

Report 2017-18

The summary of the financial details for the second year of Animalia Asana® activity (AA = Animalia Asana®) can be found below (April 2017 to April 2018). *No financial reimbursements/payments have yet been made to any committee members.*

Financial Summary

(see boxes below for details)

Total central incomings (from services) for year	£165
Total outgoings for year	(covered by personal funds of founder)
Net profit	£165
50% donation to animal charity	£82.50
Total incomings from one-off donations	£10
50% donations from AA teachers' activities	£476.46
TOTAL donations from AA activity	£568.96
Post donation takings to remain in AA account (i.e., half of central incomings)	£82.50
Any tax?	-

Central Incoming Fundraising Activities and Donations:

- Face-to-Face Specialisation Teacher Training (£82.50)

AA Teacher Fundraising Activities and Donations:

- Penny Fletcher (Kent) £140 – AA workshop
- Iris Weiche (Germany) £245.46 – four AA workshops
- Balázs Czéh (Hungary) £91 – four AA classes

Activity Summary

- Three AA teachers have been very active in three countries.
- The committee members' studies are nearing to an end. There is just the research project left, which doubles up as preliminary research for AA: Exploring UK yoga teachers' beliefs about animals and attitudes towards plant-based diets.
- There have been further discussions with some academics; there is potential for the

undertaking of a bigger research project concerning the animal element within yoga.

- Numerous blogs regarding the animal element in yoga and connected topics have been written.
- Re-branding occurred from Animal Yoga to Animalia Asana®, which has also been registered as a trademark in the UK.
- Dr Kenneth Valpey (aka Krishna Kshetra Swami) has formally endorsed AA.
- Networking is in place with Yogific and Yoga for Nature.
- No wages are currently involved: all funds go to the initiative and charity.

Future Prospects

- Animalia Asana® has been invited to share the Specialization Training in Spain at SemillaYogaPermaculture in June 2018.
- Animalia Asana® to feature once again in two separate retreat groups with [Rustic Retreats](#) in June 2018 Both of these activities were promotional in nature with no funds switching hands.
- Interest for holding Specialization Training in Portugal.
- Collaboration between AA teachers is likely (e.g., hosting a joint workshop) so as to reach a wider audience and utilise both teachers' strengths.
- Animalia Asana® is attending several animal-themed events (e.g., animal awareness/welfare/ethics conferences).
- More promotional energy will be put into the Online Specialisation Training and the mini course for non yoga teachers.
- The plan is to complete thoroughly referencing the AA Teacher Catalogue and parts of the website and other training material by the end of 2018.
- Now that there are more Animalia Asana® Teachers after our first Specialisation Training, we may see some new sessions/workshops popping up... and of course we shall look toward arranging another weekend of Specialisation Training in 2019 so more yoga teachers can be part of this initiative if they feel moved to be (likely to be in Scotland again).
- More YouTube videos planned to share a wider taster of AA practices.
- AA is attending a [ground-breaking workshop at YogaCampus](#) in June, which will feature never-before seen animal postures.
- An Animalia Asana®-inspired trip/pilgrimage (over land) to India/Asia (personally funded: not through Animalia Asana® funds) is still in the pipeline. The trip will include a tour of at least some of the areas where there is a focus on the animal presence within the philosophy/culture – especially in terms of ahimsa – with more research into this and volunteering with an animal charity.