

Strategic Priority 7

Scouting's Profile – strengthening communications, partnerships and resources



The World Organization of the Scout Movement



The Asia-Pacific Regional Scout Foundation

The Results

The Foundation was launched in 1991 with an initial donation of US\$10,000. The initial goal fixed was to raise one million US\$ in 10 years. This goal has been achieved. At present the balance of the fund is US\$1.2 million.



A new member is welcomed at a Fundraising Dinner in Bangalore, India

Three projects have been supported from the income of the Foundation:

- The first project is an Environmental Education Project in Bangladesh. Rural youth and women were engaged in tree planting and educational campaigns on Oral Rehydration Therapy (ORT), nutrition, leprosy eradication and waste disposal.
- The second project is a disaster management project. Boy Scouts of the Philippines organized 10 emergency medical training courses. Around 500 Rover Scouts were trained in knowledge and skills relating to emergency procedures. They provide services during accidents and natural disasters.
- The third project is a community development project in India. This ongoing project aims to generate income for the community and strengthen community values. Part of the grant will fund the development of National Youth Centre of Bharat Scouts and Guides, India as a training cum production centre.

The Reasons

The aim of the Foundation is to continually accumulate sound capital funds through membership in the Foundation. The main objective is to assist and support Member Scout Organizations in the Asia-Pacific Region in the funding of worthwhile projects, especially in the areas of Programme Training, Community Development, etc. Another objective is to fund regional research projects on Scouting and the production of Scouting literature and materials to be made available to the Member Scout Organizations for their use.

The Methods

- Publicizing the Foundation widely through brochures and person-to-person contact.
- Effective management through a Foundation Management Committee. The members are active in managing and promoting the Foundation.



Members of the Committee meet to discuss the management and promotion of the Foundation



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PROMISING PRACTICES

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- Creation of a Foundation Promotion Task Force to vigorously recruit members.
- Undertaking special fundraising activities.
- Motivating Corporations and non-Scouters to become Foundation members.
- Creating different categories of membership to attract donors of different capabilities:
 - a.) Gold Palm US\$10,000 upwards
 - b.) Silver Palm US\$5,000 upwards
 - c.) Bronze Palm US\$3,000 upwards
 - d.) Donor US\$1,000 upwards
 - e.) Associate Member US\$500 upwards
- Establishing a Recognition System: Foundation members are recognized with certificates, trophies and medallions at presentation ceremonies.



Members receive certificates and trophies at a Fundraising Dinner in Manila

- Effective Public Relations: A Foundation Bulletin is published periodically and distributed to members and potential members.
- Involving National Scout Associations and their key leaders in the promotion of the Foundation.

Our Learning

- People are generous and willing to support the Scout Movement.
- There is a need for long term planning for special fundraising activities.
- The funds need to be kept safe through appointing business oriented trustees.
- A specific approach needs to be developed for individuals and corporations.
- Donors are satisfied as their donation is spent for worthwhile projects.

Our Future Plans

- The future plan is to raise one more million US dollars by 2005.
- To look into the possibility of investing the income to give better returns.
- To support more worthwhile projects with long lasting effects.

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World Organization of the Scout Movement
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