

Scouting for Change

100TH ANNIVERSARY SERVICE PROJECT

100 YEARS OF SCOUTING

- ✘ The Central Florida Council is celebrating 100 years of Scouting by coordinating a service project in which we are all of our Scouts, leaders and parents to collect 20 quarters between December 1st and February 5th.
- ✘ The quarters will be used to build schools in Africa (Kenya) where Lord Robert Baden-Powell envisioned the foundation for Scouting and is laid to rest. What better way could there be than to give back and tend to our roots by giving the gift of education to kids in need.

THE MECHANICS OF SCOUTING FOR CHANGE

- ✘ As the quarters are collected, they can be deposited at any Regions bank in Central Florida.
- ✘ Your unit will receive a ribbon to display on your flag.
- ✘ Scouts and adults who collect 20 quarters will receive a certificate of appreciation.
- ✘ For those who go above and beyond by collecting 100 quarters, they will receive a limited edition patch.
- ✘ Have Scouts submit receipts of deposit to earn their recognition items.

COMMUNITY PARTNERS

- ✘ Bright House Networks – airing the PSA's throughout the seven counties in our council.
- ✘ Clear Channel Outdoors – donating 50 billboards in addition to digital billboard space.
- ✘ Full Sail University – video production.
- ✘ Regions Bank – official collection site for the quarters.
- ✘ Technetium Creative – promotional & support campaign materials.



CENTRAL FLORIDA COUNCIL
OF BOYS SCOUTS OF AMERICA
CELEBRATING 100 YEARS OF SCOUTING
WWW.BSA.ORG/FLORIDA

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Collecting Quarters to
Build Schools in Africa

Scouting for Change
Collecting Quarters to Build Schools in Africa

Deposit the quarters in this box
at any Regions Bank by February 5, 2010
Account # 0000000000000000

Collecting quarters to build schools in Africa

www.scoutingforchange.com



100 YEARS OF SCOUTING
Celebrating the Adventure • Continuing the Journey

bright house

CLEAR CHANNEL

FULL SAIL

REGIONS

TECHNETIUM



Colectando monedas para construir escuelas en Africa

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Small change makes a big difference

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Kenya give us 20 quarters?

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Concept A

CLIENT: SCOUTS

PROJECT

CONCEPT

ROUND 01

TECHNETIUM

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THE MISSION

What are you trying to accomplish?



WHO TO CONTACT?

Who can tell me more about the fundraiser?



WHERE TO GO?

How do I donate towards the cause?



PARTNERS

Who is helping with this endeavour?

Collecting quarters to build a school.

The Central Florida Council is celebrating 100 years of Scouting with our "Scouting for Change" coin drive to raise funds and build schools in Africa. More than 40,000 Scouts and Scouting Volunteers will be collecting just 20 quarters to build schools in Nairobi, Kenya. By doing this simple task, we will raise over \$100,000 to build safe schools in Kenya, where Scouting's founder Lord Robert Baden-Powell envisioned the ideals and fundamentals of the Scouting program. The Central Florida Council has partnered with Regions Bank to allow the community to participate by donating quarters at any Central Florida Regions Bank branch location. **Kenya give us 20 quarters!**



Our Progress!



FULL SAIL
UNIVERSITY







Celebramos 100 años de Scouting

**Estamos colectando monedas
para construir escuelas en África**



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BOY SCOUTS OF AMERICA

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BOY SCOUTS OF AMERICA

*100th Anniversary Service Project
Scouting for Change Coin Drive
Unit Participation Award*

Celebrating 100 years of Scouting by collecting quarters to build schools in Africa





CENTRAL FLORIDA COUNCIL
BOY SCOUTS OF AMERICA

Celebrating 100 years of Scouting by collecting quarters to build schools in Africa

*Thank you for supporting the 100th Anniversary Service Project
Scouting for Change Coin Drive*

R. Baden-Powell

Pack 1910

Ed Haddock
Chairman Scouting for Change Coin Drive

Ron A. Oats
Scout Executive, Central Florida Council

