



BOY SCOUTS OF AMERICA®
NATIONAL FOUNDATION



2017 ANNUAL REPORT

LETTER FROM THE CHAIRMAN

Thanks to your dedication and vision for Scouting, 2017 stands as the highwater mark for major gifts impact for the Boy Scouts of America. You have responded mightily to the Growing Future Leaders campaign by giving over \$55,000,000 in new, outright and deferred gifts. In addition to raising funds, much work has been done behind the scenes at the Foundation to create effective partnerships with local councils. From program outcomes and donor stewardship plans, the Foundation is continually improving to serve you better. After all, it's Because of You... Scouts received over \$1,000,000 in scholarships, camps were rebuilt after devastating hurricanes, and thousands of youth had the trip of a lifetime to the BSA National Jamboree. This is an exciting time for Scouting. As more boys and girls join Scouting, the Foundation is ready to help you positively impact young lives.



A handwritten signature in black ink that reads "Tom Edwards". The signature is written in a cursive, slightly slanted style.

Thomas C. Edwards

Chairman, Boy Scouts of America National Foundation



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FOUNDATION

Thanks to your dedication and vision for Scouting, 2017 stands as the high water mark for major gifts impact for the Boy Scouts of America. You have responded mightily to the Growing Future Leaders campaign by giving over \$55,000,000 in new, outright and deferred gifts in 2017.

After all, it's *Because of You...* Scouts received over \$1,000,000 in scholarships, camps were rebuilt after devastating hurricanes, and thousands of youth had the trip of a lifetime to the BSA National Jamboree.

In addition to raising funds, much work has been done to create effective partnerships with local councils. The Foundation worked with 49 councils in 2017 and those councils are seeing tangible impact from the partnership. With momentum from the Growing Future Leaders Campaign, over \$38,000,000 in new gifts were raised for Foundation partner councils.



GROWING

Kids who grow up in Scouting try new experiences and make new friends. Whether it's scuba diving, rafting or rock climbing, kids find the outdoor adventure they seek at any of Scouting's over 400 outdoor properties. As a double bonus, parents know that in each of these amazing outdoor settings, their kids are pushing beyond their comfort zones and building self-confidence and character.

Did you know that in 2017, you gave over \$5 million in capital funds to directly improve and maintain Scouting's amazing outdoor properties? Climbing walls were built, dining halls refurbished, and Because of You... Scouts have new and improved places to camp, eat and explore.

Because of You...

Big gifts build big fun! Families attending Bear Creek Scout Reservation outside of San Antonio, Texas know this first hand. Dedicated Scouters, Merrikay and Alan Compton stepped in at the right time with the resources to grow outdoor adventure at Bear Creek. It was truly perfect timing. Soon after Alan and Merrikay had created a donor advised fund at the Foundation, a unique opportunity presented itself to expand the adventure offerings at their favorite camp. They were able to respond quickly to the Alamo Area Council's request with the needed funds. Within just of a few weeks, boys and girls had a fantastic new way to share in the Compton's favorite outdoor passion. Can you guess what the Compton's built?



FUTURE

July 2017– Tens of thousands of kids from around the world gathered at Scouting’s premier high adventure base in West Virginia, the Summit Bechtel Reserve, for the BSA National Jamboree. They expected to mountain bike, zip-line, and have other high adventure fun. They did not expect to program drones, launch a satellite, build robots, and program micro-processors.

Because of You... 5,000 kids took home more than a patch from the 2017 BSA National Jamboree. They took home skills they will use to inspire their futures. From thousands of hours volunteered by tech professionals, to key corporate partners, for ten-days you created a high-tech learning experience in the mountains of West Virginia- the Cognizant Makerspace.

Where else could a kid be encouraged to take apart a computer...with a hammer? Project-based learning came to life at the Jamboree as kids deconstructed computers and collaborated to create unique problem-solving projects from everyday materials. Twelve different STEM-related maker activities captivated young imaginations and kept the Makerspace buzzing from sunrise to sunset.

Because of You...

At the 2017 BSA National Jamboree, The Cognizant Makerspace took a grassy field and turned it into a high-tech, innovative learning space. Boys and girls chose to spend hours tinkering, inventing and problem-solving. Kids were able to use cutting-edge tools to bring their creations to life. Without knowing it, they mastered the concepts of an innovative approach, maker strategy and design thinking. And they thought they were just earning the Jamboree Makerspace patch!



LEADERS

From Harvey to Irma to Maria... the 2017 Hurricane season was one of the most active on record. When the storms had passed, Scouts from across the country sprang into action to respond to the needs in their own communities and those thousands of miles away.

“Shortly after the Hurricane, our job was to help others, we as Scouts were prepared to do so. The financial assistance we received was crucial for us to be able to serve in any way we could.” – Maria Molinelli, Scout Executive | Puerto Rico Council

After Hurricane Maria, The Order of the Arrow mobilized to assist with rebuilding in Puerto Rico. A hundred Arrowmen traveled to the ravaged island to lend their muscle, sweat, and encouragement. National Executive Board member, Joe Landy and his wife Mary helped fund the massive service project through a donor advised fund at the Foundation. Funds were deployed quickly and strategically to jump-start Scouting’s recovery in Puerto Rico.

[Learn more about the impact of Arrowcorps Puerto Rico](#)

Because of You...

Scouting is always prepared to serve communities in need, especially in times of crisis. Because of you, the right support came at the right time to help two Scout camps devastated by Hurricanes Irma and Maria. Camp Sawyer in South Florida and Guajataka Scout Reservation in Puerto Rico lost buildings, campsites, rooves, and trails, but not their Scouting spirit. Though 1000 miles apart, the mission remained the same-get our camps ready for summer.

Dedicated Scouters and Second Century Society members, Tom Bales and Connie Ryan visited Camp Sawyer and were immediately moved by the Irma’s destruction. Tom and Connie immediately donated \$100,000 to serve as a lead gift to rebuild South Florida Council’s tranquil camp in the Keys.



FOUNDATION FACTS

- You are helping all kids enjoy Scouting! In 2017, 28% of the funds distributed, went directly to Scoutreach, an initiative to support youth in underserved communities.
- It's the 10th Anniversary of the Don and Marie Belcher Scholarship Fund! Every year since 2008, the Belcher fund has provided \$63K in college scholarships for Eagle Scouts. *Because of You, Don and Marie Belcher, Eagle Scouts can soar into their futures with less financial worry.*
- Since 2006, you have been contributing to the Scouting Emergency Fund at the Foundation to assist with recovery from tornadoes, fires, hurricanes and other immediate needs. Funds are used to cover emergency expenses at local councils, heavy equipment rental, lodging and meals for volunteers and building supplies.
- In 2017, you granted \$302,734 in college scholarships from your donor advised funds at the Foundation.
- We know you have many passions. In 2017, you distributed over \$300,000 from your Foundation funds to organizations other than Scouting to impact the greater community.
- In 2017, over \$3.2 million was distributed from your donor advised funds directly to local councils.



FUNDS HELD BY THE FOUNDATION

The Foundation places you on the leading edge for Scouting impact and program innovation through the Growing Future Leaders campaign. You can give to or through the Foundation and designate your gift to the specific area of Scouting you love.

Donor Advised Funds are one of the fastest-growing types of personal and family philanthropy. You make gifts now, but can decide later which charities (Scouting and non-Scouting) will benefit. These funds are highly efficient alternatives to family foundations.

Endowments and Donor-Directed Funds establish resources for a specific council, project, or facility. Endowments are usually more permanent. Donor-directed funds tend to be short-term and flexible. Both types may expend income and principal as you wish.

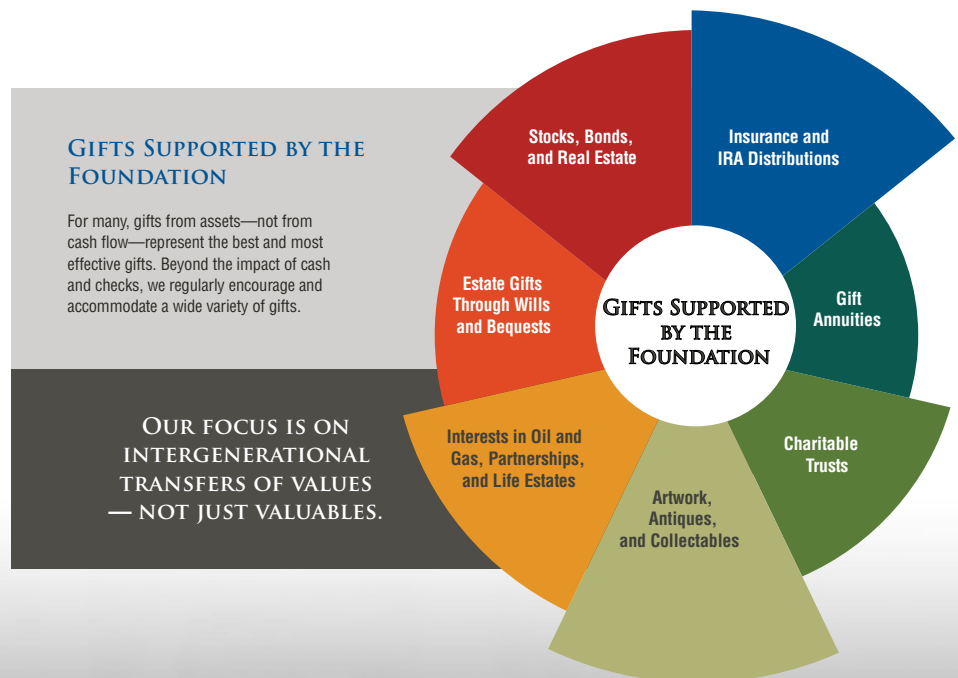
Scholarships and Camperships provide need-based and merit-based support to help cover the costs of camping, jamborees, high-adventure experiences, and the spiraling costs of higher education. These gifts fuel some of the greatest incentives for youth and their families to join and remain involved in Scouting.

THE FOUNDATION CAN HELP YOU IMPACT...

your local council, favorite camp, any high adventure base, youth in underserved communities, STEM, etc.

GIFTS SUPPORTED BY THE FOUNDATION

As a donor to the Foundation, you determine where your money goes and how it will be spent. The Foundation ensures your wishes and passions are followed and supported. It is also our job to keep you informed on the status and impact of your gift or fund. We believe relationships are far more important than gift transactions.



PRESIDENTS LEADERSHIP COUNCIL

As a member of the Presidents Leadership Council, PLC, you are among an elite group who have given to Scouting at the highest level. As a PLC member, you have given \$1 million or more to or through the BSA Foundation, outright or payable over five years.

PLC members enjoy exclusive, unique Scouting events for fellowship with BSA leadership and fellow members.

We are grateful to the significant commitment you have made to Scouting. You are growing the future leaders of our nation and setting the standard for pairing passion with philanthropy.



Bruce Abernethy
David S. and Marilyn Alexander
Steven A. and Jamberlyn Antoline
Edward and Jeanne Arnold
Norman and Meg Augustine
Thomas and Patricia Bain
Troy and Jill Bancroft
Stephen and Betty Bechtel
Donald and Marie Belcher
Joseph "Si" and Eaton Brown
H. Howard and Cristi Bulloch
Dan and Darlene Cabela
Dick* and Mary Cabela
Russell P. and Lee Cann
Paul R. and Donna "Muffy" Christen
Carlton "Chip" and Christina Clardy
John Clendenin
J. Robert and Diane Coleman, Jr.
Philip M. and Geda Condit
Dale and Gail Coyne
Joe R. and Amy Crafton, Jr.
John W. and Jan Creighton, Jr.
Rick and Janet Cronk
John C. and Jeanine Cushman, III

Douglas H. Dittrick
Terrence P. and Peggy J. Dunn
Thomas and Elizabeth Edwards
Brad Epstein, M.D.
Craig and Mary Fenneman
Jack and Debra Furst
Dr. Robert and Rebecca Gates
T. Michael and Gillian Goodrich
John and Carmen Gottschalk
Albert and Chris* Hanna
Robert C. Harrington
John D. Harkey Jr.
J. Brett and Carol Harvey
Harold S. and Joanne Hook
Jack and Louise* Jadel
The Honorable James C. Justice, II
Lyle R. and Toril Knight
Joseph P. and Mary Landy
Richard H.* and Phyllis Leet
Thomas C. and Peggy MacAvoy, Ph.D.
J. Willard Marriott Jr.
Francis R. and Marcia McAllister
Flint and Julie McNaughton
Robert E. Brenda L. Murray

Ross and Sarah Perot, Jr.
Wayne and Christine Perry
Charles and Yvonne Pigott
Lonnie and Carol Lynn Poole, Jr.
Trevor and Jan Rees-Jones
Roy S. and Maureen Roberts
Henry A. and Dorothy Rosenberg, Jr.
William and Linda Rosner
Edmund and Beatriz Schweitzer
Walter and Suzanne Scott
Randall and Lenise Stephenson
Robert "Lindy" and Cherry Anne Sutherland
Ernie and Barbara Thrasher
John D. Tickle
Rex W. and Renda Tillerson
Adele and Miton* Ward
Steve and Monica Weekes
Edward E. and Linda Whitacre, Jr.
Robert and Angé Workman
Stephen and Ellyn Yacktman
Gene H. Yamagata
Steven and Chris Zachow, M.D.

*Deceased



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BSA FOUNDATION STAFF

Please contact the Foundation regarding:

- Local council major gift support
- Gifts of land, stock and other assets
- Donor-advised funds
- Charitable trusts
- Estate planning
- Bequests and other types of major gifts for Scouting

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National Foundation

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THE CAMPAIGN FOR SCOUTING



A MESSAGE FROM THE CHIEF

The Boy Scouts of America, as a movement, has long promoted itself as an authority in the areas of Leadership and Character. America needs Scouting like never before. We are well positioned to begin to grow strongly over the next generation. We must deliver the time-tested values of the Scout Oath and Law to an increasingly diverse youth population.

Your investment with the BSA Foundation is crucial to our growth. Each new Scout, can be a beacon of hope in an increasingly challenging world. Thank you for investing with the Foundation. The unique partnership it has with local BSA Councils brings the program to more youth. Together, we can grow leaders with integrity, bringing hope to the world.

Mike Surbaugh
Chief Scout Executive

**GROWING
FUTURE
LEADERS**
THE CAMPAIGN
FOR SCOUTING

Growing future leaders of character continues to drive the Boy Scouts of America. The National Executive Board has charged the BSA Foundation with funding this vision. Growing Future Leaders is a \$250,000,000 campaign to directly impact Scouting at the local and national levels.



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The BSA National Foundation is a public charity,
recognized as tax exempt under IRS Section 501(c)(3).

GROWING...WHERE SCOUTING STARTS

Scoutreach connects communities by growing Scouting in underserved markets. Membership growth initiatives break barriers to participation. Youth need the character building attributes of Scouting.

With your investment...

- Serve 150,000 additional youth
- Endow funding for 20 Scoutreach Executives
- Grow Scouting in key markets, fuel pilot program innovation and improve the member experience

FUTURE...WHERE SCOUTING INNOVATES

Innovative programs teach powerful real-life skills. STEM education and workforce development programs grow future leaders for our nation. Endowments secure the foundation of Scouting.

With your investment...

- Engage 500,000 additional youth in grades 3-12
- Implement STEM-based programs nationwide
- Create new endowments

LEADERS...WHERE SCOUTING HAPPENS

Scouting comes to life at camps and high adventure bases. Great program venues enhance the outdoor experience for youth, families and volunteers.

With your investment...

- Provide unique leadership opportunities for youth
- Educate and train volunteer leaders serving 100,000 Scouting units
- Improve and enhance facilities serving 2.5 million youth annually

GROWING

\$75M

FUTURE

\$100M

LEADERS

\$75M

OUR GOAL

\$250M



GROW MAJOR GIVING IN YOUR COUNCIL

With this guiding principle, the Foundation is dedicated to partnering with local councils in securing major gifts for operating, capital, and endowment. The Foundation provides major gift fundraising services for all of Scouting. Foundation services have led to over \$200 million in new gifts for local councils in recent years. Through effective work with donors, transformational major gifts are positively impacting the future of Scouting.



▶ THE FOUNDATION OFFERS A WIDE RANGE OF MAJOR GIFT SERVICES

- Creates a culture of philanthropy within Scouting including donor stewardship
- Works with donors to establish donor-advised funds, gift annuities, charitable trusts, bequests for scholarships, STEM, and many other BSA initiatives
- Provides planned giving resources and estate planning expertise
- Creates unique donor events
- Promotes donor recognition using the Second Century Society
- Leads major gifts seminars for volunteers, council board members, and BSA staff

▶ THE TIME IS NOW

Growing Future Leaders is a \$250 million major gifts campaign to benefit our partner councils and support their nationally aligned BSA priorities. These new gifts help councils grow endowments, expand Scoutreach, grow STEM offerings, raise capital funds, and build lasting relationships with major donors. In the first two years of the campaign, over \$60 million has gone directly to partner councils.



The unique partnerships the Foundation has created with local BSA councils brings the program to more youth. Together, we can grow leaders with integrity, bringing hope to the world.

-Mike Surbaugh, Chief Scout Executive

PARTNERING WITH THE FOUNDATION

Is your council doing what is necessary with top prospects to ensure their next major gift will be to your council?

► WHY PARTNER?

For councils seeking to elevate their major gift fundraising efforts, the Foundation customizes partnerships to deliver high-value major gift services. The Foundation has partnered with over fifty councils successfully growing endowments, raising funds for capital and other priorities, enriching donor experiences, and forging new donor relationships. Our staff of professional major gift directors and specialists bring a disciplined and focused approach to help councils develop high-impact, long-term donor relationships.

Custom Major Gift Services include...

- Developing and implementing specific donor cultivation and solicitation strategies
- Participating in donor asks for major gifts
- Identifying potential new donor prospects
- Providing high-level donor recognition, cultivation, and stewardship
- Coordinating major gift activity between Scouting professionals and volunteers
- Researching capacity and affinity for prospects and donors
- Assisting councils with technical support and training for major gifts

► CUSTOM MAJOR GIFT SERVICES

To meet the growing local council demand for custom major gift services, the Foundation creates partnerships based on council size, budget, donor base, and major gift goals.

Three of the most popular ways your council can partner with the BSA Foundation include:

1

The Foundation can assist on a single occurrence basis, on-site at your council, for a fee based on the lesser of 5% or \$25,000 on the closed gifts.

2

The Foundation can dedicate a major gifts director, on site at your council, for a given number of days per year.

30 days of service **\$22,000**
60 days of service **\$44,000**

3

The Foundation can share the cost of employment for full-time major gifts directors residing and working in specific geographic markets. These placements are negotiated on a case-by-case basis. The cost varies based on market factors and the number of participating councils.



THE TIME IS NOW TO PARTNER WITH THE FOUNDATION. LET US HELP YOU EXCEED YOUR MAJOR GIFT GOALS.



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www.bsafoundation.org/bsa-council
972.580.2219

HONORING MAJOR DONORS IN THE SECOND CENTURY OF SCOUTING

A culture of philanthropy is the foundation for a robust major gifts program. Councils grow when major gifts help meet funding priorities and grow endowment. Donors want to connect their vision and passion for Scouting in tangible, meaningful ways. Building long-term, genuine relationships between donors and a council sets the stage for a successful major gifts program.

STEPS TO UTILIZING THE SECOND CENTURY SOCIETY

Councils are moving toward the Second Century Society as the preferred method of major donor recognition. Successful councils use the following elements:

RECRUIT A CHAIRPERSON

A vibrant Second Century Society has an engaged chairperson. As a Second Century member, this person understands the impact of giving at this level and the importance of cultivation and recognition. The chairperson hosts gatherings, leads recognition events and works closely with the Key 3 to establish and maintain the council's major gifts program.

CREATE A SECOND CENTURY PLAN

The 1910 Society and Founders Circle have been an important part of donor recognition at the council level. It is important to create a plan meeting the specific council's needs and donor expectations. Some councils recognize all 1910 Society and Founders Circle members as Second Century and some use it as a tool to energize and cultivate new major gifts. Councils use major gift committees to augment their development efforts. Starting the conversation at the Board level will ensure consistency and successful implementation of a Second Century Donor Recognition Plan.

HOST GATHERINGS

As the Board and Second Century Chairperson have set the direction and tone, it is time to identify new members. Use gatherings to increase your council's society and identify those who can grow into membership. Gatherings and events provide the opportunity to highlight Scouting and understand donor passions.

RECOGNIZE NEW MEMBERS

When new major gifts are made to the council, put into action your Second Century Plan. Communicating the impact of a gift can lead to lifelong giving. Recognize the impact of the gift locally and nationally. Donors giving \$100,000 or more are eligible for special national level recognition. Recognizing the donor, as well as, the impact of the gift connects a donor to the Scouting mission.



The Boy Scouts of America created the Second Century Society to nurture a donor centric culture within Scouting philanthropy. Consistent donor stewardship, using the Second Century Society, will create a culture of donor engagement resulting in increased size and frequency of major gifts.

DONOR CENTRICITY

CONNECT

Match a donor's passion and vision with Scouting's critical and innovative priorities.

BUILD

Strengthen relationships and a sense of belonging through council events.

COMMUNICATE

Share with donors the impact of their gifts in a timely manner.

RECOGNIZE

Thank donors frequently and steward the various recognition levels for major gifts.



**BOY SCOUTS
OF AMERICA**
NATIONAL FOUNDATION

GRATITUDE IN ACTION

THE SECOND CENTURY SOCIETY AND PRESIDENTS LEADERSHIP COUNCIL

The Foundation is deeply grateful for the time, talent and resources committed by our investors, trustees and Scouters. We are stewards of these gifts representing the future of Scouting and the passion of our Scouters. Understanding the motivations of our investors, helps the Foundation connect resources to programming. Most importantly, the majority of these funds remain at the local level as direct fuel for the Scouting mission.

In honor of Scouting's next 100 years, the Second Century Society is designed to meaningfully foster relationships between our major investors and Scouting.

Second Century Society - Local Council Recognition

- minimum of \$25,000 outright or paid within five years

Second Century Society - Foundation Recognition

- minimum of \$100,000 outright or paid within five years
- minimum of \$100,000 deferred gift

Second Century Society - Lifetime Investors

- Paid, lifetime gifts to Scouting of at least \$500,000
- Recognized by the Foundation

Presidents Leadership Council

- A recognition unique to the Foundation. Membership includes investors who partner directly with the Foundation at the \$1 million or more level for local or national impact.



OUR COMMITMENT TO OUR INVESTORS...

through relationships we listen and craft philanthropy with our investors so they may direct funds to specific interests in Scouting on a local and national level. We steward gifts at the direction of our investors.

CONTACT THE FOUNDATION

Contact Diane Smith at the Foundation for details on how your council can use the Second Century Society to grow major gifts.

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