2018 Annual Report
Message from the Executive Directors

As the global climate becomes more energetically charged and challenging, more people are finding yoga and mindfulness as a refuge for well-being, self-care and healing. The Yoga Service Council (YSC) is a collaborative community that is on the cutting edge of the cultivation and implementation of safe, supportive practices through our global yoga service programs and networks. Our mission is to maximize the effectiveness, sustainability, and impact of individuals and organizations working to make yoga and mindfulness practices equally accessible to all.

We are honored and humbled to serve in the roles of Executive Directors for such a dynamic organization at such a serendipitous time in the world. We are keenly aware that there is much to do to support and empower yoga teachers, yoga studios, organizations, and all those wishing to incorporate yoga and mindfulness into their facilities, workplaces, schools and communities. With unique programs such as the Best Practices Series, the Annual Conference, Community Resource Papers, and a strong Membership base, we have worked tirelessly to elevate YSC and the yoga service movement as a whole. We step into these shoes with the grand intention of YSC 2.0; that is, an evolutionary, growing process to distinctively bring this nonprofit into the forefront of the yoga service field.

This past year, much work was done to rebuild the board, to develop models of compassionate leadership, to cultivate connections and collaborations, and to expand the burgeoning Yoga Service community as we move forward in our next phase of growth and change. Our commitment is to make the Yoga Service Council a common name in all yoga communities for best practices, social justice advocacy, leaders in community building, and accessible yoga for all.

In gratitude,

Pamela Stokes Eggleston
Amina Naru
YSC Executive Directors
**What is Yoga Service?**

While the yoga service community often discusses its work in terms of addressing specific populations, we recognize that all people experience vulnerability and trauma at different points in life, and that circumstances of being human are such that we all, at times, are in need of the compassionate service of others. We also recognize that there are social forces at play that impact individuals and communities differently, and that issues of power, privilege, and justice must remain at the forefront of any critical discussion of service. We propose that yoga service is not defined by who is served, but rather by the manner in which the practices are offered. Given this context, one can understand the work of yoga service by exploring three key intersecting elements that make up our working definition: teaching yoga in skillful and appropriately adapted ways, cultivating a state of “conscious relationship” with others, and engaging in ongoing self-reflection and self-inquiry.

*Yoga Service*: The intentional sharing of yoga practices that support healing and build resilience for all regardless of circumstances, taught within a context of conscious relationship rooted in self-reflection and self-inquiry.
Vision and Organizational Commitment

Vision: Our vision is a world where everyone has equal access to yoga and mindfulness practices that support healing, resilience, self-development, community building and positive social change.

Organizational Commitment: Committed to strengthening the field of yoga service, the YSC works to: 1) facilitate collaboration and community building, 2) promote excellence in education and training, 3) support leadership and organizational development, and 4) advocate for social responsibility and ethical action.

Total Lives Impacted in 2018: 1,809
The Yoga Service Council Community

Yoga Service Council Membership

Our members are a diverse collection of individuals and organizations from around the world. We welcome yoga and mindfulness teachers, social service providers, health professionals, educators, researchers, and all others who share our mission and vision to join us. YSC members consist of individuals and organizations working in the yoga service field. Our members are the heart of the YSC, and supporting them is at the core of our work. In 2018, we revamped our membership benefits to include mentoring and more discounts, and access to free webinars and community resource papers. In addition, we renewed and increased our commitment to member communications and connection. As a result we expanded our membership, dramatically increasing our number of individual members, organizational, and sustaining membership.
Yoga Service Networks (YSNs)

Yoga Service Networks (YSNs) bring people interested in yoga service together to learn from, collaborate with, and mutually support one another. YSNs are intended to foster connection among people living in a common geographically defined area, such as a city, region, or small town. In 2018, we collaborated with three YSNs – Rochester, NY; Atlanta, GA; and Chicago, IL.
What We Do: Our Current Initiatives

Best Practices Project

The Best Practices Series is dedicated to uplifting the field of yoga service by sharing the insights, experiences, and knowledge of leading teachers, researchers, therapists, medical professionals, policy makers, and others working to make yoga and mindfulness practices equally available to all. Launched in 2014 as a joint YSC/Omega initiative, the Best Practices Project has two major components: an Annual Best Practices Symposium and an Annual Best Practices Guide Book.

Annual Symposium

Each year we invite approximately 25 thought leaders and experts from distinctive sectors of the yoga service field to gather at Omega for a 5-day series of collaborative brainstorming sessions dedicated to identifying shared “best practices”: norms, standards and practices that support teaching yoga and mindfulness in ways that are safe, effective, inclusive, and supported by experiential- and/or research-based expertise.

Guide Book

Each fall, an edited volume is published that integrates the knowledge generated at the Symposium with additional input from a select group of teachers, researchers, and others. Prior to publication, each book is vetted by the full roster of Symposium participants, as well as 3-4 peer reviewers, to ensure its status as a top-quality work that will promote excellence in the field.


Schools

Best Practices for Yoga in Schools book was published in November of 2015. During the 2018, 413 books were ordered and disseminated to yoga providers, school administrators, classroom teachers, researchers, and others interested in bringing yoga to schools effectively. Nine national yoga teacher training programs are using the book as part of their required curriculum.

Veterans

Best Practices for Yoga with Veterans was published in November of 2016, after a successful crowd funding campaign, and was received with tremendous appreciation and
support of the field. YSC worked with VA administrators to distribute the books to those who could best use it, along with eight yoga teacher training programs that focus on veterans and active duty military are currently incorporating the work into training. In 2018, 194 books were ordered.

*Criminal Justice System*

Twenty-five experts in the field attended the 3rd symposium at Omega in September, a five-day meeting that through facilitated group discussion and peer review laid the foundation for *Best Practices for Yoga in the Criminal Justice System*. Six contributing editors worked with editor Carol Horton, Ph.D. to finalized the guidebook that was released in the Fall of 2017. In 2018, 206 books were ordered.

*Sexual Trauma Survivors*

Due to the sensitive nature of this topic, along with the surge of the #metoo and #timesup movements, YSC decided to hold two symposiums: the 4th symposium in 2017 brought together 19 thought leaders and the 5th symposium in 2018 brought together 18 thought leaders. YSC plans to secure a publisher for this guidebook to reach a broader audience and to take the Best Practices Initiative to the next level.

**Annual Yoga Service Conference**

YSC’s Annual Yoga Service Conference is the country’s foremost conference focusing on the field of Yoga Service. The Conference brings people together from across the country who are leaders, practitioners, subject matter experts, teachers, supporters or just interested in yoga service. You do not need to be a yoga teacher to benefit from this wonderful gathering. Social workers, health care providers, school teachers, counselors, therapists and others will find the resources, tools, inspiration, and support necessary to make yoga and mindfulness practices inclusive, effective, sustainable, and accessible to all.

**2018 Yoga Service Conference**

The 2018 Yoga Service Conference was an amazing gathering of community, yoga service, social justice and sangha. There were 62 registered attendees, and although this is smaller than other conferences, the impact was monumental. People laughed, shared, cried and experienced something that was unique and heartfelt. Many expressed that they had found their tribe; indeed, YSC strongly believes in cultivating a shared sense of community and belonging that was palpably felt and sensed.
Webinars

In 2018 we provided monthly webinars with experts in the yoga and mindfulness fields, from race-based trauma expert Dr. Gail Parker, to veterans yoga trailblazer Annie Okerlin, to mindfulness expert Rhonda McGee. Convened on the last Tuesday of each month at 8 pm ET for 90 minutes, each live-stream webinar with a champion in the yoga service field, participants had direct access to each presenter to ask questions, gain insight and build community with other participants. YSC had about 223 registrants for the webinars, which cost $25. YSC members can currently access the webinar library for free where the recorded webinars are stored.
**Thought Leadership**

YSC is well known for its curated content, relationship cultivation, compassionate leadership strategies, community building capacity, and thought-provoking online learning platform. We are originators in the yoga service field; that is, we are the key architects in this arena. For over a decade, our position in this space has remained steadfast and constant through the employment of a variety of tools, research and resources that are accessible to members and the YSC community as a whole.
## Sponsor List

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<th>Sponsors</th>
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Our Team

The YSC is lead by two dedicated executive directors who, originally serving as members of the board, started these unique positions in May of 2018, supported by a strong board of directors, and an exceptional group of advisors who contribute to visionary thinking and offer consulting on distinctive topic areas.

Executive Directors

Pamela Stokes Eggleston, MBA, MS, C-IAYT, E-RYT 500, YACEP – Executive Director

Pamela is Executive Director of the Yoga Service Council and Founder of Yoga2Sleep. She is a contributing editor of *Best Practices for Yoga with Veterans* (YSC/Omega, 2016) and researcher/author of *Yoga Therapy as a Complementary Modality for Female Veteran Caregivers with Traumatic Stress: A Case Study* (Maryland University of Integrative Health, March 2018). She has an MS in Yoga Therapy from MUIH and an MBA from University of Maryland University College. Additionally, Pamela served as President of the UMUC Alumni Association.

An accomplished consultant, advisor, published author and national speaker, Pamela has worked for numerous agencies including the Substance Abuse and Mental Health Services Administration, the Veterans Administration, the Department of Labor, as a yoga therapy clinical intern for Johns Hopkins Hospital, and as an advisor on Congress-supported publications centering on substance abuse, mental health, criminal justice and military and veteran family matters. Her work and writing has been featured in Yoga Therapy Today, Gaiam, Military Spouse Magazine, Yoga Journal, Mantra Yoga and Health, Essence, the Huffington Post, and on Ellen and MSNBC.
Amina Naru, Executive Director of the Yoga Service Council, is the owner of Posh Yoga in Wilmington, Delaware, and works as a yoga instructor, workshop facilitator, and YSC Best Practices project manager.

Amina served three terms as secretary for the YSC Board and is a contributing author to the books *Best Practices for Yoga with Veterans* (YSC/Omega, 2016) and *Best Practices for Yoga in the Criminal Justice System* (YSC/Omega, 2017). Her professional expertise is in the field of yoga service for communities, juvenile detention centers and adult prisons.

Amina Naru’s yoga service work is deeply informed by her studies with master teachers Johnny Gillespie of Empowered Yoga, James Fox of Prison Yoga Project, B.K. Bose of the Niroga Institute, Nikki Myers of Y12SR, and Jennifer Cohen Harper of Little Flower Yoga.

Amina has been featured in Yoga Journal and on the J. Brown and Yoga Alliance podcasts. She served as Executive Director of the nonprofit Empowered Community and is the first black woman to implement curriculum-based yoga and mindfulness programs for juvenile detention centers in the state of Delaware.
2018 Board of Directors

Jennifer Cohen Harper, President

Jennifer Cohen Harper is the board president of the Yoga Service Council, as well as one of its founding members. She is a leading voice in the children’s yoga and mindfulness community, and the author of Little Flower Yoga for Kids: A Yoga and Mindfulness Program to Help Your Child Improve Attention and Emotional Balance, and co-editor of Best Practices for Yoga in Schools. Jenn is the founder and director of Little Flower Yoga, a national organization based in New York, and The School Yoga Project, which brings yoga and mindfulness to schools nationwide, including directly serving over 5000 children a week in NYC. Her work has been featured in prominent publications including the NY Times, The International Journal of Yoga Therapy, Publishers Weekly, and Yoga Journal.

Carol Horton, Vice President

Carol Horton, Ph.D., is the author of Yoga Ph.D.: Integrating the Life of the Mind and the Wisdom of the Body (2012) and Race and the Making of American Liberalism (2005). She served as the lead editor of 21st Century Yoga: Culture, Politics, and Practice (2012) and Best Practices for Yoga with Veterans (2016). Currently, she is editing Best Practices for Yoga in the Criminal Justice System (forthcoming 2017). Carol serves as Vice President of the Yoga Service Council, and was a co-founder of Chicago’s Socially Engaged Yoga Network (SEYN). A Certified Forrest Yoga teacher, Carol has taught yoga in Cook County Jail, a drop-in center for homeless women, a residential foster care facility, a community health center, and several studios in Chicago. A former college professor, Carol holds a doctorate in political science from the University of Chicago.

Carrie DeJesus, Treasurer

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Bob Altman, Member At-Large

Rachelle Knowles, Secretary

Advisors

Kelly McGonigal
Jasmine Cherazi
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Lynne Staropoli Boucher
Mary Lynn Fitton
Rob Schware
Chandlee Kuhn

** For the most current and up-to-date listing of the Board of Directors and Advisory Members, please visit www.yogaservicecouncil.org/board-and-staff. **