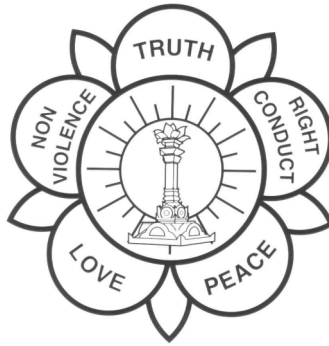


Guidelines for  
AMERICAN  
SATHYA SAI BABA CENTERS



The Sathya Sai Baba Central Council  
of the United States of America

Revised October 2006

The symbol that appears on the front cover contains the five universal values given to us by Sathya Sai Baba: truth (*sathya*), right action or righteousness (*dharma*), inner peace (*santhi*), divine love (*prema*) and nonviolence (*ahimsa*). Also pictured in the symbol is a tall pillar, called the *sarva dharma stupa*, with a lotus flower on it. The pillar, with its concentric rings, represents *yoga*, or Union with God. The rings indicate the stages of *yogic* discipline required for unfolding the “lotus of the heart”, whose petals are at the top of the pillar. The flame of inner illumination is in the center of the lotus. Just as the lotus plant lives in dirty water but remains uncontaminated by it, so we should live in the world but be uncontaminated by it.

*The main objective of the Sathya Sai Organization is to help one recognize the Divinity that is inherent within. It is established to translate the principles of love and nonviolence into daily practice.*

Sathya Sai Baba

This emblem, and likenesses of it, have been trademarked by the Sri Sathya Sai Central Trust, Prasanthi Nilayam, India, and it is to be used only by the Sai Organizations in various countries and others who have received permission from the Sri Sathya Sai Central Trust. The purpose of registering the emblem, as well as the name “Sri Sathya Sai”, is to prevent them from being used for the purpose of any trade, business, calling, or profession, or in ways that would detract from Bhagavan Sri Sathya Sai Baba.

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*The Organizations named after Me are not to be used for publicizing My Name or creating a new cult around My worship. They must try to spread interest in prayer, meditation, and other spiritual exercises that lead man Godward. They must demonstrate the joy derivable from devotional singing and repetition of the Lord's Name, the peace that one can draw from good company. They must render service to the helpless, the sick, the distressed, the illiterate, and the needy. Their service should not be exhibitionist; it must seek no reward, not even gratitude or thanks from the recipients.*

Sathya Sai Baba

# I PURPOSE OF A SATHYA SAI BABA CENTER

The purpose of a Sathya Sai Baba Center is to provide a meeting place for studying and practicing the teachings of Sathya Sai Baba and to provide information about Him to the public. The Center is a focal point for individuals who are striving to lead disciplined spiritual lives and who want to devote a significant portion of their time and energy each week to performing acts of selfless service to the needy and the distressed.

Sathya Sai Baba teaches us that humanity is unique among all God's creations. Human beings are capable of recognizing that they emanate from God. We have the capacity to commune with God by turning inward. Ultimately, it is our destiny to merge with God. Sathya Sai Baba teaches us that all religions are expressions of these same universal principles.

The Sathya Sai Baba Center strives to provide an environment where people who aspire to lead spiritual lives are able to assemble and learn from one another. This is accomplished by engaging in devotional, educational, and service programs recommended by Sathya Sai Baba, which help us to progress along the spiritual path. These programs embody the universal values given to us by Sathya Sai Baba: *truth, right action, inner peace, unselfish love, and nonviolence*. The most important program is the rendering of selfless, loving service to our fellow human beings.

Sathya Sai Baba does not recommend that we become ascetics and retreat from the world. Instead, He teaches us that the world is our school, the universal human values our curriculum, and the realization of the unity of Godliness in the diversity of creation the ultimate lesson.

Practical spirituality is the theme of the Sri Sathya Sai Organizations. Practical spirituality is not just contemplating Divinity when at our traditional place of worship or at a Sathya Sai Baba Center. Practical spirituality is striving to incorporate the universal human values in all aspects of our lives during every conscious moment. The purpose of the Sri Sathya Sai Organization is to help us achieve this sublime quality of human life.

## II HISTORY AND STRUCTURE OF THE ORGANIZATION

**A. History.** The American Sri Sathya Sai Organization grew out of the desire of Sai devotees in the United States to join together to study and practice the teachings of Sathya Sai Baba. The Sathya Sai Baba Central Council of the United States of America, the governing body of the Organization, was formed with the approval of Sathya Sai Baba in 1975.

**B. Structure.** Sathya Sai Baba Centers are the fundamental unit of the Organization. They normally carry the name of the local community in which they are located. In the United States the Centers are grouped into ten geographical regions, each served by a Regional Coordinating Committee composed of the five regional officers (president, vice president, devotion coordinator, education coordinator, service coordinator) as well as several members-at-large.

The Sathya Sai Baba Central Council coordinates national policy and serves the Regional Coordinating Committees. It is composed of the five national officers (president, vice president, devotion coordinator, education coordinator, service coordinator), ten regional presidents, and several members-at-large.

The Centers have five officers: president, vice president, devotion coordinator, education coordinator, and service coordinator.

For administrative purposes, all countries outside India come under the auspices of the International Sri Sathya Sai Organization. The countries are grouped into nine (9) geographical Zones, each administered by a Zone Chair. The Zone Chairs report to the Prasanthi Council, which manages the affairs of all Sri Sathya Sai Organizations outside India. Each of the nine zones is subdivided into a number of International Regions, each administered by a Central Coordinator. The Central Coordinator, who reports to the Zone Chair, supervises the functions of all Sri Sathya Sai Organizations in their International Region. Because of its large size, the United States is an International Region. The Zones and Regions are listed on the International Sri Sathya Sai Organization website [www.sathyasai.org](http://www.sathyasai.org).

The Sri Sathya Sai World Foundation has responsibility for the governance of all functions of the International Sri Sathya Sai Organizations. The Prasanthi Council has responsibility for the management of the International Sri Sathya Sai

Organization. Together, the Prasanthi Council working under the Foundation are responsible for the administration of these organizations.

Within the U.S., several other entities engage in functions related to practice and promulgation of the teachings of Sri Sathya Sai Baba. They are: the *Sathya Sai Society of America*, a charitable, tax-exempt foundation, which uses all funds that it receives to further the humanitarian works of Sathya Sai Baba, with no funds being used for administrative purposes; the *Sathya Sai Book Center of America*, which publishes and distributes materials concerning Sathya Sai Baba; and the *Sathya Sai Education in Human Values Foundation*, which promotes Sathya Sai Education in Human Values.

### **III MEMBERSHIP IN A CENTER**

*The qualifications for membership are to be an eager aspirant for spiritual progress, to have full faith in the name that the organization bears ..., and to have won recognition as a good person. That is all the qualification needed; nothing else counts. Sathya Sai Baba*

An individual, 18 years of age or older, may join a Center after becoming familiar with its purpose and the guidelines under which it functions. Joining consists of expressing to the Center President that one has carefully read the guidelines and intends to follow them. Joining involves a commitment to work in harmony with other members to achieve the Center's goals. There are no specific attendance rules, but it is not proper for non-regular members to participate in making decisions that affect the Center, such as the officer-selection process.

Membership will cease if the member resigns, declines to participate in Center activities, or engages in conduct deemed a discredit to the Center. Members may visit and take part in the activities of other Centers but should have membership in only one Center.

### **IV THE CENTER PROGRAMS**

A full program of Center meetings and activities would include the following:

- A. Devotional Meetings.** Every Center should have a weekly meeting that includes devotional singing, prayer, and meditation. Devotional meetings may be combined with other types of Center meetings.

*Bhajans (devotional singing) charge the atmosphere with divine adoration; that is why I insist on group singing of the Names of the Lord.*

Sathya Sai Baba

- B. Study Circle Meetings.** The purpose of a study circle is to help members deepen their understanding of Sathya Sai Baba's teachings and to strengthen their personal practice. Study Circles should have a one-pointed orientation, as explained in Section IX I, and should be held on a regular schedule, weekly if possible.

*Study Circle is not just reading books. It means taking a point and each person discussing what it means to them. Like a round table conference. ... The study circle looks at the different facet, ... but, as in a diamond, there is one facet that is flat, and from it, all can be viewed. To discover the top facet is the task of the study circle.*

Sathya Sai Baba

- C. Service Activities.** Selfless service to others is at the heart of Sathya Sai Baba's teachings. Service projects should be performed with love and humility, without the slightest desire for publicity, recognition, power, or even the spreading of Sathya Sai Baba's name.

Every member should devote time each week for service to the community and/or the Center. Center members should develop a program of group service activities and should meet regularly to plan and review service projects. There should be no ostentatious display identifying service projects with the name of Sathya Sai Baba. However, if asked, it is appropriate to identify the group as the Sathya Sai Baba Center of ... (name of city or area).

*Service is the essence of devotion, the best cure for egotism. Consider service as the best spiritual discipline. But do not believe that you can by means of service reform or reshape the world. You may or may not; that does not matter. The real value of service, its most*

*visible result, is that it reforms you, reshapes you. Do service as a spiritual discipline; then you will be humble and happy.*

Sathya Sai Baba

**D. Sai Spiritual Education (SSE) and Sathya Sai Education in Human Values (SSEHV) Classes.** Sai Spiritual Education classes are designed to teach Sathya Sai Baba's universal message and the unity of all the world's major religions to the children of Sai devotees. Every Center should have classes for each age group in which there are students (Group I: ages 6–9; Group II: ages 9–12; Group III: ages 12–15).

Sathya Sai Education in Human Values for children also teaches Sathya Sai Baba's universal message and the unity of all the world's religions. However, SSEHV classes are designed for the public at large.

*Bal Vikas (now called Sai Spiritual Education) is the primary basis of the great movement to restore right action (dharma) in the world.*

Sathya Sai Baba

**E. Young Adult (YA) Program.** A Sathya Sai Young Adult Program has been established to address some of the unique needs of devotees between the ages of 18 and 35. However, it is not separate from the regular Sri Sathya Sai Organization, and Young Adults are expected to participate in Center activities as well as in the Young Adult Program.

Young Adult meetings and programs include educational and devotional activities, and place a strong emphasis on selfless service. Discipline, modest attire and the separate seating of the young men and young women should characterize the meetings, as the gatherings are for the pursuit of spiritual purposes.

The National Young Adult Committee is composed of four devotees from each of the ten Regions: a male and a female young adult representative (age 18 to 35) and a male and a female adult advisor (36 years or older), selected by the young adults in conjunction with the Regional President and the National Young Adult Executive Body. If there is disagreement regarding selections within the region, the matter will be referred to the President of the Central Council and the Central Coordinator.



Young Adult Representatives and Advisors serve for a two-year term and may be selected to serve an additional two-year term for a maximum of four consecutive years. The important criteria for selection are demonstration of selflessness, dedication to Sai ideals, and competence to perform a leadership role in the Sri Sathya Sai Organization.

Young Adult Representatives are responsible for the distribution of information and materials to the young adults in their region. Representatives provide leadership in the planning and implementation of all young adult meetings and programs, and they submit regular reports on all young adult activities to their Regional Presidents.

Adult Advisors, by virtue of their knowledge of Sathya Sai Teachings and the Sri Sathya Sai Organization, provide the resources of maturity and experience to the Young Adult programs. Planned activities should be reviewed and approved by the Advisors prior to implementation.

- F. Membership Meetings.** Membership meetings should be held regularly to discuss, plan, and implement the Center's programs and to read and discuss communications from the Regional Coordinating Committee or the Central Council.
- G. Guest Meetings.** Centers should conduct guest meetings in which the emphasis is on addressing the informational needs of visitors to the Center or persons interested in learning more about Sathya Sai Baba and His teachings. The program may include a talk by a qualified speaker, devotional singing, sharing of experiences, etc. Visitors and newcomers are welcome to attend regular devotional or study circle meetings.
- H. Public Meetings.** On special occasions, a public meeting may be held with a more flexible program. This would be planned with the Regional officers in conjunction with Central Council officers.
- I. Devotional Singing Classes.** Centers should provide classes to enhance the quality of devotional singing.
- J. Conferences and Retreats.** Regional conferences/retreats should be held at regular intervals in each region so that devotees from a wider area can meet

together. These activities are open to the public.

- K. Book Sales.** Centers are encouraged to have a selection of books, audio tapes, CDs, DVDs, and photos available for sale or loan. These items should be the same as those sold at the Sathya Sai Book Center of America or otherwise approved for distribution by the Sathya Sai Baba Central Council of the U.S.A. The items must be made available at the lowest possible price, and the sales should not overshadow or dilute the spiritual atmosphere of the Center. Centers must comply with all sales tax and income tax laws.
- L. Periodicals.** Centers should subscribe to *Sanathana Sarathi* and the *Sathya Sai Newsletter, USA*. Current issues along with subscription information should be available at the Center for interested individuals.
- M. Free Literature.** A variety of free literature on Sathya Sai Baba and the Center's programs, including reprints of appropriate articles and discourses, should be available at all meetings.
- N. No Dues, Assessments or Solicitation.** Funds are never solicited at Sathya Sai Baba Centers. There are no dues for membership, and there are no charges for any Center function.
- O. International Speakers and Speakers from outside the Center and Region.** Before an international speaker is invited to speak at a Center, retreat, or conference, consultation should take place between the Regional President and President of the Central Council. If both concur that the speaker is appropriate, they should seek the approval of the USA Central Coordinator, who will in turn confer with the Central Coordinator who presides over the speaker's country. If both Central Coordinators agree, the speaker may be invited. Officers in one region of the USA, wishing to invite a speaker from another region of the USA, should first consult with their regional president, who will then contact the other regional president for approval. Travel expenses for speakers, both domestic and international, should not be paid except under exceptional circumstances and with prior approval of the USA Central Coordinator.

- P. Seating Arrangements.** Men and women sit separately at Center meetings. Chairs should be provided for those who choose not to or are unable to sit on the floor. Members and guests customarily remove their shoes when attending a Center meeting, but this is not an absolute requirement.
- Q. Newcomer Orientation.** Each Center should have a meaningful program of newcomer orientation that welcomes newcomers and begins to familiarize them with Sathya Sai Baba and the programs and activities of the Center. One or two appropriately trained members may be officially designated as “greeters”.

## V ACCREDITATION OF CENTERS

- A. Formation.** A group of persons interested in forming a Center may obtain a copy of the Guidelines and an application for accreditation and submit the completed application to the Regional President. If the group is meeting regularly and in conformity with the Guidelines for a period of six months, the Regional President may recommend to the Central Council that the group be accredited as a Center.
- B. Names of Centers.** An accredited Center is normally referred to as the “Sathya Sai Baba Center of ... (city or area in which it meets)”.

## VI SELECTION AND DUTIES OF OFFICERS

*Choose men and women who have unshaken faith in this present Avatar, with this Name and this Form. Offices should not be regarded as positions of authority or as ‘prizes’ for devotion. They should be accepted with humility and exercised with love.*

Sathya Sai Baba

- A. Term of Office.** Officers are selected for a term of two years and may serve two consecutive terms, if so selected. Officers may not serve in that same position for a third consecutive term. However, in the case of small Centers, this rule may be waived by the Regional President. In small Centers, one person may hold more than one office, if necessary.

**B. Selection of Officers.** Officers of the Center are chosen by a process of “selection”, as opposed to “election”. A membership meeting is held in which members may propose nominations for officers. The selection is held in a second membership meeting. A secret ballot is conducted, the results are announced, and nominees are given the chance to remove themselves from consideration — this process is repeated until unanimity is achieved for each office. If unanimity for any office cannot be achieved, the matter is submitted to the Regional President for resolution.

**C. Duties of Officers.** It is the responsibility of the officers of a Sathya Sai Baba Center to ensure that the Center is run in accordance with the Guidelines. Unity, harmony, and cooperation form the basis of a properly conducted Center. Officers are expected to be of high moral character and to set an example by practicing Sathya Sai Baba’s teachings in their daily lives. An officer of a Center may retain membership in their traditional religion or in other spiritual organizations but may not serve as officers of such organizations. Professional teachers of yoga, meditation, etc. are not permitted to be officers of the Center because their professional work may be confused by the public with the teachings of Sathya Sai Baba.

The duties of the five officers are given below.

1. **The President** is the administrative authority within the Center and has responsibility for all aspects of the Center. It is the President’s responsibility to provide leadership by personal example, including participating actively in the Center’s programs and coordinating Center meetings and activities. The President should promptly pass on to members all official communications received from the Central Council. Informational flyers or announcements from other organizations should not be read or distributed at Center meetings. The President’s duties include:
  - Ensuring that the Center conducts itself in accordance with established Center guidelines.
  - Ensuring that the Center maintains a complete program of devotion, service, and study activities, including newcomer welcoming and orientation.
  - Conducting periodic officers’ meetings as the need arises.

- Providing support to regional officers for conferences, reports, and regional initiatives.
2. **The Vice President** assists the President and presides in the President's absence.
  3. **The Devotion Coordinator** has responsibility for the various elements of the Center's devotional program, including group devotional singing, study circle, and the display of books and other forms of informational material. The devotional coordinator's duties include:
    - Coordinating devotional meetings and practice of devotional singing.
    - Establishing and maintaining a program of newcomer welcome and orientation.
    - Maintaining Center premises and an altar that is simple, universal, and in accordance with guidelines.
  4. **The Education Coordinator** has responsibility for the Center's Sai Spiritual Education (SSE) program conducted for children between the ages of 6 and 15.
  5. **The Service Coordinator** has responsibility for the various service activities undertaken by the Center, including the determination that there is a need for the service, that there is sufficient interest among members, and that appropriate resources are available. The Service Coordinator will work with Regional Service Coordinators when national or regional projects are undertaken by the organization. The Sri Sathya Sai Organization should engage in humanitarian service activities within the scope of its own resources. It should not seek assistance from other organizations.

**D. Resignation or Removal of Officers.** Officers failing to meet the obligations of their office may be removed from office by the Regional President, with the approval of the Central Council. A special selection process shall be held to replace officers who resign or are removed.

## VII NINE-POINT CODE OF CONDUCT

Center members are expected to do their best to practice the Nine-Point Code of Conduct in order to be examples of Sathya Sai Baba's teachings.

1. Daily meditation and prayer.
2. Group devotional singing or prayer with family members once a week.
3. Participation in Sai Spiritual Education by children of the family.
4. Participation in community service work and other programs of the organization.
5. Regular attendance at the Center's devotional meetings.
6. Regular study of Sathya Sai Baba literature.
7. The use of soft, loving speech with everyone.
8. Not speaking ill of others, especially in their absence.
9. Practicing placing a ceiling on desires —consciously and continuously striving to eliminate the tendency to waste time, money, food, and energy— and utilizing the savings for service to humanity.

## VIII TEN GUIDING PRINCIPLES

Center members are expected to do their best to practice the Ten Guiding Principles in order to be examples of Sathya Sai Baba's teachings.

1. Love and serve your country. Do not be critical of others' countries.

*Have a sense of pride in your motherland. Just as your mother has given birth to you, so too the land has given birth to you. Whatever country you belong to, you should have a sense of patriotism. Do not indulge in criticizing other countries or people belonging to other nations. Having trust and faith in your own country, you won't try to put down any other country. Never bring grief or sorrow to your country. To have pride in your own motherland is important.*

Sathya Sai Baba

2. Honor and respect all religions as pathways to God.

*Never have hatred toward any religion. Honor and respect all religions equally. Even as you are a citizen of your motherland but respect all countries, also respect all religions equally.*

Sathya Sai Baba

3. Love all humanity as part of your family.

*Develop a sense of the brotherhood of humanity. Look upon each person as your own brother or sister. There is only one caste, the caste of humanity. All of us belong to the human race, so everyone is equal. Therefore, love each one equally.*

Sathya Sai Baba

4. Keep home and surroundings clean.

*Keep your own house and its surroundings pure and clean. This hygiene will keep you healthy and benefit your worldly life.*

Sathya Sai Baba

5. Help the needy with food, clothing, and shelter. Help them become self-reliant when possible.

*Be discriminating when dispensing charity. In the name of charity or philanthropy, we tend to do injustice to our country. Charity does not mean that the land should be full of beggars. We can provide some support and means for beggars, but provide food, clothing, and other conveniences in such a way that does not encourage laziness and begging.*

Sathya Sai Baba

6. Be examples of honesty. Do not participate in any corruption such as bribery.

*Never give or take a bribe. Giving bribes, or accepting bribes, is contrary to the very name of the Sri Sathya Sai Organizations. Bear this in mind continuously.*

Sathya Sai Baba

7. Curb jealousy, hatred, and envy.

*We must seek ways to solve difficulties such as hatred, envy, and jealousy. To curb this sense of envy and jealousy, develop a broader outlook. Do not differentiate on the basis of race, caste, creed, or country. Follow your cultural and religious customs in your own home, but do not attempt to impose them on society. Rather than this, love each person as your own brother or sister, not seeing them as belonging to another creed, religion, or country.*

Sathya Sai Baba

8. Develop self-reliance.

*Members of the Sri Sathya Sai Organizations should do things by themselves; they should not depend on others. You may be very wealthy and have servants and assistants to help in a few tasks, but your own work you must do yourself. If you wish to be of service to society, serve yourself*

*first. One who will not serve society has no right to belong to a Sri Sathya Sai Organization.* Sathya Sai Baba

9. Observe your country's laws and be exemplary citizens.

*Never go against the law of the land. Follow the letter of the law. The members of the Sri Sathya Sai Organizations should follow the law in spirit also and be models for the government.* Sathya Sai Baba

10. Adore God, abhor sin.

*Love God and avoid sin. Love God incessantly. As long as you keep committing sins, God will never be yours.* Sathya Sai Baba

## **IX GENERAL RULES FOR CENTER OPERATION**

*Duty, discipline, and devotion are absolutely essential for everyone in this organization. Exemplify and promote the unity in diversity that is taught by the eternal righteousness (Sanathana Dharma).*

Sathya Sai Baba

- A. Meetings.** Center meetings require discipline and courteous and respectful behavior on the part of members, so that an appropriate devotional atmosphere is maintained and everyone's full attention can be directed toward the meeting's spiritual purpose.

*At bhajans (devotional singing) and at other meetings, men devotees should sit apart from women devotees. The rule should be applicable to all members—whether they are Indians or non-Indians, in India or elsewhere. It is part of the spiritual discipline that is necessary for devotees. ... mixing freely and sitting together do not promote a peaceful atmosphere. In sitting separately, sensory thoughts do not arise so easily.* Sathya Sai Baba

- B. Selection and Maintenance of Center Meeting Venues.** Venues should have a clean and suitable appearance, have adequate capacity, and be located in a wholesome area that is accessible to the membership. If the Center meets in a private home or building belonging to one of the members, the owner will determine which areas and facilities of the site will be made available to the



Center. Attendees shall respect the premises and behave appropriately. The owner will not have any special privileges regarding governance of the Center.

Proposals to rent venues or to make changes in previous rental agreements for Center meetings should be submitted to the Regional President, who will make a recommendation as to the suitability of the venue and cost.

Sathya Sai Baba teaches that all religions are different perspectives of the one and only universal Truth. Therefore, Sathya Sai Baba Centers should not be associated with any one religion. In the past, many Centers have found good sites in churches and temples. Centers currently meeting in churches and temples may continue. However, they should consider other sites. New Centers may be established at religious sites only if there are no suitable alternatives and the Regional President concurs.

**C. Membership List.** The list of members of a Center is private, is not for distribution, and will be used solely to facilitate communications to members about approved Center events.

**D. Incorporation.** Sathya Sai Baba Centers may not incorporate for any reason. A Center is not part of any tax-exempt corporation or foundation and is not entitled to federal or state tax-exempt status.

**E. Finance.** Fees may never be charged for any Center activity, nor may donations be solicited from members or the public. Centers pay no fees to the Sri Sathya Sai Organization at any level. Officers of the Sri Sathya Sai Organization do not use donated funds to cover personal expenses incurred in carrying out their duties. Centers may meet their expenses by allowing members to make voluntary, anonymous contributions.

Special projects must be discussed and approved by the officers in conjunction with the members and acted upon only after funds have been donated in the above manner. If the amount is insufficient, the officers may either make up the deficiency among themselves or cancel or modify the project. Centers should never embark on projects for which there are insufficient resources of money, time, personnel, energy, or skills.

Any financial considerations will be the collective responsibility of all the Center officers under the direction of the President. Careful records of all financial transactions (e.g., sale of books) will be kept and reviewed by the Center officers on a quarterly basis and may be reviewed by the Regional President. Those assigned to deal with book sales at Centers or conference accounts should be rotated on a regular basis, like officers.

These rules are in keeping with Sathya Sai Baba's injunction that Centers should have as little to do with money as possible, since it draws attention away from the members' spiritual focus.

*Fund collection is as much opposed to this movement as fire is to water.*  
Sathya Sai Baba

**F. Publications.** Centers may not publish or distribute books, CDs, DVDs, audio tapes, or other material that come from outside the Sri Sathya Sai Organization without permission of the Central Council.

Centers can publish and distribute "Sathya Sai Baba Center Bulletins" containing a calendar of events and announcements giving information about upcoming programs. The officers of the Center must approve the content, and it should be sent to the Regional President for approval.

Regions can publish and distribute regional newsletters if the members of the Regional Coordinating Committee agree that it will be a service to the Sai devotees in the region. The content of the regional newsletter may include a calendar of regional events, reproduction of talks given at Sathya Sai Baba Centers in the Region or Regional retreats, and reproductions of Swami's discourses. At least two weeks prior to publication, a draft of the newsletter will be sent to the Regional President for review (and revision, if appropriate) within one week. Thereafter, the Regional President will submit the draft of the newsletter to the Central Council President for further review and approval (and revision, if appropriate). The Regional President will ensure that revisions requested by the Central Council President are incorporated into the newsletter prior to its distribution to Center Presidents in the Region, and the Regional President will send a copy of the final newsletter to the Central Council President.

**G. Publicity.** Centers are not permitted to publicize or recruit members, in keeping with Sathya Sai Baba's Teaching that the only appropriate publicity for spirituality is to set an example in one's own life. Visitors should be warmly welcomed and properly informed about the philosophy and programs of the Center. Visitors should never be proselytized or pressured into becoming Center members.

Informational announcements concerning the Center's programs, location, and meeting times may be placed in the religious/educational page of local newspapers, and notices of meetings may be posted at local colleges, book stores, and other appropriate locations. Centers may be listed in the telephone directory.

**H. Maintaining Harmony.** If questions or disagreements arise in a Center regarding any matter, they should be discussed in a spirit of unity, harmony, and cooperation. If there is a lack of general consensus on any particular decision under consideration by the Center President, the Center President should consult the Regional Coordinating Committee, in order to obtain the advice and participation of the regional officers in the decision.

**I. One-Pointed Orientation.** All Center activities are focused in a one-pointed manner on the teachings of Sathya Sai Baba. In order to maintain one-pointed orientation, the study of the teachings of the many other teachers and organizations of spirituality and metaphysics is not appropriate, nor should representatives of such groups give talks in Sathya Sai Baba Centers. Practices in the Center should be limited to the programs given in these Guidelines.

Centers should emphasize the universal human values of truth, right conduct, peace, love, and nonviolence and not the rituals of any religion. The emphasis should be on the unity of faiths and the universality of Sathya Sai Baba's message. The Center should not give the impression that one has to worship Sathya Sai Baba within the context of any particular religious orientation.

It is recommended that only the *Sarva Dharma* symbol, photographs of Sathya Sai Baba and possibly Shirdi Sai Baba, quotations from Sathya Sai Baba, and universally accepted quotations from the world's major religions be posted in a Center.

*But we are not as intense as we should be on the spiritual path. We do not apply concentration and one-pointedness. Do not dig a few feet in a number of different places and moan that you cannot find water. Dig in one place steadily and with faith.* Sathya Sai Baba

- J. Use of Sathya Sai Baba's Name.** Sathya Sai Baba has lent His Name to this Organization for the upliftment of mankind. Therefore, only groups accredited by the Central Council may use the name of Sathya Sai Baba and the logo of the International Sri Sathya Sai Organization for their group.

Commercial or unauthorized public use of Sathya Sai Baba's likeness, symbols or emblems identified with Him, and the *Sarva Dharma* symbol is prohibited.

**K. Media Relations.**

*I do not need any publicity, nor does any other manifestation of the Lord. What do you know about Me? You speak one thing about Me today and another tomorrow.* Sathya Sai Baba

We do not seek publicity, but all people with genuine interest are welcome at our Centers. People from the media should be treated like all guests. They should be warmly greeted, informed about our program in a loving and competent manner. Should persons from the media request personal interviews or indicate their intention to publish an article or produce a film, they should be referred to the Regional President, who will consult with the President of the Central Council.

- L. Websites.** A Sathya Sai Baba Center should not have a website without first obtaining permission from the Regional President. The primary purpose of a Center website should be to provide communication among members of the Center. The website must follow the guidelines put forth by the International Sri Sathya Sai Organization. Further, except for the first page, the website must be password protected.

- M. Special Cautions.** Centers and individuals are cautioned regarding the following:

1. Sathya Sai Baba has repeatedly stated that He does not use intermediaries to communicate with His devotees. Rather, He says He has personal, “heart-to-heart” communication with each devotee. Accordingly, devotees should ignore or disregard claims by individuals that they have messages from Sathya Sai Baba or special “inner” guidance for the benefit of others. Similarly, no one has been authorized to give mantras or perform healings or marriages in the name of Sathya Sai Baba. Should such instances occur, they should be brought to the attention of the Regional President.
2. Official publications and communication channels of the Sri Sathya Sai Organization should be relied upon for information of importance.
3. There should be no solicitation of funds for any projects associated with the name of Sathya Sai Baba.

## **X. Conclusion**

These Guidelines have been established to maintain order and authenticity in Sathya Sai Baba Centers. If any questions arise regarding these Guidelines or Center operations, please bring them to the attention of your Regional Coordinating Committee or the Central Council. Always remember that the most important spiritual practice or rule is to follow the dictates of your conscience.

## **XI. Official Organizations, Newsletters, and Websites**

**Sathya Sai Book Center of America.** The Book Center publishes and distributes books, CDs, DVDs, audio tapes, etc. concerning Sathya Sai Baba and His divine message.

305 West First Street

Tustin, CA 92780

Tel: (714) 669-0522 Fax: (714) 669-9138

ssbinquiries@sbcglobal.net

www.sathyasaibooks.com

**Sathya Sai Society of America.** The Sathya Sai Society of America is a charitable, tax-exempt foundation, which uses all funds that it receives to further the

humanitarian works of Sathya Sai Baba, with no funds being used for administrative purposes

P.O. Box 660908  
Arcadia, CA 91066-0908  
(714) 669-0522

**Sathya Sai Education in Human Values Foundation.** The Foundation promotes Sathya Sai education in human values.

Tel: (714) 368-9045 Fax: (714) 508-6830  
<http://www.ssehvusa.org>  
[ssehvusa@pacbell.net](mailto:ssehvusa@pacbell.net)

**Directory of U.S. Sri Sathya Sai Organizations.** The Sathya Sai Book Center of America:

1. Responds to inquiries from the public and from Sai devotees regarding Sathya Sai literature and the location of Sathya Sai Baba Centers in the USA.
2. Maintains a list of Centers and Center, Regional, and National Officers.
3. Refers inquiries about Sathya Sai Baba, His Message, and His Program to the appropriate officers of the USA Sri Sathya Sai Organization.

**Sanathana Sarathi.** The monthly newsletter, published in Prasanthi Nilayam.

Sri Sathya Sai Books & Publications Trust  
Prasanthi Nilayam, P.O.  
Anantapur District A.P.  
India 515 134  
[www.ssbpt.org/Pages/Trust/SanathanaSarathi1.htm](http://www.ssbpt.org/Pages/Trust/SanathanaSarathi1.htm)

**Sathya Sai Newsletter, USA,** The bimonthly newsletter of the United States Sathya Sai Baba Organization.

Barbara Bozzani, Editor  
c/o Sathya Sai Book Center of America  
305 West First Street, Tustin, CA 92780-3108  
[sathyasaibooks@sbcglobal.net](mailto:sathyasaibooks@sbcglobal.net)

## **Web Sites**

U.S. Sri Sathya Sai Organization: <http://www.sathyasai.us>

Sathya Sai Book Center of America: <http://www.sathyasaibooks.com>

U.S. Sathya Sai Education in Human Values Foundation:

<http://www.ssehvusa.org/>

International Sri Sathya Sai Organization: <http://www.sathyasai.org>

Sri Sathya Sai Central Trust: <http://www.srisathyasai.org.in>

Sri Sathya Sai Books & Publications Trust: <http://www.sssbpt.org>

Sai discourses and writings, with search engine: <http://www.sssbpt.info>

Radio Sai Global Harmony: <http://www.radiosai.org>

Saicast streaming videos: <http://www.saicast.org>