

Highlights:

We encourage our Scouts to interact with positive role models. We instill in our Scouts the Six Pillars of Character. We enhance the moral character in our Scouts instilled by parents

Although America is a culturally diverse society, we share common beliefs and values, such as democracy, equality, and fairness. Each generation bears the responsibility for sharing these same values and beliefs.

## Positive Role Models

We are focused on the whole child as a part of their family and the greater community.



We support character playing a significant role as a part of our focus on the whole child. We are filled with hope and appreciate

the struggle parents and families face day in and day out.Â We have created an imaginative, adventurous vision which includes all on a nondiscriminatory basis for a brighter future.Â Â

Character is very personal and it starts with good role models for our Scouts early in life.Â Our Scouts already have family, friends, and others who inspire good character in our Scouts.Â There is a story about a family with financial challenges who were able to take their children to see a movie once a year.Â A real treat for them, they planned ahead which movie to see and everyone really looked forward to it.Â When they got to the box office, they could see that the price for kids 12 and under was lower than the adult price, but unfortunately

their youngest child had turned 13 that year.Â

The youngest suggested, “I can just tell them I’m 12 years old.”Â Of course the parents were tempted “the few dollars may not seem like much to others, but it did mean something to them.Â Â

“That would not be right”, the mother said.Â

“But they wouldn’t know”, the child responded.Â

“We would know”, the father said.Â

Good character starts early.Â We do not pretend it is easy or simple.Â While few would find it so terrible for an underprivileged family to save a few needed dollars, it raises the question, â€œWhat if everyone thought that way?â€ Â

When we look at the world today, is there any doubt that many, many people do think that way?Â We have a character crisis in the world right now.Â When we take a look at corporations such as Enron, we see the natural result of years of acceptance of lack of character in our society.Â â€œSo what if I take a little something that does not belong

to me?â€ is the seed that grows into a tree that bears the fruit of cynicism, inequality and even rage for people who find themselves on the losing end of a system that just accepts lack of character as a part of everyday life.Â

We are not suggesting that those who need help struggle alone.Â That is one of the reasons we are inclusive and fully nondiscriminatory.Â If a Scout cannot afford traditional participation, we find a way to include them.Â The team sponsor seeks needed monies to ensure a financially challenged Scout can go to the movies or out to dinner with the

rest of the team.Â We find ways to help those who need it while increasing good character rather than diminishing it.Â We all have the responsibility to promote good character.Â

Â The Scout Programs of Adventure Scouts USA accept this responsibility. Â We enhance the moral and ethical character of our Scouts as instilled by their parents.Â We respect and value the rights of others, and youth acquire this same value by participation in our Scout Programs.Â In our society, athletes, celebrities, and high profile persons are sometimes improperly perceived

as positive role models, and thus, their behavior is often imitated by youth.Â We help the youth who participate in our Scout Programs identify and emulate the attributes of individuals who truly are positive role models.Â We encourage the participation of athletes, celebrities, and high profile persons who live their lives with character, and encourage their interaction with our Scouts.Â

Character Counts in our Scout ProgramsÂ

Character counts in the life of our

Scouts. Â The Scout Programs ofÂ Adventure Scouts USAÂ offer challenging programs that our Scouts choose, organize, and lead.Â Our Scouts are inspired to develop a compass, with which to lead their life, by their choosing to live their life by our Scout Promise, Scout Code, Scout Spirit and by their Giving their Best in all they do.Â Our Scouts are also inspired by our Team Counselors who similarly undertake to live a life of character.Â We encourage self-respect and respect for others, in our Scouts and in the



greater community, by creating an environment where character counts. Â We believe there can and should be a larger effort and value placed on good character throughout our country.Â

The Scout Programs of Adventure Scouts USA believe in enhancing the positive character as instilled by the parents of each of our Scouts.  
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Our Scouts Choose Lives of

# Character

Our Scouts are encouraged to appreciate the value of good character and of having what they say count.Â We do not ask our Scouts to promise or swear when committing to obligations, rather we consider the word of our Scouts their bond.Â We ask our Scouts to give their best in all that they do and consequently our Scouts

appreciate we trust them and that their word is considered their bond. We encourage our Scouts to develop a moral compass to do what is right, rather than what is convenient.

Given the opportunity to interact with others, with supervision but not interference from adults, our Scouts make choices

we can all be proud of.Â  
Because we trust our  
Scouts and treat them with  
the integrity and respect  
due all persons, they  
choose to make character  
count.

We enhance the worldview  
our Scouts have with  
regard to the value of good  
character, and contribute to  
the development of their

moral compass.Â  
Adventure Scouts USA  
develops in our Scouts a  
way to live their life and  
lead their life.Â We believe  
in strengthening the values  
of family, character, caring,  
purpose and service, and  
support efforts to improve  
the lives of all.Â The vision  
of a better world for all  
often times seems

unattainable.Â Our vision strives to develop a society where opportunities are equal and earned, and individuals are measured by their talents, abilities, and the content of their character.Â Â Â

## The Importance of Character



In a world where cheating on tests and doing anything to get ahead has become the norm, character is more important than ever. As a society, we need people who are willing to stand up and do what is right. A A

We are committed to the development of good character playing a larger

part in society.Â We recognize people have different views of how character plays a part in everyday life situations.Â In society, there is general agreement on what comprises fundamental ethical conduct; however, we believe good character can and



should count more than it currently does.Â Creative solutions and sincere effort must be made at every level of society to improve the role good character plays, and we commit to play our part.Â

Our measure of success will come many years

from now when our Scouts are parents themselves.Â What sort of world might be possible when character increasingly is a principle for living? Â

We do not subscribe nor believe in the current attitude of blame and divisiveness in our

culture.Â We are more interested in profoundly making the effort to resolve issues by working together with others.Â We consequently partner with parents and develop alliances with religious and governmental institutions and educational and community

organizations.Â Our partnerships and alliances permit us to work together toward achieving common goals and to advocate the idea that character does count.Â

**CHARACTER COUNTS!**

The Scout Programs of Adventure Scouts USA are inclusive.Â But we stretch beyond our members to include other organizations, which also benefit youth.Â These "Friendship Organizations" are organizations we have a special relationship with.Â We encourage

other organizations,  
which instill good  
character, to join our  
"Circle of Friends."

One of those  
organizations is the  
**CHARACTER  
COUNTS! Coalition.**  
Adventure Scouts USA  
is proud to be the only  
Scout Program,

national organization  
member, of the  
**CHARACTER  
COUNTS!** Coalition.Â  
**CHARACTER  
COUNTS!**, is a  
nonpartisan alliance  
of leading  
human-service and  
educational

organizations working together to strengthen the character of young people today and-- safeguard tomorrow for all. Â We support the development of good character in our Scouts by using and reinforcing the six



pillars of CHARACTER  
COUNTS!:

trustworthiness,  
respect, responsibility,  
fairness, caring and  
citizenship.Â

The Six PillarsÂ

TrustworthinessÂ

Trustworthiness includes the positive character trait of honesty.Â Our Scouts are expected to tell the truth, to not repeat gossip or falsehoods, and do their individual best.Â We ask our

Scouts after the end of a project if they feel they really gave their best.Â If the answer is no, they are encouraged to concentrate on the trait of always giving their best by trying again.Â

# Respect

Respect is a particularly important part of our Scout Programs because we are nondiscriminatory. Equal treatment and respect of all persons

is essential to the enhancement of character.Â It does not matter if our Scouts have physical disabilities, come from differing ethnicities, or have few outdoor skills.Â We foster the best in every Scout

without  
discrimination.Â  
Because our Scouts  
choose, organize,  
and lead their own  
activities, they  
develop an  
appreciation for each  
otherâ€™s  
opinions.Â During

brainstorming, our Scouts come up with ideas for activities from which they choose one.Â No one is ever insulted or put down for their ideas.Â Every idea and every Scout is treated with respect.

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ResponsibilityÀ

We encourage the development of responsibility in our Scouts.À We ask our Scouts to act with integrity, while



keeping in mind the age of our Scouts and their individual capabilities.Â As our Scouts grow up, we encourage them to take on increasing levels of responsibility, including the Team

Leader position, in which they will be responsible for facilitating meetings and coordinating activities.Â

FairnessÂ

Fairness is also an

essential component  
in character.Â In our  
Scout Programs, we  
make sure every  
Scout is involved in  
every activity.Â No  
Scout will ever hear  
the words, "You  
cannot  
participate."Â

Every Scout  
participates in every  
activity while always  
giving their best.Â  
We make special  
arrangements to  
make sure every  
Scout, including  
those with  
challenges, takes

part in every activity.

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CaringÂ

We also encourage  
the trait of caring.Â

Our Scouts care  
deeply about their  
family and friends

and we encourage the inclusion of multiple generations and extended family members, and also of friends who may not be Scouts.Â We also encourage kindness and decency toward all

persons.Â Whether our Scouts are camping on a family-oriented camping trip, or participating in an activity with their fellow Scouts, the development of caring relationships is

important to our  
Scouts life and  
well-being.Â

Good CitizenshipÂ

We enhance good  
citizenship in several  
ways.Â Our Scouts  
participate in projects



of service to the  
greater  
community.Â As  
Scouts progress,  
these projects build  
on each other and  
become more  
involved.Â One of  
the activities our  
Scouts participate in

is volunteering at the polls, an ideal activity for Scouts to appreciate the importance of voting by doing so.Â In another example, our Scouts, with adult assistance, cook, prepare and deliver

meals to shut-ins,  
particularly at holiday  
time.Â

Our Scouts Live  
Lives of Character

Our Scouts are  
always recognized, in  
part by their uniforms

and activities, but also by the enthusiasm they exhibit.Â

Additionally, others recognize our Scouts because their word is their bond and because they act with conviction.Â We

encourage our  
Scouts to pursue  
goals they wish to  
pursue, and we  
supportÂ them in  
their efforts.Â The  
interests our Scouts  
develop enable them  
to acquire pride and  
pleasure in their

efforts.Â Â

The road that lies ahead of us as a society is fraught with obstacles.Â It is how we overcome those obstacles that demonstrate our

character.Â Our Scouts realize that how they act when the path turns rocky is the measure of true character, and our Scouts choose to stay the course.  
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Every aspect of our  
Programs  
encourages the  
concept that  
character counts.Â  
We believe  
character is evident  
when our Scouts do  
the right thing in



front of their friends,  
but equally  
important when no  
one is watching at  
all.Â

Character in the  
Organizations We  
Work WithÂ

We consider  
character important  
in every part of our  
Scout Programs.Â

We join  
organizations which  
demonstrate good  
character  
consistently and

particularly those organizations which encourage good character in youth.Â Â

From time to time we also need to work with vendors

and companies to  
get supplies for our  
Scouts.Â We  
prefer to deal with  
companies which  
exhibit good  
character.Â Paper  
and plastics  
companies which

make recyclable products and green products are preferred.Â We also prefer to deal with companies which have the fairest labor practices and are

nondiscriminatory.Â

We encourage  
our Team  
Counselors and  
Counselors to  
educate  
themselves on the  
issues and to  
choose wisely

when they  
purchase supplies  
for their teams.Â

We want our  
character and the  
character of those  
we deal with to be  
as high as

possible, but we understand it is possible to raise expectations so high, no one can meet them. It is not our intention to do that. But we do believe



character really  
does count, and we  
carry this  
philosophy into  
everything we do  
and everything we  
are from local  
teams to the  
national level.