

DURANGO SHIN-BUDO KAI AIKIDO

2021 • Annual Report

Our new home! 121 West 32nd Street unit B: 1,275 square feet!



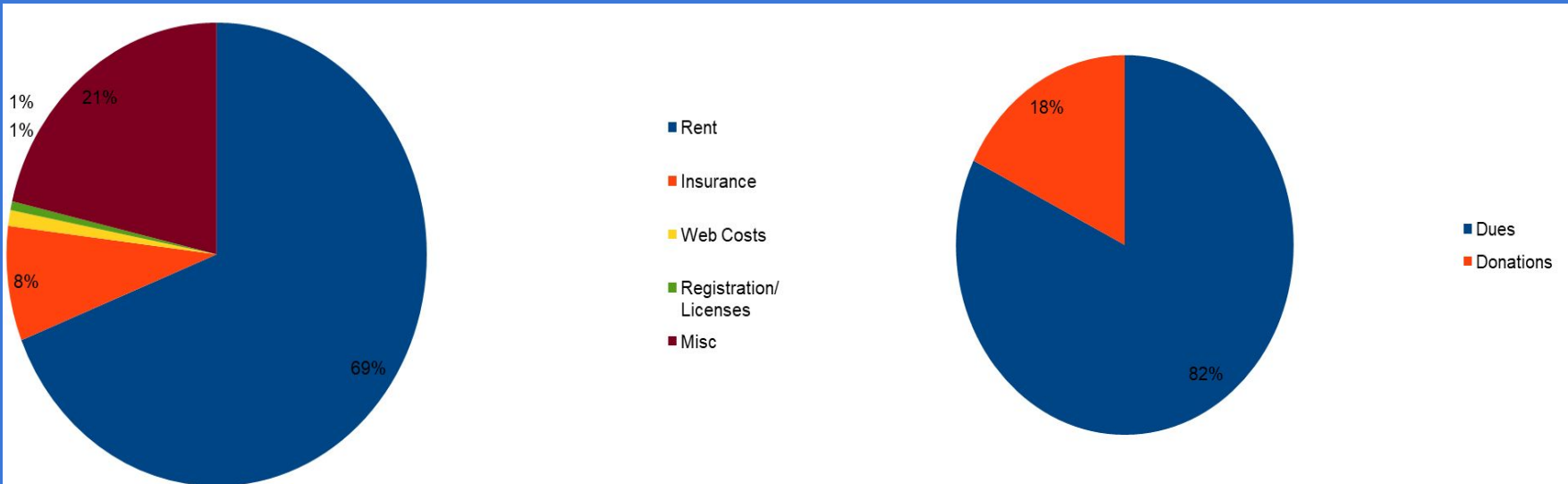
Checking: \$5,553.44

Emergency Fund: \$2,501.13


Scholarship Fund: \$225.09

Paypal balance: \$1,157.63

Total: \$9,437.29



Dues: \$3,630.13 10 members @ \$70: \$700/mo
 Donations: \$779.11
 Rent: \$6,706.66 \$1,000/mo
 Insurance: \$779 \$65/mo
 Web Costs: \$107.09 \$9/mo
 Miscellaneous: \$2,073.96 net \$374/mo
 Net: \$(3,183.51) or \$(530.58)/month (*not including one time miscellaneous expenses)



DSBK provided 294 practice hours in 2021 (a 52 hour increase from 2020)! 102 hours occurred outdoors and 192 were from our new dojo. DSBK also hosted a Winter shugyo.

Virtual Outreach

The Board continues to make a concerted effort to boost DSBK's online presence. Through the dojo's Facebook page we reached 2,713 people with different campaigns throughout the year!

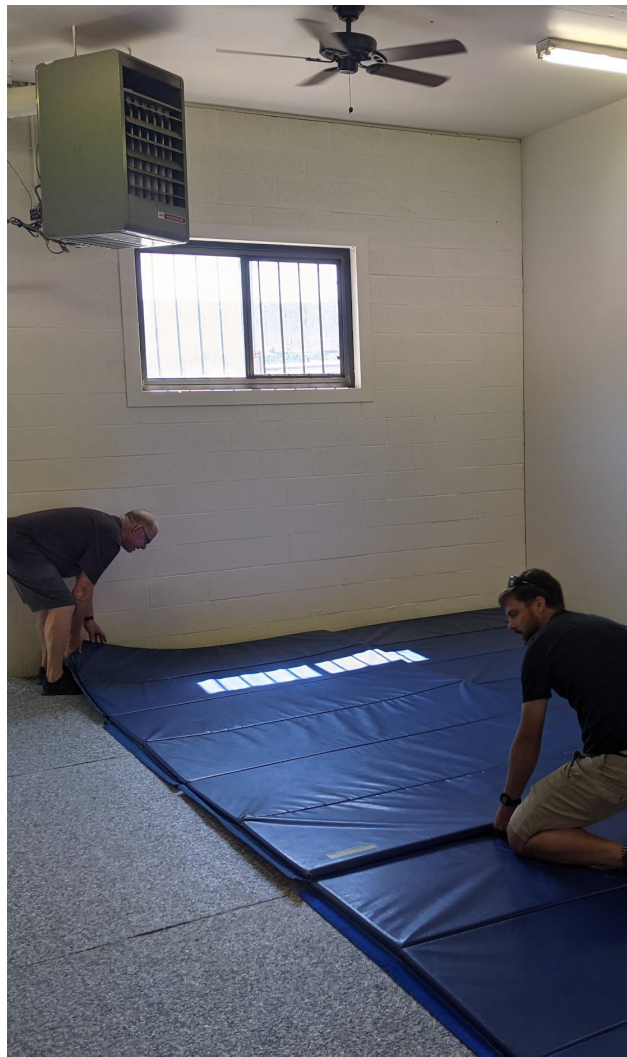
Our 'rolling out the welcome mat' video reached 600 unique viewers when it was released in November. We currently have 178 Facebook followers and 197 on Instagram.





2021 In Review

Throughout another tumultuous year, Durango Shin-Budo Kai embodied adaptability and resilience, our outdoor classes served regular attendees throughout the first half of the year. Fluctuating county mask mandates spurred ongoing pivots. Ongoing advertising across free and local platforms (Durango Telegraph, KSUT underwriting and the local Community Calendar, Facebook Events, What's Happening Durango) will help the dojo attract new students curious about the practice.





The DSBK blog continually achieves a broad digital reach. We had 760 views in 2021! The two most popular were “Shadow Boxing” and “Hyperventilating (On Purpose).”

As 2022 comes, we hope the entire dojo community can help grow our practice. Some ideas include resumed kids classes, a few sublessors, and an increased membership base. Our coffers are only \$300-\$500/month shy of achieving financial stability.