

STRATEGIC PLAN

INTRODUCTION

Brain surgery dramatically and permanently changes a person's life. There is no certain geographic location you would live in that would result in it, no certain age, no gender, sex, or ethnicity. Side effects of brain surgery are not widely recognized or treated, although thousands and thousands of people must go through it each year. Medical research shows annually over one hundred thousand adults and children go through surgery because of a diagnosed tumor, benign or malignant, or as a result of a traumatic brain injury. Side effects include loss of balance, depression, anxiety, headaches, hard time sleeping, and PTSD.

These are real people with real problems and from first-hand experience we have found there is no real direction or support from medical professional's post-surgery for the most common side effects. Individuals who undergo the surgery pay an average of \$7,000-\$15,000 with good insurance and upwards of \$100,000 without, while also losing significant work time. Patients are also impacted by decreased ability to participate in family and social activities during recovery time. Societal costs include disability, doctor visits, and prescription medication while never getting to the heart of the issue. A further complication for brain surgery patients is the difficulty to find physical therapy care that addresses all the side effects and is affordable. After spending thousands on unplanned medical bills, patients are left with little to no money. They are sensitive to light and sound and must control their environment to heal and reduce pain. There is a real need for these patients to be given supportive resources that meet their specific needs so they can live lives free of anxiety and depression and relearned balance which affects everyday life. Yoga Support is responding to this need with three coordinated efforts.

- 1- Yoga Support is building a community of yoga studios and teachers across the US to deliver specialized curriculum based on scientific studies to help rehabilitate brain surgery patients.

- 2- Yoga Support is developing public awareness and advocacy to the gap of support and care in the medical field for brain surgery patient's post-surgery by partnering with hospitals, delivering educational seminars, and offering this program's execution directly through medical professionals.
- 3- Yoga Support is building mutually beneficial partnerships with other groups to enhance our community and increase our impact.

We will measure our success using the following metrics :

- Re-learned balance accompanied by reduced anxiety, headaches, and depression rate of patients
- Growth rate in our partnerships with studio's and teachers annually
- Increased applicant rate to our program and fundraising events
- Increased rate of partnership with hospitals annually across the US

O V E R V I E W

Yoga Support was founded in early 2017 after the need and solution were discovered through the founder's firsthand experience with brain surgery and after care. We evaluated our strengths and the needs of this community and decided our Mission: To help brain surgery patients get their lives back through tailored yoga curriculum designed specifically for them, providing the connection of specially educated teachers and teachings an affordable cost.

We have, and continue to, partner with yoga studios and yoga teachers across the United States who hold a minimum of 200-hour teaching credential, insurance, and have been educated on our specialized curriculum. This curriculum is based off scientific studies to relearn balance, reduce depression, anxiety, PTSD, and stress. Our team is equipped to help 250 patients across the United States in the next year in either a partnered local studio or on Skype. Our curriculum uses restorative yoga, meditation, breath work, and Vinyasa Yoga from the lineage of Iyengar and Baptiste. We have, and continue to, partner with Hospitals and Physical Therapists across the U.S. which refer patients to our program after surgery. We then connect each patient with a partner teacher. Each patient

receives three partially subsidized sessions weekly, for three months. Surgery has been a huge unplanned expense, so sessions are reduced to only \$10 each to obtain to goals, 1- To encourage from the patient a strong commitment to the program and their rehabilitation and 2- Help reduce our non-profit costs as we stipend each teacher \$30 for each session.

MISSION | VISION | VALUES

MISSION

To help brain surgery patients get their lives back through yoga curriculum designed specifically for them at affordable cost.

VISION

We envision a community of brain surgery patients which are back to work full time, anxiety, depression, and PTSD free, not dependent on disability or pharmaceutical drugs.

VALUES

Empathy: From first-hand knowledge of how difficult this time is, Yoga Support promises to come from a place of understanding and care.

Commitment: The entire Yoga Support team are dedicated to helping you get your life back.

Leadership: Through humility and authenticity the Yoga Support Board is dedicated to give our teachers and patients the tools needed for success.

Resilience: "Definition: an ability to recover from or adjust easily to misfortune or change." The Yoga Support team is here for you, no matter the circumstance.

Responsibility: Yoga Support recognizes our responsibility to make a change in the gap of after-care for brain surgery patients.

Gratitude: Yoga Support is full of gratitude to all our partners and donors and is committed to ethical and responsible stewardship of donor funds and partner resources.

GOALS & OBJECTIVES

GOAL I: COMMUNITY

Build a large & influential community of recovered patients, family and caregivers, medical professionals, yoga studio owners and staff, and yoga teachers who are engaged and motivated to help brain surgery patients rehabilitate through restorative yoga.

OBJECTIVES

- 1) Attract and motivate purpose driven staff and volunteers who are activists for the cause through events, programs, trainings, and networking (face to face and social).
- 2) Support staff teachers in serving brain surgery patients through tools and trainings that enable their teaching to be highly effective for rehabilitation.
- 3) Expand staff and volunteer base through CEO's attendance to a minimum of two yoga courses per year.

MEASURES OF SUCCESS

15% annual growth rate of community members (Yoga Support patients, donors, committee participants, event participants, social media followers, etc.).

RESPONSIBLE PARTY

CEO, board members, and all Yoga Support staff

GOAL II: PARTNERSHIPS

Form alliances with a variety of organizations to escalate Yoga Support's impact, increase resources and results.

OBJECTIVES

- 1) Act as a key facilitator between patient and hospital, informing brain surgery patients of their choices for rehabilitation prior to surgery date.
- 2) Partner with hospitals (neuroscience division) across the U.S. to heighten impact of program exposure and be educated on issues patients experience first-hand to develop curriculum based off specific needs.
- 3) Obtain and utilize marketing partnerships
- 4) Align with yoga studio's supportive of our mission who will volunteer an unused room for the rehabilitation session to take place and drive awareness to our program.
- 5) Partner with yoga teachers holding a 200-hour TT certificate who have a heart to serve people in need to carry out our Mission firsthand.
- 6) Affiliate with Associations with like cause for unilateral support of programs.

MEASURES OF SUCCESS

Increased impact and societal support of brain surgery patients.

RESPONSIBLE PARTY

CEO and Board Chair

GOAL III CURRICULUM:

Maintain specialized curriculum ever adapting to the needs of the brain surgery patient community.

OBJECTIVES

- 1) Through weekly ongoing evaluations of all patients we will gather, analyze, and adjust our curriculum to always be progressing to the highest and best outcomes in rehab.
- 2) Build a diversified "dream team" to review and continually build session curriculum. This team is and will continue to be made up of: yoga teachers with a background in restorative yoga, physical therapists,

doctors, psychologists, meditation and breath work specialists, and health coaches for a well-rounded approach.

3) Maintain an attitude of “I don’t know” so we stay always in inquiry and growth.

MEASURES OF SUCCESS

Evaluation results consistently showing a higher positive impact on side effects of depression, anxiety, lack of balance, and PTSD, accompanied by a decrease in length of time between brain surgery and patient going back to work.

RESPONSIBLE PARTY

CEO and Yoga Support teaching staff

GOAL IV: FUNDRAISING

Increase and diversify funding to support Yoga Support’s programs & operations.

OBJECTIVES

- 1- Hold four annual fundraising events in four major cities across the U.S. Event to be comprised of 5k run/walk followed by 60-minute yoga flow by a celebrity yoga teacher. Raffles will be held and vendors will be solicited to apply for placement and sales at venue.
- 2- Fundraising Committee to be formed and maintained to help facilitate all details of events.
- 3- High profile Board Members to be obtained to maintain an internal fundraising directly from the board (as required).
- 4- Launch social fundraising through Amazon Smile, Facebook, Twitter, and LinkedIn.
- 5- Diversify funding sources through corporate sponsors, grants and fee-for service programs.

MEASURES OF SUCCESS

10-20% annual growth in revenue.

RESPONSIBLE PARTY

CEO, board members, and all Yoga Support staff

GOAL V: INFRASTRUCTURE

Align board and staff capabilities to Yoga Support needs. Anticipate growth with expanded business systems.

OBJECTIVES

- 1) Hire adequate staff to support key program needs as allowed by budget
- 2) Maintain passionate and well-trained board with diverse skill sets and sufficient resources to meet Yoga Support's needs. This will be done through board recruitment and training by CEO.
- 3) Automate and update business systems annually.
- 4) Utilize abilities within the brain surgery community by developing a strong volunteer committee program.
- 5) Management and board to exude "servant-heart" attitude's, always open to growth with patience and hard work.

MEASURES OF SUCCESS

Infrastructure to support effective implementation of programs and achieve stated goals.

RESPONSIBLE PARTY

CEO and all board members

GOAL VI: MARKETING

Implement marketing strategies that support and accomplish Yoga Support's goals and objectives.

OBJECTIVES

- 1- Generate awareness of Yoga Support to a national audience through targeted medical trade journals and magazines and online outlets such as Facebook, Twitter, Instagram, and LinkedIn.
- 2- Grow social media interactions & followers by providing patients with a forum to communicate, support, and provide

valuable experiences and referrals to each other within our group.

- 3- Increase user visits to the Yoga Support website through email outreach, fundraising events, and social marketing.
- 4- Continue to identify and grow the Yoga Support brand through consistent and powerful messaging.
- 5- Advertise in targeted print publications.
- 6- Secure & leverage marketing partnerships through corporate sponsorships.

MEASURES OF SUCCESS

Increased awareness of Yoga Support and the program we offer. 15% annual growth rate to social followers.

RESPONSIBLE PARTY

CEO and marketing director