

November 13, 1972

Dear Family:

As was reported in the Pioneers' Progress, we have successfully won the Belvedere Estate. Our strategy developed along two main lines: Miss Kim obtained large contributions and loans, and we carried out a nationwide candle sales program in which most of our members were directly involved. In this report, we'll be examining the results of the candle sales program, recognizing the tremendous efforts that were made on the individual, team, and national levels.

The finances of the project can be briefly summed up as follows:

Total Money Received	\$255,000
Production Expenses.	<u>63,000</u>
Money On Hand - Oct. 10	\$192,000

The reasons for this money on hand figure not matching the \$215,000 profit that has been quoted are:

1. Expenses included some glassware and materials for the extension period, as well as the inventory we had on hand at the end of the project.
2. Expenses were higher than the 40¢ per candle we originally estimated.
3. All money reported was not received.

The tables which we've prepared are designed to give an overview of the initial 7 weeks of candleselling, not including the extension period. We've arranged them as follows:

- Table 1 -- Nationwide Totals
- 2 -- Reported Profit figures by Major Division
 - 3 -- Figures for Money Received and Profit from Individual Units
 - 4 -- Overall Record-holders
 - 5 -- Number of Candles Produced

Overall, the project was a phenomenal success. What other group has the drive, the dedication, and the sheer willpower to gross \$255,000 in 7 weeks by selling candles for \$2 each? Truly God blessed our work, and made visible His power through us. We can expect this to be only the beginning of a new spirit of confidence and vitality in the American Family, of which Our Master can rightfully be proud. Let us accomplish even greater things for him.

In His Mighty Name,

Keith and Barry

Keith & Barry

TABLE 1 -- Nationwide Totals

This table displays the reported week-by-week action of the whole movement from the time we launched our campaign to our grand finale at week 7.

<u>Week Number</u>	<u>\$ Collected</u>	<u>\$ Expenses</u>	<u>Other Income</u>	<u>\$ Sent</u>	<u>Candles (doz.)</u>	<u>Profit</u>
Week 1	\$ 18,616.95	\$ 1,658.40	\$ 1,758.81	\$ 18,717.40	668	\$ 15,396.42
Week 2	29,189.85	2,919.02	6,407.46	32,678.30	1020	27,206.78
Week 3	33,894.67	4,953.60	5,898.46	34,839.46	1279	28,689.47
Week 4	37,763.91	4,249.42	6,832.50	40,347.33	1404	33,671.87
Week 5	38,414.50	3,261.35	6,306.35	41,458.58	1375	34,739.91
Week 6	46,659.92	6,113.62	8,815.17	49,362.35	1733	41,005.01
Week 7	35,650.38	4,606.87	6,391.72	41,401.83	1332	35,142.13
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Grand Totals	\$240,190.18	\$27,762.28	\$42,410.52*	\$258,805.25	8811	<u>\$215,851.59</u> **

*This figure includes \$8296.24 sent directly to Headquarters by individuals. Most of this resulted from the fund-raising letter.

** All the totals in the report do not agree. Some are based on reported information and some on actual. Profit figures are based on expenses of 40¢ per candle.

TABLE 2 -- Reported Profit Figures by Major Division

Different goals were set for each of the major divisions of the movement -- MFT's, OWC's, and PC's. This table gives a week-by-week run-down of reported profit for each division, and then compares the 7 week income against the overall profit goal.

	<u>MFT</u>	<u>OWC</u>	<u>MC</u>	<u>PC</u>
Week 1	\$ 5,059.24	\$ 2,496.50	\$ 4,130.19	\$ 3,710.53
Week 2	6,430.20	4,637.84	8,384.80	6,703.94
Week 3	6,722.57	4,268.65	8,623.31	8,124.94
Week 4	4,543.08	5,028.13	12,674.75	11,425.91
Week 5	6,247.58	4,251.90	12,834.33	10,980.06
Week 6	7,300.83	5,448.39	13,875.55	12,458.24
Week 7	6,247.20	4,905.10	11,351.48	8,670.35
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Total	\$42,550.70	\$31,036.51	\$71,874.41	\$62,073.97
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% of Total Goal	61%	67%	94%	97%

TABLE 3 -- Figures for Money Received and Profit from Individual Units

Here we see the dollars received at Headquarters on a unit-by-unit basis, as well as the corresponding profit which that money represented. (In some cases these are slightly different from the reported figures.)

Unit	\$ Received	Profit
MFT # 1	\$ 35,511.73	\$ 28,950.13
MFT # 2	17,952.73	14,170.33
Total MFT's	53,464.46	43,120.46
OWC # 1	15,249.48	12,152.48
OWC # 2	12,000.00	8,970.60
OWC # 3	9,940.73	7,526.48
Total OWC's	37,190.21	28,649.56
Baltimore	1,058.80	990.00
Berkeley	17,311.13	15,033.54
Denver	11,614.83	10,160.86
Detroit	5,178.80	4,890.80
FLF	2,571.65	1,962.05
Kansas City	2,799.90	2,679.80
National Staff	2,913.81	2,375.81
New York	20,092.31	15,951.92
Philadelphia	2,821.79	2,484.59
St. Louis	700.00	700.00
Washington	15,158.83	13,205.23
Total Majors	82,221.85	70,434.60
Albuquerque	1,671.40	1,234.60
Atlanta	2,846.18	2,570.39
Austin	5,000.01	4,161.04
Billings	1,253.21	998.81
Birmingham	1,843.00	1,500.80
Boise	4,495.70	3,885.90
Boston	2,071.25	1,980.05
Burlington	1,610.20	1,355.80
Charleston	360.00	360.00
Chicago	1,626.03	1,433.63
Columbia	375.73	306.13
Columbus	2,663.00	2,342.40
Des Moines	1,824.00	1,555.20
Fargo	1,120.33	880.37
Indianapolis	737.00	617.00
Laramie	2,179.36	1,711.71
Las Vegas	692.66	563.46
Little Rock	2,206.92	1,866.39
Louisville	1,809.53	1,534.91

TABLE 3 (continued)

Unit	\$ Received	Profit
Madison	2,403.57	2,007.77
Memphis	1,910.53	1,562.53
Miami	743.23	738.43
Minneapolis	1,443.39	1,237.99
New Haven	379.20	283.20
New Orleans	3,185.47	2,765.57
Oklahoma City	2,726.00	1,986.60
Omaha	7,257.52	6,197.18
Oxford	803.00	667.80
Phoenix	835.33	672.13
Portland, Maine	800.00	800.00
Portland, Oregon	317.06	253.26
Portsmouth	770.00	656.80
Providence	1,028.62	942.16
Raleigh	934.40	800.00
Richmond	1,195.47	955.47
Salt Lake City	812.03	660.83
Seattle	1,360.20	1,114.92
Sioux Falls	2,030.00	1,713.20
Topeka	2,700.00	1,895.40
Trenton	690.90	486.90
Wilmington	3,409.99	2,883.89
Total Pioneers	74,121.42	62,140.62
TOTAL	246,997.94	204,345.24
Non-Reported Income	8,296.24	8,296.24
GRAND TOTAL	\$255,294.18	\$212,641.48

TABLE 4 -- Overall Record-holders

Everyone worked really hard. Here, though, we'd like to give special recognition to those individuals who truly moved mountains -- as well as candles -- and people's hearts. (These figures were obtained from the weekly Belvedere Bulletins, and represent the highest of the top sellers for the week in each category.)

I. Weekly Totals

MFT	Pam Lee (east)	\$786.12
	John Hessel (east)	698.88
OWC	Steve Tarbill (midwest)	622.03
	Marilyn Cohen (west)	563.48
	Carl Hagen (west)	430.04
	Bonnie Blair (east)	421.42
MC	Kyoshi Nishi (New York)	460.82
	Jim Woods (Berkeley)	431.84
	Toshiaki Watanabe (New York)	404.57
PC	Ed Bolton (Omaha)	701.39
	Jim Gunia (Omaha)	484.82
	Peter Mullen (Wilmington)	433.84
	Maureen Murphy (Laramie)	412.27

II. Daily Totals

Pam Lee (east)	\$201.73
Marc Lee (west)	185.00

TABLE 5 -- Number of Candles Produced

This table shows the fantastic effort put out by our 3 production centers in meeting the needs of units in their region, turning out 105 thousand quality candles! (Actually, more than this number were produced -- these figures reflect only the number of candles sold.)

<u>Production Center</u>	<u>Dozens of Candles</u>	<u>Number of Candles</u>
Marlboro	4509	54,108
Denver	2047	24,564
Berkeley	2255	27,060
Totals	8811	105,732