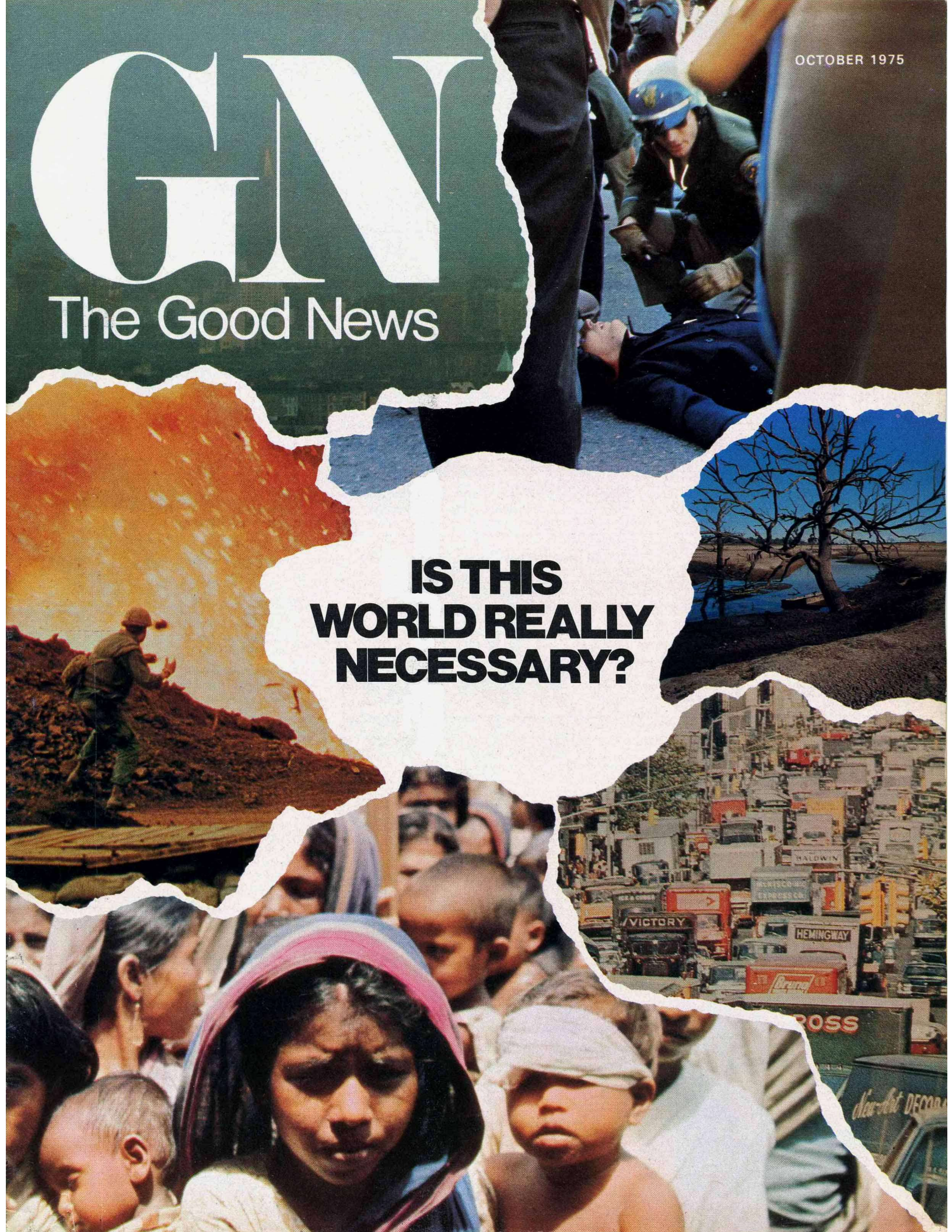


# GN

The Good News

OCTOBER 1975

**IS THIS  
WORLD REALLY  
NECESSARY?**





## **The Relationship Between the Ambassador International Cultural Foundation and the Worldwide Church of God**

*by* Herbert W. Armstrong, Board Chairman,  
President and Pastor-General of the Worldwide Church of God

Although the Ambassador Auditorium was built on the Ambassador College campus to serve the college, it was dedicated to the honor of *the Great God*. Therefore, at the beginning of construction I emphasized to our people that it must never be in any way commercialized.

We have always wanted to share with our community such cultural, artistic, educational and musical events as we were able. For years we have invited the public to share with us such productions two or three times annually, either at the Pasadena Civic Auditorium or in our own facilities on campus. The beautiful new auditorium provided a superb new facility. We wanted to provide such programs more often. But *how?* — when we could not commercialize it by direct sale of tickets.

Several of us put our minds to work on the opportunity — keeping it noncommercial and nonprofit as we have always done.

The new Foundation emerged as the most unique means of bringing many top-rated cultural, musical and educational programs here, while benefiting many charitable and humanitarian organizations at the same time! It was a *natural!* Immediately we were all emotionally excited and inspired to have such an opportunity to doubly serve the community.

We have always stressed the fact that Ambassador College is a cultural and character-building institution. We have wanted to contribute to the cultural and character upbuilding of the communities in which our colleges are located, as part of our self-accepted responsibility.

But I want to emphasize that the new Ambassador International Cultural Foundation (AICF) is entirely *separate* from the Worldwide Church of God and Ambassador College. Many of its Board members and advisers are in no way connected with the Worldwide Church of God.



We are also organizing Ambassador International Cultural Foundations in Tokyo and in Bombay, where most of the directors are prominent in government, educational, or industrial life and in no manner connected with the Worldwide Church of God.

*What do we hope to get out of it?*

Let me explain candidly and forthrightly that 49 years ago I personally came to believe that the saying "It is more blessed to GIVE than to receive" is the *practical* way of life, and I then dedicated my life to that principle, as a *way of life*. I have put it into practice in the Ambassador College campuses, and in all our operations, and I have *proved* it is practical as well as *right*. We seek not to *get* but to *give*.

What do we expect to get out of this? Just what I have been getting out of life these 49 years — great personal fulfillment, the joy of finding it truly *is* more blessed to give than to receive — the satisfaction no opposition or criticism can take from me — the realization of having helped many thousands — and perhaps many millions!

#### **Worldwide Church of God — Nonproselyting, Nonmissionary**

The Worldwide Church of God is completely nonproselyting, and always has been. We have no missionary program, have no program either in the Church or Ambassador College for training missionaries.

It is emphatically contrary to our belief and practice for any minister or representative of this Church to directly or personally solicit any potential member or urge anyone to become a member.

I, personally, a number of times in speaking before audiences up to 10,000 or 12,000 of our members at the Feast of Tabernacles services, have said to these congregations, "Not one of you has ever been solicited personally, or urged by any representative of this Church to become a member. In no case have we approached you — but you had to approach us."

It is our belief and practice that our great commission is to proclaim our belief in all the world for a witness to all nations — but not with the objective of making converts, or gaining members.

*Important:* The word "gospel" has an entirely different meaning to us than the commonly understood meaning of that term. We neither believe nor preach what is commonly known as "the gospel" in the organized Christian world. It has *nothing* to do with proselytizing. What we proclaim is the "Missing Dimension in Knowledge" that had not been discovered by science, nor proclaimed by any religion — and that it is not in contradiction or opposition to ANY religion, but in reality is outside the field of religion. *We are not competitive*, and certainly do not intend to be, in any sense. Our goal is to work for humanity's *good*, and the way of *world peace*. Because of the entirely different meaning the word "gospel" has come to mean to the world in general, I am personally coming to use it very sparingly.

