

# PILOT PROGRAM REPORT

LOS ANGELES, CA JULY–AUGUST 2008



# INTRODUCTION

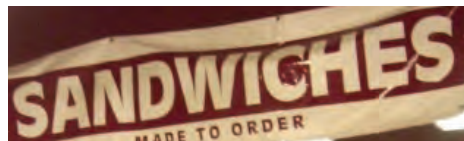
We would like to give you a report of our activities here in Los Angeles over the past several weeks.

We are starting to break through on many levels - most importantly in bringing new guests, and bonding with the LA community. We have created the following programs which all have a certain niche, but serve the same purpose - to bring new guests through a system that will effectively touch their lives and bring them into a relationship with True Parents through the Divine Principle.

# 1. SUNDAY NIGHT COFFEE HOUSE AT THE MONROVIA COFFEE COMPANY

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- We have had 4 successful Sunday night programs
  - 1<sup>st</sup> program brought 7 guests, all brought by local members (BCs and 1st Gen)
  - 2<sup>nd</sup> program brought 8-9 guests
  - 3<sup>rd</sup> program brought 10+ guests, some brought by local members and several brought by our team. Many guests were locals passing through that we engaged in conversation about our other programs.
  - 4<sup>th</sup> program was packed. The coffee house was so full that many sat on the floor. At least 10 guests brought by the Pilot Team and the local members. Many others passed through and we engaged them in conversation.
- The Coffee House is a program designed by the Pilot Team, which has already been inherited by a local BC (Amy Cox)
- The purpose of the Coffee House is to advertise our other “Live and Give” programs: Service Projects, One-Day “Living Love” Relationship Seminar, One-Day “Path to Peace” Seminar, and Youth Sunday Service





- The Coffee House is becoming a successful partnered event with the Pilot Team and local community.
- The team is bringing several guests each week which we have met at the local college campuses and in tourist locations (such as the Getty Museum).
- Local BCs are also starting to feel comfortable to invite their friends.
- *We are also meeting guests on the Internet, advertising the Coffee House through Craig's List.*



## 2. THURSDAY SURF & FISHING LESSONS (SERVICE PROJECT) WITH JACK ASHWORTH

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- Brings Inner City Kids (Middle and High School) from Watts to the Beach and teaches them how to Surf and Fish
- Currently brings about 1 guest per week to help mentor the kids
- Considering the advice of several local BCs, we continue to believe that Service Projects can be a successful strategy for developing relationships with guests. The Pilot Team's current projects however, have not proven as successful as we would have liked. We believe this is probably due to the relative location of the service projects (Long Beach) we chose and their not-so-close proximity to where we were promoting them (Pasadena).





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### 3. FRIDAY AFTERNOON MENTORING AT THE WATTS BOYS & GIRLS CLUB

- Brings guests to mentor/make a difference in lives of Inner City Youth
- Currently brings about 1 guest per week
- Considering the advice of several local BCs, we continue to believe that Service Projects can be a successful strategy for developing relationships with guests. The Pilot Team’s current projects however, have not proven as successful as we would have liked. We are working to make our service projects user friendly in terms of location and sheduling.

**GOT MONEY** **GOT FIT**

**GOT SMART** **GOT CONNECTED**

**GOT HEART?**  
You work hard, you work out. You get what you want, but are you fulfilled? Find out how **YOU CAN GET REAL SUCCESS WHERE IT COUNTS.**

Its not about the job, fame, power or money. Its about what you give—and what you give **ALWAYS COMES BACK.**

**GOT HEART?**  
You learned a lot, you're popular. But you keep wondering if there's more? Find out how **YOU CAN GET REAL SUCCESS WHERE IT COUNTS— IN RELATIONSHIPS THAT MATTER.**

## 4. FRIDAY NIGHT EVENING INTRODUCTORY PROGRAM

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- 2 Successful Programs so far
  - 1st week brought 1 guest with whom we are developing relationship
  - 2nd week brought 3 guests - 2 of whom committed to coming to our “Living Love” Relationship Seminar (the next level)
- The Evening Program is a social event (Barbecue, games, music) that promotes the “Living Love” Relationship Seminar and the “Path to Peace” Seminar (both are based on the Divine Principle).
- Evening Program uses various aspects of the Principle (such as Selfish Love vs. Unselfish Love) in Interactive ways
- Creates a community feeling with all participants





## 5. "LIVING LOVE" RELATIONSHIP SEMINAR (EVERY OTHER SATURDAY)

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- 1 day seminar using DP framework (Fall - Creation - Restoration)
- Centered on Human Relationships
- 30 Attendees the first week (1 guest)
  - guest was positive about the program
  - Taught by Dan Stein
  - Seminar was critiqued, analyzed and totally revamped for the 2nd week
- 10 Attendees the second week
  - Received well by attendees
  - Needs minor tweaks
  - BCs encouraged by new method of presenting the Principle:
    - Not too ideological/theoretical
    - Uses "Discovery Method" to discover the Principle (4 Realms of Heart, e.g.)
    - Applies to Real life
    - Interactive style
  - Presented by Dave Hunter, Henri Schauffler, and Brett Moss (local member)

# Living Love Relationship Seminar

Realize your dreams and create your own destiny!

**The Living Love Relationship Seminar** is a one-day interactive seminar that will help you create meaningful relationships based on love that is real. It is not about theology or ideology. You will participate in stimulating interactive activities and engaging presentations. You will leave equipped with practical relationship skills you can put to use immediately!



Saturday, July 19, 8:30 AM – 5 PM • Courtyard by Marriot,  
700 West Huntington Drive, Monrovia, CA 91016  
\$20 admission. For more info, contact: [Live.n.Give@gmail.com](mailto:Live.n.Give@gmail.com)

Content of Summer of Living and Giving programs is based on the Unification Principle.

# Love Relationship Seminar

and create

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## 6. YOUTH SUNDAY SERVICE ("PARKING LOT CHURCH" = TEMPORARY NAME)

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- 2 Successful Youth Driven, Music oriented Sunday Services
  - We want to make this our own Mega-Church
- Purpose is to be inviting to guests – no use of internal UC language
- Services were organized by Vince and Miwa Aparo and supported by the Pilot Team
- Service was Music Focused (Wit. Summit Music), with live band led by Vince, Ares and other local UC youth
- The First Youth Sunday Service
  - Brought several BCs who “never” come to church
  - Sermon was given by Dave Hunter on “The Easiest Way to Experience God” (through our daily relationships), which was a natural advertisement for our “Living Love” Relationship Seminar
  - Collected \$231 in offering (all donated by BCs)



- The Second Youth Sunday Service
  - Brought one guest, who came with Ares Meyer (Ares also brought his parents)
  - Sermon was given by Uncle Tony Aparo on “Self-Mastery” which was a general way to teach the 1<sup>st</sup> Blessing, focusing on making ourselves God’s Dwelling Place
  - Collected \$209 in offering (all donated by BCs)
- Both services were received very well by the local community – The second service had an attendance increase of 50% (about 70 people, youth and adult)



Hey. My name is Megan. I graduated last year. Got great grades, did real well in my class. Moved out here. I always thought it would be real important to get a great job. That way I could make the money I need to have a great apartment and meet friends. That means a lot to me. All my old classmates think I'm lucky - moving out to LA. I've interviewed for some great jobs, and it looks like I'll be able to get that apartment. My family says "Wow Megan, you're accomplishing all the things you wanted," but now I'm not so sure. Last week I was down at the pier, watching the waves, watching the people, wondering whether I'm as happy as I thought I would be and I met some people who told me about this music night. First I thought that sounded dumb. An open mike for bands and stuff. But they said it wasn't just music. The audience was going to create art at the same time and it was going to help kids who were really sick. Kids who were terminally sick. I thought, what am I going to do that night? Watch a movie? Surf the net? Chat with friends? So then I changed my mind. Why not. That's how I found out about the Summer of Living and Giving. I realized it's about more than just me and my apartment, my job, my friends, myself. It's what I can do to be with others. . . making a difference in some kid's life. That's what counts. Thanks guys. - Megan.

# ACTION



# REACTION

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**Live and Give  
 Music Night**

Monrovia Coffee Co: *Fri: 7-9pm*

**Mentor Inner  
 City Youth**

Watts Boys & Girls Club:  
*Mon/Wed: 2-5pm*

**Red-Eye Boat  
 & Fishing Trip**

Hermosa Beach:  
*Thurs: 10am-1pm*

**Ride the Tide!  
 Free Surf Lessons**

Hermosa Beach:  
*Tues: 7:30-9:30am*

**Building Lasting  
 Relationships!**

One Day Seminar, Arcadia:  
*Sat: 10am-6pm*

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## 7. "PATH TO PEACE" SEMINAR

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- DP Focused 1-Day Seminar (Creation – Fall – Restoration)
- First Seminar was held Saturday, August 2<sup>nd</sup>.
- Was taught by Megan Simonds and Henri Schauffler
- 12 Total participants
  - 2 guests
- Program was received relatively well by the guests – our team is yet to debrief this seminar



# OUR CONCLUSIONS

During 2007-08 the national witnessing initiative created a nation wide enthusiasm for a witnessing strategy that was driven by a cooperative effort between first and second generation.

## Findings:

Our results have been relevant based on our goals. We feel that our accomplishments will be immediately applicable to major witnessing projects as they emerge across the United States. We have already received inquiries from Boston, San Francisco, and other states requesting to use these programs and materials as soon as they are available.

- There are a number of short term priorities to continue the progress of the witnessing initiative
- Maintaining continuity of the pilot in LA which will require additional resources/manpower starting mid August
- The creation of a web outreach vehicle which is being initiated under the leadership of Jonathan Gullery with support from our second generation staff.

We feel strongly that the progress made thus far has been responsive to the direction and enthusiasm communicated by the six witnessing summits and we are confident that we are moving in the right direction and can fully accomplish our goals.

The next step is the creation of a national level capability to create and disseminate witnessing tools which is being established in NY under the leadership of Dave Hunter and Megan Simonds with support from our steering committee.

The steering committee is a committed high caliber group of Unificationists that have been functioning together effectively for one year. It continues to create the momentum which is allowing this project to evolve and develop the capacity needed to succeed. We look forward to your continuing support which is essential to the project's ongoing development.