

22/08/02

Dear Member,

I write to inform you of some significant changes to LifeForce and its administration.

As you will be aware, no LifeForce personnel receive salaries and our 'hospitality' or 'tourist' operation was set up to provide us, when it had developed to a sufficient volume, with a modest income. In brief, September 11th reduced our bookings and the India/Pakistan dispute wiped them out. Following this, two key members of LifeForce have had to leave, seriously depleting the number of personnel actively involved full-time with LifeForce work. It would be a pity to allow the progress achieved so far to be wasted. Hence some changes have to be made and particular staff dealing with administration in England will be needed in India so that LifeForce can provide experienced personnel at the 'front line'.

Therefore, as from November 2002 and for the foreseeable future, LifeForce will no longer organise or host any tourist or hospitality operations.

Secondly, our recently launched merchandising initiative will be terminated. We aim to sell the merchandise already acquired by October this year (hurry while stocks last!).

Thirdly and perhaps most importantly in the context of this letter, membership of LifeForce is finishing with immediate effect. The harsh reality is that the revenue generated by membership at £10 per year never justified the time and effort put into administration of the membership nor production of the newsletter. LifeForce maintained it in order to spread the environmental message as far as we were able especially as contained in the section 'The Bigger LifeForce'. Now, with the staff changes referred to above, its continuation demands more than resources allow. However, those of you who maintain a standing order and/or wish to continue to make donations are more than welcome to do so! Your money will still be used toward tiger conservation in India – in fact after the above changes come into full effect, any donations and standing orders will be of even greater importance than previously. So, if you are able to, please maintain any support you currently give. How will you know what is happening? Well, the LifeForce office will remain and endeavour to answer any questions you might have, albeit with a potentially long delay! Secondly, if you would be interested to receive a letter (a simple piece of typed text on paper) updating you on LifeForce projects and available by summer 2003, please reply to this letter requesting such and we will do our best to provide it. If you expected to receive LifeLines issue no.5 for the £10 you have already paid, your money will be refunded on request.

I sincerely hope you will continue to support LifeForce since it is still performing the most important of its functions and pursuing the single purpose it set out with – contributing to tiger conservation in India. Under current circumstances it requires as much, if not more, support than ever before - and hence is directly equivalent to the tiger conservation and environmental initiatives it supports.

In the context of the Western commercial model that only measures success in terms of size, money and power this letter might appear negative. However, over the last 6-7 years, I hope you have shared something of the LifeForce philosophy which values the effort, consciousness and actions of the individual. Ultimately we are only in control of our own actions and in the face of world or life's events we must choose what we, personally, shall do in response. The LifeForce philosophy is that if one chooses correctly (and our newsletters have been suggesting what those choices should be), the consequences of the choice will bring benefit to all, even if those consequences are not visible or tangible in one's own lifetime – it might be that the impression made in just one other consciousness might be the seed which eventually brings forth a tree – literally or metaphorically. Finally, LifeForce's continued survival in the face of recent events puts our commitment and dedication into sharper relief which will hopefully bolster your confidence in us and our work. Thank you for your continued support.

Sincerely,