

GLOBAL PEACE INITIATIVE

Brahmananda Saraswati Foundation/ Brahmananda Saraswati Trust

Marking Progress towards our Common Goal

Report to Wellwishers of the Global Peace Initiative

September 2012

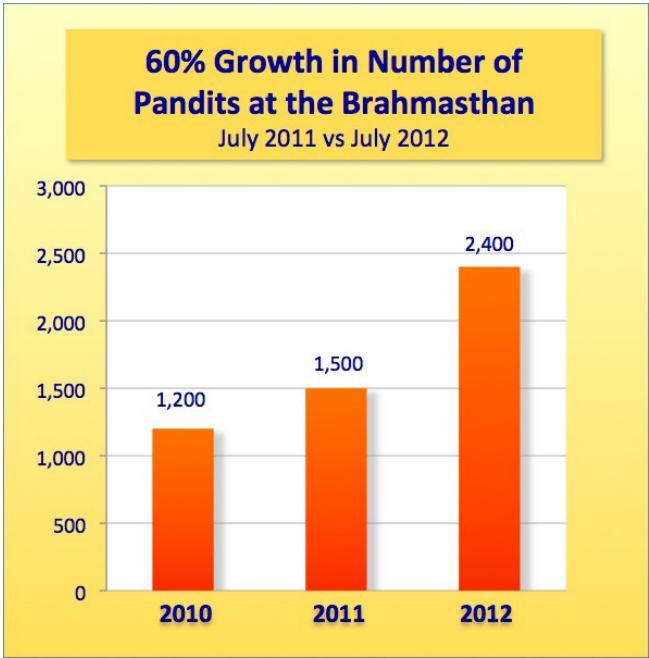


HIGHLIGHTS

GROWTH IN NUMBERS OF PANDITS

NUMBER OF PANDITS AT THE BRAHMASTHAN OF INDIA

Currently we have more than 2,400 Pandits at the Brahmasthan of India, up from 1,500 last year and 1,200 the previous year.



NUMBER OF PANDITS IN MAHARISHI VEDIC CITY

As of this writing, there are 556 Maharishi Vedic Pandits with passports assembled in India preparing to come to Maharishi Vedic City. This, in addition to the Pandits there now, will create the largest group of Maharishi Vedic Pandits ever assembled in the US, 1,250, and secure the daily superradiance numbers above 2,000.

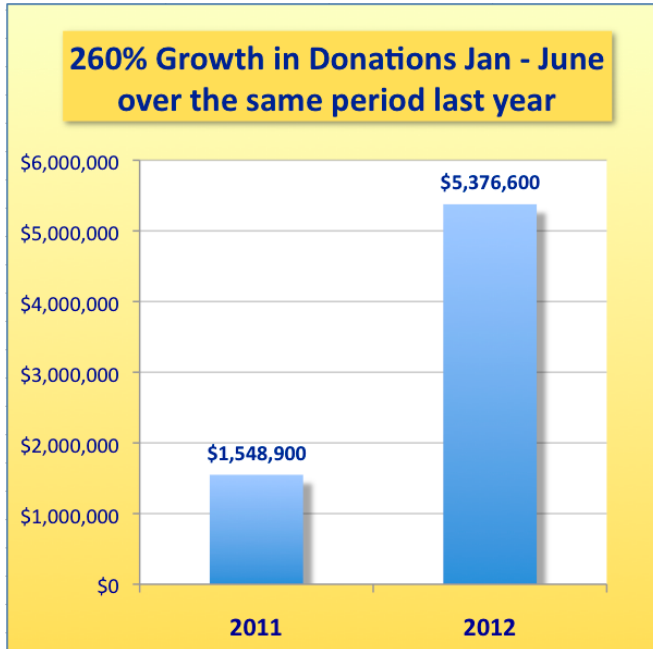


Currently we have 2,400 at the Brahmasthan of India, up from 1,500 last year.

HIGHLIGHTS

GROWTH IN DONATIONS

Total Donations to BSF/BST for the Pandits in the first six months of 2012 were \$5,376,600 a 260% increase from the previous year, which builds on the 81% increase we experienced comparing 2011 and 2010.



GROWTH IN OUR ENDOWMENT FUND

Our endowment has grown to \$4,475,000 up from \$257,000 last year.

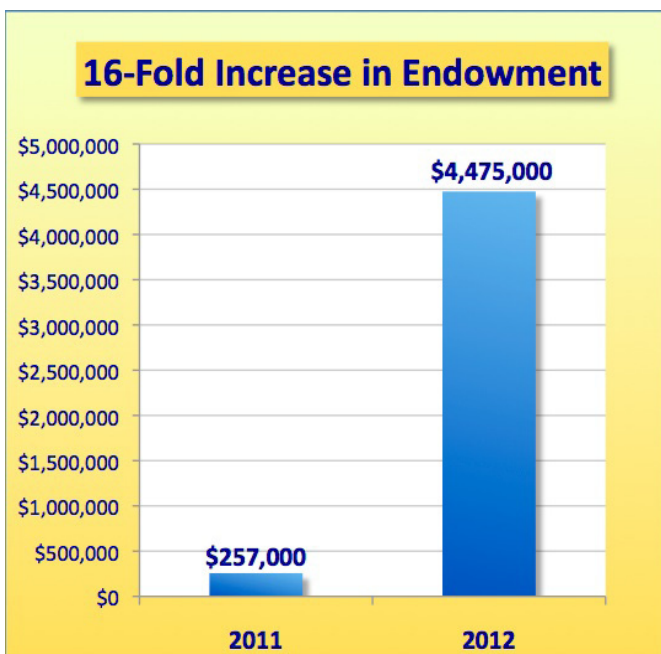




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The Karaundi Campus at the Brahmasthan of India accommodates the main group of Maharishi Vedic Pandits.

GOALS

It is a delight to present our progress for the first six months of 2012 for our two sister organizations, Brahmananda Saraswati Foundation and Brahmananda Saraswati Trust (BSF/BST)

The founder of these organizations, Maharishi Mahesh Yogi, in his last public address of January 11th, 2008, defined their 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.

BSF also has a complementary goal, to support a group of 1,250 Maharishi Vedic Pandits at Maharishi Vedic City (MVC), 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 support to the plans for India.

The total plan as envisioned by Maharishi includes more than a quarter million Maharishi Vedic Pandits.



After training at a young age in their own villages and receiving further instruction at one of the 46 residential campuses around India, students graduate as Maharishi Vedic Pandits and join the main group at the Brahmasthan campus in Madhya Pradesh.

OUR STRATEGIES

MONTHLY DONOR CAMPAIGN

GLOBAL AND FOR THE US

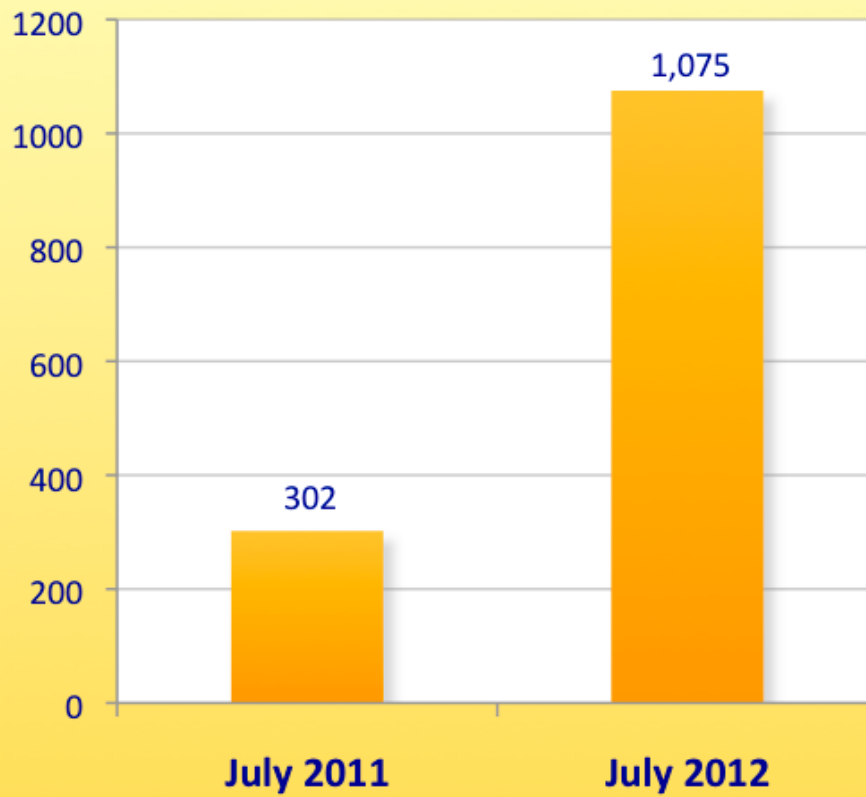
As we move towards a fully funded endowment that can perpetually support the large numbers of Pandits, the cornerstone of support for increasing numbers of Pandits now is the monthly donor campaign. These contributions support the operational costs to run the Vedic Pandit programs, and they also count towards having powerful National Yagyas performed for the welfare of these donors' countries.

We have had more than 3,900 individuals, families or companies support National Yagyas since we began this program. This is a remarkable number that can only be due to the level of appreciation for Maharishi's program for peace and to the donors' appreciation for the tangible benefit in their own lives that comes from providing this support.

Repeat monthly donors, such a vital foundation for the stability of our program, now total approximately 1075. This compares with 300 last year at this time. The success of this steady, generous flow of support is the main reason that we have been able to achieve a 60% increase in the number of Pandits at the Brahmasthan of India, year over year.

We have had
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individuals, families
or companies
support National
Yagyas since we
began this program.

250% Growth in Monthly Donors



More than
90 wonderful
Ambassadors lead
the monthly donor
campaign in
58 countries.

OUR STRATEGIES

MONTHLY DONOR CAMPAIGN GLOBAL AND FOR THE US

Our recent monthly average of total funds raised in this monthly donor/National Yagya program is approximately \$480,000. Of this amount, about 40% is coming from the generous US donors, with the support and inspiration of Raja John Hagelin.

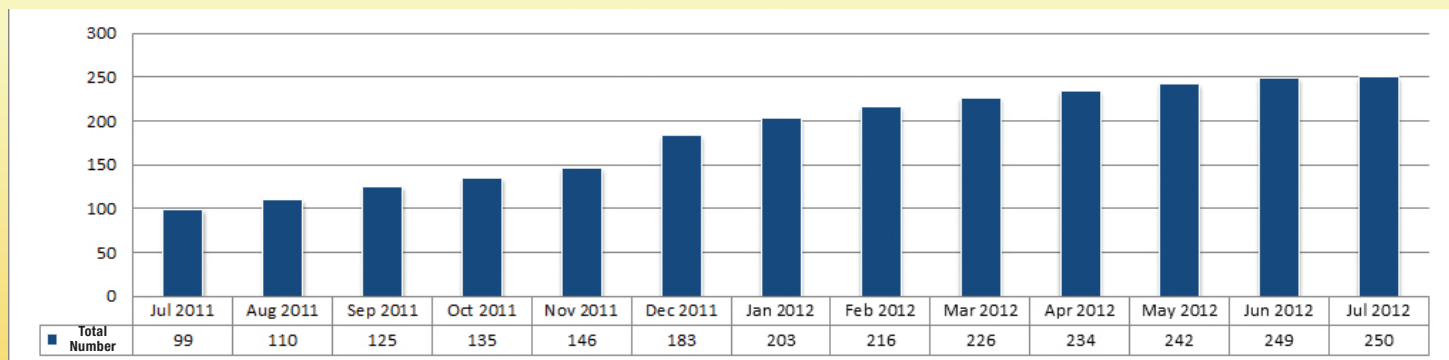
With more than 90 wonderful Ambassadors leading the monthly donor campaign in 58 countries, and a dynamic global team headed by Dr. Mona Kaegi and Thomas Imboden and by Stan Crowe guiding the US program, our goal is to increase support from this monthly donation program to \$1,000,000 per month.

Since Guru Purnima 2011 when we combined the National Yagya fundraising program with the fundraising for the Maharishi Vedic Pandits in India, 872 National Yagyas have been ordered through our office. And in the first six months of this year 640 National Yagyas have been performed.

BEING NAMED IN THE NATIONAL YAGYA

One aspect of the monthly donor/national yagya campaign has been to encourage monthly donations of \$1,250. At that level the donor is named in the Yagya. In June a record 129 donors gave \$1,250 or more. Many of the beautiful reports of personal experiences that we have been receiving have come from these donors around the world.

Increase in German Donors 2011/2012



In many countries, donors to the Maharishi Vedic Pandits make their donations to a national account from where the funds are transferred to BSF or BST. This chart shows the growth of German donors to their national account over the past year.

OUR STRATEGIES

MONTHLY DONOR CAMPAIGN GLOBAL AND FOR THE US

THE US NATIONAL YAGYA/MONTHLY DONATION CAMPAIGN

On January 12, 2012, with the close participation of Maharishi Foundation (US), we launched a specific National Yagya campaign for our great US supporters. This was important to help simplify and consolidate our message to the donors in the United States – who wish to care for both the Pandits in India and also those Pandits coming to be part of the Invincible America Assembly.

Under this new plan, two-thirds of US monthly donations go to India and are credited for the National Yagyas for the US. These funds support the Pandits in India including the training of new Pandits who will be available in coming years both for India and to come to the US. The remaining one-third of the funds provides important support for the large group of Maharishi Vedic Pandits in America.

This combined appeal has been a success. Since inception, the US has sponsored National Yagyas each month at a minimum level of \$100,000. This recent Guru Purnima saw the largest US National Yagya ever performed, with donors contributing over \$200,000.

Although the National Yagyas have as their primary intention the welfare of the nation, many donors around the world are reporting beautiful experiences from their participation and striking stories of support of Nature. At the request of donors, the US Yagya site has decided to add an Experiences page to the web site. These profound personal experiences and benefits in daily life have now become a primary driver of the Pandit donations.

See www.nationalyagya.org/experiences.html

The US has
sponsored National
Yagyas each month
at a minimum level
of \$100,000.



MAHARISHI NATIONAL YAGYAS

PREVENTION | PROSPERITY | PEACE

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Experiences

A wonderful bonus from the National Yagyas is the beautiful experiences that our supporters are reporting:

"My body, emotions and daily activities seem more fluid and easy during the Yagyas. Even the most challenging situations, whether personal or with work or family, seemed to sort themselves out effortlessly. This is life as it was meant to be."—M.H., Richmond, MA

"We had not expected the Yagya to affect us directly, but the impact was obvious. It reminded me of the impact of a long rounding course. Difficult to describe, but impossible to miss."—J.S., Portland, OR

"We both felt anchored in the Absolute the entire time: a sense that we were immovable—really. Needless to say, we're looking forward to this next one."
—M.K., Fairfield, IA

All donations to support the Vedic Pandits in India also count towards the performances of national Yagyas for the donor's country. The national Yagya website for the USA, features testimonials from donors who have noticed personal benefit from supporting the Pandits and the national Yagyas.

OUR STRATEGIES

MAJOR GIFT CAMPAIGN

FOR THE ENDOWMENT AND FOR CONSTRUCTION OF PANDIT HOUSING AND FACILITIES

A major goal of BSF/BST is to secure a permanent endowment of at least \$1 billion and thus have enough funds – from the interest/dividend income alone – to perpetually support at least 9,000 Maharishi Vedic Pandits at the Brahmasthan of India and 1,250 Maharishi Vedic Pandits in Maharishi Vedic City, USA which will ensure a coherence creating group of 2,000 when the group at Maharishi University of Management is included.

To assess various strategies towards this goal, we commissioned a professional planning study and major donor plan development that included six months of training in approaching major donors. This study, during which we conducted personal interviews with 50 potential major donors and 1,100 e-surveys, identified a groundswell of support for the BSF/BST program among several hundred potential major donors.

Based on this data, we launched our major donor campaign – with an initial goal to raise \$50 million over this coming year. This campaign does not include the most remarkable of all our donors – the Howard and Alice Settle Foundation – which every month is supporting virtually all of the in-residence costs of the Pandits in America, plus is supporting 1,000 Pandits at the Brahmasthan of India.

We launched
our major donor
campaign with an
initial goal of
\$50 million.



Howard and Alice Settle lead the world in their support of the Maharishi Vedic Pandits which includes sponsoring 1,000 Pandits at the Brahmasthan of India and maintaining a group of up to 1,250 in Maharishi Vedic City, Iowa, USA.

OUR STRATEGIES

MAJOR GIFT CAMPAIGN

FOR THE ENDOWMENT AND FOR CONSTRUCTION OF PANDIT HOUSING AND FACILITIES

So far we have achieved over a 16-fold increase in the Endowment—from \$257,000 in November 2011 to \$4,475,000 now. This is due to two major donations of \$1,000,000 million each from Ramani and Louise Ayer and from Bradford Cooke, as well as two grants from Maharishi Global Development Fund.

The first event specifically for major donors was held in February, 2012 at the Brahmasthan of India. It featured the historic performance of Ati Rudrabhishek with 1,331 Maharishi Vedic Pandits as well as a personal meeting with the Shankaracharya of Jyotir Math, the Patron of Brahmananda Saraswati Foundation, and detailed briefings on and site visits around the Brahmasthan of India.

Inspired by this visit, Drs. Ravi and Naina Patel pledged a remarkable challenge donation, offering \$50,000 per month, one-fifth of what is required, to increase the number of Pandits in the Brahmasthan to 3,500, and thus ensure that the powerful Yagya for peace, a 1,331 Pandit Atirudrabhishek, be performed every day. To achieve this would take another four such donors. Inspired by the Patels, a second equal pledge was offered. We are working now to try to make up the balance, either from major donors or from a combination of major gifts and an increase in our monthly National Yagya program .

The atirudrabhishek performance by 1,331 Maharishi Vedic Pandits in February was attended by many major donors.



On 11 Feb 2012, the powerful Yagya for world peace – Ati Rudrabhishek – was performed with 1,331 Maharishi Vedic Pandits. Once the numbers of Pandits at the Brahmasthan rises to 3,500, this Yagya – on this scale – will be performed every day.



OUR STRATEGIES

MAJOR GIFT CAMPAIGN

FOR THE ENDOWMENT AND FOR CONSTRUCTION OF PANDIT HOUSING AND FACILITIES

This past half year we raised \$365,000 for expanding housing for Vedic Pandits - \$265,000 as the first step in a \$5 million campaign to increase capacity of the campus at the Brahmasthan of India and \$100,000 to increase the capacity of the campus in Maharishi Vedic City to 1,250 Pandits.

We raised \$342,000 in direct support for the Vedic Pandits in America, critical funds to supplement the tremendous support of the Settle Foundation.

As part of this major gift outreach, under the leadership of Dr. Larry Chroman we have been inspiring donors to include Brahmananda Saraswati Foundation in their estate planning. We have found that many donors had already taken this step with an estimated value of these planned future gifts over \$50 million.

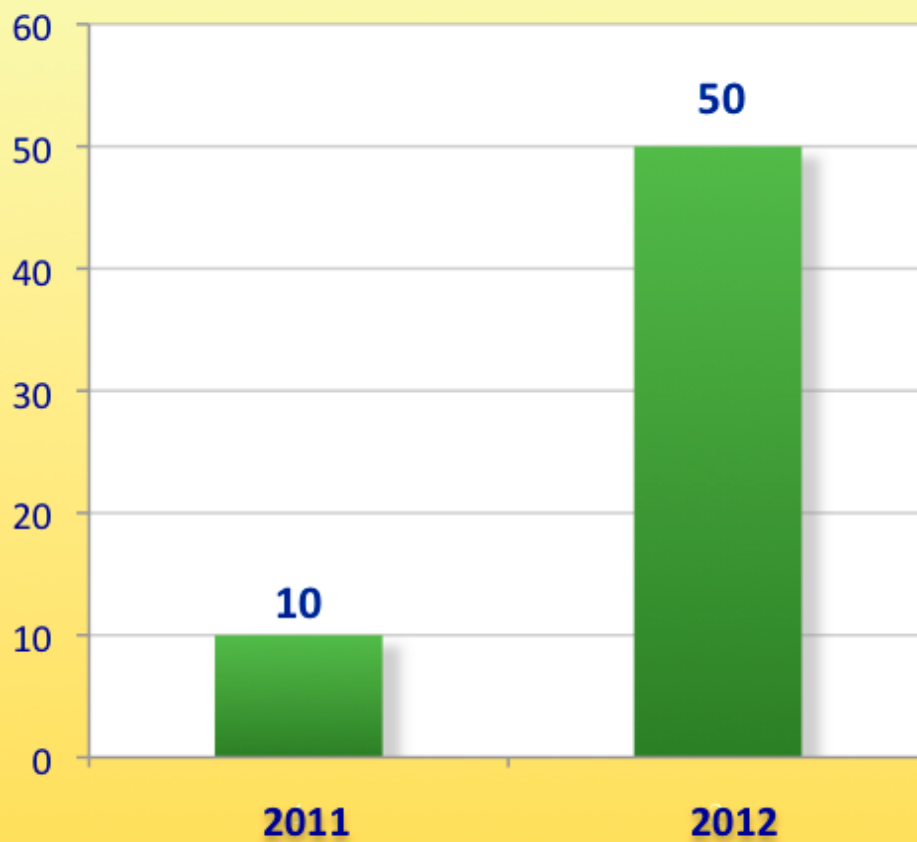
We appointed a global Campaign Cabinet Executive Committee of 14 major donors to reach out to prospective donors in every country and appointed a US Campaign Cabinet of 9 active donors to lead the campaign for supporting the Vedic Pandits in America.

Under the guidance of our consultants, our fundraising team continues a policy of best practices, and recently completed our Investment Policy, Donors Relations Plan, Gift Acceptance Policy, Giving Circle Policy, Naming Policy, Legacy Society, and Campaign Cabinet Prospectus.

The major gift outreach includes inspiring donors to include Brahmananda Saraswati Foundation in their estate planning.

Estimated 400% Growth in Planned Gifts

July 2011 vs. July 2012 (millions of USD)



OUR STRATEGIES

BIJAURI CAMPUS COURSES

In last year's report we commented on our excitement over the pending completion of the Bijauri campus at the Brahmasthan of India where we were planning to offer courses to people from around the world and have them experience for themselves the progress and the power of the large group of Maharishi Vedic Pandits there. The excitement was warranted.

Last season, ending March 2012, we welcomed a total of 383 guests at the Brahmasthan of India from 50 countries. It was a delight to see so many different nationalities represented -from all corners of the world – including Uzbekistan, Mongolia, Iran, Fiji, Reunion, Egypt and Chile– all enjoying the deep meditations, daily Pandit recitations and knowledge program.

People from
around the world
experienced the
power of the large
group of Maharishi
Vedic Pandits at
the Brahmasthan.



Last year, over 300 guests from 50 countries came for a stay at the Brahmasthan of India. The season for the international guest campus runs from September to March when the weather is most pleasant.

OUR STRATEGIES

BIJAURI CAMPUS COURSES

As of this writing, two months before the season is underway, we have already received 428 applications. Our newest major international guest building, the third at Bijauri, is now ready. The ground floor has a grand lecture hall, reception area, and institutional laundry. The top two floors feature premium deluxe one and two-bedroom suites. Information about Bijauri is available on our new website:

www.maharishiindiacourses.com

As the capital costs of these buildings are rapidly being recovered, the profit from these courses will be a significant source of support for the Maharishi Vedic Pandits. And, very importantly, the profound level of experience gained will stay in the safe home of the guests' finest awareness on their return home and also help build increasing understanding, commitment and support for the Maharishi Vedic Pandits.

At the other end of the Bijauri campus we have also finished a building for 30 Purusha guests who join us every year from October through the end of March.

Guests to the Bijauri Campus at the Brahmasthan of India enjoyed deep meditations, daily Pandit recitations and a knowledge program.



The very comfortable accommodation at the Bijauri campus that guests experienced last year has been augmented by a third building with new facilities and a group of deluxe suites.

OUR STRATEGIES

OUTREACH TO INDIAN COMMUNITIES

We consider that a potential major source of support for the Pandit program is the large and successful Indian communities around the world whose members in many cases have a basis for understanding the role of their Vedic heritage in creating peace. With the leadership of Ramani Ayer, Dr. Michael and Pegi Busch and Dr. Bob and Carol Markowitz, we have begun a systematic outreach to these communities in the US and around the world.

As a first major initiative, during six weeks this spring, Raja Raam – Dr. Tony Nader – led the highly successful New Paradigm Tour, addressing Indian communities in 10 North American cities. www.newparadigmtour.org

Maharaja held audiences in rapt attention with his explanation of how every aspect, gross and subtle, of the Vedic literature, including the epic Ramayana, is intimately correlated with the structure and functioning of our human physiology.

Raja John Hagelin and Dr. Ramani Ayer, Chair of our Development Council, joined Maharaja in inspiring the Indo-American and Indo-Canadian communities with the vision of the practicality and power of Vedic knowledge for individual enlightenment and world peace.

The response to the presentations was consistently enthusiastic. Nearly 4,000 Indo-Americans and Indo-Canadians attended Tour events.

Our team is continuing to speak at conferences and events as well meeting one-on-one with prominent leaders of this community, in India and around the world. And an outreach program has been developed to invite the Indian communities of North America to come to Maharishi Vedic City and enjoy the recitations of the Vedic Pandits, the likes of which, in numbers and in power, they have not seen.

Maharaja Adhiraj
Rajaraam –
Tony Nader, MD,
PhD – led the
highly successful
*New Paradigm
Tour.*



Maharaja Adhiraj Rajaraam — Tony Nader, MD, PhD — presented his discovery of *Ramayan in the Human Physiology* to audiences of Indian heritage throughout North America.



OUR STRATEGIES

SUPPORT FROM BUSINESSES AND CHARITABLE FOUNDATIONS

The Pandit program in India continues to be supported by a number of non-profit foundations and charities, including significant support from Maharishi University of Management and from the Purusha program. In the years ahead, we expect that this support from private foundations and trusts will expand significantly as the news of our program reaches a broader audience.

This year for the first time, several companies began regular monthly support of the Maharishi Vedic Pandits. Leading the way has been Maharishi Ayurved Products of India, under the leadership of its chairman, Dr. Anand Srivastava. MAP is supporting 200 student Pandits every month with the intention of growing that number significantly. Dr. Srivastava is also hoping that his example of support from his business will inspire others around the world to join him.

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A PROFOUND ASSOCIATION

HELPING CREATE THE MAHARISHI SAMADHI SMARAK

Although the Maharishi Samadhi Smarak has its own campaign and organizers for fundraising, the Brahmananda Saraswati Foundation is closely collaborating with them to be the channel for these donations.

The Maharishi Smarak is planned as a timeless memorial to the practical wisdom of life brought to the world by His Holiness Maharishi Mahesh Yogi. The knowledge pavilion is scheduled for completion on February 2013. http://maharishismarak.org/videos/maharishi_smarak_2012_07_17.html

A spectacular sight rising above the banks of the auspicious Triveni Sangam (the confluence of the three holy rivers: Ganges, Yamuna and Saraswati), the Smarak is visible everywhere from the city of Prayag (Allahabad). The Maharishi Smarak architecture is the best and most advanced Samadhi Mandir construction, fully carved inside and outside, without any iron, completely built with interlocking stones and beams.

To date, Brahmananda Saraswati Foundation has received more than \$110,000 for the Maharishi Smarak. In the last 6 months, significant funding for this project was provided by the Maharishi Vidya Mandir Schools system in India under the leadership of Br. Dr. Girish Varma. This funding has allowed for much of the recent construction of the Maharishi Smarak to continue.

CONCLUSION

Looking back over the past year, Arlene and I feel both humbled and thrilled by the waves of support from our beloved movement family for Maharishi's vision and plan for Global Peace.

We are deeply inspired by Dr. Girish Varma's leadership of the Pandit project and his dedication and operational excellence. His attention to details and his wise and frugal use of donor contributions is remarkable.

It goes without saying that, barring the unwavering support of Howard and Mickey Settle, none of this would be possible. They have organized their lives to bring Maharishi's vision to fruition.

Also deeply gratifying is seeing how more and more people from all corners of the world have personally taken ownership of this project. This quiet individual recognition of the practicality and do-ability of Maharishi's plan admittedly ambitious in scope and enormous in implication is bringing us steadily and surely towards its realization.

We deeply thank every single person who has contributed. We have achieved so much because of your help. And we have yet more to do.

We need to support increasing numbers of Pandits at Brahmasthan of India, getting us soon to 3,500 and an Ati Rudrabhishek every day. And we have to build out some housing for that. This expanded housing in the Brahmasthan, has a capital budget of 5 million dollars. Getting and maintaining 3,500 there every day will require a 50% increase in our monthly donor program or a few major donors helping with funding this Ati Rudrabhishek.

Also, for our US donors, we need your further support to complete the raising of one million dollars for travel and settling in costs for the new Pandits coming to Vedic City. It is well begun but needs help now. With that, superradiance for America will be at hand.

Your passion and dedication to this effort is our single biggest asset. Please invite those around you who have not yet done so to join us in achieving the target: an end to war and brutality in human life; a world of peace, harmony and affluence.

*Jai Guru Dev
Harris and Arlene Kaplan
September, 2012*

We feel thrilled
by the waves of
support from our
beloved movement
family for
Maharishi's vision
and plan for
Global Peace.



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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