

# GRATITUDE REPORT 2024

**"All the teaching, all the work we do, all the Zohars that are revealed in this world, they have one singular purpose: that each one of us individually, and that our world collectively, begins to feel, experience, and know what **love** truly means, and has the desire to share that not just with one other person, but with the world." – Michael Berg**



THE  
KABBALAH  
CENTRE

# TABLE OF CONTENTS

3	<b>Our Mission</b>
4	<b>The Seven C's</b>
6	<b>Highlights</b>
8	<b>The Rav Berg Project</b>
15	<b>Ignite the Light</b>
16	<b>The Karen Berg Scholarship Fund</b>
18	<b>Impact Across Local Centres</b>
21	<b>Spiritually Hungry</b>
23	<b>Rethink It: LOVE Master Class</b>
24	<b>Empowerment Through Kabbalah: A Spiritual Lens on Recovery</b>
25	<b>Roots Program: Transforming Young Lives</b>
27	<b>Publishing: Inspiring Through The Written Word</b>
29	<b>The Vessel: A Link to the Masters</b>
30	<b>Volunteer &amp; Outreach initiatives</b>
35	<b>Fincials &amp; CFO Statement</b>

THE KABBALAH CENTRE'S  
MISSION IS TO CREATE  
POSITIVE GLOBAL CHANGE.

---

THROUGH THE WISDOM OF  
KABBALAH, WE EMPOWER  
HUMANITY TO TRANSFORM AND  
ACHIEVE TRUE FULFILLMENT.

# THE 7 C'S

Consciousness principles  
of The Kabbalah Centre,  
from our co-directors'  
Michael and Monica Berg

## C CONSCIOUSNESS & CARE

Choosing to see beyond ourselves and act with love.

## C CHALLENGE

Embracing challenges as the weight that builds our spiritual muscles.

## C COMMUNITY

Internalizing the truth that our growth is magnified when we walk this path together.

## C CONTRIBUTION

Giving back to the well from which we receive, sustaining the Centre for ourselves and for others.

## C CONGRUENCE

Aligning our actions with our soul's values, becoming living examples of this wisdom.

## C CHANGE

Accepting the constant invitation to evolve ourselves and the world around us.

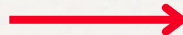
## C CERTAINTY

The unchangeable knowing that the Light is always working in our favor.



YOUR CONTRIBUTIONS  
CONTINUE TO TRANSFORM  
LIVES AND EXPAND THE  
REACH OF KABBALISTIC  
WISDOM AROUND THE  
WORLD.

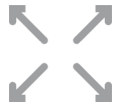
Here are a few of the year's highlights





## RECORD NUMBER OF NEW STUDENTS

We welcomed **60,322** new people, with Philippines and Canada leading the way, experiencing **77%** and **60%** growth, respectively.



## EXPANDED OFFERINGS & GROWING ENGAGEMENT

- **25%** increase in courses and events offered, totaling **2,368**.
- **20%** growth in registrations.
- **200,000** total registrations.
  - **47K+** registrations in Student Support USA.
  - **16K+** registrations in Europe.
  - **19K+** registrations in Mexico.
  - **23K+** registrations in the United Kingdom.

# 60K

## NEW STUDENTS IN 2024

## ONLINE ENGAGEMENT

- 26 million+ individuals engaged through social media this year—our broadest reach ever.
- 1.3 million+ active users on kabbalah.com

## PERSONALIZED SUPPORT

- 12K+ students received ongoing personalized guidance from over 100 teachers.
- 1.7K students in Latin America paired with teachers.
- 2.3K+ students in Europe paired with teachers.

EVERY NUMBER  
IS A PERSON.

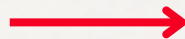
EVERY PERSON IS  
A STORY OF A LIFE  
TRANSFORMED.

**“The Zohar represents humankind’s best  
hope of a solution to the chaos that has  
afflicted it since the beginning of  
history. Through the Zohar,**

**WE SHALL ASSUREDLY  
TRANSFORM THIS PLANET  
INTO ONE OF PEACE AND  
TRANQUILITY.”**

**— RAV BERG**

THE RAV BERG ZOHAR PROJECT



# AWAKEN THE WORLD, ONE ZOHAR AT A TIME.

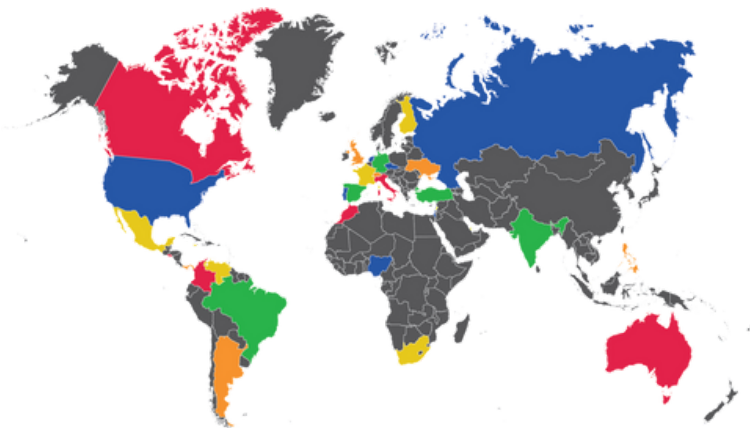


BRAZIL

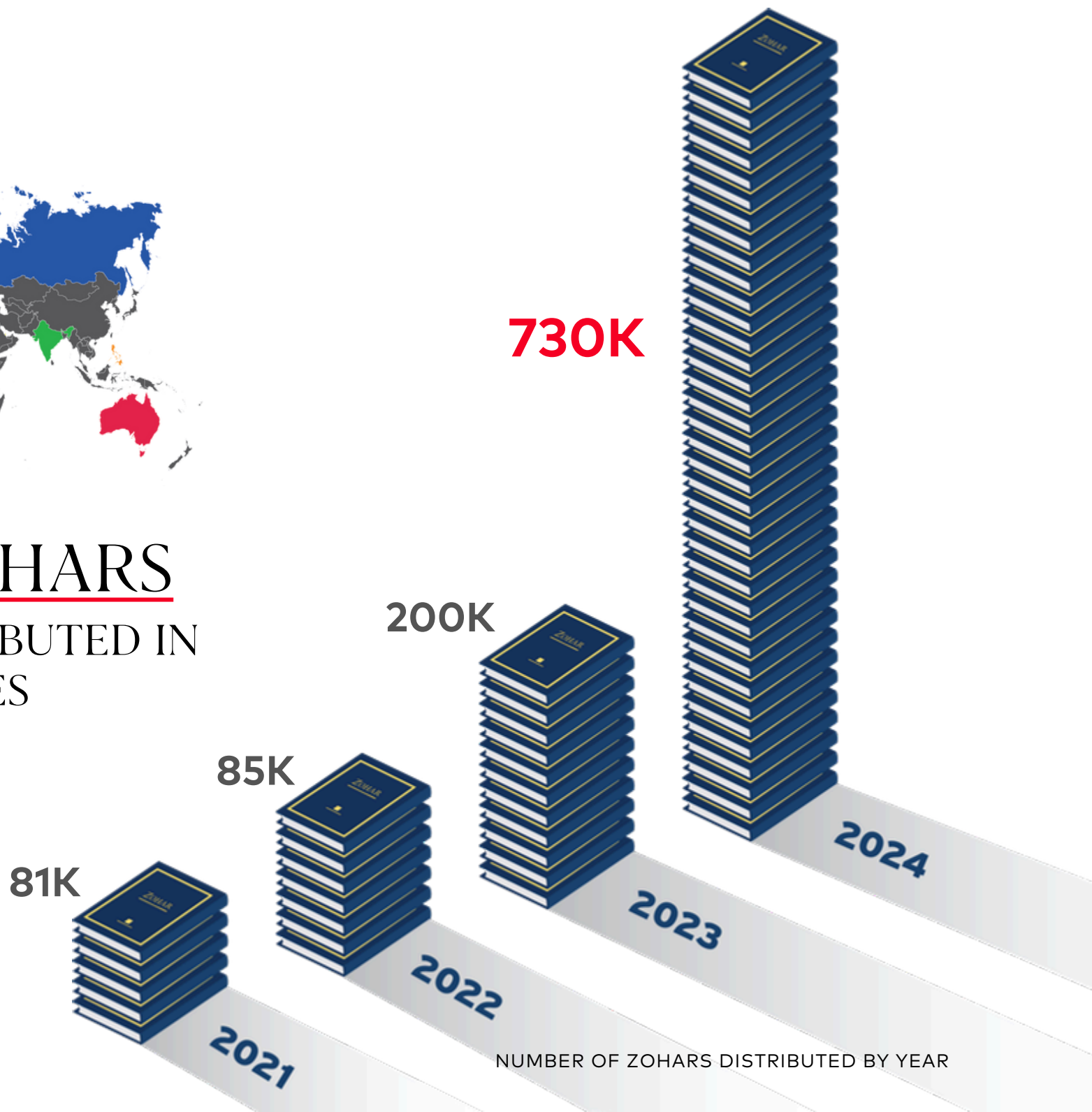
The **Rav Berg Zohar Project** continued its mission as a global force of transformation, sharing over **730,000 Zohars**—nearly quadrupling the reach of just two years ago.

- **Florida:** Zohars distributed in hurricane-prone regions as part of a spiritual protection belt.
- **Philippines:** Shared with members of the Philippines Coast Guard on the frontlines of service.
- **Israel:** Thousands of Zohars placed in hospitals, schools, supermarkets, and security sectors.
- **Brazil:** 1,500 Zohars delivered to flood-ravaged farmland, reaching individuals, universities, and hospitals.
- **Wave of Love Campaign:** Brought Light to communities affected by hate crimes in **California, Florida, Las Vegas, and Mexico.**

Volunteers made all of this possible.



# 730K ZOHARS WERE DISTRIBUTED IN 33 COUNTRIES



NUMBER OF ZOHARS DISTRIBUTED BY YEAR



# ONE MILLION ZOHAR CAMPAIGN

In the wake of the devastating conflicts in the Middle East, our global community turned to the most powerful spiritual tool we know—the Zohar. Rooted in centuries of Kabbalistic wisdom, the Zohar offers the Light needed to transform pain, suffering, and chaos into healing, purpose, and peace. From simply possessing a Zohar to actively studying and sharing its teachings, each interaction with this sacred text reveals Light and deepens our collective spiritual connection.

In March 2024, Michael and Monica Berg led a Global Meditation for Peace from the resting place of Rav and Karen Berg in Israel—a site charged with their enduring energy and commitment to peace. As violence continues to affect innocent lives, this moment of collective prayer reminded us of our power to bring healing through unity, intention, and spiritual action.

From that inspiration emerged the **One Million Zohar Campaign**, a bold initiative to distribute one million Pinchas pocket Zohars across the globe.



MEXICO





## THE ZOHAR APP

We introduced new updates to the Zohar App, making it easier than ever for students around the world to stay connected to the powerful energy of Zohar study.

- Push notifications for daily spiritual reminders.
- Uninterrupted audio for a seamless listening experience.
- Enhanced search to quickly find specific sections.

The Zohar App continues to grow its reach, now serving over **22,000** active users. Available on both iPhone and Android.

USING THE ZOHAR APP,  
DALLAS, A NICU NURSE AND  
KABBALAH STUDENT, PLAYS  
ZOHAR READINGS DAILY IN  
HIS HOSPITAL UNIT.

MANY OF HIS NEWBORN  
PATIENTS ARE SUFFERING  
FROM DRUG WITHDRAWAL  
OR FIGHTING TO SURVIVE.

**"The work I do is really hard...  
Music is a big part of our  
environment, but playing the Zohar  
is special for me—and special for  
them, too.**

**I don't play it too quietly."  
-Dallas**

# ZOHAR DAY OF UNITY

On June 2nd of 2024, following Lag B'Omer, our global community united in purpose and energy for the Zohar Day of Unity—an inspiring milestone in the **One Million Zohar campaign**. Together, we shared an incredible **15,000 Zohars in one day**, igniting sparks of spiritual Light in homes, cities, and hearts around the world.

This powerful initiative was guided by the consciousness set by Michael Berg, who reminded us that the greatest way to access the Light within the Zohar is by sharing it with others. Each act of sharing was imbued with the intention that the recipient would receive limitless blessings in all areas of their life.

PORTUGAL



MEXICO



ISRAEL



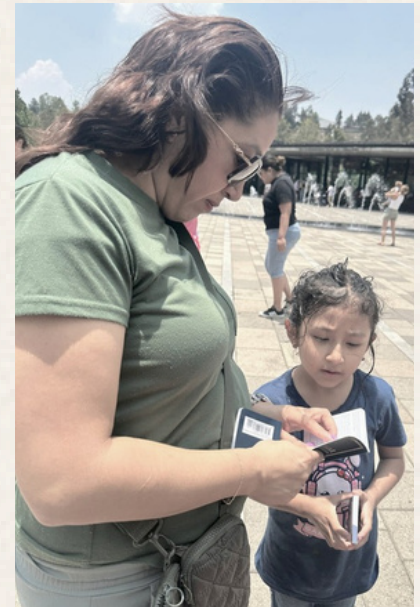
“THE RAV WOULD ALWAYS SAY,  
‘IT’S ALL ABOUT THE ZOHAR...’”



MEXICO TEENS OUTING



LOS ANGELES AIRPORT



MEXICO

**I want to live a life beyond nature.  
I want my blessings to be beyond the norm.  
I want the world to be elevated out of its normal state of chaos.  
And I know that the most powerful tool that I have,  
that we have, that the world has, is the Light of the Zohar.”  
- Michael Berg**

## IGNITE THE LIGHT

To celebrate the birthday of Rav Berg and honor the spiritual legacy he and Karen built together, over a thousand students from around the world came together for our Ignite the Light online gala. The celebration featured live testimonials, a silent auction, never-before-seen footage of the Rav and Karen, and an inspiring candlelighting ceremony at their resting place in Israel.

Thanks to the generosity of event sponsors and participants, we raised an incredible **\$620,000**.



MICHAEL & MONICA BERG

EITAN YARDENI

“TO REACH THE UPPER REALM, THERE IS ONLY ONE METHODOLOGY—TO FEEL ONENESS, WHICH IS ACHIEVED BY TREATING OTHERS WITH HUMAN DIGNITY AND NOT PERPETUATING CHAOS THROUGH SEPARATION. EVERY POSITIVE ACTION WE DO CAN AFFECT POSITIVITY ALL OVER THE WORLD.”

– RAV BERG

# THE KAREN BERG SCHOLARSHIP FUND

Spiritual wisdom should never be limited by financial barriers. The Karen Berg Scholarship Fund (KBSF) was established to honor that belief, making it possible for students around the world to access life-changing teachings regardless of their finances.

In 2024 alone, the Scholarship Fund helped sponsor **382** courses and events, welcoming a total of **56,683 recipients** impacted by some level of financial assistance—of which 2,692 were full scholarship recipients.



“I’M SO GRATEFUL  
THAT I FOUND  
**KABBALAH**—  
OR THAT KABBALAH  
FOUND ME.



The Centre—the work that they do, the classes that they put together, the tools that they share—gives you all the information you could possibly need. And I just don't know where I would be without this, at all.”  
-Jimmy



# HIGH HOLIDAY CONNECTIONS

Thanks to our donors' support, the Pesach, Rosh Hashanah, and Yom Kippur Sponsorship Funds made it possible for thousands to connect with the energy of renewal and transformation.

Because of your giving, over 10,000 students across the globe were able to make High Holiday connections.



**"I've learned through this community that helping each other is a gift, and through these gifts and these tools, like the holidays, it's available and we can receive the things the Creator wants to give us... I hope that if anyone needs help and assistance and their soul is calling them to go and connect and heal, please receive it."**

**- Christine,  
Rosh Hashanah  
sponsorship recipient**

## NEW CENTRES, NEW LIGHT

Our Centres allow us to gather in person, strengthening our communities and connections. We are excited to announce new Centres opened in 2024:

- Miami's Design District
- Altavista, Mexico
- Caesarea, Israel

## TEACHERS, COURSES, AND AN EXPANDING REACH

Kabbalah 1 reached **35,235** students in eight languages.

Michael Berg's **Ten Luminous Emanations** brought profound Kabbalistic wisdom to thousands seeking deeper answers.

Monica Berg's **Living Your Values** event for International Women's Day engaged women around the globe.

The immersive 10-week journey The Kabbalah Effect merged experiential practices—breathwork, journaling, sound, and study for a wholistic learning experience.

Our global community made this a year of immense growth, and transformation—in our Centres and in the lives of our students.



MIAMI'S DESIGN DISTRICT





### **New York**

- Teens Shabbat: Michael & Monica hosted at the Connecticut Centre.
- Tu B'Av: Dozens of new students were introduced to Kabbalah at a dynamic young-professionals gathering.
- David Grundman's Kabbalah 1 Class: With 250+ attendees and 12+ volunteers, the class sparked a growing community that now hosts Shabbat and other events together.



### **Mexico**

Shabbat Pinchas welcomed 170 international students for a weekend of mind-body-spirit alignment.



### **Los Angeles**

The ONE seminar, led by Eitan Yardeni, Rachel Yardeni, and Yehuda Ashkenazi

**CENTRES AROUND THE WORLD**



## Israel

- Young adult Shabbats in Haifa and Tel Aviv
- Advanced student retreat to deepen community bonds.



## Manilla

A historic first gathering of 100+ people connected students from remote provinces. Students led group activities that fostered meaningful connections within the community, while participants had the opportunity to learn about Kabbalah, understand the significance of the Zohar, and discover how to use it.

## Sydney

Marcus Weston delivered the first in-person lecture in five years in Australia, reigniting momentum with a passionate audience.

## São Paulo

Over 250 new students packed two floors of the Sao Paulo Centre for an Introduction to Kabbalah event.

## Italy

Shabbat Korach brought together 250 students from across Europe and the Americas, culminating in a Tzadikim tour of the region.

## Sharing Kabbalah in Iran

Despite communication restrictions, our Telegram channel in Iran has grown to over 1,600 students, with more than 500 actively engaged. From Zoom classes to global connections, the Iranian student body is thriving.

**CENTRES AROUND  
THE WORLD**

# SPIRITUALLY HUNGRY PODCAST

**over 1 million downloads in 2024**

Each week, Michael and Monica Berg explore deep spiritual insights, practical wisdom, and honest conversations about growth, relationships, and purpose—reaching listeners in over 100 countries.

Thanks to our amazing team of volunteer translators, every episode is now available in Spanish, Portuguese, and Hebrew. The hunger for spiritual wisdom is only growing—and we're just getting started.

*Stay Spiritually Hungry!*





## Amazing Show!

I listened to episode 156 (I think) on abundance and enjoying it. Quite honestly this has changed my world view. I grew up not having much, watching my parents struggle paycheck to paycheck. And so, I naturally took on an attitude of, "I must create a different financial situation for myself." I did, but didn't enjoy it, and even felt guilty for having. This had changed the way I see abundance and how it's the limitless light energy and flow from the creator, not from me. Thank you Bergs for your amazing show!



### Guidance through life

★★★★★

Literal couple goals. I'm always having to re-listen. So much profound knowledge and wisdom.

Mar 18  
V.ictorious

### Excellent Podcast

★★★★★

Great podcast to stay connected to interesting conversations about Spirituality and Kabbalah. What I especially like is the open vibe, diverse perspectives, flow and digestibility. Anytime a new episode comes out I try to watch.

Oct 29  
GreatQuickLunch

### Love!!

★★★★★

Every episode is so full of wisdom! One of my favorite podcasts ❤️

May 30  
SAL-22

"I have been listening to your podcast the past few months, and every time I listen, I relate 100% to all the things you have been sharing. The energy you have just pulls me into action.

I will always remember that 'alacrity' is a word I first heard, understood, and applied because of your podcast."

– Dianne, Philippines

**SPIRITUALLY HUNGRY PODCAST**

# MASTER CLASS: **RETHINK IT: LOVE**

Monica Berg launched **Rethink It: Love**—a course exploring the real dynamics of love and relationships. Each session explores how to navigate meaningful conversations and challenges, guided by Monica's compassionate insights and spiritual wisdom.

With honesty, humor, and heart, Monica invites us to rethink what it means to truly love and be loved. Through this transformative series, she reminds us that unconditional love is not only possible—it's our birthright.

Watch it on [kabbalah.com](http://kabbalah.com)

"This series was incredible. I have been married for 33 years and thought, ehh, what more do I need to know? Well, apparently quite a bit. This series is for everyone from those still searching to those of us who are seasoned married couples. I walked away with the knowledge that will carry us through the next 33 years. I'm looking forward to watching it again with my husband. I know this will resonate with him as well. Thank you for all you do!" – Lisa



# A SPIRITUAL LENS ON RECOVERY

Launched in Summer 2024, **Empowerment Through Kabbalah** is a groundbreaking new program offering spiritual support for those navigating addiction recovery. Merging the deep wisdom of Kabbalah with tools from Alcoholics Anonymous and other recovery modalities, this program helps participants cultivate lasting connections—with themselves, with others, and with a Higher Power.

With guided journaling workbooks, meditations, mindfulness practices, and mentorship from Kabbalah students in recovery, the program fosters a supportive, nonjudgmental space for growth. What began as two 10-week courses has now expanded to include ongoing bi-weekly Q&A sessions.

Over 250 students have already participated, many sharing that it not only supports their sobriety but also strengthens their spiritual path—no matter their background or belief system.

One student shared, “I am more involved in life and in living. The course has also shown me that I am not alone. I have been able to connect to my deepest desires once again. I feel a desire to share truly.”



PATRICK - LOS ANGELES

AFTER YEARS OF GOING THROUGH DIFFERENT RECOVERY PROGRAMS, PATRICK SHARES HOW THE EMPOWERMENT THROUGH KABBALAH PROGRAM HAS HELPED HIM.

“If you decide to take Kabbalah seriously and understand what that means, especially with the receiving for the sake of sharing - that’s a huge component of AA. You’re not going to keep your sobriety, you’re not going to have long term sobriety unless you share what you have received. Kabbalah has given a structure of protection...so that those negative influences - they don’t have a doorway in.”



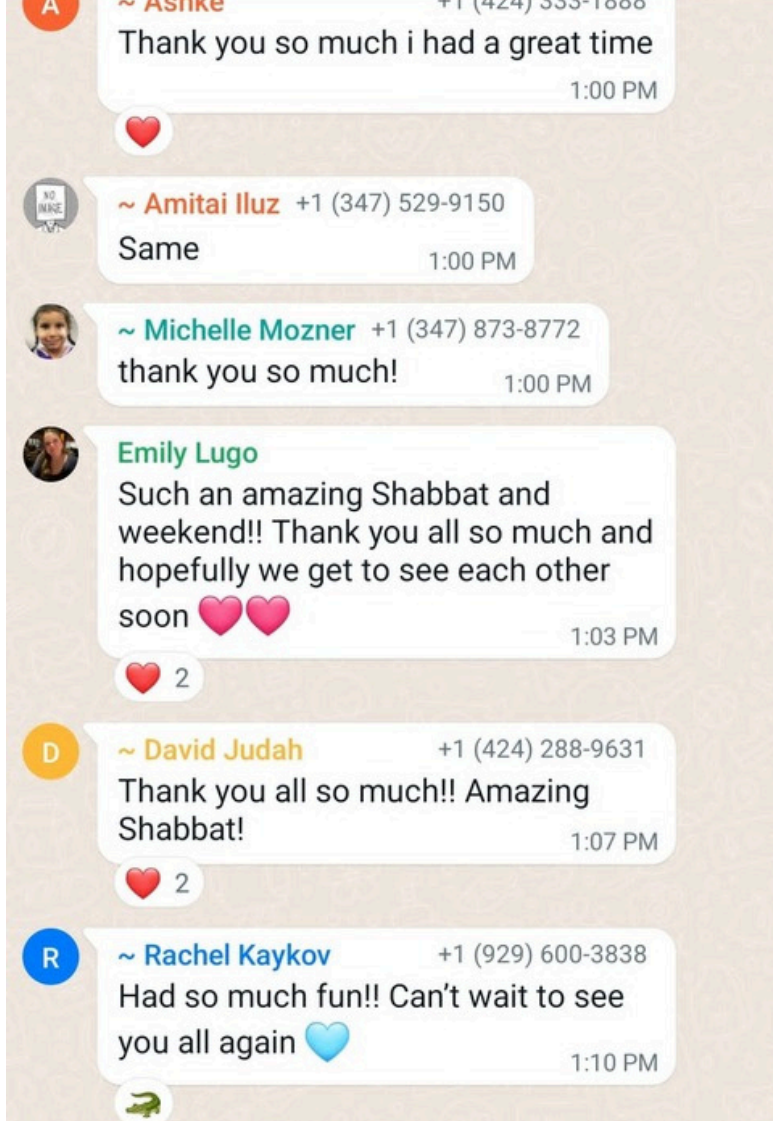
The Roots Program is our commitment to empowering the next generation through Kabbalah. In 2024, we've seen extraordinary growth—impacting over **10,000** youth and parents worldwide. With a focus on building self-esteem, confidence, self-love, and clarity of desire, the Roots Program continues to create meaningful experiences for children, teens, young adults, and their families.



### Highlights from this year include:

- David Berg's Success Series on YouTube: Over **10,000 monthly listeners**
- Young Adults Retreat in Connecticut
- 5-part parenting series
- Kabbalah 1 for Teens and Pre-teens: Spanning the US, Mexico, Canada, Portugal, Colombia, Panama, London, and the Philippines
- Ongoing Zoom sessions: Supporting our online youth community across the US, Latin America, and Europe





Every Kabbalah Centre worldwide offers:

- Shabbat events
- holiday celebrations
- courses
- and volunteer opportunities

geared toward youth engagement. Personal Guidance Sessions for young people and their parents are growing, with scholarships available.

**"My whole life I have always struggled with self-confidence. The whole Roots program taught me to relate to people... that however you look on the outside, however you feel on the outside, the inside honestly matters more."**

**- Emily,  
Roots Teens Program**



EMILY - NEW YORK



# PUBLISHING

Book sales directly impacted 40,536 students this year, delivering transformative teachings to new audiences across the globe.



## **Origins of Consciousness Vol. 1**

The study of the Ten Luminous Emanations, Rav Ashlag's commentary on the Writings of the Ari, with commentary from Michael Berg



## **Times of Elevation**

Zohar Secrets of the Most Powerful Days of the Year, Volume 1



## **You Are Limitless**

The first Kids Pinchas Zohar

**The Tale of the Other Glove** →  
the second installment in  
Monica Berg's On Being series

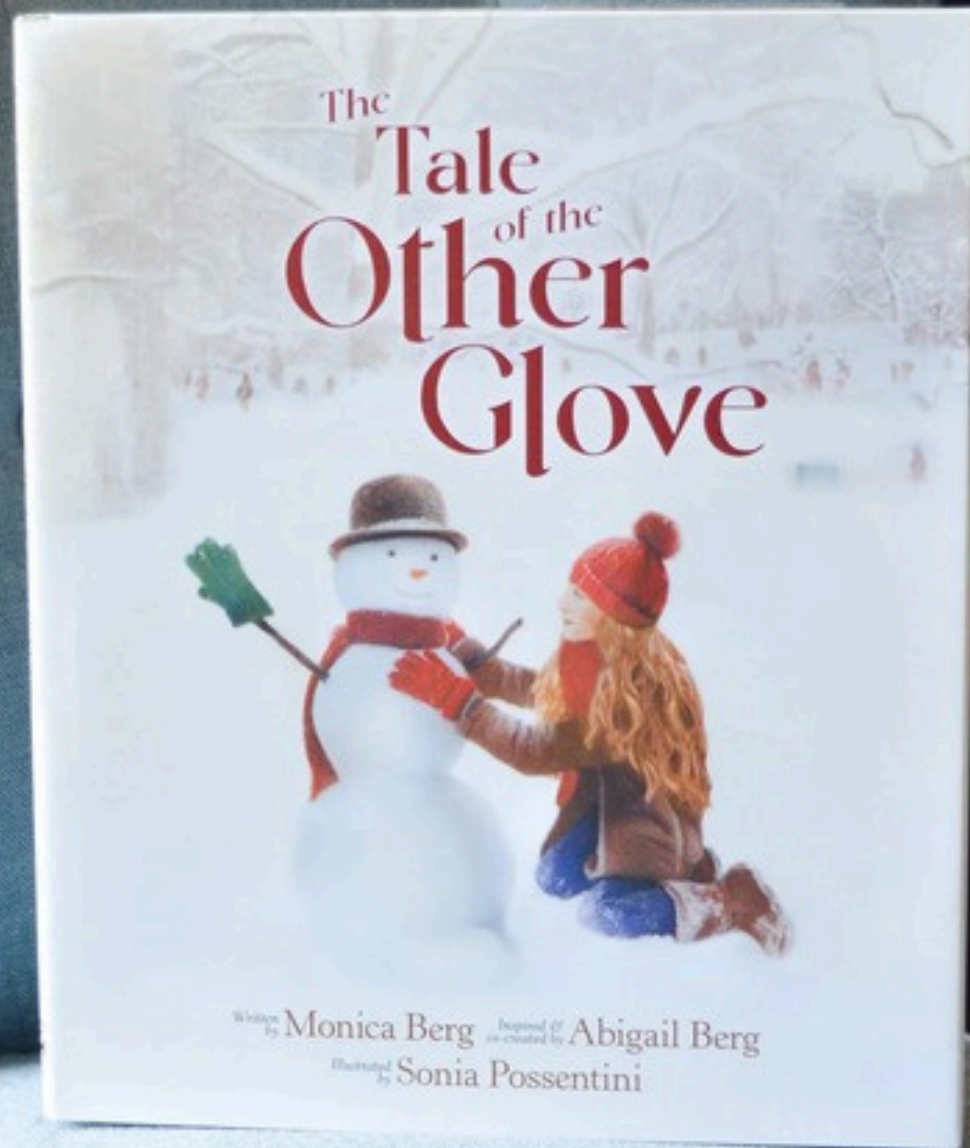


"When I heard on your podcast that you and Abigail had a new children's book coming out and that it was based on the story of the babysitter and that glove I immediately smiled and began a list in my head of children (and adults) that are going to need to read this book."

- Josh



MONICA & ABIGAIL BERG ON CBS NEWS MIAMI



"This story reminds us that despite our differences, what we share in common matters far more: we all want love, belonging, and a place to call home. And every person is equally deserving of our empathy and kindness." - Monica Berg



# THE VESSEL



When we connect to the energy of a righteous soul, we open ourselves to receive their unique spiritual energy. Through our connection to the Rav and Karen, we receive the strength to share more Light, transform more lives, and bring positive transformation into our lives and the world. We become part of the eternal chain that transmits boundless energy, love, and purpose.

This is the inspiration behind The Vessel, a sacred three-dimensional artwork by acclaimed artist Ghiora Aharoni, designed to embody our physical and spiritual connection to the Rav and Karen.

In 2024, The Vessel was successfully installed in Israel, at the resting place of the Rav and Karen.

Thank you for helping bring this vision to life.

"We have come to this world for far more than the accumulation of things and to satisfy just our own needs. There inside lies our soul, and it has a mission on earth. Our truest joy comes when we share, give, and love.

IN A WORLD WHERE WE ARE  
TOLD TO TAKE, OUR HEARTS  
REMINDE US TO GIVE."

-KAREN BERG

VOLUNTEER & OUTREACH INITIATIVES



# TRANSFORMING LIVES AROUND THE WORLD

Through meaningful initiatives and partnerships, our global Kabbalah Centres continue to bring Light to underserved communities—offering not only physical support, but spiritual tools to inspire long-lasting transformation.

## MEXICO: CREATIVITY, CONNECTION & COMMUNITY

As part of the **Kabbalah to the Community** program, our team in Mexico launched Transformarte (Transform Yourself) in February 2024. Designed to help participants discover their inner essence—the unique “superpower” each person carries—the project was brought to La Comuna, a community center in Iztapalapa, one of Mexico City’s most dangerous areas including the highest rate of juvenile delinquency.

Over four sessions, children, parents, and even grandparents joined together in meditation and art activities. In the final session, participants co-wrote an original song, A Thousand Dinosaurs, exploring themes of love, joy, friendship, and strength. The song became the inspiration for a beautiful 7-meter mural, painted by over 40 Kabbalah Centre volunteers between September and October 2024.

The mural was inspired by the children's drawings and tells how through empathy and friendship we can overcome our challenges, transforming them into happiness to share with the world. As the song says: "Fill myself with hope with the strength of the colors of a thousand dinosaurs."





## PHILIPPINES: SPREADING LIGHT TO SAMPALOC, MANILA

In Sampaloc—one of Manila's most densely populated and underserved communities, with a high concentration of informal settlers and limited access to basic services—students carried out a powerful outreach initiative combining practical aid and spiritual empowerment.

With the help of local volunteers, 50 families received food, Zohars, and information about the power of Kabbalah to protect and transform lives.

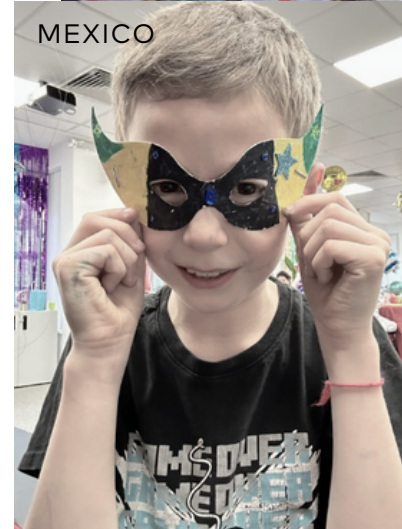
### Charity: Water

On Purim, we are reminded that even the smallest act of giving can unlock protection and blessings for the entire year. During Purim we partnered with charity: water to help provide clean drinking water to rural communities around the world.

PHILIPPINES



MEXICO



BRAZIL



BRAZIL



# VOLUNTEERS

Our global community is powered by volunteers. From leading meditations to preparing meals, distributing Zohars, and translating content into a dozen languages they are the living embodiment of selfless service.

## MEXICO:

Centres in Mexico launched the **Volunteer Building Project** –a three-tiered initiative aligned with the completion of Kabbalah 1, 2, and 3 courses. This progressive program nurtures a deeper connection to service through hands-on experience:

### Acts of Kindness in Action

Recent Kabbalah 1 graduates teamed up with local NGOs to collaborate on tasks, such as painting “peace classrooms” (designated spaces for meditation), preparing meals for hospital caregivers, and supporting individuals in vulnerable conditions.

20 outings • 50 volunteers • 4,000 lives impacted



## Sharing the Zohar

Students celebrated completion of Kabbalah 2 by sharing Pinchas Zohars.  
20 outings • 30 volunteers • 20,000 Zohars shared

## Living the Wisdom

After completing Kabbalah 3, volunteers deepened their commitment through more intimate, focused opportunities for impact.  
20 activities • 15 dedicated volunteers

## LOOKING AHEAD

# THE KABBALAH CENTRE IS POISED FOR EXTRAORDINARY GROWTH, INNOVATION, AND IMPACT.

Our next chapter is guided by a deep commitment to elevating consciousness, expanding access, and nurturing a global community.

We're taking our Master Classes to the next level, creating advanced experiences that empower students to go deeper into their spiritual work. At the same time, our marketing and social media strategy is evolving—bringing the Zohar and the wisdom of Kabbalah into everyday spaces and conversations, making it more accessible and relevant than ever before.

We are also enhancing our role as leaders in spirituality, building a stronger online presence to reflect the depth and power of our teachings. With a growing worldwide student body, we are investing in the infrastructure and mentorship programs needed to support remote learners, ensuring that no student feels alone on their journey. Together, we are building not only a stronger Centre—but a more spiritually awakened world.

To learn more about current and future Centre projects, please contact [donorcare@kabbalah.com](mailto:donorcare@kabbalah.com) or visit [kabbalah.com](http://kabbalah.com)

# CFO STATEMENT

Dear Students, Community Members & Supporters,

We are proud to report 2024 marked yet another profitable year for The Kabbalah Centre in the US, closing the year with a modest surplus of \$857K before depreciation. Having maintained profitability for five years in a row, we are also happy to share that the Centre's assets & holdings are at an all-time high, providing a solid foundation for the Centre's stability and growth as we look ahead. We were able to achieve these results amidst extraordinary legal expenses, revenue and donations being down - a trend seen in non-profits worldwide - and expenses increasing, as we continue our planned investments in technology and marketing to achieve our goal of reaching more and more new students with these life-changing teachings. We were able to hold true to our growth-driving investments in the midst of high economic volatility, with uncertainty related to tariffs, the continued impacts of inflation, and war waging in the Middle East, to continue in our pursuit of the Centre's mission with the world continually in need of the Kabbalistic wisdom and tools.

Our key funds continue to grow with increased support year-over-year, with 2024 seeing:

- The Karen Berg Scholarship Fund offering over 50,000 participants free or pay-what-you-can subsidized courses and events.
- A record-setting 730,000 Zohars distributed globally through The Rav Berg Zohar Project Fund toward our 1 Million Zohar Project campaign goal, begun in the wake of 2023's devastating conflicts in the Middle East

- An expansion of the ROOTS youth program, including The Tale of the Other Glove launch, hosting in-person retreats & Shabbats, launching a morning connection video series for kids and a five-part video series for parents, opening Teen & Pre-Teen Kabbalah 1's around the world, and continually offering scholarships for Youth and Conscious Parenting Guidance Sessions.
- Expanding the efforts for our teachers to support to our student communities all around the world, including the relocation of many Chevre to new Centres, US Student Support teachers visiting our many study groups around the country, the opening of the Design District Spiritually Hungry location in Miami, FL with the Viners, and Batsheva Meron relocating to Argentina which hasn't had a teacher's in-person presence in many years.
- Times of Elevation, Vol. 1 was published and launched globally online and in local bookstores, supporting students in their Zohar studies tied to holidays and notable hilulachs.
- We continue to see year-over-year growth, nearly doubled the number of new students compared to 2022 by welcoming over 60,000 individuals, including through the launch of Monica Berg's first master class, Rethink It: Love.

Throughout 2024 and 2025, the finance team worked diligently to reinforce the Centre's relationships with our business partners, auditors, bankers and lenders, while furthering the Centre's overall mission and impact. Through the finance, leadership, and management teams' steadfast hard work, determination, and great care throughout 2024, The Kabbalah Centre continues to build upon its incredible financial transformation that began in 2019, allowing us to continue to operate with financial stability.

**ACCOUNTABILITY**

For the seventh consecutive year since 2018, the independent audit firm, SAX LLP, was engaged to conduct a thorough review of the Centre's financial statements to uphold our commitment to you of fostering a culture of transparency, accountability, and stewardship for the financial support and donations you entrust us with. It is with great privilege that we hereby report the independent outside audit firm issued a clean opinion of the Centre's financial statements for the year ending December 31, 2024, securing our seventh consecutive clean opinion since pursuing external audits.

### STEWARDSHIP

We've continued in our concerted internal efforts over the past year to continually improve our stewardship of resources. From our 2017 peak of \$60 million, our expenses were reduced to \$33.1M as of Dec. 31, 2024. We continue to balance our approach to reducing expenses with aggressive investments in our technology, infrastructure, & programming toward achieving our growth goals.

### STABILITY & GROWTH

2024 set the stage for a strong 2025 as we continue to maximize, protect, and safeguard the Centre's assets while continuing on our growth path by investing in our talent and technological infrastructure. As stated in 2021, 2024 marked our third and final year of a planned three-year capital investment into our overarching technological infrastructure. In 2024, this investment encompassed:

- The launch of enhanced features within the Zohar app, including push notifications for daily spiritual reminders, uninterrupted audio, and a new search function to easily find specific sections, for a smoother, more immersive journey through the sacred text.
- New features and functionality within Kabbalah.com, including an upgraded search, introduction of course portals, ADA compliance accessibility, launch of the new Onehouse Membership on-demand only tier, and new logged-out homepage design.
- IT upgrades throughout the organization, including a new Wi-Fi system in all US Centres, an employee self-service portal and help desk, transition to Vimeo for all livestreams, AI features within our internal video archive, and the first phase of new security cameras in KCNY.
- Updates made to our products and services platforms, including an updated US online bookstore both front and backends, and a student order portal added to the Guidance Services site.



- Investing in Michael & Monica's social media presence, including the hiring of a social media strategist and a social media video editor, to expand the reach of inspiring content across Instagram, TikTok, and Facebook.

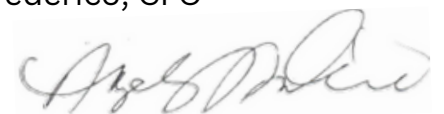
Amidst all of these concerted positive efforts, there are still obstacles and challenges facing the financial health of The Kabbalah Centre. As a non-profit organization dedicated to altruistic goals of spreading spiritual teachings and, through them, improving our students' lives, we endeavor to make the teachings and services we offer as affordable as possible for anyone to be able to access them. In addition, much like higher educational institutions, we rely on a robust cast of talented teachers and Chevre and their dedication, passion, and knowledge to disseminate this wisdom and nurture the spiritual journeys of our students. This large, global staff base carries an associated cost, one in which we are committed to continuing to invest in by offering competitive wages and benefit packages. As of this letter dated August 2025, we continue to make progress toward our growth goals and have solidified our financial stability in the fiscal year thus far. We're optimistic in continuing on this trajectory as we look ahead to the remainder of the current year. Just in the first half of 2025, we've already accomplished:

- Successful publishing launches of Times of Elevation Vol. 2 and Gate of Reincarnations Vol. 1 & 2
- A relaunch of the Supporters of the Work program, generating 400 new supporters thus far to help sustain our efforts every month

- Reaching the unprecedented milestone of spreading 1,000,000 Zohars to achieve our 1 Million Zohar Project goal
- The launch of Michael Berg's new monthly deep study Revelations of Light: Kabbalistic Secrets from the Ari on the Ari's hilulah
- Supporting virtual students with a deeper and more immersive learning experience with the launch of the new Limitless course with Eitan Yardeni, levels 1 & 2
- Expanding the Empowerment Through Kabbalah: A Spiritual Lens on Recovery course by opening level 2 and hosting another sold-out round of level 1
- Updating the Kabbalah.com live stream video player, including offering new Shabbat continuous streams
- Supporting the LA Wildfire response with over 2,200 Pinchas Zohars distributed, along with supplies and resources to firefighters and the local community, as well as donating the use of the LA KCA School location to a school from Palace Verdes for free for 6 months
- Introducing new Onehouse Membership curated weekly study recommendations for new and advanced students via WhatsApp communities, offering real time support for students to get the most out of their membership

As we look ahead, our goal is to remain cash-flow-positive throughout 2025 as we continue with our planned investments. Our priority continues to be ensuring The Kabbalah Centre can fulfill its mission of spreading the wisdom of Kabbalah to all who desire to learn around the world.

With warmest regards, Angelo Federico, CFO



# Kabbalah Centre International, Inc. and Affiliates

Year Ended December 31, 2024

## Supplementary Information - Combining Statement of Activities and Changes in Net Assets

	KCI	KCNY	KCFL	KCUS	Subtotal	Eliminations	Combined
<b>REVENUES, GAINS, AND OTHER SUPPORT</b>							
Contributions	\$ 8,923,651	\$ 3,580,951	\$ 2,918,465	\$ 1,035,535	\$ 16,458,602	\$ -	\$ 16,458,602
Premium and community membership, net of discounts	1,415,330	191,120	164,837	161,929	1,933,216	-	1,933,216
Subtotal	10,338,981	3,772,071	3,083,302	1,197,464	18,391,818	-	18,391,818
Events and classes registration	2,392,687	1,114,626	684,336	863,826	5,055,475	-	5,055,475
Less events and class costs	(1,499,345)	(989,552)	(333,158)	(320,453)	(3,142,508)	-	(3,142,508)
Net events and classes sales	893,342	125,074	351,178	543,373	1,912,967	-	1,912,967
Bookstore sales	1,163,976	245,861	194,813	184,169	1,788,819	-	1,788,819
Less cost of good sold	(112,443)	(61,401)	(69,841)	(69,704)	(313,389)	-	(313,389)
Net bookstore sales	1,051,533	184,460	124,972	114,465	1,475,430	-	1,475,430
Social media revenue	-	-	-	-	-	-	-
Administration services	1,729,000	-	-	-	1,729,000	(1,717,000)	12,000
Interest and dividends income	166,916	10,805	769	410,049	588,539	-	588,539
Net unrealized and realized loss on investments	179,414	14,850	1,076	300,527	495,867	-	495,867
Net gain on sale of fixed assets	-	-	2,617,965	-	2,617,965	-	2,617,965
Rental income	-	2,587,023	624,776	427,901	3,639,700	-	3,639,700
Miscellaneous income	281,948	22,084	56,115	206,063	566,210	-	566,210
Net revenue, gains, and other support	14,641,134	6,716,367	6,860,153	3,199,842	31,417,496	(1,717,000)	29,700,496
<b>FUNCTIONAL EXPENSES</b>							
Program services							
Services to members	13,845,893	4,769,686	3,592,073	2,178,369	24,386,021	(1,717,000)	22,669,021
Supporting services							
Management and general	2,013,393	2,629,688	739,169	574,376	5,956,626	-	5,956,626
Fundraising	217,096	-	-	-	217,096	-	217,096
Total supporting services	2,230,489	2,629,688	739,169	574,376	6,173,722	-	6,173,722
Total functional expenses, before depreciation and amortization	16,076,382	7,399,374	4,331,242	2,752,745	30,559,743	(1,717,000)	28,842,743
Change in net assets, before depreciation and amortization	(1,435,248)	(683,007)	2,528,911	447,097	857,753	-	857,753
Depreciation and amortization	1,076,884	2,425,538	524,394	279,732	4,306,548	-	4,306,548
<b>Changes in net assets</b>	<b>(2,512,132)</b>	<b>(3,108,545)</b>	<b>2,004,517</b>	<b>167,365</b>	<b>(3,448,795)</b>	<b>-</b>	<b>(3,448,795)</b>
<b>NET ASSETS, beginning of year</b>	<b>3,444,101</b>	<b>32,663,490</b>	<b>5,798,124</b>	<b>39,464,666</b>	<b>81,370,381</b>	<b>-</b>	<b>81,370,381</b>
<b>NET ASSETS, end of year</b>	<b>\$ 931,969</b>	<b>\$ 29,554,945</b>	<b>\$ 7,802,641</b>	<b>\$ 39,632,031</b>	<b>\$ 77,921,586</b>	<b>\$ -</b>	<b>\$ 77,921,586</b>

See Independent Accountant s Review Report.

“WE DEEPLY APPRECIATE YOUR EFFORTS.  
WE APPRECIATE YOUR DESIRE, WE  
APPRECIATE YOUR INVESTMENT OF ENERGY.  
AND WE KNOW THAT TOGETHER, WE ARE  
GOING TO CONTINUE TO BRING GREAT  
LIGHT AND BLESSINGS INTO OUR OWN  
LIVES, INTO THE LIVES WITH WHOM WE  
SHARE, AND TO OUR ENTIRE WORLD.  
THANK YOU.”  
-MICHAEL BERG

**"If the Rav and Karen hadn't started this movement, many of us simply would not know the fulfillment we feel now in our study of Kabbalah. It wasn't just their pursuit of making the world better or evolving their souls, it was to leave a legacy for the next generation, for all of us.**

**Now, for those of us who have benefitted from their efforts, it's about paying it forward."**

**- Monica Berg**

# **GRATITUDE REPORT 2024**

**[giving.kabbalah.com](https://giving.kabbalah.com)**