



Scouting for Life

Francesco A. Mascaro MEMORIAL BLOOD DRIVE



J. P. Mascaro & Sons
If it's service, it's us!



**American
Red Cross**

BOY SCOUTS OF AMERICA®
CRADLE OF LIBERTY COUNCIL



Scouting for Life

Community Service Initiative Report

*A collaboration between
J.P. Mascaro & Sons,
the American Red Cross and
the Cradle of Liberty Council, Boy Scouts of America*

April to August, 2014





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2014 Report

The Cradle of Liberty Council, Boy Scouts of America, launched a new community service initiative for the spring and summer of 2014 called "Scouting for Life." The council mobilized its network of youth and adult members, their families and community supporters in order to maximize participation in the Francesco A. Mascaro Memorial Blood Drive and assist the American Red Cross in saving lives.

A core tenet of Scouting is giving back to the community, so it was a great fit for the Cradle of Liberty Council to participate in a blood donation drive to honor Frank "The Chief" Mascaro, who spent his entire life giving back to the community.



In partnership with J.P. Mascaro & Sons and the American Red Cross, the Cradle of Liberty Council coordinated and conducted 12 blood drives throughout its territory of Montgomery, Delaware and Philadelphia Counties. The drives were held during the last three weekends of August, a high-demand time of the year for blood donations.

The council was able to secure commitments from 527 people to give blood through the efforts of a core volunteer committee led by council executive board member Peter Walts along with hundreds of Scouts and adult leaders. More than 750 potential donors were identified and actively engaged to participate.

Between the 12 council-organized drives and commitments made to donate at other locations, 479 pints (and counting) were collected. This represents up to 1,437 lives saved.

The Cradle of Liberty Council is very proud to have been able to honor The Chief's memory along with the Mascaro Family and many other organizations and to continue to make a positive impact in the communities it serves.

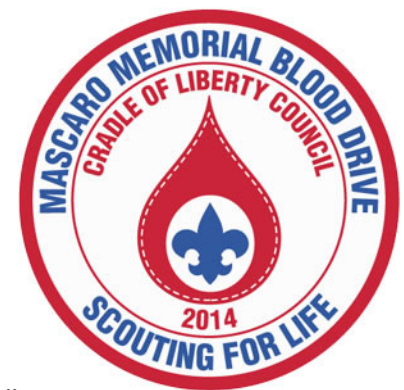


Scouting For Life Blood Drive Dates & Locations

<i>Date</i>	<i>Location</i>	<i>No. Blood Donations</i>
Friday, August 15, 2014	Shepherd of the Hills Church, Bechtelsville	23
Saturday, August 16, 2014	Shepherd of the Hills Church, Bechtelsville	22
	Germantown YMCA/GLEC, Philadelphia	22
	Willow Grove Giant Community Room, Willow Grove	54
Saturday, August 23, 2014	Our Mother of Good Counsel Parish, Bryn Mawr	43
	Little Zion Lutheran Church, Telford	34
Sunday, August 24, 2014	American Legion Post #10, Fort Washington	51
	Ridley Area YMCA, Secane	39
	Firestone Scouting Resource Center, Wayne	35
	Old Mill, Rose Valley	34
	Amtrak 30th Street Station, Philadelphia	18
Saturday, August 30, 2014	Deer Meadows Retirement Community, Philadelphia	27
	Commitments for other Red Cross Drives	77
TOTAL		479

Promotion

<i>No. Scouting Units Committed to Promote:</i>	171
<i>No. Scouts Committed to Promote:</i>	582
<i>No. Adult Leaders Committed to Promote:</i>	356



Scouts, their families, adult leaders, and community supporters were encouraged to provide service in several ways:

- *By promoting the drive to family, friends, colleagues, business associates, and the community-at-large and securing blood donor commitments.*
- *By giving blood (Scouts 17 years old or 16 with parental consent were able to donate).*
- *By volunteering at a drive location.*

Council-Wide Promotion Plan:

- Scout Patch Contest
- Scouting Unit Promotion Guide
- Donor Commitment Cards
- Letter-size Fliers
- Tabloid-size Posters
- Website: colbsa.org/blooddrive
- Donor page on redcrossblood.org
- Electronic Newsletter Feature
- Articles
- Email Blasts
- Facebook & Twitter Posts
- Press Releases
- Digital Billboards



The need is constant.
The gratification is instant.
Give blood.

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Friday, August 15, 2014:
Shepherd of the Hills Church
527 Hoffmansville Rd, Bechtelsville, PA 19505
2 PM - 7 PM

Saturday, August 16, 2014:
Germantown YMCA/GLEC
5722 Greene St, Philadelphia, PA 19144
9 AM - 2 PM
Shepherd of the Hills Church
527 Hoffmansville Rd, Bechtelsville, PA 19505
8 AM - 2 PM
Willow Grove Giant
315 York Rd, Willow Grove, PA 19090
9 AM - 2 PM

Sunday, August 24, 2014:
American Legion Post #10
493 S Bethlehem Pike, Fort Washington, PA 19034
8 AM - 1 PM
Amtrak 30th Street Station
2955 Market St, Philadelphia, PA 19104
9 AM - 2 PM
Firestone Scouting Resource Center
1485 Valley Forge Rd, Wayne, PA 19087
9 AM - 2 PM
Old Mill in Rose Valley
9 Old Mill Ln, Rose Valley, PA 19063
8 AM - 1 PM
Ridley Area YMCA
900 South Ave, Secane, PA 19018
8 AM - 1 PM

Saturday, August 23, 2014:
Little Zion Lutheran Church
267 Morwood Rd, Telford, PA 18969
9 AM - 2 PM
Our Mother of Good Counsel Parish
31 Pennswood Rd (corner of Lancaster Ave across from ADM)
Bryn Mawr, PA 19010
9 AM - 2 PM

Saturday, August 30, 2014:
Deer Meadows
Retirement Community
Walton Conference Center
8301 Roosevelt Blvd, Philadelphia, PA 19152
9 AM - 3 PM

Help us meet the need. Thank you for your support!
Commit to donate at a location above or
any Red Cross drive at:
colbsa.org/blooddrive
or call 484-654-9245 or email blooddrive@colbsa.org

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*Service is part of the lifeblood of Scouting.
Here's a chance to give back in more ways than one.*

Unit Leader Guide
colbsa.org/blooddrive

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100 days of summer.
days of hope.

Choose your day to give

Thank you for committing to donate blood this summer! There is a critical need for blood donation this time of year and we appreciate you answering the call to help save lives.

To ensure that the process goes as smoothly as possible, please visit the American Red Cross Blood Donation website at your next opportunity to register for a time slot at your drive of choice.

Here's how the scheduling process works:

- [Click here](#) to get a list of the Scouting for Life/Mascaro Memorial Blood Drive locations*
- Find the drive where you'd like to donate and click on the link "Click here to schedule an appointment to donate"
- You will be asked to login or register. Click on

Join our mailing list

Visit our website

Forward to a Friend

Donor Resources

- First Time Donors**
- Eligibility Requirements**
- Donation Process**
- Donation FAQs**
- 16-Year-Old Donation Form**

URGENT NEED

Scouting for Life
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American Red Cross

We Need Your Help!
Give Blood | Ask a Friend | Raise Awareness

There's currently a shortfall in blood donations and the Scouts are working to help meet the need by promoting the Mascaro Memorial Blood Drive this summer.

We've scheduled 12 blood drives throughout Philadelphia, Montgomery and Delaware Counties to assist with the effort. **The first drive starts in just 10 days!**

If you've been considering becoming a blood donor, now is the time sign-up. **Visit our website to commit to giving blood at one of our drives or at any Red Cross drive between now and September.** One pint of blood can save up to three lives!

Whether you choose to become a blood donor or not, please consider forwarding this email to family, friends and co-workers to help us get the word out.





BOY SCOUTS OF AMERICA®
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Roger S. Firestone Scouting Resource Center

1485 Valley Forge Road

Wayne, PA 19087

610-688-6900

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