

A group of women are practicing yoga in a studio. They are all in a standing balance pose, with one leg lifted and arms raised. The women are wearing various colored athletic wear. The background shows a studio with large windows and a wooden floor.

HEALING  
RECOVERY  
EMPOWERMENT  
DO MORE  
WITH  
YOGA

KULA FOR KARMA

# A LETTER FROM OUR FOUNDER

“ The best way to find yourself is to lose yourself in the service of others. ”

- MAHATMA GHANDI

Kula's first therapeutic yoga programs began eight years ago. We began by providing yoga and meditation to vulnerable children whose lives had been severely traumatized by domestic violence and abuse. It was while watching a six-year old child in resting pose, feeling safe, and experiencing a little piece of peace, that I first realized how the practice of yoga could play a powerful role in the healing journey. It was then that my passion was turned into action, and Kula was officially born.

At Kula for Karma, we pioneer the integration of therapeutic yoga, meditation and stress management into mainstream medicine and healthcare. As a nonprofit organization based in the New York metropolitan area, Kula for Karma offers programs, at no cost, to populations that face physical and mental health challenges.

We have partnered with physicians and hospitals in the greater metro area to implement a "Whole Person" approach to healing by literally prescribing therapeutic yoga and meditation. These Kula Care programs are transforming healthcare in the tri-state area.

#### **"KULA CARE" PROGRAMS:**

- Englewood Hospital
- Bellevue Hospital
- St. Joe's Hospital
- John Theurer Cancer Center  
Hackensack University Medical Center
- Tomorrows Children's Institute
- The Joseph Sanzari Children's Hospital
- Mount Sinai Hospital

#### **KULA CARE 2015 LAUNCH:**

- Christian Health Care Center
- Covenant House New Jersey: Homeless Teens
- Covenant House New York: Homeless Teens
- Debra Simon Center for Integrative Medicine at the Hackensack UMC Fitness & Wellness Center, Maywood, NJ
- Dubin Breast Center at Mount Sinai Hospital: Cancer Patients
- Englewood Hospital: Cardiac Patients, Cancer Patients, and Care Givers
- Hackensack University Medical Center, Hackensack, NJ
- Holy Name Hospital: Gynecologic Oncology
- NYU Langone's Steven & Alexandra Cohen Military Family Clinic: Veterans
- Valley Hospital: Cardiac Patients
- Yale New Haven Children's Hospital: Pediatric Oncology

Programming is at the heart of Kula for Karma. The variety of settings and populations served, coupled with the high level of volunteer expertise distinguishes Kula for Karma from other not-for-profit, community service organizations.

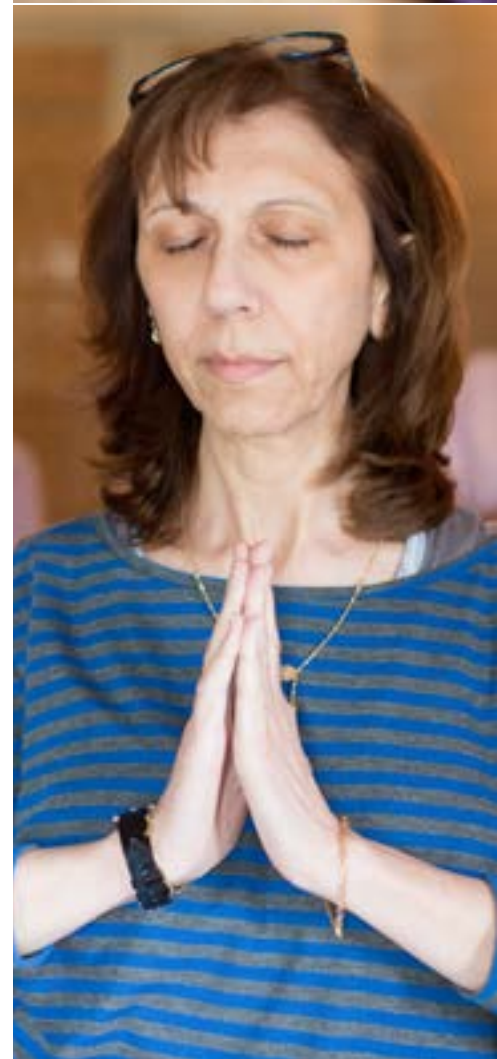
At Kula, we believe collaboration is a key component to success. Collaboration optimizes the use of resources and increases the impact we can have in our community. When the hearts and minds of many come together for a common goal, powerful change is possible. We look forward to creating this change with you.

In Gratitude,

**GERI TOPFER,**  
FOUNDER & PRESIDENT

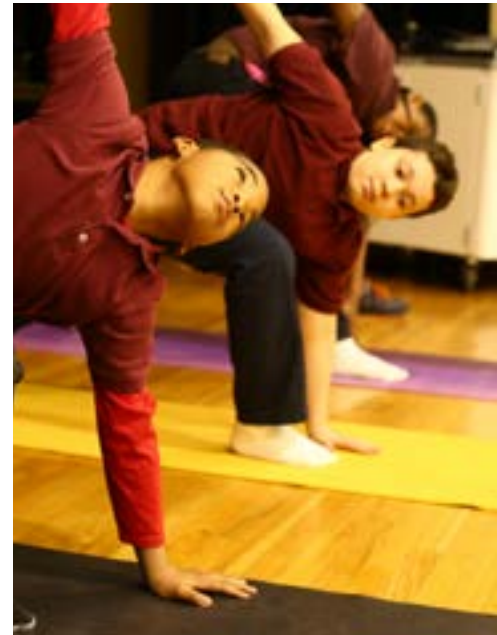
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## WHO WE ARE

Kula for Karma pioneers the integration of therapeutic yoga, meditation, and stress management into mainstream medicine and healthcare. As a nonprofit organization based in the New York metropolitan area, Kula for Karma offers therapeutic yoga programs, through a dedicated network of specially trained volunteer instructors, at no cost to people with physical, mental and emotional challenges. We work with the medical community to complement traditional approaches to healing those with illness, disease and chronic pain, and those recovering from abuse, trauma and addiction. Our programs have transformative health benefits, offering tools for resiliency and improved quality of life.





## WHAT WE DO

Since our inception in 2007, Kula has launched over 400 programs in the Tri-State area, touching the lives of over 4000 people. At the heart of Kula for Karma's success has been a community of dedicated volunteers, including yoga instructors who are passionate about working with different client populations, as well as allied health professionals, business leaders, and more.

Through the generosity of corporate sponsors and partners, as well as private contributions, we offer unique therapeutic yoga programs that are free to all participants.

### OUR PROGRAMS

Currently, we run 40-50 weekly programs per year. These consist of on-site programs, with classes running between 45-90 minutes in length. The classes are designed to provide physical and mental healing for the following communities:

- Body Positive: People struggling with Eating Disorders or Related Conditions
- Cancer Patients: Pediatric and Adult Oncology
- Cardiology Patients: People living with Cardiac Disease
- Caregivers: People Who Care for Others
- Children with Special Needs: At-Risk Youth and Developmental Disorders
- Combat Veterans: Veterans with Post-Traumatic Stress
- Integrated Pediatrics: Children
- Men, Women, and Adolescents in Recovery: Drug & Alcohol Rehabilitation
- Mental Illness: Adolescents and Adults Struggling with Mental Illness
- Movement Disorders: Adults Suffering from Multiple Sclerosis, Spinal Injuries and Others
- Prisoners: Incarcerated Adolescents and Adults
- Seniors: Older Adults with Cognitive Impairment or Medical Conditions
- Victims of Domestic Violence: Women, Men and Children



# WHY THERAPEUTIC YOGA & MEDITATION

The benefits of therapeutic yoga and meditation are well documented.

These include:

## MEDICAL BENEFITS:

- Improved sleep
- Increased immunity
- Decreased pain
- Normalized endocrine function
- Increased musculoskeletal flexibility and strength
- Decreased blood pressure
- Improved balance
- Relaxed nervous system
- Increased flow of oxytocin

## PSYCHOLOGICAL BENEFITS:

- Improved self-acceptance
- Reduced anxiety and depression
- Reduced hostility
- Improved impulse control
- Healthy coping strategies

Research studies and findings are available on the [National Center for Biotechnology website](#), as well as at [kulaforkarma.org](#).

“ More than 60% of visits to healthcare providers are related to stress and its manifestations. ”

- THE BENSON-HENRY INSTITUTE FOR MIND BODY

MEDICINE AT MASS GENERAL WEST

“ Practicing yoga for as little as three months can reduce fatigue and lower inflammation in breast cancer survivors. ”

- OHIO STATE UNIVERSITY

(JOURNAL OF CLINICAL ONCOLOGY)

“ Yoga has a dramatic effect on improvement in reducing insomnia, nausea, aches and pains, increasing the tolerability of chemotherapy. This is all proven. ”

- DR. ANDREW PECORA, CHIEF INNOVATIONS OFFICER,

JOHN THEURER CANCER CENTER

## HOW WE DO IT

Kula For Karma develops and manages free therapeutic yoga programs for a rapidly growing number of individuals in need, at an ever increasing number of locations. Through a dedicated network of highly-skilled and deeply committed volunteer teachers, we operate at maximum efficiency; yet, we are required to seek assistance from a variety of sources to support program development, teacher training, implementation, and assessment. Our donors include corporate partners, sponsors, foundations, not-for profits, community organizations and individuals, all of whom recognize the extraordinary benefit provided by our programs.



# WHERE WE WORK

## AT-RISK YOUTH:

The Children's Village, Dobbs Ferry, NY  
Family Connections, East Orange, NJ  
New Roberto Clemente Public School, Paterson, NJ  
Public School 5, Paterson, NJ

## BODY POSITIVE:

Pandora Healing Center, Hawthorne, NJ

## CANCER PATIENTS:

Dubin Breast Center at Mount Sinai Hospital, New York, NY  
Englewood Hospital, Englewood, NJ  
John Theurer Cancer Center, Hackensack, NJ  
Joseph Sanzari Children's Hospital, Hackensack, NJ  
St. Joseph's Paterson Hospital, Paterson, NJ  
Tomorrow's Children's Institute, Hackensack, NJ  
Valley Hospital, Ridgewood, NJ

## CARDIOLOGY PATIENTS:

Englewood Hospital, Englewood, NJ  
Saint Barnabas Medical Center, Livingston, NJ  
Valley Hospital, Ridgewood, NJ

## CAREGIVERS:

Children's Therapy Center, Fairlawn & Midland Park, NJ  
Englewood Hospital, Englewood, NJ  
Hackensack University Medical Center, Hackensack, NJ  
Mount Sinai: Sexual Assault and Violence Intervention, New York, NY  
Saint Barnabas Medical Center, Livingston, NJ

## INTEGRATED PEDIATRICS:

Children of Joy Pediatrics, Hackensack, NJ

## MENTAL ILLNESS:

Bellevue Hospital Center, New York, NY

## MOVEMENT DISORDERS:

North Jersey Brain and Spine Center, Oradell, NJ  
Saint Barnabas Medical Center, Livingston, NJ  
Valley Hospital, Ridgewood, NJ

## PRISONERS:

Hudson County Correctional Facility, Kearny, NJ

## SENIORS:

Canterbury Village, West Orange, NJ  
Daughters of Israel, West Orange, NJ

## TEENS & ADULTS IN RECOVERY:

Hudson County Correctional Facility, Kearny, NJ  
Integrity House, Secaucus & Newark, NJ  
Mrs. Wilson's Half-Way House of Morristown, NJ

## VETERANS:

Bloomfield Veteran Center, Bloomfield, NJ  
Outpatient Clinic, Brick, NJ  
Ridgewood YMCA, Ridgewood, NJ  
Veterans Haven North, Glen Gardner, NJ

## VICTIMS OF DOMESTIC VIOLENCE:

Freedom House, New York, NY  
Saint Barnabas Medical Center, Livingston, NJ

## YOUTH & ADULTS WITH SPECIAL NEEDS:

Bellevue Hospital Center, New York, NY  
Care Plus, Paramus, NJ  
Children of Joy Pediatrics, Hackensack, NJ  
New Beginnings Annex, West Milford, NJ  
New Roberto Clemente Public School, Paterson, NJ  
Public School 5, Paterson, NJ  
Push to Walk, Riverdale, NJ



# ANNUAL CORPORATE SPONSORSHIP

## PLATINUM PARTNER: \$25,000

- Market Audience: Kula for Karma circulation of 6000 members and growing
- Market Awareness: Kula for Karma email circulation of 5000 people and growing; Social media visibility to over 9000 people and growing
- Signage at all Kula for Karma events
- On-site half day wellness workshop for employees
- Monthly yoga & stress management class for employees
- Twenty-five (25) Kula for Karma relaxation CDs
- Eight (8) tickets to all Kula for Karma events, including the Gala, Kulathon, Friend Raisers & Workshops

## SILVER PARTNER: \$15,000

- Market Audience: Kula for Karma circulation of 6000 members and growing
- Market Awareness: Kula for Karma email circulation of 5000 people and growing; Social media visibility to over 9000 people and growing
- Signage at all Kula for Karma events
- Bi-Annual yoga & stress management class for employees
- Fifteen (15) Kula for Karma relaxation CDs
- Four (4) tickets to all Kula for Karma events, including the Gala, Kulathon, Friend Raisers & Workshops

## GOLD PARTNER: \$20,000

- Market Audience: Kula for Karma circulation of 6000 members and growing.
- Market Awareness: Kula for Karma email circulation of 5000 people and growing; Social media visibility to over 9000 people and growing
- Signage at all Kula for Karma events
- Quarterly yoga & stress management class for employees
- Twenty (20) Kula for Karma relaxation CDs
- Six (6) tickets to all Kula for Karma events, including the Gala, Kulathon, Friend Raisers & Workshops

# OUR GOALS



- 3 PLATINUM SPONSORSHIPS . . . \$75,000**
- 4 GOLD SPONSORSHIPS . . . . . \$80,000**
- 3 SILVER SPONSORSHIPS . . . . . \$45,000**
- TOTAL . . . . . \$200,000**

HELP US DOUBLE OUR PRESENCE! Kula for Karma has close to 50 active programs in the tri-state area, in large part due to the foresight and generosity of its corporate donors. With high demand for new programs by hospitals, practitioners, and non-profit organizations, we are working to double the number of programs we offer by 2017! Join us as we work to raise an additional \$200,000 in annual corporate sponsorships. All sponsors are offered public visibility and measurable results, and as an added incentive, Kula for Karma will offer employee workshops to corporations at the top three levels of sponsorship.



# BENEFITS OF CORPORATE YOGA PROGRAMS

Everyone will benefit from corporate yoga programs.

## COMPANIES SEE:

- Reduced medical and disability costs
- Heightened employee productivity
- Increased employee morale
- Reduced turnover
- Reduced absenteeism
- A competitive edge in hiring

## EMPLOYEES SEE:

- Reduced stress from modern-day business challenges
- Increased energy levels
- Improved body image
- Greater happiness and a more positive attitude
- Increased concentration
- Improved morale
- Decreased anxiety and tension
- Reduced muscle tension and pain associated with sitting at a desk



## OUR TEAM



### **PENNI FEINER — EXECUTIVE DIRECTOR**

Since joining Kula for Karma during its formative years, Penni has played a crucial role in the development and growth of its programs. As Executive Director, Penni is responsible for grant applications, staff management, and Kula's Fund a Program initiatives. Additionally, she works closely with the organization's founder to develop teacher trainings and expand program offerings. As a licensed Vinyasa, Kundalini Research Institute yoga teacher and a LifeForce Yoga® level II practitioner, Penni integrates sacred sound with movement, encouraging participants to open their hearts to explore their own inner song.

### **OUR INSTRUCTORS**

Kula for Karma collaborates with a growing team of yoga studios in the tri-state area, and has a volunteer base of over 500 certified yoga instructors.

Our executive team works closely with each instructor to maintain the highest level of expertise in addressing the challenges faced by our diverse client communities. Our instructors undergo a minimum of 200 hours of teacher training. Many have additional credentials, such as advanced allied health degrees, 500-hour training certificates, and certification in multiple yoga disciplines.

### **GERI TOPFER — FOUNDER & PRESIDENT**

As founder and President of Kula for Karma, Geri spearheads the organization's teacher trainings, programming and hospital-based programs. Geri launched Kula for Karma in 2007, with the goal of bringing yoga to communities that would not otherwise have access to it. Over the past seven years, she has spread the vision of Kula for Karma into hospitals, schools, troubled youth and rehabilitation centers. Along the way, Geri has recruited volunteers, yoga instructors, and studios to form a network of over 400 programs touching the lives of over 4000 people. Geri is a licensed Kundalini Research Institute and Anusara-Inspired yoga teacher, and a LifeForce Yoga® level I practitioner.



## HIGHLIGHTS

[Yoga Classes Help Patients Overcome Physical, Mental Challenges](#)

[Kula for Karma Hosts 7th Annual Wine and Dine Gala](#)

[Kula for Karma Hosts Community, Group Meditation Fundraiser](#)

[Yoga for a Cure: Kula for Karma and Triple Negative hold Yoga Benefit](#)

[Kula for Karma Benefit Was a Success](#)

[Kula for Karma One to One with Steve Aduato](#)

[Kula for Karma Partners with Maureen Fund for Lunch and Learn Event](#)

[Queens of Karma](#)

[2013 Gala Video](#)

[2012 Gala Video](#)



# PARTNERS

## **CORPORATIONS:**

Above and Beyond Holistic Wellness Center  
Active International  
Alpine Country Club  
A Mano  
Aunt Mia's Sweets  
Aurorae  
Axia Taverna  
Bibi'z  
Blackrock  
Blu & Baker  
Blue Moon Mexican Cafe  
Caffe Anello  
Carlo's Bakery  
Carousel Cakes  
CHI Medicine  
Children of Joy Pediatrics  
Citriin Cooperman  
Cook Maran  
Craig Neier Associates  
Due  
Eat Smart  
Eisner Amper  
Englewood Hospital and Medical Center  
Ernest Winzer Cleaners  
Esty Street  
Flow Yoga  
14 & Hudson  
Frederick Wildman & Sons, Ltd  
Galtere  
Garden State Yoga  
Hartgers Jewelers  
Hilton Pearl River Catering  
HoHoKus Inn & Tavern  
The Hudson House of Nyack  
Inserra Shoprite

Jersey Boys Grill  
Kaltex  
K.Deer  
Kornreich Insurance Brokerage Services  
Korenreich-NIA  
La Promenade  
Lighting Elysium  
Marcello's Restaurant  
Market Basket  
Masa Sushi & Grill  
MAXFIT  
Metro Eye Care  
Midday Gallery  
Miller's Pharmacy  
Mo Green Juice  
Mobility Elevator  
Morgan Stanley  
Morton's The Steakhouse  
Munn Associates  
Nordic Naturals  
Nordstrom  
North Jersey Brain & Spine Center  
Olive Branch and Grape Vine  
One True Zone  
P. Kaufmann  
Pediatric Surgical Associates  
Phillips Precision  
Pier 701 Restaurant & Bar  
The Plum & The Pear  
Powerflow Yoga  
Prestige Auto  
ProCon Marketing  
Radical Motors of New Jersey  
Richard Sobel, Cook Maran & Associates  
Riviera Produce  
Rocco Labella  
Rockleigh Equestrian

RSW Investments  
Sacks Fifth Avenue  
Saddle River Inn  
Scenic Landscaping  
SD-26  
Shree Yoga  
Sidewalk Bistro  
Slovenia Vodka  
Sogno Coffee House  
Starbucks  
Stony Hill Inn  
Strategy Asset Managers, LLC  
TD Bank  
The Gym  
The Whole Child Center  
UBS  
Varka Estiatorio  
Velo  
Wasabi  
Wells Fargo  
Women's Total Health  
Z+ Architects

## **NONPROFIT ORGANIZATIONS:**

CarePoint Health  
Community Development Corporation  
Hackensack University Medical Center  
Integrity House  
The Krame Center for Contemplative Studies and Mindful Living at Ramapo College  
O'Shea Family Foundation  
Paterson Public Schools  
St. Joseph's Hospital  
The Topfer Family Foundation  
Triple Negative Breast Cancer Foundation

## WHAT PEOPLE SAY

“ We are thrilled to have partnered with the Triple Negative Breast Cancer Foundation and Kula for Karma to provide triple-negative patients access to this free, year-long program which runs in 10-week sessions. We hope patients will enjoy the benefits of therapeutic yoga, breath work and meditation as a way to relieve stress and achieve a better overall sense of well-being. These classes are specifically designed for triple-negative patients, which truly aligns with our mission to provide individualized, humanistic care. ”

- MINAXI JHAWER,

MD, HEMATOLOGIST-ONCOLOGIST AT EHMC

“ I've experienced the overwhelming sense of compassion and relief instilled in all the communities reached thus far. The perseverance of Penni, Geri, Loretta, and everyone else associated with this beautiful non-profit never ceases to amaze me and I'm honored to support them in any way that I can. ”

- JENNIFER GIUFFRÉ, VOLUNTEER

“ Through laughter, curiosity, and a positive attitude, we create a strong community in the room. Working in this capacity, I truly know why I teach yoga, and I feel so grateful and blessed to do what I do. ”

- ALLISON SCHUBERT ON HER CLASS

AT THE CHILDREN'S VILLAGE

“ It's hard to be serene here in the hospital, but yoga is helping me calm down and relax. ”

- TEEN CANCER PATIENT,

HACKENSACK UNIVERSITY MEDICAL CENTER

“ Programs like Kula for Karma give a respite from the challenges our veterans face on a regular basis. As a clinician, I appreciate the emotional benefit of these breathing exercises. It was refreshing to see the lightness come over the participants as they became more relaxed and regained a sense of safety. What a wonderful gift to our Veteran clients. ”

- DR. KEVIN O'BRIEN,

TEAM LEADER, RE-ADJUSTMENT COUNSELING

SERVICE, BROOKLYN VET CENTER

“ As a physician dedicated to “whole person” medicine, I have both personally and professionally experienced the healing power of mind-body therapies. I am overwhelmed with gratitude for Kula for Karma for bringing integrative therapies like yoga and meditation to those in greatest need. ”

- LAWRENCE ROSEN,

MD, FOUNDER, THE WHOLE CHILD CENTER

“ That's why I really appreciate this yoga class. Because there are days where you would feel 'let me just stay at home'. Here at the hospital, I find it to my pace. My muscles aren't as sore as they would have been if I wasn't doing it. I come out more relaxed than tired. ”

- PATIENT, JOHN THEURER CANCER CENTER

## GET IN TOUCH

### ONLINE :

[www.kulaforkarma.org](http://www.kulaforkarma.org)

[info@kulaforkarma.org](mailto:info@kulaforkarma.org)

### VIA MAIL:

Kula for Karma

P.O. Box 820

Franklin Lakes, NJ 07417

### VIA PHONE:

1.888.K4K.YOGA (1.888.545.9642)

### GERI TOPFER, FOUNDER & PRESIDENT:

[geri@kulaforkarma.org](mailto:geri@kulaforkarma.org)

### PENNI FEINER, EXECUTIVE DIRECTOR:

[penni@kulaforkarma.org](mailto:penni@kulaforkarma.org)

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Barnabas Health