



## A LETTER FROM OUR EDITOR-IN-CHIEF

Wisdom, compassion, joy, loving-kindness for ourselves, others, and the planet—there has never been more need for the values at the heart of Buddhist teachings.

Human life always hangs in the balance, but this moment feels particularly precarious. Toxic forces of aggression, greed, and indifference are loose in our society, so we are called to join with all people of goodwill to advocate, and live as best we can, these deep human values.

At Lion's Roar, we feel the profound wisdom and practices of Buddhism are powerful ways to cultivate the universal values that make life good and the future sustainable. Offering them is our contribution to the energy of goodness—a word I use unapologetically—on which our future and our happiness depends.

Our own lives too always hang in the balance, in the sense that moment by moment we choose what path our life will take. As my dear friend Sylvia Boorstein teaches, in each moment, in each encounter, we choose between caring and gentleness or acting in ways that harm ourselves and others. Nothing helps us more to make the right choice than the self-aware mind and loving heart of Buddhist practice.

The mission of Lion's Roar is to benefit people's lives, our society, diverse communities, and the development of Buddhism in the modern world. This report will give you an idea of the many different ways that, thanks to your support, we are doing that.

I believe there is a great hunger for what the dharma can do—for our lives, for our society, for the future. With your help, we make this offering to the world and hope it is of benefit.

Thank you.

Melvin McLeod Editor-in-Chief



### A LETTER FROM OUR PUBLISHER

In 2022, Lion's Roar brought you hundreds of new teachings and practices from dozens of teachers spanning the spectrum of modern Buddhism. We hope we have helped you, and millions of others, navigate life's challenges and celebrate its delights. All our work at Lion's Roar serves this objective: to bring you, and the whole world, benefit by broadening and deepening understanding of Buddhist wisdom.

I'm deeply grateful to our community of teachers, scholars, and writers; their insights and wisdom are the bedrock of our work. And I'm humbled by the commitment and skillful means of the generations of teachers and practitioners who came before them, handing down their understanding of the Buddha's teachings in contemporary ways—over and over!

I'm proud and, frankly, awed by our wonderful staff, who work with such commitment and cheer to bring so much content to our audience. And that brings me back to you: without your interest, engagement, study, practice, love of the dharma, and the efforts you make to embody these teachings, none of this effort would mean much. Thank you for making our work possible.

However much we've accomplished in 2022, we know there's always much more to do. There is a tremendous need in this world for what the buddhadharma teaches: compassion, taming of ego, understanding of interdependence, acceptance of our own buddhanature, and so on. But with your support, we continue on the path.

Ben Moore Publisher

### LION'S ROAR FOUNDATION

Our mission is to communicate Buddhist wisdom and practices in order to benefit people's lives and our society, and to support the development of Buddhism in the modern world. The Lion's Roar Foundation is an independent registered charity in both the United States and Canada.

Thank You



3,132

Lion's Roar Foundation donors in 2022 Twenty-six hundred years ago, the Buddha saw that beings were in pain and wanted to ease their suffering. His vow to benefit sentient beings led him to the insights and methods we know today as Buddhism. A traditional phrase Buddhists use to conclude a teaching or meditation session summarizes our mission at Lion's Roar: May it be of benefit. We believe the Buddha's wisdom can be of immense benefit to people's lives, our society, and the world's future.

Twenty-six hundred years after the Buddha, in a very different world, Buddhist teachers continue sincerely following his path and offering benefit in many of the same ways he did. *They tell the stories* and teach the Buddhist view that helps us question and deconstruct the narrow, limiting stories we tell ourselves. *They teach us Buddhist practices and meditations*—we're human beings just like the Buddha, and we can use the same methods he did to address our own suffering and benefit others. *They help us love*. If there's one thing that will change our world for the better—and our lives—it's more love and compassion. *They offer us true wisdom*, which is not found in yes-or-no answers but in the open mind of not-knowing. *They inspire us to act*—benefit is the product of wisdom, compassion, and skilful means that takes many forms in accord with people's deepest needs.

Lion's Roar brings the diverse voices of Buddhist teachers and their teachings of the dharma to people around the world, right where they are. As a media organization, we do this by providing as many entry points as we can: our print and digital publications, our website, free virtual summits, podcasts, social media, online courses, and more.

Our activities are designed to support everyone from inquisitive seekers to committed Buddhist practitioners. We offer opportunities for connection and ongoing education to hundreds of thousands of beginners and experienced meditators alike, including many who tell us that they are "going it alone" outside of any formal community of practitioners. For those already committed to a specific practice community, we support a deepening of practice and a broader experience of other Buddhist traditions.

By bringing Buddhist wisdom to bear on current events—and, of course, perennial human concerns—our work helps point the way toward a society that prizes, cultivates, and can uphold universal values like compassion, generosity, wisdom, and peace.

Recognizing that the story of Western Buddhism has been dominated by white voices, and awakening to how alienating that has been to people of color, we are actively working to reflect the true diversity of practitioners and traditions in the West.

We also recognize the broad disparity of wealth in the world. Lion's Roar is committed to ensuring that everyone has access to the dharma we publish. With the support of our donors and subscribers, we offer reduced-rate subscriptions and scholarships so that the timeless wisdom, understanding, and practices of Buddhism are available to all.

At present, our work falls into five program areas: Print Publishing, Digital Publishing, Education, Experiences, and Access and Advocacy. We invite you to read about these over the pages that follow.

### Why "Lion's Roar?"

The name "Lion's Roar" is taken from a quote attributed to the Buddha himself: "The proclamation of the truth of the dharma is as fearless as a lion's roar." In this context "Lion's Roar" expresses the fearlessness and confidence needed to present the profound truths of dharma, by way of any and all skillful means.



# 2022

## HIGHLIGHTS BY DEPARTMENT



### **PRINT PUBLISHING**

### LION'S ROAR MAGAZINE

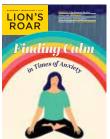
In our flagship, the award-winning *Lion's Roar* magazine, the best of Buddhist thinking is applied to the personal needs and concerns of people of all ages and backgrounds, shining a light on the broader culture and zeitgeist.

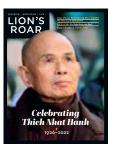
At the beginning of 2022, Thich Nhat Hanh, one of the most beloved Buddhist teachers of our time, passed away. To celebrate his life and contributions to the dharma, we published a special issue featuring homages to him and the community he built as well as his inspiring teachings.

As 2022 unfolded, we focused on our long-term endeavor to make *Lion's Roar* more inclusive by publishing a rich diversity of voices. Since Buddhist practice is meant to bring an end to suffering—and injustice is a major source of suffering—we published material to help individuals, Buddhist communities, and the wider society to look deeply at the suffering of racism and transform it.

As always, in 2022 *Lion's Roar* presented timeless, traditional Buddhist wisdom. We took deep dives into Chan Buddhism, Pure Land Buddhism, the Pali canon, and more.











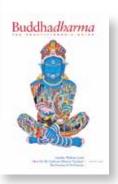












### BUDDHADHARMA: THE PRACTITIONER'S GUIDE

A worthy addition to any Buddhist library, our beautifully designed journal helps practitioners of all traditions deepen their practice and understanding of each of Buddhism's three jewels and their many facets.

In 2022, *Buddhadharma* published two themed issues—"Living the Paramitas" and, for the journal's twentieth anniversary, "Buddhism: The Next 20 Years," as well as two nonthematic issues balancing dharma teachings with community concerns such as the cultivation of new dharma teachers, and the need for affinity sanghas.

Among the year's twenty-five excellent features were Barbara O'Brien's retrospective survey, "Progress & Pitfalls: An Historic 20 Years"; Mariana Restrepo's in-depth interview with translator Cinthia Font; Tenzin Wangyal Rinpoche's "Lucidity Without Limit," a teaching on dream yoga and how to carry its power into waking life; Ven. Bhikkhu Bodhi's "Buddhism, Nonviolence, and the Moral Quandary of Ukraine"; a teaching by Jan Willis on the stages of shamatha; and, "Wisdom Seeks for Wisdom," a piece on buddhanature and morality, adapted from the oldest known existing recording of a dharma talk by Shunyru Suzuki Roshi.

While I have been a subscriber and reader of Lion's Roar for some time, I had never seen a copy of Buddhadharma. What an elegant, lovely, and artistic magazine! I have already browsed the entire magazine. Now, I am savoring spending time reading.

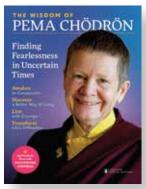
—Faith, reader



### **SPECIAL PUBLICATIONS**

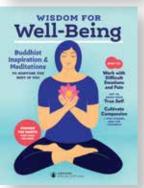
With their straightforward, friendly writing and beautiful illustrations, our Special Editions bring topical, practical wisdom to the established *Lion's Roar/Buddhadharma* audience, while remaining accessible and appealing to newsstand browsers who may be newer to meditation and the dharma.

Our 2022 special publications launched with the collector's edition, *The Wisdom of Pema Chödrön* (a print corollary to our online summit of the same name). This was followed by *The Mindfulness Toolkit*, an updated, full-size reissue of our 2019 guide, *Everyday Mindfulness*. We rounded out 2022's offerings with the all-too-timely *Meditations for Tough Times*, featuring guidance from Pema Chödrön, Yongey Mingyur Rinpoche, Mushim Ikeda and many more, and *Wisdom for Well-Being: Buddhist Inspirations & Meditations to Nurture the Best in You*, featuring teachings from nearly forty notable figures including Sharon Salzberg, Tara Brach, and Thich Nhat Hanh.









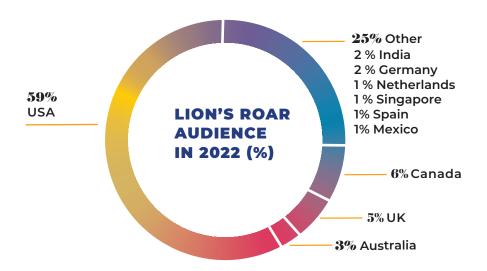
## DIGITAL PUBLISHING

### LIONSROAR.COM

Our website is an online reflection of our print publishing—but it's also much more. The web lets us respond in real time to current events, and focus timely wisdom on emergent issues. It also provides the opportunity to share more new voices, new perspectives, and new formats with our audience, and to reach further than we can in our print publications.

In 2022, LionsRoar.com continued to help our audience understand and work with the world through the lens of dharma and Buddhist practice, stay up-to-date with news from the Buddhist community, and learn from the personal experiences of a wealth of new voices.

When Russia invaded and occupied Ukraine, instigating a refugee crisis, we shared teachings from Trudy Goodman, Roshi Joan Halifax, and Dan Zigmond on Buddhist wisdom for times of conflict, bearing witness to suffering, and taking right action. Tanny Jiraprapasuke heartfully shared how she turned her rage into compassion in the face of xenophobic violence and discrimination through the Covid-19 pandemic. We also continued our collaboration with Buddhist Justice Reporter, publishing fourteen articles throughout the year that brought a helpful Buddhist lens to a number of societal issues.





Thank you for bringing Dhamma to the online world. Blessings—I hope you can continue doing that.

—HW, from Singapore

## LionsRoar.com in 2022

Online audience **2,220,491** 

Page views **6,277,167** 

Hours on website

366,168

Articles posted 470

### **PODCAST & AUDIO PROGRAMMING**

Podcasts and audio programming have blossomed into key formats for reaching people in the midst of their busy lives, offering the opportunity to hear practices and teachings in the teacher's own voice. In the last six months, ten episodes of The Lion's Roar Podcast ranked in or near the Top 10 in the U.S. Buddhism category. Our audience grew by almost 50 percent, adding another 16,000 listeners per month, for a total of about 30,000 monthly listeners. An average listening time of 80 percent shows our listeners are engaged and interested in the topics covered.

Lion's Roar Social Media

0 0

3,398 POSTS

4

255,000

FOLLOWERS (all platforms)

Each interview looks at the many contradictions we hold and cling to while also inviting us to let go of some of the weighty fears we carry each day.



### **EDUCATION**

Education is a key objective of Lion's Roar. With few exceptions, the aim of any media we present is to broaden and deepen the understanding of each member of our audience. Whether it's introducing curious seekers to meditation and the dharma through beginner-friendly LionsRoar.com guides like "How to Meditate"; a thorough unfolding of a core Buddhist topic in the "Explore Buddhism" section of *Lion's Roar* magazine; taking a deep dive into a Buddhist practice or text in *Buddhadharma*; or a guided exploration of a meditation practice in an online course, all our content is intended to illuminate the Buddhist path for beginning and experienced practitioners alike.

Perhaps the most distinct expressions of Lion's Roar's educational activities are Lion's Roar Online Learning and our free online events.

"The best course I've ever taken. I have a lot of degrees and certifications, but this small course is absolutely life-changing. It made me realize so many things about myself and my "relief" behaviors that I hadn't considered the source before this. I know the quality of my life will be changed and my new trajectory will benefit future generations. Thank you, sincerely.

-LG, a Lion's Roar Online student



# Online Learning for everyone!

3,231 students enrolled in online courses in 2022

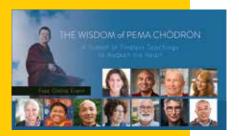
759 Online Learning scholarships (24% of students enrolled)

#### LION'S ROAR ONLINE LEARNING

Lion's Roar Online Learning has been offering courses since 2018. We currently have twenty-eight offerings on Buddhist teachings and meditation from a wide range of teachers and traditions. Our courses allow students from around the world to learn from leading teachers—as well as potent new voices—and to dive deeply into focused topics and guided practices in enriching new ways.



**52,000**People signed up for our free Wisdom of Pema Chödrön Summit

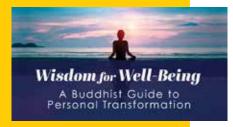














We added a range of unique offerings to our online learning catalog in 2022. We kicked off the year with The Wisdom of Pema Chödrön, a summit of timeless teachings to awaken the heart, featuring Mingyur Rinpoche, Tsoknyi Rinpoche, Arawana Hayashi, Gaylon Ferguson, and more. This was followed by the multi-teacher course Medicine for Fear, led by New York Zen Center for Contemplative Care founders Koshin Paley Ellison and Chodo Robert Campbell, and featuring Mushim Patricia Ikeda, Mirabai Bush, Pamela Ayo Yetunde, and Kodo Nishimura. We also partnered with San Francisco Zen Center to release Meeting This Moment, with Robert Tomas and Breath: A Zen Guide to the Art of Breathing, with Jiryu Rutschman-Byler, both of which share wisdom and insight from the Soto Zen tradition in the lineage of Shunryu Suzuki Roshi.

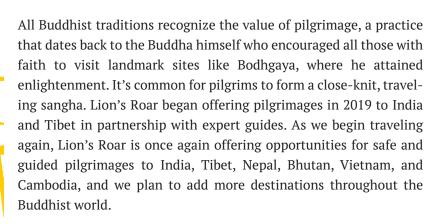
Lion's Roar's free online summits and events are a vital way for us to offer free dharma teachings and practices to our existing community at a large scale, reaching tens of thousands of people with each new event. The events allow us to introduce and support both new and established teachers from a diverse array of Buddhist traditions.

Other online offerings in 2022 included Wisdom for Well-Being, a collection of select teachings from the Lion's Roar Online Learning catalog, featuring Sharon Salzberg, Rick Hanson, Tara Brach, JoAnna Hardy, and seventeen others; and Tonglen and Mind Training with Judy Lief, a course on learning how to cultivate compassion and skillful means in everyday life.

### **EXPERIENCES**



Since 2020, Covid-19 has prevented us from offering in-person experiences, but in past years, we organized retreats at the Garrison Institute in upstate New York and other retreat centers. To some extent, online summits and our growing online learning courses have provided alternative venues for study and practice. But in-person events and experiences will always be an important way to reach out to and engage with our community. Going forward, we're looking at opportunities to gather in small settings for thought-provoking discussions and practice.



## ADVOCACY & ACCESS

Every day, Lion's Roar uses our media channels—our website, our print magazines, our podcasts and summits—to promote openness and to represent the wide diversity of Buddhist traditions and communities.

Starting in 2021, with support from the Kataly Foundation, Lion's Roar welcomed five new associate editors whose work promotes and reflects the diversity of Buddhist communities in the West. Nancy Chu (now completing her PhD), Mihiri Tillakaratne, and Noel Alumit focus on Asian American Buddhist communities, Pamela Ayo Yetunde focuses on Black Buddhist communities, and Mariana Restrepo focuses on Latinx Buddhist communities. Together, these editors brought dozens of new, diverse voices to Lion's Roar in 2022.

In 2022, Lion's Roar also published a completely free online offering, The Heart-Mind is a Wonderful Thing to Gain, four lectures on what compassion means to Black Buddhists, featuring Jan Willis, Christian Howard, and Pamela Ayo Yetunde.

Our Dharma en español web page continued to grow steadily in 2022, with over one hundred articles now available in Spanish, including twenty original articles in Spanish by Latinx teachers and practitioners. Dharma en español also launched two new online guides. Our Spanish Buddhist glossary page offers translations and definitions of key Buddhist terms. "Como Meditar" offers a complete translation of our "How to Meditate" page with step-by-step instructions and guided metta and walking meditation practices recorded in Spanish by Latinx teachers. Since the launch of our Dharma en español page, Spain and Mexico have entered our Top 10 list of countries.

Thank you for making Buddhist teachings accessible for an international BIPOC community. I feel fortified, seen and valued when I read articles from Lionsroar.

—Georgina, UK



Thank you so very much for the scholarship to attend this online course, which I would not be able to afford without your kindness. It is my goal to deepen my Buddhist practice and to spread what I learn to others through my example. At 66 years of age, I don't have many good years of earthly time left, so I'd like to use them wisely, to make them count. These are my Buddha years. Years that I will go deeply into my practice. Thank you again, your kindness is appreciated.

-Carol, scholarship participant

Each year, Lion's Roar acts as a media sponsor for a small number of like-minded charities and nonprofits to promote Buddhist events and initiatives such as The Gathering, a historic meeting of Buddhist teachers of Black African descent; The Dharma Relief Project, a Buddhist response to the Covid-19 pandemic; and conferences, such as The Future of American Buddhism, held in June 2022.

We also work to ensure that finances are not a barrier to the dharma we publish. We provide scholarships for our online courses and summits and reduced-rate or free subscriptions to LionsRoar.com. Our Prison Dharma Outreach work provides free print subscriptions to inmates, and we partner with other prison dharma groups to provide thousands of back issues to inmates and prison libraries.

As a prison chaplain, I find that the inmates in our jail who read the articles I print for them learn so much and gain a calmer behavior.

Eileen, Chaplain

# 2022

# OTHER FOUNDATION HIGHLIGHTS

\$84,000 in revenue, our biggest year ever. Without our donors and bidders, it wouldn't be possible. And of course, all funds support our ongoing work to communicate and share the dharma.

### **FUNDRAISING**

Fundraising has always been key to Lion's Roar's financial health, but for many years it was mainly supported by a few very generous individuals. In 2018, when we decided to fully engage with our community about fundraising, most people did not know that Lion's Roar is a charitable media organization. We were a little worried. We believe in our work and we hoped our readers would support us... but would they? The answer is yes! The number of donors to Lion's Roar increased from fewer than 600 in 2018 to more than 4,300 in 2020. Donations have become a major pillar of support for Lion's Roar and show the strong commitment our donors have to our mission. Even as the economy has cooled and inflation has risen, our community continues to generously support the Lion's Roar Foundation. This support allows us to continue publishing, to offer scholarships for those in need, and to create new media content like podcasts, free summits, and Spanish-language pages that reach new and ever growing audiences around the world.

### **AUCTION**

The Lion's Roar Annual Online Auction has been a November staple for sixteen years. When it launched in 2006, it contained fewer than 40 items and brought in \$19,000. We were thrilled: it gave supporters a new way to connect with us, and it was fun! Fun for bidders, fun for donors, and fun for us here at the Foundation. In 2022, the catalog contained 335 items and generated

### **ONLINE STORE**

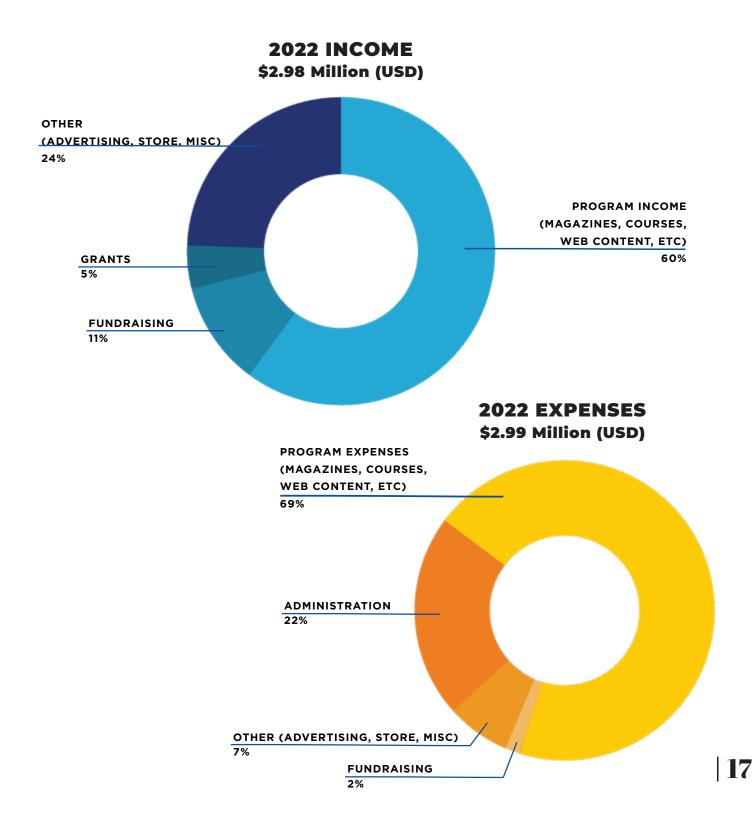
The Lion's Roar Online Store started fifteen years ago as a gallery to share prints of Thich Nhat Hanh's calligraphies while generating much-needed revenue to help support our mission. The Thich Nhat Hanh prints are still popular, bringing joy to the lives of admirers everywhere, but the store now includes hundreds of items: back issues of *Lion's Roar* and *Buddhadharma*, themed special publications, print and digital subscriptions, online learning offerings, and an array of art and meditation items from providers inspired, like us, by the dharma.

### **ADVERTISING**

Lion's Roar has offered advertising since we began publishing more than forty years ago. Our advertisers are an integral part of our community—they are both readers and supporters. They are dharma centers, publishers, universities, teachers, artisans, therapists, and many others, each presenting unique offerings that resonate with our spiritually inclined and socially aware audience. Advertising is a service to our readers that also supports Lion's Roar. Our readers look forward to seeing the latest dharma books, practice center programs, new courses, practice supplies, and other goods and services our advertisers bring to our magazines and website. The relevance of the ads to our readers and the advertising revenue both help us continue to fulfill our mission.

## FINANCIAL HIGHLIGHTS

The Lion's Roar Foundation is a nonprofit charitable organization in the U.S. and Canada. We are grateful for the support of everyone in the Lion's Roar community —our donors, subscribers, advertisers, teachers, foundations, partners, and readers—without whom our mission would not be possible.



## OUR BOARD OF DIRECTORS

Our volunteer board of directors, bringing together teachers and community leaders from different Buddhist traditions, supports our vision of inclusivity and diversity of voices.





#### **CHARLES G. LIEF**

Charles Lief is President of Naropa University in Boulder, CO. He has led and served on the boards of many nonprofits and social enterprises across North America including Greyston Foundation, Veterans Path, the Social Enterprise Alliance, Hartland Group, Vajradhatu International, and others.

### **TRUDY GOODMAN**

Trudy Goodman is the founder and guiding teacher of InsightLA and cofounder of the Institute for Meditation and Psychotherapy. She has practiced Zen and Vipassana meditation since 1973 and has trained extensively in psychotherapy and mindfulness-based stress reduction. She teaches retreats and workshops nationwide.





#### **MYOKEI CAINE-BARRETT**

Myokei Caine-Barrett is the first woman and first American Bishop of the Nichiren Shu Buddhist Order of North America. She is the guiding teacher of Myoken-ji Temple in Houston and volunteer clergy to two prison sanghas.

### **MELVIN MCLEOD**

Melvin McLeod is the editor-in-chief of Lion's Roar. He is editor of the *Best Buddhist Writing* series and three books of teachings by Thich Nhat Hanh. He is committed to supporting deep practice and study of dharma and a more diverse, accessible, and engaged Buddhism.





### **BEN MOORE**

Ben Moore is Lion's Roar's publisher. Previously, he oversaw sales for a global business publisher; published Buddhist books, liturgies, and study guides; worked in film and television; and in his twenties, wrote community news for *Lion's Roar* magazine's predecessor, the *Shambhala Sun*.



Doyeon Park is a minister of the Manhattan Won Buddhist temple and a Buddhist chaplain at Columbia University and New York University. She is actively engaged in interfaith dialogue and cooperation, and is a representative of Won Buddhism to the United Nations.





#### **PEACE TWESIGYE**

Peace Twesigye is the assistant director of Buddhist Studies and the Thich Nhat Hanh Program for Engaged Buddhism at Union Theological Seminary in New York. She is on the board of the Barre Center for Buddhist Studies, the advisory council for the Insight Dialogue Community, and teaches at New York Insight Meditation Center.

#### **DAN ZIGMOND**

Dan Zigmond is a Zen teacher and priest; he is also a writer, father, and technologist. He sits on the boards of both San Francisco Zen Center and Jikoji Zen Center. He is currently the Director of Special Projects at Apple and previously led teams at Instagram, Facebook, YouTube, Google, and Microsoft.

### **LION'S ROAR STAFF**



**NOEL ALUMIT**Associate Editor



MATT BENNING
Audience Development &
SEO Specialist



**PAMELA BOYCE**Digital Designer



**ADELE BRAKE**Customer Service
Representative



**DON CONNORS**Acting Comptroller



**SHARON DAVIS**Account Representative



ANDREW GLENCROSS

Deputy Art Director,

Lion's Roar



**LILLY GREENBLATT**Digital Editor



**SANDRA HANNEBOHM**AV Producer/Editor



**SETH LEVINSON**Art Director,
Buddhadharma



**CINDY LITTLEFAIR**Operations & Human
Resources



MATT MACLEOD
Accounting Clerk



MELVIN MCLEOD Editor-in-Chief



**HANNAH MAIER**Partnership Coordinator



**ROD MEADE SPERRY** Editor, Buddhadharma



**ANDREA MILLER** Editor, Lion's Roar



**BAKES MITCHELL** Development & Partnerships



**BEN MOORE** Publisher



**ROSS NERVIG** Associate Editor, Lion's Roar



**CHRIS PACHECO** Content Marketing Editor Digital Editorial Assistant



MARTINE PANZICA



**MARIANA RESTREPO** Associate Editor



**DAN SCOTT** Associate Publisher, Consumer Marketing



**ALEXANDRA STEWART** Marketing Coordinator



MIHIRI TILLAKARATNE **Associate Editor** 



**BETH WALLACE** Associate Publisher, Finance & Operations



**PAMELA AYO YETUNDE** Associate Editor



**MEGUMI YOSHIDA** Art Director, Lion's Roar





### Lion's Roar Foundation

### **EDITORIAL AND CENTRAL BUSINESS OFFICE**

Editorial and Central Business Office 2403 Clifton Street Halifax, Nova Scotia B3K 4T9 Canada

### **US OFFICE**

548 Market St., Box 17113 San Francisco, CA 94104-5401 USA

The Lion's Roar Foundation is a registered charity in both the United States (EIN 98-0549367) and Canada (81471 7146 RR0001). Donations are tax deductible to the full extent allowed by law.