

# The Spirit of Giving: Making a Difference through the A.R.E.



## From Development Director Patrick Belisle

Even before CEO Kevin Todeschi asked me to come raise money for the A.R.E., I used to fantasize about how much fun it would be. As a professional fundraiser for the past 20 years, I knew that the three keys to success for any non-profit are: 1) Having a great cause, 2) Having a lot of people who are committed to that great cause, and 3) Leaders who are willing to ask those people to channel their resources to that great cause. As a member of the A.R.E., I knew that our Association had all of those elements. And today, after four years in this position, my fantasies of channeling abundance to the A.R.E. are coming true because of you—our dedicated members.

You make all the difference. As you can see from the charts on this page, contributions are one very large piece of A.R.E.'s revenue pie. Whether folks are giving cash to the A.R.E. in general, appreciated stock or real estate to help build our new Education Center (see p.4), or monthly via credit card to our Library, Camp, or Prison Outreach programs, *people are giving!* And we are grateful. We literally could not do what we do without *your* support. Last year, nearly 4,500 of our 29,000 members made donations. And of those donors, 475 gave \$1,000 or more and are members of our Golden Circle. In addition, over 250 of our members have notified us that they have included the A.R.E., Atlantic University (AU), and/or the Edgar Cayce Foundation (ECF) in their estate plans, so they are members of our Edgar Cayce Legacy Society.

I am constantly amazed by the spirit of giving I find in my fellow A.R.E. members—not only those who give financially, but all of you who volunteer to organize study groups, send out newsletters, and hold conferences in your own towns in order to get the Cayce material out to the world. You—our members—really want the A.R.E. to thrive! And so do I. *Together, you and I are creating that reality day by day.*

*Q. Should the establishment of such a Foundation be dependent alone for its financial support on the contribution system in effect at present in the Association?*

*A. Be rather more inclusive and that those who have been aided in any channel or manner throughout their own experience must of not only their surplus but of themselves give, that the glory of God may be manifested in the earth. (254-83)*

In future issues I will tell you more about the Comprehensive Campaign we are currently planning and share stories of how our members' donations are changing people's lives for the better every day through the A.R.E.'s programs. In this issue, I am listing some of the short-term physical items we are raising money for and ask you to think about which of these might bring you some joy by donating to it.

On behalf of all of us at the A.R.E., I thank you for all of your love and support. And I look forward to hearing from you soon.

Yours in service,  
Patrick Belisle, Development Director  
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## A.R.E. PROJECTS WISH LIST

<input checked="" type="checkbox"/>	Renovate A.R.E. Camp dining hall	\$100,000
<input type="checkbox"/>	Smartphone and iPad "app" development	\$50,000
<input type="checkbox"/>	Underwrite preservation of ECF photos/materials	\$50,000
<input type="checkbox"/>	Underwrite electronic classroom/MIS for AU	\$50,000
<input checked="" type="checkbox"/>	Create A.R.E. Virtual Library	\$30,000
<input type="checkbox"/>	18-passenger van (for camps, conferences, schools)	\$25,000
<input checked="" type="checkbox"/>	300 chairs—HQ Main Auditorium	\$22,000
<input type="checkbox"/>	Replace 36-year-old library carpet	\$18,000
<input type="checkbox"/>	Replace roof on 210 67th Street house	\$15,000
<input type="checkbox"/>	New computers and software for Production Dept	\$15,000
<input checked="" type="checkbox"/>	Ektron software for EdgarCayce.org	\$10,000
<input type="checkbox"/>	Replace oil heat in massotherapy classroom	\$10,000
<input checked="" type="checkbox"/>	125 Chairs—Houston Center Auditorium	\$9,500
<input checked="" type="checkbox"/>	100 Chairs—HQ Mini Auditorium	\$7,500
<input type="checkbox"/>	Replace canopy on old hospital building	\$7,000
<input checked="" type="checkbox"/>	Install automatic doorway to Visitor Center	\$6,500
<input type="checkbox"/>	Replace Meditation Room drapes, cushions, valance	\$5,000
<input type="checkbox"/>	Projector for Main Auditorium	\$2,500

## 2010 REVENUES\*

Sales	\$914,120
Fees and Tuition	\$2,841,573
Memberships	\$1,080,023
Contributions**	\$3,470,394
Other Income	\$301,763
<b>Total Revenues</b>	<b>\$8,607,873</b>

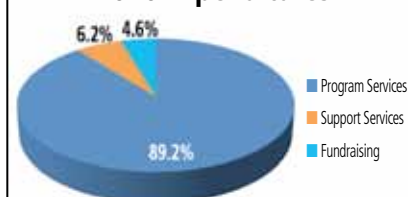
## 2010 Revenues



## 2010 EXPENDITURES\*

Program Services	\$6,769,452
Support Services	\$467,733
Fundraising	\$347,818
<b>Total Expenditures</b>	<b>\$7,585,003</b>

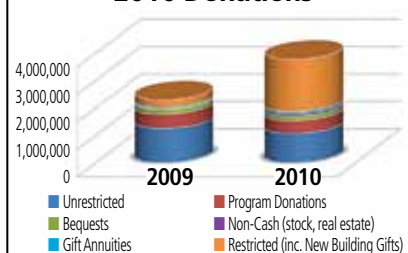
## 2010 Expenditures



\*Independently audited financials.  
Note: Sales are net of cost of goods rather than gross sales.

\*\*Includes \$1.4 million in contributions designated specifically to build our new Education Center and Cayce-Miller Café.

## 2010 Donations



*Q. What should be the attitude of the officers in seeking donations to the Institute?  
A. Attitude of service to man(kind)... (257-20)*