

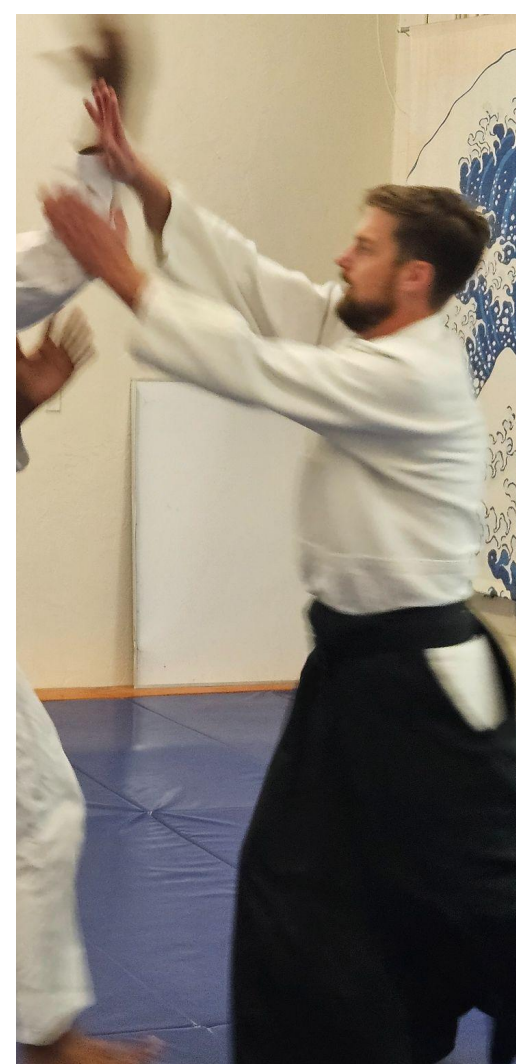


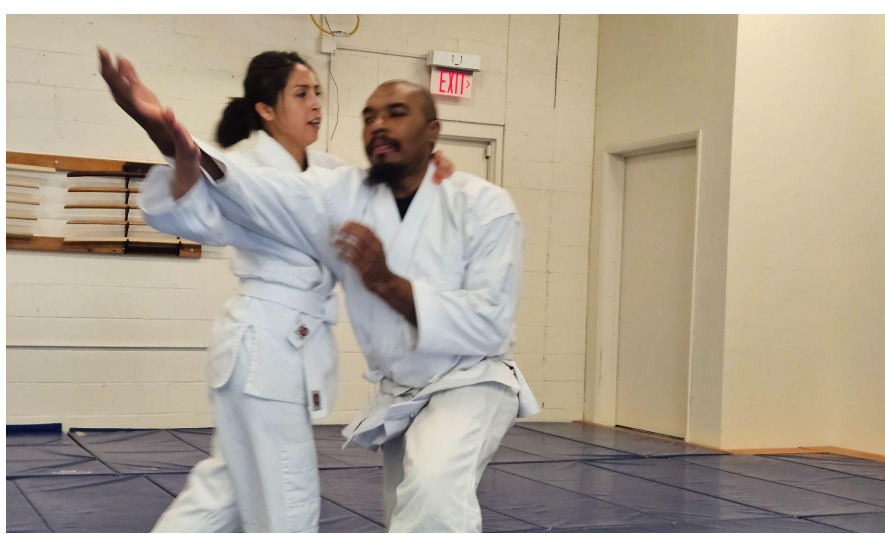
# DURANGO SHIN-BUDO KAI AIKIDO

2024 • Annual Report

## News for 2024

DSBK settled into its space without upheavals or interruptions! Continuity in space enabled us to focus on kyu test prep, nidan demonstrations, and beginner classes every other month.







# Financial Report

DSBK narrowly skirted deficit spending across 2024. It mostly balanced monthly income and expenses, thanks in large part to its sublease partner, Threshold Training.

Attaining and sustaining strong numbers in classes across 2025 will help the dojo weather a projected rise in rent without shortchanging rich learning opportunities.



# Current Balances

Checking: \$8,701.34

Emergency Fund: \$2,502.63

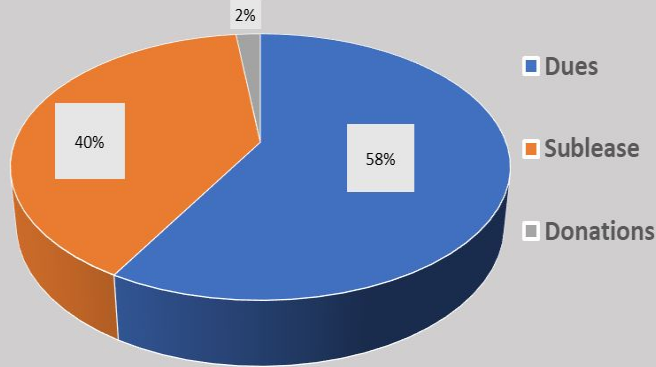
Scholarship Fund: \$ 225.23

Paypal balance: \$ 477.65

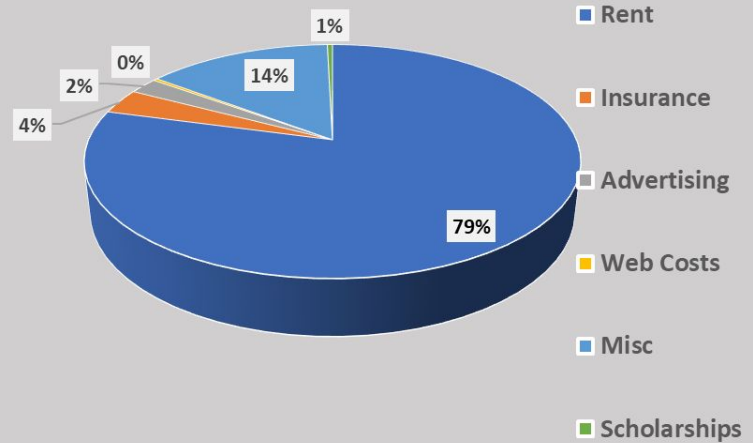
Total: \$11,906.85

\*as of 12/11/2024

Income



Expenses



**Dues: \$ 10,550**

**Donations: \$ 340**

**Sublease: \$ 7,200**

**Rent: \$16,800**

**Insurance: \$ 740**

**Web Costs: \$ 68**

**Advertising: \$ 479**

**Scholarships \$ 85**

**Miscellaneous: \$ 3,044**

Donations include Individual donations and CityMarket.

\*\*Misc reflects final reimbursements for lighting and 2023 grant partnerships offset by grant funds

# November Stats

13 people paid dues totalling \$766

Threshold Personal Training Durango

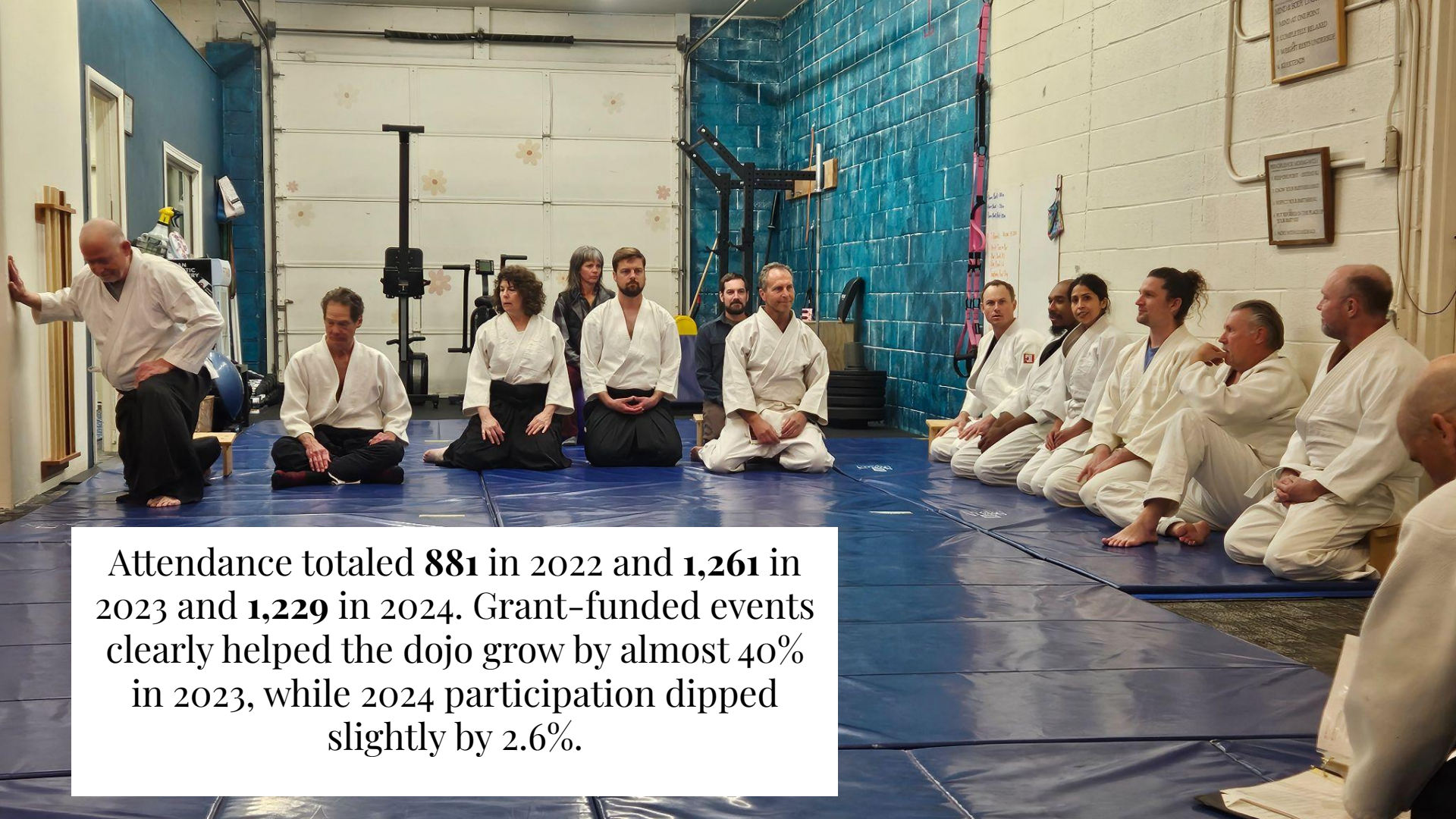
(AJ's sublease): \$600

Rent: -\$1400

NET (November): -\$34

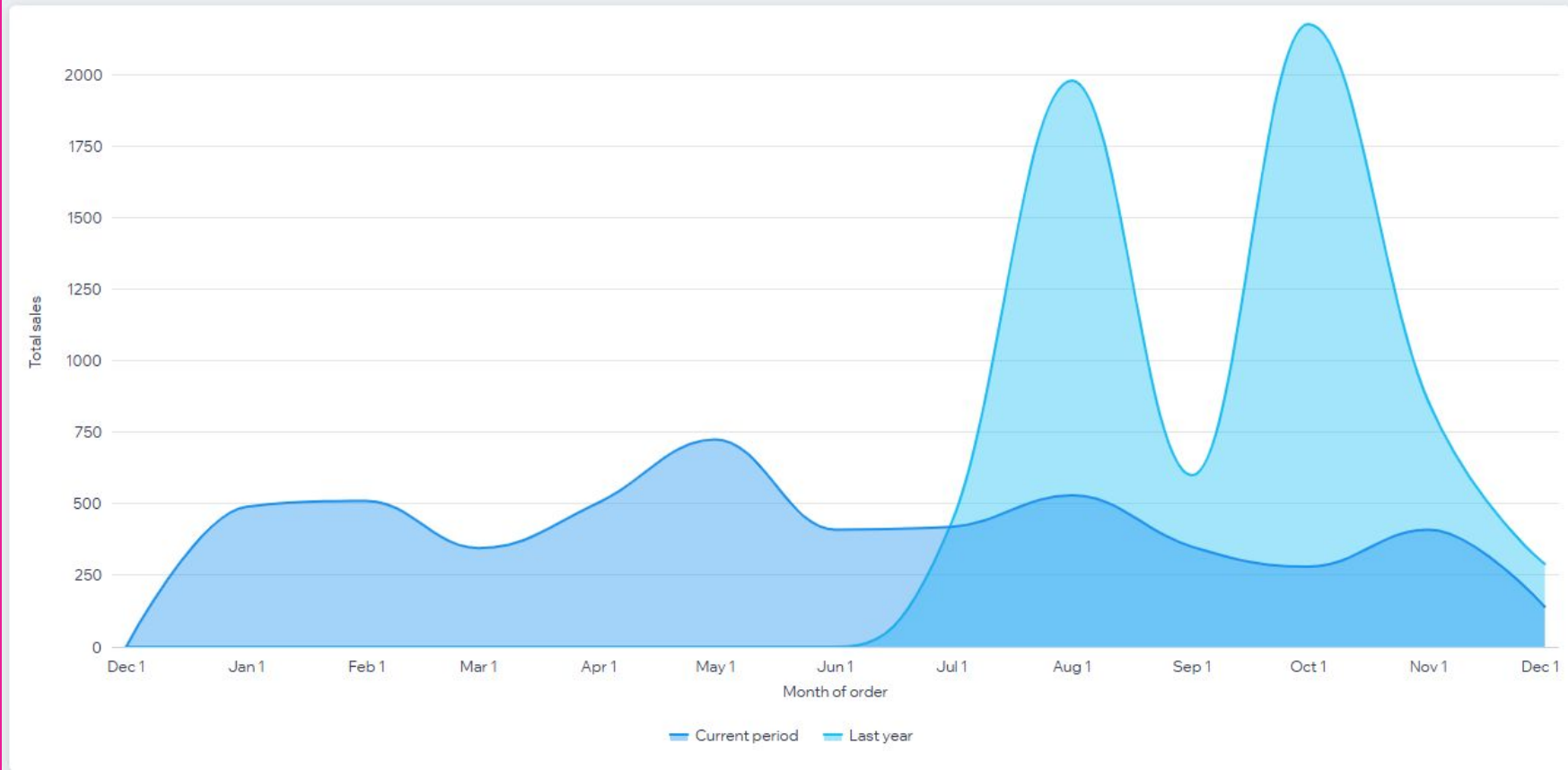
As 2025 arrives, the best support we can receive from our aikidoka is a solid commitment to regular practice! A critical mass on the mats helps attract and retain new students.





Attendance totaled **881** in 2022 and **1,261** in 2023 and **1,229** in 2024. Grant-funded events clearly helped the dojo grow by almost 40% in 2023, while 2024 participation dipped slightly by 2.6%.

# Class Registrations & Memberships 2023 & 2024



# Promotions

We celebrated multiple promotions in 2024. Each one represents collective advances in everyone's skills and expertise. Congrats!

Taylor Hanson, Gokyu

Lisa Franceware &  
Chris Lewis, Yonkyu

Mike Boeckman,  
Sankyū

Nate & Lynne are in  
progress on Nidan



# Events

DSBK hosted two successful shugyos (one in January and one in June) that drew in a diverse mix of regular, new, and visiting students.

We provided beginner classes every other month. January's class achieved the largest number of registrations.

Steve Sensei provided a spring semester aikido course for Ignacio High School students.

In September, Senseis Warren Wynshaw and Mike Cheney led two post-seminar classes just for DSBK students.





# Web Traffic

In order to grow and continually reach new students, DSBK relies on a robust website and social media presence. Many unpaid hours go into maintaining these online platforms. Based on our traffic stats, the nonprofit is clearly the benefactor of skillful messaging and marketing.



# Attention-Getters

1,777

👁️ People viewed your Business Profile

## Platform and device breakdown

Platform and devices that people used to find your profile



390

🔍 Searches showed your Business Profile in the search results

## Searches breakdown

Search terms that showed your Business Profile in the search results

1. dojo	203
2. durango martial arts	112
3. aikido	42
4. durango jiu jitsu	17
5. jiu jitsu durango	16

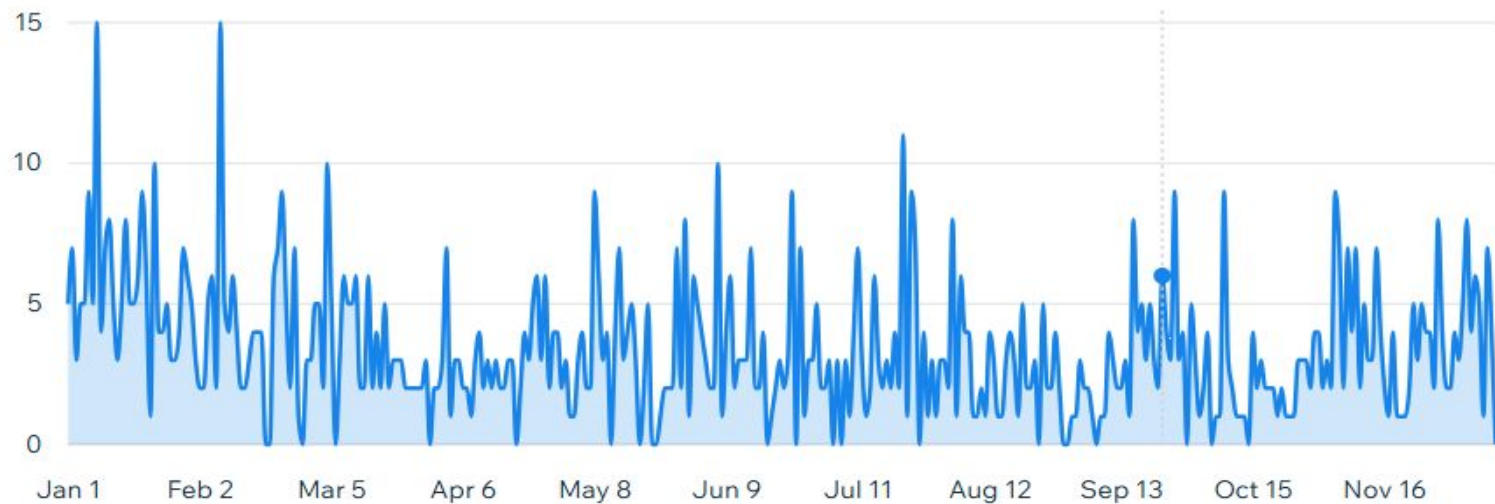
Site sessions

1,187 ↑ 35%

Unique visitors

721 ↑ 28%

### Sessions over time



[See Full Report](#)



# Facebook Traffic (last 28 days)

## Performance

Summarise with AI

Daily

Cumulative



Views ⓘ

305 ↑ 510%

Reach ⓘ

106 ↑ 606.7%

Content interactions ⓘ

17 ↑ 100%

Followers ⓘ

Lifetime

1.2K

Link clicks ⓘ

0 0%



## Views breakdown

Total

305 ↑ 510%

From organic

100% 0%

From ads

0% 0%

# Instagram Traffic (last 28 days)

## Performance

Summarise with AI

Daily

Cumulative

Views ⓘ

581 ↑ 4.4K%

Reach ⓘ

347 ↑ 5.7K%

Content interactions ⓘ

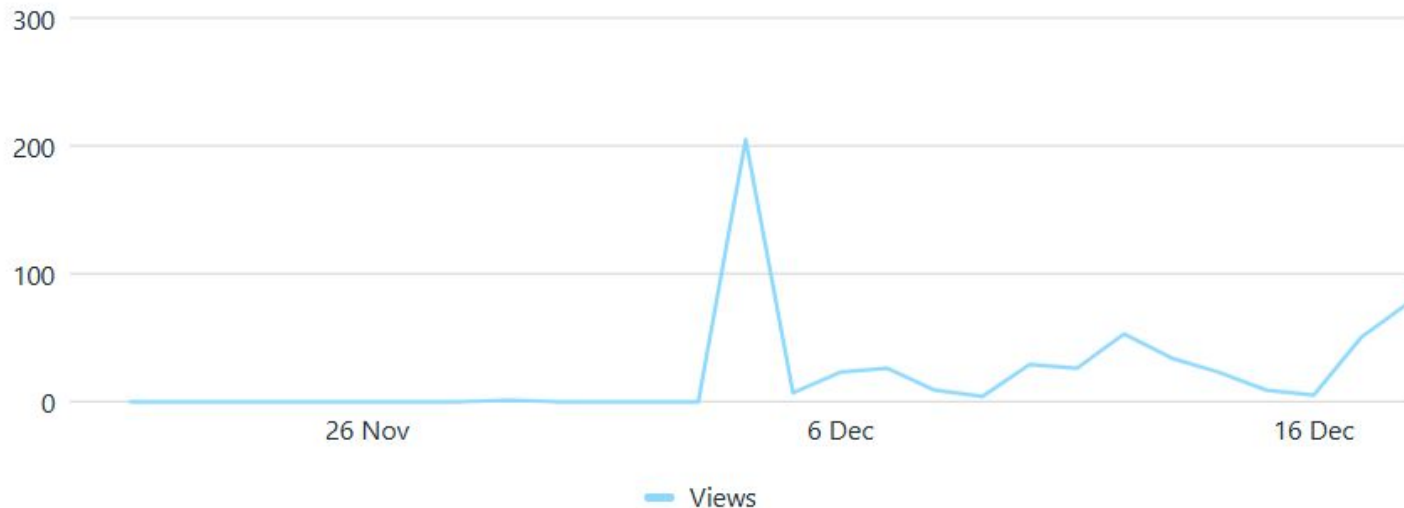
32 ↑ 357.1%

Followers ⓘ

Lifetime  
334

Link clicks ⓘ

0 0%



## Views breakdown

Total

581 ↑ 4.4K%

From organic


100% 0%

From ads

0% 0%

8:56 37%

← Reel insights



R-E-S-P-E-C-T-S-T-R-E-S-S...  
December 4 · Duration 0:15

230 6 0 0 0

**Overview**

This is one of your best reels in the last 30 days. It reached 161 accounts.  
Create more reels like this.

Accounts reached	161
Reels interactions	6
Profile activity	0

**Reach**


161 Accounts reached

22.4% Followers • 77.6% Non-followers

<b>Plays</b>	230
Initial plays	165
Replays	65

8:57 37%

← Reel insights



Summer's so hot, we've got 2nd-degree burns! 🔥...  
July 11 · Duration 0:14

212 11 1 2 0

**Overview**

Accounts reached	137
Reels interactions	14
Profile activity	1

**Reach**


137 Accounts reached

48.2% Followers • 51.8% Non-followers

<b>Plays</b>	212
Initial plays	155
Replays	57
Watch time	18min 22sec
Average watch time	6sec

8:58 38%

← Reel insights



Hearty congrats and kudos to Taylor, whose long ...  
May 20 · Duration 0:06

325 11 1 0 0

**Overview**

Accounts reached	193
Reels interactions	12
Profile activity	0

**Reach**


193 Accounts reached

32.1% Followers • 67.9% Non-followers

<b>Plays</b>	325
Initial plays	228
Replays	97
Watch time	15min 21sec
Average watch time	4sec

8:58 38%

← Reel insights



"Grab my wrist!" is Aikido-speak for "I have a gift f..."  
December 17 · Duration 0:25

153 7 0 0 0

**Overview**

Accounts reached	118
Reels interactions	7
Profile activity	0

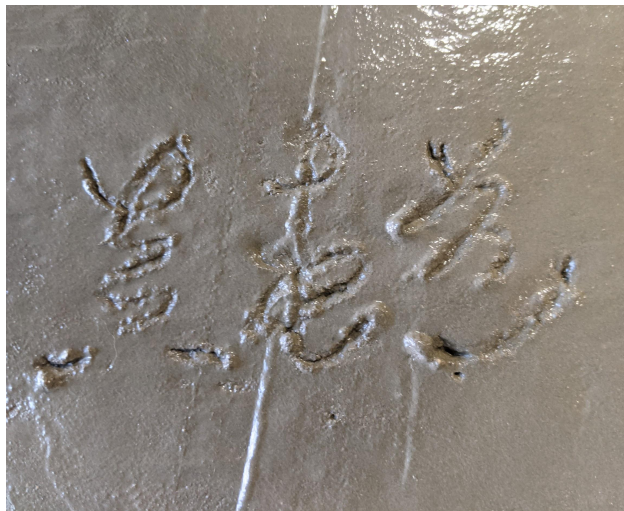
**Reach**

118 Accounts reached

14.4% Followers • 85.6% Non-followers

<b>Plays</b>	153
Initial plays	120
Replays	33
Watch time	12min 48sec





## 2024 in Review

In 2024, DSBK focused on supporting and strengthening its most regular students as they advanced through kyu levels and dan demonstrations. Except for January, bimonthly beginner classes yielded low registration counts. Tracked attendance data since 2019 suggests that DSBK sees its heaviest beginner traffic and interest in the new year and the fall. In 2025, these calendar segments will receive special attention and better paid advertising to encourage substantial participation and engagement in two, annual starter sessions

supported with a weekly crash course. We are also planning weapons classes at the Durango Fitness Club in 2025. Dojo state-of-affairs reports at recent SBK Leadership Council meetings suggest that all SBK dojos are battling low public interest, high rent, or a lack of dojo space. DSBK's strategies and promotional tactics are seen as the most impactful and widely imitated at the other dojos. NYC's dojo closure shines a harsh light on attaining security and solvency. DSBK's leadership remains committed to attracting and retaining more students (especially women), and to sharing the benefits of Aikido training with the wider community.