

LAMA YESHE WISDOM ARCHIVE



THE ARCHIVE OF THE FPMT



Five Year Strategic Plan

2014 – 2018

PARTNERING WITH YOU
FOR THE BENEFIT OF ALL

LAMA YESHE WISDOM ARCHIVE



FOR PRACTITIONERS of Tibetan Buddhism in general, and students of Lama Yeshe and Lama Zopa Rinpoche in particular, the Lama Yeshe Wisdom Archive (LYWA) is an invaluable resource for authentic teachings from some of the greatest lamas of our time. As the steward of this precious collection of audio, video, images and transcripts, the Archive is uniquely positioned to present these teachings in a variety of multimedia formats, prepared by highly qualified editors with decades of experience.

The LYWA is the archive of the Foundation for the Preservation of the Mahayana Tradition (FPMT), the largest international Tibetan Buddhist organization in the world. The FPMT was founded by Lama Yeshe and Lama Zopa Rinpoche, two of the most influential lamas in the spread of Tibetan Buddhism around the world.

OUR FOUNDER AND OUR SPIRITUAL DIRECTOR

LAMA THUBTEN YESHE was born in Tibet in 1935. At the age of six, he entered Sera Monastery, Lhasa, where he studied until 1959, when the Chinese invasion forced him into exile in India.

LAMA THUBTEN ZOPA RINPOCHE was born in Thangme, Nepal, in 1945. At the age of three he was recognized as the reincarnation of the Lawudo Lama and studied in local monasteries until he went to Tibet in 1956. In 1959, he too fled Chinese oppression and continued his study and practice at Buxa Duar refugee camp in West Bengal, India,

where he met Lama Yeshe, who became his principal teacher.

Together, the Lamas began teaching Buddhism to Westerners at Kopan Monastery, Kathmandu, in 1969 and in 1974 began traveling the world to spread the Dharma. In 1975 they founded the FPMT, which now numbers about 160 centers, projects and services in almost 40 countries worldwide.



After an intense decade of imparting a wide variety of incredible teachings and establishing one FPMT activity after another, Lama Yeshe passed away in 1984. He was reborn as Ösel Hita in Spain in 1985. Lama Zopa Rinpoche continues to teach and develop the FPMT in an amazing variety of ways.

THE LAMA YESHE WISDOM ARCHIVE IS UNIQUE



THE LAMA YESHE WISDOM ARCHIVE is the definitive collection of teachings of Lama Yeshe and Lama Zopa Rinpoche—in essence, the life’s work of both Lamas.

THESE TEACHINGS ARE UNIQUE

Lama Yeshe’s and Lama Zopa Rinpoche’s teachings are exceptional and unique. For more than four decades they have been extremely effective in turning people’s minds towards the Dharma, bringing great benefit to the entire world. The teaching style of each Lama is unique and extraordinary; together, their teachings present the most profound aspects of Buddhist philosophy in both an easily accessible traditional format and an equally accessible contemporary format based on the truths of universal psychology.

The Dharma taught by Lama Yeshe and Lama Zopa Rinpoche is pure. It comes to us through direct oral transmission by way of an unbroken lineage of teachers going back to the Buddha himself. These teachings are truly a solution to all the world’s problems because they confront suffering and problems at their source—the ignorance, greed, anger and other afflictions that plague the human mind.

These teachings are even more precious because they come from not only the Lamas’ extensive scholarship but also their personal experience. And because the Lamas teach in English, the power of

their transmission is not lost in translation. Thus, while firmly rooted in traditional Indian Buddhism, these teachings are not dry, academic discourses but living, contemporary teachings that transform suffering and dissatisfaction into happiness; they are practical, living advice for everyone, the efficacy of which is being experienced daily by thousands of people around the world.

THE LYWA COLLECTION IS UNIQUE

The Archive contains forty years’ work of audio recordings, teaching transcripts, formal and informal video, images, and advice of Lama Yeshe and Lama Zopa Rinpoche, and now, Ösel Hita, Lama Yeshe’s reincarnation. Few Tibetan Buddhist archives in the world can claim such a breadth of resources.

THE LYWA STAFF ARE UNIQUE

Over the years we have assembled a team of long-time, knowledgeable Dharma students deeply familiar with the Lamas and their teachings, having worked with them for dozens of years. Transcribing and editing the Lamas’ teachings is highly specialized work that very few people can do, and we are fortunate to have developed the committed, experienced staff we have to work on these precious teachings.

THE ARCHIVE OF THE FPMT



LAMA ZOPA RINPOCHE established the Lama Yeshe Wisdom Archive as a stand-alone entity in 1996 to preserve the teachings collected since he and Lama Yeshe began teaching and to make them available to Dharma students all over the world. Hence the Archive's two-fold mission is stewardship and distribution. Thus we

- Collect and catalog all the audio, images and video of Lama Yeshe and Lama Zopa Rinpoche dating back to the early 1970s;
- Record Lama Zopa Rinpoche's ongoing teachings, talks and advice as he travels the world for the benefit of all;
- Preserve the collection safely to ensure that these precious teachings will be available forever;
- Catalog the teachings in databases to make them accessible for research; and
- Transcribe and edit all this recorded material;
- Distribute the teachings in various ways for the benefit of all.

THE CONTENTS OF THE ARCHIVE: PRESENT AND POSSIBLE

All our materials—audio files, transcripts, images and archival video—have been carefully stored and cataloged. We have also started to archive Ösel Hita's talks, which are primarily on video.

At present, the Archive contains over 16,000 hours of audio, nearly 20,000 transcripts, more than 30,000 images and hundreds of video files

(the number of which is rapidly increasing). About half of the recordings, mostly teachings by Lama Zopa Rinpoche, remain to be transcribed, and as Rinpoche continues to teach, the number of recordings in the Archive, both audio and video, increases accordingly.

We have also recently received new video of Lama Zopa Rinpoche, much of it informal and personal. We are in the process of cataloging this video, which has the potential to introduce people to a side of Rinpoche that not many have the great good fortune to witness.

There is also a large collection of uncataloged video of Rinpoche's teachings accumulated by the FPMT over the past 10–15 years.

LYWA SERVES ALL STUDENTS OF BUDDHISM

Our ultimate goal is to make Lama Yeshe's and Lama Zopa Rinpoche's teachings as easily accessible and widely available as possible.

LYWA serves primarily students of Lama Yeshe and Lama Zopa Rinpoche but also students of Buddhism from all lineages and traditions. From introductory students and those simply curious about Buddhism in general to more advanced students looking to explore and research topics on their own, all can appreciate the breadth and depth of the teachings we have made available and have yet to make available.

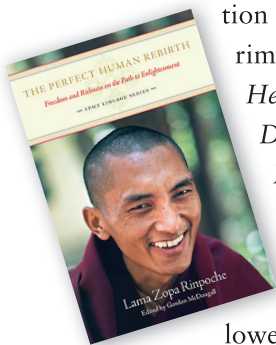
FULFILLING THE MISSION



THE ARCHIVE was established with virtually no seed funding and has developed solely through the kindness of our members and benefactors around the world. Our supporters are a crucial part of the Archive team, as we work together in a partnership for the benefit of all sentient beings.

Together with our contributors, we have accomplished much. Over the past five years alone we have

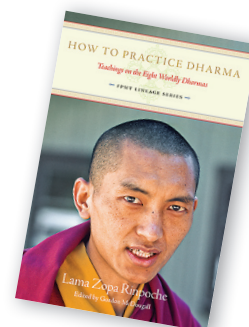
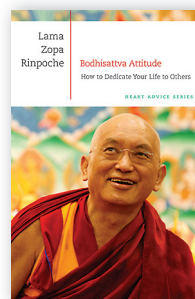
- Overseen the growth of the Archive to include nearly 2,000 teaching events, with nearly half of them transcribed;
- Distributed nearly 200,000 free books to individuals, Dharma centers, bookstores and prisons;
- Established the FPMT Lineage Series, a collection of Lama Zopa Rinpoche’s lamrim commentaries, with the titles *Heart of the Path*, *How to Practice Dharma* and *The Perfect Human Rebirth* already published and manuscripts in hand for books on the topics of emptiness, impermanence and death, the three lower realms, refuge, karma and more;
- Established Lama Zopa Rinpoche’s Heart Advice Series with *Bodhisattva Attitude*, with more titles to come;



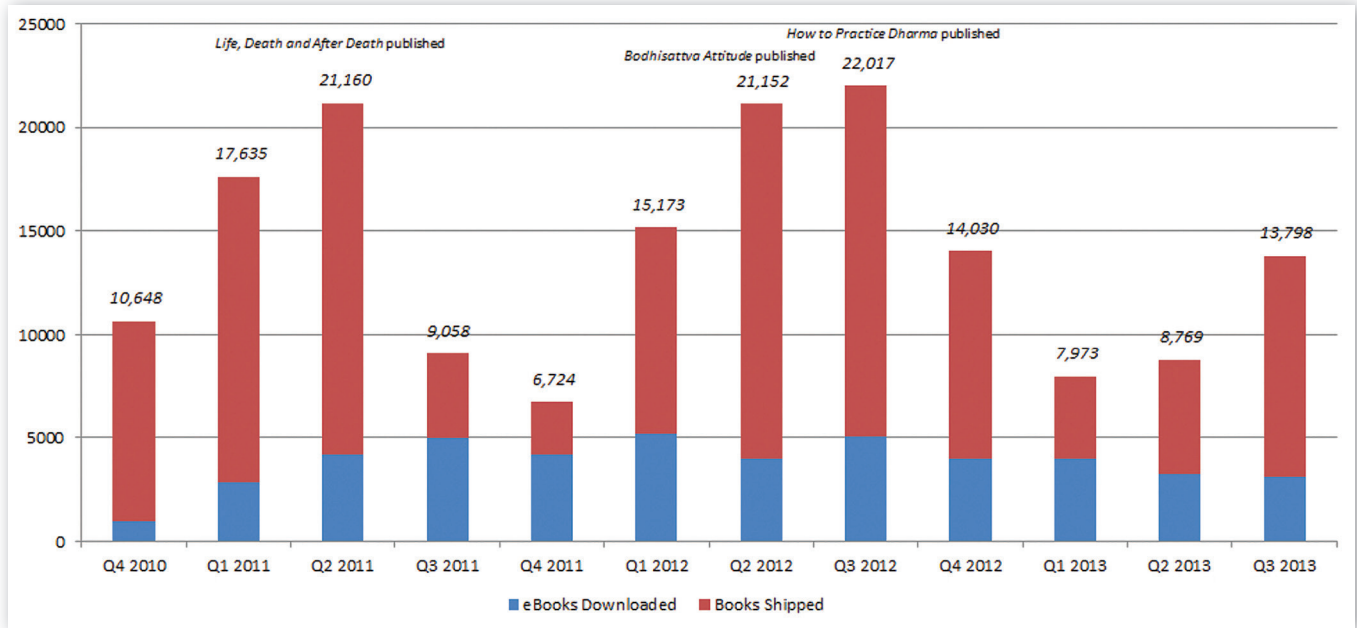
- Brought Lama Yeshe’s biography *Big Love* close to completion, after eighteen years of research, writing and editing by author Adele Hulse;
- Developed our photo archive with the collection of tens of thousands of new images;
- Doubled number of unique visitors to our website—where they can freely access tens of thousands of pages of teachings and hundreds of hours of audio—to 34,000 per month;
- Greatly widened our reach through social media outlets such as Facebook and Twitter, each of which has more than 7,000 LYWA followers; and
- Converted all our publications to ebook format and established distribution through all major vendors, distributing more than 1,000 ebooks a month.

As Lama Zopa Rinpoche has said,

Dharma books plant the seed of the path to enlightenment in the mind of the reader. That imprint ripens, realizations come and liberation is attained. Books open the wisdom eye; you can understand death and the nature of mind; they teach you how to develop compassion; they bring world peace.



DHARMA SEEDS PLANTED IN THE PAST THREE YEARS



[Note: When a new title is released we typically send large shipments of it plus our backlist titles to our major distribution centers around the world.]

THE LYWA TEAM



OUR MEMBERS AND BENEFACTORS

SINCE WE ESTABLISHED the Archive in 1996, only the support of our fellow students and practitioners around the world has enabled us to fulfill our mission. Together, we rejoice in the benefits of preserving these precious teachings and distributing them to all who seek them. As Lama Zopa Rinpoche has said,

When you contribute to or distribute Archive books, you create the charity of Dharma, the highest form of giving. Moreover, when you donate money to the Archive, you accomplish material charity; and since the Dharma teachings in these books show readers how to protect themselves from suffering, you also accomplish the charity of saving others from fear. Thus, by this one action, supporting the Archive, you achieve all three forms of generosity. If, on top of that, you give with bodhicitta—the determination to attain buddhahood for the sake of all sentient beings—your donation also becomes the cause of enlightenment.

We are could not do the work we do without the generosity of our contributors all over the world and offer our sincere thanks to them all.

DIRECTOR

Dr. Nick Ribush has been a student of Lama Yeshe and Lama Zopa Rinpoche and a full time

worker for the FPMT since 1972. With Lama Yeshe, he co-founded Wisdom Publications in 1975. He established the Archive in 1996, is its principal editor and fundraiser and sets the vision for all its activities. Over the years, Nick has built a staff of experienced, dedicated students of the Lamas, each of whom plays a valuable role in fulfilling the Archive's mission.

ADMINISTRATION AND ARCHIVING STAFF

The home office team handles the day-to-day operations of the Archive.

Jennifer Barlow, IT and Finance Manager, oversees budgeting, accounting and human resources and manages technical services, such as computers and networks, websites, e-publishing and social media efforts. She has been working with us since 2000.

In 2008, we were joined by Ven. Ani Tenzin Desal, Office Manager and Technical Archivist, who handles all donations, memberships, orders and shipping, oversees the cataloguing of files in the Archive and manages our team of transcribers.

RECORDING AND TRANSCRIBING STAFF

Since 2008, Ven. Kunsang has been travelling with Lama Zopa Rinpoche whenever possible, recording audio, video and images of Rinpoche, both formal and informal, and annotating and submitting these materials to the Archive.

Transcribing the Lamas' teachings is a highly

specialized skill and we are fortunate to have assembled a committed team of transcribers, without whom we couldn't begin to make the teachings available.

Ven. Thubten Munsel has been transcribing reliably and consistently since 2008.

Diana van Die provides the valuable skill of checking transcripts against the audio before making them available for publication.

Our team of part-time and volunteer transcribers of Ven. Thubten Labdron, Dr. Su Hung and Patricia Lee helps us keep up with the ever-growing collection of recordings.

BOOK EDITING STAFF

Ven. Ailsa Cameron transcribes, compiles and edits books on specific topics.

Ven. Sarah Thresher creates manuscripts for our Heart Advice Series.

Gordon McDougall is the primary editor for the Publishing the FPMT Lineage project, combining

through years of Lama Zopa Rinpoche's teachings on a variety of lam-rim topics and assembling a comprehensive presentation on each.

Other editors such as Ven. Connie Miller, Jon Landaw and Ross Moore also work on specific book projects.

Wendy Cook provides copy-editing and proof-reading services.

Nick Ribush undertakes the final edit of all manuscripts prior to publication.

WEB, IMAGE, AUDIO AND VIDEO EDITING

David Zinn oversees the compilation of our Image Archive, digitizing photos and categorizing the image files and preparing images for publication in print and ebooks and on our website, which includes our online Image Gallery.

Sandra Smith is our Web Editor, preparing, formatting and posting all content that appears on our website, including the thousands of advices in Rinpoche's *Online Advice Book*.



Ven. Bob Alcorn edits and produces archival video of the Lamas for DVD and YouTube.

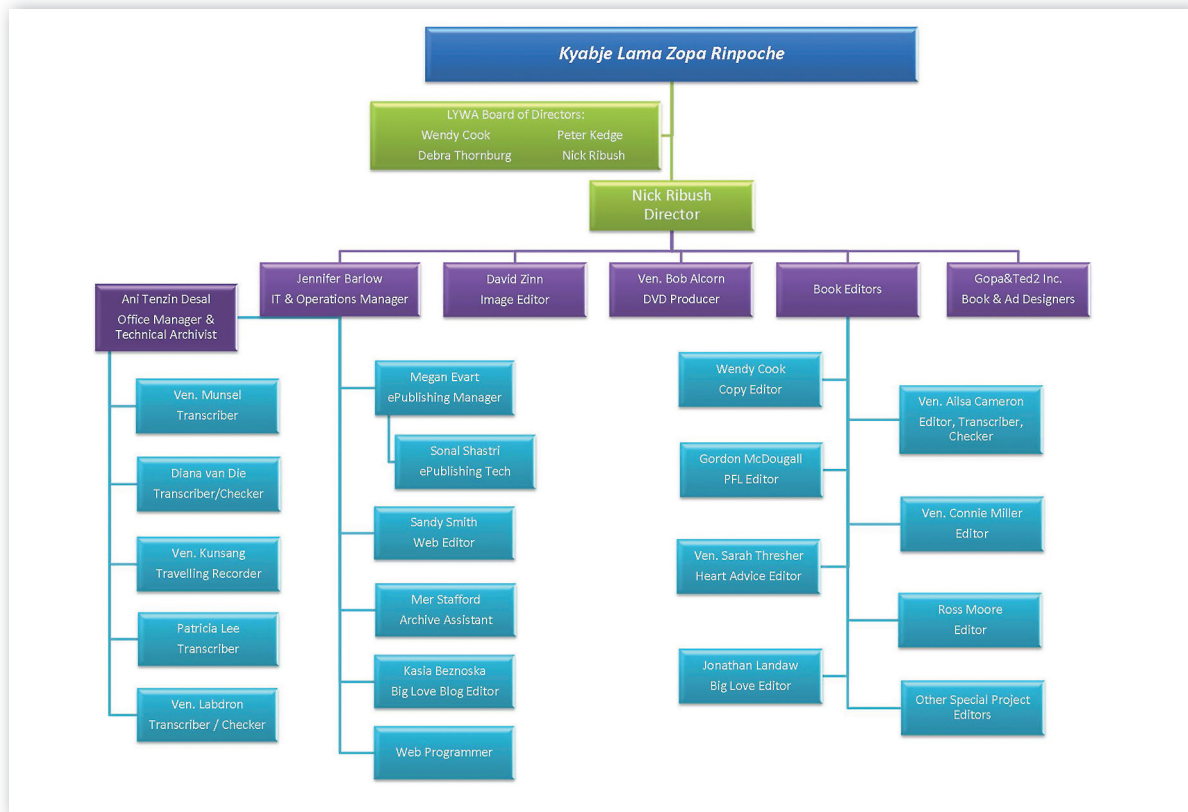
ELECTRONIC PUBLISHING AND SOCIAL MEDIA

Megan Evert is our e-Publishing Manager, working with Sonal Shastri to digitize our print titles and overseeing the design of all our ebooks. Megan also manages our YouTube channel, online adver-

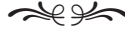
tising and electronic distribution to libraries, and is leading our effort to produce enhanced ebooks, the future of electronic publishing.

Kasia Beznoska posts excerpts from the forthcoming biography of Lama Yeshe to our *Big Love* blog and oversees the submission of articles to the online *Elephant Journal*.

To see a close-up look of Organizational Chart, visit www.LamaYeshe.com under “Who We Are”.



LYWA PUBLISHES AUTHENTIC BUDDHIST TEACHINGS



LYWA has some 650,000 books in print, most of them free. Our titles have been translated into fifteen languages and Braille and all are available as ebooks for a wide range of readers. We provide transcripts for use in FPMT course materials, Education Department publications and *Mandala* magazine and prepare books for Wisdom Publica-

tions. We have published more than 125 monthly e-letters, have a well-established social media presence, a YouTube channel and articles published monthly in online magazines and blogs.

Furthermore, we have tens of thousands of pages of teachings and hundreds of hours of audio freely available on our website, LamaYeshe.com.



THE LYWA WEBSITE IS THE GATEWAY TO THE ARCHIVE'S RESOURCES

We welcome 34,000 visitors a month who can

- Read more than 35,000 pages of teachings and sign up to receive alerts for new teachings added each month;
- Research Buddhist topics using our tag, category and weighted search features;
- Listen online to nearly 450 hours of audio of the Lamas' teachings and follow along with the unedited transcripts;
- View Images, both archival and contemporary, in our online Image Gallery;
- Download any of our free books; and
- Order books, ebooks and DVDs through our online store.

THE FUTURE OF PUBLISHING



BY ITS NATURE, the LYWA is a multimedia archive: audio, video, text and image. At present, our prime concern is publishing text: in physical books, on our website, as ebooks and in magazine articles and blogs. These publications are often complemented by images. Secondly, we publish audio plus accompanying transcript on our website and via the occasional podcast and video on DVD and YouTube.

It seems natural for us to now take the next step: to publish in a way that integrates all the aspects of our archival material into a single presentation—multimedia e-publishing.

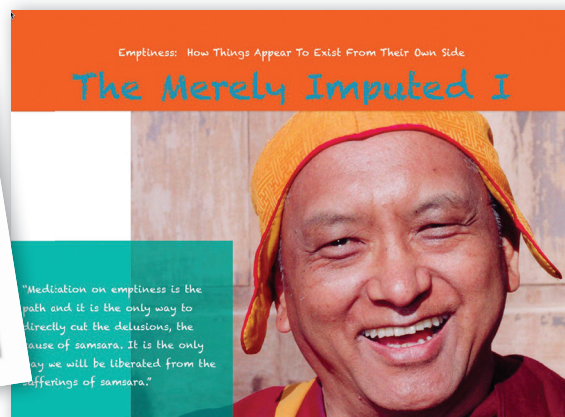
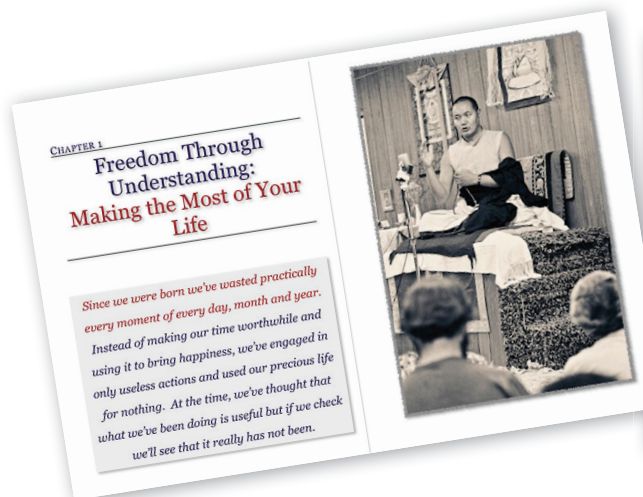
Furthermore, e-publishing gives us the potential to publish content faster than traditional print publishing and to reach more readers.

MULTIMEDIA E-PUBLISHING

Multimedia publications integrate text with embedded audio, video and images that supplement the text and can also integrate links to related resources.

Publication of ebooks and transcripts can easily be supplemented by audio, video and images from the Archive. For example, to publish Rinpoche's teachings in Indonesia in 2010, we could include not only audio, video and transcripts from the teaching event itself but also video of Rinpoche arriving and talking with members, pictures from related events and informal video of Rinpoche expounding on the same topic elsewhere. In another example, we could supplement teachings from an animal liberation with video of Rinpoche stopping in the middle of a mall to say mantras to goldfish in a fountain.

In addition to ebooks, the Internet publishing landscape continues to grow and evolve. The definition of exactly what it means to “publish” something on the Internet seems to change continuously—from articles and teachings on a website and in e-journals, to podcasts and YouTube videos, to sharing content via mobile apps, to Facebook posts and Tweets, to images on Pinterest to... what's next? With all of the varied resources in the Archive, we are uniquely suited to take advantage of emerging publishing technologies, whatever direction they take.



Furthermore, electronic content can

- Be easily cut into bite-sized pieces;
- Be shared on a variety of platforms, such as websites, tablets, and mobile devices;
- Be more readily accessed than print publications; and

- Provide multiple entry-points to the Dharma, such as picture, voice, text, or video.

With e-publishing, there are many different ways to reach a person interested in the Dharma. And, however a viewer/reader/researcher discovers the LYWA, they have access through that entry-point to all the other resources that the Archive provides.

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TOGETHER WE CAN DO SO MUCH MORE



AS WE HAVE INDICATED, the Archive contains recorded audio teachings, verbatim transcripts, edited versions, advices, video and images. Few publishers, Dharma or otherwise, have the potential to do what we can with the vast resources we have at our disposal.

Looking ahead, we stand poised to increase our ability to make the teachings in the Archive more easily accessible. We are exploring new, cutting edge publishing methods for providing immediate access to teachings on readers' computers, smart phones and tablets. With the support of you, our members and benefactors, in the next five years we plan to

- Convert our homegrown systems to established archiving software in order to increase the capacity of our archiving systems and our ability to better integrate our various archival materials (audio, text, image and video);

- Continue the publishing projects already underway, such as the FPMT Lineage Series, the Heart Advice series, other special projects such as *Big Love: The Life and Teachings of Lama Yeshe* and, of course, our ever-popular free books;
- Redesign our website and develop a mobile app to expand access to published teachings on the web; and
- Embark on multimedia ebook development to bring the Dharma teachings to life in a way that has not been possible before and to engage readers more deeply.

With your support we will be able to continue employing our team of editors, designers and support staff, all fully dedicated to the mission of the Archive and excited about bringing more and more of the teachings in the Archive into the hands of those searching for the Dharma.

JOIN US IN OUR WORK TO BENEFIT ALL BEINGS



PUBLISHING is changing rapidly. It is not just books any more.

Emerging publishing technologies now enable us to go beyond our already established means for making these teachings available. Using all the amazing resources we have at our disposal we can develop a completely new kind of Dharma book: a multimedia presentation that brings all these resources together into a seamless presentation that draws the reader ever more deeply into the teachings.

We are looking to become a world leader in enriched-media Dharma publications, creating enhanced ebooks that contain not only written teachings but also the audio from which they came, video when available, photographs from those or

similar teaching events and links to related advice and resources.

This will bring the teachings to life in a way that has not been possible before and provide a multi-faceted experience that offers much more than simply reading a book. Presenting the Dharma in this way will engage readers more deeply and enhance their spiritual development.

In order to benefit others even more than we have been doing, we need your help. We have developed a \$2.5 million, 5-year plan which we would love to discuss with prospective supporters. We hope you will be one of these. Please contact us or visit our website to find out how you can join us and become a partner in our work for the benefit all.



LAMA YESHE WISDOM ARCHIVE
PROPOSED AVERAGE ANNUAL BUDGET 2014-18



INCOME

Gifts and Grants	\$400,000
Memberships	\$40,000
Sales	\$40,000
Royalties, Interest, Other	\$10,000
Rental Income	\$10,000
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TOTAL INCOME	\$ 500,000

EXPENSES

Salaries and Benefits	
Administration and Archiving Staff (\$125,000)	
Recording, Transcribing & Editing Staff (\$120,000)	
E-Publishing and Social Media Staff (\$40,000)	\$285,000
Publishing and Distribution	
Design & Printing (\$45,000)	
Distribution (\$35,000)	
Digitization and Restoration (\$25,000)	
Advertising (\$10,000)	\$115,000
Admin and Computers	\$34,000
Maintenance, Utilities and Rent	\$18,000
Depreciation and Miscellaneous	\$16,000
Insurance and Taxes	\$12,000
Conferences and Travel	\$10,000
Contributions	\$10,000
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TOTAL EXPENSES	\$ 500,000

PRAISE FOR THE LAMA YESHE WISDOM ARCHIVE



Thank you so much for the extra copies of *Becoming Your Own Therapist*. The response to these little books has been quite amazing. As I do not mix in Buddhist circles I have distributed these to non-believers in anything. . . . In three cases now, people have come to me for further reading and information on Buddhism and have asked to be taught meditation. . . . The simplicity, clarity and openness of Lama Yeshe reaches deep into the recesses of one's mind and heart and makes sense of our wacky world, resolves questions that have been vaguely answered by other philosophies and gives one hope and a reason to live this life with equanimity, responsibility and peace. I am grateful for your tireless dedication to the Archive project and eagerly look forward to more books being released.

—LYWA Supporter, Australia

Thank you for letting me know about this new way to access the latest advice [from Lama Zopa Rinpoche's Online Advice Book.] This is incredibly helpful and very much appreciated. I always tell all my friends that the LYWA site is like a Buddhist Wikipedia. Any time I'm going for teachings, retreat etc., the first thing I do is search the site to find something inspiring and also insightful to help me prepare. The LYWA never lets me down and I am continually grateful for the hours and hours that all of you put into maintaining the site for the benefit of all beings

—LYWA website visitor

Most of my life has been a misguided, painful search for meaning, explanations and happiness. Obviously no answers were found as I am five years into a forty year prison sentence for murder. The fact is that I was simply not ready for answers; I was not ready to end my suffering and that of those around me whom I was hurting. The old adage is true: when the pupil is ready, the teacher appears. Countless books about Buddhism have arrived in the mail and they were all understandable—intellectually, that is. They did not strike a deeper personal spiritual chord with me. . . . Lama Yeshe's teaching has touched me deeply. In my mind, which is packed with information but void of understanding, the tumblers have begun to click into place and it's become clear that education does not automatically erase ignorance. I have been so ignorant! Lama Yeshe was a beautiful, practical being and I am so fortunate to have received his book.

—Prisoner, Texas, USA

I want to thank you for the books you send to me on occasion and for the incredible online service you provide. I use the Archive all the time. [At my mother's memorial service] there were some family members and a few other people there, and I had decided we would all together read out loud His Holiness the Dalai Lama's favorite dedication—which of course I got and printed out many copies from the Archive. So we were all able to read it together. . . . The Archive maintains a phe-

nomenal educational resource and I want to thank you for that.

—LYWA website visitor

You just have to buy yourselves a copy of the latest book by Lama Zopa Rinpoche called *How to Practice Dharma: Teachings on the Eight Worldly Dharmas*. It is the latest in the FPMT Lineage Series. . . . *How to Practice Dharma* is just extraordinary. So practical, so true. The kind of book that helps you recognize and laugh at your nonsense and gives you the resolve and techniques to stop being such a twit/nelly/nincompoop so often. Buy the book, read it, laugh at your nonsense and

grow. Thank you so much to Lama Yeshe Wisdom Archive, the publisher, and Gordon McDougall, the editor, for bringing this into the light of day. A real joy from beginning to end.

—An email sent out by Jamyang Buddhist
Centre, London

Thank you very much for sharing these texts with me. I look forward to learning, meditating on and sharing what I gather from them. Thank you for offering such a resource of books and digital sources for those of us who cannot afford expensive texts, but still seek out wisdom.

—LYWA website visitor