

2025 ANNUAL REPORT



VETERANS YOGA PROJECT
Mindful Resilience 

Empowering Veterans To
LIVE. THRIVE. BELONG.

www.veteransyogaproject.org

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We Empower Veterans
Come Practice with Us
LIVE. THRIVE. BELONG.

Message from the Board President and CEO

At a recent event, our local Chamber of Commerce Executive Director used the word momentum when describing her 2025. When she made that comment, light bulbs went off in our hearts; there was an aha moment, and we realized that that is how we would describe 2025 for us, too.

You are the reason we had so much momentum in 2025. Because of your generous contribution of time, energy, and financial support, we increased our overall attendance by ~20% compared to 2024, expanded our partnerships and collaborative efforts, and held two successful fundraisers that introduced our mission to new Veterans, service members, families, and supporters. We also set the foundation for our 15th Anniversary Celebration: Resilience Rising, and the dedication and renaming of our Rick Rowan Online Studio.

Veterans Yoga Project is more than a nonprofit. We are an organization of dedicated service members, Veterans, family members, clinicians, and community members who have made it our mission to serve others. Thousands of hours are volunteered each year to ensure our community knows about and has access to mindfulness tools that support one's overall mental health and well-being.

"I started doing these yoga classes a week ago. I am thrilled with the level of expertise the instructors have. I used to have severe back pain. In just a few classes that I have taken, my back pain is almost gone. I really appreciate this program. I look forward to continuing my yoga classes." ~Mariana G.

"Without the VYP, I would not have been able to crawl under the Truck Dash to do repairs. Otherwise, this project would have cost, which I do not have. Thanks." ~Joseph H.

Our yoga practice teaches us to be present, in the moment, without judgment or commentary. While in this present moment, we can't help but feel an immense sense of gratitude for VYP and everyone who has played a role in carrying our mission forward. The last 15 years have been an incredible journey, and with the foundation we have built and the momentum you have created, we know the next 15 will be as well.



Frank Giuliano

VYP Board President



Brianna Renner

VYP Chief Executive Officer

OUR PURPOSE, VISION & VALUES

OUR MISSION

To support the recovery, resilience, and well-being of Veterans, military families, and their communities through accessible trauma-informed yoga and mindfulness practices. We create safe, inclusive environments where individuals can build strength, reduce stress, and reconnect with themselves and others.

OUR VISION

A vision where every Veteran and family member has access to holistic, mind-body practices that foster healing, connection, and a strong sense of belonging, empowering them to *Live, Thrive, and Belong*.

OUR VALUES

Our work is guided by a shared commitment to:

Balance: Promoting harmony of mind and body to support lasting wellness

Respect: Honoring the experiences and voices of every individual

Equality: Ensuring equitable access and fostering an environment where all are welcomed

Acceptance: Creating safe, inclusive SPaCe free from judgment

Thankfulness: Approaching our work with gratitude for those we serve and those who support our mission

Honor: Recognizing the service and sacrifice of Veterans with integrity and care



ANNUAL HIGHLIGHTS

VYP

2025 AT A GLANCE



42,164

TOTAL LIVE RECURRENCES



9,100

ENCOUNTERS WITH RECORDED MATERIAL
ON YOUTUBE AND SOUNDCLOUD



246

TEACHERS ALLIANCE MEMBERS



75

MILITARY COMMUNITY MEMBERS WHO
RECEIVED TEACHER TRAINING (MRT, MRYTT)



9,331

VOLUNTEER HOURS LOGGED

IMPACT AND PROGRAM ACHIEVEMENTS

VYP

Training Programs

Veterans Yoga Project's Mindful Resilience Training (MRT) expands the reach of our mission by equipping Veterans, yoga teachers, caregivers, healthcare professionals, and community members with trauma-informed skills to better support Veterans and their families. Through our Mindful Resilience Yoga Teacher Training (MRYTT), participants gain the knowledge and confidence to bring these practices into their own communities, creating environments rooted in safety, connection, and compassion. Together, they form a growing network of leaders who are expanding access to mindful resilience practices that help Veterans and their families build resilience, reduce stress, and thrive.



Sarah Jo Lively



Winston Ward



Brianna Renner



Brian Garrison



Tim Avery



Jessica Bugbee



Jenn Robb



Mollie Franke



Karen Schneider



Deb Jeannette



Jasmine McGee



I really found this training beneficial. I'm also pleased that I connected with yoga community again. When I first started to do yoga, I had a good network of yoga instructors, but through the years I lost touch with them. Seems like I again another network of yoga instructors.

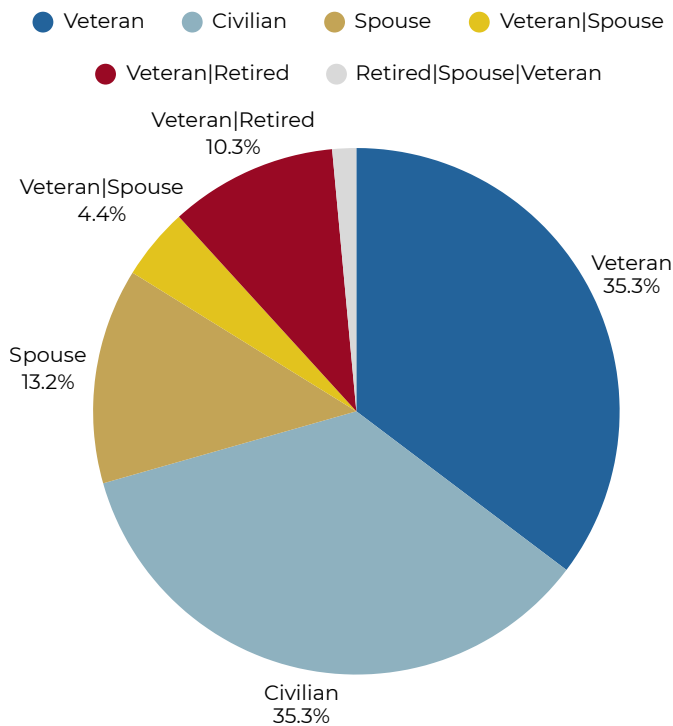
Thank you! ”

Training Faculty

Programs Impact

Mindful Resilience For Trauma Recovery (MRT)

MRT Attendees Demographics



“ I am forever grateful this program is available. This training was incredible. As a parent of a veteran who has PTSD & suffers from alcoholism & mental health issues this was incredibly helpful. Thank you from the bottom of my heart. ”



Mindful Resilience Yoga

Mindful Resilience Yoga provides Veterans and their families with a welcoming space to reconnect, heal, and build resilience through gentle movement, breathwork, mindfulness, and guided rest. Participants develop practical tools to reduce stress, improve physical and emotional well-being, and navigate daily life with greater ease, while finding connection and support within a compassionate community. As we continue to expand both our online studio and in-person classes, our goal is to make these life-changing practices accessible to even more Veterans and their families.

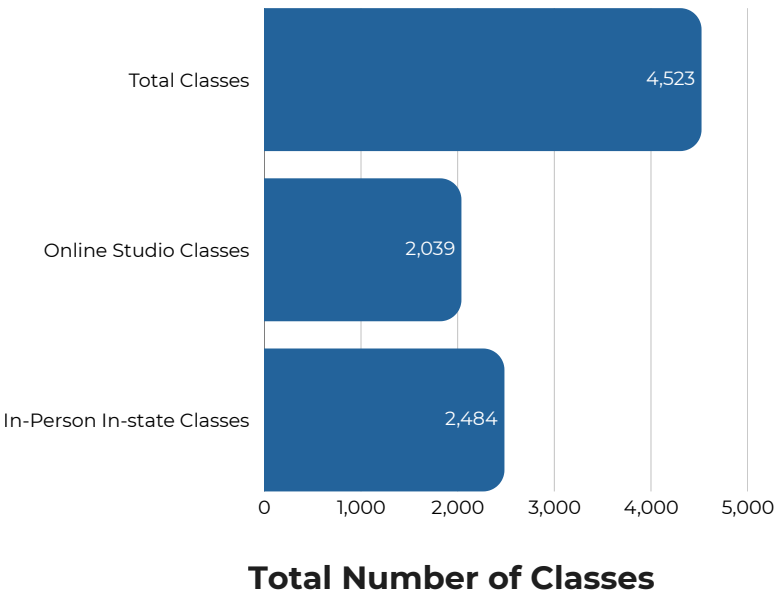
How We Served

Our yoga classes integrate five key tools:

- Breathing
- Meditation
- Mindful Movement
- Guided Rest
- Gratitude

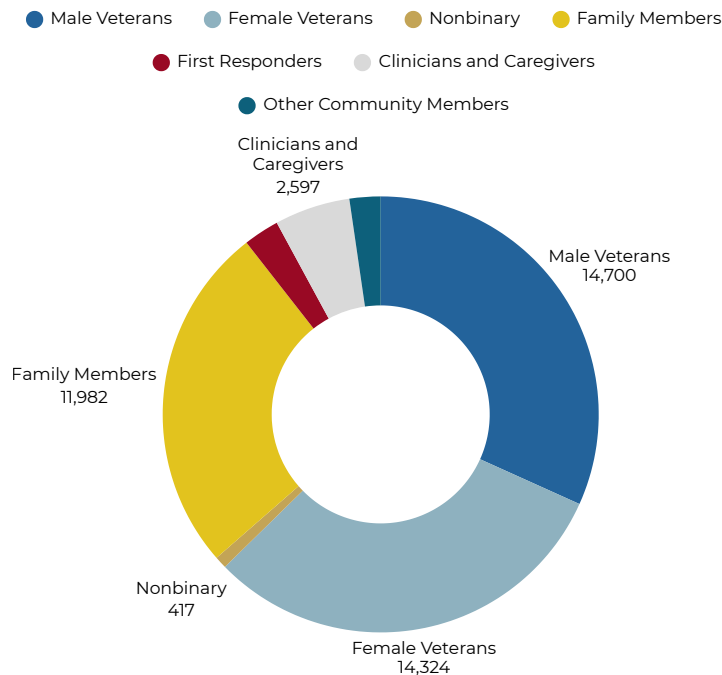
These practices help participants:

- Reduce Stress
- Improve Sleep
- Increase Physical Activity
- Build Emotional Resilience



Mindful Resilience Yoga

Who We Served



We support individuals across the military-connected community:

- Veterans
- Active Duty Service Members
- Military Families
- Caregivers
- Healthcare Providers

Who We Served

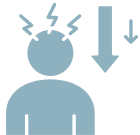
Impact Data

74%



REPORTED A DECREASE OR NO CHANGE
IN PAIN AFTER TAKING A MINDFUL
RESILIENCE YOGA SESSION

86%



REPORTED A DECREASE OR NO
CHANGE IN STRESS AFTER TAKING A
MINDFUL RESILIENCE YOGA SESSION

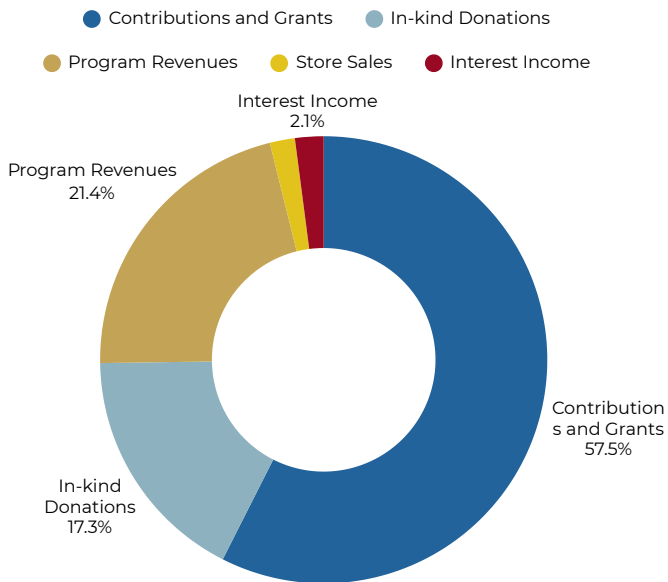
FINANCIAL SUMMARY

VYP

Financials

Revenue

Total Revenue \$518,215

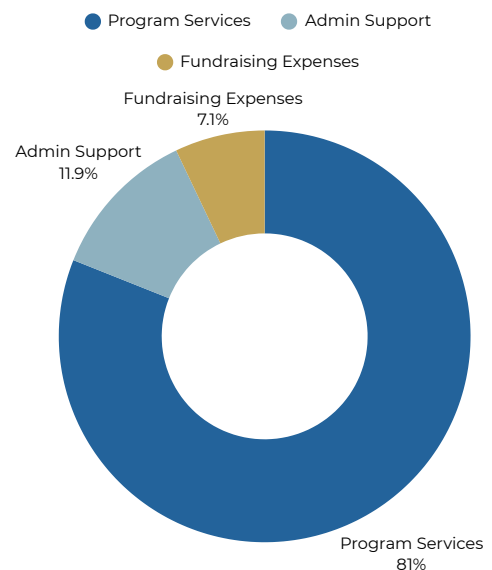


Contributions and Grants	\$297,741
In-kind Donations	\$89,702
Program Revenues	\$110,685
Store Sales	\$9,402
Interest Income	\$10,685

Expenses

Total Expenses \$526,553

Program Services	\$426,687
Admin Support	\$62,639
Fundraising Expenses	\$37,227



PARTNERSHIPS AND DONORS

VYP

2025 PARTNERS



BLP Serve, LLC



HOLSTEE



2025 SPONSORS



2025 Collaborators

- American Legion
- Blue Star Families
- Combined Arms
- Dog Tag Inc
- Feathered Pipe Ranch
- Henry's Home
- Himalayan Institute
- Love Your Brain
- Mala for Vets
- MelMarie Yoga
- Marine Corps University
- Merging Vets & Players
- The Military Times
- MindBody Solutions
- Operation Red Wings Foundation
- PGA Hope
- Purple Heart Foundation
- Student Veterans Association
- Thistle Farms
- TRIBE



LEADERSHIP AND VOLUNTEERS

VYP

The collage features 25 individual photographs showcasing the Veterans Yoga Project's activities. The images depict a diverse range of participants and settings, from indoor studio classes to outdoor sessions on grass. Promotional materials, including banners, posters, and t-shirts, are prominently displayed throughout the collage. Key text elements visible in the images include "VETERANS YOGA PROJECT", "Mindful Resilience", "BE THE ONE", "MINDFUL TRAUMA-SENSITIVE TRAINING", "17th ANNUAL SVA NATCON", and "MORNING YOGA WITH VETERANS YOGA PROJECT". The overall theme is one of community, wellness, and support for veterans.



9,331



\$233,275

Value of Volunteer Hours

OUR LEADERS

Board of Directors



Dr. Daniel Libby
Founder



Frank Giuliano
President



Brian P. Cooke
Vice President



Deb Jeannette
Treasurer



Sheri Marlin
Secretary



Priya Kasturi
Board Member



Jeff Masters
Board Member



Brianna Renner
Chief Executive Officer



Monica Thorne
Chief Operating Officer



Stephanie Sellers
Director of Development



Andy Schouten
Director of Finance



Karen Schneider
Director of Marketing



Sarah Jo Lively
Director of Programs



Mollie Franke
Director of Volunteer Engagement



Romy Cuppernell
Director of VYP Online Studio



Samanvaya Elliot
CEO Executive Assistant

HQ Leadership

VETERANS YOGA PROJECT

Mindful Resilience



Empowering Veterans to
LIVE. THRIVE. BELONG.

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