

#### **MOOJI SANGHA**

#### ANNUAL REPORT & FINANCIAL STATEMENT

For the year ending 31 December 2013

(A REGISTERED CHARITY AND COMPANY LIMITED BY GUARANTEE)

Company Number: 07086049 Registered Charity Number: 1144016

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#### **MOOJI SANGHA**

#### REPORT OF THE TRUSTEES

Report of the Trustees for the year ending 31st of December 2013

The Trustees present their annual Report and audited financial statements for the year ending 31<sup>st</sup> of December 2013 and confirm compliance with the Charities Act 1993, as amended by the Charities Act 2006, the Memorandum and Articles of Association and the Charities SORP 2005.

#### REFERENCE AND ADMINISTRATIVE INFORMATION

Charity Name:

Mooji Sangha

Charity Registration Number:

1144016

Registered Address:

447 Staines Road West, Ashford, Middlesex, TW15 2AB – UK

Honorary Patron:

Anthony Paul Moo-Young

Board of Trustees:

Lars Arne Jones

Martha Elena Callejas Fonnegra Sonia Torquato Paolinelli Tiana Mangharam Harilela

Advisors:

Davorka Kulas - Accountant

DK London Ltd.

447 Staines Road West, Ashford, Middlesex, TW15 2AB – UK

Teresa Patrício & Associados – Lawyers, Portugal

Sociedade de Advogados R.L. Av. da República, nº 41, 9º 1050-187 Lisboa – Portugal www.patricio-law.com

#### INTRODUCTION

Mooji Sangha started as a group of students that formed organically around Sri Mooji, a spiritual teacher in the Advaita Vedanta tradition of Hindu philosophy.

What follows is a description of the context, structure, objectives and activities of Mooji Sangha, and a short summary of the Annual Report of the activities and projects of Mooji Sangha in 2013.

By necessity, this report is, for the most part, rather detached in its tonality. However, the group itself developed out of a great love for Sri Mooji, his teachings, the joy of spreading these teachings, and the love we have for each other. Mooji Sangha is deeply grateful to be involved in this work and we are very pleased to be able to offer you this document.

#### **CONTEXT**

Advaita Vedanta, Sri Mooji, Satsang, Self-Inquiry, and Seva are, generally speaking, all that Mooji Sangha is about.

What do these terms mean and who is Sri Mooji?

Advaita Vedanta is an ancient school of Hindu philosophy and is one of the oldest and strongest philosophical traditions that are still alive today. Advaita is a word in Sanskrit that means 'not-two' or 'non-dual'. Vedanta refers to the collection of Vedic texts (the Upanishads), which contain the earliest emergence of some of the central religious concepts of Hinduism.

Advaita Vedanta is a spiritual philosophy which holds that our perception of ourselves as separate individuals sharing life on this planet with other human beings and creatures is just an idea, a thought of separation that arises inside a greater oneness space. Advaita Vedanta offers ways of investigating this and other related ideas and thought forms, so that one may find the underlying reality of this diverse life and who we are in relation to all this. To realize the truth of who we are, beyond just mental understanding is known as **self-realization**. Adi Shankara in the 8<sup>th</sup> century gave this form of Vedanta a renewed life. More recently, others like Schopenhauer, Nietzsche, Vivekananda and Sri Ramana Maharshi also contributed in spreading this non-dual understanding.

In relation to Advaita Vedanta, **Anthony Paul Moo-Young (Sri Mooji)** is a direct disciple of Sri H.W.L. Poonja (Sri Papaji) (1910–1997), who, in turn, was a direct disciple of the great Advaita Vedanta Master Sri Ramana Maharshi (1879–1950).

Sri Mooji was born on 29<sup>th</sup> January 1954 in Port Antonio, Jamaica. He later moved to Brixton, London, where he lived for over 40 years. A major shift in perception that happened after an encounter with a Christian mystic in 1987 prompted Sri Mooji to travel to India in 1993. There, seemingly by chance, he met his Master, Sri Papaji, who was to finally uproot any remnants of a still functioning ego.

Since 1999, Sri Mooji has been sharing Satsang in the form of spontaneous encounters, open discourses, retreats and intensives with the many seekers from all over the world who are searching for the direct experience of Truth and who feel a connection with him. In response to this urge for the sharing of Satsang, Monte Sahaja, a retreat centre in Portugal, was established in 2011 and has been growing and developing since then in its function to share these teachings.

The relationship between Mooji Sangha and Sri Mooji is that of a patronage, meaning that Sri Mooji supports, encourages, and guides the activities of Mooji Sangha as needed.

#### **INTRODUCTION (CONTINUED)**

**Satsang, Self-inquiry** and **Seva** are central to the activities of Mooji Sangha and they all support the same endeavour of a seeker. These terms are defined here below:

**Satsang** is a Sanskrit word which literally means 'association with the highest Truth'. 'Traditionally, Satsang would mean to sit in the physical presence of a Master. In modern times it is possible to be with a Master via the internet and other media including YouTubes, podcasts, and online live broadcasts.

The understanding, clarity and wisdom of one who has realized his true nature can help others to also come swiftly and directly into their own direct seeing of the Truth. In Satsang, one's own introspection, reflection and inquiry is guided by the Master to the point where questions cease to be and one's true being is revealed as what is natural and always here. For Mooji Sangha, Satsang goes beyond a formal gathering where teachings are verbally imparted. It is a way of moving in life – and is life itself. Satsang itself is a teaching, a power that is beyond only a physical form or verbal sharing.

**Self-inquiry** is a practice of self-investigation. Sri Mooji recommends it as did Sri Ramana Maharshi before him. This introspection is the most efficient tool to finding out what 'l' truly is. By looking for the 'l' sense inside ourselves, we quickly discover that this 'l' cannot be found as we generally conceive of it. 'l' isn't a tangible entity, as we have believed, but is recognised to be the formless presence. The entity we imagined we were is now exposed as a mere illusory thought construct. As a result of this discovery, the suffering, which is common to the human experience, ceases. Sri Mooji uses self-inquiry to guide one into this recognition with dazzling clarity, love and authority. His style is direct, clear, compassionate and humorous.

Seva is a Sanskrit word which means selfless service. In Hindu culture, Seva is regarded as a spiritual practice. It is an attitude and expression of moving in life without expecting something in return, but to move and serve simply for the privilege and joy of it. This is the spirit in which Mooji Sangha formed and continues to function.

#### STRUCTURE, GOVERNANCE AND MANAGEMENT OF MOOJI SANGHA

Mooji Sangha originated as a group of volunteers and was eventually incorporated in November 2009 as a Company Limited by guarantee with The Companies House (07086049). It was granted Charitable Status by the Charity Commission of England and Wales in September 2011 under the Charity Registration Number 1144016.

The Trustees are responsible for overseeing and managing the Charity. We enjoy giving our time for the purpose of furthering Mooji Sangha's objectives and making Satsang available to whoever desires it. We receive no remuneration or other financial benefits from this work. We have 4–6 Trustee Board meetings per year and all of us are also fully involved in the daily running of Mooji Sangha. We work together with a number of subcommittees of volunteers and two staff members alongside a number of temporary workers.

The sub-committees meet regularly in order to ensure that the various services we provide to the general public run smoothly. The level of commitment from everyone involved is outstanding. This is because volunteers benefit from the work we do as much as anyone. Volunteers come forward from the participants who attend our events or who make use of our Web offerings. Being deeply touched by what we do they end up joining the organization as volunteers and, in turn, open the door for others to partake in this opportunity.

#### INTRODUCTION (CONTINUED)

In the planning, implementation and evaluation of the activities, we take utmost care that equal opportunities are observed and met. In addition, we are always open to receiving feedback on how we are progressing. It is important to us that the insights that come out of our inner introspection and faith are part of everything that we do.

#### **OBJECTIVES AND ACTIVITIES**

During the planning and review of our activities, the Trustees have considered the Charity Commission's general guidance on public benefit and in particular its supplementary guidance on the advancement of religion for public benefit. Mooji Sangha is committed to the promotion of moral and spiritual welfare of all by promoting the teachings and practical methodology of the Advaita Vedanta school of Hindu philosophy. We raise awareness and understanding of Advaita Vedanta and encourage and facilitate its practice by:

- Organising gatherings and events
- Offering opportunities for retreat and pilgrimage
- Promoting books, tracts, films and other information for the general public
- Providing instruction and supervision in Advaita Vedanta plus actively guiding the process of selfinquiry at our events
- Organising for the provision of ceremonies
- Providing a wide range of Satsang material and broadcasts via the internet free of charge
- Encouraging participants to apply their insights to their daily lives, thus benefitting wider society. This includes parents who follow the teachings and instil their spiritual and moral values in their children.

As mentioned previously, Mooji Sangha is a volunteer organization and the input of volunteers is invaluable. All the work that takes place happens through volunteers, who give their time and energy abundantly in support of the organization.

We have two paid staff, yet the time and energy they each put into the work well exceed the scope of their salary. In 2013, there was a core team of between 45 and 50 volunteers who, at various times, were joined by an additional group of 350.

Mooji Sangha would like to express our deep gratitude to our spiritual teacher and patron, Sri Mooji, for his devotion and service to the organization. In addition, we would also like to give reverent salutations to his lineage, his own teacher, Guru Sri Harilal Poonjaji, and his teacher's teacher, Guru Sri Ramana Maharshi.

## SUMMARY OF THE ANNUAL REPORT OF MOOJI SANGHA ACTIVITIES AND PROJECTS IN 2013

The Report that follows is comprised of 5 content chapters:

#### 1. Monte Sahaja

Monte Sahaja is the main vehicle through which the objectives of Mooji Sangha are carried out. It is a developing retreat centre situated in Portugal and where many volunteers offer their time, energy and heart. In the Monte Sahaja section of this report, the activities and developments during 2013 are explained further, as well as the Karma Yoga Program. To briefly mention, considerable changes took place in this year: some 44 accommodation spaces were created and furnished, and 11 toilet and 10 shower structures were made or upgraded. These new developments allowed for more people to visit Monte Sahaja and immerse themselves in the energy field of Satsang and Self-Inquiry.

Furthermore, important contemplative spaces were created in 2013 at Monte Sahaja (i.e. Shiva Mandir), others were re-done (i.e. Satsang Bhavan), while some only started in the same year (i.e. Shiva Temple). Some 300 trees and 500 bushes were planted to reforest and beautify the land, as well as provide shaded areas.

Alongside the immense work that took place around the land in 2013 at Monte Sahaja, many events also took place here all throughout the year. Amongst these were 25 Sunday Satsangs and 21 Tea Satsangs with an average of 100 to 140 participants attending each. The highest number of live views (viewing online and in real time) was 1,670.

#### 2. Events

Mooji Sangha is directly responsible for organising events with Sri Mooji such as retreats and intensives as well as for all aspects in relation to them. Together with an annex for statistical information, this chapter describes the events that happened in 2013.

In short, there were:

- 3 Intensives in 2013: 2 in the UK and 1 in Russia;
- 3 Silent Retreats: 2 in Portugal and 1 in Russia; and
- 1 5-week long season of Open Satsangs in India.

In total, well over a few thousand people attended these events and committed their time and energy towards realizing their true nature.

#### 3. Web Offerings

The internet and the platforms it offers greatly facilitate the sharing of the teachings. Mooji Sangha has dedicated channels on YouTube, Vimeo and Ustream which allow us to upload videos of full-length Satsangs of Sri Mooji, spontaneous talks, Satsangs from retreats and intensives, special messages, answers to questions from seekers all over the world. All videos on any of our channels can be viewed by anyone at any time, free of charge. It is worth mentioning here that the YouTube channel, 'Moojiji', reached 37,903 subscribers on 31<sup>st</sup> December 2013.

## SUMMARY OF THE ANNUAL REPORT OF MOOJI SANGHA ACTIVITIES AND PROJECTS IN 2013 (CONTINUED)

In 2013, more than 80 videos were uploaded onto YouTube and Vimeo channels. Additionally, more than 80 full-length Satsangs were shared with seekers worldwide via Ustream. Moreover, 48 podcasts were made and shared online.

Sri Mooji reads every single question he receives from seekers all over the world. In 2013, approximately 450 questions were answered. Each question was answered freshly and individually, occasionally through email, but the majority of these were recorded on video and then posted online. These videos are available to be viewed by all and free of charge on two channels:

- 1. Ustream (www.ustream.tv/channel/liveSatsangwithmooji), and
- 2. Vimeo (www.vimeo.com/mooji).

#### 4. International Community

This chapter discusses the wider international Mooji Sangha community and their relationship with the core Mooji Sangha. Facebook and Skype are the main media through which we communicate with groups around the world, how groups communicate with each other and most importantly, a tool for Sri Mooji in connecting with and supporting these groups.

Here are some statistics that are included in this chapter:

- There were 54 Mooji Sangha groups active in 21 countries around the world.
- 32 Skype Satsangs were held throughout the year with Sri Mooji and groups in Argentina, Australia, Canada, Croatia, Hungary, Israel, Italy, Portugal, Russia, Serbia, Siberia, Ukraine, UK and USA.
- An estimated 2,000 people attended these Skype Satsangs, which is an average of 63 people per Skype Satsang.
- There were 84,272 subscribers to the 'Mooji' Facebook page at the end of the year.
- 5. Future projects of Mooji Sangha

This chapter discusses the planned projects of Mooji Sangha. At the heart of all our activities is the intention to spread the teachings of Sri Mooji, to increase the accessibility of these teachings to all seekers who desire it, and also to connect with the wider international Mooji Sangha community.

- 6. Glossary
- 7. Annex

The attached Annex contains statistical information about the participants of events (see point 2 above), statistics of Facebook pages 'Mooji and 'Mooji Sangha' and data about the volunteers participating in Mooji Sangha teams.

#### MONTE SAHAJA<sup>1</sup>

Monte Sahaja is the heartquarters of Mooji Sangha and Sri Mooji's teachings. It developed as the response to the need for a stable place where devotees can be fully immersed in the environment of Satsang. It was created to be a contemplative space where spiritual seekers could stay. Without the usual distractions of daily life, seekers can be immersed in the teachings and apply them in every moment, as we believe true religion is not contrary to material existence. Monte Sahaja manifests an atmosphere conducive to inner introspection. We promote not learning but directly experiencing and benefiting from the teachings of Sri Mooji and Satsang.

Monte Sahaja was created in the spirit of Seva, and everyone who comes to Monte Sahaja comes with this same spirit. Visitors come forward with a strong desire to express their gratitude to Satsang by way of selfless service. This service is coordinated through the Karma Yoga Program. This program is the expression of Seva at Monte Sahaja. All visitors view the opportunity to serve in this way as a privilege. This service, in turn, enables Mooji Sangha and Associação Mooji Sangha to function, Monte Sahaja to grow and develop, and our objectives to be fulfilled.

The activities in the Karma Yoga Program are tremendously diverse. It could be watering or planting trees, creating steps or a temple, editing a YouTube video or organising a silent retreat. No action is greater than another when it is done with the spirit of Seva. Most Karma Yogis visit for two weeks and serve in whichever way is most needed and suited to them; however, there are some Karma Yogis who serve for longer periods.

Below are some of the main aspects of life at Monte Sahaja:

#### Satsang (Sunday Satsang, Tea Satsang and spontaneous talks)

Open Satsangs happen on a weekly basis called Sunday Satsangs and are open to all who wish to attend. After this, we serve traditional Indian tea and cookies for everyone and a Tea Satsang follows (this is how this Satsang got its name). In the Tea Satsang, letters written to Sri Mooji through the Mooji Answers service (see Web Offerings section) are read and answered. Both the open Sunday Satsang and Tea Satsang are broadcast live and free of charge for all to view (available on Ustream Channel 'Live Satsang with Mooji'—www.ustream.tv/channel/liveSatsangwithmooji).

In 2013, 25 Sunday Satsangs and 21 Tea Satsangs were held. Between 100 and 140 people attended each Satsang in Monte Sahaja. The highest number of live views (viewing online and in real time) was 1,670.

<sup>1</sup> It is important to note that the Associação Mooji Sangha is also referred to as Monte Sahaja.

#### MONTE SAHAJA (CONTINUED)

In addition to the Sunday Satsangs, spontaneous Satsangs occur frequently at Monte Sahaja. These can happen at any time and anywhere. Often someone comes forward with a doubt or burning question or testimony, or Sri Mooji feels the urge to share an aspect of his pointing, and a spontaneous Satsang blossoms from this.

#### **Events**

Many events and activities are organized during the week as tools to facilitate the absorption into Satsang. The broadness and diversity of these activities enables those with different temperaments to open up and be more available to the direct pointing of Satsang. These events include bhajans (devotional singing), Dance Your Dance (a free-movement event), laughing yoga, playing recorded guided meditations, audio or video recorded Satsangs of Sri Mooji and other Advaita Vedanta masters, morning silent sittings and gentle yoga classes. We also have regular Portuguese language classes that support the integration of the Sangha in the wider community.

#### Landcare, Carpentry and Stonework

These teams work in the development of accommodation and contemplative spaces throughout the land and are made up of landscapers, carpenters, engineers, architects, painters and 'unskilled' volunteers with the willingness to learn and participate in these areas. Portuguese contractors are also engaged in different projects as needed.

- Landcare: A significant part of landcare work in 2013 went into developing and caring for nature and continuing the reforestation at Monte Sahaja. An irrigation system for part of the land was completed. Some 300 trees and 500 bushes were planted. Together with the carpentry team, several shaded contemplative areas were created or re-landscaped: the Buddha Pond, the Lotus Pond, and the Parvati Pond. There is also on-going maintenance work such as watering and tree care (the watering team in the hot summer months went up to 25 people), creating steps and clearing pathways. The landcare team has a great impact on the beauty of the land. This, in turn, creates an atmosphere that truly supports the inner Satsang of all who stay at Monte Sahaja.
- Carpentry: As the requests to visit Monte Sahaja increased, in 2013 there was considerable work done
  in the carpentry area to create more accommodation and contemplative areas. This year's funds were
  granted to Associação Mooji Sangha to support this undertaking so that more visitors could have the
  opportunity to access Monte Sahaja and Satsang here.

#### Accommodation

- 21 wooden huts and 23 terrace rooms on wooden platforms were created. Beds, cupboards, shelves, curtains and tables were also made to furnish each room.
- 11 compost toilets were also created for the office and accommodation areas.
- 3 new showers were made and 7 were upgraded.

#### **MONTE SAHAJA (CONTINUED)**

#### Contemplative areas

- Shiva Mandir: This is an important multi-purpose space, made of stone and wood, which was begun and completed in 2013. It is a fundamental area that is used for Satsang, contemplation, ceremonies, meetings, events (e.g. bhajans).
- Satsang Bhavan: This was redone to accommodate large numbers with the plan to hold Satsang in this space in 2014.
- Shiva Temple: This large-scale structure was begun to create a place of worship on the land. It is being made of stone (many very large) and wood, with an altar to be placed at the heart of the temple.

#### Other projects:

- The in-house electricity grid was completed by laying cables going to the office, kitchen and carpentry team workstation.
- The car park was upgraded to allow more space for visitors to park.
- The office was furnished with shelves and desks made by contractors and Mooji Sangha volunteers.
- Road maintenance: Monte Sahaja is in a rural location with rough, unsealed roads. The summer months create a high amount of dust, and 'rock dust' was spread on all roads to help control this. Before the rainy season, the roads were again inspected, drains cleaned and trenches dug to control rainwater flow and preserve the road surface which is easily destroyed.

#### Office

The office has provided a unified place for the administrative running of Monte Sahaja and to allow many branches of Mooji Sangha to physically come together in the same place. There is a large administrative and technical component in being able to fulfil our objectives.

#### Accommodation, cleaning and kitchen

These three teams take care of the basic needs of the visitors.

The accommodation team looks after all visitors who arrive and takes care that they are well settled and have everything they need for their stay.

The cleaning team is responsible for overseeing the cleanliness and care of communal and accommodation spaces. Whilst everyone on the land participates in cleaning of different areas (i.e. toilets, showers), the cleaning team coordinates this and is in charge of looking after communal spaces such as contemplative areas.

The kitchen team takes a great deal of care in providing healthy and balanced food for the visitors on the land. There is a core kitchen team who manages and runs the kitchen and orders supplies, but everyone on the land participates in the preparation of the meals on a rotation basis.

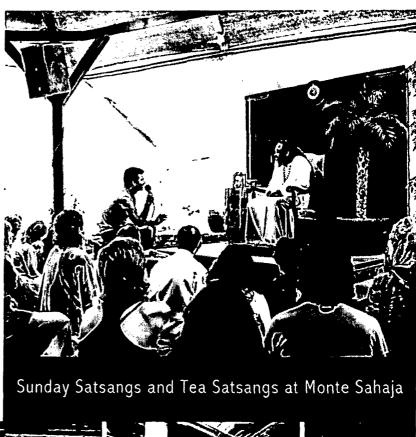
#### **MONTE SAHAJA (CONTINUED)**

#### Hosting team

The requests from around the world to visit Monte Sahaja are increasing but it is not as yet possible to accommodate all of them due to the limited facilities available on the land. As a response to this, the day visitor program was initiated. This way, visitors can have the opportunity to deeply be in the presence of Satsang and Sri Mooji for the day (or several days) whilst staying offsite. The hosting team at Monte Sahaja manages the day visitors and also the Karma Yoga Program.

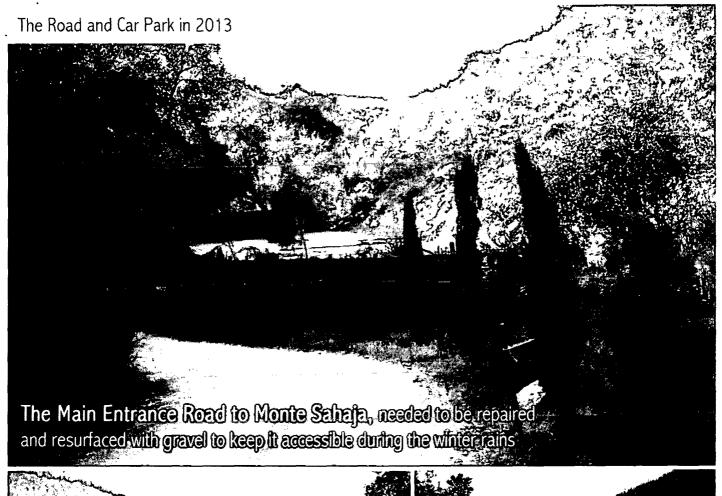
# Events 2013 Sunday Satsangs

Throughout 2013
25 Sunday Satsangs and
21 Tea Satsangs were broadcast
from Monte Sahaja live
and for free via the internet.
During these events various
aspects of the Advaita Vedanta
Teachings were addressed.
During the Tea Satsangs,
Sri Mooji answered letters of
devotees from all over the world
sent to the Mooji Answers
mailbox.







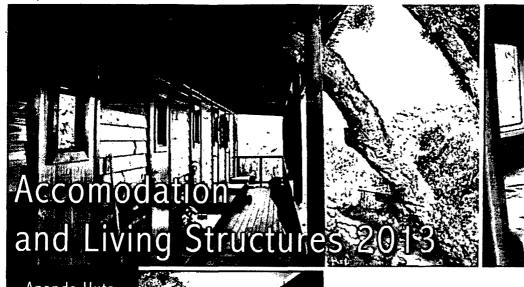


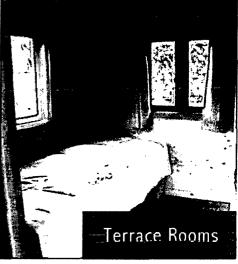


**Steps & Railings** were built to create new pathways into the different neighbourhoods







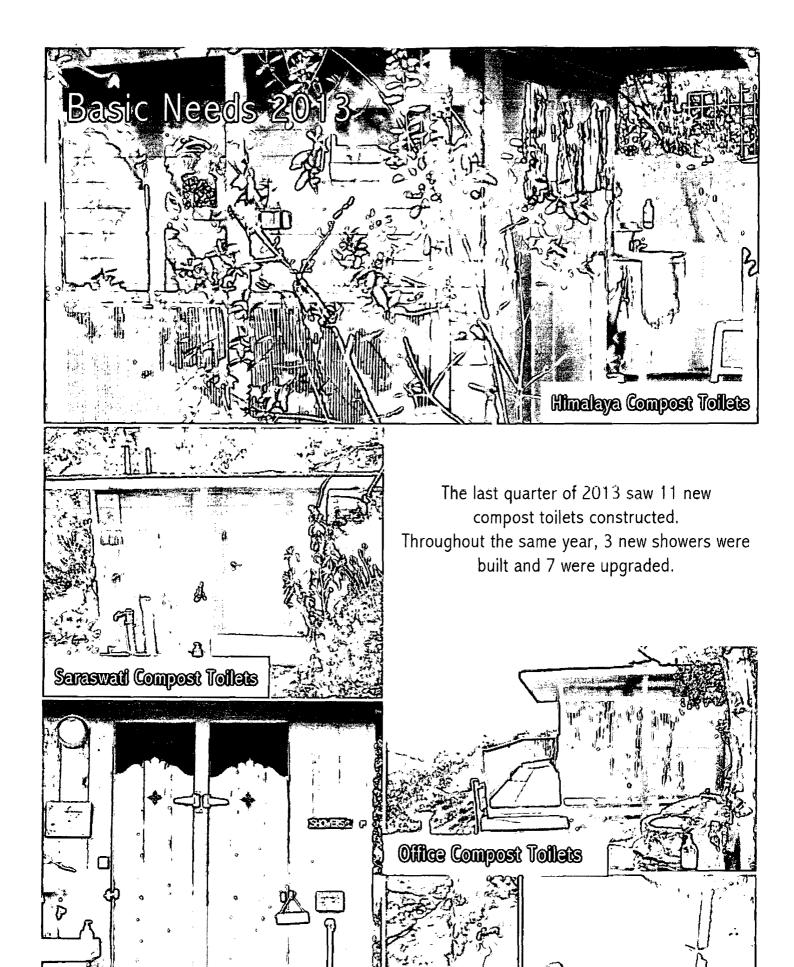




In the first half of 2013,
21 huts and 23 rooms were built
and furnished.
These include an audio/video studio
and dormitories.
The office at Monte Sahaja
was also furnished in 2013.

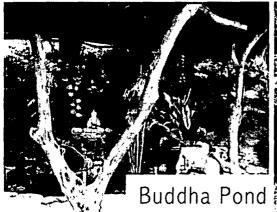






Saraswatt Showers







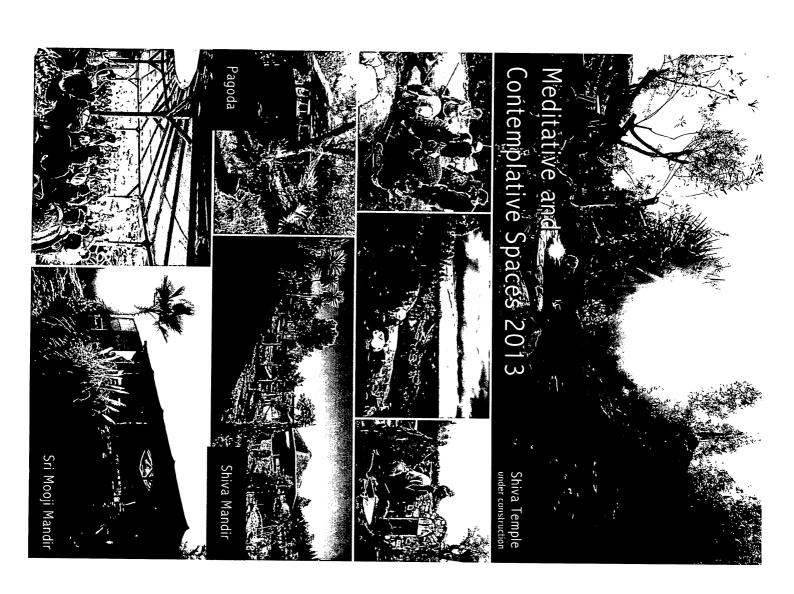
I have been part of the Landcare team for 5 months, which here at Monte Sahaja entails planting trees, building new pathways and many other activities. How may I express in words the gratitude that I feel arising in me to Mooji, my beloved Master, to Monte Sahaja, to the residents, to the visitors who come here, and also to all the ones around the world who help with financial contributions or whose support takes the form of prayer?

It feels so very natural to be here, being part of this great adventure, contributing my best to the building of Monte Sahaja, so that the seekers of Truth who come, may feel at home, taking refuge here, and realize what they came for.

Jerome







#### **MOOJI SANGHA**

REPORT OF THE TRUSTEES

#### **PROMOTION OF TEACHINGS – EVENTS**

The primary way Sri Mooji's message is shared is through the face-to-face sharing of Satsang. This experience allows participants to fully immerse themselves in the teaching and the environment it creates. Everyone is invited to put their heartfelt questions to Sri Mooji. It is an unfailingly uplifting experience for participants, rich in insights, laughter, music and peace.

In 2013, Mooji Sangha organized and shared Satsangs with the public in several different forms, which included:

- 31 Open Satsangs organized and offered between 13<sup>th</sup> February 2013 and 17<sup>th</sup> March 2013 in Rishikesh, India, from Wednesday to Sunday (broadcast live, and free of charge).
- 2 Intensives organized in London, UK (each for a duration of 4 days).
- 2 Silent Retreats organized at Zmar, Eco Resort & Spa in Odemira, Portugal (each for a duration of 8 days).
- 1 Intensive organized at The Open World Cultural Centre in Moscow, from 19<sup>th</sup> October 2013 to 21<sup>st</sup> October 2013.
- 1 Silent Retreat organized at the Olgino in St. Petersburg, Russia, from 25<sup>th</sup> October 2013 to 30<sup>th</sup> October 2013.

These events are looked at in more detail below as well as in the Annex.

#### OPEN SATSANGS IN INDIA

Working together with Buddleia Media Pvt. Ltd. and Padam Sangha Ltd., Mooji Sangha held a season of open Satsangs, free of charge, in the holy town of Rishikesh, India, from the 13<sup>th</sup> of February 2013 to 17<sup>th</sup> March, 2013. Satsangs were held five days a week, and often additional live translated Satsangs were offered.

This collaboration proved to be a great way to further our objectives and share resources with companies that are equally dedicated to the promotion of Advaita Vedanta, mainly through the publication of books and other media.

During this season, there was a total of 31 open Satsangs offered. These were broadcast live and free of charge via the Ustream Channel 'Live Satsang with Mooji'. Of these, 25 were General Satsangs held in English. There were 6 extra language Satsangs offered and translated live into Spanish, Russian or Hindi.

The number of participants varied from day to day and from week to week. The highest number of participants that attended the General Satsangs was 998 (Saturday, 16<sup>th</sup> March 2013), and the lowest number that attended these Satsangs was 297 (Thursday, 14<sup>th</sup> February 2013).

The Satsangs translated into Russian were attended by between 347 (week 2) and 465 (week 5) participants. 297 participants attended the Spanish Satsang, held on 22<sup>nd</sup> February, and 330 participants attended the Hindi Satsang, held on 14<sup>th</sup> March. For more details about the participants' numbers during the 5-week Satsang season in Rishikesh, India, please see the Annex.

#### PROMOTION OF TEACHINGS – EVENTS (CONTINUED)

During The International Yoga Festival (IYF), which takes place each year in Rishikesh from 1<sup>st</sup> to 7<sup>th</sup> March, many visitors were introduced to the activities and Satsangs offered.

Thus, additional events, one morning and one evening talk, were organized in collaboration with the organizers of the IYF where Advaita Vedanta teachings were presented by Sri Mooji. There were between 400 and 500 participants to each of the two talks.

Other activities that took place in Rishikesh, were the contacts made with several ashrams, each belonging to different religions and traditions. The fact that Sri Mooji was invited to them to offer Satsangs and present the Advaita Vedanta teachings to their disciples shows the universality of these teachings.

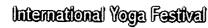


Between 13th February and 17th March 2013, 31 open Satsangs were offered in Rishikesh, India and broadcasted through the web for free. Of these, 25 were held in English and 6 in other languages (Spanish, Russian and Hindi). Innumerable spontaneous gatherings took place throughout the whole season in Rishikesh.

#### Open Satsangs & Spontaneous Gatherings

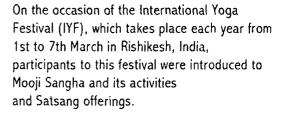














The first Satsang was so well received that the IYF organisers asked for additional talks to be held. In one talk in the morning and one in the evening, Sri Mooji presented the Advaita Vedanta Teaching to roughly 500 participants.

Among other highlights of the February/March 2013 season of Satsangs in Rishikesh, several ashrams from Rishikesh extended their invitations to Mooji Sangha for Sri Mooji to expound the teachings of Advaita Vedanta to their disciples. That these invitations came from ashrams of different religious traditions speaks to the universality of the Advaita Vedanta Teaching that Mooji Sangha represents.

#### PROMOTION OF TEACHINGS – EVENTS (CONTINUED)

#### INTENSIVES IN THE UNITED KINGDOM

In 2013, there were 2 Intensives that took place at The Battersea Arts Centre in London, U.K. The first was held from 29<sup>th</sup> March 2013 to 1<sup>st</sup> April 2013. The second was held from the 15<sup>th</sup> of November 2013 to 18<sup>th</sup> November 2013. The total number of Satsangs organized and held during each of these 2 Intensives was 7.

The number of registered participants to each Intensive was well above 500, as 534 people attended the Intensive in London at the end of March/beginning of April and 554 registered participants attended the Intensive in London in November.















Dear Mooji and your team, I just wanted to thank you from my heart. I attended the Satsang in London and have been deeply touched in my heart, it was like meeting with God ... I cannot really explain how I feel, it's like to be connected with something new, no fears, happy, completely relaxed...

I love you Mooji, I love you Mooji team, I love you all... with deep gratitude for what you are, and what you do,

Isabelle

Beloved Mooji and the beautiful Sangha,

I just felt like I would like to express gratitude for being able to join you as a part of the team at the London Satsang Intensive. Being in presence of you all touched me deeply, from the first moment I felt at home, looking into the eyes of some of you for the first time I felt like I met you sometime somewhere before... The Love and Peace seem to be ever deepening... wherever we are... and one thing I realised... there was some tendency in me that kept comparing the Yogic community part of which I have been and which I hold dear and the community around Beloved Mooji, maybe because I felt so much at home with you...

is not possible and it is not even possible to compare them... they are not two... they are intertwined into one. Somewhere in the middle they meet ... and that's where I am ...

something in me was trying to choose... yet I realised that it no need to compare or choose... Love you





#### PROMOTION OF TEACHINGS – EVENTS (CONTINUED)

#### SILENT RETREATS IN PORTUGAL

In 2013, there were also 2 Silent Retreats organized by Mooji Sangha at the Zmar, Eco Resort & Spa in Odemira, Portugal. The first was held from 8<sup>th</sup> to 15<sup>th</sup> May 2013 and the second was held from 11<sup>th</sup> to 18<sup>th</sup> September 2013.

The total number of Satsangs organized for the participants in each of these 2 Silent Retreats was 14. The number of registered participants that attended the Silent Retreat in May was 398, and in September 454 participants.

# Zmar Silent Retreat May & September 2013











Dearest Brothers and Sisters,

it is with deepest gratitude I write to you today for the precious gift of opportunity to attend the Zmar retreat. I thank you for all your work, loving service and dedication to Truth, which made this event possible, and by which I am completely blessed. Tearfully rejoicing in presence with the space you held for me, Leah, is a most tender moment. Omkara, so beautiful, I am truly inspired by your humility and you are home here in my heart. You are all angels. Thank you so very much. Big hugs to all with much love forever.



Lori



Dear beloved Moojiji! There are no words that can express my love and gratitude for you. This life is only truth.

It's very simple and natural. After arriving home from the Zmar retreat, only your presence remains in my heart. Every breath the body takes is for you, for truth, and every time I find myself saying or doing something, all I can hear inside the heart is your name calling me home - totally. Moojiji, all there is, is the self, the I AM, looking through the eyes of this body and yet this presence, the I AM, is fully merged into the absolute. My head, my heart, my being is always at your feet.

Unending Love for you, in you, as you. Om Shanti,

Verena









#### PROMOTION OF TEACHINGS – EVENTS (CONTINUED)

#### **EVENTS IN RUSSIA**

Towards the end of 2013, between 19<sup>th</sup> October 2013 and 21<sup>st</sup> October 2013, in Moscow, and between 25<sup>th</sup> October 2013 and 30<sup>th</sup> October 2013, in St Petersburg, two events took place: one Intensive Retreat and one Silent Retreat.

At the Intensive Retreat in Moscow, 6 Satsang sessions were offered to the participants at the designated venue as well as to the viewers online, who could follow all sessions, live and free of charge, via the Ustream Channel 'Live Satsang with Mooji'.

At the Silent Retreat in St. Petersburg the number of Satsang sessions offered was 10, and these were broadcast live and free of charge online via the mentioned Ustream Channel.

In Moscow, there were 446 participants and in St Petersburg 294. On both occasions the share of Russian nationals amongst the participants was the greatest.





Dear Mooji and team, thank you for broadcasting the Satsangs from Moscow. It's such a great experience! Could you please consider also broadcasting the silent retreat from St Petersburg? Even some of them if all of them is not possible. It's such a joy to be with all of you, it feels like I'm there with you physically. Thank you, thank you, thank you!

God bless you all,

Juan







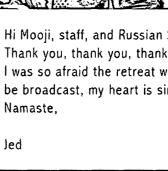
### St Petersburg Silent Retreat

In 2013, Mooji Sangha hosted a Satsang Intensive in Moscow between 19th and 21st October, and a Silent Retreat in St Petersburg, between 25th and 30th October. At the Intensive in Moscow, 6 Satsang sessions were offered which viewers online could follow live and free of charge via the Ustream Channel 'Live Satsang with Mooji'.

At the Silent Retreat in St Petersburg, 10 Satsang sessions took place, which were broadcast live and free of charge via the Ustream channel.

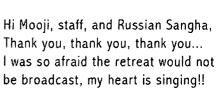












#### PROMOTION OF TEACHINGS – WEB OFFERINGS

Online videos are a powerful platform for communicating our message. The percentage of people who get their first exposure to these teachings through this medium is very high. Online videos give people all over the world the experience of being present with Sri Mooji regardless of their situation. Those with health or financial challenges, who are unable to travel, report feeling especially blessed to receive Satsang in this way. From the wealth of feedback of people everywhere, it is clear that Sri Mooji's online video presence changes lives.

#### YouTube Moojiji Channel

This channel (available at: https://www.youtube.com/user/Moojiji) is a door to Satsang and a bridge for the teachings of Sri Mooji to spread universally. People who cannot physically attend Satsang can have Sri Mooji come 'to their living room' with the help of YouTube. For many, this has proven to be the way in which profound change can enter their lives and awakening experiences can happen, without even attending a live Satsang.

In 2013, 60 new videos were uploaded onto the site. The overall aim of this channel is to create a virtual space to host greater numbers of video excerpts from the Satsangs, retreats, and intensives, as well as the many spontaneous Satsangs that unfolded daily in 2013.

The number of subscribers, in general, shows the effectiveness of the channel in real terms and helps us identify the locations where the content of the channel is most popular.

Throughout 2013 this channel gained 21,170 subscribers and lost only 3,899 subscribers, thus the total number of new subscribers to this channel levelled out at 17,271. The average number of new subscribers joining the channel each day in 2013 was 47.

The total number of subscribers to this channel at the end of the year was 37,903.

The top 8 countries with the most gain in subscribers (above 500) were: United States (6,755), United Kingdom (1,567), Canada (1,245), Germany (907), India (688), the Netherlands (693), Australia (563), and Brazil (559).

The countries where more than 100 subscribers were lost were: United States (1,628), United Kingdom (294), Germany (193), Canada (152), and the Netherlands (107).

In 2013, the 60 new videos that were uploaded onto YouTube achieved 2,711,807 views, an increase of 20,16% compared to the previous year. The number of views accumulated at different points in time throughout 2013 and included every continent. The greatest number of views was seen in Northern America whereas the lowest number of views was seen in Africa. The countries with more than 50,000 views were as follows: United States (817,509 views), United Kingdom (251,764 views), Canada (185,353 views), Germany (153,353 views), the Netherlands (123,049 views), India (84,870 views), Australia (79,531 views), France (61,103 views), and Sweden (60,330 views).

#### **MOOJI SANGHA**

REPORT OF THE TRUSTEES

#### PROMOTION OF TEACHINGS - WEB OFFERINGS (CONTINUED)

The top 3 video titles viewed in 2013 were:

No need to be loved (74,630 views)

(Accessible here: http://www.YouTube.com/watch?v=qZ FXjnz-0w)

Relationships (49,631 views),

(Accessible here: http://www.YouTube.com/watch?v=uH7AxVnYFfM),

Laughing Buddha (47,550 views)

(Accessible here: http://www.YouTube.com/watch?v=DfvgvDkdG2M).

In 2013, the total estimated number of hours viewed was 305,779.

The split of male and female viewers watching any of the 60 new uploaded videos at various times was 41% male and 59% female viewers.

The top 10 locations with the most views were: United States, United Kingdom, Canada, Germany, the Netherlands, India, Australia, France, Sweden and Romania.

#### **Subtitles**

The subtitling team began 5 years ago and strives to provide quality subtitles in as many languages as possible. This way, the teachings reach people of different ethnic backgrounds and nationalities.

In 2013, the team of some 90 translators across the world made this possible, since 52 of the 60 videos uploaded onto YouTube in 2013, were translated into other languages of which the most popular in 2013 were: Spanish, French, Hungarian, Italian and Portuguese.

The vision for the future is to strengthen the activities of the subtitling team by having new people join the team as well as by raising the standard to a more professional level.

#### Vimeo Mooji Channel

The first and main Vimeo channel is called the 'Mooji Channel' (accessible at:

www.vimeo.com/mooji). In 2013, 26 new videos were uploaded onto this channel, which raised the total number of videos uploaded to 94. These are videos of interviews with Sri Mooji in which he answers questions (Mooji Answers), during a Tea Satsang, Satsangs translated into other languages, and special messages from Sri Mooji.

The total number of views in 2013 on this channel was 91,894. These were viewed in 145 different countries around the world.

#### PROMOTION OF TEACHINGS - WEB OFFERINGS (CONTINUED)

#### Ustream Live Satsang with Mooji

Ustream is a live, interactive, video broadcast platform that allows broadcasters and viewers to communicate instantaneously. This platform has proven to be extremely beneficial in sharing the teachings of Sri Mooji. In 2013, the channel 'Live Satsang with Mooji' (available at:

www.ustream.tv/channel/liveSatsangwithmooji) had 1,745 subscribers.

In 2013, 117 free live broadcasts of between 2 to 3 hours duration were shared through this Ustream channel. These included free live broadcasts of Sunday Satsangs, Tea Satsangs, free broadcasts of the Satsangs that took place in Rishikesh, India, throughout February and March 2013, and free broadcasts of the Satsangs that took place in Russia throughout October and November 2013.

All 117 broadcasts mentioned above were recorded and archived on the channel where they remain available to the public free of charge for viewing at any time. Even a week after a live broadcast, the recorded live broadcast receives an estimated 3,000 to 8,000 views. In this way, this channel forms an open library of Satsang jewels for everyone who is drawn to them to view them long after their broadcast.

#### Mooji Answers

Mooji Answers is a service that allows those who are not, or cannot be, in the physical presence of Sri Mooji to put questions to him. This provides a wonderful way to be in Satsang wherever the questioner may be. Sri Mooji demonstrates beautiful compassion by responding to every single question with full attention. During retreats dozens of questions are received that cannot be answered due to time restrictions, and Sri Mooji addresses them through Mooji Answers. Through this medium, many can benefit from the response to a single question.

In 2013, there were roughly 1,400 emails sent to the central Mooji Answers email inbox. Of these, about 1,000 were questions and testimonies. Approximately 450 were answered through a dedicated Mooji Answers video, which was later uploaded onto the channels that the public can access free of charge. Some of the letters were also answered at a Tea Satsang. Tea Satsangs became more frequent, happening almost every Sunday since May 2013 (more details about Tea Satsangs are in the Monte Sahaja section).

Amongst the senders of questions/testimonies approximately 60% were women and 40% were men.

Of the emails received, many were 'thank you' e-mails where the senders simply expressed their deep gratitude related to the profound and beautiful changes that took place in their lives since they met Sri Mooji and became interested in Advaita Vedanta.

#### **MOOJI SANGHA**

REPORT OF THE TRUSTEES

#### PROMOTION OF TEACHINGS – WEB OFFERINGS (CONTINUED)

Of the 1,000 questions forwarded to Sri Mooji for consideration, 15% expressed deep gratitude. Following is one of many testimonials that Mooji Sangha received in 2013 from students of Advaita Vedanta and from devotees of Sri Mooji's teachings:

Thank you Mooji for your answer.

I am immersing myself in your words, entering the room of my being, as you said, without anything.

Yes to the Truth, yes, yes, yes.

I am blessed to receive your loving guidance, your call to awakening.

God willing, I will be there in your presence.

Thank you, Mooji.

Thanks to Papaji and to Sri Ramana Marharshi and to all whose light dispels darkness.

Thanks be to you, Mooji, for the holiness you share with us all.

I bow to you,

in love and gratitude,

Avital

#### **Podcasts**

Podcasts are another useful way people can access Sri Mooji's teachings. Many of these teachings are given spontaneously and captured with an audio recording. The intimacy of many of these situations gives the podcasts a unique quality, conveying a particular depth to the teachings. All the podcasts are available to the public free of charge.

In 2013, 48 podcasts were created and shared online (see <a href="http://mooji.orgb/audio.html">http://mooji.orgb/audio.html</a> and Mooji Audio Podcast in the iTunes store at <a href="https://itunes.apple.com/us/podcast/mooji-audio-podcast/id366190974?mt=2">https://itunes.apple.com/us/podcast/mooji-audio-podcast/id366190974?mt=2</a>).

#### PROMOTION OF TEACHINGS - INTERNATIONAL COMMUNITY

#### **International Sangha**

Many different groups have formed around the world as a result of being exposed to Sri Mooji's teachings. It is heart-warming to see lasting connections established across age groups, ethnicities, nationalities, gender, religions and class distinctions. The universality of the ancient yet vibrant message that Sri Mooji shares is made evident in the strength of these varied communities. These groups are a wonderful way for people to support each other in their Satsang.

#### Mooji Sangha Groups around the world

Many of the local groups have formed naturally and spontaneously after Sri Mooji has given Satsang in a particular country. Others have formed even though Sri Mooji has never been to that region or country, but the desire to gather around his message has brought people together. Typically, these groups assemble to watch online videos together and for fellowship.

Groups' activities have been observed to be growing steadily, especially after the Satsangs in Rishikesh, India, during February and March 2013. In October, Mooji Sangha started to research into this subject in greater depth.

At the end of 2013 there were 54 groups active in 21 countries. The next step, scheduled for 2014, is to interview the main coordinators of each group in order to gather more information on their specific needs and requirements so that Mooji Sangha may support them better. Furthermore, we seek to bring the groups under the Mooji Sangha 'umbrella'.

#### **Skype Satsangs**

These online video conferences allow seekers to share, receive guidance and commune with Sri Mooji regardless of what country they are in. These meetings also allow Sri Mooji to meet people in other countries without having to travel there. A delightfully intimate connection is often established through these sessions as if there was no physical distance.

In 2013, 32 Skype Satsangs with Sri Mooji took place with groups of people in the following countries: Argentina, Australia, Canada, Croatia, Hungary, Italy, Israel, Portugal, Russia, Serbia, Siberia, Ukraine, UK, and USA.

An estimated 2,000 people in total followed these Skype Satsangs in 2013, which is an average of 63 people per Skype Satsang.

Of these Skype Satsangs, 8 were later shared online free of charge.

#### PROMOTION OF TEACHINGS - INTERNATIONAL COMMUNITY (CONTINUED)

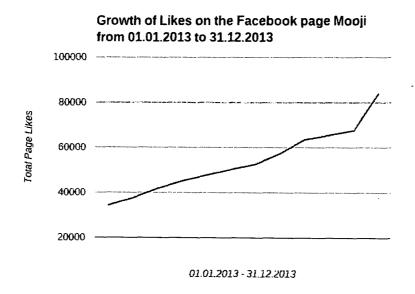
#### Social Media

Social media provides a very effective way of spreading Sri Mooji's teachings. Two main portals have emerged: a 'Mooji Sangha' Facebook page and a 'Mooji' Facebook page.

The 'Mooji Sangha' Facebook page is a communication tool for members of the Sangha around the world to support each other and communicate amongst them in one central place.

The 'Mooji' Facebook page is largely comprised of quotes and photos of Sri Mooji. Through the simplicity, potency and beauty of these quotes, thousands of people worldwide are touched. These can either be students of Advaita Vedanta or just friends of friends. Quotes condense the teachings into a few simple words that can open a window into contemplation, and eventually explode into a powerful insight inside each reader's heart.

The popularity and following of the Facebook pages in 2013 grew significantly, as determined by the 'likes' of these pages. The graph below shows the growth of the total 'likes' of the Facebook page 'Mooji':



In the chart above, the lowest number of 'likes' is 34,288 and the highest number is 84,272. In comparison, the 'Mooji Sangha' Facebook page had around 17,000 members at the end of 2013.

For further details on the Facebook page 'Mooji', please see the Annex.

#### MOOJI SANGHA'S FUTURE PROJECTS

At the heart of everything that Mooji Sangha does is the desire to make the teachings as accessible as possible and in as many forms as possible, be it physically or online. As an organization, Mooji Sangha is open for changes as long as this furthers its objectives.

Below are outlined the main future activities and projects of Mooji Sangha:

#### Events and broadcasts

Alongside the Sunday Satsangs and Tea Satsangs held at Monte Sahaja almost weekly, Mooji Sangha aims to hold at least two Silent Retreats in Portugal and one Intensive in the UK in 2014. In addition, we are considering invitations to travel to other countries where Advaita Vedanta is not so widely available to share the teachings of Advaita Vedanta with those who do not have the financial or physical means to travel to Mooji Sangha events in Europe. The many events organized will continue to be broadcast internationally and ways will continue to be explored in which these broadcasts can reach wider audiences.

#### Digital Library

With the volume of teachings, a project is being considered on how to most efficiently and effectively preserve the teachings so they are easily accessible. A digital library will be explored for this purpose.

Collaboration with other organizations

Mooji Sangha will continue its collaboration with affiliated Mooji organizations, i.e. Buddleia Media Pvt. Ltd., Padam Sangha Ltd. and Associação Mooji Sangha.

#### • Research into international groups

Mooji Sangha found that with Sri Mooji's popularity and the growth of his teachings, many groups had been created around the world. The vast majority have come through Mooji Sangha's activities. However, it became known that there were a few groups that arose spontaneously and organically, through the online videos that we offer freely. Mooji Sangha felt the urge to meet these groups and find out the best ways to connect with them, as well as support them as needed.

#### **ANNEX**

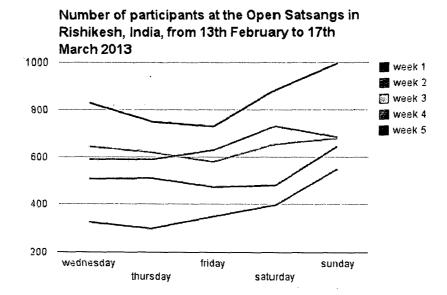
Below is statistical information about:

- 1. Participants at Mooji Sangha events
- 2. Volunteers of Mooji Sangha teams
- 3. Social media

#### 1. PARTICIPANTS AT MOOJI SANGHA EVENTS

#### A. OPEN SATSANGS IN INDIA

Below is featured a line chart to show the number of participants attending the Open Satsangs in Rishikesh for the 5-week period starting from 13<sup>th</sup> of February to 17<sup>th</sup> of March 2013. Each line shows the trend in growth of the number of participants in a given week.



#### **ANNEX (CONTINUED)**

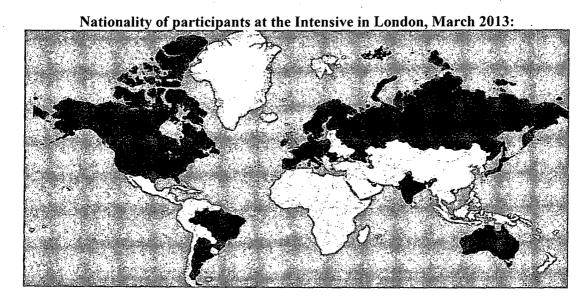
#### **B. INTENSIVES IN THE UNITED KINGDOM**

The world map below shows which parts of the world participants came from to attend the March/April London Intensive (highlighted in blue and green).

These were some of the numbers of participants and their nationalities:

- 80 were British (this is highlighted in green below)
- 26 were German
- 17 were Dutch
- 15 were Irish
- 14 were from Belgium, France and USA
- 12 were Swiss

All other countries shown were represented by 10 or less participants.



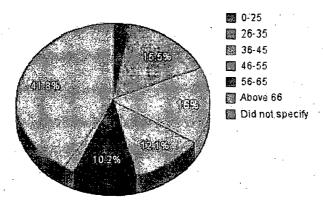
The division of nationalities of the participants who attended the Intensive in London in November 2013 was very similar to that of the participants who attended the March/April London Intensive.

#### ANNEX (CONTINUED)

In order to see the gender and age distribution of participants attending an event, Mooji Sangha solicited more information via the registration process prior to the Intensive in London in November 2013.

The pie chart below shows the share of participants at the Intensive in November 2013 belonging to 6 different age groups:

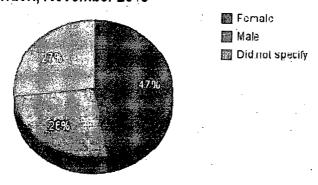




Excluding the 'did not specify' category in the pie chart above, the greatest share (16%) of the participants in this Intensive were between 36-45 years of age. Participants aged between 26 and 35 did not lag far behind at 15,5%. The age group 0-25 and above 66 were under-represented at this retreat.

The pie chart below shows the gender of the participants that attended the Intensive in London in November 2013. The share of women was significantly greater compared to that of men. However it is to be noted that 27% of the participants did not specify their gender:

# Gender breakdown of participants at the Intensive in London, November 2013



# **ANNEX (CONTINUED)**

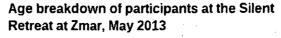
# SILENT RETREATS IN PORTUGAL

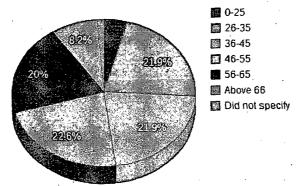
# Zmar May 2013

Of the participants who attended the Zmar Silent Retreat in May 2013, the most represented countries were:

- UK with 61 participants
- USA with 49 participants
- Germany with 36 participants
- Spain with 30 participants
- Canada with 28 participants

The share of participants belonging to each of the 6 age groups is shown in the following pie chart:

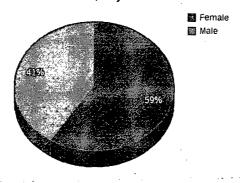




The number of participants in the 4 age groups between 26 and 65 were very close, each having between 20% and 22.6% share of all the participants at this Retreat. The age group 'Above 66' had the second lowest share of all age groups, with 8.2% of all the participants.

All of the participants at the Silent Retreat in May 2013 stated their gender when registering. The pie chart below shows the gender distribution of participants at this Retreat:

Gender breakdown of participants at the Silent Retreat at Zmar, May 2013



# ANNEX (CONTINUED)

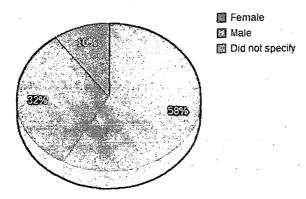
# **Zmar September 2013**

Of the participants who attended the Silent Retreat in September:

- 66 participants were from the UK
- 59 participants were from the USA
- 45 participants were from Germany 36 participants were from the Netherlands

Similarly to the Silent Retreat at Zmar in May 2013, the Retreat in September 2013 saw more women than men attending, while 10% of the total number of participants did not specify their gender.

# Gender breakdown of participants at the Silent Retreat at Zmar, September 2013



There are no details on participants' ages available for this Retreat.

### D. INTENSIVE AND SILENT RETREAT IN RUSSIA

In the Moscow Intensive held in October, 97% of the participants were of Russian nationality and 96% of all the participants of Russian nationality were residents of Moscow.

Similarly, 97% of the participants at the Silent Retreat in St Petersburg were of Russian nationality, and 93% of all the participants of Russian nationality were residents of St Petersburg. Other nationalities represented at these 2 Retreats were Kazakh, Ukrainian, Finnish, and Latvian with percentages ranging from 0.5% to 2% respectively.

# ANNEX (CONTINUED)

# 2. VOLUNTEERS OF MOOJI SANGHA TEAMS AT MONTE SAHAJA AND AROUND THE WORLD

Outlined below are approximate numbers of volunteers of some Mooji Sangha teams mentioned in this report:

Core Mooji Sangha team: 2-5 (early to end 2013 respectively) Organization of events (Sunday/Tea Satsangs): 15-20 Organization of events (Intensives and Retreats): 30-40 Monte Sahaja:

- Carpentry and Stonework: 20-30

- Landcare: 15-20 plus 25 waterers during the summer months

Mooji Sangha Web Offerings:

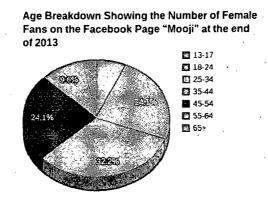
- 4 in YouTube team
- 12 in Ustream/Vimeo team
- 2 in Mooji Answers team
- 8 in Podcast team
- Some 90 translators and proof-readers around the world in the subtitling team
- The audio/video team in Monte Sahaja counts 10 volunteers who are directly involved in the broadcast of Satsangs

Mooji Sangha Worldwide Groups: 1 overall coordinator and at least 54 leaders around the world organising the activities of 54 Mooji Sangha groups in 21 countries.

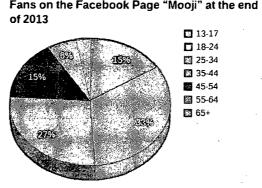
# ANNEX (CONTINUED)

# 3. SOCIAL MEDIA

The chart below shows the distribution of female fans of the Facebook page 'Mooji' across 7 age groups between 13 through to 65+ years of age. The biggest share (32.2%) of female fans falls into the age group between 35 and 44 years of age.



Similarly, the chart below shows the distribution of male fans of Facebook page 'Mooji' across 7 age groups between 13 through to 65+ years of age. The biggest share (33%) of male fans falls into the age group between 25 and 34 years of age.



Age Breakdown Showing the Number of Male Fans on the Facebook Page "Mooji" at the end of 2013

Up until the end of 2013, there were more men amongst the population of fans below 35 than women in the same age group. In percentages, this difference is demonstrated by the two charts above.

Of the fans between 45 and 54 years of age there were more women (24% of all female fans) than men (15% of all male fans) at the end of 2013. There were also more women than men among the fans between 55 and 64 years of age (9.6% against 6%, respectively).

# **ANNEX (CONTINUED)**

Countries with 1,000 or more fans on the Facebook page 'Mooji' at the end of 2013 were as follows:

Country	Number of fans on the Facebook page 'Mooji'
United States of America	22,852
United Kingdom	6,384
India	6,102
Canada	3,638
Germany	3,323
Brazil	3,175
Romania	3,162
Australia	2,969
Netherlands	2,570
Portugal	2,418
Spain	2,347
Poland	1,793
Italy	1,760
France	1,648
Croatia	1,633
Sweden	1,464
Mexico	1,302
Hungary	1,077
Serbia	1,033

The top two cities with 1,000 or more fans on the 'Mooji' Facebook page were:

- 1. London, UK, with 2,292 fans, and
- 2. Bucharest, Romania, with 1,345 fans.

The number of total 'likes' on the Facebook page 'Mooji' is expected to grow to over 100,000 likes in in first half of 2014.

### **MOOJI SANGHA**

### REPORT OF THE TRUSTEES

### **GLOSSARY**

### Bhavan

A Hindi word meaning a building or a large house. It can also indicate a building used for special purposes like meetings or concerts. In this Report, Satsang Bhavan was mentioned in the chapter on 'Monte Sahaja' and indicates a space where Satsangs take place.

# Intensive (noun)

An event organized by Mooji Sangha that usually lasts a few days (most often taking place over a weekend). It allows for a stronger immersion in the teachings of Sri Mooji, and goes a step above an open Satsang. During an Intensive, there is usually more than one Satsang a day.

# Karma Yoga

A form of yoga based on the teachings of the Bhagavad Gita, a sacred Sanskrit scripture of Hinduism. It is the process of achieving perfection in action. Karma yoga is often understood as yoga of selfless (altruistic) service.

### Mandir

Derived from the Hindi and Sanskrit *mandira*, which means temple.

#### Retreat

An event organized by Mooji Sangha that usually takes the form of a residential type 'course', where people give themselves the full space for a deep immersion into the teachings of Sri Mooji. Meals and accommodation is provided for and they typically last for 8 days (but have been longer/shorter).

# Sangha

A word in Sanskrit meaning association, assembly, company or community.

Mooji Sangha is a community of all those, anywhere in the world and of different cultures, religion, nationality, drawn to the teachings of Sri Mooji.

# Satsang

A Sanskrit word which literally means 'association with the highest Truth'. Traditionally, Satsang would mean to sit in the physical presence of a Master; however, while Satsang often takes this form, it is also much broader. For the students of Advaita Vedanta, all of life is Satsang, since in truth, all what life brings is an opportunity to grow and refine our understanding of ourselves, others and life in general. Everything and everybody is taken to be our teacher.

Mooji Sangha organizes Satsangs with Sri Mooji. These can take various forms: Spontaneous Satsangs (where teachings are given by Sri Mooji spontaneously), Open Satsangs (one-off Satsangs which are free and open to all to come and participate), Sunday Satsangs, (Open Satsangs, which take place on Sundays), Tea Satsangs (Open Satsangs, where Sri Mooji answers questions written in by people), Language Satsangs (Satsangs which are translated live).

# Self-realization

Self-realization is the recognition of one's true nature beyond the confines of conditioned identity.

# **GLOSSARY (CONTINUED)**

# Shiva

A Hindu deity, meaning 'the Auspicious One', also known as Mahadeva ('Great God'), Shiva represents pure consciousness and is regarded as one of the primary forms of God.

# Sri

Also Sree, Shri or Sree is a word of Sanskrit origin, used in the Indian subcontinent as a polite form of address equivalent to the English 'Mr' or 'Ms'.

# MOOJI SANGHA (A COMPANY LIMITED BY GUARANTEE) TRUSTEES REPORT

# FOR THE YEAR ENDED 31 DECEMBER 2013

The Trustees present their report and accounts for the year ended 31 December 2013.

The accounts have been prepared in accordance with the accounting policies set out in note 1 to the accounts and comply with the charity's Memorandum and Articles of Association, the Companies Act 2006 and the Statement of Recommended Practice, "Accounting and Reporting by Charities", issued in March 2005.

### Structure, governance and management

The charity is a company limited by guarantee and a registered charity governed by its Memorandum and Articles of Association.

The Trustees, who are also the directors for the purpose of company law, and who served during the year were:

Sonia Torquato Paolinelli Martha Elena Callejas Fonnegra Lars Arne Jones Tiana Mangharam Harilela Anthony Moo Young

(Resigned 7 February 2013)

The existing trustees appoint any new trustees following the provisions laid out in the organisation's governing bylaws.

None of the Trustees has any beneficial interest in the company. All of the Trustees are members of the company and guarantee to contribute £1 in the event of a winding up.

Details of related parties are shown in the notes to the accounts.

The Trustees has assessed the major risks to which the charity is exposed, and are satisfied that systems are in place to mitigate exposure to the major risks.

#### Objectives and activities

The Trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the charity should undertake.

## Financial review

Restricted funds of £7,803 held at the year end have been carried forward for the future support of AV Broadcasts.

It is the policy of the charity that unrestricted funds which have not been designated for a specific use should be maintained at a level equivalent to between three and six month's expenditure. The Trustees considers that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the charity's current activities while consideration is given to ways in which additional funds may be raised. This level of reserves has been maintained throughout the year.

### **Auditors**

A resolution proposing that Chadwick & Company (Manchester) Limited be reappointed as auditors of the company will be put to the members.

On Dehalf of the board of Trustees

Tiana Mangharam Harilela

Trustee

Dated: 25 September 2014

# MOOJI SANGHA (A COMPANY LIMITED BY GUARANTEE) STATEMENT OF TRUSTEES RESPONSIBILITIES

The Trustees, who are also the directors of Mooji Sangha for the purpose of company law, are responsible for preparing the Trustees Report and the accounts in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare accounts for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that year.

In preparing these accounts, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent; and
- prepare the accounts on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the accounts comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

# MOOJI SANGHA (A COMPANY LIMITED BY GUARANTEE) INDEPENDENT AUDITORS' REPORT

### TO THE TRUSTEES OF MOOJI SANGHA

We have audited the accounts of Mooji Sangha for the year ended 31 December 2013 set out on pages 47 to 56. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

This report is made solely to the charity's trustees, as a body, in accordance with section 144 of the Charities Act 2011 and regulations made under section 154 of that Act. Our audit work has been undertaken so that we might state to the charity's trustees those matters we are required to state to them in an auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and its trustees as a body, for our audit work, for this report, or for the opinions we have formed.

#### Respective responsibilities of Trustees and auditors

As explained more fully in the statement of Trustees responsibilities, the Trustees, who are also the directors of Mooji Sangha for the purposes of company law, are responsible for the preparation of the accounts and for being satisfied that they give a true and fair view.

The Trustees have elected for the accounts to be audited in accordance with the Charities Act 2011 rather than the Companies Act 2006. Accordingly we have been appointed as auditors under section 144 of the Charities Act 2011 and report in accordance with regulations made under section 154 of that Act.

Our responsibility is to audit and express an opinion on the accounts in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

### Scope of the audit of the accounts

An audit involves obtaining evidence about the amounts and disclosures in the accounts sufficient to give reasonable assurance that the accounts are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the charity's circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the Trustees; and the overall presentation of the accounts. In addition, we read all the financial and non-financial information in the Trustees Annual Report to identify material inconsistencies with the audited accounts and to identify any information that is apparently materially incorrect based on, or materially inconsistent with, the knowledge acquired by us in the course of performing the audit. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

# **Opinion on accounts**

In our opinion the accounts:

- give a true and fair view of the state of the charitable company's affairs as at 31 December 2013 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended:
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

# MOOJI SANGHA (A COMPANY LIMITED BY GUARANTEE) INDEPENDENT AUDITORS' REPORT (CONTINUED)

# TO THE TRUSTEES OF MOOJI SANGHA

### Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Charities Act 2011 requires us to report to you if, in our opinion:

- the information given in the Trustees Report is inconsistent in any material respect with the accounts;
   or
- the charitable company has not kept adequate accounting records; or
- the accounts are not in agreement with the accounting records and returns; or
- we have not received all the information and explanations we require for our audit.

Tracy cons

Tracey Connor BSc, FCA (Senior Statutory Auditor) for and on behalf of Chadwick & Company (Manchester) Limited

Chartered Accountants Statutory Auditors Capital House 272 Manchester Road Droylsden Manchester M43 6PW

Dated: 26 September 2014

Chadwick & Company (Manchester) Limited is eligible to act as an auditor in terms of section 1212 of the Companies Act 2006

# MOOJI SANGHA (A COMPANY LIMITED BY GUARANTEE) STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

# FOR THE YEAR ENDED 31 DECEMBER 2013

	Unrestricted	Designated	Restricted	Total	Total
	funds	funds	funds	2013	2012
Note	s £	£	£	£	£
Incoming resources from generated f	unds				
Donations and legacies 2	496,697	-	138,432	635,129	697,372
Resources expended 3		<u></u> _	<del></del>		
Costs of generating funds					
Costs of generating donations					
and legacies	49,609		414	50,023	201,599
Net incoming resources available	447,088	-	138,018	585,106	495,773
Charitable activities					
Charitable activities and support costs	240,284		129,415	369,699	401,098
Governance costs	17,878	-	800	18,678	14,231
Total resources expended	307,771	-	130,629	438,400	616,928
Net income for the year/		<del> </del>			
Net movement in funds	188,926	-	7,803	196,729	80,444
Fund balances at 1 January	•				
2013	111,095	45,000		156,095	75,650
Fund balances at 31 December					
2013	300,021	45,000 ———	7,803	352,824 =======	156,094

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

# MOOJI SANGHA (A COMPANY LIMITED BY GUARANTEE) BALANCE SHEET

# AS AT 31 DECEMBER 2013

		201	3	201	2
	Notes	£	£	£	£
Fixed assets					
Tangible assets	9		12,149		8,700
Current assets					
Debtors	10	20,034		20,034	
Cash at bank and in hand		335,799		139,787	
		355,833		159,821	
Creditors: amounts falling due within one year	11	(15,158)		(12,427)	
Net current assets		<del></del>	340,675		147,394
Total assets less current liabilities			352,824		156,094
Income funds '					
Restricted funds	12		7,803		• -
Unrestricted funds:					
Designated funds			45,000		45,000
Other charitable funds			300,021		111,094

The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 31 December 2013, although an audit has been carried out under section 144 of the Charities Act 2011. No member of the company has deposited a notice, pursuant to section 476, requiring an audit of these accounts under the requirements of the Companies Act 2006.

The directors acknowledge their responsibilities for ensuring that the company keeps accounting records which comply with section 386 of the Act and for preparing accounts which give a true and fair view of the state of affairs of the company as at the end of the financial year and of its incoming resources and application of resources, including its income and expenditure, for the financial year in accordance with the requirements of sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to accounts, so far as applicable to the company.

These accounts have been prepared in accordance with the special provisions relating to small companies within Part 15 of the Companies Act 2006.

The accounts were approved by the Board on 25 September 2014

Tiana Mangharam Harilela

**Trustee** 

Company Registration No. 07086049

# FOR THE YEAR ENDED 31 DECEMBER 2013

### 1 Accounting policies

#### 1.1 Basis of preparation

The accounts have been prepared under the historical cost convention.

The accounts have been prepared in accordance with applicable accounting standards, the Statement of Recommended Practice, "Accounting and Reporting by Charities", issued in March 2005 and the Companies Act 2006.

### 1.2 Incoming resources

All income is recognised in the statement of financial activities when the conditions for receipt have been met and there is reasonable assurance of receipt. The following accounting policies are applied to income:

#### Grants and fees

Where contract and grant funding is subject to specific performance conditions, the income is recognised as earned (as the related services are provided). Other grant income is recognised where there is entitlement, certainty of receipt and the amount can be measured with sufficient reliability. Any amounts received in excess of what has been earned by the year end are included within deferred income in current liabilities.

#### **Donations**

Donations and all other receipts from fundraising are reported gross and are accounted for on a receivable basis. The related fundraising costs are reported in costs of generating donations and legacies.

### 1.3 Resources expended

All expenditure is accounted for on an accrual basis and has been allocated on the bases indicated below.

### Cost of generating funds

Cost of generating funds comprises the costs associated with attracting voluntary income and the costs of organising retreats and intensives.

# Charitable activities

These costs include expenditure associated with the delivery of the objects of the Charity and include both the direct costs, support costs and grant funding relating to these activities.

### Governance costs

These costs include the costs of governance arrangements which relate to the general running of Mooji Sangha as opposed to the direct management functions inherent in generating funds, service delivery and project work. This includes such items as external audit, legal advice for trustees and costs associated with statutory arrangements.

# 1.4 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost less estimated residual value of each asset over its expected useful life, as follows:

Fixtures, fittings & equipment

33% straight line

Motor vehicles

33% straight line

## 1.5 Leasing and hire purchase commitments

Rentals payable under operating leases are charged against income on a straight line basis over the period of the lease.

# FOR THE YEAR ENDED 31 DECEMBER 2013

### 1 Accounting policies

(Continued)

#### 1.6 Foreign currency translation

Transactions denominated in foreign currencies are recorded at the rate ruling at the date of the transaction.

Monetary assets and liabilities denominated in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. All differences are included in net outgoing resources.

#### 1.7 Accumulated funds

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the accounts.

There is no formal policy of transfer between funds or on the allocation of funds to designated funds, though the trustees have directed that a reserve fund built up from general unrestricted funds, equal to three months' unavoidable expenditure to cover the necessity of close down, or unforeseeable delays in receiving funds from donors. The value of such a fund will vary with activity levels and it will take a number of years to accumulate such a sum. At the year end the reserve stands at £45,000.

#### 1.8 In Kind funding/support

The charity benefits from the services of many thousands of voluntary hours and unclaimed out-of-pocket expenses by a very large number of supporters. In addition companies, organisations and individuals have, in many cases, provided the use of facilities, equipment and premises for various activities and meetings without charge. The value of such gifts in kind have not been estimated and included in the statement of financial activities as we are unable to measure the value of these gifts.

# 2 Incoming resources from generated funds

	Unrestricted funds £	Restricted funds	Total 2013 £	Total 2012 £
Donations and gifts Retreats & Intensives Other Income	67,001 419,238 10,458 	138,432	205,433 419,238 10,458 635,129	259,103 417,506 20,763 697,372
Retreats & Intensives Unrestricted funds: Retreats & Intensives: Portugal retreat Retreats & Intensives: Spain intensive Retreats & Intensives: London intensive Retreats & Intensives: Russia			226,985 - 150,835 41,418 - 419,238	352,283 43,778 21,445 - 417,506

# FOR THE YEAR ENDED 31 DECEMBER 2013

3	Total resources expended						
	Total roodal dos experiaca	Staff	Depreciation	Other	Grant	Total	Total
		costs	Dopresianon	costs	funding	2013	2012
		£	£	£	£	£	£
	Costs of generating funds	-		_	_	-	_
	Costs of generating						
	donations and legacies	_		50,023		50,023	201,599
	3			<b>,</b>		- ,	•
	Charitable activities			•			
	Activities undertaken						
	directly	-	8,415	6,607	-	15,022	347,369
	Grant funding of						
	activities	-	-	-	323,628	323,628	-
	Support costs	6,600	-	24,449	-	31,049	53,729
						*	
	Total	6,600	8,415	31,056	323,628	369,699	401,098
	Governance costs	-	-	18,678	-	18,678	14,231
	_						<del></del>
		6,600	8,415	99,757	323,628	438,400	616,928
	=				=		<del></del> _
4	Other costs comprise: Retreat costs Accommodation Decorating Health and safety Motor expenses Light and heating	ly				2013 £ 3,297 406 361 151 258 1,857	2012 £ 12,117 90,903 26,341 - 19,868 7,195
	Accommodation					1,007	182,432
	Health and safety					- 277	2,591
	Troum and carety					211	2,551
						6,607	341,447
5	Grants payable					2013 £	2012 £
	Charitable activities and support	ort costs				323,628 	<u></u>

# FOR THE YEAR ENDED 31 DECEMBER 2013

6	Support costs	·	
•	oupport costs	2013	2012
	<b>^</b> .	£	£
	Travel and subsistence	12,554	30,441
	Facilities	5,769	8,583
	Staff costs	6,600	6,044
	Finance and IT	6,126	8,661
		31,049	53,729
		· ======	

# 7 Trustees

None of the Trustees (or any persons connected with them) received any remuneration during the year. They were reimbursed a total of £nil travelling expenses (2012: £nil).

# 8 Employees

# **Number of employees**

The average monthly number of employees during the year was:

· ·	2013 Number	2012 Number
Salaries	2 	2
Employment costs	2013 £	2012 £
Wages and salaries	6,600	6,044

There were no employees whose annual remuneration was £60,000 or more.

# FOR THE YEAR ENDED 31 DECEMBER 2013

9	Tangible fixed assets			
		Fixtures, fittings & equipment	Motor vehicles	Total
		equipment £	£	£
	Cost			
	At 1 January 2013	11,034	6,706	17,740
	Additions	11,863	-	11,863
	At 31 December 2013	22,897	6,706	29,603
	Depreciation			
	At 1 January 2013	6,804	2,235	9,039
	Charge for the year	6,180	2,235	8,415
	At 31 December 2013	12,984	4,470	17,454
	Net book value		<del></del>	
	At 31 December 2013	9,913	2,236	12,149
	At 31 December 2012	<del>====</del> 4,229	4,471	8,700
	7.K 0 1 3 3 3 3 1 2 3 1 2	====	====	===
10	Debtors		2013	2012
			£	£
	Prepayments and accrued income		20,034	20,034
			<del></del>	
	·			
11	Creditors: amounts falling due within one year		2013	2012
			£	£
	Other creditors		250	-
	Accruals		14,908	12,427
			<del></del> 15,158	12,427
			====	====

# FOR THE YEAR ENDED 31 DECEMBER 2013

### 12 Restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes:

	Movement in funds				
	Balance at 1 January 2013	Incoming resources	Outgoing resources	Balance at 31 December 2013	
	£	£	£	£	
Associacao - Monte Sahaja Asham	-	118,368	(118,368)	-	
AV Broadcast	-	20,064	(12,261)	7,803	
	-	138,432	(130,629)	7,803	
	=	=====		=====	

Associacao - Monte Sahaja Asham is a project in Portugal where funds are granted to develop the site for future retreats and intensives.

AV Broadcast is funds allocated to communicating messages and videos over the web.

# 13 Analysis of net assets between funds

	Unrestricted	Designated	Restricted	Total
	£	£	£	£
Fund balances at 31 December 2013 are represented by:				
Tangible fixed assets	6,466	-	5,683	12,149
Current assets	308,713	45,000	2,120	355,833
Creditors: amounts falling due within one		•	,	·
year	(15,158)	-	-	(15,158)
Transfers between funds	-	-	-	
	300,021	45,000	7,803	352,824
		===	=	

### FOR THE YEAR ENDED 31 DECEMBER 2013

### 14 Commitments under operating leases

At 31 December 2013 the company had annual commitments under non-cancellable operating leases as follows:

	2013	2012
	£	£
Expiry date:		
Between two and five years	-	28,036
In over five years	-	84,107
	-	112,143
		=======================================

The lease for the land was transferred to Associacao - Monte Sahaja Asham in January 2013.

### 15 Related parties

During the year the directors gifted £424 for flights and £1,326 promotional items to volunteers (2012 £nil).

In 2012 Peter John Douglass provided a cash donation of £10,164 as working capital on the Portugal construction site.

Associaco - Monte Sahaja Asham (AMSA)

Mooji Sangha commits to supporting AMSA financially and in other aspects of running the Charity. It aims to work jointly at achieving the common aim of 'The promotion of moral and spiritual welfare for the public benefit'.

A grant agreement was put in place from 31 December 2012. Grants are approved on a monthly basis dependant on AMSA's needs and Mooji Sangha's financial position. Last year funds were provided for the Portugal project to develop the accommodation areas, this year funds are granted direct to the project.

Three of Mooji Sangha's trustees are also part of AMSA's board of directors: Martha Elena Callejas Fonnegra, Tiana Mangharam Hanela and Lars Arne Jones.