

# YOUR GIFT LIGHTS THE PATH TO KRIPALU'S FUTURE

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Dear Friends:

Thank you for diving deeper. Thank you for your care and generosity. And thank you, above all, for being part of the Kripalu community. Even in the darkest days, your love for Kripalu lifts our hearts and helps us keep Kripalu's light aglow.

From the outset, Kripalu's decisions have been guided by our values and by holding three priorities above all: the preservation of Kripalu itself, the wellbeing of our staff, guests and community, and a commitment to transforming Kripalu in preparation for our shared emergence into a new world.

This letter will share the actions we've taken and our thoughts on the road ahead. These are challenging times, but we hold great hope for the future of Kripalu.

If you are in a position to nurture that hope by making a [donation](#), the time is now. We'll need every friend, at whatever level works for you, to help create a strong and impactful future for Kripalu and all the communities it serves.

If you've already given, please know how grateful we are to you.

Finally, thanks to provisions of the federal CARES Act, more Americans at every income level can claim tax deductions for their charitable gifts. There are more details at the end of this letter.

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When we made the decision to close Kripalu as of March 13, the organization's income dropped almost to zero, overnight. Philanthropy fuels most of our direct outreach, programs like scholarships and RISE—but it is registration fees that make up 95% of our operational revenue.

Following is an outline of where we've been, where we are today, and where we hope to be, with your help, when this crisis passes and we can reopen:

- Thanks to both our guests and the tremendous work of our staff, Kripalu had a very strong year in 2019, which left us with healthy reserves.
- The Trustees authorized a \$3 million draw on reserves to cover staff salaries and basic operational costs for a six-week period, after which we hoped to reopen.
- Discretionary spending was eliminated, and scheduled repairs and improvements were postponed.
- In April, Kripalu secured a \$3.1 million forgivable loan from the federal Payroll Protection Program that allowed us to extend staff coverage until June 17, when, again, we hoped we might be within shouting distance of reopening. The loan also allowed us to cover 100% of health insurance costs for all covered staff members.
- Fundraising accelerated, with 100% of the board, many staff members, and countless donors having contributed over \$1.25 million to support Kripalu through the pandemic ... four times the amount we would customarily raise by this time of the year

- In mid-May, the projected effect of continual headwinds became undeniable. There were no more financial rabbits to pull out of a hat; reopening before January 2021 appeared increasingly unlikely; we needed to protect a cash reserve of at least \$4 million in order to ensure we could survive another six- to nine-months of shutdown and have enough liquidity in reserve to gear back up for reopening.
- With these factors in mind, we were forced to make the unavoidable and devastating decision to initiate layoffs, furloughs and/or significant cuts in pay on June 18.
- A skeletal “Bridge Team” of about 30 staffers, all of whom will be working at deeply reduced compensation, assumed the ongoing administration, security and planning for Kripalu on June 18.
- Limited programming, including RISE, R&R workshops, and selected visiting presenters, continues [online](#). These programs will be complemented by our just-launched [Kripalu Connect](#) video platform, and free offerings on our website and other venues promoted via social media
- Fundraising to sustain Kripalu during the shutdown and fuel its evolution and transformation into the “new normal” will continue.
- Timing remains a moving target, but we are currently envisioning a reopening date in January 2021. If this plan holds, furloughed employees will be called back to work in the October-November range to begin launching plans – programmatic and logistical – for a safe and secure reopening to guests. In time, we hope to bring back as many staff members as we can.

The COVID-19 crisis has been calamitous for Kripalu. But as I think about our path forward, I take heart not only from your love, but from history:

- Kripalu was started as an experiment. Experiments don’t always last forever, and that has been true in Kripalu’s case. The organization has survived calamities in the past, and with your help we will survive this disruption. Our spirit is strong and our mission of transformation and empowerment through retreat and practice is more relevant than ever.
- This crisis is an opportunity for innovation and transformation. Prior to the virus, many of us knew that change was needed and coming for years. Kripalu is situated within a model that was constructed at a time of drastically less competition, less complexity, and less publicly available content — a time when seekers and transformational teachers had fewer choices. I would not have ever wished this crisis upon us. But even as we mourn its impacts, we will seize this moment to envision our future.
- Before the crisis Kripalu had begun a strategic planning process. The African image and symbol of Sankofa was serving as a metaphor to cohere our vision. The meaning of Sankofa is visually expressed as a bird that flies forward while looking backward with an egg in or near its mouth. It teaches us that we must go back to our roots in order to move forward. We need only take forward that which is needed now and leave behind what is no longer essential. By looking to our past, we discern what we will carry forward as we make real the transformation to the Kripalu of tomorrow.

As you read this, a small crew of committed staffers is working to sustain the blessings of our predecessors, and open the path to our future. We walk in the footsteps of great Kripalu leaders and teachers. We are fueled by the love of thousands: ashram residents, wisdom teachers, devoted staffers and loyal guests. Together, we will walk the path of love into our future. We will be here for

you when this passes, and we hope you will be here with us as we move toward the day we can welcome you back to your spiritual home.

If you can, please [donate](#) to ensure a strong future for Kripalu. If you're unable to donate, please hold love for Kripalu in your heart, and know that we hold love for you in ours.

With gratitude,



Dr. Barbara Vacarr, CEO

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### **Information on expanded federal tax deductibility of charitable giving:**

The CARES Act makes two noteworthy changes to federal charitable giving rules for the 2020 tax year and beyond, including:

- Individuals who do not itemize their deductions and give up to \$300 to charity can add \$300 to the standard deduction. This change is an above-the-line deduction that **decreases a filer's adjusted gross income**, reducing taxable income and enabling them to qualify for other tax breaks. This applies only to individuals who give cash gifts to a qualified charity, not donor advised funds (DAF).
- Individuals who itemize their deductions can now deduct 100% of their charitable giving from their adjusted gross income. Under previous law, this amount was capped at 60%. The limit for businesses has also been increased from 10% of taxable income to 25%. Similarly, this change applies only to cash gifts to public charities, not private foundations or DAF.

*Kripalu urges you to consult with your own financial or legal representative to determine how new provisions in the federal CARES Act apply to you and your particular circumstances. We are grateful for your interest and support, but Kripalu does not represent your interests and provision of this information should not be construed as tax or legal advice.*