

Why Scouting Matters? R.O.I

R.O.I.: Results, Outcomes, Impact

“It’s more than numbers, its lives impacted”

There are very few investments that have a greater impact on your Community than Supporting the Scouts. For over 100 years the Mecklenburg County Council and Scouting overall has been a great investment; producing RESULTS, generating lasting OUTCOMES and having a tremendously positive IMPACT.

Frequently Asked Questions about the Impact of Scouting:

Can a young person’s character be shaped by positive adult role models?

Can spending time in the woods develop an appreciation of nature and the environment?

Can participation in a service project build a desire to serve?

Can facing challenges together teach a group of young people about leadership and the value of teamwork?

The answer is YES to All of the Above!

A study conducted by Harris Interactive shows that Scouting programs build boys mentally, physically, socially, and spiritually. The skills they learn in Scouting help them overcome obstacles and challenges with courage and character throughout their lives.

Study results indicate that men who were Scouts five or more years as boys are more likely than men with no Scouting experience to:

Graduate from high school (91% -vs- 87%)

Graduate from college (35% -vs- 19%)

Earn higher annual household incomes (\$80,000 -vs- \$61,000)

Have lifelong friendships (89% -vs- 74%)

Attend religious services (87% -vs- 77%)

Believe helping others should come before one’s own self-interest (92% -vs- 83%)

Sometimes Pictures Speak Louder than Words

