



Wisdom Publications

2023 Annual Impact Report

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Thank You to Our Donors



LETTER FROM OUR PUBLISHER

As I look back on another year, I am filled with immense gratitude for your unwavering support of Wisdom Publications. Thanks to your generosity, 2023 has been another impactful year for us in making the wisdom of the Buddhist tradition more broadly accessible.

Building upon the momentum of 2022, I am thrilled to share the impact of Wisdom Publications in 2023.

In 2023, we expanded our offerings by publishing twenty-six new books from across the different Buddhist traditions, serving both practitioner and academic audiences. These publications have been met with enthusiasm, particularly a number of titles from esteemed Buddhist teachers such as His Holiness the Dalai Lama, Bhikkhu Bodhi, Bhante Gunaratana, and Bhikkhu Anālayo.

Building upon the success of our digital media offerings, we also launched eight new Wisdom Academy courses, further enriching the learning experience for our online community. These courses featured renowned teachers like Mingyur Rinpoche and Thupten Jinpa, and were among our most well-received offerings to date.

The dedicated New York City office space, established in 2022, has proven to be a transformative asset. It has enhanced our digital content production and fostered a vibrant in-person community. This space facilitates live events, strengthens connections with authors and supporters, and allows us to make a wider impact within the global publishing hub of New York City.

Your continued support will be instrumental in achieving our goals for a successful 2024 and helping to ensure that Wisdom Publications remains a beacon of wisdom for years to come.

With sincere gratitude,

Daniel Aitken
CEO & Publisher
Wisdom Publications



ACTIVITIES & ACCOMPLISHMENTS OF 2022

WISDOM PUBLICATIONS

In 2023 we continued our commitment to publishing excellent works from diverse Buddhist traditions, publishing twenty-six new titles, including works of impeccable scholarship and several books from His Holiness the Dalai Lama. Some highlights:

- the fourth and final volume of His Holiness's *Science and Philosophy in the Indian Buddhist Classics* series: *Philosophical Topics*
 - the second volume of *The Fourteenth Dalai Lama's Stages of the Path*, on the Fifth Dalai Lama's Words of Mañjuśrī
 - the ninth volume in the *Library of Wisdom and Compassion* series with Venerable Chodron: *Appearing and Empty*
 - *Noble Truths, Noble Path: The Heart Essence of the Buddha's Original Teachings* by Bhikkhu Bodhi
 - *Impermanence in Plain English* by Bhante Gunaratana
 - *The Tradition of Everlasting Bön*, trans. Marc des Jardins, from *The Library of Tibetan Classics*
 - *The Signless and Deathless: On the Realization of Nirvana* by Bhikkhu Anālo
- festschrifts for both Janet Gyato and Leonard van der Kuijp
 - *Light of Samantabhadra*, the inaugural volume of the new Khenpo Appey Collection of Sakya Classics
 - and finally, a beautifully illustrated deck of cards with prompts for managing grief and loss from Joanne Cacciatore

Looking forward to 2024, we have yet another wonderful new title from His Holiness, as well as from great scholars and lamas such as Peter Skilling, Klaus-Dieter Mathes, Dzogchen Rinpoche, Khangser Rinpoche, and Alan Wallace—plus, a new full-color edition of Tulku Ugyen's monumental biography *Blazing Splendor*. We're also launching a new preorder capability, which will allow us to raise funds for expensive or low-selling-but-worthy titles in advance of their printing, allowing us to continue making these volumes available to readers everywhere





2023 was another fantastic year for the Wisdom Academy. We acquired seven courses, filmed seven, and launched eight, more than any previous year. 1,000 new students enrolled in the Academy. Our top-selling course was *Abiding in Emptiness* with Ven. Analayo and Yongey Mingyur Rinpoche, with 613 enrolled followed closely by in 2024 was *How the Mind Works* with Thupten Jinpa, which brought in 323 students.

Out of seven courses filmed, six were filmed at the new office space in New York. We recorded courses with major figures such as H. E. Kalu Rinpoche, Bhante Gunaratana, and Thupten Jinpa. Each of these represents an important relationship for Wisdom: Kalu Rinpoche being a new and promising teacher, Thupten Jinpa a figure of great stature who has found the Academy as a meaningful new outlet for his teachings, and Bhante G. a revered master, and

author of Wisdom's historic bestseller, approaching his 100th birthday.

Other courses that came out in 2023 included *Abiding in Emptiness* with Ven. Anālayo and Yongey Mingyur Rinpoche, *Beyond Distraction* with Shaila Catherine, *Longchenpa's Sevenfold Mind Training* with Anne Klein, *Freedom through Correct Knowing* with Geshe Namdak, *Dzogchen: Ten Key Terms* with Malcolm Smith, *The Dharma of Well-Being Part 2* with Lama Alan Wallace, and *Dream Yoga* with Tenzin Wangyal Rinpoche.

Through these courses, we continued our mission of providing a space for serious practitioners of multiple Buddhist traditions to learn authentic philosophy and practices for awakening from the greatest teachers in an online course setting.

WISDOM EXPERIENCE

After a year of focused development in 2022, we spent 2023 launching new initiatives and expanding our offerings to enhance the Wisdom Experience for our members.

In 2023 we added 4,303 new members to the Wisdom Experience, 38 of which were in our newest membership level, In-Depth. In response to the growing demand for a replacement to our All-Access membership, we designed In-Depth for individuals serious about studying through our online courses. Although it had a slow start the In-Depth membership is steadily growing every month, reflecting the dedication of our members and their desire for structured learning. In 2024, we're focusing on this membership level, sharpening communications around it to increase its growth rate, and providing significantly personalized service to these valued members.

In 2023 we introduced the Buddhist Text Database, our multi-language reading environment, to a test audience and seamlessly integrated it with select courses to provide a richer, more comprehensive learning experience. We also hosted 15 Dharma Chats, including memorable and sold-out in-person events with Khandro Tsering Kunga Bum-ma, His Eminence Kalu Rinpoche, and Bhikkhu Bodhi. These, and other in-person events over the year continue to grow our community and bring it together. Additionally, we published 23 podcast episodes, including a notable one with Sangye Khandro on Venerable Dhomang Gyatrul Rinpoche's passing into parinirvana. The podcast continues our tradition of insightful and engaging content and surpassed two million downloads in 2023.

We added 26 new books to the Reading Room in 2023 which continues to be an important part of our membership. Last year members spent over 240,000 hours reading in the Reading Room.

Our commitment to connecting people with the dharma through the Wisdom Experience remains unwavering, supported by a dedicated team continually exploring how to better engage with our community.





STAFF & OFFICE SPACE

In 2023, our dedicated team grew to 14 full-time members who continue to demonstrate remarkable resilience and commitment to our mission. The highlight of the year was our staff offsite at the New York office, which not only provided a platform to outline ambitious growth plans but also offered a precious opportunity for reconnection after years of pandemic-induced isolation. This event underscored the importance of our office as a hub for collaboration and community, enabling our team to come together for meetings and events. Throughout the year, our staff consistently prioritized the needs of our community, embodying the spirit of unity and adaptability that drives our success. Their unwavering dedication has been the cornerstone of another successful year for our non-profit endeavors.

THANK YOU TO OUR DONORS

We at Wisdom extend our heartfelt gratitude to our generous and compassionate donors. Their contributions have been instrumental in advancing our mission and ensuring that we are able to continue sharing the Dharma through high quality publications. We offer special thanks to our distinguished supporters: Eric Colombel, and the Tsadra Foundation, the Hershey Foundation, the Khenpo Appey Foundation, the Ganden Phodrang Foundation, and Nitin & Tehmi Patel whose extraordinary generosity has profoundly impacted our efforts. May countless individuals receive abundant blessings from the publications they have helped make available, fostering wisdom and compassion in the world.



Wisdom Publications

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