

# Veriditas Annual Report 2014



Veriditas is an organization dedicated to inspiring personal and planetary change and renewal through the labyrinth experience.

We accomplish our mission by training and supporting labyrinth facilitators around the world, and offering meaningful events that promote further understanding of the labyrinth as a tool for personal and community transformation.

Our Vision is that the labyrinth experience guides us in developing the higher level of human awareness we need to thrive in the 21st century.

We are a 501c3 non profit incorporated in the State of California in 1995 by Lauren Artress. The word "Veriditas" originated with Hildegard of Bingen and means "the greening power of life".

## SUPPORTING PILGRIMS ON THE PATH

**81** Pilgrims from **5** countries Walked the Sacred Path with us in one of **3** cycles offered in Chartres, France.

**60** Women participated in the Women's Dream Quest at Grace Cathedral and **65** women participated in the first ever Women's Dream Quest in Poland, both led by Judith Tripp.

Held Second Annual Community Gathering with **54** participants.

First ever week-long Labyrinth Summer School at Earthrise Retreat Center in Petaluma, California with **76** registrations for the various component classes.

Held **6** webinars with **236** registrants.

## Programs



**1070** Total Program Participants

**360** Participants attended one of **11** qualifying workshops in the United States, the United Kingdom and Argentina, led by either Lauren Artress or one of our Master Teachers.

**138** New Facilitators were trained in one of **10** Facilitator Trainings held in the United States, France, the United Kingdom, and Argentina.

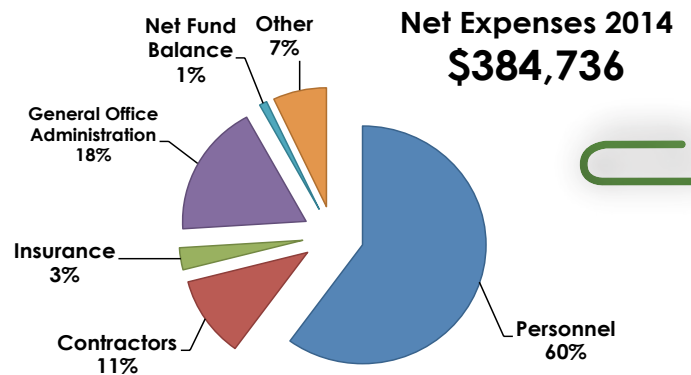
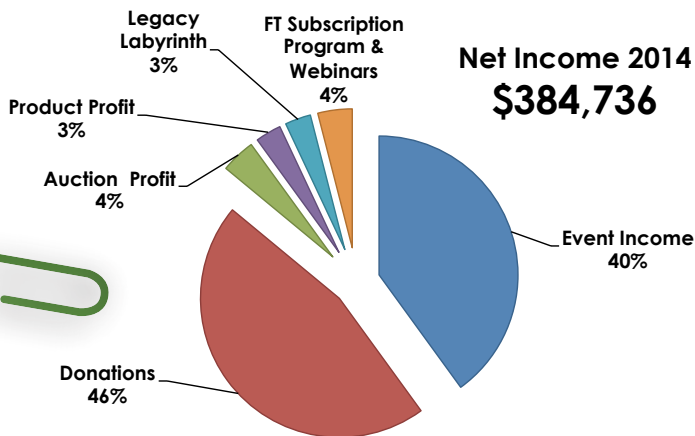
**41** Facilitators worldwide became Veriditas Certified Labyrinth Facilitators.

## Our Supporters

**70** Sustaining Donors help to support our work with regular monthly, quarterly, or semi-annual gifts.

**90** Donors contributed through one-time or annual donations.

## Our Budget



## New in 2014

- Two Legacy Labyrinths were built this year: one in La Falda, Argentina, and the other in Jacksonville, Florida.
- Offered our first ever Facilitator Training in Spanish with the Legacy Labyrinth installation in La Falda, Argentina. Twelve new Spanish speaking Facilitators were trained!
- First Veriditas program, a Women's Dream Quest, was held in Poland.
- The first Market Research Survey was completed resulting in the first Marketing Plan for Veriditas, and then subsequently, the first Communication Plan drafted.
- Implemented our first Google AdWords campaign utilizing a new AdWords grant.
- Certification Amnesty Program brought back 87 trained Facilitators who stepped back in to complete their certification process.

