

Contact Information

Transformation Yoga Project
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Year Incorporated: 2013

Executive Director Name / Email: Michael Huggins / Mike@transformationyogaproject.org

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Has your nonprofit ever applied to the Community Foundation? No

Has your nonprofit ever received funding from the Community Foundation? No

Field(s) of Interest: Health; Education; Human Services

Organization Information:

Geographic Area Served: All of Chester County as well as Philadelphia, Delaware, Bucks, Montgomery, Lehigh, Berks, Lancaster, and Northampton counties.

Describe Population Served and Annual Number of People Served: Transformation Yoga Project serves people who work within *and* people who are impacted by criminal justice, recovery and behavioral health, and educational systems. Since 2014 we have served more than 30,000 people, roughly 10,000 in 2017, and more than 10,000 people so far in 2018!

Mission: Transformation Yoga Project serves people impacted by trauma, addiction, and incarceration through trauma-sensitive, mindfulness-based programs driven by education and research.

Proposal Summary: Transformation Yoga Project seeks a capacity building grant in the area of Operations and Technology to explore and identify alternative technology platforms to efficiently and securely track instructor / employee information and payroll; program management data and service metrics; and development and fundraising information.

Annual Budget: \$349,400

80% of budget for program expenses

15% of budget for administrative expenses

5% of budget for fundraising expenses

1 full-time equivalent paid staff

7 part-time paid staff

6 of board volunteers

8 of active non-board volunteers

400 volunteer hour

Top 3-5 Funding Sources: The Wyss Charitable Endowment supported TYP through two grants of \$75,000 over two years. We receive about 40% of our funding from program fees, two of our largest contracts are with the Philadelphia Department of Prisons and Onward Behavioral Health.

Grant Amount Requested from the Community Foundation: \$4,500

History

TYP grew from founder Michael Huggins' personal experience teaching yoga while he was incarcerated. Realizing the transformative power of yoga, Michael co-founded TYP with colleague Colleen DeVirgillis. TYP established itself as a 501(c)(3) provider of trauma-sensitive yoga in 2013.

Since 2014 over 31,000 individuals have participated in TYP programs. Last year programs expanded to 9 counties across 3 states. In 2017 TYP led 1,500 trauma-sensitive classes in 44 locations including in/outpatient recovery centers, sober living homes, prisons, jails, youth detention centers, and other locations.

TYP was founded in Chester County and began with just a few programs. Today we not only continue to serve Chester County through programs offered in partnership with the Coatesville VA Hospital, State Correctional Institution Chester, Chester County WRAP Program, and numerous behavioral health centers, but we have also expanded our reach throughout the greater Philadelphia region.

Goals

Incarceration rates and the number of individuals struggling with addiction are at an all time high, much like the rest of the country, the impact of this is felt in Chester County. Our goals are to *strengthen and build*, continuing to implement our mission by:

- ❑ Offering yoga, mindfulness, and meditation classes facilitated by teachers trained in our trauma-sensitive, mindfulness-based methodology in prisons, in/outpatient recovery centers, sober living homes, youth detention centers, behavioral health centers, schools, community settings and more
- ❑ Offering both professional development and wellness services for staff working in criminal justice, behavioral health and recovery, and educational systems
- ❑ Offering trauma-sensitive training and certification programs for yoga teachers, clinicians, social workers, and other individuals who are committed to supporting the growth and transformation of people impacted by trauma
- ❑ Developing programs to address post-traumatic stress disorder (PTSD)
- ❑ Raising awareness of the needs of at-risk populations throughout the Delaware Valley
- ❑ Creating communities where those we serve have sustained access to safe, supportive, and healthy mindfulness programs

What are we working for? Empowered people. Connected minds. Transformed lives.

Key Achievements & Distinctiveness

The organization has had tremendous success and positive impact. In just under five years Transformation Yoga Project has served over 30,000 people, with active programs running concurrently in numerous facilities throughout the greater Philadelphia area. Each program is tailored to the specific needs of the participants and staffed by instructors specifically trained in TYP's trauma-sensitive methodology.

TYP is the exclusive provider of yoga and mindfulness programs in the City of Philadelphia for the Office of Addiction Services and all five city prisons. Our innovative peer-to-peer training program at several state prisons (SCI Graterford/Phoenix, SCI Chester & SCI Muncy) has certified many incarcerated individuals who have then started their own classes in areas of



state prisons not accessible to outside instructors. This program's success has attracted researchers to now formally study the impact on the criminal justice system.

TYP creates space for healing to begin. We train, vet and place certified facilitators of mindfulness-based programs in locations where people would otherwise not have access to these classes. The 10,000+ individuals TYP serves annually are offered a chance to take their wellbeing into their own hands, supported by a community that has their back and that will share with them practical tools for physical health and emotional wellbeing.

Funding Request

Key initiatives & specific needs and issues to be addressed

Beginning January 1, 2018 to September 14, 2018, Transformation Yoga Project has provided 1,725 trauma-sensitive yoga classes to over 10,000 participants with approximately 40 yoga instructors. Since its inception, TYP has been tracking and collecting participation data. However the method for doing this has evolved very little, and the organization has outgrown its current technology.

The purpose of this proposal is to explore and identify alternative technology platforms to promote sustainability of data management for Transformation Yoga Project's programs and instructors. Inefficient technology should not hinder the service TYP provides to those receiving the benefits of trauma-sensitive yoga.

Presently, TYP uses at least six different internet based software programs. As the organization has grown, the need for integrated and efficient processing has increased.

The three areas in most need of upgrading are: program data collecting, instructor and staff invoicing and time management. An efficient, yet effective technology would benefit the organization in the following ways: 1) cut down on administrative time; 2) data readily available for grant-writing purposes; 3) assist in program assessments and evaluations; 4) serve as a guide for future program development; and 5) provide a user friendly system to cut down on entering duplicate data across technology platforms.

How will this capacity building initiative impact your organization?

Using inefficient technology could be a potential barrier to growth. TYP's ability to scale to meet the growing demand for our programs is impacted by our ability to provide a wide range of metrics on current programs to funders and future program sites. Presently, delivering service metrics to potential funders or program contacts requires gathering data from spreadsheets and manually calculating a total. For an organization serving 10,000+ individuals and 40+ facilities a year, a more efficient process is needed.

The impact of this transition would be to decrease administrative hours in areas of program management, instructor billing and payroll; increase efficiency in compiling service metrics for evaluations, program development, fundraising and grant-writing; eliminate duplication of data-tracking across multiple platforms.

How will this impact be measured?

Administrative hours in areas outlined above will be measured to monitor a decrease.

Expected activities, timeline and costs

Ideally, we would like to identify a platform that could track data, measure both quantitative and qualitative data, and manage programs and instructors, including hours and billing.

To date TYP has not been able to identify an “out of the box” software that can meet all of our specific needs. Exploring options and speaking with an Information Technology expert would be required. We are looking for software to provide us with advanced reporting for programs, including: date of session, location, type of class (we offer several types such as recovery, justice, youth, community), number of participants, number of women, men, and youth. Ideally, we would like an upload option for sign-in sheets, which we are required to retain for insurance purposes. In addition to our roughly 70 weekly classes that we must track, we also facilitate events and trainings that would need to be managed. Research thus far has indicated that the most appropriate technology for TYP’s needs is a Constituent Relationship Management (CRM) platform geared to the nonprofit sector that will allow for tracking of development and fundraising data, instructor and employee management data, program metrics and evaluation data, and marketing and communications.

The funds requested herein will be utilized to further research a few select CRM options, develop a comparative analysis to determine the best fit for TYP’s needs, and partially fund initial subscription costs. Thus far we have identified the Qlik Software Grant Program and the Salesforce Nonprofit Success Pack as strong potential candidates for customizable CRM platforms that may be able to support all of TYP’s needs. Both of these options offer a process to apply for financial support to cover transition costs. These application processes are already underway. If these customizable variations are not viable, several “out of the box” CRM platforms with lower subscription costs have been identified for further analysis.

Why is it important to fund this now?

Demand for TYP classes, trainings, and professional development services are at an all-time high, and the number of individuals served in our programs continues to grow *each month*. To support continued growth that is scalable and efficient, a timely transition to a more comprehensive and all-encompassing platform is essential. A comprehensive system that is efficient, customizable, and secure is vital to our ability to scale to meet the growing demand for our classes, trainings, and other services.

How Impact and Results will be Demonstrated

As an organization we are committed to being outcome-focused and sharing our impact. Efficiently managing our program data would allow us to more regularly report on program outcomes to our funders and program contacts, and when appropriate, share the impact our programs have with our growing community of followers on social media. Presently we provide annual reports to funders and program contacts, and utilize the information therein to guide the development and expansion of programs. With more efficient technology we could share bi-annual or quarterly data, and work to monitor outcomes and service metrics on a more continuous basis. Not only will this make our work easier, but it will increase the ease with which we are able to develop new programs to serve more individuals.