



President's 2017 Year End Report

Overview

2017 was a good year that flew by like a bullet train through France. Looking back, a lot was accomplished, but there is even more to be done in 2018. A heart-felt appreciation goes to donors, volunteers, translators, UBIS facilitators, staff, board committee members, associate trustees, and trustees. Because of your gifts of time and treasure, the Urantia Revelation made its way further into the world. Let's do it again in 2018!

Progress was made on many fronts. A few highlights are:

- Tamara Strumfeld became the executive director of Urantia Foundation. That's a vote for the future!
- Nearly 20,000 physical books were sold, 95,000 books were downloaded at urantia.org, and 35,000 more were downloaded through the Apple app. Combined, these downloads took place in 134 countries. The top ten were:
 - Brazil, 27,634
 - The United States, 16,789
 - Mexico, 15,793
 - Colombia, 6,126
 - Spain, 5,776
 - Germany, 4,651
 - Poland, 4,587
 - France, 4,513
 - Hungary, 3,620
 - Russia, 2,909
- The new Revelation Bridge Fund was launched with approximately \$1.3 million dollars. The fund is earmarked for the future to ensure that a financially rock-solid Foundation is inherited by generations to come and that Urantia Foundation continues to do spiritual good for centuries.
- 41 courses in English, French, Spanish, and Portuguese were given by the Urantia Book Internet School (UBIS).

- An index, started in the 1960s by Urantia Foundation employees, was finally completed and published at urantia.org. This index will become widely available in 2018.
- The new Cambridge LeatherSoft™ book made its debut.
- 679,184 unique visitors attended 1,190,389 sessions at urantia.org.
- Urantia Foundation intensified its commitment to work with other organizations and individuals who dedicate their efforts to seeding *The Urantia Book* and its teachings globally.
- Financially we lived within our means because annual donations and other income exceeded annual expenses. We put every penny we could into programs that advanced our mission while we diligently kept administrative expenses to a minimum.

Urantia Foundation needs your help with the following three things now.

Project 1: Help Wanted!

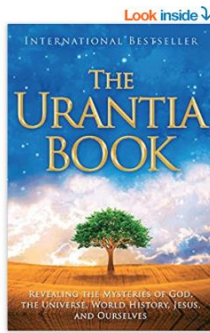
In North America, the vast bulk of workers for the Urantia Revelation come from the baby boomer generation. As the boomers retire, we **need** people to back up or take over those jobs. Currently we need a full-time paid administrative/program assistant at Urantia Foundation in Chicago, IL, starting in May 2018. Here is the job posting if you are interested or know someone who is: <http://bit.ly/2BLb6Eg>.

Jesus said to pray for more workers to spread his teachings. Please join the worldwide prayer circle and pray for more workers for the kingdom of God.

Project 2: 1000 Positive Reviews on Amazon Needed!



Here is a chance to express your gratitude and love for *The Urantia Book*. When you browse the Internet looking for products or services, nothing gets your attention or boosts your confidence more than lots of 5-star ratings on items you are interested in buying. The higher the ratings, the more people trust. Today *The Urantia Book* has 735 reviews on Amazon. Our goal is to hit 1000 by December 31, 2018.



The Urantia Book: Revealing the Mysteries of God, the Universe, World History, Jesus, and Ourselves

by Multiple Authors (Editor)
★★★★☆ 735 customer reviews

#1 Best Seller in Urantia

See all 30 formats and editions

Kindle \$3.82	Hardcover \$20.78 ✓prime	Paperback \$15.79 ✓prime	Audio CD —
Read with Our Free App	37 Used from \$8.45 33 New from \$12.00	40 Used from \$9.99 41 New from \$11.61	

You have just discovered the literary masterpiece that answers your questions about God, life in the inhabited universe, the history and future of this world, and the life of Jesus. *The Urantia Book* harmonizes history, science, and religion into a philosophy of living that brings new meaning and hope into your life. If you are searching for answers, read *The Urantia Book!*

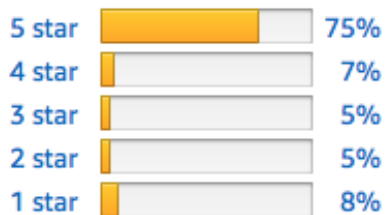
Please, if you have not written a review, take 20 minutes and express how this revelation has transformed your life. Even if Amazon requires you to buy a book in order to write a review, today's price is only \$15.79. This is a small price to pay for a book, and it's an opportunity to give back to the revelation. Reviews matter!

To write a review on Amazon, go to: <http://amzn.to/2EjRlvX>. Scroll down the page until you find:

Customer reviews

★★★★☆ 735

4.4 out of 5 stars



Share your thoughts with other customers

Write a customer review

See all 735 customer reviews

Other places to leave your same review are Barnes and Nobel at <http://bit.ly/2Ez7G8N> and Goodreads at <https://www.goodreads.com>. Thank you!

Project 3: Put the Revelation Bridge Fund in Your Will!

For years we have been talking about establishing a fund that would secure Urantia Foundation's work for decades ahead. Demographic studies show that the upcoming North American Millennials and Generation Z have very little money saved and even less discretionary income. It's up to us, you and me, to provide a bridge from our generation to theirs. We need to safeguard the revelation until those younger people become fiscally sustainable.

In 2017, four donors donated \$1,287,000 to initiate the Revelation Bridge Fund. Our deepest gratitude and thanks go to Richard Keeler, Maureen O'Dwyer, Mary

Lu Hales, and Malcolm and Marilyn Neal for their generous donations to start this fund. It is the Foundation's intent for the fund that **none** of the principle or interest, unless dire circumstances hit Urantia Foundation, be used in the next 25 years.

Harvard University has an endowment fund of \$36.4 billion. If this worthy university deserves that level of endowment, what does the first revelation in 2,000 years deserve? Let's start with a goal of \$25 million from you and me!

On a personal note, I suffered a bad fall in October that sobered me regarding the precarious nature of life on this world. If the severity of injury to my leg had happened to my brain, in an instant I would have likely been incapacitated for life. None of us know when our time will come, so preparing for that inevitability now is so much better than having regrets after we awaken on the mansion worlds.

If you want to give to the Revelation Bridge Fund, here's what you can do NOW. Legally assign assets in your will to the Revelation Bridge Fund at Urantia Foundation. Call your lawyer or write a notarized codicil to your will. Visit our Planned Giving page at <http://bit.ly/2EUWG3d> and get started. If you need help, you can also email Joanne Strobel at joanne@urantia.org. Give until it hurts because you won't miss the money on the mansion worlds. Future generations need our help!

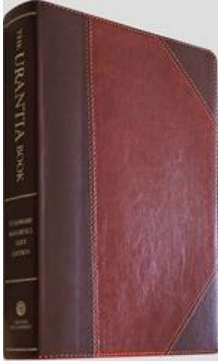
News

Community

Urantia Foundation is pledged to work with individuals and reader groups who want *The Urantia Book* and its teachings in the world. To that end, Urantia Association International (UAI) invited us to participate in a planning session between several of their leaders and the Foundation's the day before our January board meeting. The meeting left us feeling inspired about working together to serve the revelation. The trustees thank UAI for instigating the day-long meeting and for their leadership on a global scale. We are committed to developing the same kind of cooperative working relationships with organizations committed to spreading the teachings. A house united can change the world. "A city set upon a hill cannot be hidden. Let your light so shine before men that they may see your good works and be led to glorify your Father who is in heaven."

Books

Physical book sales were about 20,000, down about 5% from 2016 because we were up against an unusually large purchase of Portuguese books in 2016 that



wasn't repeated in 2017. Electronic downloads of *The Urantia Book* from urantia.org were up 55%.

Seeding *The Urantia Book* is our mission, and book industry challenges are part of the job. Keeping *The Urantia Book* in physical bookstores is a challenging activity. Bookstores stock up on new bestsellers and special order older books. A book written in 1955 feels like ancient history to book buyers. We're always looking for ways to improve sales, including the publishing of

beautiful books like the new Cambridge LeatherSoft™ edition you see here. You may purchase it at <http://amzn.to/2EMoYNr>.

Finances

2017 Donations

- Donations slightly exceeded the budget and covered 2017 operating expenses. Thank you!
- The Revelation Bridge Fund was established. Thank you!
- The winter-match fundraiser met its target of \$440,000. Thank you!

Unrestricted	\$730,136.13
Revelation Bridge	\$1,287,829.39
Restricted	\$36,199.59
In-Kind	\$5,933.72
Total	\$2,060,098.83

Operating Expenses

Pre the annual audit but post the finance committee's review, operating expenses were \$707,845 in 2017 compared to \$717,932 in 2016. We were 1% below a year ago and 11% below budget. Moving the full-time bookkeeping job to a part-time job accounts for most of the administrative cost improvement.

Most importantly, Joanne and Tamara always spend donor money frugally. We run a lean shop because most of the jobs are outsourced, part-time positions vs. full-time internal ones. Volunteers or readers who work on nominal stipends also accomplish a great deal of the work. We are program focused with the burning desire to see the comfort, happiness, and wellbeing of humanity increased because searching souls find God through these teachings.

Investments

2017 was an excellent investment year. Our investment strategy was moderate risk with 60% of our funds invested in the stock market and 40% in cash and bonds. Even with our moderate risk portfolio, we earned a 13.2% return on our investments. Let's hope the 2018 stock market treats us well again.

Foundation Goals for 2018

1. Spread *The Urantia Book* and its teachings throughout the world. Our specific goals are to 1) increase book sales and downloads by at least 7% over 2017, and 2) try new ideas to keep *The Urantia Book* in front of book buyers including a new enhanced eBook, an index, and secondary works.
2. Raise \$700,000 in unrestricted donations, \$25,000 in restricted donations, and \$250,000 in restricted donations earmarked for the Revelation Bridge Fund.
3. Stay at or below our \$750,000 operating expense budget and \$45,000 book printing capital budget (unless book sales increase beyond expectations).
4. Reorganize and staff internal job responsibilities to adjust for Joanne and John Strobel returning to Georgia and for our growing organizational needs.
5. Significantly update/improve our 17-language website to meet the changing mobile, demographic, and technology innovations. Also make improvements to our social media platform.
6. Partner with willing individual believers and believer organizations in outreach efforts such as the Parliament of the World's Religions, conferences, book shows, book placement programs, and the creation of secondary works.
7. Focus on governance policies needed to modernize and improve the workings of the board and board committees. This includes taking necessary steps to ensure a smooth and well thought-out organizational succession plan which will ensure that Urantia Foundation is "built to last" into the future!
8. Finalize a plan to introduce the revision of *El Libro d'Urantia*.

New Outreach Committee

The charter for a permanent outreach committee of Urantia Foundation was approved.

Action Items for First Quarter

Numerous action items were assigned, and we will keep you posted as they progress.

Conclusion

I close this report with a tear and a smile. One of Urantia Foundation's most devoted workers, Larry Watkins, has graduated from Urantia. My wife, Jen, and I visited him last Sunday afternoon to say a prayer and a goodbye. All week Larry was of good cheer and filled with courage. He is 100% confident in the Urantia Book's teachings about life after death, so it's with a smile that we say goodbye to this loyal worker for the revelation. Larry, we'll see you on the other side!

It's also with a tear that we say goodbye to Larry as we will really miss him on this world. After the events of 1989, Larry became disillusioned. But he took Abe Lincoln's advice, "He who has the right to criticize must have the heart to help." Larry, just like many others, stood up and went to work for the revelation and for Urantia Foundation. He didn't carry grudges, he kept his eye on the big picture, and he let love win. He's been a vital force behind the day-to-day digital text production and protection of the English book and the sixteen translations. He coded all of them so they could appear on the web and in various electronic formats. Larry's thousands of hours of work were practically for free. Replacing his experience of 30 years at IBM, at least 15 years of digital coding of the book, and his life-time knowledge of the book will be extremely difficult.

These are sobering times as we are watching Joanne Strobel semi-retire and move, Larry Watkins pass to the next world, and Henk Mylanus become a Trustee Emeriti. We are witnessing the passing of a generation. Much of the work for the revelation is currently being done by the Baby Boomer generation that is rapidly aging out. We have a shrinking talent pool that needs to be replaced. We'll get through this, but succession planning is upon us! This means raising money for the Revelation Bridge Fund, passing the leadership torch to the next generation, and improving our outreach so that young people are attracted to the soul-saving truth and joy in this treasure we've been given.

Many thanks and blessings to you,

Mo Siegel

Mo Siegel on behalf of Urantia Foundation's board and staff.

Trustees: Gard Jameson, Richard Keeler, Marilynn Kulieke, Georges Michelson-Dupont, Mo Siegel, and Judy Van Cleave.

Associate Trustees: Mark Hutchings, Sherry Layton, Guy Perron, Lucretia Schanfarber, and Minoo Treichler.

Staff: Tamara Strumfeld, Joanne Strobel, and Ashley Hayes.