data collected from September 22, 2022 through June 30, 2023

A group of soldiers in black athletic wear are sitting on artificial green grass inside a large, well-lit tent. They are arranged in a circle, some sitting cross-legged, others on their hands and knees. The tent has a high ceiling with exposed ductwork and hanging lights. In the background, there are yellow storage containers, one of which has the text "OVERFIT STRONG" and a logo. The overall atmosphere is one of a structured yet relaxed group activity.

FROM OUR WARRIORS

**"THIS WAS THE FIRST TIME I'VE EVER FELT
RELAXED AND STRETCHED OR EVEN AT PEACE
SINCE I DEPLOYED."**

-Soldier, US Army Reserve

A group of people are seated in a room, likely a community center or a meeting room. In the foreground, a man is using a silver walker. He is wearing a dark jacket and light-colored pants. To his right, another man is wearing a green t-shirt with "CHICAGO" on it. Further right, a man is wearing a dark cap and glasses. On the far right, a woman is wearing a dark jacket and camouflage pants. The room has a large window with blue curtains, a chandelier, and a US Army seal on the wall. A semi-transparent white box is overlaid on the image, containing text.

FROM OUR WARRIORS
**“YOU ARE A LIFESAVER. LEARNING HOW TO
BREATHE THROUGH IT MADE ALL THE DIFFERENCE.
THIS IS REALLY CHANGING MY LIFE”.**

-US Army Veteran

KEY PARTNERS

We had the honor of working with several amazing nonprofit organizations to help bring trauma-informed yoga to more veterans and first responders across the state.



Devens, MA
Spring Series
April 2034- ongoing



Worcester, MA
5 Week Pilot
May-June 2023



Holliston, MA
6 Week Series
May-June 2023

854TH ENGINEER BATTALION - FT DEVENS

On January 20th, 2023, Warrior Within Yoga Project provided a yoga class to the 854th Engineer Battalion. The 60 minute program included a brief introduction on how yoga supports resiliency and was followed by a beginner-level practice and ended with a guided relaxation. 56% of the 44 participants were new to yoga.



PROJECT COMEBACK - HOLLISTON, MA

Warrior Within Yoga Project provided 6 weekly 30 minute yoga classes to a group of veterans with Easterseals. The class was incorporated in a special equine therapy program developed by Project Comeback as a way to practice mindfulness. The six week series ran from mid May through June 2023.



COMMUNITY CLASSES

Warrior Within Yoga Project hosts Community Benefit Classes on a monthly basis that are open to the public.

In addition to raising funds to support our mission, these classes help to bridge the gap between civilians and those who serve(d) within the community.

32%

Of attendees identified themselves as veterans, first responders or family members





FISCAL YEAR 2023

at a glance



\$8,787

invested in our first year of programming



\$64 Cents

*every dollar spent went to programming
in our start-up year*



\$0 Dollars

what veterans and first responders pay for a yoga class

SOURCES OF REVENUE

Services \$3,903

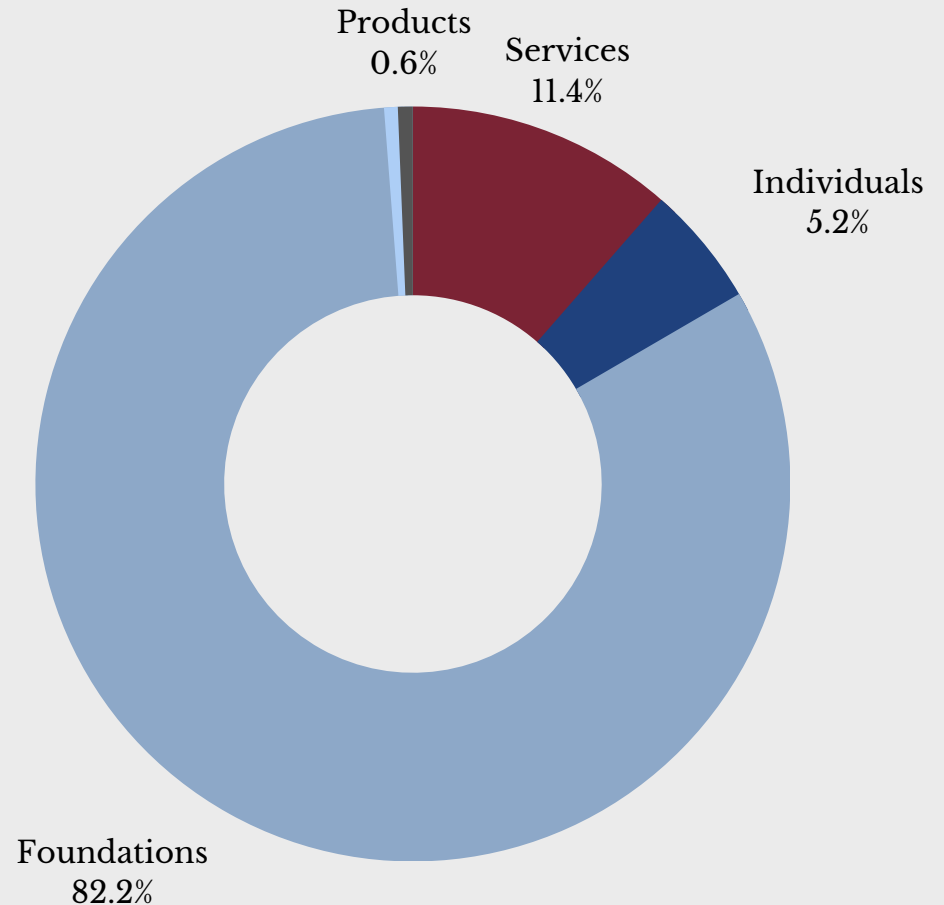
Individuals: \$1,765

Foundations: \$28,054*

In-Kind: \$200

Products: \$218

Total: \$33,941



*Restricted funds from Foundations include funding running into FY24

BOARD OF DIRECTORS

Lauren Turner | Founder, President, Executive Director

Steph McCabe | Treasurer

Keith Rovinelli | Secretary

Dana Neshe | Member



Get Involved

Our growing organization is seeking sponsors, board members, yoga instructors & volunteers. Please reach out if you would like to support our mission.

Please contact Lauren Turner

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Thank you



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