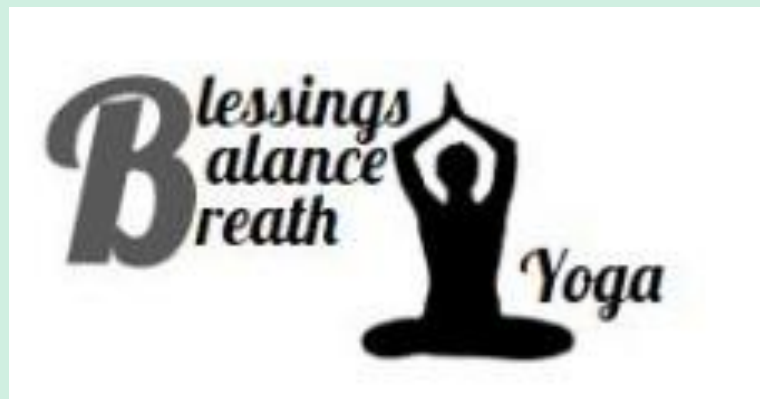


# Blessings Balance Breath Yoga

Media Kit



# MISSION STATEMENT

- Dedicated to bringing yoga to underserved, underrepresented, marginalized, and system/justice-impacted populations. Providing the healing practice of yoga to reclaim empowerment and harmony. Restoring self-esteem, self-efficacy, and individualism.



# YOGA FOR EMPOWERED WOMEN

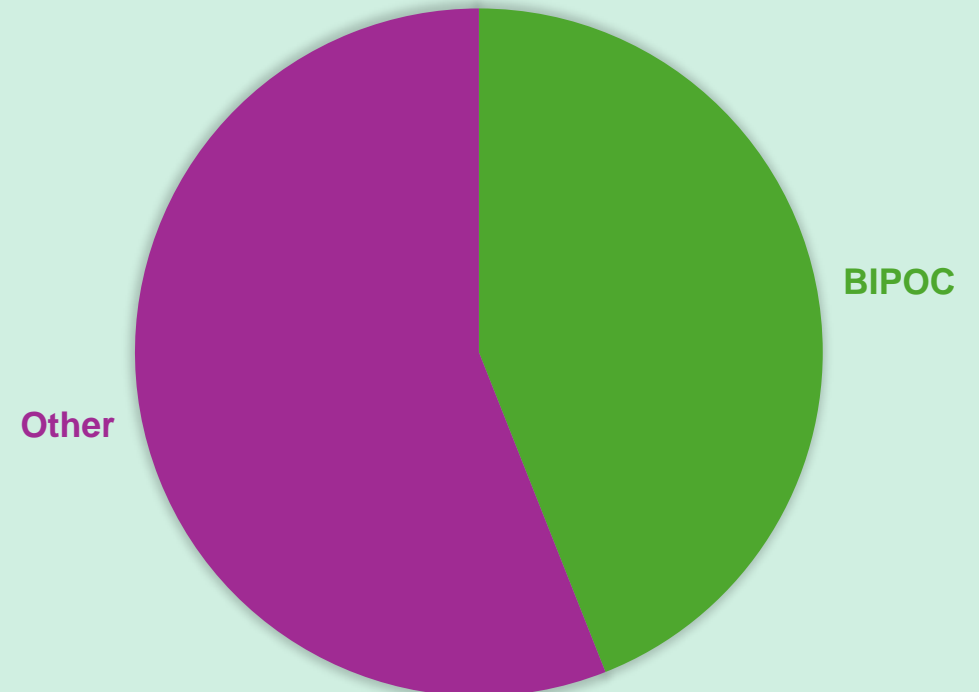


- This program serves justice-impacted women to rebuild and reclaim their voice, confidence, self-efficacy, and empowerment
- Each woman receives a journal to reflect on each practice and an actual key that serves as a physical reminder that this key is positive and they control how they use it
- Keys can unlock empowerment, voice, confidence, assertiveness, and overall restore the belief in oneself
- The curriculum developed by Dr. Donna Jagielski is the 13 Keys of Empowerment Cards consisting of themes such as beauty, safety, and decision-making
- Using images to support the positive theme on the card, there are also reflective question prompts on the back
- Women are invited to select one of these 'key' affirmation cards before the practice and utilize the prompts as part of their journaling reflection

# IMPACT OF THE YOGA FOR EMPOWERED WOMEN PROGRAM

- 13 classes were provided from July 2023 - April 2024
- 38 women/females in total were reached
- The largest class consisted of 7 women.
- Retention rate of 35% - participants who attended two or more classes.
- Of the 38 women reached:
  - 44% were women of color
  - 10 sets of intergenerational combinations:
    - mother/daughter
    - daughter/mother
    - aunt/niece.
- The program was hosted in five locations & included two collaborations:
  - Arouet & the Girls Scouts of Pine Cactus.

**38 WOMEN**





# AWARDS & RECOGNITION

Awarded an initial seed funding start-up grant from the Give Back Yoga Foundation of \$1,000 in July of 2023 along with 20 Gaiam mats that were in conjunction with the initial grant.

And in February 2024 The Give Back Yoga Foundation featured a video describing the highlights of the program, its purpose, and its reach.

Nov. 2023

July 2023

Feb. 2024

A second grant of \$1,000 in November 2023 by the Awesome without Borders/Harnisch Foundation.



## CHRISTIAN YOGA EXPO 2024



### SPEAKER ANNOUNCEMENT

**Dr. Donna Jagielski**  
Blessings Balance Breath Yoga

Presentations:

- Christian Yoga Programming in Schools
- Christian Family Yoga (Intergenerational Yoga)



OCT 11 & 12, 2024  
COLUMBUS, OHIO

# YOGA FOR JUSTICE IMPACTED YOUTH 2023 - 2024 DATA

2023 Juvenile Detention Data	
Total Girls	115
Total Girls	97
Total Boys	18

2024 Juvenile Detention Data	
Total Girls & Boys	184
Total Girls	76
Total Boys	108

2024 Total Girls: 76	
Black/Afro American	18
Hispanic/Latino	40
White/Caucasian	18

2024 Total Boys: 108	
Black/Afro American	61
Hispanic/Latino	36
White/Caucasian	11

- 2024, tracking different ethnic groups officially starts

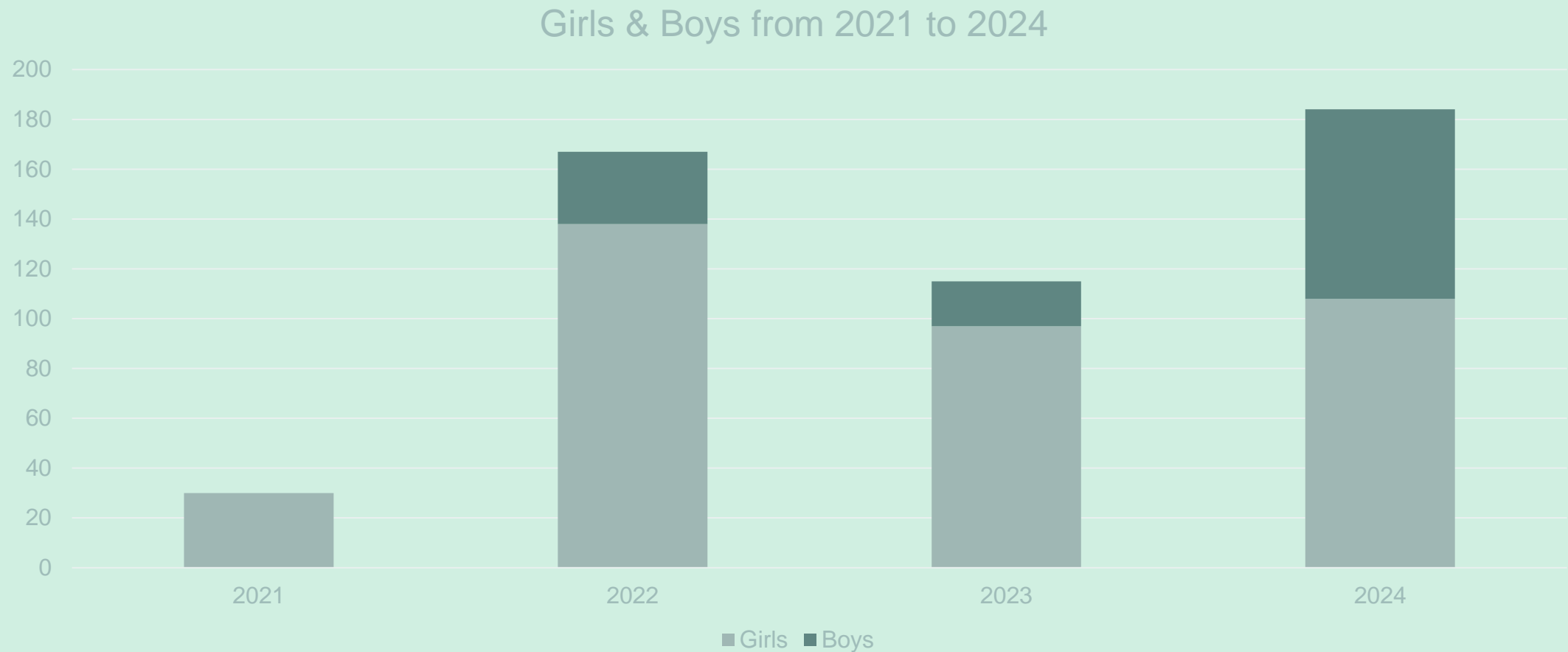
# YOGA FOR JUSTICE IMPACTED YOUTH 2021 - 2022 DATA

2021 Juvenile Detention Data	
Total Girls	30
Girls Units	4

2022 Juvenile Detention Data	
Total Girls & Boys	167
Total Girls	138
Total Boys	29

- 2021, program officially starts
- 2022, boys unit officially starts

# JUVENILE DETENTION GIRLS & BOYS 2021 - 2024 DATA





# JUVENILE DETENTION DATA

- **So Far To Date:**

- Girls: 341
- Boys: 155
- Total: 496

**TOTAL: 496**



# SPONSORSHIP PACKAGE

## THIS IS WHAT YOUR FINANCIAL SUPPORT HELPS...

- Providing journals for the Yoga for Empowered Women program
- Acquiring additional props for all classes
- Providing materials for family, mother/daughter yoga-affirmation bracelets; rock painting
- Tiers include monthly amount; yearly of \$25, \$50, \$100, \$200, \$300, \$400, \$500 or specific amount
- All annual donors of \$100+ will receive acknowledgment in our PDF press kit and on all social media



# SPONSORSHIP DETAILS

Tier 1: \$100	<ul style="list-style-type: none"><li>• Private family/friends one-hour yoga session- up to 10 participants</li></ul> <b>OR</b> <ul style="list-style-type: none"><li>• Yoga presentation and demonstration mini session – one hour for the workplace – max of 15 participants</li></ul>
Tier 2: \$200	<ul style="list-style-type: none"><li>• Private family yoga class session with lunch – up to max of 8 participants – one hour yoga and 30 minutes lunch – a total of 1.5-hour session</li></ul>
Tier 3: \$300	<ul style="list-style-type: none"><li>• A one-year subscription to Christian Yoga Magazine and Tier 1</li></ul>
Tier 4: \$400	<ul style="list-style-type: none"><li>• Combo of Tier 2 and Tier 3</li></ul>
Tier 5: \$500	<ul style="list-style-type: none"><li>• Combo of Tier 1, Tier 3, and separate one-hour lunch for up to 10 participants</li></ul>

# SOCIAL MEDIA

- 100+ followers across social media platforms
  - Facebook
  - Instagram
  - LinkedIn

