



The Scouts Canada Foundation Salute Award

by John Rietveld

When the Scouts Canada Foundation formed several years ago, the Directors quickly identified the need to create a program that would help bring Scouting back into the boardrooms of Canada's leading businesses. In the past, many business leaders held senior volunteer positions with Scouting, and corporations gave funds to support our organization.

Due to increased competition, Scouting has experienced a decline in participation by corporations and their senior managers. Over the past 18 months the Foundation has introduced a new program: the *Scouts Canada Foundation's National Salute Award*, designed to reintroduce Scouting to community and business leaders.

The Salute Award meets several important goals of the Foundation including:

- to recognize successful and highly respected community and business leaders, who exemplify Scouting values of character and leadership,
- to invite a wide representation of the community to an event for presentation of the award,
- to "showcase" Scouting at the presentation event and thus increase awareness of Scouting and its good work in the community, and
- to raise funds for local Scouting and the Foundation through ticket sales and donations in honour of the recipient.

Salute Awards unfold following a nomination process, involving community leaders and Scouting representatives from the host region, who identify a suitable candidate. With active participation by the recipient,

community and business leaders, Scouts Canada members and supporters are invited to a reception to witness presentation of the award. Guests purchase tickets and give a gift in honour of the recipient.

The first event took place in October 2001 at the Scouts Canada National Office in Ottawa. Then National Commissioner Sam Elsworth and the late Right Honourable Ramon Hnatyshyn (former Governor General and Chief Scout) recognized Rabbi Dr. Reuven Bulka. Last fall Sam Elsworth and John Tory (President of Rogers Cable Inc.) presented the Salute to Toronto lawyer and entrepreneur Eddie Goodman. In April, Chief Commissioner Mike Scott and Jacquelin Holzman (past Mayor of Ottawa) presented the Salute Award to Ottawa businesswoman Grete Hale. In May, Mike Scott and Ron Corey (former President of the Montreal Canadiens) awarded a Salute to the late Senator Hartland Molson and the Molson Family of Montreal.

In the coming year, Salute Awards will be presented to deserving individuals in Halifax, Southern Ontario, Calgary and Montreal.

As a result of this initiative, hundreds of corporate and community leaders have been reintroduced to Scouting and over \$70,000 raised in support of Foundation activities.

The legacy of a Salute Award ranges from public and corporate awareness, to a list of influential people who can be called upon by the local Scout region, to assist in leadership roles or to help fund special programming needs.

The Scouts Canada Foundation raises funds to support Scouting individuals, groups and councils. For more information see the Foundation's pages at www.scouts.ca. ^

— John Rietveld is President and Executive Director of the Scouts Canada Foundation.



Toronto Recipient Eddie Goodman and former National Commissioner Sam Elsworth



Grete Hale with nephew (and Cub) William Piggott



Chief Commissioner Mike Scott and Andrew Molson