



SECURE THE ADVENTURE FUND

CASE FOR SUPPORT



WHO WE ARE AND WHAT WE DO

More than 16,000 families across Greater Philadelphia are counting on Scouting to help instill character, develop skills and leadership, and build resilience in their sons and daughters. Throughout the past 110 years, the Cradle of Liberty Council has never wavered in its mission to empower young people to be contributing citizens of the community. Our commitment is to ensure that every boy or girl who wants to be a Scout can join, regardless of their economic circumstances or geography.

COVID-19 AND SCOUTING

COVID-19 has robbed many young people of both their sense of control and connection to their peers and mentors as schools, athletic organizations and community centers have suspended programs. Yet, Scouting's programs continue. Seemingly overnight, COL helped volunteers shift weekly meetings to online sessions, organized free virtual merit badge programs and live Online Cub Scout Adventures and kindled the bonds of friendship and community around weekly campfire programs and camp-in events.

SUCCESSFUL ONGOING PROGRAMS INCLUDE:

- ★ Weekly Virtual Pack/Troop Meetings
- ★ Pioneering live web-enabled mentoring and instruction sessions (Merit Badges and Cub Adventures)
- ★ Live Weekly Campfire Sing-Alongs
- ★ Local, National and International Weekend Camp-in Programs
- ★ Live Career Panel Workshops for high school boys and girls
- ★ Interactive conversations with acclaimed leaders
- ★ Remote and safe community service opportunities

While more than 70% of Packs and Troops have reported continuing to engage their youth in these creative ways and

attendance is at an all-time high, COVID-19 **has curtailed nearly all the revenue streams that the Cradle of Liberty Council relies on to sustain the Scouting program.** The timing of this impact has devastated critical corporate special events, halted our annual giving campaign, and impeded our spring Adventure Card fundraiser which helps Scouts offset their program costs.

These income deficits taken collectively with the realization that we **will not be able to safely operate camping programs this summer**, represents a total loss of more than \$2.5 million in funding.

THIS CRITICAL FUNDING ENSURES...

- ★ Every Scout has a trained and appropriately screened leader
- ★ Packs and Troops are organized in new and low-income communities
- ★ After-School Scouting Units continue to provide mentoring through weekly programs
- ★ 5,000 volunteers receive the support they depend on from Council professional staff,
- ★ Scouts can safely continue to give back in service to our community
- ★ Progress continues in growing opportunities for girls in Scouts BSA Troops.

CALL TO ACTION

In the face of these extraordinary funding challenges, the Council has maintained its staffing levels buoyed by CARES Act loan programs and an innovative social giving campaign that has raised more than \$65,000 in modest gifts from local families.

The Board of Directors has already authorized the use of the Council's emergency fund – a fund already depleted by \$250,000 in January when it was tapped to spare families from an unexpected national council membership fee increase – to help sustain our programs into the summer.

We know there are better days ahead, but we also know that without identifying meaningful sources of funding to bridge the gap, our services and programs will not be able to be delivered at the same level in the future.

The last thing we want to do is cut back on programs and this is why we need your help today.

We have an ambitious goal to raise \$1.2 million by December 31st to meet this challenge and appreciate your help in strengthening Scouting through any means you might have.

YOUR INVESTMENT IN THE SECURE THE ADVENTURE FUND TODAY MAKES A DIFFERENCE BY:

- ★ Keeping Scouting affordable for families who've experienced financial challenges,
- ★ Enabling the Cradle of Liberty Council to keep delivering the best Scouting program possible to all of the 16,000 families who are relying on us,
- ★ Sustaining critical mentoring for 1,800 boys and girls who rely on the Council's After School Programs,
- ★ Providing essential professional staff continuity for the 5,000 volunteers who depend on them in the face of unprecedented financial challenges,
- ★ Continuing to maintain and prepare our scouting properties, Resica Falls and Musser Scout Reservations, for the return of campers, and
- ★ Ensuring that Scouting emerges from this crisis as a robust partner for 16,000 families and countless community partners, including schools, chartered organizations, and local small businesses.

GIFTS TO THE FUND CAN BE MADE BY.....

Online Pledeges or Credit Card Payment

www.colbsa.org/STAFund

Checks made payable to:

The Cradle of Liberty Council, BSA
ATTN: STA Fund
1485 Valley Forge Rd
Wayne, PA 19087

Contribute Appreciated Securities:

Properly structured, you may avoid the capital gains tax and take a charitable deduction for the full market value of these securities.

Donating Securities

Ask your broker to electronically transfer stock or mutual funds from your brokerage account to the Cradle of Liberty Council, BSA brokerage account. The transfer account information for the Cradle of Liberty Council is:

UBS Financial Services Inc.
Electronic Transfer No. DTC #0221
COL Account Number: PY 33181 A7
Financial Advisor:
Brady Hooper 215.496.2052 (direct)
1.800.345.7941 (toll-free)

For more information on how you can support the Secure the Adventure Fund with a gift today, please contact Mark Saxon, Director of Development at mark.saxon@scouting.org or 484.654.9271