



January 2020

Dear Unit Leader, Unit Committee Chair and Chartered Organization Representative:

The San Francisco Bay Area Council continues to offer the definitive character and leadership development program in the Bay Area, that families and youth cannot find anywhere else. SFBAC offers programs that challenge youth while providing a safe and secure environment for them to learn.

To assure program support for our participants, the Council provides camping programs, activities and a trained professional, support and ranger staff; it maintains several properties along with a host of insurances. Members use and benefit from all of these. In the years prior to 2019, despite cost increases and revenue decreases the Council absorbed all the costs related to these operations. Even so, the Council is committed to providing the best possible programs, activities, and insurances for its members and volunteers.

To help assure this, in January of 2019 SFBAC began a new unit assessment program, known as PAIA or **Program, Activities and Insurance Assessment**. The results of the new program in 2019 were better than expected. Throughout our Council the majority of our units and unit leaders understood the need; they trusted that the money was to be used for programs and they met the obligation of the assessment head-on. Only a small fraction of units have not yet fully met their obligation for 2019. What's more, we saw a large increase in charitable giving, that is, giving to a Family FOS effort, especially in Matching Gifts. The message from our units in this respect was clear... "if we need to do this, we'd rather ask our parents for voluntary donations and make up the rest, if needed, from our unit efforts."

While the Council finds it necessary to continue this new program it was determined that no increases to the assessment were to be added for 2020. Your personalized invoice is enclosed. Please take a moment to review the information and reach out directly to your District Executive or District Director if you have any questions.

Thank you for your support of the San Francisco Bay Area Council as we work to provide a safe and secure program for almost 10,000 youth.

Sincerely,

John

John Verdoia
Cncl. President

Kevin

Kevin Ferrell
Cncl. Treasurer

Calvin

Calvin Masuda
Cncl. Commissioner

Ken

Ken Mehlhorn
Cncl. Executive

Program, Activities, and Insurance Assessment New for 2020, and a Couple of Key Reminders

- In 2020 the Council will develop a “**Traveling Training**” designed to help units learn traditional fundraising and money earning techniques. We’ll also teach some new and unique fund-raising methods. For instance, did you know:
 - The number-one 2019 increase in gifts came from company Matching Gifts? If you work for a matching gift company the Council subscribes to a service that makes collecting the match simple and easy.
 - Did you know your unit is allowed to raise funds from small to medium-sized neighborhood businesses connected to your parents? Have the business send the gift to the Council but ear-mark it for your unit.
 - You can ask, alumni and extended family for gifts as well; the Council will credit them personally for their gift.
 - These and many other fund gathering helps will be available to you soon.
- This year we’ll show you how your units PAIA assessment is calculated; look on the back of your Assessment Invoice.
- The assessment is calculated from information we collect from your recharter. If your unit is not yet rechartered we “estimated” your assessment for your planning purposes; we will correct the assessment amount when your recharter is processed.
- As we said last year, once your assessment is calculated it will NOT change during the year if you lose or GAIN members. Unit leaders told us that they will plan for that this year; here’s a couple of suggestions:
 - Collect some amount at the beginning of the year, from all families for your assessment; this will help cover for lost amounts
 - Plan to make up for lost families by recruiting new families and ask them for a check when they join
- The Council has provided a single page this year that answers the question: **Where do assessment dollars go?** It’s enclosed.
- The higher popcorn sales commission program started last year, remains unchanged; if your unit is not signed up to sell, consider it.
- Once again, the assessment is due when your unit recharter in the winter of 2020 - you have a whole year to plan.
- The Council recommends that units ask for a pro-rata amount from new member families when they join during the year. See the schedule on the reverse.