

15 years yoga gives back



2022

YGB's 15 Year Journey

Fifteen years ago, Yoga Gives Back was born from the idea of one yoga student – she wanted to express her gratitude for the gift of yoga and give back to India, the birthplace of yoga. Today **Kayoko Mitsumatsu's** idea has grown into an international effort to support 2400 impoverished mothers and children in India with micro-loans and education funds. There are many charity organizations within the yoga community, Yoga Gives Back is unique in its focus on giving back to India to support the serious challenges of poverty and related social issues.

Inspired by Nobel Peace Prize recipient Dr. Muhammad Yunus' micro financing breakthrough, YGB began by contributing to micro credit programs in India. Today, we empower 2400 underserved women and children with micro-loan programs, education programs and scholarships, partnering with three successful non-governmental organizations (NGO) in India. Our mantra, "For the cost of one yoga class, you can change a life," has been carried forward by dedicated supporters across the globe in thirty countries.

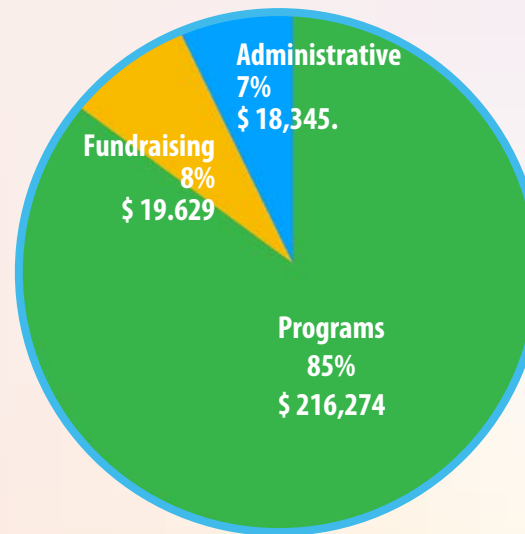
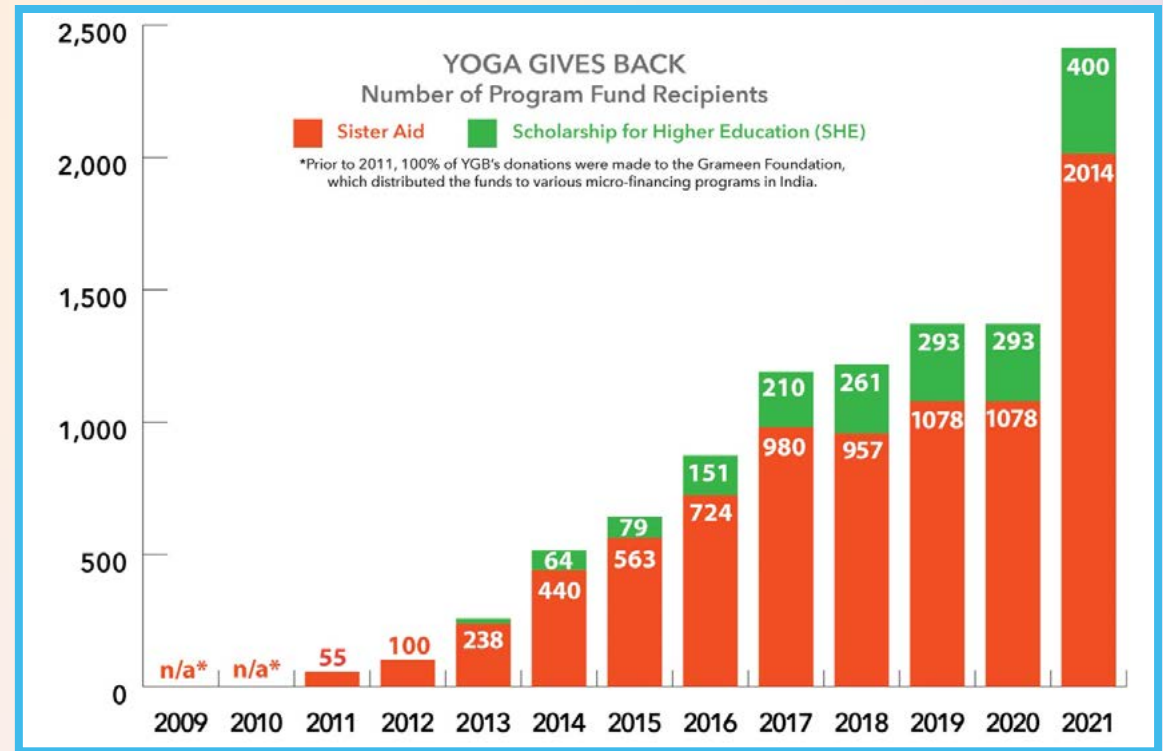
Yoga Gives Back (YGB) is a grass roots nonprofit organization that has spread globally with 150 Ambassadors who are yoga teachers and leaders sharing YGB's mission with their communities as well as raising funds with their events. YGB works closely with three partners in Karnataka and West Bengal India to carry out and grow YGB programs together.

To date, we have developed partnerships with three NGOs to run our programs of empowerment: NISHTHA in West Bengal, Deenabandhu Trust, and Shaktidhama in Karnataka.

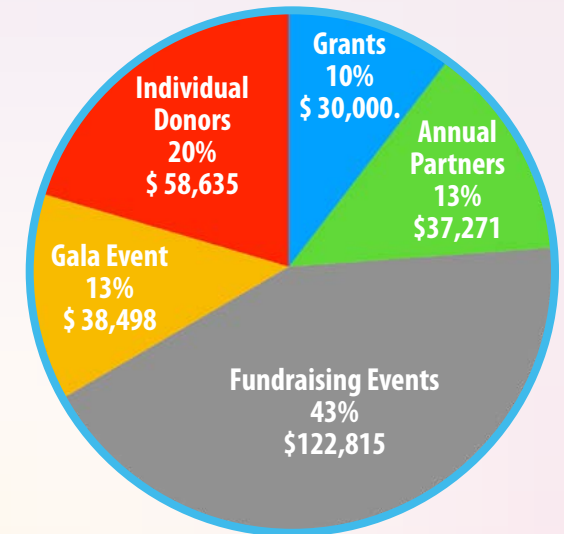


Achievements

- 500 impoverished mothers have enhanced their income earning work with micro-loans with the average income increase of 600%. Each mother also saved 50 Rupees every month for her young daughter's higher education
- 600 rural young girls continue their primary education avoiding child labor or child marriage
- 100 orphans and young girls rescued to live in a safe group home with loving care and good education
- 400 disadvantaged youths receive a five-year Scholarship for Higher Education (SHE)
- 75 young girls rescued to avoid becoming prostitutes receive education and live in a safe group home
- 800 students receive supplementary basic education after two-year school closure due to the pandemic



2021 TOTAL EXPENSES
\$ 254,248



2021 TOTAL REVENUE
\$ 287,219



Transparency is very important for YGB. We are pleased to be rated by Candid/Guided Star and Charity Navigator.

Yoga Gives Back Programs in India

Sister Aid

India fell to 135th of 143 nations on gender equality.

The pandemic deepened the socio-economic divide further, especially among the marginalized communities in India. In some rural areas, over fifty percent of girls are married before age fifteen. An estimated six thousand girls are killed every year due to low dowry. 1.5 million girls are force into child marriage, the highest in the world. Sexual assault takes every fifteen minutes. Yet women make the best poverty fighters. They use their earnings not only to feed their families and improve quality of life, but also to fund their children's education and empower the next generation to grow out of poverty.



In 2010, YGB developed Sister Aid, a direct funding program to provide micro-loans to impoverished mothers and education funds for their young daughters and orphans.

Since its founding in 2010, Sister Aid has increased the number of fund recipients every year, and now reaches more than 2,000 mothers, young daughters and orphaned children. The micro-loan program for mothers provides not only financial strength among women but also a mental health support system which helps them to stand against issues such as abuse and domestic violence for the first time in their lives. Early education has proven to be the best protection for young girls from child marriage or trafficking, empowering them to stand up for their own rights and show their leadership in their communities, especially during the pandemic.

SHE (Scholarship for Higher Education)

Our SHE program provides five-year scholarships for 400 youths (310 girls and 90 boys) in rural villages of West Bengal and Chamarajanagar, Karnataka to aim for college degrees. Our students express overwhelming gratitude for and commitment to SHE, as there would be no other way to continue their education due to extreme poverty. This program seeds opportunity for each student to become a real change maker in their community every year as dozens of students graduate with college degrees, making history in their family and community.



Post Pandemic Initiatives

Project Shaale

Combatting learning delays caused by COVID among poor and rural children in India, YGB is now supporting 800 students and dozens of teachers at poorly funded government schools, providing educational materials and tools.

The Pad Project

YGB is excited to announce the launch of our Pad Project with our NGO partner NISHTHA in West Bengal, supported by Trotula Fund and The Pad Project. After three years of discussion and obstacles caused by the pandemic, we finally launched this pioneering project in April, 2022, with 2 pad manufacturing machines and the training of 20 women from YGB's Sister Aid microloan program. Our goal is to provide women and girls with affordable, biodegradable, high-quality menstrual products, create awareness of hygiene and provide a source of sustainable income for women in YGB Sister Aid micro-loan groups.



Programs in India

Women Rise Digital Center

Women and girls need basic computer education and internet access to escape poverty, rise above gender discrimination, and succeed in today's increasingly digital and global workforce. During the lock-down, without computers or internet, many girls were forced to halt or delay their education and became vulnerable to child marriage. Micro-loan women lost their income due to market lockdown during the pandemic with no access to e-commerce opportunities.

The Women Rise Digital Center will expand our current **pilot Digital Literacy Program**, adding 100 computers to serve 2400 women and girls from 35 nearby villages each year. Professional trainers can easily access the center from the city. This centralized location will provide critical electricity and Internet connections that are not available throughout these rural villages. The goals of the center include:

- 1) To improve access to and use of computers, the internet, and e-commerce,
- 2) To enhance digital literacy skills,
- 3) To enhance educational preparation and learning opportunities,
- 4) To expand business opportunities and preparation for professional jobs.

Our pilot program, with 5 Laptop computers and Internet connection together with skills training, has already shown incredible impact in this community.



Our Global Supporters

It takes a village.

Global Ambassador Program

YGB is blessed to have enlisted over 150 global leaders of yoga, kirtan and mindfulness communities as our Ambassadors who champion our mission and spread awareness worldwide to

yoga communities around the globe. Some of the longtime dedicated Ambassadors include: Elena Brower, Kino MacGregor, Kia Miller, Lauren Peterson, Harmony Slater, Deepika Mehta, Jeanne Heileman, Ana Forrest, Jocelyn Solomon, Daphnse Tse, Dena Kingsberg, Sarah Platt Finger, Birgitte Kristen, Marysia Do and many more!



Annual Partners Program

Yoga Gives Back receives a broad range of support from a diverse set of individuals and corporations. Their commitment and loyalty helps us achieve our mission to empower women and children in India with sustainability. We gratefully acknowledge YGB's valued community of Annual Partners:

PLATINUM



GOLD

Jocelyn Solomon & Family
Hiroko & Tadashi Maruoka
SONIMA



SILVER

Adam Weissburg & Francie Jones
Michael Cypers & Family
Vladimir & Araxia Buckhantz Foundation





"Sanuyara's Journey"

<https://youtu.be/ctI1ckoZF70>



"From Seedling to Sheltering Tree: Gruprasad's Journey"

<https://youtu.be/asJsn2OJ2Hw>

YGB Films

YGB Films connects the global community to those supported by YGB's programs.

Powerful voices and images of underserved mothers and children bring the harsh reality of their lives closer to you, while inspiring all with an amazing sense of empowerment and hope for their future. YGB Films is produced entirely by YGB, capturing real stories in India since 2007, spreading awareness of the issues that women and children face, and illuminating the transformations that were made possible by our collective support and contributions.



"YGB Seva Trip 2018"

<https://youtu.be/7dA2z9hudEQ>



"12th Annual Gala Highlight"

<https://youtu.be/dUBKAakN0rg>

The YGB Namaste Award

The YGB Namaste Award is a tribute to visionaries who inspire the global yoga community and beyond with their vision. In addition, these individuals have committed themselves to humanitarian causes to make this world a better place.

We have presented this humanitarian award at our Annual Gala to an esteemed list of recipients.



Mallika Chopra (2015)



David Lynch (2016)



Alanis Morissette (2017)



Premal Shah (2018)



The Pad Project (2019)



Jack Kornfield &
Trudy Goodman (2020)



Dr Muhammad Yunus (2021)

Meet the Founder, Kayoko Mitsumatsu

“In 2006, as I began to learn yoga asana and philosophy, it hit me very hard that I needed to use all my capacity to help others, especially the underserved women and children in India, motherland of YOGA. I was benefiting so much from the daily practice of yoga. I had to give back. I shared this idea with my yoga teacher and the studio manager who all supported the idea. That’s how Yoga Gives Back was born with our mantra — “For the cost of one yoga class, you can change a life. “



Prior to moving to the USA in 1992, Kayoko was a producer/director for NHK, working on prime time national broadcast current affairs and documentary television programs; and cultural attaché at the Embassy of Japan in London. Her passion for documentary filmmaking to bridge diverse values and cultures is rooted in the perspective gained from years of living abroad, including in Australia, Brazil, United Kingdom and USA, where she is now a citizen.

Kayoko co-founded Yoga Gives Back in 2007, from her yoga class in Los Angeles, which has now grown to a global campaign. Kayoko has been filming YGB’s fund recipients’ lives and transformation in India since her first trip there in 2007. These short films are the best testament to how YGB’s programs are making an impact in many lives in India.

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