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# About

Founded in 2019 in Hong Kong, the **Kriya Lightning Foundation** is a non-profit organisation that seeks to support the wellbeing, harmony, and happiness of humans everywhere.

Through offering classes, workshops, and retreats **free of charge**, we hope to create a kinder and more connected world where everyone has the tools and resources they need to find inner peace and happiness.

We work with people from all walks of life, from total beginners in meditation to those who have more extensive backgrounds in modalities of inner work. The only requirement is a gentle willingness to look within.

The Kriya Lightning Foundation also works with NGOs and charities that focus on aiding disadvantaged and marginalised groups in society.

In addition to our pro-bono offerings, we focus on creating educational curriculums and programs for cultivating awareness and individual transformation. Our teachings are the result of direct experience, from thousands of hours of introspective practices and meditation. In creating and developing original teachings and techniques, we hope to support all those who are searching for happiness and inner freedom.



Photo: Joe's Shala Retreat, Koh Phangan, Thailand. © Kriya Lightning Foundation Ltd.

# Vision

A kinder, more connected world  
where people live in harmony  
with themselves, each other, and  
nature.

# Mission

The foundation exists to  
support the awakening of  
human consciousness and to  
help people live in peace, inner  
freedom, and happiness.

# Values

Openness

Kindness

Service

Integrity

Sincerity

# Letter from the Founders

*"Happiness is your nature. It is not wrong to desire it.  
What is wrong is seeking it outside when it is inside."*

*Sri Ramana Maharshi*

We present to you our three-year impact report from 2020 to 2022!

Our journey started 10 years ago, with looking inside ourselves, seeing emotional discomfort, and observing it until we started feeling better. This became an early version of the self-practice, which has now become the Open Awareness technique. We didn't set out to start a non-profit, we were just trying to find ways to feel happier! When our friends started noticing the changes in us and would ask what we were doing to feel better, we'd share openly.

Sharing freely, without payment, is what felt right, so when our friends started introducing their friends to us, we continued offering in this way. Little by little, things grew via word of mouth, and at some point we found ourselves offering classes to dozens of people while sitting on rocks by the river Ganges in India.

We realized that to keep operating like this, we would need to find a way to support renting venues. In 2019, the Kriya Lightning Foundation was established as a non-profit organization in Hong Kong, for the purpose of awakening human consciousness and supporting people to live in peace, inner freedom, and happiness. *Kriya* refers to inner action, and *Lightning* is a symbol of awareness and insight.

Since then, our small grassroots non-profit has offered **11 in-person retreats & workshops** (totaling 16+ weeks), had an **attendance of 16,000+** for online group classes, worked with **1000+ people** from **60+ countries**, and given **tens of thousands of hours** of 1:1 support.

We have also had the honor of training and working with an incredible team of volunteer facilitators who have offered countless 1:1 sessions in the spirit of selfless service.

Throughout this process, we've tried to approach each day as an exercise in non-attachment and adaptability, with many opportunities to learn how to *live and be the teachings*, while we continue to share them.

As a startup that has operated entirely from donations, we've faced unique challenges in our development and transition into a larger organization.

Everything we've offered in the past few years – international retreats, hundreds of workshops, thousands of 1:1 sessions – has been free of charge, because we believe that no one should be limited by their financial situation, to have access to tools that can help them feel happier and freer.

That being said, we're aware that as this grows, to continue offering support in this way, we have to move to a more sustainable format, where the organic growth we're experiencing can be supported by a healthy and balanced system.

Thank you to our incredible team, our facilitators, our friends, and families who have supported us throughout this journey! We're excited to see how all of this unfolds.

With love,



Ariel Lee



Chris Tracy

Co-Founders & Directors  
**Kriya Lightning Foundation**



Photo: Ariel & Chris at Babaji's Cave, Dwarahat, Uttarakhand, India. © Kriya Lightning Foundation Ltd.

# Reach

2020 - 2022

16,000+

attendance for online group classes from 2020-2022

120

Awakening Workshops offered

10000s

of hours of 1:1 & group support offered online & in-person

60+

countries represented in the community

900+

individuals received introductions

11

in-person retreats & workshops

# 800+

individuals received support in a single month

# 400+

individuals received 1:1 sessions in a single month

# 1100+

sessions offered by founders in a single year

# 5400+

attendance for 1:1 & small group sessions in a single year



Photo: Dwarahat Mountains, Uttarakhand, India © Kriya Lightning Foundation Ltd.



# Practices We Offer

## Open Awareness

Open Awareness is a meditative release technique that can be used to gently let go of attachments and resistances so that we experience life from a freer and happier space.

This original technique is the culmination of 10 years of refinement into a simple self-practice that moves practitioners into a space of increasing awareness, clarity, and ease.

Through this practice, we are better able to respond to life with compassion, wisdom, and joy, experiencing greater harmony with ourselves and the world around us.

## Meditation

We teach a variety of meditation techniques to calm and quiet the mind.

Meditation can help us develop self-awareness, clarity, and creativity while helping to reduce stress and anxiety. As our awareness grows, so does our capacity to act from a space of harmony, non-attachment, and compassion.

## Emotional Release

By releasing the attachments and limitations within us, we experience more of our natural state which is peace, love, joy, and happiness.

In 1:1 and group settings, we offer emotional release work to bring awareness to and let go of what we are holding inside that is blocking us from experiencing deeper peace, lightness and freedom in all areas of our lives.

# Yogic Techniques & Pranayama

We teach tools and techniques from the ancient systems of yoga and pranayama to clear, purify, and revitalise our bodies in a supportive and stable way.

Yogic practices help to support the overall wellbeing of our thoughts, emotions, and physical body. Our emphasis is on the energetic components of Hatha Yoga.

## Heart's Truth

Heart's Truth, often referred to as "intuition", is the movement of our own inner voice, guiding each of us to harmony and happiness.

While many tap into this space intermittently, there is a way to be in constant connection with this movement of our own higher consciousness.

The Heart's Truth method is a step-by-step process of clarification that our founders created and have been testing since 2006.



Photo: Indriya Retreat, Koh Phangan, Thailand © Kriya Lightning Foundation 2020

# Programs



## Awakening Workshops

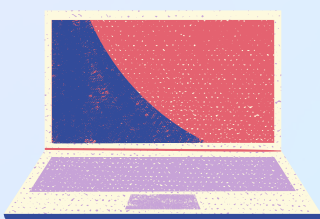
The **Awakening Workshops** are group emotional release workshops offered online, on a variety of topics. They are available to anyone who has received an introduction class to the Open Awareness techniques.

From 2020 to 2022, the Kriya Lightning Foundation offered **120 Awakening Workshops** on **50 different topics**, including Happiness, Creativity, Forgiveness, and Self-Love. To maximise accessibility, workshops were offered on the weekends for multiple timezones.

These workshops have seen a cumulative attendance of **15,000+** over the course of 3 years. Up to **220 participants** attended each workshop, with **120-140 individuals** participating on average.

These workshops started as **extra support online** during the difficult period of the pandemic, to provide help that people could access wherever they were in the world. Due to popular demand, the KLF continued offering these workshops, transitioning from weekly to bi-monthly to monthly.

In the past, these **2-hour workshops** have included discussions, breakdowns, and simplification of the topic, suggestions and tools for self-practice, Q&A, and an in-depth guided emotional release. Topics were also suggested and voted on by the community during the calls.



# 15,000+

attendance for online Awakening Workshops  
from 2020-2022

# Introduction Classes

Over **1100+** individuals registered for introduction classes.

In three years, the Kriya Lightning Foundation team has offered online introduction classes to **900+** individuals. Many of these were 1:1 online introductions, each lasting up to 2 hours. Introductions are still offered regularly in a group setting, and anyone can sign up on the website.

Introduction classes provide an understanding of the Open Awareness technique, which is a self-guided practice and a foundational part of our offerings, as well as an introduction to the emotional release work. A facilitator guides the participant through the self-practice technique and offers a space for questions and clarification.

## 1:1 Sessions

The Kriya Lightning Foundation has offered **thousands of 1:1 sessions** supporting individuals with their personal processes.

Sessions can last **up to 2.5 hours** and are often accompanied by additional calls, Q&As, and further support when needed. This is where we've devoted the majority of our time and effort in the past several years.

There was a cumulative attendance of **7000+\* attendees** for 1:1 and small group private sessions during this period.

1:1 sessions are offered as **extra support on specific topics** that individuals find challenging. In these guided sessions, facilitators support with a combination of practices: Open Awareness, emotional release, yogic techniques, pranayama, meditation, and Heart's Truth.

*\*Conservative estimate based on facilitator records*



# Subject Series

In 2021, the Kriya Lightning Foundation offered a limited course series on **7 topics**: Avoidance, Egomind & Stories, Safety & Unsafety, Self-Doubt, Anxiety, Insecurity & Fear, Self-Love & Acceptance, Blame & Victimhood, and the Root Chakra.

In a more intimate setting, 14 breakout groups were formed, and **167 individuals** attended this series, which featured 276 spots. Each series provided an in-depth focus on specific topics, with insights, practices, and guided emotional release in the classes. Offered bi-monthly, our facilitators offered these series over the course of **4 months**, with a total of **8 sessions per series**.

This series also served a pilot for future courses where specific topics could be explored in greater detail for individuals looking to deep-dive into specific topics.

## Advanced Training Program

The **Advanced Training Program** has been offered since the spring of 2020, as a program with a more intensive curriculum for participants who wish to deepen their practice with more training and personal focus. With online sessions and in-person meetings, participants received extra support and guidance, and were also taught to facilitate the emotional release work, which they then practiced freely with one another.

Over the course of 3 years, Ariel & Chris offered **50 ATP Training Sessions** for participants in this program.

Two of the graduates from the Basic Training – **Lizzy Jackson** and **Gaspard Fougea** – have gone on to start their own businesses to offer emotional release support and meditation classes.



Photo: Women's Retreat, Bali, Indonesia © Kriya Lightning Foundation Ltd.

# Retreats

In 2020 – 2022, the Kriya Lightning Foundation offered **5 in-person retreats**.

These international in-person retreats were offered for those who were interested in a deeper process of inner work, and were already familiar with the Open Awareness technique and emotional release work. Over the course of a retreat, participants were invited to explore, work on, and inquire into a wide variety of topics in order to move into greater harmony, self-awareness, and inner wellbeing.

The Kriya Lightning Foundation offered a **13 day retreat in Byron Bay, Australia** in March 2020, an **8 day ATP retreat in Comporta, Portugal** in October 2021, a **30 day retreat in Koh Phangan, Thailand** in January 2022, a **15 day Women's retreat in Ubud, Bali** in November 2022, and a **3 day retreat in Uluwatu, Bali** in December 2022.

# HK Workshops

We offered **4 in-person events** for the **Hong Kong community**.

Two of these were workshops in collaboration with local communities – **Retribe**, a wellness community that encourages self-exploration and connection that holds events in nature to practice breathwork, meditation, yoga, movement and mindfulness practices, and **Dream Impact** – Hong Kong's largest network of social enterprises and impact ventures.

We also offered two **1-day Kriya Lightning retreats** for Hong Kong residents at a private gallery space in **Aberdeen, Wong Chuk Hang**.



Photo: Indriya Retreat, Koh Phangan, Thailand



Photo: Retribe Workshop, Hong Kong © Kriya Lightning Foundation Ltd.

# Testimonials



**Eslinda Hamzah**

*Former Senior Vice President*

*Turner International AP*

(CNN Broadcast, Commercials & Marketing)

🇸🇬 Singapore

Working with Chris and Ariel has had a profound effect on my life both personally and professionally. The KLF practices have expanded how I navigate relationships with myself and my blindspots; I have new pathways to face emotional challenges so I can build from them and gain deeper clarity and understanding. One of the most important and truly unique features of the KLF teaching is that it is completely non-dogmatic. They respect and honour each unique individual and meet them where they are. One of my great joys over the past six years has been the opportunity to get to know so many talented and passionate people from the community.

15

It is hard to put into words the impact that the KLF practices and teachings have had on my experience of life these last five years. I now live with an innate sense of greater love, clarity, compassion, peace, and fulfillment. KLF has taught me methods that enable me to independently move out of patterns that keep me from accessing a deeper awareness within me, and the guidance and wisdom that comes with that; and has deepened and amplified my previous yogic studies. I am continually in awe of the commitment, care, generosity, patience, and professionalism that Ariel and Chris bring to their work.



**Claire Hsu**

*Co-Founder, Asia Art Archive*

🇭🇰 Hong Kong



**Wai Ki Lee**

*Founder, Light On Charity*

🇭🇰 Hong Kong

I always feel lighter and have more clarity in my mind and heart after each session. Ariel and Chris consistently deliver the messages and teachings with so much gentleness, compassion and a sense of humour. And their energy is so pure and loving that I already long for their next session even before the current session ends. I feel the Open Awareness technique is simple and easy which is very suitable for Hong Kong people who would love the efficiency of such a relatively short, yet powerful technique.



**Selina Wiesmann**

*Counselor of Psychology & Actress*

 Thailand


The KLF has helped bring so much more joy and brightness into my life than there ever was before. My everyday life is now filled with pockets of love, peace and gratitude. My relationships with the people close to me and the people I encounter in my everyday life have improved so much and I'm able to be more authentic and sincere in my interactions. I'm more effortlessly able to be loving and kind to others and to myself. The clarity this work has brought is incredible, and I am able to take more authentic action that comes from inner wisdom and what feels right to my own heart, rather than being influenced by others.

Ariel and Chris, along with other KLF teachers, are very kind, sincere, and authentic helpers and teachers; they live what they teach and share. All their help comes from their direct experience. They provide proper methods to release emotional blockages and to quiet the mind which leads to a closer connection to our own selves. I appreciate KLF's holistic and open-minded approach. There is never any force, but always a gentle and heartfelt help with techniques that lead to great releases, overcoming confusion and regaining a balanced state. I'm especially grateful because KLF offers constant support. Practicing the techniques gives me more stability and independence.



**Dr. Barbara Csala**

*Psychologist*

 Hungary



**Hemyar Saad**

*Co-Founder, Learning Together Charity*

 Yemen

The Open Awareness tool, especially, has really made a difference in my life. It's not easy to release stress but with KLF I learned tools that are very simple and very useful. I feel everyone can practice them and will see the difference.



# 3 Year Review

## Three Years of Transformation: 2020 – 2022

### 2020: Going Online

During the pandemic, the global community faced an unprecedented surge in the need for meditative practices and emotional support. During this crisis, we began to offer support online to help alleviate the stress and anxiety experienced by many during this uncertain time.

We offered **40 Awakening Workshops online** covering **20 topics** – from Stress, to Anger & Fatigue, Creativity, to Self-Love. These large group workshops started as extra support for individuals who couldn't come in person to retreats, and have since become a regular fixture in our offerings.

In addition to this, we offered an in-person retreat in **Byron Bay, Australia**, for 43 people over 13 days. Online, **over 800+ people** received sessions in a 1:1 or group setting, with **up to 220 people** attending the large group calls at a time.

We tried to offer 1:1 support when it was possible, and in 2020, Ariel and Chris alone offered **over 1100 sessions** in 1:1 and group settings, including introductions for 446+ individuals. Previously, all introductions to the release work and techniques were offered on a 1:1 basis. In 2020, we began offering introductions in small groups and transitioned into a more scalable format of offering large introduction sessions open to the public.

5400+

attendance for 1:1 & private  
group sessions in 2020  
(excluding Awakening Workshops)

11,800+

attendance for online sessions  
in 2020

## 2021: Support & Community

In 2021, we spent the year in Hong Kong and continued to offer support both online and in-person when it was possible. We offered **56 Awakening Workshops** online covering **17 different topics**, from Sleep and Energy Levels, to Desire & Lack, to Rest & Relaxation.

Within the Awakening Workshops, we decided for the first time to offer a deep dive into specific topics over the course of several months. We offered **8 topics** (with 3-4 workshops each) on the topics of: Open Awareness & Heart's Truth, Success, Image & Judgement, Control & Fear, Opening to Peace, Conflict, Forgiveness, and Freedom & Harmony.

We also offered a highly comprehensive **Subject Series** on 7 topics for **276 participants**. Over the course of **4 months**, 7 KLF facilitators offered **112 small group sessions** on the topics of: Avoidances, Egomind & Stories, Safety & Unsafety, Self-Doubt, Anxiety, Insecurity & Fear, Self-Love & Acceptance, Blame & Victimhood, and the Root Chakra.

In addition to the online offerings, we held **4 in-person workshops in Hong Kong**, including two 1-day retreats for 40+ people per retreat, covering a variety of topics and focusing on teaching tools for people to create a healthy relationship with their stress, emotions, and inner worlds.

Internationally, we held an **in-person training** retreat for participants from our Advanced Training Program in October in **Portugal**. While in Europe, we also scouted venues in Portugal and Greece for future potential European retreats. In December, we also provided support for ATP and additional members of the community during a trip to Pattaya, **Thailand**.

During this time, Chris and Ariel offered **630+ 1:1 calls & group classes** online. In addition to this, we spent several months extensively researching the subtle effects of specific yogic asanas and developing a **Hatha Yoga Compilation** that became an important foundation for our trainings.

# 2200+

attendance for 1:1 & private group sessions in 2021  
(excluding Subject Series & Awakening Workshops)

# 8800+

attendance for online sessions in 2021

## 2022: Evolution

In 2022, much of our focus shifted toward developing new techniques, refining the foundational self-practice, and creating new teachings.

After 10 years of refinement, we updated the **Open Awareness Technique** into the current version that is taught today. This involved a shift in the practical steps of the self-practice technique, and led to a simpler yet much more effective process with deeper results and impact. After testing the new technique with our facilitators for several months, we began teaching this new version in the summer of 2022.

In January, we held an **in-person retreat for 90+ people in Koh Phangan, Thailand**, over the course of a month. In this retreat, we explored topics ranging from Self-Love, to Forgiveness, to Clarity. As the first large scale retreat we offered since the pandemic, this particular retreat presented a unique logistical challenge. To prioritise everyone's health, we adopted a "bubble" inspired by the NBA, with daily rapid antigen tests required, and other protective measures. For the first time, we offered our retreat in a hybrid format, where participants could attend in person or online.

We continued offering **Awakening Workshops** online, diving into **13 different topics**, including Ease & Simplicity, Joy & Having Fun, Letting Go of the Past, Co-dependency, and Enjoying the Now.

This year was also an incredible year for our **growth as a non-profit organisation**. We expanded our network and met with **spiritual leaders across the world**, who provided important insights and shared extremely kind support. Ariel and Chris, along with others from the community, met these teachers, including a renowned and respected shaman from Colombia – the revered **Taita Juanito** from the Inga tradition, **Dr. Joseph Levry**, the scholar, international speaker and the founder of Naam Yoga, and leadership from the **Self-Realization Fellowship (SRF)**, the Kriya Yoga organization founded by Paramahansa Yogananda. We ended the year with a trip to **Mahavatar Babaji's Cave** in the Himalayas with swamis from the SRF / Yogoda Satsanga Society. We are returning to the Cave in the fall of 2023 with a larger group and hope to make this a yearly pilgrimage.

All of these meetings were deeply impactful and offered us wonderful support and wisdom. We're excited to continue connecting with teachers across different lineages for the years to come!

# Financial Highlights

From 2020 – 2022, the non-profit received **590 donations** from **186 people**, of which **81 people (44%)** were repeat donors.

These donations were given without any fundraising campaigns and without request. **100%** of these donations went towards supporting the operations, programs and development of the non-profit.

These donations have been critical to our survival as an organisation, and enable us to offer our teachings, classes, workshops and retreats free of charge.

During the pandemic, our focus was on providing support and making the programs accessible for everyone without any expectation to donate. For this reason, we stopped mentioning that donations were even possible – both online and in person. We were lucky to have a very positive cash surplus from previous years to support the non-profit through this time. That being said, financial sustainability is key, so in the next several years we will focus on letting people know that donations are welcome, in addition to creating a fundraising strategy.

Source: Donorbox records, HSBC Bank Statements, KLF Financial Audits 2022–23

	Donations	Average & Median
2020	<ul style="list-style-type: none"><li>• 302 donations</li><li>• 151 donors</li></ul>	<ul style="list-style-type: none"><li>• Average donation : \$1275.11 HKD</li><li>• Median donation: \$791.07 HKD</li></ul>
2021	<ul style="list-style-type: none"><li>• 200 donations</li><li>• 86 donors<ul style="list-style-type: none"><li>◦ 8 monthly (9.3%)</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Average donation : \$1894.05 HKD</li><li>• Median donation: \$755.36 HKD</li></ul>
2022	<ul style="list-style-type: none"><li>• 89 donations</li><li>• 30 donors<ul style="list-style-type: none"><li>◦ 4 monthly (13%)</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Average donation : \$2307 HKD</li><li>• Median donation: \$918 HKD</li></ul>

# 2020 - 2022

## Savings & Non-Charged Expenses

We were able to keep our costs and overhead extremely low, because we try to do as much as possible in-house, and have taken an unconventional approach to not market or advertise. All of our growth has happened organically, through word of mouth. All of our facilitators, including the founders, volunteer on a 100% pro-bono basis, to support the foundation's philosophy of service and support.

EXPENSE CATEGORY	AMOUNT	NOTES & COMPARISON
Staff Salaries (Founders + Facilitators)	\$0	<ul style="list-style-type: none"><li>• Average salary for an NGO CEO/ED is \$185,312 USD / year (Source: Salary.com, 2023)</li><li>• Average salary for a non-profit worker is \$58,114 USD / year (Source: Donorbox.org)</li></ul>
Advertising & Marketing	\$0	<ul style="list-style-type: none"><li>• According to the 2021 Nonprofit Advertising Benchmark Study report from Whole Whale, 60% of non-profits spend a median of \$12,067 USD / year on advertising</li><li>• The general consensus for non-profit spend on advertising is 5-15% of budget</li></ul>
Web Design	\$0	<ul style="list-style-type: none"><li>• A typical custom website costs about \$6,000 USD, with an ongoing cost of \$1,000 USD per year (Source: WebsiteBuilderExpert.com)</li><li>• Average cost with an agency or freelancer can be \$12,000 to \$150,000 USD (Source: Webfx.com)</li></ul>
Graphic Design	\$0	<ul style="list-style-type: none"><li>• A typical branding campaign can cost \$11,000 to \$70,000 USD, while agencies can charge \$150-\$300 USD per hour (Source: Charm School Digital Marketing)</li></ul>
Fundraising Campaigns	\$0	<ul style="list-style-type: none"><li>• Typical spend is 10-35% (Source: Charity Watch, Syracuse University, Harvard Business Review)</li></ul>
Office Space	\$0	<ul style="list-style-type: none"><li>• According to the Nonprofit Centers Network, non-profits typically spent about 10% to 15% of their budget on occupancy costs, including rent, utilities, and maintenance</li></ul>

# Income - Financial Highlights

## 2020

DONATIONS	AMOUNT (HKD)	USD equiv.
Individual Donations	\$436,571.54	\$55,970.71
Interest	\$1.55	\$0.20
<b>2020 Total</b>	<b>\$436,573.09</b>	<b>\$55,970.91</b>



## 2021

DONATIONS	AMOUNT (HKD)	USD equiv.
Individual Donations	\$377,989.38	\$48,460.18
Interest	\$11.41	\$1.46
<b>2021 Total</b>	<b>\$378,000.79</b>	<b>\$48,461.64</b>



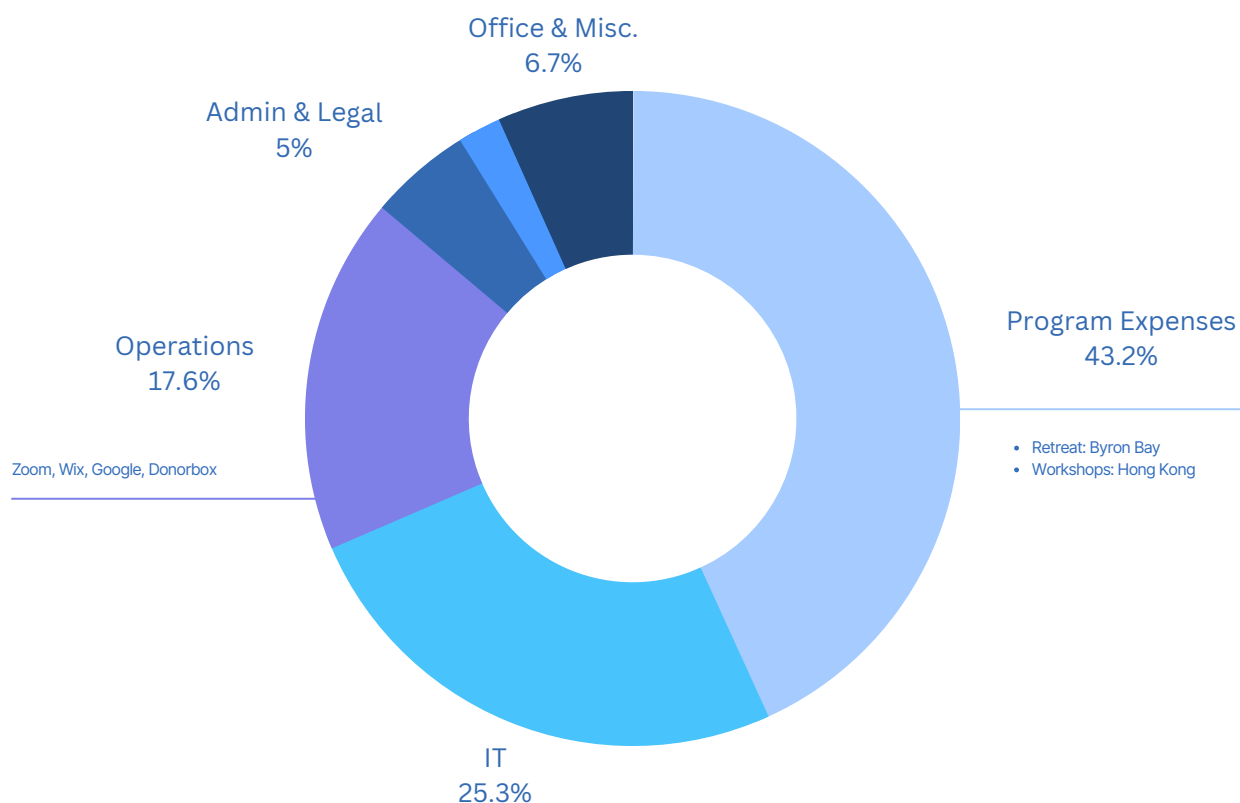
## 2022

DONATIONS	AMOUNT (HKD)	USD equiv.
Individual Donations	\$233,331.73	\$29,914.32
Interest	\$290.77	\$37.28
<b>2022 Total</b>	<b>\$233,622.5</b>	<b>\$29,951.60</b>



# 2020

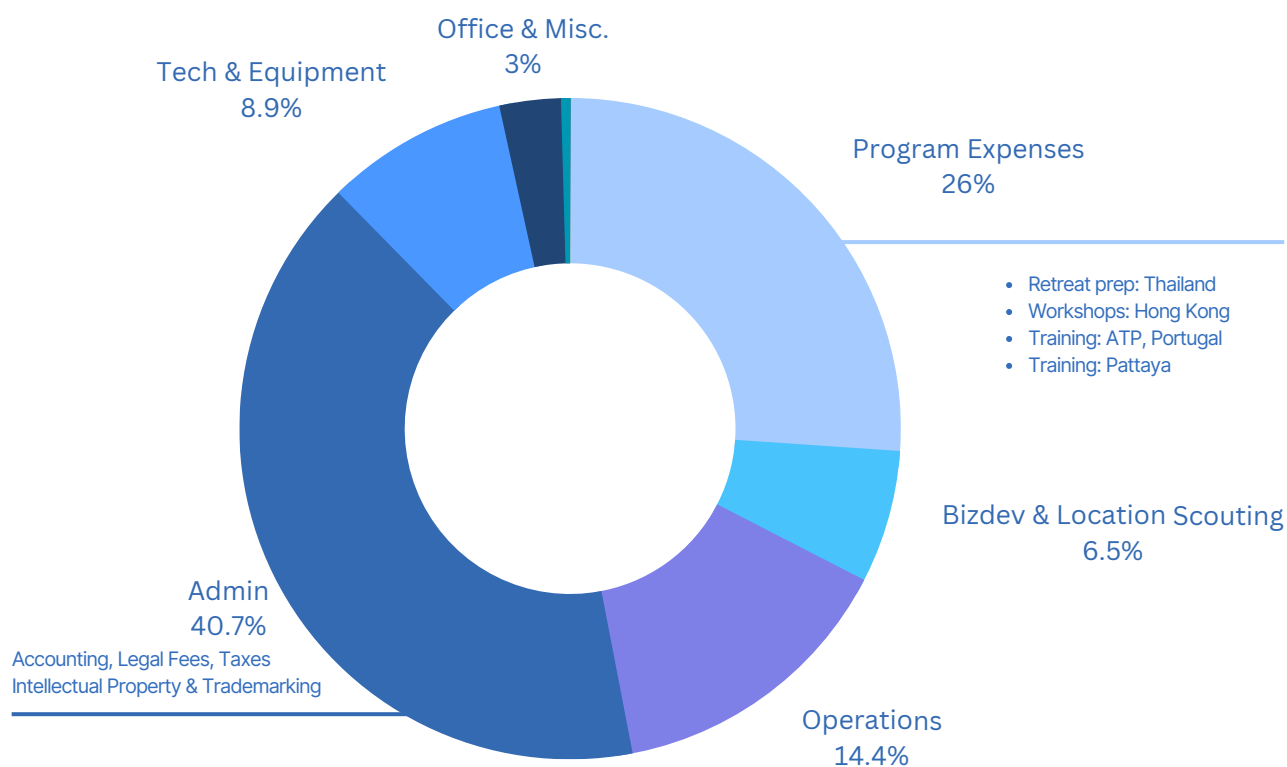
## Expense Breakdown



EXPENSES	AMOUNT (HKD)	USD equiv.
Program Expenses / Costs (retreats & workshops)	\$34,029.91	\$4,362.81
IT (incl. domain acquisition)	\$19,969.33	\$2,560.17
Operations (Zoom, Wix, Google, Donorbox fees, etc.)	\$13,900.09	\$1,782.06
Admin (incl. Legal)	\$3,970.00	\$508.97
Tech & Equipment	\$1,687.00	\$216.28
Office & Misc.	\$5,305.49	\$680.19
<b>2020 Total</b>	<b>\$78,861.82</b>	<b>\$10,110.49</b>

# 2021

## Expense Breakdown

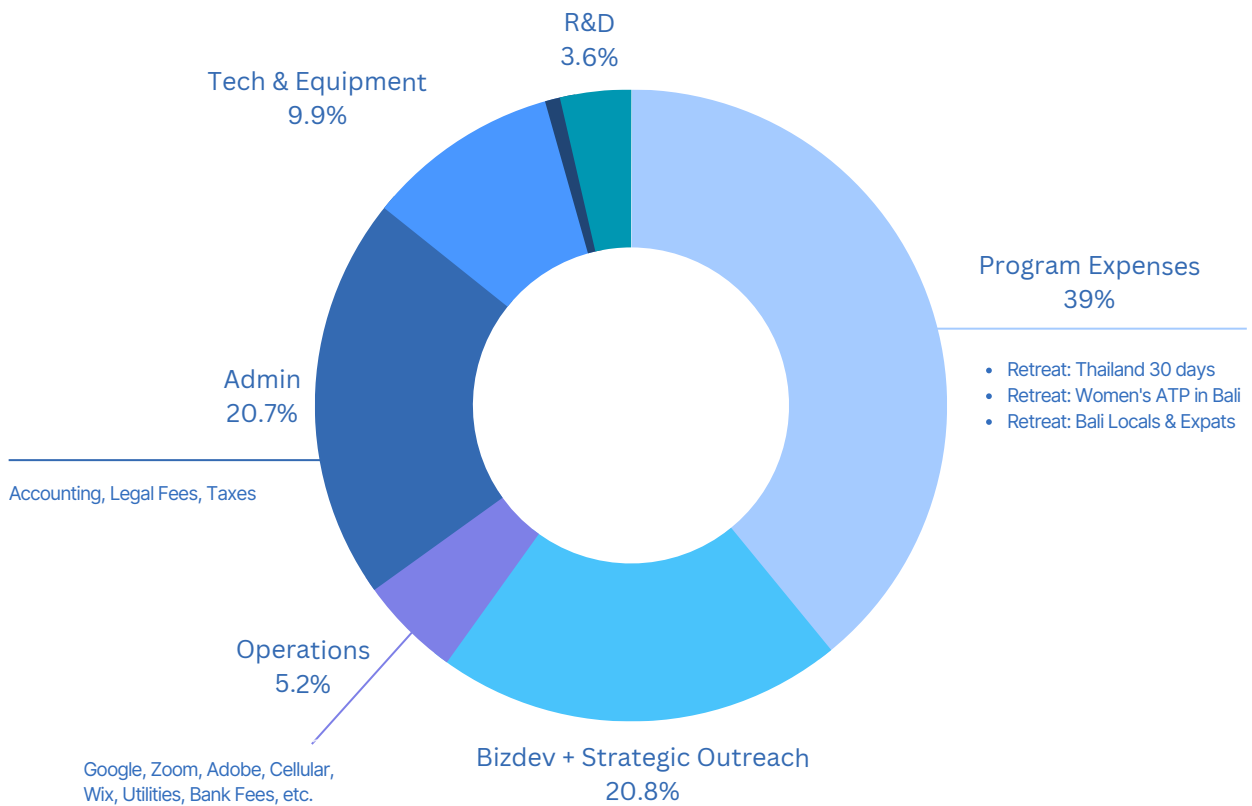


EXPENSES	AMOUNT (HKD)	USD equiv.
Program Expenses / Costs (retreats, trainings & workshops)	\$89,918.73	\$11,528.04
Business Development & Location Scouting	\$22,402.49	\$2,872.11
Operations (incl. online services - Zoom, Adobe, Google, telecomm, etc.)	\$49,736.14	\$6,376.43
Admin (incl. Legal, Accounting, Audit, Taxes, IP & Trademarking)	\$140,445.00	\$18,005.77
Tech & Equipment	\$30,784.81	\$3,946.77
Office & Misc.	\$10,341.20	\$1,325.79
Research & Development	\$1,652.63	\$211.88
<b>2021 Total</b>	<b>\$345,281.00</b>	<b>\$44,266.79</b>



# 2022

## Expense Breakdown



EXPENSES	AMOUNT (HKD)	USD equiv.
Program Expenses / Costs (retreats & workshops)	\$101,657.45	\$13,033.01
Business Development & Strategic Outreach	\$54,193.02	\$6,947.82
Operations (incl. online services - Zoom, Adobe, Google, telecomm, etc.)	\$13,491.72	\$1,729.71
Admin (incl. Legal, Accounting, Audit, Taxes)	\$53,809.00	\$6898.59
Tech & Equipment	\$25,704.49	\$3,295.45
Office & Misc.	\$2,002.40	\$256.72
Research & Development	\$9,501.69	\$1,218.17
<b>2022 Total</b>	<b>\$260,359.77</b>	<b>\$33,379.46</b>

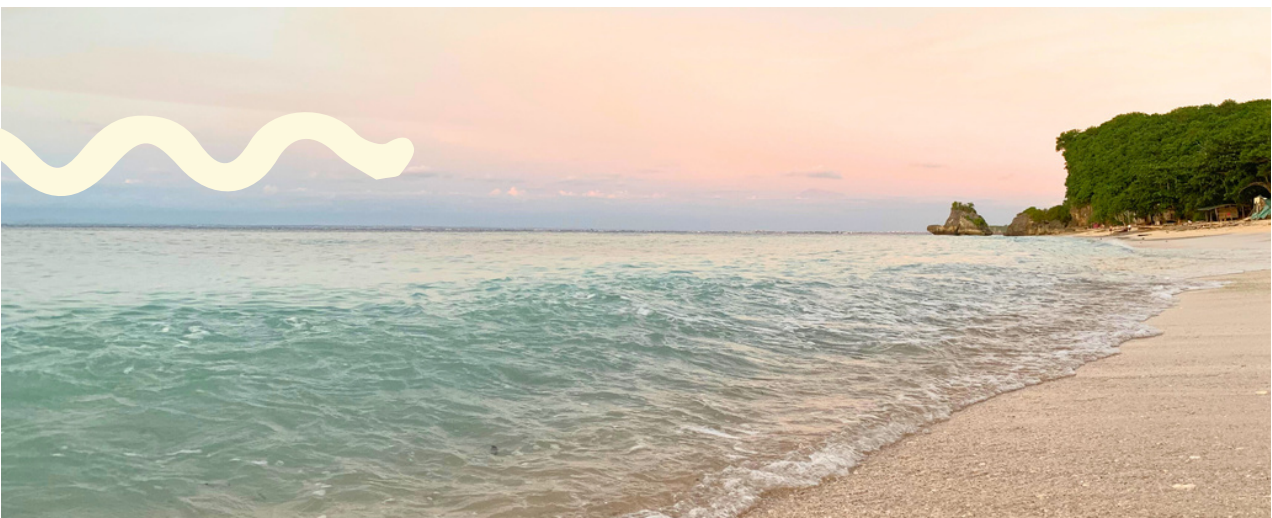
# Future Plans

## 2023–2025

As the organisation grows, our focus shifts to the themes of **sustainability** & **scalability**. Here are insights into a few of our strategies in the next several years, as we remain flexible to adapt and open to new possibilities.

### Coming Year (2023)

- Offering large group workshops, introductions, and classes online for the international community at large
- Expanding and developing collaborations and support programs for NGOs and charitable organisations in Hong Kong that support marginalised groups
- In-person community events and introduction classes in Hong Kong
- Creation and development of new teaching material and continued refinement of techniques
- Developing, restructuring and expanding the Advanced Training Program
- Channeling surplus resources into communications and legal consultations to manage the organisation's rapid growth
- Creating an active fundraising strategy
- Developing a stable onboarding strategy to support growing demand
- Exploring potential land options in Bali, Indonesia to set up a physical center



## 2023 and Beyond

### Offerings

- Expanding and developing collaborations and support programs for NGOs and charitable organisations internationally
- Creating online content to reduce reliance on live offerings
- Offering talks and workshops accessible to the public (without needing an introduction session)
- Offering recorded teachings, classes and lectures (one of our top requests in the past few years)
- Expanding regular offerings for the community in the areas of self-practice
- Creation of new programs and courses to support various topics related to inner wellbeing, harmony and freedom
- Designing a teacher training course for facilitators to teach Open Awareness
- Writing and publishing a book on Open Awareness
- Offering in-person retreats in Bali, India, USA, Europe and wherever the release work is being requested

### Functional Development

- Charity status (IRD Section 88 Tax-exemption)
- Hiring dedicated team members to help with the operations and administrative duties of the non-profit
- Developing and maintaining active fundraising strategy
- Updating and expanding the KLF website to include more information, teachings, and testimonials
- Communications and legal support to ensure the professionalism and health of the non-profit



# Team & Acknowledgements

The KLF would not be where it is today without the dedicated effort, selflessness, and hard work from our **volunteer facilitators** and key members in our community. We are very grateful to our facilitators, who have offered **thousands of hours of support** in the **spirit of service**, without asking for anything in return.

While our team has changed throughout the years, we're happy to present our facilitators moving forward for **2023!**



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**For pro-bono support:** Michael Titus

Thank you for your  
kind support!

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