

## Share Goodness if You Want to Become Richer!

### Launching the Brahma Kumaris World Initiative “7 Billions Acts of Goodness” in Russia 21 January 2015, St. Petersburg

It seems that the initiative designed “to exponentially increase expressions of benevolence in the world” is truly producing a “ripple effect” spreading across the globe! Starting from the US, India and Malaysia, the project has now reached Russia. It's symbolic that people from all walks of life joined hands in their commitment to lead a life of goodness and inspire many others to do the same. The project was launched in the presence of the **special guests**:

**Pavel Soltan**, deputy chairman of St. Petersburg Parliament,  
**Elena Berezhnaya**, Salt Lake City Olympic champion in figure skating,  
**Ivan Krasko**, theatre and movie actor who has starred in more than 100 films,  
**Father Roman**, chief priest of Georgian Orthodox Church in St. Petersburg  
and many others.

#### Official partners of “7 Billions Acts of Goodness” in Russia:

St. Petersburg Charity Organization “Nevsky Angel”,  
NGO “Information for All”  
and the largest Russian bookstore chain “Bookvoed” (information partner).

Highlighting the special feature of the new project, **BK Santosh**, Brahma Kumaris director in St. Petersburg, said, “Conversation about acts of goodness is not something new. BKs are not the first or the only organization to touch this issue. Thousands of individuals and hundreds of institutions have been engaged in inspiring people to be good and to do good things. So why is the Brahma Kumaris bringing this up now? Because for majority it is not difficult to decide to be good. However only few are able to sustain their decision, and even fewer succeed in doing good things on a permanent basis. So this is where the philosophy of “7 Billions Acts of Goodness” comes in useful. The project is about exploring the significance of regular practice of silence, positive thinking, or meditation. Now and then throughout the day I should make a pause and reinforce the awareness of myself as an innately good, pure and divine being. This awareness will enable me to maintain positive attitude and vision towards myself and others. In this case my very presence will be loved and appreciated by everyone, and it will act as a washing machine removing all the dirt and giving cleanliness and freshness!”



**BK Sudha**, Brahma Kumaris director in Moscow, shared the story of Prajapita Brahma, the founding father of the Brahma Kumaris, as a perfect example of how one person's transformation can trigger transformation of many others. "Every action starts with a thought. It means that every act of goodness starts with a good thought that arises in the mind of a good person. However, every one of us is aware of the fact that although good thoughts arise in the minds of many, not all good thoughts are translated into actions. Where is the missing link? Three things are needed to make our good intentions fruitful. The first one is the power of determination which is the key to success. The second one is courage to face hindrances and opposition. And the third one is humility and inner strength that will inspire others to co-operate with you in a natural way. It is very important, since we can't make anyone co-operate with us by force."

### Special guests and partners speaking about the project:

"Goodness is that magical power that enables us to experience a different dimension of ourselves. The more we feel, understand and share this new dimension with others, the quicker our life is going to change. "7 Billions Acts of Goodness" is an important step towards making our world a place of more goodness". *Pavel Soltan, deputy chairman of St. Petersburg Parliament*

"We don't have to wait or ask if we should do something good. If we feel someone needs our care, or help, or support, we just have to do what is at hand. And I appreciate so much the idea that those who want to perform acts of goodness have got the place now where they can register their intentions!" *Elena Berezhnaya, Salt Lake City Olympic champion in figure skating*

"I support the project with all my heart! We can't force others to be good, so our personal example is very important. Let's try to live in such a way that people love us, copy us and follow us". *Ivan Krasko, theatre and movie actor*

"At first sight the project seems very simple, almost childish, and this is the proof that it is very wise! The degree of wisdom merged in it is such that it makes a person come in touch with their original nature. It brings us back to our roots. Technically speaking, every project in the world has a beginning and an end. I wish this particular project would have no end at all! May it continue forever!" *Vladimir Lukyanov, president, St. Petersburg Charity Organization "Nevsky Angel"*

"I wonder, why do people prefer fighting evil instead of performing more good deeds? This project resonates deeply with my feelings, thoughts and activities. We should hurry with doing good things. Time and situations keep on changing, and when we look back at our life we should not regret that we could have done something good but did not do that. Let's act now!" *Svetlana Mikhailova, expert, Centre for Supporting Volunteer Initiatives*

"I am grateful to BKs for launching this project here and now. We have to discover new meanings ourselves and inspire others to do the same. And we should remember that unless we keep on learning ourselves we can't teach others". *Alexey Demidov, chairperson, NGO "Information for All"*

