

# THE CAMPAIGN FOR SCOUTING



## 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. 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.

  
**GROWING  
FUTURE  
LEADERS**

THE CAMPAIGN  
FOR SCOUTING

**Mike Surbaugh**  
Chief Scout Executive

**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.**



BOY SCOUTS OF AMERICA®  
NATIONAL FOUNDATION

[bsafoundation.org](http://bsafoundation.org)

1325 W. Walnut Hill Lane, Irving, Texas 75038 | [bsafoundation.org](http://bsafoundation.org)

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

## **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

## **GROWING**

# **\$75M**

## **FUTURE**

# **\$100M**

## **LEADERS**

# **\$75M**

# **OUR GOAL**

# **\$250M**