

# THE UNACCEPTABLES

Relating Traditional Values  
to Immediate Community Needs



An excerpt from the Unacceptables Relevancy Program  
Boy Scouts of America

## INTRODUCTION

### A MESSAGE FROM THE CHIEF SCOUT EXECUTIVE

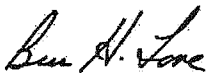
The Boy Scouts of America is the keeper of America's values—patriotism, fair play, and respect for life, religious freedom, liberty, and pursuit of happiness for each and every citizen. Scouting endeavors to preserve our system of government: of the people, by the people, and for the people. It strives to instill in our young people the values that are essential to our system of free enterprise—self-reliance, integrity, courage, and thriftiness.

The values of Scouting are the values that build our nation and they are the ones that will keep it strong.

With this in mind, it is time to take an active role in the betterment of our world. We must wholeheartedly accept our responsibility to protect the weak, the needy, and the destitute. It is not a time to preach ideology, but a time to thwart the oppression brought about by illiteracy, hunger, unemployment, child abuse, and drug abuse.

Use the information in this pamphlet to put a stop to the tragedy of these five unacceptables in our society.

Sincerely,



Ben H. Love  
Chief Scout Executive

As Scouting nears its first century of service to America, it continues to be known for its traditional objectives in youth education: character-building, citizenship-training, self-reliance, outdoor adventure, patriotism, and respect for others. These values that have helped build America will help keep it strong, and therefore will always remain fundamental to Scouting.

The BSA has identified five *unacceptables* in today's society: drug abuse, child abuse, illiteracy, unemployment, and hunger. The devastating impact caused by these conditions is a serious threat. Scouting's almost 5 million youth and adult leaders are attempting to be of even greater service to the communities and neighborhoods of America by dealing with these critical issues.

Scouting has always been involved in America's communities, its strength and appeal lying in the fact that the nature of its involvement has reflected the changes in American society. Changes now come faster and with more frequency than in the past, but the mission of the BSA—to serve others by helping to instill values—never changes. The BSA's dedication to fight these unacceptables is upheld by the Scout Promise and Law.

With this in mind we would like to demonstrate how you can develop an effective case for support.

Thousands of cases for support have been written. Few were effective because the philosophy of fundraising was not understood. A case for support is like an image; every person, company, or organization has one whether by design or by default.

A case for support is a reason for existence; it is the redeeming value to oneself, to one's organization and clients, and to program or donor markets.

A case for support, in addition to presenting historical data and philosophy, must:

- Specifically describe the benefits available and the expected results of these benefits.
- Communicate clearly to target markets.
- Create advocacy and urgency.
- Create a substantial potential for leadership and donor market support.
- Be measurable in tangible benefits.

Although there are several guidelines used in preparing a case for support, two key questions must be answered:

- If I, my business, or my organization would cease to exist today, what difference would it make tomorrow to my community, clients, program leadership, donor markets, or to others?
- How does my case for support do a better job than the cases of competing organizations?

The case for financial support of the Boy Scouts of America in the past has been general, not always attuned to specific critical issues or to solutions for immediate social problems. Its statement has been prevention rather than cure.

The Boy Scouts of America's fight against the program of *unacceptables* in today's society makes a positive statement for viable, marketable, salable cases for support—cases from which regions, areas, councils, districts, units, and individuals may draw to attract program support, leadership, and financing.

Today the Boy Scouts of America is making a statement that deals with solutions to immediate problems as well as long-range problems.

There are many cases for support that can be built from the Scout Oath and Law, and from the unequalled educational programs of the Boy Scouts of America. The fight against *unacceptables* directly relates to the tenets contained in the Scout Oath and the Scout Law.

## THE UNACCEPTABLES

### Drug Abuse

The Scout Law states: A SCOUT IS CLEAN.

A Scout keeps his body and mind clean. He goes around with those who believe in living by these same ideals. He helps keep his home and community clean.

Drug abuse is a tragedy.

Drugs are menacing our society. They are threatening our values and undercutting our institutions. They are killing children and adults.

The same youth being harmed by drugs are the youth we are charged to serve in our Federal Charter. Drug abuse threatens our whole population, however, it is our children who are most vulnerable.

The leadership of our country has declared war on drugs. We must be part of that war.

We have long had policies concerning alcohol abuse. Policy, as we know, is useless without action. Now, we are doing something to contribute to the success of the war against drug abuse. We are taking action.

A full-color booklet, teacher guide, and videotape are available to all 410 councils across the nation. It is our responsibility as an integral part of our communities and as individuals, to ensure that these materials are distributed as widely as possible and that they reach the broadest number of youth available to us.

We need to use these materials in partnership with our chartered organizations, in school systems, and anywhere youth gathers.

### Child Abuse

The Scout Law states: A SCOUT IS KIND.

A Scout understands there is strength in being gentle. He treats others as he wants to be treated. He does not hurt or kill harmless things without reason.

Child abuse cannot be tolerated at any level nor in any instance by the Boy Scouts of America.

Our recent publication, *Child Abuse: Let's Talk About It*, discusses this challenge and offers ideas on how to deal with child abuse. The kinds of child abuse—sexual abuse, physical abuse, neglect, and emotional maltreatment—are defined in the pamphlet and it discusses some of the things we can do about this problem.

Scouting has taught its membership fundamental values for almost a century. Today this membership makes up a large percentage of the adult population. The magnitude of the child abuse problem is shocking. We must be concerned with helping society come to grips with it.

Throughout our history we have been aligned with churches, synagogues, schools, civic groups, and businesses in an effort to strengthen the ethical and moral values of our children. We must continue this alliance and we must work to eliminate child abuse from our society.

The focus of our child abuse pamphlet and the staff training guide encourages the concerned involvement of volunteers and chartered organizations in selecting leadership. Additionally, we address this problem through our publications and magazines, and through special training sessions designed to promote awareness and prevention.

### Illiteracy

The Scout Oath or Promise states: TO KEEP MYSELF . . . MENTALLY AWAKE.

A Scout takes care to develop his mind. He strives to increase his knowledge and understanding of the world. He makes the best possible use of his abilities. By being mentally awake we live more completely, with an alert attitude. We get and give more from life.

Illiteracy is a national shame. No one knows how many million American adults are illiterate, but it is too many.

Among the more than 150 member nations of the United Nations, the United States is 49th in literacy level. Japan is number 1, South Korea is number 2, Russia is number 5, and the Philippines, number 20. The same definition of literacy was used in all nations to develop this data.

Illiteracy is not a sign of stupidity; we are not a nation of stupid people. We are, however, a nation given over to the passive activities.

The Boy Scouts of America is not a passive organization. Scouting is an active adventure every day. And the program of the BSA is dependent on its literature. We are proud of our literature, and we work hard to make it interesting and useful to young and old alike.

The Boy Scouts of America nurtures and promotes literacy. For example, the Cub Scout achievement books are designed for progressive reading levels so that a parent can help a child progress. *The Official Boy Scout Handbook* remains tops among the highest two or three publications listed. The Boy Scouts of America merit badge program of discovery and practice in more than 100 subjects prepare young people for life. The Boy Scout advancement program is recognized as one of the world's foremost educational systems. Millions of Scouts and their parents are developing reading skills through Scouting publications and literature.

*Boys' Life* magazine is an example of wholesome literature geared to improving young people's ability to read. It is read by more than a million subscribers and shared with millions of brothers, sisters, and friends. *Scouting* magazine serves as a program guide and educational medium for millions of adults.

We need to do all we can to help our nation combat illiteracy. We need to support educational efforts within our homes, communities, chartered organizations, and our country. We need to be outspoken advocates and activists on this issue.

## Unemployment

The Scout Oath or Promise states:

I WILL DO MY BEST.

A Scout is not expected to be perfect. A Scout is expected to strive toward the highest goals he can achieve. Not every boy has the ability to get high marks in school or to become a star athlete. But every boy has within him the power to do his best and be productive in life. Scouting is not for the idle.

What more bitter pill could there be than to not be able to provide for the needs of your family. And yet there are millions of people today in our society who are willing to work but cannot find a job or who are underemployed. Some people cannot work, but for those who can, even simple work provides accomplishment and a feeling of self-esteem.

If present trends continue, it is possible that new record highs in unemployed citizens will occur. The implications of this possibility in terms of taxes and the health of the Social Security System are self-evident. It is in their interest and our self-interest to do everything we can to overcome this problem.

Each of the first three unacceptables contributes to unemployment. The contribution drug abuse makes is somewhat obvious. People who are high on drugs simply cannot perform up to their capabilities. People who need many times their salary to support a drug habit will

not stay in their jobs very long. As drug abuse has entered the place of business, we are seeing more and more people driven from their jobs by it.

Child abuse contributes to unemployment in that the abused child is often emotionally, mentally, or physically scarred for life. These scars cause emotional and mental instability that result in underemployment of those individuals.

Illiteracy has a more obvious effect on the employability of people. If one cannot read, one often cannot even get to the place to apply for employment. Illiteracy simply means that one is usually employable only in menial jobs.

BSA Career Awareness Exploring is one great step toward combating unemployment. In this program, teenage youth have the opportunity to discover not only what is required to enter the work force but, through real hands-on experience, they have the chance to find out whether they would like to seek a particular vocation or profession.

## Hunger

The Scout Oath or Promise states:

TO HELP OTHER PEOPLE AT ALL TIMES.

A Scout participates in helpful activity in his community. There is no greater tragedy in our society of abundance than a hungry child or starving old person. It is time for Scouting to do a Good Turn and fight hunger.

Hunger and malnutrition are persistent, relentless conditions that keep people from working productively and thinking clearly. Both decrease resistance to disease and result in permanent damage to body and mind.

In study after study, prestigious international commissions have come to one conclusion: Humanity now possesses the resources, technology, and know-how to end hunger.

The real challenge is—are Scouts and Scouters prepared to do what can be done and to ensure that it will be done? We believe we are.

To attack the immediate problem, we are supporting food banks and food distribution resources in hundreds of American communities.

We are promoting Scouting among poor people, bringing them and others into an environment that builds self-esteem and self-confidence, and increases self-reliance.

As immediate and long-range solutions, we are providing educational resources that deal with social coexistence, ethics, human values, and opportunities.

When surveyed on what Scouts wanted most from Scouting, thousands of Scouts replied, "Learning how to live."

The Boy Scouts of America has the support capabilities and educational resources to make a significant impact on the causes of hunger.