

2014 ANNUAL REPORT

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NATIONAL FOUNDATION

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LETTER FROM THE CHAIRMAN

The Boy Scouts of America National Foundation understands the difference between a transaction and a relationship. I credit much of our success to the attention paid to the individual. The purpose of a foundation is to raise money. We all understand that simple truth. Thirty-three million dollars in new gift commitments, a thirty-six percent increase over the previous year, were raised by the Foundation in 2014. What a wonderful testament to our relationship with our investors.

Beyond these dollars, we must also see and feel the fruits of fundraising efforts. In these pages, we will share stories reflecting the successful stewardship of our investors' gifts. The "heroes" of our stories bring these generous gifts to fruition in our local councils and units. From Scoutreach efforts in New Jersey to Chicago-area STEM initiatives, councils are benefiting from partnership with the Foundation. I am proud to serve with trustees that put action behind their dollars to impact "where Scouting happens." Their leadership and vision in these efforts affect lives and give purpose to our work.

As we reflect on 2014, I see a year of growth, vision and fellowship. Building relationships with our investors, one Scouter at a time, creates the trust needed to take great leaps for the future of Scouting. Our investors engaged at events such as the Indy 500, Philmont Sportsman Adventures, and an unforgettable trip to Normandy, France. I look forward to this coming year and the connections we will make with those who are vested in the future of Scouting.



**Chairman of Trustees
BSA Foundation**





“ The future ain't what it used to be ”

-Yogi Berra

TAKING ACTION...SECURING THE FUTURE OF SCOUTING

The always quotable Yogi Berra was on to something. For a century, Scouting has thrived and provided a premier program for youth leadership development in our country. Scouting's journey for continued success and growth has required perseverance and clarity of vision.

In recent decades, America's youth have faced new demands for their time and attention. The family unit has shifted and technology has supplanted baseball mitts in the hands of boys. The future of the next generation is less clear.

How will Scouting respond to the challenges facing today's youth? Will Scouting continue to provide our nation's future leaders? These questions are on the hearts and minds of all Scouters.

The Boy Scouts of America National Foundation exists to help secure the future of Scouting. For decades, the Foundation has worked with councils and donors to nurture the philanthropic culture of Scouting. Connecting a donor's passion and resources with Scouting is the key to a vibrant future.

Fiscal security enables local councils and volunteers to dream big and create innovative ways to engage today's youth. When a financially stable council can increase staffing to meet the vast needs of local youth, Scouting grows. This is critical for the nearly 25% of local councils that are understaffed relative to the youth they could serve. Strategies to increase endowment and major gifts are key to bridging this gap.

We continue to invest resources to provide support for major gift fundraising efforts across the organization. The Foundation is honored to play an active role in the future of Scouting.



THE FOUNDATION FOCUSES ON LONG -TERM RELATIONSHIPS TO BUILD A CULTURE OF PHILANTHROPY IN SCOUTING.



COUNCIL IN ACTION NORTHERN NEW JERSEY COUNCIL

“I have personally seen the change that Scouting has made in our boys’ lives, especially through our Scoutreach programs in Newark, NJ. It has been three short years since the partnership of the Northern New Jersey Council and the BSA Foundation matched funds to hire our Director, Rosa Urena. Everyone wants to help these young boys get the character development they deserve, and the community recognizes Scouting as a tremendous resource to accomplish this objective.”

- Scout Executive Steve Gray



Scoutreach Director, Rosa Urena, is quick to point to the tremendous work and dedication of the parents that have taken up the mission of Scouting and brought it into their boys’ lives and homes. Rosa proclaims, “our job is to empower kids and expose

them to opportunities outside of their daily lives. We want them to dream big!” You can hear the enthusiasm she carries in her voice as she describes the promise inside these communities, as well as the challenges. Rosa laughs, “Oh, the kids get Scouting, and usually much quicker than the adults. I decode our programming in these communities and bridge the cultural gap that sometimes excludes monolingual parent volunteers.” Rosa knows she must use her creativity with programming and scheduling as many households are single parent. Weekend work schedules and transportation can be barriers.

The Union City and Newark areas were Rosa’s first entry points. In 2012, she started with 4 units. Now there are 14 units serving over 310 kids! Rosa remembers, “When we first entered Newark, I was so surprised to see older boys join our unit. They just didn’t have options and responded to our call.” It

was in this community that Rosa met Bryan. Bryan was a quiet kid who, like many, hadn’t found his niche. A bit lonely and isolated, Bryan quickly took to the structure of Scouting and thrived. He made fast friends with Thomas and together they lead their patrol. He is growing in to a great leader and example. His mom sees the change. “My son is a different boy today. I am so grateful.”

For Rosa, building relationships with youth like Bryan and their families is the key to planting the roots of Scouting in their neighborhoods. Rosa emphasizes



the Foundation support affords her the time to focus on relationships and not operational costs. “Leadership is the driver of retention. Parents and leaders build a level of trust over time. Supporting these volunteers is the key to helping these units stay for the long haul.” Scout Executive, Steve Gray, echoes this concept. “The unique beauty of Rosa’s leadership is that she incorporates volunteers in every Scoutreach unit. Many of our volunteers have taken their Scouts to summer camp and even Philmont.”

The past three years of operational support, provided by the Foundation, has enabled the council to focus on programming, volunteer support and growth. Rosa explains, “organizations come into these communities with promises and hope. The kids and families start to engage, then the program fades away.” The lack of sustainability is due to funding deficits, not lack of need.



In 2015, Steve and Rosa are eager to add their newest Scoutreach Executive. Continued partnership with the Foundation is fueling an additional hire to grow Scoutreach into more communities. Gray reports, “Due to the resounding success in Newark and Union City, we now have leaders, including politicians in our other major cities, wanting us to start up successful units.”

While Rosa is dreaming big about reaching the 38,000 potential youth in Hudson County and Newark, it’s the “one” Scout that keeps her going. Bryan said recently with great gusto, “I will be an Eagle!” Not too long ago this phrase had little relevance to him. Now it is his dream.

OUR TRUSTEES IN ACTION

PETER COLLINS

As many Eagle Scouts do after achieving the rank, Peter Collins had little contact with Scouting for almost two decades. He finished high school, went to college, and went to work. Along the way, he met his wife Jennifer and they had four children. Four years ago, 17 years after receiving his Eagle, Peter once again heard the call of Scouting. "I think it was actually my former Scoutmaster that sent me an article about the BSA Foundation and some of the work they were doing. I found it really interesting and picked up the phone and called. I remember it being pretty simple... like, hi, my name is Peter Collins. I'd like to help and here's what I think I can do."

Being in the private equity real estate business, Peter's specific interest in investments fit a niche within the Foundation. His work on the investment committee creates guidelines for gift officers, investment policy and capital management strategies. "Organizations that depend on fundraising must be good stewards of these resources so every dollar that is entrusted to Scouting is maximized. I want to be a part of establishing that legacy for the Foundation and to grow the endowment." Through his role as a trustee, Peter is helping the Foundation become a stronger force for the Scouting movement.

Peter is not a "program guy", but the work he is doing with Eagle alumni in Tampa, Florida has a direct impact on Scouts and programming. Peter and the leadership of the Gulf Ridge Council in Tampa set out to engage the Eagles in their area. They were starting from scratch. He worked with National and local offices and other Eagles in Tampa to create a "Gathering of South Tampa

Eagles." The function was a success and attended by several generations of Eagles. Stories flowed from the 1940's Eagle about his Scoutmaster going to war and the boys stepping in to fill the adult roles. It was great fellowship.

"It's one thing to gather folks together, it's another to get them to engage." Gulf Ridge had a need and the South Tampa Eagles accepted the challenge: raise the funds to rebuild the Campmaster Shack and Trading Post at Camp Brorein. Within 2 months, the Eagles had met the challenge. The construction will be complete just in time for this year's summer camp. This group of Eagles now looks for specific projects each year to remain engaged and impact today's Scouts.

"When I attained the Eagle Rank, I had no clue what resources were necessary to provide the foundation for my path to Eagle. Now I do. As an Eagle, I feel a special need to give back to sustain that foundation for the next generation." Many alumni, even Eagles, understand the value of Scouting and have benefited, but not stayed engaged. Four years ago, this was Peter. Today, he is re-engaging others and giving back to an organization he loves. He looks forward to the day his son, a Star Scout, becomes an Eagle, extending the Eagle Scout legacy to a third generation in the Collins family.





OUR TRUSTEES IN ACTION



DAVE HEDMAN



As a Scoutmaster, Dave observed that his Scouts consistently asked for more opportunities to shoot. He could certainly understand the draw. Dave is an avid conservationist, environmentalist and hunter. Through his company, ThermaPure, Dave has made innovative contributions to the world in the form of technology to remove toxic chemicals from the earth. Interestingly, Dave also asserts, “hunting is my greatest contribution to the environment.” How is that? His inventions have removed millions of tons of toxic waste from the environment. How can hunting be of equal significance?

Some who are unfamiliar with hunting may believe it removes or takes away from our shared experiences on our Earth. To a hunter, the discretion of when to shoot, the ability to measure impulse against a long range vision and the stewardship to provide for the next generation gives more to the earth than takes away. Dave’s passion for hunting and Scouting has continued for decades. “I know the light in the eyes of a boy when he is trying something new. At first, there’s fear, uncertainty and trepidation. With encouragement, this gives way to confidence and prowess. Every volunteer in Scouting has seen this. It’s what energizes the soul.”

At a recent Scouting event, Dave heard Marcus Luttrell, Lone Survivor, speak. This thought stuck with him. “Good men help their sons grow to become fathers and husbands. Great men help the sons of others.” He wants to continue giving back to Scouting, the program that fed his passion for conservation and launched his vocation. He also wants to impact the Scouts

on the shooting range. His time dedicated to the Foundation allows for both. Dave recognized the connection in mission between Safari Club International (SCI) and BSA. Dave is a connector and facilitated a discussion between the organizations’ key leadership. The resulting partnership has led to the recent construction of a Shooting Sports Complex at Philmont Scout Ranch. Through the Foundation, SCI funded the complex which will be ready for visitors in 2015. The facility, located a short walk from base camp, has already been used for an innovative Youth Hunter Education Certification Course. In partnership with the New Mexico Game and Fish Department, the event incorporated the shooting sports merit badges and conservation education. Important to note, the certification transfers to the Scouts’ home state where they can practice their knowledge in their own forests and fields. In addition, the SCI partnership is paving the way for Venture Crew organization in local SCI chapters focusing on shooting sports, hunting and wildlife conservation.

Scouting is fortunate to benefit from Dave’s connections and passion for the environment. Dave credits the Foundation for fostering “the creativity among its trustees to create alliances with like-minded organizations. This is attractive to a Scouter like myself, with many passions.” Dave is many things; Area President, Trustee, Scouter, Conservationist, Hunter, Husband and Father. As a father, Dave cherishes the memories he built with his son in Scouting. He is driven to help other families build memories too. As a husband, Dave is blessed with Jana who understands his passions and partners in his vision. “My wife and I wanted to make a long-term commitment to Scouting. The Foundation became the vehicle for our Scouting philanthropy.”



OUR TRUSTEES IN ACTION

MIKE LOPRESTI



Mike was a member of the first co-ed Explorer Post in New Jersey, and now he's investing in the second century of Scouting. "We are inspiring our future innovators by exposing them to thousands of career opportunities, both college bound and career bound." Mike LoPresti and his wife, Bonnie, provided the lead gift to create the Innovation Fund at the BSA Foundation. The goal:

to provide Scouts with experiential learning resources to use STEM in their lives and careers.

The Innovation Fund is the engine to develop, secure, and coordinate the resources and relationships for Scouting to remain a relevant platform for positive youth development. Science, engineering, and technology occupations are crucial for future economic competitiveness in our globalized world. As the founder of the technology company, TouchPoints, and an active venture investor, Mike has seen how private investment can partner with institutional capital and government entities to "inspire the innovator in all of our youth."

The Innovation Fund also sponsors STEM programs in eighty communities in the Greater Chicago Market. These programs, led by STEM professionals, use curriculums developed by scientists, engineers and professional educators. Participating Scouts design, develop, and deploy experiments, projects and missions in the sectors of:

Aviation & Aerospace
Engineering & Robotics
IT & Communications

Medical & Bio Research
Agroscience & Food Services
Chemical & Material Science

Even industries not traditionally classified as STEM (science, technology, engineering, and math) are now dominated by the software and other mathematical models that facilitate them. Mike knows, "it is crucial for the future that our labor force has sufficient exposure to, and training in, STEM skill sets."

Mike's work through the fund has engaged companies around Chicago and the United States that have a vested interest in training the next generation of employees. Abbott Labs is one of the private companies partnering with the Innovation Fund and has a 20 year history of supporting Scouting inside its laboratories. Abbott uses Scouting as a feeder system for new talent, invests significant staff and financial resources, and has hired many former participating Scouts.

Thanks to Mike's recent efforts, NASA and the Center for the Advancement of Science In Space (CASIS) have established a new partnership with BSA to host multiple Scout projects aboard the International Space Station. This is the first such partnership with a youth organization in NASA's history.

Mike has combined his thirty-eight year history in Scouting with his life-long passion for innovation and his belief that STEM holds the key to relevance and impact for the Scouting movement. He explains, "someone invested in my Scouting experience, and now I am paying it forward."

2014 BSA FOUNDATION FUNDS AND GRANTS DISTRIBUTIONS

\$8,754,290

Distributions to
Local Councils/
Local Scholarships



Distributions to
National Initiatives,
World Scouting,
Museum, and
High Adventure Bases

\$3,304,402

Distributions to individuals
from Trusts and annuities

\$813,661

In 2014, the Foundation granted nearly \$13 million dollars from assets under management.

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

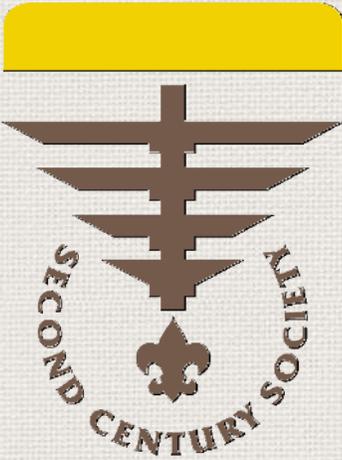
- minimum of \$100,000 outright or paid within five years
- minimum of \$100,000 deferred gift

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.

Second Century Society

Gifts to local councils, or any Scouting entity, used for operating, capital or endowment are eligible for recognition.

EUROPE THROUGH THE EYES OF SCOUTERS

“The power of the moment, to stand where history was made on Omaha Beach...and, in that same space, experience an Eagle ceremony, is a moment I will not forget”

- Craig Fenneman, Chairman of Trustees

In late Spring of 2014, the Foundation, Scouters, investors and BSA leadership set out on a unique European adventure. At the center point of this trip was the 70th Anniversary of D-Day.

Standing on Omaha Beach on a cold, rainy day in April, it was hard to believe anyone survived the perils of seventy years ago. Troops, many the same age as the Transatlantic Council Scouts attending their Camporee, scaled the cliffs and rose to the call of freedom. In honor of the service projects it has conducted, the BSA's Transatlantic Council has been officially named as one of the stewards of Omaha Beach. Remembering the most important day in the 20th century, in that sacred place, surrounded by Scouts and Scouters, bonded our group in ways unspoken.

Attendees placed tulips on headstones in gratitude for the ultimate sacrifice. The solemn mood of remembrance was lightened by the hope of the next generation. Many scouts received their Eagle on the shores of Omaha Beach as a testimony to the freedom we all enjoy.

The Eagle ceremony on the shore was a fitting prelude for the guided tour of Parliament in London. Our guide? The only Eagle Scout to be a Member of Parliament! Hearing how Scouting values guide his public service reinforced the importance of influencing our future leaders.

A trip to England would not be complete without visiting the birthplace of Scouting, Brownsea Island. This modest nature preserve still echoes the vision of Sir Baden-Powell. Physically connecting the history of Scouting through place and time reminds us the mission is lasting. At its heart, Scouting is about building character and skills in our youth to inspire them to climb the highest cliffs.

In 2016 the Foundation is planning another unique time of fellowship. The destination? Australia and New Zealand. We hope you will consider joining us and experience the value of seeing the world through the eyes of Scouters.



RECOGNIZING RELATIONSHIPS

Relationships are built on trust and gratitude. We are grateful to share meaningful experiences with our investors in a variety of settings. Much like a unit bonds through outings, we value the personal time we share with our fellow Scouters at local councils as well as uniquely crafted larger scale events.

Fellowship fosters strong relationships. The energy created through fellowship invigorates our Scouters through a common passion and fuels the creativity of our common goals.

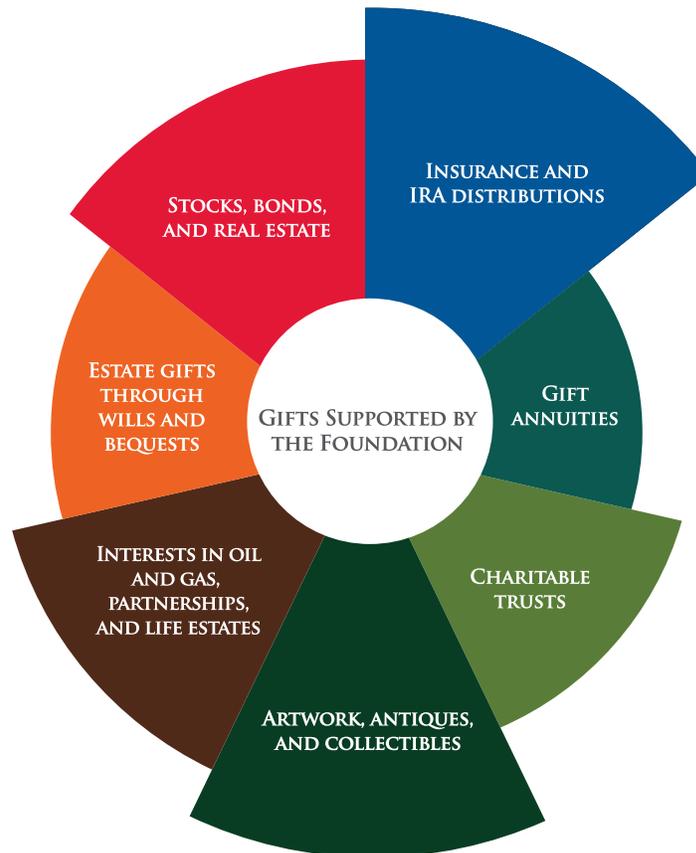
The Foundation fosters relationships, not transactions. Matching passion to programming fulfills a donor's financial planning needs as well as their philanthropic vision.

Funds Offered By The Foundation

- **Donor Advised Funds** are one of the fastest-growing types of personal and family philanthropy. Donors 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 the donor wishes.
- **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.
- **STEM, Innovation, and Hard-to-Serve Scouting Funds** are some of the most important funds for the future of Scouting. These gifts are directly applied to growing a broad base of membership and keeping Scouting relevant to today's youth.

GIFTS SUPPORTED BY THE FOUNDATION

For many donors, gifts from assets—not from cash flow—represent the best and most effective gifts. Beyond the impact of cash and checks, we regularly encourage and accommodate a wide variety of gifts.



The Foundation promotes the principles of values-based wealth planning. Our focus is on intergenerational transfers of values—not just valuables.



PARTNERSHIPS IN ACTION

ENHANCED SERVICE MODEL FOR COUNCIL SUPPORT

“We are very grateful for our partnership with the BSA Foundation. They have helped us provide Scoutreach programs in the three largest cities in New Jersey. We have been able to leverage the Foundation’s initial support to open doors of influence and affluence. As a result, our council has a solid foundation on which Scouting programs can continue to serve more youth in our most urban and diverse environments. As we enter the fourth year of our partnership, we are excited to expand our services to include another full-time Scoutreach Executive.”

-Steve Gray, Scout Executive, Northern New Jersey Council

Securing the Future of Scouting. With this guiding principle, the Foundation is dedicated to supporting all local councils in major gift and endowment efforts. In 2012, the Foundation launched a program to partner with specific councils with the goal of increasing major gifts and securing endowment funds. Councils vary in size and need. Hence, the Enhanced Service Model customizes our major gift and endowment support to meet the specific goals that are unique to every council.

Since 2012, the Foundation has used the Enhanced Service Model to partner with thirty-two councils. This model provides comprehensive major gift fundraising services that vary based on council needs and interests. Councils that contract for these services are assigned a dedicated major gifts specialist who works directly with their staff and volunteers.

We value the partnerships that have been forged over the past three years and thank the following councils for their hard work and vision.

- | | | | |
|---|--------------------------------------|-------------------------------------|-------------------------------|
| Atlanta Area Council | Des Plaines Valley Council | Northeast Illinois Council | South Texas Council |
| Black Swamp Area Council | Glacier’s Edge Council | Northern New Jersey Council | Three Fires Council |
| Blue Ridge Council | Greater New York Council | Northwest Suburban Council | Trapper Trails Council |
| California Inland Empire Council | Knox Trail Council | Orange County Council | Ventura County Council |
| Central North Carolina Council | Mecklenburg County Council | Pathway to Adventure Council | W. D. Boyce Council |
| Chicago Area Council | Michigan Crossroads Council | Patriots’ Path Council | |
| Colonial Virginia Council | Mid America Council | Sagamore Council | |
| Connecticut Yankee Council | Mt. Diablo Silverado Council | San Diego-Imperial Council | |
| Coronado Area Council | National Capital Area Council | Santa Fe Trail Council | |



PRESIDENTS LEADERSHIP COUNCIL

The Presidents Leadership Council provides an opportunity for Scouting's most generous donors to provide input, ideas and suggestions for the BSA's fundraising priorities. Qualifying gifts may be paid to or through the BSA Foundation over a five-year period. These gifts may be designated to any and all BSA entities and initiatives, local or national, as selected by the donor. We are grateful to our donors and work to build lasting relationships with them through fellowship trips, personal stewardship, customized recognition and opportunities for access. Donors are recognized at four levels, starting with a minimum gift of \$1,000,000.

We thank our growing Presidents Leadership Council membership and are honored to help each of you secure the future of Scouting.



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