



2014

A N N U A L R E P O R T

**IONS** INSTITUTE  
OF NOETIC  
SCIENCES



March 5, 2015

Dear IONS Community,

Yesterday, I spent the day at IONS' EarthRise campus at an invitational meeting with leading psychologists, quantum physicists, mathematicians, engineers, physicians, business leaders, and spiritual teachers from across the country, to advance the physics of consciousness. These people, along with the educators, health and healing professionals, and life-long learners I meet every day, told me how inspired and grateful they were for IONS.

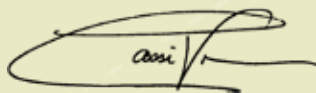
For four decades, IONS has forged new territory in expanding our understanding of human potential and the nature of reality. From investigating the transformative power of awe and wonder, to the influence of our mind on how our genes are expressed, to the intricate links between consciousness and the physical world, IONS continues to be the advance guard in exploring new scientific frontiers.

The Institute of Noetic Sciences was launched in 1973 by Edgar Mitchell, *Apollo 14* astronaut and sixth person to walk on the moon, along with a small group of visionary individuals who shared the conviction that to create a just and sustainable planet, **a fundamental shift in consciousness**—a global mind change—would be necessary. One that recognizes and harnesses the power of the mind and our worldviews. One that values the connection between science and spirituality. And one that realizes our essential interconnectedness, and inspires people to take action to help humanity and the planet thrive.

Over 40 years later, Dr. Mitchell says that “what the Apollo Program did for the exploration of outer space, IONS is doing for inner space.”

2014 was a banner year for IONS. We achieved tremendous scientific progress, expansion of our science team and lab, completion and distribution of educational programs empowering people to apply the science of consciousness in their personal and professional lives, and expansion of our global community.

My heart is full of gratitude and a true sense of awe as I reflect upon all the ways that your support has allowed IONS to deeply impact the world over the past year. From all of us at IONS, and the community around the world who now see new possibilities for our future because of their connection with IONS, thank you.



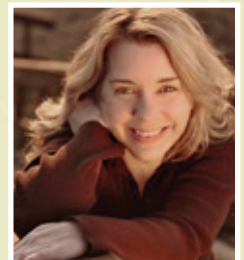
Cassandra Vieten, PhD  
President and CEO, Institute of Noetic Sciences

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## WHO WE ARE

The Institute of Noetic Sciences is a nonprofit organization dedicated to supporting individual and collective transformation through consciousness research, transformative learning, and engaging a global community in the realization of our human potential.

## WHAT WE DO

We conduct, advance, and broaden the science of what connects us, reaching new understandings about the nature of reality and our extended capacities. From what we learn, we create real-world tools that empower people to apply conscious awareness in their personal lives, and in healthcare, education, and business. We host a vibrant community of explorers and change agents who are working together to make a difference in the world.

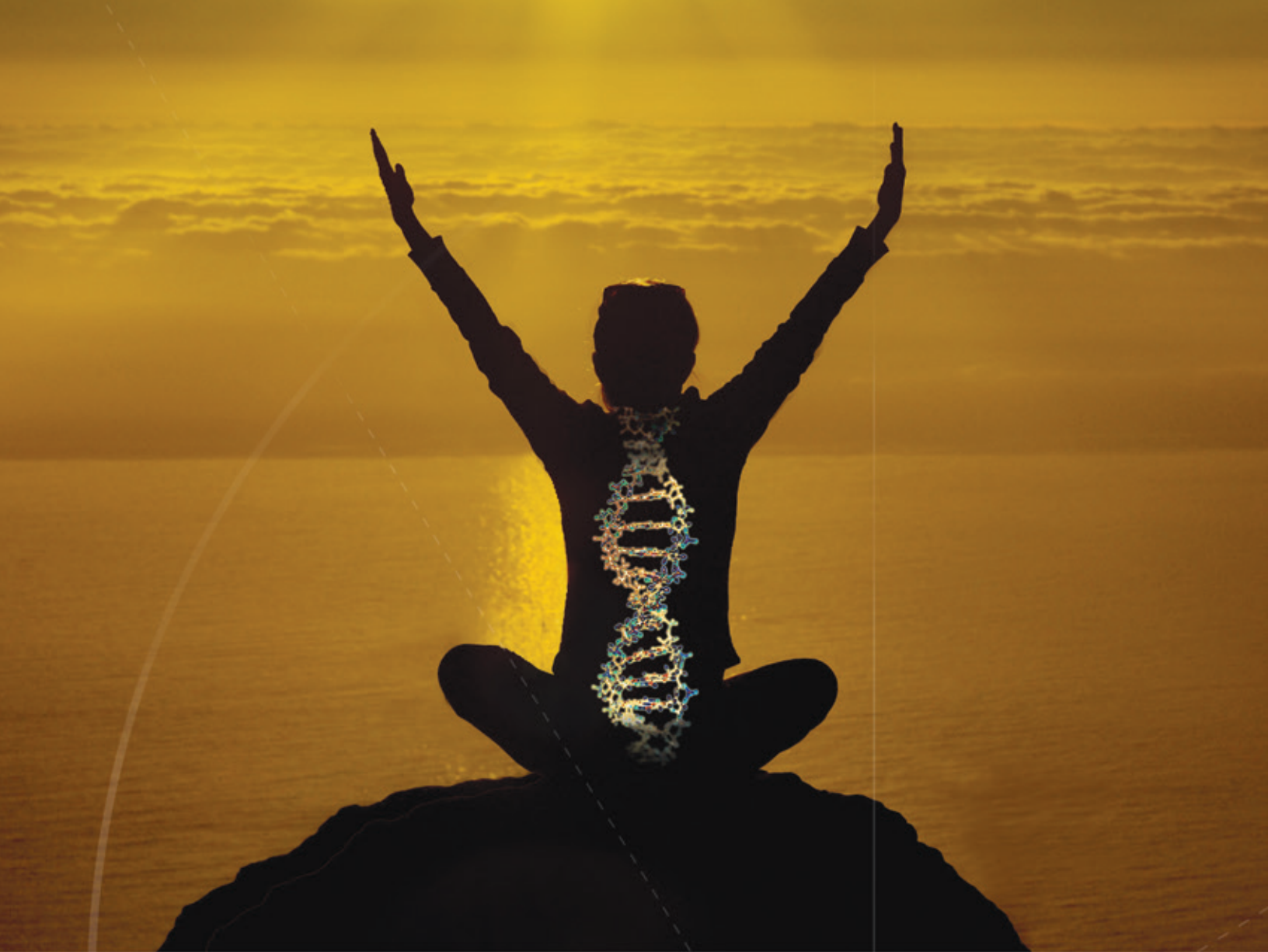
## OUR GOAL

To create a shift in consciousness worldwide—where people recognize that we are all part of an interconnected whole and are inspired to take action to help humanity and the planet thrive.

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# SCIENCE

THERE ARE REALMS OF HUMAN EXPERIENCE AND REALITY that science has barely begun to explore. And yet, these realms—of intuition and deep knowing, of compassion and interconnectedness—hold the keys to the next phases of our evolution. The Institute of Noetic Sciences is dedicated to investigating these arenas, and making discoveries that can be applied to immediately improve our world.

From pioneering research on the role of the mind in healing, to advancing the initial pivotal research on meditation, gratefulness and love long before they were acceptable in academia, to breaking ground with experiments on extraordinary human capacities such as precognition and extrasensory perception, we have made it our business to be fearless explorers of territories of human experience that have historically been considered off-limits to science.

**GARRET YOUNT**—*molecular neurobiologist, is focusing on the effects of consciousness on gene expression. In other words, how does what we experience in our awareness affect the ways our genes are expressed?*



**LOREN CARPENTER**—*Academy Award winning computer scientist and co-founder of Pixar Animation Studios is innovating methods of measuring the effects of consciousness on quantum entropy.*



## SCIENTISTS

Our scientists advance the field of consciousness studies through **conducting experiments**, **publishing** the findings in peer-reviewed journals, providing thought leadership at **invited presentations** around the world, convening **scholarly meetings**, and **training** young noetic scientists.

We added two new scientists to our team in 2014. This brings our number of principal scientists to five, with world-class expertise in neuroscience, psychophysiology, psychology, molecular neurobiology, physics, and computer science, who are working in concert with our senior fellows and collaborators all around the world to make game-changing discoveries.



## ADVANCING THE FIELD

Your support allowed IONS to host or co-organize **four invitational** scientific meetings with leading scholars in their respective fields on biofields and energy medicine, nonlocal consciousness, and the future of meditation research. In addition, **seven students** from universities around the world were trained during our visiting scholar and internship programs: these noetic scientists of the future gained valuable skills in manuscript preparation, data collection and analysis, academic literature reviews, and rigorous scientific methods.

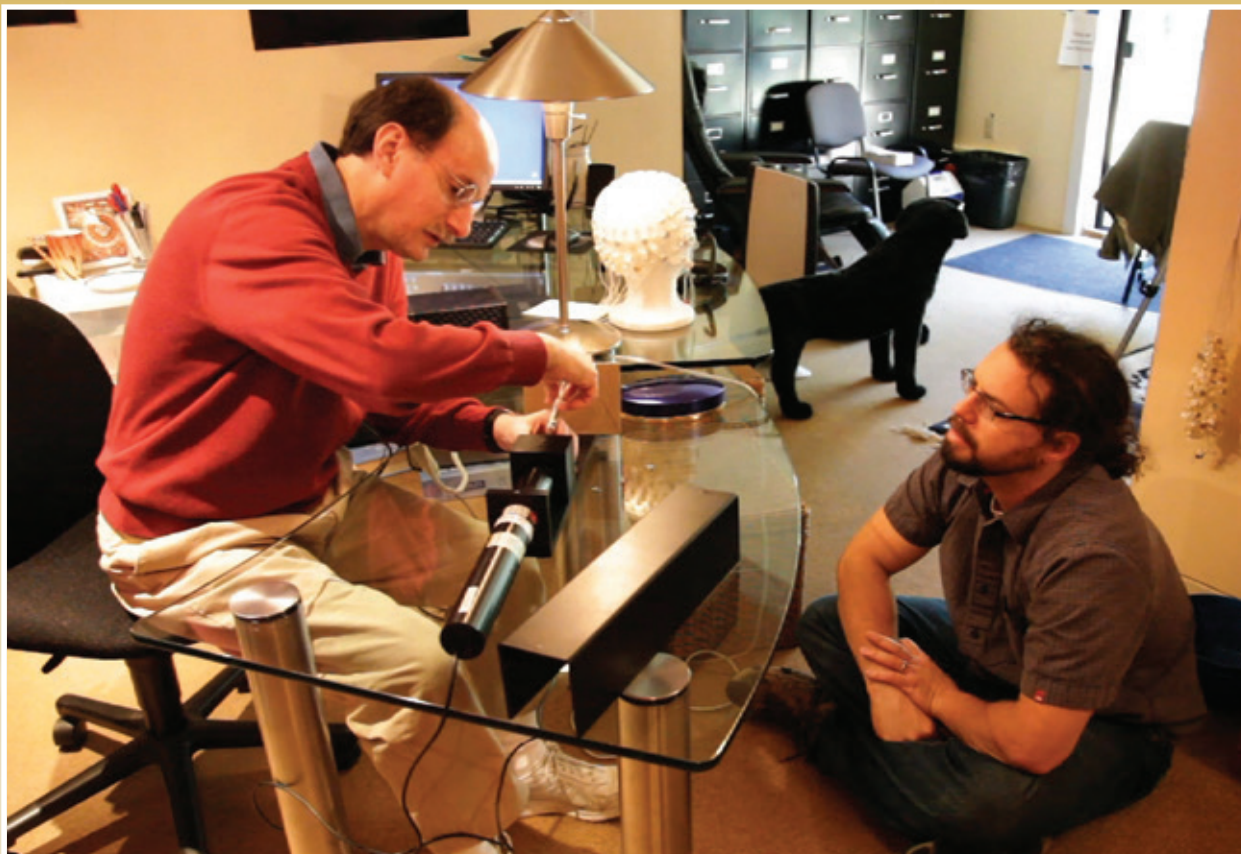
To meet all our scientists and learn about their research go to: **<http://noetic.org/support/2014science>**

*Dean Radin, Alan Pierce, and IONS' interns*



**YOUR SUPPORT OF IONS IS CHANGING THE SCIENTIFIC LANDSCAPE, ALLOWING EXISTING AND NEW SCIENTISTS TO JOIN THE CONSCIOUSNESS SCIENCE REVOLUTION**





*Dean Radin working with Arnaud Delorme on the double-slit experiment*

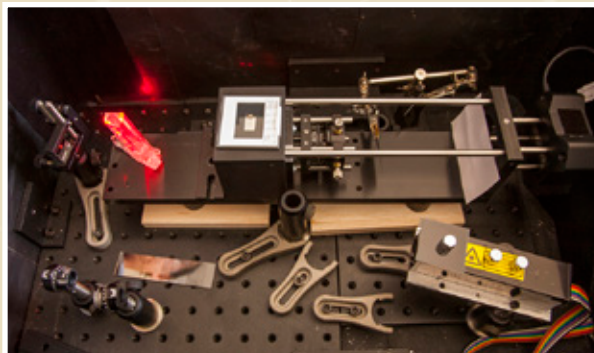
## EXPERIMENTS

Because of your support, in 2014 a total of **861 research subjects** participated in eight new IONS experiments on such topics as:

- mind-matter interactions
- precognition
- survival of consciousness after bodily death
- the role of spirituality in psychotherapy
- collective consciousness
- transformation

For example, IONS Senior Fellow Marilyn Schlitz and Scientist Arnaud DeLorme coordinated an international study furthering the famous Daryl Bem pre-cognition/retro-causation studies by examining the effects of experimenter beliefs on study outcomes. This landmark collaboration resulted in over **20,000 trials** in laboratories around the world.

IONS online double-slit experiment in mind-matter interaction ran more than **8,000 sessions**, remotely connecting over **1,500 individuals** located in all 50 U.S. states, every major country in Europe, and **32 other countries**, from New Zealand to Nepal, to Costa Rica and beyond.



*A portable double-slit laboratory*

YOUR SUPPORT OF IONS IS ADVANCING WHAT WE KNOW ABOUT CONSCIOUSNESS  
IN OURSELVES, OTHERS, AND IN THE PHYSICAL WORLD

## PUBLICATIONS

Science advances by subjecting its methods and results to the rigors of peer-review, and then sharing them with the world. In 2014, your contributions supported **13 publications** in peer-reviewed journals that were authored by IONS Scientists.

To see our publications from 2014, go to: [http://media.noetic.org/uploads/files/IONS\\_2014\\_AcademicPublications.pdf](http://media.noetic.org/uploads/files/IONS_2014_AcademicPublications.pdf)

With your help, **eight** new foreign language versions of IONS scientists' books were published. These will bring new discoveries about mind-matter interactions, science of the yoga sutras, transformative experiences, meditation practices for new mothers, and more, to new audiences in China, Russia, France, Germany, Korea, and Slovenia.

We also published a new online resource in 2014 to help healthcare professionals and patients learn more about the scientific evidence for biofield and energy healing modalities: <http://noetic.org/research/project/mapping-the-field-of-subtle-energy-healing/>



## PRESENTATIONS

In 2014, over **20 formal presentations** were given by IONS scientists around the world at professional conferences, universities, government institutions, invitational meetings, and community organizations. Highlights include:

IONS Chief Scientist Dean Radin shared IONS work at the ICLIF Leadership Summit in Kuala Lumpur, Malaysia, with eminent business leaders such as Apple's Steve Wozniak.

IONS President and CEO Cassandra Vieten shared IONS discoveries of how worldview transformations can enhance global sustainability behaviors at the European Environment Agency (EEA) in Copenhagen, Denmark.

At Le Sorbonne in France, Dean launched the French translation of his book *Supernormal: Science, Yoga, and the Evidence for Extraordinary Psychic Abilities* to an audience of nearly 500 people.

*Cassandra Vieten, Dean Radin, and Caroline Watt, Senior Lecturer, University of Edinburgh, at the Bial Foundation, Portugal*



YOUR SUPPORT OF IONS IS CHANGING WHAT SCIENTISTS AND THE GENERAL PUBLIC UNDERSTAND ABOUT HUMAN POTENTIAL AND THE NATURE OF REALITY





# EDUCATION

AT IONS, WE ARE DEDICATED to translating our scientific discoveries into applications that people can use in the real world.

## 2014 PROGRAM HIGHLIGHT: CONSCIOUS AGING

Our Conscious Aging Facilitator Training Program is inspiring seniors to celebrate their life journey, to harvest the wisdom of those experiences, and to share their insights with others. The facilitator's guide and workbook, published in 2014, bring together leading science with spiritual wisdom on how people can thrive well into their elder years. Over **400 new Conscious Aging facilitators** from **41 states** and **13 countries** learned to lead groups that bring the latest science of compassion, forgiveness, transformation, mindfulness, meaning, purpose, and hope into the lives of elders through discussion, writing, and experiential practices.

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YOUR SUPPORT IS ENHANCING THE LIVES OF ELDERS AROUND THE WORLD





To become a Conscious Aging facilitator or to find a group near you, go to:  
<http://www.noetic.org/education/conscious-aging/>

*It is critical that the rapidly increasing number of people approaching their senior years have access to this rich program—helping us shine brightly as we age consciously.*

— Ron Pevny, Director of the Center for Conscious Eldering

*This remarkable program takes readers through a series of explorations, reflections, and exercises, turning the challenges of aging into opportunities for growth.*

—Tom Pinkson, PhD, author of *Fruitful Aging: Finding the Gold in the Golden Years*.

## IONS EDUCATION BRIEFS

***Death Makes Life Possible***, a feature documentary film created by Marilyn Schlitz and Deepak Chopra, and co-produced by the Institute of Noetic Sciences, courageously explores worldviews about dying, death and beyond. Since its launch in 2014, it has played to sold-out houses at 10 film festivals, and has won two Telly Awards.

***Spiritual and Religious Competencies for Clinical Practice*** is a new book completed in 2014 by IONS President Cassandra Vieten and her colleague Shelley Scammell. Based on research about the importance of spiritual issues in mental health care, the book will be published in August 2015.

***The Untethered Soul***, by Michael Singer and co-published by IONS and New Harbinger Publications, is about what it would be like to be free from limitations and soar beyond your boundaries. A gift edition was published this year, taking this bestselling and much beloved book to **543,277 copies** sold.



***Mindful Motherhood***, a meditation-based book and training for pregnant women and the professionals who work with them published in 2009, has sold **6,479 books** to date and has now been translated into French, German, Korean and Slovenian. **88 healthcare professionals** have downloaded the professional manual, and a total of **209 people** have taken the online course.

***Living Deeply***, a 2008 book and transformative workshop based on over a decade of IONS research on transformations in consciousness, has sold **32,813 copies** and has provided **36 workshops** to date across the country.

***At Home Within***, a 2008 program created at IONS that improves the wellness of residents of homeless shelters and other social service agencies by providing transformative practices, is now being utilized by **281 social service workers** in all **50 states** and **18 countries**.

***Consciousness and Healing***, a 2004 book and set of online continuing education courses for professionals continues to advance the inclusion of consciousness in the practice of health and healing. Over **12,145 copies** of the book have sold to date, and **273 professionals** have taken our online courses.

YOUR SUPPORT IS APPLYING THE POWER OF CONSCIOUSNESS TO REAL-WORLD ISSUES



Katia Petersen working with a group of children in Havana, Cuba

## 2014 PROGRAM HIGHLIGHT: WORLDVIEW EXPLORATIONS

Worldview Explorations (WE) combines 40 years of IONS research with cutting-edge social and emotional learning into a consciousness-based program for youth and educators. A set of 22 dynamic lessons, a workbook, and a set of conversation cards, WE engages students in a unique, effective, relevant, and fun path of self-discovery and interconnection.

In 2014, IONS Executive Director of Education Katia Petersen taught WE programs to **498 facilitators** in Arizona, Boston, Chicago, Mississippi, and Cleveland, reaching an estimated **14,940 young people** in 2014. To date, Worldview Explorations is in **18 countries** and **34 states** in the U.S.

*Consciousness is all it takes for one to transform and transcend above the obstacles we face in life and to really see deeper into the beauty of life that surrounds us wherever we go—that is only if we are mindful of it and if we dare to open up our eyes.*

— High School Student (11th grade)

*Throughout this course I discovered many things I never thought about...I believe that we as humans have a purpose to live. I believe that everybody was born into this world to teach people and to share their gifts. Everybody is unique and special in every way, which in the end keeps us always learning something new that we didn't know before.*

— High School Student (10th grade)



You can become a Worldview Explorations facilitator! Learn more here: <http://noetic.org/education/worldview/overview/>



# WORLDVIEW EXPLORATIONS HAS GONE GLOBAL!

In 2014, we trained **125 youth educators** at CCI Greenheart, a Chicago-based organization that connects **10,000 cultural exchange students** from **47 countries** with volunteer host families each year.

During quarterly trips with our partner Cross-Cultural Journeys, travelers to Cuba, Turkey and Bali used WE tools and practices to deeply engage with the cultures they visited. Join us for our next extraordinary trip!  
<http://noetic.org/education/worldview/travel/>



(Below) Dr. Edgar Mitchell meets with Loren Carpenter and IONS supporters at Kennedy Space Center, Florida



YOUR SUPPORT IS ALLOWING IONS TO REACH YOUTH AND EDUCATORS  
AROUND THE WORLD



(Above) Katia Petersen leads a GreenHeart staff training

*My IONS journey to Bali through Cross-Cultural Journeys encompassed a rich fabric of experiences interwoven with cultural, ecological, and spiritual facets. But, the most impactful part of this journey for me was the opportunity to venture into psycho-spiritual aspects of Balinese traditions through a variety of creative healing modalities indigenous to the culture of the region. I was touched and transformed in unexpected ways.*

— Anthony, WE/CCJ traveler





# EART

EARTHRISE TRANSFORMATIVE LEARNING CENTER, located on 194-acres of majestic rolling hills 30 miles north of San Francisco's Golden Gate Bridge, is a place where people come with an open mind and leave with an open heart. We offer indoor and outdoor meeting spaces, superb cuisine and overnight accommodations for up to 102 people.



## IN 2014:

**4,758** guests visited EarthRise for transformative work, professional training, and personal retreat.

**45,770** nourishing and highly-acclaimed meals were served.

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EARTHRISE AT IONS SUPPORTS ITSELF AND IONS MISSION BY PROVIDING A STUNNING CAMPUS AND EXCELLENT GUEST EXPERIENCE FOR TRANSFORMATIVE LEARNING





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# H R I S E

**One hundred and two organizations** held retreats and led workshops on the EarthRise campus. Among them were the Integrative Restoration Institute, California Institute of Integral Studies, Thomas Hübl's Academy of Inner Science, Rockwood Leadership, UCSD Center for Mindfulness, Womens Visionary Council, and Airbnb.

*We have found EarthRise to be the ideal learning and teaching environment for our professional training retreats in Mindfulness-Based Interventions. We have events at other venues across the country, but none offers the unique blend of stunning landscape, comfortable accommodations, supportive and like-minded staff, and professional meeting capabilities that EarthRise does. If we were to build our own retreat center to suit our needs, I doubt we could do a better job than EarthRise has already done. It's a pleasure and a privilege to offer our events here.*

— Steven D. Hickman, Psy.D., Director  
University of California, San Diego  
Center for Mindfulness

## YELP REVIEWS OF EARTHRISE AT IONS IN 2014



*Exceptional in every way that matters to a retreat participant and retreat presenter. The grounds are beautiful. Food is exquisite. Staff are attentive, friendly, and professional. I have been here now three times and highly recommend it as a retreat facility.*

*The feel of the place is magical, and the programs held here are helping to advance human consciousness toward global wisdom, holistic health, and sustainable business. The food is the best of any retreat center I've been to.*



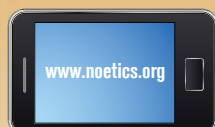


# COMMUNITY GROUPS

IONS COMMUNITY GROUPS ARE REGIONAL, self-organizing groups dedicated to exploring a wide range of noetic topics. In 2014, **16 new community groups** launched, joining a network of **173 groups** that spans **37 states, 19 countries, and six continents!** We estimate that over **20,000 people** per year meet in these groups to engage with one another about their consciousness experiences and integrate consciousness into their lives.

In Hattiesburg, Mississippi, **AMELIA SLOAN-MITCHELL** (above) is our youngest community group leader at age 23. She started the first IONS community group in that state in November 2014. Amelia said that at their first meeting, “Everyone was fired up and ready to do something amazing in life to help change the future for the better. My greatest hope for this group is that I can use it to inspire change in one of the most unchanged areas of the United States—deep southern Mississippi.”





## IONS ONLINE COMMUNITY AT A GLANCE



On Facebook we grew from **30,000 to 40,000 Likes**—a growth rate of 35%!

In 2014, we added nearly **4,000 individuals**, sent over **1.7 million personal emails**, and had an average open rate of just over 21%, meaning that about **350,000 people** directly accessed IONS newsletters this year!

More than **620,000 people** visited our website in 2014, **75% of whom were new visitors** to the site, and more than a third of whom browsed our site on mobile devices.

While about 80% of our visitors were from the US, the top six countries represented after the US were the UK, Canada, Australia, India, Germany, and Brazil, indicating a strong global reach.

## NEXT GEN CONNECTIONS

IONS established the Next Gen Initiative to bring awareness of noetic sciences to younger generations. Sparked at the 15th International Conference in Indian Wells, California, Next Gen continues to evolve, led entirely by people under 40. Last year, IONS Next Gen participated in hosting a diverse group of **50 young leaders** to EarthRise for an Art of Hosting workshop, providing tools and supportive community for the next generation of innovators, change agents, and conscious leaders moving powerfully to shape the future.

At the 2015 IONS conference, Next Gen ConnectIONS will create space for diverse communities to discuss noetic science and how to carry it forward. Mutual Mentorships and Spotlight talks are open to conference attendees. Check out Ways to Participate on our conference page for more information: <http://noetic.org/conference2015/ways-participate/>



*Next Gen Art of Hosting Workshop*



YOUR SUPPORT IS BRINGING CONSCIOUSNESS RESEARCH AND EDUCATION TO HUNDREDS OF THOUSANDS AROUND THE GLOBE

# IONS Operating Results for the Fiscal Year Ended June 30, 2014

TOTAL ASSETS	8,673,000
	Cash 676,000
	EarthRise 7,718,000
	Other 279,000
TOTAL LIABILITIES	2,131,000
NET ASSETS	6,542,000

## INCOME

47%

## EARTHRISE

37%

## DONATIONS & MEMBERSHIP

13%

## SCIENCE

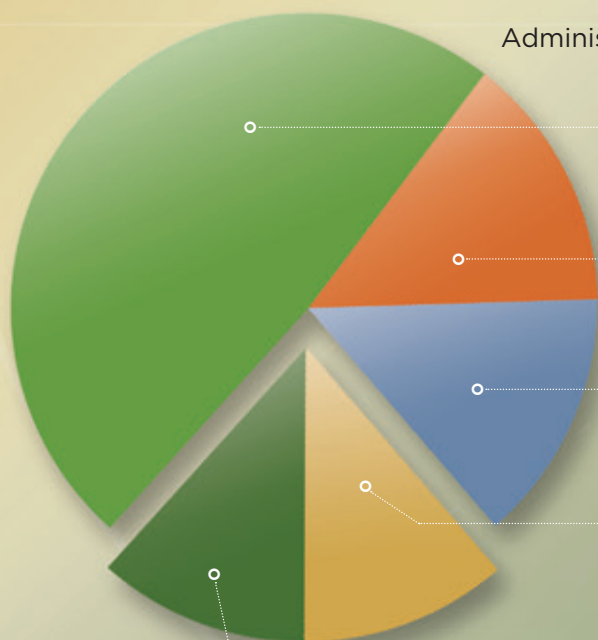
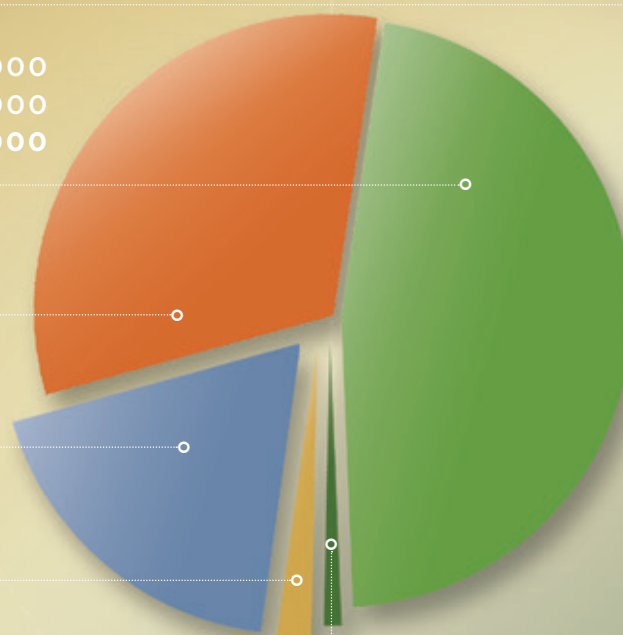
2%

## INTELLECTUAL PROPERTY

1%

## MISCELLANEOUS

EarthRise 2,398,000  
Science & Education 2,696,000  
Total 5,094,000



Programs 3,645,000  
Administrative & Fundraising 1,208,000  
Total 4,853,000

## EXPENSES

49%

## EARTHRISE

12%

## EDUCATION

14%

## SCIENCE

12%

## GENERAL ADMINISTRATIVE

13%

## FUNDRAISING





# VITAL SIGNS

2014 was a year of strengthening the fiscal health of the organization and setting sound business modeling into practice. Some highlights include:

- Financial net income of **\$241,000** was the strongest result and first profitable one in six years
- Donations of **\$1,996,000** were at the highest level in six years
- Grants of **\$635,000** to IONS science and education projects were the second highest in ten years
- EarthRise Transformative Learning Center revenue was **\$2,150,000**, surpassing \$2,000,000 for the second year in a row and double that of just five years ago.

Make a donation to advance the science of consciousness and its application in the world. It's easy!

- By check: Institute of Noetic Sciences, 625 Second Street, Suite 200, Petaluma, CA 94952
- By credit card: **noetic.org/join** or call 707-775-3500
- By stock transfer: **noetic.org/stock**
- Join our online community at **noetic.org/email** or **facebook.com/noeticsscience**
- Join or start a community group! **noetic.org/community/overview**
- Come to our conference! **noetic.org/conference2015**
- Visit or bring your next event to our retreat center: **noetic.org/earthrise**
- Provide planned gift to IONS in your will or living trust: **noetic.org/plannedgiving**

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YOU CAN HELP TO CO-AUTHOR A NEW STORY FOR HUMANITY AND THE PLANET



*We Appreciate and Honor Our Generous Donors and Members*

**EXPLORERS CIRCLE (\$50,000+)**

Anonymous  
Ray Benton Family Fund  
The Double Slit Research at IONS  
is supported (in part) by the  
Federico and Elvia Faggin Foundation  
Estate of Joan Ashley Hodgell  
Calvin LeHew  
Jeff Parrett  
Claire Russell  
Paul & Diane Temple  
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**LEADERSHIP CIRCLE (\$25,000 to \$50,000)**

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(\$10,000 to \$25,000)**

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**PRESIDENTS CIRCLE  
(\$5,000 to \$10,000)**

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Elizabeth Coker  
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**INVESTORS CIRCLE  
(\$2,500 to \$5,000)**

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(\$1,000 to \$2,500)**

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Joan McKirachan  
Maxwell Milton &  
Joan Bird

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Community Group  
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Santa Rosa  
Community Group  
Jack Sawyer  
Gregor Schanda  
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(\$500 - \$1,000)**

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**Lou Marincovich** became fascinated with paleontology at age 10 when he started collecting sea shell fossils. He spent most of his career with the U.S. Geological Survey, and later at the California Academy of Sciences. In the Arctic, Lou's research team of American and Russian paleontologists documented that the Bering Strait first opened between 5.4 and 5.5 million years ago, which has important implications for global climatic and oceanographic studies. Lou is passionate about the scientific exploration of human capacities. That is why he supports



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