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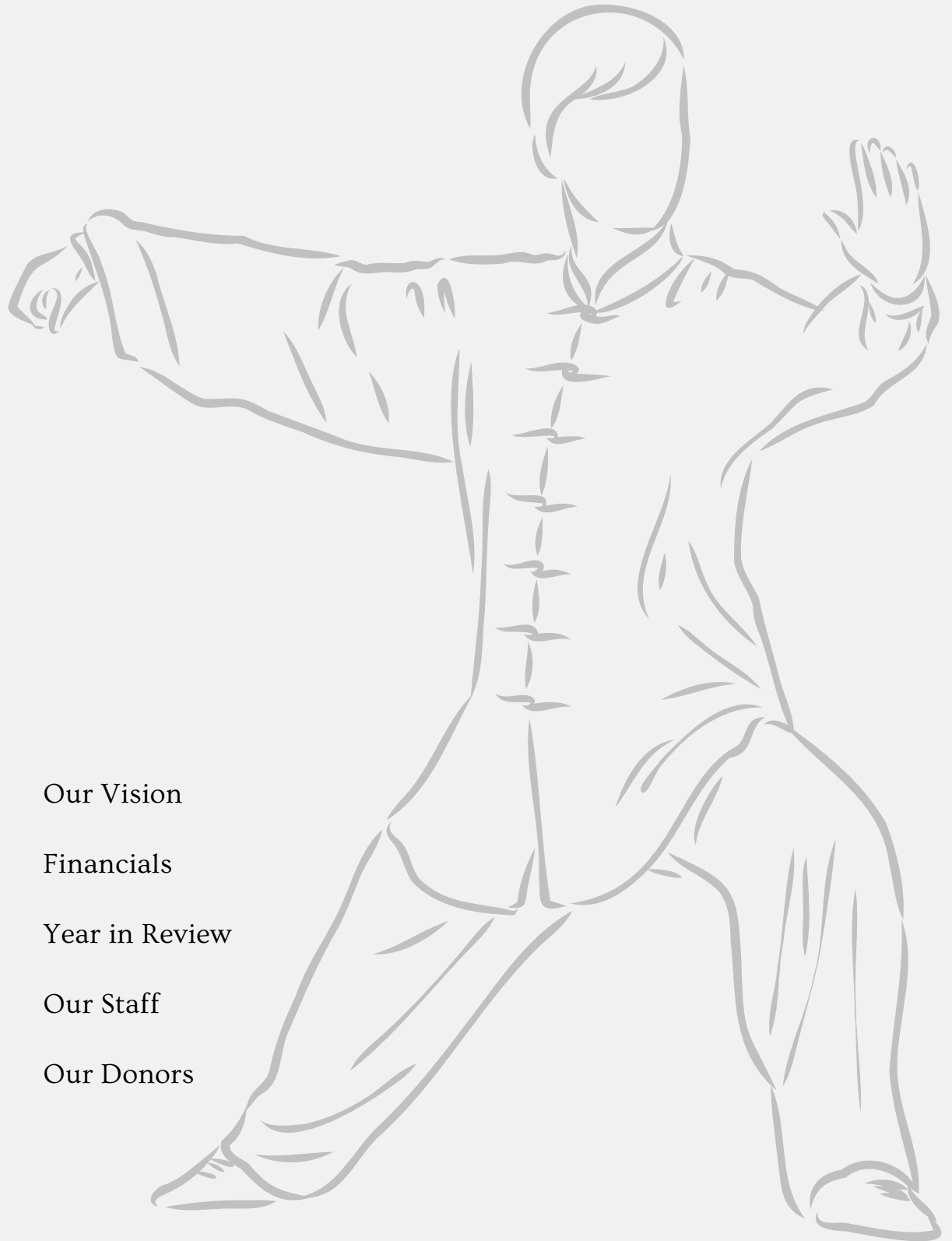


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TAI CHI FOUNDATION
2023 ANNUAL REPORT



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OUR VISION

Imagine a world where self-responsible individuals recognize their connection to others as they find their own personal balance.

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

A world where the sick and terminally ill, the elderly, and the physically challenged all find increased health, happiness and peace through Tai Chi practice.

This is the vision of the Tai Chi Foundation.

In this spirit, we are excited to present the 2023 annual report of the Tai Chi Foundation, where we highlight our ongoing efforts and accomplishments in advancing our vision.

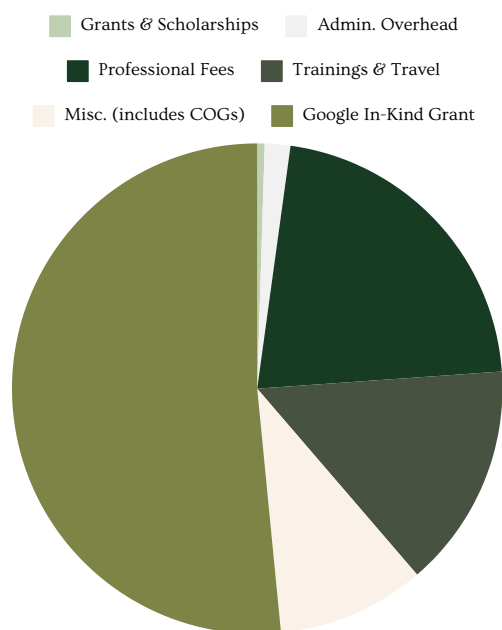
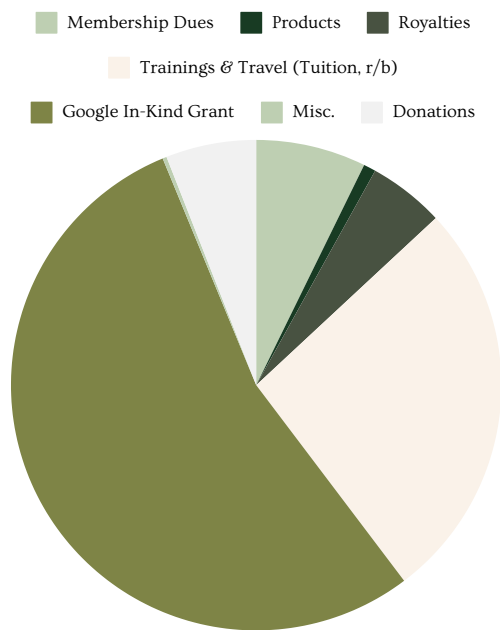
Join us as we reflect on the impact of our programs and initiatives in promoting well-being and fostering positive change within communities worldwide.

FINANCIALS

The following financial overview for the year 2023 reveals a detailed breakdown of both income and expenditure for the Tai Chi Foundation, providing insights into the organization's financial performance and allocation of resources.

REVENUE

In 2023, the Tai Chi Foundation experienced a diverse range of income sources, reflecting a robust financial year. We've generated a total income of \$456,420 from diverse sources including membership dues, donations, product sales, royalties, training programs, the Google In-Kind Grant, and miscellaneous contributions.



EXPENSES

In the fiscal period, total expenditures for the organization amounted to \$478,803, covering grants and scholarships, administrative overhead, professional fees, trainings, travel, miscellaneous expenses, and the utilization of the Google In-Kind Grant, resulting in a net loss of \$22,383.

REVENUE 2023/2022/2021

REVENUE	2023	2022	2021
MEMBERSHIP DUES	33,121	27,610	30,103
DONATIONS	27,204	20,651	39,949
PRODUCTS	3,677	2,247	1,881
ROYALTIES	22,882	15,425	13,761
TRAINING & TRAVEL (TUITION, R/B)	121,496	98,393	60,145
GOOGLE IN-KIND GRANT	246,816	264,513	258,726
MISC.	1,224	960	40
TOTAL REVENUE	\$456,420	\$429,801	\$404,604

EXPENSES 2023/2022/2021

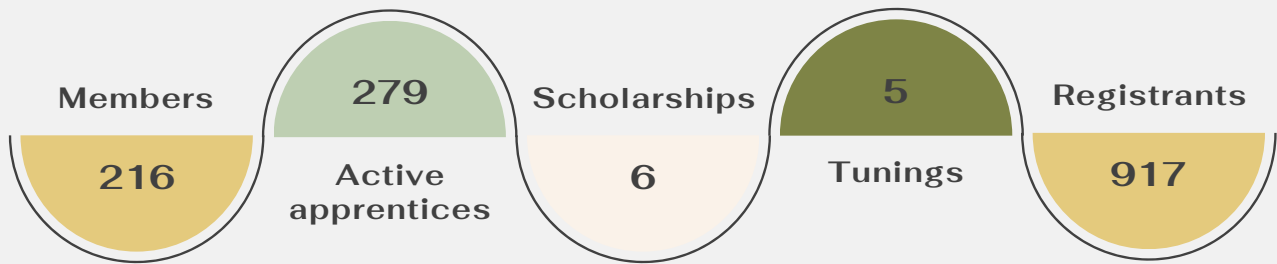
EXPENSES	2023	2022	2021
GRANTS & SCHOLARSHIPS	2,332	2,722	1,305
ADMIN. OVERHEAD	8,074	6,838	6,748
PROFESSIONAL FEES	103,957	100,374	86,018
TRAININGS & TRAVEL	70,927	51,947	6,679
MISC. (INCLUDES COGS)	46,697	39,311	18,291
GOOGLE IN-KIND GRANT	246,816	264,513	258,726
TOTAL EXPENSES	\$478,803	\$465,705	\$377,766

PROFIT AND LOSS OVER TIME

2023	2022	2021
-\$22,383	-\$35,905	\$26,838

YEAR IN REVIEW

COMMUNITY IN NUMBERS



GOOGLE AD GRANT RESULTS



Total Visitors from Ad Clicks

1,019,752

Total People Who Saw Our Ads

32,627,958

OUR LOCATIONS

Schools

31

Countries

10



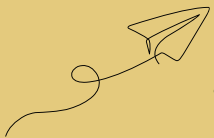
Teachable Subscribers

1,060



Total Subscribers

5,307



56

CAMPAIGNS SENT OUT



37

BOOKS & DVDS SOLD

Summer in-person residential events

3

Registered

267

Public workshops

2

Time In The Art programs

10

Online tai chi classes

29

OUR STAFF

BOARD OF DIRECTORS

Mike Barkham, UK, President
Charlotte Booth, US, Secretary
Oliver Herzfeld, US
Jesse Leinfelder, US
Steve Shulman, US, Treasurer
Anne Smyers, US
Gerrie Sporken, NL, Ex Officio Legacy Holder Advisor
Anna Teeples, US

STAFF

Penny Harrison, Administrator
Ian Lopez, Digital Solutions Architect
Marina Muhlfriedel, Digital Communications

LEGACY HOLDERS ADVISORY COUNCIL

Vanessa Costigan
Els Eijssens
Sherry Kent
Margaret Matsumoto
Margaret Olmsted
Jonathan Stow
Gerrie Sporken
Greg Woodson



OUR DONORS

A.J. Allen
Janet Baker
Mike Barkham
Franco Baseggio
Debra Basilis
Elizabeth Berry
Maaike Beugelsdijk
Charlotte Booth
Michael Braudy
Dennis Bryant
Linda Bryant
Johanna Caleca
Roy Capellaro
Barbara Carlisle
Michael Cary
Hal Caswell
Debi Charles
Nancy Chase
Cathy Cody
Dove Cogen
Susan Cropper
Tina Curran
Elizabeth Davis
Freya De Cola
David Delaney
Pam Denney
Patrik Donahue
Robert Etherington
Steve Evans
Lee Felton
Ginny Fox
David Goodell
Wendie Grader-Beck
Georgianne Gregg
Wendy Hamnett
Laura Harper
Oliver Herzfeld
Doug Hewell
Brenda Howard
Pamela Hunt
Linda Hutchins
Lesley Kamenshine
Annelieke Ketelaar
Lyn Klein
Jesse Leinfelder
Glynne Leonard
Susannah Lipsyte
Ian Lopez
Kay Lynn
Maryama Marong
Colin Maxwell
Sarah Maxwell
Andrew McCarl
Karen McCluskey
Maria Mendez-Arsitz
Nana Meyer
Lori Milstein
Debra Morgan
Lucille Nardini
Judy Noble
Margaret Olmsted
Karen Olson
Ellis Oppenheim
Kavita Pandit
Annette Peizer
Ricardo Perez
Janet Perry
Cecil Pollard
Lily Quesada
Julie Reinganum
Jill Robinson
Barbara Rogers
Lisa Ruedi
Pam Russell
Danyal Sattar
Sarah Savage
Peter Schwartz
Andrea Sciaudone
Steve Shulman
Lawrence Siegel
Jon Skillman
Anne Smyers
Gerrie Sporken
Lisa Stegink
Debby Swayne
Anna Teeples
Jurek Ugarow
Mark Walcutt
Roberta Walcutt
Ben Wegner
Anita Wicks
J.C. Williams
Gregory Winstead
Patrice Wooldridge
Aileen Young
Sharon Zimmerman



TAI CHI FOUNDATION

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