

NATIONAL SPIRITUAL ASSEMBLY
OF THE BAHÁ'ÍS OF THE UNITED STATES

February 6, 2013

To the American Bahá'í community
for the Feast of Mulk

Dearly loved Friends,

Despite February's early sunsets, frigid temperatures, and frost-encrusted earth, work progresses at the sprawling construction site just to the south and west sides of and below the recently refurbished nine gardens of our majestic Bahá'í House of Worship. There the sleek steel skeleton of a striking and commodious new Welcome Center has risen, the last uncompleted task associated with the successful Kingdom Project—an essential element in our efforts to advance the process of entry by troops into the Faith and a signal victory we are delighted to celebrate with you at this juncture in a year still young and brimful with promise.

A formidable undertaking addressing a number of ways in which the building and grounds had deteriorated as a result of the normal processes of aging, the damaging effects of climatic conditions, and the now-antiquated construction materials and methods originally employed, the Kingdom Project has been an endeavor—vast in scope and of many challenging years' duration—to restore the sacred Mother Temple of the West, our community's most priceless asset, to pristine condition, ensuring that its perfect beauty and functionality as a great "Silent Teacher" of the Faith will be undiminished for decades to come.

This project, both ambitious and imperative, could never have been carried out without your generous and sacrificial contributions to the special fund created for the purpose. With warmest appreciation, we salute you and the consistently faithful, energetic, and enterprising spirit that, throughout our community's storied history, has enabled you to respond swiftly and completely to every summons to action with which you have been presented. It is this selfsame spirit we rely on every year in organizing and conducting the vital work fueled by our National Bahá'í Fund, whether it be supporting the 10 newly elected Regional Bahá'í Councils as they begin to steward the community-building efforts taking place in the clusters; counseling local Assemblies as they work to surmount hurdles bound to confront them as they continue to evolve as elements of Bahá'u'lláh's new World Order; or equipping Bahá'í pioneers and traveling teachers to confidently leave these shores for important service in distant lands.

At Ridván last year, we determined that the community's needs for this fiscal year could be met with a contributions goal of \$31 million—a figure that contains no increase from the previous year's goal and which represents the minimum necessary to fulfill our myriad and pressing financial obligations. Patterns of giving continue to be encouraging—particularly in the increasing number of individual believers who contribute directly to the National Fund—and for this we are truly grateful. Nevertheless, we find ourselves, as we enter the final quarter of the fiscal year, substantially behind in achieving expected levels of contributions, those milestones that would assure we are on track to meet our goal. To date, of the \$31 million that must be received before the close of the fiscal year in late April, contributions have amounted to \$16.3 million, leaving a significant gap of \$14.7 million to be closed in just 12 short weeks.

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536 Sheridan Road • Wilmette, IL 60091-2849

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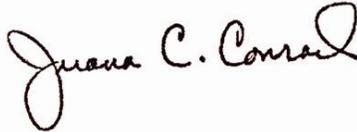
Alarming as this situation is, we present it to you, “the stalwart pioneers of the World Order of Bahá'u'lláh,” with supreme confidence in your ability to rise to its challenge. Fully aware of the hindrances and limitations imposed by present economic difficulties, we call on you to employ all the ingenuity, resourcefulness, generosity, and capacity for self-denial you have proven yourselves capable of time and again in the service of the successive Five Year Plans. In the words of the beloved Guardian, speaking of the Plan of another hour:

Each and every believer, undaunted by the uncertainties, the perils and the financial stringency afflicting the nation, must arise and insure, to the full measure of his or her capacity, that continuous and abundant flow of funds into the national Treasury, on which the successful prosecution of the Plan must chiefly depend.

Our admiration for and belief in you is profound and deep, our prayers that your efforts to support the Fund will be crowned with great success are ardent and sincere.

With loving Bahá'í greetings,

NATIONAL SPIRITUAL ASSEMBLY OF
THE BAHÁ'ÍS OF THE UNITED STATES

A handwritten signature in black ink, reading "Juana C. Conrad". The signature is written in a cursive style with a large, looping initial "J".

Juana C. Conrad
Treasurer