

ONE YOGA ANNUAL REPORT 2022

A NOTE FROM ONE YOGA'S LEADERSHIP TEAM JAMES, JANA, STEPHANIE:

We opened our new studio in the Ivy Building in the Seward neighborhood of Minneapolis in April 2022. Throughout the year we saw steady growth in memberships and studio revenue. We look forward to welcoming in more new students and creating new partnerships in our community in 2023!

ONE YOGA

STUDENTS BY THE NUMBERS IN 2022

194	unique members per month, on average
10	classes taken per student per month, on average
988	total unique clients (up 33% from 2021)
571	total new students (up 122% from 2021)
88	total sliding-fee participants (up 49% from 2021)
155	total intro offer for BIPOC redeemed (up 198% from 2021)

PROGRAMMING BY THE NUMBERS IN 2022

37	weekly in-studio & virtual classes
58	yoga in the park classes
26	workshops & advanced trainings
1	school partnerships

SOURCES OF INCOME IN 2022

\$78,562	memberships
\$21,110	other class income
\$10,624	contributed revenue
\$14,180	trainings & workshops
\$2,947	other
\$127,423	total