



BOY SCOUTS OF AMERICA®

INVEST

IN

THE

FUTURE



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INVEST IN SCOUTING

As one of the nation's largest and most effective youth development organizations, we have served young men and women for more than 100 years. Together with your help, the Boy Scouts of America will continue to inspire young people to make ethical and moral choices, become self-reliant, and take a prominent role in civic engagement over their lifetimes. Prepare today. Lead tomorrow.

IT IS NO LONGER OPTIONAL

TO ATTRACT YOUNG PEOPLE AND

PREPARE THEM TO LEAD TOMORROW;

IT IS VITAL.

In Scouting's second century, we are building the leaders of tomorrow.

Our exciting programs

and adventures inspire lives of leadership, character, and service. Relevant and adaptive, we are trusted advocates for youth. Scouting reflects and shapes our nation by using programs that are exciting, age-appropriate, culturally relevant, and appealing to today's youth.

Supporting Scouting means being a member of a worldwide movement that stands for certain values and beliefs. Boy Scouting is more than something to do. It's all about building leaders of strong moral character. As we look for vitality in our communities, we must be willing to put forth

the commitment to guarantee that we do not lose our most precious resource—*our children*. We can make them leaders.

From elementary school to college and every age in between, the Boy Scouts of America instills intelligence and confidence in those who may find themselves without the knowledge or tools to successfully stride toward a promising future. As we pass the torch of the future, it is only right that we provide the skills not just to succeed but to excel.

Today, young people are faced with many challenges. Too often, they live in fragile families and disintegrating neighborhoods. Programs of the Boy Scouts of America meet the developmental needs of youth in urban settings as diverse as migrant communities of the Rio Grande and the housing developments of Washington, D.C. Our programs also focus on the rural population of the United States. Scouting, by emphasizing ethics and moral values, addresses many of the social concerns of parents and youth in our country. Scouting prepares youth to be leaders, to accept responsibility, and to care about principles and causes beyond their own self-interest. Prepare today. Lead tomorrow.

We serve youth ages 7–20, and at each of our age-appropriate program levels, we provide positive adult role models. Each volunteer brings a unique perspective, all of which are invaluable as a child understands they can do anything! In a world where children look up to and aspire to be reality TV stars and sports figures, providing an adult



mentor who cares about a child, who is based in their community, and who often looks like and is from a background similar to that child provides them with an extraordinary and accessible role model to aspire to and identify with. The mentor fosters individual identity, personal responsibility, and active citizenship, embodying the importance of critical thinking and strong communication and helping each child understand how decisions today will affect them tomorrow and throughout their lives.

Our advancement and recognition programs are designed to introduce young people to lifelong skills, careers, hobbies, and interests that have driven many in their career paths and other life ambitions. They also provide a framework where a young person can compete against their own abilities and achieve at their own pace. Providing youth with the steppingstones to positively affect their lives and those around them is the cornerstone on which the Boy Scouts of America is built.

It is no longer optional to attract young people and prepare them to lead tomorrow; it is *vital*. We can prepare them today so they can lead tomorrow, but only through teamwork with and investment from corporations, foundations, and organizations can we continue to do so and, more important, do so for young people of diverse economic and ethnic backgrounds. Our objective is to help this generation of young people develop strong moral character, become self-reliant, and be prepared to lead. We are as relevant and needed today as we were 100 years ago and, with ongoing support, will be so 100 years from now.

WE PREPARE YOUTH TODAY

TO LEAD TOMORROW





CIVIC ENGAGEMENT

- Fully half of America's young adults can't find Ohio or New York on a United States map.
- More Americans can name the Three Stooges than the three branches of government.
- Voting among Americans under 30 years of age hovers around 50 percent—nearly 20 points below their parents and grandparents.
- Just 19 percent of high school students volunteer on a regular basis.
- Young men ages 15 to 25 are less likely than their female peers to volunteer, raise money for charity, and join political or nonpolitical groups.

“WE THE PEOPLE”

“We the people.” Those words from the Constitution encompass all of America's power and promise. For more than two centuries, America has relied on its citizens to be informed about their rights and responsibilities, engaged with their government, and involved in their

communities. Yet since World War II, civic engagement has plummeted by virtually every measure.



That's not the case in the Boy Scouts of America. Scouts who earn our three citizenship merit badges—more than 8 million annually—attend town meetings, contact their congressional representatives, and study world issues and cultures. And many do more. At least 25 percent of service-academy cadets are former Scouts, as are some 40 percent of members of Congress and nearly 60 percent of America's astronauts.

But boys don't have to wait until adulthood to serve their country and communities. Each year, Scouts provide more than 36 million hours of community service (worth some \$764 million), and most keep volunteering for a lifetime.

Still, we want to do more. That's why we've developed nationwide service opportunities like ArrowCorps⁵, which mobilized thousands of Scouts and leaders to complete conservation projects in national forests across America. And that's why we're launching innovative leadership programs targeting at-risk Hispanic youth and other groups.

Deep in Scouts' DNA lies a commitment to leave places better than they found them, from the campsites they visit to the communities where they live. The Boy Scouts of America is committed to giving Scouts the tools they need to make their communities and our country better than ever. America's future depends on it.

CIVIC ENGAGEMENT—RELATED BOY SCOUT MERIT BADGES

American Business, American Cultures, American Heritage, American Labor, Citizenship in the Community, Citizenship in the Nation, Citizenship in the World, Communication, Crime Prevention, Disabilities Awareness, Emergency Preparedness, Family Life, First Aid, Public Health, Public Speaking, Safety

CIVIC ENGAGEMENT—RELATED CUB SCOUT BELT LOOPS

Citizenship, Communicating, Disabilities Awareness, Family Travel, Good Manners, Heritages, Language and Culture



ENVIRONMENTAL STEWARDSHIP

- The average 7-year-old can identify 200 corporate logos—but not the trees in his own back yard.
- The percentage of kids who play outside has dropped by 50 percent since 1997.
- A mere 26 percent of mothers let their children play outdoors daily, in large part due to adults' safety concerns.
- Active, nature-based recreation has dropped 18 to 25 percent per capita since 1981 as Americans shift toward inactive, video-based pursuits.
- Childhood experiences in nature link directly to adult attitudes toward environmental stewardship.

CONSERVATION/EDUCATION

If familiarity creates respect, what does unfamiliarity breed? Can those who've barely experienced nature rally to preserve it? We'll soon find out as a generation that's been sheltered from the environment grows up to face complicated environmental problems.

The Boy Scouts of America stands ready to help. From our earliest days, we have offered education and badges in conservation and forestry, and today we award 15 merit badges related to the environment. It's no wonder 95 percent of men who were Scouts for at least five years credit Scouting with teaching them to take better care of the environment.

Our members learn those lessons far from the classroom. During our Arrow-Corps5 program in 2008, Scouts spent 280,000 man-hours working in five national forests across the country. That effort—the largest service project ever to benefit the U.S. Forest Service—has provided a road map for local and regional Scouting efforts. Among them is SummitCorps, during which 1,400 Scouts and leaders spent 80,000 hours building trails near our new West Virginia high-adventure base.

That camp—built on reclaimed mine lands—will be the greenest camp in our history, but we’re doing even more to make Scouting greener than ever. We have enhanced environmental-stewardship content across our programs. We’ve made training in Leave No Trace principles an integral part of every Scout troop to ensure that all Scouts understand the principles of responsible land use. And we’re reaching beyond our own membership to ensure that “no child is left inside.”

The Boy Scouts of America was green when green was just a color, and we always seize opportunities to take care of our surroundings. While we’re proud of our legacy of environmental stewardship, we won’t be satisfied until young people across America move from apathy to action, embracing their responsibility to tread lightly on the earth and work mightily to preserve it.

ENVIRONMENT-RELATED BOY SCOUT MERIT BADGES

Astronomy, Bird Study, Energy, Environmental Science, Fish and Wildlife Management, Forestry, Geology, Insect Study, Mammal Study, Nature, Oceanography, Plant Science, Reptile and Amphibian Study, Soil and Water Conservation, Weather

ENVIRONMENT-RELATED CUB SCOUT BELT LOOPS

Astronomy, Geography, Geology, Weather, Wildlife Conservation





HEALTHY LIVING

- One in every three Americans ages 2 through 19 is overweight or obese.*
- More than 70 percent of obese children are at risk of developing heart disease.
- Adult-onset diabetes now appears in children as young as 10 years of age.
- Obesity leads to \$3 billion in direct medical costs per year.
- Kids from ages 8 to 18 spend more than seven hours a day in front of televisions, computers, and video games—about as much time as they spend in school. And when they're in school, only a third of high school students participate in physical education each day.
- Absence from nature-based activities contributes to health concerns from obesity to attention deficit disorder, yet the percentage of kids who play outside has dropped by 50 percent since 1997.

CHILDHOOD WELLNESS

America is sinking under its own weight. Every day, we spend more than \$8 million treating weight-related health problems in children and adolescents, and more than a quarter of today's young adults are too heavy to join our armed forces. But obesity is just one issue affecting the bodies, minds, and spirits of today's young people.

* **Overweight** is defined as having a body mass index between the 85th and 94th percentiles on the Centers for Disease Control and Prevention's growth charts. **Obese** is defined as having a BMI at or above the 95th percentile.

One proven solution to wellness issues is outside play—a core Scouting value for more than 100 years. In fact, Scouting neatly complements new “no child left inside” measures that schools and government agencies are taking to combat nature-deficit disorder. Since day one, we’ve introduced kids to hiking, camping, climbing, swimming, canoeing, and a host of other healthful activities, and in recent decades we’ve emphasized how choices related to diet, drugs, and alcohol can impact health.

As we begin our second century of service, we’re doing even more to promote wellness. We’re educating Scouts and leaders on the dangers of obesity and challenging them to become more fit. We’re reviewing our advancement requirements to ensure that every program at every age promotes a healthy lifestyle. We’ve enlisted Scouts to create antismoking videos and are teaching Scouts how to resist bullies. And we’re building camps that focus on active learning. Even in the heart of the city. And even for non-Scouts.

Three-quarters of our alumni say Scouting increased their interest in fitness, but we won’t be satisfied until interest becomes action and childhood wellness problems become but fading memories.

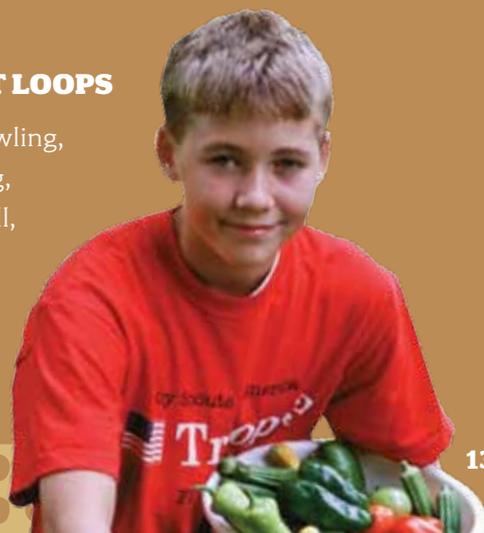
“To keep myself physically strong” is not just a phrase from the Scout Oath. It’s a national challenge the Boy Scouts of America is rising to meet.

WELLNESS-RELATED BOY SCOUT MERIT BADGES

Athletics, Backpacking, Camping, Canoeing, Climbing, Cooking, Cycling, Hiking, Kayaking, Lifesaving, Motorboating, Orienteering, Personal Fitness, Public Health, Rowing, Scuba Diving, Skating, Small-Boat Sailing, Snow Sports, Sports, Swimming, Water Sports, Whitewater

WELLNESS-RELATED CUB SCOUT BELT LOOPS

Badminton, Baseball, Basketball, Bicycling, Bowling, Fishing, Flag Football, Golf, Gymnastics, Hiking, Hockey, Horseback Riding, Ice Skating, Kickball, Nutrition, Roller Skating, Skateboarding, Snow Ski and Board Sports, Soccer, Softball, Swimming, Table Tennis, Tennis, Ultimate, Volleyball



COMMUNITY OUTREACH

- Minorities now make up the majority of children under the age of 1.
- By 2025, Hispanic youth will comprise 25 percent of America's school-age population, nearly double the percentage in 1990.
- Just 54 percent of African Americans complete high school, compared with more than three-quarters of whites and Asian Americans.
- African American and Mexican American adolescents are 50 percent more likely to be overweight than their non-Hispanic white peers.
- On any given day, more than 87,000 minority youth are incarcerated in the United States. That's 65 percent of the young people in custody.
- Youth violence, gang involvement, and drug use are growing issues among Asian Americans, a "model minority" that's all too often excluded from research studies and policy discussions.

FAMILY VALUES

Although sometimes viewed as just a program for middle-class white kids, Scouting has always served boys of every class, color, and creed. One of our very first troops included 13 white Scouts and six members of the Osage Nation. When Asian Americans were interned during World War II, we went with them, starting packs and troops in resettlement camps across the West. Among our distinguished alumni are Ernest Green, one of the Little Rock Nine, Tuskegee Airman Col. Charles McGee, and marathoner Alberto Salazar.



But while we have a rich heritage of serving minority youth, we want to do better. And do better we must as we are uniquely positioned to address issues that disproportionately affect these youth.

Recognizing that we must do far more than simply translate materials into Spanish or include photos of African Americans in publications, we have created a dedicated Multicultural Markets team and developed a multipronged strategy. Priorities include recruitment of bilingual and bicultural professionals, strengthening relationships with leading minority organizations, adapting our programs to better serve each community's unique needs, and providing local councils with extensive training and support.

These efforts are already paying off. Local councils that have hired bilingual/bicultural executives have seen their Hispanic membership nearly double. Those that have developed relationships with minority churches and community groups are starting Scouting units where none existed before.

The values minority families embrace are the values the Boy Scouts of America teaches. Like all parents, minority parents want nothing more than for their children to succeed. And we want nothing more than to help these families, just as we've done for millions of other families over the past hundred years.



SCIENCE, TECHNOLOGY,

ENGINEERING, AND MATH



- American teens rank 17th in the world in science literacy. In math literacy, they rank 25th.
- Three-fourths of America's fastest growing occupations require significant math and science preparation, yet less than 15 percent of high-school graduates are prepared to pursue scientific or technical training in college.
- In 1960, science, technology, engineering, and math (STEM) accounted for 16 percent of U.S. college degrees. Today, STEM's share is just 8 percent, a 50 percent drop.
- Europe produces three times as many engineering graduates as the United States, while Asia produces almost five times as many.
- More than half of U.S. doctorates in engineering, math, and related fields go to foreign students.

INNOVATION

In the race to innovate, America appears to be standing still. While countries around the world invest more in science, technology, engineering, and math education, America is producing just half the STEM graduates we need. Without bold action, computer labs and research parks could one day join vacant factories as symbols of fading American industries.

At the Boy Scouts of America, our STEM credentials run deep. Nearly 60 percent of America's astronauts were Scouts—including 11 of the 12 men who walked on the moon—and we've long offered merit badges in computers, space exploration, and other technology topics. And recently we've launched a sustained drive to promote STEM among our 3 million members.



We've joined with institutions like MIT and Carnegie-Mellon to create merit badges in robotics and inventing. We're enhancing STEM content in every facet of Scouting from summer camp to the pinewood derby by developing programs that explore the STEM principles behind familiar Scouting activities. And we've teamed with ExxonMobil to create our new Nova and Supernova awards, which recognize superior STEM achievement among our Scouts. The real prize, however, is victory in the race to innovate. Scouting will continue helping America run that race until victory is achieved.

STEM-RELATED BOY SCOUT MERIT BADGES

American Business, Animal Science, Archaeology, Archery, Architecture, Astronomy, Athletics, Automotive Maintenance, Aviation, Bird Study, Canoeing, Chemistry, Chess, Composite Materials, Computers, Cycling, Dentistry, Drafting, Electricity, Electronics, Energy, Engineering, Entrepreneurship, Environmental Science, Farm Mechanics, Fish and Wildlife Management, Forestry, Gardening, Geocaching, Geology, Insect Study, Inventing, Mammal Study, Medicine, Model Design and Building, Motorboating, Nature, Nuclear Science, Oceanography, Orienteering, Personal Management, Plant Science, Pulp and Paper, Radio, Railroad, Reptile and Amphibian Study, Rifle Shooting, Robotics, Scuba Diving, Shotgun Shooting, Small-Boat Sailing, Soil and Water Conservation, Space Exploration, Surveying, Truck Transportation, Veterinary Medicine, Weather, Welding

STEM-RELATED CUB SCOUT BELT LOOPS

Astronomy, Computers, Mathematics, Science, Video Games

THE SUMMIT BECHTEL FAMILY

NATIONAL SCOUT RESERVE

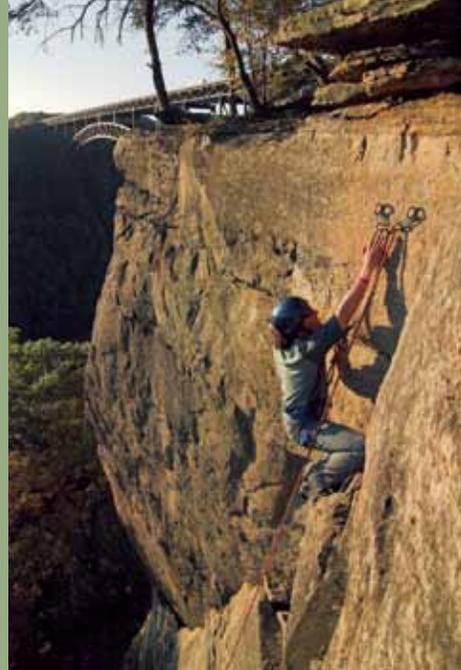
The Summit Bechtel Family National Scout Reserve is Scouting's newest site for outdoor adventure.

Situated in the wilds of West Virginia, the Summit is a 10,600-acre playground for the millions of youth and adults in the Boy Scouts of America, as well as for anyone who loves the outdoors. With world-class facilities and intense outdoor programs, the Summit takes kids to the limits of what they think they can do—and then takes them further.

Activities include:

- Whitewater rafting and kayaking
- Climbing and rappelling
- Mountain biking and BMX programs
- Zip-line canopy tours
- Ropes courses
- Skateboarding
- Fly-fishing and angling
- Hiking
- Shooting sports
- Camping

Aligning the Summit with extreme fun and athletic outdoor experiences allows us to attract, recruit, and retain young people, thus providing leadership and values training to an ever-increasing percentage of American youth.



But the Summit is more than just a premier high-adventure base. It's the place where we're launching Scouting's next century of service. As the epicenter of Scouting in America, the Summit will become a multipurpose, year-round destination that includes:

- A permanent location for the national Scout jamboree
- A flagship national Scout camp
- An academy for outdoor education
- A leadership excellence center
- A center for sustainability

Every four years starting in 2013, the Summit will host the national Scout jamboree, an event that lets Scouts and Scouters, as well as visitors and alumni, experience national brotherhood and a shared sense of responsibility for our country's future.

The Summit's impact will also be felt far beyond our shores. Scouts from nearly 150 countries will attend the 24th World Scout Jamboree there in 2019. It will be the first such event held in North America since 1983.

Whatever event it's hosting, the Summit offers unique benefits. Its location puts it within a day's drive of nearly two-thirds of the population of the United States and a third of Canada. Its proximity to the New River Gorge National River gives Scouts access to an 80,000-acre classroom where they can explore principles of conservation, sustainability, healthy living, and STEM. And its history as a strip mine makes it both a living laboratory for land reclamation and restoration and an environmentally sensitive camping facility.

Scouts pride themselves on leaving no trace. At the Summit, we are taking that commitment to a new level. We are healing the scars of the past and pointing the Scouts of the world toward a more sustainable future.

LIFE 101

Imagine a school that offers dozens of courses in topics ranging from American business and animal science to welding and woodworking. Imagine that the instructors—more like mentors, really—are experts in their fields who work one-on-one with students to help them complete their course requirements. Now imagine that each course costs less than \$7, including a textbook and a completion certificate.

Such a school might sound imaginary, but it actually exists. Called the Boy Scout merit badge program, this “school” has handed out more than 113 million badges since 1910.

Within the context of Boy Scouting, the merit badge program does two things. First, it ensures that Scouts who earn the Eagle Scout Award—Scouting’s highest rank—have developed core competencies in such areas as camping, citizenship, environmental science, first aid, and personal fitness. Second, it encourages every Scout to explore topics he may know nothing about. A plumber’s son might earn the Medicine merit badge, for example, while a doctor’s son might earn a badge in plumbing.

In many cases, a merit badge represents a Scout’s only foray into a subject he finds unappealing. But oftentimes a badge signals a Scout’s first introduction to a rewarding career or lifelong avocation. Moreover, each badge encourages a Scout to test his limits, broaden his horizons, and learn how to learn.

And that might be the most important course of all. Call it Life 101.





MORE THAN MERIT BADGES

Merit badges are among Scouting's most familiar and enduring features, but they aren't the only place Scouts learn about careers and hobbies. The Cub Scout Academics and Sports Program lets younger Scouts earn belt loops in 28 sports and 25 academic subjects. These belt loops offer a quick introduction to topics ranging from archery and art to volleyball and wildlife conservation. Boys who learn more about Academics and Sports Program topics earn pins they can wear on a letter jacket—perhaps the first of many letter jackets they'll wear during their school careers.



THE BSA HAS BRAND VALUE

The BSA has a brand value of more than \$850 million.

Through education, adventure, and service, the BSA builds the character that sets Scouts apart. In fact, the BSA continues to be one of the largest youth-serving organizations in the United States. With almost 300 local councils across the country, the BSA serves our youth members and volunteer base at the grassroots level. No matter where a youth lives or goes to school, the BSA has a sound local council to serve that youth's needs with the Scouting program. Translation: Our sponsors enjoy national exposure with local relevance.

Additionally, an alliance with the BSA allows you to:

- Speak directly to more than 1 million adult volunteers and their families.
- Contribute to a quality future workforce.
- Help inspire millions of youth.
- Increase brand awareness and inspire loyalty.

This is a powerful proposition. According to the Cone Nonprofit Power Brand 100, the BSA is:

- Ranked in the top 15 percent of all nonprofit brands
- Ranked third in overall youth-focused nonprofits
- Ranked second in brand image among youth and nonprofit organizations

You've seen the numbers and reviewed the statistics. Are you ready to reach tomorrow's leaders today?

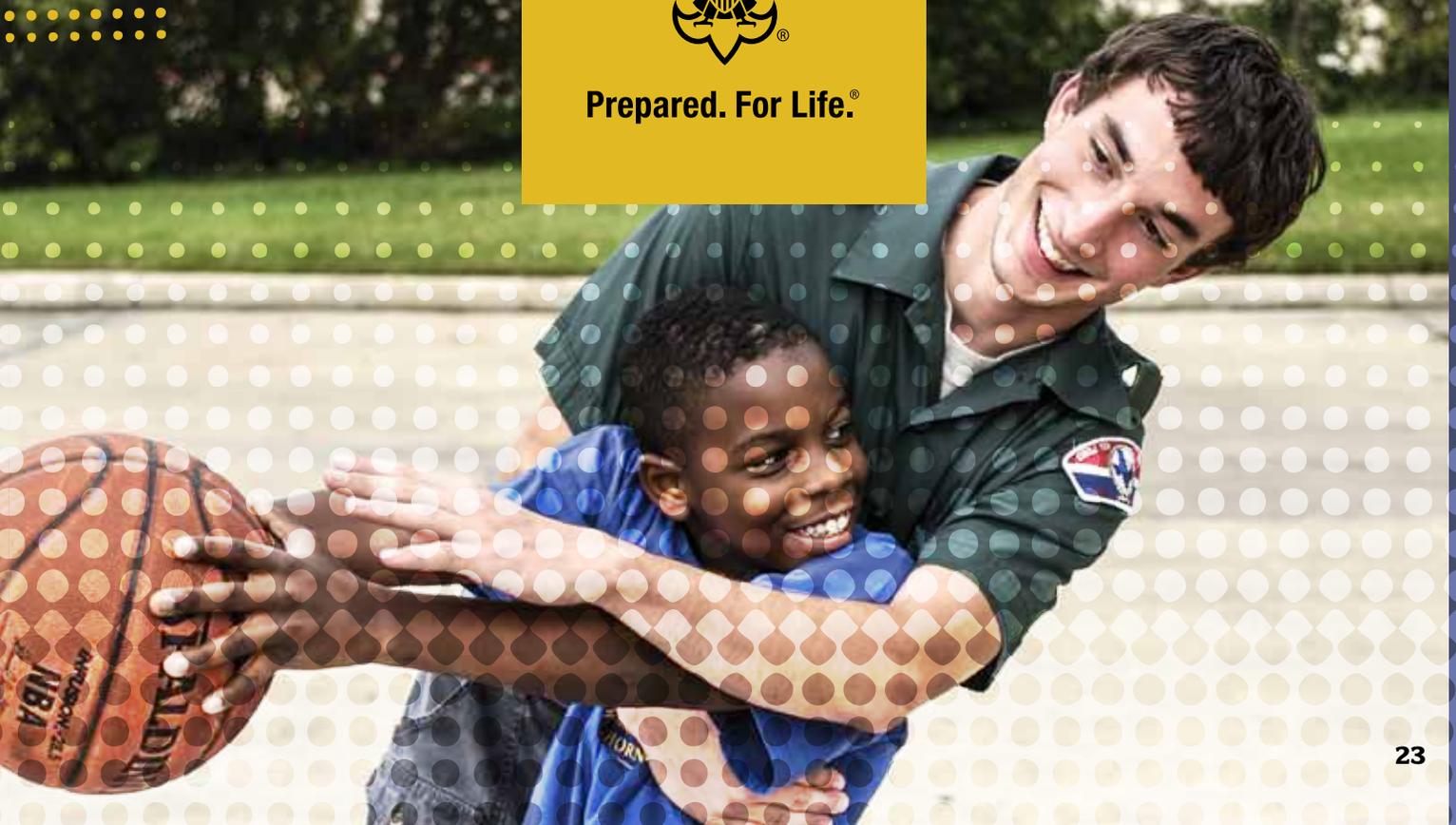
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WITH LOGICAL RELEVANCE.



Prepared. For Life.®





BOY SCOUTS OF AMERICA
1325 West Walnut Hill Lane
P.O. Box 152079
Irving, Texas 75015-2079
www.scouting.org