

National Representative Report

Name
Stella Munene
Email
stella.munene@gmail.com
Country (click and select)
Kenya
Do you represent a second country?
No
Reporting Year
2026
General Summary: What's happening within the field of breathwork in your country? What actions or activities did you create as the National Representative?

National Representative Report

Breathwork in Kenya continues to be an emerging field, with growing interest but relatively low overall awareness and uptake. While more people are becoming curious about the benefits of conscious breathing for stress management, emotional wellbeing, and personal development, there is still significant work to be done to educate the public and establish breathwork as a recognized wellness and personal growth modality. As National Representative, I continued to create awareness and provide opportunities for learning and practice throughout the year. We held facilitator meetings every other month, bringing together breathwork practitioners and enthusiasts to connect, share experiences, support one another, and strengthen the local breathwork community. These gatherings have helped maintain engagement and foster collaboration among those actively involved in the field.

In addition, I facilitated one-on-one breathwork sessions with clients, supporting individuals in areas such as stress management, emotional regulation, personal growth, and overall wellbeing. Through my work as a leadership consultant, coach, and Master Neuro-Linguistic Programming Practitioner, I have also continued to integrate breathwork into leadership development, wellness, and personal transformation conversations, exposing more professionals to the practice.

One of the key challenges we continue to face is financial accessibility. While there is interest in breathwork and in the International Breathwork Foundation, some members have been unable to renew their memberships due to economic constraints. This has affected membership growth and retention within the country. Additionally, awareness of breathwork remains limited, and many people are still encountering the practice for the first time.

Despite these challenges, I remain encouraged by the steady interest being generated through conversations, workshops, coaching engagements, and community gatherings. The focus moving forward will be on increasing awareness, building stronger local networks, creating more opportunities for people to experience breathwork firsthand, and demonstrating its value as a practical tool for wellbeing, resilience, and personal transformation.

Number of individual members in your country

3

Number of professional members in your country

1

Number of schools / organisations in your country

0

How do you enjoy serving as your country's National Representative? On a scale from 0 to 10, where 10 is the best.

10

Elected as NR in (year)

2022

National Representative Report

Will you continue in your role as National Representative for the coming year?
Yes
What are your objectives for next year?
My primary objective for the coming year is to increase awareness and understanding of breathwork in Kenya through consistent education, community engagement, and strategic partnerships. Given that breathwork is still an emerging field in the country, the focus will be on helping more people experience its benefits firsthand through introductory workshops, facilitator gatherings, speaking engagements, and wellness-focused events. I also aim to strengthen and support the existing breathwork community by continuing our regular facilitator meetings and creating opportunities for collaboration, learning, and peer support. In addition, I hope to connect with organizations, wellness practitioners, coaches, and community groups that share an interest in mental wellbeing, stress management, and personal development, with the goal of introducing breathwork to new audiences. Another key objective is to explore sustainable ways of growing and retaining IBF membership within the local context, recognizing the financial challenges many potential and existing members face. I would appreciate support from IBF through awareness materials, success stories, and resources that can help us educate the public and demonstrate the value of membership.
Did you attract new members?
No
Have you connected with existing members in your country?
Yes
How was the experience?
I have connected with the existing members in Kenya through our regular facilitator meetings, informal discussions, and shared breathwork activities. The experience has been positive and encouraging, as it has provided opportunities to exchange ideas, learn from one another, and support the growth of breathwork in the country. Despite the challenges of limited awareness and financial constraints, the members remain passionate about breathwork and committed to promoting its benefits within their communities and professional networks.
Were you engaged in World Breathing Day (April 11) in your country/region?

National Representative Report

Yes
What happened in your country on the WBD?
In Kenya, we celebrated World Breathing Day by hosting a breathwork workshop focused on raising awareness of conscious breathing and its benefits for wellbeing. The session provided participants with an opportunity to experience breathwork firsthand and learn practical techniques for managing stress and enhancing overall wellness.
Do you run a national IBF social media channel in your country?
No
Did you attend most NR/Taskforce meetings during the last year?
Yes
Do you need support from the organisation, or from fellow NR/Ambassadors?
Yes
Please specify what you need
As breathwork is still an emerging field in Kenya, I would appreciate opportunities to learn from fellow NRs and Ambassadors who have successfully grown breathwork communities in their countries. Sharing experiences, lessons learned, and practical approaches to increasing awareness, engagement, and membership would be particularly valuable. Additionally, limited financial resources remain a challenge. Many people who could benefit from breathwork are unable to afford paid sessions, while community events often require venue costs and significant time investment from facilitators. Support in identifying funding opportunities, sponsorships, or community outreach grants would help us create more accessible breathwork programs and expand awareness in Kenya.
How was it for you to work with members of the IBF leadership teams? On a scale from 0 to 10, where 10 is the best.
9
How do you feel about being in service for the organisation? On a scale from 0 to 10, where 10 is the best.
9
Will you be attending the next conference?

National Representative Report

No
Do you plan to attend the online AGM's?
Yes
How do you like where the organisation is heading? On a scale from 0 to 10, where 10 is the best.
9
How do you like the current AGM format? On a scale from 0 to 10, where 10 is the best.
9
Room for a personal message (optional)
I am grateful to be part of the IBF community and to serve as the National Representative for Kenya. Although awareness and uptake of breathwork are still developing in our country, I remain optimistic about its future and committed to expanding its reach. Thank you to everyone who continues to support this work and inspire growth through the power of breath.
GDPR Agreement
Accepted
Date of submission
11/06/2026