



DURANGO SHIN-BUDO KAI AIKIDO

2020 • Annual Report



Amidst wildfires and a crippling global pandemic, DSBK survives 2020 with its finances and core membership intact.



Checking: \$11,885

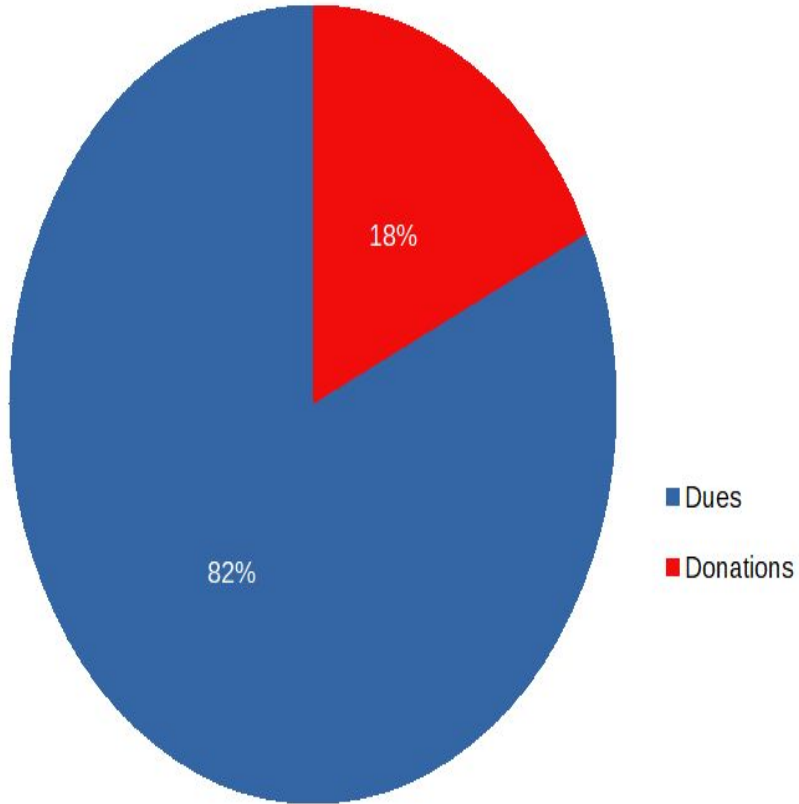
Emergency Fund: \$2,500

Scholarship Fund: \$225

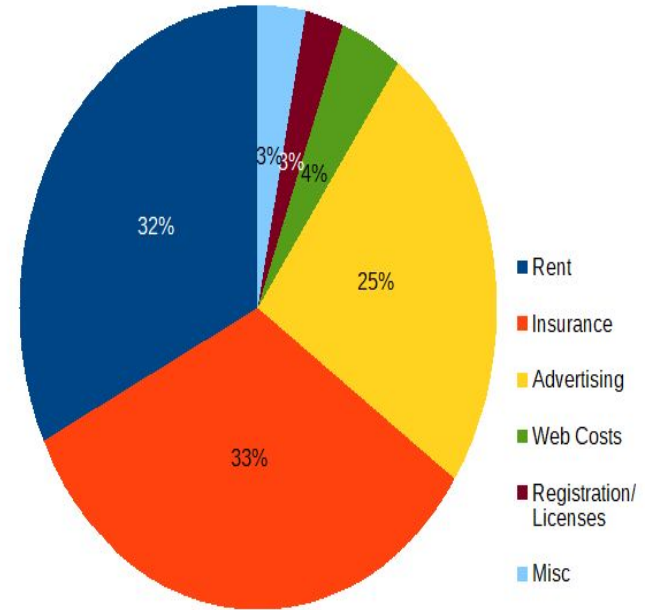
2020 Donations from

City Market/AmazonSmile: \$560

Revenue: \$4,101



Expenses: \$2,346





DSBK provided 242 practice hours. Roughly 30 hours were available through online ki classes. 125 hours occurred outdoors. DSBK also hosted Winter and Summer shugyos.

New Connections

In order to gain savvy insights and sound business strategies, the Board of Directors invited local experts in business and community organizing to board meetings. These “board buddies” shared fresh ideas to help the organization expand its reach into community awareness. One board ambassador also attended specialized nonprofit training through the Community Foundation Serving Southwest Colorado.



Virtual Outreach

The Board made a concerted effort to boost DSBK's online presence. Through free, guided consultations with a local business owner/investor, the dojo's Facebook page now boasts 106 followers (and growing). In a one-month snapshot, posts about our inventive outdoor practices reached 145 people (314% increase).

The dojo also branched out across the social media landscape, opening an Instagram account. This presence has attracted 155 followers (and growing).

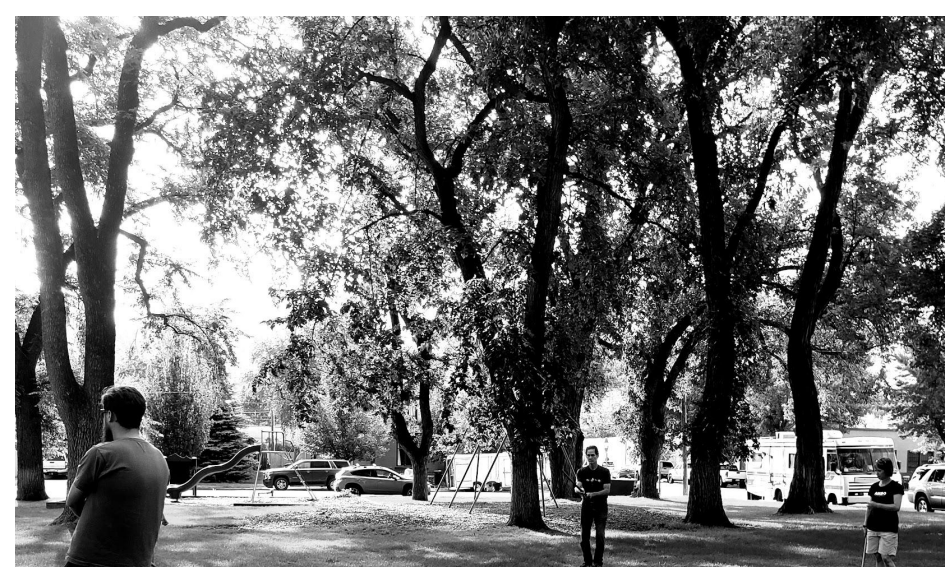




Adapting to Reality

Throughout a tumultuous year, Durango Shin-Budo Kai embodied adaptability and resilience. Despite several relocations, outdoor classes served regular attendees. Ongoing advertising across free and local platforms (Durango Telegraph, KSUT Community Calendar, Facebook Events, What's Happening Durango) helped the dojo continually attract new students curious about the practice.





The DSBK blog continually achieves a broad digital reach. Soon after topping over 22,000 views since its inception in 2017, the original blog crashed. In July 2020, the blog relaunched on a new platform and has already garnered over 490 views!

DSBK's flexibility and adaptability enables the organization to enter 2021 with a Board of Directors endowed with talent and bolstered by training, an expanded virtual outreach, as well as robust savings. As the pandemic wanes, the dojo is poised to flourish.