



Spiritual Counterfeits Project, Inc.

—Letter from the President—

Dear Friends and Allies of SCP,

December 3, 2011

We need to pray for one another this Christmas, keeping our eyes on Christ while facing the unique trials of the present hour, as they test our resolve and sift our lives, hopes and dreams. This is not an easy time to be alive, as discontent grows and disorder spreads, most recently in the “Occupy Movement.” SCP has warned of a growing crisis for decades, especially in our 1993 *Journal*, **One Nation Without God**. I sounded the alarm again in my article *Crisis and Betrayal*, for the recent **Abolition of Man** *Journal*. My book **One World** demonstrated the staggering levels of this dark transition, all happening while God has been systematically removed from our midst. For this reason we need to look through Frodo’s eyes—the eyes of hope and faith—and not the eyes of Sauron, which are the eyes of despair, envisioning certain defeat. We need to remember that God’s victories *always* come as a surprise to those who oppose Him! The game isn’t over, and our efforts count.

So let’s also take a look at some of the fruits that our shared labor has produced, in working toward our common goal. SCP often operates behind the scenes in reaching our culture. SCP also amplifies what any of us could ever do individually, and as such acts like a high-value blue-chip stock. Not everything SCP does is visible. It’s what you don’t see that often matters most. Open any issue from 30 years of publication, and try to find a single advertisement. You won’t. We refuse to advertise; we refuse to sell our mailing list or give out private information. We never have. But that also means that we are 100% donor-supported—which also makes us vulnerable in times of financial distress.

● SCP’s award-winning *Newsletters* and *Journals* are the visible aspect of what SCP does in its outreach. SCP has over 30 years of *Journals* and *Newsletters* to show for this, many of them in stock and still for sale. The back issues of most publications are no longer available. SCP goes that extra mile, making available what is left (though it has become too labor-intensive and costly to photocopy *Journals* that are out of print). Our *Journals* are a gold mine and are written at levels and at a depth found nowhere else on Earth. Our writers, from top universities, have far more insight than mere researchers because they have come out of the very deceptions they are addressing. Personal experience offers insight found nowhere else. Some insiders have branded SCP as having the highest IQ of any ministry. No comment. We just try to use the gifts God gave us.

● SCP’s Web site is able to reach the world. We get orders from readers all over the world, from Asia to Europe, and their emails show they are often passionate about this gold mine of SCP information they have found. We are also hoping to have a Web outreach in Spanish for Central and South America. Our key articles could make a huge difference if they were available to these Spanish-speaking cultures, where the Church seems to be rapidly growing—as the inevitable cults crop up in their midst.

● Another dimension of outreach are the books associated with SCP staffers, starting with Jerry Yamamoto in the 1980s. More recently, SCP president Tal Brooke, SCP founder Brooks Alexander and SCP ACCESS director and VP of Operations Danny Aguirre have all written timely books to add to this outreach. Now and then we print letters from those who were converted from the New Age, the occult, Neopaganism, other religions or some brand of humanism or atheism. The list goes on.

● SCP has had interviews too numerous to mention. *Christianity Today* once featured SCP as the headliner of its cover story on apologetics and countercult organizations. SCP was on the cover as well as the article’s establishing first photo, with Brooke and Alexander at the mural near People’s Park and Telegraph Avenue.

● In its earliest days, SCP crossed the country in its own bus, exposing the invasion of Eastern mysticism—SCP had recently exposed Transcendental Meditation as disguised Hinduism—and capturing imaginations, as Brooks Alexander, Billy Squires, Jerry Yamamoto and key staffers toured large cities and small towns, speaking at conferences, churches and before various groups. Our first mailing list came out of this one-time (and at times demanding) national tour. Today, our speaking ministry continues. Most recently Danny Aguirre spoke to hundreds at New York City’s Union Square.

● And let’s not forget the ACCESS Line. For over 25 years, SCP’s free-of-charge ACCESS telephone counseling

line has reached innumerable lives, rolling them over into an eternal destiny. Over these decades, tens of thousands of calls have been answered by SCP, people's questions and personal needs given wise counsel. Sometimes conversions have taken place then and there, as those on the phone dedicate their lives to Christ. Other times seeds have been planted for conversions down the road, and we may hear about it years later. SCP is the only major apologetics ministry that offers telephone counseling. The only one!



But there is more to what ACCESS has done than that. There are people walking the earth today who otherwise might not be—their lives at one time on the brink of suicide. That's why they called us in despair.

Some of these tragedies have been averted and suicides prevented. What kind of price tag does one put on this effort?—one we do free of charge. What if it was your son or daughter? Yet SCP rarely mentions most of these outcomes, to protect these individuals' identities and honor their need for privacy—they don't want to be under a spotlight. Yet this is one more outreach SCP does that is never factored into our low subscription rates. Speaking of which, these rates remained unchanged for 25 years, while printing and mailing prices have gone up steadily. SCP is lucky to break even with its subscription rates, so we finally raised the domestic rate from \$25 to \$35, foreign from \$35 to \$45. But we are not in the moneymaking business or into money-raising hoopla; that is why you never get circulars and flyers from us asking for money. We do not ask for money. Nor do we schmooze big donors on the golf course. It's allowable, but I can't do it. I am just telling you as "share-holders in SCP" what your investment has done, and I can tell you that it has gone a long, long way.

You have asked us to give you an honest picture of how we are faring. And that's fair enough. We are not in debt, we are alive, but we need help to thrive. SCP's overhead is low, but we need some extra support. One well-known Christian organization pulls in over \$100 million a year in donations, while SCP, less than \$230,000. Do the math—that's 435 times more than SCP gets and would support 435 SCP's. Yet SCP has won almost as many EPA first-place awards as this well-known other organization. Just think of what SCP could do with just one-hundredth of what this organization gets.

Meanwhile, I have been cutting expenses across the board—starting with my salary, cut significantly. If you no longer see the ECFA logo on our publications in the future, it means we can't pay for the certified financial analysis ECFA requires in addition to their regular dues. If we have to leave them, it will be in good stead, and you will know why.

Make no mistake, God has used you in our lives. We thank you for hanging in there with us. But we continue to need your prayers and support, in fact, more than ever. The last *Newsletter* tells why—on the back cover. Our greatest donor ever, Dr. Tamplen, has had to scale back his support, for some very good reasons. We have prayed for others among you to step forward to relieve him of the weight he has carried almost single-handedly.

Please remember all the things SCP has been able to do beyond our modest subscription rate, as you pray about this. If you know of others with the means (and the heart) to help, that would be a blessing to all of us.

Yours in the Great Battle for the Faith,

Tal Brooke, President/Chairman, SCP, Inc

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