



BOY SCOUTS  
OF AMERICA®  
NATIONAL FOUNDATION

**NATIONAL FOUNDATION 2010 ANNUAL REPORT**



# Foundation Overview for 2010

Who would have thought that a silver dollar could be so valuable? At the BSA's 100th Anniversary Gala Event in Washington, D.C., we unveiled a new silver dollar from the U.S. Mint honoring the Boy Scouts of America. The Mint would give the BSA \$3.5 million from the sales of these coins—IF we could match that same amount from private sources.

We met our match, so to speak. Two of the greatest donors an organization could have, Ed and Jeanne Arnold of Lebanon, Pennsylvania, provided the entire match amount. This meant the BSA would have \$7 million in new money so it could extend Scouting in hard-to-serve areas of the country. Distributions began in 2011; please visit the Foundation website for some exciting updates on how the money is being used.

Some of our greatest supporters got together for an incredible cruise event sponsored by the Foundation. About 60 of us traveled as far north as Finland and Russia, never failing to miss our nightly Scoutmaster's Minute and networking event. Since the event, some of our "cruising donors" made some significant new gifts to their Foundation funds, for which we are most appreciative.

Two other significant funding projects made a real impact. We provided funding to local councils to hire bilingual unit-serving executives to serve their Hispanic communities. It has already proven successful and, long term, we expect to see significant benefits from it. We also provided \$29,000 to local councils to underwrite numerous Legacy of Honor events, featuring the author, Alvin Townley. We were proud to have played a small part in the success of these council events.

Finally, our thanks go out to a great team in the Treasury Department, as well as to our BSA Finance and Investment Committee, for their stewardship. Our 13.8 percent return on investments for 2010, matched with the generosity of our donors, makes possible many great things for Scouting.



## Mission

The mission of the BSA Foundation is to generate and create funds that support the Boy Scouts of America locally, nationally, and internationally, and to work with local councils, donors, families, and advisers to find creative ways to make these gifts and meet their personal giving needs.

## Purpose

The Foundation provides numerous fundraising services for local councils, and partners with these councils to find new sources of support for the BSA. We also work with donors and their families to find flexible and effective ways for them to realize their charitable goals. We provide oversight of these gifts for maximum effectiveness, and encourage donors to support the needs and initiatives they want to support.

## Presidents Leadership Council

Gifts that make a major impact on Scouting are of the highest priority to the Foundation. Until 2010, our most generous donors were part of our Scout Philanthropy Society. In honor of the BSA's 100th anniversary, we have invited those visionary donors to join other great BSA supporters as part of a new Presidents Leadership Council.

The Presidents Leadership Council recognizes gifts to or through the BSA Foundation at the following levels:

\$1,000,000+ Level      \$5,000,000+ Level      \$10,000,000+ Level

These gifts may be outright or use a donor-advised fund, trust, or other approved Foundation gift structure, and the gift may benefit local councils, the Foundation, high-adventure facilities, or other BSA entities and initiatives. These donors receive personal, customized recognition, and are invited to participate in some extraordinary fellowship trips and exceptional access opportunities.



# Foundation Funding Highlights for 2010

## Program Support

**\$1,050,000** from the ExxonMobil NOVA Awards Fund for the support of the BSA's 100th Anniversary Celebration and events.

**\$144,032** from the Ed and Jeanne Arnold Advised Fund to the Pennsylvania Dutch Council in Lancaster, Pennsylvania, to provide Scouting to disadvantaged and inner-city youth.

**\$240,000** designated to the Aloha Council in Honolulu, Hawaii, to support the Pacific Basin Scouting program in numerous islands—some of the most difficult areas to access in the world.

**\$80,000** from the Henry and Ruth Blaustein Rosenberg Fund to the Baltimore Area Council in Baltimore, Maryland, to build the Rosenberg Welcome Center at the council's Broad Creek Memorial Scout Reservation.

**\$51,000** from the Milt and Adele Ward Fund for general support of Scouting in Tucson, Arizona, and Albuquerque, New Mexico.

**\$12,200** from the Rick and Janet Cronk Family Advised Fund for general support to the Mount Diablo Silverado Council, Pleasant Hill, California.

## Scholarships

**\$63,000** from the Donald and Marie Belcher Scholarship Fund for college scholarships to Eagle Scouts from the Pasadena, California, San Diego, California, and Appleton, Wisconsin, areas.

**\$47,500** from the Hansen and Mary Hall Scholarship Fund for college scholarships to Eagle Scouts.

**\$27,283** from the Milt and Adele Ward funds for adult and youth high-adventure scholarships.

**\$8,000** from the Al and Chris Hanna Scholarship Fund for college scholarships to Eagle Scouts in the Weston, Wisconsin, area.

## Emergency Funds and Disaster Relief

**\$567,000** in emergency funds to 15 local councils, part of a multiyear commitment to hire or retain some of the BSA's most critical staff—unit-serving executives.

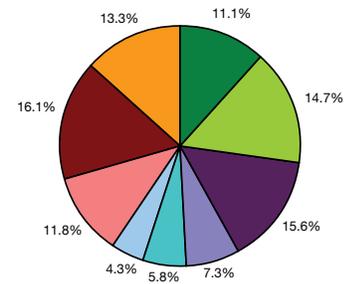
## Regional Funds

**\$166,017** from Regional Funds to support various initiatives and needs in numerous local councils, as recommended by the Regional Trust Committees of the four regions.

## National Scouting Museum

**\$848,818** from the Museum Endowment Fund for the support, operations, and upgrades to the National Scouting Museum in Irving, Texas, and for BSA 100th anniversary exhibits.

BSA Foundation  
Fund Categories (2010)



Charitable Remainder Trusts	\$10,256,203
National Scouting Museum	\$9,652,043
World Scouting	\$4,781,192
Emergency and Discretionary Funds	\$3,778,576
Scholarships	\$2,812,679
Other Specific Purpose Funds	\$7,312,700
Donor-Advised Funds	\$10,555,403
Gift Annuities	\$8,744,070
Regional Funds	\$7,717,566

Total funds in Foundation (as of Dec. 31, 2010): \$65,610,432

Total fund distributions for 2010: \$4,829,946

Does not include pooled fund assets. These assets are overseen and administered by the Foundation, but held by the Boy Scouts of America.

## Donor and Charitable Gift Services

We offer and accommodate a wide variety of gifts to support the needs of our donors, families, and advisers:

### Donor-Advised Funds

These funds are popular philanthropic tools for donors and their families. Donors establish a fund and may then recommend annual distributions to local councils, Scouting programs, and even to non-Scouting charities. These are outstanding alternatives to a family foundation, and can accomplish numerous philanthropic goals for donors.

### Charitable Trusts

The Foundation provides sample documents—and serves as trustee—for many charitable remainder trusts. These are trusts that provide immediate tax deduction benefits, annual income to beneficiaries, and a remainder gift for the Boy Scouts of America (or other charities) when the trust ends.

### Major Gift Planning

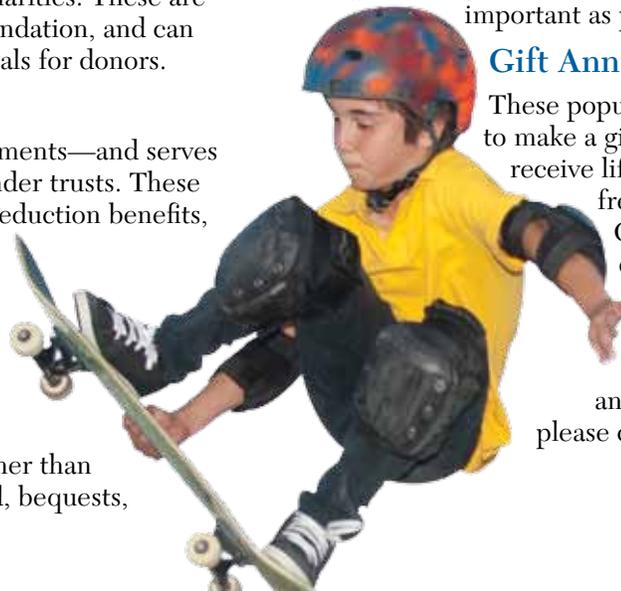
We provide technical assistance and information on a wide range of gifts other than charitable trusts: gifts of stock and land, bequests,

life estates, gifts of IRAs and insurance, and tangible personal property—many effective ways of giving. This assistance is available for BSA local councils, as well as to individual donors and their families. After all, we believe that preserving family values and ethics is every bit as important as preserving estate values.

### Gift Annuities

These popular types of gifts allow donors to make a gift to Scouting and, in return, receive lifetime payments (part tax-free) and other tax benefits. Gift annuities may also be deferred to start at a future date of the donor's choice.

For more information on these and other types of gifts and philanthropic opportunities, please contact the BSA Foundation.



# Current BSA Foundation Priorities

One of our highest priorities is to accommodate donors who want to help the local councils, programs, and Scouting initiatives they want to support. Of course, the BSA also has some priority programs and initiatives, and these include:

- 1. Field of Interest Funds:** The BSA has committed to funding new programs and initiatives in these five critical areas for our youth and our communities:
  - a. Hispanic initiatives and outreach
  - b. Healthy living and childhood obesity
  - c. Conservation and environmental initiatives
  - d. Science, technology, engineering, and math (STEM)
  - e. Civic engagement
- 2. Scholarships for Youth:** It is more important than ever to help our best Scouts take that next step toward being great citizens and accomplished leaders. The more scholarships we can offer—for college, camps, high-adventure trips, etc.—the more incentives we have for young people to join Scouting and stay.
- 3. The Summit Bechtel Family National Scout Reserve:** Our spectacular new high-adventure base and jamboree home in West Virginia continues to grow and develop into a significant part of our future outdoor programs.
- 4. Existing High-Adventure Programs and Facilities:** This includes Philmont Scout Ranch, the Northern Tier National High Adventure Program, the Florida National High Adventure Sea Base and Brinton Environmental Center, and numerous local council high-adventure programs and facilities.

Gifts may be used to support immediate needs for these and other projects, or to establish endowments for long-term or perpetual support. For more information about these and other needs, please contact the Foundation.



**BOY SCOUTS  
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NATIONAL FOUNDATION

Boy Scouts of America  
National Foundation  
1325 W. Walnut Hill Lane  
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[www.bsafoundation.org](http://www.bsafoundation.org)

The BSA National Foundation is a public charity, recognized as tax exempt under IRC Sec. 501 (c)(3).

# Foundation Philosophy

We believe that all aspects of the Scout Oath and Scout Law are inseparable from the operational standards and philosophy of the BSA Foundation. At the heart of this belief is the first tenet of the Scout Law: trustworthy. We feel we have a responsibility to our donors, their advisers, and their families, and that they expect the following from us:

- The freedom to support the councils, BSA entities, and approved programs, projects, and initiatives of their choice
- The chance to learn more about the Boy Scouts of America and its funding priorities
- Lasting and meaningful relationships with the donors and their families, not just brief, transactional relationships
- Full disclosure as to the use and purpose of their gifts, and continuing information as to the impact and effect of their gifts
- Dealings with the Foundation are private and confidential, with all publicity or public recognition approved in advance by the donors
- Prompt and accurate gift acknowledgements, and an understanding that all our communications and actions reflect upon the BSA as a whole
- Information as to the investment performance of all Foundation assets, both general and specific to their gift or fund
- A commitment to teamwork within the BSA so all gifts have maximum impact
- That creative and innovative funding for the future needs of the BSA and its youth may carry some risk of success, but never an ethical risk

## Board of Directors

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Milton H. Ward  
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## Scout Executives (2009–11)

Robert E. Hopper, Des Moines, Iowa  
Donald A. Kinney, Rockford, Ill.  
Edward A. Rasmuson, Lancaster, Pa.  
Marc C. Richardson, Dayton, N.J.  
Timothy M. Cooper, Birmingham, Ala.  
Michael D. Ballew, Tyler, Texas  
Matthew Devore, Portland, Ore.  
Larry C. Abbott, Phoenix, Ariz.

## BSA Foundation Staff

Chris Blum, Major Gifts Director  
Dustin Farris, Major Gifts Director  
Colin V. French, J.D., LL.M.,  
Administration/Legal Services  
Stacy Huff, Director  
Victor A. Korelstein, CFRE,  
Major Gifts Director  
Diane Smith, Donor  
Relations Administrator