

BRIGHTON YOGA FOUNDATION

# ANNUAL REPORT

2021



REGISTERED CHARITY NO: 1166982

# SUMMARY

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The period April 2021 to March 2022 continued to be a difficult period for every charity, and it was no exception for Brighton Yoga Foundation. The Covid pandemic still presented challenges with face to face contact still restricted for large parts of the year. Ongoing reorganisation of work and cancellations of projects caused problems. Our annual fundraising event the Brighton Yoga Festival was yet again transferred into an online event as opposed to the in-person event.

Despite the difficulties encountered from the pandemic, the demand for our services soared. Covid presented a very real challenge to our local community in terms of mental health and physical health issues combining this with financial struggles - this resulted in more enquiries and more referrals from our community partners.

We managed to continue to provide our services throughout the year, and also were able to grow our offering to cope with the demand. We were able to deliver more classes per week and reach more people than ever before.



# MISSION

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We undertake year-round yoga community outreach programmes for those who would not normally have access to yoga.

These programmes are usually free of charge, paid for from a combination of grants that we have received to deliver such services and our own fundraising.

There is a significant body of research and evidence that yoga, breathing exercises and meditation can all have strongly beneficial impacts on people's physical, mental and general wellbeing.

Our community outreach classes include programmes for teenagers suffering stress; for people with mental health issues; for children in schools; for women recovering from domestic abuse and sexual violence; and other client groups. In most of these cases we have worked directly with specialist statutory or voluntary organisations working with these client groups, some of which have also referred clients directly to us. The teachers for this work are all specially trained and where appropriate have DBS clearance.

The trustees of Brighton Yoga Foundation have taken all due regard for the purposes in which the organisation was set up when making the decision to allocate costs and apply funding in relation to the programmes mentioned below and all other activities undertaken, and decisions made.



# SERVICES

We started in 2021 with 6 weekly classes, by the end of the period we ran 15 different classes in a variety of locations including online, in-person in local venues and community centres along with in-house at various hospitals/refuges.

In total we delivered 296 classes to 2182 participants which is on average 13 participants per class (however most of the in-house and specialist classes are low numbers due to the needs of the participants).

Class	Location	No: of classes	No: Participants	Ave: per session
Mill View Group	In house - Mill view Hospital	5	17	3
Mill View 1-1	In house - Mill view Hospital	8	22	3
Gentle Yoga (Women Only)	Online - via Zoom	42	563	13
Gentle Chair Yoga	Online - via Zoom	39	410	11
Therapeutic Yoga & Relaxation (Women Only)	Online - via Zoom	23	171	7
Yoga for Women of Colour	In Person	35	186	5
Therapeutic Yoga	In Person	43	306	7
Hangleton & Knoll Community	In Person	19	124	7
Yoga for Strength & Resilience	In Person	21	96	5
Yoga for Strength & Resilience (mixed)	In Person	20	108	5
Trauma Informed Yoga 8 Week Course	In Person	15	82	5
Equinox Women's Refuge	In house - Equinox	10	17	2
Preston Park Recovery Centre	In house - Preston Park Recovery Centre	10	52	5
Turning Tides	In Person	6	28	5
		296	2182	14





# PARTICIPANTS

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296

## TOTAL CLASSES

This is an increase of 49% in the number of classes we have hosted.

2182

## TOTAL PARTICIPANTS

Over the year we are proud to have been able to deliver 296 classes to 2182 participants - this is an increase of 38% attendance against the previous year.



# FEEDBACK

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I would do yoga every day if I could but I can't afford it. BYF allows me to have a class a week where its totally stress free because I don't even have to think about money, I just have to get there, move my body and enjoy the benefits. It's been invaluable and I feel incredibly privileged to be able to come to the classes. She is an excellent teacher and i find her classes a nourishing experience in so many ways.

It is a wonderfully kind and compassionate class where we are encouraged to connect in with what we need and how our body is today. Meet ourselves just as we are. I cannot afford to attend yoga class at the moment and I really appreciate being able to participate in these classes.



Grounding and releasing trauma symptoms; better sleep; less tense and anxious; Increased mobility; Reduced pain; Improved cognitive function; Sleeping improved and wake up refreshed; Grounded and relaxed; Community group, reduced isolation ; Balance improved

# GRANTS

During the financial year, BYF received net cash funds of just over £ 24,000 from various funding bodies.

We were extremely fortunate to be successful in 5 of the 6 grants we applied for, totalling c.£ 28,400:

Funding Body	Month	Awarded Purpose of Funding
BHCC Community Fund	April 2021	Core Costs
Sport England – Return to Play	April 2021	Outreach – including additional COVID related Festival Costs, NHS, Chair Yoga and Strength & Resilience classes
Sussex Community Foundation	September 2021	Outreach – Weekly Zoom classes & outreach worker 1 day a week
Lottery Awards for All	November 2021	Outreach for women – <u>WoC</u> , Strength & Resilience, Therapeutic, Trauma
<u>Enjoollata</u>	March 2022	Outreach – Chronic pain

In addition, we continued to draw on funding from Active Sussex from our previous year's successful award.

We also received funding to extend some existing classes – 8 weeks Chair Yoga from Scope, and 11 weeks Outreach class extension from Hangleton & Knoll.

Due to delays & difficulties from COVID, part of the Millview award from the previous year had to be returned in line with their timeframe accounting requirements.



# FESTIVAL

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For the second year in a row, our annual fundraising event was hit by covid restrictions. In preparation we had prepared for a hybrid weekend event with Saturday being an in-person event at Cardinal Newman School and the Sunday being a virtual event delivered by Zoom.

Due to the pandemic (a new surge in numbers) and low ticket sales for the Saturday event, we decided very last minute to cancel the Saturday event, leaving only the Virtual Event.

There seemed to be a vast amount of zoom fatigue, and we didn't see the same level of donations which the previous festival had achieved, but we did raise a profit.

The virtual event raised a profit of £2,000, after the costs of £3000 were calculated.



BRIGHTON  
YOGA  
*Festival*



# PROJECTS

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## Yoga at the i360

We were fortunate to secure a weekly teaching opportunity at the iconic i360 outdoor decking area, we were able to host this class for free and receive 'voluntary donations' for each class. Over the 3 month period we hosted 11 classes and raised £1,200 in unrestricted funds.

## Friends of BYF

In January 2022, we re-launched our Friends of BYF project, with a successful event at Komedia. We greeted over 60 people at the re-launch event. We asked our audience to support our fundraising efforts in one of three ways, via a Direct Debit, offer of time in terms of volunteer hours or to support us through Easyfundraising platform.

The event brought in eight new regular donors (Direct Debits) which resulted in the project recovering its costs by the summer and subsequently generating an ongoing return for the foundation of approximately £50 per month in addition to pre-existing donors.



# FINANCES

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The ongoing Covid pandemic continued to have a material impact on our finances this year culminating in the Board's unanimous decision to cancel the annual live festival, in favour of an online event. Whilst unrecoverable costs were kept to a minimum, inevitably there were some that had to be absorbed. Fortunately, several organisations were happy to defer/hold deposits over to the following year which helped keep the truly irrecoverable costs as low as possible.

Turnover consequently remained broadly consistent with the previous year (also heavily impacted by the pandemic). General donations & Workshop income more than doubled which was encouraging despite the global situation.

Grant income remained broadly the same – a slight increase of c. £1,600.

Cash outflows however increased by c.£ 13,000, some attributable to festival related costs (of which some would be deferred) including marketing and IT as a result of the online event. Physical classes were able to commence/restart given the easing of restrictions which accounted for the increase in spend on Outreach Projects compared to the previous year where lockdowns had resulted in a significant impact to classroom sessions.

BYF was required to use some of it's reserves during the 2021-22 period, mainly due to Covid impacts on income. A buffer of c.£ 1,800 still remains and we aim to replenish the reserves to the usual c.£ 3000 in the following year as part of the ongoing policy to have enough free cash to cover several months' worth of overheads.

As part of BYF's expenses policy, c.£150 was reimbursed to three of our Trustees in the year. These related to Travel & Subsistence costs for event where the Chair spoke and promoted BYF locally, and two thank you gifts for non-trustee volunteers.

Whilst non monetary, volunteers for the festival would receive meals (from a sponsor) as recognition for their time and effort on the day.



# TRUSTEES

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Davy Jones, founder of Brighton Yoga Foundation stepped down as chair in December 2021. Camille Pierson who has been a Trustee on the board since 2016 stepped in as interim chair in January 2022. This appointment is initially for a 6-month period, to be reviewed in June 2022.

During the year we had four trustee resignations – Hannah Weller, Melanie Spencer, Gaia Pabla and Christine Gibbons and we had three new trustees join.

Our new trustees are; Alina Kovalcsuk, Samantha Hart and Inderpal (Indie) Kaur Foolheea who all bring a wealth of experience and knowledge.

Alina is a cybersecurity professional, working in the industry for around 8 years now. She is an active member of the CSR committee at work and also a volunteer at The Cyber Helpline, where they help victims of cybercrime.

Indie is a Yoga & meditation guide, Ayurveda Consultant and Freelance Marketing consultant. She has had a varied career across several different industries before landing on a more holistic approach to life in recent years.

Sam has worked in social justice starting as a journalist with a focus on mental health. She has since worked in criminal justice and education in a variety of different roles and in 2013 co-founded a not-for-profit organisation which supports families when a loved-one has gone to prison.



Indie Foolheea



Alina Kovalcsuk



Sam Hart

# SUB GROUPS

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The four sub committees which were set up in 2021 have now been fully established and each has their own set of Terms of Reference which outline the powers of the members and functioning.

Each committee reports to the board and communicates decisions made via the secretary. These committees have proven to be a valuable component with members being able to make decisions more efficiently.

The four sub committees are; Fundraising and finance, Marketing, Governance and Outreach. Each group consists of Trustee and non-trustee members and it is mandatory that all trustees sit on at least one of these groups.



**Fundraising  
& finance**

**Marketing**

**Governance**

**Outreach**

# MAKING YOGA ACCESSIBLE TO ALL



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