IMPACT:
2021 Gratitude Report

Swami Kripalu spent his earliest years as a swami along the Narmada River in the Indian state of Gujarat. He started a school, followed by many more. His lectures drew vast crowds. Swami Kripalu’s audiences showered him with gifts, which he gave to the villagers, and financial donations, which he used to establish community centers, health clinics, libraries, and vocational schools.

Swami Kripalu’s karma yoga inspires today’s Kripalu to act as a center of well-being, liberation, and service. With the support of our community, we provide retreat and inspiration while contemplating and addressing the needs of our fellow citizens.

Leah Penniman co-founded Soul Fire Farm in Grafton, NY with the mission to end racism in the food system and reclaim ancestral connections to land. She is the author of Farming While Black, and used her donor-supported Activist in Residence retreat at Kripalu to complete a couple chapters of her next book, Black Earth Wisdom.

“Thank you for SEEING us and valuing all that we contribute to community,” she wrote after her retreat. “BIPOC organizers rarely have a day off, much less several days to recharge, renew, and focus. It is a big part of healing justice to make these opportunities available. Thank you.”
Following is a summary of what you helped accomplish last year—and how your support in 2022 will create a new era of Kripalu’s impact and service to you and the wider community.

**2021**
- Served nearly 8,000 on-site retreat guests, and 7,000 students online
- Welcomed 12 Activists in Residence to Kripalu for retreat and reflection
- Provided six Schwartz Teaching for Diversity (TFD) grants totaling $28,000 to yoga teachers working in partnership with Global Majority-led organizations to serve communities in need
- Established a full-time faculty squad of senior teachers
- Launched a new Meditation Teacher Training program ... one of many new programs rooted in Kripalu’s traditional practices

**2022**
- Elected six new trustees, increasing the board’s collective skill set and diversity
- Supported 497 frontline workers through free or reduced-price RISE resiliency training
- Provided consciousness training for all staff and trustees and established an internal Equity Team to guide policies and practices
- Made Kripalu a temporary home for refugees from Afghanistan, and prepared to host more people in crisis if the need arises again
- Made facility upgrades, including air filtration and heating/cooling improvements in the Main Hall

Your support has made so much possible—thank you.

**2021 & 2022 SUMMARY**

Kripalu re-opened its campus for R&R retreats in August 2021, and returned to full programming, seven days a week, in early March 2022. We have filled 229 staff and faculty positions, many with returning employees, and have reestablished cherished Kripalu practices while also developing new programs. Your support has made so much possible—thank you.

Our plans for 2022, already underway, align with the four goals of our strategic vision. To succeed, these initiatives will rely on your support:
Dear friends:

Time and again, I turn to the Bhagavad Gita for inspiration and guidance. There’s one pearl in particular that shines so brightly right now for Kripalu and our community:

“You are what you believe in. You become that which you believe you can become.”

• We know that Kripalu can shape our society’s dialogue on well-being, liberation and service.
• We know that Kripalu’s sacred roots in both education and hospitality give us a powerful opportunity to deepen our service to ALL people who seek liberation, well-being and a path of service.
• We know that Kripalu can, and must, become accessible to all, regardless of finances, culture, identity or geography. Liberation and well-being are everyone’s birthright.
• We know that Kripalu’s work will reach its highest effectiveness when we can serve you in the Berkshires, and serve wider society “off the hill.”

This is what Kripalu believes in. It will not be easy, and we cannot do it alone. We need you—your belief, your commitment, and your generosity.

Our collective work is centered on love, and rooted in the knowledge that each of us is a unique individual, inextricably bound together in a unified whole. We are deeply grateful to our amazing community while we work, as one, to become all that we believe we can be.

In service,

Robert Mulhall, CEO

Shape the Dialogue on Well-Being, Liberation, and Service

• Launch and continue the Amplify Voices of the Global Majority online series, conversations on community connection and healing open to all at no cost
• Offer 52 weeks of residencies for activists working for change
• Conduct two free onsite Transformational Leadership Retreats for 40-plus non-profit leaders
• Lead a donor-supported online meditation training for faith leaders
• Provide over $50,000 in financial support, mentoring and training via Schwartz Service Practicums, community impact projects led by yoga teachers serving diverse audiences in partnership with Global Majority-led organizations
• Establish an environmental stewardship task force to reduce Kripalu’s ecological footprint
• Launch a donor-supported 200-hour Yoga Teacher Training led exclusively by and for students identifying as Black, indigenous or people of color

Serve with Kripalu’s sacred blend of education and hospitality

• Hire a Chief Learning Officer to oversee all aspects of the retreat and learning experience
• Mentor and train faculty continually for sustained excellence and consistency
Matt Butler, a New York-based musician and songwriter, has a longtime commitment to using his gifts as an instrument for social healing. For several years Matt “vagabonded” around the country with his guitar, performing in as many prisons and jails as would have him.

“A prison is a difficult place to be vulnerable,” he says. “Playing for the inmates can temporarily change the environment, help them reconnect with something, maybe initiate their own healing process.”

Matt was one of Kripalu’s first Activists in Residence. The program, funded by donors, offers retreat to people working for social change and healing. At Kripalu, Matt used his time to think about the future of his foundation, Art That Serves.

“It was an amazing gift,” he says, “an opportunity to reflect on what activism looks like, what it can look like, and what it means to me. I definitely felt a new sense of dedication to continuing the work.”

A GIFT OF RETREAT
MAKES HEARTS SING

Peggy Hill became a yoga teacher after a long corporate career. She participated in several sessions of the free Amplify Voices of the Global Majority online series, and was pleased that Kripalu is giving voice to emerging leaders and thinkers.

“They were impressive women,” she said of Seher Sikander and Eniafe Isis Adewale, who led her first workshop. “There was so much substance. It could be a whole weekend retreat.”

Peggy’s clients are currently in the Bronx, coming to her via employee wellness programs, community outreach centers, and the Veterans Administration. She says many of her first-time students are surprised to find their teacher is not a young white woman, but a Black woman with graying hair.

Kripalu is committed to becoming a community of belonging, where no one is surprised to see anyone. Your support for programs like Amplify and many others is essential to this journey.
THANK YOU KIPPAU DONORS

We gratefully acknowledge these gifts received between January 1 and December 31, 2021. Please notify us of any errors or omissions at gillianp@kripalu.org.

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Lever
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2021 FINANCIAL SNAPSHOT

These summaries are drawn from internal accounting. Kripalu’s audited financial statements will be available after October 15, 2022.

FY2021 SOURCES OF FUNDS

Retreats, education, etc. $6,274,658
Retail sales $488,504
Healing Arts $632,807
Donations $1,177,086
PPP Loan Forgiveness $3,356,932
Other $559,136

FY2021 USE OF FUNDS

Program Services $9,644,941
Promotional Expenses $959,493
General Administration $1,284,604
Retail shop cost of sales $2,249,531
Fund-raising $277,616

27% Retreats, education, etc.
5% Healing Arts
9% Other
4% Retail Sales
50% Donations
10% Promotional Services
3% Program Services
2% General Administration
2% Fund-raising
Claire Berkman
Jackie and John Bernet
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Reine Biener
Margaret Biggs
Jane Bisantz and Nick Moague
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Lori Cotrone
Nancy Cottrill
Rebecca Couture
Martha Coy
Erika Croy
Stephanie Creamer
George Crippen
Maggie Sieben and Beth Crippen
Stephanie Cristodoro
Suadra Croce
Laurie Crouse
Shari Czar and Stephen Caffery
Mimi D'Anno
Traci D'Antonio
Kristine Daspit
Carole Davis
Suzanne Davis
F. Davis
Sue P. Davis
Fatima de Melo-Shay
Rebecca Dearborn
Falguni Debnath
Stephanie Debs
Tanuja Dehe
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