

Ed & Jeanne Arnold

Pennsylvania couple finds synergy in giving to the Boy Scouts of America.



Ed Arnold spent just a few years in Scouting when he was a boy and, by his own estimation, he was an average Scout, achieving Life rank while focusing mostly on camping, hiking, and other outdoor activities. As adult supporters of Scouting, however, Ed and his wife, Jeanne, have taken it to a new level. With a series of extraordinary gifts, the Lebanon, Pa., couple has helped define the term "BSA Philanthropist."

Ed and Jeanne believe that, as an institution, the Boy Scouts of America has the capacity and the need to secure outright major gifts of \$10 million or more. Their ultimate vision continues to be that the BSA raise funds to secure the perpetuation of Scouting. In order to help achieve this vision, Ed and Jeanne provided the first \$11 million gift to launch the initiative, which raised the bar and paved the way for other philanthropists to contribute more than \$300 million to date in support of local and national Scouting programs.

Ed and Jeanne Arnold have dedicated major gifts to Scouting, including reconstructing and dedicating a dining hall at Bashore Scout Reservation in Lebanon, Pa.; supporting the Soccer and Scouting program; and, most recently, building the Ed & Jeanne Arnold Logistics Center at the Summit Bechtel Reserve in West Virginia.

While the Arnolds provide pivotal assistance to the BSA, they've also worked closely with the BSA National Council to direct their support to local Scouting programs meeting their interests, such as Scoutreach and, in particular, a Scoutreach program called Soccer and Scouting. Scoutreach targets minority and financially disadvantaged children. Soccer and Scouting encourages youth to join a soccer-training program as a means of exposing them to Scouting. "Scoutreach became my hot button," Ed says.

Ed also likes Scoutreach because the gift produces enormous leverage by paying to train staff, who then train more volunteers to reach more youth. He appreciates the way Soccer and Scouting recruits boys who might never have heard of Scouting, giving them an opportunity to learn Scout principles while also enjoying outdoor physical fitness. Through Scoutreach, the Arnolds help remove financial obstacles so that more kids can join Scouting.

This all might sound like a lot, but it's by no means the full extent of the Arnolds' support of Scouting. Among other initiatives, in 2010 Ed and Jeanne funded \$3.5 million to mint a commemorative coin used in the BSA's centennial celebration. Proceeds from the coin sales continue to provide millions of dollars to help support underserved Scouting communities across the nation.

With their most recent gift to Scouting, the Arnolds provided \$10 million toward the construction of the Ed & Jeanne Arnold Logistics Center at the Summit Bechtel Reserve in West Virginia. A nod to Ed's professional background—he's the now-retired CEO of New Penn Motor Express, a trucking company started by his father—the center will be the logistics hub of the Summit,



ensuring safety and security of the 10,600-acre site.

Although the Arnolds are excited about supporting millions of Scouts at the Summit, their philanthropic intentions have also been focused on the local level. In the Lebanon area, Ed was particularly interested in refurbishing a Scout camp he

attended as a youth. Bashore Scout Reservation, which struggled in the 1970s to maintain operations, now runs at 98 percent capacity thanks in large part to the Arnolds' vision of upgrading the camp's dining hall. They doubled the dining hall's footprint by adding a

new kitchen and commissary funded by a lead capital campaign gift of \$500,000.

Today, Bashore Scout Reservation is a top-notch camp in the Northeast Region serving thousands of kids through a seven-week summer program and year-round camping.

WHY WE GIVE

Combining causes

IF ONE WORD COULD be used to describe why Ed and Jeanne Arnold support Scouting, it would be "synergy." The two are active philanthropists giving to a variety of causes, from Scouting to the Hershey Medical Center, which is one of Jeanne's favorite causes. Despite this variety, a consistent theme in their donations has been the tendency to support two or more of their causes with each gift.

For example, one program involves local Scout troops and Hershey Medical in a cooperative effort to fight teen obesity. "Many of the charities I'm involved in involve children and health care," Jeanne explains. "This fits together because we're helping kids."

Ed and Jeanne also combined the educational programs of Lancaster Science Factory in Pennsylvania with the character programs in the BSA. In 2008, the Arnolds provided capital support and leadership

to add a Scouting component to the center's programming. Today, Scouts receive instruction in science, technology, engineering, and math (STEM) through this successful collaboration.

In addition, because of her passion for Lebanon Valley College's mission, Jeanne was instrumental in forming a synergistic partnership between the college and the BSA. Lebanon Valley employs students to instruct Scouts in soccer and basketball, helping the students receive hands-on training while Scouts learn their core values. "I've always felt if you can find some synergy within the charities you support, you're basically helping two causes or more," Jeanne explains.

The Arnolds agree that Scouting provides youth with needed guidance and formative experiences. Ed appreciates the way Scouting has evolved to meet the changing needs of both kids and society.

As an example, he points to the Robotics merit badge that appeals to boys while preparing youth for cutting-edge jobs.

Ed has received recognitions which include: WP Society member, Regal Circle Member, and Silver Buffalo. But he's not one to seek accolades, focusing instead on making a difference. "I believe the basic core of what Scouting is doing is so important, today more than ever." For the most part, that's helping kids, especially those in greatest need.

"Everybody's going to join a gang," he says. "Let it be a good gang called the Boy Scouts." Jeanne adds, "I was not a Scout, but I do believe in all they do, and I think it's a wonderful organization. For both of us, it's been very worthwhile."

