



The Wellness Initiative

Please Support The Wellness Initiative

Dear Friends,

Integrating the body and the mind is an important and challenging goal of yoga. As TWI matures and we strive for strong programs and organizational efficiency we must find many ways to measure our efficacy and to do so with an eye toward that balance.

The “body” of TWI’s efforts is our students and we look to them, their teachers, and their parents to share with us how yoga has impacted their daily lives. Based on last year’s research, we know that **53% of our students are using their yoga skills outside of our classes** to better manage the challenges of their everyday lives. Below are some poignant comments from 3rd-5th grade students at Colfax Elementary School in Denver:



- “When I do L pose I feel happy inside.”
- “When I do yoga I feel confident about myself.”
- “At first I didn’t like yoga, but then I started to love finding my focus.”
- “Yoga helps me pay more attention in class.”
- “I like cobra pose because it calms me down.”
- “Yoga changed my life by letting me know what the important things are in life.”
- “Breathing is an important part of yoga because it makes you be calm and peaceful.”

The “mind” of TWI’s efforts refers to our commitment to being a well-run, efficient organization that is able to reach many students in a meaningful way. **During the 2008-2009 school year we served 126% more students than the previous year (a total of 1,447 students in 13 schools) without sacrificing the quality and integrity of our programs.** In addition, we maintained our focus on reaching **low-income and minority students** and helped **137 teachers develop the skills to bring yoga practices into their classrooms to create better learning environments.**

Our significant growth was achieved while **only increasing our financial needs by 22%** and **reducing our cost per student per hour by 64%.**

Our instructors often remark on how lucky they are to be doing this work, and I in turn feel lucky to support our excellent instructors as they help Colorado students develop lifelong skills. We help our students become stronger and healthier, provide them with skills to become socially and emotionally confident individuals, and help them succeed in school – teaching them how to focus, calm themselves down, and manage their stress.

We’re looking forward to the year ahead. **We will serve at least 1,700 students in 17 schools**, develop a long-term strategic vision for the organization, and put a significant amount of effort into measuring our impact on the students we serve. **We also plan to teach at least 250 classroom teachers** how to bring yoga into their classrooms.

To continue to broaden, strengthen, and deepen our reach, we need your support. If you believe in the mission of The Wellness Initiative and understand the value of the services we provide to students, teachers, and school communities in Colorado, please take a moment to share the gift of yoga with a student who might not otherwise have access to its powerful benefits.

You can donate online at www.wellnessinitiative.org. For other ways to give, please see the back of this newsletter. I hope you will take this opportunity to support The Wellness Initiative – every dollar makes a tremendous difference!

With great appreciation,
Mara Rose, Executive Director

Please help keep The Wellness Initiative’s programs going strong. Below you can see what your gift will make possible:

- \$25 funds a semester of yoga for one student.
- \$200 provides a month of yoga classes to 20 students.”
- \$420 provides one school with an after-school yoga program.
- \$2,500 makes you a member of our Yogis Circle – a community of our most supportive individual and corporate donors who come together for special events throughout the year.





"I feel like yoga has helped me recognize pain as a temporary feeling, which has actually significantly reduced my reaction. It has also improved my focus, flexibility, and ability to clear my thoughts for extended periods of time...If I'm feeling stressed I focus on the stability of my breath....I will definitely take another class and I plan to incorporate yoga as a daily ritual.

– TWI student at New Vista High School

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Partner Schools 2009

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Knapp Elementary School
Louisville Middle School
Mesa Elementary School
New Vista High School
Pathways School
Peak to Peak Charter School
Southern Hills Middle School
Welby New Technology High School
Whittier Elementary School

MORE WAYS TO SUPPORT TWI

Take a Yoga Class

We partner with local yoga studios to offer donation classes to benefit TWI. For a full list of upcoming donation classes, please visit www.wellnessinitiative.org/events.html. We want to thank the following studios for agreeing to host donation classes to benefit TWI:

- **Core Power Yoga (North Boulder)**
- **Yo Mama Yoga (Boulder)**
- **Yoga Elements, (Louisville)**
- **Yoga Workshop (Boulder)**

Buy a Yoga Mat

Buy yoga mats, save money, and support The Wellness Initiative: Our wonderful partner, The Bolder Mat Company, has set up the special discount code for us, "TWI2009". Use this code through December to purchase their beautiful mats and bags and save 10%. In addition, \$10 of your purchase will be donated to The Wellness Initiative. Spread the word!

The Bolder Mat Company
www.theboldermatcompany.com

Become a Fan



WWW.FACEBOOK.COM/WELLNESSINITIATIVE

Show your support by becoming a fan of The Wellness Initiative on Facebook. Keep up-to-date on TWI news, events, and partnerships.

Surf the Web

Surf the web and raise funds for TWI. GoodSearch is a Yahoo-powered search engine that donates 50% of its revenue, about a penny per search, to listed American charities. The money donated comes from the site's advertisers. Just go to the GoodSearch website and where it says, "Who do you GoodSearch for," type in "Wellness Initiative" and select the one in Boulder, CO. Then start searching!

GoodSearch
www.goodsearch.com

ABOUT THE WELLNESS INITIATIVE

Students of all ages suffer from increasingly stressful lives and they often lack the opportunities and tools to relax, reflect, strengthen, and focus. This reality negatively impacts their self-confidence, relationships with others, physical health, and academic performance. In response to this persistent and growing problem, The Wellness Initiative was founded in 2006 to deliver secular wellness programs to K-12 students in Colorado. **The mission of The Wellness Initiative is to improve the physical health, social and emotional development, and academic performance of low-income youth through yoga-based wellness programs.** We will serve 1,700 students and 250 classroom teachers in at least 17 schools during the 2009-2010 school year.

Get in Touch!

The Wellness Initiative
P.O. Box D, Boulder, CO 80306
www.wellnessinitiative.org
info@wellnessinitiative.org
303.865.3976 • fax: 303.265.9193

To donate to TWI visit
www.wellnessinitiative.org