



August 25, 2009

Dear Scout Parents,

It is said, “**A man never stands so tall as when he kneels to help a child**”. The parents and leaders of Gulf Stream Council have stood tall for many years providing leadership to its Packs, Troops, Posts, Crews, Ships and Teams – and belong to the almost 100 year tradition of investing in the future of our community, state and nation.

Yet as we approach our centennial, we face one of our greatest challenges in recent memory: the recession and its impact on the financial well being of our Council. Putting it quite bluntly, if each and every one of us does not combine our efforts to bring in new income to support program services, we will have no choice but to cut back services at an unprecedented level.

We are challenging every Scouting family and unit to rally with us to find additional support totaling at least \$20 per youth member. If your family can provide this for your Scouts, in addition to your current commitment, it would be greatly appreciated as the need is urgent. The important thing is that you act as soon as possible.

Yes, we know this is not an easy task in these times or at this time of year. We understand that this may not be feasible for some families. One of the core values of Scouting is always rising to the challenge. We ask no more of you than we ask of our youth everyday. So that you know, we have already challenged each of our Executive and Advisory Board members to commit to raising at least \$2,500 additional funds for the Council.

We’re 100 years old in just a few months, so please join us in standing tall and entering our second century on solid financial ground. Please respond without delay by sending a check by return mail or by going to our website at www.GulfStreamCouncil.org and making a credit/debit card contribution to this urgent campaign on the “Donate to Scouting” link. Scouting’s rich history is built on strong family involvement and working together we can and will lay the foundation for a strong and vigorous future. Thank you sincerely for your sacrifice and commitment to invest in character...one youth at a time.

Yours in Scouting,
Gulf Stream Council Executive Board
John Marion, President

QUESTIONS AND ANSWERS ON THE RENEWED FOS CAMPAIGN

WHY THE BIG PUSH NOW?

This is traditionally our lowest revenue time of year. In addition, in these recessionary times we have seen a 30% drop in financial support – putting us \$350,000 short of budgeted income thus far in 2009.

HAVEN'T YOU CUT EXPENSES?

Absolutely. Throughout 2007, 2008 and 2009 we have re-structured many fiscal and administrative practices, left vacant positions open and have taken many other steps. We have decreased specific major expenses by 39% to as much as 55%. Overall, we are currently 10-15% under last year's expenses, which had already been deeply cut, while fighting to maintain the same levels of service and programs.

WHAT SHOULD PARENTS AND UNITS DO?

Accept the campaign challenge and seek out and bring in donations totaling at least \$20 per youth member in the Unit. Check with your employer to see if they will match your gift, as many will. You can hold a BSA-authorized fundraising activity or event but please don't delay. The program need is urgent.

WHAT'S THE GOAL AND DEADLINE?

We have established a goal of \$ 350,000, but no set deadline. As one of our Executive Committee members said: "yesterday, if not sooner".

CAN I GET HELP?

Yes. Just contact your District Executive. And yes, he's already out there beating the bushes, too.