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Riverwest Yogashala, a nonprofit yoga center, brings yoga to a diverse community, promoting strength, clarity, and overall well-being through the practice of Iyengar yoga.

2011 FUNDRAISING DRIVE
108 DAYS TO RAISE \$80,000
MARCH 20 – JULY 6, 2011

THE PROJECT

Join us in raising funds to build-out and lease-to-own a home for Riverwest Yogashala and Eight Limbs Housing Cooperative! We plan to move to 700 E. Meinecke, providing a spacious first story for 2 yoga studios with heated floors, and second and third stories which will be subleased to Eight Limbs, a housing cooperative based on yoga principles. The building and grounds will feature high-intensity vegetable gardens and the highest standards of environmentally sustainable practices, including roof-top gardens, hoop houses, rain barrels, and solar panels. The property faces beautiful Kilbourn Park, which contains extensive community vegetable gardens. The cost of the entire completed property is \$300,000.

\$20,000+ ALREADY PLEDGED

We already have over \$20,000 pledged to kick-start our fundraising campaign. Architectural drawings and appropriate zoning have been completed and approved by the City of Milwaukee. What we need now is to raise the funds to begin the build-out.

A COMMUNITY CENTER

The new home will serve as a community gathering place for yoga, urban agriculture, and sustainable living. Eventually owning our building will allow us to keep our classes low-cost and affordable to all. We can more comprehensively fulfill our mission of making Iyengar yoga accessible to all by expanding our free class program, \$5 class offerings, youth programming, and more. Currently we underwrite Senior Yoga, Family Yoga, \$5 Yoga, and Free Intro Sundays. We also underwrite youth classes at Sixteenth Street Community Health Center and Mary Ryan Boys and Girls Club. In our expanded space we could host after-school programs for neighborhood youth, serve as a meeting room, hold urban agriculture workshops, host parties, have film showings and performances, and much more.

EIGHT LIMBS HOUSING COOPERATIVE

Riverwest Yogashala will collaborate with Eight Limbs to create a lively community center embracing sustainable practices. Eight Limbs will consist of 6-8 residents sharing a kitchen, growing food together, and embodying the eight limbs of yoga.

VISION: Eight Limbs is a housing cooperative based on yoga principles.

MISSION: To serve as a model of non-violent intentional living by fostering personal growth and community empowerment through sustainable practices.

GOALS:

- We strive to live consciously, applying the principles and practices of yoga.
- We recognize the sacred value of all resources and relate to them as mindfully as

possible, celebrating the earth's abundance responsibly. We embrace the ethics of permaculture: earth care (environmental stewardship), people care and fair share (social and economic justice).

- We commit to build a socially-rich household, diverse in age, race, religion and sexual orientation.
- We embrace cooperative principles of egalitarianism, and commit to educating the community about co-ops. We will support other cooperative projects.
- We strive to eat healthful, locally and sustainably grown vegetarian food.
- We strive to be a substance-free household.
- We will create a financial model based on economic justice and provide cooperative living for low and moderate income individuals.
- We are dedicated to strengthening the fabric of community through trusting and respectful relationships with each other, our neighbors, and the wider community.

TIMELINE

March 20, Day 1: Launch!

May 13, Day 54: \$40,000 raised; sign the lease, begin the build-out.

July 6, Day 108: Fundraising campaign completed with \$80,000 donated, build-out continues.

October 1: Move in and begin holding classes on heated floors! Eight Limbs begins operations.

RIVERWEST YOGASHALA PROPOSED USE OF FUNDS

In-floor heating, 1 st floor	\$20,000
30-foot long rope wall	\$10,000
Facade, siding, signage	\$15,000
2 nd studio, additional props	\$10,000
2 nd bathroom, infrared sauna	\$10,000
Eight Limbs build-out and gardens	\$15,000
TOTAL	\$80,000

RIVERWEST YOGASHALA 2011 FUNDRAISER PLEDGE FORM

Date _____

Name _____

Address/City/State/Zipcode _____

Email _____ Phone _____

I pledge a cash gift of \$ _____ now ____, or over 2__ 3__ year/s to Riverwest Yogashala. This gift is fully tax-deductible.

I pledge an interest-free loan of \$ _____ to Riverwest Yogashala to be repaid over (select) 3__ 5__ years.

Please submit your donation by May 1, 2011. Write checks payable to "Riverwest Yogashala," and mail or submit in the deposit box at Riverwest Yogashala, or make your gift online at our website. We will provide you with a confirmation receipt letter.