

An orange kite tail with multiple triangular sections, floating against a clear blue sky.

Lion's Roar Foundation

Report to Our Community

2021: The Year in Review



LION'S ROAR

A LETTER FROM OUR EDITOR-IN-CHIEF



There are many ways to measure the work of a charitable non-profit media organization like Lion's Roar. There are measures of our reach, like subscriptions, web traffic, and audiences for our audio-visual offerings. There is our editorial output—our publications, social media posts, and summits and courses. There is quality—the writing, design, heartfelt stories, and genuine dharma of our content.

All of these are good things. But there is really only one measure of how we're doing: benefit.

Like the dharma itself, the purpose of Lion's Roar is to create benefit—to help ease suffering and create happiness in our lives and society. That's what we're dedicated to. That's the real standard by which our success or failure is measured.

As Lion's Roar's mission explains, we try to create benefit in three ways. We offer Buddhist wisdom and meditation techniques to help all of us live happy, meaningful, loving lives. When I look at Lion's Roar content, I ask myself: Will this help me ease my own suffering? Does it move me, wake me up, touch my heart? If the answer is yes, then I know it will benefit others as well, and that it's worth publishing.

Beyond that, we are in a world that's in trouble. We all know that. This is why it's more important than ever that Lion's Roar offer the wisdom of the dharma, as expressed by its best and most engaged teachers and practitioners, to help us create a peaceful, just, and sustainable society. Buddhists have deep and helpful wisdom to share, and it feels like the stakes have never been higher.

Finally, Lion's Roar is committed to supporting the development of Buddhism in today's society. That means we work for a Buddhism that respects and reflects the life experiences, history, and wisdom of all communities. A Buddhism that sets an example by working to free itself from the systemic ills that plague society. A Buddhism that has a strong foundation of deep practice and study of the dharma.

Creating benefit in these ways is our inspiration at Lion's Roar. It's not for me to say how well we're doing it. That's for you to judge. All I can say with certainty is that we are totally committed to the mission of offering Buddhism's deep wisdom and powerful practices to everyone they can benefit. Thank you for your support as we do this work.

Melvin McLeod
Editor-in-Chief

A LETTER FROM OUR PUBLISHER

Over 40-plus years, Lion's Roar has grown from a small community newsletter to a Buddhist non-profit media organization serving print and digital content and experiences to an audience in the millions—Buddhists, mindfulness practitioners, and spiritually aware people from across North America and around the world. Our mission is to make the depth, breadth, and benefit of Buddhism available to all who might find comfort, encouragement, or a well-spring of compassion in these teachings. We do this with the aim of helping individuals, of course, but we also believe that the dharma holds the urgently-needed potential to transform society, and our relationship with the world.

Equally, we believe that society has the potential to shape the dharma, so that its message may be heard and understood as clearly in modern-day New York City as it was in Bodhgaya some 2,600 years ago. Students will always benefit from the potent, traditional presentations of these teachings, but Buddhism also needs new presentations, and new teachers, to translate the teachings again (and again!), into the language and context of the present moment.

Change, we know, will always be just around the corner. At the Lion's Roar Foundation, we are continually inspired to seek ways to meet that change: with more diverse voices than ever before; with a sharp focus on honoring our heritage and the classical presentations of dharma even as we welcome new presentations; and with media platforms that meet the needs of the present moment and each member of our audience as directly and potently as we can.

We are honored to have your support in these efforts. Thank you—and please—continue with us on this journey.



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. 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. Lion's Roar is an independent non-profit foundation and a registered charity in both the United States and Canada.

As a media organization, we bring the dharma to people right where they are. Our activities are designed to support everyone from the curious beginner to the committed Buddhist—knowing what a difference it can make in their lives. We offer opportunities for connection and ongoing education to hundreds of thousands of beginners and experienced meditators 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 every-

Why “Lion’s Roar?”

The name “Lion’s Roar” reflects our mission to serve all Buddhist traditions, and 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.

Thank You

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grazie
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Cảm ơn

धन्यवाद

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धन्यवाद

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4,028

Lion's Roar
Foundation
donors in 2021

one 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.

Our work is funded almost entirely by our readers, through their subscriptions and donations. With costs rising every year, and other income areas like advertising and newsstand sales depressed, we rely more than ever on subscribers and our growing community of donors to enable a sustainable future for Lion's Roar.

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 in the following pages.

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.

In many respects, 2021 was a difficult year, with multiple national and international crises unfolding. *Lion's Roar* responded by helping readers work with the challenges both within their own hearts and, actively, out in the world. This coverage included sharing the Dalai Lama's call to action on the climate emergency, and intimate, true stories of coping with Covid-19. In addition to such topical material, we offered a rich collection of traditional Buddhist teachings, including in-depth explorations of the Heart Sutra, vipassana, samsara, Dogen, and more.



This is a love letter: My husband and I have been subscribing to Lion's Roar magazine since its early beginnings in the 1980's... your articles on compassion and kindness serve as a well needed antidote of medicine for my heart and mind. Thank you so much!

—Katie B., Vermont



BUDDHADHARMA, THE PRACTITIONER'S GUIDE

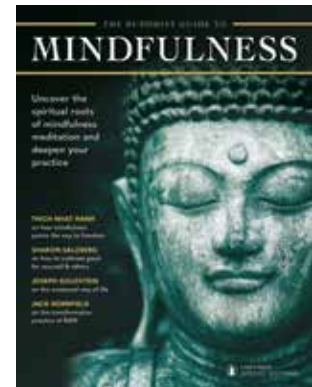
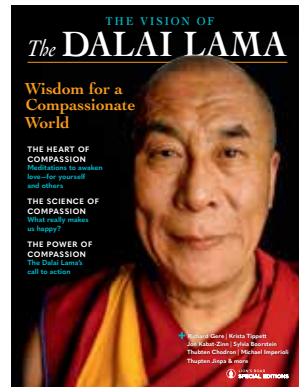
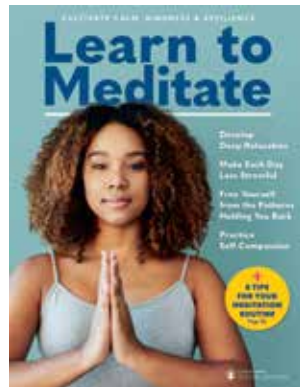
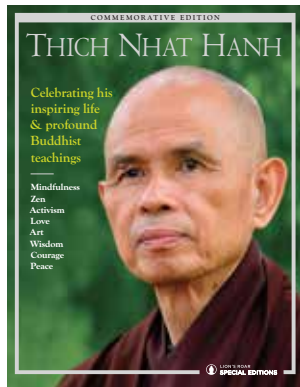
Our beautifully designed journal for practitioners of all Buddhist traditions is a worthy addition to any Buddhist library. It's a resource for practitioners to deepen their practice, expand their knowledge of Buddhism, and connect with fellow practitioners to address important issues facing Buddhism today. In 2021, *Buddhadharma* featured issues focusing on the themes of "mind" and "sangha" as well as authoritative articles on topics ranging from huatou practice, to motherhood, to whiteness, in each case deepening the evolving dialogue around what Buddhism means today.

Among more than two-dozen excellent, feature-length stories, we're particularly proud of Guo Gu's "The Practice of Wonderment"; Judy Roitman's exploration of not-knowing, "Only Don't Know"; "The Buddha Would Have Believed You", on how the Vinaya looks at allegations of sexual misconduct, by Bhikkhu Sujato; "Deconstructing Whiteness," Joy Brennan's piece on whiteness through a Yogacara lens; and Sarah H Jacoby's "Motherhood Is More Than a Metaphor," on the gap between motherhood as an ideal of compassion and the reality of it as a practice.



Lion's Roar has blessed us with the words of the wisest teachers, the flowering of creative art, and the spirit of dharma in its ancient depths and new Western forms.

—Jack Kornfield



SPECIAL PUBLICATIONS

Our Collector's Editions and Lion's Roar Guides bring topical, practical wisdom to our audience, with special attention paid to being accessible for all readers. Whether we're sharing intimate looks at the lives and teachings of today's great Buddhist teachers or providing practical guides to meditation or living with more love, we're attracting a broader audience with straightforward, friendly writing and beautiful illustration.

Our 2021 special publications launched with a reissue of our very successful *Thich Nhat Hanh* and *Buddhist Guide to Mindfulness* editions, followed by two all-new releases: *The Vision of The Dalai Lama: Wisdom for a Compassionate World* (produced in tandem with our second *Dalai Lama Global Vision Summit*), and *Learn to Meditate: Simple Buddhist Practices for Greater Calm, Kindness, and Resilience*, featuring Yongey Mingyur Rinpoche, Pema Chödrön, Sylvia Boorstein, Lama Rod Owens, Trudy Goodman, Roshi Joan Halifax, Valerie Mason-John, Diana Winston, and more.

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 will ever be possible in print.

In 2021, *LionsRoar.com* helped our audience understand and work with the world through the lens of dharma and Buddhist practice. “Help India Breathe,” by the Rinzai Zen priest and climate scientist, Kritee, outlines resources to better the situation in the birthplace of the Buddha. Ex-Marine Sensei Alex Kakuyo helped us see the consequences of the war in Afghanistan in “She Who Hears the Cries of Marines.” When six Asian American women were killed in Atlanta, we shared Butterfly Tony Pham's call to responsibility, and Cristina Moon's call to action.

*We truly appreciate your offering
of Buddhist content online... It
benefits so many people. Thanks
again and please keep up your
great work.*

—V, an online reader and donor

Lion'sRoar.com in 2021



Website audience
2,533,665

Page views
7,325,521

Articles posted
627

**Lion's Roar
Social Media**

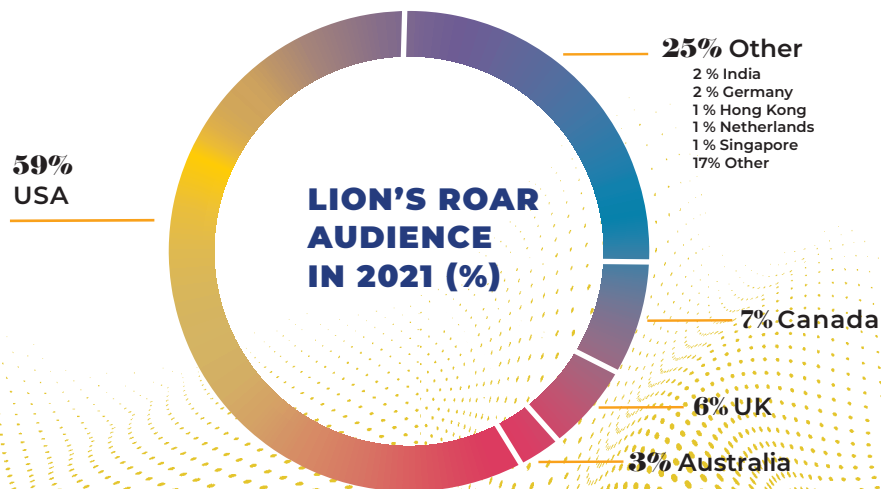


5,300 POSTS

+

246,000 FOLLOWERS
(all platforms)





PODCAST & AUDIO PROGRAMMING

Podcasts and audio programming have blossomed into key formats for reaching people in the midst of their busy lives. Whether on a daily commute, a healthful walk, while doing chores, or even as an accompaniment to meditative practice, audio teachings and interviews offer the opportunity to hear teachings in the teacher's own voice.

The Lion's Roar Podcast offers interviews, teachings, music, and more, and consistently ranks in the Top 10 of the US/Canada Buddhism category. The audience has quickly grown to 20,000 listens per month and is on course to reach 25,000 listens by the time of our 100th episode in December 2022. Top episodes in 2021 featured Rick Hanson on "changing your brain," Nikki Mirghafori on being mindful of our mortality, Bruce Tift on working with anxiety, a teaching by Mushim Ikeda, and a commentary on anti-Asian violence by Cristina Moon.



I wish I had found this podcast earlier. I grew up in a Mahayana family but after college I stopped practicing... Through meditation, it's starting to come back to me... The podcast and the Lion's Roar website and articles make dharma easy to understand and very applicable to our modern Western lifestyle.

—Podcast listener, USA

26 podcast episodes in 2021

200,800 podcast downloads in 2021

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 Buddhism through "Buddhism for Beginners" or "How to Meditate" on *LionsRoar.com*; a thorough unfolding of a core Buddhist topic in our "Explore Buddhism" section in *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 clarify the Buddhist path for both beginners 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.

LION'S ROAR ONLINE LEARNING

Lion's Roar Online Learning has been offering courses since 2018. We currently have 20 offerings on Buddhist teachings and meditation from a wide range of teachers and traditions. Our courses allow students from around the world to hear the voices of leading teachers—and potent new voices—and to dive deeply into focused topics and guided practices in enriching new ways.

Online Learning for everyone!

862

Online Learning
scholarships

26.6%

of students
enrolled

103,630

free summit
participants

“
*Thank you so much for this precious summit.
Every talk, every practice I have listened to
has blessed my life. With loving kindness,
Bless you for the important work that you do*

— Kate, Hong Kong



FREE ONLINE EVENTS

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 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.

In 2021, our online offerings included *Love & Resilience: The Contemplative Care Summit*, with New York Zen Center's founding teachers, Koshin Paley Ellison and Robert Chodo Campbell, as well as Sebene Selassie, Dawa Tarchin Phillips, Seth Godin, and 27 others; and the second *Dalai Lama Global Vision Summit*, produced with Tibet House US, focusing on compassion and featuring Tara Brach, Stephanie Kaza, Bob Thurman and many more.

EXPERIENCES

Though Covid-19 prevented us from offering in-person experiences, they are an important part of what we do and how we reach out to and engage with our community. In past years, we have organized retreats at the Garrison Institute in Upstate New York and other retreat centers and we hope to do so again.

Beginning in 2019, Lion's Roar also began offering pilgrimages to India and Tibet in partnership with expert guides. All Buddhist traditions recognize the value of pilgrimage which dates back to the Buddha himself who encouraged all those with faith to visit landmark sites like Bodhgaya, where he attained enlightenment. As we begin traveling again, Lion's Roar will once again offer opportunities for safe and guided pilgrimage to India, Tibet, and more destinations throughout the Buddhist world.



communities, and Mariana Restrepo focuses on Latino Buddhist communities.

Seeing the needs of the many Spanish-speaking Buddhists around the world, we launched our *Dharma en español* webpage in early 2021. The first year of this pilot project was focused on providing Spanish translations of Lion's Roar articles representing the diversity of Buddhist traditions. The page has continued to grow steadily and we plan soon to offer articles written by Spanish-speaking Buddhist teachers, reflecting the views and needs of our Spanish-speaking readers.

Each year, Lion's Roar acts as a media sponsor for a small number of like-minded charities and non-profits 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*, to be 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.

ADVOCACY & ACCESS

Everyday, 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.

In 2021, with support from the Kataly Foundation, Lion's Roar welcomed four new associate editors whose work promotes and reflects the diversity of Buddhist communities in the West. Mihiri Tillakaratne and Nancy Chu focus on Asian American Buddhist communities, Pamela Ayo Yetunde focuses on Black Buddhist

A LOOK AHEAD

This year, 2022, marks the 20th anniversary of *Buddhadharma: The Practitioner's Guide*. Our fall Anniversary issue will take stock of where we've been, but more than that, it will look forward to where Buddhism is headed. The issue will explore innovations, changes to power structures, diversity and inclusion, and the place of technology and science, all of which invite us to examine the role that Buddhism—be it decades or centuries from now—will play in the world.

Lion's Roar is constantly changing, evolving, and responding to events of the day—every year, we publish 6 new issues of *Lion's Roar* magazine, 4 new issues of *Buddhadharma*, produce new podcasts bi-weekly, create new courses, offer new summits, and update *LionsRoar.com* daily. Most of our work for the year ahead will be continuing to offer fresh dharma teachings to the world in whatever ways we can—print, audio, video, art and other visual media.

There is also a great deal of work that goes on behind the scenes that goes unnoticed. For example, this year Lion's Roar embarks on a major project to update and redesign our website. The content, of course, will continue to inspire, provoke inquiry, and support our community; the work for this and many similar projects will hardly be seen.

An exception to this might be the recent introduction of online subscriptions, one aspect of the continuing technical work our team undertakes to keep *LionsRoar.com* modern and up-to-date. While our new online subscription option won't affect most readers, online subscriptions will offer online readers the opportunity to support our work and mission. Of course, we want to make sure there are no financial barriers to access *LionsRoar.com* so reduced-rate subscriptions and scholarships are available.



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.



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.



ROSHI ENKYO O'HARA

Roshi Pat Enkyo O'Hara, Abbot of The Village Zendo in downtown Manhattan, integrates traditional Zen meditation and practice with social engagement. She is a Founding Teacher of the Zen Peacemaker Order and has taught new media technologies and social justice at NYU.



LARRY YANG

Larry Yang is a founding teacher of East Bay Meditation Center (Oakland CA), and Insight Community of the Desert (Palm Springs CA), now retired. Larry has a special interest in creating access to both Buddhist and secular mindfulness for non-dominant cultures, and in transforming the strong currents of white supremacy in our mindfulness communities.



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.



ERIC COLOMBEL

Eric Colombel is the president and founder of the Tsadra Foundation, a nonprofit organization that funds the study and practice of Buddhism in the West, sponsors conferences, and translates important Buddhist texts.





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.



MIRABAI BUSH

Mirabai Bush's work with individuals and organizations is founded upon contemplative practice in action. Mirabai co-created Google's popular employee program, Search Inside Yourself, and founded the Center for Contemplative Mind in Society. She is co-author with Ram Dass of *Walking Each Other Home*.



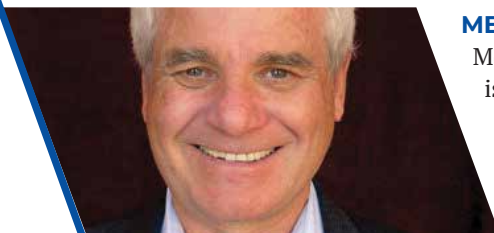
DAN ZIGMOND

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.



DOYEON PARK

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.



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.



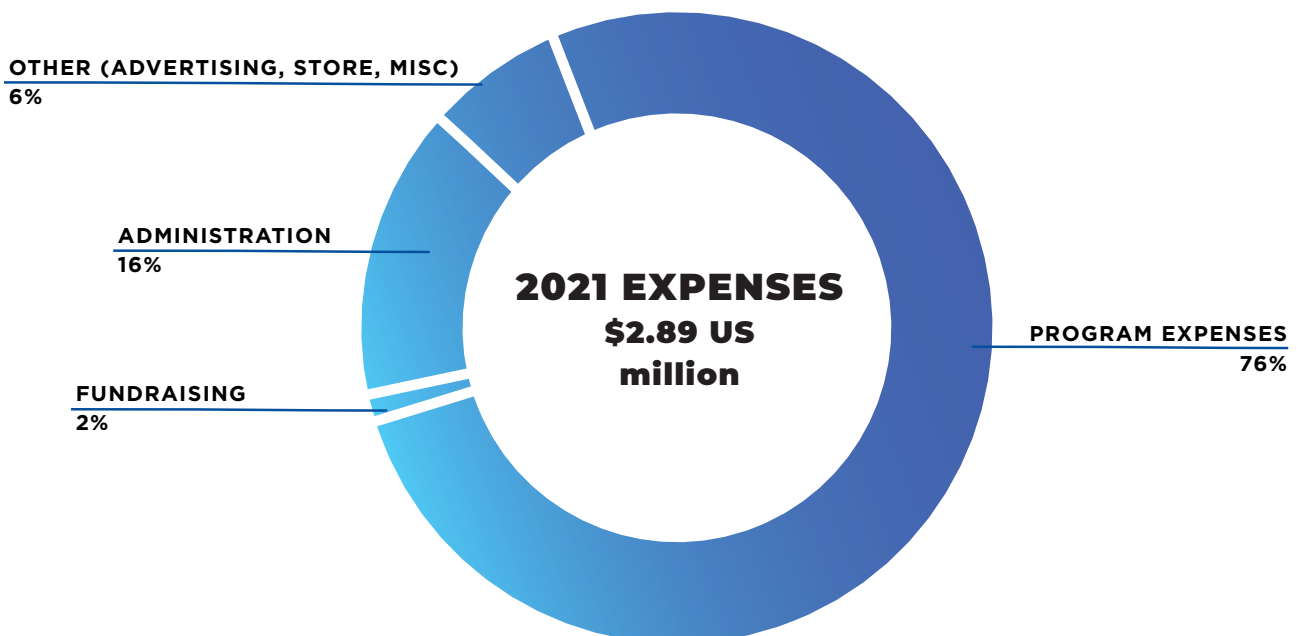
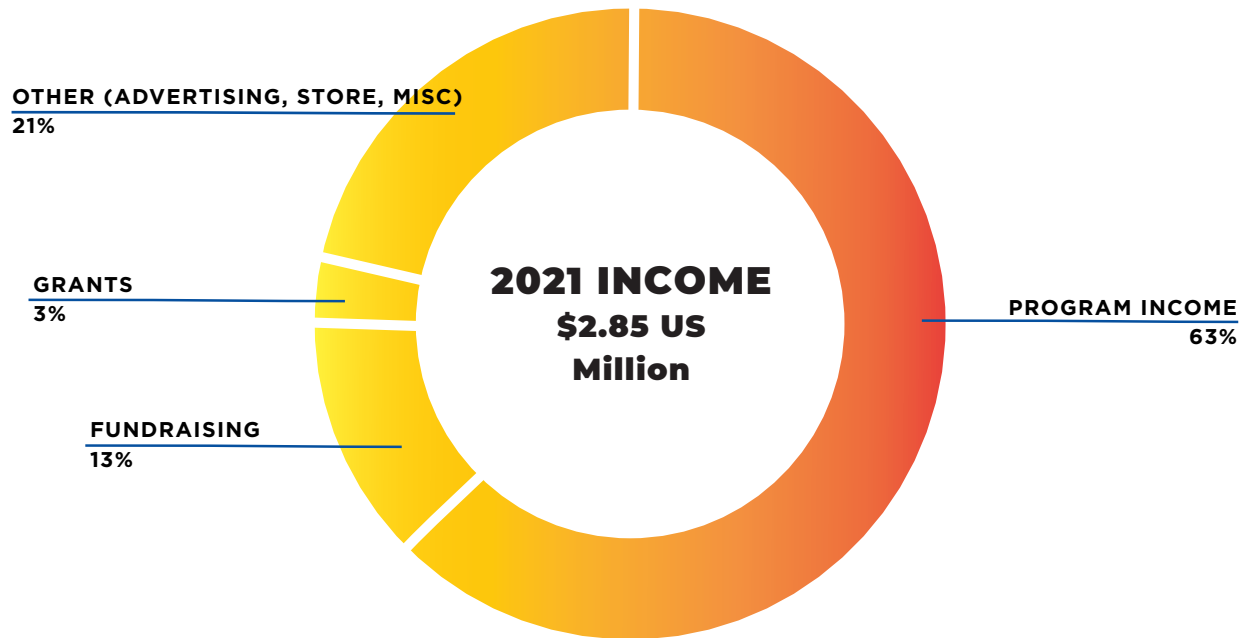
BEN MOORE

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*.

The board and staff acknowledge with appreciation the service of board members Gina Sharpe and Konda Mason, recently retired at the end of their terms.

FINANCIAL HIGHLIGHTS

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



LION'S ROAR STAFF



“
I am committed to and inspired by the
work performed by Lion's Roar. Capturing
the wisdom of Buddhism is crucial at this
time of mounting chaos and the enduring
work of your team and superb collection
of contributors is indispensable.

~Tim B., a reader and donor

EDITORIAL

- Melvin McLeod, President & Editor-In-Chief
- Andrea Miller, Deputy Editor, *Lion's Roar* magazine
- Koun Franz, Editor, *Buddhadharma*
- Ross Nervig, Associate Editor
- Nancy Chu, Associate Editor
- Mariana Restrepo, Associate Editor
- Mihiri Tillakaratne, Associate Editor
- Pamela Ayo Yetunde, Associate Editor
- Megumi Yoshida, Art Director, *Lion's Roar* magazine
- Seth Levinson, Art Director, *Buddhadharma*
- Andrew Glencross, Deputy Art Director, *Lion's Roar* magazine & Production Coordinator

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- Rod Meade Sperry, Editorial Director, Digital
- Lilly Greenblatt, Digital Editor
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- Sandra Hannebohm, Audio/Video Producer
- Martine Panzica, Digital Editorial Assistant

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- Dan Scott, Associate Publisher, Consumer Marketing
- Beth Wallace, Associate Publisher, Finance & Operations
- Cindy Littlefair, Operations & Human Resources
- Sharon Davis, Advertising Account Representative
- Bakes Mitchell, Development & Partnerships
- Kourtne Rodney, Business & Sales Development
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- Matt MacLeod, Accounting & Administration
- Ebisindo Ogon, Customer Service



LION'S ROAR

Lion's Roar Foundation

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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.