



*Swedenborg Foundation*

**ANNUAL REPORT**

2015

# About the Foundation

Founded in New York City in 1849 as the American Swedenborg Printing and Publishing Society, we have been dedicated from the start to making Emanuel Swedenborg's thought widely available. Originally, that meant distributing his books for the lowest cost possible, but in 1928 (the same year our name changed to the Swedenborg Foundation), our mission expanded to include publishing books about his ideas. Since our founding, we have sold or given away millions of books, pamphlets, and other informational materials. In entering the digital age, we have embraced new forms of communication, but our goals remain the same: to reach out, to inspire, and to inform.

## OUR MISSION

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.

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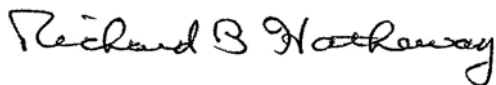
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# *A Message from the President*

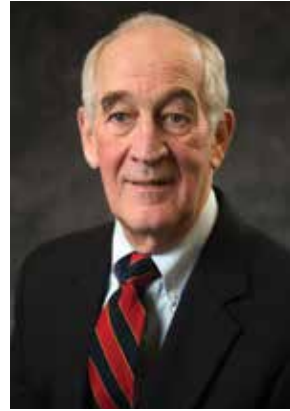
Three years ago, by embracing online media the Foundation established a new vision for giving Emanuel Swedenborg's thought a greater reach than it had ever experienced before. In 2015, we achieved and surpassed our goal of reaching more than one million people through videos, social media platforms like Facebook, and our own website, Swedenborg.com.

In this report we highlight not only our successes over the past year but also the strategy behind it: The ways in which we take basic awareness of Swedenborg's name and some aspect of his thought and gradually encourage our audience to dig deeper and learn more. We'll also be talking about our new and ongoing projects and, for the financially minded, reporting on our finances.

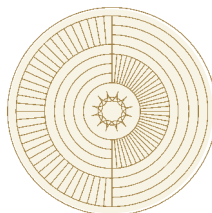
I'd like to take this opportunity to extend my thanks to everyone who has made this possible: not only the board and staff of the Swedenborg Foundation, but also our members and donors, without whose unflinching support none of this would have been possible.



Richard B. Hatheway  
President  
Swedenborg Foundation



*photo by: Keith Walters*



Swedenborg  
Foundation

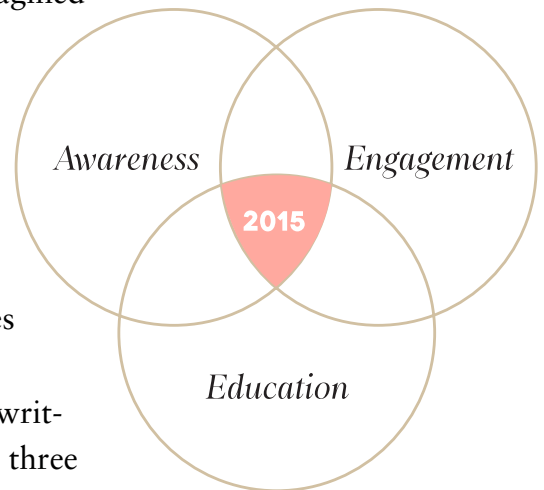
# *Integrating Online and Offline Content:*

## AWARENESS, ENGAGEMENT, EDUCATION

The mission of the Swedenborg Foundation has always been to help people engage with Swedenborg's thought. When we were first incorporated in 1849, that mission took the form of printing books and distributing them as widely as possible. Today, information and ideas are exchanged in ways that people couldn't have imagined back then. Changes in technology have given us the opportunity to expand our reach while building on our traditional publishing activities.

When we shifted our focus to the digital world three years ago, we also developed a new content strategy: start by creating awareness of Swedenborg's thought and then give people as many avenues as possible to ask questions, get answers, find more detailed explanations, and encounter Swedenborg's writings directly. This strategy can be expressed through three interrelated steps:

- **Awareness:** Introduce as many people as possible to Emanuel Swedenborg's name and ideas through online videos, social media posts, advertising, and other means.
- **Engagement:** Encourage those people to ask questions and discuss their experiences. We do this by offering tips for applying these ideas to their daily lives and giving them ways to stay in touch by subscribing to our YouTube channel; following us on Facebook, Twitter, or other social media outlets; or signing up for our e-mail list.
- **Education:** Ensure that the people who have become engaged have access to free resources that let them dig deeper: free downloads of Swedenborg's writings, longer and more in-depth videos on YouTube, and other books and resources accessible through our website.



Success for us means growing in all of those areas—not just making Swedenborg a “name,” but giving people the tools they need to really understand his ideas. In 2015, we hit record numbers in all three of the above levels.

## AWARENESS

We have three primary outlets for introducing Swedenborg to new audiences: the offTheLeftEye YouTube channel; the Heaven and Hell Facebook page; and our website, Swedenborg.com.

By far the most successful of these has been, and continues to be, the offTheLeftEye YouTube channel. In 2015, people watched these videos 2.1 million times—more than double the number in 2014—representing a total of 15.2 million minutes of watch time.

The channel features a weekly, hour-long program called *Swedenborg and Life* that airs live on Mondays at 8 p.m. Eastern and then remains posted on the channel for people to watch later. We have a number of short videos on the channel, but the hour-long episodes are by far the most popular.

The channel’s success is due in part to YouTube’s recommendation systems. When someone watches a video on YouTube, the channel then displays a list of related videos, and it chooses videos to recommend based on their popularity (as measured by the length of time that people spend watching each video). The more people watch our videos, the more often YouTube recommends them, and so our audience continues to grow in an upward spiral as an ever-increasing number of people find the channel.

Our Heaven and Hell Facebook page also continues to hit new highs. Posts to this page tend to fall into two different categories: quotes from Swedenborg or related thinkers—with the Swedenborg quotes

“I’ve not read Swedenborg before and your channel is my first introduction to him, so I thank you for that from my heart. I have just bought *Secrets of Heaven*, which I can’t wait to read.”

—Comment from YouTube

set on photos to increase visibility—and posts promoting episodes of *Swedenborg and Life*.

As of the end of 2015, about 330,000 people were following the Heaven and Hell page—a 25 percent increase over 2014. Through a type of paid marketing called “boosting,” we can reach far beyond the audience following our page, and sometimes when we do so a quote will catch on and be shared by the people who see it. Between the number of people who follow our page and the exposure from our boosted posts, we had a huge growth in the number of people who see these quotes, going from an average of 110,000 per week at the beginning of the year to more than 1 million per week at the end of 2015.

In 2015, another opportunity for raising awareness opened up when we were awarded a Google AdWords grant. This grant, available only to nonprofit organizations, gives us up to \$10,000 per month in free advertising. We used the grant to create ads that promote Swedenborg’s ideas in a variety of ways. By far the greatest number of people has responded to ads featuring free e-book downloads, allowing us to put electronic copies of the books we produce in the hands of people from all over the world.

The Google grant resulted in about 40,000 additional visits to our site this past year and 4,400 book downloads.

To sum up: combining the number of video views on YouTube, the maximum reach of our posts on Facebook, and our website visits, we can estimate that at least 3 million people saw or heard Emanuel Swe-

denborg’s name last year, many for the first time.

But awareness is just the first step. Where did we go from there?

## ENGAGEMENT

Once people have encountered Swedenborg’s ideas, we encourage them to think about what they’ve learned, apply those ideas to their daily lives,

“Wow! My first intro to Swedenborg. Curtis, what a remarkable translator you are of this work. Not sure how I have never heard of this man before . . .”

—Comment from YouTube

and share and discuss them with others. When people hear a kernel of Swedenborg's thought and respond by saying (or showing) that they want to know more, then we know that we've really made an impact.

Social media is a great forum for engagement—it allows people to leave comments, ask questions, and share their own experiences. They can show appreciation for what we're doing by hitting the “like” button, by sharing our videos and posts with others, by subscribing to our YouTube channel, or by following our Facebook page.

Every one of our engagement metrics went up dramatically in 2015. As our YouTube audience grew, so did the number of comments on our videos (nearly 24,000) and video “likes” (25,000). The number of channel subscribers tripled, so that by the end of the year we had just over 24,000 subscribers—and we were growing at a rate of 2,000 subscribers per month. We also had nearly 30,000 people add one of our videos to their own playlists, the YouTube equivalent of sharing it with friends.

On the Heaven and Hell Facebook page, we had close to 35,000 comments on our posts, more than 105,000 shares, and more than 3 million “likes” on individual posts.

As more and more people get interested in us through social media, we're also seeing a steady rise in people searching for information online. We had close to 130,000 people visit our website in 2015, a 58 percent increase over 2014. Many of those people came from the Google ads mentioned above, but our number-one source of traffic was search engines—individuals searching for information on Swedenborg who happened to find us.

Because of the way all these stats are tracked, it's not possible to know exactly how many people we've reached. A person who comments on a

“What's fascinating to me is (with a degree in theology), the truths brought up in these videos is strangely comfortable and peace bringing to my soul. Two of my friends are experiencing the same thing, so it's fascinating that we can talk about something that we couldn't describe to each other without the shared experience. It is unique how this information 'goes in.'”  
—Comment from YouTube

Facebook post, for example, may or may not be the same person who shares it with others. But if we focus on the people who spent some significant time on engagement (writing a comment or visiting our website for more information) or who showed a deeper interest by subscribing

"I cannot put into human terms the service these videos have done for me. They are clean, crisp waters to my soul after having been surrounded by such hatred all my life. I'm in love with the correspondences found in Swedenborg and I can't say thank you enough for introducing me to his works. You all have changed my life forever in the best way possible."  
—Comment from YouTube

to a channel or sharing a video or post with their friends, then we can estimate that we engaged with more than 400,000 people last year.

## EDUCATION

Not everyone who becomes aware of Swedenborg will take the time to comment or share the information with others, and not everyone who engages will be intrigued enough to spend time learning more about Swedenborg's thought. However, the Foundation's history of publishing books by and about Swedenborg has given us a rich body of resources to offer people who want to continue exploring.

Making books available at low cost or no cost has been a core part of our mission from the start, and so part of our digital strategy has been to make

our electronic books—especially Swedenborg's writings—available for free online. In 2015, visitors downloaded about 33,000 books, a 35 percent increase over 2014.

In addition to distributing books for free on our website, we also sell low-cost electronic books through online retailers. These books are inexpensively priced to encourage people to buy them, with Swedenborg's writings available for \$1 per volume (along with some other popular titles geared toward helping people to engage with Swedenborg's thought).



Although it may seem counterintuitive, the books we offer as free downloads are also among our most popular sellers in both print and electronic format. This is because retail websites and bookstores reach a different audience than our website does, meaning that retail sales are a second important channel for distributing Swedenborg's writings. We sold 8,300 e-books in 2015, in addition to 5,400 print books.

*Swedenborg and Life* itself is another educational outlet; the individual episodes examine specific topics in depth, so even if viewers only watch the channel and never explore any other resource, they can still learn quite a bit about Swedenborg's thought. On average, about 10 percent of the people who watch an episode of the show keep watching until the very end, and so we can say that about 200,000 people in 2015 not only engaged with the show but were really digging deep into the ideas presented there.

Aside from books and videos, a third way that people can learn about Swedenborg is through Swedenborg.com. We have online articles about all aspects of Swedenborg's thought, including descriptions of his theology and information about his life and influence. In 2015, about 62,000 people visited at least one of the informational pages on our site. While this doesn't represent as much of an investment in time as does reading a book or watching an hour-long video, it demonstrates that we're filling an important need for people who want to learn more about Swedenborg and his theology.

Adding up our book distribution, the number of in-depth viewers of *Swedenborg and Life*, and our informational website traffic, we can estimate that another 300,000 people were in some way more deeply educated about Swedenborg's ideas by taking advantage of the resources we provided in 2015. •

"Thank you for helping me understand life, the afterlife, and the divine and supporting me changing my life for the better."

—Feedback from a website visitor

## THE CANOPY PROJECT

The Canopy Project is a fundraising campaign launched in early 2015 with the goal of bringing Swedenborg's thought onto the world stage. We approached donors at all levels to help support the integration and expansion of our online and offline activities: to help build awareness, engagement, and education as described in the first section of this report.

We received approximately \$327,000 in donations to support this effort in 2015, and the money was used to help support the expansion of our online efforts, particularly the offTheLeftEye YouTube channel. With these funds we were able to increase the number of people working on the show and thus improve the quality of each episode, which helps to increase the amount of time viewers spend watching. This in turn prompts YouTube to recommend the show to more people, thus expanding our audience.

To give you an idea of how far we've come, at the launch of the campaign in April 2015, we had a monthly total of 141,000 views and 926,000 minutes watched. In December 2015—just eight months later—we had 279,000 views and 2.5 million minutes watched for the month.

The Canopy Project funds also helped to support the New Century Edition. The editors and translators working on the series are not only adding support to accelerate production of new volumes, but they also consult on our online endeavors to help us bring Swedenborg's words to life in media that we never imagined when the project was first launched.

We remain committed to the goal of bringing Emanuel Swedenborg's thought into the international limelight. Already our reach has grown far beyond other spirituality-related channels, and every month we go even farther. We'd like to take this opportunity to express our profound gratitude to all of the members and donors who have helped to make this possible. •

## New in 2015

In this report, we talked about a lot of ongoing projects and initiatives aimed at raising public awareness of Swedenborg. But what was new for 2015?

First, we produced a lot of online videos:

- |   |   |
|---|---|
| What Does Prayer Do?                            | Is the Devil Real?                                |
| The Purpose of Spiritual Struggles              | How Spirits Talk                                  |
| Everything is About Getting Back Together       | The Spiritual Battles of Jesus Christ             |
| The Future of Religion                          | Where Dreams Come From                            |
| Will We See Our Loved Ones in the Afterlife?    | A Day in the Life of an Angel                     |
| How to Be Happy                                 | How to Love                                       |
| Are There Families in Heaven?                   | Modern Spiritual Experiences                      |
| What God Looks Like*                            | The Nature of Auras                               |
| How Different Religions Coexist in Heaven       | The Unintelligible Afterlife (Panel Presentation) |
| The Shape of Heaven                             | How to Find Your True Self                        |
| How the Spiritual World Is Like the Internet    | Why People Like Pope Francis                      |
| Raymond Moody: What the Words of the Dying Mean | The Different Kinds of Angels                     |
| The Spiritual History of the Human Race         | The World of Spirits                              |
| The Spiritual Future of the Human Race          | The Lies Evil Spirits Tell Us                     |
| How to Deal with Evil Spirits                   | What God Can't Do                                 |
| The Spiritual Force Behind Music                | The Modern Cain and Abel                          |
| What the 7 Days of Creation Mean                | The Effect of Gratitude                           |
| How Angels Affect Our Thoughts                  | Spiritual Light                                   |
| Spiritual Physics                               | Light in the Afterlife                            |
| What Light and Heat Can Tell You About God      | Spiritual Detoxing                                |
| How You End Up in Heaven or Hell                | Why Jesus Was Born                                |
| Was Swedenborg Crazy?                           |   |
| How to Free Your Mind From Hell                 |   |
| 8 Strange Places in the Afterlife               |   |
| The Meaning of Adam and Eve                     |   |
| The Clothes in Heaven                           |   |

\* This episode marked the beginning of a new format for *Swedenborg and Life* in which we moved away from a long-interview format to a more polished presentation that combines pre-recorded interviews and other video clips, animated sequences, and reading/discussion of quotes from Swedenborg.

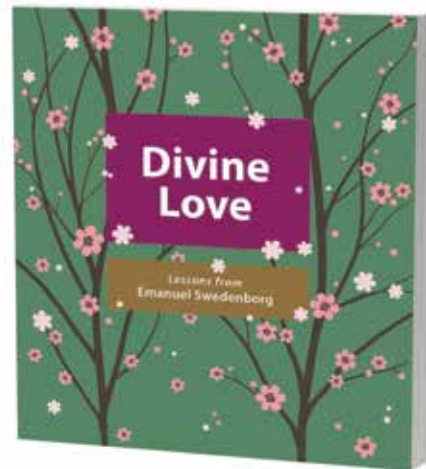
Throughout the year, we made a number of improvements to the YouTube channel:

- We launched a series of episode recaps on our website for people who don't have a chance to watch full episodes, which also makes the content more easily searchable.
- Thanks to a volunteer effort from show fans, we've begun posting transcripts of the more popular episodes.
- Toward the end of the year, we began releasing a series called *S&L Short Clips*, which offers highlights from different episodes so that viewers can pick up on interesting tidbits they may have missed.

Because our website is an important part of our online activity, we're also constantly looking for ways to improve it. In September, we launched a redesign of Swedenborg.com aimed at helping people find the information that's most important to them, putting information about Swedenborg's life right at the top of our home page along with links to free e-book downloads and the offTheLeftEye channel.

At the same time we redesigned the site, we launched two blog series: one is about Swedenborg's ideas in daily life and the other is "Scholars on Swedenborg," a series on Swedenborg's life and impact from a scholarly perspective. These articles not only serve as food for thought for the people who visit the website, but by building on popular keywords and concepts they also help to attract people who are using search engines to find spiritual information online.

And last but not least, because we haven't forgotten the value of in-person interaction, last year we also launched a new program called "Share the Swedenborg." We produced a gift-sized book called *Divine Love: Lessons from Emanuel Swedenborg* that is full of short bits of inspiration and reflections. Every member got at least one copy to keep or to pass on,



and for those who wanted to give the book as a gift, we sent additional copies to share—all at no charge. We gave away 1,300 copies of the book last year, and demand was so high that we're planning to do even more in 2016. •

The screenshot shows the Swedenborg Foundation website. At the top left is the logo, a circular geometric pattern, followed by the text "Swedenborg Foundation". To the right is a navigation menu with links: "Home", "Emanuel Swedenborg", "Bookstore", "About", "Membership", and "Donate". Below the navigation are three main content blocks: "Spiritual Discoveries" with an image of books and glasses, "Free E-Books" with an image of a person holding a tablet, and "Weekly Webcasts" with an image of a laptop displaying a video. Each block has a short paragraph of text and a "Read more" link. Below these are two columns: "Spirituality in Practice" and "News". The "Spirituality in Practice" column features an image of two men talking and a headline "How Spiritual Growth Makes You More You" with a date of May 6, 2016. The "News" column features three headlines with dates: "Swedenborg and Life Celebrates 100th Episode" (May 10, 2016), "Swedenborg and Life Is Now Streaming Live on Facebook" (May 10, 2016), and "Swedenborg and Life 100th Episode Will Have Live Audience" (April 11, 2016).

The Swedenborg Foundation website home page.

## Core Content:

### THE NEW CENTURY EDITION

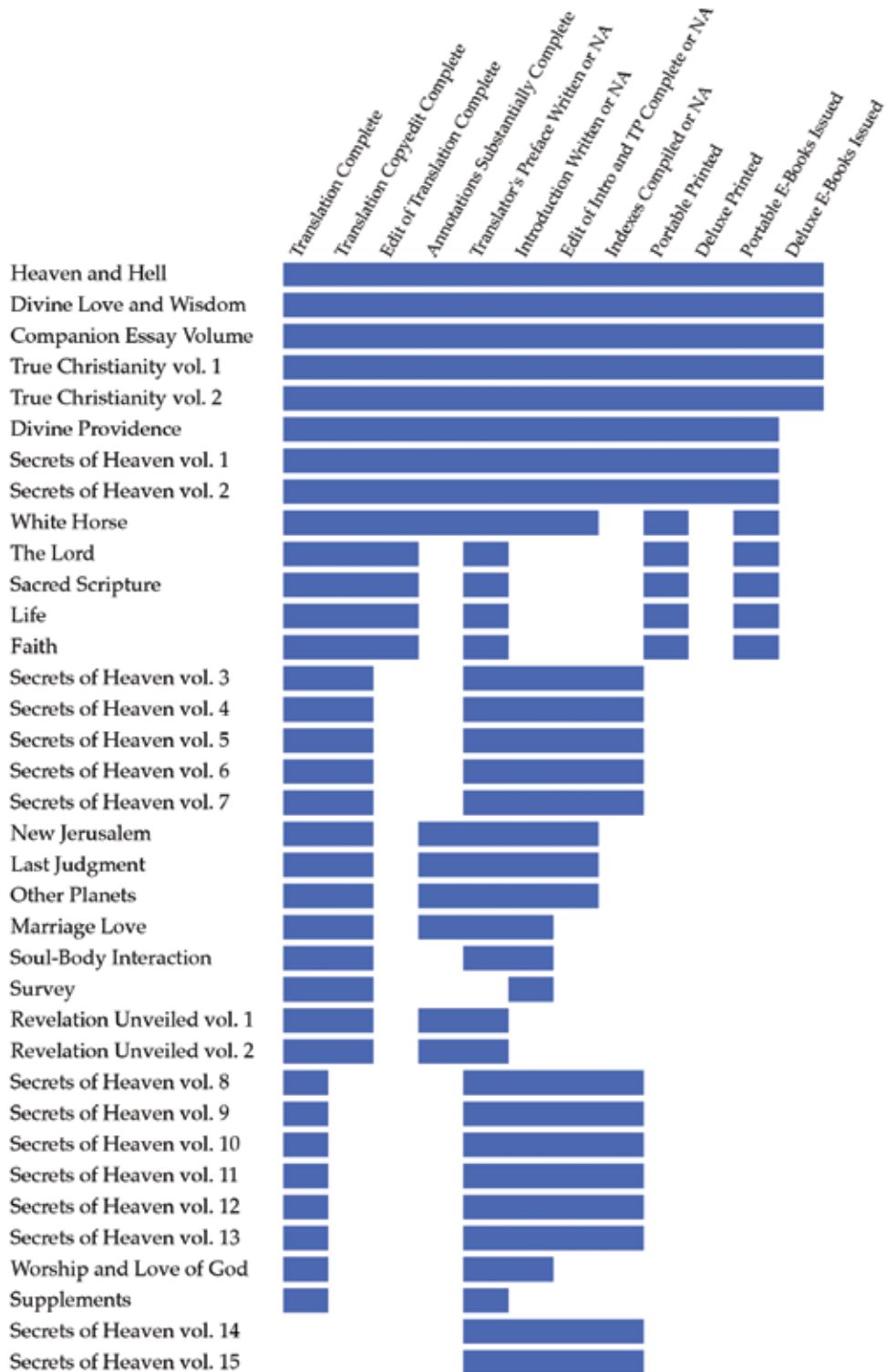
During 2015, the New Century Edition (NCE) team continued to add to the large store of draft translations and accompanying scholarly materials required for the NCE series and continued to check and edit the nearly complete stack of manuscripts now in hand. Of the entire series, only the last two volumes of *Secrets of Heaven* remain to be translated: the draft of volume 13 out of 15 was completed in February, and the translator and Latin consultant, working in tandem, have made great strides on volume 14. The prefaces, introductions, and notes for the Deluxe edition of *The Shorter Works of 1758* were readied for publication and the extensive index was begun. (The Deluxe versions include the translation of Swedenborg’s text as well as prefaces, introductions, notes, and indexes; the Portable versions generally contain the translation text only.) The annotations for the two volumes of *Revelation Unveiled* were brought close to completion, and a large number of additional notes for *Marriage Love* and *Secrets of Heaven* volume 13 were researched and composed. For an overview of progress on the series to date, see the chart on the facing page.

### NEW AND UPDATED PUBLICATIONS

As the NCE project has continued, an increasing portion of project time has been invested in updating previously published books and issuing them in new formats. The NCE has thus become in part an ongoing effort to keep the valuable flagship translations of Swedenborg current with respect to (1) our expanding knowledge of Swedenborg’s texts and their eighteenth-century contexts and (2) the new media formats of the twenty-first century. As examples of the latter, in 2015 we “migrated” the electronic files of *Divine Love and Wisdom* to current software, updated and reprinted the Portable form of the book, and issued a new Deluxe-version e-book. We also prepared e-books with massive internal



# NEW CENTURY EDITION STATUS – DECEMBER 31, 2015

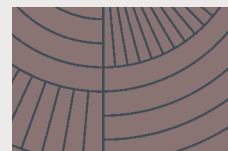
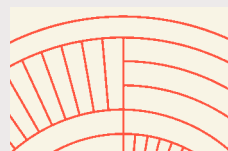
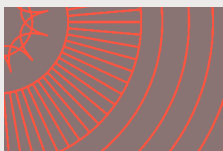


navigation linking for *True Christianity* volume 2 and *Secrets of Heaven* volume 1, and we issued the more lightly linked Portable e-books for works published originally by Swedenborg in 1758 and 1763: *Life/Faith* and *Sacred Scripture/White Horse*. The latter volume was also published in print, completing the print Portable version of the “Four Doctrines” series. So our work on the printed series continues also to feed the increasing hunger readers have for electronic books.

Our colleague Gordon Meyer continues his generous volunteer work recording the NCE series for audio books. In 2015, we released his audio version of *True Christianity* volume 1, bringing our audio series to date to four titles, including *Heaven and Hell*, *Divine Love and Wisdom*, and *Divine Providence*.

## SALES AND FREE DOWNLOADS

The program begun in 2013 to provide Swedenborg’s works online for free has brought increases in paid distribution as well. In 2015, we sold 1,887 printed NCE volumes, a relatively modest rise over the previous year’s sales of 1,760. Our sales of NCE e-books also increased modestly, from 2,465 to 2,642. Combined, however, these sales give us 4,529 units sold in all categories, our best year for *paid* NCE distribution since the beginning of the project. But again those numbers were far exceeded by the free downloads of NCE volumes on our site, which came to 19,633, an increase of nearly 90 percent over 2014. And that addition brings the number of free downloads of NCE volumes since the beginning of the project to 199,935—tantalizingly close to a nice, round 200,000. •





# Finances

We ended the 2015 fiscal year in great shape: our spending came in under budget, our income was higher than expected, and our investment value was steady. Below is a breakdown of our programs and spending as well as our income sources and current assets.

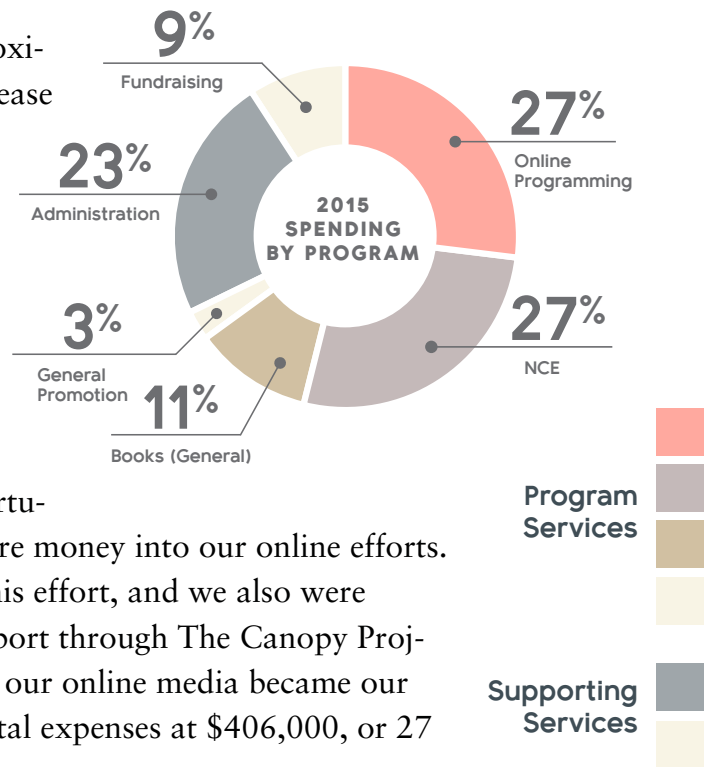
## PROGRAMS AND EXPENSES

Our total expenses for 2015 were approximately \$1.49 million, an 8 percent decrease from 2014. As an organization we've been working hard to keep our spending within strict limits while also supporting program growth to the greatest extent that our resources will allow.

Toward the beginning of the year we began to see a dramatic increase in the viewership of our offTheLeftEye YouTube channel, and we saw an opportunity to expand our reach by putting more money into our online efforts. More budget money was allocated to this effort, and we also were blessed to receive significant donor support through The Canopy Project (see page 10). Because of this effort, our online media became our single biggest program in 2015, with total expenses at \$406,000, or 27 percent of our overall spending.

Our second-largest program is the New Century Edition (NCE) translation series. While the scope of the project tends to be steady from year to year, in 2014 we had some unusual additional expenses due to an inventory adjustment. NCE spending for 2015 was a more typical \$401,000, or 27 percent of our overall spending.

As part of our shift toward online content, especially social media, we've been cutting back on publication of books related to Swedenborg's thought, whether for a popular audience or a scholarly one.



Those expenses were approximately \$157,000 in 2015, or 11 percent of our overall budget.

In terms of supporting costs, our administrative expenses were down 24 percent to \$340,000, while fundraising costs increased to \$140,000, or 9 percent of our overall budget.

For a more detailed breakdown of our expenses by program, please see the statement of functional expenses on the facing page.

## INCOME

In 2015, as in most years, the majority of our operating funds were drawn down from our endowment, most of which is invested in stocks (see below). For budget purposes we treat this drawdown—which is limited to 4.5 percent of the endowment value to ensure sustainability—as income. Our drawdown for the year was \$702,000.

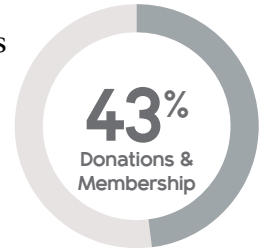
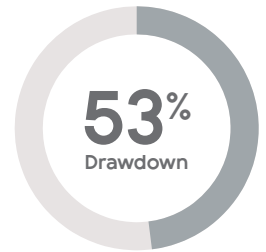
It's also our policy (in accordance with standard accounting practices) to book pledged donations in their entirety in the year in which they're received. Last year, we had a generous pledge of \$500,000 (with the first \$100,000 received in 2015 and the remainder to be received in installments over the course of the next four years). Our financial statements will reflect the entire \$500,000 as income in 2015. However, if we factor out the funds yet to be received, our income from memberships and donations in 2015 was approximately \$571,000.

In addition, we had book sales of \$48,000, for a total income for the year of \$1.32 million.

### *Investments*

Our endowment is invested in a combination of stocks and real estate investment trusts (REITs). The stocks are managed by Vanguard and are invested in a mix of funds that include domestic stocks, international stocks, and fixed-income instruments like bonds. Due to volatility in the market our stocks dropped slightly in value over the course of the year, ending 2015 at about \$15.6 million.

Our REITs investments, which are managed by the Curry Poole



## 2015 SOURCES OF OPERATING FUNDS

# SWEDENBORG FOUNDATION

## Schedule of Functional Expenses | Year Ended December 31, 2015

	Program Services				Supporting Activities				
	Book Distribution —SF	Book Distribution —NCE	Online Programming	General Promotion	Total Program	General and Administrative	Fundraising	Total Supporting	GRAND TOTAL
Salaries	80,244	24,771	192,144	31,580	328,739	113,135	66,208	179,343	508,082
Creative Contractors	5,906	276,976	51,863	0	334,745	0	0	0	334,745
Professional Fees	0	3,000	0	0	3,000	104,646	0	104,646	107,646
Cost of Books Distributed	34,645	50,788	0	0	85,433	4,126	0	4,126	89,559
Marketing	12,542	6,299	99,637	5,451	123,929	441	0	441	124,370
Membership & Development	0	20,700	0	0	20,700	0	54,372	54,372	75,072
Medical and Dental Insurance	8,948	3,243	23,950	3,087	39,228	14,457	7,644	22,101	61,329
Payroll Taxes	8,549	2,909	16,870	2,801	31,129	11,083	6,331	17,414	48,543
Employee Benefits	6,154	1,968	13,048	2,136	23,306	10,282	5,015	15,297	38,603
Occupancy Expense	0	9,180	5,184	0	14,364	26,339	0	26,339	40,703
Transportation	0	0	0	0	0	29,646	0	29,646	29,646
Supplies	0	211	3,213	0	3,424	7,469	0	7,469	10,893
Postage and Fulfillment	0	63	0	0	63	8,291	0	8,291	8,354
Telephone	0	0	0	0	0	7,020	0	7,020	7,020
Miscellaneous	0	76	0	50	126	5,102	0	5,102	5,228
Expenses before Depreciation	156,988	400,184	405,909	45,105	1,008,186	342,037	139,570	481,607	1,489,793
Depreciation	0	170	0	0	170	26,001	0	26,001	26,171
Expenses Subtotal	156,988	400,354	405,909	45,105	1,008,356	368,038	139,570	507,608	1,515,964
Less Expenses Included with Revenues	0	0	0	0	0	28,092	0	28,092	28,092
<b>Total Expenses</b>	<b>156,988</b>	<b>400,354</b>	<b>405,909</b>	<b>45,105</b>	<b>1,008,356</b>	<b>339,946</b>	<b>139,570</b>	<b>479,516</b>	<b>1,487,872</b>

Group, were valued at \$1.79 million at the end of 2015, slightly up from the beginning of the year.

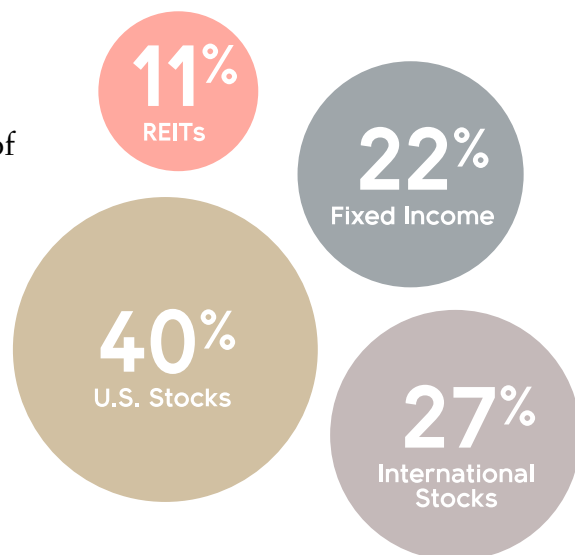
Taking into account our investments, cash on hand, and other assets, our total net assets as of the end of 2015 were \$17.7 million.

### *Membership and Donations*

In 2015, we received approximately \$959,000 from memberships and donations, of which \$559,000 represents cash or in-kind donations received during the year and \$400,000 represents pledged funds due in future years.

Our donations came from two major sources: grants from institutions and individual donations. Our institutional grants accounted for a total of \$769,000 (including the pledge), which is higher than usual because we did some extra campaigning in support of the Canopy Project. Our donations from individuals were approximately \$190,000—an increase of 45 percent over 2014—a tremendously appreciated show of support from both long-time constituents and people who are just encountering the Foundation for the first time.

We also had a landmark year for membership, reaching 608 members by the end of 2015. This is the highest that membership has been since we began keeping membership records! Once again, we feel truly blessed to have so much support, both within the Swedenborgian community and from new members. •



### **2015 INVESTMENT ALLOCATIONS**

Our 2015 financial statements were audited by the firm of Marcum LLP. You can obtain our auditor's full report by contacting our business manager, Valerie McLaughlin, by phone at (610) 430-3222, ext. 108; by e-mail at [vmclaughlin@swedenborg.com](mailto:vmclaughlin@swedenborg.com); or by writing to 320 North Church Street, West Chester, PA 19380.

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*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:*

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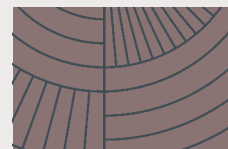
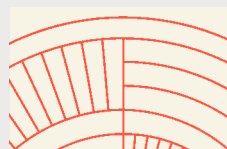
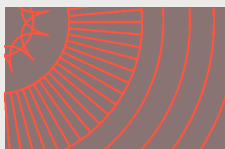
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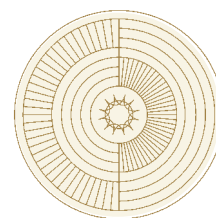
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