Invest
In
The
Future

Today’s Scouts … Tomorrow’s Leaders
"The difference between who you are and who you want to be is what you do."
It is no longer optional to attract young people and prepare them to lead tomorrow ... it is vital! As the nation’s largest and foremost youth development organization, the Boy Scouts of America (BSA), and locally, Minsi Trails Council, has served young people for 110 years. With your help, Scouting will continue to inspire young people to make sound ethical and moral choices, become self-reliant, and take on leadership roles throughout their lives.

In Scouting’s second century, we are building the leaders of tomorrow. Our programs promote outdoor fun and adventure while inspiring lives of leadership, character, achievement, and service. Scouting reflects and shapes our nation’s young people by using programs that are age-appropriate, relevant, and appealing to today’s youth.

We serve young people ages 5 – 20, and provide a positive experience through volunteer leaders in local neighborhood settings. Whether it’s…

- boys and girls in Cub Scouts ages 5 – 10 in grades K through Five
- young men and women in Scouts BSA ages 11 – 17
- co-ed, young men and women Venturers and Explorers ages 14 – 20

Scouting helps young people form individual identities, grow in personal responsibility, and participate in active citizenship. They develop critical thinking and stronger communication skills, and grow to understand how decisions they make today will affect them throughout their lives.

Scouting is more than something to do … it’s about building leaders of strong character. From elementary school to college age, Scouting instills knowledge, confidence, and the tools for youth to successfully stride toward a promising future. Scouting’s advancement and recognition programs are designed to introduce young people to lifelong skills and interests that have driven many toward careers and life ambitions.

Today, young people face many challenges, and the BSA is a trusted advocate for youth. Scouting meets the developmental needs of youth in urban, rural and suburban settings alike. Scouting prepares youth to be leaders, to accept responsibility, and to care about principles and causes beyond their own self-interest.

Scouting prepares youth today so they can lead tomorrow. Through investments from individuals, corporations, foundations, and organizations, we continue to meet this challenge and serve young people from diverse economic and ethnic backgrounds. Our objective is to help this generation of young people grow in character, develop a strong moral compass, and be prepared to lead.
From 1910, when the first area Scout Troops were formed in Allentown and Easton, Minsi Trails Council has grown and today serves over 9,100 youth through the help of more than 3,800 adult volunteer leaders. We serve six-counties in eastern Pennsylvania from the Lehigh Valley to the Anthracite Region and Pocono Mountains and into western New Jersey. Scouting has successfully served the youth of our area for more than 110 years and our goal is to continue that legacy.
Minsi Trails Council’s Scouts come from our inner-city neighborhoods, suburban communities, and rural towns. While they may be from different backgrounds and neighborhoods, they share the fun and adventure of Scouting that brings them together.

Parents encourage their children to join Scouting for the proven character development, leadership skills, and achievement, but it’s the fun and outdoor adventure that attracts most youth and keeps them involved in Scouting for years. In fact, most Scouts in Minsi Trails Council are active in Scouting for more than five years, and during that time learn important life skills and core values that will guide them throughout their lives.

Minsi Trails Council is nationally recognized as a leading Scout Council, among the top 10% in the U.S., and has a comprehensive strategic plan with performance benchmarks to measure our progress against national standards. These objective measures help ensure all youth and adults receive a quality Scouting program that consistently exceeds their expectations. These goals are just part of Minsi Trails Council’s continuing journey to excellence that invests time and resources into enhancing the Scouting experience for youth and parents.
**Scouting Builds Citizenship and Service**

Since World War II, civic engagement in the U.S. has plummeted by almost every measure: Today, half of America’s young people can’t identify Ohio or New York on a U.S. map. Voting among Americans younger than 30 years old is only around 50%, nearly 20 points lower than their parents and grandparents. Just 19% of high school students volunteer on a regular basis.

That’s not the case with Scouts … who attend town meetings, contact their congressional representatives, and study world issues and cultures as part of their Scouting experience. Scouts participate in regular civic engagement, active citizenship, and service to their local communities. Scouts regularly attend town and city council meetings, assist veterans’ groups in placing flags on veterans’ graves, and act as honor guards for community events. In short, Scouts learn and demonstrate active citizenship.

Each year, Minsi Trails Council’s Scouts BSA Troops, Cub Scout Packs, and Venturing Crews regularly complete service projects in their communities and throughout our council. One such service project, Scouting For Food, provides over 160,000 pounds of food annually to help feed the hungry in our area. Each year more than 210 local Eagle Scouts complete extensive service projects that contribute over 45,000 community service hours while the total for all our Scouts exceeds 82,000 service hours. Scouting instills a service attitude at an early age that often leads to a lifetime of service during adulthood.
One proven solution to youth wellness concerns is outside activity, a core Scouting concept since its founding. In fact, Scouting complements ‘no child left inside’ measures that many schools are taking to help fight childhood obesity and what some are calling ‘nature-deficit disorder.’ When Scouts get into the woods, they gain respect for the environment and become its stewards. Scouting was teaching ‘leave no trace’ practices and conservation when ‘green’ was just a color. Scouting was built on outdoor experiences like hiking, camping, climbing, swimming, and also emphasizes healthy choices related to diet, drugs, tobacco, and alcohol.

In Minsi Trails Council our Scouts get outdoors and physically active. Over 75% of our Scouts BSA youth regularly participate in week-long summer camp experiences each year, and that doesn’t include all the weekends spent hiking, biking and camping. Minsi Trails has three great Scout Camps serving over 10,000 Cub Scouts, Scouts BSA, and Venturers annually. Summer camp is our outdoor leadership lab where youth can challenge themselves and take on new leadership roles.

Another youth wellness concern today is bullying, and some researchers report that as many as 70% of middle and high school students have experienced bullying. Bullying should not be part of any child’s life, and Scouting programs deliver a strong anti-bullying message. With specific content provided to youth and leaders in all our programs, Scouting helps youth recognize what bullying looks like and gives them ways to appropriately deal with bullying and cyberbullying.

Today, nearly 32% of America’s youth age 2 to 19 are considered overweight or obese. Scouting today is doing more to promote wellness, and not just among our Scouts. We’re educating Scouts and volunteer leaders on the dangers of obesity and challenging them to become more physically fit. Scouting advancement requirements help ensure that every program promotes a healthy lifestyle at every age. ‘To keep myself physically strong’ is not just a phrase from the Scout Oath, it’s something that Scouts live by.
Imagine a school that offers dozens of courses in topics ranging from American business and graphic arts to medicine and robotics. Imagine having instructors experienced in their fields who work with students to help them complete their course requirements.

Such a school might sound imaginary, but it actually exists. Called the Scouts BSA merit badge program, this ‘school’ has handed out more than 113 million badges, our diplomas, since 1910.

The merit badge program ensures that Scouts develop core competencies in areas such as camping, citizenship, environmental science, first aid, and personal fitness, as well as encourages every Scout to explore topics he may know nothing about.

**Scouting Promotes STEM and Innovation.** Many of the merit badges promote growth and enhanced understanding of Science, Technology, Engineering and Math (STEM), areas of learning and innovation that are critically important in today’s world. In fact, it’s estimated that today nearly one of every 20 U.S. jobs is now STEM related.

Merit badges earned mean lessons learned and achievements accomplished. They can also mean a Scout’s first introduction to a rewarding career or lifelong interest. Last year, over 9,300 merit badges were earned by Minsi Trails Scouts ... that’s achievement. Each badge encourages a Scout to test his limits, broaden his horizons, and helps ensure that Scouts are Prepared For Life.

Scouting’s coed Exploring program for teens 14 – 20 further introduces young adults to potential career choices through this workplace focused initiative. They meet at area businesses and get real-world, hands-on career experience before they decide on college major, vocation, or trade. Exploring is BSA’s program for workforce development through practical career education for teens at a time when many schools have cut their counseling and career education resources.
SCOUTING COMPLEMENTS LEARNING, PROMOTES ACHIEVEMENT, AND BUILDS FUTURE CAREERS
Goals are great, but everyone knows that results are even more important. Independent research demonstrates the effectiveness of Scouting and shows that Scouts (when compared to non-Scouts) are more likely to …

- Achieve higher levels of academic success
- Graduate from high school and college
- Have higher levels of physical fitness
- Are seen as leaders among their peers
- Have higher levels of self-esteem
- Are better able to respond to emergency situations

Scouting is a proven, outcomes-based program, and delivers character development, leadership skills, and achievement for youth.

Independent research conducted by Tufts University shows that boys involved in Scouting have a four-fold increase in character attributes like cheerfulness, helpfulness, kindness, obedience, trustworthiness and hopeful future expectations compared to non-scouts. Positive character translates into doing better in school, having higher career goals and making better life choices. In short, the Tufts Study shows Scouting Builds Character.
Today, more than ever, Scouting is needed in our area. High school student drop-out rates in inner-city Allentown, Bethlehem, and Easton exceed state averages, and juvenile crime and youth violence are also running at elevated levels. Scouting in Minsi Trails Council is working to help address issues like these by offering a specialized effort with its Scoutreach initiative.

Scoutreach (Urban Scouting) is a program that delivers a Scouting experience to inner-city and at-risk youth by removing barriers for success such as the lack of adult leadership, transportation, language, and limited financial resources. These youth can participate in Scouting right in their neighborhood schools, many of which have poverty rates of 90% or more. Scholarship support makes it possible for them to participate in Scouting, and no program costs are passed on to them or their families.

Over 1,200 at-risk youth in 30 schools throughout Lehigh, Luzerne, Monroe, and Northampton counties currently participate in Scouting through our Scoutreach effort. The need is even greater with more boys wanting to get involved, but unable to do so due to lack of funding. Scoutreach delivers positive results with proven outcomes:

- Higher student PSSA scores in math and reading
- Lower rates of chronic school tardiness
- Reduced incidence of out-of-school suspensions
- Positive character development
- Making better life choices

This is student success through Scouting … making a difference for disadvantaged youth.
The Boy Scouts of America remains one of the nation’s largest and foremost youth development organizations. For more than a century, Scouting has helped build the future leaders of this country by combining educational activities and lifelong values with the fun and adventure of a quality outdoor experience. Consider the following:

- Of the 12 men to walk on the moon, 11 were Scouts … including Neil Armstrong, the first man on the moon.
- Of the many baseball greats, Henry ‘Hank’ Aaron stands apart as a true pacesetter, and he was a Scout (along with being a great home run hitter).
- Of the many Scouts who have gone on to achieve success, some have gone on to serve in America’s highest office, with President John F. Kennedy being the first to reach this accomplishment.
- The current President of the BSA is Randall Stephenson, Chairman & CEO of AT&T, and the immediate Past President was Robert Gates former U.S. Secretary of Defense and a Distinguished Eagle Scout.

These are just a few examples of the 100 million Scouts who have achieved success in public service, business, education, science, and entertainment – in all walks of life – and they received a solid foundation through Scouting.

“A Scout is: Trustworthy, Loyal, Helpful, Friendly, Courteous, Kind, Obedient, Cheerful, Thrifty, Brave, Clean and Reverent.”
**You make Scouting Happen.** With your help, all these amazing things happen, and without your continued help, they won’t. Scouting simply cannot exist without dedicated volunteers and generous supporters. Some might ask, ‘Who Needs the Boy Scouts?’ Let’s start with America and then consider the cities, towns, and rural areas served by Minsi Trails Council in the Lehigh Valley, our Anthracite and Pocono Mountain regions, and western New Jersey. Today’s challenges are great, but without acting today, tomorrow’s challenges will likely be even greater.

Scouting needs the continued support of civic-minded individuals who place a high value on building America’s leadership. That’s what Scouting can do. Through time tested Scouting programs delivered by dedicated Scout leaders in local neighborhoods throughout our six-county service area, Scouting helps our youth grow in character, develop leadership, and experience real achievement.

You can help support our Scouts by becoming a volunteer, providing financial support, and helping to share the positive Scouting success story with others. You make Scouting happen!
Scouting makes a positive difference in the lives of our local youth every day. Please consider how you can help make a difference for Scouting. Below are some of the ways your support can help build a better local Scouting program for our Scouts!

**Urban Scouting for At-Risk Youth**
- Make a financial investment for at-risk youth served by our Scoutreach (Urban Scouting) program.
  - We currently need $125,000 in additional annual funding to support this effort and expand this much needed program.

**Camp ... Scouting’s Leadership Lab**
- Support annual camp improvements, new facilities, new programs, and up-keep at our three great camps.
  - Infrastructure enhancements, new programs, and facilities are needed at all three camps and total over $4.2 million for items as basic as modern shower facilities.
  - Create a $1.5 million camp endowment to partially fund annual camp maintenance and replacement needs to ensure a quality experience for our Scouts.
  - Donate $200,000 to endow waterfront programs at one of our three camps
  - Create a $100,000 endowment to maintain and operate the ESSA/Schultz Nature Lodge at Trexler Scout Reservation
- In addition, many universities and area hospitals have endowed department chairs, the same idea can be used to endow Scouting positions and Camp Directors to lower our annual operating fund outlays.

**Creating an Endowment Legacy**
- Create a lasting Scouting legacy through a gift or bequest to the Minsi Trails Council Endowment Fund. Our endowment fund is growing and helps support local Scouting by providing annual funding for important programs through endowment income:
  - Make a cash or appreciated stock gift
  - Include Minsi Trails in your will
  - Add Minsi Trails as a life insurance beneficiary
  - Create a charitable gift annuity
  - Name Minsi Trails as a beneficiary of your IRA plan

**Career Choices and Future Workforce Development**
- Help underwrite our Exploring Program or our annual Eagle Scout Court of Honor.
  - Exploring helps create greater career awareness for area teens and we need $200,000 to grow this important initiative.
  - The annual council-wide Eagle Scout Court of Honor is a capstone event for our newest Eagles and offers potential mentor in their career interest. We need to endow this program at a cost of $200,000.

**Leader Training**
- Help underwrite annual volunteer training and development programs to enhance our volunteer and staff leadership.
- Every Scout deserves a trained leader and that comes at an annual cost of $100,000 to the Council.

**Growing Our Abilities and Improving Our Program Delivery**
- Provide Scout Service Center upgrades that will help improve service to our youth, volunteers, local Scout units, and staff.
- Our aging building and infrastructure needs enhancement (technology, driveway and parking lots, meeting rooms, and office space). The cost to help improve volunteer and staff services is $2,000,000.

**Gift and Naming Opportunities**
- Here are just a few of the Endowment and general operating gift naming opportunities where you can make a significant positive difference for local Scouting:
  - Scout Service Center endowment and improvements $1,000,000
  - Endow the Scoutreach (Urban Scouting) program $2,000,000
  - Replace camp shower houses at a cost of $600,000 each at each of our three camps
  - Endow council technology enhancements at the Scout Service Center $300,000
  - Endow the Eagles Scout program and the annual council-wide Eagle Scout Court of Honor & Recognition Dinner for $200,000.

These are only some of the great ways you can make a difference. Help keep Scouting strong … please invest in Minsi Trails Council Scouting today. Your gift will make a positive difference.
Thank you for your time, and please know that many support opportunities also provide naming opportunities. Again, thank you for all you do for the youth of Scouting in Minsi Trails Council.

For more information on our local Scouting programs or to discuss a gift to help secure Scouting’s future, please contact:

Don Sachs, Director of Development  Lisa Finkelstein, Sr. Development Director
Phone: 610.465.8572          Phone: 610.465.8566
donald.sachs@scouting.org      lisa.finkelstein@scouting.org

Minsi Trails Council, Boy Scouts of America
Address: 991 Postal Road, Allentown, PA 18110
Mail: P.O. Box 20624, Lehigh Valley, PA 18002-0624
Main Phone: 610.264.8551
Fax: 610.465.4500
www.minsitrails.org

The steps you take today will help secure Scouting’s future in Minsi Trails Council!

“Sustainability goes hand in hand with being a good Scout.”
Our Mission
The mission of the Boy Scouts of America is to prepare young people to make ethical and moral choices over their lifetime by instilling in them the values of the Scout Oath and Law.