

THE  
WHITNEY M. YOUNG JR.  
SERVICE AWARD



# THE WHITNEY M. YOUNG JR. SERVICE AWARD

## **PURPOSE**

The purpose of the Whitney M. Young Jr. Service Award is to recognize outstanding services by an adult individual or an organization for demonstrated involvement in the development and implementation of Scouting opportunities for youth from rural or low-income urban backgrounds—this is in fulfillment of Dr. Young’s dream of justice and equality for all.

## **COUNCIL PROCEDURES**

1. Recipients are approved nationally through nomination by a local council. (Councils must use Whitney M. Young Jr. Service Award Nomination Form, No. 523-427. Copies may be obtained from the National Distribution Center, 2109 Westinghouse Boulevard, P.O. Box 7143, Charlotte, NC 28241-7143, or online at [www.scouting.org/multicultural](http://www.scouting.org/multicultural).)
2. The award is presented to people at all levels of the organization (executive board, district Scouters, unit personnel) and to people of all races and income levels.
3. The council’s annual quota of awards shall not exceed the number of districts in the council. Emphasis is on being selective, with no intention that the full quota must be used every year. The quota is noncumulative.
4. The council president designates a committee to administer the award for the council. This may be a special Whitney M. Young Jr. Award committee or the council’s advancement and recognition committee, Silver Beaver committee, or inner-city/rural advisory committee. The committee should include at least one person who is familiar with low-income urban and/or rural outreach. The Scout executive or a designated staff member serves as adviser to the committee.
5. The committee screens, prioritizes, and selects worthy nominees. Nominations may be submitted to the committee by committee members, professional staff, or any other registered Scouter.
6. Nominations are then submitted by the local council to the Multicultural Markets Team at the national office. Please allow 60 days for review and consideration of approval by a national volunteer committee and delivery of the award. Approval should be received before the award is announced or presented.
7. Select a highly visible event with an appropriate ceremony to present the award. Council and district appreciation dinners, annual business meetings, testimonial dinners, or a major function that the recipient is associated with provide excellent settings for the award presentation.
8. The presentation might also involve other community agencies that are actively involved with rural or low-income urban outreach (such as the Urban League, for which Whitney Young served as national executive director).
9. Use the publicity kit that is sent to councils with each approved award. It contains press releases, a sample presentation outline, publication-quality photos, and information about Whitney Young.
10. The award should not be presented posthumously.

# NOMINATION FOR THE SERVICE AWARD

Submitted by the \_\_\_\_\_ Council, No. \_\_\_\_\_  
Name of council

Boy Scouts of America, \_\_\_\_\_  
City State Zip code

We hereby nominate

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip code \_\_\_\_\_

Occupation \_\_\_\_\_

Scouting affiliation \_\_\_\_\_

Local council committee approval

On \_\_\_\_\_ the \_\_\_\_\_ committee  
Date

approved the nominee as worthy of this award.

Signed \_\_\_\_\_  
Committee chair

\_\_\_\_\_  
Scout executive

NOTE: **Allow two months** for national volunteer committee consideration, approval, and delivery of award.

## NATIONAL OFFICE USE

Approved by the Whitney M. Young Jr. Service Award  
Committee:

Date \_\_\_\_\_ By \_\_\_\_\_  
Committee chair

\_\_\_\_\_  
Staff adviser

# REASONS FOR RECOMMENDING NOMINEE

## GUIDELINES FOR THE COMMITTEE SUBMITTING THE NOMINATION

The following are examples of the criteria, a combination of which might make a possible candidate for this recognition. They suggest what the nominating committee should be looking for. This list is not definitive, as there are many ways in which an outstanding contribution can be made to youth from rural or low-income urban backgrounds.

Give facts, dates, and offices held that show specific accomplishments of the nominee in contributing to Scouting for youth from **low-income** backgrounds. You also may include other services (activities in business, civic, religious, educational, service, other fields) that indirectly assisted in extending an opportunity to such youth.

NOTE: *Accomplishments* (quantitative and qualitative), as opposed to number of years of involvement, should be the more important criteria for receiving this award. For each criterion, please be specific as to how the candidate has influenced youth from low-income backgrounds and their communities. (A biography will not be accepted as a substitute for a completed application.)

## CRITERIA

The nominee has made a significant contribution while acting as an advocate for rural or low-income urban people, encouraging outreach to improve their conditions, and sensitizing Scouting's and America's leadership to these conditions. The nominee

1. Actively served on the following committees or boards that promoted activities and services for low-income communities (urban or rural):

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2. Extended Scouting opportunities to youth of low-income communities (urban or rural) in the following ways:

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3. Assisted the local council executive board and district committee(s) in the recruitment of key leadership as follows:

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4. Participated in the development of volunteer leadership in low-income areas (urban or rural). Describe.

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5. Responded to hands-on activities at summer camp, community service projects, or other activities of special help to people in low-income areas (urban or rural). Describe.

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6. Caused greater comprehension of the uses of Scouting in organizations that serve far-reaching rural or low-income urban communities. Explain how.

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7. Created better understanding of the application of the aims and ideals of Scouting in low-income communities (urban or rural). Explain how.

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8. Gave leadership in promoting Scouting for all youth regardless of race, religion, economic background, or creed. Helped others understand how to make Scouting operations meaningful to people in rural or low-income urban areas, including outreach and organization methods. Describe.

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9. Provided, through achievements and deeds, a civic and charitable role model for Scouts, Venturers, and Scouters. Describe.

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10. Gave leadership to funding, training, methods development, and/or other administrative support necessary to make Scouting effective in low-income communities (urban or rural). Explain.

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11. Describe other involvement.

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(If more space is needed, please add extra sheets.)

# ORDER FORM

TO: Multicultural Markets Team  
Boy Scouts of America, S260  
1325 West Walnut Hill Lane  
P.O. Box 152079  
Irving, TX 75015-2079  
Phone: 972-580-2119

Please ship the following item(s):

Name of Article	Unit Price	Quantity	Subtotal
<b>Whitney M. Young Jr. Service Award</b> Plaque, No. 7-428	<b>\$55.00</b>		
Lapel Pin, No. 7-432—optional (not available for organization recipients)	\$5.75		
Embroidered Square Knot, No. 7-444—optional (not available for organization recipients)	\$2.25		
Pendant on Ribbon, No. 7-445—optional (not available for organization recipients)	\$25.00		

Amount enclosed \$ \_\_\_\_\_

(Make checks payable to Boy Scouts of America (**account 79005-6280**). In the event that a nominee is not selected, funds will be refunded promptly.)

## SHIP TO

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip code \_\_\_\_\_

Phone \_\_\_\_\_

Area code

Approximate date of presentation \_\_\_\_\_

NOTE: **Please allow two months** for national volunteer committee consideration, approval, and delivery of award.

## AUTHORIZED SIGNATURE

Name \_\_\_\_\_

Title \_\_\_\_\_

Date \_\_\_\_\_

## Description of the Award

An 8½-by-10-inch walnut plaque with an engraving of Whitney M. Young Jr. and a plate for engraving the recipient's name.

# Many Cultures – One Mission...

**.... The mission of the Boy Scouts of America is  
to prepare young people to make ethical  
and moral choices over their lifetimes  
by instilling in them the values  
of the Scout Oath and Law.**



MULTICULTURAL MARKETS  
BOY SCOUTS OF AMERICA®

523-427



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