

# GLOBAL PEACE INITIATIVE

Brahmananda Saraswati Foundation/ Brahmananda Saraswati Trust

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Report to Wellwishers of the Global Peace Initiative

October 2011





## HIGHLIGHTS

1,500 Maharishi Vedic Pandits are now at the Brahmasthan of India, up from 1,200 last year.

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- Donations to BSF/BST increased 81% to over \$1.5 million during the first 6 months of 2011, compared to same period last year.
- Other non-profit organizations supported the Vedic Pandits including national organizations, Maharishi University of Management and the Purusha program. The greatest support came from the Howard and Alice Settle Foundation funding every month 1,000 Maharishi Vedic Pandits at the Brahmasthan of India and over 900 in America—with plans to increase to 1,250.
- The Development Council and development offices in Maharishi Vedic City USA and MERU Holland launched a multi-pronged fundraising approach:
  - » A monthly donor campaign where contributions support the Vedic Pandits and fund national Yagyas. Monthly donors now total 430 individuals, from 53 countries—up 180% from last year. With more than 60 Ambassadors leading this effort, the goal is to increase support from monthly donations to \$15 million per year and thus fund 3,500 Vedic Pandits—the invincibility number for India.



## HIGHLIGHTS

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- » A major gifts campaign. Backed by the findings of a professional planning study based on 50 individual interviews and responses from 1,100 e-survey participants, a campaign is underway with an initial working goal to raise \$50 million in the coming year. This is the first step in a broader campaign to raise a permanent endowment of over \$1 billion.
- » An outreach to the Indian community beginning with a Vedic Visitors Weekend and concert by Grammy nominated musician Chandrika Tandon in Fairfield, Iowa USA November 4-7. This follows a series of presentations in the US and Canada to the Indian community.
- » The first charitable annuity for supporting the endowment was put in place and a Legacy Society formed for bequests, charitable remainder trusts and other planned giving. Already several supporters have named BSF in their wills.
- » An approach to opinion leaders and the general public. Global Peace Initiative—A Brain Based Approach to Reducing Violence and Global Conflict by Raja John Hagelin, available in print and at [globalpeaceinitiative.org](http://globalpeaceinitiative.org) provides the most comprehensive and scientifically based explanation available of why large groups of Vedic Pandits can create world peace. The David Lynch Foundation is giving this presentation to key opinion leaders in New York and Washington, D.C. and it will be the basis of a major conference in Washington in March 2012. Another outreach to the general public is underway through an Internet marketing and social media firm in Canada.
- The Bijauri campus at the Brahmasthan of India opened and guests from 40 countries scheduled to arrive this season. The first guest's comment after first Pandit recitation: "Can I stay forever?" Many weeks in this first season are already sold out.

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# PROGRESS OF THE GLOBAL PEACE INITIATIVE

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It is a delight to present the major highlights of our progress so far in 2011 at the Brahmananda Saraswati Trust.<sup>1</sup> The founder of this Trust, Maharishi Mahesh Yogi, in his last public address of January 11th, 2008, defined its major task —to secure permanent funding for large groups of Maharishi Vedic Pandits in India at a scale sufficient to ensure global peace and affluence.

The total plan as envisioned by Maharishi includes more than a quarter million Maharishi Vedic Pandits housed in proper Vastu facilities at hundreds of locations around India. The largest and most pivotal group—initially 9,000 then doubling—will be at the Brahmasthan of India. Each of the other Pandit locations will prove very important to maintain global peace but the heart of this program rests in the establishment of this initial group at the center of the country. We have a staged plan to first accomplish this group of 9,000 and then the entire project.

Brahmananda Saraswati Trust as well also has a complementary goal, undertaken in parallel by the great well-wishers of this project from the United States. We are also resolved to support a group of 1,250 Maharishi Vedic Pandits at Maharishi Vedic City, USA. This number of Pandits in MVC, together with enough Sidhas doing their regular group programs there, would be enough to establish a total group of 2,000 Yogic flyers twice a day, the firm ground for a coherent, prosperous and peaceful US – a vital need for that nation and the whole world. The success of this endeavor will bring added support to the plans for India. (For a more complete vision of the Brahmananda Saraswati Trust organizations and the goals of the Maharishi Vedic Pandits program please see <http://vedicpandits.org/implementation.html> )

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<sup>1</sup> Brahmananda Saraswati Trust refers to the sister organizations Brahmananda Saraswati Foundation US and Brahmananda Saraswati Trust Holland as well as a number of other such trusts being established in a number of countries – all with the same mandate and goals.



## PANDIT TRAINING PROGRAM

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Our focus now in India is first, securing support for all of our current Pandits; second, increasing the numbers at the Brahmasthan; and third, ensuring that the ongoing training of younger Pandits 'in the pipeline' is expanding. We have made progress in all three areas.

Under the remarkable direction and organization of Br. Dr. Girish Chandra Varma Ji, we have been able to increase the number of Maharishi Vedic Pandits at the Brahmasthan of India to 1,500, up from 1,200 last year at this time.

There is no way to 'import' Pandits from anywhere else to speed up this process. A Maharishi Vedic Pandit has to be trained over many years. However we realized that to maximize our current numbers in the near term we had to try and bring back some of our already trained Pandits who had returned to their homes – for any number of reasons.

As a direct result of special added support from the Settle Foundation, Dr. Varma created a team of 52 to bring back some of these previously trained Pandits. Until mid June, the start of the rainy season, this team travelled, mostly in groups of two, on buses and motorcycles throughout the four states of Uttar Pradesh, Madhya Pradesh, Orissa and Assam. Due to these efforts we now have added back more than 1,000 Maharishi Vedic Pandits - who then went through an extensive 3-month reorientation and checking process. These recruiting teams are starting again after the Dipavali festival season.

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# PANDIT TRAINING PROGRAM

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A very important new development in recruiting and retaining Pandits has been that all Pandits are now enrolled in Maharishi Mahesh Yogi Vedic Vishwavidyalaya (University). Because the University is so highly regarded and the Pandits are getting degrees (through Ph.D.'s as Maharishi had designed) in their Vedic specialty, the Pandit families feel secure in sending their boys.

The families know that in addition to being our Pandits, this highest level of Pandit training means that they can be later hired by all the many Government agencies etc. that require tens of thousands of Pandits. While of course we will encourage them all to stay with us, just the knowledge of this degree training is allowing the families to send their boys to us knowing that their future will be bright.

Importantly, we are also restarting our village Guru Ji program. As you might recall, Maharishi had organized a system where in more than 1,500 small villages in India the young boys were trained in their own area before moving along to a residential campus. In the absence of funds for the past years, this program has been dormant. Now we have re-launched this program with about 100 of the top Guru Jis. We are also now in touch with about 600 others, all of who are being interviewed and checked by Girish Ji and his team.

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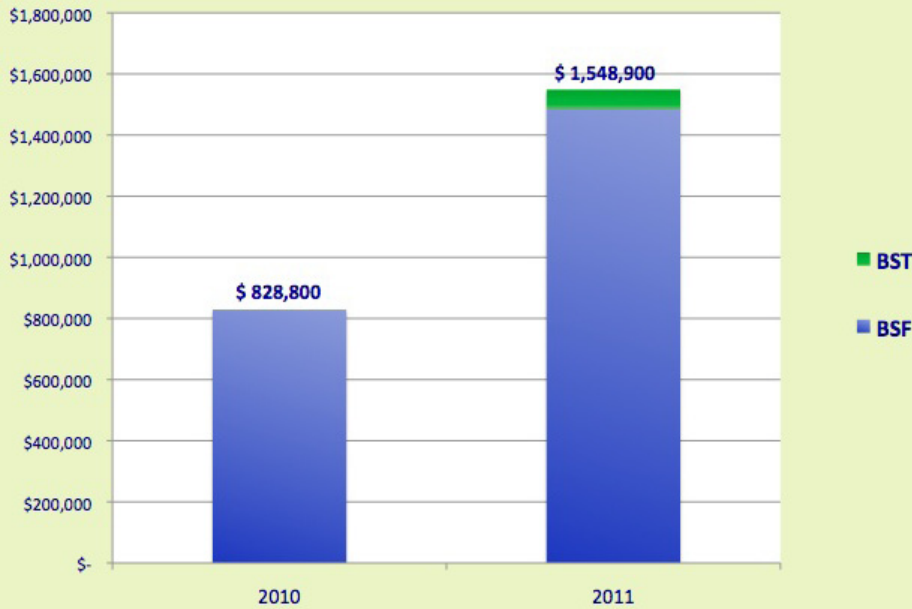
## DONATED FUNDS

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Approximately \$1.5 million was donated to BSF/BST in the first six months of this year. Of this amount, over \$500,000 was designated by the donors for general support for the Vedic Pandits. A further approximately \$380,000 came from donors around the world for the series of large national Yagyas performed after the Japan earthquake. Once these Yagyas started, there was a dramatic change in the alarming developments there.

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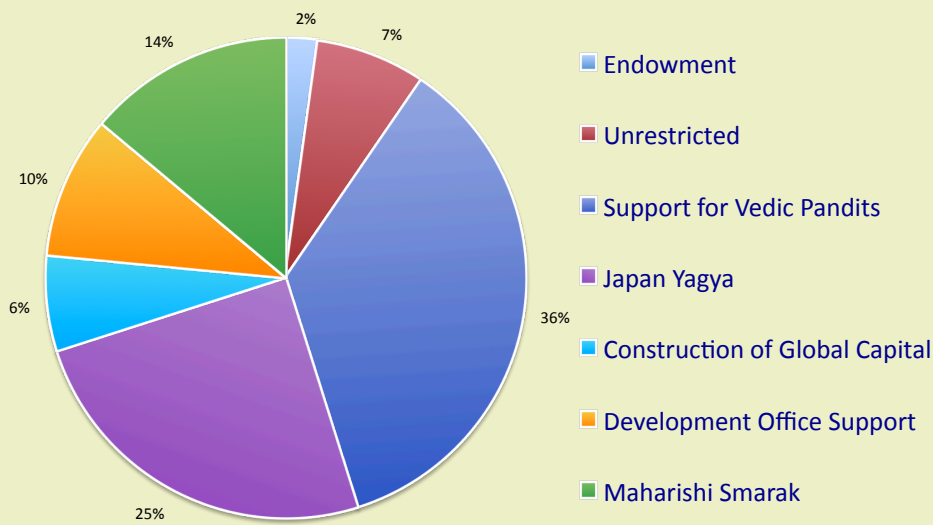
### 81% Growth of Donations Jan - June 2011 over same period last year



### Allocation of Donations to BSF/BST

January – June 2011 Total Donations \$1,530,700

(Not including over \$200,000 in course fees which helped build the Bijauri facility)



## MAJOR DONORS AND SUPPORTERS

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Our most outstanding donors are dear Dr. Howard and Dr. Alice Settle. Their Howard and Alice Settle Foundation for an Invincible America most generously donated in the first 6 months of the year \$1,400,100 for the group at the Brahmasthan of India, and donated a further \$498,800 for Vedic Pandit training costs in India to help jumpstart the re-enlivenment of the program to train young Pandits and bring back many of our trained Pandits.

The Settle Foundation supported over 900 Vedic Pandits in Maharishi Vedic City and has pledged to support a total of 1,250 there, as soon as we can arrange to send the additional Pandits. These Pandits will be the core of the larger group of 2,000, the number needed for invincibility for America.

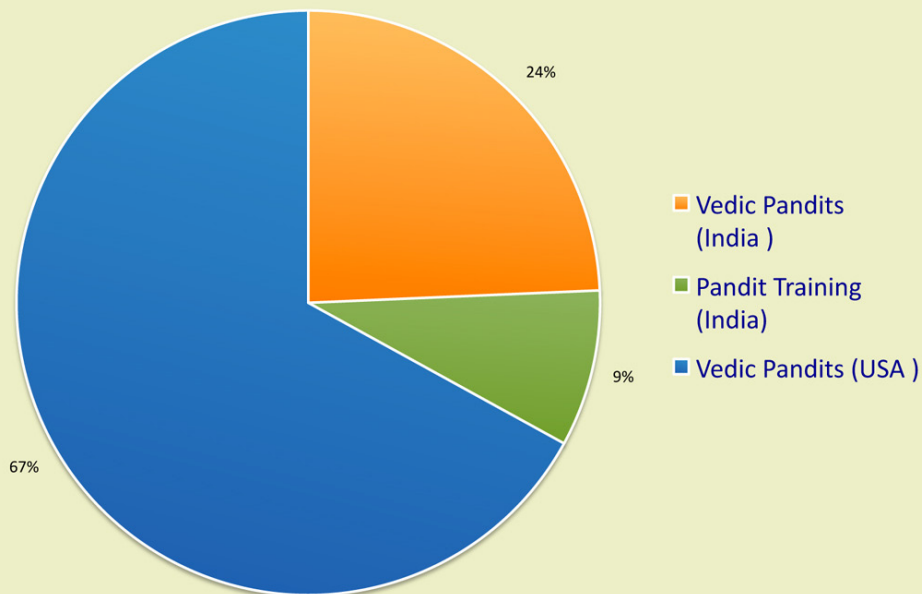
From January through June 2011, the Settle Foundation donated \$3,857,000 for this program in the US and other donors gave \$361,473. In addition the Settle Foundation funded grants to an average 450 participants in the Invincible America Assembly so they could be part of this group.

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Howard and Alice Settle are supporting 1,000 Vedic Pandits in the Brahmasthan of India and about 1,000 in Maharishi Vedic City, USA.

**Howard & Alice Settle Foundation  
Allocation of 2011 Donation (Jan - June)  
Total Donations \$5,755,900**



## MAJOR DONORS AND SUPPORTERS

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Other truly outstanding donors include Raja Vikram and his wife, Dr. Varaporn, of Thailand supporting 121 Vedic Pandits, Drs. Ravi and Naina Patel from the US supporting 100, and Brad Cooke from Canada 40.

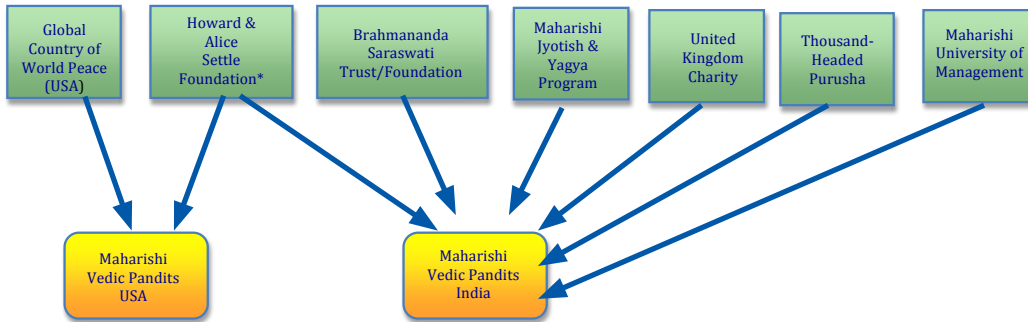
Support for the program in India is also being provided by Maharishi University of Management under the constant vigilance of Dr. Bevan Morris, by the Maharishi Purusha program, and by many donors to other BSF/BST organizations and national Movement organizations in countries around the world. And for many years the great donors of Great Britain have been supporting the Pandits – and are now donating approximately \$150,000+ per year.

In the first six months, \$32,965 was donated to the Pandit perpetual endowment, increasing the total endowment of the Brahmananda Saraswati Foundation to \$256,277.

Financial Statements: The financial statements of Brahmananda Saraswati Foundation for the six-month period ending June 2011 can be downloaded in pdf format at [http://vedicpandits.org/pdf/bsf\\_financials\\_semi-annual\\_2011.pdf](http://vedicpandits.org/pdf/bsf_financials_semi-annual_2011.pdf)

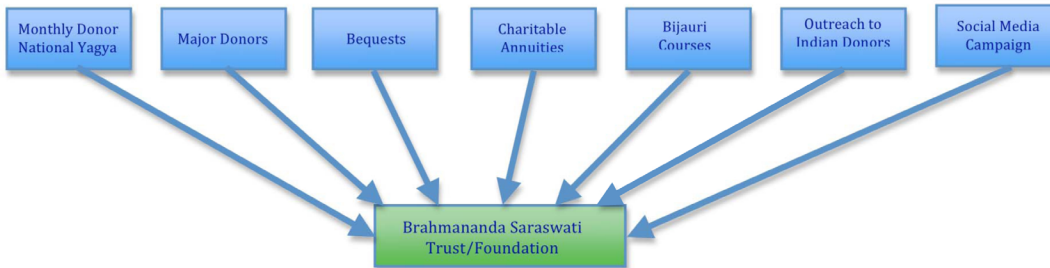
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### Donor Organizations to Maharishi Vedic Pandits in India and USA January - June 2011



\* The donations from the Howard and Alice Settle Foundation are made to Global Country of World Peace, a US non-profit 501(c)(3) organization which grants funds to charitable organizations in India to support the Vedic Pandits and directly manages the Vedic Pandit program in America.

### Campaigns and Donation Channels bringing Support to Brahmananda Saraswati Trust/Foundation



## MONTHLY DONOR PROGRAM AND NATIONAL YAGYAS

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With the inspiration a dedicated team from MERU Holland including Drs. Peter and Susie Swan, Dr. Mona Kaegi, and Drs. Bob and Colleen Rosania, and with the strong vision and leadership of Dr. Neil Paterson, a major new program for monthly donations for the Vedic Pandits was officially launched this past July.

This initiative is designed to inspire monthly donations from our whole global family of meditators, sidhas and governors. Even if we are able to reach a small percentage of our family, this program can have an enormous effect on realizing the project's goals. Fifty-four "Ambassadors", those charged with supervising this program in their own countries, have joined since July. A practical training seminar for Ambassadors was held in early September, organized by the MERU team and also led with great insight and focus by Thomas Imboden, himself a long time supporter of Maharishi's programs and a skilled fundraiser who among many other assignments managed UNICEF's individuals campaign with 800,000 donors.

Today, virtually all leaders of the TM organizations from around the world are donating monthly, evidencing their understanding that this one Pandit project can be the basis for accomplishing all their other goals

The monthly donation program has another very powerful driver: every such donation contributes to National Yagyas for the donors' countries. Our near-term goal for this program is to have large National Yagyas ongoing for all the nations participating while raising \$1.25 million per month in Pandit support.

This program alone will raise the numbers of Pandits at the Brahmasthan of India from 1,500 currently to well beyond 3,500—the invincibility number for India. That level of stability will in turn help allow us to reach our first target of 9,000, the required number for world peace.

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An Ambassador training program was led by professional fundraiser, Thomas Imboden, with participants attending in person or through on-line video.



## ESTABLISHMENT OF THE DEVELOPMENT (FUNDRAISING) OFFICE

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Ramani Ayer, chairman of the Development Council of the Brahmananda Saraswati Foundation together with Chief Development Officer, Dr. Maureen Wynne, and Dr. Neil Paterson inspired some dear donors to fund a full time development office. This special purpose funding allowed that office to be established without depleting the ongoing Pandit support. To date for 2011, approximately \$150,000 has been received from generous supporters of this important office and an additional \$200,000 will come in in the balance of 2011. This \$350,000 has been pledged per year for 2012 and 2013 as well.

This funding has allowed the Brahmananda Saraswati Foundation to create and staff a proper development office and, importantly, to engage the professional fundraising consultants, Graham Pelton Consulting, Inc. Graham Pelton recently completed a three-month planning study with 50 individual interviews and 1,100 completed electronic surveys. The response was highly encouraging and, based on those findings, Graham Pelton is now working with the BSF development staff with the goal of securing \$50 million for the Pandit program over the next year.

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Ramani Ayer, former Chairman and CEO of The Hartford Financial Services Group (USA), is Chairman of the Brahmananda Saraswati Foundation Development Council.

## BIJAURI, CONSTRUCTION AT THE BRAHMASTHAN OF INDIA AND ALLAHABAD

Brahmananda Saraswati Foundation received donations of \$98,448 for building the Global Capital in the Brahmasthan. In this recent six months, we sent over \$200,000 for new facilities. Included in this construction is the new Bijauri campus where very comfortable and dignified facilities for Western guests have just been completed and the first courses are now underway. We consider this Bijauri project very important for several reasons:

- It allows guests from around the world to experience the Brahmasthan of India first-hand and in so doing, to greatly enliven their experiences of development of consciousness. The response in the first weeks of Bijauri opening has far exceeded our expectations. In the words of one guest from central Europe: *“Thank you Maharishi, for giving us this gift of bathing in the lively value of consciousness in this ancient land of the Ved. The day unfolds and consciousness opens ever deeper unto itself, the chanting of the Vedic Pandits in the afternoon is sublime, and... it is hard to put in words the subtle experience, beyond thought, beyond mind, as consciousness curves back unto itself.”*
- It provides a dignified place to house prospective major donors who are coming to see what is actually being done here.
- Through its operations, it can provide significant and ongoing funds for the support of the Maharishi Vedic Pandits at the Brahmasthan.

We hope that this season many of our supporters will come and experience the Brahmasthan of India for themselves. For information about this program please see <http://maharishiindiacourses.com>

For the construction of the Maharishi Smarak at the Vedic Pandit campus in Allahabad (Prayag), one great private donor gave \$200,000, a vital part of the funding for that project which also included some donations from others around the world.

In this recent six months, we sent over \$200,000 for new facilities.



Guests from around the world are now enjoying the experience of living in the newly finished International Course Campus and listening live to the Maharishi Vedic Pandits in the Brahmasthan.

## OTHER IMPORTANT INITIATIVES

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### Outreach beyond the TM movement

- Brahmananda Saraswati Foundation, with help from the David Lynch Foundation, is developing materials that present the Global Peace Initiative as a Brain-Based Approach to Peace. This approach is designed for those unfamiliar with Maharishi's programs and will include a brochure, an 8-minute video, and a new website ([globalpeaceinitiative.org](http://globalpeaceinitiative.org)).
- The Canadian leaders of the Brahmananda Saraswati Trust are funding a test of a new social media campaign to small donors worldwide and being advised by a top online Canadian fundraising company.

### Special outreach to the Indian community.

- Materials have also being designed so that the Indian community worldwide is better informed about this initiative. Visitor weekends for Indo-Americans at Maharishi Vedic City are scheduled, and a series of presentations to Indian groups are already underway.



Dr. Neil Paterson recently presented the Global Peace Initiative at the plenary session of the Hindu Mandir Executive Conference in USA.

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### Planned giving:

- A new gift annuity program has also been launched under which donors donate their funds, receive a payout on those funds for the rest of their lives and have a good portion of that initial donation go directly to the Maharishi Vedic Pandit endowment fund.
- A number of donors from around the world have now named the Brahmananda Saraswati Foundation and Brahmananda Saraswati Trust in their wills. This will prove to be a very important aspect of reaching our total.

All of us at Brahmananda Saraswati Trust want to express our great appreciation to everyone who is so kindly supporting Maharishi's cherished project for the peaceful future of the world, to Dr. Girish Varma and Dr. Prakash Shrivastava who are so effectively implementing these programs in India and to every Maharishi Vedic Pandit. We are thrilled and honored to move together in this most worthwhile and noble endeavor.

*Jai Guru Dev*

Dr. Harris Kaplan  
CEO

Dr. Maureen Wynne  
Chief Development Officer



# G L O B A L P E A C E I N I T I A T I V E

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