



SAN DIEGO - IMPERIAL COUNCIL
FRIENDS OF SCOUTING



Prepared. For Life.™



ON MY HONOR

Every week Scouts raise their hands and make a promise. It represents a lifelong commitment to themselves and to the community they share. Promises are what Scouting is all about. Every day Scouts and their families participate in activities centered upon achieving three aims: character development, citizenship training and personal fitness.

Our Friends of Scouting Annual Campaign helps us raise the funds needed each year to keep our commitment to them.



CONFIDENCE AND INTEGRITY

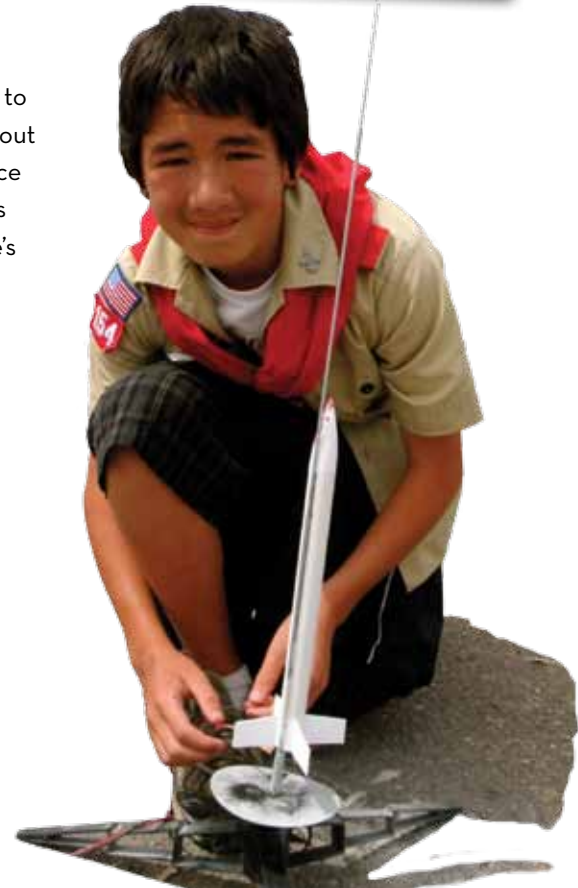
Through Scouting programs young people are introduced to fun and exciting new experiences that help them learn about our world. With each success their confidence, self-reliance and sense of worth becomes stronger. That strength helps them make the right choices when they are faced with life's difficult challenges.

HEALTHY AND SELF-ASSURED

We see fitness as a promise to take care of one's self. In fulfilling that promise, Scouts learn to develop both physical and mental discipline.

A CODE OF ETHICS

A sense of pride is felt knowing that more than 8,000 caring, dedicated volunteers gather to teach our youth the virtues of the Scout Law.



TEAMWORK

Scouts learn the value of teamwork through practical experiences that teach them to trust themselves and others. Not only do they learn practical skills in leadership, they also discover what it takes to work well with others and develop an appreciation and respect for our environment.

FUTURE SUCCESS

The San Diego - Imperial Council has programs that are designed to prepare young people at every level for success as adults. Whether that involves Cub Scouts acquiring basic skills, Boy Scouts earning awards for lifesaving, or young men and women gaining outdoor skills in Venturing, Scouting provides worthwhile and lifelong benefits.



COMMUNITY INVOLVEMENT

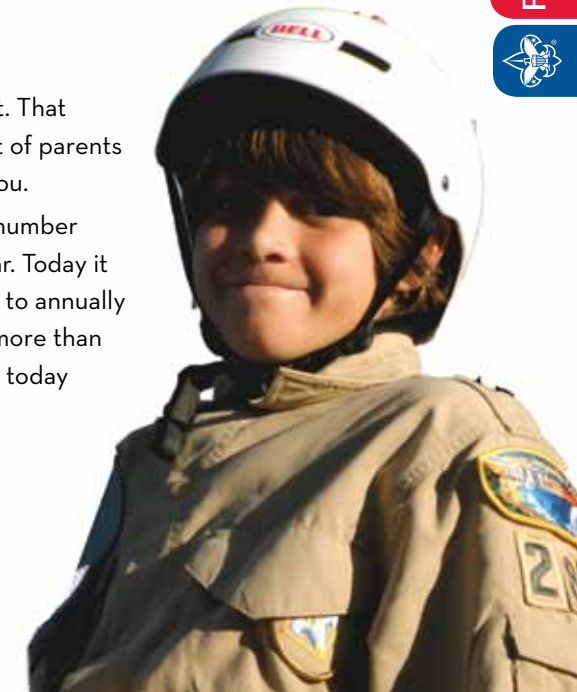
Community service programs are just one example where Scouting make a difference on a daily basis. Pack, Troops and Crews have provided literally tens of thousands of hours of community services to benefit all of our neighborhoods throughout San Diego and Imperial counties.

LEADERS OF TOMORROW

In an age when young people are confronted with so many negative influences, Scouting provides guidance and positive role models. Won't you help them get there?

A PROMISE

The success of Scouting depends on those who support it. That includes the work of adult volunteers, the encouragement of parents and the financial assistance of Friends of Scouting... like you. After all, providing a program of this quality to a growing number of Scouts becomes more expensive with each passing year. Today it costs the San Diego - Imperial Council \$180.00 per youth to annually provide this program. Your generous gift or pledge does more than simply help us meet our expenses. It serves to our Scouts today and our community tomorrow.





HOW WE INVEST IN YOUNG PEOPLE SAN DIEGO RETURN ON INVESTMENT!

\$2 million of direct support



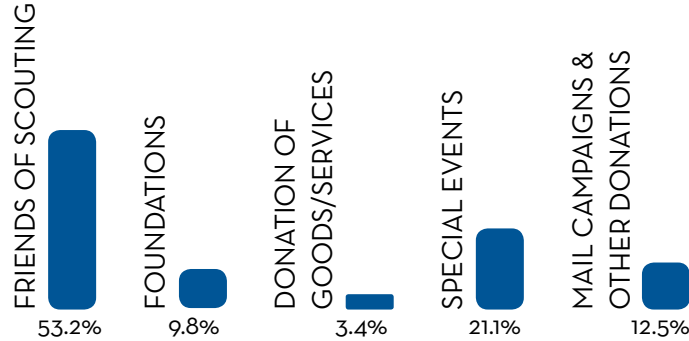
\$45 million of volunteer services annually



That's a 2250% return

Your gift goes a long way to provide quality programs, activities, camps and facilities for Scouts and Scout Leaders.

HOW WE RECEIVE DIRECT SUPPORT INVESTMENT IN YOUTH!



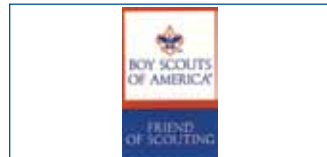
53.2% of the revenue needed to provide quality programs to over 24,000 youth comes from gifts to the Friends of Scouting Campaign by people like you!



The San Diego - Imperial Council is a 501(c)(3) nonprofit, private membership organization and contributions are tax deductible to the full extent allowed by law. Your pledge can be paid with cash, check or charge (VISA, AMEX, MasterCard) and given to your FOS Presentation volunteer or you may request to be billed monthly or quarterly thru the end of 2012. Double your gift! Visit your employer's Human Resources' Department to request a matching gift application.

LEVELS OF GIVING

ANY GIFT any \$ amount
FOS BSA Cling Decal



CENTENNIAL \$100 or more
BSA Emblem Custom Ink Pen



SCOUT \$180 or more
2012 Council Shoulder Patch



ANNUAL \$365 or more
BSA Gift Boxed Mini Mag-Lite



EAGLE \$1,000 or more
BSA Insignia Portfolio

