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2025

NATIONAL ANNUAL MEETING

PRESENTED BY
 **UpperCrust**
AT YOUR SERVICE



Scouting  **America**™

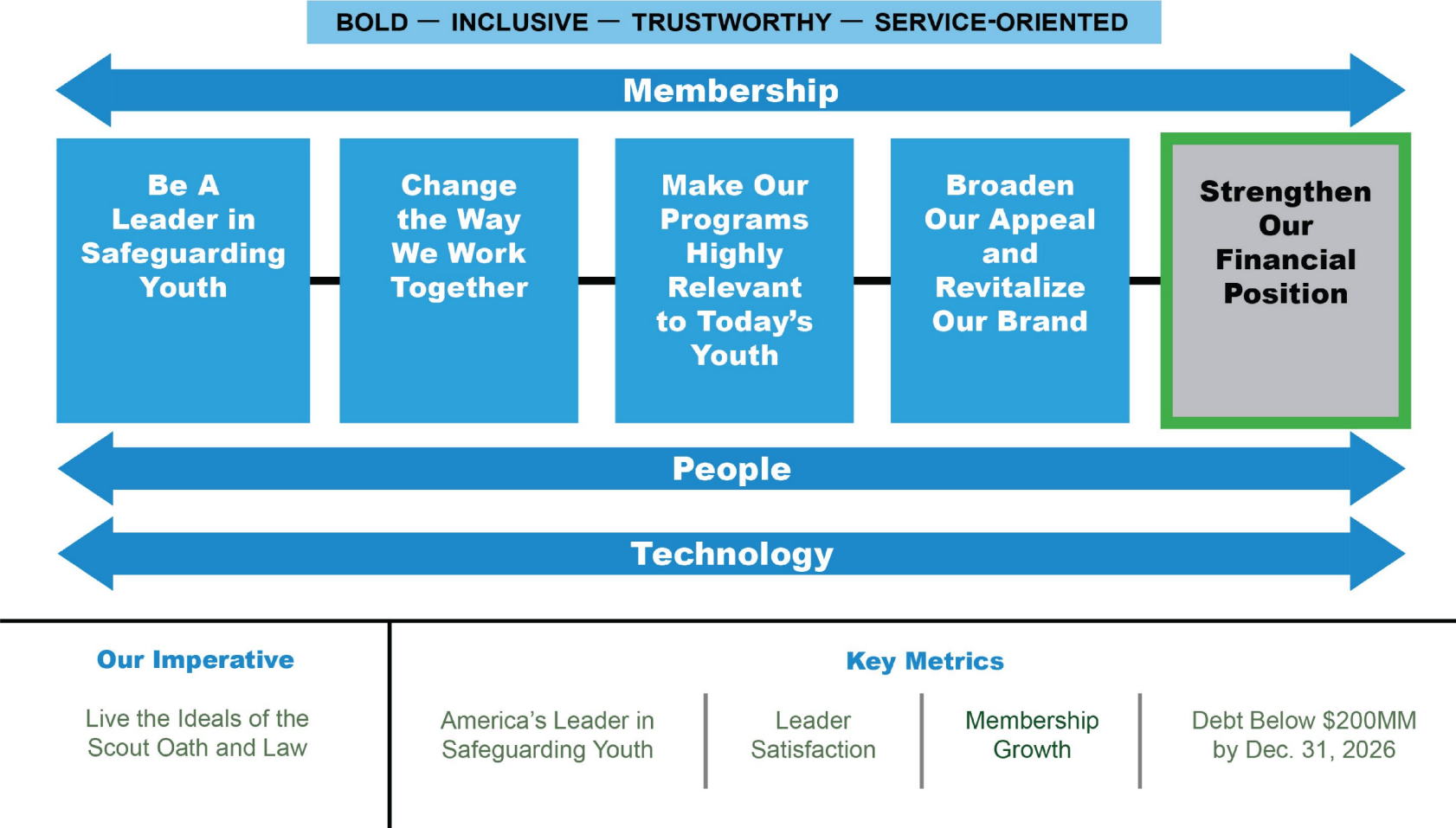




CARLO LAUORE

SVP, Development

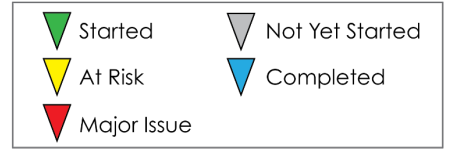
OUR GOAL: TO PREPARE AMERICA'S YOUTH FOR LIVES OF IMPACT AND PURPOSE.





Strengthen Our Financial Position

Preparing America's Youth for Lives of Impact and Purpose

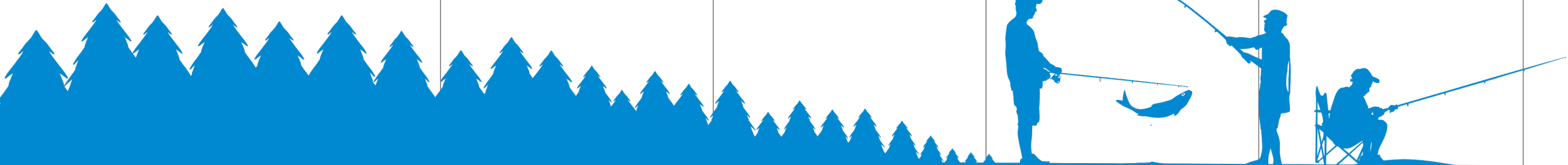
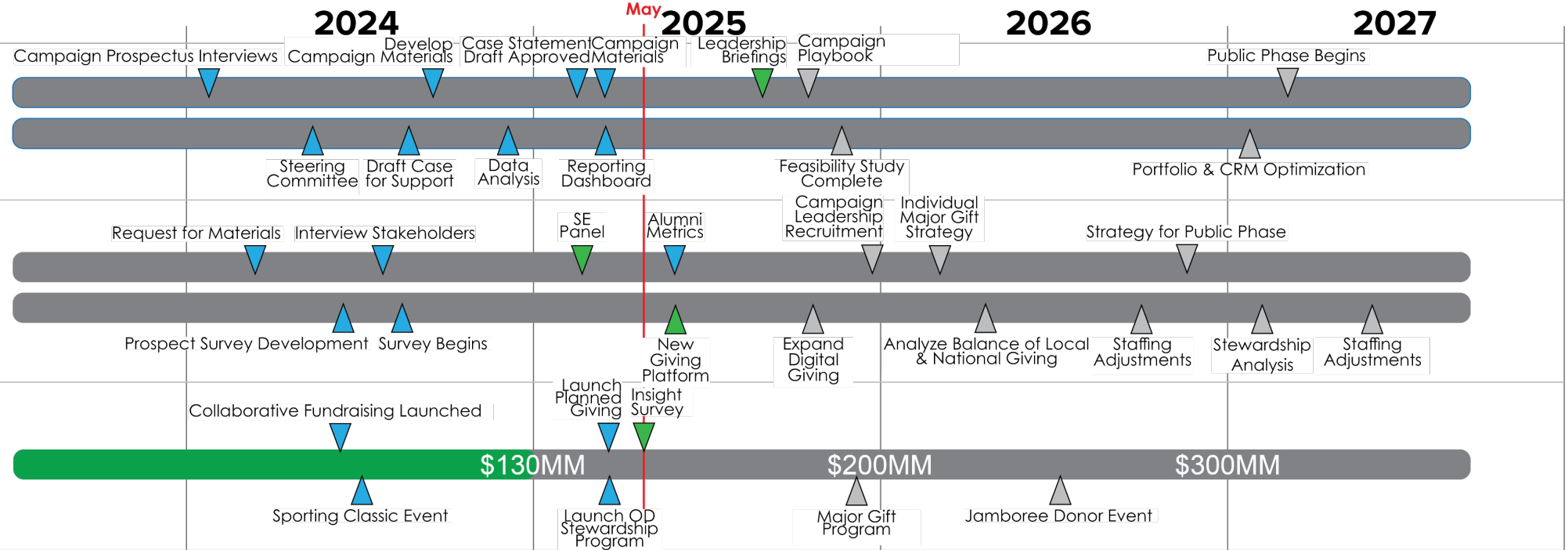


Goals

Phase 1 - Campaign for Scouting America - Communications

Phase 1 - Campaign for Scouting America - Discovery and Insights

Campaign for Scouting America - Funds Raised (Cumulative Total)



STRENGTHEN OUR FINANCIAL POSITION: 2024 ACCOMPLISHMENTS

- **Strong fundraising results for 2024 surpassing goals:**
 - \$81.2M vs. \$50M in contributions (162% above goal)
 - \$77.7M vs. \$45.6M in cash (170% above goal)
 - Secured **largest foundation grant** in organizational history
 - **Lilly Endowment \$30M grant** to fund character education

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ALL CASH RECEIVED FROM GRANT!

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(STRENGTHEN OUR FINANCIAL POSITION: 2024 ACCOMPLISHMENTS CONTINUED)

- **Campaign to date- \$130.6 Million (Goal- \$108 million).**
- **Launched national leadership briefings to test and refine the campaign **Case for Support** with key stakeholders:**
 - Including input from 47 SE's & 16 CST volunteers.

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STRENGTHEN OUR FINANCIAL POSITION: 2025 GOALS

- **2025 fundraising goal = \$70 million.**
- **Campaign goal YE 2025 = \$200 million.**
- **Strategic hires to support fundraising growth.**
- **More partnerships with local Councils for increased impact back to Scouting.**
- **Campaign events & donor leadership briefings.**

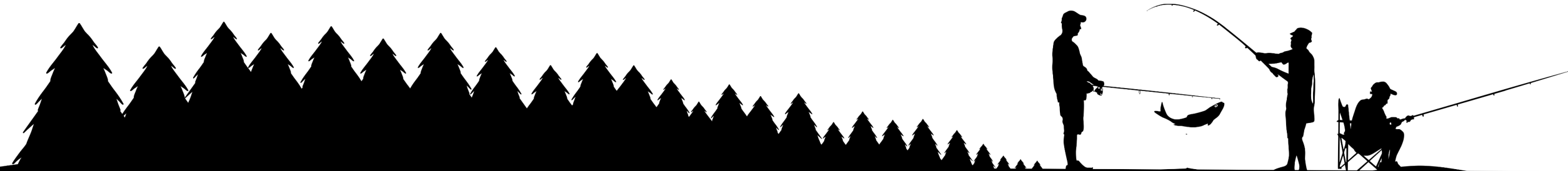
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THE CAMPAIGN IS UNDERWAY



CAMPAIGN FOCUS AREAS

- **Cultivate early donor enthusiasm and Scouting leadership alignment.**
- **Sharpen the campaign case for support.**
- **Recruit a campaign committee.**
- **Develop collaborative partnerships and funding from corporate and private foundations, like the Lilly Endowment.**

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Scouting  **America**[™]

\$1 BILLION CAMPAIGN

To renew Scouting's influence and inspire the next generation of American leaders, we are undertaking a historic fundraising campaign to ensure Scouting remains a cornerstone of our nation's future.



THE CAMPAIGN TO PREPARE FUTURE GENERATIONS FOR LIFE





Our Goal is Bold:

DOUBLE THE NUMBER OF SCOUTS TO TWO MILLION IN FIVE YEARS

To deliver our vital Scouting program, we need to expand access and participation, modernize our programs, and foster respect for nature and our place in the world.

Together, we will ensure every young person can grow into a strong leader, a confident individual, and a responsible citizen who creates strong family ties.



THE INVESTMENTS THAT WILL GET US THERE

To double our impact and reach two million youth, we are investing in three key areas:

1

Expanding Access &
Participation

2

Modernizing
Scouting

3

Embracing the
Outdoors and
Connecting Youth
With Nature

HOW THIS CAMPAIGN BUILDS A STRONGER SCOUTING AMERICA

- **At least 40% of funds to support local Councils.**
- **Investments in recruitment and frontline staff.**
- **Strengthen the financial position of both local Councils and the National Council.**
- **New initiatives: planned giving, digital giving, alumni engagement.**

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REAL
STORIES.

REAL IMPACT.

PHILANTHROPY MAKES
TRANSFORMATIONAL
EXPERIENCES POSSIBLE.



YOUR MOMENT TO LEAD!

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- Be a **Champion**: share your passion and help us spread the word.
- Be a **Connector**: introduce others who can fuel the mission.
- Be a **Catalyst**: give, host, lead – your influence matters.



TOGETHER, WE BUILD THE FUTURE OF SCOUTING!

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- **One Movement:** united national and local efforts with shared ownership.
- **One Mission:** expanding access, delivering modern programs, and building character.
- **One Future:** every donor, volunteer, and leader helping shape the next generation.



THIS CAMPAIGN IS OUR MOMENT!

**LET'S MAKE HISTORY —
AND PREPARE GENERATIONS FOR LIFE!**

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