

The Scouting program offers tremendous value to youth and their parents

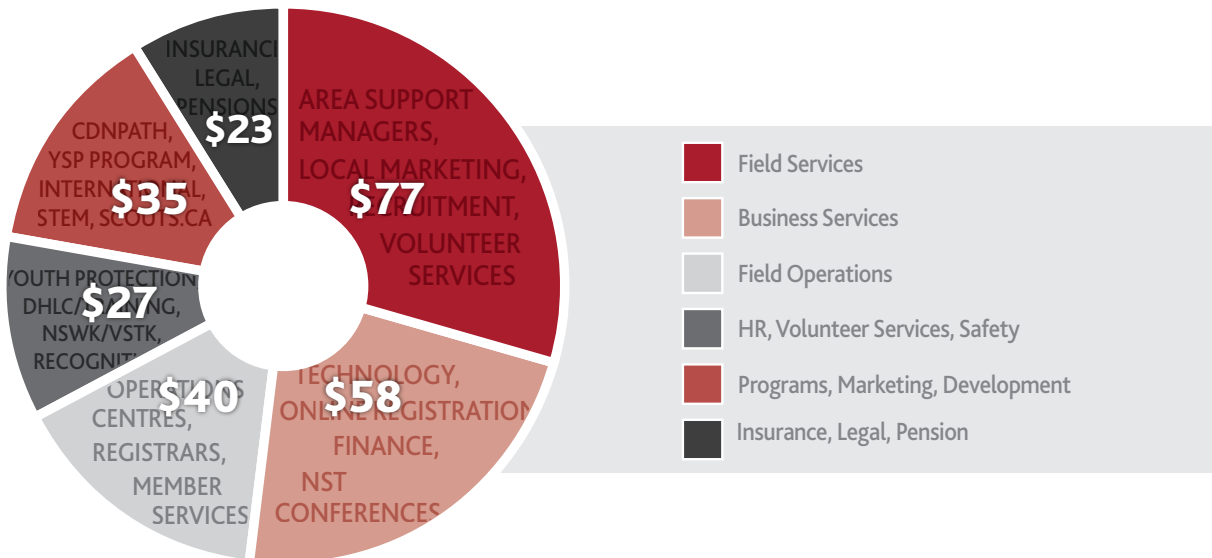
Scouting parents consistently give our programs high scores for value, and Scouting costs significantly less than many other youth activities. Add the fact that many Scouting Groups and camps are active year-round and the result is even greater value for dollar.

The true cost to support a robust Scouting program is significantly higher than the registration fee that

we charge. This is where Scout Popcorn fundraising, retail sales through our Scout Shops, donations and sponsorships contribute towards keeping Scouting affordable. These same revenue sources also support Scouts Canada's No One Left Behind program to ensure that financial barriers do not prevent kids from participating in great Scouting adventures.

Registration fees only cover a portion of the cost to deliver a quality Scouting program

With registration fees set at \$215 per year, our net membership revenue per youth is \$192. But the cost to support a quality Scouting program is actually \$260 per youth. Here's how fee revenue is allocated as well as the true cost to support programs and services.

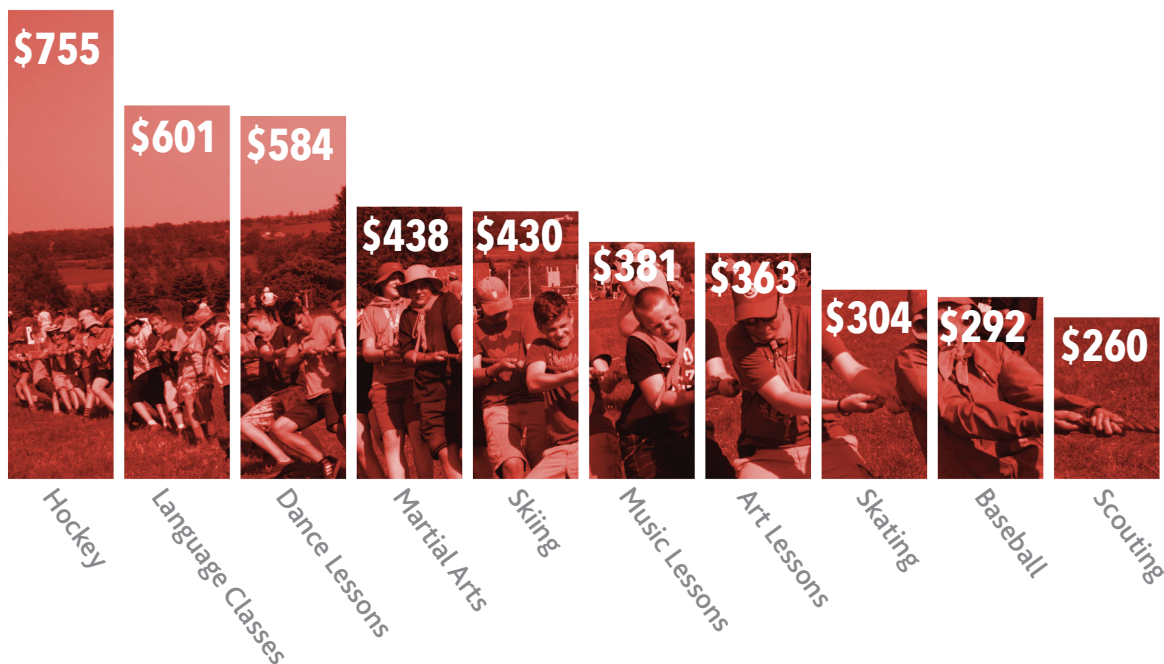



Revenue from a number of sources contributes towards closing the gap between the membership fees charged and the true cost to support a quality program. This additional revenue plays a big role in keeping our Scouting program affordable and cost-competitive.

- Scout Popcorn sales - \$13 per member
- Scout Shop revenue - \$8 per member
- Donations and sponsorships - \$19 per member
- Grants and investment income - \$28 per member

Compared with many other youth activities, Scouting offers great value.

A national survey on the cost of youth activities was conducted by IPSOS in September of 2017. With responses from 1,000 Canadian parents, it provides a clear picture of where Scouting stands relative to other youth activities. Consider as well that most of these activities do not offer a year-round schedule. Scouting offer great value.



 Note: In some cases, costs vary from province to province. Example: Hockey in Alberta cost an average of \$1,200, while in Saskatchewan it was \$450.