

ANNUAL CORPORATE PARTNERSHIP OPPORTUNITY

Empowering Women and Children Through Yoga

Unity in Action for a Global Impact



Introduction to Yoga Gives Back

Eighteen years ago, **Kayoko Mitsumatsu founded Yoga Gives Back (YGB)** in a yoga classroom in Los Angeles. In 2011, we started tracking our impact with 55 mothers and children receiving micro-loans and education funds with a minimum five year commitment per person. We reached our first major milestone in 2017 when that number grew to 1000 lives. In 2024, we supported over 3,000 individuals and our goal has increased to 4,000 this year and 5,000 in 2026.

YGB is now a leader in global yoga communities, scaling an ongoing grassroots campaign to express our gratitude, give back and change lives.

“We work hard
to receive the
highest grades
available for
accountability and
transparency.”



Our Mission

Engage global yoga practitioners to channel their gratitude into empowering underserved women and children in India through micro-loans, education and community development.

Why it Matters

Why It Matters: YGB's work of gratitude inspires karma yoga (yoga in action) and seva (selfless service) in yoga communities globally. YGB brings the real goal of yoga to the forefront.

Your support fuels life-changing opportunities, empowering women and children in India with education and financial independence. Together, we turn gratitude into action, creating lasting impact and brighter futures.

We act with integrity!

We've earned a



✦ FOUR-STAR RATING ✦

from

✦ Charity Navigator

Platinum
Transparency
2025

Candid.

The Power of Community

Introducing Our 2025 Theme: **UNITY IN ACTION**

Yoga Gives Back unites a global community of changemakers, from yoga practitioners to industry leaders. **Our 160+ Global Ambassadors span 30+ countries**, who tap into their own communities to share our mission and fundraise.

Today, 300 million people enjoy yoga around the world and the yoga industry is estimated to generate 100 billion dollars this year. If a fraction can be redirected to our mission, we can affect dramatic change.

"The daily practice of Ashtanga Yoga has transformed my life and through Yoga Gives Back I have the chance to give something back to the home of Ashtanga Yoga in the world in India. Yoga helps Westerners find peace and thus make their lives more sustainable. With the power of micro-financing Yoga Gives Back helps Indian women gain access to opportunities that would otherwise simply not exist. I am honored to do what I can for Yoga Gives Back."

– Kino MacGregor (Advisor/Ambassador)

"I am so proud to be an ambassador for Yoga Gives Back– an organization that supports the women and children of India. I honor their vision and hard work and know that so many benefit from their dedication to serve a culture and its people who have done so much to enhance the lives and beliefs of yogis like me."

– Seane Corn (Ambassador)

“True change happens when we come together with a shared purpose.”

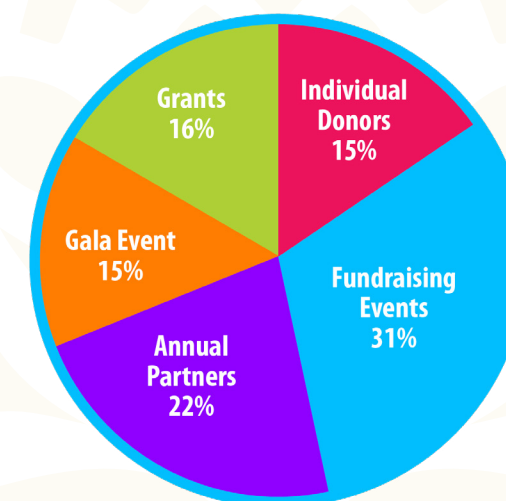


Our Growth in 2024

In 2024, our 18th year, YGB had 34% revenue growth year-over-year, which resulted in 26% growth in our program funding.

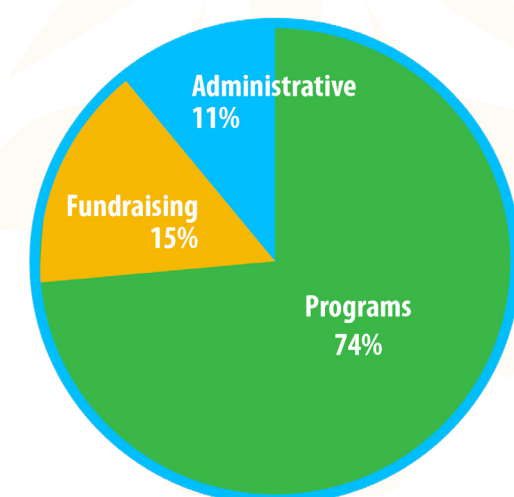
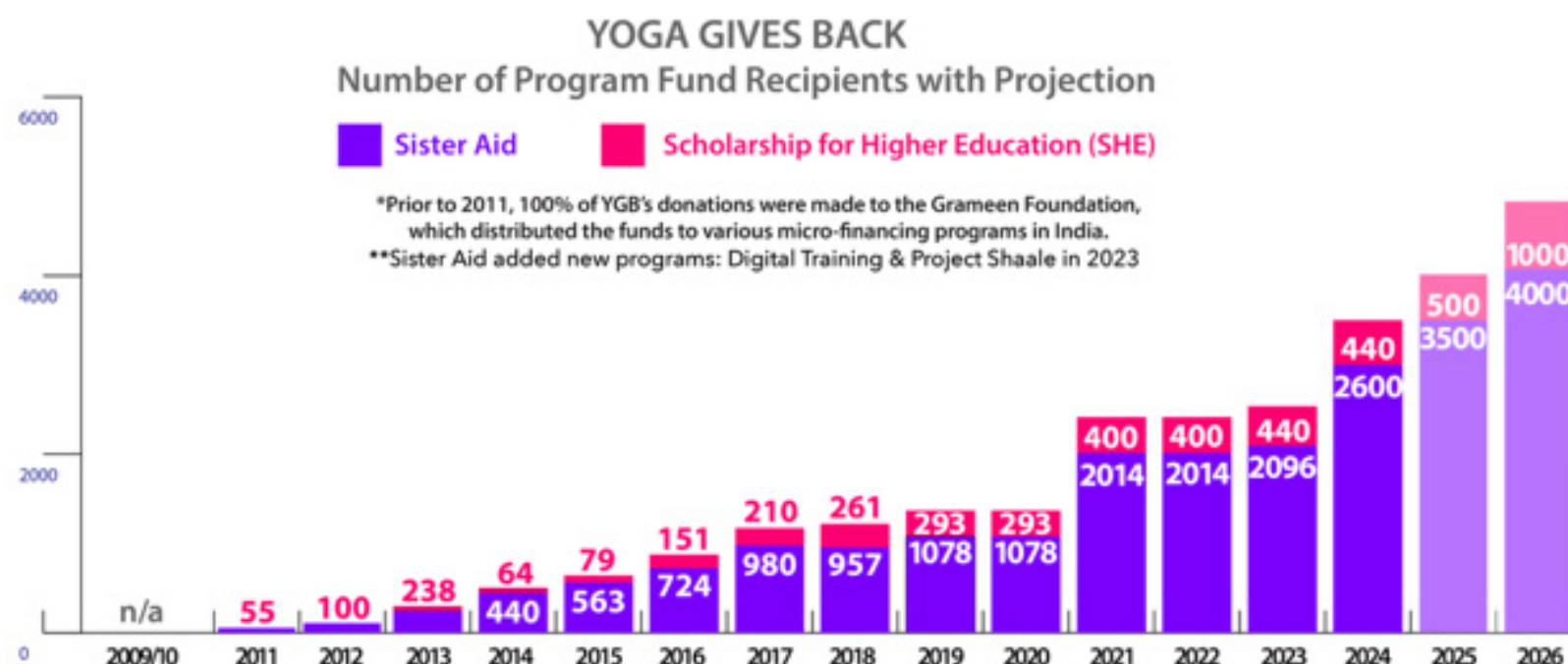
Our global community expanded to include:

- 100 events in 20 countries during the Global Gathering for India in June
- Two new countries joined YGB: Korea and Portugal
- Japan Retreat brought together over 70 people from around the world
- Annual Gala Weekend raised the largest donations to date, netted \$35K
- End of Year Campaign surpassed our fundraising goal of \$25K



2024 TOTAL REVENUE
\$ 361,585

**These are currently estimates pending the completion of 990 tax return.*



2024 TOTAL EXPENSES
\$ 324,436

**These are currently estimates pending the completion of 990 tax return.*

Our Impact in India in 2024

YGB's global community is making a real difference in the lives of more than 3,000 women and children:



550 mothers
with micro loans and peer
support groups



600 young girls
to continue their primary
education



38 abandoned children
with loving group home
care and high-quality
education



600 young girls
receive computer skills
training

“Help us
reach
4,000 lives
by 2026!”



440 youths
to receive a five year
Scholarship for Higher
Education (SHE)



300 youths
graduate with college
degrees and build indepen-
dent lives, helping families
and becoming the change



800 students & teachers
receive education
assistance and resources in
Maths and Science



More women & children
to receive life-changing
support in 2025, thanks to
our generous partnerships

THE POWER OF CORPORATE SOCIAL RESPONSIBILITY (CSR)

Being Our Partner

Partnering with YGB advances your corporate social responsibility (CSR) and sustainability goals by driving **economic empowerment**, **gender equity** and **education for underserved communities**. Your support fosters long-term social impact, aligning with environmental, social & governance (ESG) priorities and global development initiatives.



“Your company’s
involvement
directly
empowers over
**3,000 women
and children**
each year”



CORPORATE PARTNERSHIP OPPORTUNITIES

The Benefits of Partnership

Why Partner with YGB?

- **Drive Meaningful Social Impact:** Directly support 3,000+ women and children in India each year.
- **Global Visibility & CSR Alignment:** Align with ESG priorities and amplify your brand's commitment to gender equity, education and poverty alleviation.
- **Exclusive Engagements:** Join a prestigious network of mission-driven companies and enjoy immersive experiences like site visits and storytelling from program beneficiaries.
- **Reach & Community:** Connect with our global yoga community, reaching over 2 million people in 30+ countries across digital platforms.
 - Brand visibility: 2M+ potential audience reach through our yoga ambassador community network across 30+ countries.
 - Brand visibility: 65K+ direct audience reach between YGB's own email list and social media channels – specific to wellness, yoga and mindfulness target market.
 - YGB values amplifying and promoting our corporate partners and their impactful contributions!
- **Recognized as a leader in supporting education and gender equality**

Our flagship Annual Gala serves as a premier opportunity for partners to connect with this influential network, gaining high-profile visibility. With 250+ attendees, the gala offers an exclusive platform to showcase your brand's commitment to social impact on a global stage.

Past Namaste Award honorees include Nobel Peace Laureate Dr. Muhammad Yunus, filmmaker David Lynch, mindfulness leaders Jack Kornfield & Trudy Goodman, and artist-philanthropist Alanis Morissette.

“Ready to make
an impact?

Be part of
the solution.

Partner with
Yoga Gives Back.”



PARTNERSHIP TIERS & BENEFITS

VISIONARY PARTNER | \$50K+

Impact: Build multiple Girls' Digital Centers or grow partnership with The Pad Project, uplifting thousands of girls and women in rural villages.

Exclusive Benefits:

- **Premier Recognition:** Featured as a lead partner in all YGB global campaigns, website homepage placement, and exclusive press release announcement.
- **Gala Access:** 30 VIP tickets and named table at the Annual Gala with speaking opportunity, company video (up to 2 minutes), live recognition, and **co-present annual Namaste Award alongside YGB's Founder.
- **Marketing & Visibility:** Dedicated feature in YGB's newsletter (6x annually), quarterly social media features, IG Live interview with YGB's founder, name/logo recognition in annual impact report, and an optional co-branded webinar.
- **Personalized Impact Story:** Receive a unique impact story and video from a beneficiary directly supported by your partnership which you can use for publicity.
- **Immersive Experience:** Priority access to an exclusive site visit with YGB's founder to meet program beneficiaries in India.

TRAILBLAZER PARTNER | \$30K+

Impact: Provide 120 young girls with SHE Scholarships, preventing early marriage and human trafficking.

Exclusive Benefits:

- **Recognition:** Company logo featured on YGB homepage, plus press release announcement.
- **Gala Access:** 20 VIP tickets and named table at the Annual Gala with speaking opportunity, company video (up to 1 minute), live recognition, and co-present annual Namaste Award alongside YGB's Founder.
- **Marketing & Visibility:** Featured in YGB's newsletter (4x annually), quarterly social media features, IG Live interview, name/logo recognition in annual impact report, and an optional co-branded webinar.
- **Personalized Impact Story:** Receive a direct testimonial from a young woman benefiting from your support which you can use for publicity.
- **Immersive Experience:** Invitation to the Seva Trip to witness the impact firsthand.

EMPOWERMENT PARTNER | \$10K+

Impact: Provide 20 orphaned children with education and a loving home.

Exclusive Benefits:

- **Recognition:** Featured on YGB's partner page, gala recognition, and 30-second company video at the event.
- **Gala Access:** 6 VIP tickets, live recognition and event promotions.
- **Marketing & Visibility:** Newsletter feature (2x annually), social media recognition, IG Live interview, and name/logo recognition in annual impact report.

RESILIENCE PARTNER | \$5K+

Impact: Fund 20 micro-loan groups to help women launch businesses and build peer support networks.

Exclusive Benefits:

- **Recognition:** Name/logo on YGB partner page and gala promotions.
- **Gala Access:** 4 VIP tickets, live recognition at the event.
- **Marketing & Visibility:** Featured in the newsletter (2x annually), single social media post, and name/logo recognition in annual impact report.

COMMUNITY BUILDER PARTNER | \$2.5K+

Impact: Provide 8 disadvantaged youth with SHE Scholarships for Higher Education.

Exclusive Benefits:

- **Recognition:** Name/logo on YGB partner page and gala promotions.
- **Gala Access:** 2 VIP tickets, live recognition at the event.
- **Marketing & Visibility:** Featured in the newsletter (1x annually), single social media post, and name/logo recognition in annual impact report.

EVENT / IN-KIND SPONSOR

Details:

- If interested in single event sponsorship valued under \$2.5K, please contact us.

PARTNERSHIP HIGHLIGHTS & CUSTOMIZATION

Jala

"Beyond fashion, Jala is driven by a purpose greater than ourselves. With every Jala purchase, you become a force for change, as we proudly support Yoga Gives Back. Together, we flow toward a better world, one yoga-inspired step at a time."

Jala's partnership is tailored to meet their CSR goals, while having a profound impact on the success of YGB's programs over the past 10 years. Jala makes annual contributions, donates a percentage of all profits, donates in-kind clothing, and designs and donates YGB's annual limited edition shirts. As a female-owned business, Jala understands the importance of supporting women entrepreneurship.

Liforme

"YGB works hard to ensure that every dollar donated counts as much as possible. Their work is really effective in helping to bridge important inequality gaps in our world."

– James Armitage, Founder of Liforme.

For over eight years, Liforme has stood by our mission, donating over \$75K through annual commitments and a percentage of proceeds from a custom charity yoga mat. In 2024 alone, Liforme's contribution ensured 46 young girls in West Bengal would continue their higher education and reach their dreams, avoiding forced early marriage.

This kind of dedication from our corporate partners makes our work possible. If your company is looking for a meaningful way to drive social impact, let's talk! Together, we can change lives.

"This kind of dedication from our corporate partners makes our work possible."



Success Stories

Puja and Riya received YGB's Scholarship for Higher Education and computer skills training in a remote village in West Bengal, India. After earning their college degrees, they found employment at a local bank, where they launched the very first "Village Service Center" to help their underserved community. For the first time ever, this center helps villagers deposit their cash through an online banking service. Puja and Riya wanted to use their knowledge and skills to give back and help their community. Gratitude was the source that sparked Puja and Riya's action. You can watch this story on our YouTube channel.



At just fifteen Rekha was on the verge of being married off when YGB's SHE scholarship changed the course of her life. Ten years later, we had the opportunity to visit Rekha, who is now a teacher at a night shelter for 30 children from lower-caste background in the red light district. These children are unable to attend regular school during the day due to societal stigma. Earning her Bachelor's degree was a turning point for Rekha. "This is my dream job – being able to provide a good education to these deserving children. I want to help these young children to reach to their dreams in their lives."



Vandana came to live at Deenabandhu Trust Home (our NGO partner) when she was two years old as her mother could not take care of her on her own. Being a diligent student, she developed a strong interest in science. YGB's SHE (five-year Scholarship for Higher Education) supported her higher education, and now we are so happy to hear that she was accepted to the postgraduate program for Masters of Computer Application in Mysore.



"Our partners
don't just
fund programs.
They ignite
opportunities,
break cycles of
poverty and
create lasting
impact for
generations."



CALL TO ACTION & NEXT STEPS

Join Us in Transforming Lives

"Thanks to your support for our mission, 2024 had 34% revenue growth, which resulted in 26% growth in our program funding. I sincerely hope that this report shows you the real impact across the global yoga communities in 30+ countries, empowering more than 3,000 underserved women and children in India. As the Founder and Executive Director, I am incredibly grateful for our growing community."

– Kayoko Mitsumatsu, Founder of Yoga Gives Back

View our [2024 Impact Report](#) here.



"As the Founder and Executive Director, I am incredibly grateful for our growing community."

– Kayoko Mitsumatsu



Our Board of Directors: Deepa Chemery, Deborah Carruthers, Harmony Slater, Kay Epple, Kayoko Mitsumatsu, Ken Atchity, Pritha Ogden, Satoru Yukie

Yoga Gives Back is a U.S. registered, tax-exempt nonprofit organization with Tax ID: 80-0412545

Become a Partner

Yoga Gives Back is a 501(c)(3) non-profit organization. All or part of your gift may be deducted as a charitable contribution. yogagivesback.org

Contact

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