

Swedenborg Foundation

ANNUAL REPORT 2018



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, we have been dedicated from the start to making Emanuel Swedenborg's thought as widely available as possible. 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.

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A Message from the President

Six years ago, when we first launched the Heaven and Hell Facebook page and brought the off-TheLeftEye YouTube channel under our wing, we had no idea of the phenomenon that we were unleashing. In 2018, we had 4 million video views for a total of nearly 45 million minutes watched, and we've been overwhelmed by the flow of comments from people whose lives have been changed by the comforting and enlightening words of Emanuel Swedenborg.

In 2018, we were blessed to receive major donations from supporters who were equally inspired by the work we were doing, and we've undertaken the job of expanding the infrastructure around offTheLeftEye. From the humble beginnings of Curtis and Matthew Childs working together in a one-room office, we now rent an office building with a dedicated studio and state-of-the-art technology. By the end of 2018 we had a team of six-full time and two part-time staffers alone working on offTheLeftEye, aside from the creative team involved in writing, designing, producing, and marketing our other projects and the fundraising and business staff that makes it all possible.

I'd like to express my gratitude not only to the ever-expanding staff and board responsible for our growth but to all of you—our members, donors, viewers, and community members—for the support that makes this all possible. I hope you enjoy reading about what you helped to accomplish in 2018, and join me in looking forward to all that is to come in 2019.



Larry Conant
President
Swedenborg Foundation

Reaching New Heights in 2018

For the past five years, our activities have centered around reaching new audiences through our offTheLeftEye YouTube channel and boosting all of our messaging through social media, especially Facebook. But we also devoted some serious time to our traditional mission of book publishing, releasing three new translations of Swedenborg's works and three original books about Swedenborg's thought crafted by some seasoned and expert authors. The result: a wider audience and more diverse messaging.

Core Outreach: OffTheLeftEye

A major donation from a devoted viewer of our offTheLeftEye YouTube channel in late 2017, combined with a significant donation from the Asplundh Foundation during the same timeframe, enabled us to start 2018 with a bang. First, we expanded into a new studio space, equipped with new cameras, lighting, sound, and digital equipment, as well as an expanded "green screen" wall for filming sequences that would later be given digitally created backgrounds. In addition to



A panoramic view of the OffTheLeftEye studios located in Bryn Athyn, PA.

the physical expansions, we also hired a new staff member: Meng Zhang, a motion graphics artist, whose job duties include creating animated sequences for use in videos, digitally creating or manipulating images that are inserted into filmed sequences, and doing other types of hands-on creative work like building physical props or mini-sets to create special effects. In addition to drawing on Meng's expertise, as a result of the additional funds available for equipment, our very talented team has been able to experiment with using cutting-edge technology like virtual reality for creating special effects.

Expanding Audience

But the expansions weren't only in staff and technology. Part of the donations we received, large and small, went toward expanding our audience on YouTube. This involved not only an increased spend on marketing, but working with best practices in search engine optimization (SEO) to get the best results possible for those ads.

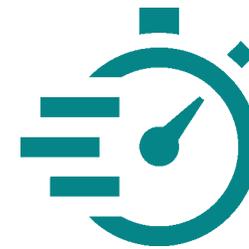
SEO includes techniques like choosing popular search terms, or keywords, to use when marketing content. For example, topics that are always popular on the offTheLeftEye channel are angels and the afterlife. However, with many, many programs on YouTube about those topics, it's not enough just to advertise to people searching for a generic term like "afterlife"; we need to figure out what questions people are asking about the afterlife so we can target a more specific audience. Now there are analytic tools out there that tell us that people search for questions like, "How does the afterlife work?" and "What does the afterlife look like?"—among many other questions that we're uniquely equipped to answer! By targeting our advertising toward those types of specific questions, we can find an audience that really connects with our content.

Using this kind of specialized marketing technique along with other improvements to the channel, we were able to increase our watch time (the total amount of time people spent watching videos on our channel) 37 percent to 44.9 million minutes for 2018, while the number of individual video views increased 39 percent

Unique Viewers
per month



Total minutes
watched in 2018



44.9 million

I've spent years looking for more than what I can understand in the Bible. Then I stumbled upon Swedenborg & Life. There are a LOT of spiritual shows/videos out there. It has to be the LORD that got me here. But it's the feeling and recognition that even though it's one man's interpretations that I'm hearing, that it's still truth.

—Viewer comment on "How to Find True Intuition"

to an even 4.0 million minutes. We were also able to track the number of unique viewers on our channel for the first time in 2018 thanks to a change in YouTube’s analytics reporting, so now we can say that we also saw an increase in the number of individuals who are watching our videos: the average number of unique viewers per month jumped 46 percent over the course of the year to 234,000.



From the *Swedenborg & Life* episode: “Angels after Terrorism.”

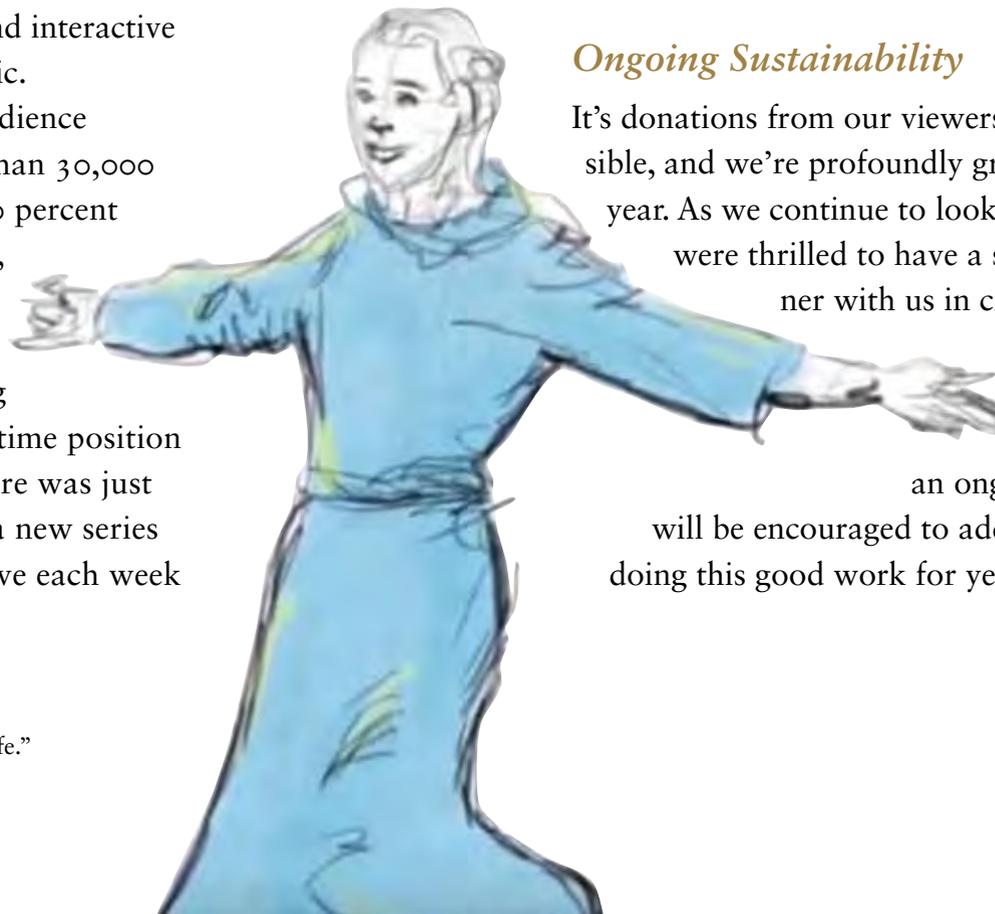
New Content

As the new studio opened in the spring of 2018, the OTLE team launched a new show format for our hit weekly webcast *Swedenborg & Life*. The new format consisted of paired episodes, one pre-recorded and one broadcast live at the webcast’s regular timeslot of 8 p.m. Eastern U.S.

time. The first episode of the pair is a shorter, pre-recorded episode that covers the key points of a particular topic in a beginner-friendly format. The second episode of each pair is a live show, designed to be more in-depth and interactive for audience members who want to delve into the topic.

As a result of the new content and marketing, audience engagement went up dramatically—we had more than 30,000 comments on our videos in 2018 (an increase of 30 percent over 2017). Because we respond to every comment, our team of moderators was working harder than ever. To help manage the workload, at the end of 2018 we hired Chris Dunn, who had been working for us part-time as a moderator, to the new full-time position of Community Manager. As it happened, the hire was just in time, because in early 2019 we introduced a new series that caused the number of comments we receive each week to double.

From the *Swedenborg & Life* episode: “Reunions in the Afterlife.”



News from Heaven is a short, biweekly show where host Curtis Childs (who continues to also host *Swedenborg & Life*) goes through a brief passage from Swedenborg, highlighting key points using an interactive technology that allows him to mark up the text digitally as it appears on screen. This new show has been generating a lot of deep and thoughtful comments from viewers who enjoy the way it helps them better understand Swedenborg’s writings.



In April of 2019, we launched a new season of *Swedenborg & Life*, and in addition to pairing a regular episode with a live show, we are now including a third show in the rotation. The third show is called *Good Question!*, and in it a panel of show regulars spends the episode answering questions that we receive in the comments from viewers. As the content on the channel expands, we’re moving toward establishing an offTheLeftEye network of shows, with each one catering toward different audiences and interests.

Ongoing Sustainability

It’s donations from our viewers and supporters that make this type of growth possible, and we’re profoundly grateful for all the gifts we’ve received throughout the year. As we continue to look toward the long-term future of offTheLeftEye, we were thrilled to have a special donor who also believes in this program partner with us in creating a new fund: The offTheLeftEye Endowment Fund. Starting with an initial gift of \$250,000, its principal has been invested, with the income used to help fund the operations of offTheLeftEye on an ongoing basis. As time goes on, we hope that others will be encouraged to add to the fund, thus ensuring that we can continue doing this good work for years to come.

Extending Our Reach: On the Web and Social Media

Facebook

Aside from the offTheLeftEye YouTube channel, our social media account that gets the most traffic is the Heaven and Hell Facebook page. Originally established as a way to promote Swedenborg's thought in general, in recent years it had become increasingly used as a way to promote the offTheLeftEye channel. In the spring of 2018, we formalized this change by rebranding the Heaven and Hell Facebook

page as the offTheLeftEye Facebook page and including more video-focused content, including posting new episodes of *Swedenborg & Life* as they air. Although YouTube, of course, remains our main video outlet, videos on Facebook received a respectable 1.5 million views and 575,000 minutes watched in 2018.

The number of people who follow the OTLE Facebook page remained stable in 2018 at around 450,000. However, through advertising we're able to reach many more people than we would organically, with around 1 million people seeing our posts each month.

In addition to rebranding the OTLE Facebook page, we relaunched a Swedenborg-oriented Facebook group with the goal of helping to build community—for more on that, see below under the "Building Community Online and In Person" section.

Swedenborg.com

Our website provides a steady source of information about Swedenborg and his ideas, and as our other online efforts continue to reach an ever-expanding audience, we are consistently seeing that the most visited pages on the site are those that talk about Swedenborg's life and about some of the more popular aspects of his theology, like the afterlife and angels. We also attract a good amount of traffic with original content

1 million



people see our Facebook posts every month

Geographic distribution



177,000 people
227 countries

like blog posts and with recaps of episodes of *Swedenborg & Life*. In 2018 we had more than 177,000 visitors in 247,000 separate visits, representing more than 227 countries around the world.

One of the most important functions of our website is to allow those visitors to access copies of Swedenborg's writings (and other books aimed at beginners) for free. While we do also continue our longstanding tradition of giving away print editions of Swedenborg's works, having those electronic downloads available on our site enables us to reach people on a scale we never could have imagined before. Last year, we gave away just under 31,000 free e-books.

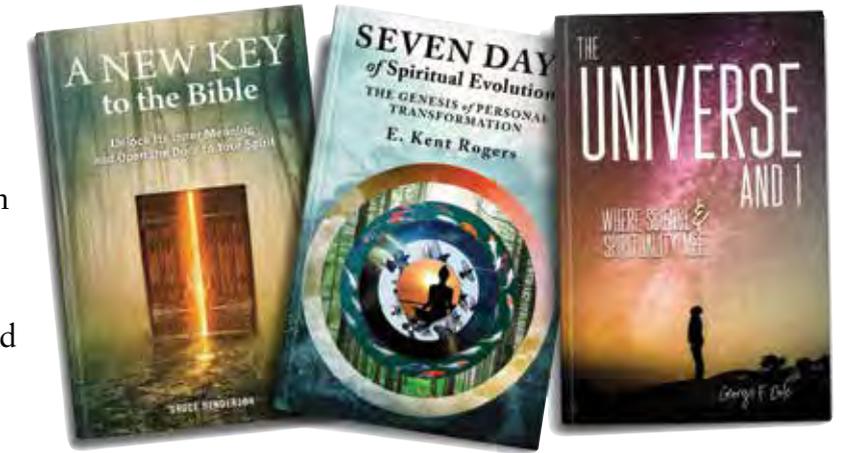
Diverse Media

While the videos on offTheLeftEye are part of the way we help to make Swedenborg's thought accessible to everyone, another way is through our publishing program. In 2018, we were proud to bring out three new books by contemporary authors, all aimed at bringing Swedenborg to a broader audience.

The first was *The Universe and I: Where Science & Spirituality Meet* by George Dole, a deceptively short look at what modern science tells us about the creation of the universe, the origin of life, and the miraculous complexity of the world around us, and how all of that ties into what Swedenborg tells us about love as the driving force behind everything that happens.

My dear son Chris passed from a car accident in December. He was 22. So shocking and difficult. I prayed for the Lord to lead me and I found Swedenborg's teaching through offTheLeftEye. I cannot tell you how much your work has touched me and my husband.

—Viewer comment on "Angels after Terrorism"



A New Key to the Bible: Unlock Its Inner Meaning and Open the Door to Your Spirit by Bruce Henderson is an introduction to correspondences and the inner meaning of the Bible, aimed at readers who have been frustrated by the seeming contradictions and difficult passages found in the sacred text.



Transcendents webcast with host Cory Bradford-Watts.

Coming out just at the end of 2018, *Seven Days of Spiritual Evolution: The Genesis of Personal Transformation* by E. Kent Rogers takes the reader along the process of growth outlined in the seven days of creation through a combination of meditations, questions for self-reflection, personal observations, and insights gained from his counseling practice.

In addition to these new books, we were proud to collaborate with the newly ordained Cory Bradford-Watts, working with co-host Colin Amato, in their quest to seek an interfaith dialogue on our spiritual journeys through a series of interviews with ordinary and extraordinary people. The initial ten-episode season of *Transcendents*, a self-effacing mashup of transcendence + idiots, debuted on the Swedenborg Foundation YouTube channel in December, and it has been building viewership ever since.

Building Community Online and In Person

As we continue to reach new audiences online, we're encountering many people who are discovering—or rediscovering—Swedenborg for the first time. One of our goals is to help those people connect with other Swedenborg fans, whether those others are also new to Swedenborg or have a lifetime of experience putting Swedenborg's teachings into practice.

As a first step toward that goal, we took a Facebook group that had started as a discussion resource for online moderators and relaunched it as *Watching & Reading Swedenborg*, a place for anyone who is interested in Swedenborg to come and ask questions and share their experiences. The advantage of a group as opposed to

a page (such as the offTheLeftEye Facebook page) is that group discussions are private and easier to follow, so it makes it easier to have more meaningful conversations. The relaunch happened in the summer of 2018, and over the course



The cover image for the Facebook group *Watching and Reading Swedenborg*.

of the year the number of members grew almost 60 percent to 1,100 people!

But we also know that community doesn't just happen online. That's why our goal over the coming years is to start bringing together in person people who are interested in Swedenborg in order to help build face-to-face connections among people who might otherwise never have met. We took our first steps toward that goal with a gathering outside San Francisco in the summer of 2018 that led to some wonderful ongoing connections. In 2019 we're looking forward to scheduled gatherings in New York City, Los Angeles, and Philadelphia.

Bringing Swedenborg to a New Generation: New Century Edition

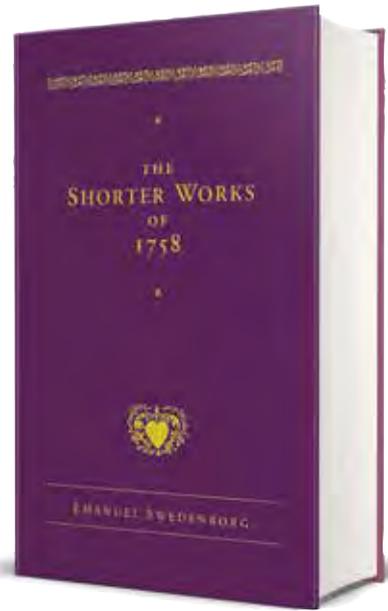
The New Century Edition of the Works of Emanuel Swedenborg (NCE) was established with a bold ambition: to create the first translated set of Swedenborg's theological works that draws on new discoveries in Latin and in the history of ideas to put Swedenborg's theology in context, making it more understandable and accessible for a whole new generation. Along the way, our NCE team has helped bring

You may or may not know how life-changing and soul-feeding this whole series is. The deep understanding this Swedenborg had feels to me like the whole universe "big bang" just erupted in my mind. You deserve a big thank you!

—Viewer comment on "Does My Life Matter?"

Swedenborg’s words alive through an ever-expanding array of media—including consulting and translating work for the offTheLeftEye channel.

In 2018, the NCE’s core work continued with the publication of the annotated Deluxe volume *The Shorter Works of 1758* and two text-only Portable volumes, *Other Planets* and *Last Judgment/Supplements*. These books were all released in both print and e-book formats.



Another effort of the New Century Edition team—sometimes underappreciated—has been the work of continuously updating the translations of titles already printed. A case in point in 2018 was the reprinting of the Portable edition of *Secrets of Heaven* volume 2, which was necessitated as stock began to sell out. As usual, the NCE team used the opportunity to make minor adjustments and corrections to the text.

And while those books were coming out, the team advanced in all areas of translating, editing, annotating, and indexing the remaining volumes in the series.

Milestones in Translation, Scholarship, and Editing

The Deluxe volume *The Shorter Works of 1763* was the NCE team’s primary focus during the latter part of 2018. This collection includes the works traditionally known as the Four Doctrines—*The Lord*, *Sacred Scripture*, *Life*, and *Faith*—and a fifth work also written in 1763, *Supplements*. Among the features of this volume are:

- **An introduction by Series Editor Jonathan S. Rose**, giving the historical context of these five works and their place in the development of Swedenborg’s thought. Dr. Rose discusses Swedenborg’s efforts to disseminate his theological writing, at first anonymously and then openly under his own name as his authorship became known to fellow members of the Swedish nobility. Dr. Rose

also traces contemporary reactions to the Four Doctrines, as revealed in little-known reviews issued in four languages shortly after the publication of the original volumes.

- **Translations in vivid, idiomatic English.** George F. Dole’s lucid rendition gives readers a fresh opportunity to engage with Swedenborg’s thought, and particularly with his three key focuses for these volumes—which he himself called “the pillars of the church”: the Lord, the Word, and the caring life.
- **Scholarly annotations** providing insights into the biblical, philosophical, and cultural underpinnings of the works. The endnotes open readers’ eyes to Swedenborg’s vast knowledge base and demonstrate the coherence of his thought through numerous cross-references to his other writings.
- **An overview of the editions and translations** of the five short works in this volume, beginning with their first printing in Amsterdam.
- **Indexes** that thoroughly map the topics in the translations and the scholarly material, as well as tabulating Swedenborg’s myriad references to Scripture passages and the passages paralleled in his other volumes.

Considerable progress was also made on other volumes of the NCE series. Lisa Hyatt Cooper continued to forge ahead on the translation of the final volume of *Secrets of Heaven*, ably supported by Latinist Chara Cooper Daum. By year’s end, there were only a few hundred of *Secrets of Heaven*’s 10,837 sections left to translate. Annotation editor Lee S. Woofenden wrote and edited annotation material for *Secrets of Heaven* volume 3, the next Deluxe volume in the pipeline, and the new content editor, Michael P. Russo, worked on material for *Soul-Body Interaction*. The copyediting effort was boosted by the addition of Mary Wachsmann, who brings a sharp eye to the fine details of the text and is dedicated to maintaining the high quality of language and style to which the entire NCE team is committed.

Sales and Free Downloads

In 2018, sales of NCE titles in all formats—whether printed, electronic, or audio—totaled 5,086 units, an increase of 10 percent over 2017.



E-books remain our most popular format, making up half of our sales in unit terms. However, it's important to note that in keeping with our mission to make Swedenborg's works more available to all, in addition to offering free book downloads through Swedenborg.com, we sell e-book editions of his works in major outlets like Amazon for \$1. This is an important part of what we do, but it also means that we sell a lot more e-books than a more traditional publisher might.

That makes it all the more impressive that printed books—both annotated Deluxe editions and translation-only Portable editions—were the major growth area in 2018. Although *Heaven and Hell* remains our best seller, our new releases in 2018 resulted in a 17 percent growth in sales of print editions. Taken all together, the cumulative total of NCE volumes sold since project inception is 66,891.

In addition to our low-cost e-books, we also offer free book downloads through our website (see also the “Swedenborg.com” section above). The NCE translations are a vital part of those offerings, making up the single largest category of books downloaded over the course of the year. Visitors to our website downloaded 14,695 NCE volumes in 2018, just under half of the total number of books downloaded that year. This brings the total number of NCE downloads since the project began to 253,704. •

I really needed this. Thank you for posting this. It's been just over 2 years since my wife passed away. I love her so much. We always told each other that we couldn't live without one another. I had never thought about a world without her in it before, but now every day I imagine being with my wife in heaven in our home with her parents living next door just like it used to be. . . . The pain I have is unbearable but this video has just helped me so very much. Thank you and God bless you all.

—Viewer comment on “Reunions in the Afterlife”

Finances

Some major donations in 2017 and 2018 enabled us to both expand our operations for offTheLeftEye and set some money aside for the long-term sustainability of the program (see “Core Outreach: OffTheLeftEye” above). The expansions in offTheLeftEye and some additional spending on fundraising resulted in a 17 percent increase in overall spending in 2018, with total expenses for the year coming in at an even \$2 million.

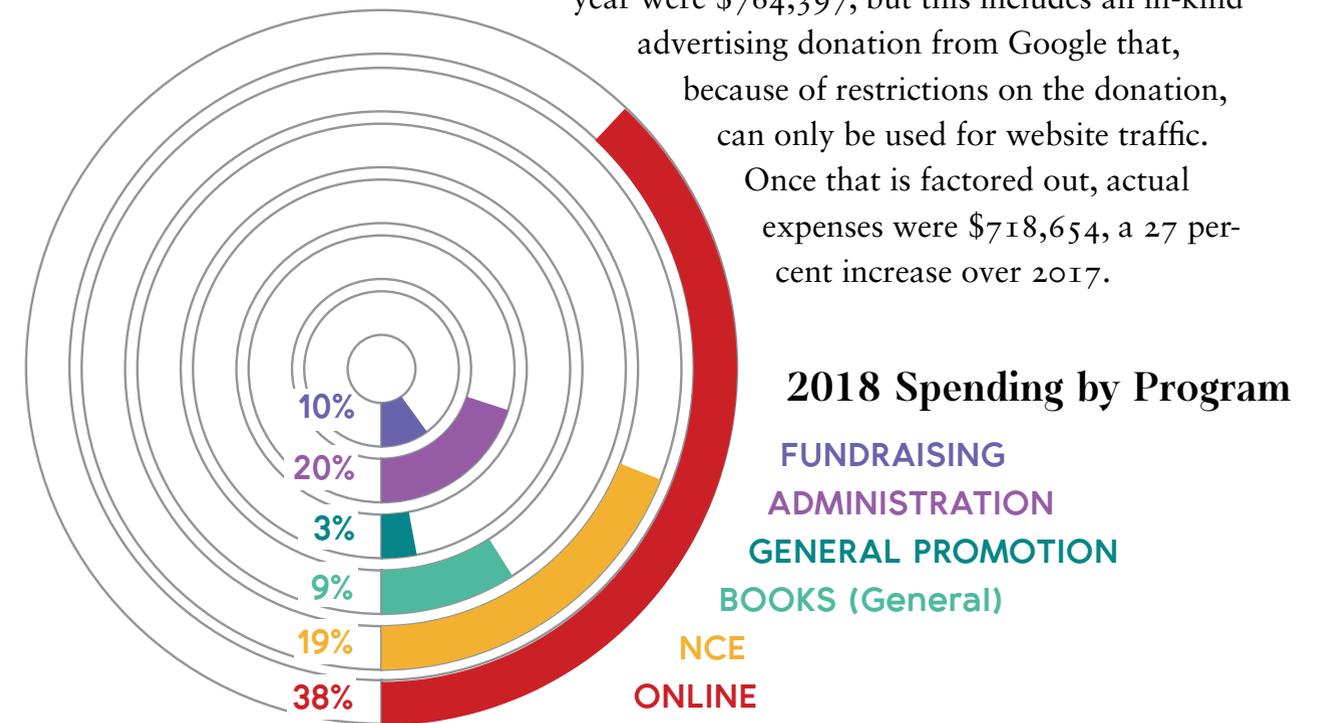
Programs and Funding

Following is a breakdown of both expenses and funding sources for our major programs. For a more detailed breakdown of our expenses by program, please see the statement of functional expenses chart on pages 16–17.

Online Programming

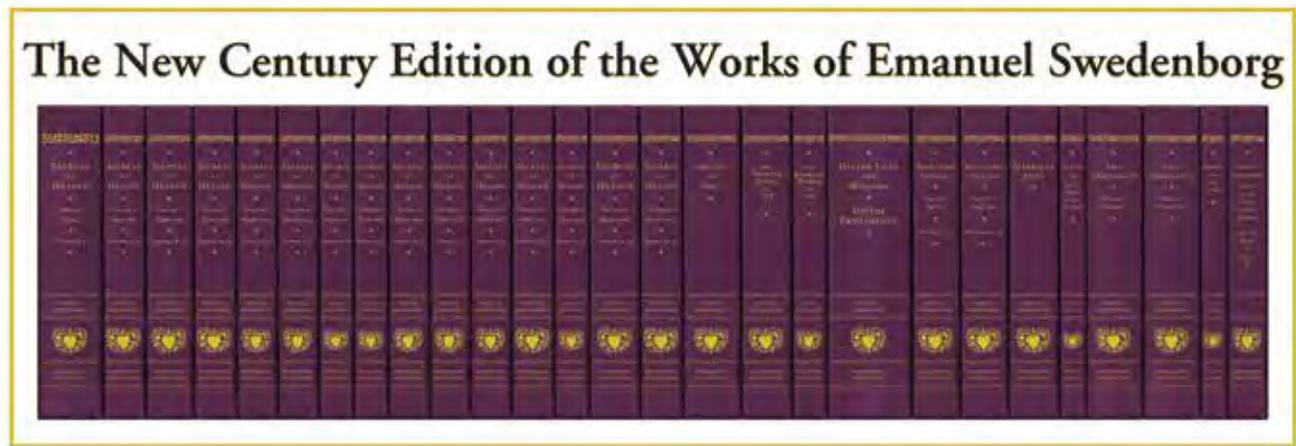
Online media production—including our YouTube programming, our social media outreach on Facebook and other platforms, and our website—continued to be our single largest program in 2018. Total expenses for the

year were \$764,397, but this includes an in-kind advertising donation from Google that, because of restrictions on the donation, can only be used for website traffic. Once that is factored out, actual expenses were \$718,654, a 27 percent increase over 2017.



All of the increased spending documented above went toward new equipment, personnel, and marketing specifically for the offTheLeftEye YouTube channel. Excluding the Google grant, \$403,228 of offTheLeftEye's 2018 expenses were funded by donors, with the rest coming from the Foundation's operating budget. These donations are truly the lifeblood of the channel and a major factor in its amazing success.

In 2018 we were blessed to receive a major gift of \$400,000 for offTheLeftEye. Rather than spending that gift in this fiscal year, it has been put into restricted funds that will help to ensure the long-term health of the program.



New Century Edition

Our second-largest program in 2018 was the New Century Edition of the Works of Emanuel Swedenborg. Expenses for the NCE in 2017 were \$377,242, up slightly from 2018.

The NCE benefits from both grants and generous support from our donors, which in 2018 resulted in a total of \$81,367 to offset operating expenses. However, the bulk of the NCE's funding comes from a board-designated fund created in 2015 to see the first phase of the NCE—translation and publication of Swedenborg's published theological works—through to completion. As of the end of 2018, there was \$1,234,248 remaining in that designated fund.

Other Programming

Although publishing books is no longer our sole strategic focus, we continue to produce books on Swedenborg's thought for a broad range of audiences. Expenses related to book production were \$179,135 in 2018, a 34 percent increase that was due largely to staff and marketing support for our new book releases.

We also engage in other activities aimed at promoting Swedenborg's thought—for example, supporting and attending conferences—the expenses for which in 2018 were \$63,421, almost all of which was staff time.

Both of these additional programs are funded through a combination of donations, book sales, and general operating funds.

Supporting Costs

Our supporting costs fall into two categories: Administrative costs cover staff time spent on organizational business, office expenses and maintenance, professional fees such as investment management, costs associated with leadership meetings, and so on. Our administrative costs for 2018 were \$405,757, a 14 percent increase that reflects the additional costs associated with supporting an expanding staff.

Fundraising costs cover staff and other expenses related to fundraising; with the hire of our new director of development in 2017 and the associated increase in activity, these expenses have gone up as well. Total expenses in fundraising for 2018 were \$204,596, a 56 percent increase over 2017.

Income

In 2018, as in most years, the lion's share of our operating funds was drawn from our endowment, the majority of which is invested in mutual funds (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. However, the money taken from the NCE dedicated fund is above and beyond that drawdown figure, and so adding those two figures together, our drawdown for the year was \$955,066.

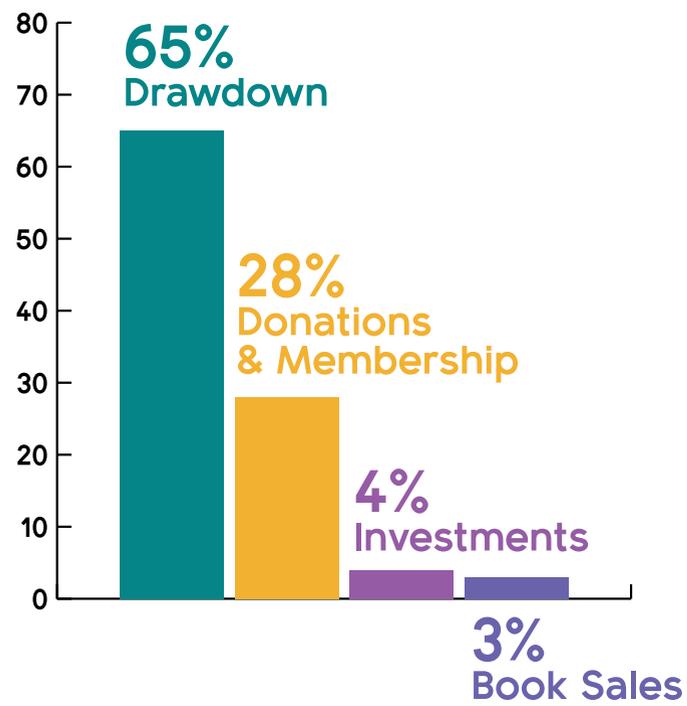
SWEDENBORG FOUNDATION
 SCHEDULE OF FUNCTIONAL EXPENSES YEAR ENDED DECEMBER 31, 2018

	Program Services						Supporting Activities				GRAND TOTAL
	Online Programming	Book Distribution — NCE	Book Distribution — SF	General Promotion	Total Program	General and Administrative	Fundraising	Total Supporting			
Salaries	475,748	23,610	102,424	51,183	652,965	175,010	125,278	300,288	953,253		
Creative Contractors	22,038	287,222	2,006	0	311,266	0	0	0	311,266		
Marketing	112,627	9,344	15,879	0	137,850	435	3,258	3,693	141,543		
Professional Fees	6,716	3,484	30	0	10,230	88,054	1,134	89,188	99,418		
Book Distribution Costs	53	20,455	32,745	0	53,253	615	0	615	53,868		
Membership & Development	292	22,297	0	0	22,589	12,307	33,680	45,987	68,576		
Medical and Dental Insurance	43,235	1,955	10,039	4,556	59,785	21,272	13,768	35,040	94,825		
Payroll Taxes	38,247	1,716	9,398	3,595	52,956	17,193	11,048	28,241	81,197		
Employee Benefits	23,972	1,024	5,254	2,259	32,509	11,318	7,287	18,065	51,114		
Occupancy Expense	8,429	4,325	0	0	12,754	15,887	0	15,887	28,641		
Supplies	28,299	598	208	0	29,105	9,424	801	10,225	39,330		
Transportation	103	80	0	0	183	26,326	5,228	31,554	31,737		

SCHEDULE OF FUNCTIONAL EXPENSES (continued)

	Program Services						Supporting Activities				GRAND TOTAL
	Online Programming	Book Distribution — NCE	Book Distribution — SF	General Promotion	Total Program	General and Administrative	Fundraising	Total Supporting			
Conferences and Conventions	48	0	0	1,828	1,876	6,864	729	7,593	9,469		
Postage and Fulfillment	2	486	454	0	942	7,057	1,252	8,309	9,251		
Telephone	0	0	0	0	0	8,977	0	8,977	8,977		
Miscellaneous	4,588	297	698	0	5,583	6,985	1,133	8,118	13,701		
Expenses before Depreciation	764,397	376,893	179,135	63,421	1,383,846	407,724	204,596	612,320	1,996,166		
Depreciation	0	349	0	0	349	28,240	0	28,240	28,589		
Expenses Subtotal	764,397	377,242	179,135	63,421	1,384,195	435,964	204,596	640,560	2,204,755		
Less Expenses Included with Revenues	0	0	0	0	0	30,207	0	30,207	30,207		
Total Expenses	764,397	377,242	179,135	63,421	1,384,195	405,757	204,596	610,353	1,994,548		

Sources of Operating Funds



Of the \$999,638 in donations and memberships received in 2018, \$533,638 was applied to expenses in 2018, with the remainder held in reserve for future use. In addition, \$295,356 in donations previously received was applied to the 2018 budget, bringing the total of donations applied to operating expenses in 2018 to \$828,994. Note that \$45,743 of that figure represents the in-kind donation from Google, and thus there was no cash received or spent.

Other funds applied against this year's spending were \$76,543 in investment income and \$53,430 in book sales.

Membership and Donations

As noted above, in 2018 we received \$999,638 in donations and memberships from individuals and organizations.

We owe a special thanks to an anonymous donor who gave a total of \$400,000. Part of this gift, \$250,000, was used to establish an endowment fund for offTheLeftEye, appropriately named the offTheLeftEye Endowment Fund. Endowment funds are different from other types of donor-restricted funds in that the donated funds are kept intact, and the earnings are used to support the program in question. The remaining \$150,000 of this gift was put into the Online Programming Fund, where we can draw from the money as and if needed to take advantage of new opportunities or to sustain operations. Both types of funds are a great way to ensure the long-term health of programs like offTheLeftEye, and we hope to add more donations to them in the future to make them even more powerful.

In addition to that gift, we had a grant from our wonderful benefactors at the Asplundh Foundation for \$125,000 and a bequest from the estate of Esther Knierim for \$100,000.

Aside from those three gifts, and counting out the Google ad grant of \$45,743, we had gifts from individuals and organizations of \$328,895, an 18 percent increase over 2017.

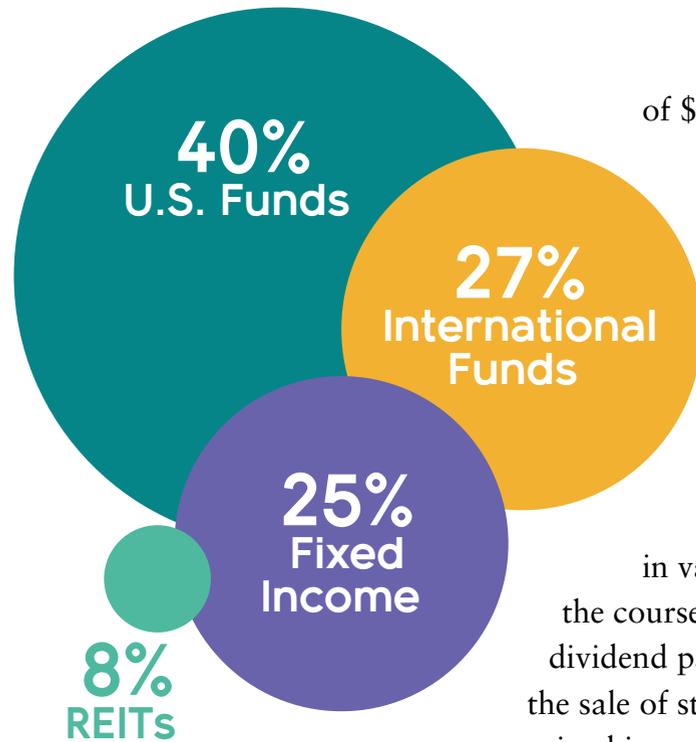
We had an even 600 members in 2018, a slight growth over 2017. We thank all of our supporters, regardless of the amount they gave, for their generosity and all that they make possible.

Investments

Our endowment is invested in a combination of mutual funds and real estate investment trusts (REITs). The stock market investments are managed by Vanguard and are invested in a mix of funds that include domestic funds, international funds, and fixed-income instruments like bonds.

While our investments remained relatively steady in value throughout most of 2018, a brief tumble in the stock market left us with a year-end portfolio value





of \$15.4 million, an unrealized loss of \$1.93 million compared to year-end 2017. However, in January 2019, the stock market recovered, bringing our portfolio value back up to \$16.24 million, so the year-end dip won't have a long-term effect on our ability to draw down operating funds.

In addition to the unrealized loss in value described above, throughout the course of the year we had interest and dividend payments of \$473,514 and gains on the sale of stocks of \$310,537, both of which remained in our portfolio and were reinvested.

Investment Allocations

Our REITs investments, which are managed by the Poole-Locke Group, were valued at \$1.24 million at the end of 2018. During the course of 2018, our Operations Committee, which manages the Foundation's finances, made the decision to gradually divest ourselves of these privately held REITs, and so we expect to see the value of those holdings decrease as the REITs mature and are not replaced.

Taking into account our investments, cash on hand, property, and other assets, our total net assets as of the end of 2018 were \$17.6 million. •

Our 2018 financial statements were audited by the firm of Alan Ross & Company PC. 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; or by writing to 320 North Church Street, West Chester, PA 19380.

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