



BOY SCOUTS OF AMERICA®
NATIONAL FOUNDATION



GROWING FUTURE **LEADERS**
THE CAMPAIGN FOR SCOUTING



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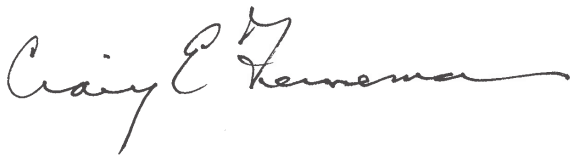
LETTER FROM THE CHAIRMAN

2016 was a year of milestones for the BSA Foundation. The Foundation launched Scouting's first nationwide major gifts campaign, Growing Future Leaders, resulting in our most successful fundraising year to date! The campaign has generated an energy and focus culminating in over \$53 million in gifts for 2016. This success has exceeded expectations and serves to fuel the quest to meet the \$250 million goal.

More importantly, I have seen the fruits of transformational giving. The impact of your generosity is seen through youth benefiting from over \$1,000,000 in scholarships we distributed last year. Your support is fueling triple digit growth in STEM Scouts, giving boys and girls a new way to enjoy Scouting.

As I look back over the past three years as your Chairman of Trustees, the Foundation has grown into a focused, highly effective team of volunteers and professionals, powering Scouting's strategic initiatives. I am proud to know that even with tremendous success and growth, the Foundation remains focused on you, the donor. We continue to put your vision and passion first, connecting you to the Scouting mission.

Growing Future Leaders is gaining momentum as we enter the second year of the campaign. As my time as Chairman comes to an end, I am honored to have served with dedicated Trustees and volunteers during this time of growth and change.



Craig Fenneman

Chairman of Trustees



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ANNUAL REPORT 2016

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FOUNDATION

Last year, you responded in a powerful way to the Growing Future Leaders campaign. With over \$53 million in gifts, underserved youth experienced Scouting or the first time, more STEM Scouts units launched across the country and local councils improved their facilities. 2016 marked the strongest year to date for the Foundation. As more Scouters entrust their legacies with the Foundation, there is strong momentum for Scouting to grow. The Foundation continues to partner with local councils to help donors from around the nation realize their vision for Scouting.



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.


**GROWING
FUTURE
LEADERS**

THE CAMPAIGN
FOR SCOUTING

Mike Surbaugh
Chief Scout Executive

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, five-year campaign to directly impact Scouting at the local and national levels.



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bsafoundation.org

1325 W. Walnut Hill Lane, Irving, Texas 75038 | bsafoundation.org

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 Scouts, Sustainability 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 co-ed STEM Scouts 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

GROWING

The Foundation awarded \$1.1 million in scholarships for membership, camp, and college to over 1,500 youth in 2016. For many, this meant a chance to experience Scouting for the first time. In addition, the Foundation partnered with a leading research university to study the impact of Scouting. Clemson University led the independent study to understand the impact of the Exploring and Scouting on kids who have never had a Scouting experience. The preliminary results are in. While more outcomes will be revealed in 2017, early reports are putting numbers to the impact of Exploring, Scouting, scholarship, and outdoor experiences.



FUTURE

With 3259 youth members in 2016, STEM Scouts experienced a triple digit growth rate of 110% last year! As more boys and girls are responding to the unique opportunities STEM Scouts offers, you are fueling the growth through the Growing Future Leaders Campaign. STEM Scouts is igniting a passion for STEM in our youth. Girls are engaging and thriving as they make up almost half of the membership. Parents are seeing the benefits of a program geared to inspire future careers. Corporations value the impact the STEM curriculum is having on our future workforce. Just a couple years ago, STEM Scouts started as a pilot program in Knoxville, TN. Thanks to dedicated volunteers and visionary donors, STEM Scouts is a thriving program serving boy and girls in 251 labs across the nation.



LEADERS

Over 900,000 registered adults volunteered, camped, and mentored youth last year....that's over 200 million hours. In addition to time, many volunteers also invest their dollars. The most loyal Scouting philanthropists started as Scouts and have remained engaged, creating a Scouting legacy in their own families. You are giving back to these loyal volunteers through the Growing Future Leaders Campaign. Improved facilities, online trainings and improved technology are enhancing the volunteer experience, positioning Scouting for continued growth.



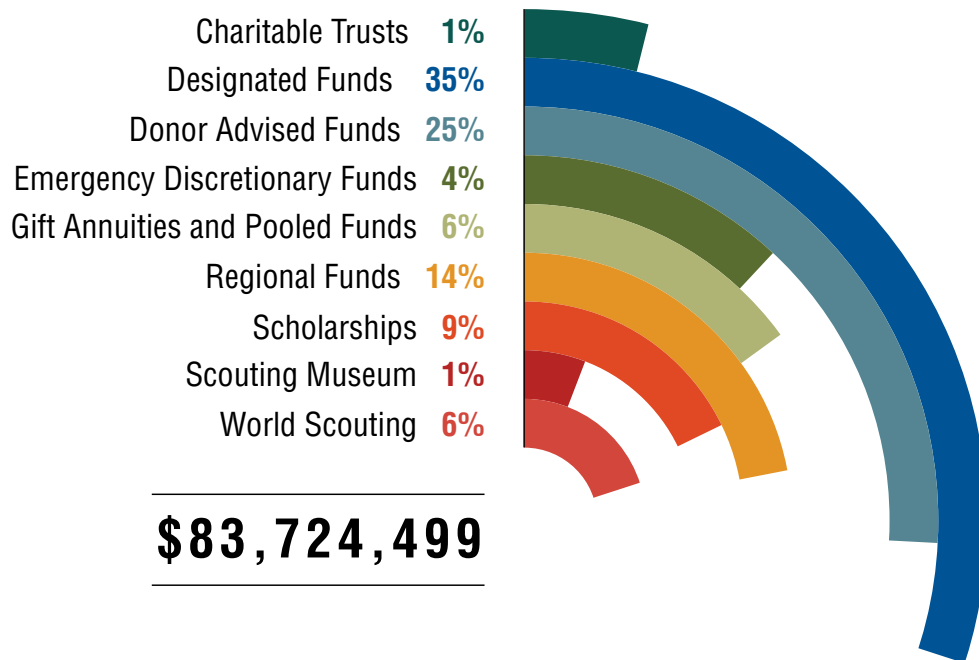
FUNDS HELD BY THE FOUNDATION

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.



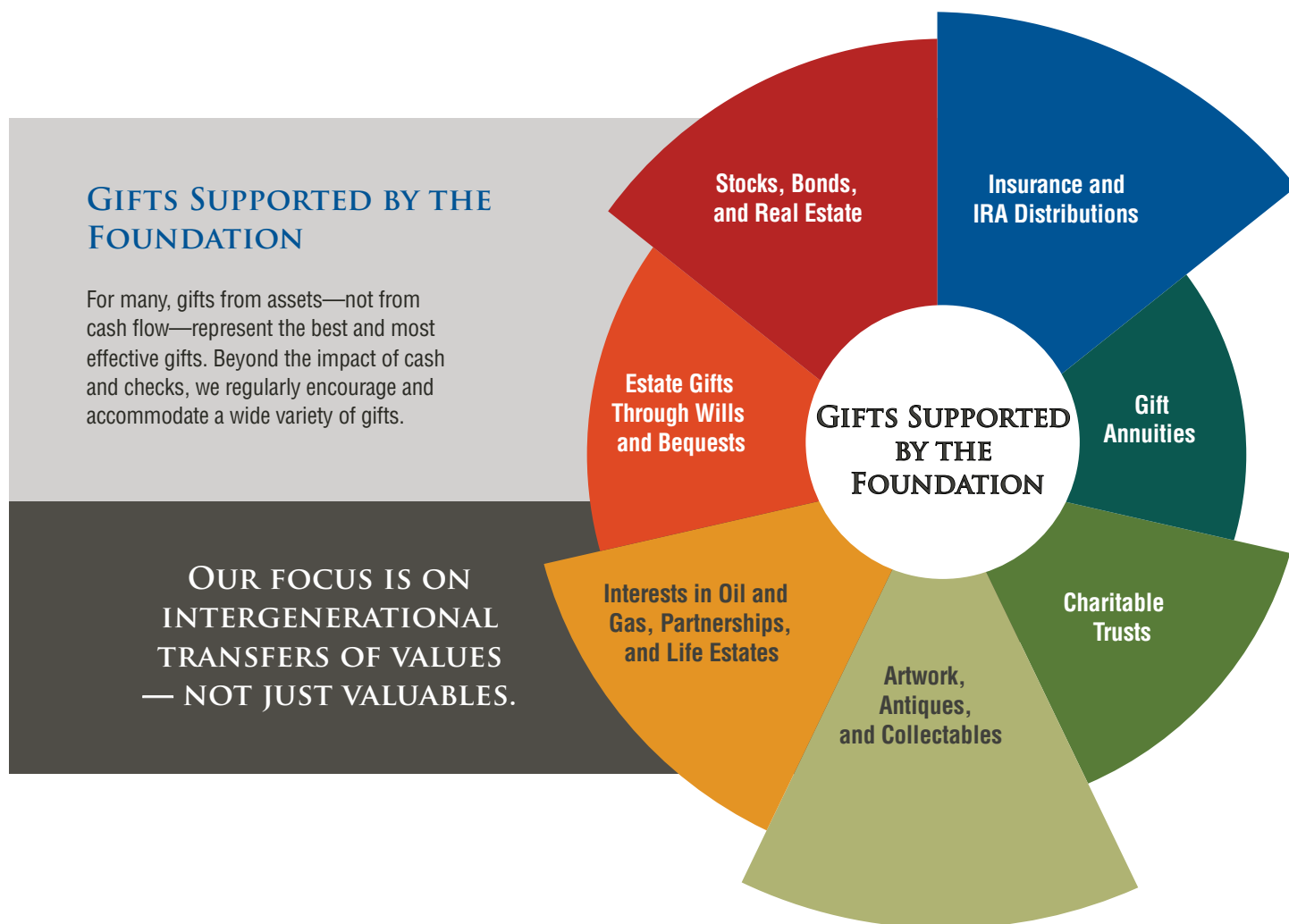
THE FOUNDATION CAN HELP YOU IMPACT...

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.





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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 \$150 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 their endowments, expand Scoutreach, grow STEM offerings, raise capital funds, and build lasting relationships with major donors.



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 \$20,000
60 days of service \$40,000

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

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
Ed and Jeanne Arnold
Norm and Meg Augustine
Tom and Pat Bain
Troy and Jill Bancroft
Stephen and Betty Bechtel
Don and Marie Belcher
Howard and Cristi Bulloch
Dan Cabela
Dick* and Mary Cabela
Russell and Lee Cann
Paul and Muffy Christen
Chip and Christie Clardy
John Clendenin
Bob and Diane Coleman
Dale and Gail Coyne
Joe and Amy Crafton
John and Jan Creighton, Jr.

Rick and Janet Cronk
John and Jeanine Cushman, III
Tom and Libby Edwards
Craig and Mary Fenneman
Jack and Debra Furst
Dr. Robert and Rebecca Gates
Mike and Gillian Goodrich
John and Carmen Gottschalk
Albert and Chris* Hanna
Brett and Carol Harvey
Harold and Joanne Hook
Jack and Louise* Jadel
Joe and Mary Landy
Dick* and Phyllis Leet
Tom and Peggy MacAvoy
Frank and Marcia McAllister
Flint and Julie McNaughton
Wayne and Christine Perry

Chuck and Yvonne Pigott
Lonnie and Carol Lynn Poole, Jr.
Roy and Maureen Roberts
Henry and Dorothy Rosenberg, Jr.
Bill and Linda Rosner
Ed and Beatriz Schweitzer
Walter and Suzanne Scott
Randall and Lenise Stephenson
Lindy and Cherry Anne Sutherland
Ernie and Barbara Thrasher
Rex and Renda Tillerson
Adele and Miton* Ward
Steve and Monica Weekes
Ed and Linda Whitacre, Jr.
Robert and Angé Workman
Stephen and Ellyn Yacktman
Steve and Chris Zachow

*Deceased



BOY SCOUTS OF AMERICA®
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ANNUAL REPORT 2016

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

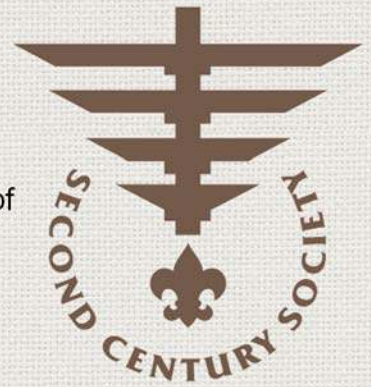
The 1910 Society and Founders Circle have been an important part of donor recognition at the council level. It is important to create a plan meeting the specific council's needs and donor expectations. Some councils recognize all 1910 Society and Founders Circle members as Second Century and some use 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.



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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.

Diane.Smith@scouting.org 972.580.2026

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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