The mission of the Swedenborg Foundation is to foster an affirmative, informed, and increasingly broad engagement with the spiritual experiences and theological message disclosed by Emanuel Swedenborg.

FOUNDED IN NEW YORK CITY IN 1849 as the American Swedenborg Printing and Publishing Society, from the start we’ve been dedicated to making Emanuel Swedenborg’s thought as widely available as possible. Originally, that meant distributing his books for the lowest possible price, but in 1928 (the same year our name changed to the Swedenborg Foundation), our mission expanded to include publishing books about his ideas. It’s been estimated that since our founding we’ve sold or given away millions of books, pamphlets, and other informational materials. As we entered the digital age, we’ve embraced new forms of communication, but our goal remains the same: to reach out, to inspire, and to inform.

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A MESSAGE FROM THE OPERATIONS MANAGER

AT THE BEGINNING OF 2013, the Swedenborg Foundation was facing a major transition. For years we had defined ourselves as a small press and focused our energy on raising awareness of Swedenborg by publishing books by and about him. But in 2012, the board took a hard look at the results of those efforts, and the directors asked themselves whether we were getting the results we had hoped for. The answer? While publishing was and is an important part of our mission, in the digital age we can be and do more than seemed possible even twenty years ago.

The result of those difficult questions was a new strategic direction for the Foundation, and in 2013 we rolled up our sleeves and got to work. The results have been phenomenal. In the past year, more people have seen our videos on YouTube than have watched all of our previous films put together. There are more people interacting with our posts on social media than there are Swedenborgians in the world. Our online reach has expanded at a truly astonishing rate, showing us that there is enormous potential to introduce new people to Swedenborg’s thought and to change lives.

I’d like to take this opportunity to thank the board for its vision and continued leadership as well as the enormous trust they’ve placed in our staff in allowing us to take their vision and implement it. In turn, I’d also like to thank the staff for the hard work and flexibility they’ve shown over the past year and the creativity they’ve put into developing new ventures. And most of all, thank you to the members and supporters of the Foundation for helping us to make this year a success. As you’ll see in the pages that follow, it’s been an exciting time, and we’re only just getting started.

MORGAN BEARD

Operations Manager
IN 2012, THE NUMBER-ONE ITEM ON OUR LIST OF ASPIRATIONS was to expand our online presence. In 2013, we took huge strides toward that goal, hiring two new full-time people and shifting staff responsibilities around so that a third person could focus on that area.

This effort has resulted in a number of successes, including remarkable growth in participation in our Heaven and Hell page on Facebook and our Off the Left Eye channel on YouTube.

The Heaven and Hell Facebook page started in October 2011 as an experiment in marketing the New Century Edition translation of *Heaven and Hell*. The daily quotes from Swedenborg quickly attracted comments and questions, and the audience snowballed. By the end of 2012, the page had 39,000 “likes”—that is, people who chose to receive the posts in their daily feeds. In 2013, the number of people following the page more than tripled to 135,000. The speed and rate of growth is astounding, and the comments that we’ve gotten show that many of the people who visit the page are newly inspired by Swedenborg:

“Swedenborg has brought back meaning to my life and shown me how loving and kind life here on earth is.”

“From what little I have read here I love everything about how this man [Swedenborg] thinks. I have his books and I look forward to reading them . . .”

“I just want to say thank you. Sincerely. I share your videos with my friends and family. I share them on Facebook. Finding positive, individual thinking is almost impossible these days.”

The Off the Left Eye YouTube channel, which was originally a private project launched by Curtis
Childs, came under the Foundation’s umbrella when he joined the staff at the beginning of 2013. The name “Off the Left Eye” is a reference to *Heaven and Hell* 450, where Swedenborg describes awakening to his spiritual senses in heaven and says there was a covering rolled off his left eye. In partnership with his brother, video specialist Matthew Childs, Curtis produced more than twenty-five short videos last year. Some of them are part of the “Swedenborg Minute” series, each of which offers a minute-long insight into a certain aspect of Swedenborg’s thought. However, the most popular videos in the series are slightly longer (up to eight minutes) and delve more deeply into specific topics.

As with the Heaven and Hell Facebook page, the response to these videos has been fantastic. The most popular video to date is “You Are the Lungs,” which illustrates the idea of the human race as part of the Universal Human described by Swedenborg. The video was posted in May 2013, and by the end of the year it had been seen well over 150,000 times. Overall, the videos on the page had been watched nearly 550,000 times by the end of 2013, compared with only 52,000 views at the end of 2012.

While we consider it a “win” just to introduce Swedenborg to someone who had never heard of him before, an important part of our mission is to make sure there’s more information available for the people who are intrigued by what they find. Early in 2013, we began the process of redesigning our website to make it more user-friendly for people who want to read Swedenborg’s writings or learn more about his ideas. The new website launched in May with free downloads of Swedenborg’s works (see next section); new articles about his life, influence, and theology; and a redesigned bookstore that makes the different editions easier to navigate.

Between our site re-launch and the end of the year we had more than 30,000 visitors come to the site, and during that same time frame the average number of visitors per month increased by 75 percent. In 2014 we plan to increase those numbers by putting more time and money into marketing efforts that highlight different aspects of Swedenborg’s theology and that speak directly to the thoughtful modern seeker.
ANOTHER OF OUR CORE ASPIRATIONS FOR 2013 was to get back to our roots as an organization and focus on making Swedenborg’s writings available to as many people as possible for the lowest possible cost. In the digital age, that means ensuring that the books are online and free for anyone to read or download.

When we re-launched our website last May, we reinstated free downloads of all currently available volumes in the New Century Edition (NCE), a translation series in progress that presents Swedenborg’s theological works in a modern, accessible style. The NCE volumes are available as both PDFs and e-books, and for those who prefer the printed editions we’ve lowered the prices to make them easier to afford. Visitors to our site can also read or download the entire thirty-volume Redesigned Standard Edition of Swedenborg’s theological works, sometimes called the “Green Thirty.”

However, our mission is not only to make Swedenborg’s works available, but also to help people apply his thought to their everyday lives. For that reason, we also made some of our most popular titles by other authors available for free download. While site visitors still prefer Swedenborg’s writings to our other free downloads—by a remarkable seven-to-one margin—the messages we’ve gotten show that our other books are also touching lives. Here’s one from a woman who began visiting our site and reading the books there after her husband passed from cancer:

“Every time [I felt depressed] I asked God for help. The help arrived. I found your website and began reading Swedenborg’s books. I could not stop. I found so many explanations that helped me understand so many things. . . . And then the miracle occurred. I visited your website again and found the book that would change my life forever: 12 Miracles of Spiritual Growth by E. Kent Rogers. I could not stop reading. Every chapter described something I had experienced. . . . For the first time in my life I really felt God inside.”
A HIGH POINT OF THE NEW CENTURY EDITION (NCE) team effort in 2013 was the publication of *Secrets of Heaven* volume 2 in Deluxe format, complete with annotations. With the publication of this volume, the hardcover editions have caught up with the smaller “Portable” paperback editions, and the team is able to focus on bringing new titles to publication. The next works on the horizon are a series of short theological works. In the hardcover Deluxe editions, they will be published as *The Shorter Works of 1758* (including *New Jerusalem, Last Judgment, White Horse, and Other Planets*) and *The Shorter Works of 1763* (including *The Lord, Sacred Scripture, Life, Faith, and Supplements*). In the paperback Portable editions they will be released as six separate volumes: *New Jerusalem; Last Judgment / Supplements; Other Planets; The Lord; Sacred Scripture / White Horse; and Life / Faith*.

The year was also marked by the creation of the Massive Bible Passage Editing Tool, a database of the Bible passages cited in forthcoming NCE titles that is designed to assist and speed the translating and editing processes. The database was first envisioned by Series Editor Jonathan S. Rose as a way to bring into one place all the iterations of the myriad Bible quotations in six of the forthcoming volumes. The database permits the Bible passages, many of which are shared among the volumes, to be examined and edited synoptically. This “lateral editing process” will dramatically decrease editorial time for *The Shorter Works of 1758, The Shorter Works of 1763, Revelation Unveiled* (volumes 1 and 2), *Marriage Love*, and *Soul-Body Interaction*. As the year ended, Jonathan had worked his way to nearly the two-thirds mark in his editorial work on this database of quotations. The NCE team has recently begun to compile a “mini” version of the tool, focusing on Bible passages in the final volumes of *Secrets of Heaven*, in order to assist Lisa Hyatt Cooper in her ongoing translation work.

**Other noteworthy events of 2013:**

- Lisa Hyatt Cooper began her translation of *Secrets of Heaven* volume 13 (of 15).
- Chara Cooper Daum completed her Latin consultation on *Secrets of Heaven* as far as volume 12.
- The NCE annotations editor, Lee S. Woofenden, completed a major writing/editing pass on the complex *Marriage Love* endnotes, as
well as on those endnotes in *The Shorter Works of 1758* that fall within his own area of expertise. Freelance annotators and researchers David Gyllenhaal and Robin Wright began assisting the team part time, and the project gained much as well from the expertise of several other independent scholars.

- Stuart Shotwell edited a substantial quantity of annotation and translation text. Copyediting and extensive cross-reference and other editorial checking was carried out on *The Shorter Works of 1763, Revelation Unveiled* 1 and 2, *Soul-Body Interaction, Marriage Love*, and several volumes of *Secrets of Heaven* by NCE team members Alicia L. Dole, Skye Kerr, David Gyllenhaal, and Sarah A. Dole.

- Jonathan S. Rose, Stuart Shotwell, and Alicia L. Dole worked with an e-book conversion company on a plan for e-book versions of the Deluxe editions, beginning with *Heaven and Hell*, which was released in spring 2014. (Previously only the Portable editions, which contain the translations but not the introductions or annotations, were available as e-books.)

We are happy to report that the total number of NCE units sold in 2013, including e-books, reached 2,650—a significant increase from the 2012 total of 1,507. This growth was due in large part to a new pricing structure and a consequent jump in e-book sales: 1,243 e-books were sold in 2013, as compared with 252 in 2012, an almost five-fold increase. The cumulative total of volumes sold (including hard copy and e-books) since project inception reached 38,862 by the end of 2013.

Furthermore, in July the free distribution of NCE titles on the Swedenborg Foundation website was resumed after a hiatus of several years. Downloads in the last six months of the year totaled more than 3,300, bringing the total NCE downloads over the life of the project to 169,959.

The NCE Completion Campaign was blessed with a record number of individual donors in 2013 (although the dollar-donated amount was lower than usual because some major, multi-year pledges were fulfilled in 2012). Twenty-nine of the record eighty-five donors were first-time givers. As a result, we came within $852,337 of our $2.5 million goal at the end of 2013. We look forward to closing the final gap in our funding, with gratitude to all who are making the project possible.
WHILE WE KEPT BUSY WITH NEW ACTIVITY and new directions in 2013, we continued to publish books about Swedenborg’s ideas for scholars and for people seeking inspiration in their everyday lives. With the promotion of our previous editor, Morgan Beard, to operations manager, we also hired a new full-time editor, Lisa Lapp.

*Patterns: Make 'Em and Break 'Em* is the nineteenth and final installment in the long-running Chrysalis Reader series. The Chrysalis Reader began as a quarterly journal in the 1980s, publishing essays, poetry, and short stories on Swedenborgian themes. In the 1990s, the journal became an annual anthology under the guidance of editor Carol S. Lawson, who later was joined by her son Robert F. Lawson. The series rounded out with its longest volume ever at 272 pages, including some retrospective articles from early contributors to the series.

We were honored to be able to co-publish, with the Royal Swedish Academy of Sciences (in Swedish, Kungliga Vetenskapsakademien, or KVA), the proceedings of a 2010 academic conference on Swedenborg. The conference was hosted by the KVA—the same body that awards the Nobel Prizes in chemistry and physics each year—in honor of their Swedenborg archive having been designated a “World Memory” by the United Nations Educational, Scientific, and Cultural Organization in 2006. The conference proceedings, titled *Emanuel Swedenborg—Exploring a “World Memory”: Context, Content, Contribution*, are a collection of twenty original research papers related to Swedenborg’s published works, the context of his times, and his cultural influence.

Early in the year we also published *In the Presence of Angels* by online radio talk-show host Andrea Garrison.
The core of the book is an exploration of how Garrison’s mother comforted friends and family with her serenity and her insight into the spiritual world as she prepared to cross over. Garrison draws parallels to Swedenborg’s descriptions of the afterlife and talks about the inspiration she drew from his writings both before and after her mother’s passing.

Toward the end of the year, we published two short books designed to give readers insight into Swedenborg’s view of the afterlife. Our Life after Death is an abridged version of the “World of Spirits” section of Heaven and Hell, which deals specifically with the journey that the soul makes immediately after crossing into the spiritual world. For our many customers and online followers who are curious about angels, The Lives of Angels brings together passages from Heaven and Hell, Secrets of Heaven, and Marriage Love that talk about what angels are, what they do, and how they are present in our lives. These two books are being made available for free download on our website as an introduction for people coming from social media outlets like our Heaven and Hell Facebook page.
FINANCIAL STATEMENT

THE FOUNDATION WAS FORTUNATE THIS YEAR to see an increase in support and revenue through a number of different channels.

Our greatest source of income this year, as in most years, was our investments. While we do receive dividends from the money we have invested in stocks, our largest financial gain was a $2.5 million growth in the value of those investments. That increase brought the total year-end value of our assets to $18.6 million, which was 11 percent higher than it was at the end of 2012.

Donations remained a significant source of financial support. Our single largest gift was a bequest of $544,490 from the estate of William Clark Vance, formerly of Burlington, Iowa. However, even when we exclude that bequest, our donations from other sources more than doubled from 2012 to 2013. We were pleased to receive the support of a number of private foundations and funds for a total of $177,870. And we are likewise grateful to the individuals who supported us in 2013: We had a 70 percent increase in donations in response to our annual appeal, and the total giving from individuals was nearly $115,000.

This generous support from individuals and organizations has allowed us to focus on our online expansion while keeping our spending on track and under budget. Our program efficiency (the percentage of our overall spending that went to program services) was 80 percent this year, and we’re continuing to work hard to put more of the money we receive into creating new products and services.

The chart on the next page shows a summary of our income and expenses for the 2013 fiscal year. You can obtain our auditor’s full report by contacting our business manager, Valerie McLaughlin, by phone at (610) 430-3222, ext. 18; e-mail at vmclaughlin@swedenborg.com, or by writing to 320 North Church Street, West Chester, PA 19380.
### INCOME AND EXPENSES IN 2013

#### Support and Revenue

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#### Expenses

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<td><strong>TOTAL EXPENSES</strong></td>
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### Notes

1. The Swedenborg Foundation’s financial statements for 2013 were audited by Al Thierman, CPA. For a full copy of the auditor’s report for 2013 or any past years, please contact our business manager as noted on page 11.

2. All expenses include both the cash spent in each of these areas and a breakdown of salary costs for employees working in these departments.

3. The inventory writedown was higher than normal this year because it includes a one-time adjustment of $322,712 that will allow us to value our inventory more accurately going forward.

4. Marketing includes all costs related to our website, the Heaven and Hell Facebook page, the Off the Left Eye YouTube channel, and advertising to support these efforts.
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In Memoriam 2013

It is with a deep sense of loss that the Swedenborg Foundation notes the passing into the spiritual world of the following life members and valued supporters:

Mrs. Lurabel Colburn  Mr. Lachlan Pitcairn  Mr. Robert S. Schoenberger

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Iungerich Publication Fund
Hillside Community Church
Johnny Appleseed Festival Inc.
LaPorte New Church

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