



# Yoga Alliance Restructure



## Why We Made This Change:

In 2013, Yoga Alliance leadership divided its one legal entity into two separate organizations. The creation of the second entity was well intentioned but did not adequately distinguish Yoga Alliance's two not-for-profit entities or clarify how they would serve our constituents independently and in collaboration.

- To address the confusion and member frustration this caused, in 2018, the new administration made a bold move to resolve the odd structure.
- Now, the two organizations have distinct missions, allowing each to focus on their unique not-for-profit services.

**Together, Yoga Alliance and Yoga Alliance Foundation are a force for positive social impact, connection, and peace in the world. By serving our members, we help our members better serve their communities and uplift society. By serving the public, we help ensure safety and access.**

As of January 1, 2018, Yoga Alliance and Yoga Alliance Foundation have formally restructured to ensure that the right functions reside in the proper organization.

Most importantly, the Yoga Alliance Registry was sold from the public charity to the member organization. This properly places our Standards & Credentialing function in the 501(c)(6) member organization, following a far more traditional and functional model. This also empowers the Foundation to fully operate as a public charity and to focus on serving underserved populations.



### **Yoga Alliance,**

the **501(c)(6)** member organization, is focused on delivering better training, education, and professional benefits for our members.



### **Yoga Alliance Foundation,**

the **501(c)(3)** public charity, will bring yoga's healing potential to underserved, marginalized, and underrepresented populations and create new service opportunities for our members.



## What will each organization do under the new structure?

Yoga Alliance, the 501(c)(6) professional member organization, will provide support in four key areas:

### 01 Standards Development and Credentialing

By developing and updating standards and offering credentials to those who meet the conditions of the standards, Yoga Alliance:

- Provides teachers and schools a measure for quality, safety, and performance that they can claim in order to get jobs or promote themselves to the public;
- Assures quality, safety, and performance for customers/students of teachers and schools;
- Improves competence and effectiveness of its members.

### 02 Public Education and Continuing Education for Members

Professional development and learning opportunities for teachers and schools are critical for any field. Continued learning helps elevate yoga teaching and helps teachers become more skillful at introducing yoga to new populations.

### 03 Member Benefits

Benefits to support the work and daily lives of members is a hallmark of a quality member organization. Member benefits can help reduce burdensome costs for yoga professionals, who are often self-employed, small business owners. Maintaining proper insurance and having access to teaching tools are also critical elements for professional yoga educators.

### 04 Government Relations

Yoga Alliance, by serving as a unified representative of yoga professionals and business owners, is able to advocate for teachers, schools, and students so that yoga is better understood and so that government bodies do not define yoga, who can teach it, and how to teach it. And, while many yoga professionals are service-oriented individuals, they are not exempt from regulations that impact small and large businesses. Yoga Alliance helps by advocating against over-burdensome regulation that could inhibit fair opportunity for all.

Yoga Alliance Foundation, the 501(c)(3) public charity, has new purpose to help bring yoga to populations that have been historically underserved, underrepresented, or marginalized.



#### Our belief:

We believe that everyone deserves the benefits of yoga and are committed to finding opportunities to work with communities, organizations, and leaders who are open to our help in bringing yoga to those who would not otherwise have access.



#### Our services:

Yoga Alliance Foundation is a social impact organization serving the public through yoga education and focused on making yoga more accessible to all. We place special emphasis on individuals who stand to benefit most from yoga's healing power. Another goal is to create new opportunities for yoga teachers to work in service and expand their contributions to their communities.



#### Our funding:

Yoga Alliance Foundation is donor-supported and mission driven, with seed funding for the initiatives and activities of the Yoga Alliance Foundation coming from the prudent reserves of the original Yoga Alliance Registry.

*In the coming years, the Yoga Alliance Foundation will use its funds and donor gifts to bring yoga to those in need and will encourage donors to amplify this work through new contributions that extend and expand our social impact.*

