

April 15, 2009

Dear Friend of the ACO:

Spring is well upon us. Spring is a time of renewal and growth -- a time to look forward to potential growth and future harvest. This past year has been a significant year for the ACO but also a time of upheaval in our country, our economy and the world.

The remarkable thing is that the framework of the science of orgonomy that began with Wilhelm Reich's insights as early as the 1920s can clarify so much of what we see today. We know that the alternating expansion and contraction of pulsation that we individually experience as pleasure and anxiety, and emotionally in love and fear, is also the basis of every biological process from the beating of the heart, to breathing, to the movement of the intestines. Biological pulsation also underlies social processes and social cycles including the alternating expansion and contraction of economic cycles.

In such times as ours both the pessimists and the optimists come upon the scene each proclaiming the truth of their own views. It was Winston Churchill who said: "*A pessimist sees the difficulty in every opportunity; an optimist sees the opportunity in every difficulty.*"

The functional realist, however, is one who sees the opportunity in every difficulty (an expansive outlook) while simultaneously the difficulty in doing something with that opportunity (a contractive outlook).

Neither contraction nor expansion is good or bad in and of itself, but both are essential to natural pulsation. Without both an organism will die. Likewise, without both a social organization will die. Without both a society will die.

### **The Economy**

Our current economic and social problems have resulted from a longstanding overexpansion in our society. Once that false expansion could no longer be supported we see a severe contraction not unlike a major depression that follows a manic episode in an individual. A contraction following the giddiness of overexpansion causes us to assess more realistically what is important to us and the true value of what we spend our money on. The ACO has already seen this among our supporters. The economic situation is both good news and bad news for us. Some people, especially our major donors, have lost money in the markets and no longer have the capital to give us what they used to. On the other hand, the good news for us is that clearly some people have placed more value than ever on the work of the College, because our most recent fundraising letter at the end of last year -- well into the economic downturn -- was one of our most successful appeals. We received small donations from a larger number of people and larger donations from some of our previous small and moderate donors. We also received contributions from some new donors. In the past few months several unsolicited donations have come in from people who expressed the desire to see that we continue our work in the current difficult economic times.

### **Our New Membership Program**

You have been an important supporter of the work of the ACO. Now, in these difficult economic times, we need your help even more and have developed an exciting new way for you to be rewarded for your financial

commitment to us. Through the years we have stressed the functional importance of making genuine contact in order to have successful relationships. Because we want to carry that over into our fundraising efforts, we have put together the American College of Orgonomy Membership Program: An affordable and easy way to advance the science of orgonomy by supporting the on-going efforts of the ACO throughout the year. The membership program is simple to join, and offers benefits to our members as well.

**The Basic Membership** is only \$14.95 a month. Members will receive periodic e-mail updates available only to members.

**The Supporting Membership** is only \$24.95 a month. In addition to the e-mail updates, members are entitled to a 10% discount on ACO books and *Journal of Orgonomy* subscriptions. You will also receive a 10% discount at all ACO lectures and events.

**The Sustaining Membership** is \$59.95 a month. For this level of support, members will receive the updates and book discounts. They will also be entitled to a free subscription to the *Journal of Orgonomy* and free attendance at our Social Orgonomy events – a tremendous value rewarding your valuable support.

Please see the separate insert for becoming a member of the ACO supporters.

It is encouraging that our most recent fundraising efforts have garnered success despite the economic downturn. I am encouraged to see people who so clearly see the value of what we do at the ACO. *Our core function is to keep the science of orgonomy alive in order for it to grow and develop so that many more people can benefit from its remarkable discoveries.*

### **The ACO's Financial Situation**

To fulfill this core function is a huge task at any time, but especially in these difficult times. Therefore, I want you to know the reality of our financial situation. We have been forced to cut our already lean 2009 budget and despite these cuts, we still have a \$40,000 shortfall. Many people have noted how remarkable it is that we accomplish so much on a total annual budget of less than a quarter of a million dollars but unless we can raise the funds to cover this year's deficit we will need to make significant cutbacks in our programs and projects.

### **How is the ACO funded?**

I think it would help for you to know where our money comes from. For years approximately two thirds of our income came from donations and training program fees in roughly equal amounts. The other third came in varying proportions from fees for events and sales of publications and videos. With the exception of our recent series of social orgonomy presentations, however, our events and publications have incurred significantly greater expenses than income.

### **We Need New Trainees to Insure Our Long-term Survival**

Our best prospect for improved sustainable income in the intermediate and long-term is to increase participation in our training program. We could easily accommodate at least two to three times our current number of trainees without having to significantly change the program. Finding qualified candidates to increase enrollment will take time, but in addition to its financial implications this is a task that is central to our very mission. In order to be successful with any of our goals we **MUST** have good therapists who can

help people make good emotional contact with themselves and others in order to have the depth of emotional connection necessary to carry out this work in any of its aspects. It is essential, therefore, to have the highest quality therapy in order to assure the survival of orgonomy and of the ACO.

The therapy our medical orgonomists offer is so unique that people will go to great lengths to obtain it. There are patients who come from Florida, the West coast, Canada, Switzerland, Greece, Italy, Germany and even one man who has come for intensive therapy on a visa from New Zealand. Talk about motivation! But too few even know of the therapy and its value! With something so unique and wonderful we must find a way to make contact with more people who can benefit from it and become supporters and possible trainees in the future. Therefore, we have engaged a strategic marketing consultant to research and come up with plans to hopefully develop specific markets to find new patients for medical orgone therapy. It is from our patient pool that we develop new trainees. This consultant is optimistic that even in these difficult economic times we have a great opportunity to bring what we have to offer to a much wider population. In particular, we are putting special focus on college students in the arts who are more aware of the importance of emotions and have a sense of the significance of emotions in the body.

### **Our Recent Accomplishments**

I am very proud about a number of significant accomplishments we have made over this past year. The major overhaul of our website has generated overwhelmingly favorable responses. We released Dr. Konia's groundbreaking book, *The Emotional Plague: The Root of Human Evil*. The didactic course begun in October 2007 with eight social orgonomy trainees and four physicians remains the largest we have ever had and has developed into a cohesive, hard-working group. The social orgonomy public presentations have also continued with an excellent response, and two were so well attended that they were repeated. We also raised enough money for Project Protozoa to purchase the equipment so that this research project is now ongoing. We have begun a new project to raise awareness about the detrimental effects of swaddling and other destructive infant care practices because we believe that it is essential to prevent armoring from the earliest age so that a child can grow up healthy right from the start.

### **We Need Your Help Now**

These initiatives will clearly take time to bear fruit. In the short-term, therefore, we must put our emphasis on making better contact through our fundraising efforts. I am coming to you now to reconfirm your commitment to what we are doing. We need a significant influx of one-time donations immediately. I also hope that you will join with us in our new ACO membership program so we can count on a steady income to sustain us in the coming months and years.

I look forward to your response and welcome your involvement.

Sincerely,



Peter A. Crist, M.D., President

p.s. If you are not already on our e-mail list, please help us make contact with you more quickly by going to our website at [www.orgonomy.org](http://www.orgonomy.org) and clicking on "Join Our Mailing List" to receive our e-mail distributions.