

# Annual Report 2015

660 Million Service Hours



# *United by a common cause*

Messengers of Peace seems to unite amazing young people in a common cause, with a common language. To have young Americans, Syrians, Germans, Greeks, Turks, Saudis, Israelis, Belgians and French – all using the same language – that alone has got to be a great thing. MoP means much more. Whether it be the Nepali Scouts on our front cover saving lives after the earthquake in April 2015, or the Syrian Scout, Omar doing great work on the streets of Homs, Syria – they all see themselves as changing the world, it unites them in a common cause”

Nineteen-year-old Omar speaks English perfectly – with a slight Australian accent. For a young man who arrived in Melbourne just 18 months ago, this is quite remarkable. His integration has been impressive – partly because he is a remarkable young man, but also because, as a Scout in Syria before he escaped the conflict there, he sought out Scouts in his new home country ... and these new Scout friends have welcomed him like a long lost brother!

Omar believes he is an MoP, his new Australian Scout friends see themselves as MoPs because of the work they are doing campaigning against domestic violence. One million Scouts in the USA, who have earned the Messengers of Peace badge, see themselves as MoPs because of the community action they perform, as do the millions of Scouts in India, Indonesia and the Philippines. Similarly for the countless Scouts in Europe, proudly wearing their Messengers of Peace scarf, welcoming Omar's countrymen and women to their shores.

Our Annual Report this year focuses on the mid term evaluation of the Messengers of Peace Initiative of World Scouting – a programme inspired by and funded in the main, by the Kingdom of Saudi Arabia, and implemented by the World Scout Movement – and most notably, by its individual members and local groups. The evaluation finds that MoP is simply the most successful programme ever undertaken in the history of World Scouting – that's in over 100 years! So this year, we follow MoP through the eyes of some incredible young men and women, inspiring young leaders in some of the most surprising parts of the world – inspiring and motivating tales of heroism and altruism, and a global picture of such an immense scale that the return on the investment from the donor would make any Fortune 500 company envious!

*Read on and prepare to be impressed!*

**Wayne Perry - Chairman**



*Wayne at the mass investiture of 800 new Cub Scouts in Melbourne*



Brothers, Omar and Saad, fled their home city, Homs, which has been devastated by war.

Photo credit - off-guardian.org

# Just Another Refugee?

Omar and his brother Saad sit on a log in their local Scout camp near Melbourne – a world away from their home in the historic city of Homs (Syria). They tell a story that no teenager should have to tell ...

“Our personal story begins in a local Syrian Scout Hall, it was our second home. We went on camps throughout Syria, we hiked and discovered the hidden gems of our country. When we weren’t learning how to lead, how to be good citizens or how to be good Scouts, we were passing on the skills we had learned to the younger children. For us, Scouting was everything. But, this life was not to last forever.”

“In early 2011 a peaceful uprising for freedom and democracy broke out in Homs and I was on the streets among the protestors. But the government’s reaction was brutal. A few days before my year 12 exams, I was shot, but I was lucky. As Scouts we continued to serve. With our city under siege, we acted as the distributors of the international aid, doing what we could for our community. We collected food for the displaced people living in the schools. We did everything we could until the Scout Hall became a target. It had been dangerous to serve the people before, but now it had become potentially deadly”.

“Going to school one day I was arrested along with my friends. We were tortured. I have never felt so weak, hopeless and broken. But for some reason, by some miracle, I was eventually released. Of my friends arrested with me, one was released, one died and two are still missing.”

“I returned to my family and we left for Lebanon. Our trip to Beirut was long and scary. We then travelled to Egypt, and from there we were lucky enough to be awarded refugee visas to Australia. Here we have joined Scouts Australia, and have been integrated into our second family again. All along our journey, we have been typecast as “refugees”. But please remember, we are people, we are not terrorists. We are doctors, we are lawyers, we are engineers, we are teachers, we are businessmen. We are Scouts. We have a lot to offer. We are Messengers of Peace!”





# The Single Most Successful Initiative

Hana Pasic from Zenica, Bosnia, was hired by the World Scout Bureau to lead the mid term evaluation of the Messengers of Peace Initiative. With a Masters in International Affairs, a Bachelors in Political Sciences and a track record in a variety of intercultural actions, Hana led a process of site visits to selected National Scout Organisations, face to face interviews with thousands of Scouts and leaders, internet and social media based opinion surveys, and various analytical reviews of documentation and online reports.

Hana explains: "The results of our study points in one direction – that Messengers of Peace has really made an impact in communities the world over. One of our interviewees, former WOSM Secretary General Luc Panissod, sums it up: "MoP, he says, is the single most successful initiative of World Scouting since its inception over one hundred years ago! All our research points in that direction".

Messengers of Peace has been such a success, because:

- It has helped Scouting reinforce its global network of local volunteers – using social media and plain inspirational leadership! Saad and his friends in Homs, and their counterparts in Greece, USA, Ireland ... and the list goes on ... all heard of MoP through Social Media and were inspired to action. In turn, their stories of heroism, big and small goes on to inspire others to action
- It has helped build National Scout Organisations in some of the world's poorest countries. In many countries – and Bosnia is one of them, MoP has helped National Scout Organisations change the way they work and truly serve their communities better. Among these countries are Haiti, Kenya, Indonesia ... the list is impressive!
- It has helped Scouts by funding special initiatives which make a huge difference to vulnerable communities ... and we have great examples of Scouts, supported by MoP funds, being able to help more refugees, support victims of natural disasters, reach out to others across ethnic, political or religious divides.

In the following pages, we will share some of Hana's findings and illustrate with some personal stories. Because the fourth and probably most important reason, we have found, for the success of MoP, is that it touches the very soul of every Scout involved.



Hana leads Prince Bandar Bin Abdullah Al Saud through the MoP tent at the World Scout Jamboree.



'Play Therapy' during the 'My tent is your tent' Lebanon

Hana explains: "The refugee crisis in Syria is a great example of how MoP has helped Scouts respond – firstly MoP has inspired young people to action: Right along the path of the journey followed by the Syrian refugees".

"In Lebanon, which has an estimated 2.5 million refugees, Scouts – in their "My Tent is Your Tent" project - have provided food, shelter and warm clothing – and helped children through play therapy. In Jordan, Scouts work in the sprawling refugee camps, organising children's education and play experiences – helping to reduce the effect of trauma and helping these kids feel like kids – even after all they have seen! Turkish Scouts are doing more amazing work in reception centres and other community facilities hosting refugees. Their peers in Macedonia, Serbia, Croatia, Hungary, Austria and Germany, and further afield in Sweden, Denmark, Netherlands and France, have run soup kitchens, reception desks at railway stations, distributions of warm clothing, they have provided bedding and helped to provide toys and books for kids. Scouts in Belgium and Germany have helped to educate and train young people not to fear the refugees but to embrace cultural difference. These Scouts have done incredible work, like their Jordanian and Lebanese counterparts, at helping refugee children escape from the trauma of what they have experienced, though play and art, and a friendly smile."

"This social media network has been incredible. But the training which has been shared across different National Scout Organisations along the route, and the funding supporting purchase of relief goods has helped incredibly."

"I was only five years old when the war ended. My family managed to stay in Zenica, a Muslim majority town, throughout the war, but many of my extended family – uncles, cousins, and neighbours – and close to two million others, took to the roads under horrendous conditions to escape even more horrendous conditions in the Balkans at the time. My cousins came back with stories of how, as refugees fleeing a war, they were welcomed in different countries of Europe – and were helped by Scouts wherever they landed – providing friendship, smiles, and a chance to be a child again."

"Another time, another place, another refugee – but this time Scouts, as Messengers of Peace, are better organised, better equipped and highly motivated – thanks to MoP!"

*Better organised  
Better resourced  
Better connected*



Scouts in Action - Greece



Scouts in Action - 'My Tent is Your Tent' - Lebanon

## Small actions - big impact

60% of all service projects are environmental actions.

Simple actions such as tree planting - 1 hour of service, multiplied by millions of Scouts worldwide - changing the world we live in.

## Books for all

created in Latin America and shared through the MoP network in the Philippines, Indonesia, and across Africa. In three years over 20,000 books collected and redistributed throughout the world - 70,000 hours

## Hot Conflict

Scout Peace Camps in the hot conflict zone of Kashmir between Indian and Pakistani Scouts - 100,000 hours

## Ticket to Life

offering Scouting to young people living on the streets in Manila - 50,000 hours

Like Omar and Saad, Ahmed and Costas engaged with MoP through Social media. Hana's team interviewed hundreds of Scouts and leaders across the world, and found that significant impact of MoP has been seen in the home grown, and home funded projects run by local groups of Scouts, Messengers of Peace, across the world.

“Inspired and supported by the [www.scout.org](http://www.scout.org) network, Scouts from all over the world have logged on and posted their projects – 660 million hours in total. This represents about 6 million local projects! To be more precise: for every single centrally funded MoP project, there have been over 30,000 projects funded locally by Scouts themselves!”, adds Hana, “Scouts were doing good deeds ever since the first eager minds were opened by “Scouting for Boys” in 1908 ... What Messengers of Peace did was to provide a global platform for these actions to be combined and shared – globally. And the collective result makes everyone feel really proud to be a Scout and a Messenger of Peace! You actually SEE how you are changing the world!”

“When the Lebanese Scouts ran their national refugee project, “My Tent is Your Tent”, this amounted to 100,000 service hours. With over two million Scouts, MoP in India has been taken up at grassroots level – so when Riya from Delhi (India) ran a small local project against drug abuse, she registered only 150 hours ... It doesn’t sound as impressive as Lebanon’s achievement, but with thousands of small projects like these in India and 6 million globally, the hours, and the impact on communities add up! And it’s this collective impact which is impressive. Building a peaceful world is not a one-off event. It needs to take the form of appropriate interventions in every community worldwide – addressing real issues, big and small.”

“The Scouts we interviewed as part of this study, commented how inspiring it was to see their peers in other regions working in the same way as they do – and the combined total of service hours is an inspiration to all! No other global organisation has ever managed to work in this way. So it makes us proud to be Scouts. We are united under a single cause!”, she concluded.

# MoP Network - *A Global Peer Group*





*Scouts welcome refugees arriving on the beaches of the Island of Lesbos*

As part of their response to the refugee crisis, local Scout groups throughout Europe, quite spontaneously took to the train stations, the border crossings, temporary shelters and islands – all the flashpoints of the population movements – to offer what help they could. They distributed clothes and food, bedding and toys they had collected locally ... and when they had nothing else to offer, they shared a smile.

When the Greek Scouts – as part of their Messengers of Peace service - landed on Island of Lesbos to support the daily actions of local island groups with the masses of people who had landed from Turkey, their plan was to help rescue people from boats, help with distributions, and then to organise the young people and children to help with play groups – teach some rudimentary language skills and make these kids feel welcome. When they entered one particular part of the camp, what they found was surprising.

Here was one young 14-year old boy – Ahmed – organising all the other kids in games, clean-up teams and lessons. Costas approached Ahmed shaking his hand and asked; “Why are you doing this?”. “It’s normal - I’m a Scout back in Syria, but our home in Homs was destroyed and we had to escape in a hurry – I wasn’t able to go back to find my uniform or my scarf. But all my friends here know I’m a Scout anyway”.

Costas ran back to his group – they got into a huddle, and the group made a quick decision – called Ahmed over, and immediately Costas presented Ahmed with his own group scarf! “You’re a real Scout for sure! Welcome to Greece!”

“He’s not “just another refugee”, said Costas, “he’s a Scout – and he too, is a Messenger of Peace!”

## *Island of Lesbos, Greece, August 2015 ...*





USA Eagle Scout President, Glenn Adams and Siegfried Weiser present a symbolic cheque to the Saudi Minister of Education

# *A Million Messengers of Peace – in USA*

For Rabbi Peter Hyman, Messengers of Peace was made for the Boy Scouts of America. “It’s a perfect fit for us” he explains, “right from the very beginning of his Scouting career, a young man is encouraged to provide leadership in his community and make a difference. The pinnacle of any American boy’s life as a Scout is earning the rank of Eagle Scout Award. Over 50,000 achieve this honour every year – through hard work and perseverance. The Eagle Scout Project – a well-thought out and executed community service project – is an essential requirement of the award. Each Eagle Scout gives a minimum of 100 hours of community service – and most give much more.”

“So as BSA’s Messenger of Peace Committee Chairman, I have an easy job”, explains Peter, “I just work with my colleague Glenn Adams of the National Eagle Scout Association, we collect all the Eagle Scout service projects hours across the USA, and submit them once a year in one go to the MoP web platform.” Glenn visited Riyadh last year and presented HH Prince Khalid bin Faisal, then Minister of Education, with a symbolic cheque representing nearly 11 million service hours from the Eagle Scouts of USA in 2014 alone.

“But that’s the formal bit. Since we launched the MoP Initiative, over one million American Scouts have earned the Messengers of Peace badge. Also Cub Scout leaders, Scout patrols and Venture crews across the country have registered their own projects on line – MoP is big in USA! What an achievement!”

“Whether it’s taking care of the local environment, supporting the elderly, reaching out into poorer communities at home or overseas, young American men and women see the bigger picture – helping to make a better world – through MoP!”

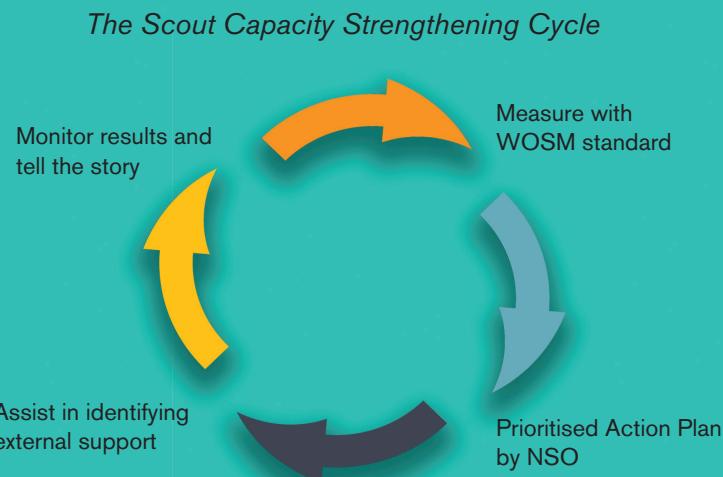
“Even though I visited the Kingdom of Saudi Arabia”, adds Peter, “I, unfortunately, never had the privilege of meeting the late King Abdullah. But you need to know I am a big fan of his. Clearly King Abdullah perceived the higher spiritual force behind the work of Scouting. His vision created and gifted to the Scouts of the world, the Messengers of Peace Initiative. The MoP Initiative responds directly to the mission of Scouting, presenting Scouting as a global program responsive to challenges and changes of our times. King Abdullah will always be a role model for visionary leadership”.



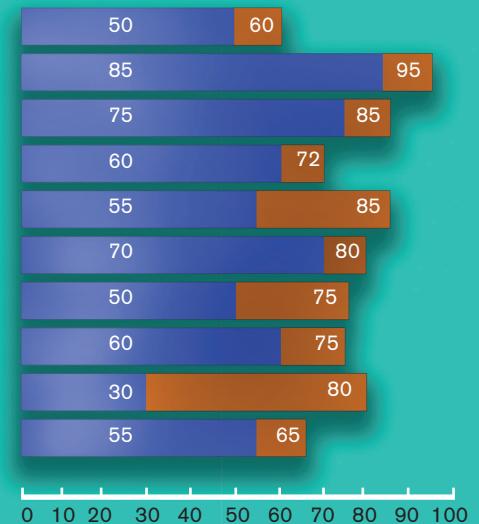
Rabbi Peter Hyman - Boy Scouts of America



## *Messengers of Peace Capacity Strengthening*



**Legal Framework**  
**Governance**  
**Strategic Framework**  
**Integrity Management**  
**Communication**  
**Adults in Scouting**  
**Finances**  
**Youth programme**  
**Growth Potential**  
**Continuous Improvement**



*The improvement of the Haiti Scout Organisation after undertaking a capacity strengthening process*

**51**

WOSM now has its own quality standard - and has already assessed 51 of its 163 member organisations through it.

**36%**

of all MoP funded projects were related to capacity strengthening

Netherlands  
Austria  
Ireland  
Lithuania  
Croatia  
Finland  
Malta  
Portugal (AEP)  
Czech Republic

Iceland  
Slovenia  
Luxemburg  
France (EEDF)  
Belgium (SGV)  
Spain (ASDE)  
Slovakia  
Boznia Herzegovina

**47%**

of surveyed NSO leaders claim MoP has helped improve their national youth programme

**69%**

of NSO leaders claim MoP projects have made a significant contribution to increasing their project management capacities



*Distribution of MoP capacity strengthening projects per Region*



# Building Local Capacity

The social media network which MoP helped establish has inspired amazing results. But MoP has also helped WOSM target key NSOs in particularly vulnerable countries to build their organisation capacities and thus help their Scouts do even better work. Bosnia was helped to refocus its organisation to the real needs of its community. Haiti too was a target for this support.

Haiti, in fact, is a prime example. One of the poorest countries in the world, which suffered a devastating earthquake, has a government struggling to cope. But despite this, Scouting flourished to a point where its 45,000 members did amazing work during the earthquake recovery. Sadly, while UN agencies and international NGOs used Scouts to help their work, they did nothing to help the Scout organisation in Haiti – in fact, they depleted its staff numbers, exhausted its volunteers, and ignored the damage done to its own infrastructure. This is where the Scout Movement, with the help of Messengers of Peace, stepped in.

A team comprising the former WOSM Secretary General, Luc Panissod, BSA's former Chief Scout Executive, Bob Mazucca and regional officers and WSB staff was chosen to support Scouts of Haiti in the process of rebuilding its organisation. Each Scout capacity strengthening strategy follows a similar cycle. The team helped Haitian Scouts to first measure the current situation of the organisation in terms of operations, governance, and impact – using the WOSM Global Support Assessment Tool (which is supported by the global standards company SGS). Based on this, they worked with the Haiti leadership to prioritize the challenges which had been identified and worked with them to draw up an action plan, prioritising improvements in staffing, governance, and financial management (their youth programme and activities were already strong).

The great news is that in the two years since the support started, the Haitian Scouts have improved significantly against all criteria in the original assessment carried out by SGS, turning their governance, financial management and operational capacity around. With greater transparency, this organisation is now well placed to support its incredible network of community based Scout volunteers ... and all thanks to MoP support.

Of 163 National Scout Organisations, 51 have followed the same track as Haiti – quite a record for any international organisation to achieve!





*From a tragic history, hope comes through Scouting in Sarajevo*

For one of the site visits in the evaluation – to her own country, Bosnia and Herzegovina – Hana called on the help of members of the World Scout Foundation's Honours Programme to help – to assure an independent assessment of the MoP capacity building project there.

As Hana led them through the monument to the victims of the war on this Sarajevo hillside, the team listened intently. The tragic history of the country was all too familiar to each of the visitors, but in Hana's words, this history came alive. For a young woman with family members from two of the three ethnic groups that were at war with each other, her analysis was amazingly balanced and fair.

The MoP project in Bosnia had been designed to build the operational capacity of Scouting in the divided country to bring the three ethnic groups together in the Scout Association of Bosnia and Herzegovina.

Alex Wong from Hong Kong explains: "Our team found that with support from MoP, Scouts in BiH were able to organise training and activities to bring the three ethnic groups closer together, break down barriers and begin dialogue on real issues that matter to them. After over 15 years of previous unsuccessful efforts, the activities organised under the MoP project have led to the formation of a solid and confident national headquarters team, and bring young people from different communities together. This has made a remarkable difference in these fragile communities they have touched."

Hana, not unsurprisingly, is very proud: "When MoP was launched, this was our call – it simply made sense. And so the project helped us reach over ethnic divides to build friendships, and make considerable progress in training young people as leaders who can make a difference in our growing country. Just one generation before, Bosnia was not a country, it was a war. Today, even though things are not perfect – "not perfect", for us means progress!

Back then, nobody believed we would get this far, that things would be so good. But they have! And I think Scouts have helped! So when I see Saad, Omar and Ahmed and their peers fleeing the atrocities in Syria, I know that they will go home one day, and they too will bring with them the friendship and the renewed Scouting spirit to help rebuild their country.

*"Not perfect"  
means progress*



*Peace in the world, this is my message*



**500**

ex-child soldiers in just one region re-integrated in society, and now play constructive role in supporting their local communities



**1,000**

Rover Scouts in Indonesia have benefited from disaster preparedness training across 66 Provinces.



**500**

Scout Leaders in the Philippines have been trained in disaster preparedness



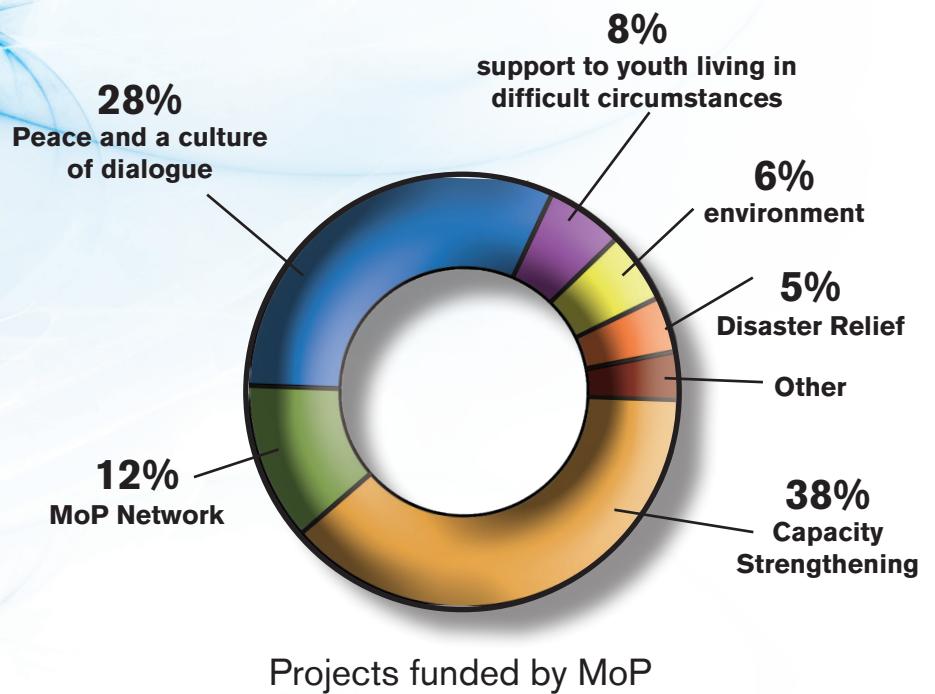
**14**

Long term projects in conflict and post conflict zones supported by MoP

## *Special Projects funded by MoP*



**30,000**  
peace educators trained in  
the Democratic Republic  
of Congo and Rwanda  
alone





# *From Child Soldier to Young Philanthropist*

In some poorer countries, key projects need more than just local volunteers. External funds and expertise can really help. This is where the MoP Fund comes in. Scouts in Sudan received essential funds to take an idea and turn it to a professional, life saving project.

Hamid, a confident 16-year-old, plays football with his friends in the Blue Nile Scout group. When you speak to him you notice that this young man is old beyond his years – his eyes hide a history that most of us would never dream of living ... taken from his home at the age of nine, he was recruited to fight as a child soldier after his village was overrun, and all the adults killed – including his parents. Hamid experienced what no child should: rape, murder, mutilation – and unimaginable crimes to which he was forced to join in ... Yet in his Scout uniform, Hamid is at peace – “I never thought I would find a family again, or meet people who didn't judge me ... but I found them in the Scouts” Hamid told Sebastian, one of Hana's colleagues who visited the Blue Nile district in Sudan.

This project has been incredible. We all know that Scouting works in the leafy suburbs of US or Europe. We also know it works in poor communities worldwide. But here, thanks to a MoP project, Sudanese Scouts adapted their basic Scout programme with the help of a team of psychologists in Khartoum, to be used with former child soldiers. These angry, violent and disturbed young men and women need help –and were given it thanks to the MoP Fund.

Hamid and the 200 other former child soldiers, or as they are called now : “New Scouts” have literally been saved by this programme. Not only have they been taken from the battle field, their nightmares exorcised, but they are welcomed into the community – and amazingly, have taken it on themselves to take care of those who are worse off than themselves! They took the initiative to run a car wash, and ran some other fundraising initiatives and raised enough funds to buy food parcels for poorer families in their community.

From Child Soldier to Philanthropist – thanks to MoP!



*Hamid - A Child Soldier turned Philanthropist, Scout, and a Messenger of Peace!*



"Because we had been involved in smaller community projects as part of our routine MoP actions", explained Maleena from Nepal to the evaluation team, "we were ready when the earthquakes struck last May. Over 8,000 Rover Scouts sprung into action. I always carry my Scout scarf and so as soon as I knew my family was OK, I met with my Scout group and we started to sift through the rubble of a collapsed house".

"It was really hard work, just using our bare hands – but we were able to pull some people to safety. Sadly, for some we were too late ... but we were there for their families and loved ones and helped to recover hundreds of bodies, helped to recover belongings from collapsed buildings and to prepare temporary dwellings."

Rover Scouts in Nepal were among the first to be trained as MoP network leaders in 2012 – linking them to the broader global network of Scouts internationally. In Nepal, they developed a national network of Scouts ready to support each other in time of difficulty. And in May 2015, Maleena and the other members of the network discovered that they really needed it!

"We posted our stories on the MoP Facebook page and we had lots of friends from all over the world coming to our aid ... In less than 10 days from the earthquake, with the social media call to help gaining more and more attention, we started receiving material support from our friends in Thailand, Hong Kong, Bangladesh, and so many more! If it weren't for the Messengers of Peace network, we are certain our call for help would not have gained nearly as much attention!" And Microsoft provided 150 smartphones helping the Scouts to strengthen their network and send vital data to the Nepal Government and UN disaster response team".

Seeing their effectiveness, the International Red Cross and Red Crescent (IFRC) approached the Scouts of Nepal and together they developed a tailor made training programme which rolled out to Scout groups in key districts –making the Scout network a key element in the national disaster response for Nepal.

*MoP heroes working with their bare hands*





# *MoPs don't leave a community once a disaster is cleared—they live here!*

"People trust us" Morlaye Soumah, National Scout Commissioner, Guinea explains simply when talking about how Scouts responded to the Ebola virus outbreak, "we live here together, we share everything, this disease is a reality for us all."

This closeness results in Scouts more often than not being among the first people to take action when a crisis strikes a community, because it is their community. They don't take time to travel in like aid workers do because they are already there and already prepared. And as the virus recedes the Scouts can stand back now and say 'we did it'!

In Sierra Leone, Scouts as Messengers of Peace converted their National campsite – Grafton Scout Camp - into a multipurpose Ebola support centre. The Scouts at Grafton opened an isolation centre for the 700 survivors under quarantine, a refuge for the hundreds of local children orphaned by the disease and implemented a community service project offering support to street children from Freetown Municipality slum.

Scouts in Liberia, with support from the Embassy of the People's Republic of China implemented the 'Ebola Prevention and Eradication Programme'. The Liberian Scouts have the largest network of young people in the country and these were used to educate communities about preventative methods to reduce the spread of the virus. The support from China then provided the Scouts with materials and support to further spread the Scouts message of prevention.

In Guinea the Scouts mobilised other volunteers and youth groups to increase public awareness of the crisis through community engagement. They went around towns putting up posters about Ebola and making announcements on megaphones. They were relentless in their effort to educate people about Ebola, and the precautions and actions to be taken. And they were heard.

At the heart of the epidemic, Scouts did all they could to educate, support and stop the spread of this deadly virus. They were the first and last people on the streets of Monrovia, Conakry and Freetown, and will continue to be a support network throughout the region long after this epidemic has passed.

A story of true heroism by real Messengers of Peace!





“Messengers of Peace has been an inspiration for our Scouts of all faiths in our country to rally to the needs of our “guests” from our neighboring country”.

HE Prime Minister  
Salam of Lebanon

“For the first time through Messengers of Peace, thanks to social media, the internet and mobile technology, we can see the real impact, of all our brother and sister Scouts in far flung corners of the world! History is being made!”

HM The King of  
Sweden



“Scouts as Messengers of Peace, are furthering peace one project at a time.

By so doing, Scouts are making B-P’s vision real and transforming the world”

Peter Hyman



“Conflict resolution is a pressing goal for the world today. Scouts as Messengers of Peace can make a real difference! I am proud to be a Scout, and wear my MoP scarf with pride!”

Archbishop Desmond  
Tutu



“Scouts in the Philippines have made a huge impact following the typhoon. They are truly Messengers of Peace!”

HE Vice President Binay of the Philippines



“I urge all Scouts to remember the sacrifice of those who fought 70 years ago, their Scout Promise, and to “be a Messenger of Peace!”

HE President Hollande of France



“Scouts throughout the world should be proud of their achievements in the Messenger of Peace Initiative! Well done!”

HRH Princess Benedikte of Denmark

“The importance of Scouting to the Republic of Indonesia is enormous. In their work, across cultures and faiths, makes them truly Messengers of Peace!”

Former President Yudhoyono of Indonesia



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# Governance

The Board of the World Scout Foundation met twice in 2015. The first meeting took place in Paris in May and the second meeting in Kuala Lumpur in November. The Audit Committee met once in May, the Nominations Committee met twice on the morning before the Board meetings and the Investment Committee met in total four times in 2015. In addition, the Board used the online web platform to exchange ideas and information and to stay up to date concerning the implementation of the Annual Plan, the progress of the investment portfolio and regarding news from World Scouting and the Baden-Powell Fellowship.

Key decisions taken by the Board during this year include, to:

- Approve a third and final exceptional grant requested by the World Scout Bureau related to its re-organisation and relocation to Kuala Lumpur.
- Approve the revised asset allocation within the Investment Policy.
- Appoint Mr Alexander Wong (HK) as new member of the WSF Board.
- Approve a new strategy for the Foundation with the launch of the 2015 Annual Plan.
- Approve a revised Internal Control System document.
- Appoint Wayne Perry as new Chairman of the Foundation and Lars Kolind as Chairman-Elect with effect of 19th November 2015 for a period of 2 years.

Two long serving Board Members decided to step down from the Board in November 2015; Mr Mike Bosman, Past Chairman, and Mr Suriyon Sriorathaikul. Their exceptional service to World Scouting was recognised.

Siegfried Weiser completed his three year term as Chairman of the Foundation, and was thanked by His Majesty and the Board at their meeting in Kuala Lumpur. Siegfried's term of office saw the Regal Circle find its place within the Foundation family, the MoP Initiative fully integrated into World Scouting, and the support from the Foundation to Scouts worldwide reached close to USD30 million! Siegfried stays on as Chairman of the Regal Circle project, and heads the Board's links with the Kingdom of Saudi Arabia.



Wayne M. Perry (USA)  
**Chairman**



HM King Carl XVI Gustaf of Sweden: - The passion behind the cause

"2015 was a reasonable year for the Foundation", reports Siegfried Weiser, outgoing Chairman of the WSF. "In total the Foundation received USD 4.8 million in cash to our accounts. However, with the cancellation of three main fundraising events which had been planned for 2015, because of unforeseen world events, this amount was well short of our target."

"Despite negative results and cancelled events, we did manage to recruit 5 new Regal Circle Members, two of whom are 'double' Regal Circle Members. These were celebrated at the Annual Regal Circle Dinner which I had the honour to host in Paris in September. Our Honorary Chairman, His Majesty the King, officially welcomed these new Regal Circle Members during a spectacular dinner with a view on the Arc de Triomphe and the Eifel Tower. Our Regal Circle Members were inspired by two Scouts from Nepal, who told of their heroic actions following the earthquake there. These new pledges represent USD 5 million which will come in future years, starting in 2016. And without a formal BP Fellowship Event, we also recruited 58 new BP Fellows, bringing the membership of the World Baden-Powell Fellowship up to 2,313."

"Alex Wong, our new Board Member from Hong Kong, led a small group of Honours Programme members on a site visit in Bosnia and Herzegovina (reported separately) – continuing the opportunities for our investors to see Scouting on the ground for themselves, and assess how the funds are being spent."

"In response to these challenges, in May 2015, the Board approved an ambitious new strategy which aims to target higher value investments in Scouting in the coming years, while still maintaining the structured and positive relationships with all the BP Fellows. This strategy aims to provide the opportunity to higher value investors and Baden-Powell Fellows to invest in project based activities, big and small – providing opportunities to see real impact in communities around the world, rather than providing a faceless gift to the endowment. This initiative, which we are jointly planning with the World Scout Bureau, we call "Project Brownsea". We hope to inspire investors young and old to support Scout activities right to the community level, using an exciting, state of the art, online tool which will be launched in mid 2016. Watch this space!"

"None of this could happen without the hard work and commitment of you, our network of friends and investors".

"For this, we say a big THANK YOU!"

## Raising the funds



Cub Scout Sam leads HM and Dick Smith around Melbourne Zoo.



Siegfried Weiser, Ricardo Salinas Pliego and His Majesty The King of Sweden

“While measuring hours of service is a relatively crude method”, explains Siegfried, “no other organisation in the world has even done this, let alone found a better way to quantify global social impact, as Scouting has through Messengers of Peace. And when it is supported by the more detailed project reports posted online, the regular evaluations of the funded projects, and the SGS oversight on the NSO assessment tool - which has been used on a third of the National Scout Organisations in the global Movement - our research shows a very impressive picture.”

“One of the key outcomes is that Scouting has become more attractive to donors for whom social impact, as a result of their donation, is important. During 2015, additional funds were received from four sources in particular – as a direct result, the assessment team believes, of the much improved project management and transparent reporting that the MoP Initiative has forged in World Scouting since 2012”.

“Ricardo Salinas’ fund came as a result of demonstrable impact of MoP in other regions. He dedicated his investment of a million dollars to helping improve the impact of Scouting in the Interamerica region. This fund has helped bring about major change in the Mexico Scout Organisation, it has helped bring social impact in Ecuador, and the fund has helped to grow new leaders through a specially developed leadership training for promising young leaders in every country of the region. Without MoP, Ricardo would never have had the possibility of investing in these projects”.

“HRH Prince Alwaleed is a long time investor in Scouting, but with his new fund – USD 5 million invested over ten years – we have now been able to invest in real impact – disaster preparedness in Indonesia – where Scouts are using incredible approaches to achieve impact in disaster prone regions of their country. The fund has enabled Scouts throughout the European region to respond more effectively to the refugee crisis, and has helped us develop online tools for social involvement of Scouts that would not have been possible”.

“MoP built the groundwork for Scouts in Nepal to prepare for natural disasters, and when the earthquake struck, an initial grant was rushed to them to help with their emergency work. Due to an online appeal we launched, we have been able to raise an impressive USD150,000 - a great test of a social funding approach, which aims to help every Scout to become a philanthropist”!

“Hans and Doris Imholz have been long term supporters of Scouting, and thanks to MoP, their investment has been targeted even more effectively this year with grants going to the Philippines (joining His Majesty in funding of a Scout disaster preparedness centre in Tacloban), and together with HRH Prince Alwaleed in the funding of the Swedish Scout response to the refugee influx”.

“So, MoP has made Scouting more transparent, more visible in the community, and for our investors, much more attractive – we can see the impact straight away!”

## *A Worthwhile Investment – thanks to MoP!*



HRH Prince Alwaleed and His Majesty the King of Sweden

# Financial summary

“2015 has been a volatile year in terms of investments partly due to a continuous low oil price, concerns related to a possible global recession and poor market liquidity and stricter financial sector regulations. Due to the volatility, 2015 has not been a rewarding year with a negative 2.9% return on investment (+3.9% in 2014), but in line with the Blended Benchmark”, Fredrik Gottlieb, the World Scout Foundation’s Treasurer, reports. The Foundation’s capital (including funds held abroad) stood at just under USD 60 million on 31st December 2015 – down from USD 79.5 million the previous year partly due to another exceptional grant related to the move of the World Scout Bureau to Kuala Lumpur.

Regardless of the downward trend of the endowment fund the Board has been able to continue its grant-making to World Scouting by providing USD 9.0 million in 2015 (2014: USD 8.9 million). This is largely due to the investment by the Kingdom of Saudi Arabia, for the “Messengers of Peace Initiative” as well as an increase in project related donations received from our Regal Circle Members. This has led to funds being dedicated to on-line promotion of community service; capacity strengthening of local organisations to grow the number of leaders and so impact on the community; support to the model projects in key National Scout organisations and to show the world what Scouting really does by declaring all the community service projects and ‘service hours’ (660 million hours by December 2015).

Since 2014 all accounting takes place in US Dollars. In a joint effort to streamline the grant-making further and to increase the accountability, the WSB and the Foundation agreed that from 2014 onwards all Annual Grants are subject to a signed Grant Agreement. As a result of this the Board received in May and November two detailed and very informative reports on how the Annual Grant was used to support World Scouting. The Foundation’s administration and staff costs remain covered by a special fund established by a small group of existing donors. This means that 100% of every new gift to the Foundation goes entirely to Scout projects. No fees or expenses are paid to Officers or Members of the Board or of its sub-committees.

The World Scout Foundation is an independent, not for profit, charitable organisation, established under Swiss law. Contributions to the Foundation, are regularly made through National Scout Organisations.

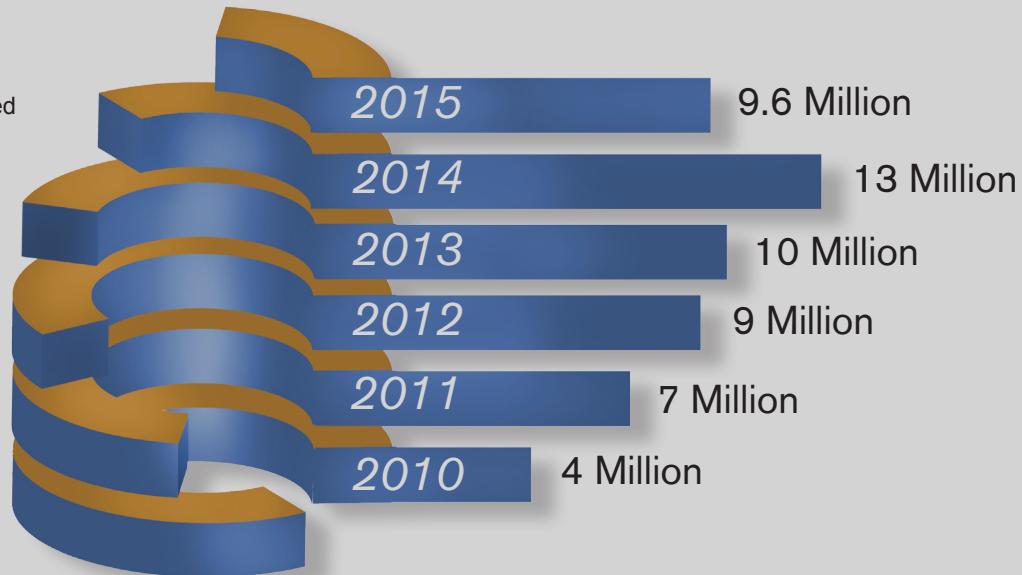
PwC audit the World Scout Foundation accounts and financial statements, annually.



The complete audited financial statements are available; please contact the World Scout Foundation Office in Geneva for a copy.

## Funds Raised

(Millions of US Dollars)  
Firm pledges, donations and cash received



## The WSF Capital

(Millions of US Dollars)



## Grants to Scouting

(Millions of US Dollars)



# Thanks to our donors

HM King Carl XVI Gustaf of Sweden  
HRH Prince Carl Philip of Sweden  
HRH Prince Alwaleed bin Talal bin Abdulaziz Al-Saud  
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## Donations in 2015

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Mrs Jacqueline Cumming-Claessens  
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*66th BP Fellowship Event in Kyoto, Japan*

*At the 69th BP Fellowship in Melbourne, several participants from the Japan Chapter requested the group photo from the 66th BP Fellowship event in Kyoto be made available on line. If you would like to save a copy for yourself please follow the QR code here.*





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A CONTRIBUTION TO SCOUTING IS AN INVESTMENT  
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