



URANTIA FOUNDATION  
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May 12, 1999

Dear Reader of *The URANTIA Book*:

Each year we keep readers informed about matters related to *The URANTIA Book* and URANTIA Foundation. We have updated this information which we hope you find interesting (see enclosed). In this letter, we would like to address the challenges that you, as a reader, and that we, as the publisher of *The URANTIA Book*, face as we enter the twenty-first century.

From studying *The URANTIA Book* we know that the early days of an epochal revelation are filled with challenges and responsibilities. Like Jesus' apostles and disciples, Melchizedek's trainees of Salem, Adam and Eve's progeny, and the Prince's one hundred staff, we are challenged with the task of taking a revelatory message of epochal dimensions to mankind. You who are living in this historic time have an unprecedented opportunity to assist.

This epochal revelation happens to be in book form, and it is becoming apparent that the demand for this Book around the world will quickly increase in the next fifty years. History has shown us that although growth in sales of *The URANTIA Book* has been slow at first, if sales continue to increase at the current annual rate of 8 percent, we will be selling almost 42,000 books in 2004. ***This increase in sales augments the amount of work needed to be done by the Foundation in order to fulfill its trust.***

With the above growth we need to be prepared to deal with all aspects of the revelation's dissemination. Our tasks include the material job of formatting and printing a 2097-page book in many languages; understanding the cultures, laws, and book markets all over the world; protecting the inviolate text and marks; through fraternal work, fostering and encouraging the study of the book; responding to reader inquiries and referring them to reader groups; and producing information and study aids about the Book.

Today we find ourselves planning for the next fifty to one hundred years. It is difficult because we do not know where the financial support will come from to do this important worldwide dissemination.

We do not make a profit from the sale of *The URANTIA Book*. To keep the Book affordable, it is necessary for URANTIA Foundation to keep the price of the Book low (see numbers attached). In Russia, we sell the book to bookstores for 90 rubles, which is about \$3.50. And each year we give away hundreds of books to libraries and to people who cannot afford them. To break even on the sale of the Book, including all the costs of running the Foundation and keeping to our trust, we would need to sell the Book for \$180. Most people would be deprived access to the revelation if we were to do this.



***Because of this loss of income, we need your help to keep the Book and its translations in print and available to the world.***

URANTIA Foundation was given the responsibility to make the revelation available to the entire planet. The world is too large and cultures too diverse for all the business of URANTIA Foundation to be administered by the Chicago office. Strong, well-run Foundation offices in a given country, region, or culture enable the Foundation to provide services adapted to each country. Our experience has proven that readers and book trade personnel respond more positively when they work with others of similar backgrounds.

***The development of this worldwide structure is organic:*** URANTIA Foundation does not believe in forcing growth in other countries. Rather it needs to be ready and able to adapt to the ever-changing and growing needs as they occur. Offices provide the seeds for orderly growth and for the dissemination of the teachings. The harvest will be the eventual spiritual uplift of the culture, region, or country in which the office is located.

Those of you who are citizens of the United States have been given a unique incentive to assist in the world dissemination of the Book and its teachings. The tax laws of the United States and some other western countries encourage people to contribute money to such non-profit organizations as URANTIA Foundation.

We operate URANTIA Foundation as efficiently as possible. We are laying the foundation for future generations to build upon. In order to do this we need your financial help to get the material book established in the material world so that future generations may also have access to these teachings?

You can help with this work. We depend on you. Together, as a group of religionists, we can succeed in this task given to all of us by the supermortal planetary government.

We do not have the matching dollar challenge this year as we have had in the past two years so we are reliant upon your generosity and commitment to the revelation. If you want more information about specific projects you may desire to support, we will be happy to send it to you.

Not in 2000 years has a group of mortals been challenged with the task of taking an epochal revelation to their brothers and sisters. Today that challenge is ours.

*All Urantia is waiting for the proclamation of the ennobling message of Michael...The hour is striking for presenting to Buddhism, to Christianity, to Hinduism, even to the peoples of all faiths, not the gospel about Jesus, but the living, spiritual reality of the gospel of Jesus. (The URANTIA Book p.1041, par. 5)*

We look forward to your response to this letter, and we do indeed appreciate your support of this work.

Sincerely,

The Trustees of URANTIA Foundation  
E. Kwan Choi, F. Gard Jameson, K. Richard Keeler,  
Georges Michelson-Dupont, Mo J. Siegel

# URANTIA FOUNDATION INFORMATION – Spring 1999

<b>Translations</b>  <i>Published:</i> French, Finnish, Spanish, Russian, Dutch  <i>In Progress:</i> Korean, Arabic, Swedish, Polish, Portuguese, Chinese, German, Romanian, Estonian, Lithuanian, Italian	<b>Book Fairs Attended</b>  Bogota, Buenos Aires, Chicago, Delhi (in August 1999), Frankfurt, Guadalajara, Hong Kong, London, Melbourne, Miami, Moscow, Puerto Rico, São Paulo, San Francisco, Sevilla, Seoul, Singapore, Sydney, Washington DC	<b>International Representation</b>  <i>Countries with Foundation Offices:</i> Australia, Canada, Finland, Russia, France, England  <i>Countries with Foundation Representatives:</i> Belgium, Brazil, , Chile, Colombia, Estonia, Lithuania, México, New Zealand, Norway, Peru, Russia, Venezuela																																												
<b>Number of Distributors Carrying The Urantia Book</b>  United States 7 <i>(Includes Ingrams and Baker &amp; Taylor)</i> Central and South America 11 Australia and New Zealand 2 Asia 3 Spain 2 South Africa 1 Canada 1 <hr/> Total Distributors 27	<b>Loss On Printing The Urantia Book (English)</b>  <table><tr><td></td><td><u>Soft cover</u></td><td><u>Hard cover</u></td></tr><tr><td><i>Retail Price</i></td><td>\$19.95</td><td>\$34.95</td></tr><tr><td><i>40-50% Discounts to Book Sellers and Distributors</i></td><td>\$10.97</td><td>\$19.22</td></tr><tr><td><i>Cost of goods sold</i></td><td>\$8.03</td><td>\$13.21</td></tr><tr><td><i>Shipping and Handling</i></td><td>\$5.73</td><td>\$6.33</td></tr><tr><td><i>Loss on Sale of Book</i></td><td>-\$4.78</td><td>-\$3.81</td></tr></table>		<u>Soft cover</u>	<u>Hard cover</u>	<i>Retail Price</i>	\$19.95	\$34.95	<i>40-50% Discounts to Book Sellers and Distributors</i>	\$10.97	\$19.22	<i>Cost of goods sold</i>	\$8.03	\$13.21	<i>Shipping and Handling</i>	\$5.73	\$6.33	<i>Loss on Sale of Book</i>	-\$4.78	-\$3.81	<b>International Urantia Association (IUA)</b>  <table><tr><td><i>Total Number of Members</i></td><td>710</td></tr><tr><td><i>(Number of Members outside the USA)</i></td><td>293</td></tr><tr><td><i>National Associations</i></td><td>7</td></tr><tr><td>Australia/New Zealand</td><td></td></tr><tr><td>Finland</td><td></td></tr><tr><td>France</td><td></td></tr><tr><td>USA</td><td></td></tr><tr><td>Colombia</td><td></td></tr><tr><td>Peru</td><td></td></tr><tr><td>Soon to be: Canada</td><td></td></tr><tr><td><i>Local Associations</i></td><td>24</td></tr><tr><td>USA</td><td>21</td></tr><tr><td>Canada</td><td>3</td></tr></table>	<i>Total Number of Members</i>	710	<i>(Number of Members outside the USA)</i>	293	<i>National Associations</i>	7	Australia/New Zealand		Finland		France		USA		Colombia		Peru		Soon to be: Canada		<i>Local Associations</i>	24	USA	21	Canada	3
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<b>Conferences</b>  <i>URANTIA 2000 IUA Conference</i> August 5-7, 2000 Wagner College, Stanten Island, New York, USA <i>Theme: Living the Will of Our Father</i>  <i>Local Conferences in Other Countries – call for information.</i>	<b>Reader Service Inquiries</b>  <i>Average per month:</i> Calls 250 Letters 600 Names Added to Mailing List 500	<b>1998 Sales (Worldwide)</b>  <table><tr><td><i>Urantia Books</i></td><td>26,643</td></tr><tr><td><i>Other Items</i></td><td>1,291</td></tr></table>	<i>Urantia Books</i>	26,643	<i>Other Items</i>	1,291																																								
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