

2015 ANNUAL REPORT



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OF AMERICA®
NATIONAL FOUNDATION



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LETTER FROM THE CHAIRMAN

In these pages, we share stories reflecting how your gifts to the BSA are changing lives. From Scoutreach efforts in Los Angeles, to STEM initiatives in Austin, you are impacting the future leaders of our nation. You will meet Charles Pickering, an amazing young man who has come full circle with Scouting and mentors youth from his old neighborhood. You will also see how Scouting can be a bridge to cross the divide between STEM education and being prepared for life. Scouting has led the way in Austin, Texas serving as a model for other community/school/Scouting partnerships across the nation.

Reflecting on 2015, I see a year of growth and preparation, positioning the Foundation to lead the

BSA's first major gifts campaign, *Growing Future Leaders*. Partner councils will grow endowments, cultivate new donor relationships, and directly benefit from partnership with the Foundation during this campaign. Donors will be able to align their passions with the overall vision for the BSA.

I look forward to the connections we will make with those who are vested in the common goal of growing future leaders.


Chairman of Trustees
BSA Foundation



SECURING THE FUTURE OF SCOUTING



The Boy Scouts of America National Foundation is the foundation for Scouting's future. For decades, we have worked with councils and donors to nurture the philanthropic culture of Scouting. If you are a donor, your passion and resources are key to a vibrant future for Scouting. The Foundation uses your gift to support the Scouting programs and places where YOUR passions lie.

If you are a council, we work with you to support your major gift fundraising efforts, enabling you to dream beyond your annual budgets. Whether you are a donor or a local council, we are honored to play an active role in cultivating your vision for Scouting.

IN 2015, 70% OF OUR DISTRIBUTIONS WENT TO INDIVIDUALS, THROUGH CHARITABLE TRUSTS AND ANNUITIES, AND TO LOCAL COUNCILS.

FULL CIRCLE | CHARLES PICKERING

It's 2007. I'm 15. He was 26. I'm standing in a cramped two-story church, rubbing shoulders with those who knew my brother best. We are packed tight. Pews strain to hold an entire community turning out to pay Carl its last respects. The impact of his loss hangs heavy like smoke in the room. As the sanctuary begins to clear, I pick up pieces of conversations.

I hear “loyal, brave, motivator, mentor, trustworthy and dependable.” These words could describe either of us. We share a father and grew up in the same neighborhood. We both mentor younger ones with character building examples of leadership. It's clear Carl had a huge impact on our neighborhood in South Central Los Angeles. We are parallel leaders in our communities. The difference is our uniform. At age 11, he was a Crip. I was a Scout. Yes, it could have been me, murdered on the street. It's kill or be killed in South Central.

When I was 4, my mother saw the importance of Scouting for me and my other brother, John. Just two years apart, we did everything together: outings, summer camps, Jamborees. We even received our Eagle Scout awards on the same day. Scouting could have been out of reach for us financially. **Scoutreach brought Scouting to us.**

Scholarships made it possible for me to attend high adventure bases, Jamborees and even the World Jamboree. Scouting took my world from the hood all the way to Japan. My experience at the 2007 World Jamboree inspired me to study abroad and seek a degree in International Business from San Diego State University.



*Charles and his brother,
John, with their mom | 1999*

FULL CIRCLE | CHARLES PICKERING

Paying it forward...

As my love of Scouting has grown, so has my desire to pay my Scouting experience forward to others. The Greater Los Angeles Area Council has been my Scouting home since I was a Tiger. Post-graduation in 2015, I had the honor of being hired in Greater LA as a Scoutreach Program Specialist. I have come full circle. I get to work with kids, who like me, would never have had Scouting, if not for Scoutreach. This year I have worked with two afterschool Cub Scout packs, very close to where I grew up. I talk to moms who fight the streets on behalf of their boys' futures. I am proud to be a role model for these young ones. It's hard to find a mentor like me- a young, African-American man with a college degree. I can talk to parents in the neighborhood with credibility. I made it. Why not your kid too?

Kids will find role models. I live to show these boys there is another way and to dream big. When a mom looks at me, she can see a possible future for her boy. One of my Cubs, Tyson, has already been stealing, struggles with depression and has been at risk for suicide. He is eight years old. Through Scoutreach, Tyson has a uniform and recently went on his first camping trip at Firestone Scout Reservation. His world is getting bigger. In a few short months, we see Tyson flourishing in Scouting.

For my mother, siblings, and me, Scouting is our family. I have Scouting mentors who encourage me and keep me accountable. I take joy in watching the next generation succeed. If not for Scouting, I would not be able to give back to the next generation in my community.

If not for Scoutreach, I could be wearing a different uniform.



Charles in Japan leading his Cub Scout Pack | 2014



Charles and his Boy Scouts at Firestone Scout Reservation near Los Angeles, CA | 2016

“

We have partnered with the BSA Foundation to build the philanthropic relationships necessary to grow Scouting in the most economically challenged and underserved, inner-city communities in the Greater Los Angeles Area. Together, we will reach our \$10 million goal and bring an outstanding Scouting experience to more underserved youth. Scouting must connect with more youth like Charles who are inspired to pay it forward to the next generation.

*-Chuck Keathley, Scout Executive
Greater Los Angeles Area Council*

STEM IN ACTION | A DONOR'S PERSPECTIVE

Alignment. Highly important in engineering as well as working together to achieve a goal.

It's not often politicians, school systems, parents and the community align to serve the same goal. However, heads nod in agreement when discussing the importance of STEM education for our kids. Everyone can see the benefits of preparing our youth for future careers in science, technology, engineering and math. A dedicated engineering teacher at Anderson High School in Austin, Texas had the vision to provide kids with the high-tech learning environment needed to spark inspiration and teach career-oriented skills. We needed a roadmap to spread this vision to serve all of Austin.

My wife and I had the capacity and desire to introduce as many kids as possible to STEM education. It has been my experience that simply throwing more money at a vision rarely produces tangible results. Working with the BSA Foundation, Scouting was the bridge, filling the divide between STEM education in one high school to the goal of preparing all kids in Austin for life.

Like many, I had a teacher who inspired me to go farther than I ever thought I could. An inspiring, committed teacher who chose his vocation based on passion not pay.





“The Foundation played a large role in helping us structure our gift so everyone received maximum benefit. They listened to our desires for our gift to have as strong an impact on the community as possible. We wanted our gift to bridge Scouting and the broader community. They made it happen.”

Anderson High School in Austin has such a teacher in John Sperry. In 2014, Mr. Sperry was nurturing a robotics program at Anderson High. He saw boys and girls inspired by their creations and craving more. Mr. Sperry knew a full technology center, complete with the latest equipment, would greatly expand the number of kids who could dare to dream of careers in STEM fields.

Now that I can, I want to pay my positive experiences forward. Scouting is the added layer partnering passionate teachers with a high-tech environment to inspire kids. Scouting spreads access to the Applied Technology Center to all youth in Austin, beyond the walls of Anderson High. Through the Capitol Area Council, co-ed STEM Scouts Labs and Boy Scout Troops bring youth from all parts of Central Texas to experience to power of STEM. While manufacturing and tech companies in Austin envy the quality of the labs the kids are using, they are thrilled we are preparing their future workforce.

STEM IN ACTION | A DONOR'S PERSPECTIVE



“Youth are our future job pool. Scouting builds future workers of character we all want to hire.”

“Having a first-rate facility, like the Applied Technology Center, is vital to the long-term success of our STEM Scouts program here in Central Texas. The mere existence of this resource may be the reason a young person decides to stay involved in our program and discover a life's vocation, while also receiving a dose of values proven to develop successful, principled adults.”

***-Jon Yates, Scout Executive
Capitol Area Council***

We look back over the past two years and marvel at the beautiful partnerships formed between Scouting and the greater Austin community to produce the Applied Technology Center at Anderson High School. While my wife and I prefer to remain anonymous, we want the story of these partnerships to serve as a model for how Scouting can be a thought leader for STEM learning in any community. The BSA Foundation helped us grow our vision beyond the students of one Austin high school, to all youth in Central Texas.

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. Throughout the past 106 years, adults have reflected on their personal Scouting experiences as evidence that the program helped shape their values and made them better citizens, leaders, and parents. 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

THE CAMPAIGN FOR SCOUTING




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

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

OUR GOAL

GROWING

\$75M

FUTURE

\$100M

LEADERS

\$75M

TOTAL

\$250M



SECOND CENTURY SOCIETY

As you continue to make Scouting a part of your philanthropy, you join an elite group who share your desire to impact the future of our youth. Second Century Society, SCS, members enjoy the opportunity to travel on exclusive Scouting-oriented trips and fellowship with BSA leadership. Whether visiting the beaches of Normandy or the Indy 500, these experiences are made richer by sharing them with fellow Scouters.



Dr. Robert Gates with new PLC member, Tom Bain, at the 2015 SCS Recognition Dinner.

2015 SCS RECOGNITION DINNER

Atlanta, Georgia

College Football Hall of Fame

Second Century Society members and guests enjoyed dinner on the playing field of the new College Football Hall of Fame. “Pre-game” festivities included an autograph session with Hall of Fame Football Coach and keynote speaker, Bobby Bowden. Dr. Robert Gates, BSA National President, concluded the evening by inducting thirteen new Second Century Society members and two new Presidents Leadership Council members.

2015 Honorees

Thomas and Patricia Bain

Tim Tassopoulos

Richard and Diane Getz

Patrick and Janice Vinson

Michael and Bonnie LoPresti

Tom Weibert

Rodney Magnus

Len and Marilyn Williams

Russell and Helen Smart



When you give \$25K or more to local councils, or any Scouting entity, used for operating, capital or endowment, you are eligible for Second Century Society recognition.

For more information:

www.bsafoundation.org/secondcentury



Growing Future Leaders is a campaign for local councils. Councils like Mecklenburg County, are receiving the support needed to grow their endowments, expand Scoutreach, grow STEM offerings and much more. The Foundation has worked with over fifty councils. As demand increases for services, we are growing to meet the need. The time is now to partner with the Foundation to grow our nation's future leaders.



The way we have been raising money for the last 100 years in our council is not going to allow Scouting to reach its full potential in Charlotte. Building our endowment is critical to reaching more youth.

Almost 2 years ago, we reached out to the Foundation for the expertise to grow our endowment. Our board and staff work closely with one of the Foundation's major gift officers, Carlo Laurore. Together, we work to identify, solicit and close planned gifts. In short order, this effort produced \$200K in new gifts, and we recently received a commitment for a \$1M gift. When received, this will be the largest outright gift our council has ever received! With the Foundation's guidance, we have also launched the leadership giving phase of a \$22.5M capital campaign. Working with the Foundation ensures our campaign aligns with national priorities under the *Growing Future Leaders* campaign.

**-Mark Turner, Scout Executive
Mecklenburg County Council**



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

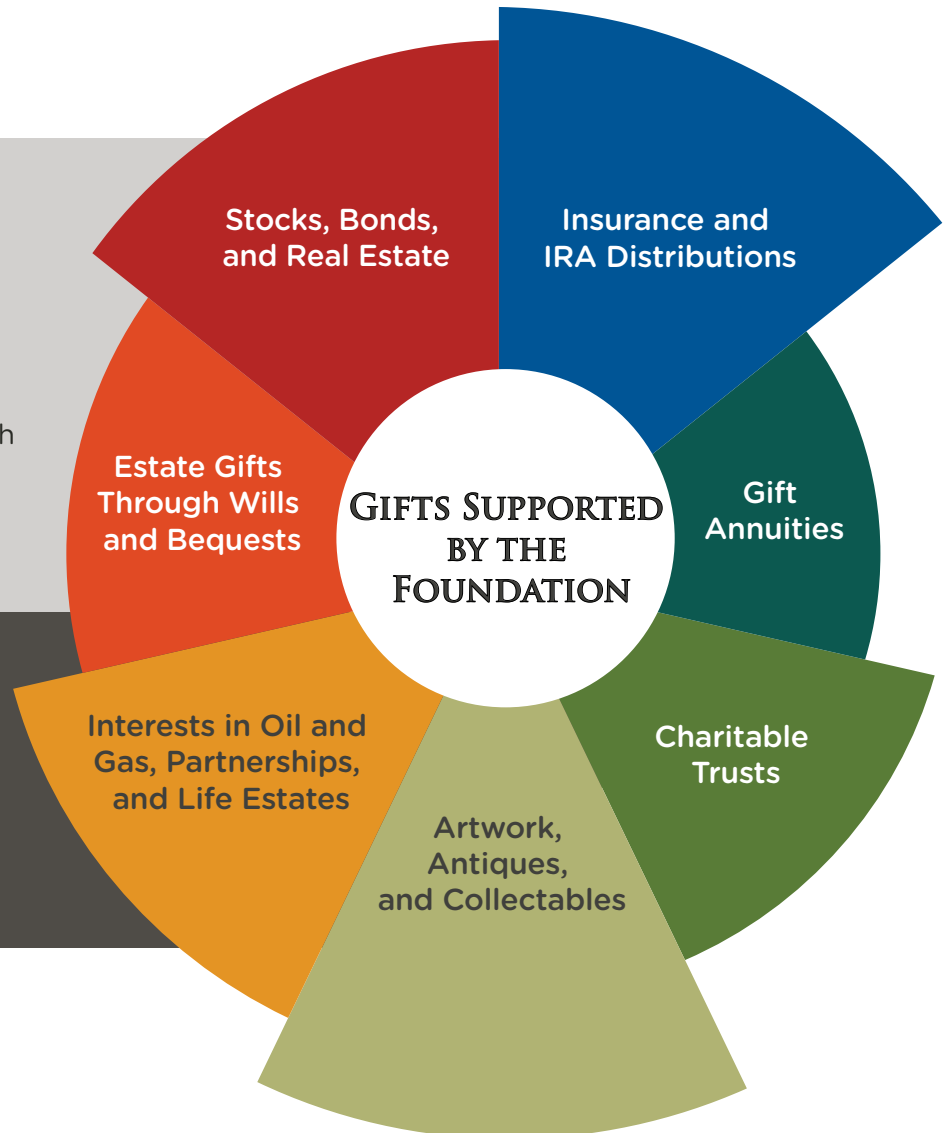
HOW TO GIVE

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 of your gift or your fund. We believe relationships are far more important than gift transactions.

GIFTS SUPPORTED BY THE FOUNDATION

For many, 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.

**OUR FOCUS IS ON
INTERGENERATIONAL
TRANSFERS OF VALUES
— NOT JUST VALUABLES.**



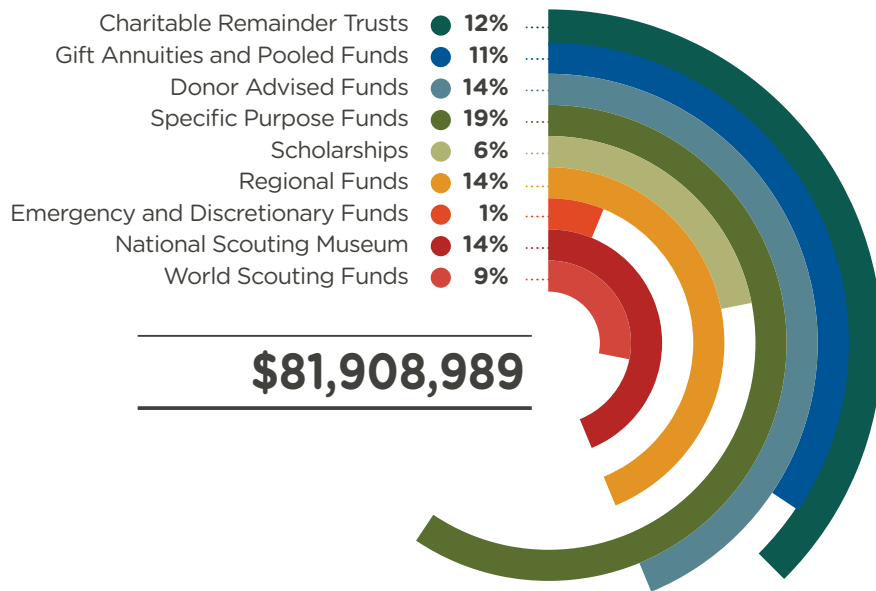
The Foundation places you on the leading edge for Scouting impact and program innovation through the *Growing Future Leaders* campaign. During the campaign, you can give to or through the Foundation and designate your gift to the specific area of Scouting you love.

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.

FUNDS HELD BY THE FOUNDATION



THROUGH THE FOUNDATION, YOU CAN IMPACT...

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

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. You also enjoy opportunities to provide input, ideas and suggestions for the BSA's key funding priorities. As a PLC member, you will have given \$1 million or more to or through the BSA Foundation. Your gift can be outright or payable over five years. PLC members also 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

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Rick and Janet Cronk

John and Jeanine Cushman, III

Craig and Mary Fenneman

Jack and Debra Furst

Dr. Robert & Rebecca Gates

Mike and Gillian Goodrich

John 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

Wayne and Christine Perry

Chuck and Yvonne Pigott

Lonnie and Carol Lynn Poole, Jr.

Roy and Maureen Roberts

Henry and Dorothy Rosenberg, Jr.

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 Milton* Ward

Ed and Linda Whitacre, Jr.

Robert and Angé Workman

Stephen and Ellyn Yacktman

* Deceased

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