

## Open Letter to the Community

**Pranam Yoga Shala** moves to a **By Donation, 'COME AS YOU ARE, PAY WHAT YOU CAN'** model

Friends!

In place of having periodic deep discounts, holiday specials, and newcomer/student/senior/military pricing... In place of compromising our connections with you by trying to sell you passes and keep you coming back, we have decided to pay it forward and give back to our community in a more long-term, sustainable and rewarding way... a way that is even more closely aligned with our mission: to bring Yoga and Seva to EVERYONE in our community, without exception.

In case you just came on board, our mission from the start has been to pair Pranam Yoga Shala (a yoga studio run with a mainstream business model) with Pranam Seva (our non-profit giving program). Since our opening 1 year ago, we have been the grateful observers of hundreds of beautiful souls entering our space and enjoying it here. But we are increasingly aware that way too many who come through our door cannot return because they cannot afford yoga at market prices. This realization made us look curiously at alternative models.

We took to the task of better aligning our conscience with action. Our core values are in the meaning of the sanskrit word Pranam: to bow down in devotion, humility, and service. Our Seva project embodies these values by giving to and exchanging with the community in a multitude of ways. But running a yoga studio that is only accessible to a small group of people no longer interests us. Once the question was posed, the answer was obvious, and exhilarating! Our new mission is to make yoga accessible to everyone, and to make our space available to the larger community.

Some have argued that bringing yoga to a larger audience at affordable rates 'devalues' the practice. In our eyes, yoga inherently holds infinite value. Yoga, whether practiced at home, in class, in the basement of a senior center, on a mountain in the wind, or in bed, brings good health, a steady, discerning mind, stillness, kindness, equanimity, and Love. We believe that living well is a human right, regardless of income. And we have discovered that by-donation models work because communities make them work, and we couldn't be more psyched to enter more fully into the circle of giving.

Our hope is to reach out for larger donations from businesses and corporations who would like to help make yoga accessible to their employees and communities. Please help us spread the word to those who thought they couldn't afford to belong to a yoga studio, as well as to those who can afford to contribute to the accessibility of yoga to EVERYONE.

We believe that with your help, we can support and nourish yogis of all shapes, colors, sizes, preferences, and income brackets. In essence, we believe in us, together. We each shine in our own ways that contribute to the whole. Together, we are much much greater than the sum of our parts. We are not separate. Let's strive to live in that place where we all live as one.

Thank you to all of you who have been a part of our first year of business. You have all touched our hearts and souls. We so look forward to the next chapter!!

~Pranams from The Shala



**pranam**  
yoga shala

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