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## Yogis and Yoginis!

February 27, 2008

### NAMASTE

What is Karma? Karma is Action "The total effect of a person's actions and conduct during the successive phases of the person's existence, regarded as determining the person's destiny." American Heritage Dictionary.

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#### Who is Karma Is Action?

***Karma Is Action*** is a national non-profit foundation (501c3 status pending) that ignites the charitable capacity of the yoga community to benefit children with life-threatening diseases and the environmental causes which contribute to those diseases. ***Karma Is Action*** was founded by leaders in the yoga community dedicated to creating a better world for our children. The word "karma" literally means "deed" or "action" and more broadly names the universal principle of cause and effect. The organization is committed to taking bold and powerful action to heal the world.

Since its inception in 2002, ***Karma Is Action***, formerly **Karma for Kids**, has raised over \$400,000 of which 100% has been donated to pediatric oncology camps. The group forming ***Karma Is Action*** has been recognized in the *Yoga Journal*, *The Yogi Times*, *The San Francisco Chronicle*, and received a *Letter of*

### 30 Day "Karma is Action" Challenge

Join us  
Saturday  
March 1st  
Throughout  
the month of  
March  
thousands of  
Yogis  
Nationwide will  
be doing yoga  
to help save  
children's lives.

Go Surfing...

[Birkam Yoga](#)

Commendation from the Governor of California for excellence in creating a charity that embodies health and peace while contributing to healing children.

### The Challenge

Our first challenge of 2008 - **March 1st through March 30th, 2008** - will raise funds to send kids with cancer and leukemia to enjoy pediatric oncology camps across the US. At pediatric oncology camps kids and families form friendships, learn independence and get a break from the non-stop emotional and financial battle of fighting cancer.

### How It Works!

- Tell your family, co-workers and friends that you are going to attempt to take as many classes as possible in a 30 day time period
- Ask your family and friends to sponsor you financially. They can sponsor you with a flat donation, or pay you by the number of classes you complete.
- You may gather your checks and send them in at one time, or may have them sent directly to "Karma Is Action"
- Have them put YOUR NAME AND HOME STUDIO NAME in the MEMO LINE of the check
- If they want to pay online have them go to the DONATE NOW button on [karmaisaction.org](http://karmaisaction.org)
- Have them put YOUR NAME AND HOME STUDIO NAME in the MESSAGE BOX of PAYPAL
- KARMA IS ACTION WILL KEEP TRACK OF HOW MUCH YOU HAVE RAISED, HOWEVER please keep a record of money given to you as well. Your studio does not get involved in keeping track of money raised.

**Sample E-mail:** Dear Family and Friends, I am excited to announce that I am embarking on a 30-day yoga challenge in an effort to raise money for children suffering from pediatric cancers, the number one disease killer among children. The national non-profit foundation **Karma Is Action** is seeking donations so that they may send children with cancer to pediatric oncology camps. Families are financially and emotionally devastated by pediatric cancers, so the money used will send children with cancer and their siblings to go enjoy themselves, form friendships and gain emotional support - arguably just as important as medical treatment. I have volunteered to help them. Starting March 1st, I will be taking on the **"Karma Is Action -Yoga Challenge"** by completing 30 Bikram Yoga Classes in 30 days. I am asking for financial donations, which will be used for the **Karma Is Action** pediatric oncology camp initiative. You can help in two ways. First, send a financial donation, then forward this email to everyone you know who supports sick children and wants to make a difference in an ailing child's life. Check out their website: [www.karmaisaction.org](http://www.karmaisaction.org). **Please send all donations to me by March 31,2008 at my address: OR you can donate online at [karmaisaction.org](http://karmaisaction.org) and place my name in the message box on PayPal.** If everyone gives a little, together we can make a big difference in making the journey of a child's life better. Thank you for your help. ~Yoga Student

[Double Dutch Boutique](#)

[Tai Sophia](#)

[island experiences](#)

[The Hermitage Plantation](#)

[More About Us](#)

[Karma Is Action](#)

[Resort at Squaw Creek](#)

**Join our mailing list!**

Join

### And a little karmic payoff to get things rolling...

Yes, the good karma will come back to you sooner than you think!  
For the yoga student who raises the most money, you will be invited to an all expense paid (airfare included) weekend at [Resort at Squaw Creek in Lake Tahoe!](#)

We will do two yoga classes a day over- looking Lake Tahoe, enjoy gourmet meals, soak in one of the many beautiful outdoor spas, and celebrate a year of good work. The target date for the **Karma Is Action Celebration Weekend** is in early November 2008

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