



## Giving USA 2009: Giving Tops \$300 Billion in 2008

*Giving Down Only Slightly in Worst Economy Since Depression*

U.S. charitable giving in 2008 exceeded \$300 billion for the second year in a row, according to [Giving USA 2009](#). Donations to charitable causes in the United States reached an estimated \$307.65 billion in 2008—a 2 percent drop, in current dollars, from 2007's record-setting \$314.07 billion. (The total for 2007 has been revised upward since initial reports put it at \$307 billion.)

The 2008 results show the first decline in giving, in current dollars, since 1987; this is only the second time *Giving USA* has reported a decline since it began publishing annual reports in 1956 ([www.givingusa.org](http://www.givingusa.org)). The report, now in its 54th year, is a publication of [Giving USA Foundation](#)™, researched and written by the [Center on Philanthropy at Indiana University](#). *Giving USA* is a public outreach initiative of Giving USA Foundation™. The foundation, established by [Giving Institute: Leading Consultants to Nonprofits](#), endeavors to advance philanthropy through research and education. ([Complete Article Here](#))



## 2009 Local Council Direct Support Performance Award

The Finance Impact Department will recognize councils that have shown growth in total Direct Support FOS (net), Project Sales, Special Events (net), Legacies and Bequests, Foundations and Trusts, and Other Direct Support on June 30, 2009, over June 30, 2008.

This achievement recognizes the total effort of staff and volunteers in the cultivation and direct solicitation of donors in support of council programs. [More details are available here!](#)

## Questions about the new IRS Form 990?

Councils that filed for an automatic extension until August 15 for the new IRS Form 990 may still have questions. The IRS has provided on its Web site, [www.irs.gov](http://www.irs.gov), under the tab for Charities & Non-profits, Frequently Asked Questions and Tips for Form 990, Part VI—Governance, Management, and Disclosure, and Part VII and Schedule J—Reporting Executive Compensation. The Governance and Accounting Team will be presenting an elective at Top Hands, “Best Practices in Council Governance,” that will cover issues related to the new 990. If you have questions to ask, best practices to share, or need an answer before Top Hands, please contact Accounting Specialist Ken Moran at 972-580-2311 or [ken.moran@scouting.org](mailto:ken.moran@scouting.org).

## Financial Pillars of Scouting

To sustain healthy councils throughout the Boy Scouts of America in delivering quality Scouting programs to youth, three fundamental financial pillars of Scouting must be maintained and increased: operating income, capital income, and endowment income. The growth and sustainability of all three financial pillars of Scouting will strengthen the platform by which Scouting is delivering to our communities throughout the BSA.

Encouraging major gifts to local councils is one of Scouting's highest priorities. It is one of the best ways to ensure that your council can continue to offer the outstanding programs it now has and also grow to meet the needs of the youth and the communities it serves. In gratitude for such support, the BSA offers three distinct recognition

awards. These awards are presented by local councils to donors who support Scouting's financial needs with gifts to their local council. These recognition awards are:

- The James E. West Fellowship Award—exclusively for gifts to local council endowment funds;
- The 1910 Society—for gifts to operating, capital, and/or endowment funds;
- The Founders Circle Award—for deferred gifts benefitting the council operating, capital, and/or endowment funds.

Note: the 1910 Society and the Founders Circle Award recognitions reflect the donor's major gift to support Scouting as they desire. **The James E. West Fellowship Award is still restricted to gifts to the local council endowment fund.**

The new brochure and electronic application form can be found [here](#) or at the Finance Impact link in the resources section in MyBSA.

### Best Practices in Fund-Raising and Fiscal Management Awards

The Finance Impact Department is pleased to announce a new group of awards to recognize councils for successful fund-raising and fiscal management. Individual awards will be given for best new enhancement and/or best new fund-raiser in the categories listed below. One award in each category will be given for each council classification.

#### Categories

<ul style="list-style-type: none"><li>• <b>Revenue Generation</b></li><li>• <i>Family FOS</i></li><li>• <i>Product sales</i></li><li>• <i>Community campaign</i></li><li>• <i>Capital campaign</i></li><li>• <i>Best overall campaign plan</i></li></ul>	<ul style="list-style-type: none"><li>• <b>Governance</b></li><li>• <i>Best idea or method in engaging volunteers in board oversight</i></li></ul>	<ul style="list-style-type: none"><li>• <b>Fiscal Management</b></li><li>• <i>Strong fiscal management</i></li><li>• <i>Best economic, efficient, and effective use of council assets</i></li><li>• <i>Best cost-saving idea</i></li></ul>
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Council winners will be recognized at the 2009 Top Hands Conference in Detroit. Councils are requested to submit their entries to the Finance Impact Department by July 15 through the special section of the [Innovation Engine](#) Web site.

### Engaging Your Board Members in Fund-Raising

Many councils share their challenges by engaging their entire board in fund-raising. You can give them tasks that they will accept and welcome in your fund-raising campaign. It may not be in direct raising of funds. Don't present them with a list to see who they know, or ask them to give you a list.

Sit down with them and talk with them, learn about their "why" for Scouting—what is it that makes them believe in Scouting and causes them to serve on your board. Ask them to schedule a monthly or quarterly meeting, perhaps over lunch or breakfast, with you and someone to whom they can introduce you. Don't talk money. Talk about the "whys" for Scouting. You will have a new connection, someone you or another board member can meet with at another time to pursue ways in which they can help Scouting. It may be with volunteer service. It may be a contribution to help our cause. It may be both. It may be neither. But, you have a new connection to cultivate.

Your council has hundreds of contributors, maybe thousands. Ask your board members to call or send a note to thank your major donors. Imagine the pleasure a donor would find in receiving three or four personal notes from your board members, thanking them for their support for being engaged in Scouting. This is the most pleasant part of fund-raising for many people—saying thank you!

**Hidden Treasures:** Hidden in a safe deposit box or dresser drawer, Scouting friends are protecting the future of their estates. Establish or renew your council bequest emphasis program. The attached [Bequest Emphasis Book](#) provides support for this effort. You may be very pleasantly surprised.

Several councils have also established a 1% Club. They have approached their board members and major supporters with a request to join the 1% Club (name it as you please) and sign a pledge form to the council committing at least 1% of their estate to be given to your council. Let them choose to designate the purpose of the gift for your endowment fund, a capital project, an operating expense, or as an undesignated gift to the council.

**Home and Hearth:** It's just one letter away from Home and Heart, and that is how effective these gatherings can be. Small and intimate gatherings in the homes of council leaders are a valuable means of sharing important information about the direction of Scouting in your area, but also for listening. The stories you will hear from those gathered can help you connect with the passions of those attendees for Scouting, their community, and the youth they serve. Scouting contributions are based upon a relationship to our program. Discover the basis of the relationship and cultivate these friends.

## **FISCAL MANAGEMENT TRAINING COURSES**

### Fiscal Management I Courses

- September 15–17, 2009                      Manchester, New Hampshire
- November 3–5, 2009                      Phoenix, Arizona

### Fiscal Management II Courses

- October 6–8, 2009                      Detroit, Michigan

The courses are for both accounting personnel and professional staff with fiscal management responsibilities. Each course has a limit of 25 participants; please sign up to participate as soon as possible.

Participants are responsible for their own transportation, lodging, and meals.

To register for a course, go to the Finance Impact link on the Resources page of MyBSA. Simply log in to MyBSA as you would normally and go to the Resources page. The **Finance Impact** link will take you to a newly formatted version of the old fsd.org Web site. Click on **FID Training** in the red area on the left. Click on \*\*\*\*\*Course Details\*\*\*\*\* for more information regarding each course. To register, click on the date of the course. A form will appear for you to fill out. Complete and submit the form. Within a short time, you will receive a confirmation e-mail that you are registered for the course. If you have any questions or concerns, please contact Madeline Monroe at 972-580-2173.