



World Scout Foundation  
Fondation du Scoutisme Mondial

ANNUAL 2002-2003 REPORT



Were you there for the first World Baden Powell Fellowship Event in 1982? Those of us who were tell of a time of great hope, tons of energy and a belief in Scouting which was electric.

Twenty years on, in this Annual Report 2002/2003, we examine the impact of the Fellowship on the development of Scouting since that day in April 1982, and ask, "is that spark still there?"

Taking a unique perspective, we look through the eyes of the people responsible for growing the Fellowship over those years – the past Chairmen of the World Scout Foundation.

The common message from each is that "people make the difference". If it wasn't for the individuals who make up the Fellowship, we could never have achieved what we have today.

As I enter my last month as Chairman, I am pleased to hand over leadership to Dr Eberhard von Koerber in September 2003, knowing that we have made significant gains, and, more recently, weathered the worst storms the markets

have seen for many decades. I believe, however, in common with my predecessors, that it is the *people* in the Fellowship who have made the difference, and that despite the difficult economic times we all have faced in recent months, the Fellowship has continued its enthusiastic support for Scouting. In the 2002/2003 financial year, our events in Hong Kong and New York are testament to both the power of the Fellowship and the global appeal of Scouting.

We can be proud of what this Fellowship has achieved. I would like to thank every individual who has given so much. Scouting, more than ever, is needed in this world.



Chairman  
World Scout Foundation

## The Fellowship Impacts Local Scouting



Margot Bogert following in the foot steps of her father the late William D. Campbell Chairman 1969 - 1977

The World Baden-Powell Fellowship has had an enormous impact on the growth of Scouting at the local level.

My father had a dream which was to build a strong Scout Organization in every country of Africa. He also would have been committed to Scouting in Eastern and Central Europe and the former Soviet Union. To assure the future of Scouting he was a founder of the World Scout Foundation, an endowment dedicated to Scouting.

Today he would be proud to see many of these dreams realised.

Baden-Powell Fellows have contributed to leadership training, organisational development and programme support in many countries. My father would be amazed at the numbers: Since the end of his term in 1977, 49 countries have qualified for membership in the World Organization, and membership jumped from less than 8 million mostly males, to more than 28 million males and females.

I myself have observed African Scouts working miracles in their communities to address health and social issues. And, it was an emotional moment during the European Region Conference in Prague, Czech republic, in 2001 to hear young leaders from new Scout organizations speak with great pride of their achievements at home.

My father's friends within African Scouting have achieved wonders in recent years. Their Regional Strategy is a major achievement, providing the direction for their region in the coming decade. Thanks to the support of the World Baden-Powell Fellowship, Scouting is alive and well, and flourishing in Africa, and in many new countries.

My father, I am sure, is proud to see this!

## Fundraising – beyond our dreams

When we launched the BP Fellowship in late April 1982 at Kolmaarden, Sweden, and I spoke as the then Chairman of the Foundation, we had just 50 Fellows. A year later we had grown to 162 with over CHF 2 million pledged to the Foundation.

At that time, we felt the need to help World Scouting and today, 20 years later, we have been able to grant close to CHF 2 million each year for the past three years, to the World Movement.

The BP Fellowship has become part and parcel of the World Scout Foundation in its effort to support World Scouting. Our capital has grown consistently year to year based on the growing number of Fellows and the wise management of available funds. Recently, the market has gone against us but we have weathered the storm rather well. I am sure that with the increasing number of Fellows together with the Honours Programme and, more recently, the Founder's Heritage Bequest Programme, the Foundation has a great future.

Looking back to Kolmaarden in 1982, I think we really believed that we could grow and have been doing so consistently.

We are now 1,318 BP Fellows and still growing. We have a good cause. Let's work to support it. Why can't we double our membership and our capital in the very next few years?

Why can't each of us bring in at least one new Fellow within this next year? I for one pledge to do so.



Chairman 1977 - 1990

## EDWARD C. JOULLIAN, III

### Enthusiasm for Scouting – tons of it!



Chairman 1990 - 1995

During the years I have been involved in the World Baden-Powell Fellowship, I have been most impressed by the dedication, energy and enthusiasm contributed by the members. Although the financial support is important and exemplary, the real success of Scouting is dedication to the values of the programme.

The promulgation of the Scout movement is dependent upon volunteer service. The time spent with young people at a local level is most important. The unit leaders are charged with instilling the values of Scouting in each and every participant.

The Baden-Powell Fellowship reads like a Who's Who of successful people, businesses, community and political leaders alike from 66 countries. These donors have been role models for countless Scout leaders and young people the world over. The dedication and enthusiasm demonstrated by the Baden-Powell Fellows motivate and inspire Scouts and leaders worldwide.

Every Baden-Powell Fellow I have met has a strong belief in Scouting values and enthusiasm for making the Scout movement work for the good of the community, country and the world.

It takes more than just a donation. Baden-Powell Fellows must commit themselves to help motivate and energise other people to make the movement successful.

## Times change – the Fellowship remains solidly in support

Who would have thought back in 1982, that Scouting would be flourishing on the streets of Moscow and throughout the former Soviet Union? Could we have imagined then that Poland, Hungary, the Czech Republic and so many “Eastern European” countries would have Scouting once again? Who would believe then that the largest Street Children Programme being run in the world would be run by the Kenya Scout Association, or that Scouts would be taking a lead in post-conflict reconciliation in many African countries? And could we have imagined that Scout organizations in some countries have become leaders in child protection programmes.

Times were different back in 1982, and so was Scouting. But what has been most exciting is that this “grand old man” of youth organisations, has managed to keep up with the times. It has changed and metamorphosed, it has adapted and thrives in the face of every challenge that history presented.

And through all these changes, the Baden-Powell Fellowship has remained supportive and committed. There has never been a suggestion that “Scouting should not be involved in this or that”. Nobody in the Fellowship has ever looked back on “the good old days” of “traditional” Scouting ... because each member of the Fellowship knows Scouting well.

And because each member of the Fellowship understands, they see that the *essence* of Scouting is that it relies on young people to take control of their own affairs, working in small groups, led by other young people. Scouts are motivated by their peers. Their challenge, while coming in a very special way through outdoor activities, can equally come from addressing a pressing need in the local community.

So uniforms may change, activities may change, but Scouting remains true to its fundamental principles – *for* and *by* young people – and the Members of the Fellowship are there solidly in support!



Acting Chairman 1995 - 1996

## KLAUS J. JACOBS

### More relevant every day



Chairman 1996 - 1998

The young customers coming to one of the companies with which I was associated express a number of concerns about the world in which they live – they are concerned about peace and security, they worry about HIV/AIDS, they wish to improve the environment within which they live, they are concerned for employment prospects ... they want to make a difference in this world ...

What has impressed me most about Scouting in recent years is the way in which, through Scouting, young people the world over have found a way of addressing *their* major concerns – in a constructive and positive way ...

Scouting has provided a forum for young people in Bosnia to address inter-ethnic hatred, and do something to make a difference. Former child soldiers in Sierra Leone are helped in their reintegration by Scouts. Sensitive environments in the South of France are being protected through the action of Scouts. One of the

first street kids in the Kenya Scouts programme is going into his second year of university ...

Look at the issues being addressed by Scouting today the world over and you see the priority issues for young people in those countries, and indeed in the world.

Programmes addressing these issues have relied on a few dedicated local groups. Broader implementation of these programmes has come largely because of the funding made available by the Fellowship and by key individual Baden-Powell Fellows.

Scouting can address these issues which are important to young people. The energy of these dedicated young leaders at a local level needs to be matched by the vision of the Fellowship to ensure that they can make a significant impact.

We don't know what the next important world issue will be, but if Scouting can help, the Fellowship will be there too.



## If Scouting was a business...

Baden-Powell once described Scouting as a game for boys, but a job for men. He was appealing for the adults involved in Scouting to take the support role they play quite seriously.

The Fellowship has, over the years, been able to lend some "business experience" to the leaders of World Scouting to help the organisation grow and meet the demands that its 28 million young people put on it.

An interesting example of that is in the presentation of existing Scout programmes in terms that external, commercial donors will more understand and appreciate. Within the Fellowship, we are all convinced that Scouting works. And certainly all the leaders in World Scouting are fully committed to this belief. But if you haven't been involved in Scouting, you don't necessarily understand how it can influence your bottom line.

In order to convince potential external donors that Scouting is worth investing in, members of the Fellowship have had to

put on their business hats and lend some support. This collaboration has culminated this year in the formation of a "virtual unit", with staff members taken from the World Scout Foundation and the World Scout Bureau, supported by advisers from the Fellowship. Together, this team has packaged a number of core programmes in a form which is presentable to external donors.

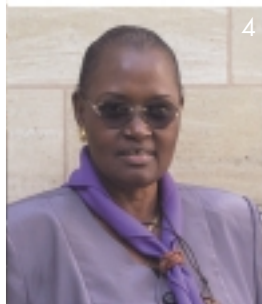
Packages now being presented to donors include:

- The Africa 10 year Strategy
- The Eurasia Strategy
- Programme 21 – Leadership training materials

*Scouting does work.* If it was a business, most of us would invest in it. In fact we *are* investing our time and money in it already. When we talk to our peers in the business world and donor community, we need to use the language of business and help market Scouting better.



Chairman 1998 - 2001



1 2 3 Some of the 20,000 Scouts  
enjoying Scout activities at  
the 20th World Scout  
Jamboree in Thailand  
4 Dr Marie-Louise Correa,  
Sénégál, Chairman, World  
Scout Committee

### **McKinsey Study**

The world-renowned management consultants, McKinsey and Co, completed a comprehensive study of the performance of the World Organisation of the Scout Movement.

### **World Scout Conference – Thessaloniki**

Over 1,200 delegates from 130 of the 154 National Scout Organisations (NSOs) met in Thessaloniki, Greece for the 20<sup>th</sup> World Scout Conference:

- A Global Strategy for Scouting was adopted.
- A programme promoting Scouts working for peace and reconciliation “Gifts for Peace” was adopted, committing all NSOs to action between 2003 and 2007.
- A global initiative addressing child protection was adopted, building on existing good practice from NSOs around the world.

- Dr Marie Louise Correa of Senegal, was elected as Chairman of the World Scout Committee.
- 2007 – The Conference approved a programme of action from 2003 - 2007 for celebrating the centenary of Scouting.

### **20<sup>th</sup> World Scout Jamboree, Thailand**

Over 20,000 Scouts and leaders joined the World Scout Jamboree, brilliantly hosted by the Scouts of Thailand. The atmosphere was electric, the programmes challenging – from the most adventurous water activities to the Global Development Village, where each day 3,000 young people addressed issues such as xenophobia, HIV/AIDS, peace and reconciliation, environmental protection and human rights.

Robert Baden-Powell himself ran the first World Jamboree in response to the horrors of World War I. In the difficult times we live in today, the relevance of this forum for young people from all faiths, nationalities and cultures to meet in Scout Friendship was all too evident.





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- 1 His Majesty The King of Sweden, Honorary President of the World Scout Foundation & Mr Herman Hui, Deputy Chief Commissioner, surrounded by Hong Kong Scouts
- 2 Mr Paul Kua and Mr Kwong-keung Wong (Hong Kong)
- 3 Mr & Mrs Jones Hung-Hie Wong (Hong Kong)
- 4 Mrs Wong Hung Sau-wan & Ms Lee Chuen-tim (Hong Kong)
- 5 Mr John Hui, Chief Commissioner, The Scout Association of Hong Kong
- 6 Miss Lalida Phanthusak, Mr Yuvarut Gamolvej, Mr Sutham Phanthusak and Mr Alexander Wong (Thailand)

## WORLD BADEN-POWELL FELLOWSHIP NEWS

### ROUND-UP 2002-2003

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#### **45<sup>th</sup> World Baden-Powell Fellowship Event, Hong Kong**

Over 50 visiting Fellows were welcomed in true "Hong Kong Style" during the April event, centred around the Hong Kong Scouts' 500 bed hotel in downtown Kowloon. The massed pipe bands of the local Scouts set the scene for a spectacular dinner following the traditions of Hong Kong. A record 43 new Baden-Powell Fellows were recruited in a dedicated campaign by the Association.

#### **Thessaloniki**

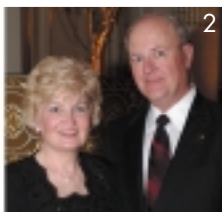
In conjunction with the World Scout Conference, the 60 or so BP Fellows present were invited by the Athens Chapter to a sunset dinner in the picturesque countryside.

#### **Thailand**

His Majesty, Carl XVI Gustaf and several other BP Fellows, camped in tents during part of the Jamboree, and participated in the programme. In addition, His Majesty joined the Thai Chapter of the World Baden-Powell Fellowship in a Golf Tournament, a fund-raiser for Scouting.

#### **Riyadh**

His Royal Highness Crown Prince Abdullah of Saudi Arabia, welcomed a personal message from His Majesty Carl XVI Gustaf of Sweden in Riyadh. His Royal Highness, the Crown Prince recognised Scouting as an important vehicle for spreading the message of peace and understanding throughout the world, and expressed the support of the Kingdom of Saudi Arabia. He restated his belief that "Scouts are messengers of Peace in the World" and encouraged Scouts throughout the world to work for peace and understanding through the Gifts for Peace Programme.



- 1 Chairman Suk-Won Kim (Korea) and Mr Richard L. Burdick (USA)
- 2 Dr & Mrs Bruce Trefz (USA)
- 3 Mr & Mrs Roberto C. Dori6n (Guatemala)
- 4 Messrs Frank H. Heckrodt & Jerry Voros (USA)
- 5 Mrs Meriel Kilroy (Ireland)
- 6 Her Majesty Queen Silvia of Sweden
- 7 Mrs Yoshiko Arai (Japan) Mrs Moon Soon Park (Korea) & Mrs Hiroko Sugawara (USA)
- 8 His Majesty The King of Sweden, Honorary President, World Scout Foundation & Mr Roy L. Williams, Chief Scout Executive, Boy Scouts of America, surrounded by Scouts of the USA.



## WORLD BADEN-POWELL FELLOWSHIP NEWS ROUND-UP 2002-2003

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### **44th World Baden-Powell Fellowship Event, New York**

Only a year after its terrible tragedy, New York stage one of the most special BP Fellowship events to date. The historic Plaza Hotel was the setting, and New York provided the backdrop. Over 200 guests were “wowed” at the reception and dinner, serenaded by violinists and enchanted by the Harlem Boys’ Choir. And 69 BP Fellows and members of the Honours Programme were recognised too!

The Boy Scouts of America put on a show in New York which will be remembered for many years to come!

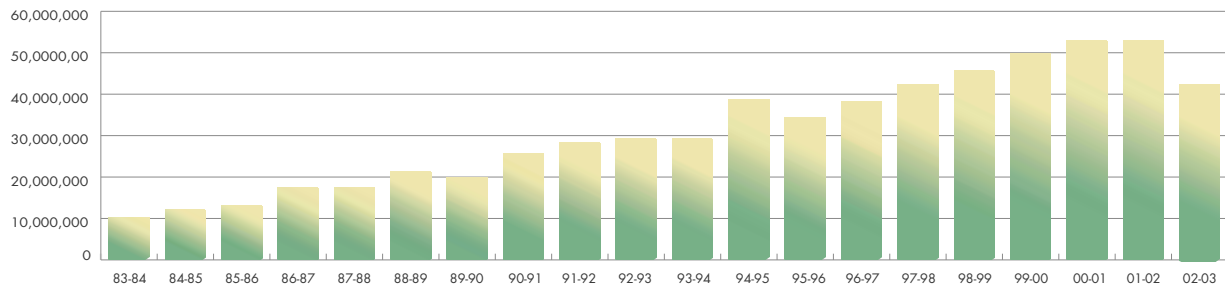
Moreover it sent a message, that despite the worst terrorist attacks in history, the city, its people and in particular New York Scouts remain, as ever, open, welcoming and understanding of the many cultures represented among its citizens and reflected among the participants of the BP Fellowship event.

Thank you New York, thank you Boy Scouts of America for your truly international, caring approach!

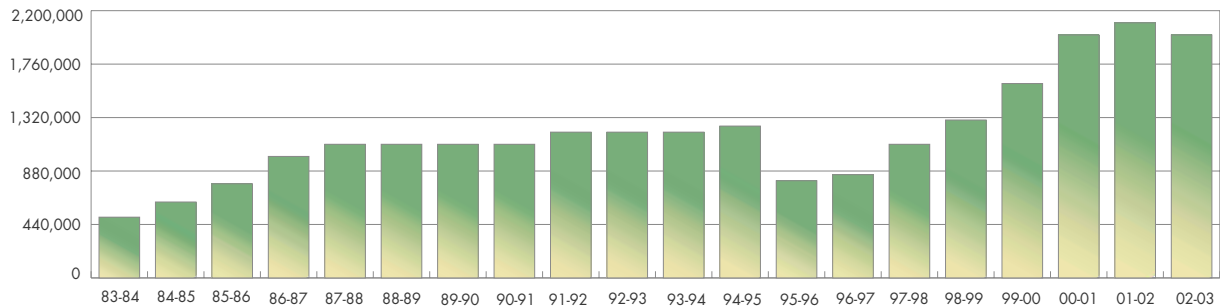


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World Scout Foundation - Total Assets in Swiss Francs



Grants to the World Organization of the Scout Movement - in Swiss Francs





### **Overall Results (Switzerland and other countries)**

The Foundation raised capital donations totalling CHF 1,138,052 compared with CHF 1,928,540 in 2001/2002.

It enrolled 37 new members of the Baden-Powell Fellowship.

The Honours Programme received pledges from 11 Baden-Powell Fellows as additional contributions to the capital fund.

Due to poor performance of the financial markets since early 2000, the Executive Committee of the Foundation decided to adjust the accounting value of the Foundation's Capital to its real market value and to create some reserves.

### **Accounts in Switzerland**

The Foundation decreased its assets in Switzerland at book value to CHF 40,669,906, compared to CHF 50,005,369 the previous year (a reduction of 18.7%).

### **Accounts in other countries**

The Foundation assets in other countries decreased from CHF 2,114,559 to CHF 1,798,701 (a decrease of 15%).

## SUMMARY OF FINANCIAL INFORMATION

### TO THE MEMBERS OF THE BOARD OF THE WORLD SCOUT FOUNDATION, GENEVA

We have audited the financial statements of the World Scout Foundation for the year ended March 31, 2003, from which the summarized financial statements were derived, in accordance with accounting principles, which are generally accepted in Switzerland. In our report dated August 7th, 2003 we expressed an unqualified opinion on the financial statements from which the summarized financial statements were derived.

In our opinion, the accompanying summarized financial statements are consistent, in all material respects, with the financial statements from which they were derived.

For a better understanding of the Foundation's financial position and the results of its operations for the period under review, and of the scope of our audit, the summarized financial statements should be read in conjunction with the financial statements from which the summarized financial statements were derived and our audit report thereon.

Geneva, 7<sup>th</sup> August 2003

ERNST & YOUNG Ltd.

*Mark Hawkins*  
Mark Hawkins  
*Lynne Galatolo*  
Lynne Galatolo

	2002-2003	2001-2002
	CHF '000	CHF '000
<b>Balance sheet</b>		
Total assets	49'323	50'865
Investments portfolio, at purchase cost	38'689	49'745
Investments portfolio, at market value	34'150	48'766
Capital endowment fund	33'358	43'296
Currency fluctuation reserve	0	87
<b>Operations</b>		
Capital donations received	1'138	1'902
Investment realized gains/(loss)	(4'733)	825
Contribution to World Scouting	2'008	2'100
Operational expenses	583	584
Operational expenses as % of total assets	1.67%	1.17%

Honorary President	H.M. The King of Sweden
<i>Officers</i>	
Chairman	■ Suk-Won Kim (Korea)
Chairman elect	■ Eberhard von Koerber (Germany)
Past Chairman & Chairman, Investment Committee	■ Howard E. Kilroy (Ireland)
Treasurer	■ Fredrik Gottlieb (Sweden)
Secretary	■ F.O. Ogunlana (Nigeria)
<i>Ex-Officio Members</i>	
Chairman, World Scout Committee	■ Marie-Louise Correa (Senegal)
Secretary General, World Organization of the Scout Movement	■ Jacques Moreillon (Switzerland)
<i>Life Members</i>	Bruce H. Garnsey (Australia)
	Farid Karam (Lebanon)
	Laszlo Nagy (Switzerland)
	Gustavo J. Vollmer (Venezuela)
<i>Members</i>	Masaya Arao (Japan)
	Hans Beck-Friis (Sweden)
	Margot Bogert (USA)
	William F. "Rick" Cronk (USA)
	David B. Huestis (Canada)
	Herman C. S. Hui (Hong Kong)
	Garnet de la Hunt (South African)
	Klaus J. Jacobs (Switzerland)
	Lars Kolind (Denmark)
	John Landau (Zimbabwe)
	Abdullah O. Nasseef (Saudi Arabia)
	Sven Erik Ragnar (Sweden)
	Thamnoon Wanglee (Thailand)
	Milton H. Ward (USA)
	Neil M. Westaway (Australia)
	(Chairman, Audit Committee)
	Ko Yoshida (Japan)

■ Members of the Executive Committee

## THE WORLD SCOUT FOUNDATION BOARD

P.O. Box 241, CH-1211 Geneva 4, Switzerland  
Rue du Pré - Jérôme 5, CH-1205 Geneva, Switzerland  
Tel: (+41 22) 705 10 90 / Fax: (+41 22) 705 10 99  
[worldfoundation@world.scout.org](mailto:worldfoundation@world.scout.org)

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