

# Tai Chi Foundation

JANUARY 2011

## 2010 Annual Report

Dear Members & Friends,

A year ago, the Tai Chi Foundation and School of Tai Chi Chuan launched an ambitious effort to increase awareness about our organization, our members, and the vital work we all perform. Today, I am pleased to report the significant strides we've made in raising our public profile with the Tai Chi community and the general public.

***TCF is still attractive to new students and apprentices because we offer high quality training in Tai Chi Chuan. We continue to develop and evaluate our curriculum. Our precision and softness is attractive for students and apprentices alike.***

While more remains to be done, here are a few of last year's key achievements. In total we held six training events for apprentices and/or the public: two in Europe, (St. Albans) and four in the US, (Jacksonville FL, Chicago IL, Long Island NY and Bennington VT). Approximately 300 people attended the trainings, altogether. We're blessed with great coordinators around the world- a big thank you to them!

Your Board of Directors has been very busy. I am proud to be one of the first European presidents of TCF which speaks to our true nature as an ongoing international organization. The Board met twelve times for regular meetings in 2010. We

met twice for a facilitated strategic planning workshop, once in Jacksonville, FL in January 2010 and again in May 2010 near Baltimore, MD. The first Strategic Plan was adopted by the Board and is now uploaded on the apprentice website.

The Legacy Holders met several times, once in person at the special Long Island training in October and later again several times via Skype. Evaluation of our curriculum was high on the list of the board and many apprentices. The Curriculum Review Committee, comprised of Margaret Matsumoto, Greg Woodson, Paul Campbell and John Shackford, made a thorough analysis of our current curriculum with several suggestions for improvement. The Legacy Holders will discuss the report and determine the follow-up actions.

News of our curriculum, trainings, and important information about TCF, our board of directors and members is now available on a new web site ([www.TaiChiFoundation.org](http://www.TaiChiFoundation.org)), unveiled last winter. Member apprentices are now able to access an "apprentice only" section of the website with information geared toward improving their personal Tai chi skills as well as business help. We have been posting international and national journalist inquiries targeting health and fitness on our daily blog. We are in the process of uploading various how-to manu-

als, including the most recently added "A Marketing Campaign Template" and a "Media Companion."

As we prepare for a new year, we will continue to raise TCF's public profile by improving our website, refining our new curriculum, and looking into new markets for training both the general public and apprentices. Goals for the coming year include increasing attendance at our trainings worldwide. We'll also set our sights on a new project that complements this year's awareness-raising activities. Our primary objective next year is to start working on a certificate program for our members. The program will encourage members to reach higher levels of knowledge and sharpen their skills. We welcome your suggestions as we create and polish this exciting new program.

Sincerely,  
**Antonia Hendriks**  
President

### INSIDE

#### THIS REPORT

Accomplishments in 2010	2
Donors — Thank You	3
Mission & Vision	4
Core Values	5
Board of Directors	6
Financials	7
How You Can Help	8

## Accomplishments of TCF in 2010

- The TCF presented five (5) major content-rich trainings during the last year: two (2) summer trainings, one (1) development training in Long Island, and two (2) winter trainings in the U.K. and U.S.
- We fulfilled our long-standing goal of hiring a Foundation Administrator to help with the capacity-building that is desperately needed to prepare TCF for a formal grants program, and with fund-raising, strategic planning, marketing, and communications. Penny Harrison, our Administrator, has in cooperation with Antonia Hendriks streamlined our regular e-mail communications, updated the website, produced a regularly updated TCF blog, facilitated the Strategic Plan, and generally manages the day-to-day activities of TCF.
- We produced the first-ever Strategic Plan for TCF, based on surveys of apprentice members and intense work by Penny and the Board.
- We have provided help to apprentice members who teach by providing marketing and media materials and advice on how to get more press coverage (available on the Apprentice website).
- We are continuing to upgrade our website. We now have information, tips, and leads for apprentices and an attractive site for members of the public, to inform them about the TCF, our history and principles, our upcoming events, and contact information for local branches. The website requires continual work, and it is developing almost daily. Check back often!
- Communication, or the lack thereof, has been a long-standing complaint in the school. We have improved communications by instituting an email communication system (more than 50 e-blasts about TCF functions, directions, events, and locations in the past year!). We maintain the TCF Forum as a venue for extended discussions. We have begun to use social media, with a blog and presence on Twitter and Facebook.
- Thanks to a generous donation from Cate and Lou Bellafiore, we have funded projects like the curriculum Review and the R&B DVD and will continue to support projects that will help to grow the school.
- A dedicated team completed the production on a DVD for the Roots and Branches work; it will go on sale in 2011.
- Thanks to the hard work of the Curriculum Review Committee, we completed a thorough review of our curriculum (the first such review ever). The committee produced a report with suggestions for future developments. The complete report will be posted to the Apprentice website.
- After much debate, we completely eliminated the royalty payments that have been such a source of contradiction within the school. Starting in 2011, no royalty payments are due to TCF for teaching. The Foundation cannot function without a share of the financial success that we strive for in teaching. We have created a Reinvestment Fund, and ask that all local teachers donate to it, as a way to make sure that the school continues.

These accomplishments have been produced by many people, throughout the school. Without **you**, things can't happen. We on the Board offer our deepest thanks.

It has been a busy and productive year. The school faces serious challenges in the future, in particular finding a way to attract public students to our local classes and our major summer events. The latter has become particularly difficult in the U.S. because of declining vacation time available to American workers (a situation very different from that in Europe). Meeting these challenges will take the concerted efforts of all of us. Tai Chi and its principles have never been more relevant and needed than they are today.

**We are grateful to the following individuals and organizations for their support of TCF and our programs in 2010. Your generosity and kindness are greatly appreciated:**

*Cate and Lou Bellafore*

*Michael Braudy*

*Beverly Burns*

*Hal Caswell*

*Cathy Cody*

*David and Dove Cogen*

*Andrew Dell'Olio*

*Robert W. Etherington*

*Sylvia Hsiao*

*Birgitt Krause*

*Mike Kuhlmann*

*Alan McFarland*

*Margaret Olmsted*

*Julie Reinganum*

*David Rippey*

*Lisa Ruedi*

*Steve Shulman*

*Jan Scheffner*

*Deborah Swayne*

**Thank you to the members of the Curriculum Review Committee:**

*Greg Woodson, Chair*

*Paul Campbell*

*Margaret Matsumoto*

*John Shackford*

# Mission

A mission tells a person what your organization is and does. Mission answers the question: “What change is achieved because we exist? Mission looks at today.

**The Tai Chi Foundation’s mission is to study and teach Tai Chi to increase health and consciousness and cultivate “strength through softness” in an atmosphere of support, compassion, and wisdom.**

# Vision

A vision tells a person what your organization hopes to achieve in the future. Vision answers the question: “What are the results, the ends, the consequences of our action?” - Vision looks forward. Below is the vision of TCF.

***Imagine a world:***

***Where self-responsible individuals recognize their connection to others as they find their own personal balance.***

***Where healthier and happier people are able to manage their energy and discover ways to care about themselves and others in a meaningful way.***

***Where sick and terminally ill people, the elderly, and the physically-challenged, all find increased health, happiness and peace through Tai Chi practice.***

We are a vibrant organization of well-trained Tai Chi teachers committed to maintaining high standards of quality and integrity. We seek to broaden and deepen the public’s acceptance, understanding and practice of Tai Chi as a way to increase health and consciousness for a wide range of people (the sick, the stressed and the well).

## Core Values

Nonprofit organizations are known for being value-driven. Spelling out the values the organization supports helps tap the passion of individuals and align the heart with the head. Values usually focus on service, quality, people and work norms. They help people understand the “personality” of the organization.

Core values of an organization exist, whether spoken or not, but in most successful organizations, they are made explicit and are debated and updated from time to time. Ideally, the personal values of staff, as well as external constituents and supporters, will align with the values of the organization. These are the core values of TCF:

### Learning Tai Chi:

We recognize that learning is a lifelong process and that we must be open-minded to the best practices in teaching and learning Tai Chi.

We believe that the best way to learn Tai Chi is to learn to teach it.

We want our community of practitioners to have the best education and teaching experience we can provide. To achieve this, we strive to maintain integrity, respect and mutual support between teachers, practitioners and students.

We believe that tai chi is more than a physical exercise - that it affects us on the physical, emotional, mental, and spiritual levels, and that it challenges us to work on ourselves on all those levels. For this reason, we believe in the importance of spiritual work as part of the process of learning Tai Chi.

### Transmitting Tai Chi:

We are committed to the values of Tai Chi as taught by Professor Cheng Man-Ching and Patrick Watson. Fundamental to these is the belief that the best way to ensure that Tai Chi is transmitted and preserved is to teach a school of teachers.

We teach as part of local teams, and as part of an international organization, rather than as isolated individuals.

We recognize and value innovations in teaching by our teachers. We incorporate these into our curriculum, whilst preserving the integrity of transmission from Professor Cheng Man-Ching.

### Practicing Tai Chi:

We believe that Tai Chi brings consciousness, awareness, health and peace to those who practice it and to those who interact with practitioners.

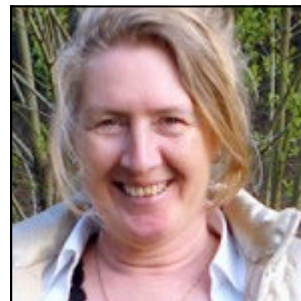
**We believe that the vitality of life is enhanced through the practice of Tai Chi and that its embodiment of awareness of the tan tien is the key to spiritual development.....“you only have your body”.**

**We believe that Tai Chi develops an understanding that we are all connected and that we all serve humanity.**

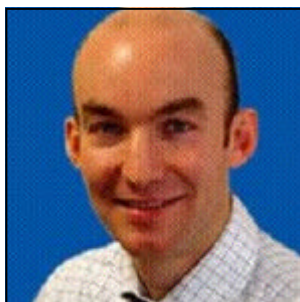
## Board of Directors



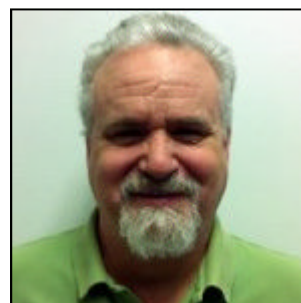
Hal Caswell



Antonia Hendriks



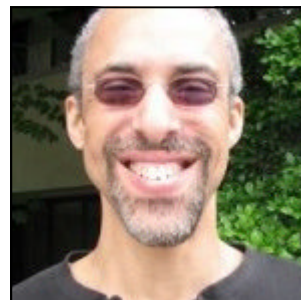
Roger Noon



Peter Schwartz



Steve Schulman

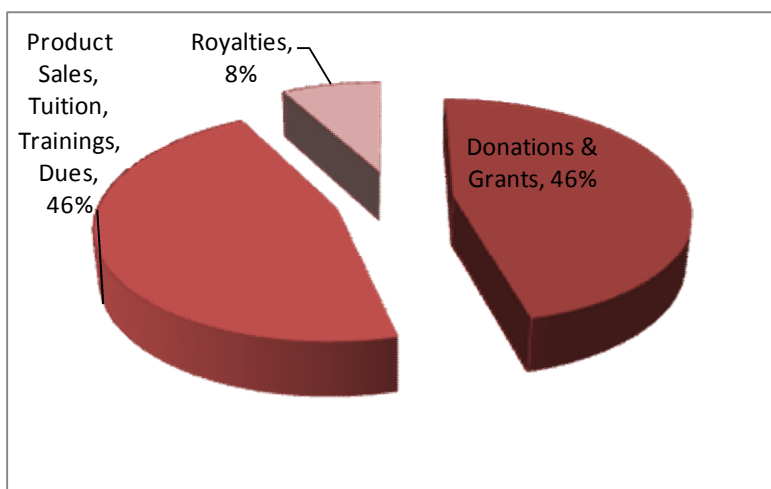


Greg Woodson

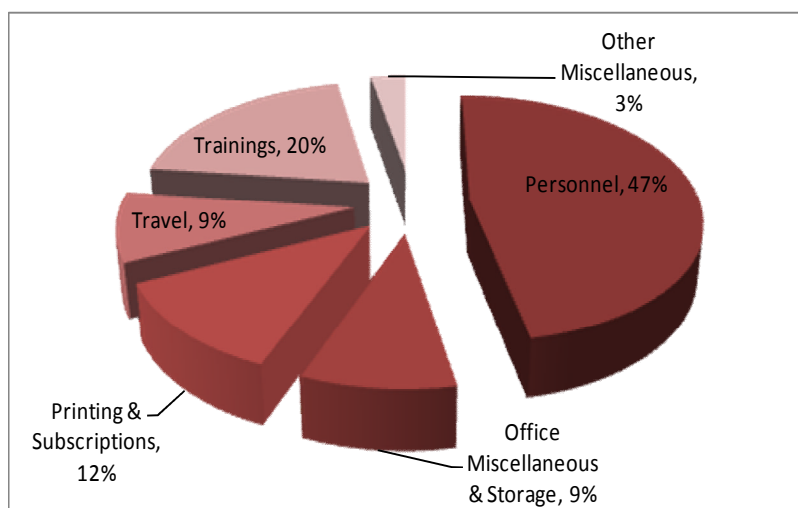
# Financials

A full, detailed financial statement and balance sheet for FY 2010 is attached to this report.

## INCOME



## EXPENSES



## How You Can Help

Tai Chi Foundation is a nonprofit corporation. Your donations are tax deductible. Please consider making annual donations to TCF to continue the ambitious work of expanding the mission and vision of TCF.

Join as an apprentice member through your local affiliate school, or join as a student. Visit our website for more information.

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

Tai Chi Foundation  
P.O. Box 575  
Midtown Station  
New York, New York 10018

Telephone: 212-645-7010