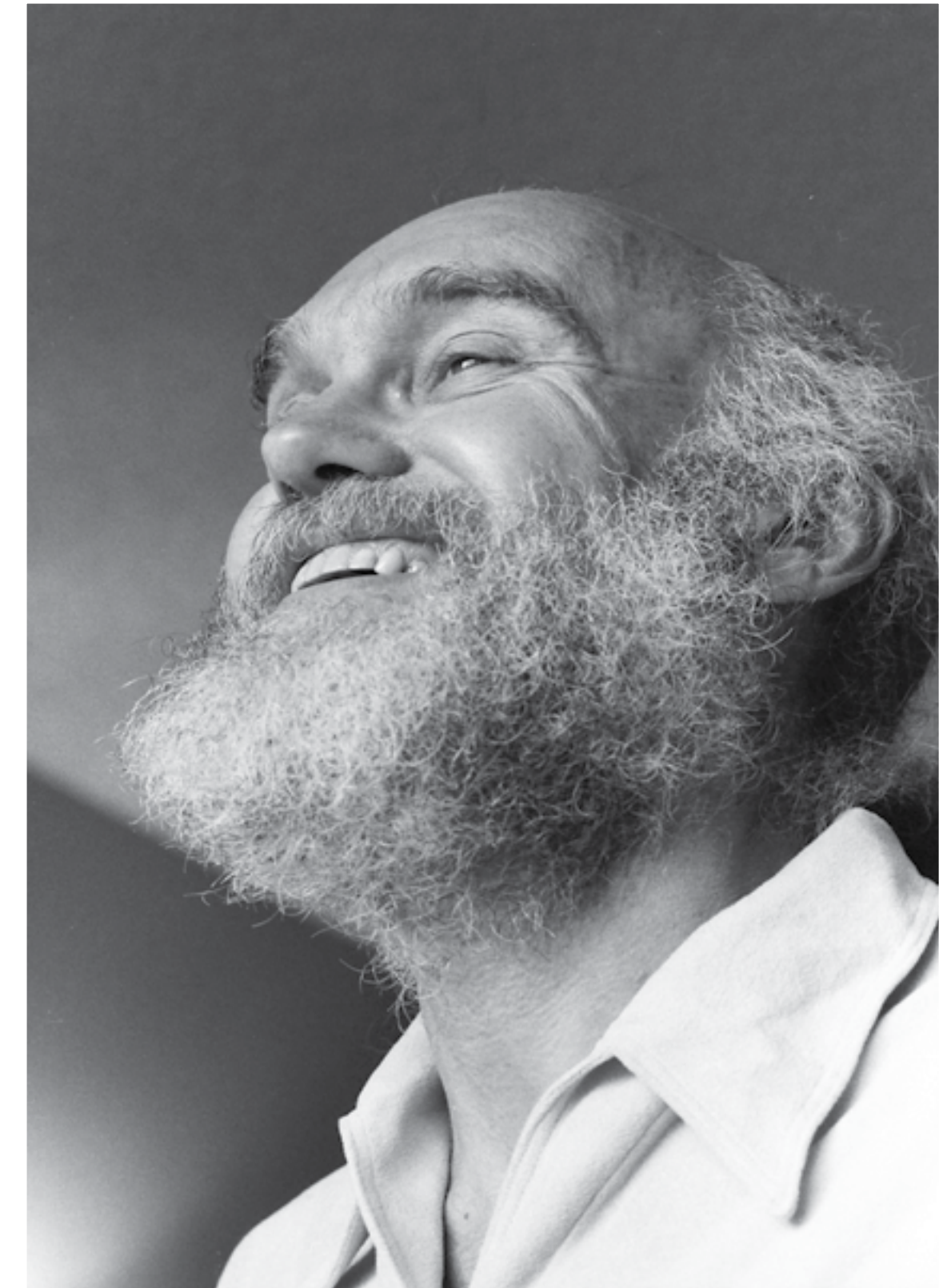


2022 ANNUAL IMPACT REPORT

---

# LOVE SERVE REMEMBER FOUNDATION

The Love Serve Remember Foundation (LSRF) is dedicated to preserving and continuing the teachings of Neem Karoli Baba and Ram Dass. The foundation facilitates the continuation of these teachings through online courses, retreats, books, films, podcasts, social network channels, and collaborative projects with conscious artists and musicians.





# CONTENTS:

Letter from Raghu Markus  
Be Here Now Network  
Virtual Course Library  
Books, Film & Music  
Ram Dass Legacy Retreats  
Join the Community  
Compassion in Action  
Honoring Our Teachers  
2022 Financials  
Meet the Team  
Thank You



**RAM DASS**  
LOVE SERVE REMEMBER  
*Foundation*



# LETTER FROM RAGHU MARKUS

## EXECUTIVE DIRECTOR:

To our beloved community,

Over the last year, the LSRF has undergone some meaningful metamorphoses. Since Ram Dass left his body at the end of 2019, our journey has been one of recalibration and adjustment, of forging a future that honors, preserves, and shares the wisdom and values that Ram Dass held close - while simultaneously existing in a world that requires progress, capital, and strategy.

We have an incredible team running LSRF, and an equally heartfelt and dedicated community supporting the foundation. This work has made a meaningful difference in so many lives, highlighted by receiving daily messages like this:

*"Ever since I discovered Ram Dass and his teachings, I feel like I am coming home to what I always knew inside me. I love connecting with others who share similar feelings. This work has been incredibly transformational for me."*

This year, we achieved some notable milestones:

- Our **Be Here Now Podcast Network** reached **two million monthly listens**, a benchmark we would have never believed possible.
- Ram Dass collaborations with various music artists and producers got over **2.8 million listens** on Spotify.
- Our Ram Dass **fellowships** now have **630 different groups** with about **11,000 members** worldwide.

LSRF is making a real difference in people's lives, which is only possible through adequate funding and a team that is dedicated to sharing this wisdom. Together, it is our responsibility to support the ever expanding number of seekers and preserve these teachings for future generations. As we move into the future, we believe LSRF, which represents Ram Dass and a host of other heart-centered teachers, is needed even more as we collectively evolve toward a more harmonious way of life.

With this in mind, we ask you to share Ram Dass' message of heartfulness with everyone and invite them to echo his message of love, wisdom, kindness, and compassion. Your awareness and support will allow us to grow and brighten this beacon of loving awareness in countless lives. Let's make a difference together.







# BE **HERE** NOW NETWORK

*Launched by LSRF in 2016, Be Here Now Network brings people together through sharing free wisdom teachings in the form of podcasts, featuring a variety of different teachers and disciplines.*

2  
MILLION  
MONTHLY PODCAST  
LISTENS

7  
YEARS  
OF PODCASTS  
WITH RAM DASS  
& FRIENDS



# VIRTUAL COURSE LIBRARY

Weaving contemporary knowledge with archival wisdom, LSRF provides teachings for all stages of the journey through the creation and facilitation of online courses. From learning the '*The Yoga of Relationships*' to a deep dive into Ram Dass' original teachings on the Bhagavad Gita, we've received *hundreds* of comments from students that these courses have helped transform their perspectives on life.

Releasing *two new live courses yearly*, and offering an annual *subscription to the entire virtual course library*, these teachings are more accessible than ever.

## 3,000 STUDENTS

Attended our Live Courses  
in 2022.

## 1,000 SCHOLARSHIPS

were given away in 2022 for students  
to attend our virtual courses *Free of  
Charge*.

In following with Ram Dass's wishes,  
no one is ever turned away for lack  
of funds.



*"These teachings are little pearls in my daily routine, a great coach,  
they talk to me deeply, make me pause and remind me that the  
answers to all your daily struggles are not in the logic of the mind but  
in the warmth of our hearts."*

*- Benni, Virtual Course Student*

The *Ram Dass Virtual Course  
Library* provides

## 12 UNIQUE COURSES

Comprised of mindfully curated  
and expertly re-mastered archival  
content, spanning over

## 90 HOURS

of recorded content in the form  
of various Meditations, Mantras  
& Prompts from Archival Ram  
Dass recordings, and our family of  
wisdom teachers



# BOOKS, FILMS & MUSIC

## VITALIZING THE CULTURAL ETHOS WITH LOVE

### BOOKS

In 2022, we released the following titles:

- **Words of Wisdom:**  
*Quotations from one of the World's Foremost Spiritual Teachers*
- **Whisper in the Heart:**  
*The Ongoing Presence of Neem Karoli Baba*
- **You Are The Universe:**  
*Ram Dass Maps the Journey*



### MUSIC

From early collaborations with *East Forest* and *Boreta (Superposition)*, to the launch of *Soul Land Records*, the words of Ram Dass have inspired artists for years. Ram Dass music has over

# 2.8 MILLION LISTENS

on Spotify alone!



### FILMS

Dive into Ram Dass' story and the stories of the great beings he spent time with through our *Love Serve Media* film releases:

- **Brilliant Disguise:**  
*The Samadhi of KC Tewari*
- **Becoming Nobody:**  
*Featuring Ram Dass*
- **JOURNEY:**  
*Ram Dass VR Experience by TRIPP*





# RAM DASS LEGACY RETREATS



## EAST COAST

Boone, NC

*Ram Dass Legacy Immersion Retreat:  
The Intersection of Bhakti & Buddhism*

Each **August** we travel to the heart of the **Blue Ridge Mountains** to the **Art of Living Retreat Center** to immerse ourselves in the beauty of these ancient mountains, and take time to heal, reconnect, and immerse ourselves in dharma talks and the practices of movements, meditation, music, chanting, and mindfulness.

## WEST COAST

California

*Ram Dass Legacy Immersions*

From our featured retreats at **Hanuman Gardens in Ojai**, to our specially curated event at the **Wisdom Theater in LA**, LSRF continues to expand and offer immersive experiences throughout California. Students are invited to come together and share their unique wisdom and perspectives, beyond the traditional roles of teacher and student.

## HAWAII

Maui, HI

*Ram Dass Legacy Immersion Retreat:  
Open Your Heart in Paradise*

With **daily meditations**, **nightly kirtans**, **dharma talks**, **yoga** and **qigong** sessions, **delicious, healthy meals**, and more at the oceanside **Napili Kai Beach Resort** - you'll learn why our annual retreats on Maui are often considered a **"Ram Dass Family Reunion."** Immerse yourself in the land Ram Dass called home for the final 15 years of his life.



# JOIN THE COMMUNITY

## RAM DASS FELLOWSHIP

LSRF prioritizes the building of sacred communities, both local and online. In the *Ram Dass Fellowship*, we come together and share our authenticity and curiosities of life under the umbrella of Ram Dass' teachings.

To create space for community connection, LSRF facilitates regular fellowships calls via Zoom, where all are welcome to join. Divided into both *General Fellowship* and *Afinity Groups*, there is a space in the Ram Dass Fellowship for you.

*"We help each other, and it's a very precious thing to have other people you meet and know that are journeying on the path together."*  
- Ram Dass

# 11,000

Fellowship Community Members



# 630

Local Fellowships Around the Globe



*We hope you will be a part of the ever growing Ram Dass Community!*

# THE RAM DASS

## FELLOWSHIP



# COMPASSION IN ACTION

## AVAILABLE RESOURCES

In 2022, **over 85%** of our expenses were spent on creating program offerings to meet our mission, and Ram Dass' wishes of sharing these teachings in a way that makes them accessible for everyone, regardless of financial status. For this reason, we make as many of our offerings available for free as possible.

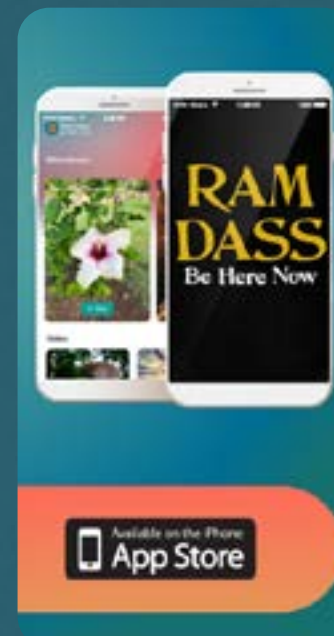
### 24/7 RAM DASS Baba Ram Dass YouTube Channel



Immerse yourself in the wisdom of Ram Dass **any time of the day**, paired with calming lo-fi beats on the new **Ram Dass 24/7 Lofi Radio** on YouTube.

Explore **over 200 hours** of curated lectures, practices and original content on the channel with newly remastered archival lectures **uploaded weekly**.

### MOBILE APP Ram Dass / Be Here Now App



**Microdose Wisdom** with programmable reminders on your phone.

Featuring Ram Dass and **Be Here Now Network** podcast teachers, including **Jack Kornfield, Sharon Salzberg, Joseph Goldstein, Krishna Das**, and more.

*"Service exists in the nature of the interaction, so that that interaction between two human beings moves both people towards freedom."*  
- Ram Dass

## PRISON OUTREACH

In honoring Ram Dass' passion for service in the Prison System, we were proud to donate **103 Cases of Be Here Now** to incarcerated individuals across the USA in 2022. Special thanks to the **Human Kindness Foundation**, and the **Sacred Community Project** for helping distribute books and respond to direct aid requests from individuals in prison.





# HONORING OUR TEACHERS

*With deep thanks and appreciation for all the wonderful teachers who we've worked with and who spent time with Ram Dass over the years. Their contributions and deep love help carry on the lineage through their shared wisdom.*

*"When you know how to listen, everybody is the guru."  
- Ram Dass*





# 2022 FINANCIALS

LSRF is committed to sound fiscal management and financial stewardship of every dollar raised.

In 2022, LSRF, in the spirit of Ram Dass' wishes, spent **\$3,258,249** on our *programs, content, and offerings*.

We did this while keeping our combined administrative and fundraising *expenses at 15%*.

Our commitment to honoring the ever-increasing demand led us to an operating deficit in 2022. We prioritized accessibility of free offerings for those in need, above all else.

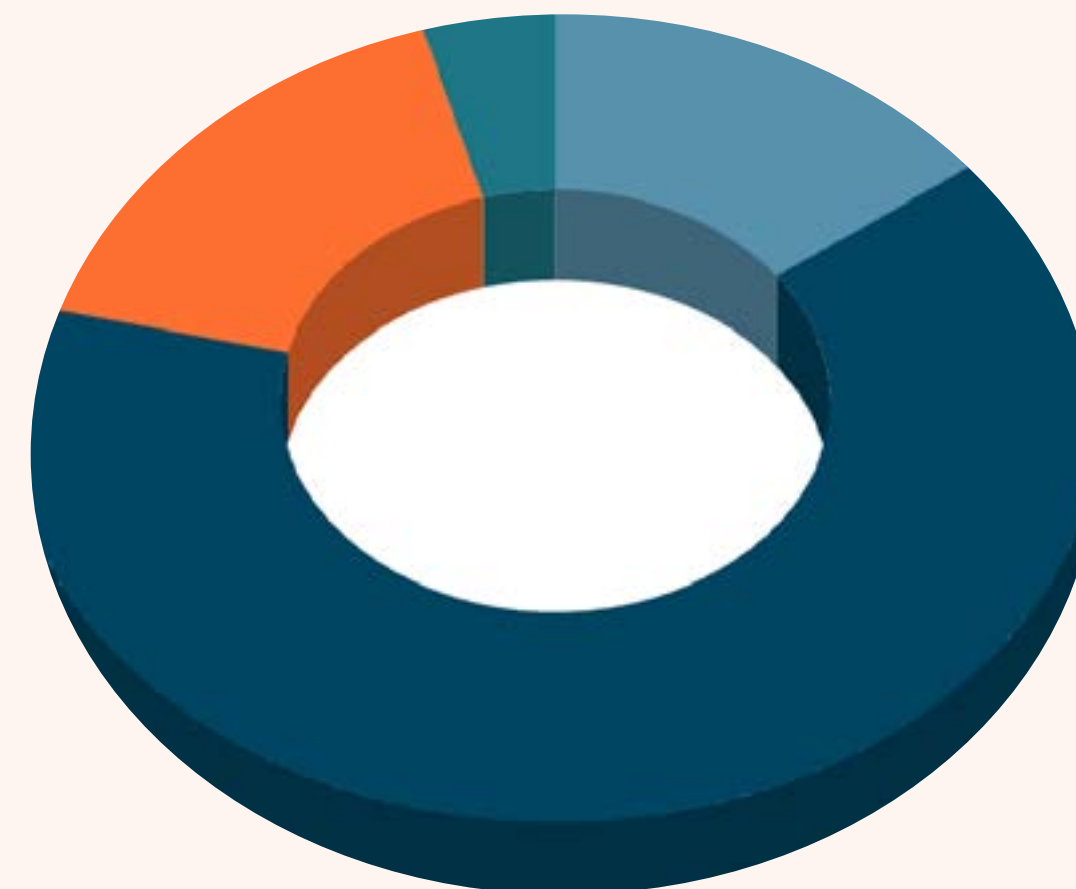
In 2023 we will increase income through a very thoughtful and strategic plan that focuses on *new offerings* and *fundraising efforts*.

## REVENUE

Grants & Donations : 432,118 (15%)  
Programs, Events, & Retreats : 1,848,553 (64%)  
Webstore : 494,282 (17%)  
Publishing & Film : 123,145 (4%)  

---

Total Income : \$ 2,898,098



## EXPENSES

A donut chart illustrating the expense breakdown. The largest segment, representing Programs, Events, & Retreats Services at 85%, is dark blue. The next largest, General & Management at 10%, is a lighter blue. The smallest segment, Fundraising at 5%, is orange.

Programs, Events, & Retreats Services : 2,774,624 (85%)  
General & Management : 329,206 (10%)  
Fundraising : 154,419 (5%)  

---

Total Expense : \$ 3,258,249





# MEET THE TEAM

## THE SOULS BEHIND LSRF

### BOARD OF DIRECTORS



*Raj Aggarwal*



*President*  
*Raghu Markus*



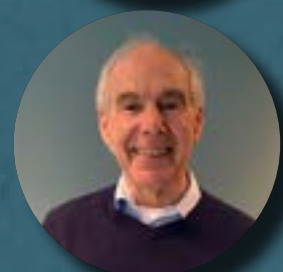
*Chairperson*  
*Mirabai Bush*



*Nina Rao*



*Danielle Ananda Krettek*



*Treasurer*  
*Sopal, Paul Singer*



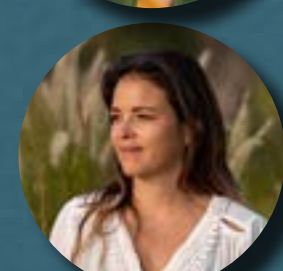
*Gagan Levy*



*Mirabai Starr*



*Secretary / Vice President*  
*Rameshwar Das, James Lytton*



*Durga Stef Weingerz*

### ADVISORS

Larry and Girija Brilliant, Hari and Lakshmi Cianciulli, Alyssa Furnari, Daniel and Tara Goldman, Peggy Hitchcock, Barbara Hoffman, Chris and Mike Janeczko, Hanuman Das Kane, Tom and Maggie Lesser, Mickey Lemle, Dasi Ma Murphy, Frank Ostaseski, Raj Rajan, Jesse Y. Ramos, Suzie Rizzuto, Casey Stanton, Aaron Tamaddon, Jay and Melissa Yadon

### STAFF



*Project Director & Label Manager*  
*Mangala Dolinar*



*Marketing Director*  
*Kelly Rego*



*Fellowship & Education Director*  
*Jackie Dobrinska*



*Webstore Manager*  
*Tania Rodriguez*



*Creative Director*  
*Rachael Fisher*



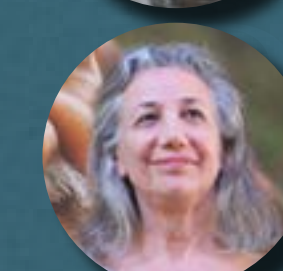
*Archivist & YouTube Manager*  
*Lina Bernal*



*Content Writer / Curator*  
*Noah Markus*



*Chief Information Officer*  
*Rita Ryan*



*Finance Director*  
*Sunanda Markus*



*Warehouse Manager*  
*Josh Weinstein*

### CONTRACTORS

Ganesh Braymiller, KP Bushnell, Liam Cahill-Kurtz, Sara Chase, Michael Crall, Aidan Gould, Corey Leonard, Parvati Markus, Marissa Morales de Leon, JR Morton, Brittany Papineau, Amanda Patterson, John Phaneuf, Michele Spicer, Maureen Ananda Tary



# THANK YOU YOUR SUPPORT KEEPS OUR MISSION ALIVE

When you support the Love Serve Remember Foundation, you help ensure that the teachings of Ram Dass & Neem Karoli Baba will be available to generations to come.

## HOW YOU CAN HELP

### DONATE

Make a **One Time Donation**, or set up **Recurring Donations**, to help ensure we're able to continue developing and sharing these wisdom teachings.

[RamDass.org/Donate](https://RamDass.org/Donate)  
or donate via mail

### SHOP

Purchase **Books, Media, Apparel, Devotional items**, and various tools to assist you on your journey through the Ram Dass Webstore.

[Shop.RamDass.org](https://Shop.RamDass.org)

### ATTEND

Attend our biannual **Live Virtual Courses**, and subscribe to our **Annual Course Membership** to access all our entire virtual course library.

[RamDass.org/Courses](https://RamDass.org/Courses)

### JOIN

Join us in person for a **Ram Dass Legacy Retreat**, and help grow your local community with the **Ram Dass Fellowship**.

[RamDass.org/Retreat](https://RamDass.org/Retreat)  
[RamDass.org/Fellowship](https://RamDass.org/Fellowship)



Love Serve Remember Foundation  
226 W. Ojai Ave  
Ste 101 #531  
Ojai, CA 93023



[Twitter.com/BabaRamDass](https://Twitter.com/BabaRamDass)



[Instagram.com/BabaRamDass](https://Instagram.com/BabaRamDass)



[info@RamDass.org](mailto:info@RamDass.org)  
[www.RamDass.org](https://www.RamDass.org)



[Facebook.com/BabaRamDass](https://Facebook.com/BabaRamDass)



[YouTube.com/BabaRamDassChannel](https://YouTube.com/BabaRamDassChannel)