



April 26, 2010

Fellow Scouters,

By now you received your early registration packages. This letter explains the 2010-2011 membership fees.

Some Scouters are asking, "Why is there an increase, when the Chief Commissioner told us that there would not be?" The National portion Steve committed to did not increase. The Council portion did increase as a result of a decision made by the Management Committee (including Area Commissioners) to offset our declining membership. Our fixed administrative costs are spread over the total membership. When the number of members decreases as they have been over the past number of years, the cost per member rises. The White Pine membership fee has been one of the lowest in the country, but it has not kept pace with our costs. Although we have been proactive with fees to our membership, it has not helped our financial position. Your Council has been working very hard to control expenses, and we vow to continue this practice.

Unlike other Councils across Canada, the Management Committee also decided to continue to not take any portion of popcorn sales to leave as much revenue as possible for the Groups and Sections. Our hope was that Groups use these funds to help offset any fee increase.

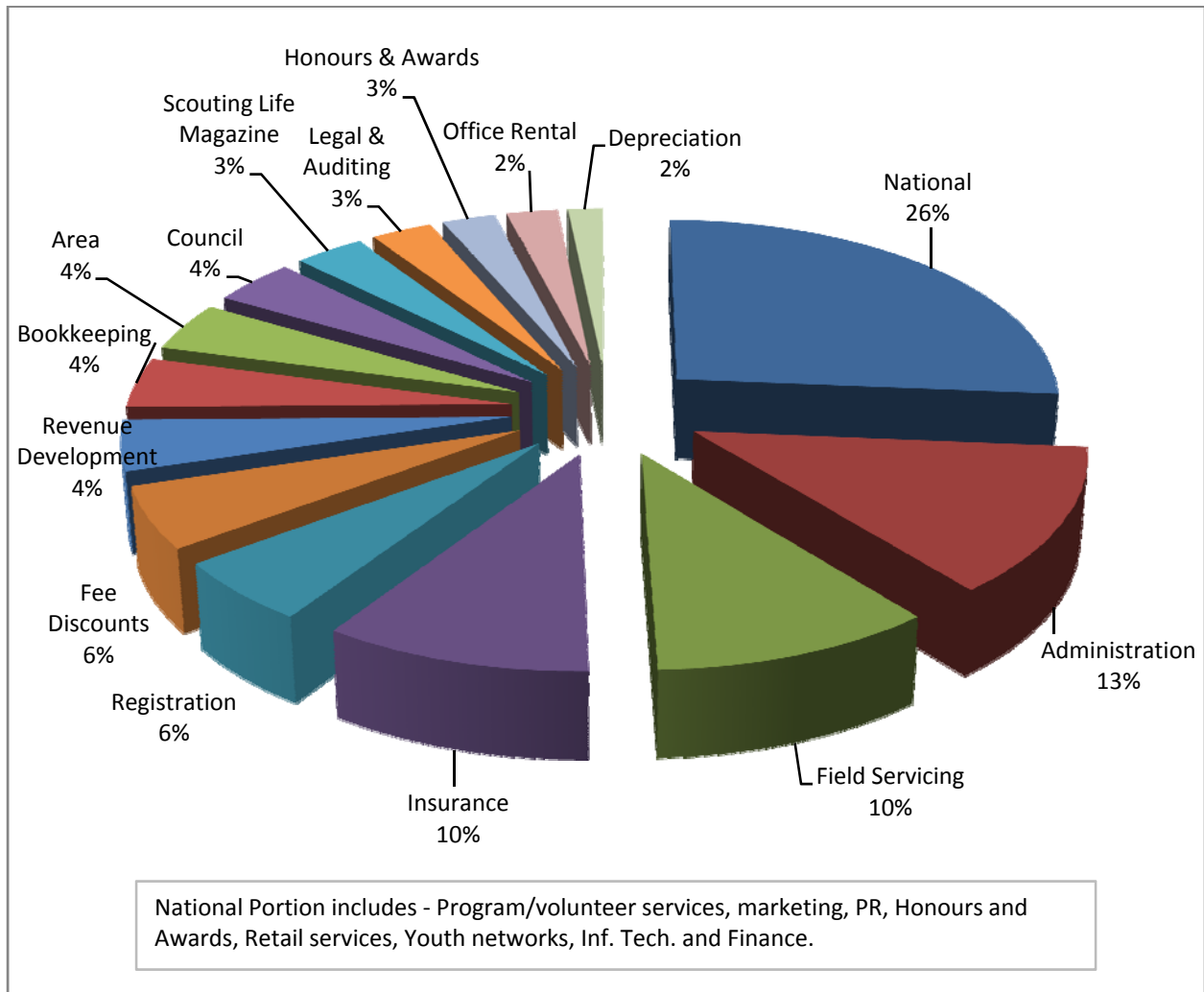
There are two reasons why we have declining membership. The first is lower recruitment rates. To counter this trend, we recently received approval for funding a marketing initiative. The details have been approved and shared with your local Commissioner and Service Teams to use.

The second concern is the lower retention numbers. The true measure of any organization's success is in the amount of repeat business they receive. This is quantified in Scouting through retaining members. Currently, we have only 63% of our youth returning from year-to-year. We do however retain 80% of our adult members. Once a youth has committed to membership in our organization, we must keep them through good program delivery. The National Program Standards and Commissioner's Quality Award were designed to help Section and Group Scouters plan and monitor weekly programs. I urge you to use these tools along with your Area teams.

Also remember we have other economic assistance. New and returning members can pre-register to receive a \$15 discount. This can certainly save each Group a significant amount of money. Secondly, the No One Left Behind program was set up to aid financially struggling parents. Consider using these opportunities.

It is our hope as we implement our Action Plan, that by working together we will increase our membership numbers significantly. This should allow us to maintain our fees, and perhaps move to reducing them!

Below is a brief explanation of how membership fees are spent. This is approximate since allocation of salaries and many other expenses are shared between functions, but it should give you an idea of the services this Council provides to support the Group and Section Scouters. For a more complete listing, please see the audited financial statements on the White Pine Council web site at <http://www.whitepine.scouts.ca/index1.htm>, or discuss the issues with your Area Treasurer.



Sincerely,

The White Pine Council Management Team:

Dave Fletcher, Council Commissioner, Debbie Lyng, Council Treasurer and (Lakeshore Finance), David Millie, Youth Commissioner, and seven Area Commissioners including Carlos Silva, AC-Owasco, Victor Woodburne, AC-Whitby, Mike Hurley, AC-Oshawa, Jim Walter, AC-Trillium Highlands, Rob Shafer, AC-Lakeshore Ridge, Beth Cleaton, AC-Algonquinte, Sue Reinhart, AC-Kawartha Waterways.