

Yoga World Reach®

Promoting Peace Through Inner Power The Vision

Promoting Peace Through Inner Power

a letter from the founder, r. r. Shakti

According to Maslow's hierarchy of needs, those who suffer from the absence of basic needs, i.e: health, food, clothing, and shelter must first have those needs met before aspiring towards spiritual actualization--like the realization of their unique inner power. I would offer, however, that inner power is the most basic need of all.

What is Inner power? Inner power is the force behind one's first breath. It is the force that upholds the quest for basic survival. It is also the ability to recognize and take responsibility for one's choices, including the choices of how they experience joy or suffering. It is the power to invoke the Tibetan Buddhist term *drala*, "to experience basic goodness in yourself, in others and in the entire world." The power that allows one to overcome the anger and injustice of another's suffering is the same power that can help one overcome their own suffering, and reverse. We are one. When one suffers--we all feel it. So when one person has inner peace, it also spreads.

So what is inner peace, then? To me, inner peace is more easily defined by what it is not. Inner peace is not dependent on any outside circumstances. It is the flower that arises from the fertilizers of suffering and joy, or more accurately, that arises from the choice to grow the flower itself. It is a peace that passes all understanding, but resides in every human heart. I believe that each person holds the key to unlocking their own inner peace. Many of us, however, have misplaced our key.

I have seen evidence of great wealth and shocking poverty in nearly all the places I have traveled. I have witnessed immense suffering and also ecstatic joy. What's interesting is that those who are wealthy are not always the ones who are rejoicing and some of the most joy filled people have absolutely nothing material. I have witnessed this phenomenon so often, in fact, that I am convinced that the experiences of joy and suffering are completely chosen states of mind. Viktor Frankl, who wrote of maintaining peace and power through the Jewish Holocaust said, "Everything can be taken from a man or a woman but one thing: the last of human freedoms to choose one's attitude in any given set of circumstances, to choose one's own way."

Yoga philosopher, Patanjali told us about *santosha* or "the supreme joy" that arises from appreciating what you have. From my experience, *santosha* is cultivated through mindful awareness and meditation on the interconnectedness of all things. It is found when you see "that there is the potential for sacredness in every situation."

There are many people we can look to who have served as inspirations for this practice. From all different global societies, walks of life, and faiths, there have been those who provide testimony to the importance of forgiveness and gratitude for nurturing one's inner power and therefore, inner peace.

Viktor Frankl gave us this beautiful quote, "Between stimulus and response there is a space. In **that space** is our power to choose our response. In our response lies our growth and our freedom."

Yoga and meditation practice help us to recognize **that space** so that we are able to choose our own response. In this way, we are no longer a slave to our circumstance, but free to co-create our life experience in the flow of Grace.

But, lately I have been noticing just how many advertisements are in my yoga magazines. Is this what yoga has been reduced to in the United States, just another avenue for consumption? It is almost common knowledge that yoga is good for you. That it can help reduce stress, lower blood pressure, boost your immune system, and provide myriad other health benefits. Common knowledge, that is, for those fortunate enough to have been exposed to it; women and men, who often carry the cards that can buy them therapy: yoga therapy, psychotherapy, massage therapy, retail therapy. They can usually afford to buy the \$80 yoga pants, the \$40 environmentally sustainable yoga mat, and the \$4 latte to bring to their \$15 yoga class. They enjoy the luxury of paying double, even triple the cost for organic food at the local Whole Foods. They take their vitamins, they eat sushi, they drive new hybrids, they retire to places like Boca Rattan. One article in a recent issue of a leading American yoga mag encouraged yogis to practice vinyasa every day so that they will be "around to enjoy many bridge games in Boca."

Don't get me wrong, I love sushi, and I believe that everyone, EVERYONE deserves the benefits of yoga, meditation, and a "healthy lifestyle." Everyone is exposed to suffering-- the wealthy and the poor, the weak and the strong, the healthy and the ill. Therefore, everyone deserves to benefit from going within, from learning that joy is *a choice*, peace is something *to be*, and love is something *to do*. Everyone deserves to find the inner power and peace of mind that can come from a consistent yoga practice. Everyone deserves to be healthy, happy, and stress free. So I can't suppress the question anymore: What about those who would benefit so greatly who truly cannot afford to take a yoga class? What about a single mother with three children who makes minimum wage in middle America? What about the growing lower class in our society? The working poor who can barely afford to feed their children, let alone feed them organics? Does the big name health food store even take food stamps?

While it is true that it doesn't REALLY cost any money to practice yoga, to meditate, or to "go within," the media (like these periodicals) continue to mystify and glamorize healthy and alternative lifestyles. If the poor people of the world are exposed to it at all, it is often seen as something the wealthy set do; those who have time for such luxuries as mental, physical and emotional "wellness."

I have felt the difference between working solely for money and working from a place of service- giving to those who are thoroughly appreciative or seriously in need. For me the latter is massively more fulfilling. That is how Yoga World Reach was born--an organization devoted to bringing yoga and creative therapies to those who might never otherwise be exposed to them.

The Mission

Yoga World Reach is a non-profit organization whose mission is: Promoting Global Peace, through Individual Empowerment by offering the message of hope, joy, and YOGA to people in need throughout the local and global communities.

In Yoga Philosophy, the word seva is used to mean: selfless service, work that is given universally, service that is performed for the benefit of others without attachment to the outcome. Seva is the cornerstone of Yoga World Reach.

There are tens of thousands of yoga teachers in the world. If every one of us volunteered only one day of the year to share the practice we love with those who may not otherwise be exposed to it, we would create years of heart opening opportunities.

Yoga teachers know the life changing potential that a yoga practice can provide. Many of us have experienced our own transformation while cultivating a peaceful life through the realization of our own unique inner power. I believe that we all desire to share that peace with those who may be in desperate need of hope or encouragement. The desire is there, but for many, the direction may still be a mystery. That is where Yoga World Reach comes in. Our goal is to give that desire a clear direction, so that every yogi and yogini can know the joy of sharing peace through inner power.

Yoga World Reach is organized exclusively for charitable, scientific and educational purposes, more specifically to perform the following:

- practice ways that yoga and meditation can inclusively serve the global community.
- create programs for correctional facilities, crisis prevention centers, women's shelters, schools, health care facilities and practitioners, rehabilitation centers, homeless shelters, and those with special needs in the local, national, and global community.
- serve as a link between yoga teachers and opportunities for community service.

Yoga World Reach seeks to promote global peace through individual empowerment using yoga practice, meditation practice and alternative therapies such as art and music therapy. The programs that we are presenting to disenfranchised, marginalized and economically challenged populations, provide a tool to help them help themselves. Through yoga practice they have the opportunity to improve the life and health of themselves, their families and their communities.

The Tenets

Yoga World Reach promotes global peace by empowering individuals through Yoga and creative therapies.

We believe that global peace may be attained through the inner peace and individual empowerment that comes from hope, love, and Yoga.

Although we cannot always choose our circumstances, we believe that we all hold the power to choose how we respond to our circumstances. Yoga World Reach is devoted to reminding those in need of their power of choice.

The Programs

“YogaSeat” is an ongoing health-benefit program intended to serve individuals who are in wheel chairs, elderly, or have special needs, by providing yoga in chairs instruction and assistance. This yoga program encourages strength and flexibility for those with disabilities, and may improve their mental attitude. It provides educational information on how people with disabilities may be empowered through the awareness of their choices. It offers options for personal health, and mental well-being. This program also offers educational assistance to organizations who care for such individuals.

“Coming Home” is an ongoing program that offers yoga, and alternative therapies, such as: art therapy, wilderness therapy, and music therapy to women survivors of domestic violence and sexual assault. It provides educational information on how survivors of domestic violence and sexual assault may be empowered through the awareness of their choices. It offers options for personal health and mental well-being. This program is offered primarily in Women’s Shelters throughout the local and global communities. Some examples include Pine Ridge Native American Reservation in South Dakota, Guanajuato, Mexico, and Denver, CO.

The “Yoga para Ninos” program brings yoga instruction and assistance to children in both the English and Spanish languages. It seeks to educate as well as foster an early sense of community and positive, healthy choices. By creating a fun atmosphere for learning, this yoga program provides kid’s an opportunity to learn about a language and culture different from their own. It also seeks to foster early participation in community service by matching participants with other children who are in need. Children in the U.S. of America will share stories, clothing, and toys with orphaned children and child survivors of domestic violence in Spanish Speaking countries. This program often works in cooperation with other organizations that care for children in need.

“The Power to Quit” program is committed to researching ways that yoga therapy may assist in a physician approved smoking cessation plan. Using yoga asana, pranayama, and meditation techniques, this program is intended to encourage mindfulness even

while smoking to assist in smoking cessation. This program will be offered to individuals or as a supplemental program for other organizations that provide smoking cessation assistance to individuals.

“Heart Back to India” is a recurrent Yoga World Reach program intended to serve orphans and widows in India, bringing assistance to orphan care organizations and empowerment to women through yoga instruction and assistance. This program brings needed goods, such as food and clothing; as well as educational information on how women and children may be empowered through the awareness of their choices. It offers options for personal health, and mental well-being. This program also offers educational assistance to organizations who care for such individuals and is offered primarily in shelters for women and children throughout India.

“Yoga Bridge to Africa” is a recurrent Yoga World Reach program bringing yoga instruction and assistance to war torn communities and HIV diagnosed persons in Africa. This program brings needed goods, such as food and clothing; as well as educational information on how AIDs impacted communities may be empowered through the awareness of their choices. It offers options for personal health, and mental well-being.

The Kula

•Advisors- Volunteer positions

Elaina Verveer
Stuart Halpern
Gary Haraldson

Civic Engagement and Non Profit Experience
Community Resources and Federal Registration
Federal Taxation and Legislation

•Board of Directors -Volunteer positions

The Yoga World Reach board of directors support the efforts of the YWR staff by engaging financial resources, and by familiarizing themselves with the 501c3 regulations to maintain the fiscal and administrative integrity of the organization. Board Members shall meet quarterly to analyze the progress of the organization and to strategize sustainability efforts.

Kali Perry, Chair

The Chair shall convene regularly scheduled Board meetings, shall preside or arrange for other members of the board or executive committee to preside at each meeting in the following order: Executive Director, Secretary and

Treasurer. The Chair is responsible for fundraising and oversees grant writing efforts for operational expenses as well as programs.

Tataya Radtke, Secretary

The Secretary shall be responsible for keeping records of Board actions, including overseeing the taking of minutes at all board meetings, sending out meeting announcements, distributing copies of minutes and the agenda to each Board member, and assuring that corporate records are maintained.

Bob Miller, Treasurer

The Treasurer shall make a report at each Board meeting. Treasurer shall chair the finance committee, assist in the preparation of the budget, help develop fundraising plans, and make financial information available to Board members and the public.

•**Staff--Kula Officers** hold titled positions within the organization. These positions are volunteer positions which are co-created by the individual officers and the Executive/Creative Director based upon the needs of the organization as well as each individual's personal strengths and professional goals. Kula officers are completely responsible for their particular posts and are recommended to work an average of 10 hours per week on YWR projects. They must attend at least 50% of the kula meetings and are required to check in at least once per week with the Executive/Creative Director.

•**Staff--Kula Members** are Yoga World Reach staff members. They may hold titled positions within the org. or they may be temporary volunteers. These positions are co-created by the individual kula member and either the Executive/Creative Director or a Kula Officer based upon the needs of the organization as well as each kula members personal strengths and professional goals.

In sanskrit, kula means "community of the heart." You can "meet" most of our kula online at www.yogaworldreach.org.

A kula meeting is a chance for everyone to come together in love to express their creativity and toss around ideas as well as clarify objectives and problem solve. A Kula meeting will take place no less than once a quarter.

•**Street Team--The Army of Love** is comprised of volunteers who will take information of YWR programs and events into the community via flyers, posters, testimonials and our YWR booth kit. They will receive free admission to concerts, fairs, festivals, and conferences that will permit them to set up the YWR booth or distribute

information. They will also receive a YWR Army of Love tee to wear when representing Yoga World Reach.

Current Kula positions include the following:

| | |
|--|----------------|
| Executive Director/Creative Director | r. r. Shakti |
| Assistant Director | |
| coming hOMe Program Director | r. r. Shakti |
| Yoga Para Niños Program Director | Jusine Sanchez |
| Heart Back to India Program Director | Shayna Azeez |
| The Power to Quit Program Director | r. r. Shakti |
| Yoga Bridge to Africa Program Director | Dhyana Masla |
| YogaSeat Program Director | r. r. Shakti |
| Complimentary Therapy Research and Development | Martin Joseph |
| Yoga Rocks the Park Event Director | Erik Vienneau |
| PR and Marketing Representative | |
| Sustainability Resource Representative | |
| Volunteer Coordinator | |

The Friends

Friends of Yoga World Reach (YWR) are our greatest contributors. These are the individuals or organizations who donate goods, services, or funds to support our programs and events. With a minimum donation of \$50 (or \$50 value), our friends receive a YWR t-shirt, discounts to YWR events and the YWR E-newsletter, with a paperless distribution of over 4000 recipients every month. We honor our friends by featuring them in the YWR E-news and on our website.

The Yoga Seva School

The Yoga Seva School is the heart of Yoga World Reach. Our Yoga Teacher Training programs are devoted to empowering Yoga Teachers to share the joy of Yoga with any individual or population. In addition to offering a 200 hour [Yoga Alliance](#) Certification, our first level teacher training:

the Art of Adaptation, also draws from a tribe of diversely qualified and gifted teachers to provide foundational instruction in how to adaptively share Yoga with cancer survivors, friends with disabilities, survivors of invasive trauma, Spanish speaking friends, mothers to be, and children.

Students gather with new friends to share the blissipline of Inner Power Yoga. Practicing asana, pranayama, and meditation techniques, they learn how to effectively teach others in a way that is nurturing to the whole being. Studies concentrate on the ancient language and philosophy of yoga, as well as modern yoga theory as it has evolved over the centuries. Anatomy classes are specifically geared toward yoga asana and the adaptation of postures for each individual student.

Inner Power Yoga is an adaptive form of interdisciplinary yoga that takes into consideration the whole person as an individual. We call it “the blissipline” because we practice the discipline fundamentals of yoga to open ourselves to a fun and blissful experience of our own True Nature and Inner Power.

To expand on the Art of Adaptation, Yoga World Reach is developing Inner Power Yoga® Teacher Training opportunities up to the 500 hour level. They will include three 100-hour training limbs that may be taken in any order:

the Art of Asana

A 100 hour training devoted to intimately connecting with and learning to teach more than 150 asanas. We will also deeply explore the Anatomy of the Anamaya Kosha, or physical body, as it relates to asana practice. This will be a preparatory stage towards understanding and applying Structural Yoga Therapy.

Jnana Wisdom

This is an opportunity to journey through the sacred texts in a deeply satisfying way. We will awaken our Vijnanamaya Kosha, or Wisdom Body; by exploring a selection of texts that fuel and inform our practice of Yoga, inspire our hearts, and free our minds. This will be a preparatory stage towards understanding and applying Vital Yoga Therapy.

the Undercurrent

Take a dive into the Pranamaya Kosha, or Subtle Energy Body. We will explore the psychology of the chakras, and how to effectively utilize the bandha and pranayama practices to ignite the power of our inner fire and dance with our inner winds. This will be a preparatory stage towards understanding and applying Organic and Vital Yoga Therapies.

Trayadala Yoga Therapy

Beyond this, we envision offering a 300 hour Yoga Therapy Program by the year 2012. This program will include an exploration of the three petals of Yoga Trayadala: Structural, Organic, and Vital Yoga Therapy.

The Database

The Yoga World Reach Database will serve as a tool for informing Yoga Teachers, Yoga Therapists, Music Therapists, or Art Therapists about seva opportunities with local and global organizations. In this way it serves as a link between volunteers and opportunities for service. The database entries will be comprised of service organizations who have informed us of their population, needs, and contact information by completing the YWR Member questionnaire. These organizations will then be referred to as Member Organizations. As well as joining the database, Member Organizations will be provided with monthly yoga classes and/or an instructional video for their population, and booth space/marketing opportunities at many of our YWR functions and events.

The Headquarters

The Yoga World Reach headquarters will present a space for offices, training, and our programs, as well as retail and services for funding. The Vision holds space for YWR headquarters to be developed by 2015.

hOme Base is urban and accessible to most major hubs of city central. It may house the following offerings:

OFFICES

A JUICE LAB/TEA BAR

TREATMENT ROOMS

A YOGA/ PROGRAM SPACE

OM BOUTIQUE

LIBRARY

Base Camp is a rural location that sits on a few acres of land. It serves as a destination retreat for training, events and programs. Offerings may include:

OFFICES

SLEEPING FACILITIES/YURTS

TREATMENT ROOMS

BATH HOUSE

INDOOR AND OUTDOOR YOGA SPACE

GARDEN

RESTAURANT

The Funding

Grants: IT IS IMPERATIVE THAT WE BEGIN SEEKING GRANT FUNDING IMMEDIATELY.

Donations: We create incentive with donation gifts:

1. T-shirts
2. Discounts to YWR events
3. YWR E-Newsletter

Merchandise:

1. Goods for Good: YWR and Event Apparel, Water bottles, decals, etc.
2. Film Documentary-- Have Yoga Mat Will Travel
3. YWR Socially Inclusive Instructional Videos
 - a. YogaSeat (production has already begun on this film)
 - b. Yoga para Ninos
 - c. coming hOMe
 - d. the Power to Quit
4. Kula-5-- for teens

The Kula-5, is comic style concept for pre-teens 10-13. These stories (first printed, then later becoming a few film shorts) would discuss slightly more provocative issues for that age group--teen pregnancy/reproduction, racial issues, body image, alienation, etc.--then pose a story line that offers, perhaps, some historical or broader social perspective to create avenues of discussion towards a solution. At the end of each story would be a short, relative Yoga/meditation style practice.

(The Kula-5 may develop into a yoga program for teens)

Fundraising Events:

1. Yoga Rocks the Mountains (2010)
larger lifestyle festivals with yoga, food, film, art, and music
2. The Yogi's Choice Awards (2011)
awards ceremony honoring artists and suppliers who present an environmentally, socially, and karmic-ally responsible message for awareness and positive change.
3. One Love Musical Review (Annual)

The Past

2008

In 2008, The Rocky Mountain Yoga Conference and cOMing home program gave us some lift off into our dreams. We also completed the following:

- Board members established and 501c3 paperwork completed and submitted
- YogaRocks Mountain Fest' '08
- Co-created Programs on Pine Ridge Reservation,
- Organized 2009 Rocky Mountain Yoga Conference
- cOMing home event in Boulder
- Heart Back to India program with blog

2009

In 2009, The Rocky Mountain Yoga Conference and Yoga Rocks Mountain Fest' grew to almost double the attendance; and the Seva School/Yoga Teacher Training programs were launched. We also completed the following:

- 501c3 paperwork approved
- Yoga in Chairs video filmed
- YogaRocks! and Rocky Mountain Yoga Conference
- sustainable relationship and program established on Pine Ridge Reservation
- YT training programs designed and launched

The Future

2010

For 2010, it is imperative that we actively seek and acquire funding through grants, events, and donations. Our goals for this year are as follows:

- Seva database developed to link yoga teachers with opportunities for Seva
- Yoga Rocks the Mountains as benefit event
- National Awareness Campaign-- via event booths
- YogaSeat video produced and released
- Yoga para todos established
- funding for Yoga Bridge to Africa
- Yogi's Choice Awards
- Yoga Teacher Training in three states.
- cOMing home-- Outdoors event (Sept. 2010)

5 year Vision

- hOMe Base Established, Base Camp in the works
- Seva database goes international
- Yoga Rocks the Mountains as sustainable benefit event
- Yoga Bridge to Africa established--school built
- Seva School Teacher Training National
- coming hOMe events in several states throughout the country

10 years

- Established and Sustainable Organization
- 2 centers
- teacher placement throughout the country and the world
- Film and Video products
- 3-4 fundraising events per year
- local and international programs
- International Yoga Teacher and Yoga Therapy training

The Plan

This is the game plan for the here and now, typically the notes for the most recent Kula Meeting or Shakti's working notes. The Plan will be sent to Kula members periodically between YWR Vision ReVisions to keep us all on the same page.

A. Funding!!!! Grant Writing

B. Backbone= Teacher Training

C. Database of Organizations that Yoga Teachers and Therapists may access for information on how and where to offer Seva.

D. Community Awareness through Summer festival booths

E. Program Directors: coming hOMe

Yoga World Reach has been an ambitious endeavor to begin with. More so, in fact, than I had anticipated, with no personal background in business or non-profit direction. I am open to as much assistance as I can find in financial, educational, and volunteer resources to maintain the integrity of the Yoga World Reach mission and sustain the current programs.

We plan to continue to offer the Yoga Seva Teacher Training here in Colorado, as well as expand it, nationwide; so that we may inspire continued creativity around Yoga Seva throughout the national community.

We will strive to find the resources to offer Yoga World Reach programs to all eligible organizations in the state of Colorado. We are working on an instructional film for friends with disabilities that would be a gift for Assisted Living Facilities and interested individuals.

We hope to continue to offer assistance to Pine Ridge Reservation, by building and sustaining our community garden and providing a Yoga Seva teacher training.

We aim to offer one program annually to a global community in need.

Our programs will continue to create opportunities for our teachers as we grow together in service to the local and global community.