



World Scout Foundation



# World Scout Foundation

## Annual Report 2024

# The World Scout Foundation

We believe that lasting positive change in the world happens when we empower young people to lead positive action in their communities – through Scouting.

In over 224 countries and territories, 57 million Scouts of all ages learn by doing, through a fun and challenging programme of quality educational activities, with a strong focus on active citizenship and community service. They develop key skills and behaviours that guide, encourage and enable them to lead positive action in society throughout their lives.

And with your continued support, we can reach even more young people from across the globe, to multiply this impact and create a more peaceful and sustainable world.

**For Scouting. For Good. Together.**



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# 2024 in review

In 2024, we advanced our 2022-2030 Strategy to increase support for World Scouting. Highlights for me included our strong engagement with Scout leadership and key partners at the World Scout Conference in August; the holding of our first-ever annual Baden-Powell Fellowship Event in South America for BP Fellows and guests in stunning Rio de Janeiro, Brazil; and the undertaking of a thorough Strategy progress review, which resulted in some adjustments to our indicators and enablers to ensure continued momentum.

We reassessed and balanced our expectations of individual donors – our BP Fellows, Honours Programme Members, and “new network” donors who gift smaller, vital online donations to emergency appeals and local projects. We intensified our efforts to strengthen institutional fundraising and boosted our engagement with new and potential BP Fellows, who donate significant funding via the Regal and Baden-Powell Circles of our Honours Programme.

Throughout the year, our Foundation team worked hand-in-hand with World Scouting to develop new partnerships. We also worked hard to renew institutional funding with long-standing, valued donors. It is an absolute pleasure, therefore, to share that, on 13 April 2025, as our 2024 Annual Report was being finalised, we signed the renewal of Messengers of Peace funding with the Kingdom of Saudi Arabia, securing USD 50 million for the next 10 years. This

generous funding will enable World Scouting to enhance its core educational programmes and strengthen the capacity of National Scout Organisations to take action in promoting peace, dialogue, and community action worldwide, inspiring a global culture of peace.

In 2024, we welcomed 105 new BP Fellows and 28 Honours Programme Members – either moving into or through the Circles of the Honours Programme. Many were recognised in Rio de Janeiro, and thanks to this event, we more than doubled our numbers of Brazilian BP Fellows. We raised the profile of global Scouting in the region, creating strong foundations for continued fundraising for Scouting. At the end of 2024, thanks to your generosity, we also celebrated our successful third Annual Appeal, which raised an additional USD 1 Million for World Scouting.

I warmly invite you to learn about the impact of your donations in 2024 from just some of the many inspirational Scout initiatives that we were able to fund and encourage in this Annual Report. Discover more about the Foundation’s work, our incredible network of donors, our finances and governance! Please share our report widely and never hesitate to contact us for support to reach out to others in your network.

Let’s ensure that even more young people can experience Scouting and all it has to offer.

**Thank you for your unwavering support to World Scouting.**



**Rob Woolford**  
Chair



World Scout Foundation

2024 was a good year for the Foundation as we intensified our efforts to drive increased fundraising to strengthen the impact of World Scouting. Your support makes all the difference, and together, we can ensure that even more young people can be empowered through Scouting to develop as active citizens who contribute meaningfully to their communities.

In 2024, we further grew and consolidated our unique network of BP Fellows and other individual supporters, governments, foundations, and key partners in support of World Scouting and over 57 million Scouts.

We also intensified our efforts to prepare for the renewal of a significant second phase of Messengers of Peace funding for World Scouting. The announcement and signing of renewed Messengers of Peace funding from the Kingdom of Saudi Arabia was made at the Human Capability Initiative event in Riyadh, Saudi Arabia, on 13 April 2025. I take this opportunity to express our sincere appreciation to the Kingdom of Saudi Arabia for this generous funding and their trust and support of Scouting's peace-building work. I would also like to recognise the tireless efforts over many years of our Board Members and colleagues from the World Scout Foundation, World Scouting, and the Saudi Arabian Scouts Association involved in this ground-breaking renewal of funding.

Throughout 2024, we also witnessed the successful fruition of our 2023 Partner Conference, with the brokering, working alongside World Scouting, of new institutional partnerships, including Accenture, the Temasek Foundation, and the Martine & Bertram Pohl Foundation, which provide significant project funding, plus additional in-kind and pro-bono support. We also maintained our support for Scout-led community projects and initiatives worldwide thanks to project funding from Members of the Honours Programme and long-standing and valued partners, Alwaleed Philanthropies and Ferrero International.

Throughout the year, we came together to celebrate the impact of Scouting, to recognise the impact of your support, and to inspire you to do even more. It was a pleasure to connect with so many of you, and I sincerely thank you for your donations throughout the year, for dedicating your volunteer time and expertise, for introducing your friends and networks to the BP Fellowship or the Scout Donation Platform; and for widening our donor community.

**Thank you for championing World Scouting.  
Your support transforms lives.**



**Mark Knippenberg**  
Chief Executive Officer

# 2024 in numbers



**57+ million Scouts  
worldwide**

*in 224 countries and territories*



**5.19 million USD  
raised**



**Over 2.7 billion hours  
of community service**

*Since we started counting in 2013!*



**70.1 million USD total  
assets**

*as of 31 December 2024*



**4.7 million USD**

*disbursed to Scouting*



**105 new BP Fellows**

*from 29 countries joined in 2024!*



**65 Scout projects**

*directly funded in all 5 Scout Regions*

**All thanks to your  
enduring support.**

# Our Impact

Discover the impact of your support and the incredible impact of Scouting through four very different, inspirational initiatives.

- Explore how Scouts are enhancing education, food security, and employability for vulnerable young people in **Kenya**
- Learn more about the extensive **humanitarian efforts** undertaken by Scouts in 2024
- Uncover the International Leadership Training from the perspectives of two dynamic Scouts from **Vietnam** and **Senegal**
- See the impact achieved by one determined Scout from the **USA** who led local volunteers to create a stunning pollinator habitat for monarch butterflies and other wildlife.





## A Floating Scout Fish Farm!

In Nyalenda, Kisumu, Kenya, the lives of an entire community are being transformed thanks to **Scouting's Ticket to Life programme**, passionate Scout volunteers, and seed funding to set up a floating fish farm.

The Scouts attending the Ring Road Orphans Day School in Nyalenda, one of the city's largest informal settlements, live in extreme poverty. *"We have children whose parents passed away. We have children in single-parent homes. We have child-headed households here in Nyalenda"*, says Evans, a dynamic Scout leader in the Ring Road Scout Group.

Yet where there is Scouting, there is hope. These young people are part of Scouting's Ticket to Life programme in Kenya, driven by passionate Scout leaders like Evans, who are determined to create tangible opportunities to positively change the course of their lives.

In this challenging context, Scouting's Ticket to Life programme offers:

- **A Scout home and family**, where these young people so often have none.
- **Skills development and learning**, for girls and boys, where educational opportunities are extremely limited, including to boost their future employability.

- **Seed funding for sustainable income-generation** activities for their Scout groups and communities, including to enhance their food security.

Evans shared the story of how his Scout Group brainstormed and decided, with the support of Ticket to Life, to invest in fish farming on Lake Victoria and learn a trade that could be passed on to the children, Scout leaders, and parents. The Scouts wanted to generate a sustainable income for their Group, and create employment opportunities within the community. The seed funding from the project, via the Foundation, covered the floating infrastructure and initial supplies that would have otherwise been beyond their means.

As a result, Geoffrey, a fisherman and single parent of one of the Scouts, has been employed to manage the project, along with security guards who work in shifts on the lake. Geoffrey has developed and shared his expertise and learning. They had a successful first year and reinvested profits in a second structure. Some of the Scout parents are even fishmongers now, benefitting from fair Scout prices, and the children love visiting the fish farms whenever possible.

*"We are able to buy books from the proceeds. We harvest the fish and we sell them", says Evans. Importantly, they can also enhance the Scouts' nutrition and buy essential supplies.*

**“Our number has grown because every child wants to participate. Every child wants to learn something new because of Ticket to Life. Thank you.” Evans, Scout leader, Ring Road Scout Group.**



**Video: Hear from Evans at the fish farm!**

In November 2024, a group of World Scout Foundation Honours Programme Members joined Evans and Geoffrey, some of the Ring Road Scouts and representatives of Kenya Scouts and World Scouting, on Lake Victoria to visit the Scouts' floating fish farms. This was followed by an incredible afternoon of activities with Ring Road and Emmaus Scout Groups.

We knew that Ticket to Life was transforming lives, but it was an entirely different experience to meet and spend time with the enthusiastic Scouts and their powerhouse passionate leaders. We exchanged, played games, laughed, danced and sang together.

Post-visit, inspired by the Kisumu and Nairobi Scouts and their resourcefulness, our small group raised an additional USD 17,000+ for the next phase of Kenya's Ticket to Life. Thank you to all of the Kenya Scouts and colleagues from the World Scout Bureau Africa Support Centre who supported and shared our eye-opening Scout adventure.

**“The Ring Road Scouts fish farming project is enabling a vibrant and impactful Scout programme to enrich the lives of young Jokisomo (people from Kisumu). Each member of their Group clearly feels the impact, and it made me extremely proud to be part of the team supporting their initiative.” Alex Killby, Honours Programme Member**

## Ticket to Life in Kenya

Kenya Scouts is one of 12 National Scout Organisations in Africa with a thriving Ticket To Life programme. Since 2022, **1044 young Scouts** have been supported and **46 new leaders trained**. The number of indirect community beneficiaries is much higher, estimated to be well **over 6400**. The programme is currently focused on supporting orphaned children and young people living in care, young people affected by HIV, those living with disabilities, and young people in conflict with the law.

And the Kenya Scouts are not working alone! They have built up an impressive network of partners to continue scaling up the project, including local non-governmental organisations, county governments, the Ministry of Education, UNICEF, and Compassion International.

## Scalability

**23 National Scout Organisations in three Scout Regions** (Africa, Asia-Pacific, Europe – Interamerica is coming in 2025!) have Ticket to Life. The programme is replicable and scalable and can be tailored to all local contexts. Target communities include refugees, street-connected children, ethnic minorities, orphans, young people with special needs, those in conflict with the law, and young people living in extreme poverty. All of these young people deserve to laugh, play, learn and have opportunities to thrive in life, just as much as any other child.

*Scouting is a proven solution and our continued support will ensure this programme can be expanded to benefit even more young people in communities across the world. With thanks to Doris and Hans Imholz, Martine & Betram Pohl Foundation and all BP Fellows supporting Ticket to Life.*





## Strengthening Resilience, Restoring Hope

Helping other people is a core value in Scouting. So, when disasters strike, time and time again, we see committed and compassionate Scouts leading relief efforts, putting the skills, resilience and know-how they've honed in Scouting into action to serve their communities in need.

Many of these competencies are learned early in Scouting – **complex logistics and volunteer management, teamwork, interpersonal communications**, and more. Numerous National Scout Organisations have also incorporated training on emergency preparedness and response, dialogue for peace, and support for integration into their educational programmes, especially in countries prone to cyclical natural disasters and with large refugee populations.



In 2024, Scouts worldwide responded to devastating flooding and other natural disasters, supporting families displaced by conflict and children who have lived through the trauma of war.

For example, when unprecedented floods struck the Brazilian State of Rio Grande do Sul, Scouts immediately volunteered to coordinate relief efforts and support families who had lost everything. Together, **Brazilian Scouts volunteered over 1 million hours of service** clearing debris, distributing essential supplies and managing donation centres.

**“We cleaned many houses for days, cleaning out the mud. It was exhausting: 12 Scouts and eight hours for each house, but when we saw the homeowners’ faces of gratitude, we realised we were not only moving mud; we were restoring hope.”**

**Luiza, Scout leader, Brazil.**

The World Scout Foundation joined with World Scouting to support online appeals via the Scout Donation Platform. Your heartfelt and generous donations enabled Scouts to sustain and amplify their support in Brazil, as well as in Bangladesh, Chile, Eastern Europe, Lebanon, Nepal, Palestine, the Philippines, Spain, Sudan, and Yemen. **Thank you.**

## Tailored support from expert volunteers

World Scouting provides support to its 176 National Scout Organisations through its network of trained volunteer Scout consultants, each with extensive expertise in their respective fields, supported thanks to multi-year funding via the World Scout Foundation.

As a volunteer consultant on humanitarian action, **Devina Jack Adosi** from Tanzania has played a key role in developing humanitarian policies for the Tanzania Scout Association, focusing on **strengthening community engagement and resilience**.

Most recently, she has been involved in capacity-building initiatives to empower young people and vulnerable individuals in deprived communities in Sierra Leone, leading a two-day workshop to develop activity plans for community engagement with 340 young Scouts in Susan's Bay, a large informal settlement.

**I've always been deeply motivated by a desire to make a positive, lasting impact on communities that need it the most. I joined the Scout Life Saving Team, where I had the opportunity to be trained with Navy personnel and even learned how to swim. From there, I became involved in disaster response within my community and region.**

*I discovered my true humanitarian spirit during a **flood disaster** when our Scout team went to rescue people. Although our efforts were on a local level, with no resources apart from life jackets, we received support from the regional police office, which provided funds for fuel.*

*I will never forget the officer's words when I spoke to him over the phone: "I am in a meeting on the same matter, but you Scouts are the first responders in the community. Since the roads are blocked, is there any way I can send money to assist you with the initial rescue?" These words deeply strengthened my humanitarian spirit."*

## Amplifying youth voices

As global challenges grow, the importance of well-coordinated, localised, and youth-centred approaches becomes increasingly evident.

In October 2024, World Scouting convened the annual **Compact meeting for young people in humanitarian action**, bringing together representatives from United Nations agencies, international non-governmental organisations, and national youth-led organisations to redefine how young people contribute to crisis response and resilience building in their communities.

Through this ongoing collaboration, World Scouting aims to ensure that young people are leaders in shaping humanitarian practices.

*We express our sincere thanks to Alwaleed Philanthropies for supporting Scout humanitarian action in 2024, including tailored capacity building in National Scout Organisations with the support of World Scouting volunteer consultants, so that even more Scouts are prepared to respond to humanitarian crises safely and effectively.*





## Impactful Leadership Development

Opportunities to take on meaningful leadership roles from a young age can be challenging in many communities and countries worldwide. In Scouting, young people develop leadership and life skills from a young age through a unique educational programme undertaken in local Scout groups.

Scouting's **International Leadership Training** (ILT) takes this to another level, training young leaders from diverse countries and cultures and empowering them with the skills, confidence and experience to take on a much more active leadership role in Scouting in their country, region and civil society.

Learn how two Scouts – Thinh from **Vietnam** and François from **Senegal** – are putting their International Leadership Training into action, and creating opportunities for more young people:

**François Mbengue**, a young Unit Leader from Senegal, was one of 34 young leaders who participated in the inaugural Africa Region International Leadership Training in August 2024.

**“** ILT was a transformative experience. I gained valuable skills in leadership, project management, and teamwork. The workshops and exchanges helped me improve the structure of Scout Innov Tech, particularly by strengthening the organisation of training sessions and expanding our impact through the Brico Weeks.”

Aware of the rapidly evolving digital world, François developed the **Scout Innov Tech** programme to prepare Scouts for current and future technological challenges by training a generation of innovative Scouts, using technology for positive impact. He leads technology training for Scouts in programming, robotics and digital fabrication to develop creativity, autonomy and commitment through a programme rooted in the values of innovation, collaboration, commitment, curiosity and ethics. The Scouts can also earn badges and participate in competitions and project showcasing.

**“** Before ILT, my project mainly focused on introducing digital fabrication. After the training, I expanded our scope by integrating robotics, flocking, and project management training, reaching a wider

audience. ILT also helped me better structure my leadership approach and reinforced my commitment to developing Scouting through innovation.”

François was invited to join the 2025 Africa Region ILT as a facilitator for two sessions. He continues to develop Scout Innov Tech by collaborating with other Scouts and Fab Labs to **democratise access to technology**. He is committed to reaching more Scouts and non-Scout youth, firmly believing that technology opens doors and opportunities and positively transforms communities.

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**Do Ho Duc Thinh** from the Pathfinder Scouts Vietnam participated in the Asia-Pacific Young Leaders Training Course in June 2024. Through Scouting, he has been empowered to take on leadership roles at the local and national levels, and he is keen to ensure that other young Scouts in Vietnam benefit from similar experiences and opportunities.

- As a **National Youth Advisor**, Thinh contributes to the “Youth Force 2” initiative, a series of projects that foster proactive engagement and equip Scouts with essential skills for leading positive change in their communities.
- As **Assistant Scout Unit leader**, he collaborates on developing and leading annual activity programmes.
- As **Council Youth Representative**, he’s dedicated to building a vibrant youth community in his district through spaces for learning and connection: youth forums, annual gatherings, and workshops.

Reflecting on the experience, Thinh credits the sessions on teambuilding, finding balance, and self-awareness as critical to his development as a young leader. He’s transferring the learning to the National Young Leaders Training Courses in Vietnam.

**“Even though I’ve studied team and project management before, the way the Young Leaders Training Course delivered the information was so practical and engaging that I was able to apply it when I got back immediately. [...] With the tools and models we learned about**

*personal values and identities, I now have a clearer picture of my capabilities. This self-awareness has been the most valuable aspect I’ve taken away from the experience so far.”*

Thinh is committed to providing opportunities for young Scout leaders in Vietnam to discover their leadership style through self-awareness and teamwork. He and his Scout colleagues are also focused on integrating **dialogue skills** from dialogue for peace initiatives for improved understanding and effective communication. The focus for their Venture and Rover Scouts is also on self-awareness for good teamwork and communication skills.

**“I recently ran a session on self-understanding and dialogue for peace during the district Rover Scout monthly meeting. As a follow-up, we are organising the inaugural District Youth Forum to strengthen team management and conflict resolution to support their successful completion of team projects.”**

At the national level, building on the success of the national training and “Better World” camps in 2024, he is now responsible for coordinating and supporting four teams undertaking community projects.

*International Leadership Training courses in 2024 were made possible thanks to continued funding from Alwaleed Philanthropies via the World Scout Foundation and generous donations from Members of the World Scout Foundation Honours Programme.*





## The Butterfly Effect

Whilst every Scout-led project or action is different, at the heart of every single one are tenacious Scouts, driven by a commitment to serve, empowered – through Scouting – with the confidence and tools to make a difference, inspired by a challenge, and supported by other Scouts to identify and implement a solution.

Scouting America's Jason C. Woodman is certainly tenacious! He led an ambitious project to create and **improve pollinator habitats for Monarch butterflies and other wildlife** in Poolesville, Maryland, USA. This involved the stunning transformation of a half-acre area of non-native grass, the coordination of 100 volunteers, the digging of 391 holes in torrential rain, and additional conservation measures involving old Christmas trees and a pond!



### Identifying a challenge and a solution

Every year, in the USA, thousands of young women and men, Scouts just like Jason, undertake community service projects towards their Eagle Scout Award – the highest attainable honour in the Scouts BSA programme of Scouting America. In 2024, Eagle Scouts volunteered **4,222,197 hours of community service** through these projects! Jason's love of nature and his awareness of the challenges facing monarch butterflies inspired his Eagle Scout service project to create a flourishing pollinator habitat to support Monarch butterflies, birds and wildlife.

**“**Monarchs are amazing because of their migration. They fly 3,000 miles to Mexico every fall to winter in the forests. Then in the spring, they fly back up to the United States to breed. Clearly, environmental issues have affected the Monarch butterflies like climate change and drought. While reading about Monarch butterflies I learned that pollinators are disappearing. [...] I wanted my pollinator habitat to be located in a visible location where I could not only make an environmental impact but could also educate the public about the importance of pollinators.”

Jason put together a solid project plan and secured the support of the Poolesville Town Commissioners, who allocated **half an acre of land and USD 6,000 for pollinator plants**. A local landscaping company assisted Jason in designing seven gardens that would feature 391 native species pollinator plants across 12 different varieties, including two types of milkweed and colourful plants to attract hummingbirds, encircled by a field of native wildflower seeds.

## Volunteer action

Jason coordinated volunteer support, reaching out to his own Scout Group – Darnestown BSA Troop 1094 – as well as Poolesville BSA Troop 2027 for girls, Poolesville BSA Troop 496 for boys, school ice-hockey teammates, and other members of the local community. When the project day arrived, the conditions were not ideal, but that didn't deter Jason!

**“**It rained - A LOT! I anticipated just a few of my fellow Troop Scouts showing up to help me and my parents. I was so surprised that 60 volunteers arrived. [...] Thanks to all of their help we had this habitat planted in two hours just when the rain stopped. Everyone was covered in mud but everyone said they had a lot of fun.”

Jason subsequently scattered 50 lbs of native wildflower seeds consisting of straight species throughout the gardens and installed educational signs to raise awareness about the significance of pollinators and Monarch butterflies. He also accomplished three major initiatives to further bolster local ecosystems and shared his progress on the town's social media channels as well as with local teachers:

- 1. A fishing line recycling programme** involving the installation of nine bins around all the ponds in Poolesville, to ensure wildlife does not get tangled in the lines.
- 2. Enhanced pond structure** by collecting Christmas trees after the holiday season and placing them at the bottom of the pond to create shelters that minnows require for hiding and growing, thereby establishing a larger food chain for the existing ecosystem.
- 3. Cavity-nesting environments** at another pond to attract nesting birds and further enhance the pond wildlife.

## The impact

**“**The most gratifying part of the project has been seeing people post photos of the pollinator habitat, watching elementary school kids fishing at the ponds, seeing that people are actually recycling their fishing line, and spotting new wildlife we haven't seen in Poolesville. It is amazing to be a part of something larger than yourself.”

Beyond the thriving pollinator habitat, pond ecosystems and increased wildlife, Jason's project has rallied the Poolesville community and increased their **awareness of environmental sustainability**. His tenacious Scout spirit and the project results have been recognised by his local community:

**“**We were a bit surprised that a 15-year-old Scout would be compelled to take on a project of this size and magnitude. However, as you know, the Town Commissioners read through your proposal and we were impressed. You convinced us you were up to the task. [...] The positive feedback from the residents of Poolesville has been wonderful. Your dedication to the project has been outstanding. You demonstrated project management and leadership skills all the way through the project. I and my fellow Commissioners are very proud of you and we are excited to watch this Monarch pollinator habitat bloom. We commend you for your outstanding effort.” **Jim Brown, President of Town Commissioners, Poolesville, MD.**

Jason was also selected to receive the **Scouting America 2024 Messengers of Peace Distinguished Project Award** in recognition of his exceptional service in promoting peace, acting locally to effect global change.



# Our Work

## The Road to 2030

Thanks to you, our dedicated supporters, volunteers and partners, we took meaningful steps throughout 2024 towards our shared vision of raising an additional USD 100 million for World Scouting. Following two full years of implementing our strategy, we reviewed and revised our goals to reflect the growing opportunities under development with

our global network of stakeholders. From generous individuals giving their time and talent to the Foundation to partners investing in the growth and development of the world's leading educational movement – we share a common aim to strengthen the impact of World Scouting!



**“** *Scouting is about engagement – the desire to be part of something greater, to stand up for one another, and to make a difference in the world. [...]*

*I encourage you to do everything you can to support Scouts worldwide. In doing so, the Scout Movement will continue to serve even more young people and their communities.”*

**HM King Carl XVI Gustaf of Sweden,  
Honorary Chairman of the  
World Scout Foundation**



## Worldwide engagement

One of our greatest strengths is the diversity of our network. Throughout 2024, we reconnected with BP Fellows, partners, and other supporters of Scouting from across the globe at key moments to reinforce our commitment to strengthening the development of World Scouting and its impact on young people.



## Board & Committee Meetings

The Foundation Board, Committee Members and staff met in Stockholm, Sweden, in April to adopt revisions to the 2030 Strategy Key Performance Indicators, take key decisions on financial planning and plan the development of a new WSF Fund.

## Chapter Events

Several Chapters worldwide, including the USA, Sweden, Canada and Japan, hosted BP Fellowship receptions to (re)engage with the Foundation and cultivate new support.

## World Scout Conference

Representatives of the Board, Committees and staff participated in the World Scout Conference in Cairo to increase awareness of the Foundation, engage with individual and institutional supporters, and recognise new BP Fellows at the Foundation's reception.

## Private Receptions

Private receptions in New York, Zurich, and Geneva engaged long-standing and potential new supporters, raising the visibility of our work and impact.

## 76<sup>th</sup> BP Fellowship Event

Our 76<sup>th</sup> BP Fellowship event brought together over 150 BP Fellows, Scouts and guests in Rio de Janeiro, Brazil. We celebrated the impact of Scouting and welcomed 39 new BP Fellows and 21 Honours Programme Members.

## Honours Programme Field Trip

Members of the Honours Programme travelled to Kenya to see the impact of their support first-hand. They discovered Kenyan Scouting and the vibrant Ticket to Life programme for children from vulnerable communities.

## Expanding our network of partners

In 2024, we opened the door to exciting new partnerships around the world, working hand-in-hand with World Scouting. To enable diversified, long-term support for key initiatives that empower the development of young people worldwide, the Foundation and World Scouting signed new agreements with UN partners, corporations and foundations.

These vital partnerships provide essential funding and technical expertise to contribute to Sustainable Development Goal 4, to ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.



## Enhancing digital learning

World Scouting and Accenture joined forces in 2024 to enhance digital learning experiences during the annual Jamboree on the Air/Internet (JOTA/JOTI) and pilot a new Challenge Badge under the LifeLeaders programme of its global Scouts for SDGs initiative.

## 43<sup>rd</sup> World Scout Conference

In August, we joined World Scouting's leadership, including BP Fellows and long-standing institutional partners Alwaleed Philanthropies, at the 43<sup>rd</sup> World Scout Conference in Cairo. The Foundation showcased the impact of key global initiatives like Scouts for SDGs and local Scout projects hosted on the Scout Donation Platform via plenary updates, marketplace exhibitions, and tailored engagements.



## World Scouting and UNFPA

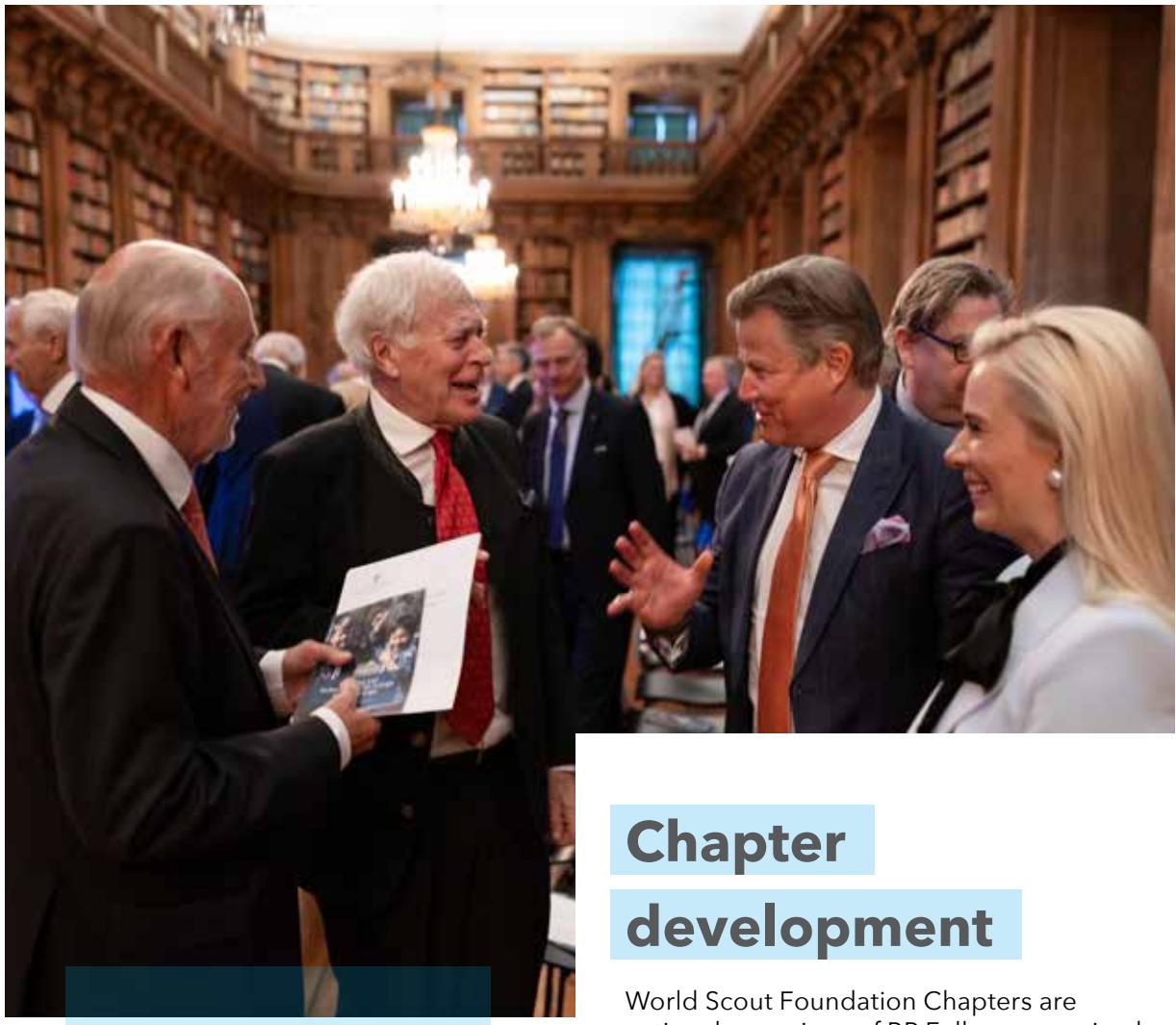
On the sidelines of the UN Summit of the Future in New York, World Scouting and UNFPA formed a partnership to empower youth leadership through health, peacebuilding, and education initiatives. HRH Prince Guillaume of Luxembourg, Immediate Past Chair of the World Scout Foundation, and Ahmad Alhendawi, former Secretary General of World Scouting and WSF Board Member, spoke about how the new partnership will help inform young people's approaches to gender-based violence and champion healthier lives under World Scouting's HealthAllies initiative.



## Panel discussion: A sustainable future driven by youth

In the presence of HRH Prince Guillaume of Luxembourg, Immediate Past Chair of the World Scout Foundation, World Scouting and SAP hosted a high-level discussion on the sidelines of the 79<sup>th</sup> UN General Assembly and The Summit of the Future in New York in September 2024. The third edition of this dialogue emphasised the interconnection

between environmental stewardship and the future of education and the need for innovative, inclusive, and youth-driven approaches to address our world's most pressing issues. Fiduciary Trust International, investment managers of the World Scout Foundation, generously hosted the event.



## Chapter development

World Scout Foundation Chapters are national groupings of BP Fellows organised by volunteer members of our network. They carry out activities with the endorsement of the Foundation Board.



Chapters play a crucial role in strengthening our global network. They foster local engagement among BP Fellows and drive support for World Scouting by promoting our impact and raising awareness of our work in specific markets. Chapters also help overcome cultural and logistical barriers, allowing us to engage more effectively with local supporters and donors. They serve as bridges between our international efforts and national communities, reinforcing our mission to grow Scouting worldwide.



## 2024 Chapter Highlights:

**Australia** (52 BP Fellows): The Chapter welcomed one new BP Fellow, continued its efforts to support tax-deductible donations for Australian donors, raised awareness via a seasonal greetings card and began plans for an in-person event in 2025.

**Canada** (137 BP Fellows): WSF Life Board Member David Huestis hosted a reception in Toronto in May, with the support of local BP Fellows, to strengthen engagement and widen support for World Scouting.

**Sweden** (155 BP Fellows): The Swedish Chapter hosted their annual meeting in April at the Royal Palace in Stockholm in the presence of our WSF Honorary Chairman and warmly welcomed two new BP Fellows.



**Switzerland** (135 BP Fellows): As part of the reactivation of the Swiss Chapter in 2024, Sabina von Arx took on the role of Chapter Chair. In October, a dinner was organised for BP Fellows and potential donors in the Geneva region, while in Zurich, a donor cultivation event took place at the invitation of the HVD Fundraising Committee Co-leads Sabina Von Arx, Siegfried Weiser and Beat Wenger.

**United Kingdom** (61 BP Fellows): The World Scout Foundation Board approved a new Chapter Charter, officialising the UK Chapter, which is led by Craig Turpie (Chair) and Graeme Popay (Secretary). The UK Chapter provided support for the planning of the 79<sup>th</sup> Meeting of the WSF Board and Committees to be held in the UK in early 2025.

**United States of America** (534 BP Fellows): The US Chapter was officially launched in May at a BP Fellowship Reception during Scouting America's National Annual Meeting. The Chapter Board has met several times online throughout the year and regularly communicates with Chapter members to increase engagement.

# Digital Engagement

In 2024, we strengthened our digital engagement with BP Fellows and supporters worldwide to foster lifelong connections with World Scouting. Through compelling Scout stories, Foundation updates, and targeted outreach, we raised awareness and encouraged annual giving while expanding our donor base and e-news subscribers.

The **Scout Donation Platform**, jointly managed by the World Scout Foundation and the World Scouting, empowers Scouts with the tools and resources to crowdfund for their grassroots projects from a global network of supporters of Scouting.



**33 projects**  
were successfully funded in 2024.



**10% of projects exceeded** their funding targets!

## Your generous donations enabled Scouts to:

- Support communities hit by wildfires in **Chile** and flooding and landslides throughout the year in **Brazil, Eastern Europe, Bangladesh, the Philippines and Nepal**.
- Construct water wells in **Uganda**, lead reforestation efforts in **Peru**, and deliver skills training for teen mothers in **Malawi**.
- Provide critical support to communities affected by conflict in **Lebanon, Palestine, Sudan, Syria, and Yemen** via the regionally coordinated Sanad appeal.



Discover the  
Scout Donation  
Platform





Our third Annual Appeal for World Scouting raised an additional **USD 1,026,819**.

Between October and December, we spotlighted the many facets of **Scout-led humanitarian action**, from immediate emergency response, supported through long-established training programmes, to post-disaster rehabilitation, resilience-building and community integration.



We shared inspirational stories from Scouts who had led emergency response in **Brazil, Morocco, Romania and Mauritius** and from Scout volunteer consultants who deliver tailored humanitarian action support for National Scout Organisations worldwide – all made possible thanks to your continued support for this priority area of work.



Our fast-growing **social media presence** exceeded industry benchmarks, with a 51% increase in Instagram followers, 4.5% on Facebook and 41% on LinkedIn. Our mailing list increased by 13%, and email campaigns performed very well. Our open and click rates were far above industry benchmarks, helping us connect with more supporters than ever before.

## Progress against our Strategic goals in 2024

### Goal 1

Raise 100M  
by 2030

Total funds raised in 2024:

**5.19 Million USD**

### Goal 2

Expand our donor bases  
& increase engagement

2024 Results

**105** new BP Fellows  
**28** new Honours Programme Members  
**1** new Regal Circle Member  
**352** first-time donors from new networks

# Donor Recognition

## A unique global network

In 2024, we grew our remarkable global network of supporters of Scouting – individuals, families, corporations and other partners – and collectively raised USD 5.19 million to strengthen the impact of World Scouting. Thank you.

Your support makes all the difference. Every single donation matters and is immensely valued. Thanks to you, more young people have the opportunity to develop and thrive in Scouting, empowered with essential leadership and life skills, enabling them to lead actions to build more resilient and sustainable

communities and step up to help others in times of need – as we witnessed time and again in 2024.

Throughout the year, we were delighted to welcome 105 new BP Fellows, recognise 28 Honours Programme Members (individuals and couples) who either joined the Honours Programme for the first time or advanced to a new Circle, 352 first-time donors (non-BP Fellows), making online contributions in support of Scout-led projects and appeals, and four new pledges to the Founder's Heritage, our planned giving programme.



**The World  
Baden-Powell  
Fellowship 2024  
Membership List**



## Founder's Heritage

In 2024, four new pledges were made by BP Fellows to the Founder's Heritage, the World Scout Foundation's planned giving programme.

Planning a gift via a financial bequest in your will or trust, a deferred gift of assets, or the designation of the World Scout Foundation in a life insurance policy is a great way to continue supporting future generations of Scouts worldwide while accommodating your own personal, financial, and philanthropic goals.

Did you know that when you pledge a gift to the Founder's Heritage, we will honour your commitment to future generations by crediting 50% of your planned contribution to your current BP Fellowship total? Contact us for more information or visit our website.

**“** Kimberley and I have always believed in the transformative power of Scouting to shape young minds and inspire future leaders. By making a legacy gift to World Scouting, we wanted to ensure that our values of service, leadership, and community continue to thrive for generations to come. This gift is not just a contribution; it is a commitment to a brighter future for youth around the globe.” **Randy and Kimberley Potts**



**The Founder's Heritage**



# Our Valued Partners

The World Scout Foundation cultivates partnerships with various institutions that share our vision of contributing to the education and development of over 100 million young, active citizens who drive positive change in their communities worldwide. This is why strengthening existing institutional partnerships and developing new ones, together with World Scouting, remained a key focus of our work in 2024.

Partnerships are essential to ensuring the maximum impact of Scouting's educational offering for young people worldwide. Through funding, technical expertise or in-kind support, the Foundation and World Scouting collaborate with a wide variety of partners to contribute to Scouting's global impact. Our partnerships create value and a unique global reach for all types of philanthropic and Environmental, Social, and Governance (ESG) goals.

## Messengers of Peace

Since 2011, support from the **Kingdom of Saudi Arabia** for **Messengers of Peace** has empowered a worldwide network of young peace-builders to take action as global citizens to promote peace and sustainable development.

Over the years, Scouts have carried out more than 16 million local projects and actions, contributing over 2.7 billion hours of community service towards the Sustainable Development Goals (SDGs).

Throughout 2024, Scouts continued to lead small and large-scale projects and service actions in their local communities thanks to the enduring legacy of the first funding phase, as shared in our stories of Scout impact in this report.





We continued our efforts to confirm renewed funding under the coordination of the Messengers of Peace Oversight Subcommittee of the World Scout Foundation Board chaired by Board Member Siegfried Weiser, our Saudi Arabian Board Members HH Princess Sama Bint Faisal Al Saud and HE Faisal bin Abdulrahman I. Almuaammar, World Scouting colleagues, and the Saudi Arabian Scouts Association. We're excited to share that the culmination of this work came at the time of finalising our Annual Report, with the

announcement on 13 April 2025 of a ground-breaking **USD 50 million Messengers of Peace Fund** to support worldwide actions over the next decade.

We extend our sincerest appreciation to the **Kingdom of Saudi Arabia** for this significant funding, which will ensure that more young people can be empowered through Scouting with the skills, values and experience to lead positive change and build more peaceful communities worldwide.



## Alwaleed Philanthropies

In 2024, we continued to work hand-in-hand with Alwaleed Philanthropies, which has provided generous, long-term support for global initiatives, including Scouts for SDGs.

This support has inspired and empowered millions of Scouts worldwide to take action for positive change, fostering more resilient and sustainable communities, as evidenced in the **2023 Scouts for SDGs Evaluation**:



We were honoured by the presence of HRH Princess Lamia Bint Majed Al Saud, Secretary General of Alwaleed Philanthropies, at the Opening of the 43<sup>rd</sup> World Scout Conference. During the event, the Alwaleed Philanthropies team met with young leaders to learn more about the Scout initiatives they have supported on youth engagement in democratic processes, the repurposing of plastic waste, international leadership training, mental health recovery, the development of Scouts for SDGs educational initiatives and the multi-year University Rover Scouting in Saudi Arabia initiative.



## New institutional partners

Working with World Scouting, we coordinated several new strategic partnerships with:

- **Accenture**, to enhance digital learning and educational opportunities for Scouts globally.
- **The Martine & Bertram Pohl Foundation** to support Ticket to Life and Food for Life programmes in Eastern Europe and Africa.

We also helped to facilitate the development of additional partnerships with the **Temasek Foundation** and several United Nations partners.

We celebrated the results of our collaboration with **Ferrero International**, in support of Croatia Scouts' Boranka initiative, the largest volunteer-led reforestation project in Europe.

We also greatly enjoyed collaborating with **SAP** and World Scouting during the 79<sup>th</sup> United Nations General Assembly and The Summit of the Future in New York, hosted by **Fiduciary Trust International**.

Finally, we partnered with the **Charities Aid Foundation (CAF)** in the USA and Canada, enabling us to solicit tax-deductible donations from US and Canadian supporters.

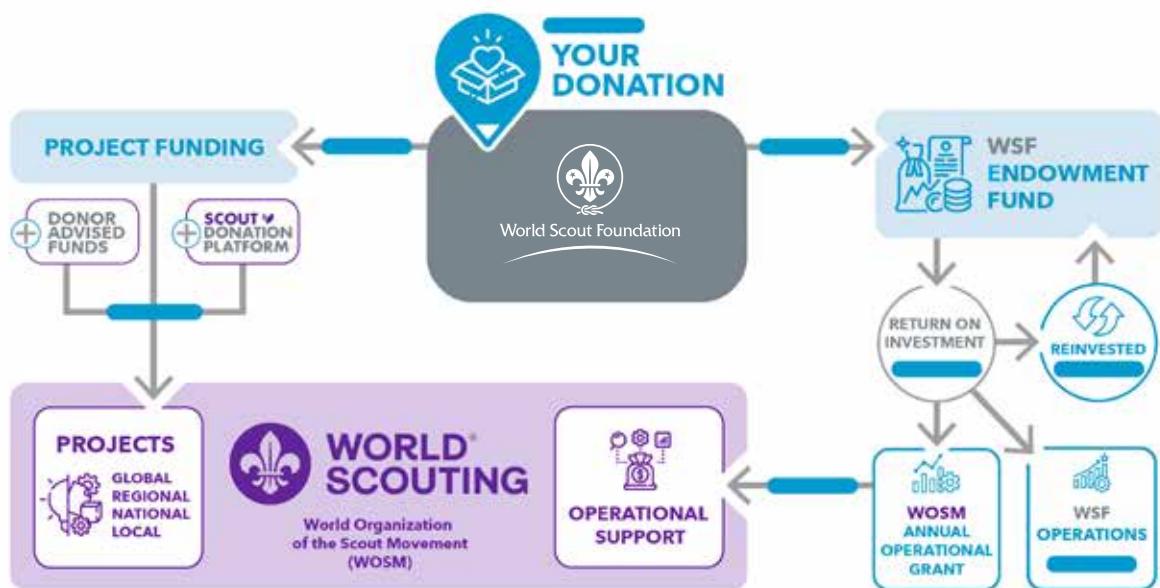
As we continue to advance our Strategy 2022-2030 to strengthen the impact of Scouting, **we thank all of our partners for their significant contributions**, including funding, and pro-bono and in-kind support, and for their ongoing belief in young people as change-makers and peace-builders.

# Financial Summary

“Every year millions of Scouts are taking action to build a more sustainable, peaceful and inclusive world. It is our job at the World Scout Foundation to ensure World Scouting has sufficient resources so that every Scout can be empowered to lead action in communities across the globe.” **Mark Knippenberg, Chief Executive Officer**

## A financial journey: from donations to Scout action

Each dollar donated to Scouting via the Foundation follows a specific pathway before it is granted to World Scouting. Discover this journey and learn how we manage and invest your donations to support the growth and development of Scouting:



## Our donors

### Donation origin

In 2024 we raised a total of USD 3.45 million in direct fundraising income (2023: USD 4.73 million):

#### Where our Donations Come From



### Indirect fundraising income

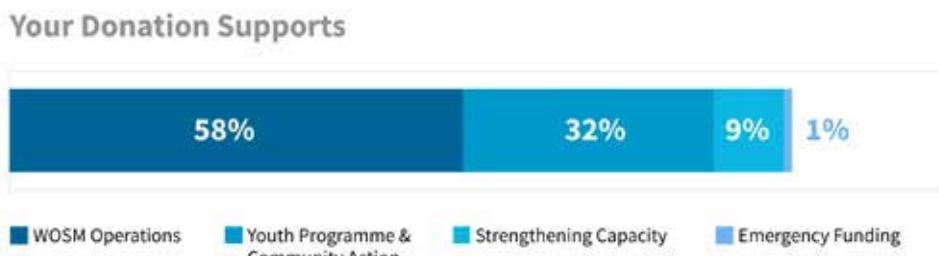
In 2024, our indirect fundraising income totalled USD 1.74 million. This total includes fundraising achieved jointly with World Scouting, with the income transferred directly via the World Scout Bureau due to donor stipulations; fundraising undertaken via the World Scout Foundation Funds in Canada and Australia; and recognised in-kind donations.

### Total fundraising income

Our total fundraising income (direct and indirect) in 2024 was USD 5.19 million.

## Funding youth-led action

### Grants to World Scouting



Our extensive fundraising and investment activities allow us to provide two main funding streams for World Scouting:

Since 1977, we have provided an **Annual Operational Grant** to World Scouting to cover the running costs of the World Scout Bureau and its global and regional support centres. This grant is calculated on a formula based on the value of the Foundation's General Endowment Fund and paid out of its financial gains.

**2024: USD 2.8 million**

Since 2011, **project funding** for National Scout Organisations and the World Scout Bureau, from our Donor Advised Funds (combined in the Designated Purpose Funds) in the form of grants to Scout projects, which are agreed following a robust system of approvals, jointly handled by the Foundation and World Scouting.

**2024: USD 1.9 million**

Total funds disbursed to World Scouting in 2024: **USD 4.7 million**

## Fund allocation

### How donations are managed

Donations to the World Scout Foundation are sorted and allocated into one of two fund types: restricted or unrestricted, prior to being allocated to Scouting.

The **General Endowment Fund** (unrestricted) is invested across a diverse portfolio, generating returns that grant operational support to World Scouting and funding our fundraising activities, while the remaining earnings are reinvested to ensure long-term support for World Scouting.

The **Designated Purpose Funds** (restricted) support donor-specified global Scouting projects, such as Ticket to Life, the Scout Donation Platform projects and capacity-building initiatives for National Scout Organisations. These funds ensure targeted impact by directing resources to key programs aligned with World Scouting's quality standards.

### Donation Allocation into Funds



## Investing in Scouting's Future

### WSF income and expenses

As part of our endowment funding model, many of the Foundation's assets are distributed across an investment portfolio managed primarily by JP Morgan Private Bank Switzerland and the Fiduciary Trust Company International (USA). The Foundation's Investment Committee closely monitors the portfolio.

Interest and dividend income, together with realised gains and fluctuation in financial assets, brought returns of **USD 4 million**. Together with donations and other income such as events and the returns from funds abroad, the total income of the Foundation in 2024 was **USD 7.49 million**.

### Income



### Expenditure



By covering our operational expenditures out of the returns of our General Endowment Fund, the Foundation can assure its donors that every new gift to the Foundation goes entirely to Scouting. No fees or expenses are paid to Officers or Members of the Board or its Sub-committees.

After ensuring that all disbursements and grants to Scouting were made and our own expenses were covered, we were still able to reinvest **USD 0.9 million** into our Endowment Fund to provide long-term support for Scouting.

#### Distribution of Capital (in USD Millions)



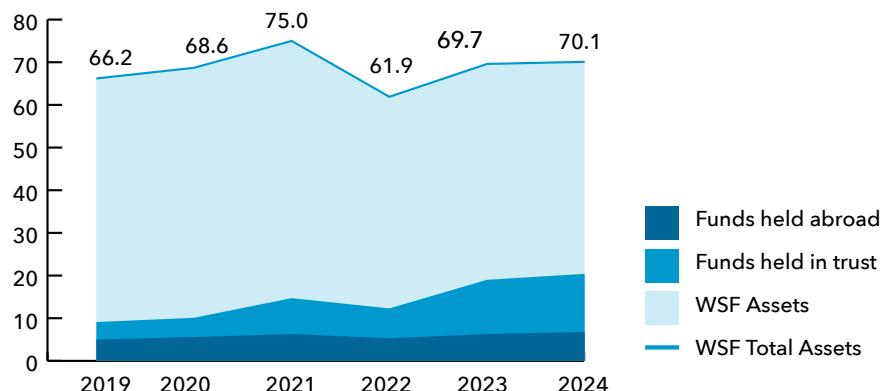
In addition to the Endowment and Designated Purpose Funds, the Foundation's assets also include funds held abroad for the Foundation at Scouts Canada, Scouts Australia and in the WSF Deutschland Foundation. It is also important to note that the World Scout Foundation has agreed to hold in trust funds from related parties – the Asia-Pacific Foundation, World Scout Bureau (including one of its regional offices), Africa Scout Foundation, Interamerican Scout Foundation and the Hong Kong Scout Foundation – to invest on their behalf. These funds held in trust are treated as financial assets and are distributed into our investment portfolio. Its gains or losses are reinvested on behalf of our related parties. These assets are not part of the Endowment Fund, nor the Designated Purpose Funds.

#### Funds Held in Trust (in USD Millions)



The Foundation's total assets, including funds held abroad and funds held in trust, reached just over **USD 70 million** on 31 December 2024, an increase from USD 69.7 million in the previous year.

#### Assets (in USD Millions)



## Integrity, Inclusivity, Accountability and Transparency

The World Scout Foundation is an independent, not for profit, charitable organisation based in Switzerland, established under Swiss law and subject to supervision by the Swiss Federal Supervisory Authority of Foundations.

The Foundation has entities or funds established in Australia, Canada, France and Germany, which will accept tax-deductible contributions from donors residing in these countries. Countries in which residents can make tax-deductible donations:



PricewaterhouseCoopers (PwC) audits the accounts and financial statements annually. Please contact the World Scout Foundation for a copy of the audited 2024 Financial Statements.

## BALANCE SHEET AS OF 31 DECEMBER 2024

ASSETS (USD)	31.12.2024	31.12.2023
<b>Current Assets</b>		
Cash	3'044'450	1'120'703
Donations receivable	0	0
<i>Donations gross</i>	2'000'000	2'250'000
<i>Provision</i>	-2'000'000	-2'250'000
The Messengers of Peace Fund 2	520'773	244'052
Prepayments and accrued income	406'749	843'619
	<b>3'971'973</b>	<b>2'208'373</b>
<b>Non-current assets</b>		
Financial assets	59'928'380	61'150'067
Fixed assets	14'307	14'858
	<b>59'942'688</b>	<b>61'164'926</b>
<b>Total Assets</b>	<b>63'914'661</b>	<b>63'373'299</b>
<i>Funds held abroad for the Foundation</i>	6'878'436	6'369'981
<b>Total assets of the Foundation incl. Funds held abroad</b>	<b>70'793'097</b>	<b>69'743 280</b>

LIABILITIES & FUNDS (USD)	31.12.2024	31.12.2023
<b>Current Liabilities</b>		
Undisbursed grants payable	2'991'447	3'645'903
Loan from related party	13'652'981	12'715'410
Accrued and other liabilities	183'372	1'180'174
	<b>16'827'800</b>	<b>17'541'488</b>
<b>Restricted Funds</b>		
Designated Purpose Funds	<b>3'938'319</b>	<b>3'478'077</b>
<b>Unrestricted Funds</b>		
Capital of the Foundation	1'557'347	1'557'347
Endowment Fund	41'591'194	40'796'387
	<b>43'148'541</b>	<b>42'353'734</b>
<b>Total Funds</b>	<b>47'086'861</b>	<b>45'831'811</b>
<b>Total Liabilities and Funds</b>	<b>63'914'661</b>	<b>63'373'299</b>

## STATEMENT OF OPERATIONS FOR THE YEAR ENDED 31 DECEMBER 2024

(USD)	31.12.2024	31.12.2023
<b>General Income</b>		
Individual donations	3'208'200	4'566'167
Income from related party funds	250'400	162'827
	<b>3'458'610</b>	<b>4'728'994</b>
<b>General Expenditures</b>		
Project and grant expenditure	(2'104'612)	(3'409'139)
Grant to World Organization of the Scout Movement	(2'800'000)	(2'800'000)
Administrative expenditures	(1'675'731)	(1'728'787)
	<b>(6'580'344)</b>	<b>(7'937'926)</b>
<b>Operating result</b>	<b>(3'121'733)</b>	<b>(3'208'931)</b>
<b>Net financial income</b>		
Financial income	6'452'917	8'087'517
Financial costs	(2'415'503)	(3'385'010)
	<b>4'037'414</b>	<b>4'702'507</b>
<b>Profit / (Deficit) for the year</b>	<b>915'680</b>	<b>1'493'576</b>
<b>Changes in restricted funds</b>		
Allocation of income	(1'886'100)	(3'212'842)
Operational expenditure	1'915'227	5'087'926
Net financial (income) / loss	0	(1'175'627)
	<b>29'127</b>	<b>699'457</b>
<b>Net surplus / (deficit) for the year prior to allocations</b>	<b>944'806</b>	<b>2'193'033</b>
<b>Release / (Allocation to) General Endowment Fund</b>		
Allocation of income	(1'572'510)	(1'516'152)
Operational expenditure	4'665'117	2'850'000
Net financial (income) / loss	(4'037'414)	(3'526'880)
	<b>(944'807)</b>	<b>(2'193'033)</b>
<b>Net surplus / (deficit) for the year after allocations</b>	<b>0</b>	<b>0</b>

# Governance

In 2024, we continued to refine our governance, approving decisions concerning the nomination and appointment processes for Board and Committee Members, and the evaluation and renewal of co-opted Board Members, as well as a maximum term of office for Board Members.

We recognised David Huestis' significant contribution to both World Scouting and the World Scout Foundation when he moved to the Life Member category of the Board in April 2024 and will mark this more publicly on a suitable occasion. We celebrated Margot Bogert's 31 years of service on the Board and her unwavering support of World Scouting at

the 76<sup>th</sup> BP Fellowship Event in Brazil, following her 2023 decision to move to the Life Member category.

Throughout 2024, we also embarked on a journey to further improve the way we manage our investments, with the aim of increasing our annual income from the investments and facilitating co-investment from World Scouting entities via the establishment of a new WSF Investment Fund.

We thank all of the hard-working volunteers who serve on the Foundation Board and on our governance and fundraising committees.





## Board Meetings and Decisions

The Foundation Board met twice in 2024: in April, in Stockholm, Sweden, and in October, on the occasion of the 76<sup>th</sup> BP Fellowship Event taking place in Rio de Janeiro, Brazil. The Executive Committee of the Board, as well as Board Sub-committees for governance and



fundraising met regularly online during the year. In-person meetings of the governance and all fundraising Committees also took place in Stockholm, and select governance committees also met ahead of our Brazil event.

### Governance related decisions, changes and issues:

The Board met on 18 April 2024 in Stockholm, Sweden, and took the following decisions:

- Approved the minutes of the 76<sup>th</sup> Meeting of the Board.
- Approved the reports of the 58\_04, 58\_05 and 59\_01 meetings of the Executive Committee.
- Approved the pursuit of the possible creation of a WSF Investment Fund structure with the final approval at the Board meeting in October 2024 and with an approved budget of USD 100,000.
- Approved deleting the Operational Support Fund from the financial reporting from 2024 onwards.
- Approved the audited financial statements for 2023.
- Approved the appointment of PwC as the auditing firm for the financial year 2024.
- Approved the Annual Operational Grant for the World Scouting budget year 2024/2025 of USD 2.8 million (based on the agreed formula).
- Approved the move to the Life Member category of the Board of David Huestis after 24 years of active service on the Board and expressed its deep gratitude.

- Approved the renewed co-optation of Mr Byung-Soo Baik, Dr jur Johannes Jonas, HE Faisal A. Al-Muaammar, Mr Hector Robledo Cervantes, Mr Siegfried Weiser, Mr Alexander Wong and Dato' Soo Keng Yeoh for another 3-year tenure starting in April 2024.
- Approved the appointment for a period of 3 years of Mrs Jennifer Hancock as WSF Representative on the World Scout Committee, effective as of 24 August 2024.
- Approved the appointment for a period of 3 years of Mr Wolfgang Kniese as the WSF Representative on the WOSM (World Scouting) Finance Committee, effective as of 24 August 2024.
- Approved the revised KPIs for the 2022-2030 WSF Strategy.
- Approved the membership of the Board Sub-committees.
- Approved the Charter for the UK Chapter.
- Approved the revised Handbook for Board Members (v3.1).
- Approved the proposed Events for 2025.

**The Board met on 27 October 2024 in Rio de Janeiro, Brazil, and took the following decisions:**

- Approved the minutes of the 77<sup>th</sup> Board Meeting.
- Approved the reports of the 59\_02, 58\_03 and 59\_04 meetings of the Executive Committee.
- Approved to mandate the Executive Committee to address the perceived or real conflict of interest regarding an Investment Committee member and tasked the Executive Committee with reviewing the composition of the Investment Committee.
- Approved:
  - In principle the creation of a WSF Investment Fund in Liechtenstein.
  - Mandated Dr jur Johannes Jonas to choose an independent investment lawyer to review the contracts before signing and advising the Executive Committee and Investment Committee.
  - It mandated the Executive Committee:
    - To review the composition, skillset and current Conflict of Interest of the Investment Committee.
    - To ensure the adequate implementation of the Investment Committee's Conflict of Interest Policy in the implementation of the Fund Proposal.
    - Document the roles, responsibilities, and accountabilities of all involved parties. This must be reflected in the prospectus, the relevant contracts, and any additional documents.
  - The Executive Committee will report its findings to the Board. No further decision of the Board will be required.
- Approved the recommendation concerning a maximum term of office for Board Members.
- Approved the evaluation and renewal decision process for co-opted Board Members.
- Approved the Nominations and Appointment Procedure for Board, Committee and other members.
- Requested to rework the Board Members Handbook and prepare changes to the Deed accordingly.
- Approved the amended Soft Credit policy.
- Approved the 2025 Budget including the operational cost.
- Approved the adjusted Accounting Principles for 2024 and onwards.
- Approved the Statement of Principles on Diversity, Equity and Inclusion.
- Approved the revised Handbook for Board Members (v3.2).
- Mandated the CEO to identify the location of the 2025 BP Fellowship Event and request approval by electronic voting.
- The Board approved, by electronic voting on 29 November 2024, Kuala Lumpur (Malaysia) as the venue for the BP Fellowship Event and Board Meeting in 2025.



## Operational decisions, changes and issues:

- The Foundation fulfilled its commitment to the Scout Movement by providing USD 4.7 million in grants during the calendar year (2023: USD 5.83 million).
- Our direct fundraising income was USD 3.45 million in 2024 (2023: USD 4.73 million).
- Our indirect fundraising income was USD 1.74 million (achieved jointly with World Scouting with the income going directly to the World Scout Bureau due to donor stipulations, via the WSF Funds in Canada and Australia as well as recognised in-kind donations) (2023: we didn't record this)
- In 2021, we created a provision of USD 2.25 million for Messengers of Peace 1.0, which will remain on the balance sheet in 2024.
- Project grants to Scouting around the world continued apace with grants awarded from the following Donor Advised Funds: the HRH Prince Alwaleed Fund, the D&H Imholz MoP & TTL Funds, the Condit Fund, the Weiser, the Turley Fund, the Emergency Fund, the Accenture Fund and The Pohl Foundation Fund.
- The Executive Committee of the Board met virtually five times in 2024, managing the Foundation's business between Board Meetings.
- The excellent relationship with our colleagues in the World Scout Committee and World Scout Bureau continued and was further strengthened in 2024.
- The Audit Committee met once in April before the Board Meeting.
- The Oversight Committee met twice in person before the Board Meetings in April and October and twice virtually.
- The four Fundraising Committees established by the Board continued their momentum in 2024. They met once in person before the Board Meeting in April in Stockholm (Sweden) and several times virtually in 2024.
- In 2024, the Foundation's Investment Committee closely monitored its portfolio management by its custodial investment manager, JP Morgan Switzerland and its active manager, FTCl. The markets continued their upward trend in 2024 increasing our investments value by +9.6%, similar to the recovery in 2023 (+9.4%). The Committee met twice in person and four times virtually.
- In 2024, we ran the Annual Appeal for the third time with a result of USD 1,026,819 (2023: USD 1,250,170). The Annual Appeal aims to foster a culture of annual giving.





## World Scout Foundation Board

As of 31 December 2024, the Foundation Board comprises 27 influential businesspersons, representatives of global Scouting and world leaders, led by our Honorary Chairman, His Majesty the King of Sweden. We are fortunate to also count on the expertise of five (non-voting) Life Members of the Board.

### **Honorary Chairman**

His Majesty the King of Sweden

### **Officers**

Chair  
Chair-Elect  
Immediate Past Chair  
Treasurer  
Secretary  
Chief Executive Officer

Rob Woolford (UK)  
Beat Wenger (Switzerland)  
HRH Prince Guillaume of Luxembourg  
Fredrik Gottlieb (Sweden)  
Lars Kolind (Denmark)  
Mark Knippenberg (Netherlands)

### **Ex-Officio Members**

Chairperson, WSC  
Member, WSC  
Secretary General, World Scouting

Daniël Corsen (Curaçao)  
Christine Pollithy (Germany)  
David Berg (Acting Secretary General, Belgium)

### **Members**

HE Faisal bin Abdulrahman I. Almuaammar (Saudi Arabia)  
Byung-Soo Baik (Korea)  
Jens Ehrhardt (Germany)  
Jennifer Hancock (USA)  
Johannes Jonas (Germany)  
John Leece AM (Australia)  
Yorimasa Matsudaira (Japan)  
Geoff Morgan AM (Australia)

Hector Robledo Cervantes (Mexico)  
Nathan Rosenberg (USA)  
Ahmad Rusdi (Indonesia)  
HH Princess Sama Bint Faisal Al Saud (Saudi Arabia)  
Thijs Stoffer (Netherlands)  
Darci Swanson (USA)  
Siegfried Weiser (Germany)  
Alex Wong (Hong Kong)  
Dato' Soo Keng Yeoh (Malaysia)

### **Life Members**

Margot Bogert (USA)  
David B. Huestis (Canada)  
Abdullah O. Nasseef (Saudi Arabia)  
Wayne Perry (USA)  
Thamnoon Wanglee (Thailand)



## Exemplary service to Scouting

**David Huestis** joined the World Baden-Powell Fellowship in 1992 and was appointed as a Board Member of the World Scout Foundation in 1995. Throughout his tenure, he has worked hard to drive fundraising in Canada through the introduction of numerous new BP Fellows including many Young BP Fellows, and his leadership of the Canada Chapter.

David was instrumental in the organisation of our 2010 BP Fellowship Event in Ottawa and continues to support numerous Chapter events and initiatives. He has also provided sage guidance and expertise as a Member and Chair of the Audit Committee, dedicating countless volunteer hours to set up the Audit Committee and provide effective oversight of the Foundation's finances.

In 2011, David was deservedly awarded the Bronze Wolf, Scouting's highest honour, in recognition of his outstanding service, commitment, and contributions to World Scouting.

David and his wife Faye are long-standing and cherished Members of the Baden-Powell Circle of the Honours Programme. Together, over the course of decades, they have generously enabled numerous programmes and initiatives in Canada and internationally, including the Scouts Canada national e-learning platform.

In April 2024, David requested to move to the Life Member category of the Board (non-voting) after a phenomenal 24 years of active service. At the same time, he and Faye pledged an additional, significant gift to World Scouting in honour of his many years with the Foundation, which will ensure multi-year, earmarked funding for World Scouting's vital work in the areas of Safe from Harm and Humanitarian Action.

**Thank you, David and Faye, for your unwavering generosity, kindness and championing of World Scouting.**

# Membership of WSF Committees

The Foundation counts on an incredible network of volunteers working in numerous Sub-committees of the Board and working groups to achieve our vision and Strategy.

## Executive Committee

Chair	Rob Woolford (UK)
Chair-Elect	Beat Wenger (CH)
Immediate Past Chair	HRH Prince Guillaume of Luxembourg
Secretary	Lars Kolind (DK)
Treasurer	Fredrik Gottlieb (SE)
Chair, Investment Committee	Jens Ehrhardt (DE)
Board Member	Siegfried Weiser (DE)
Chair, World Scout Committee	Daniël Corsen (CW)
Acting Secretary General, WOSM	David Berg (BE)
Chief Executive Officer	Mark Knippenberg (NL)

## Audit Committee

Chair	David B. Huestis (CA)
Members	John Leece, AM (AU) Daniel Nelson (CA) Alexander Wong (HK)
Ex-Officio	Fredrik Gottlieb (SE)
Secretary	Mark Knippenberg (NL)

## Investment Committee

Chair	Jens Ehrhardt (DE)
Members	Fredrik Gottlieb (SE) Wolfgang Kniese (DE) Yorimasa Matsudaira (JP) Nathan Rosenberg (US) Walter Schadenfroh (LI) Beat Wenger (CH)
Secretary	Mark Knippenberg (NL)

## Messengers of Peace Oversight Committee

Chair	Siegfried Weiser (DE)
Members	Faisal Almuuammar (SA) David Berg (BE) John Geoghegan (IE) Lars Kolind (DK) Thijs Stoffer (NL)
Secretary	Mark Knippenberg (NL)

## Nominations Committee

Chair	Board Chair
Members	Honorary Chairman Chair-Elect Immediate Past Chair
Secretary	CEO

## Oversight Committee

Chair	Johannes Jonas (DE)
Members	Ana Kristy Giacoman Favela (MX)
	Christine "Chrissy" Pollithy (DE)
	Hector Robledo Cervantes (MX)
	Alexander Wong (HK)
Secretary	Nicole Gooderson (CH)

## Remunerations Committee

Chair	Board Chair
Members	Chair-Elect Immediate Past Chair

## Institutional Fundraising Committee

Co-Chair	HH Princess Sama bint Faisal Al Saud (SA)
Co-Chair	Stefan Mahlstein (SE)
Members	Millicent Bogert (US) Daniël Corsen (CW) Thomas Hirt (CH) David B. Huestis (CA) Martijn Nas (NL)
	Mischa Rychener (CH)

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Co-Chair	Siegfried Weiser (DE)
Co-Chair	Beat Wenger (CH)
Members	Andy Chapman (US) Jens Ehrhardt (DE)
	Ana Kristy Giacoman Favela (MX)
	Bob Mazzuca (US) Christine "Chrissy" Pollithy (DE)
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Secretary	Mischa Rychener (CH)

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Co-Chair	Darci Swanson (US)
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Secretary	Felipe Marqueis (BR)

### **BP Fellows Fundraising Committee**

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Co-Chair	Soo Keng Yeoh (MY)
Members	Byung-Soo Baik (KR) Emily Boxall (AU) Thomas Frostberg (SE) Johannes Jonas (DE) Alexander Killby (CA) John Leece AM (AU) Yorimasa Matsudaira (JP) Geoff Morgan AM (AU) Ahmad Rusdi (ID) Luke Saunders (AU) Craig Turpie (UK) Alexander Wong (HK)
Secretary	Felipe Marqueis (BR)

## **Secretariat**

Meet the staff team supporting the day-to-day work of the World Scout Foundation! We love to connect with our BP Fellows and other donors, partners and anyone interested in supporting our mission to strengthen the impact of Scouting worldwide. Please don't hesitate to reach out via the contacts below or to let us know if you're in the vicinity! We have an operations office in Kandersteg and our legal seat is in Geneva.



**Mark Knippenberg**  
Chief Executive Officer



**Nicole Gooderson**  
Deputy CEO & Director of Engagement



**Mischa Rychener**  
Director of Philanthropy



**Nicole Diebold**  
Manager, Operations &  
Events



**Louise Goddard**  
Manager, Digital Marketing &  
Engagement



**Felipe Marqueis**  
Manager, Individual Giving

# Thank you

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**All of our WSF volunteers** – Board Members, Committee Members, technical teams and individuals. Your immense contributions are appreciated and we celebrate your ongoing service to World Scouting.

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## World Scout Foundation Annual Report 2024

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The World Scout Foundation is an international non-profit institution which exists to strengthen the impact of World Scouting by providing financial and other support to the World Organisation of the Scout Movement.

Under the patronage of His Majesty King Carl XVI Gustaf of Sweden, Honorary Chairman since 1977, the Foundation unites a phenomenal global network of individuals – Baden-Powell Fellows – governments, foundations, and other key partners to support over 57 million Scouts and their local communities. The Foundation manages capital investments from its broad network of donors and also enables non-capital investments to support specific global projects.