



2020 ANNUAL REPORT



**YOGA MEDICINE
SEVA FOUNDATION**

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MESSAGE FROM OUR FOUNDER



As our therapeutic work with Yoga Medicine® began to grow, and with a network of teachers reaching around the world, I began to think more about how we could support communities in need. After traveling to India several times and learning more about the trafficking industry in particular, it became a subject I couldn't turn away from. As a woman who has had access to education and resources, I felt it was a duty to do my part to help these women out of what seemed like a helpless situation.

I searched long and far to find the right partnership to maximize our impact so that every dollar counts. This is why I'm so happy to strengthen our partnership with Her Future Coalition, an on-the-ground non-profit I wholeheartedly believe in and feel is a perfect partner for our work.

As an education company, I believe education is the most valuable and critical empowerment tool, and is the most essential component of our programs. While food, shelter and medical care are critical, it has always been important to me to provide these women with skills and resources, to empower them for a lifetime. This is the key to breaking the cycle and an often overlooked component.

We created Yoga Medicine® Seva Foundation to provide lifelong vocational skills and other empowering tools (such as yoga) so that the women in our facilities know their worth and are able to create a life of their choosing. When I visit the women in our facilities, I'm overwhelmed by their warm spirits. They are some of the most incredible souls I have met, with so much to offer their communities.

Someone once said to me that a yogi is someone who leaves a place better than they found it and for me, this is the practice, spreading ripples out into the world.

My sincere appreciation to all our donors and everyone who has helped and supported us over the years. We could not have done this without each and every one of you. This project is close to my heart and your support means the world to all of us.

Tiffany Cruikshank
Founder & CEO



Our mission is to combat human trafficking and sexual exploitation by empowering women and children around the globe through education and entrepreneurial opportunities.

Her Future Coalition is the 501c3 operating partner of the YMSF, helping make our vision come to fruition on the ground in India

OUR MISSION

150K

RAISED IN 2019-2020

Since 2015 the YMSF has raised over \$300,000 with a projected goal of raising another \$100,000 in 2021.

1200

WOMEN & GIRLS REACHED

Through shelter, resource centers, schools and vocational training programs, the YMSF has impacted more than 1200+ girls in the red light areas, shelters and urban slums of Kolkata, Delhi & Mumbai India.

770

INDIVIDUAL DONORS

Our community has grown from 10 individual donors in 2015 to 770 in 2020!

*"I cannot do all the good that the world needs.
But the world needs all the good I can do."*

THE PAST & THE FUTURE

With the support of our community,
we've made a difference in the lives of many.



“Person not possession; child not commodity.”

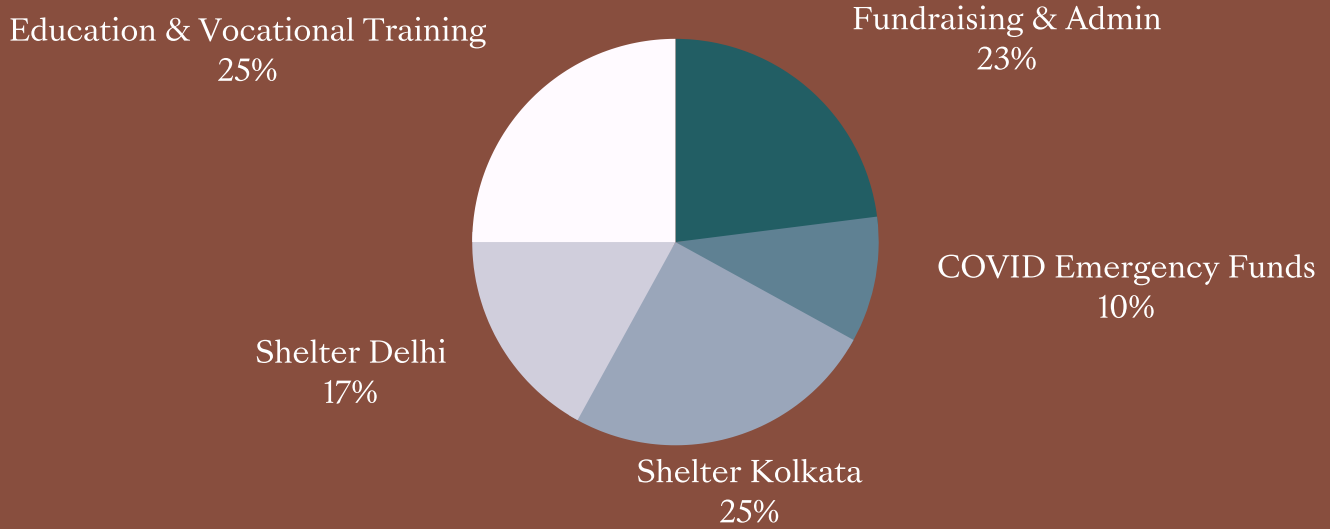
Due to COVID, Kolkata and many large cities in India were in lockdown March - December of 2020. Even so, YMSF's partner, Her Future Coalition, has been able to continue providing education through virtual and cell-based lessons.

Shelters are open at limited capacity, allowing for girls at the highest-risk to return to safety. All programs, shelters and resource centers were able to stay stable in 2020, with goals to expand in 2021.

The YMSF is committed to bringing in \$100,000 in 2021 to be a founding member of Her Future Coalition's new learning center in Kolkata.

This space will expand the current computer and goldsmithing programs, add mental health counseling and allow for the women and girls in these programs to level-up their education and skills, providing economic-independence and an increased sense of equality.

FINANCIALS



INCOME

| | |
|------------------|-----------|
| Donations | \$106,000 |
| Auction & Raffle | \$28,519 |
| Virtual Class | \$1,120 |
| Summer Gala | \$13,782 |

EXPENSES

| | |
|---------------------|----------|
| Kolkata Shelter | \$30,000 |
| Delhi Shelter | \$20,000 |
| Food Distrubution | \$12,500 |
| Vocational Training | \$30,000 |
| Fundraising & Admin | \$26,981 |

"Being in this program means to me a family, where everyone takes care of me like a family does. Whenever I feel lost, they encourage me. I had the chance to take an English course. I had the biggest dream that I would someday take a jewelry design course in college and now I'm taking that course! This proves that if someone wants to be something in her life, she can and she must be that! "

- Sumaiya

WHAT WE PROVIDE



SHELTER

We work with local operating partners to build, expand and maintain shelters for rescued girls, and to support the ongoing needs of girls in shelter care, such as food, clothing, medical care and counseling.

Having a safe and loving place to recover - guarded from traffickers - is a crucial first step in a girl's journey to recovery. In our shelters and drop-in centers, they receive loving care, and grow up in safety and dignity.



EDUCATION

Survivors need training and employment to get out of shelters, overcome stigma, gain decision-making power in their families and communities, and support themselves and their children.

Employment ends the cycle of poverty and violence, ensuring that slavery or abuse does not continue in the next generation.

A \$360 donation sends a girl to school for a year.



VOCATIONAL PROGRAMS

Education is the most powerful, long-lasting tool for preventing trafficking and other forms of gender violence. Our sponsorships take children from kindergarten to college, and we now even have some survivors in graduate school.

Local staff and partners provide tutoring and enrichment workshops, which are critical to the children remaining in school and succeeding academically.

PAYEL

Payel, age 15, is one of six children, born into a desperately poor family in the urban slums of Kolkata. Neither of her parents have any education, and Payal was never sent to school. Instead she helped her mother make money by ragpicking- going through garbage in search of saleable items. The family lives on less than a dollar a day. Girls in Payal's community are rarely sent to school and are generally forced into marriage by the age of 15. 97% of females in the community are victims of family violence. Less than 10% of girls in India's urban slums finish high school, and less than 40% complete primary school.

With our help Payal's education as been sponsored since 2015. She also attends art and sports classes, and receives tutoring, nutrition, counseling and loving care at the EkTara school, an on-the-ground partner. Payal plans to become a doctor and is the top ranking student in her grade in science and math.



Thank you for your continued support. Without you, this work is not possible.

Every other year the YMSF travels to India with donors that have reached a goal of raising \$5,000. Our next trip is February 2022, for more information email seva@yogamedicine.com.

Special THANKS to those who have raised the trip minimum and donors who have helped us reach our goals.

Stephanie Flanders-Martin
Tatjana Krivaltsevit
Mariya Faheem Farooqi
Colleen Avis
Monika Gold
Amy Bieganek
Rachel Land
KiraGrace Yoga



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