The Spirit of Giving: Making a Difference through the A.R.E.



From Development Director Patrick Belisle

Getting a Handle on the Cayce Work and CREATE Campaign

The Cayce readings make us think big—How does the Universe work? What is my purpose and the meaning of life? How does my immortal soul best work with my mortal body?

Just imagine the thoughts you

might have as Development Director for A.R.E.—How can we bring the Cayce material to everyone on Earth? How can donations help us reach new audiences or insure the readings are still available for everyone in our future lifetimes? How can I meet with every one of our 27,000 members and hear what *they* would like to help us create for the A.R.E. or Atlantic University? The possibilities are endless... and thrilling.

But how can we get a handle on these infinite possibilities and make them feel real and manageable?

Bite-Sized Chunks

When we were children, most of us likely tried to shove the whole birthday cake in our mouths at least once; we wanted it all now! However, it was just too big to manage and most of it ended up on our faces or on the floor. In the same way, we have to find a better way to talk about how the \$30 million *CREATE* Campaign will help to bring the Cayce work out to the world.

Last summer, some of our Florida members told me it's intimidating for us to talk about that \$30 million goal because the number feels huge and seemingly unattainable to most of us. They suggested we talk about some "bite-sized chunks" of the *CREATE* Campaign to make it more realistic and "do-able" for members and donors. Like using a fork to eat our cake, these bite-sized chunks will make the Campaign easier to digest... and each person can realize just how his or her donation *will* make a difference to the whole.

Take a Bite

Keeping in mind that even your unrestricted donations count toward the *CREATE* Campaign goal, you could join the Good Karma Club (our monthly-giving club of \$20 or more) or the Golden Circle (\$1,000 or more per year, or \$85 or more per month) whose members attend various parties throughout the year and receive Thank You calls and visits from Kevin Todeschi, Charles Thomas Cayce, John Van Auken, Board members, and other VIPs. Compared to the whole \$30 million cake, these are small bites indeed... and yet, if each member nibbled at this level, we would reach \$30 million in no time (27,000 members at \$1,000 = \$27,000,000).

If you can manage a bigger bite or have something more targeted in mind for your impact, here are a few Campaign bites you can consider:

\$5,000 You could buy a new (used) van for A.R.E. Camp, purchase Cayce-oriented books for 1,000 prisoners looking to transform their lives, help buy A/V upgrades for live-streaming our conferences or new computers for A.R.E. staff. You could even choose to give 5 or 10 one-time scholarships to students at Atlantic University, Cayce/Reilly® School of Massotherapy, or A.R.E. Camp. Buy new books, DVDs, and CDs for the A.R.E. Library. This bite tastes good!

\$5,000 pledge for each of the next 5 years (\$25,000 total counts toward the goal). You can endow and name a scholarship for Atlantic University or Cayce/ Reilly School of Massotherapy. This bite will nourish dozens of students far into the future. What a great way to make your mark on the Cayce work and help others spread the message.

\$10,000 Sponsor one of our first live-streamed conferences. Pay to advance the Study Group/Spiritual Growth, Prison Outreach, or Prayer Services programs; mailings, Web site upgrades, technology, staffing, and more. You could also help us furnish the soon-to-be built Cayce/Miller Café at A.R.E. Headquarters. We need tables and chairs and lamps and carpeting. Help us make future visitors feel welcome and comfortable.

\$25,000 You can endow and name a scholarship (see above), construct and name a space in the soon-to-be-renovated Cayce Hospital building, or buy a much-needed student management software for A.U. or the massage school. Underwrite a research project—either an archaeological expedition or Cayce-based health project.

\$50,000 Endow and name a fund that will generate annual income for the program of your choice. Help it live on and thrive for generations to come. Conferences, Library, Outreach, Youth, the schools, Prison Outreach, Camp, membership scholarships, or whatever program you are most passionate about. Help us put an elevator into the Cayce Hospital building for the first time in its 85-year history. You can eat a lot of cake for \$50,000!

That's a good start. If you are excited about one of these, have another idea, or have questions about how we find the right fit for you to help, just call me or one of your other staff contacts and talk with us about it. Keep in mind, you can pledge these totals over 2, 3, or even 5 years if that helps. Whatever it takes. We want to devour this delicious, \$30-million Cayce cake together with you—one bite at a time... and for the good of the whole world.

For more information, go to EdgarCayce.org/CREATE or contact me at 757-457-7126 or pat@edgarcayce.org.

Q. What should be the attitude of the officers in seeking donations to the Institute? A. Attitude of service to man(kind)... (257-20)

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